

## ROLE OF INFORMATION ON A LABEL ON DECISION TO PURCHASE SKINCARE FOR MEN

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**Abstract:** The information on a product label can influence consumer psychology, as the information on the label can help make it easier for consumers to make decisions without too much consideration. This study aims to analyze whether the information “For Men” on a skincare label influences men in purchasing the skincare. The data was collected using questionnaire to 67 skincare for men users residing in Semarang. The data obtained was then analyzed using an analytical descriptive method. The results show that the “For Men” label has a significant influence on men to purchase skincare products for men as they thought that the skincare is formulated and addressed for men only. The information on benefits and product content were also considered in making the decision to purchase the skincare product deciding to purchase the skincare product. Therefore, producers can always highlight the information “For Men” on the skincare product label.

## INTRODUCTION

Purchase decisions are influenced by basic psychological factors that play an important role in understanding how consumers make their purchasing decisions (Alfan, 2019). Consumers will decide to buy something when there are elements that present various benefits to them, such as clear and complete labels, as this can indicate how the product is perceived either positively or negatively by consumers (Meini & Istikharoh, 2022). Hasanah & Pambudi (2023) state from their research that the information on product labels has an impact on purchase decisions. Information on the label can grab the consumer's attention and encourage them to make a purchase. Accurate information on skincare product labels will create a strong psychological message that can influence the consumer's mindset and first impressions in a short amount of time. This will ultimately increase the likelihood of the consumer deciding to buy the skincare product (Maimunah et al., 2023). The role of information on product labels is to assist quick decision-making, as it provides a practical alternative by offering consumers the correct and accurate information about the product without having to open the product packaging or read long, detailed product descriptions (Imani et al., 2023).

Information on packaging labels should not lead to misconceptions among consumers. Instead, it should accurately reflect the character and identity of the product as much as possible (Hasanah & Pambudi, 2023). Kotler (2012) argues that information on product labels is crucial in influencing male consumers in their purchase decision-making process. Information that is commonly found by consumers on every product includes food labels (Rosyidah et al., 2023). In skincare products, this label refers to the ingredients, composition, storage and usage instructions, as well as certain label information related to the Food and Drug Supervisory Agency (BPOM), such as net weight, production codes and dates, manufacturer information, and NIE (Megananda, 2022)

There is also an equally important piece of information related to the target audience, in the form of wording that refers to gender, such as "For Men," which aims to create a specific market segment for that gender group (Walisyah, 2019). Skincare brands that include the label "FOR MEN" are likely to increase purchase decisions among men, as it conveys the perception that the skincare product is specially designed to meet the needs and characteristics of men's skin. With this additional information, the skincare product is perceived as more masculine and suited to their gender, compared to products that do not include such wording. This is because some men may feel embarrassed or lack confidence when using skincare products marketed for women or those not specifically targeted at men.

The purchase of skincare products by men has increased, as evidenced by the rapid and stable growth in sales of men's skincare, with a Compound Annual Growth Rate (CAGR) of 7.5% from 2021 to 2026. In 2022, "Jakpat" published a survey titled "Beauty Trends 2022," which revealed that 64% of male respondents stated that they use skincare products (Angelia, 2022). Although some men have broken the stigma that skincare products for men must be masculine, the presence of additional information on labels, as previously mentioned, is considered important by some men and deemed essential on the skincare products they choose to buy and use. This helps them feel more motivated to take care of their skin and maintain their self-care routine without sacrificing their masculine image.

This study aims to analyze whether the information on skincare labels, specifically "For Men," has a significant impact on men's purchase decisions when buying skincare products. This research will provide accurate information for skincare companies, helping producers make more informed decisions about whether to include the label "For Men" or not. If companies understand the influence of label information on the packaging of their skincare products, they can foster consumer loyalty, which will ultimately lead to increased product sales. If readers gain a good understanding of this research, it will raise awareness about the

effects of gender marketing for men. The use of gender-specific label information, such as "For Men," can influence male consumers' perceptions of a product and create a more specific and clear market segment.

