

ABSTRACT

Name : Tasha Lonica
Study Program : Entrepreneurship
Title : Influence of Social Media Marketing, Social Factors, Brand Image, and Product Quality towards Men's Purchase Intention on Genderless Skincare Product.

Since ancient times, the skin and facial care industry, or commonly known as skincare, has had a history of differentiating products based on gender, but after entering the 21st century, people, especially men, began to slowly become aware of the existence of a gender gap. This makes people's demands for genderless products continue to increase. This gender equality trend has led to intense competition in the skincare industry. Therefore, companies must know the factors that can influence consumer buying interest to survive in this industry. By using a descriptive quantitative method through a Google Form questionnaire to 100 respondents, this study focuses on the influence of Social Media Marketing, Social Factors, Brand Image, and Product Quality on men's buying interest in genderless skincare products using the SPSS approach. The results showed that the intention to buy genderless skincare products was influenced by 2 variables, namely social media marketing and social factors. As for the other variables, namely Brand Image and Product Quality, they have negative influence on the intention to buy genderless skincare product.

Keywords: Social Media Marketing, Social Factors, Brand Image, Product Quality, Purchase Intention, Genderless Skincare Product