Factors Influencing Men's Intention to Purchase Skincare Products and Services in the Philippines

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Abstract

Although the male market segment in the Philippine skincare industry has grown in recent years, it still has a lower market share compared to the female segment. The study examined significant variables from the scopes of personal (self-image, aging effect, physical attractiveness, healthcare), socio-cultural (social beliefs, lifestyle), and marketing (social media, advertising, celebrity endorsement, purchase situation, price value) factors that influenced male consumers' intention to purchase skincare products and services. A descriptive causal research design was employed, and a questionnaire was distributed online to 149 Filipino male consumers residing in major cities across the country. The sample size was determined using G-Power Analysis, and Structural Equation Modeling analysis was employed to test the hypotheses. The data collected were analyzed using both multiple linear regression and simple linear regression. The findings of this study revealed personal factors, socio-cultural factors, and marketing factors as significant predictors of male consumers' attitude towards skincare products and services in the Philippines. Marketing factors exhibited the strongest correlation with relationship value, suggesting that male market segmentation in the Philippines is heavily influenced by price value. The study also emphasized that among the specific sub-variables, healthcare plays a major role in shaping attitude. Overall, male consumers' attitudes towards skincare products directly influence their purchase intention to use them. The recommended capstone project for this research is to promote skincare to men in the Philippines, develop skincare treatments and products specifically designed for them, and generate more job opportunities through industry growth.

Keywords: Filipino male consumer; Skincare; Consumer Behavior; Attitude; Purchase Intention

1. Introduction

1.1 Background of the Study

The skincare industry is experiencing rapid growth within the beauty and wellness sector. Traditionally, the market has been primarily targeted towards women. From a young age, men have been socialized to uphold a masculine and tough image in order to be attractive to women. Elza Ibroscheva, PhD, a professor specializing in media stereotypes at Webster University, explains that the advertising industry has played a significant role in perpetuating gender stereotypes. In the Philippines, skincare has been predominantly advertised as a feminine domain. This is evident in the way skincare companies and clinics promote their products and services through online and print advertisements, featuring female models and using glossy packaging to appeal to women. Until recently, men believed that taking care of their skin was unnecessary. However, as societal norms have evolved, the skincare industry has also adapted its marketing strategies to introduce products and treatments specifically tailored for men. Changing trends and dynamics, along with shifting norms among future generations, have paved the way for the emergence and gradual growth of the men's skincare market. The adoption of new lifestyles has contributed to a change in behavior among Filipino men, who are now becoming more concerned about their image and physical appearance. However, despite these developments, skincare clinics in the Philippines still report low sales from the male segment.

According to data from Grand View Research, the international market for men's skincare products were valued at $11.6 billion in 2019 and is projected to reach $81.2 billion by 2024, with an average growth rate of 6.2 percent from 2020 to 2027 (Grand View Research, 2020-2027). This indicates a positive trend and underscores the potential of the male segment as a promising market within the skincare industry, including in the Philippines. However, to date, no comprehensive study has been conducted on the factors influencing Filipino men's intention to purchase skincare products and services in the country. The market for men's skincare aesthetic treatments and products in the Philippines remains relatively isolated, as evidenced by the low number of male customers at skincare clinics such as Dermacare Face Body and Laser Center and Dr. White and Glow Facial and Gluta Spa. This research aims to identify the factors that influence Filipino men's intention to purchase skincare aesthetic treatments, services, and products. Through this study, skincare marketers in the Philippines will gain a deeper understanding of the men's market and their purchasing behavior.

1.2 Statement of Purpose/ Research Problem

The research addresses the stigma surrounding men's skincare in the Philippines, leading to a higher percentage of female clients compared to males at skincare clinics. The study is conducted by researchers affiliated with Beyond Skincare Ventures Inc., a skincare company operating two brands with 54 branches

nationwide. The analysis of customer data reveals that approximately 81% of clients at Dermacare and at least 78% of customers at Dr. White and Glow are women. The study examines three explanatory variables: Personal Factors, Socio-Cultural Factors, and Marketing Factors, which may influence Filipino men's intention to purchase skincare aesthetic services and products.

1.3 Literature Review

Self-image and self-esteem significantly influence male consumers' perceptions of cosmetics, encompassing psychological, physical, and social aspects (Borgna, 2018). Consumers align product choices with their desired self-image, making conscious decisions during shopping to maintain their self-esteem (Hanspal & Devasagayam, 2017; Alberhasky, 2022). Both men and women use gender-appropriate skincare to enhance their self-image (Khan, 2022). Skincare products play a crucial role in supporting and enhancing an individual's self-perception (Hwang & Lee, 2017).

Age significantly impacts men's choices in facial skincare products. Younger men prioritize skincare routines and actively purchase products (Hakim, 2016). Conversely, older men increasingly value grooming to address aging effects (Calasanti et al., 2018). Men desire healthy, youthful skin, reflected in the growing demand for skincare products (Markley, 2022). Aging-related concerns strongly influence men's intention to use skincare products (Ling, Lim, Yeo, Huat, & Sen, 2015). Younger generations, with better career opportunities, are inclined to use age-controlling products (Khan et al., 2017). Aging is a substantial factor driving men's skincare purchases.

Physical appearance is highly significant in society, impacting social interactions and attention received. Contemporary society places strong emphasis on physical attractiveness, leading individuals to focus on their appearance (Juli, 2019). Physically attractive individuals have better prospects in job interviews and career advancement (Premuzic, 2019). Both men and women resort to cosmetic enhancements, with skincare playing a role in achieving attractiveness (Elsesser, 2019). Men use grooming and cosmetics to improve their skin appearance, especially younger men to conceal imperfections (Kestenbaum, 2022). Women value physical attractiveness in men when seeking partners (Nierenberg, 2017), leading men to invest in skincare treatments and products to enhance their attractiveness.

The primary motivation for cosmetic interventions related to physical health is to prevent worsening conditions and symptoms. Patients also seek treatment for existing conditions like signs of aging or scars (Murad, 2018). Men are increasingly seeking healthier and more youthful-looking skin, driven by health concerns and awareness (American Academy of Dermatology Association, 2022). Skincare holds a central position in men's grooming, with a growing number of men using products as a psychological indication of

their interest in hygiene, health, and attractiveness (Souiden & Diagne, 2009). In Indonesia, consumer attitudes towards skincare are influenced by a belief in the importance of skin health (Irawan and Widjaja, 2017). Men's high value on health drives their consumption of skincare products (Khuong & Duyen, 2016).

Surroundings significantly influence skincare product consumption, impacting emotions (Irawan and Widjaja, 2017). Public perceptions and societal prominence affect men's purchasing behavior (Wijayanto and Setyo Hari, 2008; Rangaiah, 2021). Growing acceptance of male skincare reflects increased education and awareness (Martinus, 2021). Younger men view cosmetics as self-expression and a way to improve social life (Kestenbaum, 2022). Societal norms drive men's product choices (Khatib, 2020).

Lifestyle significantly impacts skincare consumption, with higher levels leading to increased purchases (Bulan, Rizal, Akbar, 2019; Alalwan, 2018; Borgna, 2018; Rangaiah, 2021). Urban men show higher engagement in skincare (Liu, 2006). Social class, values, and personality influence attitudes toward products (Liu, 2006). Lifestyle closely relates to consumer behavior (Purnamasari, Hidayat, Widiartanto, 2017).

Social media advertising is a crucial marketing tool that drives demand and awareness for skincare products among men (Chong, Chua, & Toh, 2022). It serves as an effective platform to guide consumers in their decision-making process (Tuten & Solomon, 2017) and enhances brand awareness and perception (Shareef et al., 2019). In the changing consumer landscape, a strong online presence is essential for successful branding, as consumers now rely on online research before making purchases (Palka, 2022). Social media advertising positively influences male consumers' purchase decisions for skincare products.

