WHAT MAKES MALE COSMETICS TICK – SELF-IMAGE, FUNCTIONAL AND SIMPLE PRODUCTS?
AN ETHNOGRAPHIC STUDY ON MEN'S PERCEPTIONS OF COSMETICS

Sweta Chaturvedi Thota
University of San Francisco

Roberto Plascencia
University of San Francisco

Nicholas Greene
University of San Francisco

Charlie Cory
University of San Francisco

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The purpose of this study is to gain insight on male shopping behavior regarding male cosmetics. Applying an ethnographic framework, two males between the ages of 18-40 were interviewed through questions concerning their demographics, lifestyle, perceptions of self-image, attitudes toward masculinity, grooming, cleaning behaviors, and skin care. The results indicate three overall themes: (1) men are self-conscious about their outward appearance, persuaded by brands that encourage them to consider how their own self-image fits in the brand image, (2) younger men are conscious about, turning to anti-aging products to address this worry, and (3) men dislike spending too much time grooming themselves, preferring to use a single vs. multiple product that serves multiple benefits. Further, a brand was considered persuasive if it provided decision rules and evaluative criteria for the product. Managerial implications based on the results of this study are also discussed.

INTRODUCTION

Consider the following scenario: A top male executive from a prestigious firm is seen at a downtown convenience store in the cosmetics aisle, browsing through multiple facial moisturizers. His shopping basket contains the following products that might have been considered unconventional a decade ago: an exfoliating scrub, a "Just for Men anti-aging" cream, and a "Just for Men" hair coloring kit.

This scenario is prominently seen in major urban areas but has gradually spread to other areas as well. Even though the above scenario could have been interpreted as quirky not many years ago, recent research indicates that men are now more open to independently seeking out male cosmetics while still maintaining their masculine identity (Loo-Lee et al., 2005).

Not only is shopping for male cosmetics becoming commonplace, news articles have also reported a growing trend in the use of make up by males. Studies in the U.S. and Europe have shown that men are even slightly more concerned with their physical appearance than women (Elsner, 2012). For example, Mills (2007) reported that it would have been unusual for a man to be buying "under-eye concealer" for his girlfriend twenty years ago and completely unthinkable that he should be buying it for himself. While some men shop for products more openly, others may buy these products via their significant others. In an interesting article by Newman (2010), a woman reported that her husband was stealing her cosmetics which made her start buying cosmetics such as eye gel, stick concealer, and an anti-shine face powder from a popular website Menaji.com. This retailer is a world's leader in men's skincare and is positioned as offering "masculine" and "undetectable" line of cosmetics. Not surprisingly then, companies such as H&M and Clinique have reported that their new launches of cosmetics and make up products are largely customer-driven since enough men are asking for these products. Along this vein, concepts such as the "feminization of masculinity" (Lida, 2004) and the "metrosexual generation" (e.g. Clarkson, 2005) have surfaced as men become increasingly open to the possibility of using male cosmetic as part of their daily regimen.

Sales evidence around increasing adoption of cosmetics is noteworthy. While only 4% of men used cosmetic products in 1990, this number jumped to 21% in 2001, with an impressive 50% growth projected in 2015 (Diagne and Souiden, 2009). This trend translates into increasing bottom lines for marketers as consumer spending crossed $5 billion on men's grooming products in 2012, over half of which went into skin care and cosmetics (Codinha, 2013). This trend has led to a doubling of consumer spending over the past six years.

It is extremely surprising that male consumer behavior particularly for male cosmetics is under-researched, despite the steady growth of this trend in today's market. Despite a lacuna noted in research on male grooming products fifteen years ago, it is surprising that current research on male shopping behavior lacks in-depth research in identifying the variables that inform, guide, and influence male consumers' use of cosmetics. Thus, this study aims to extend the research on male grooming, and examines potential insights into male shopping behavior and the hidden motivations that males have toward cosmetics through an ethnographic research approach.

The rest of the paper follows the following format: first, we utilize previous research to offer our explanations, propositions, and motivations that drive purchase of male cosmetics; then, we offer our rationale and justifications behind utilizing an ethnographic framework to explore this research topic; and lastly, we discuss the findings and offer managerial implications for marketers to potentially utilize in their strategies to sell male cosmetics.

FACTORS THAT INFLUENCE PURCHASE OF MALE COSMETICS – CONCEPTUAL FRAMEWORK AND PROPOSITIONS

Given that in recent times, considerable changes have occurred in the cosmetic market and men have become key consumers for several cosmetic companies, it becomes imperative to understand and apply differences in shopping behaviors between males and females. While it may have traditionally been the woman's job to shop for cosmetic products for men, things are changing now with an increasing number of males purchasing their own personal care items (Diagne and Souiden, 2009). Men are increasingly involved in shopping activities while maintaining their masculine identity (Loo-Lee et al., 2005). Thus, they are becoming more and more comfortable with the idea of purchasing their own toiletries, fragrances, and skin care products (Sturrock and Pioch, 1998).

