
AN EXPLORATORY STUDY OF MEN'S FACIAL CARE
PRODUCTS: MALAYSIAN GEN Y MALES

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Malaysian Gen Y Males

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LIST OF ABBREVIATIONS

BP	Brand Personality
Gen Y	Generation Y
p	p-value
PC	Price Consciousness
R ²	R Square
SC	Self-Concept
Sig	Significant
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UTAR	Universiti Tunku Abdul Rahman
B	Beta

ABSTRACT

This research paper aims to explore the factors (price consciousness, credibility, self-concept and brand personality) and investigates how these factors influence the attitude of Malaysian Gen Y males and their purchase intention towards men's facial care products. More specifically, this research also examines the relationship between each factor (i.e. price consciousness, credibility, self-concept and brand personality) and attitude, between each factor (i.e. price consciousness, credibility and brand personality) and purchase intention. The mediating effect of attitude between dependent variable (purchase intention) and independent variable(s) (i.e. price consciousness, credibility, self-concept and brand personality) is determined as well. The convenience sampling method is used to collect primary data. A total of 517 sets of survey questionnaire were distributed to all target respondents at chosen universities and colleges situated in the Klang Valley area. The survey is conducted using investigator-administered technique. Only 400 of them are valid responses and accepted for data processing.

The top three leading brands (Garnier Men, L'Oreal Paris Men Expert and Gatsby) are selected out of six brands to explain the behaviour of most Gen Y males. Garnier Men shows that credibility and self-concept significantly influence attitude. L'Oreal Paris Men Expert indicates that price consciousness, credibility and self-concept significantly influence attitude. Gatsby reports that only price consciousness significantly influences attitude. The results also reveal that price consciousness, credibility and self-concept directly influence purchase intention. The mediator 'attitude' is also reported of having indirect effect between dependent (purchase intention) and independent variables (price consciousness, credibility and brand personality), but 'attitude' does not have a significant mediation between self-concept and purchase intention.

The paper provides benefits to brand managers some ideas and marketing insights by understanding the attitudes and behavioural patterns of local Gen Y males towards men's facial care products. The research limitations are convenience samples which may lack generalization power to Malaysian population. Some extended concepts are suggested for further studies.

Keywords: Generation Y males, Metrosexual, Motivation, Theory of reasoned action, Attitudes, Purchase intention

CHAPTER 1

INTRODUCTION

1.0 Background of the Research

Today the beauty industry will not just focus on female markets (Dade, 2007). These days many beauty companies have been expanding their business towards men's facial care products. Jones (2010) found that the sales of men's grooming products in the US were estimated at USD 4 billion, and men's facial care alone reached USD 500 million in 2009. However, Asian markets may give a more promising growth for sales to men than Western markets. For instance, Japan and South Korea have strong male facial care markets, where there is also a fashion trend among men buying cosmetics that made them feel delicate and pretty (Jones, 2010). The fastest growing among men's grooming segments is facial care, which refers to non-shaving products such as facial cleansers, moisturizers and exfoliants (Newman, 2010).

Beauty companies normally use the marketing term "metrosexual" to target their niche businesses (Lake, 2009). Metrosexuals are those heterosexual men who spend a lot of time and money on their appearance and love shopping. They can also be described as urban male with a strong aesthetic sense who spend more time and money on their appearance and lifestyle (Collins English Dictionary,

2009). Therefore, they frequently purchase men's facial care products to maintain their appearance.

Most of the men's magazines do not just published about cars, motorcycling, fishing or even pornography (Jackson et al., 2001) but also the personal care related information. The facial care advertisement in magazines triggers consumers' cognitive component and affective component to purchase the brand. Consumer attitudes include three components, which are cognitive (beliefs), affective (feelings), and behavioral (response tendencies). Male readers are more likely to purchase facial care products which they have positive results in facial hygiene and attractive styling from the advertisement of their products. Meanwhile, they also like the facial care products if the endorser's attractiveness (credibility) is strong to arouse their excitement (emotion) and purchase the brand (Hawkins & Mothersbaugh, 2010).

Men purchase and consume men's facial care product not just for its tangible benefits, but also the hidden motivation of such consumption that is to create, develop and maintain a person's identity (Featherstone, 1991). Men prefer to stay young in order to have certain desired situations.

1.1 Justification of the Research

1.1.1 Market Trend and Opportunities

Facial care industry is traditionally associated with ladies but there is an increasing demand for facial care products by men. In the 21st century, the niche market for men's facial care business is growing at a fast pace and is gradually representing an important opportunity for all manufacturers in the industry. According to a survey conducted by L'Oreal (Souiden & Diagne, 2009), a key player in the facial care business in 1990 only four percent of men claim to regularly use a facial care product, compared to 21 percent in 2001. In 2015, this

percentage is expected to increase to 50 percent (Souiden & Diagne, 2009). Euromonitor International (2007) also reported men's facial care products represent more than 30 percent of the entire cosmetic market in Western countries. The global sales are reported to grow 18 percent every year between 2006 and 2011; the market is expected to be worth \$25 billion. In the U.S., the sales of men's cosmetics may reach US\$ 3.2 billion by 2016, from an estimated US\$2.6 billion in 2012 and US\$ 2.2 billion in 2006. In the European markets, the sales have increased from 289 million euros in 2005 to 420 million euros in 2010 within the continent's five biggest markets France, Germany, Italy, Spain, and UK. In China, the annual sales growth may achieve above 20 percent per year between 2012 and 2014 (Gallon, 2012; RNCOS, 2012).

Appendix A shows that Asia has the largest latent market with USD 0.1 billion or 35.12 percent, followed by Europe, the Middle East, North America and the Caribbean. One third of the global demand is from Asia region. Appendix B summarises that the total global sales that has grown about 24 percent from 2002 to 2012. Asia is an attractive market to help those industry players increase their global market shares against their rivals.

Appendix C concludes that annual sales in Malaysia is at least USD 1.17 million. Malaysia accounts for at least 1.11 percent every year based on the regional market and at least 0.40 percent each year based on global market.

Appendix D shows that the top three cities (Kuala Lumpur, Ipoh, and Johor Bharu) have strong demand in men's facial care products. However, Kuala Lumpur performs the best (22.08 percent) nationwide, followed by Ipoh (7.38 percent) and Johor Bharu (6.34 percent). Majority of sales are from the capital city of Wilayah Persekutuan, Perak, and Johor state although some (12.06 percent) are from other cities. In Malaysia, the sales growth is more promising due to the urban male population with personal income of RM4, 000 and above approaching to seven million (Lee, 2008). Therefore, the entire market is expected to grow more competitive with more brands. These days most of men's facial care users are not just metrosexual men as the younger generation are also aware of their appearance to seek for more confidence (Lee, 2008). The study by Coley and Burgess (2003) also states that men aged between 18 and 34 shop more than older men in retail channels, whereas those aged between 16 and 24 are more openly shopping for

cosmetics than in the past years. Hence, Generation Y (Gen Y) men are interested in and involved with fashion (Bakewell et al., 2006; Kim et al., 2011). However, there is not much research done in emerging markets, except Thailand (Buaman & Phuengsuktechasit, 2011; Bumrungrkitjareon & Tanasansopin, 2011).

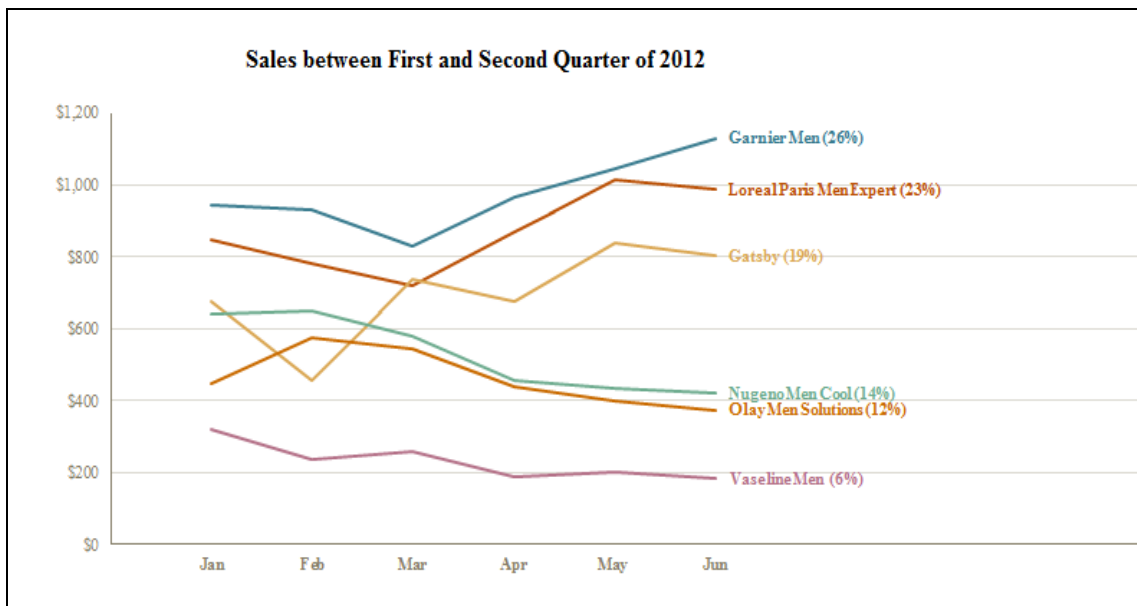
Nowadays, young men are more aesthetically conscious than past decades (Souiden & Diagne, 2009). Facial care market for males is predicted to be more potential to grow than female market. According to the horizontal bar chart shown in Appendix I, the number of Malaysian males including age groups between 15 and 29 is greater than the same age groups for females. The statistics also showed that Gen Y male population was growing from 2000 to 2010. Lastly, the male population of these age groups 15-29 is the highest among other age groups. Thus, this research targets Malaysian Gen Y males aged between 16 and 33 to investigate their attitude and purchase intention towards men's facial care products.

1.2 Problem Definition

Marketing research providers often use external sources to share information across the company, benefiting to the whole industry. Quaterly sales report is one of the common sources of secondary data (Hair et al., 2010). This research collects a two-quarter sales report from a pharmacy retail store (P&C Sdn Bhd), which is situated at Sungai Wang Plaza, Kuala Lumpur. Men's facial care brands in Figure 1 include Garnier Men, L'Oreal Paris Men Expert, Gatsby, Nugeno Men Cool, Olay Men Solutions and Vaseline Men. The sales report compiled in Appendix E is only for men's facial cleanser. In order to explore the sales problems based on the attitude and purchase intention of Gen Y males, a line graph is projected in Figure 1.

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Figure 1: Sales between First and Second Quarter of 2012



Source: P&C Sdn Bhd. (2012). *Sales between First and Second Quarter 2012*. Kuala Lumpur: MPC Sdn Bhd.

For the first quarter of 2012, Gatsby rises rapidly between February and March 2012. Since the first month of second quarter (April 2012), the sales for Nugeno Men Cool, Olay Men Solutions and Vaseline Men slightly decreased; while the sales from Garnier Men, L'Oreal Paris Men Expert and Gatsby increased.

In this scenario, the brand switching may occur due to decline in consumers' brand loyalty and growing acceptance of other brands. Some of them are more willing to try alternative brands (Shukla, 2009; Givon et al., 1997; Kahn, 2011). Switching behaviour can be caused by individual's intrinsic motivations, variety, curiosity, and other reasons (McAlister & Pessemier, 1982; Shukla, 2009).

Facial care consumers definitely have their own reasons such as individual's intrinsic motivations to switch from brand to brand. This research begins from corporate sales changes in facial care brands between first and second quarter of 2012, then aims to explore whether those variables (price consciousness, credibility, self-concept, and brand personality) are the significant reasons to explain the attitudes and purchase intention of Gen Y males towards men's facial care products. However, factors that relate to brand switching are common in telecommunication industry but not so much in facial care industry (Sathish et al.,

2011; UKESSAYS.com, n.d.). Therefore, reasons can be price level, branding matters, consumers' self-perceptions, and so forth.

1.3 Research Objectives

The research objectives include general and specific objectives to clarify the purpose of the study.

1.3.1 General Objectives

The general objective of this study is to explore the factors (price consciousness, credibility, self-concept and brand personality) and investigate how these factors influence the attitude and purchase intention of Malaysian Generation Y (Gen Y) males towards men's facial care products.

1.3.2 Specific Objectives

The specific objectives of this research are:

- To examine the relationship between all factors (price consciousness, credibility, self-concept and brand personality) and attitude of Gen Y males
- To examine the relationship between price consciousness and purchase intention
- To examine the relationship between credibility and purchase intention
- To examine the relationship between brand personality and purchase intention

-
- To examine the relationship between attitude of Gen Y males and purchase intention
 - To determine whether attitude of Gen Y males is a significant mediator between each factor (price consciousness, credibility, self-concept and brand personality) and purchase intention

1.4 Research Questions

The research questions consist of general questions and specific questions.

1.4.1 General Questions

The general question of this research is “What are the effects of the four factors (price consciousness, credibility, self-concept and brand personality) on the attitude of Gen Y males and their purchase intention towards men’s facial care products in Malaysia?”

1.4.2 Specific Questions

In order to gain a deeper understanding about the attitude and behavior of Gen Y males towards men’s facial care products, the specific questions are developed as follows:

- Are all factors (price consciousness, credibility, self-concept and brand personality) related to the attitude of Gen Y males?
- Is price consciousness related to purchase intention?
- Is credibility related to purchase intention?

-
- Is brand personality related to purchase intention?
 - Is the attitude of Gen Y males a mediator between each factor (price consciousness, credibility, self-concept and brand personality) and purchase intention?

1.5 Implication for Business

Past research found men aged between 18 and 34 shops more frequent than older men in retail stores or malls (Coley & Burgess, 2003). But age ranging between 16 and 24 are more openly shopping for personal care items than in the past years (Coley & Burgess, 2003). The demand for men's facial care products is increasing because young men are aesthetically conscious (Souiden & Diagne, 2009). Therefore, a marketing research is conducted by a UTAR MBA student to explore the behaviour of Gen Y males in Malaysia. This research aims to directly benefit those brand managers who are servicing the male cosmetic companies, specifically doing business in men's facial care products. It also helps the industry players understand what their competitors' strengths and weaknesses based on the local market needs. When all competing firms are analyzed together, a company can observe where its competitors are concentrating their marketing efforts and how they perform below customer expectations (Hair et al., 2010; Kent, 2007).

Secondly, the research helps firms to shape their own product brands to be more unique than other brands. Brand differentiation is important to position a brand and strengthen its brand uniqueness to avoid a direct competition with close competitors (Ingenhoff & Fuhrer, 2010). Consequently, it will gain more sales and raise the market shares (Poonia, 2010).

Thirdly, this research also assists brand managers to understand what Gen Y males in Malaysia think, what they desire to be, and how they are triggered in their buying intention in terms of their personal motivations. Motivation is the energizing force that activates a behaviour and provides a purpose and direction to

that behaviour. It helps answer the question of “why” consumers engage in specific behaviours (Hawkins & Mothersbaugh, 2010).

1.6 Methodology

Research problems are found from a two-quarter sales report. A survey is conducted with target samples for data collection. All returned responses are processed and analyzed by quantitative methods. Data analysis includes descriptive analysis, reliability analysis, inferential analysis and mediation analysis. All statistical results are interpreted in Chapter 4, followed by the discussion in Chapter 5.

1.7 Structure of Project

The body of the research is sequenced as follows:

Chapter One: Introduction

The idea of this research is introduced by the background of study, justification of the research, problem definition, research objectives and research questions. This chapter also includes implications for business, methodology, structure of project and chapter summary.

Chapter Two: Literature Review

This chapter defines and describes each component inside the conceptual framework. The review contains the discussion and evaluation of journal articles or secondary data relevant to the research topic. Also, this chapter serves as the foundation for determining the conceptual framework and the hypotheses to be tested or propositions to be investigated.

Chapter Three: Methodology

This chapter describes how this research is carried out in terms of research design, data collection, sampling design, research instrument and pilot test. All information of the returned questionnaires will be statistically processed and analyzed using quantitative methods.

Chapter Four: Research Results

All of the research findings are reported in this chapter. Table and graphs are used to present the results in a more effective manner. All data will be statistically analyzed and interpreted for further discussion.

Chapter Five: Discussion, Implications, Limitations

The last chapter presents the discussion of the research results. All research questions will be answered in accordance with the research outcomes. The empirical results are discussed by referring to the existing literature and other supportive sources. This chapter also highlights the implications and limitations of this study and provides some recommendations for further studies.

1.8 Chapter Summary

This chapter is an overview of the research. It describes the background of study, the latest market trend and demand towards men's facial care products. It provides a general outlook of the whole industry so that readers can understand the direction of this research. The chapter also explains the reasons to carry out this research and describes how this research provides insights to firms and brand managers.

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CHAPTER 2

LITERATURE REVIEW

2.0 Chapter Overview

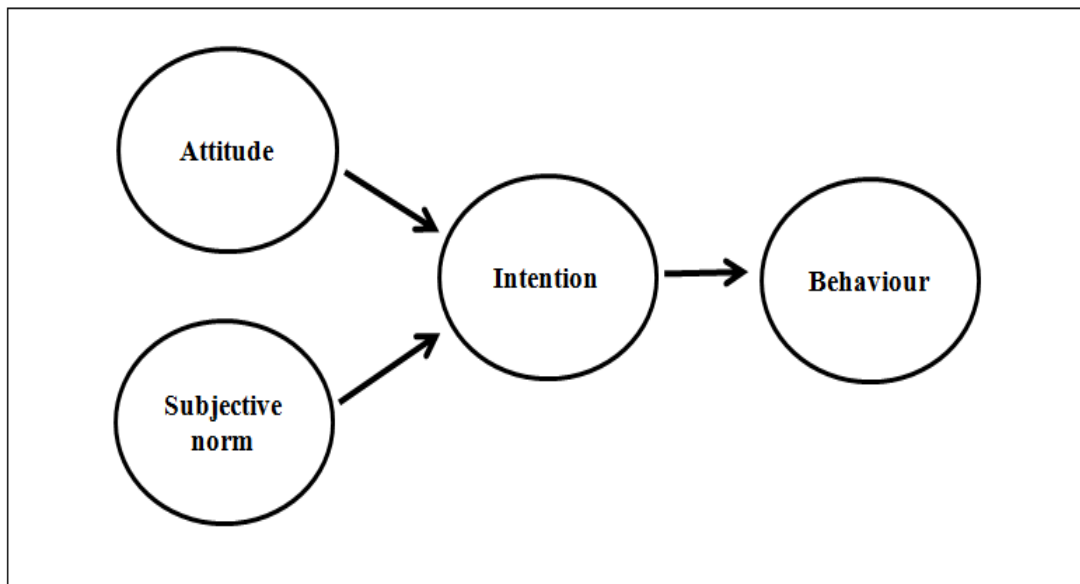
This chapter summarizes all relevant literatures and findings adopted from the past studies as well as secondary data. Major sources are books, academic papers, websites and other sources. The conceptual framework of this research is developed using TRA model and other theories. Each variable is clearly defined in order to provide deeper understanding towards the research direction. Following hypotheses are developed and to be tested.

2.1 Theory of Reasoned Action (TRA)

Based on the theory of reasoned action, intention can be determined by two components which are attitude and subjective norm. ‘Attitude towards a behaviour’ measures the extent to which an individual has a favorable or unfavorable evaluation of the behavior in question whereas subjective norm measures the influence that other people have over an individual’s intention to undertake the behavior (Thompson & Vourvachis, 1995). Choo et al. (2004)

explains that “ theory of reasoned action “ (TRA) is one of the most frequently used models to predict consumers’ behavior. The model includes causal relationships among belief-attitudes-behavioral intentions-behavior.