Celebrity endorsements offer brands short-term sales boosts and long-term brand awareness (Olenski, 2022). This strategy effectively differentiates brands, captures consumer attention, and influences attitudes (Vinikas, 2022). The credibility and popularity of the endorser play vital roles, but purchase intention is not guaranteed solely based on the endorser's perception (Muthohar & Triatmaja, 2017). The physical attractiveness and credibility of celebrity endorsers can positively influence consumer purchase intentions (Meintjes, 2022). Consumers generally perceive celebrities as reliable sources of information (Goldsmith).

Online shopping allows consumers to purchase products through the internet, with numerous options and competitive deals (Sivanesan, 2017). Global statistics show a significant number of internet and social media users worldwide (Clement, 2020). Factors like demographics, convenience, and perceived usefulness influence consumer attitudes towards online purchases (Pandey & Parmar, 2019). Consumer interest and attitude play pivotal roles in forming purchase intentions (Sulaeman, 2018). For male consumers, accessible

information influences their likelihood of purchasing (Banyte et al., 2015).

Pricing significantly affects consumer purchasing behavior, with lower prices leading to higher sales (Sadiq, 2020). Pricing is vital in consumer buying behavior (Huo, 2021). Aligning price with benefits influences consumer attitudes towards cosmetic products (Fitriani et al., 2018). Men consider price suitability and product quality when purchasing skincare products (Cahyani, 2017). Price perceptions are shaped by affordability, quality, competitiveness, and benefit alignment (Winahayu, 2017).

Consumer behavior involves choices in purchasing, consuming, and disposing of goods or services (Chakraborty, 2017). Optimistic attitudes drive more purchases and shape preferences (Perner, 2018). Consumer attitudes include cognitive, affective, and behavioral elements, influencing actions and thoughts (Grimsley, 2022). Attitudes also motivate and inspire others (Kelana, 2019). In male skincare purchases, attitudes drive aspirations for appearance and resistance to influences (Wijaya, 2018).

1.4 Significance of the Study

The purpose of this study is to analyze the factors influencing the purchasing intention of Filipino men towards skincare aesthetic treatments and products. It explores the skincare consumption habits of Filipino men, identifies the factors that influence their buying decisions, and suggests marketing strategies that skincare companies in the Philippines can adopt to promote skincare as an integral part of healthcare for men. Furthermore, this research aims to contribute to achieving the Sustainable Development Goals (SDGs), particularly Goal 3: Good Health and Well-Being, Goal 5: Gender Equality, and Goal 8: Decent Work and Economic Growth. By expanding the male market sector and creating more job opportunities, the skincare industry can make significant progress towards these SDGs.

2. Research Frameworks

The conceptual framework (Figure 1) is based on a 2021 study by Dr. Rhey Tyas Ferry and Dr. Rifelly Dewi Astuti, analyzing urban male consumers' attitude and intention towards skincare products in Indonesia. It includes three explanatory variables: Personal Factors, Socio-Cultural Factors, and Marketing Factors. The study surveyed 384 male consumers and found that marketing factors had the strongest influence, and attitude positively affected behavioral intentions in the Indonesian men's skincare market.
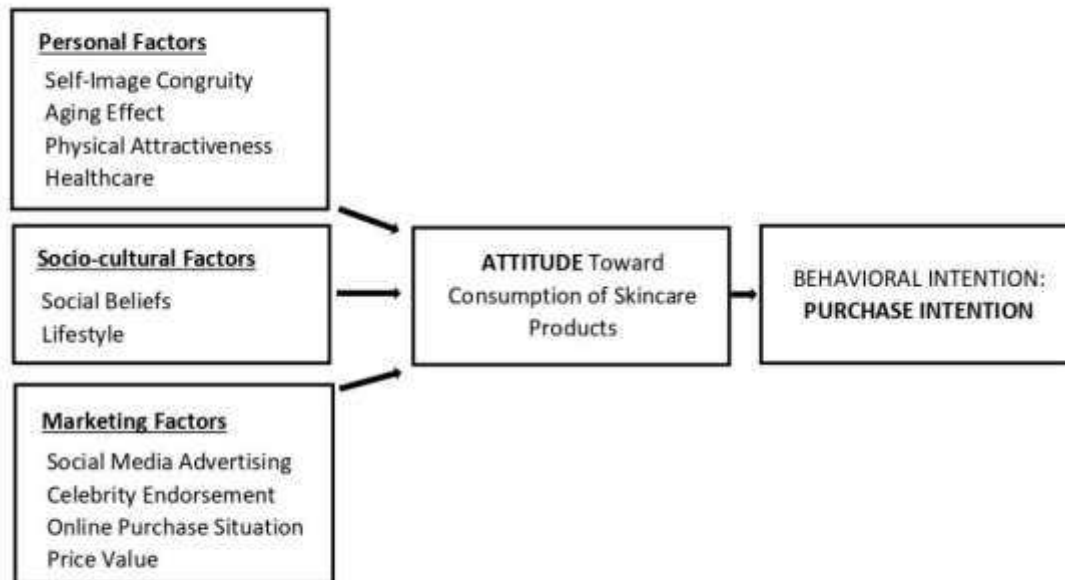
Figure 1. Conceptual Framework

Analysis of Urban Male Consumers Attitude and Behavioral Intention Towards Skincare Product in Indonesia, 2021 (Ferry R.T & Astuti R.D.)

This research, conducted in the Philippines, utilizes an operational framework (Figure 2) with three independent variables: Personal Factors (self-image, aging influence, physical attractiveness, healthcare), Socio-Cultural Factors (social beliefs, lifestyle), and Marketing Factors (social media advertising, celebrity endorsement, purchase situation, price value). The dependent variable comprises men's attitude towards skincare consumption and their purchase intention. The study aims to analyze and interpret the values of these variables to understand their impact on Filipino male consumers' attitudes and purchase intentions towards skincare products and services.
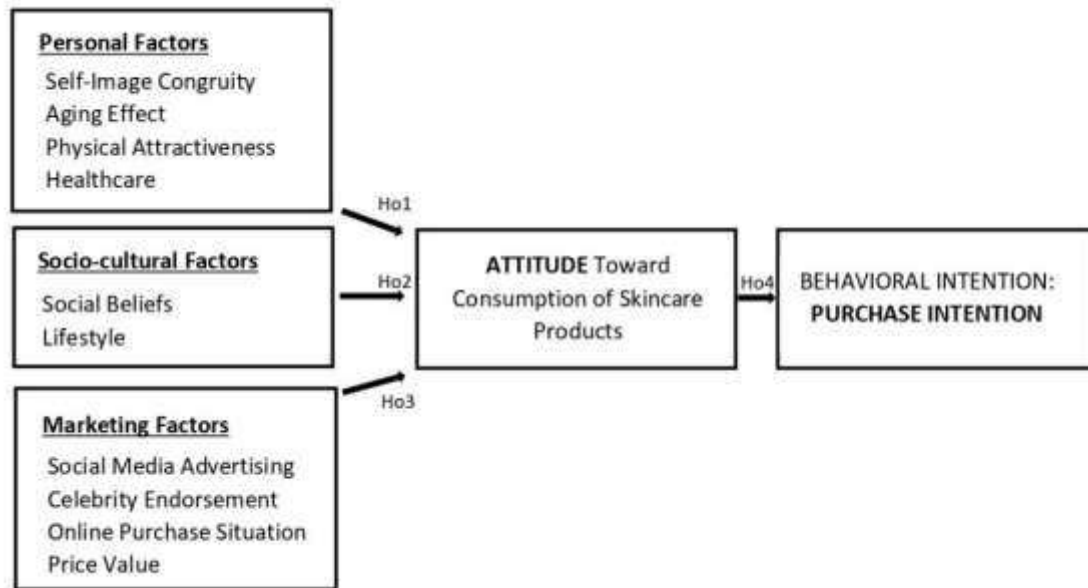
Figure 2. Operational Framework

3. Objectives of the Study

Overall, the study was conducted to determine the influence of Self-Image, Aging Effect, Physical Attractiveness, Healthcare, Social Beliefs, Lifestyle, Social Media Advertising, Celebrity Endorsement, Online Purchase Situation, Price Value and Attitude on the intention of Filipino male consumers to purchase skincare aesthetic services and treatments. The aim of this research is to achieve the following:

1. To determine if Personal Factors in terms of Self-Image, Aging Effect, Physical Attractiveness, Healthcare significantly influence the Attitude of male consumers towards skincare products and services in the Philippines;

2. To determine if Socio Cultural Factors such as Social Beliefs and Lifestyle, significantly influence the Attitude of male consumers towards skincare products and services in the Philippines;

3. To determine if Marketing Factors in terms of Social Media Advertising, Celebrity Endorsement, Online Purchase Situation and Price Value significantly influence the Attitude of Filipino men towards skincare products and services in the Philippines;

4. To determine if Attitude toward consumption of skincare aesthetic treatments and products significantly influences the Purchase Intention of the Filipino male consumers towards skincare products and services and

5. To promote new skincare practice among men in the Philippines, develop new skincare treatments and products designed for men and provide more job opportunities through industry growth.