To arrive at motivations that drive males to purchase cosmetics, it is crucial to identify the factors that would shape their attitudes toward consuming these products. Along that vein, it is important to consider the different factors that research in marketing and related fields has shown to impact male purchase of cosmetics as well as perception of cosmetic use. Coley and Burgess (2003) found that men and women process information differently with regard to their consumption of products, and this explains that they also approach their shopping tasks differently (Chiger, 2001). One key finding points to the evidence that, while women are more likely to shop for aesthetic products, men shop for functional products (Dittmar et al., 1996; Rook and Hoch, 1985). In addition, these authors suggest that, while men are less susceptible to impulse purchasing, women's purchase behavior is in general more emotionally and psychologically rooted.

Our review of the few studies that are published on men's behavior and attitudes when considering the purchase of grooming products reveals that the variables that might have an impact on men's consumption of cosmetics can be grouped under personal, socio-cultural, and marketing variables. Given that ethnographic research is the most appropriate method to delve into gaining insights on factors that guide male shopping behavior (explained more in detail in the methodology section), this study focuses on personal variables. With personal variables such as self-image and aging (Diagne and Souiden 2009, Khan, Karim, and Abbas, 2016) and the fact that men shop for functional products (Dittmar et al., 1996; Rook and Hoch, 1985), this study focuses on these variables to gain insights on how and why males shop for cosmetics. We chose to focus on the personal variables rather than socio-cultural variables of beliefs and lifestyles, as well as the marketing variables of advertising and purchase situation, as these categories would become highly contingent on individual perception and situations and less conducive to a broader understanding.

Self-Image

Psychological insights underlying fashion trends have uncovered interesting findings that in the age-old ritual of courtship and mating, it is important to appear young, strong, healthy and attractive (Codinha, 2013). According to Featherstone (1991), self-image consciousness is one of the primary factors explaining why men are buying grooming products. Since the 1980s, there has been an increase in pressure for men to look trim, groomed, and muscular, enabling men's grooming products to be generally more accepted by the media (Firman and McNeill, 2014). While product functionality may guide material purchases by men, men also purchase products that are symbolic signifiers of social status and male identity (Bourdieu, 1979; Featherstone, 1991).

An increase in the number of men's magazines that highlight grooming products, images of well-built men in clothes, and styles aligned with latest fashion possibly, creates lower perceptions of self-esteem and tarnished perceptions of their own bodies. It is also likely that these self-perceptions contribute to the increasing reliance on male cosmetics as a way for men to reach their preferred self-image or desired identity (Bakewell *et* al., 2006; Mintel, 2000). The way men are portrayed in the media today challenges the outdated definition of masculinity. The image of a man in a suit is now replaced with that of a man showing his muscular body and bare skin (Firman and McNeill, 2014). This contention is in line with research on self and brand images that suggests that consumers who have self-images similar to a brand's image are more persuaded by advertisements of those brands because these ads encourage them to think about their own self-image (Graeff, 1996). Thus, we propose the following:

> *Proposition 1a: Men are self-conscious with their physical appearance, leading them to buy cosmetic products to fit their aspirational self-image.*

> *Proposition 1b: Men are likely to be more persuaded by brands that encourage consumers to think about their own self-image and how their self-image fits in with the advertised brand image.*

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Aging Effects

As with overall scant research on factors that drive perceptions and attitudes toward male cosmetics, there is paucity of research that focuses on the effect of aging on men's attitudes (Halliwell and Dittmar, 2003). The authors report that, in sharp contrast to women, men do not view aging as a factor that adversely influences their self-esteem. While this finding could still hold for older, traditional men, research shows that male consumers in western cultures consider youthfulness of the body as very important and seek cosmetic products to preserve their youthfulness (Coupland, 2007).

Sturrock and Pioch (1998) suggest that aging effects, such as poor skin condition and feelings of ill health, trigger men to buy cosmetic products to alleviate these concerns. Even though very little research has been conducted on the link between aging and body concerns for men, recent studies have shown that, in Western cultures, the preservation of youth is an important aspect of life for men (Coupland, 2007). In addition, young men are aware and conscious about what aging does to their skin (Coupland, 2007). Along this vein, recent studies have shown that young men under the age of 25 are more interested in preserving their youthfulness through the consumption of grooming products in comparison to older men (Khan et al., 2017; Liu, Lin, Lee and Deng, 2013). Particularly, they are persuaded by advertisements that use fear appeals in regards to the physical changes that come with aging (Coupland, 2007).