## RESEARCH METHODS

The population in this study consists of male consumers who purchase skincare products specifically for men. Men's skincare products labeled "For Men" were chosen because the researcher wanted to examine whether the information on the label plays an active role in men's purchasing decisions when selecting skincare products. Due to the lack of valid data on the exact number of male consumers who purchase skincare products, a sample was used. The sample in this study consists of men who purchase men's skincare products with the label "For Men" on the packaging.

The researcher used an approach based on an average of 1300 male consumers who purchase men's skincare products each month. Therefore, the sample size was initially set at 130 respondents. However, due to limitations in resources such as time and effort, the sample size was reduced to 100 respondents. Some responses did not meet the criteria, and these responses were excluded from the study, leaving the final sample size at 67 respondents.

The sampling method used is purposive sampling, which has specific criteria, namely male consumers residing in Semarang. Data was collected using a questionnaire through a tool called Google Forms. Daruhadi & Sopiati (2024) stated that the questionnaire method is most suitable for data collection with a relatively large and geographically dispersed sample, as it can reach more respondents in a shorter amount of time, making the questionnaire method highly effective.

The questionnaire included questions about personal identity, skincare purchases, and information on product labels that influence purchase decisions. Questions about personal identity and skincare purchases were mostly close-ended questions, such as multiple-choice. The questions regarding product label information were more open-ended, requiring respondents to provide written answers. The questionnaire was distributed using a snowball sampling technique, starting with friends who met the sample criteria via WhatsApp. Snowball sampling continued until the number of respondents reached the target sample size. This technique makes it easier to access respondents who are difficult to reach or unknown, as it ensures that initial respondents share the completed questionnaire with their friends, relatives, or family, thus expanding the sample network.

The data that has been collected will be analyzed using the content analysis method. Content analysis is described as a method used for collecting and simultaneously analyzing the content of the data, which includes everything that is written, expressed, or visually observed (Anugraheni et al., 2023). The data from closed-ended questions will be analyzed using frequency distribution, allowing the researcher to identify which answers are most dominant for each question. Meanwhile, for the data from open-ended questions, content analysis will be used to identify common themes in the responses. This way, the researcher can gain a deeper understanding of the content and meaning behind each respondent's open and varied answers. Content analysis begins with coding numerically by classifying respondents' answers into groups, and then continues by counting the frequency of each answer category to process the data into valid analysis results.

## RESULTS AND DISCUSSION

Table 1 shows that the majority of respondents are between 19-25 years old and most of them are students with a high school education level, with 48 individuals, representing 92.3% of the total respondents. From the processed data, it is evident that most respondents receive pocket money between IDR 1,000,000 and IDR 3,000,000 and spend around IDR 50,000 to IDR 100,000 on a single purchase, with 7 individuals (30.4%) out of 18 respondents falling into this category.

Tabel 1. Identity respondent

NO	IDENTITY OF RESPONDENTS	QUANTITY (Frequency)
1	Age ~ 19 - 25 Years Old	48
2	High School - College Students	48
3	Purchase Cost IDR 50,000-100,00 & Pocket Money IDR 1,000,000-3,000,000	7

According to Table 2, some respondents tend to purchase skincare products every 2-3 months, spending between IDR 50,000 and IDR 100,000 per purchase, with 14 individuals (60.9%) out of 23 respondents choosing this option. This is followed by respondents who buy skincare products once a month, every 4-5 months, more than 5 months apart, and even those who rarely purchase skincare products.

The majority of respondents also prefer to shop for their favorite skincare products online rather than in offline stores (clinics, malls, or minimarkets), with 35 individuals preferring online shopping. Additionally, more respondents preferred to buy the skincare brand Kafh (19 individuals). Respondents purchasing Kafh skincare online dominate, with 11 individuals (31.4%) out of 35 respondents. Based on the data, other popular skincare brands used by men include Natasha, Erha, Garnier Men, Nivea Men, Bening's, BioAqua, and MsGlow.

Additionally, 61 men reported being single, while only 6 respondents were married. Most unmarried men use only two types of skincare: face wash, with 46 individuals (75.4%), and sunscreen, with 18 individuals (29.5%). Among married men, the pattern is similar to that of unmarried men, with the majority using sunscreen (5 individuals, 83.3%) and face wash (4 individuals, 66.7%). This suggests that both single and married men have similar needs and seek convenience, which is why they tend to use basic skincare products such as face wash and sunscreen to maintain facial cleanliness and protect their skin from UV rays.

