

# The Influence of Male Celebrity Endorsers on Consumer Perceptions and Purchase Intentions of Cosmetic and Beauty Products in Thailand

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## Abstract

This research addresses the challenges faced by businesses in utilizing male celebrities to endorse cosmetics and beauty products in Thailand, a market traditionally dominated by female-oriented imagery. The primary objectives of the study are threefold: 1) to examine the influence of male endorsers' attractiveness on consumer purchasing decisions, 2) to investigate the effects of integrated marketing communication factors, including advertising, public relations, sales promotion, direct marketing, and event marketing, on consumer behavior, and 3) to explore the impact of consumer acceptance of gender-neutral beauty on purchasing decisions.

The quantitative research approach was employed, using purposive sampling to select 400 Thai consumers who had previously been exposed to cosmetic and beauty product advertisements featuring male celebrities. Data were collected through an online structured questionnaire utilizing a 5-point Likert scale. For data analysis, descriptive statistics (including frequency, mean, standard deviation, and percentage) and inferential statistics (such as Pearson's correlation coefficient and multiple regression analysis) were applied according to the methodology.

The results reveal that attractiveness, sales promotion, direct marketing, event marketing, and the acceptance of gender-neutral beauty have significant positive effects on consumer purchasing decisions. In contrast, advertising and public relations do not exhibit statistically significant impacts. These findings offer practical insights for businesses aiming to develop more effective marketing strategies by leveraging male celebrity endorsements to meet the evolving expectations of modern consumers.

**Keywords:** Male actor, Cosmetics, Beauty Products, Purchase Decision, Acceptance

## Introduction

Currently, the use of male actors in promoting cosmetics and beauty products is not yet widely accepted. This poses challenges that businesses must consider, particularly regarding the brand image. If a brand has previously targeted a predominantly female audience, shifting to male actors may lead consumers to feel that the brand has lost its expertise in female-oriented products or lacks a clear stance (McCracken, 1989). Additionally, while there are various benefits to using male actors in cosmetic advertising, factors such as consumer habits might influence purchasing decisions. Many consumers still view cosmetics and beauty products as being for women, and this shift could cause some groups to feel uncertain or reluctant to accept male actors endorsing these products. Cultural differences could also create barriers to male actors' acceptance in certain regions. However, the concept of gender binary, which traditionally categorizes people into opposing genders of male and female within societal or cultural frameworks, has recently been challenged. There is now an emphasis on revising this concept to embrace all gender identities and to promote broader acceptance in Thai society. This includes encouraging the use of male actors in promoting cosmetics, helping to foster understanding beyond cultural norms to encompass legal, educational, and employment dimensions (Kittinan Thammathach, 2024). Research from UNICEF supports this, stating that countries that support gender rights reduce inequality and improve the quality of life (UNICEF, 2023). Additionally, the World Bank reports that promoting rights for sexual diversity benefits both the economy and societal development (World Bank, 2020).

The cosmetics industry is one of the fastest-growing markets. In 2023, the global market value reached approximately \$374.18 billion, with a forecasted growth to \$758.05 billion by 2032, at a compound annual growth rate (CAGR) of 6.8% from 2024 to 2032. The Asia-Pacific region holds the largest market share, representing 41.4% of the total market value in 2023, with a remarkable annual growth rate of 9.8%, driven by the increasing demand for beauty products and the expansion of e-commerce in countries such as China, India, and Japan. Consumer behavior is increasingly focused on self-care and maintaining a good personal and social image (Fortune Business Insights, 2023). The rising focus on self-care and appearance, combined with the spread of social media, has led to new trends in beauty, such as the growing role of men in the beauty industry. This shift is a key driver of diversification in the cosmetics market. In the past, cosmetic products were primarily designed for women, and advertisements typically featured female actors embodying societal beauty standards. However, changes in societal perceptions of gender and beauty have prompted the beauty industry to adapt to gender diversity (Turcu, O., & Brancu, C., 2024).

Currently, the concept of Gender-Neutral Beauty has emerged, referring to the design of products and marketing strategies that cater to all genders, including both men and women, as well as non-binary individuals (Fischer et al., 2021). This change includes the use of male actors, who are knowledgeable and passionate about beauty, as representatives for advertising beauty products. The presence of male actors in cosmetic ads not only helps attract the growing male consumer base but also supports the idea that beauty is for everyone. The use of male actors in beauty advertising differentiates brands in a competitive market. Factors influencing purchasing decisions for beauty products advertised with male actors include the suitability of the actor for the brand, the actor's credibility, such as their reputation or expertise, and consumer attitudes that are open to gender-neutral beauty ideals. These factors play a significant role in increasing acceptance and trust in the products.

