

大專院校男生臉部保養品之消費者行為研究

—以苗栗地區為例

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摘 要

男生臉部保養品市場仍處於產品生命週期中的導入期階段，競爭品牌及使用者仍屬少數。台灣社會中的男性愛美意識逐年地提高，男性保養的觀念日益普及，而使用保養品的年齡也有逐年下降的趨勢。了解新世代的消費者行為是每位企業主共同的目標，而大專院校生是未來五到十年間的社會生產與消費的主角之一，掌握這群人的消費動機與行為是極為重要的，它將是在這個市場行銷上不可或缺的重要資訊。本研究透過相關文獻的整理，採自編問卷的方式，以苗栗地區的大專院校男生為例，進行臉部保養品的市場調查，除了這個消費群的現況描述外，並針對人口統計變數與消費參考資訊及消費選擇依據二大構面的問項做卡方交叉檢定。結果顯示這個消費族群在臉部保養品使用上，對於不同的年級別來說二個構面都沒有顯著差異；對不同居住地的男學生來說亦沒有顯著差異，但在可支配金額上是有顯著差異的。本研究推估苗栗地區的大專院校男學生在臉部保養品的消費行為中影響最大的是可支配的零用錢數額，這些結果對行銷相關研究將有所幫助。

關鍵詞：臉部保養品、消費動機、消費者選擇評估、購買行為

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The Consumer Behavior of the College Male Students' Facial Products - A Case Study of Maio Li Area

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Abstract

Understanding the consumer behavior of the new generation is the priority for all businesses. The college students will be the major group of consumer in the future coming five to ten years. That is why it is so important to understand the motivation and behavior of this group, because it will provide crucial information for the marketing job. This marketing research is about analysis the literatures and the result of questionnaires given to the male college students in Miaoli. Beside the literature description of this group, we also use the population statistic variable and related information when consumers are purchasing and making choices as two constructions to do the Chi-square test. The result shows, there is no significance difference for these two constructions by age or residence factors. But there is a significance difference for the constructions by allowance factor. This study infers the major factor infecting the consuming behavior of male college students is the allowance. This is very variable for the marketing research.

Key words : facial product, motivation of consuming, consumer's analysis of choices, purchasing behavior

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