Figure 2: Theory of Reasoned Action (TRA)



Source: Ajzen, I., & Fishbein, M. (1975). *Belief, attitude, intention and behavior : an introduction To theory and research* . MA: Addison Wesley

Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. NJ:Prentice Hall

Blanthorne, C., Jones-Farmer, L. A., & Almer, E. D. (2006). Why you should consider SEM: a guide to getting started. *Advances in Accounting Behavioral Research*, 9, 179-207

Hale, J. L., Householder, B. J., & Greene, K. L. (2003). *The Theory of Reasoned Action*. Thousands Oaks: Sage

Self-concept is one of the factors being tested in this research. It represents the totality of individual’s thoughts and feelings. This is usually made up of “self-esteem” which is the value with which a person views himself. Men will consistently behave with their personal self-concept in order to maintain their self-esteem (Phau & Chang, 2004). The literature of Daunt and Harris (2012) explains that men have more aggressive ego than women. Younger males are more likely to indulge in certain behaviors motivated by ego enhancement than females (Harris & Reynolds, 2004). Therefore, subjective norm is neglected in this project

framework (Miller, 2005), because this research attempts to investigate an individual purchase behavior of Gen Y males, which is not affected by social normative pressure that cause biases, especially friends, spouse and others. In order to keep the entire results fully personal and reduce human errors in this research, the subjective norm is not added. Otherwise, the fit between brand personality and self-concept is not persuasive.

2.2 Price Consciousness

Price consciousness is the degree to which the consumers focuses exclusively on paying low prices. This means they use price as a negative element in purchase decision (Jin & Suh, 2005; Sandra, 2011). Also, price consciousness can be defined as consumer who is reluctant to pay for the distinguishing features of a grocery item if the price difference for these features is too large (Sinha & Batra, 1999).

The price of gray market goods may affect people's buying behavior and has been studied extensively before (Huang et al., 2004; Lichtenstein et al., 1993). The past study Sinha and Batra (1999) for grocery items also determines that price consciousness has the strongest role in predicting private label brand purchase in Western Europe and North America. Price consciousness, may vary across different countries and products' brand. Therefore, this research will investigate whether Malaysian Gen Y males are price-sensitive in making their purchase decision towards men's facial care products.

H₁: Price consciousness is significantly related to attitude towards the brand

H₂: Price consciousness is significantly related to purchase intention

H₃: Attitude towards the brand mediates the relationship between price consciousness and purchase intention

2.3 Credibility

Credibility is a multi-dimensional concept, that is related to various communication sources. The identified dimensions of credibility can also function as clues for the enhancement of a source's credibility. Source credibility has an impact on message receivers' attitudes, intentions and behaviors (Eisend, 2006). Brand credibility will be examined to explain the overall credibility of endorsed men's facial care products (Bruner et al., 2005).

2.3.1 Brand Credibility

Brand credibility can be studied from the source credibility research stream. Source credibility means a sender's positive characteristics that may affect a receiver to accept the message or the believability of an entity's intentions. This sender or entity can be a real person, a cartoon character, a corporation or a brand (Ohanian, 1990; Frieden, 1984; Stafford, Stafford, & Day, 2002; Keller, 2000). In this research, the pictures shown in Section A of survey questionnaire are endorsed-celebrities for low-end products. Most importantly, brand credibility is the product information embodied in a brand. Credibility has three main elements, which are trustworthiness, expertise and attractiveness/likeableness (Wang & Yang, 2010). 'Trustworthiness' refers to an audience's belief that the communicator provides information in an honest manner, without a motivation for manipulation or deception (Ohanian, 1990). 'Expertise' is defined as to a source's perceived skills. Lastly 'Attractiveness/likeableness' is associated with the source's image. Thus, brand credibility requires consumers to perceive that the brand has 'willingness' (trustworthiness), has the 'ability' (expertise), and is 'dedicated' (attractiveness/likeability) to consistently deliver what has been promised (Erdem & Swait, 2004). The highly attractive endorser in sports advertisement positively affects purchase intention when the match-up between sports products and endorser is high (Goldsmith et al., 2000; Liu et al., 2007). In addition, Maathuis et al. (2004) finds that brand credibility is significantly related

to consumers' emotion which is affecting their decision making although many other reasons vary across different brands. Brinol et al. (2004) reports that there is a positive relationship between 'source credibility' and respondents' attitudes towards the laundry detergents. The study Wang and Yang (2010) also reports that 'brand credibility' significantly and positively impacts consumers' brand purchase intention.

H₄: Credibility is significantly related to attitude towards the brand

H₅: Credibility is significantly related to purchase intention

H₆: Attitude towards the brand mediates the relationship between credibility and purchase intention

2.4 Self-Concept

Self-concept or self-perception or self-image is how people perceive themselves. Self-concept includes attitudes, perceptions, beliefs and self-evaluations (Wu & Chan, 2011). Also, it can be defined as the totality of the individual's thoughts and feelings, having reference to himself as an object (Rosenberg, 1979). However, this theory combines the 'ideal self-concept' (the way an individual would like to be) and 'real/actual self-concept' (how an individual actually perceives himself). Basically, people raise their real/actual self-image towards their ideal self-concept. That is why they seldom buy products that jeopardize their self-image. For instance, someone who sees himself as a trendsetter, will only buy certain brands to project a contemporary image (Lamb et al., 2010; Hawkins & Mothersbaugh, 2010; Schiffman & Kanuk, 2007; Sengupta, 2005). Moreover, Sengupta (2005) clarifies that self-concept or self-image is the mix between the individual's basic physical and emotional characteristics in terms of the image of his *real* self and of his *ideal* self. Hence, people will have the following patterns of purchase behavior such as firstly, buy products consistent with self-concept; secondly, avoid products inconsistent with self-concept; and thirdly, trade up to products that enhance self-concept. Most branded products have a physical and a symbolic

character. Positioning a brand with strong symbolic values helps support the self-concept of the target consumers. (Sengupta, 2005)

Self-concept is a multi-dimensional concept (Onkvisit & Shaw, 1987). Self-concept is relevant to the study of consumer behavior because the image that a person has about himself frequently dictates specific behavior patterns. Self-concept involves ideas and feelings that individual has about himself in relation to others in a socially determined frame of reference. Individual self-perception, may explain why and/or how he is motivated by revealing how he views reference groups, different brands, as well as how he chooses to interact with these objects (Hawkins & Mothersbaugh, 2010). Maintaining personal appearance is not just limited to apparels, now cosmetic products are also commonly used to enhance a young man's appearance and to fantasize his style or aesthetic preference (Guthrie et al., 2008). However, self-concept is one of the subjective dimensions to explain the way a person sees himself (Onkvisit & Shaw, 1987). The study of He and Mukherjee (2007) reports that the consistency of self-concept significantly influences an individual attitude and behavior. Also, Wu and Chan (2011) indicates that individual self-concept will affect his/her attitude towards cosmetic and facial care products.

H₇: Self-concept is significantly related to attitude towards the brand

H₈: Attitude towards the brand mediates the relationship between self-concept and purchase intention

2.5 Brand Personality

Brand personality is the set of human characteristics associated with the brand. It tends to serve a symbolic or self-expressive function and has been strategized for brand positioning. The first study Aaker (1997) constructs five dimensions of brand personality: brand sincerity, brand excitement, brand competence, brand sophistication and brand ruggedness. Brand sincerity represents warmth and

acceptance, brand excitement represents sociability, energy, and activity, brand competence represents security and dependability, brand sophistication represents class and charm, and brand ruggedness represents masculinity and strength. Those personality traits are formed and influenced by direct and indirect connections between the person and the brand (Ouwensloot & Tudorica, 2001). Brand personality traits provide symbolic meaning and emotional values to a person. Such effects will trigger an individual brand preference to make his purchase decision. Basically, the relationship between the brand-as-person and the individual is analogous to the relationship between two people. As the brand personality provides depth, feelings and liking attitude to the relationship, a firm brand-person relationship is eventually built up (Rajagopal, 2006). Brand personality enables the person to express his own self or specific dimensions of the self (Hem & Iversen, 2002; Aaker, 1999; Kleine et al., 1993). It presents the symbolic function and helps the person differ from or integrate himself with others (Keller, 1993). This encourages the use of a given brand as a self-expressive device by a person who holds a similar position and want to present a similar image or ideal self (Malhotra, 1988). Thus, brand personality is one of the key motives influences his intention to buy his favourite brand.

2.5.1 Brand Sincerity

Brand sincerity represents the brand openness (Chang, 2009). It also can be described as how realistic the brand is. A sincere brand must present friendliness and easygoing to them as well (Chang, 2009). The results from Morschett et al. (2007) explain that sincerity personality traits have a significant positive influence on store loyalty, which measured the intent to recommend that retail outlet. Also, it summarizes that sincerity trait influences the most towards a buying intention. For example, Hallmark creates its own sincerity to allow consumers to have the perceived personality and influence their intention to purchase the brand (Beldona & Wysong, 2007).

2.5.2 Brand Excitement

Brand excitement can be described as how daring and spirited the brand is. Its brave characteristic must demonstrate unique, imaginative, trendy, up-to-date, cool, and contemporary to the products (Chang, 2009). For instance, the brand Nokia creates its uniqueness by adopting advanced technology and targeting young people markets (Chang, 2009).

According to Harmancioglu et al. (2009), consumers' excitement is significantly related to the impulse buying. This type of motivation is being triggered by satisfying their self-esteem and self-actualization need towards new products (Hausman, 2000). Also, Ozsomer and Lerzan (2007) discover that the personality trait excitement has a significant positive influence on the intention to purchase a brand.

2.5.3 Brand Competence

Brand competence indicates that the brand has competitive advantages for decision making (Chang, 2009). It should be reliable and successful. This will help firms increase the reputation and competition. The brand image should also be intelligent, confident, secure and technical, so that it will be useful and trustable (Chang, 2009).

However, the results of Zentes et al. (2008) show that retail brand competence has significant influence on behavioral loyalty. This affects the purchase likelihood. For an enthusiast consumer, brand competence has been discovered as the predictor of positive brand attitude and purchase intention (Freling & Forbes, 2005; Wysong et al., 2002).

2.5.4 Brand Sophistication

Brand sophistication indicates that the brand should be attractive, good-looking, glamorous and charming. Also, the brand is positioned as upper-level quality. One of the brand sophistication traits, 'Smooth' stands for stability of a brand. Normally it is positioned for female niche markets, because it is feminine (Chang, 2009). Brand sophistication is proved and has a significant positive influence on brand attitude and on consumers' behavioural intentions (Guse, 2011).

2.5.5 Brand Ruggedness

Brand ruggedness indicates the brands appeal to the wild and extroverted (Chang, 2009). The traits, tough and rugged represent that the brand is strong and robust. Its characteristics are more masculine or man-oriented. For example, mobile phone brands are outdoorsy like Nokia 5-series, Motorola and Blackberry (Chang, 2009). Based on the results in Morschett et al. (2007), ruggedness has a significant influence on store loyalty. Its store brand loyalty is measured by the intent to recommend the retail outlet.

H₉: Brand personality is significantly related to attitude towards the brand

H₁₀: Brand personality is significantly related to purchase intention

H₁₁: Attitude towards the brand mediates the relationship between brand personality and purchase intention

2.6 Attitude

“Attitude” means a learned predisposition to respond to an object in a consistently favorable or unfavorable way. Ajzen and Fishbein (1975) elaborates the attitude

model as the belief that an individual takes an information-processing approach to develop an attitude. Hence, it is not just the object or information that is provided at the decision-making stage. However, this research only focuses on an individual's attitude towards a brand.

Based on the literature of Ketelaar et al. (2010) says that the attitude towards the magazine advertisement includes both positive and negative effects of openness in advertising. The attitude towards an advertisement is positively related to brand beliefs and the attitude towards the brand. Also, the attitude towards a brand influences purchase intentions (Heath & Gaeth, 1994). Guthrie et al. (2008) finds a different group of brand personality traits which positively influence brand attitude for the three cosmetic brands (MAC, Clinique, and CoverGirl). Competence and sophistication influence positive perceptions for the CoverGirl brand, whereas excitement influences positive feelings towards the Clinique brand (Guthrie et al., 2008).

Credibility has a strong positive relationship with 'Attitude toward the Advertiser', which in turn has a strong positive relationship with 'Attitude toward the Ad' (Lutz et al., 1983). The study of Lafferty and Goldsmith (1999) also proves that 'Corporate Credibility' positively influences 'Attitude toward the Magazine Ad', 'Attitude toward the Brand' and 'Purchase Intentions'.

2.7 Purchase Intention

Purchase intention is defined as the probability of a person purchases certain products or brands (Dodds et al., 1991). 'Attitude towards a brand' can form the basis for purchase intention as well as actual behaviour. Theory of Reasoned Action (TRA) explains that purchase behavior is determined by purchase intention which is in turn is determined by attitudes (Blanthorne et al., 2006; Ajzen & Driver, 1992; Pierre et al., 2005; Schlosser et al., 2006). However, buying intention has wider implications and always has positive influence on an individual's action.

Past studies also have examined the positive relationships between brand personality dimensions and positive brand attitudes and purchase intention (Freling & Forbes, 2005; Wysong et al., 2002; Guthrie & Kim, 2009). Some studies also recommend to extend their research on the influence or relationship between brand personality and buying intention (Beldona & Wysong, 2007; Fetscherin & Toncar, 2010; Wang & Yang, 2010).

Batra and Sinha (2000) found that price consciousness is the strongest among all the variables studied which affects people's intention to buy cheaper private label brands. People who are price-sensitive have less intention to purchase expensive brands.

Goldsmith et al. (2000) reports that brand credibility significantly affects 'attitude-toward-the-brand' and purchase intention in athletic shoes business. A credible brand may convince a person in his intention to buy the shoes based on the brand.

H₁₂: Attitude towards the brand is significantly related to purchase intention

2.8 Individual Motivation

Motivation is the reason for a behavior. A motive is a construct that represents an unobservable inner force that stimulates and compels a behavioural response. It also provides a specific direction to that response (Hawkins & Mothersbaugh, 2010). Therefore, a motive is explained as why an individual does something. The terms "need and motivation" are often used interchangeably. When an individual feels a gap between a desired state and his actual current state a need is recognized and experienced as a drive state referred to as motivation (Hawkins & Mothersbaugh, 2010). Similarly, self-concept congruity theory, explains that a person intends to purchase men's facial care products when he desires to seek for his ideal self-concept (the way an individual would like to be) (Sirgy, 1982; Quester et al., 2000). For example, a person maintains his face image all the time to achieve his ideal self-concept. In other words, attractiveness of endorser in

sports advertisement is part of the credibility (Goldsmith et al., 2000; Liu et al., 2007). This enables a person to fantasize himself as the person (endorser) he would like to be before using his best-fit facial care brand. In addition, the commitment towards brand personality is a long-term orientation, including the desire to maintain such relation with a brand. It is also a psychological attachment to a brand (Bouhleb et al., 2011). Price-sensitive person will aim at a cheaper brand as his motive to purchase the brand (Huang et al., 2004). However, an individual can have various motives to trigger his purchase intention.

2.9 Generation Y Males

Generation Y (Gen Y), aged between 16 and 33, are the children of the “Baby Boomers” generation or “Generation X” (Hawkins & Mothersbaugh, 2010). They are characterized by a strong sense of independence and autonomy. They are also assertive, self-reliant, emotionally and intellectually expressive, innovative, and curious. Interestingly, a study done in Eastern European for boutique market shows that young male respondents are more fashion conscious than their female counterparts (Manrai et al., 2001). Nowadays, men aged between 18 and 34 shop considerably more than older men in retail channels and those aged between 16 and 24 are more openly shopping for health and beauty products than in the past years (Coley & Burgess, 2003; Souiden & Diagne, 2009). Gen Y men are willing to use cosmetics from traditionally and female grooming products to improve their physical appearance (Adweek, 2013). Nowadays, Gen Y males are more likely to shop for men’s grooming items because they are becoming more comfortable with the idea of purchasing their own facial care items (Loo & Ibrahim, 2005; Sturrock & Pioch, 1998).

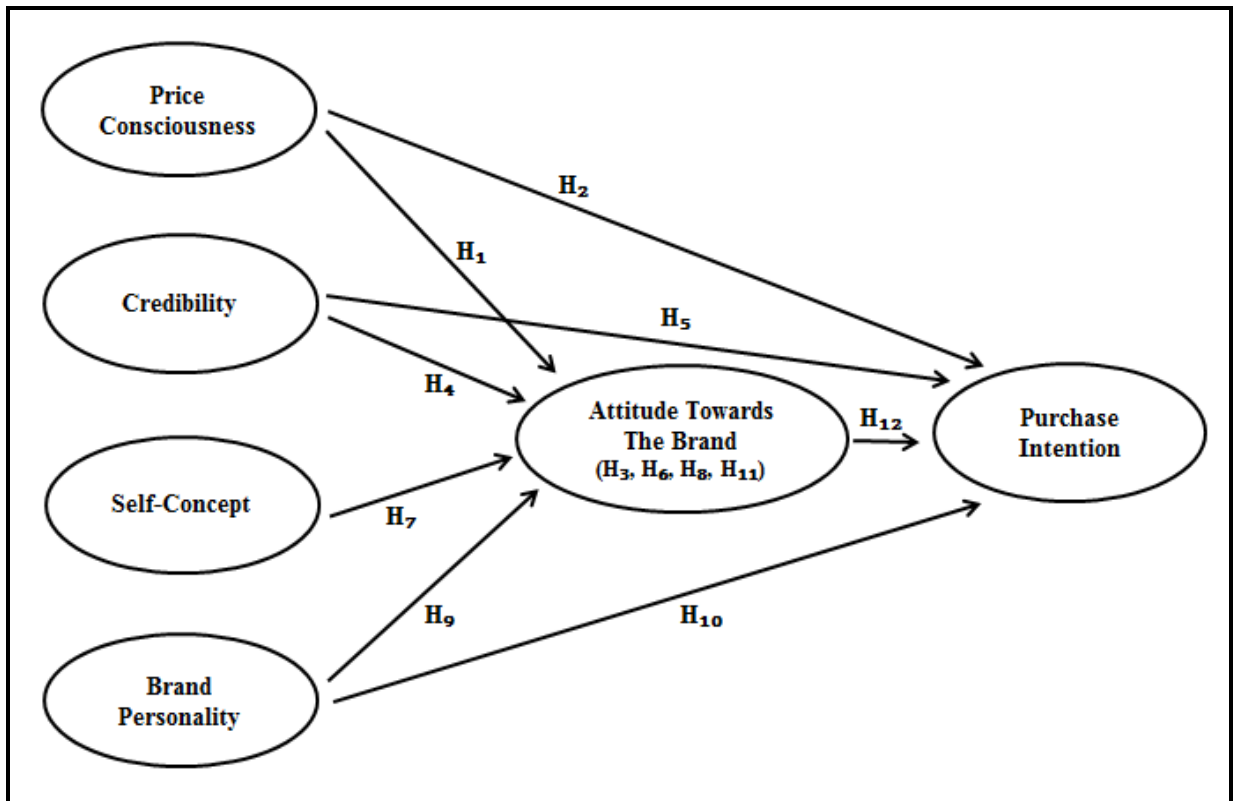
2.9.1 Metrosexual Men

Metrosexual men are those men with strong aesthetic sense who live or work in metropolitan cities and will spend a lot of their time and money on their appearance and trendy lifestyle (Clarkson, 2005; Souiden & Diagne, 2009). The article adopted from Research Portals Ltd (2009) states that the survey results done by Dutch magazine Marketing Tribune, reports that metrosexuality is widely penetrated among younger males. Majority of them, with the high-scoring 'Metro behavior' (such as shopping, fitness, and fashion interest) are found among those aged under-35, who is being segmented as late teens and Gen Y men. However, the metrosexual lifestyle is often associated with young singles than with a married man with children (Research Portals Ltd, 2009). In Japan, many young metrosexual men select the brand that is endorsed by popular celebrities (McCracken, 2003). The literature of Fan et al. (2010), also mentions that young men select brands because they would like to imitate the celebrity endorsers such as Brad Pitt and David Beckham. Those celebrities are well-known and have their particular looks and style, which resonate well with the metrosexual tastes.