As discussed, this research will focus on studying consumer purchasing decisions when male actors are used in cosmetic and beauty product advertisements, emphasizing factors such as attractiveness, integrated marketing communication, and the acceptance of gender-neutral beauty. This study aims to improve research efficiency and provide practical applications in marketing. Furthermore, it seeks to determine whether using male actors in beauty product advertisements, instead of traditional female actors, can create significant market differentiation for businesses.

## Objective

1. To examine the influence of attractiveness on consumer purchasing decisions for products featuring male actors in cosmetics and beauty advertisements in Thailand.
2. To study the influence of male actors in various aspects such as advertising, public relations, sales promotion, direct marketing, and event marketing on consumer purchasing decisions for products featuring male actors in cosmetics and beauty advertisements in Thailand.
3. To investigate the impact of gender-neutral beauty on consumer purchasing decisions for products featuring male actors in cosmetics and beauty advertisements in Thailand.

## Literature Review

### Concepts and Theories Regarding the Influence of Male Actors

The attraction of an artist based on physical appearance, such as good looks, is a key factor in making a positive impression on the audience. The concept and theory explaining attractiveness, particularly physical attraction, begin with external features such as attractiveness, symmetrical facial features (social attraction), and a warm, friendly personality. Task attraction, which refers to an artist's ability in singing or acting, further enhances the impression and adds value (McCroskey & McCain, 1974). This is also connected to Evolutionary Psychology theory, which suggests that physical and genetic fitness are qualities that male actors can use to attract the attention of viewers (Buss, 1989). Furthermore, the Self-Presentation Theory indicates that good-looking artists often pay attention to their appearance, which increases their popularity and acceptance in the entertainment industry (Goffman, 2023). The Symbolic Interactionism theory explains that an artist's beauty not only attracts physical attention but also reflects social symbols, thus earning the approval of the audience (Blumer, 1969). In attracting consumer attention through advertising, the TEARS Model is employed, which encompasses several factors. It starts with trustworthiness, derived from a good image and past achievements, helping consumers feel confident in the product. Expertise in the field, such as acting ability, enhances the credibility of both the actor and the related product. Attractiveness, including both physical appearance and distinct personality traits, plays a significant role in creating a positive impression. This attraction is further linked to respect, which stems from the actor's success and positive image. Finally, similarity, such as age, gender, or lifestyle, between the actor and the target audience, helps foster a sense of closeness, making it easier for consumers to relate to the product (Mehrabian, 1971). From these concepts, an attractive personality or similarity to the target audience are critical factors that help link products with consumers.

**Hypothesis 1:** The influence of attractiveness on consumer purchasing decisions regarding cosmetic and beauty products advertised by male actors in Thailand.

### **Concepts and Theories Related to Integrated Marketing Communication.**

Integrated Marketing Communication (IMC) refers to the process of linking and integrating various marketing communication tools and channels to create consistency and a cohesive brand image that reaches the target audience. The goal is to enhance the effectiveness of communication, foster understanding, and stimulate a responsive reaction from consumers in a productive manner (Schultz, 1992). The concept of integrated communication consists of five key factors (Belch & Belch, 2018), which include the following components:

1. Advertising is a crucial tool in marketing strategies and has the ability to effectively reach a large number of consumers. Advertising helps to build familiarity between consumers and brands by creating awareness (Gadener & Trivedi, 1998). It communicates key benefits to consumers through various channels, such as television, radio, the internet, and print media (De Pelsmacker et al., 2018). Advertising plays an essential role in building a brand image and stimulating consumer purchasing decisions. By using characters or actors with positive images, it can generate credibility and attract consumer interest (Belch & Belch, 2003). In the beauty and cosmetics market in Thailand, utilizing the image of male actors in advertisements can attract consumers seeking a break from traditional values. It creates a connection between self-care and the modern masculine image, which may help increase opportunities for expanding the customer base for the brand (De Pelsmacker et al., 2018). Since marketers must understand the characteristics of different advertising media to choose the most effective channels that align with their target audience, this can lead to the brand differentiating itself and gaining a competitive advantage in the market.

**Hypothesis 2:** The influence of advertising on consumer purchasing decisions regarding cosmetics and beauty products featuring male actors in Thailand.