4. Hypotheses

The researcher aimed to determine the influence of the factors on the attitude of Filipino men towards skincare products and services. To address the need of the study, the following null hypotheses will be tested:

Ho1: Personal Factors in terms of Self-Image, Aging Effect, Physical Attractiveness and Healthcare have no significant influence on the Attitude of the Filipino male consumers toward skincare aesthetic treatments and products.

Ho2: Socio-cultural Factors such as Social Beliefs and Lifestyle have no significant influence on the Attitude of the Filipino male consumers toward skincare aesthetic treatments and products.

Ho3: Marketing Factors in terms of Social Media Advertising, Celebrity Endorsement, Online Purchase Situation and Price Value have no significant influence on the Attitude of the Filipino male consumers toward skincare aesthetic treatments and products.

Ho4: Attitude has no significant influence on the Purchase Intention of the Filipino male consumers toward skincare aesthetic treatments and products.

5. Materials and Methods

5.1 Research Design

This research employed a quantitative, descriptive causal research design to examine the cause-and-effect relationship among variables, specifically Personal Factors, Socio-cultural Factors, and Marketing Factors. The aim was to understand how these factors influence the attitudes of respondents, ultimately influencing the Purchase Intention of Filipino male consumers. The results obtained will provide valuable insights to the marketing team of skincare clinics in the Philippines, enabling them to gain a deeper understanding of the factors that drive Filipino male consumers to purchase skincare products and services.

5.2 Locale of the Study

This study focuses on male participants from major cities across three key regions in the Philippines: Luzon, Visayas, and Mindanao. Cities were prioritized based on their administrative and business significance, as well as the presence of Dermacare Face Body and Laser Center and Dr. White and Glow branches. This approach ensures convenient accessibility for potential respondents. Major cities and provinces in the priority list include Batangas City, Lipa City, Tanauan City, Calamba City, Sta. Rosa City, San Pablo City, Alabang Muntinlupa, Dasmarinas City, Tagaytay City, Cavite City, Pasay City, Marikina City, Caloocan City, Quezon City, San Fernando Pampanga, Angeles City Pampanga, Baguio City, Bulacan Province, Mindoro Province, Lucena City, Cebu City, Davao City, General Santos City, Cagayan De Oro, and Bacolod City. This selection aims to represent urban areas, and appropriate sampling techniques were employed to reach the target population.

5.3 Respondents of the Study

A total of 149 male Filipino consumers from Luzon, Visayas, and Mindanao were selected as respondents for the quantitative research. The sample size was determined using a G Power analysis, considering an effect size of 0.15, an alpha level of 0.05, and a power of 0.90. Prior to distributing the survey questionnaires, a pilot test with 20 respondents was conducted to assess questionnaire reliability. The respondents were chosen based on specific criteria:

- Age: 18 years old and above
- Must have purchased and utilized skincare products and/or services in the past three months.

Targeting men aged 18 and above is due to their increased financial independence, typically gained through employment. It is worth noting that some men below 18 who work can also afford skincare treatments, and unemployed men may access skincare services through allowances or parental support. However, skincare clinics in the Philippines generally cater to patients aged 18 and above, as aesthetic skincare treatments like laser treatments and injectables are typically recommended for adults due to skin development and maturity considerations. Adults are better equipped to provide informed consent and make decisions based on personal preferences and long-term implications. The visibility of certain signs of aging becomes more pronounced in individuals over the age of 40 (Metrus, 2023).

5.4 Sampling Design

A combination of non-probability snowball sampling and convenience sampling techniques were used for data collection. Convenience sampling was chosen to gather a practical amount of data, as it is suitable for nationwide research. The snowball method helped obtain additional samples through referrals from existing respondents. The focus of this research was on metrosexual men in metropolitan areas, known for their higher inclination towards purchasing cosmetic and skincare products. Ensuring that samples from diverse cities shared similar sociodemographic characteristics was crucial for accounting for variations in industry and sales life cycles across regions.

5.5 Research Tools and Instruments

The survey questionnaire had three sections. The first gathered demographic information like age, occupation, marital status, and monthly expenses. The second section had screening questions about the respondents' skincare product and aesthetic treatment purchasing history, including frequency. The final section measured individual variables and male consumer purchase intention using relevant items from marketing, consumer behavior, and social psychology literature. All items were rated on a five-point scale from "1" (strongly disagree) to "5" (strongly agree).

5.6 Data Analysis and Interpretation

Multiple linear regression was used in this study to explore the relationship between Attitude and the variables (Personal Factors, Socio-Cultural Factors, and Marketing Factors). Descriptive statistics (mean and standard deviation) were calculated to summarize the central tendency and variability of the dataset (Table 7). The regression model evaluated the combined influence of the independent variables on the dependent variable. The standard deviation provided insight into the dispersion of the dependent variable around the predicted values and helped assess the goodness of fit of the model. The utilization of multiple linear regression allowed for a deeper understanding of the relationships between the variables, leading to meaningful interpretations and insights into the research questions or hypotheses.

Table 1. Verbal Interpretation of Responses

Variables or Constructs	Number of Items and Sequence		5-point Likert Scales	Mean Results Interpretation	
Personal Factors	16	11 -26	Strongly Disagree (1)	Very Low	1.00 to 1.80
Socio-cultural Factors	11	27 - 37	Disagree (2)	Low	1.81 to 2.60
Marketing Factors	17	38 - 54	Neutral (3)	Moderate	2.61 to 3.40
Attitude	3	55 - 57	Agree (4)	High	3.41 to 4.20
Purchase Intention	4	58 -62	Strongly Agree (5)	Very High	4.21 to 5.00

A pilot test with approximately 20 respondents was conducted to ensure the reliability of the measurement items. The Cronbach Alpha reliability test was used to assess the reliability of each variable and indicator. Using the Statistical Package for the Social Sciences (SPSS), the measurement item reliability was calculated. Table 2 shows that all factors analyzed achieved a reliability score above 0.6, which is generally accepted based on Raharjanti et al. (2022).

