
UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 2007/2008

April 2008

AMP342 – Perlakuan Pengguna
[Consumer Behaviour]

Masa: 2 jam
[Duration: 2 hours]

Sila pastikan bahawa kertas peperiksaan ini mengandungi **ENAM** muka surat yang bercetak sebelum anda memulakan peperiksaan.

*[Please check that this examination paper consists of **SIX** pages of printed material before you begin the examination].*

Arahan: Jawab **SEMUA** soalan.

[Instruction: Answer **ALL** questions].

Sila baca kes berikut dan jawab soalan yang diberikan:
Please read the following case carefully and answer the questions:

Soalan 1/Question 1

Bentuk strategi pemasaran untuk Revlon menerokai pasaran kosmetik lelaki dengan mengemukakan lini produk yang komprehensif.

Develop a marketing strategy for Revlon to enter the men's cosmetics markets with a complete product line.

[10 markah/marks]

Soalan 2/Question 2

Buat penilaian terhadap lini produk dan strategi jenama Clinique untuk kaum lelaki. Buat perubahan di mana sesuai.

Evaluate Clinique's men's product line and branding strategy. Suggest changes where appropriate.

[10 markah/marks]

Soalan 3/Question 3

Jikalau Revlon ingin menerokai pasaran kosmetik lelaki, strategi jenama bagaimanakah yang harus digunakan? Bincangkan.

If Revlon were to enter to enter the men's cosmetic market, what branding strategy should it use? Discuss.

[10 markah/marks]

Soalan 4/Question 4

Bincangkan bagaimana Revlon boleh menggunakan konsep berikut sebagai asas untuk “appeal” kepada lini kosmetik lelaki.

How, if at all, could Revlon use the following as the basis for its appeal for men's cosmetic line?

- Personaliliti (*Personality*).
- Emosi (*Emotion*).
- Konsep sendiri (*Self-concept*).

[10 markah/marks]

Soalan 5/Question 5

Apakah motif yang perlu digunakan oleh Clinique untuk mempromosikan lini produk lelaki? Berikan justifikasi.

What motives should Clinique appeal to in promoting its men's line? Justify.

[10 markah/marks]

Soalan 6/Question 6

Memujuk lelaki untuk menggunakan produk rawatan kulit memerlukan perubahan sikap yang ketara. Apakah teknik perubahan sikap yang paling sesuai? Yang mana pula paling tidak sesuai? Bincangkan.

Persuading many men to use skin care products will require a significant attitude change. Which attitude change techniques would be most appropriate? Which would be least appropriate? Discuss.

[10 markah/marks]

Soalan 7/Question 7

Rekabentuk satu iklan untuk produk penjagaan kulit lelaki Revlon. Terangkan bagaimanakah ianya dapat digunakapakai pada setiap peringkat proses tanggapan.

Design an ad for a line of men's skin care products by Revlon. Explain how it will work at each stage of the perception process.

[10 markah/marks]

Soalan 8/Question 8

Apakah teori pembelajaran yang sesuai untuk mengajar “target market” untuk melakukan penjagaan kulit secara betul? Bincangkan.

What learning theories would you use to teach your target market to take proper care of their skin? Discuss.

[10 markah/marks]

Soalan 9/Question 9

Berdasarkan jenama Revlon atau Clinique, terangkan di antara berikut yang manakah sasaran pasaran “target market” yang sesuai? Beri justifikasi jawapan anda.

Based on Revlon and Clinique brands, which of the following would be the best target market? Justify your answers.

- Kumpulan demografik (*Demographic groups*).
- Kategori pekerjaan (*Occupational categories*).
- Segmen Vals (*VALS segments*).
- Segmen PRIZM (*PRIZM segments*).

[10 markah/marks]

Soalan 10/Question 10

Terangkan perbezaan kegunaan kumpulan demografik dalam jadual “A”.

How would you explain the differences in usage across the demographic groups in table A?

[10 markah/marks]

Males have three reasons for trying to look good (which, in American society, also implies looking young). First, one's career may be enhanced by looking good, which includes being attractive, fit appearing, and energetic (young). One businesswoman stated,

Any guy who goes into consulting has to be attractive. It struck me one day: Every time I met a good-looking guy and asked him "So, little boy, what do you do?" he was a consultant. The ugly ones are all accountants.

A second reason for men's concern about looks is to be attractive to women. Many middle-aged men who go through divorce engage in a wide variety of "beauty" enhancement activities. Most women no longer need to rely on men for financial support, which allows them to focus more on the physical and personal characteristics of potential partners.

A final reason is a combination of ego and competitiveness. If looks matter, then competitive men will compete to look good. Knowing that one looks good or receiving compliments or "admiring glances" is also gratifying to a person's ego.

