

THE PERCEPTIONS AND EFFECTS OF COUNTRY OF ORIGIN IMAGE ON ASIANS METROSEXUAL FOR COSMETICS PRODUCTS

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Abstract- This investigation examines how country of origin effect metrosexual's purchasing behavior in cosmetic through an amalgamation of Psychology and Marketing examination of qualitative interviews. I discover how important of the adherence to country image related to sales strategy which advertised by cosmetic manufacturers. France, Japan and Korea were found to be totally different with product positioning and perception in all dimensions. Drastic differences impulses were affected in the purchasing frequency as well such as price, promotion, brand ambassador, quality and so on. Cosmetic is framed to be common women items with bold cultural thought; yet the World changed. This study will research the means in which men engage with cosmetic in every possible ways. The notion of disagreement between self-identity and social expectation were explained, including the way they adjust themselves to reach the social expectation. Assuredly, Asia is the biggest market not only cosmetic, but also clothes, food, mobile, car and so forth. Therefore, the insights of consumers are strongly significant. As a result, this paper advantage the investors who want to approach Asians, and consumers who want to see through tricks of marketers.

Keywords- Country images, Metrosexual, Cosmetic, Consumer Behavior

I. INTRODUCTION

As developed standard of living drive expenses toward beauty care products markets such as China, Indonesia, Vietnam, Philippines, Thailand and South Korea are becoming as high areas in the international cosmetic business. Remarkably, Asian's males are surprisingly big image-concern and anxious with appeal. Particularly in premium grade manager status, service-oriented industries progress in extensively; an appealing, real-looking image can play as a crucial uniqueness and evaluation of social rank, even expertise degree. Asian beauty notions often have not focused on cockiness yet more spotlights with accomplishment and individual fulfillment. Either Asian women or Asian men worry about soft, flawless skin and will always go to severe points to catch it.

II. LITERATURE REVIEW

A. Growth Of Cosmetic Market

Growth salary standards that buyers are more concerned with products standard and components used than cheap price products. Manufacturers are focus on promoting their goods as superior to those of rivals companies, rather than systematically finding the way to undercut market prices. Deliveries ways have changed in that cosmetic brand are accessible either in department stores or on online purchasing, advertising media, home catalogue, and airport tax-free zone and in health clubs (Statista, 2014).

B. Metrosexual

According to Oxford dictionaries, metrosexual is a heterosexual who enjoys fashion, and similar interests traditionally associated with women or homosexual men. Similarly, Longman Dictionary stated that metrosexual is a man who spends an amount of time

and money on his appearance. Although a metrosexual may not be gay, his behavior is similar to the way gay men are typically thought to behave. Nowadays, television series, Modeling and soap operas have influenced and swayed men to adopt the metrosexual lifestyle. Evidently, men take 83 minutes a day including taking a shower, wearing a moisturizer, shaving and personal grooming before they go out. Conversely, women dry hair, make-up and personal grooming finished in just 79 minutes, from a survey of 3,000 Britons from both men and women (Daily Mail Reporter, 2010).

C. Country Of Origin

The use of human traits to measure the determinations and performances of countries is likely to support the personification of the country, and this is an excuse for their utilization to restrict a country's image. Occasionally, buyers and associate countries with the characteristics and the images that tend to train human beings. For example, Germans were stereotyped with competitiveness, whereas the features of the Italians are reflected with a cooperative character (Jones, Ashmore, 1973).

III. METHODOLOGY

Interviews with the target groups of ten respondents were conducted. Consumer focus group aged 23-25 years metrosexual who come from many different countries around Asia. These conversations draw attention to private usage of cosmetics and a further communication of topics surrounding the participants' perception towards purchasing behavior, for example, discussed products, sales strategies, marketing, advertising and so on. The interviews were in expected to both sustain and addition prior gained data. We acknowledge the frame and limitations of students'

participant, yet every attempt was assured several of the models. Furthermore, we also utilize the messages application on Facebook to collect the data that is save

time and cost. These conducted to the possibility of a higher cross-sectional representative of the variety population in the investigation.