2.10 Conceptual Framework

The conceptual framework of this research has been developed and shown in Figure 3. It is a 'map' that draws together the concepts and being used as a research guidance to outline the proposed relationships between variables. It is the modifications and developments of models and theories found from the past studies (Fisher, 2010). According to research objectives and questions in Chapter 1, four factors: (price consciousness, credibility, self-concept, and brand personality), are investigated to check whether they have any significant relationship with attitude or purchase intention.

Figure 3: Research Framework



Source: Developed for the research

2.11 Hypotheses Development

After determining the dependent variables, independent variables and mediating variables; all hypotheses are developed and tabulated in Appendix F.

2.12 Chapter Summary

This chapter is the review of secondary sources. It provides better understanding in terms of the background and contextual information for this study. All theories and literatures drawn from past studies are reviewed and evaluated in order to develop ideas (investigating individual motivation of Gen Y males), towards a new conceptual framework to this research. The conceptual framework is

designed based on the research questions and objectives in Chapter 1. Each relationship between variables is developed and hypothesized accordingly.

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CHAPTER 3

METHODOLOGY

3.0 Chapter Overview

This chapter mainly compiles all information of how this research is implemented using the specific sampling, survey and statistical methods. The overall scope covers research design, data collection, sampling design, questionnaire design together with pilot study, data processing and data analysis.

3.1 Research Design

A research design is a “blueprint” of this study that specifies the methods and procedures for collecting and analyzing the needed information (Zikmund & Babin, 2010). It provides a structured framework or plan of action to ensure this research is well-organized and implemented systematically.

This study includes three types of research designs; there are exploratory research, descriptive research and causal research (Beri, 2008). Exploratory research generates insights that help define the problem in chapter 1 and increase the understanding of respondents' motivations, attitudes and behaviour (Hair et al., 2009). It is carried out to explore the reasons by observing the sales drop between the first and second quarters shown in Figure 1; this creates more interest to the researcher to investigate how these factors (price consciousness, credibility, self-concept and brand personality) influence the attitude and purchase intention of Malaysian Gen Y males towards men's facial care products. Descriptive research mainly describes the Malaysian market phenomenon of Gen-Y males in terms of the information about demographic characteristics, industry players and the purchasing behaviour of Gen Y males towards men's facial care brand (Zikmund & Babin, 2010). Lastly, causal research is undertaken to enable researcher to determine "cause-and-effect" relationships between two or more variables (Hair et al., 2010). For example, the independent variables (brand personality, price consciousness, credibility, and self concept) are examined by multiple regression analysis and then conclude whether they have any effects (relationships) on the dependent variable (attitude towards the brand). The entire research design tends to be more exploratory and descriptive than causal. This is because an exploratory research focuses on the discovery of ideas and insights to brand managers by gathering background information of this study such as quarterly sales report and other secondary data (Beri, 2008; Creswell, 2002; Cooper & Schindler, 2011).

3.2 Data Collection

Data collection is a process of preparing survey questionnaires and collecting data from respondents. This research concentrates on quantitative data collection; because it gathers the numerical data using structured questionnaires to collect primary data from individuals. Brand managers usually prefer research that can provide numbers as measurement (Clow & James, 2014). The data of this research covers from beliefs, opinions, attitudes, behavior, and lifestyles to the general

background information of individuals such as gender, age, education, and income (Hair et al., 2011). Another reason is quantitative research can determine reliably whether one concept or idea, is better than the alternatives. Also, the quantitative results are projectable to the population (Nykiel, 2007). Two types of data collection methods are introduced in this research, which are primary data and secondary data collection.

3.2.1 Primary Data

Primary data is the first-hand information obtained by the researcher on the variables of interest for the specific purpose of this study (Cooper & Schindler, 2011). All raw data are collected from a huge pool of respondents through the quantitative research methods. In this research, self-completion survey is used to collect the raw data by a structured questionnaire. A structured questionnaire is a predetermined set of questions designed to capture data from respondents (Hair et al., 2010). The survey is implemented in a ‘drop-off’ and ‘pickup’ manner and simultaneously administered by the researcher (investigator) of this study, because self-completion survey is an economical and quicker way to collect data (Bryman & Bell, 2007). Also, the response rate will be higher than e-mail survey due to the presence of investigator (Mitchell & Jolle, 2009). Participants are more willing to respond when investigator is administering the survey process.

3.2.2 Secondary Data

Secondary data refers to the relevant information that has been previously gathered by someone other than the researcher conducting this study (Sekaran & Bougie, 2010). The sources of secondary data include the relevant books, journals, internet databases such as public statistics, government publications, research reports in universities, and other published papers. Using secondary sources can help the author to identify the research gaps/problems through an understanding of literatures, which have been studied before. It also assists the author to develop more problems solving, questions for this research and helps the author

in saving money and time when searching for information. For ethical concerns, the secondary sources of this research do not contain any discriminative views in terms of genders, races and religions. Some of the commercial information such as business data are kept highly confidential.

3.3 Sampling Design

The sampling design of this research is sequenced as follows:

1. Target population;
2. Sampling location;
3. Sampling frame;
4. Sample size;
5. Sampling strategy and technique (Hair et al., 2011).

3.3.1 Target Population

Population refers to the entire group of people, events, or things of interest that the researcher plans to explore. An element is a single member of the population (Sekaran, 2003). Target population is defined as the complete group of objects or elements relevant to the research project, which possesses the information the research is designed to collect (Hair et al, 2011). This research aims to explore how marketing-related factors affect Malaysian Gen Y males' attitudes and behavior towards men's facial care products as all low-end men's facial care advertisements and products mainly focus on the younger men market and not so much on middle-aged men. Thus, the population only targets on Malaysian Gen Y males, aged between 16 and 34 years old (updated by 2010), regardless of ethnic, marital status, religion, education level, occupation, and income. They are

characterized as older teens and young adults (Hawkins & Mothersbaugh, 2010) and the majority are university students and working adults.

3.3.2 Sampling Location

In order to make this research to be more accessible to target respondents below RM500 budget, the authour executed its sampling at chosen universities and colleges situated in the Klang Valley area. These are the University of Malaya (UM) at Petaling Jaya Campus, Universiti Putra Malaysia (UPM) at Serdang Campus, Universiti Tunku Abdul Rahman (UTAR) at Setapak Campus, and Tunku Abdul Rahman College (TARC) at Setapak Campus.

3.3.3 Sampling Frame

A sampling frame is a comprehensive list of the population members from which the sample is drawn (Clow & James, 2014). All male respondents aged between 16 and 34 are students who are studying or working at universities and college that are situated only within Klang Valley area.

3.3.4 Sample Size

Sample size is the number of observations used for calculating estimates of a given population. According to the formula provided by Yamane (1973), the sample size is calculated as follows:

$$n = \frac{N}{1 + Ne^2}$$

n = Sample size

N = Population size

e = Sampling error

*e = 0.05 when the confidence level for this research is fixed at 95%

The male population figures are adopted from Figure 5 in Appendix P. The population size will be the local male population who are labeled as Gen Y males and aged between 16 and 34 years old. However, the Department of Statistics Malaysia (2011) indicates that the number of Malaysians males ('000) based on the age group 15-19, 20-24, 25-29, 30-34 are 1450, 1470, 1400 and 1200 respectively. Total male population in Malaysia is 5,520,000. The following sample size is calculated as below:

$$n = 5,520,000 / (1 + 5,520,000 \times 0.05^2) = 399.97$$

$$n \approx 400 \text{ respondents}$$

Thus, the estimated sample size for this research is approximately 400 respondents. In addition, Roscoe (1975) proposes the rules of thumb as a guideline to determine the research sample size. Sample size at least 30 but less than 500 is appropriate for most research. Its rules also state the sample size should be several times (preferably 10 times or more) as large as the number of variables in the study, especially in multivariate research (multiple regression analyses).

3.3.5 Sampling Strategy and Technique

Sample is a subset of the population. It also can be defined as the group of individuals. Sampling is the process that choosing the group of individuals to conduct the research survey (Sekaran & Bougie, 2010). In this research, using a sample is preferable because it is self-evident. Sampling not only reduces the complexity in data collection, but also likely to produce more reliable results. The drawbacks of picking over thousands of elements will magnify the hidden errors when collecting data. Also, the more complicated the data collection, the more

challenges to the research in terms of time, cost, and other human resources (Sekaran & Bougie, 2010).

Non-probability sample is used in this research; it is the elements in the population that do not have any probabilities attached to their being chosen as sample subjects. This type of sampling is a quick and inexpensive way to obtain the preliminary information for investigation (Sekaran & Bougie, 2010). Due to the consideration of limited budget and time frame, non-probability sampling is selected for this study (Reynolds et al., 2004). Another male cosmetics-related study Souiden and Diagne (2009) also proposes non-probability sampling and specifies its designs with convenience sampling method by using drop-off or pick-up technique. Convenience sampling method is used during the exploratory phase of this research. It is the best way of getting some basic information quickly and efficiently within a reasonable budget (Clow & James, 2014). Author selects the sample elements (respondents) that are most readily available to participate in the study and can provide the quick and necessary information (Sekaran & Bougie, 2010). It is appropriate to those brand managers who are seeking for the latest market information within short period and give them some new ideas and insights against the rivals.

3.4 Research Instrument

The research instruments include questionnaire design, measurement scales and pilot study.

3.4.1 Questionnaire Design

A cover letter is enclosed followed by the questionnaire to motivate individuals to respond and explain the purpose of this research survey (Rubin & Babbie, 2009). Questionnaire is a set of questions used to generate data that meet specific research and survey objectives (Sekaran & Bougie, 2010). The survey questionnaire of this research includes Section A for administrative questions,

Section B for target questions and Section C for classification questions (Cooper & Schindler, 2011). All questions are expressed in English.

In this research, open-ended questions are not used, because the respondents' answers are written in their own words and difficult to be coded for data analysis (Hair et al., 2010). Another disadvantage of open-ended questions is that the respondents need to spend more time to express their thoughts (Milne, 1999). Thus, the research survey is expected to be finished in fifteen (15) minutes; and the author tries to exclude the open-ended questions in this survey.

Closed-ended questions are the questions that giving respondents a finite number of responses from which to choose (Sekaran & Bougie, 2010). All variable items in a questionnaire are well-prepared using nominal, ordinal, and interval scales. Therefore, closed-ended questions are more appropriate for the survey questions because the entire research is devised with quantitative methods and statistically analyzed with metric data. This type of questions helps the respondents make their decisions quickly when choosing among several alternatives. It also helps the researcher code the information easily for data analysis (Sekaran & Bougie, 2010).

For Section A, Gen Y male respondents must be asked (Yes or No) and to self-evaluate whether they are qualified to be the participant of this survey. Such technique helps the author to filter the collection of invalid data from irrelevant respondents (female, underage, senior consumers and others).

There are four (4) parts in Section B. The first part is brand personality, which is measured using seven-point Likert scale (1=not at all descriptive, 7=extremely descriptive). The second part is price consciousness measured by seven-point Likert scale (1=strongly disagree, 7=agree strongly). The third part is credibility and the fourth part is self-concept. Both independent and dependent variables are designed with a seven-point semantic differential scale. Respondents need to rate their answer by circling one number for their answer. In order to assist the respondents to understand the questions, some of the term translations are provided in English, Malay and Chinese, especially for Part 1, 3, and 4.

Section C classification questions seek personal information from the respondents (Sekaran & Bougie, 2010). They need to tick their age, educational level, marital status, and income. Most of the personal data are asked at the end

rather than at the beginning of a questionnaire (Oppenheim, 1986) because when the respondents reach the end of the questionnaire, they would have been convinced of the legitimacy and genuineness of the questions framed by the authour. Hence, they would be more willing to share their personal information in this section. Moreover, other sensitive questions like income are best placed at the end of questionnaire to minimize unexpected biases.

3.4.1.1 Questionnaire Technique

Based on Mitchell and Jolle (2009), the authour implements the survey by using investigator-administered questionnaire for this project. The investigator is the principal researcher of this study. Investigator-administered questionnaire is filled out in the presence of a researcher, and all the completed questionnaires are administered by the researcher himself instead of asking the respondents to help the researcher handle the questionnaires. Investigator-administered questionnaire method is selected for this research project because it shares many of the similar advantages of self-administered questionnaire. Many respondents can be surveyed at the same time and can be conducted in a variety of locations. However, the major advantages of having an investigator present is that the investigator can directly clarify the questions to the respondents and especially to assist in the explanation of certain business terms for them to complete a survey within short time (approximately 10-15 minutes). Besides, the presence of the investigator also encourages the participants to respond immediately. As a result, surveys that use investigator-administered questionnaires shall get a higher response rate than surveys using self-administered questionnaires (Mitchell & Jolle, 2009).

3.4.2 Measurement Scales

A scale is a measurement tool consists of one or more items to measure variables or constructs (Hair et al., 2011). The type of scales for this research includes nominal scale, ordinal scale and interval scale.

3.4.2.1 Nominal Scale

Nominal scale represents the most elementary level of measurement in which values are assigned to an object for identification or classification purposes only (Zikmund & Babin, 2010). It uses the numbers as labels to identify and classify objects, individuals or events (Cooper & Schindler, 2011), so that the author is able to identify the respondents' respective background and classify them based on social stratification and sub-cultures. For this research project, the respondents' demographic information and data will be measured by nominal scale. For instance, respondents are required to fill out their age, race, religious affiliation, marital status, current highest level of education, occupation, monthly income, and so forth. Most of the questions used nominal scales are in Section C.

3.4.2.2 Ordinal Scale

Ordinal scale is the measurement scale for which numbers are assigned to objects based on their order or direction (Zikmund & Babin, 2010). It places objects in a pre-determined category that is ordered according to a criterion such as preference, age, income group, importance and so forth. This type of scale mainly determines if an object has more or less of a characteristic than some other object, but not to determine how much more or less of the characteristic an object has (Hair et al., 2011). The ordinal scale of this research project includes Likert scale and Semantic Differential scale. Likert scale is used to measure brand personality, price consciousness and purchase intention; whereas Semantic Differential scale is designed with numbers to measure credibility, self-concept and attitude towards the brand.

3.4.2.3 Interval Scale

Interval scale is a multipoint scale that taps the differences, the order, and the equality of the magnitude of the differences in the responses (Sekaran & Bougie, 2010). It uses numbers to rate objects or events. The interval scale differences

between points on the scale can be interpreted and compared meaningfully. However, rating scales are used for this study to measure respondents' attitudes, perceptions and behaviors. As this research concentrates on quantitative (Batra & Sinha, 2000) analysis, the author converts the non-measurable information to measurable metric format. Therefore, the seven-point metric scales (Likert scale and Semantic Differential scale) are used to develop the questionnaire for primary data collection. In order to fit the seven-point Semantic Differential rating, the author uses seven-point to standardize the Likert scale and facilitates the process of data input and statistical analysis for Chapter 4 and 5. The following scales are elaborated below:

3.4.2.3.1 Likert Scale

Likert scale is a measure of attitudes designed to allow respondents to rate how strongly they agree or disagree with carefully constructed statements, ranging from 'very positive' to 'very negative' attitudes towards some object (Likert, 1932; Clow & James, 2014). All the Likert scales are developed with seven scale points rather than five. This is because when more points are used, it will be more precise with regard to the extent of the agreement or disagreement with a statement. Besides, it is difficult to develop labels for individual numbers when the number of scale points is greater than seven, such as nine, eleven or even more response points (Hair et al., 2011). Additionally, Hair et al. (2011) at page 222 mentions that seven-point Likert scale is commonly used for behavioral intention scale. This type of scale assesses how likely respondents are able to demonstrate some type of behavior.

For *brand personality* traits, respondents need to circle every dimension's trait at seven-point Likert scale (1=Not at all descriptive to 7=extremely descriptive) (Beldona & Wysong, 2007; Aaker, 1997). According to Batra and Sinha (2000), the scale of *price consciousness* is composed of seven-point Likert type ranging from strongly disagree (1) to strongly agree (7). Moreover, respondents are asked to rate their *purchase intention* towards a brand ranging from 1=absolutely impossible to 7=absolutely possible (Wang & Yang, 2011).

3.4.2.3.2 Semantic Differential Scale

Semantic Differential scale is a measure of a person's attitudes or feelings about a given object. It consists of a series of seven-point rating scales that use bipolar adjectives to anchor the beginning and end of each scale (Clow & James, 2014; Zikmund & Babin, 2010). For this research, the authour observed that most of the Malaysian participants, (24 out of 100 are invalid results) still felt strange with this previous scaling type, which is done according to the Hair et al. (2010); Sekaran and Bougie (2010). Therefore, the authour amended it by only adding seven-point numbers (1-7) and double arrows without changing its scaling structure. This makes it easier-to-understand than conventional scaling format. The independent variables designed with semantic differential format include credibility, self-concept and attitude towards the brand.

3.5 Pilot Study

Pilot study is a small-scale research project that collects data from respondents similar to those to be used in the full study. It is necessary to refine the measures and reduce the risk that the full study will be fatally flawed (Zikmund et al., 2010). A simple pretest on preparatory questions should be done before distributing survey forms to large numbers of respondents. A pretest is a very descriptive term indicating a small-scale study in which the results are only preliminary and intended only to assist in design of a subsequent study. All scaled questions should be pre-tested to evaluate respondents' level of understanding (Zikmund & Babin, 2010). Such tests help the authour identify the hidden problems inside the questionnaires and make strategic amendments accordingly. For instance, typo errors, ambiguity and misleading questions, to avoid using jargon or technical terms to determine any sensitive terms existing in the questions, and so forth. Besides, a peer review with university students is conducted to revise whether the entire works is prepared in academic voice (Soles, 2010; Luck et al., 2000). The

pilot test is conducted at the second-floor FCI computer lab of PC Block at UTAR PJ campus dated on 5 May 2012. Fifty (50) of qualified students/volunteers are invited into the pre-test session with an informed consent manner after they had finished their class (Hair et al., 2010). The authour measure their completion time using a stopwatch once the survey forms have been distributed to them. The authour also observed their response when answering the questionnaires, especially their understanding level and sensitivity towards the questions. All returned questions are immediately checked for signs of boredom such as skipped questions or circling the same answer for all questions (Beri, 2008). Meanwhile, reasons are investigated via a friendly conversation with respondents if any negative feedback and doubts are found.

3.6 Data Processing

A comprehensive data processing for this research includes data preparation such as checking, coding, transcribing, and specifying any unusual treatments of data before they are analyzed (Cooper & Schindler, 2011). Before the data are being input, this procedure is needed in order to check through for raw data and filter out any invalid or incomplete information from the returned questionnaires which may affect the final outcome of this study. All data are collected from respondents using a set of questionnaires. Every set should be double checked to ensure whether respondents have filled them up correctly in accordance with the given instructions. A preliminary plan of data analysis for this study is elaborated by the following steps:

3.6.1 Data Preparation Process

The first fifty (50) draft copies of questionnaires are printed out and approved by the supervisor of this research project. They are ready to be distributed to FCI

UTAR's students for a pilot test held on 5th May 2012. An informed consent form and cover letter are enclosed with the draft questionnaires. This mainly helps participants understand the purpose of this study.

3.6.2 Questionnaire Checking

After respondents have finished the survey, all returned questionnaires are immediately checked by the authour to find out the hidden problems. Those unacceptable questionnaires such as parts of questionnaire that are incomplete, skip-pattern responses found in certain pages, some parts are answered with wrong ratings, one or more pages are missing and questionnaire is answered by someone who does not qualify for participation are retrieved for further checking. Respondents will be asked for more reasons about their understanding towards the research objectives via a friendly conversation. According to Adams et al. (2007), the response rate, quality and reliability of responses may be affected by the administration of the survey. Therefore, the checking is important to produce the ideal results.