In 2003, the men's grooming market was approximately \$7.7 billion, up from \$3.3 billion in 1995. The market can be broken out as follows (figures below in millions of dollars):

Fragrances	\$1,935
Shaving	3,580
Deodorant	1,470
Hair care	541
Skin care	154
Bath and shower	77

Source: Based on information from *The U.S. Market for Men's Grooming Products* (New York: Packaged Facts, January 2004), pp. 51 and 62.

As you can see, the skin care market remains a relatively small part of the overall men's grooming marketing. And growth in the skin care market has been a sound but not overwhelming 7 percent a year since 1995. In the spring of 2000, men were using the following facial care products (see Table A for details):

Complexion care (all)	25.0%
Cleansers	10.5
Lotion	5.6
Cream	5.3
Scrub	3.6
Mask	2.5
Toner	2.5

Research and observation have led those in the industry to reach several conclusions. One is that men

are willing to buy and experiment with all kinds and types of new fragrances and colognes, but they almost uniformly do not want anything that smells too strong or in any way draws attention to themselves. According to one expert, the challenge is

How to entice more men to smell good, put gooey things in their hair, and oily lotions on their faces without feeling somehow unmanly?

Despite such challenges, numerous firms are entering with a variety of beauty-enhancing products that are generally positioned as skin care products. Nivea's product line and approach are described in the opening vignette for Chapter 14. There are numerous small niche marketers serving this market through online sales (use a search engine for "men's skin care products"). Some of the major participants in this emerging market are described below.

- *Clinique* promotes a three-step skin care process for men featuring Clinique Facial Soap, Clinique Scruffing Lotion (a facial cleanser), and Clinique M Lotion (a moisturizing lotion). It also offers a complete line of shaving-related products, including Cream Shave and M Shave Aloe Gel (shaving gels), Face Scrub (a facial cleaner), Post-Shave Healer, Happy for Men After Shave Balm, and Turnaround Lotion. In addition, it markets Eye Treatment Formula, Surge Extra Oil-Free Gel (a moisturizer), Non-Streak Bronzer, and deodorants.
- *Mēnaji* focuses exclusively on men's cosmetic products. Its slogan is "Men don't wear makeup, they use Mēnaji." Its products include the following. CAMO Concealer, in four shades, is designed to hide dark circles, age spots, and razor burn. 911 Eye Jell reduces puffiness or darkness around the eye area in about 30 minutes. Glycolic Skin Toner reduces the appearance of fine lines and wrinkles. Mēnaji Mask is used once a week to thoroughly deep clean one's face. H.D.P.V. Dual Active Powder is used to eliminate oily shine without looking like pancake makeup. Mēnaji Polishing Scrub is designed to be used twice a week to deep clean one's face.
- *Neutrogena Men* offers nine products for men, several of which are versions of traditional shaving products: Skin Clearing Face Bar, Skin Clearing Face Wash, Razor Defense Daily Face Scrub, Skin Clearing Shave Cream, Razor Defense Shave Gel, Skin Clearing Astringent After Shave, Skin Clearing Targeted Acne Treatment, and Razor Defense Daily Face Lotion.

Table A contains material related to the use of beauty items by men.

TABLE A

Demographics and
Male Cosmetic Use

	Hair Coloring Products	Complexion Care Products	Cleansers	Lotion	Cream
Percent of males	9.8%	25%	10.5%	5.6%	5.3%
Age					
18-24 years	115	140	179	150	172
25-34	96	105	121	87	110
35-44	107	98	89	94	94
45-54	109	81	85	88	84
55-64	86	68	57	71	66
65+	79	95	68	120	100
Education					
College graduate	78	85	88	89	80
Some college	93	100	100	90	103
High school graduate	109	104	105	99	105
No degree	123	113	107	130	114
Occupation					
Professional	98	96	102	96	90
Managerial/administrative	76	90	94	102	105
Technical/clerical/sales	108	102	117	92	100
Precision/craft	105	98	107	93	91
Race/Ethnic group					
White	90	84	92	90	92
Black	170	140	149	160	141
Spanish speaking	108	111	114	116	149
Region					
Northeast	81	88	80	63	63
North Central	82	92	80	76	81
South	119	113	128	127	117
West	104	98	94	114	126
Household Income					
<\$10,000	SS	117	SS	SS	SS
\$10,000-18,999	118	111	117	SS	SS
\$20,000-29,999	120	115	112	131	145
\$30,000-39,999	99	103	97	98	137
\$40,000-49,999	128	97	100	101	106
\$50,000-59,999	88	90	89	89	77
\$60,000-74,999	73	95	89	71	86
\$75,000+	85	91	98	89	75
Household structure					
Single	112	117	134	116	128
Married	93	95	90	94	95
Any child in HH	113	105	117	92	107

Note: 100 = Average use or consumption unless a percent is indicated.

SS = sample size too small for a reliable index.

Source: Spring 2000 Mediemark Research Inc.