2. Public Relations focuses primarily on disseminating information (Cutlip & Center, 2000) and adapting to changes in media and technology, particularly through the use of television and radio to spread news to the public (Grunig & Hunt, 1984). Today, it emphasizes the development of long-term relationships between brands and consumers through trust-building. The Relationship Management Theory can be applied to foster deeper relationships (Ledingham & Bruning, 1998). Additionally, the Persuasion Theory, which aims to change consumer attitudes or behaviors through various communication techniques, such as the use of famous personalities, involves using male actors in advertisements to stimulate awareness and influence consumer purchasing decisions (Hovland, 1953). Furthermore, the Two-Way Symmetrical Model is another important approach for establishing friendly and sustainable relationships between brands and consumers by actively listening to feedback and responding effectively (Grunig, 1992). In the digital age, public relations have adapted to reach consumers through online channels and social media (Kent & Taylor, 2002), enabling brands to build trust and maintain positive relationships with consumers.

**Hypothesis 3:** The influence of public relations on consumer purchasing decisions regarding cosmetics and beauty products advertised by male actors in Thailand.

3. Sales Promotion is a short-term strategy used to stimulate product purchases and drive sales quickly. It can be used as a tool for consumers, distributors, and salespeople, with the goal of generating immediate sales reactions (Belch & Belch, 2003). Sales promotions can be integrated with other marketing strategies, such as advertising and public relations, to enhance brand image and consumer awareness (Etzel & Bruce, 2001). Sales promotions can be divided into three types: Consumer Promotion, which focuses on encouraging consumers to purchase or try the product more; Trade Promotion, which targets retailers and distributors to increase product distribution to consumers; and Sales-Force Promotion, which motivates salespeople to exert more effort in selling products effectively (Kotler & Keller, 2016).

Additionally, within the framework of Integrated Marketing Communications (IMC), sales promotions play an essential role in strengthening brand image and stimulating consumer purchase decisions through strategies such as discounts, coupons, or giveaways, which help create demand and increase product awareness. The theory of sales promotions also suggests that the use of promotional strategies can establish short-term positive relationships between brands and consumers (Shimp, 2010), while also fostering long-term loyalty through special offers or benefits.

**Hypothesis 4:** The influence of sales promotion on consumer purchasing decisions regarding cosmetics and beauty products advertised by male actors in Thailand.

4. Direct marketing is a strategy that emphasizes direct communication and marketing to customers through various channels, such as mail, email, telephone, or personal messages. The key advantage of direct marketing lies in its ability to precisely target specific customer segments, enabling immediate performance measurement and the adjustment of strategies to align with individual customer behaviors (Peppers & Rogers, 2016). additionally, direct marketing serves as a crucial tool for building long-term relationships with customers (Dube et al., 2010). in the cosmetics and beauty products industry, direct marketing plays a vital role due to the need for personalized and targeted communication with diverse consumer groups. This is especially relevant in Thailand, where the market consists of highly varied consumer demographics (Chaffey & Smith, 2022). Personalized promotions, such as targeted discounts for specific customer types or tailored offers sent via email, can effectively stimulate purchasing decisions. moreover, employing male actors as brand ambassadors in cosmetic advertisements is another strategy to attract consumer interest. This approach aligns with current trends where men are increasingly attentive to skincare and beauty products. Schultz et al. (1993) highlight that the credibility of brand ambassadors with a positive public image fosters consumer trust, enhancing product reliability and driving purchasing decisions (Peppers & Rogers, 2016). furthermore, direct marketing enhances customer satisfaction, particularly when customers receive offers or products that align with their needs and interests.

**Hypothesis 5:** The Influence of Direct Marketing on Consumers Purchasing Decisions Regarding Cosmetics and Beauty Products Advertised by Male Actors in Thailand

5. Event marketing is a strategy that emphasizes direct communication and marketing to customers through various channels, such as mail, email, telephone, or personal messages. As a key tool in direct marketing, it plays an essential role in fostering long-term relationships with customers (Dube et al., 2010). in the cosmetics and beauty products industry, event marketing is particularly significant due to the personalized and targeted communication required for diverse consumer groups. This is especially relevant in Thailand, where consumer demographics are highly varied (Chaffey & Smith, 2022). Personalized promotions, such as tailored discounts for specific customer segments or exclusive offers delivered via email, can effectively stimulate purchasing decisions. furthermore, the use of male actors as brand ambassadors in cosmetic product advertisements is an additional strategy to capture consumer attention. This approach aligns with current trends, where men are increasingly interested in skincare and beauty products. According to Schultz et al. (1993), the credibility of brand ambassadors with a positive image helps build consumer trust, enhancing product reliability and influencing purchasing decisions (Peppers & Rogers, 2016). additionally, direct marketing contributes to customer satisfaction, particularly when customers receive offers or products that align with their specific needs and interests. **Hypothesis 6:** The Influence of Event Marketing on Consumers Purchasing Decisions Regarding Cosmetics and Beauty Products Advertised by Male Actors in Thailand.

