

Factors Associated with Men's Skincare Sales at Shopee Indonesia E-Commerce

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Abstract

Men's skincare use is increasing, along with the awareness of its importance. Shopee, as one of the largest e-commerce platforms in Indonesia, has become the main place for purchasing men's skincare products. However, study on the factors influencing men's skincare sales at e-commerce is still limited. This research aims to identify the factors associated with men's skincare sales at Shopee Indonesia e-commerce. A cross-sectional study, utilizing data from the 100 best-selling men's skincare products on Shopee until September 2024, was conducted. The dependent variable is the number of men's skincare sales, and the independent variables are the number of reviews, type of store, type of product, active ingredients, brand ambassador, number of products in one package, rating, price, free shipping feature, and discount. We analyzed the data using univariate descriptive, bivariate chi-square, and multivariate logistic regression analysis. SPSS 25 was used for all statistical analyses. The bivariate analysis results indicate that the number of reviews, product type, and rating have a significant relationship with men's skincare sales (p-values of $p=0.000$, $p=0.076$, and $p=0.020$). The logistic regression test showed that the variable number of reviews is the only variable that has a significant value with men's skincare sales (OR value of 132.021; CI=28.076-620.801; $p=0.000$). Thus, it can be concluded that the most associated factor with men's skincare sales at Shopee Indonesia's e-commerce until September 2024 is the number of reviews. Products with 376 or more reviews tend to have 132 times higher sales than products with fewer than 376 reviews.

Keywords: Men's Skincare, E-commerce, Shopee, Sales, Factor

Introduction

The world's population is projected to reach 8 billion by 2022, and 50.4% of the total are men¹. This provides a great opportunity for skincare manufacturers to target men as a second market for skincare products¹. A study in 2023 reported that modern men have a great interest and concern for their appearance, and skincare products will enhance their looks². Skincare is a series of products such as moisturizers, serums, and sunscreens³. However, along with the development of social norms, the skincare industry has also adjusted its marketing strategy by introducing products and treatments specifically designed for men⁴. Men's skincare is a growing segment, driven by increasing male awareness of self-care in Indonesia. According to the Persistence Market Research report in 2022, the largest market for men's skincare products is middle-priced products that can be reached by male consumers, which is expected to hold a market share of 53.3% by 2031¹. In addition, according to Future Market Insight data in 2022, the men's skincare industry is predicted to continue to increase until 2029, reaching US\$28,3448.8 million with a CAGR of 8%¹.

The way that consumers can get or buy men's skincare products is through online marketplaces⁵. E-commerce platforms for shopping have become a trend in today's technological era, and they are becoming popular as consumers are looking for the most convenient, fast, and easy way to meet their various daily needs⁶. In e-commerce, customers who shop online have access to a wealth of information about products, including product descriptions, ratings, and prices from various sellers⁶.

Shopee is an online shopping platform or marketplace owned by SEA Group or Sea Limited, formerly known as Garena, and founded by Forrest Li in 2009⁷. Transactions

for facial cosmetics, including the skincare category, also occurred the most on the Shopee marketplace, with 75.3% compared to Tokopedia, which was 24.7%⁸. Cosmetics sales data in e-commerce is quite interesting, depending on different consumer behavior in Tokopedia and Shopee⁸.

A previous study reported that advertising, brand image, and product quality significantly influence purchasing decisions, as they can create a sense of proximity and trust⁹. Other factors, such as brand reputation, brand ambassadors, free shipping features, and the availability of promotions and offers such as discounts and vouchers, have a big influence on increasing consumer interest⁹. Shopee often offers various kinds of promotions, such as Shopee Live and flash sales, which are factors that affect consumer interest in shopping¹⁰. Ratings and reviews are important indicators that give an overview of the quality of the product¹¹. Several other factors, such as trust, ease of transactions, cost-effectiveness, product and content quality, and overall usability, play a role in influencing consumers' decisions to make purchases online¹². Consumers tend to choose products with high ratings and positive reviews because this increases their confidence in making purchasing decisions¹².

Studies on the factors that are associated with skincare sales, such as the number of products reviewed, store type, product type, active substances, brand ambassadors, number of products in one package, ratings, prices, free shipping features, and discounts especially men's skincare in e-commerce, are still very limited in the context of the Indonesian market. Most studies on skincare product buying behavior tend to focus on women consumers, even though men also have different preferences and considerations when buying skincare products. Therefore, this study aims to identify factors that are

associated with men's skincare sales through Shopee Indonesia's e-commerce, including ratings, number of reviews, prices, brand ambassadors, vouchers, shipping, and product ingredients.