IV. RESULTS

Interview Questions	Results
1. What cosmetics do you have now?	BB Cream 7 (70%) Powder 5 (50%) Foundation 3 (30%) Eye Liner 3 (30%)
2. Why do you buy cosmetics? What factors affect your purchasing behavior?	Media 5 (50%) Friends 4 (40%) Troubled Skin 1 (10%)
3. Could you please explain more about products from Japan, Korea and France base on your point of view?	<p>Japan</p> <p>Strengths: High Quality 4 (40%) Suitable with Asians' skin 2 (20%)</p> <p>Weaknesses: Promotion & Design 4 (40%) Expensive 2 (20%)</p> <p>France</p> <p>Strengths: Product Design 6 (60%) High Quality 5 (50%) Good Country Image 5 (50%) Luxury 3 (30%)</p> <p>Weaknesses: Expensive 5 (50%) Not Suitable with Asians' skin 2 (20%)</p> <p>Korea</p> <p>Strengths: Promotion 5 (50%) Brand Ambassadors 5 (50%) Product Design 5 (50%) Cheap 3 (30%) Easy to Find Stores 4 (40%) Korean Wave 3 (30%) Organic 1 (10%)</p> <p>Weakness: Low Quality 7 (70%)</p>
4. If you do not realize about made-in, any other factor will affect your purchase behavior?	Word of Mouth 3 (30%) Brand Image 2 (20%) Quality 1 (10%) Advertising 1 (10%) Price 1 (10%) Brand Ambassador and Promotion 1 (10%) Ingredients 1 (10%)
5. Do you proud to present that you use cosmetics?	Yes 7 (70%) No 3 (30%)
6. How about people around you, what do they think?	They are alright 7 (70%) They are not alright 3 (30%)
7. What do you think about actor, singer or brand ambassador who is cosmetic?	Acceptable 10 (100%)

CONCLUSION

A. Japan

Key Findings:

- Japan is perceived as the best in cosmetics and skin care among Asian countries.
- “Made in Japan” is certified as high quality, reliable and safety.
- Consumers judge most of Japanese products as reasonable price.
- Sales Strategy of Japanese cosmetics have quite little and not outstanding when compare among the other rivals.

Start with health concerns, the Japanese cosmetics industry is controlled by Minister of Health, Labor and Welfare. Manufacturers must follow the restricted and disallow elements including positive Ultra Violet filters and preservatives to keep safety standard. The additional ingredients, producers, have to responsible for case in the United States and European Union. Nevertheless, cosmetic manufacturers are required to show the goods to production or import only. Japan is a superb example where steep pre-market enrollment schemes were substituted for ethical components without degrade consumers' safety.

“Quality of Japanese is better than Korean. Japanese they concern more about safety and always promote ingredients that they use, but less promotion.”

“Japanese has better quality.”

Japanese always seeking for challenges and extraordinary even in a cosmetic industry. Nowadays, Japanese cosmetic not only use strange ingredients to promote such as Galactomyces, rice, bean and so on, but also combining with high technology innovation. Cleansing oil that massage onto your dry face and become a milky when add water was originated from Japan. Moreover, cleansing foam was also renovated into softly mousse to reach customer satisfaction and add more value to the products. In addition, Japanese producers also learn from new urban lifestyle of users who encounter rush hours in the morning and evening. Therefore, a lot of goods that is given at least the same or better result in a shorter time. These convenience goods are including all in one item such as sunscreen with foundation or makeup base, and color foam that is easier than using bleach.

“Japan: Have both premium and mid end products, but most of all high quality even the cheap one. Moreover, it fits with Asian skin and I trust product of Japan.”

Japanization distributes a plenty of cultural power through the brand as identification ideological imperialism by an advanced country. Moreover, Japan has an unyielding position in Asia. Consequently, a special strengthened of a cultural odor was used to differentiate. As a result, the advertising and product design around Asia such as Thailand, Singapore, Hong Kong, Taiwan, and Korea were employed in Japan as well. Consumers probably feel with tiny localization,

yet experience more in identity, touch, and sense that habitually feature Japanese famous persons. While, these manufacturers adjust their image and position to reach the international standard when advertise in Western by using Caucasian models and general layout. Therefore, these are not commonly considered to represent a particularly Japanese lifestyle. This way will make brands associated optimistically with the products being used.

“Japanese ones are expensive, but very effective I like it. There are just available in big cities and huge department store. Just few people know and use. The package is not really attractive. Design is boring and incomprehensible. (Vietnamese)”

“Powder from Japan is better than other country. Japanese product quality comes first and better than French and Korean. Price is ok. Product design of Japanese is not beautiful, simple. (Vietnamese)”

B. France

Key Findings:

- France's image is greatly affected to men's value perception in positive ways.
- Consumers willing to pay high price for French cosmetics, because of reliability.
- Product design is one more thing that impresses consumers.