### **Concepts and Theories on the Acceptance of Gender-Neutral Beauty**

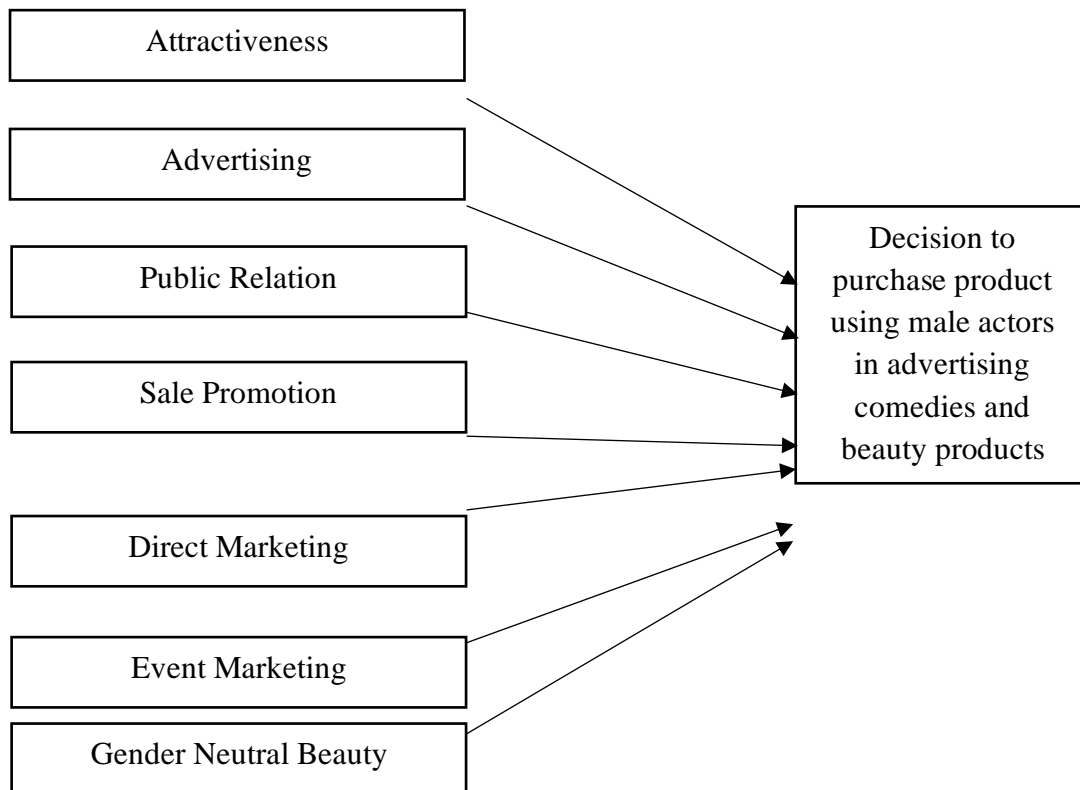
Gender neutral beauty is a concept that emerges from the transformation of traditional notions of beauty, which were previously confined within the binary frameworks of masculinity and femininity. Theories of gender identity and expression highlight that gender identity, and its manifestations are not limited to male or female categories but are instead fluid. As a result, gender-neutral beauty emphasizes self-expression without being bound by traditional gender roles or stereotypes (Wood & Eagly, 2012). Additionally, theories related to gender bias reduction reflect a societal shift towards greater openness and acceptance of gender diversity, moving away from traditional standards of beauty and gender roles. This is exemplified by the design of unisex beauty products that cater to all genders (Brown & Knight, 2019). Moreover, the acceptance of gender diversity incorporates insights from the evolutionary psychology of beauty, which suggests that universal attributes, such as facial symmetry or confident personality traits, are valued irrespective of biological sex (Buss, 1989). In contemporary society, the emphasis on gender-neutral beauty symbolizes equality, supported by the theory of beauty as social capital, which enables individuals of all genders to access various opportunities, such as employment and advertising (Chulalongkorn University, 2023). The beauty industry champions gender-neutral beauty by designing inclusive products for all genders, as seen in brands like Fenty Beauty. This perspective aligns with Pierre Bourdieu's theory, which argues that beauty is shaped by social and cultural contexts rather than inherent human nature (Bourdieu, 1984). The concept of gender-neutral beauty reflects societal development and provides everyone with an equal platform to express their identity.