Method

This study is a quantitative study with a cross-section design. The research samples were lifetime sales data of the 100 best-selling men's skincare products until September 2024, which have inclusion criteria: men's facial skincare products and licensed by Indonesia's National Agency of Drug and Food Control (BPOM), obtained from the Shopee Indonesia marketplace by September 30, 2024. There are no exclusion criteria because all best-selling products are included in this study. The dependent variable of this study was the number of men's skincare products sold, while the independent variables in this study were the number of products reviewed, store type, product type, active substances, brand ambassadors, number of products in one package, ratings, prices, free shipping features, and discounts.

The number of men's skincare sales is categorized based on the median cutoff value after the data normality test¹³. The type of store consists of four categories; those are Shopee Mall, Star+, Star, and Non-Star. The types of products are categorized into local and imported products. The use of active substances in the products is categorized into three categories: those without organic active substances, those using organic active substances, and those using a combination of organic and inorganic active substances. Organic active substances are active substances derived from nature, such as plant extracts or derived from animals. Another variable is that brand ambassadors consist of two categories: with and without brand ambassadors. A

brand ambassador is someone who conveys product information to convince the audience and remind them of the products offered¹⁴. The number of products in one package, the rating, the number of reviews, the price, and the discount were categorized based on the median cutoff value after the data normality test (Kolmogorov-Smirnov). Meanwhile, the variable free shipping feature is categorized into available and not available.

The data obtained was analyzed using univariate analysis, which is a descriptive analysis (frequency, %); afterward, a bivariate analysis was performed using the Chi-Square test to test the relationship between each independent variable and dependent variable; then a multivariate analysis was conducted using a logistic regression test to identify factors associated with skincare product sales by including variables with a significance of $p < 0.25$ from the bivariate analysis results. The variable is considered significant if the p -value < 0.05 . All analyses were performed with SPSS 25 (IBM, Chicago, USA).

Result and Discussion

Characteristics of the best-selling men's skincare products

Table 1 shows the characteristics of the 100 best-selling men's skincare products on Shopee until September 2024. These 100 best-selling men's skincare products were obtained from the Shopee Indonesia website on 30 September 2024, which represents the sales and also men's behavior in purchasing skincare products. A total of 51 men's skincare products have sales of more than 1100. The most common types of stores are Star+ (42 stores) and Shopee Mall (41 stores). A total of 88 products are local products, 67 products use organic active substances as ingredients, 77 products use the ambassador brand, the number of products in 1 package of more

than 4 items is 56 products, 77 products have ratings more than 4.8, 51 products have prices of less than IDR 168.000, 97 products have free shipping features, and products with discounts more than 19.5% are 50.

In this study, we found that among the 100 best-selling men's skincare products in Shopee, 50 products have a number of reviews >376 based on the median cutoff. Reviews represent the level of satisfaction of skincare products¹⁵. Customer reviews can affect product purchase decisions¹⁶. Through reviews, consumers can get information on both positive and negative feedback as well as the consistency of reviews given by other customers¹⁵.

We also found that of the 100 best-selling men's skincare products on Shopee, the types of stores that sell the most are Star+ and Shopee Mall stores. Based on the quality theory, the service provided by Shopee can directly affect customers' online shopping behavior, playing an important role in maintaining loyalty and encouraging the sustainable use of the platform. Customers intend to buy at Star+ and Shopee Mall stores because products at Shopee Mall are guaranteed to be 100% original and have higher quality standards compared to products in regular stores¹⁷.

In this study, most men's skincare products are locals. Based on previous research, in addition to being more affordable, local products also have a quality that tends to be skin-friendly because they are made using natural ingredients, so they are still widely chosen by male consumers¹⁸.

We also found that brand ambassadors influence men's skincare sales on Shopee. Of the 100 best-selling products, 77 products have brand ambassadors. This is because the more attractive the brand ambassador is for the men's skincare product choice, the more it will affect

the image of the men's skincare brand among customers⁽¹⁹⁾. Based on previous research, if a brand ambassador is more attractive or more famous, it can affect the high buying interest⁽²⁰⁾. As an example, Lee Min Hoo, a public figure who is also the brand ambassador of Azarine skincare products, affects consumer buying interest in Azarine skincare²⁰.

Of the 100 best-selling products in our study, the number of products in one package that has more than 4 items is 56 products. Skincare packages usually consist of basic skincare products such as facial wash, moisturizers, and sunscreens for different types of skin²¹. In addition, serums and toners are also usually included in skincare sales packages.