Table 2. Reliability of Constructs for Measurement Variables

Variable	Reliability	Interpretation
Personal Factors		
Self-Image	.829	Very Good
Aging Effect	.958	Excellent
Physical Appearance	.748	Acceptable
Healthcare	.863	Very Good
Socio-cultural Factors		
Social Beliefs	.689	Acceptable
Lifestyle	.626	Acceptable
Marketing Factors		
Social Media Advertisement	.705	Acceptable
Celebrity Endorsement	.843	Very Good
Online Purchase Situation	.946	Excellent
Price Value	.884	Very Good
Attitude	.942	Excellent
Behavioral Intention	.929	Excellent

6. Results and Discussions

6.1 Descriptive Statistics

Table 3 presented descriptive statistics, showing that the "Aging Effect" variable had a significant impact on attitudes towards skincare among male consumers in the Philippines (SD = 0.91). This suggests diverse perspectives related to aging and skincare. Marketers can use this insight to customize strategies and products that address aging-related concerns of male consumers. Considering personal factors, like aging, is essential for understanding attitudes and behaviors in the skincare industry

Table 3. Composite Means and Standard Deviations of Measurement Variables

Variables	Mean	Verbal Interpretation	Standard Deviation
Personal Factors:			
Self-Image	3.50	High	0.82
Aging Effect	4.32	Very High	0.91
Physical Attractiveness	3.85	High	0.76
Healthcare	4.13	Very High	0.74
Social Factors:			
Social Beliefs	3.67	High	0.72
Lifestyle	3.64	High	0.63
Marketing Factors:			
Social Media Advertisement	3.45	High	0.83
Celebrity Endorsement	3.29	Moderate	0.89
Online Purchase Situation	3.55	High	0.72
Price Value	4.09	High	0.83
Attitude	4.06	High	0.80
Behavioral Intention	3.83	High	0.76

6.1.1 The Influence of Personal Factors (including Self-Image, Aging Effect, Physical Attractiveness, Healthcare) on *Men's* Attitude Towards Skincare Products and Services in the Philippines. (Table 5)

To evaluate the influence of Personal Factors (including Self-Image, Physical Attractiveness, and Healthcare) on Attitude of male consumers towards skincare products and services in the Philippines, a Regression Analysis was performed. Table 5 presents information on Personal Factors as predictor variable of Attitude.

Table 5. Influence of Personal Factors on Men's Attitude Towards Skincare Products and Services in the Philippines

	Unstandardized Coefficients		Standardized Coefficients		
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
Constant	.566	.261		2.168	.032
Self-Image (SI)	.058	.072	.059	.793	.429
Aging Effect (AE)	.216	.076	.246	2.849	.005*
Physical Attractiveness (PA)	.148	.091	.142	1.620	.107
Healthcare (HC)	.435	.091	.403	4.753	.000*

Coefficients

$R^2 = .566$ F-value = 46.872   p-value = .000

Dependent Variable: Attitude

Interpretation: Significant

The table indicates that Personal Factors significantly influence Attitude (p-value < 0.05) with a positive impact. However, Self-Image (SI) has no significant influence on Attitude (p-value = .429, Beta coefficient = 0.59). This suggests that promoting the Self-Image concept to male consumers in the skincare industry may be ineffective. The findings contradict some previous research but align with others, indicating societal stigma and toxic masculinity as possible barriers to embracing Self-Image among men in skincare. (Source: Hwang and Lee, 2017; Del Saz-Rubio, 2019; Barber and Bridges, 2017; Bauer, 2022).

The study found that Aging-effect significantly influences attitude (p<.05, Beta coefficient = 0.246), aligning with previous research (Sturrock & Pioch, 1998; Souiden & Diagne, 2009; Sarpila & Rasanen, 2011) on men's attitudes towards skincare. This finding contradicts Akumu's (2013) assertion that men's aging concerns differ from women's. Many men do have fears and insecurities related to aging, even if they may not openly admit it.

Physical Attractiveness (PA) did not significantly influence Attitude (AT) (p-value = .107, Beta coefficient = .142), contradicting prior research by Souiden and Diagne (2009) and Grogan (1999) on men's increased focus on physical appearance due to societal pressures, particularly among urban men. This finding aligns with Pierre, Clément, and Marc's statement that cosmetics are primarily linked to health concerns, not solely beauty or physical appearance.

Healthcare (HC) significantly influences Attitude (AT) (p-value = .000, coefficient = 0.403), supporting prior research by Souiden & Diagne (2009) and Irawan & Widjaja (2017). The findings highlight the importance of skincare product use among men to protect their skin from UV damage and pollution, as

emphasized in the study by Khuong & Duyen (2016). This contradicts the notion that men lack concern for their health and lag behind in obtaining health insurance, as stated by Bonhomme, Brott, and Fadich.

In summary, Personal Factors (including Self-Image, Aging Effect, Physical Attractiveness, and Healthcare) explain 56.6% of men's Attitude Towards Skincare Products and Services in the Philippines (R2 = .566, F-value = 46.872, p-value = .000). Healthcare (Beta = .403) has the most significant contribution to Attitude among the sub-variables of Personal Factors.

6.1.2. The Influence of Socio-*cultural Factors (including Social Beliefs and Lifestyle) on Men's Attitude* Towards Skincare Products and Services in the Philippines. (Table 6)

A regression analysis was conducted to assess the influence of Socio-cultural Factors, including Social Beliefs and Lifestyle, on the Attitude of male consumers in the Philippines towards skincare products and services. Table 6 presents information on Socio-cultural Factors as predictor variable of Attitude.

Table 6. Influence of Socio-cultural Factors on Men's Attitude Towards Skincare Products and Services in the Philippines

	Coefficients				
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
Constant	.838	.289		2.899	.004
Social Beliefs (SB)	.434	.094	.392	4.600	.000*
Lifestyle (LS)	.449	.108	.353	4.138	.000*

$R^2 = .475$ F-value = 66.052   p-value = .000

a. Dependent Variable: Attitude

*Significant

The table shows a significant influence of Socio-cultural Factors on Attitude (p<0.05). Among these factors, Social Beliefs have the greatest contribution (Beta coefficient = 0.392). The findings align with previous research highlighting the impact of culture and social beliefs on consumer behavior (Weber & de Ville Bonne, 2002; Souiden & Diagne, 2009). This challenges the stigma associated with skincare for men, as social beliefs often portray skincare routines as "feminine," leading men to avoid them (Merali, 2022).

Lifestyle (LS) significantly influences Attitude (AT) with a p-value of .000 and a coefficient value of

0.353. This study aligns with Liu's (2006) research, showing urban men's higher usage of beauty and personal care products compared to rural areas. These findings challenge the notion that men neglect self-care, highlighting the societal impact of toxic masculinity (Cross, 2022).

To summarize, 47.5% of men's Attitude Towards Skincare Products and Services in the Philippines may be attributed to variations in the Socio-cultural Factors, including Social Beliefs and Lifestyle ($R2$ = .475, F-value = 66.052, p-value = .000). Among the sub-variables of Socio-cultural Factors, Social Beliefs has the greatest contribution on Attitude (Beta = .392).

6.1.3. The Influence of Marketing Factors (including Social Media Advertisement, Celebrity Endorsement, *Online Purchase Situation and Price Value) on Men's Attitude Towards Skincare Products and Servic*es in the Philippines. (Table 7)

A regression analysis was performed to evaluate the influence of Marketing Factors, including Social Media Advertisement, Celebrity Endorsement, Online Purchase Situation and Price Value) on the Attitude of male consumers in the Philippines towards skincare products and services. Table 7 presents information on Personal Factors as predictor variable of Attitude.

Table 7. Influence of Marketing Factors on Men's Attitude Towards Skincare Products and Services in the Philippines

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
Constant	.929	.233		3.983	.000
Social Media Advertisement (SMA)	-.162	.095	-.170	-1.708	.090
Celebrity Endorsements (CE)	.106	.079	.118	1.344	.181
Online Purchase Situation (OPS)	.252	.098	.226	2.567	.011*
Price Value (PV)	.600	.081	.627	7.405	.000*

R^2 = .581   F-value = 49.852   p-value = .000

a. Dependent Variable: Attitude

*Significant

Marketing Factors significantly influence Attitude (AT) with a p-value < 0.05. Price Value (Beta

coefficient = .627) stands out as the most influential sub-variable. The regression analysis indicates a positive relationship between Marketing Factors and attitude. Interestingly, Social Media Advertising and Attitude show a negative correlation, contrary to Tuten and Solomon's (2017) findings. This aligns with Thomas's (2018) article, highlighting men's preference for traditional brick-and-mortar stores over online shopping. Men are described as "destination drivers," valuing the tactile experience of in-person shopping.