**Hypothesis 7:** The Influence of Gender-Neutral Beauty Acceptance on Consumers Purchasing Decisions Regarding Cosmetics and Beauty Products Advertised by Male Actors in Thailand.

### **Concepts and Theories on Purchasing Decision Making**

Purchasing decision-making is a process in which consumers evaluate and select products or services to meet their needs or solve their problems. Consumer satisfaction with a product or service can influence future purchasing decisions (Suchart Traipopsakul, 2021). According to Simon (1955), purchasing decision-making involves selecting one option from several alternatives. This process may be influenced by both internal and external factors. Similarly, Kotler and Keller (2012) emphasize that marketers should understand consumer psychology and behavior to design appropriate marketing strategies and build sustainable relationships between consumers and brands in the long term. Theories of purchasing decision-making provide foundational psychological insights into how consumers make buying decisions. Siriwan Serirat (1997) explains that the decision-making process begins with need recognition, which occurs when consumers identify an unmet need or ideal state, often driven by internal motivations. Next is information search, where consumers seek information about products or services that address their needs, including recommendations from close acquaintances. This is followed by evaluation of alternatives, where consumers consider factors such as quality and price based on the gathered information. The purchase decision stage involves selecting the best product or service from the evaluated alternatives. Additionally, the decision-making process plays a vital role in fostering long-term relationships between consumers and brands, particularly when consumers have positive experiences with a product or service (Seree Wongmontha, 2004). This behavior may also be influenced by factors such as promotional campaigns or opinions from others (Kotler & Keller, 2012).

### Conceptual Framework



**Figure 1:** Conceptual Framework of the Study

## Research Methodology

### Population and Sample

This research adopts a quantitative research design, specifically using a Mono Method Quantitative approach in the form of Survey Research. The data collection follows a cross-sectional design. The population for this study consists of consumers residing in Thailand who have seen products featuring male actors in the advertising of cosmetics and beauty products. The sample size was determined using Yamane's formula, with a confidence level of 95% ( $Z=1.96$ ) and a margin of error of  $\pm 5\%$  or 0.05, resulting in a sample size of 400 individuals. The sampling method used was purposive sampling, with the selection criterion being individuals who have seen products featuring male actors in cosmetics and beauty product advertisements. Data was collected using a questionnaire with a 5-point rating scale.

### Research Instruments

The research instrument used for data collection was a close-ended questionnaire consisting of 400 sets, created and distributed online via Google Forms. The questionnaire utilized a 5-point Likert scale to measure respondents' opinions and included concise multiple-choice questions. It was divided into three sections: Section 1 focused on screening the respondents, Section 2 collected demographic information, and Section 3 assessed factors such

as the attractiveness of the actors, advertising, publicity, sales promotion, direct marketing, marketing activities, acceptance of gender-neutral beauty, and purchasing decisions regarding products featuring male actors in cosmetic and beauty advertisements.

### **Data Collection**

1. The research study on the influence of factors affecting consumer purchasing decisions for products featuring male actors in cosmetic and beauty advertisements in Thailand was conducted using a convenience sampling method and survey sampling technique through a Google Forms questionnaire. The sample group consisted of consumers residing in Thailand, and data was collected from 400 respondents between December 13-22, 2024.

2. The researcher distributed the questionnaire through various online media channels, such as Instagram, Line, and Facebook. The online distribution of the questionnaire was an effective method for reaching the target audience quickly and efficiently, achieving the desired sample size.

3. Once the questionnaires were collected, the researcher analyzed the data using the SPSS (Statistical Package for the Social Sciences for Windows) statistical software.

### **Statistical Procedures for Data Analysis**

The data analysis was conducted using descriptive statistics, including frequency distribution, mean, standard deviation, and percentage to summarize the results from the questionnaire. Inferential statistics were also employed to examine the relationships between variables. Pearson's Correlation Coefficient was used to analyze the correlation between variables, while Multiple Regression Analysis was applied to assess the relationship between several independent variables and a single dependent variable. Additionally, Simple Regression was used to test the significance level (Sig.), standard error (S.E.), regression coefficient (B), standardized regression coefficient (Beta), standard deviation error (STD. Error), and the t-statistic for hypothesis testing.