3.6.3 Data Editing

As all the questions of this study are close-ended questions, data editing may not be as extensive. To reduce the illegible responses, this study is only done with quantitative methods. Also, all items in a questionnaire are using nominal, ordinal, interval, Likert, and Semantic Differential scales which are considered closed. Respondents do not need to provide their personal comments on topics in their own words to prevent a complicated data editing process, especially categorizing their ambiguous comments (Malhotra, 2010).

3.6.3.1 Treatment of Unsatisfactory Responses

For all the sections of questionnaire, if those returned questions are discovered with the following situations such as unanswered response and more than one response will be automatically marked as ‘unsatisfactory responses’ on the first page of the questionnaire. They will be discarded and reported with their own survey number (Malhotra, 2010). Such action is feasible because the sample size (400 questionnaires) of this research is sufficiently large.

3.6.4 Data Coding

In Section A, the qualified respondents select their most preferred brand out of six, which coded as 1 for Garnier Men, 2 for Nugeo Men Cool, 3 for Olay Men Solutions, 4 for Gatsby, 5 for Vaseline Men and 6 for Loreal Paris Men Expert. All of the structured questions in Section B have been pre-coded. This means that codes are assigned with seven-point Likert scale and seven-point Semantic Differential scale before the survey is conducted. The classification questions in Section C are coded numerically with their own labels. All of the data are input into IBM SPSS Statistics Version 19.0 software for data analysis.

3.6.5 Data Transcribing

As the survey raw data are collected using investigator-administered questionnaires, the authour has used two (2) days to key in and transcribe all information from printed documents into a computer by manual keypunching (Malhotra, 2010). This is the cheapest and most confidential way to handle all data entry by one person.

3.6.6 Data Cleaning

Data cleaning includes consistency checks and treatment of missing responses (Malhotra, 2010). Outliers or extreme values can be determined by observing the scatterplot. Those extreme values, so called ‘out-of-range’ data values may inappropriately affect the outcome of the regression analysis (Stern, 2010). To strategize for such problems in Section B, a neutral value (4) is substituted on the seven-point measurement. This helps the mean of the variable remain unchanged, and other statistics are not affected much (Malhotra, 2010). However, Section A and C are not checked as no regression analysis is involved.

3.7 Data Analysis

After the data-collection process, a SPSS data file is generated and saved into computer. For this quantitative research, the software IBM SPSS Statistics Version 19.0 is used to analyze four-hundred (400) collected data and produce the research outcome. The statistical analysis includes descriptive analysis, reliability analysis, multiple linear regression analysis and mediation analysis.

3.7.1 Descriptive Analysis

Descriptive analysis is the elementary transformation of raw data in a way that describes the basic characteristics such as central tendency, distribution, and variability. It allows the researcher and readers to gain more understanding about the data by summarizing large numbers of responses in a few simple statistics (Zikmund & Babin, 2010; Polonsky & Waller, 2005). In this research project, the respondents’ demographic information is presented in the form of bar charts and

tables. Only Section C is done with frequency and percentage distribution. Section A & B are excluded because both are not classification questions.

3.7.2 Reliability Analysis

The reliability of a measure refers to the extent to which the measurement process is free from random errors alone. Thus, it is concerned with the consistency, precision and predictability of research findings (Zikmund et al., 2010). This means the stability and consistency will be indicated with which the instrument measures the concept and helps assess the “goodness” of measure (Sekaran & Bougie, 2010).

Low in Cronbach’s Alpha explains that the measuring process is imperfect and may affect the overall research outcome in different ways each time when the measurement is taken (Zikmund, 2003). Besides, low Cronbach’s Alpha is considered low reliability because unreliable measures are not able to detect the relationship between variables (Wimmer & Dominick, 2003). Thus, the value of Cronbach’s Alpha for this research should be more than 0.6. Below 0.6 is unsatisfactory (Hair et al., 2010). A reliability of 0.60 interprets that the scales produce 60% consistencies in the scores. This means the higher the coefficient range, the stronger the correlation between the scale items.

3.7.3 Inferential Analysis

The purpose of inferential statistics is to enable the researcher to make generalizations or judgments about the population from a specific sample (Morgan et al, 2011; Hair et al., 2011). Inferential analysis is used in this research to explain hypotheses, provide the bases for predictions and estimates, so that research information can be transformed into knowledge (Cavana et al., 2001). Meanwhile, hypotheses are developed to determine whether the independent

variable has a significant effect on and significant relationship with dependent variable.

3.7.3.1 Regression Analysis

Regression is one of the statistical techniques that measures linear relationships between two or more variables. This research only has bivariate and multiple regression (Hair et al., 2011).

3.7.3.1.1 Bivariate Regression

Bivariate regression is a procedure for deriving a mathematical relationship, in the form of an equation between a single metric dependent variable and a single metric independent variable (Zikmund et al., 2010). The hypotheses H₂, H₅, H₁₀, and H₁₂ are examined using bivariate regression. The slope or unstandardized regression coefficient of the linear equation is used to interpret that how much percent of variance in Y is explained by the X (Sekaran & Bougie, 2010). The equation of bivariate regression is expressed as follows:

$$Y = \beta_0 + \beta_1 X + \varepsilon$$

Where: Y = Dependent/predicted variable

β_0 = Intercept value, the value of Y when the line cuts Y axis and the X = 0

β_1 = Slope of the straight line equation

X = The independent variable used to predict Y

3.7.3.1.2 Multiple Regression

Multiple regression is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable (Zikmund et al., 2010). The hypotheses H₁, H₄, H₇, and H₉ are tested by multiple regression. Similarly, the degree and the character of each relationship between the independent variables and the dependent variable are analyzed by unstandardized regression coefficients or beta coefficients (Sekaran & Bougie, 2010). All of the coefficients are interpreted to show how strong the relative influence of several independent variables is on the dependent variable (Hair et al., 2011).

The equation of multiple regression is developed as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

Where: Y = Dependent/predicted variable

a = Constant value, the value of Y when the line cuts Y axis and the X = 0

β = The slope, or the change in Y for any corresponding change in one unit of X, X₁...X_n = The independent variables used to predict Y

F-test is required to evaluate this research's hypotheses that involved multiple parameters (Blackwell, n.d.). Thus, F-statistic is used to test the regression model's overall significance by comparing the variation explained by the regression equation to the residual error variation (Zikmund et al., 2010). According to Lewis (2012), the higher F-ratio or F-statistic means the overall regression model of this study is more significant ($p < 0.05$).

The R² value in multiple regression is used to indicate the percentage of variation in Y explained by the combination of all independent variables (Clow & James,

2014). A larger R^2 indicates a stronger relationship between the independent variables and the dependent measure.

Unstandardized beta coefficients indicates “the change in dependent variables that results from one-standard-deviation change in the independent variable” (Schroeder et al., 1986). It is also used to justify which independent variables have the greater effect on the dependent variables.

3.7.4 Mediation Analysis

Mediation analysis is used to understand a known relationship by exploring the underlying mechanism by which an independent variable (X) influence a dependent variable (Y) via the inclusion of a third explanatory variable known as mediator variable (Cohen et al., 2003). The mediator is developed in this research to clarify the nature of the relationship between independent and dependent variables. It plays an important role to govern the relationship between both variables (MacKinnon, 2008).

In this research, the meditational hypotheses are H_3 , H_6 , H_8 , and H_{11} (Baron & Kenny, 1986). ‘Attitude towards the brand’ mediates the one-to-one relationship between each factor (price consciousness, credibility, self-concept and brand personality) and purchase intention.

Following Sobel test is also used to assess the significance of a mediation effect. Regression analyses should be done before conducting a Sobel test. Based on the three-step approach provided in MacKinnon & Dwyer (1993), the Sobel test is run by the following steps:

1. Conduct a simple regression model on independent variable predicting the mediator
2. Conduct a multiple regression model on independent variable and mediator predicting the dependent variable

-
3. Conduct a simple regression model on independent variable predicting the dependent variable

When the third step of a regression model is insignificant, this interprets that there is a pure or full mediation effect. Therefore, the effect of a mediator is strong and the independent variable will only influence dependent variable when the mediator exists.

3.8 Chapter Summary

In this chapter, the research design is systematically planned with specific methods. All information are collected using survey questionnaires and being processed into metric data. The database is analyzed by statistical methods accordingly. The SPSS output will be compiled and interpreted in Chapter 4 to answer the research questions.

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CHAPTER 4

RESEARCH RESULTS

4.0 Chapter Overview

After all the survey data have been collected, it will be compiled in a file and analyzed by statistical software, namely IBM SPSS Statistics Version 19.0. All statistical results are presented in table format and bar charts and then interpreted accordingly. This chapter includes three major analyses which are descriptive analysis, reliability analysis and inferential analysis. Each analysis has its own specified methods to produce its outcome. All hypotheses results are also summarized in this chapter.

4.1 Descriptive Analysis

A total of 517 sets of survey questionnaires have been distributed to participants. Only 400 of them are valid responses (77.37 percent response rate) but the remaining 117 sets as invalid responses. Invalid responses are missing data or invalid answers (Muterera, 2008). All invalid responses are discarded and

excluded from the data processing. The response rate is considered 'good' because in the range between 70 and 80 percent (Whitlatch, 2000).

4.1.1 Respondents' Profile

The respondents' profile is categorized into age group, race, religion affiliation, marital status, level of education, occupation and monthly income. The results of each category are tabulated using percent column and explained by total percentages (Zikmund et al., 2010).

4.1.1.1 Age Group

Table 7: Respondents' Age Group

Age Group	Frequency	Percent
15-19	7	1.75
20-24	263	65.75
25-29	109	27.25
30-34	21	5.25
Total	400	100.00

Source: Developed for the research

Table 7 shows that survey respondents aged between 20 and 24 is the highest (65.75 percent), whereas the age group ranging between 15 and 19 is the least (1.75 percent). The second highest (27.25 percent) age group is those men aged between 25 and 29. Men aged between 30 and 34 have only 5.25 percent of the total respondents. However, men aged between 20 and 29 are the important segment to be focused in this research since 93 percent of total respondents may influence the most in the findings.

4.1.1.2 Race

Table 8: Respondents' Race

Race	Frequency	Percent
Malay	167	41.75
Chinese	183	45.75
Indian	43	10.75
Other	5	1.25
Mixed Race	2	0.50
Total	400	100.00

Source: Developed for the research

Table 8 shows that 45.75 percent are Chinese, which is the most among the races, followed by 41.75 percent Malay and only 10.75 percent Indian. There are only 1.25 percent of other races and the least is mixed race (0.50 percent). As some universities have more Chinese students than others, therefore the Chinese have 4 percent more than Malays (Pua, 2005; Propwall, n.d.).

4.1.1.3 Marital Status

Table 9: Respondents' Marital Status

Marital Status	Frequency	Percent
Married	21.00	5.25
In Relationship	108.00	27.00
Single	269.00	67.25
Other	2.00	0.50
Total	400.00	100.00

Source: Developed for the research

According to Table 9, the highest of 67.25 percent is single men, followed by 27.00 percent still in a relationship and only 5.25 percent from married men. For personal privacy, 0.50 percent is not willing to specify their marital status.

4.1.1.4 Level of Education

Table 10: Respondents' Highest Level of Education Achieved

Level of Education Achieved	Frequency	Percent
Secondary/High School	2	0.50
Diploma	11	2.75
Advanced Diploma	4	1.00
Bachelor's Degree	360	90.00
Master's Degree	20	5.00
Doctorate's Degree	3	0.75
Total	400	100.00

Source: Developed for the research

Table 10 shows that 90.00 percent of total samples has completed their Bachelor's degree. But only 0.50 percent (two men) has achieved their highest education at secondary school level. This concludes that at least 90 percent of total samples are from degree holders.

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4.1.1.5 Occupation

Table 11: Respondents' Occupation

Occupation	Frequency	Percent
Self-employed	8	2.00
Professional	20	5.00
Skilled Worker	61	15.25
Labourer	1	0.25
Student	310	77.50
Total	400	100.00

Source: Developed for the research

Table 11 shows that the highest, 77.50 percent comes from students followed by 15.25 percent skilled workers, 5.00 percent professionals, 2.00 percent self-employed and only 0.25 percent from laborers, the lowest. According to the results from Table 7, 93 percent of total respondents is Gen Y aged from 20 to 29. Generally, younger Gen Y are studying at tertiary institutions and stepping into their working environment. But most of the older Gen Y are working adults who have started their career with few-years working experience (Hawkins & Mothersbaugh, 2010).

4.1.1.6 Monthly Income

Table 12: Respondents' Monthly Income

Monthly Income	Frequency	Percent
Under RM1,000	327	81.75
RM1,000 – RM1,999	14	3.50
RM2,000 – RM2,999	49	12.25
RM3,000 – RM3,999	9	2.25
RM4,000 – RM4,999	1	0.25
Total	400	100.00

Source: Developed for the research

Table 12 reports that the highest group, 81.75 percent of the total respondents earns a monthly income of below RM1, 000. This is followed by 12.25 percent at a monthly income ranging from RM2, 000 to RM2, 999, 3.50 percent between RM1, 000 and RM1, 999, while 2.25 percent earn from RM3, 000 to RM3, 999 per month. Among the samples, only one respondent earned RM4, 000 or more per month (0.25 percent). In Malaysia, people who receive a monthly income below RM3, 000 will be considered as low-income group (Maybank2u.com Malaysia, n.d.; Bernama, n.d). Table 12 concludes that 97.50 percent of the total respondents belong to the low-income group, this is because most of the respondents are students from universities and college.

4.1.1.7 Men’s Facial Care Brand

Table 13: Brand Chosen by Respondents

Brand	Frequency	Percent
L’Oreal Paris Men Expert	109	27.25
Vaseline Men	27	6.75
Gatsby	69	17.25
Olay Men Solutions	32	8.00
Nugeno Men Cool	45	11.25
Garnier Men	118	29.50
Total	400	100.00

Source: Developed for the research

In this research, Table 13 shows that Garnier Men is the most popular brand amounting to (29.50 percent). The second popular brand is L’Oreal Paris Men Expert (27.25 percent) and the third popular brand is Gatsby (17.25 percent), followed by Nugeno Men Cool (11.25 percent). The Olay Men Solutions (8.00 percent) and Vaseline Men (6.75 percent) are the less popular brand.

4.2 Scale Measurement

Before the questionnaires were being distributed, all measurement scales are assessed through a reliability test. Cronbach's alpha is used to interpret the internal consistency reliability.

4.2.1 Reliability Analysis

Self-concept is closely linked to a person's personality; also, individual self-concept varies based on an interaction of psychological and social dimensions (Doret, 2007). Asians target different personal desires while westerners desire self-actualization. According to Bell (2008), Asians emphasize more on interpersonal relationships and social interactions than Westerners. Thus, it is difficult to get high reliability value due to low internal consistency. Other variables shown in Appendix G are reliable due to their Cronbach's alpha are above 0.700.

4.3 Inferential Analysis

All outcomes of bivariate regression analysis and multiple regression analysis are reported and interpreted accordingly. The following hypotheses will then be tested accordingly.

4.3.1 Bivariate Regression Analysis

In this research, four hypotheses (H_2 , H_5 , H_{10} , and H_{12}) are tested using this method.

H_2 : Price consciousness is significantly related to purchase intention

Table 15: Output of R² for H₂

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 ^a	.255	.253	.884

a. Predictors: (Constant), Price consciousness

b. Dependent Variable: Purchase intention

Source: Developed for the research

R square is the coefficient of determination ranges from 0.00 to 1.00 that represents the amount of total variation in one variable is explained by a simple linear regression on a second variable (Hair et al., 2011).

Table 15 reports that R square 0.255 indicates that only 25.5 percent of the total variance in purchase intention (dependent variable) is explained in a linear relationship with price consciousness (independent variable).

Table 16: Output of ANOVA for H₂

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.749	1	78.749	100.799	.000 ^a
	Residual	229.686	294	.781		
	Total	308.435	295			

-
- a. Predictors: (Constant), Price consciousness
 - b. Dependent Variable: Purchase intention

Source: Developed for the research

The F ratio (100.799) obtained from Table 16 indicates this bivariate regression model is highly significant at the 0.000 level due to p-value is less than 0.05. From the same ANOVA table, 74.5 percent of the total variance is not explained by this simple linear model ($229.686/308.435 = 0.745$). That is why only 25.5 percent of the total variance is explained by this bivariate regression model ($78.749/308.435 = 0.255$).

Table 17: Output of Bivariate Regression Coefficient for H₂

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.170	.284		7.641	.000
	Price consciousness	.562	.056	.505	10.040	.000

Dependent Variable: Purchase intention

Source: Developed for the research

Bivariate regression coefficient is an indicator of an independent variable in predicting a dependent variable. Large coefficients are good predictors, while small coefficients are weak predictors (Hair et al., 2010). From Table 17, the outcome shows the unstandardized regression coefficient for price consciousness is 0.562. The relationship between purchase intention and price consciousness is positive. Thus, with every unit of price consciousness increase, purchase intention will increase by 0.562 units. The t value of 10.040 ($0.562/0.056 = 10.040$), is significant at the 0.000 level. For hypothesis H₂, the equation for predicting purchase intention from price consciousness is:

$$\text{Purchase intention} = 2.17 + 0.56 (\text{price consciousness})$$

H₃: Credibility is significantly related to purchase intention

Table 18: Output of R² for H₃

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 ^a	.239	.237	.893

a. Predictors: (Constant), Credibility

b. Dependent Variable: Purchase intention

Source: Developed for the research

Table 18 shows R square 0.239, which means only 23.9 percent of the total variance in purchase intention (dependent variable) is explained by variance in credibility (independent variable).

Table 19: Output of ANOVA for H₅

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.761	1	73.761	92.407	.000 ^a
	Residual	234.674	294	.798		
	Total	308.435	295			

a. Predictors: (Constant), Credibility

b. Dependent Variable: Purchase intention

Source: Developed for the research

The F ratio (92.407) stated in Table 19 explains that the bivariate regression model for H₅ is significant at 0.000. This means the variance in purchase intention (dependent variable) that is associated with credibility (independent variable) is referred to as explained variance. There are 76.1 percent of the total variance which is not explained by this bivariate regression model ($234.674/308.435 = 0.761$), while only 23.9 percent of the total variance is explained by this bivariate regression model ($73.761/308.435 = 0.239$).

Table 20: Output of Bivariate Regression Coefficient for H₅

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.320	.281		8.257	.000
	Credibility	.539	.056	.489	9.613	.000

a. Dependent Variable: Purchase intention

Source: Developed for the research

Table 20 shows the unstandardized regression coefficient for credibility is 0.539. Every unit that credibility increases, purchase intention will increase by 0.539 units. The t value of 9.613 ($0.539/0.056 = 9.613$), which is significant at 0.000. For hypothesis H₅, the following equation for predicting purchase intention from credibility is:

$$\text{Purchase intention} = 2.32 + 0.54 (\text{credibility})$$

H₁₀: Brand personality is significantly related to purchase intention

Table 21: Output of R² for H₁₀

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.245	.888

a. Predictors: (Constant), Brand personality

b. Dependent Variable: Purchase intention

Source: Developed for the research

Table 21 reports the R square for hypothesis H₁₀ is 0.248. This means the brand personality accounts for only 24.8 percent of the total variation in purchase intention (Hair et al., 2010).

Table 22: Output of ANOVA for H₁₀

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.478	1	76.478	96.934	.000 ^a
	Residual	231.957	294	.789		
	Total	308.435	295			

Table 22: Output of ANOVA for H₁₀

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.478	1	76.478	96.934	.000 ^a
	Residual	231.957	294	.789		
	Total	308.435	295			

a. Predictors: (Constant), Brand personality

b. Dependent Variable: Purchase intention

Source: Developed for the research

Table 22 shows the F ratio (96.934) which indicates that the bivariate regression model for H₁₀ is significant at 0.000. The high F ratio (96.934) shows that there is more variance in the purchase intention associated with the brand personality. Only 24.8 percent of total variance is explained by this bivariate regression model ($76.478/308.435 = 0.248$), while 75.2 percent of the total variance is not explained by this bivariate regression model ($231.957/308.435 = 0.752$). Brand personality is positively related to overall purchase intention.