Celebrity Endorsement (CE) does not significantly influence Attitude (AT) among male consumers (p-value = .181, coefficient = .118). This indicates a lack of effectiveness in targeting male consumers through celebrity endorsements in the skincare product sector. These findings challenge the effectiveness of celebrity endorsements for enhancing brand equity, as suggested by Dwivedi, Johnson, and McDonald (2015). Other factors like credibility and alignment between celebrity personalities and brands may play a role in their ineffectiveness.

Online Purchase Situation (OPS) significantly influences Attitude (p<.05, coefficient = .226) among Filipino male consumers, indicating that e-commerce influences their attitudes towards purchasing skincare products. These findings contradict previous research by Souiden and Diagne (2009) and Banyte et al. (2015) that suggest men prefer offline stores for cosmetic and personal care products. However, Shopify's statistics in 2022 support the idea that male consumers prefer purchasing beauty products online.

Price Value (PV) significantly influences Attitude (AT) among male consumers (p<.05, coefficient = .627), indicating a positive impact on their attitudes towards purchasing skincare products. This aligns with previous research highlighting male consumers' sensitivity to price considerations (Antoinette, 2009; Surakiat Pinyo, 2010). This finding contradicts Kraljević and Filipovic's (2017) study on Gender Differences and Consumer Behavior of Millennials, which suggests that women are more price-sensitive than men and participate more in loyalty programs.

To sum up, 58.1% of men's Attitude Towards Skincare Products and Services in the Philippines may be attributed to variations in the Marketing Factors, including Social Media Advertisement, Celebrity Endorsement, Online Purchase Situation and Price Value (R2 = .581, F-value = 49.852, p-value = .000). Among the sub-variables of Marketing Factors, Price Value has the greatest contribution on Attitude (Beta = .627).

6.1.4. *The Influence of Attitude on Men's Purchase Intention Towards Skincare Products and Services in the Philippines. (Table 8)*

Simple linear regression analysis was conducted to assess the influence of Attitude on the Purchase Intention of male consumers in the Philippines towards skincare products and services. Table 8 provides

details on the predictor variable and its relationship with Purchase Intention.

Table 8. Influence of Attitude on Men's Purchase Intention Towards Skincare Products and Services in the Philippines

	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
Constant	.882	.211		4.174	.000
Attitude (A)	.725	.051	.761	14.219	.000*

R² = .579　　　　　　　F-value = 202.173　　　　　　　p-value = .000

a. Dependent Variable: Purchase Intention

*Significant

　　Attitude significantly influences Behavioral Intention ($p<0.05$, coefficient = 0.761), indicating a strong positive correlation between the two. This aligns with previous studies by Ajzen and Fishbein (2000), Akurtan and Tezacan (2012), and Kelana (2019), suggesting that exogenous variables positively impact consumption behavior intentions and attitude among Filipino male consumers.

　　In summary, 57.9% of men's Purchase Intention Towards Skincare Products and Services in the Philippines may be attributed to Attitude (R2 = .579, F-value = 202.173, p-value = .000). Attitude has a great contribution on Purchase Intention (Beta = .761).

6.2 Conclusions and Recommendations

　　This study focused on understanding the factors influencing Filipino men's attitudes towards purchasing skincare products and services in the Philippines. It aimed to assess specific influences on men's intention to buy such products and services.

　　The research objectives were to examine the influence of Personal Factors (Self-Image, Aging Effect, Physical Attractiveness, and Healthcare), Socio-Cultural Factors (Social Beliefs and Lifestyle), and Marketing Factors (Social Media Management, Celebrity Endorsement, Online Purchase Situation, and Price Value) on men's attitudes towards skincare products. It also investigated the influence of Attitude towards skincare products on the Purchase Intention of Filipino male consumers.

The findings revealed that all factors collectively had a significant influence on men's intention to purchase skincare products and services. Among Personal Factors, Self-Image and Physical Attractiveness did not significantly affect attitudes, but Aging Effect and Healthcare did. Socio-Cultural Factors, including Social Beliefs and Lifestyle, had a significant influence on attitudes. In Marketing Factors, Social Media Advertisement and Celebrity Endorsement did not significantly influence attitudes, but Online Purchase Situation and Price Value did.

The study suggested that skincare companies should emphasize positive self-image, high self-esteem, and physical attractiveness in their marketing campaigns to connect better with male consumers. Social media should be used strategically to target the appropriate male audience, and influencer marketing could be a viable alternative to celebrity endorsements. Promoting anti-aging benefits and aligning with the core values and beliefs of the target market were recommended.

For online sales, skincare companies should enhance their e-commerce platforms and offer online booking options for services. The research highlighted the significance of healthcare and price value in shaping attitudes among male consumers. Therefore, a comprehensive strategic action plan should be implemented to effectively target the male market segment in the Philippines.

The study also aligned with the United Nations' Sustainable Development Goals (SDGs), with recommendations supporting Goal 3: Good Health and Well-Being, Goal 5: Gender Equality, and Goal 8: Decent Work and Economic Growth.

The capstone project "Promoting Skincare to Men in the Philippines: Men Need Skincare Too, Because Skincare is Healthcare" aims to enhance men's understanding and involvement in skincare through four primary goals. Firstly, it will increase awareness through educational campaigns tailored to male consumers' needs. Secondly, it seeks to improve affordability and value perception by collaborating with manufacturers and developing cost-effective options. Thirdly, the project aims to enhance access and convenience through strengthened e-commerce platforms and online marketing. Lastly, it will foster collaboration with key stakeholders, including healthcare professionals and influencers, to integrate skincare into a holistic approach to men's health. By achieving these goals, the project aims to revolutionize skincare practices among Filipino men and empower them to prioritize their skincare needs. A detailed project action plan is available in Appendix A.

6.3 Limitations of the Study

Limitations of this research should be considered. Firstly, the absence of celebrity endorsement during screening may introduce bias. Thoroughly scrutinizing all aspects is essential to include appropriate respondents. Secondly, some indicators like self-image and social beliefs might be too narrow, leading to neutral responses. Researchers should use specific and relevant indicators. The study is limited to the questionnaire method, making results time-limited. Additionally, scarce research on male skincare behavior in Southeast Asia affects the reliance on Western studies as references.

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APPENDICES

APPENDIX A

Survey Questionnaire

FACTORS INFLUENCING MEN'S INTENTION TO PURCHASE SKINCARE PRODUCTS AND SERVICES IN THE PHILIPPINES

Dear "Male" Respondent,

Greetings!

I am PEARLINE CHARLOTTE P. CASTILLO, currently a 3rd year Graduate Program student taking up Master in Business Administration at De La Salle Lipa. As part of our research writing program requirements, I am presenting a CAPSTONE Research Paper entitled, "FACTORS INFLUENCING MEN'S INTENTION TO PURCHASE SKINCARE PRODUCTS AND SERVICES IN THE PHILIPPINES." The objective of this study to examine the factors that influence male consumers' intention to purchase skincare products and treatments in the Philippines. This study will also help promote skincare practice among men in the Philippines, develop new skincare treatments and products specifically intended for men and provide more job opportunities through industry growth.

A pilot testing was also conducted prior, to test the reliability of this questionnaire (adopted from Ferry R.T and Astuti R.D, 2021). For this data gathering in the conduct of the study, I am in need of responses from MALE CONSUMERS IN THE PHILIPPINES. I am hoping for your support by answering the following questions below.

Your opinion matters and I'm curious to hear your thoughts. This survey should only take about 3 minutes-your feedback is appreciated.

Thanks!

Regards,

Pearline Charlotte P. Castillo
MBA 20-01

All information provided will be for the sole use intended for its purpose. Any personal information will not be shared or processed for any purpose without expressed consent. When the information is no longer required, secure process will be followed to dispose your data. Thank you very much for your cooperation!