### **Research Finding**

Section 1 of the questionnaire focused on screening respondents, selecting only those who had seen products featuring male actors in advertisements for cosmetics and beauty products.

Section 2 collected demographic information about the respondents. The majority of the respondents were female, with 287 individuals (71.8%). The age group of 15-24 years accounted for 366 respondents (91.5%). Most respondents were single, totaling 390 individuals (97.5%). A majority of 354 respondents (88.5%) were pursuing undergraduate studies, and 358 respondents (89.5%) were students. Additionally, 197 respondents (49.3%) had a monthly income of 10,000 baht or less.

Section 3 analyzed the respondents' opinions regarding the attractiveness of male actors, advertising, publicity, sales promotion, direct marketing, marketing activities, acceptance of gender-neutral beauty, and purchasing decisions for products featuring male actors in cosmetic and beauty advertisements.

**Table 1:** The results of an analysis of the average and standard deviation of the variances

<b>The Variances Used</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>	<b>Level</b>
Attractiveness	4.2515	0.6016	Most Agree
Advertising	4.0875	0.6492	Most Agree
Public Relation	3.8342	0.7598	Highly Agree
Sale Promotion	4.2162	0.6331	Most Agree
Direct Marketing	4.0606	0.7429	Most Agree
Event Marketing	4.2230	0.6426	Most Agree
Gender Neutral Beauty	3.4916	0.9418	Highly Agree
Purchase Decision	4.0545	0.7102	Most Agree

Table 1 presents the results of data analysis regarding the level of opinions on factors influencing purchase decisions for cosmetics and beauty products featuring male actors in advertisements. The findings indicate that, overall, the factor with the highest level of agreement is Attractiveness, with a mean score of 4.2515. This is followed by Event Marketing (mean score of 4.2230), Sales Promotion (mean score of 4.2162), Advertising (mean score of 4.0875), Direct Marketing (mean score of 4.0606), and Purchase Decision (mean score of 4.0545), respectively. In contrast, factors with an overall level of agreement rated as "high" include Public Relations, with a mean score of 3.8342, and Gender-Neutral Beauty, with a mean score of 3.4916.

Section 4. Testing Hypothesis, an analysis employs multiple regression analysis to examine the factors influencing purchase decisions for cosmetics and beauty products featuring male actors in advertisements among consumers in Thailand.

**Table 2:** The results of an analysis of multiple linear regression

Variable	Unstandardized Coefficients		Standardized Coefficients	t-test	Sig
	B	Std. Error	$\beta$		
1. Attractiveness	0.2730	0.0640	0.2310	4.2780	<0.0010
2. Advertising	0.0300	0.0390	0.0280	0.7680	0.4430
3. Public Relation	-0.0570	0.0330	-0.0610	-1.7140	0.0870
4. Sale Promotion	0.3460	0.0600	0.3090	5.7700	<0.0010
5. Direct Marketing	0.3030	0.0380	0.3160	7.9330	<0.0010
6. Event Marketing	0.1160	0.0410	0.1050	2.8590	0.0040
7. Gender Neutral Beauty	-0.0750	0.0260	-0.1000	-2.8870	0.0040

Table 2 presents the influence on consumer purchasing decisions for products featuring male actors in cosmetics and beauty advertisements in Thailand, based on statistical significance (P-value) with a threshold of 0.05. The regression coefficients for variables that can predict or affect purchasing decisions are as follows: Attractiveness ( $\beta = 0.2310$ ,  $P < 0.0010$ ), Sale Promotion ( $\beta = 0.3090$ ,  $P < 0.0010$ ), Direct Marketing ( $\beta = 0.3160$ ,  $P < 0.0010$ ), Event Marketing ( $\beta = 0.1050$ ,  $P = 0.0040$ ), and acceptance of gender-neutral beauty ( $\beta = -0.1000$ ,  $P = 0.0040$ ). On the other hand, variables that cannot predict or affect purchasing decisions are Advertising ( $\beta = 0.0280$ ,  $P = 0.4430$ ) and Public Relation ( $\beta = -0.0610$ ,  $P = 0.0870$ ).

## Discussion/Conclusion

Based on the research findings aligned with the objectives and hypothesis testing results from the study on factors influencing purchase decisions for cosmetics and beauty products featuring male actors in advertisements among consumers in Thailand, it was found that the hypotheses related to Attractiveness, Sales Promotion, Direct Marketing, Event Marketing, and Gender-Neutral Beauty were accepted. However, the hypotheses related to Advertising and Public Relations were rejected. The results can be further discussed as follows

### 1. Attractiveness Factor

Attractiveness as a Factor Influencing Purchase Decisions significantly impacts consumers' purchase decisions for cosmetics and beauty products advertised by male actors.