Tabel 2. Purchase Of Skincare Products

No	PURCHASE OF SKINCARE PRODUCTS	QUANTITY (Frequency)
1	Cost IDR 50,000-100,00 & Buy Once Every 2-3 Months	14
2	Online Shop - Kafh	11
3	Unmarried – Facial Wash	46

The information frequently found on the labels of skincare products purchased by respondents includes 20 pieces of label information, such as "For Men" label, composition, ingredients, BPOM, Halal logo, product authenticity barcode, no animal testing, dermatology tested, instructions for use and storage, product logo and slogan, product description, manufacturer information, made in, batch number, benefits, net weight, and expiration date. However, most respondents use skincare products that only contain a few pieces of information, such as BPOM label, composition, ingredients, product benefits, and expiration date.

Based on the data in Table 3, the most attention-grabbing information is the "product benefits" label, which was noted by 33 respondents out of 67. Respondents aged between 19 and 25 years dominate this category, with 23 individuals (69.7%), while the majority of respondents aged between 26 and 39 years also find the product benefits to be the most interesting, with 8 individuals (24.2%). On the other hand, respondents under 19 years old tend

to be more attracted to the "For Men" information on skincare packaging. Additionally, information such as ingredients, BPOM label, and composition also attracted respondents' attention. Several pieces of information received less attention from some age groups, including the slogan, Halal logo, product logo, dermatology tested, warnings, original barcode, manufacturer information, no animal testing, net weight, product description, expiration date, instructions for use, and made in.

Table 3, which relates to the information and reasons influencing purchasing decisions, shows that the most chosen label information by respondents is the "For Men" label, with 38 respondents. The main reason for choosing this label is dominated by the reason "Adjusting to Skin Condition Needs," with 40 respondents. The "For Men" label is the main reason for consumers, as they strongly believe that the product is specifically formulated for men and matches their skin's needs. A total of 33 individuals (86.8%) out of 38 respondents, and 22 individuals (57.9%) who chose this label, associate it with the suitability to their current skin condition. This indicates that male consumers tend to feel more comfortable and confident using products that are specifically designed for them.

The product benefits are also one of the important pieces of label information that can encourage purchasing decisions. Of the 33 respondents who selected the benefits label, 93.3% linked it to the product's ability to meet and adjust to their facial skin needs. This indicates that consumers pay close attention to the primary functions promised by the product, such as moisturizing and brightening the skin. Information about the product's ingredients also plays a significant role in purchasing decisions, with 28 people (93.3%) out of 30 respondents stating that they purchased the product because the ingredients met their needs and preferences. This suggests that consumers are increasingly aware of the composition of ingredients in skincare products that they feel are suitable for their skin. This aspect highlights the importance of transparency in ingredient information on product labels to build consumer trust.

In addition, the BPOM label, composition, and dermatology tested labels are the three factors that significantly influence product purchases. Respondents chose these labels because they wanted to ensure that the skincare product was certified by BPOM, had quality ingredients, and had passed dermatological testing. Other labels, such as the Halal logo, product logo, storage instructions, usage instructions, manufacturer information, warnings, slogan, and original barcode, were found to have less impact on a man's decision to purchase skincare products.



Tabel 3. Information On Labels

No	INFORMATION ON LABELS (Attracts Attention & Influences Purchase)	QUANTITY (Frequency)
1	Attractive - Benefits & Age 19-25	23
2	Influence - For Men Safe and suitable as it is specially formulated for Men	33

## CONCLUSIONS AND RECOMMENDATION

This study concludes that the "For Men" label plays a significant role and has a strong influence on men's decisions to purchase skincare products designed specifically for them. Therefore, skincare manufacturers should continue to highlight and emphasize the "For Men" label on their product packaging, along with information about the product benefits that suit men's skin, so that consumers become more confident in the product's advantages. The information on the product label must be transparently communicated by the producers to the consumers.

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