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Table 23: Output of Bivariate Regression Coefficient for H₁₀

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.482	.359		4.133	.000
	Brand personality	.721	.073	.498	9.846	.000

a. Dependent Variable: Purchase intention

Source: Developed for the research

Table 23 shows that the unstandardized regression coefficient for brand personality is 0.721. For every unit that brand personality increases, purchase intention will increase by 0.721 units. The t value of 9.846 is associated with a very low p-value (0.000). Therefore, the slope coefficient is significant. This result supports the hypothesis H₁₀ stating that brand personality is positively related to purchase intention (Zikmund & Babin, 2010). The equation for predicting purchase intention from brand personality is:

$$\text{Purchase intention} = 1.48 + 0.72 (\text{brand personality})$$

(Note: The rest of this page is intentionally left blank)

H₁₂: Attitude towards the brand is significantly related to purchase intention

Table 24: Output of R² for H₁₂

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.293	.291	.861

a. Predictors: (Constant), Attitude towards the brand

b. Dependent Variable: Purchase intention

Source: Developed for the research

Table 24 shows that the R square for hypothesis H₁₂ is 0.293. This interprets that the respondents' attitude towards the brand accounts for only 29.3 percent of the total variation in purchase intention.

Table 25: Output of ANOVA for H₁₂

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.447	1	90.447	121.987	.000 ^a
	Residual	217.987	294	.741		
	Total	308.435	295			

a. Predictors: (Constant), Attitude towards the brand

b. Dependent Variable: Purchase intention

Source: Developed for the research

From the ANOVA table, the F ratio (121.987) indicates that the bivariate regression model for H₁₂ is significant at 0.000 level. The large F ratio (121.987) explains there is more variance in purchase intention as explained by the respondents' attitude towards the brand. Also, more variance in purchase intention

is associated with respondents' attitude towards the brand. Only 29.3 percent of total variance is explained by this bivariate regression model ($90.447/308.435 = 0.293$), while 70.7 percent of total variance is not explained by this bivariate regression model ($217.987/308.435 = 0.707$). Respondents' attitude towards the brand is positively related to overall purchase intention as it is significant at 0.000.

Table 26: Output of Bivariate Regression Coefficient for H₁₂

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000

a. Dependent Variable: Purchase intention

Source: Developed for the research

Table 26 reports the unstandardized regression coefficient for respondents' attitude towards the brand is 0.639. This means the relationship between purchase intention and respondents' attitude towards the brand is positive. Every unit that the respondents' attitude towards the brand increases, purchase intention will increase by 0.639 units. The t value of 11.045 is associated with a low p-value (0.000), which is significant below 0.05. The result concludes that respondents' attitude towards the brand is positively related to purchase intention. The equation for predicting purchase intention from respondents' attitude towards the brand is expressed as follows:

$$\text{Purchase intention} = 1.85 + 0.64 (\text{attitude towards the brand})$$

4.3.2 Multiple Regression Analysis

Multiple regression analysis is a statistical technique that analyzes the linear relationship between multiple independent variables and a dependent variable by estimating coefficients for the equation for a straight line (Zikmund et al., 2010). Hypotheses H₁, H₄, H₇, and H₉ are examined simultaneously using this method.

Table 27: Output of R² for H₁, H₄, H₇, and H₉

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959 ^a	.919	.918	.248

a. Predictors: (Constant), Brand personality, Self-concept , Price consciousness, Credibility

b. Dependent Variable: Attitude towards the brand

Source: Developed for the research

Table 27 indicates the R square for the multiple regression model is 0.919. This means that 91.9 percent of the variation in dependent variable (respondents' attitude towards the brand) can be explained by the four independent variables (price consciousness, credibility, self-concept, brand personality).

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Table 28: Output of ANOVA for H₁, H₄, H₇, and H₉

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203.822	4	50.955	826.160	.000 ^a
	Residual	17.948	291	.062		
	Total	221.770	295			

a. Predictors: (Constant), Brand personality, Credibility, Self-concept, Price consciousness

b. Dependent Variable: Attitude towards the brand

Source: Developed for the research

Table 28 reports the F ratio (826.160), which is significant at 0.000. In general, the multiple regression model applied for this research is statistically significant below 0.05. There are 91.9 percent of total variance as explained by this multiple regression model ($203.822/221.770 = 0.919$), whereas only 8.1 percent of total variance is not explained by this multiple regression model ($17.948/221.770 = 0.081$).

Table 29: Output of Multiple Regression Coefficients for H₁, H₄, H₇, and H₉

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.390	.104		-3.761	.000
	Price consciousness	.382	.033	.405	11.634	.000
	Credibility	.191	.023	.205	8.206	.000
	Self-concept	.329	.034	.297	9.702	.000
	Brand personality	.182	.038	.148	4.839	.000

a. Dependent Variable: Attitude towards the brand

Source: Developed for the research

In the “Sig” column of Table 29, all independent variables (price consciousness, credibility, self-concept, and brand personality) are significant at 0.000. This means all independent variables have significant positive relationship with respondents’ attitude towards the advertised brand. From the “Coefficients” section of Table 29, price consciousness has the greatest standardized coefficient (0.405) among four independent variables. This means price consciousness affects the most towards respondents’ attitude towards the brand. Every time price consciousness increases by one unit, respondents’ attitude will increase on average by 0.405, assuming other variables are constant. Using unstandardized coefficients, the equation is formulated as follows:

$$\text{Attitude towards the brand} = -0.390 + 0.382 (\text{price consciousness}) + 0.191 (\text{credibility}) + 0.329 (\text{self-concept}) + 0.182 (\text{brand personality})$$

(Note: The rest of this page is intentionally left blank)

Table 30 : Results of Multiple Regression Analysis for Each Top Three Most Popular Brands

Brand	R	R Square	Adjusted R Square	F	Standardized Coefficients		Significance
Garnier Men	0.997	0.994	0.994	4668.399	Price Consciousness	0.002	0.861
					Credibility	0.887	0.000
					Self-Concept	0.119	0.000
					Brand Personality	-0.001	0.930
L'Oreal Paris Men Expert	0.992	0.983	0.983	1528.04	Price Consciousness	0.062	0.020
					Credibility	0.030	0.025
					Self-Concept	0.865	0.000
					Brand Personality	-0.014	0.813
Gatsby	0.946	0.895	0.888	135.958	Price Consciousness	0.743	0.000
					Credibility	0.093	0.148
					Self-Concept	-0.002	0.971
					Brand Personality	0.172	0.078

Source: Developed for the research

Table 30 shows that the R square of all three brand are greater than 89 percent. That means 99.4 percent (Garnier Men), 98.3 percent (L'Oreal Paris Men Expert) and 89.5 percent (Gatsby) of the variation in dependent variable (respondents' attitude towards each brand) can be explained by the four independent variables (price consciousness, credibility, self-concept and brand personality). According to the comparison of F ratio between each brand, Garnier Men (4668.399) and L'Oreal Paris Men Expert (1528.04) have ten times more variance in dependent variable than Gatsby (135.958) as explained by the four independent variables. Table 30 also shows Garnier Men only has two independent variables (credibility and self-concept) which are positively related to dependent variable (attitude

towards the brand) below 0.05. L’Oreal Paris Men Expert, has three independent variables (price consciousness, credibility and self-concept), while Gatsby only has one independent variable (price consciousness).

4.3.3 Mediation Analysis

A mediating variable (MV) transmits the effect of an independent variable (IV) on a dependent variable (DV). It is the addition of a third variable to this IV to DV relation, whereby IV causes the mediator MV, and causes DV, therefore it can be summarized as IV-MV-DV model (MacKinnon et al., 2007). According to Baron and Kenny (1986), both Sobel test and bivariate regression are used to assess the mediating effect of IV-MV-DV model shown in Appendix O. All mediated relationships will be tested using regression analysis for Path A, Path B and Path C. The regression results conclude the hypothesis model whether is either partial or full mediation. In addition, the following direct or indirect effect will be examined using Sobel test (Baron & Kenny, 1986).

H₃: Attitude towards the brand mediates the relationship between price consciousness and purchase intention

Table 31: Output of Regression Coefficient for H₃ Path A Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.590	.114		5.191	.000
	Price consciousness	.861	.022	.913	38.475	.000

a. Dependent Variable: Attitude towards the brand

Source: Developed for the research

Table 31 labeled “Standardized Coefficients Beta” indicates the Path A’s regression coefficient 0.913, which is significant at 0.000. This means that price consciousness is positively related to respondents’ attitude towards the brand (Baron & Kenny, 1986; Preacher & Hayes, 2008; Sobel, 1982; Preacher & Leonardelli, 2010).

Table 32: Output of Regression Coefficient for H₃ Path B Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000
	(Constant)	1.834	.289		6.338	.000
	Attitude towards the brand	.569	.142	.483	4.003	.000
	Price consciousness	.072	.134	.064	.534	.594

a. Dependent Variable: Purchase intention

Source: Developed for the research

From Table 32, the standardized regression coefficient for Path B analysis is 0.542. The result is significant at 0.000. Thus, the respondents’ attitude towards the brand is positively related to purchase intention (Baron & Kenny, 1986; Preacher & Hayes, 2008; Sobel, 1982; Preacher & Leonardelli, 2010). The outcome of price consciousness from Table 17 is significant but Table 32 shows insignificant (0.594). Thus, a full mediation is demonstrated for H₃. This explains all of the effects are mediated by MV (Baron & Kenny, 1986).

Table 33: Results of Sobel Test for H₃ Mediating Effect

Input:		Test statistic:	Std. Error:	p-value:
a	0.861	Sobel test: 10.60504139	0.05187901	0
b	0.639	Aroian test: 10.60183509	0.0518947	0
s _a	0.022	Goodman test: 10.60825059	0.05186331	0
s _b	0.058	<input type="button" value="Reset all"/> <input type="button" value="Calculate"/>		

Source: MacKinnon, D. P., & Dwyer, J. H. (1993). Estimating mediated effects in prevention studies. *Evaluation Review*, 17, 144-158

Table 33 shows the Sobel test’s result (t-value = 10.605, p-value = 0.000), this means the MV for H₃ (attitude towards the brand) significantly provides an indirect effect between IV (price consciousness) and DV (purchase intention) due to p-value is below 0.05.

H₆: Attitude towards the brand mediates the relationship between credibility and purchase intention

Table 34: Output of Regression Coefficient for H₆ Path A Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.233	.166		7.428	.000
	Credibility	.743	.033	.794	22.410	.000

a. Dependent Variable: Attitude towards the brand

Source: Developed for the research

Table 34 reports the standardized regression coefficient (0.794), which is significant at 0.000, which is below 0.05. There is a significant relationship between credibility and respondents’ attitude towards the brand.

Table 35: Output of Regression Coefficient for H₆ Path B Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000
	(Constant)	1.717	.294		5.847	.000
	Attitude towards the brand	.489	.095	.415	5.166	.000
	Credibility	.176	.089	.160	1.988	.051

a. Dependent Variable: Purchase intention

Source: Developed for the research

Table 35 reports the standardized regression coefficient for Path B analysis is 0.542. The result is significant at 0.000. Hence, the attitude towards the brand is positively related to purchase intention. Table 19 shows the credibility is significant (0.000) but the insignificant result (0.051) is found in Table 35. Therefore, a full mediation is demonstrated for H₆. All of the effects are mediated by MV.

Table 36: Results of Sobel Test for H₆ Mediating Effect

Input:	Test statistic:	Std. Error:	p-value:
a 0.743	Sobel test: 9.89601125	0.0479766	0
b 0.639	Aroian test: 9.88814556	0.04801477	0
s _a 0.033	Goodman test: 9.90389575	0.04793841	0
s _b 0.058	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

Source: MacKinnon, D. P., & Dwyer, J. H. (1993). Estimating mediated effects in prevention studies. *Evaluation Review*, 17, 144-158

Table 36 reports the Sobel test's result (t-value = 9.90, p-value = 0.00), this means that MV for H₆ has an indirect effect between IV (credibility) and DV (purchase intention).

H₈: Attitude towards the brand mediates the relationship between self-concept and purchase intention

Table 37: Output of Regression Coefficient for H₈ Path A Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.306	.146		2.087	.038
	Self-concept	.973	.031	.880	31.731	.054

a. Dependent Variable: Attitude towards the brand

Source: Developed for the research

Table 37 shows the standardized regression coefficient (0.880) and is not significant due to p-value is greater than 0.05. This means there is no relationship between self-concept and respondents' attitude towards the brand.

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Table 38: Output of Regression Coefficient for H₈ Path B Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000
	(Constant)	1.659	.307		5.413	.000
	Attitude towards the brand	.451	.121	.383	3.723	.000
	Self-concept	.236	.134	.181	1.758	.080

a. Dependent Variable: Purchase intention

Source: Developed for the research

Table 39: Results of Sobel Test for H₈ Mediating Effect

Input:	Test statistic:	Std. Error:	p-value:
a 0.973	Sobel test: 10.39543153	0.05980964	0
b 0.639	Aroian test: 10.3907374	0.05983666	0
s _a 0.031	Goodman test: 10.40013203	0.05978261	0
s _b 0.058	Reset all		Calculate

Source: MacKinnon, D. P., & Dwyer, J. H. (1993). Estimating mediated effects in prevention studies. *Evaluation Review*, 17, 144-158

According to the results from Table 37, it concludes that there is no significant ($p > 0.05$) mediating relationship between self-concept and respondents' attitude towards the brand although results stated in Table 38 are significant. Therefore, full mediation is not feasible.

H₁₁: Attitude towards the brand mediates the relationship between brand personality and purchase intention

Table 40: Output of Regression Coefficient for H₁₁ Path A Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.126	.188		-.670	.503
	Brand personality	1.035	.038	.843	26.885	.000

a. Dependent Variable: Attitude towards the brand

Source: Developed for the research

Table 40 shows the standardized regression coefficient (0.843), which is significant (0.000) below 0.05. This means the brand personality is positively related to respondents' attitude towards the brand.

Table 41: Output of Regression Coefficient for H₁₁ Path B Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000

(Constant)	1.544	.347		4.452	.000
Attitude towards the brand	.496	.107	.421	4.627	.000
Brand personality	.207	.132	.143	1.574	.117

a. Dependent Variable: Purchase intention

Source: Developed for the research

Table 41 indicates the standardized regression coefficient (0.542), which is significant at 0.000. Thus, the respondents' attitude towards the brand is positively related to purchase intention. But Table 41 indicates only brand personality is not significant (0.117). This concludes a full mediation is demonstrated. All of the related effects of brand personality are mediated by the MV (Baron & Kenny, 1986).

Table 42: Results of Sobel Test for H₁₁ Mediating Effect

Input:	Test statistic:	Std. Error:	p-value:
a 1.035	Sobel test: 10.21333481	0.06475505	0
b 0.639	Aroian test: 10.20742414	0.06479255	0
s _a 0.038	Goodman test: 10.21925575	0.06471753	0
s _b 0.058	Reset all	Calculate	

Source: MacKinnon, D. P., & Dwyer, J. H. (1993). Estimating mediated effects in prevention studies.

Evaluation Review, 17, 144-158

Table 42 shows the Sobel test's result (t-value = 10.213, p-value = 0.000), this explains that MV for H₁₁ has an indirect effect between IV (brand personality) and DV (purchase intention).

4.4 Hypotheses Testing

Table 43: Summary of Hypothesis Testing Results

Hypothesis	Supported ($p < 0.05$)	Not Supported ($p > 0.05$)
H ₁ : Price consciousness is significantly related to attitude towards the brand a. Garnier Men b. L'Oreal Paris Men Expert c. Gatsby	√ √	√
H ₂ : Price consciousness is significantly related to purchase intention	√	
H ₃ : Attitude towards the brand mediates the relationship between price consciousness and purchase intention	√	
H ₄ : Credibility is significantly related to attitude towards the brand a. Garnier Men b. L'Oreal Paris Men Expert c. Gatsby	√ √	√
H ₅ : Credibility is significantly related to purchase intention	√	
H ₆ : Attitude towards the brand mediates the relationship between credibility and purchase intention	√	
H ₇ : Self-concept is significantly related to attitude towards the brand a. Garnier Men b. L'Oreal Paris Men Expert c. Gatsby	√ √	√
H ₈ : Attitude towards the brand mediates the relationship between self-concept and purchase intention		√
H ₉ : Brand personality is significantly related to attitude towards the brand a. Garnier Men b. L'Oreal Paris Men Expert		√ √

c. Gatsby		√
H ₁₀ : Brand personality is significantly related to purchase intention	√	
H ₁₁ : Attitude towards the brand mediates the relationship between brand personality and purchase intention	√	
H ₁₂ : Attitude towards the brand is significantly related to purchase intention	√	

Source: Developed for the research

Table 43 shows all hypotheses' outcomes are significant and accepted except H₈. H₈ is rejected because Table 37 for the path A mediation analysis indicates the insignificant result. Thus, attitude has no mediating effect between self-concept and purchase intention.

4.5 Chapter Summary

In this chapter, all statistical outcomes are categorized and reported accordingly. Results for descriptive analysis are presented in bar charts and table format, because it simplifies the overall results to be easy-to-understand based on the proportion of responses (Gorard, 2004; Hair et al., 2011). In order to fit the discussion between Chapter 1 and 5, the top three most popular brands (Garnier Men, L'Oreal Paris Men Expert and Gatsby) are selected from Table 13. The following results for reliability analysis and inferential analysis are obtained based on the top three brands. Based on the guidelines from Bangor University (n.d.), mediation results are analyzed using the combination of informal procedures and a formal procedure (Sobel test). The overall mediation of a hypothesis includes three separate regression analyses and a Sobel test. Lastly, the acceptance status of all hypotheses results are summarized in Table 43. For price consciousness, only L'Oreal Paris Men Expert and Gatsby are positively related to attitude and purchase intention. For credibility, only Garnier Men and L'Oreal Paris Men

Expert are positively related to attitude and purchase intention. For self-concept, only Garnier Men and L'Oreal Paris Men Expert is positively related to attitude but not indirectly mediated with purchase intention. For brand personality, all top three brands do not have positive relationship with attitude but there is a significant positive relationship with purchase intention. The research findings will be elaborated and further discussed in the next chapter.

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CHAPTER 5

DISCUSSION, IMPLICATIONS, LIMITATIONS AND RECOMMENDATIONS

5.0 Chapter Overview

This last chapter includes discussion of major findings, implications of the study, research limitations and recommendations for further studies and chapter summary. All of them are elaborated for a clearer understanding.

5.1 Discussion of Major Findings

This research project aims to investigate whether the factors influence the respondents' attitude and purchase intention towards men's facial care products. Based on the research findings presented in Chapter 4, the following in-depth discussion will be carried out in this chapter in order to provide better understanding about the Malaysian Gen-Y males in terms of their motives, needs, self-perceptions, and so forth.

H₁: Price consciousness is significantly related to attitude towards the brand

According to the results in Chapter 4, only L'Oreal Paris Men Expert and Gatsby show the significant relationship in multiple regression analysis. But Garnier Men is insignificant. The past study Fin and Yong (2005) demonstrates that there is a positive relationship between price consciousness and attitude for private label products. Thus, this proves that respondents' price consciousness is one of the significant factors affecting their attitude towards a brand (L'Oreal Paris Men Expert or Gatsby) except Garnier Men. Respondents who choose L'Oreal Paris Men Expert and Gatsby are price-sensitive.

H₂: Price consciousness is significantly related to purchase intention

The results presented in Chapter 4, interpret that price consciousness is significant and positively related to purchase intention. This means that price consciousness positively affects purchase intention. Thus, respondents will consider the lower price when they intend to purchase a brand. They will not evaluate themselves whether they like or dislike the brand. Once they observe a brand is the cheapest among all brands, they will directly buy the brand without thinking so much (Wu & Chan, 2011).