Section I. Demographic Information

1. Name: _____

2. Location:

- [ ] 1- Region I – Ilocos Region
- [ ] 2- Region II – Cagayan Valley
- [ ] 3- Region III – Central Luzon
- [ ] 4- Region IV-A – CALABARZON
- [ ] 5- Region V – Bicol Region
- [ ] 6- Region VI – Western Visayas
- [ ] 7- Region VII – Central Visayas
- [ ] 8- Region VIII – Eastern Visayas
- [ ] 9- Region IX – Zamboanga Peninsula
- [ ] 10- Region X – Northern Mindanao
- [ ] 11- Region XI – Davao Region
- [ ] 12- Region XII – SOCCSKSARGEN
- [ ] 13- Region XIII – Caraga
- [ ] 14- NCR – National Capital Region
- [ ] 15- CAR – Cordillera Administrative Region
- [ ] 16- BARMM – Bangsamoro Autonomous Region in Muslim Mindanao
- [ ] 17- MIMAROPA

3. Which industry are you working in?

- [ ] Retail
- [ ] Healthcare
- [ ] Communications and Media Services
- [ ] BPO
- [ ] Banking/Financial Services
- [ ] Food/Restaurant/Hotel Industry
- [ ] Education
- [ ] Manufacturing
- [ ] Logistics
- [ ] Information Technology
- [ ] Entertainment
- [ ] Services
- [ ] Government
- [ ] Travel Agencies
- [ ] Others

4. What is your occupation/designation?
- [ ] Staff
- [ ] Assistant
- [ ] Assistant Supervisor
- [ ] Supervisor/Officer

☐ Assistant Manager
☐ Manager
☐ Senior Manager
☐ Director/AVP/VP
☐ COO/CEO
☐ Others

5. How old are you?
☐ Below 20
☐ 20-24
☐ 25-29
☐ 30-34
☐ 35-39
☐ 40-44
☐ 45-49
☐ 50-55
☐ Above 55

6. Marital Status
☐ Single
☐ Married
☐ Separated
☐ Widowed
☐ Others

7. What is your monthly income in PHP?
☐ Less than P15,000
☐ P15,000-P30,000
☐ P31,000-P50,000
☐ P51,000-P70,000
☐ P71,000-P90,000
☐ P91,000-P120,000
☐ Above P120,000

Section II. Purchase History

8. Skincare Products and Aesthetic Treatments that have been bought in the last 1-2 months
Choose your answer from the options given.

8a. **Maintenance Products** (Facial Wash, Facial Masks, Sunblock, Facial Cream/Moisturizer, Toner, Shaving Cream/After Shave, etc.)
☐ **NO**
☐ **YES**

8b. **Facial Treatments** (Acne Facial, Whitening Facial, Anti-Aging Facial, Diamond Peel Facial, etc.)
☐ **NO**
☐ **YES**

8c. **Laser Treatments** (Black Doll Laser, Co2 Laser, Mesotherapy, Diode Laser/IPL Hair Removal, Exilis, V-Max, Pico Second, etc.)
☐ **NO**
☐ **YES**

8d. **Drips and Injectables** (Glutathione, Collagen, Placenta, Slimming Drips, etc.)

☐ **NO**
☐ **YES**

8e. **Body Treatments** (Body Scrub, Body Bleaching, Underarm Whitening, Back Cleaning, etc.)

☐ **NO**
☐ **YES**

8f. **Slimming Treatments** (Ultra Cavitation, Body RF, Lipolaser, Vela Shape, etc.)

☐ **NO**
☐ **YES**

9. How long have you been using these aesthetic treatments and products?

☐ Less than a year   ☐ 1-3 years   ☐ 4-6 years   ☐ 7-10 years   ☐ more than 10 years

10. How often do you buy these products?

☐ 2x a week   ☐ 1x a week   ☐ 2x a month   ☐ 1x a month   ☐ 1x every 3 months

Section III. Variables and Indicators

Please state your degree of agreement or disagreement with the following descriptions/statements. Although you may not have personal experience in using skincare products and treatments, please answer all of the questions according to how you feel. Please keep in mind that there is no right or wrong answer, and make each scale a separate and independent judgment.

Personal Factors

Self-image:

11. I try various skincare products and treatments to achieve the ideal image I want

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

12. I show my self-image to others through the consumption of certain skincare products and treatments

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

13. The personality of a skincare product is a reflection of the person who uses it

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

14. The skincare product and treatment that I use help me become an ideal person in my opinion

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Aging Effect:

15. I still want to look attractive despite getting older

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

16. It's important for me to maintain my appearance as I get older

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

17. I want to keep my appearance looking young

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Physical Attractiveness:

18. Appearance is very important to me

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

19. I am a person who cares a lot about appearance

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

20. I will feel embarrassed if I look imperfect when I am in a crowd

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

21. Getting the best look is worth the effort

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

22. I am a beautiful individual

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Healthcare:

23. It is important for me to take care of myself and my skin

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

24. Skin heath is important to me

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

25. Skin problems and concerns are the main motivators for me to use skincare products and treatments

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

26. I am willing to undergo skincare treatments to maintain skin health

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

SOCIO-CULTURAL FACTORS

Social Beliefs:

27. Using skincare products and treatments will help improve my skin and make me accepted by the environment

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

28. Using skincare products and treatments will help improve my skin and influence how the environment sees me

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

29. When I am fit, neat, and clean, I will look more attractive

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Lifestyle:

Economically-conscious

30. When shopping for anything, I look at the price tag first

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

31. I am fashion oriented and outgoing

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

32. I have at least one type of new clothing style

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

33. I like to go to parties

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Health-conscious

34. I exercise regularly

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

35. I choose natural foods over canned food

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Socially-conscious

36. I seek advice from friends before buying certain brands/skincare products and services

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

37. I sometimes influence friends to buy certain skincare products and treatments

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

MARKETING FACTORS

Social Media Advertisement:

38. Advertisements on social media give me the latest information about skincare products and aesthetic machine treatments available in the market

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

39. I will tend to visit skincare companies' websites after seeing their advertisements on social media

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

40. I will buy skincare products advertised on social media

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

41. The only skincare brands and products I know are the ones I see on social media

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Celebrity Endorsements:

42. I idolize male celebrities who look attractive

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

43. I used to think skincare products and treatments are only for women, but not anymore after seeing male celebrities use them

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

44. I will buy skincare products and treatments my favorite celebrity endorses

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

45. My favorite male celebrities influence me to use skincare products and treatments

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Online Purchase Situation:

46. I feel more comfortable shopping and booking appointments online, such as through websites/e-commerce/social media

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

47. Online stores (webpages/e-commerce/social media) already provided complete product information

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

48. Completing shopping transactions and booking online (e-commerce/website/social media) is faster and easier

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

49. Online shopping (e-commerce/website/social media) is often cheaper. Online products offer more competitive prices

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

50. The products that I have purchased online, are exactly the same with what are displayed on web pages/e-commerce/social media

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

51. I feel safe transacting online (webpage/e-commerce/social media)

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Price Value:

52. I choose products and skincare treatments with quality proportional to price

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

53. I choose products and skincare treatments with reasonable price

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

54. I choose products and skincare treatments that offer economic value

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Attitude:

55. In my opinion, skincare products and aesthetic treatments are good for men

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

56. In my opinion, using skincare products and treatments is very important for men

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

57. In my opinion, using skincare products for men is a wise choice

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Behavioral intentions:

58. I regularly buy skincare products and aesthetic treatments

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

59. I will probably buy skincare products and aesthetic treatments again in the future

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

60. I will say positive things about the skincare products and aesthetic treatments that I use to others

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

61. I am happy to encourage people closest to me to buy the skincare products and aesthetic treatments that I use

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

62. Even if the price goes up, I am still willing to buy the skincare products and aesthetic treatments that I use

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

APPENDIX B

Project Implementation Plan

<table>
<tr><td colspan="3">Title of the Project:

"Promoting Skincare to Men in the Philippines: Men need skincare too, because Skincare is Healthcare".</td></tr>
<tr><td colspan="3">Goals/Objectives:

Goal 1: Increase Awareness and Understanding of Skincare among Men

Objective 1: Develop educational campaigns to raise awareness about the importance of skincare for men's health and well-being.
Objective 2: Provide accessible and easily understandable information about skincare products and services tailored to the needs and preferences of male consumers.