In this study, a rating of more than 4.8 amounted to 77 products out of 100 best-selling men's skincare products. In addition, ratings above 4.8 have an impact on the number of sales. Before making an online purchase, consumers will usually observe the rating assessment from existing sources²¹. Information about product quality, seller services, and the process or processing time of products can be obtained through the ratings of consumers who are experienced in buying similar products²¹. Customer ratings have a positive influence on purchase decisions¹⁶.

Consumer perception of price is also an important factor that skincare brands need to pay attention to. Appropriate pricing can increase the perception of the value of a product and affect consumer buying interest²². In our study, 51 of the 100 best-selling skincare products had prices below IDR 168.000. It can be an indication that consumers who are looking for skincare products usually want products that are not only effective but also affordable²³.

It was found that 97 sample products have free

shipping promos from the 100 best-selling products in this study. This is because the free shipping promo is one of the marketing strategies implemented by Shopee, which plays a role in conveying information, convincing, and shaping consumer perception to encourage purchases²⁴. Given the high cost of shipping, this promo allows consumers to get discounts or exemptions from shipping fees²⁵.

In this study, products that have a discount of more than 19.5% amounted to 50 products. It is undeniable that consumers look for discounts as one of the main considerations before deciding to buy a product²⁶. In addition, consumers usually buy products online because the price is cheaper due to promos such as discounts²⁵.

Relationship between independent variables and the men's skincare sales

Table 2 presents the analysis of the relationship between independent variables and men's skincare sales using the Chi-Square test. The variables of the number of reviews, product type, and ratings showed a significant relationship with men's skincare sales (based on the number of products sold) with p-values of $p=0.000$, $p=0.076$, and $p=0.020$. Other variables, such as store type, the use of organic active substances, the use of brand ambassadors, the number of products in a package, the price, the free shipping feature, and discounts, did not show a significant relationship with men's skincare sales. Significant and potential variables with $p<0.25$ will then be incorporated into the model for logistic regression analysis.

Factors associated with men's skincare sales at Shopee Indonesia

Table 3 shows the factors associated with men's skincare sales on Shopee Indonesia until September 2024 using a multivariate

analysis with a logistic regression test. The number of reviews is the only variable that has a significant value with the men's skincare sales (OR=132.021; CI=28.076-620.801; $p=0.000$). This indicates that the high number of reviews factor (≥ 376 reviews) is the most significant factor associated with men's skincare sales (based on the number of products sold). Products with 376 reviews or more are 132 times more likely to increase sales than products that have fewer than 376 reviews. Reviews have a positive and significant influence²⁷. The more consumers who give favorable reviews on an item, the more people will shop for products on Shopee e-commerce²⁸. Three other studies also stated that reviews had a positive effect on sales^{27,29,30}.

In this study, local products tended to influence men's skincare sales on Shopee Indonesia (based on the number of products sold). However, the influence was not significant enough (OR=1.790; CI=0.192–16.703; $p=0.610$). This may be due to the lack of visibility among similar men's skincare products, the lack of engagement with customers, and the suboptimal promotion strategy of local products³¹.

Ratings of 4.8 and above show a strong tendency to influence men's skincare sales on Shopee Indonesia. However, the influence is not significant enough (OR=2.070; CI=0.311-13.763; $p=0.452$). This might happen because several other factors have a stronger influence on men's skincare sales, such as competitive prices, product quality, and service quality³². In addition, personal preferences, individual needs, and different skin types can make ratings less relevant for some consumers³². In other studies, it was also stated that ratings have a positive but not significant influence on buying interest³³.

In this study, the number of reviews is the

most associated factor in men's skincare sales at Shopee Indonesia. Reviews can persuade potential consumers to make a purchase decision and can provide more product knowledge³⁴. Therefore, we suggest that sellers on Shopee Indonesia should increase the number of customer reviews on their products to boost sales. Sellers can also provide written education on product descriptions in providing reviews for costumers so that customers can provide objective reviews according to the quality of the products purchased and make the reviews an effective promotional tool³⁵. Providing incentives or appreciation for customers who leave positive reviews can be an effective strategy to increase sales³⁶.