H₃: Attitude towards the brand mediates the relationship between price consciousness and purchase intention

Chapter 4 reports that attitude is a significant mediator between price consciousness and purchase intention. When a full mediation exists, it means all of the effects are indirectly mediated (Sobel Test: $t = 10.605$, $p\text{-value} = 0.000$) by attitude between price consciousness and purchase intention. The past studies also conceptualize attitude as a mediator because respondents may respond as being price-sensitive, then they will like the chosen brand and subsequently have an intention to buy it (Fin & Yong, 2005; Huang et al., 2004).

H₄: Credibility is significantly related to attitude towards the brand

Only Garnier Men and L’Oreal Paris Men Expert show that credibility has significant positive relationship with attitude towards a brand. Respondents’ credibility towards a brand (Garnier Men or L’Oreal Paris Men Expert) is one of the significant factors influencing their attitude. Many past studies have mentioned that “expertise and trustworthiness” are the characteristics of “source credibility” which focus on the character of attractiveness. Both characteristics are used together in advertisements to enhance brand attitude, attitude towards advertising and purchase intention (Lutz et al., 1983; Mackenzie & Lutz, 1989; Goldberg & Hartwick, 1990; Haley, 1996; Goldsmith et al., 1999; 2000; 2001; 2002; Sallam, 2011). Therefore, the endorsed advertisement for Garnier Men and L’Oreal Paris Men Expert, which are found in the survey questionnaire shown in Appendix K, is more likely to affect respondents’ attitude towards a brand.

H₅: Credibility is significantly related to purchase intention

Results reported in Chapter 4 have proved that credibility is positively related to purchase intention at significant level ($p < 0.05$). This explains that credibility of a brand will positively influence the respondents having an intention to buy the brand. Many studies also found that there is a significant effect of attitude on purchase intention, even though it is an indirect effect between credibility and purchase intention (Brown & Stayman, 1992; Cox & Locander, 1987; Homer, 1990; Mackenzie et al., 1986; Phelps & Hoy, 1996; Sallam, 2011; Shimp & Gresham, 1985; Yoon et al., 1998). The source credibility of a brand will trigger respondents’ individual feelings, beliefs or behaviors to explore whether they like or dislike the brand (attitude); then indirectly to have an intention to buy.

H₆: Attitude towards the brand mediates the relationship between credibility and purchase intention

Results in Chapter 4 indicate that attitude is a significant mediator between credibility and purchase intention. A full mediation exists, and this interprets that all of the effects are indirectly mediated (Sobel Test: $t = 9.896$, $p\text{-value} = 0.000$) by attitude between credibility and purchase intention. Some past studies have demonstrated a positive relationship between credibility and trust or even conceptualized trust partly as credibility (Ganesan, 1994). Indirectly, the trust will have a strong direct impact on the purchase intention (Sichtmann, 2007). When respondents have a trust towards a brand based on the source credibility they will directly have an intention to buy that brand.

H₇: Self-concept is significantly related to attitude towards the brand

The results in Chapter 4 show that self-concept is significantly positive related to respondents' attitude, for Garnier Men and L'Oreal Paris Men Expert. Self-concept is one of the significant factors to affect the respondents' attitude towards a brand. According to He and Mukherjee (2007), the consistency of self-concept will significantly influence an individual's attitude and behaviour. Self-concept plays an important role in the facial care businesses because self-perceptions of respondents motivate their purchasing behaviour, especially the desired self-image or individual they desire to be. Many people may select products and brands in order to fit or match the images of themselves (Goldsmith et al., 1999; Malhotra, 1988; Schiffman & Kanuk, 1997; Solomon, 1996). Gatsby indicates insignificant results, thus there is no significant relationship for this brand.

H₈: Attitude towards the brand mediates the relationship between self-concept and purchase intention

The results report that attitude is not a significant mediator between self-concept and purchase intention due to a $p\text{-value}$ of more than 0.05 for Path A regression analysis. Therefore, attitude has no mediating effect between self-concept and purchase intention.

H₉: Brand personality is significantly related to attitude towards the brand

The research findings show that there is no significant relationship between brand personality and respondents' attitude towards a brand (Garnier Men, L'Oreal Paris Men Expert, and Gatsby). Thus, brand personality is not a significant factor ($p > 0.05$) to influence respondents' attitude for these top-three brands in this research. However, brand personality is only positively related to purchase intention if the p-value less than 0.05.

H₁₀: Brand personality is significantly related to purchase intention

Based on the results in Chapter 4, brand personality is significant and positively related to purchase intention. Thus, the personality of a brand is able to positively influence respondents to have an intention and buy the brand without considering so much on their individual evaluation, i.e. attitude. The conclusion of Bouhlel et al. (2011) explains that brand personality influences the brand trust. The more respondents trust the brand; the purchase intention will be indirectly increased as well in terms of brand trust, brand attachment, and brand commitment.

H₁₁: Attitude towards the brand mediates the relationship between brand personality and purchase intention

Results in Chapter 4 show that attitude is a significant mediator between brand personality and purchase intention. A full mediation has been determined, thus all of the effects are indirectly mediated (Sobel Test: $t = 10.213$, $p\text{-value} = 0.000$) by attitude between brand personality and purchase intention. The relevant studies Guthrie and Kim (2009) reports that a combination of brand personalities can predict a positive attitude towards a brand, whereas Buaman and Phuengsuktechasit (2011) concludes that the positive attitude of respondents will cause positive intention to buy towards the object or brand. This explains that the personality of a brand will first enable respondents to generate the positive attitude

and like the brand, then they will have an intention to buy the brand. However, attitude provides an indirect effect for such process.

H₁₂: Attitude towards the brand is significantly related to purchase intention

Results obtained from Chapter 4 indicate that the respondents' attitude is significant and positively related to their purchase intention. This explains that respondents' attitude towards a brand will subsequently influence them to have an intention to buy the brand. Attitude is an individual's positive or negative evaluations, sense of feelings, and intentions to like or dislike a certain object or an idea for certain behavior as well as purchase intention (Ajzen & Fishbein, 1980; Kolter, 1997; Lee et al., 2007). The conclusion of Lympelopoulos et al. (2010) confirms that consumers' intentions to buy retail brands and products are directly affected by their attitudes towards the brands and products. Also, it interprets that the more positive the attitude of a consumer towards a retail brand, the more probable it is that the consumer will have an intention to buy it.

5.2 Implications of the Study

This research provides brand managers some marketing insights about Malaysian Gen Y males for low-end men's facial care products, even though the local niche demand is not as mature as other developed countries (Parker, 2006). A similar cosmetic study Orlichova (2011) reports that male respondents aged 18 to 25 and 26 to 35 are the major users of men's grooming products. They are more open to facial care products than older generation. Also, data shows that more men in younger generation tend to be single or in relationship. This is because most of the Gen Y are late to the wedding, but they want marriage. Young men prefer to be more stable before the wedding (Value Options, n.d.; Zimmerman, 2012). In addition, younger metrosexual men will put more effort on their appearance to be more attractive to heterosexual ladies (and incidentally gay men) and a better partner or husband than before the makeover (Palmer, 2008). However, a man

whether is non-married (single or in relationship) or married could represent an important fact towards the demand for men's facial care products. Brand managers should know that most of the male cosmetic prospects or users are still single (Souiden & Diagne, 2009), this explains that single men will put more attention on their appearance based on the following reasons.

First, during social interactions, physically attractive individuals are looked at more often than are less attractive individuals (Murstein, 1972). Second, physical attractiveness predicts a number of positive social outcomes, such as having more dates and more friends, even making more money. A handsome man will be more popular and have more new dates. Nowadays the working environment in Malaysia is becoming more competitive as some professions need to take care of their personal outlook. They may be able to find better jobs, get promotions and higher wages if they are presentable (Christan, 2012). This is because the perceptions of physically attractive individuals are often influenced by halo effects (Charlesworth & Freniere, 1983; Feingold, 1992; Karraker, 1986; Roszell et al., 1989).

For price consciousness, those respondents who have chosen either Gatsby or Loreal Paris Men Expert are price-sensitive. The low price will make them like and feel their chosen brand is good, then they will have an intention to buy and try the brand (Fin & Yong, 2005; Lymperopoulos et al., 2010). Garnier Men has no significant relationship between price consciousness and attitude, but it has a direct significant relationship between price consciousness and purchase intention. This interprets that respondents who have opted for Garnier Men because of its lowest price, will directly buy the brand without thinking twice (Wu & Chan, 2011).

For credibility, those respondents who choose either Garnier Men or Loreal Paris Men Expert will first consider whether the brand is credible, dependable and trustworthy before they decide to buy. More credible sources will enable respondents to respond more positively towards the brand, then they will have an intention to purchase the brand. This is because attitude acts as a mediator and has an indirect effect between credibility and purchase intention (Ajzen & Fishbein,

1980; Lutz et al., 1983; Mackenzie & Lutz, 1989; Ganesan, 1994; Kumar et al., 1995; Goldberg & Hartwick, 1990; Haley, 1996; Sallam, 2011; Sichtmann, 2007). The credibility of Gatsby has no significant relationship with attitude, but it has a direct positive influence on purchase intention. This explains that if respondents feel that Gatsby is credible and dependable, they will directly have the intention to buy it without considering too much (Brown & Stayman, 1992; Cox & Locander, 1987; Homer, 1990; Sallam, 2011).

For self-concept, once a respondent has chosen his most preferred brand (either Garnier Men or Loreal Paris Men Expert), he will have a desire to self-evaluate how he expects to see himself (individual's ideal self-concept), then he will feel positive towards the brand (positive attitude/brand preference) when self-congruity exists (Boksberger et al., 2011; Sirgy, 1982; Sirgy & Su, 2000). Self-congruity is defined as the match between a brand's image and an individual's self-concept where the individual's ideal self-concept is the 'totality of the individual's desired thoughts and feelings having reference to himself as an object (Boksberger et al., 2011; Rosenberg, 1979). But hypothesis H₈ in chapter 4 have been tested that there is no mediating relationship between self-concept and purchase intention and therefore attitude is not a significant mediator. In this research, respondents' self-concept does not have any indirect influence on their purchase intention. Respondents will first fantasize their desired individual self-concept (how they expect to see themselves) after chosen a brand, and then they will feel positive towards the brand if self-congruity is feasible. However, a positive response of respondents towards the brand does not mean they have intention to buy. They have thoughts of being an ideal person after chosen a brand, but this is not the significant motive to stimulate their intention to buy (Hawkins & Mothersbaugh, 2010). Brand managers should be careful to invest and design marketing campaigns by focusing individual ideal self-concept. This is because it may not significantly stimulate Gen Y males having intention to buy based on their ideal self-concept. Otherwise, it may incur loss due to corporate sales is predicted underperformed.

For brand personality, the bivariate regression results show that brand personality ($\beta=0.72$, $p<0.05$) has greater positive influence on purchase intention than price

consciousness ($\beta=0.56$, $p<0.05$). This explains that local Gen Y males have stronger brand perception rather than just getting the cheapest price to trigger their purchase intention. Brand managers should put more attention on how to shape the particular brand personality for low-end facial care brand. This helps the firm to position its product brand differently from its market players, so that direct competition can be avoided. Gen Y males are brand conscious (Mandhlazi, 2011), thus brand personality is important because it is associated with strong individual emotional response, higher levels of consumer trust and loyalty, higher consumer preference and usage, more self-expression and improved product differentiation (Guthrie & Kim, 2009). Another results reports that the personality of a brand (Garnier Men, L'Oréal Paris Men Expert, and Gatsby) does not have any significant influence on respondents' attitude although full mediation exists. But brand personality can directly affect respondents' purchase intention due to its significant relationship. A favorable brand personality can influence the respondents' trust towards a brand. This is because the brand trust is able to reinforce their buying intention in terms of brand attachment and brand commitment (Bouhlel et al., 2011). Nowadays, brand managers should serve the brand personality as a strategic tool that forms the communication between brand and target consumers. Brands can reflect and tell themselves in consumers' minds by means of personalities. In other words, brand personality plays a key role in building loyal relations or moving up the differentiation ladder in consumers' minds (Akin, 2011).

Within the men's facial care industry, brand managers should aim on the specific motives and understand the behavioural patterns of Malaysian Gen Y males towards the competing brands. For example, brand XYZ should strategize their marketing campaigns in order to fit Gen Y young men's behavioural patterns and grab more sales from its rivals. This helps the brand to gain more market shares from its competitors.

5.3 Research Limitations and Recommendations for Future Studies

There are several limitations in this study that may have affected the results. Firstly, the sampling is only limited within the Klang Valley area. The research outcomes may not fully represent all Gen Y males in Malaysia. Based on statistical standpoint, convenience samples may lack generalization power to the Malaysian population. To overcome such drawback, it would be interesting to extend this research in other states.

Secondly, only six well-known men's facial care brands are used in this research. For the low-end target segment, this research also can be further studied with some other generic and private label brands.

Thirdly, the research concepts are just linked to TRA model. The entire scope only covers on individual attitudes and behaviour. As the purchase decision of most Malaysian Gen Y is commonly affected by different social groups such as friends, peers, family members and spouse (Lim et al., 2013; Grogan, 1999); it is recommended to introduce the Theory of Planned Behaviour (TPB) and social influence for further studies.

In Malaysia, there are various types of metrosexual men who have their own reasons for buying and using men's grooming products. Many companies have started to pay attention towards the gay niche segment, which is interesting and highly profitable (Chatel, 2013). This is because their brand loyalty and purchasing power are very high (Smith & Malone, 2003; DeLozier, 1996). For instance, gay consumers are more conscious of innovative and trendy appearance, while straight men prefer classic and traditional look (Rudd, 1996). Gay men emphasize self-appearance; therefore they always maintain their facial care with men's grooming products (Cristian et al., n.d.).

The congruence between brand personality and human personalities can be further studied. Brand managers should not just focus on the factors affecting men's buying intention in this study; but they also need to consider how the human personalities and self-concept react with a brand (Belk, 1988; Maehle & Shneor, 2010; Sirgy, 1982). Once the brand loyalty has been psychologically built due to the match between individual personalities/self-concept and brand personality

(Kuenzel & Halliday, 2010), brand managers can attempt to aim for loyal customers rather than new customers. This is because sometimes the heavy investment on promotion campaigns towards new customers may not help the firm to get more sales, especially those existing customers who are brand-conscious (O'Guinn et al., 2012).

Product involvement is a suggested moderator for this research (Xue, 2008). Some past studies show that product involvement significantly affects consumer decision making (Suh & Yi, 2006; Warrington & Shim, 2000; Phelps & Thorson, 1991). Those studies also have demonstrated the significant influence of involvement on consumer attitude, brand preference and perceptions. This is because one of the greatest determinants of motivation is the 'product involvement'. If a message is irrelevant or not persuasive to an individual, then that individual will not be motivated to devote his attention or consideration to the message (Petty et al., 1983; Xue, 2008). Therefore, buying intention of an individual can be predicted by his personal involvement towards a brand (Russell, 2006).

The qualitative/mixed methods for future studies are suggested such as interview method to replenish the flaws of problem statement of this study and help offset the weaknesses of using quantitative and qualitative methods individually (Russell, 2006). For instance, arranging an outdoor interview and observation on Gen Y males are needed, because open-ended questions can collect more real-time and detailed information than close-ended questions. Open-ended questions have greater potential to uncover useful information. Also, they provide clues into communication skills and thought processes to effectively investigate the behavior of Gen Y males (Kumar, 2014). Besides, human observation method provides the opportunity to watch the respondents' behaviours towards facial care brands, especially observing those price-conscious or brand-conscious Gen Y males (Clow & James, 2014).

5.4 Chapter Summary

The overall study provides insights about the purchasing behavior of Gen Y males towards men's facial care products in Malaysia. All of the factors and hypotheses have been explored in details and all objectives have been achieved as well. In this chapter, the research results are discussed based on the theory of reasoned action (TRA) model in conjunction with other factors (price consciousness, credibility, self-concept and brand personality). The top three brands (Garnier Men, L'Oreal Paris Men Expert, and Gatsby) are selected out of six brands; this mainly provides brand managers some guidelines to understand the motives of local Gen Y males and elaborates why they have more intention to buy these three leading brands. The following 'research limitations' describes the hidden problems of this study which is out of controlled by the researcher. Some recommendations are given for the future studies and improvements.

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APPENDICES

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APPENDIX A: WORLDWIDE MARKET POTENTIAL FOR MEN'S FACIAL CARE PRODUCTS IN YEAR 2007

Table 1: Worldwide Market Potential for Men's Facial Care Products in Year 2007

Region	Latent Demand US \$ Million	% of Globe
Asia	106	35.12
Europe & the Middle East	89	29.50
North America & the Caribbean	70	23.23
Latin America	21	7.10
Africa	11	3.70
Oceania	4	1.30
Total	301	100.00

Source: Parker, P. M. (2006). *The 2007-2012 world outlook for men's skin care products*. San Diego: ICON Group International, Inc.

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APPENDIX B: GLOBAL MARKET SALES FOR MEN'S FACIAL CARE PRODUCTS (2002-2012)

Table 2: Global Market Sales for Men's Facial Care Products (2002-2012)

Year	World Market US \$ Million	Yearly Sales Growth (%)
2002	289.22	NIL
2003	289.64	0.15
2004	290.07	0.15
2005	290.61	0.19
2006	292.45	0.63
2007	301.42	3.07
2008	311.94	3.49
2009	322.90	3.51
2010	334.32	3.54
2011	346.22	3.56
2012	358.64	3.59

Source: Parker, P. M. (2006). *The 2007-2012 world outlook for men's skin care products*. San Diego: ICON Group International, Inc.

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APPENDIX C: PREDICTED MARKET GROWTH OF MEN'S FACIAL CARE PRODUCTS IN MALAYSIA

Table 3: Predicted Market Growth of Men's Facial Care Products in Malaysia

Year	Sales in Malaysia (US \$ Million)	% of Asia Region	% of World
2002	1.21	1.12	0.42
2003	1.20	1.13	0.41
2004	1.19	1.14	0.41
2005	1.17	1.14	0.40
2006	1.17	1.15	0.40
2007	1.21	1.14	0.40
2008	1.26	1.14	0.40
2009	1.31	1.13	0.41
2010	1.37	1.12	0.41
2011	1.42	1.12	0.41
2012	1.48	1.11	0.41

Source: Parker, P. M. (2006). *The 2007-2012 world outlook for men's skin care products*. San Diego: ICON Group International, Inc.

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APPENDIX D: MARKET GROWTH OF MEN'S FACIAL CARE PRODUCTS FOR EACH MALAYSIA STATES

Table 4: Market Growth of Men's Facial Care Products for Each Malaysia States

City	US \$ Million	% Country	% Asia Region	% World
Kuala Lumpur	0.27	22.08	0.25	0.09
Ipoh	0.09	7.38	0.08	0.03
Johor Bharu	0.08	6.34	0.07	0.03
Melaka	0.07	5.71	0.07	0.02
Petaling Jaya	0.06	4.92	0.06	0.02
Tawau	0.06	4.72	0.05	0.02
Klang	0.06	4.70	0.05	0.02
Kuala Terengganu	0.05	4.41	0.05	0.02
Sandakan	0.05	4.31	0.05	0.02
Kota Bharu	0.05	4.24	0.05	0.02
George Town	0.05	4.23	0.05	0.02
Kota Kinabalu	0.05	4.02	0.05	0.02
Kuantan	0.05	3.83	0.04	0.02
Taiping	0.04	3.53	0.04	0.01
Seremban	0.04	3.52	0.04	0.01
Other Cities	0.15	12.06	0.14	0.05
Total	1.21	100.00	1.14	0.40

Source: Parker, P. M. (2006). *The 2007-2012 world outlook for men's skin care products*. San Diego: ICON Group International, Inc.