Objective 3: Foster a positive perception of skincare among men by dispelling myths and addressing common concerns.

Goal 2: Enhance Affordability and Value Perception of Skincare Products and Services

Objective 1: Conduct market research to identify price points and product/service offerings that align with the affordability expectations of male consumers.

Objective 2: Collaborate with skincare manufacturers and service providers to develop cost-effective options without compromising quality.

Objective 3: Implement promotional strategies and incentives to highlight the value proposition of skincare products and services for men.

Goal 3: Improve Access and Convenience of Skincare Products and Services

Objective 1: Strengthen e-commerce platforms and establish partnerships with popular online selling platforms such as Shopee, Lazada, TikTok, Instagram, and Facebook.

Objective 2: Optimize online marketing campaigns to target and engage male consumers effectively.

Objective 3: Offer online booking options and streamlined processes to enhance the convenience of accessing skincare services.

Goal 4: Foster Collaboration and Engagement with Key Stakeholders

Objective 1: Establish partnerships with healthcare professionals, fitness centers, and wellness communities to promote the integration of skincare as part of a holistic approach to men's health.

Objective 2: Collaborate with influencers and male role models to create content and testimonials that resonate with the target audience.

Objective 3: Engage with male consumers through social media platforms, forums, and events to gather feedback, address concerns, and build a community around skincare.</td></tr>
<tr><td>Time Frame:

August 1 – October 31, 2023</td><td>Institution Responsible for the project:</td><td>Stakeholders:</td></tr>
</table>

Project Team: Sales and Marketing Department of Beyond Skincare Ventures Inc.	Sales and Marketing Department of Beyond Skincare Ventures Inc. (Dermacare Face Body and Laser Center, Dr. White and Glow Facial and Whitening Spa and Mandala Face and Body Spa).	1. Beyond Skincare Ventures Inc. and other skincare companies in the Philippines. Skincare manufacturers and service providers are key stakeholders as they will be implementing the strategies outlined in the plan. They play a crucial role in developing and promoting skincare products and services tailored to the needs of male consumers. 2. Male Consumers in the Philippines. The target audience for this project, male consumers in the Philippines, are essential stakeholders. Their engagement, acceptance, and adoption of skincare products and services are vital for the success of the initiative. 3. Healthcare Professionals Collaboration with healthcare professionals, such as dermatologists and aestheticians, is crucial to promote the integration of skincare as part of men's health. They provide expert advice, guidance, and validation of the benefits of skincare in overall well-being. 4. Influencers and Role Models Engaging with male influencers, athletes, and celebrities who resonate with the target audience can significantly influence the success of the project. These stakeholders have the ability to influence and inspire male consumers to consider skincare as part of their grooming and self-care routine. 5. Project Team The team responsible for implementing and managing the Project Action Plan is also a stakeholder. This includes individuals from marketing, sales, product development, customer support, and other relevant departments within the skincare companies involved. 6. Government Agencies, Policy Makers and Partner Institutions They are indirect stakeholders. Their support and alignment with the objectives of the project can help create an enabling environment for the promotion of skincare products and services to men in the Philippines.

Action Plan

Activities	In-Charge	Timeline	Resources	Potential Risks	Communications Plan
Step 1: Develop and execute a comprehensive marketing and advertising campaign targeting men in the Philippines, emphasizing the healthcare benefits and affordability of skincare products and services.	**Sales and Marketing team:** Sales and Marketing Director, Sales and Marketing Manager and staff.	**August 15, 2023**	**A.** Available Resources

1. Human (Graphics Designer, Video Shooter and Editor, Content Creator)

2. Media Channel (Social Media Platforms, Websites)

B. Resources Needed
1. Human (Media Buyer, Ads Specialist)

2. Brand Ambassador- (Influencer or Celebrity)

3. Financial- (Budget for Digital and Print Ads, Brand Ambassador and other expenses)

4. Media Channel (Broadcast Media) | **A.** What individuals or organizations might resist?

1.Male consumers in the Philippines

How? Lack of Awareness among male consumers regarding the importance of skincare and its benefits. Convincing men to adopt skincare practices may require significant educational efforts to overcome existing stereotypes and societal norms.

Men may be resistant to adopting new grooming habits or may have preconceived notions that skincare is solely for women. Overcoming this resistance and fostering a shift in attitudes and behaviors may prove challenging. | **A.** Project Stakeholders

1.Sales and Marketing Team-

2. Social Media Agency Partners

3. HR Department

4. Accounting

5. COO

B. Methods and Frequency

1. Planning thru in-person kick-off meeting- **Onetime**

2. Staff Update thru Email or Viber- **Daily**

3. Project Status Report- thru written and oral report and email- **Weekly**

4.Milestone Review thru written and oral report and email- **Bi-Weekly** |
| **Step 2:** Collaborate with skincare product and machine manufacturers to introduce new treatments that will specifically target men's skincare needs and look for cost-effective options to attract and retain male customers. | **Procurement team:** Purchaser

Sales and Marketing: all staff

and

Business Development team: all staff | **August 20, 2023** | **A.** Available Resources

1. Human
B. Resources Needed

1. Human

2. Researches on the latest technologies (machines and treatments suitable for men) | **A.** What individuals or organizations might resist?

1.COO and Finance Department

How? The COO and Finance Department might be hesitant to invest in or obtain a new treatment machine due to budget limitations.

2. Business | **A.** Project Stakeholders

1.Sales and Marketing Team-
2. Business Development Team

3. Finance and Accounting

4. Manufacturers and Suppliers

B. Methods and Frequency

1. Planning thru in-person kick-off meeting- **Onetime** |

			3. Financial (Budget for new machine acquisition, launching, promotion and other expenses)	Development How? Additional research is required to assess the suitability of the new product or machine. Skincare offerings should be customized to meet the distinct needs and preferences of male customers. Failing to provide appropriate choices could lead to poor product adoption and customer discontent.	2. Staff Update thru Email or Viber- **Daily** 3. Project Status Report- thru written and oral report and email- **Weekly** 4.Milestone Review thru written and oral report and email- **Bi-Weekly**
Step 3: Enhance the online presence and user experience of skincare brands by optimizing websites, mobile apps, e-commerce and social media platforms for seamless browsing, purchasing, and customer support.	**Sales and Marketing team:** Sales and Marketing Director, Sales and Marketing Manager and staff.	**August 30, 2023**	**A.** Available Resources 1. Human (Digital Marketing Team) 2. Media Channel (Social Media Platforms, Websites) **B.** Resources Needed 1. Human (Media Buyer, Ads Specialist, Website and App Developer) 2. Financial- (Website Optimization Costs, App development costs, Sales Funnel Software, etc.)	**A.** What individuals or organizations might resist? Social Media Audience How? In the age of social media, negative feedback or reviews can quickly spread and damage brand reputation. Skincare companies should be prepared to handle and address any negative feedback promptly and effectively.	**A.** Project Stakeholders 1.Sales and Marketing Team- 2. Website and App Developers 3.Accounting/Finance 4.COO **B.** Methods and Frequency 1. Planning thru in-person kick-off meeting- **Onetime** 2. Staff Update thru Email or Viber- **Daily** 3. Project Status Report- thru written and oral report and email- **Weekly** 4.Milestone Review thru written and oral report and email- **Bi-Weekly**
Step 4: Establish partnerships with healthcare professionals, fitness centers, and wellness communities to	**Sales and Marketing team:** Sales and Marketing Director, Sales and Marketing Manager and staff.	**September 20, 2023**	**A.** Available Resources 1. Human (Sales and Marketing Team) **B.** Resources Needed	**A.** What individuals or organizations might resist? 1. Target Partner Institutions How? Target partners might be	**A.** Project Stakeholders 1.Sales and Marketing Team 2. Partner Institutions 3.Accounting/Finance