The analysis at a 0.05 significance level reveals that physical appeal and a polished image capture attention, create positive impressions, and make advertisements more memorable (McCroskey & McCain, 1974). This aligns with Symbolic Interactionism (Blumer, 1969), which suggests that an actor's attractiveness reflects not only physical traits but also social standards and symbols, such as fashion and hairstyles aligned with trends, fostering consumer acceptance. Moreover, unique talents and engaging expressions further enhance the actor's charm, even when physical appearance is not perfect, stimulating positive consumer responses.

## 2. Advertising Factors

Advertising does not significantly influence the purchasing decisions of consumers when male actors are featured in advertisements for cosmetics and beauty products. The study, analyzed through correlation coefficients at a 0.05 significance level, found that advertising remains a key tool in marketing strategies to communicate with consumers via various channels such as television, radio, the internet, and print media, thereby stimulating consumer purchasing decisions, particularly for beauty products featuring male actors. However, the study reveals that this form of advertising has limited effectiveness among certain consumer groups, especially those who adhere to traditional values and still associate beauty products with women. While the use of male actors in advertisements helps expand the concept of gender-neutral beauty (De Pelsmacker et al., 2018) and captures the interest of some consumer segments, other consumers cannot fully associate the image of male actors with beauty products. This is particularly true for those who remain committed to traditional values, viewing cosmetics and beauty products as unsuitable for men (Clow & Baack, 2010). This finding aligns with research by Nitikarn Athithanaichaiyaphat, Supaporn Jaikarun, & Phaothai Wonglao (2016), which indicates that although male actor advertisements can enhance a modern image and attract consumer attention, they fail to trigger purchasing decisions for certain groups, particularly those not yet ready to embrace changes in beauty perceptions. This reluctance may stem from adherence to traditional values that still associate beauty products with women. There also remains a gender-based distinction in the perceived suitability of beauty products, influenced by societal values.

## 3. Public Relations Factors

Public relations does not significantly influence consumers' purchasing decisions when male actors are featured in advertisements for cosmetics and beauty products. The study, analyzed through correlation coefficients at a 0.05 significance level, shows that current public relations efforts focus on establishing long-term relationships between brands and consumers through effective communication and trust-building. However, the results reveal that public relations do not directly impact consumers' purchasing behavior. This aligns with the study by Sujanya Namthongkham (2017), which states that while consumers receive brand information via online media, this awareness does not necessarily lead to purchasing decisions or repeat purchases. These results indicate that building brand-consumer relationships through public relations does not effectively stimulate short-term purchasing decisions. Additionally, public relations using persuasion theory, such as featuring celebrity actors in advertisements to trigger awareness and purchasing decisions, does not always result in changed purchasing behavior (Hovland, 1953). While such communication may increase interest or awareness, it does not significantly alter long-term purchasing decisions. The findings suggest that public relations efforts aimed at building consumer relationships do not directly influence purchasing decisions, particularly when consumers do not see the need to purchase the product or are unable to connect the information from public relations with their decision to buy.

#### 4. Sales Promotion Factors

Sales promotion plays a significant role in influencing consumers' purchasing decisions when male actors are featured in advertisements for cosmetics and beauty products. The study, analyzed through correlation coefficients at a 0.05 significance level, found that sales promotions, through offers such as discounts, coupons, or free gifts, effectively stimulate immediate purchase intentions (Shimp, 2010). Additionally, sales promotions help enhance the sense of value for consumers, making them feel that they are gaining more benefits or value from their purchases. Combining sales promotions with advertisements featuring popular male actors can further increase purchasing motivation, especially among consumers seeking diversity or non-gender-specific beauty concepts. The use of special offers, such as discounts or free gifts, combined with performances by well-known male actors, can effectively drive purchasing decisions.

#### 5. Direct Marketing Factors

Direct marketing plays a significant role in influencing consumers' purchasing decisions when male actors are featured in advertisements for cosmetics and beauty products. The study, analyzed through correlation coefficients at a 0.05 significance level, found that direct marketing is effective in stimulating purchasing decisions by communicating directly with customers. This method allows for efficient targeting of the desired audience and provides measurable results (Peppers & Rogers, 2016). In the cosmetics industry, direct marketing helps build diverse consumer relationships, and the choice of a male actor as a spokesperson for beauty product advertisements enhances brand image and attracts attention (Chaffey & Smith, 2022). This aligns with the concept proposed by Duralia (2018), which suggests that direct marketing's key elements include customer databases that businesses can use for marketing purposes or to build good relationships with customers. Furthermore, direct marketing in Thailand helps adjust strategies and increase consumer satisfaction, leading to customer loyalty and repeat purchases in the future.