APPENDIX E: SALES RECORD FOR FIRST AND SECOND QUARTER OF 2012

Table 5: Sales Record for First and Second Quarter of 2012

Brand	January	February	March	April	May	June	Total (RM)	Percentage
Garnier Men	945.00	930.00	830.00	965.00	1045.00	1130.00	5845.00	26%
Loreal Paris Men Expert	846.00	780.00	721.00	869.00	1012.00	988.00	5216.00	23%
Gatsby	678.00	457.00	738.00	678.00	840.00	804.00	4195.00	19%
Nugeno Men Cool	640.00	648.00	579.00	456.00	433.00	420.00	3176.00	14%
Olay Men Solutions	446.00	576.00	544.00	438.00	401.00	375.00	2780.00	12%
Vaseline Men	320.00	235.00	259.00	187.00	203.00	184.00	1388.00	6%
Total (RM)	3875.00	3626.00	3671.00	3593.00	3934.00	3901.00	22600.00	100%

Source: P&C Sdn Bhd. (2012). *Sales between First and Second Quarter 2012*. Kuala Lumpur: MPC Sdn Bhd.

APPENDIX F: HYPOTHESES DEVELOPMENT

Table 6: Research Hypotheses

H ₁ : Price consciousness is significantly related to attitude towards the brand
H ₂ : Price consciousness is significantly related to purchase intention
H ₃ : Attitude towards the brand mediates the relationship between price consciousness and purchase intention
H ₄ : Credibility is significantly related to attitude towards the brand
H ₅ : Credibility is significantly related to purchase intention
H ₆ : Attitude towards the brand mediates the relationship between credibility and purchase intention
H ₇ : Self-concept is significantly related to attitude towards the brand
H ₈ : Attitude towards the brand mediates the relationship between self-concept and purchase intention
H ₉ : Brand personality is significantly related to attitude towards the brand

H ₁₀ : Brand personality is significantly related to purchase intention
H ₁₁ : Attitude towards the brand mediates the relationship between brand personality and purchase intention
H ₁₂ : Attitude towards the brand is significantly related to purchase intention

Source: Developed for the research

APPENDIX G: RESULTS OF RELIABILITY ANALYSIS

Table 14: Results of Reliability Analysis

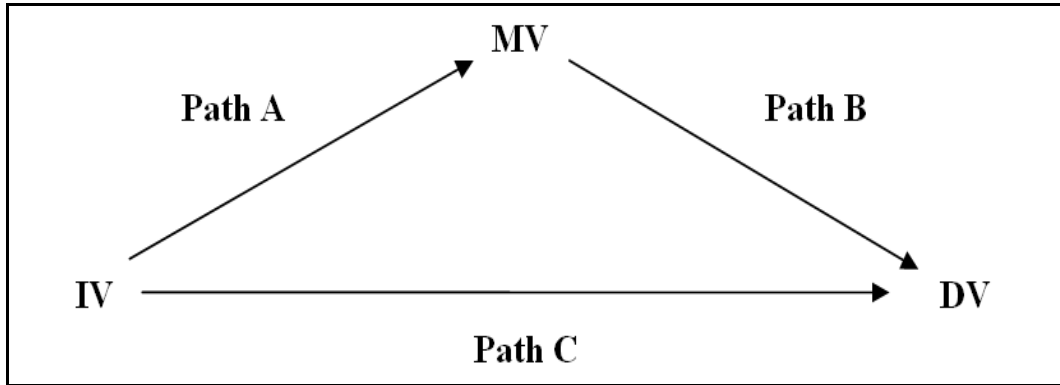
	Variable(s)	Number of Item(s)	Cronbach's Alpha	Reliability
Independent Variables	Price Consciousness	3	0.725	Good
	Credibility	7	0.948	Very Good
	Self-Concept	6	0.606	Fair
	Brand Personality	15	0.911	Very Good
Mediator	Attitude Towards The Brand	7	0.846	Very Good
Dependent Variable	Purchase Intention	4	0.882	Very Good

Source: Developed for the research

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**APPENDIX H: A MEDIATED RELATIONSHIP BETWEEN
INDEPENDENT VARIABLE AND DEPENDENT VARIABLE**

Figure 4: A Mediated Relationship between Independent Variable and Dependent Variable

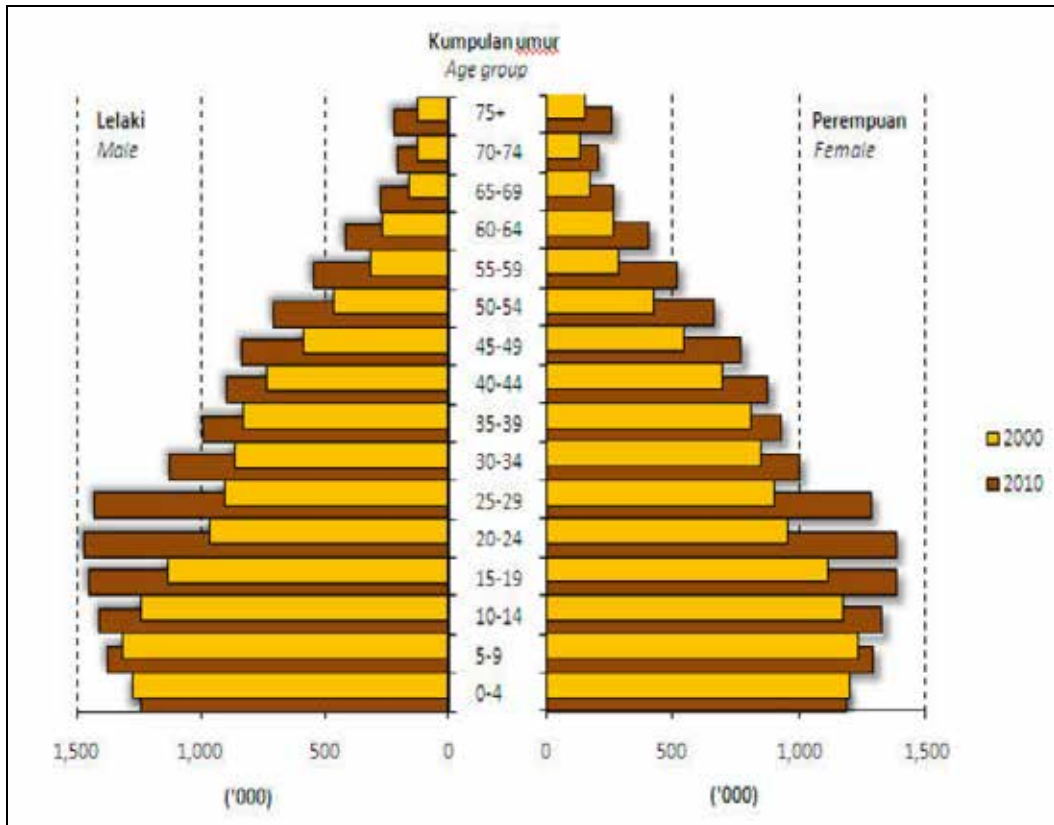


Source: Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research : conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 1173-1182

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APPENDIX I: NUMBER OF MALAYSIAN POPULATION BY SEX AND AGE GROUP FOR YEAR 2000 AND 2010

Figure 5: Number of Malaysian Population by Sex and Age Group for Year 2000 and 2010

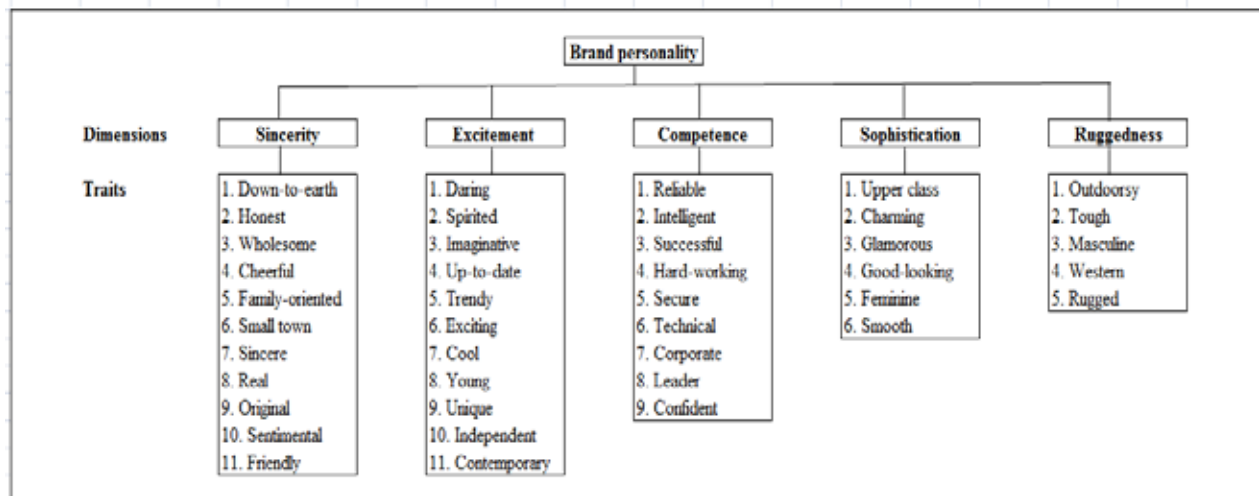


Source: Department of Statistics Malaysia. (2011, August 5). *Population distribution and basic demographic characteristic report 2010*. Retrieved February 16, 2012, from http://www.statistics.gov.my/portal/index.php?option=com_content&view=article&id=1215%3Apopulation-distribution-and-basic-demographic-characteristic-report-population-and-housing-census-malaysia-2010- updated-2972011&catid=130%3Apopulation-distribution-and

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APPENDIX J: DIMENSIONS OF BRAND PERSONALITY

Figure 6: Dimensions of Brand Personality



Source: Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 352

Fetscherin, M., & Toncar, M. (2010). The effects of the country of brand and the country of manufacturing of automobiles : an experimental study of consumers' brand personality perceptions. *International Marketing Review*, 27(2), 164-178

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APPENDIX K: SURVEY QUESTIONNAIRE



An Exploratory Study of Men's Facial Care Products: Malaysian Gen Y Males

Dear participant

I am a student from Universiti Tunku Abdul Rahman (UTAR). I am currently pursuing my Master's study in Business Administration and would like to conduct a survey for my research project.

The purpose of this research is to explore the factors and investigate how these factors influence the attitude of Malaysian Generation Y (Gen Y) males and their purchase intention towards men's facial care products. However, this research focuses on Gen Y, who aged between 16 and 33.

This cover letter is to deliver an informed consent to you, i.e. asking whether you are ready and agree with all statements in the consent form to participate in this research survey. Your participation is voluntary. No penalty is incurred if you do not participate.

Please do not write your name on the questionnaire. All of your answers will be kept confidential and anonymous for academic purpose only. This survey will take approximately 10 minutes. If you choose to take part in this survey, please sign the enclosed consent form (informed consent) and return it to the researcher.

If you have any further enquiries about this research, please contact me at surveyenquiries2012@gmail.com.

Thank you.

Yours sincerely

Cheh Soo Shen
Principal Researcher of the Project
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Email : surveyenquiries2012@gmail.com

Informed Consent to Participate in Research Survey

An Exploratory Study of Men's Facial Care Products: Malaysian Gen Y Males

Principal Researcher

The researcher of this project is Cheh Soo Shen, a student from Universiti Tunku Abdul Rahman (UTAR), who is pursuing his Master's study in Business Administration. His contact details are:

- Email: surveyenquiries2012@gmail.com

Introduction

This research is being conducted by Cheh Soo Shen at *Universiti Tunku Abdul Rahman*. You are being invited to take part in a research study. Before you decide to participate in this research, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully. If anything that is not clear, please ask the researcher for more clarification.

The purpose of the study is to explore the factors and investigate how these factors influence the attitudes of Malaysian Gen Y males and their purchase intention towards men's facial care products. It focuses on Gen Y, who aged between 16 and 33.

Procedures

You will be asked to complete a questionnaire. The questionnaire includes three sections:

- Section A has two questions
- Section B consists of six parts. There are sequenced as follows:
 - i. Part 1: Brand personality
 - ii. Part 2: Price consciousness
 - iii. Part 3: Credibility
 - iv. Part 4: Self-concept
 - v. Part 5: Attitude towards the brand
 - vi. Part 6: Purchase intention

-
- Section C includes classification questions

However, you are required to start from Section A question 1 and then continue question 2 to select a most preferred brand for all the questions in Section B (Part 1 to Part 6). After that, continue all questions in Section C. This entire process will take approximately 10 minutes.

Risks or Discomforts

There are minimal risks for participation in this study. You may feel discomfort when answering those questions related to personal matters. However, author will strategize the risk control procedures systematically.

Benefits

You may get some branding knowledge in facial care products and having an academic interaction with the researcher, especially knowledge exchange. However, your participation of this survey is mutually benefited, you will help researcher explore more about how Malaysian young men respond to the particular brand.

Confidentiality

All information provided by you is kept confidential and anonymous. Also, it will be kept in a secure storage. The results are only revealed to academic supervisors and examiners of this project. After the research is completed, the questionnaires will be destroyed by researcher.

Participation

Participation in this research is voluntary. You have the right to voice up your rejection and withdraw your participation at any time if you feel discomfort. It is up to you to decide whether taking part in this survey. If you decide to participate in this survey, you are required to sign this consent form.

Costs to Subject

There is no need for you to bear any participation costs in this survey. It is free to you.

Compensation

There is no monetary compensation to you in your participation.

Person to Contact

If you have any enquiries about this research, please contact the researcher at:

- Email: surveyenquiries2012@gmail.com

Consent:

- I confirm that I have read and understood the information stated above and have had the opportunity to ask questions.
- I understand that my participation is voluntary and that I am free to withdraw at any time if I feel discomfort with the questionnaires, without any costs.
- I agree to take part in this survey with the researcher.

Signature of Participant

Date

Signature of Researcher

Date

Thank you very much for your time and cooperation.

(Note: The rest of this page is intentionally left blank)



Research Questionnaire

Title of Research:

An Exploratory Study of Men's Facial Care Products: Malaysian Gen Y Males

The Purpose of Research:

To explore the factors and investigate how these factors influence the attitude of Malaysian Generation Y (Gen Y) males and their purchase intention towards men's facial care products

Target Respondents:

- Malaysian males
- Gen Y, aged between 16 and 33

Section A: Administrative Questions

Instruction: Please read the following questions, and then **place a tick** at the box

1. Are you **Malaysian man aged between 16 and 33**?

Yes

No

(continue to question 2 in next page)

(Thanks for your participation,
please return this questionnaire to the researcher)

2. Which **BRAND** you prefer the most in men's facial care products (only **TICK ONE** box)?

(Notice: The most preferred brand that you have chosen is used to answer all the questions in Section B)


<input type="checkbox"/> GARNIER MEN  <i>Endorsed by Fahrin Ahmad</i>	<input type="checkbox"/> NUGENO MEN COOL  <i>Endorsed by Raymond Lam</i>
<input type="checkbox"/> OLAY MEN SOLUTIONS  <i>Endorsed by Smart Krissada Pornweroj</i>	<input type="checkbox"/> GATSBY  <i>Endorsed by Kimura Takuya</i>
<input type="checkbox"/> Vaseline MEN  <i>Endorsed by Jericho Rosales</i>	<input type="checkbox"/> L'Oreal PARIS men expert  <i>Endorsed by Aaron Aziz</i>

Section B: Target Questions

Part 1: Brand Personality

Instruction: Please **CIRCLE ONE NUMBER** for each characteristic from 1 (not at all descriptive) to 7 (extremely descriptive).


You feel that your chosen brand (question 2) is:

	Not at all descriptive								Extremely descriptive
Down-to-earth		1	2	3	4	5	6	7	
Honest		1	2	3	4	5	6	7	
Wholesome		1	2	3	4	5	6	7	
Cheerful		1	2	3	4	5	6	7	
Daring		1	2	3	4	5	6	7	
Spirited		1	2	3	4	5	6	7	
Imaginative		1	2	3	4	5	6	7	
Up-to-date		1	2	3	4	5	6	7	
Reliable		1	2	3	4	5	6	7	
Intelligent		1	2	3	4	5	6	7	
Successful		1	2	3	4	5	6	7	
Upper class		1	2	3	4	5	6	7	
Charming		1	2	3	4	5	6	7	
Outdoorsy		1	2	3	4	5	6	7	
Tough		1	2	3	4	5	6	7	

	English definition	Malay definition	Chinese definition
Down-to-earth	Realistic	Realistik	实际的
Wholesome	Healthful	Sihat	健康的
Cheerful	Showing joy/pleasure	Riang	快乐的/开朗的
Daring	Fearless/brave	Berani	大胆的
Spirited	Energetic	Bersemangat	意气风发的
Imaginative	Having a lively imagination	Imaginatif	富于想像力的
Up-to-date	Modern	Moden	跟上时代的
Charming	Attractive	Menarik hati	迷人的
Outdoorsy	Associated with the outdoors	Lasak	户外的
Tough	Strong	Kuat	坚韧的

Part 2: Price Consciousness

Instruction: Please read the statements below. Respond to each item and **CIRCLE ONE** response number.

	Strongly disagree						Agree strongly	
Price is the most important factor when I am choosing a brand of facial cleanser.	1	2	3	4	5	6	7	
When buying a brand of facial cleanser, I look for the cheapest brand available.	1	2	3	4	5	6	7	
The money saved by finding lower prices is usually worth the time and effort.	1	2	3	4	5	6	7	

(Note: The rest of this page is intentionally left blank)

Part 3: Credibility

Instruction: Look at each item and then **CIRCLE ONE** response number.

The message from the advertisement of your chosen brand is:

Believable	←—————→ 1 2 3 4 5 6 7	Unbelievable
Convincing	←—————→ 1 2 3 4 5 6 7	Unconvincing
Credible	←—————→ 1 2 3 4 5 6 7	Not credible
Trustworthy	←—————→ 1 2 3 4 5 6 7	Not trustworthy
Dependable	←—————→ 1 2 3 4 5 6 7	Not dependable
Reliable	←—————→ 1 2 3 4 5 6 7	Unreliable
Reputable	←—————→ 1 2 3 4 5 6 7	Unreputable

	English definition	Malay definition	Chinese definition
Convincing	Persuasive	Dapat menyakinkan	说服力的
Credible	Message may be believed	Kredibiliti/dipercayai	可信的
Trustworthy	Worthy of being trusted (confident of something)	Boleh dipercayai	值得信赖的
Dependable	Able to be depended on	Boleh diharap	可靠的
Reliable	Accuracy of the information	Ketepatan informasi yang boleh dipercayai	可信赖的
Reputable	Acceptable as good usage, standard	Bereputasi	有名誉的

Part 4: Self-Concept

Instruction: Look at each characteristic and then **CIRCLE** the number yourself according to whichever end of the scale you feel best applies.