				hesitant to partner if there are existing tie-ups with other brands or if there is a misalignment in brand values	4.COO
conduct workshops, seminars, and events that highlight the importance of skincare to men in overall well-being.			1. Human (Specific Project Team) 2. Financial- (Budget for workshop venue, speaker, food, logistics, promotional materials, representations, etc.)		**B.** Methods and Frequency 1. Planning thru in-person kick-off meeting- **Onetime** 2. Staff Update thru Email or Viber- **Daily** 3. Project Status Report- thru written and oral report and email- **Weekly** 4.Milestone Review thru written and oral report and email- **Bi-Weekly**
				2. Target Audience How? Partnering with an institution that does not align with the brand's values or has a conflicting reputation can lead to negative perceptions among the target audience. If the partner institution engages in unethical practices or faces public scrutiny, it can reflect poorly on the brand and erode trust.	
Step 5: Utilize influencer marketing strategies by partnering with male influencers, athletes, and celebrities who align with the brand's values and can effectively communicate the benefits of skincare to male consumers.	**Sales and Marketing team:** Sales and Marketing Director, Sales and Marketing Manager and staff.	September 30, 2023	**A.** Available Resources 1. Human (Sales and Marketing Team) **B.** Resources Needed 1. Human (Specific Project Team) 2. Brand Ambassador- (Influencer or Celebrity) 3. Financial- (Budget for photo and video shoots, studio, talent fees, etc.)	**A.** What individuals or organizations might resist? 1. Legal and LGUs How? Working with influencers requires adherence to legal guidelines and ethical practices. Failure to comply with regulations related to disclosures, sponsored content, or endorsement guidelines can result in legal issues, fines, or damage to the brand's reputation. 2. Target Audience How? Choosing an influencer who does not have a strong connection to the	**A.** Project Stakeholders 1.Sales and Marketing Team 2. Influencers/ Celebrities 3. Suppliers and Vendors 4.Accounting/Finance 5.COO **B.** Methods and Frequency 1. Planning thru in-person kick-off meeting- **Onetime** 2. Staff Update thru Email or Viber- **Daily** 3. Project Status Report- thru written and oral report and email- **Weekly** 4.Milestone Review thru written and oral report and

				brand's target audience or who operates in a different niche can result in a mismatch between the brand and the influencer's followers. This can limit the effectiveness of the campaign and fail to generate the desired engagement or conversion rates.	email- **Bi-Weekly**
Step 6: Regularly monitor and evaluate the effectiveness of the project action plan through data analysis, customer feedback, and market research, making necessary adjustments and improvements as needed.	**Sales and Marketing team:** Sales and Marketing Director, Sales and Marketing Manager and staff.	**October 31, 2023**	**A.** Available Resources 1. Human (Sales and Marketing Team, Human Resource) **B.** Resources Needed 1. Human (Evaluation Team) 2. Performance Evaluation Tools	**A.** What individuals or organizations might resist? 1**.** Project Team How? The data collected for analysis may contain biases or inaccuracies, which can skew the evaluation results and misrepresent the actual performance of the project. It is crucial to ensure the accuracy, reliability, and representativeness of the data sources and collection methods to make informed decisions. Insufficient time allocated for thorough data analysis and evaluation can also lead to rushed or incomplete assessments. It is important to allocate enough time and resources for proper analysis and interpretation of the data to ensure accurate insights and informed decision-making.	**A.** Project Stakeholders 1.Sales and Marketing Team 2. Human Resource 3. COO/ Senior Management **B.** Methods and Frequency 1. Project Evaluation thru one-on-one meetings **Semi-monthly** 2. Staff Update thru Email or Viber- **Daily** 3. Project Report- thru written and oral report and email- **Weekly** 4.Milestone Review thru written and oral report and email- **Bi-Weekly**

Evidence of Success

The Evidence of Success for the Project Action Plan can be determined by evaluating the achievement of specific benchmarks and indicators. Here are some key elements to consider:

1. Increase in Male Customer Base: Monitor the growth in the number of male customers engaging with the skincare brand. This can be tracked through sales data, customer registrations, or online interactions.

2. Sales Revenue: Assess the increase in sales revenue specifically generated from male customers. Compare the revenue before implementing the action plan to the revenue during and after its implementation.

3. Brand Awareness: Measure the brand's visibility and recognition among the target male audience. This can be evaluated through surveys, brand recall studies, or social media metrics such as reach and impressions.

4. Customer Feedback: Gather feedback from male customers to assess their satisfaction levels, perception of the brand, and likelihood to recommend the products or services. Positive feedback and high customer satisfaction ratings indicate progress.

5. Engagement Metrics: Monitor engagement metrics on digital platforms, including website traffic, social media interactions (likes, comments, shares), and email open rates. An increase in these metrics indicates growing interest and engagement from the male audience.

6. Partnership Collaborations: Evaluate the successful establishment of partnerships with healthcare professionals, fitness centers, and wellness communities. Measure the number of collaborations formed and the influence of these partnerships on brand exposure and customer engagement.

7. Workshop/Seminar Attendance: Track the attendance and participation rates in workshops, seminars, and events organized as part of the action plan. Higher attendance indicates growing interest and active involvement from the male audience.

8. Market Share: Assess the brand's market share within the male skincare segment. Monitor any increase in market share compared to competitors as an indicator of progress.

9. Return on Investment (ROI): Evaluate the financial influence of the project action plan by calculating the return on investment. Compare the costs associated with the initiatives to the revenue generated and measure the ROI over time.

These evidence of success benchmarks will provide tangible indicators of progress and help determine the effectiveness of the Project Action Plan in increasing the number of male consumers for skincare products and services. Regular tracking, analysis, and reporting will provide insights into the success achieved and guide future decision-making.

Evaluation Process

The evaluation process of the Project Action Plan involves assessing the achievement of goals and objectives. Here are the measures and steps to determine the success of the plan:

1. Goal Achievement: Review the initial goals and objectives set for the Project Action Plan. Assess whether these goals have been met within the specified timeframe. Measure the extent to which each goal has been achieved.

2. Key Performance Indicators (KPIs): Identify specific KPIs that align with the goals and objectives of the action plan. These KPIs should be measurable and trackable over time. Examples of KPIs for this project could include an increase in male customer base, sales revenue generated from male customers, brand awareness among the male target audience, and customer satisfaction levels.

3. Data Collection: Collect relevant data and information to measure the identified KPIs. This can include sales data, customer surveys, website analytics, social media metrics, customer feedback, and market research.

. Data Analysis: Analyze the collected data to assess progress and determine whether the desired outcomes have been achieved. Compare the current data with the baseline data to identify trends, patterns, and improvements.

5. Regular Reporting: Prepare regular reports to document the progress and results of the Project Action Plan. These reports should include an analysis of the collected data, an evaluation of KPIs, and an assessment of goal achievement. Reports can be shared with key stakeholders and decision-makers.

6. Feedback and Review: Seek feedback from team members, stakeholders, and customers to gather insights on the effectiveness of the action plan. Conduct periodic reviews to evaluate the overall impact, identify areas for improvement, and make necessary adjustments to the plan.

7.Continuous Improvement: Utilize the evaluation process as a means for continuous improvement. Identify any gaps or challenges encountered during the implementation of the action plan and develop strategies to address them. Use the evaluation findings to refine strategies and enhance the effectiveness of future initiatives.

By implementing a comprehensive evaluation process, including the measurement of KPIs, data analysis, regular reporting, feedback collection, and continuous improvement, it will be possible to determine whether the goals of the Project Action Plan have been reached and to assess the overall success of the plan.