The cosmetics business can enrich sales by adding products that consist of the needs and desires of customers with particular ethnic endowment and a genetic code. In an effort to move away the notion that French products are not suitable for Asians. Therefore, Many companies promoted that were tested on Asian sensitive skin and certified by laboratory. One example was La Roche-Posay, which High tolerance tested on Asian sensitive skin that was living in different climate under dermatological regulation, because Asians always comment “French cosmetic is not suitable with Asian skin” Furthermore, the products are fragrance-free, paraben-free and non-comedogenic.

On one hand, some companies create the brightening section, which is special line for Asians including ingredients, packaging and size. Moreover, some company corporate with local brands for approaching the market quickly. Value perception of Asians toward France is another factor that affect the makeup sales. France is not only perceived as a romantic country, but also elegance, luxurious, trendy and long beauty history.

“I totally agree that French cosmetics have good quality because France is really famous in terms of aesthetic.”

“French cosmetic is not suitable with Asian skin. Hi-society in Thailand they use French.”

“Most of the French cosmetics are premium brands

and expensive, more difficult to find when compare with the others. In Thailand, if you use Western product it means you rich.”

Formerly, consumers enable seen French makeup only in traditional department store. Someone replied, “French, I like it most. The store is rare also Price is super expensive Promotion is little. Design is very beautiful.” Afterward, cosmetic flourishing even in a recession, upscale producers catch this advantage by turning to self-serve for a greater market share. The items that sell in a retail store enable to add more discount, notwithstanding; sometimes affected a brand's image. As a result, the amount of bridge names was created. Bridge brands were spotlight of the gap between the premium and mass market. Products from a premium segment were providing along with innovation and luxury package. In contrast, mass-market division will concentrate on sale volume and profit.

“But I think products of France are the best in overall dimensions especially design and image. Surprisingly, my friends and I who buy only high-class brands, we seriously care about image. Unlikely, friends who use mid-low brands, they care only promotion.”

“Eye liner from France is so good. French design is so beautiful. Price is so expensive and hard to find store. Quality is good.”

Due to Asians' social value towards French cosmetic is enough high. On the other hand, average income per capita in some Asian country is quite low such as Indonesia, Vietnam and Thailand, therefore, brought a new challenge. Counterfeit items and smuggled goods were available at a lower price. The sale numbers of premium brands in department store decreased continuously. Then, marketers add more campaign and promotion such as offer expensive free gifts.

Meanwhile, makeup and skin care are omnipresent, yet there is an enormous break in the middle of these two things. Therefore, this is a challenge for French manufacturer to combine those exclusively for sensitive skin who want to make up. Furthermore, assuring the consumer by correctly distributed to clinics and pharmacies. Brand campaign and Customer Relationship Management online were used to message across the board among dermatologists, consumers and pharmacists, for instance creating campaign to acknowledge them about sensitive skin. Moreover, point of sale, public relations, tutorial and online media were utilized to deliver products concept both internal and external communicating. In order to enabled users to fit goods with their skin types and demand of beauty through uniqueness. Bring pharmacists to the fore, by providing with the perfect handbook consist in full of question lists for customers is an another intelligent tactic such as La Roche-Posay, Vichy, Uriage, Avene, Evian

C. Korea

Key Findings:

➤ Sales strategies of Korean cosmetics are quite impressive and much better than the others.

➤ Korean wave is positively affect country image and cosmetics business growth.

➤ Price is relative to quality; buyers know that Korean cosmetics are low price and low quality as well.

➤ Product design is another factor that drastically attract the consumers.

Growing the concern about chemical long-term effect issues affected the cosmetics business. Several manufacturers adjust themselves to this situation well, especially Korean companies. One of the most conservative health matters confronting this business was pressure to add its use of nourishing ingredients. The most favorable added nourishing was natural extract in which looked like a mild and gentle, enrich nutrition and offered healthy concern as well. As one participant said, “For Korean brand, the image is cheaper than French cosmetics. On the other hand Korean brand mostly uses organic stuffs for cosmetic more than French brand. It has many promotions that you can see at the malls. They always have Asian Presenter to tell the world”. Great deals of cosmetic manufacturer took green products to the market. The section was advertised as natural and animal tested free. Moreover, materials were also recyclable.