How you expect to see yourself after using the chosen brand:




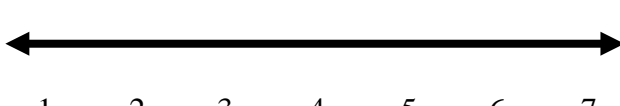
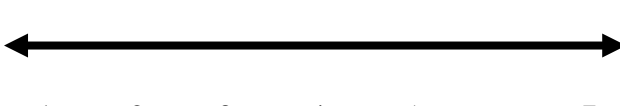
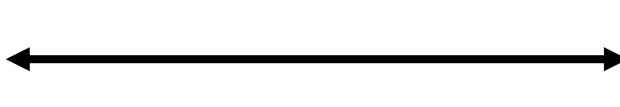

Rugged	←—————→ 1 2 3 4 5 6 7	Delicate
Excitable	←—————→ 1 2 3 4 5 6 7	Calm
Uncomfortable	←—————→ 1 2 3 4 5 6 7	Comfortable
Dominating	←—————→ 1 2 3 4 5 6 7	Submissive
Thrifty	←—————→ 1 2 3 4 5 6 7	Indulgent
Pleasant	←—————→ 1 2 3 4 5 6 7	Unpleasant
Contemporary	←—————→ 1 2 3 4 5 6 7	Non-contemporary
Organized	←—————→ 1 2 3 4 5 6 7	Unorganized
Rational	←—————→ 1 2 3 4 5 6 7	Emotional
Youthful	←—————→ 1 2 3 4 5 6 7	Mature
Formal	←—————→ 1 2 3 4 5 6 7	Informal

Orthodox	←—————→ 1 2 3 4 5 6 7	Liberal
Complex	←—————→ 1 2 3 4 5 6 7	Simple
Colorless	←—————→ 1 2 3 4 5 6 7	Colorful
Modest	←—————→ 1 2 3 4 5 6 7	Vain

	English definition	Malay definition	Chinese definition		English definition	Malay definition	Chinese definition
Rugged	Tough-looking	Kasar	粗野的	Delicate	Soft-looking	Halus	娇嫩的
Excitable	Capable of being excited	Mcrangsangkan	容易激动的	Calm	Free from excitement/passion	Tenang	平静的
Dominating	Be the most important/ conspicuous person	Suka menguasai/ mendominasi	主导的/ 占优势的	Submissive	Unresistingly/ humbly obedient	Suka berserah/ submisif	服从的
Thrifty	Saving	Berjimat cermat	节俭的	Indulgent	Benignly lenient/easygoing	Memanjakan/ pemurah	放纵的/ 宽容的
Contemporary	Belonging to the same age	Kontemporari	同时代的	Non-contemporary	Not belonged to the same age	Tidak kontemporari	非同时代的
Organized	Disciplined/ efficient	Teratur	有秩序的	Unorganized	Random/casual	Rawak	随便的
Orthodox	Conforming to approved form of any doctrine, philosophy, ideology, etc	Sikap ortodoks (berpegang teguh pada peraturan, pendapat, prinsip yang diterima umum seperti dalam agama)	传统的/ 保守的	Liberal	Broad-minded, unprejudiced	Fikiran yang terbuka	自由主义的/ 开明的
Modest	Having a humble estimate of one's merits	Merendah diri	谦虚的	Vain	Full of self-admiration	Bermegah-megah	自负的/ 虚荣的

Part 5: Attitude towards the Brand

Instruction: Look at each item, and then **CIRCLE ONE** number that best indicates how you describe your attitude towards the advertised brand (chosen brand).

This is a bad brand		This is a good brand
I dislike this brand		I like this brand
I feel negative towards this brand		I feel positive towards this brand
This brand is awful		This brand is nice
This brand is unpleasant		This brand is pleasant
This brand is unattractive		This brand is attractive
I approve of this brand		I disapprove of this brand

Part 6: Purchase Intention

Instruction: Please read the following statements. Respond to each item below, and **CIRCLE ONE** response number.

	Strongly disagree	←————→	Agree strongly
It is likely that I will buy my chosen brand.	1	2 3 4 5 6 7	
I will purchase my chosen brand when next time I need a facial cleanser.	1	2 3 4 5 6 7	
I will definitely try my chosen brand.	1	2 3 4 5 6 7	
Suppose that a friend called you last night to get your advice in his search for a facial cleanser. I shall recommend him to buy a facial cleanser from your chosen brand.	1	2 3 4 5 6 7	

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Section C: Classification Questions

Instruction: Please **TICK ONE BOX** for each question below.

1. Your age (years)?

15-19

25-29

20-24

30-34

2. Your race?

Malay

Other (please specify) _____

Chinese

Mixed race (please specify) _____+_____

Indian

3. Your religious affiliation?

Islam

Taoism

Buddhism

Atheism/free thinker

Christianity

Other (please specify) _____

Hinduism

4. Your marital status?

Married

Divorced/separated

Single

Other (please specify) _____

5. Your current highest level of education?

Primary school

Master's degree

Secondary/high school

Doctorate's degree

Diploma

Professional qualification

Advanced diploma

Other (please specify) _____

Bachelor's degree

6. Your occupation?

Self-employed/business owner

Employed:

Professional

Student

Skilled worker

Other (please specify) _____

Laborer

7. Your monthly income (including part-time income)?

Under RM1, 000

RM3, 000-RM3, 999

RM1, 000-RM1, 999

RM4, 000-RM4, 999

RM2, 000-RM2, 999

RM5, 000 or over

8. Do you use any men's facial cleansers/toners/moisturizers?

Yes

No

→ You buy for yourself

→ Someone buys for you

9. How long do you replace a new facial care item?

Less than 1 month

3 months

1 month

More than 3 months

2 months

10. How important your appearance is?

Very important

Not so important

Fairly important

Not at all important

Neutral

11. Your most preferred price range?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Below RM10 | <input type="checkbox"/> RM61-RM70 |
| <input type="checkbox"/> RM11-RM20 | <input type="checkbox"/> RM71-RM80 |
| <input type="checkbox"/> RM21-RM30 | <input type="checkbox"/> RM81-RM90 |
| <input type="checkbox"/> RM31-RM40 | <input type="checkbox"/> RM91-RM100 |
| <input type="checkbox"/> RM41-RM50 | <input type="checkbox"/> RM101 or above |
| <input type="checkbox"/> RM51-RM60 | |

12. Your preferred endorser/advertiser in the men's facial care advertisements?

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> Celebrity | <input type="checkbox"/> No opinion |
| <input type="checkbox"/> Non-celebrity | |

13. What media do you rely on most?

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Internet/ social media | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Mobile phone | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Television | <input type="checkbox"/> Magazine |

---Thank you for your cooperation---

APPENDIX L: SPSS OUTPUT**APPENDIX L1: DEMOGRAPHIC STATISTICS****Age Group**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-19	7	1.8	1.8	1.8
	20-24	263	65.8	65.8	67.5
	25-29	109	27.3	27.3	94.8
	30-34	21	5.3	5.3	100.0
	Total	400	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	167	41.8	41.8	41.8
	Chinese	183	45.8	45.8	87.5
	Indian	43	10.8	10.8	98.3
	Other	5	1.3	1.3	99.5
	Mixed Race	2	.5	.5	100.0
	Total	400	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	21	5.3	5.3	5.3
	In Relationship	108	27.0	27.0	32.3
	Single	269	67.3	67.3	99.5
	Other	2	.5	.5	100.0
	Total	400	100.0	100.0	

Highest Level of Education Achieved

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary/High School Diploma	2	.5	.5	.5
	Advanced Diploma	11	2.8	2.8	3.3
	Bachelor's Degree	4	1.0	1.0	4.3
	Master's Degree	360	90.0	90.0	94.3
	Doctorate's Degree	20	5.0	5.0	99.3
	Total	3	.8	.8	100.0
		400	99.8	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-employed	8	2.0	2.0	2.0
	Professional	20	5.0	5.0	7.0
	Skilled Worker	61	15.3	15.3	22.3
	Laborer	1	.3	.3	22.5
	Student	310	77.5	77.5	100.0
	Total	400	100.0	100.0	

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under RM1,000	327	81.8	81.8	81.8
	RM1,000- RM1,999	14	3.5	3.5	85.3
	RM2,000- RM2,999	49	12.3	12.3	97.5
	RM3,000- RM3,999	9	2.3	2.3	99.8
	RM4,000- RM4,999	1	.3	.3	100.0

Total	400	100.0	100.0
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Brand for Men's Facial Care Products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Garnier Men	118	29.5	29.5	29.5
Nugeno Men Cool	45	11.3	11.3	40.8
Olay Men Solutions	32	8.0	8.0	48.8
Gatsby	69	17.3	17.3	66.0
Vaseline Men	27	6.8	6.8	72.8
Loreal Paris Men Expert	109	27.3	27.3	100.0
Total	400	100.0	100.0	

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APPENDIX L2: RESULTS OF RELIABILITY ANALYSIS

Scale: Price Consciousness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.725	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PC: Price is the most important factor when I am choosing a brand of facial cleanser	9.12	3.304	.641	.440	.523
PC: When buying a brand of facial cleanser, I look for the cheapest brand available	9.68	3.729	.602	.411	.578
PC: The money saved by finding lower prices is usually worth the time and effort.	8.99	4.742	.427	.186	.773

Scale: Credibility

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.948	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Credibility - Q1	21.54	55.111	.803	.708	.940
Credibility - Q2	21.57	55.269	.836	.721	.937
Credibility - Q3	21.52	55.313	.842	.734	.937
Credibility - Q4	21.59	54.287	.852	.740	.936
Credibility - Q5	21.53	55.217	.845	.757	.937
Credibility - Q6	21.59	53.938	.837	.754	.937
Credibility - Q7	21.68	54.168	.749	.575	.946

Scale: Self-Concept

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.612	.606	6

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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Self-Concept - Q1	18.67	13.985	.063	.030	.484
Self-Concept - Q2	19.16	12.733	.253	.110	.684
Self-Concept - Q3	18.92	14.427	.057	.097	.479
Self-Concept - Q4	19.68	11.866	.322	.235	.642
Self-Concept - Q5	19.78	11.238	.346	.289	.521
Self-Concept - Q6	19.41	10.708	.282	.150	.559

Scale: Brand Personality

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.911	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BP: Down-to-earth (Sincerity)	65.16	123.816	.585	.526	.906
BP: Honest (Sincerity)	65.16	123.680	.638	.546	.904
BP: Wholesome (Sincerity)	65.01	124.158	.615	.498	.905
BP: Cheerful (Sincerity)	65.14	123.847	.617	.418	.905
BP: Daring (Excitement)	65.22	122.943	.599	.475	.905
BP: Spirited (Excitement)	64.99	123.461	.621	.466	.904
BP: Imaginative (Excitement)	65.03	125.202	.509	.375	.908
BP: Up-to-date (Excitement)	64.74	123.539	.602	.452	.905

BP: Reliable (Competence)	64.83	125.844	.557	.460	.906
BP: Intelligent (Competence)	65.10	123.626	.627	.468	.904
BP: Successful (Competence)	64.89	122.707	.655	.556	.903
BP: Upper class (Sophistication)	65.10	125.450	.566	.423	.906
BP: Charming (Sophistication)	64.92	120.377	.677	.530	.902
BP: Outdoorsy (Ruggedness)	64.99	121.945	.630	.533	.904
BP: Tough (Ruggedness)	65.14	122.609	.590	.512	.906

Scale: Attitude towards the Brand

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.846	7

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Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Attitude towards the brand - Q1	28.43	22.030	.723	.629	.760
Attitude towards the brand - Q2	28.51	21.033	.786	.698	.746
Attitude towards the brand - Q3	28.47	21.197	.778	.675	.748
Attitude towards the brand - Q4	28.50	21.233	.793	.706	.746
Attitude towards the brand - Q5	28.51	21.233	.776	.698	.749
Attitude towards the brand - Q6	28.45	21.196	.712	.555	.758
Attitude towards the brand - Q7	30.13	32.070	-.244	.074	.933

Scale: Purchase Intention

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.882	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI: It is likely that I will buy my chosen brand	14.69	12.680	.751	.619	.839
PI: I will purchase my chosen brand when next time I need a facial cleanser	14.76	11.747	.829	.725	.807

PI: I will definitely try my chosen brand	14.74	12.091	.789	.657	.823
PI: Suppose that.....I shall recommend him to buy a facial cleanser from my chosen brand	15.08	12.654	.600	.366	.902

APPENDIX L3: RESULTS OF BIVARIATE REGRESSION ANALYSIS

H₂: Price consciousness is significantly related to purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 ^a	.255	.253	.884

a. Predictors: (Constant), Price consciousness

b. Dependent Variable: Purchase intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.749	1	78.749	100.799	.000 ^a
	Residual	229.686	294	.781		
	Total	308.435	295			

a. Predictors: (Constant), Price consciousness

b. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.170	.284		7.641	.000
	Price consciousness	.562	.056	.505	10.040	.000

a. Dependent Variable: Purchase intention

H₅: Credibility is significantly related to purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 ^a	.239	.237	.893

a. Predictors: (Constant), Credibility

b. Dependent Variable: Purchase intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.761	1	73.761	92.407	.000 ^a
	Residual	234.674	294	.798		
	Total	308.435	295			

a. Predictors: (Constant), Credibility

b. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.320	.281		8.257	.000
	Credibility	.539	.056	.489	9.613	.000

a. Dependent Variable: Purchase intention

H₁₀: Brand personality is significantly related to purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.245	.888

a. Predictors: (Constant), Brand personality

b. Dependent Variable: Purchase intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.478	1	76.478	96.934	.000 ^a
	Residual	231.957	294	.789		

Total	308.435	295			
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- a. Predictors: (Constant), Brand personality
b. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.482	.359		4.133	.000
	Brand personality	.721	.073	.498	9.846	.000

- a. Dependent Variable: Purchase intention

H₁₂: Attitude towards the brand is significantly related to purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.293	.291	.861

- a. Predictors: (Constant), Attitude towards the brand
b. Dependent Variable: Purchase intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.447	1	90.447	121.987	.000 ^a
	Residual	217.987	294	.741		
	Total	308.435	295			

- a. Predictors: (Constant), Attitude towards the brand
b. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.293	.291	.861

a. Dependent Variable: Purchase intention

APPENDIX L4: RESULTS OF MULTIPLE REGRESSION ANALYSIS

Garnier Men

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997 ^a	.994	.994	.081

a. Predictors: (Constant), Brand personality, Credibility, Price consciousness, Self-concept

b. Dependent Variable: Attitude towards the brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.798	4	30.699	4668.399	.000 ^a
	Residual	.743	113	.007		
	Total	123.541	117			

a. Predictors: (Constant), Brand personality, Credibility, Price consciousness, Self-concept

b. Dependent Variable: Attitude towards the brand

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	-.034	.053		-.645	.520			
Price consciousness	.002	.011	.002	.176	.861	.407	.017	.001
Credibility	.887	.027	.886	33.112	.000	.996	.952	.242
Self-concept	.119	.029	.115	4.139	.000	.966	.363	.030
Brand personality	-.001	.013	-.001	-.089	.930	.447	-.008	-.001

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997 ^a	.994	.994	.081

a. Dependent Variable: Attitude towards the brand

Loreal Paris Men Expert**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.992 ^a	.983	.983	.091

a. Predictors: (Constant), Brand personality, Credibility, Price consciousness, Self-concept

b. Dependent Variable: Attitude towards the brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.133	4	12.533	1528.035	.000 ^a
	Residual	.853	104	.008		
	Total	50.986	108			

a. Predictors: (Constant), Brand personality, Credibility, Price consciousness, Self-concept

b. Dependent Variable: Attitude towards the brand

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.212	.066		3.190	.002
Price consciousness	.062	.026	.078	2.362	.020
Credibility	.030	.013	.038	2.277	.025
Self-concept	.865	.057	.917	15.189	.000
Brand personality	-.014	.057	-.014	-.237	.813

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.992 ^a	.983	.983	.091

a. Dependent Variable: Attitude towards the brand

Gatsby**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 ^a	.895	.888	.256

a. Predictors: (Constant), Brand personality, Self-concept, Credibility, Price consciousness

b. Dependent Variable: Attitude towards the brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.548	4	8.887	135.958	.000 ^a
	Residual	4.183	64	.065		
	Total	39.731	68			

a. Predictors: (Constant), Brand personality, Self-concept, Credibility, Price consciousness

b. Dependent Variable: Attitude towards the brand

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.084	.303		-.279	.781
Price consciousness	.743	.088	.719	8.400	.000
Credibility	.093	.064	.104	1.466	.148
Self-concept	-.002	.062	-.002	-.037	.971
Brand personality	.172	.096	.159	1.793	.078

a. Dependent Variable: Attitude towards the brand

APPENDIX L5: RESULTS OF MEDIATION ANALYSIS

H₃: Attitude towards the brand mediates the relationship between price consciousness and purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913 ^a	.834	.834	.354

a. Predictors: (Constant), Price consciousness

b. Dependent Variable: Attitude towards the brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	185.023	1	185.023	1480.316	.000 ^a
	Residual	36.747	294	.125		
	Total	221.770	295			

a. Predictors: (Constant), Price consciousness

b. Dependent Variable: Attitude towards the brand

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.590	.114		5.191	.000
	Price consciousness	.861	.022	.913	38.475	.000

a. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.834	.289		6.338	.000
	Attitude towards the brand	.569	.142	.483	4.003	.000
	Price consciousness	.072	.134	.064	.534	.594

a. Dependent Variable: Purchase intention

Input:		Test statistic:	Std. Error:	p-value:
a	0.861	Sobel test: 10.60504139	0.05187901	0
b	0.639	Aroian test: 10.60183509	0.0518947	0
s _a	0.022	Goodman test: 10.60825059	0.05186331	0
s _b	0.058	<input type="button" value="Reset all"/> <input type="button" value="Calculate"/>		

H₆: Attitude towards the brand mediates the relationship between credibility and purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.631	.630	.528

a. Predictors: (Constant), Credibility

b. Dependent Variable: Attitude towards the brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	139.883	1	139.883	502.225	.000 ^a
	Residual	81.887	294	.279		
	Total	221.770	295			

a. Predictors: (Constant), Credibility

b. Dependent Variable: Attitude towards the brand

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.233	.166		7.428	.000
	Credibility	.743	.033	.794	22.410	.000

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.631	.630	.528

a. Dependent Variable: Attitude towards the brand

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000

a. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.717	.294		5.847	.000
	Attitude towards the brand	.489	.095	.415	5.166	.000
	Credibility	.176	.089	.160	1.988	.051

a. Dependent Variable: Purchase intention

Input:	Test statistic:	Std. Error:	p-value:
a 0.743	Sobel test: 9.89601125	0.0479766	0
b 0.639	Aroian test: 9.88814556	0.04801477	0
s _a 0.033	Goodman test: 9.90389575	0.04793841	0
s _b 0.058	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

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H₃: Attitude towards the brand mediates the relationship between self-concept and purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.774	.773	.413

a. Predictors: (Constant), Self-concept

b. Dependent Variable: Attitude towards the brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	171.649	1	171.649	1006.850	.000 ^a
	Residual	50.121	294	.170		
	Total	221.770	295			

a. Predictors: (Constant), Self-concept

b. Dependent Variable: Attitude towards the brand

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.306	.146		2.087	.038
	Self-concept	.973	.031	.880	31.731	.054

a. Dependent Variable: Attitude towards the brand

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000

a. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.659	.307		5.413	.000
	Attitude towards the brand	.451	.121	.383	3.723	.000
	Self concept	.236	.134	.181	1.758	.080

a. Dependent Variable: Purchase intention

Input:	Test statistic:	Std. Error:	p-value:
a 0.973	Sobel test: 10.39543153	0.05980964	0
b 0.639	Aroian test: 10.3907374	0.05983666	0
s _a 0.031	Goodman test: 10.40013203	0.05978261	0
s _b 0.058	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	

H₁₁: Attitude towards the brand mediates the relationship between brand personality and purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.710	.467

a. Predictors: (Constant), Brand personality

b. Dependent Variable: Attitude towards the brand

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	157.646	1	157.646	722.781	.000 ^a
	Residual	64.124	294	.218		
	Total	221.770	295			

a. Predictors: (Constant), Brand personality

b. Dependent Variable: Attitude towards the brand

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
1 (Constant)	-.126	.188		-.670	.503
Brand personality	1.035	.038	.843	26.885	.000

a. Dependent Variable: Attitude towards the brand

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.287		6.454	.000
	Attitude towards the brand	.639	.058	.542	11.045	.000

a. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.544	.347		4.452	.000
	Attitude towards the brand	.496	.107	.421	4.627	.000
	Brand personality	.207	.132	.143	1.574	.117

a. Dependent Variable: Purchase intention

Input:	Test statistic:	Std. Error:	p-value:
a 1.035	Sobel test: 10.21333481	0.06475505	0
b 0.639	Aroian test: 10.20742414	0.06479255	0
s _a 0.038	Goodman test: 10.21925575	0.06471753	0
s _b 0.058	<input type="button" value="Reset all"/>	<input type="button" value="Calculate"/>	