Price, brand ambassador, and discounts did not affect men's skincare e-commerce sales in this study. Online shopping may help men avoid self-consciousness by giving privacy and anonymity³⁷. E-commerce sites assist men chose skincare products with thorough product information and reviews³⁸. Additionally, gender-related characteristics including product gender congruity and purchase secrecy strongly influence buy intention³⁹. Men's skincare purchases are driven by health concerns and product attributes⁴⁰. These findings demonstrate that men rank discretion, information, product features, and health benefits over price when buying skincare online³⁷⁻⁴⁰.

Limitations

This research has several limitations. Firstly, we only collected data from Shopee Indonesia during a specific period, up until September 2024. Therefore, we cannot generalize the results to other platforms or at different times. Second, the analysis did not include other variables such as consumer text reviews or visual promotion effectiveness, which could influence sales. This variables can be analyzed

in further study. However, this study can provide information on factors associated with men's skincare sales at Shopee Indonesia so that it can be used as a reference for skincare manufacturers to develop their marketing for increasing men's skincare sales on Shopee Indonesia e-commerce. In addition, to the best of our knowledge, this study is the first in Indonesia to use secondary data to identify factors associated with men's skincare sales at Shopee Indonesia. Furthermore, studies related to men's skincare are also still rarely discussed; therefore, this study can be useful for sellers or manufacturers to increase men's skincare sales at Shopee Indonesia.

Conclusion

The most associated factor with men's skincare sales at Shopee Indonesia's e-commerce until September 2024 is the number of reviews. Products with 376 reviews or more are 132 times more likely to increase sales than products with less than 376 reviews. Other factors such as product type and rating may still be associated with the sales but were not found to be significant. Written education at product descriptions by sellers to customers in providing objective reviews in accordance with the quality of the products purchased may be used as an effective promotional tool. In addition, providing incentives or appreciation for customers who provide positive reviews can be an effective strategy to increase sales.

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Conflict of Interest

None declared.

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Table 1. Men's skincare product characteristics.

Variable	Number (n)
Men's skincare sales (median; range)	(1.100; 2 – 10.000+)
< 1100 product	49
≥ 1100 product	51
Number of reviews (median; range)	(376.5; 1 – 111.300)
< 376 reviews	49
≥ 376 reviews	50
Missing data	1
Store type	
Shopee Mall	41
Star+	42
Star	9
Non-star	8
Product type	
Local	88
Import	12
Use of organic active substances	
No	1
Yes	67
Mixture	32
Use of brand ambassador	
No	23
Yes	77
Number of products in 1 package (median; range)	(4; 1 – 6)
< 4 products	44
≥ 4 products	56
Rating (median; range)	(4.8; 4,0 – 5.0)
< 4.8	21
≥ 4.8	77
Missing data	2
Price (median; range)	(Rp 168.110; Rp 47.300 – Rp 454.000)
< IDR 168.000	51
≥ IDR 168.000	49
Free shipping feature	
Available	97

Not available	3
Discount (median; range)	(19.5%; 0% - 84%)
< 19.5%	50
≥ 19.5%	50

Table 2. Relationship between independent variables and the men's skincare sales

Variables	Men's skincare sales		p-value
	< 1100 n (%)	≥ 1100 n (%)	
Number of reviews			
< 376 reviews	44	5	0.000*
≥ 376 reviews	4	46	
Store type			
Shopee Mall	17	24	0.649
Star+	23	19	
Star	5	4	
Non-star	4	4	
Product type			
Local	46	42	0.076*
Import	3	9	
Use of organic active substances			
No	1	0	0.578
Yes	32	35	
Mixture	16	16	
Use of brand ambassador			
No	13	10	0.411
Yes	36	41	
Number of products in 1 package			
< 4 products	22	22	0.859
≥ 4 products	27	29	
Rating			
< 4.8	15	6	0.020*
≥ 4.8	33	44	
Price			
< IDR 168.000	24	27	0.692
≥ IDR 168.000	25	24	

Free Shipping Feature			
Available	1	2	0.582
Not available	48	49	
Discount			
< 19.5%	23	27	0.548
≥ 19.5%	26	24	

*p < 0.25

Table 3. Factors associated with men’s skincare sales at Shopee Indonesia.

Variabel	Odd Ratio	95% Confidence Interval	p-value
Product type			
Local	1.790	0.192 – 16.703	0.610
Import (reference)	1		
Rating			
< 4.8 (reference)	1		0.452
≥ 4.8	2.070	0.311 – 13.763	
Number of reviews			
< 376	1		0.000*
≥ 376	132.021	28.076 – 620.801	

*significant on p<0.05

Goodness of fit by Hosmer-Lemeshow test: 2.259; p=0.688

Nagelkerke R square: 0.751