“I do not really know much about the differences. These are mainly developed country with good pharmaceutical technology and stricter regulation. I believe that the products from Japan or Korea are better for Asian skins because of (well) obvious reason.”

As a matter of fact, Korean cosmetics companies spent budget on Research and Development less than two per cent, yet one-fourth for marketing and promoting. Therefore, most of makeup in the market vary only in terms of texture but fundamentally unchanged in the construction of the components. Undoubtedly, technology should conduct toward a higher standard living. Conversely, producers utilize it for greater and cheaper goods. For example most of the cosmetics firms mix petrochemical ingredients including Paraben that is related to the cause of cancer, infecundity, Chronic effects and hormone balance. Plenty of chemical substance found in makeup being used every year. Even though, the cosmetic that promoted by using natural components added synthetic ingredients as well.

“Quality of Japanese is better than Korean, but Korean is more attractive including packaging, design, and price. Korean is easier to find because there are a lot in travel place. Korean product not describes clearly what ingredient or certificate that they have and no guarantee about safety.” “Even Korean technology is very good, but I do not think product from Korea is

good.” Normally, the expiration period of makeup is around twelve to eighteen months after manufacturing by Korea Cosmetic Association. After all, cosmetics that wear in eyes area will be expired in six months. Moreover, makeups that consist of natural materials are clearly shorter. Surprisingly, the expiration date of Korean makeup is determined by self-regulation. That is why some customer concerns about safety makeup of Korean.

Country image is totally necessary; South Korea is well known for innovative and advanced industry that are other roles to boost cosmetics exporting sales. Certainly, BB and CC cream are essential products that gained both popularity income from the globally market, principally East Asia region such as Mainland China, Hong Kong and Taiwan where similar in terms of geographical features including climate, ethnicity, skin type and environment. In addition, central targets teenagers’ section, which are most influence from Korean wave. Then, attract them to well-decorated store, good-looking sellers, heavily focus on low to mid price range, exquisite packaging, and tester products. On the one hand, memberships can join more campaign and lower cost that help impulse purchasing, for example, free sample, loyal reward point, special gift on birthday or festival.

“For Korean cosmetics that are quite popular nowadays but all of them are quite bad in terms of quality, even the premium one. It not fit with hot weather in Thailand and oily skin of Thai people. The impressive for Korean cosmetics are design; brand ambassador and promotion, which are really attractive, a lot of consumers.”

“Korean cosmetics are astonishing in design both the products and stores. They also offer a lot of discount, promotion, and membership privilege. In terms of advertising, most of them choose beautiful boys to become model, I don't like it. Which is contrast with French because they select masculinity man to promote.” “Korean has focus only the promotion.”

Incredibly, the Korean government has spent money for the Korean wave around twenty to thirty times more than other countries. Such as an individual fund and super low-interest loans rate for cultural business, creating organizations to advertise K-pop especially for exporting, establishing cultural departments in college. As a result, Korean cosmetics also advantage from these dynamic. Utilization male celebrities to promote is a sagacious strategy, because the advertisement attracts both men and women buyers. Mainly, beautiful boys were used in ads, but someone does not like it. However, this trend is a huge turbine to drive men wear makeup daily as a routine, and persuade great deal of women buyers. “For Korean cosmetics, although they spend huge of money in marketing and advertising by using famous singers to

become brand ambassador. Therefore, the image of Korean cosmetics is colorful, cute and trend, yet quality is quite bad.” “Korean soap opera impact on cosmetic sale and his behavior. Design is good. Quality is not good. Store is many and promotion is commonly used everywhere.” “Although K-Pop is so popular but as I said before Asian product only focus on package, brand ambassador but not quality.”

Globalization is not just going everywhere in the World; it is about communication well with consumers. Undoubtedly, digital marketing is the best way that cans tight all campaigns together. Then, website with multinational languages offer printable vouchers and persuade users to go beauty counters because a computer screen cannot show texture and color precisely. Moreover, blogs, videos and TV shows were used to accustom the products to their foreign consumers. Additionally, road shops have strangely expand in ten years, particularly, all over main streets in Korean, Japan, Thailand, Taiwan and so on. New shops are a locating right and left while more online retailers access to the business. That means the popularity of Korean brands will not end in the near future.