#### 6. Event Marketing Factors

Event marketing significantly influences purchasing decisions for cosmetics and beauty products featuring male actors in advertisements. Based on the analysis of correlation coefficients at a significance level of 0.05, event marketing is a strategy that creates customer experiences and engagement through various activities, stimulating rapid purchasing decisions by appealing to the five senses and reflecting the brand's image (Kriangkrai Kanjanapokin, 2012). Such activities capture attention and drive consumer purchasing behavior in the cosmetics market, particularly when male actors are featured in advertisements, promoting a gender-inclusive perception of beauty and encouraging consumer decisions (Seree Wongmontha, 2004). This aligns with Nosrati et al. (2013), who argue that event marketing fosters awareness, understanding, and acceptance between businesses and consumers through diverse and consistent promotional activities, ensuring regular consumer access to information. The content presented in these activities plays a vital role in driving engagement and ultimately supporting purchasing decisions.

#### 7. Gender Neutral Beauty Factors

The acceptance of gender-neutral beauty significantly influences consumers' purchasing decisions when male actors are featured in advertisements for cosmetics and beauty products. The analysis of correlation coefficients at a 0.05 significance level reveals a relationship between the acceptance of gender-neutral beauty and consumers' purchasing behavior. This result aligns with the research of Brown & Knight (2019), which focuses on

reducing gender bias. The acceptance of gender-neutral beauty is associated with reducing prejudice and breaking away from traditional gender norms. In society, there is an increasing openness to perceiving beauty without being restricted by male or female categories, leading to the creation of unisex beauty products suitable for all genders.

Furthermore, the research of Wood & Eagly (2012) indicates that gender identity and expression are not confined to male or female categories but can be flexible, especially in the context of gender-neutral beauty, which emphasizes self-expression without being bound by traditional gender roles or images. This factor has a significant impact on the demand or purchasing behavior for cosmetics and beauty products, especially when male actors communicate advertisements. Additionally, Erdem & Swait (2004) support this idea, suggesting that consumers' decisions to purchase cosmetics are often based on brand trust, product quality, and familiarity with the advertiser, rather than adhering to specific beauty images or concepts.

## **Suggestion**

### **General Marketing Recommendations**

1. Marketing Strategy in the Present the findings of this research can be used as a fundamental resource for planning the selection of male actors who are suitable for the brand image and target audience. By choosing actors who have an influence on consumers' purchasing decisions, the effectiveness of advertising and marketing communication can be improved, including the design of advertising campaigns. Businesses can use insights from studying factors that affect consumers to create advertising content that aligns with the needs and expectations of the target audience. Specifically, selecting the personality and expressions of male actors that match the characteristics of the product will help.

2. Creating Market Differentiation, the data from this research can assist brands in identifying and utilizing the unique traits of male actors as a selling point to create differentiation in the highly competitive cosmetics and beauty product market. This research helps brands understand the needs of consumers in each group, such as gender, age, or lifestyle, and adjust strategies to effectively reach specific target audiences. It can also influence consumer purchasing decisions.

3. Supporting New Product Development businesses can use data from this research to improve or develop new products based on consumer interests, particularly those responding to the use of male actors in advertisements. The approach of choosing male actors whom consumers trust and have a good relationship with the brand will help enhance brand image and trust in the product, ultimately benefiting marketing planning.

### **Recommendations for Future Research**

1. Research Methodology this study employs a quantitative research methodology. However, if the researcher seeks more in-depth and detailed information, it is recommended to incorporate qualitative research methods, such as in-depth interviews with a sample group. This approach would help understand the reasons behind purchasing decisions and provide more effective analysis of the results.

2. Additional Factors to Consider further studies should explore additional factors that influence purchasing decisions regarding products advertised by male actors, particularly in the context of consumers in Thailand. There may be important factors outside the scope of this research that could provide valuable insights for future studies.

3. Evolving Online Media and Consumer Preferences given the rapid changes in online media, consumer interests may evolve over time. Therefore, researchers could consider using case studies that do not focus solely on purchasing decisions influenced by male actors in beauty product advertisements but instead explore other forms of decision-making regarding beauty products. As trends and preferences shift over time, adapting the research approach will help achieve the most effective analysis of the results.

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