CONCLUSION

A. Brand Ambassador and Distribution

Actors and athletes are the most powerful presenter for men's cosmetic. All of them have superior fiscal status and image to promote the products that methodology similar to the one applied since a long time in the women's segment. Additionally, some products line advantage from a bold reliability in the distribution network such as pharmacies, clinics, research institutes, spas and so forth.

B. Brand Loyalty

Unexpectedly, men's purchase boost sale target, yet the demand without desire cannot keep the market stable. That is why aesthetic investors in the women segment also launch for the men for strengthen income and attract new consumers to the market. The lifestyle of the male changed which more feminine and eliminates the limitations. In addition, men are mostly loyalty group, hence once they use, and they will still be clients.

C. Product Design

The package design is another way to express the value. The designers should realize a material, trustworthy, ergonomics, environmental friendly, cost, and fit with the ingredients inside because the containers automatically link to the customer's perception, especially in terms of psychological. Typically, The buyers evaluate the goods with their first impression in the shelves. The products' identity must imprint on the eyes of the consumers because color and sign.

D. Communication

Men's unique attraction, campaigns are needed. There are two different types of communication, media and the non-media. The first type in regard to using one of the six objects, which is the broadband, theatre, television, magazine, hoarding and radio. Second, non-media communications for example events, bloggers' review, direct sales, promotion. Laboriously distribution and competitive pricing were functioned, in order to expand penetration and benefited economies of scale previous to a keen competition. These strategies will ideally approach users who are price sensitive, low awareness, and enrich the competitiveness significantly.

E. Social Conditions

Interestingly, the proportions of men who wear cosmetic have higher considerably due to a concerning about their body and image. Those two factors become the norms of expressing values in present society that affect all dimensions such as health, love, promotion and social status. Apparently, it is difficult to be a man in this generation because he has to improve intellectual powers, appearance, and attitude concurrently.

F. New Entry Barriers

New entries should distribute men beauty perspective outstandingly because they do not have the competitiveness to fight with major role players. Cosmetics industry has a high barrier to entry. Furthermore, manufacturers must concern about regulations, public policy from government and economic growth rate. Certainly, innovation and safety should be the most important things; even the cost of research & development is pretty high. Men's products Should different from those offers to women, for example, the product design, texture, scent and the message have to be aware. Moreover, their skins are entirely dissimilar: men's skin is thicker, bigger pores, tougher and oily. Hence, the skins are clogging up itself with buttons acne, black spots, and even the wrinkles show later than female but will be deeper.

G. Country Of Origin

Thousands of marketing information like "brand names" consumers probably wants to learn new information for evaluating products. Such as some might inspect or buy a new brand to know the quality standard of each brand. Country value, on the other hand, is, of course, available, and consumers can use those to refer to a product's characteristic. They have learned quickly about countries' characteristic by way of news, social media, education, tourism and prior purchasing experience. Doubtlessly, manufacturers have to confront with developing international standard, competitors around the World. Furthermore, recognition countries' image as brands are always functioning as country-of-origin claims to discriminate between their positions on the global

stage. The original "Made in" notion has progressed to a higher degree, beyond measure. This study has key connotations for both private and public sectors as they adapt policies efficiently for a domestic market and oversea.

H. Government

Public sector must launch the policies that increase capacity to reach an international standard in all dimensions such as business, the art, education, transportation and principally the media. The media are going to be mainly participated because marketing a nation is a superb occasion to pay old scores and set the political debating table seriously. Be aware of beginning a country-marketing plan if this does not want to waste time for answer questions. Government should present the national strengths, solve the weaknesses and compare with the paper for accuracy. Evolving events to make the strategy tangible by revolution activities, programs, campaigns and so forth.

➤ The country's economic status: mostly countries with a bright COO consequence are high-income, industrialized countries, powerful.

➤ Advanced country's technological: the innovative and unique technology will advantageous the COO image.

COO is an entirely reliable label that utilized to intensify the competitiveness in global trade. The resolution of branding a country must be deliberated.

V. LIMITATIONS

As the methodology in this paper is qualitative, participants significantly affect the result. First of all, all interviewees are come from South East Asia; hence, cannot be a wholly representative of Asians metrosexual. Secondly, ages of associates are only 23 to 25. Lastly, social media were another way used to collect the data due to saving time and cost. However, these explored the feasibility of men's awareness of diverse culture.

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