Thus, we propose the following:

> *Proposition 2: Younger men are conscious about aging and will be persuaded by anti-aging products.*

Product Functionality, Evaluative Criteria and Decision-Making

Certain aspects of a product persuade men and women differently because they process information differently (Coley and Burgess, 2003). The difference between men and women in regard to consumer behavior is in value, attitude, and role behavior (Moosmayer and Fuljahn, 2010). Specifically, men are more likely to be persuaded by functional products, while women are more persuaded by aesthetic ones (Dittmar et al., 1996; Rook and Hoch, 1985). Further, men across the world do not like to spend too much time shopping in general for all categories that include items such as food, clothing, cosmetics, and jewelry (Dholakia, 1999; Fischer and Arnold, 1990; Chen-Yu and Seock, 2002; Fram and Axelrod, 1990), we posit that men do not like to consider a laundry list of attributes to consider when they select a product. Thus, they are likely to be more persuaded when ads provide consumers with decision rules and evaluative criteria to consider when making decisions.

For example, an ad such as this might be more meaningful and, therefore, persuasive for a male considering cosmetics: "Keep in mind that a good after shave should keep your skin healthy, hydrated, balance skin tone and not sting your skin like most alcohol-based aftershaves. Brand X is the only after-shave that meets all these important criteria." In line with the above research that shows that men spend lesser time shopping for products, we also contend that men spend lesser time grooming themselves.

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This implies that, while they do seek functional benefits in products, they are unlikely to use multiple products to achieve the desired skin benefits. Usage of multiple products entails purchases of different items, opening and closing different bottles, and then applying different products – all of which take considerable time. Thus, a more preferred option would be Brand X after-shave where one product and single application provides effective hydration and balanced skin tone along with non-stinging alcohol-free benefits. A lesser preferred option would be a three-step grooming process involving three different products, where the first one is an after shave alone, the second a moisturizer that provides hydration, and a third that balances skin tone.

Following this line of discussion, we propose the following:

> *Proposition 3a: Men are more likely to be persuaded by an ad of a brand that not only provides decision rules and evaluative criteria for making a product choice, but also stresses that the brand possesses these criteria.*

> *Proposition 3b: Men do not like to spend too much time grooming themselves, and prefer to use a single product that serves multiple benefits as opposed to an engagement with multiple products that leads to multi-step grooming.*

METHODOLOGY

Choice of Ethnographic Research Method

An ethnographic research method was adopted to gain insight into male grooming habits and attitudes on personal care products. It is well known that men buy cosmetics in different ways, and marketers are yet to understand how attitudes and perceptions of self-image, including aging aspects, play a role in how men buy cosmetics. Further, we believe that quantitative methods using questionnaires would confine the research to asking respondents only a set of numerically anchored questions and would pose strict limitations in our exploratory quest for understanding deep seated feelings, attitudes and perceptions of self-image in toward male cosmetics.

The choices of using focus groups or conducting an in-depth interview were also considered plausible since these offer the researcher much more control than that seen in a naturalistic setting (Freeman and Spanjaard, 2012). However, these methods run into risks that could thwart the quest for true and real opinions of participants. For example, focus groups run into risks of the unwanted influence of some participants on others who may not be very vocal. Additionally, focus groups may not be successful at obtaining the true opinions of some participants who are not comfortable around the sensitive topics of attitudes, perceptions, and evaluations of self-image and adoptions of male cosmetics category. Finally, an in-depth interview that misses out on the naturally occurring context in which a respondent is based, also misses on the richness of data that is usually crucial in a research where a respondent may be uncomfortable answering questions when taken out of context.

In contrast to the above methods, ethnographic research method is the study of consumer behavior in their naturally occurring context. While other research is only about asking questions

and analyzing the responses to questions on a fixed scale (survey research for example), ethnographic research is a long-term observation followed by interviews that reflect detailed insights – something that what brand owners lack with other research methods. Several firms have been quite successful at this process of translating customer sentiments into real and tangible results. For example, in 2008, Unilever researchers watched people using Dove Soaps and realized that they kept them tucked away in a cupboard with cleaning products rather than with other beauty products. This led Unilever researchers to conclude that the consumer saw the product as a "low value, utilitarian solution." So, the firm designed new packaging that presented the concept to the consumer in a more visible and valuable way. The product packaging won a 2007 Starpack award and also increased its sales (Langer and Last 2007).

Participant Selection and Demographics

It is important to elucidate here the criteria chosen to select the participants and the participants actually recruited. Because the objective of this research is to understand the motivations that men have when they choose cosmetics, it is important to consider the age range when males actually engage in selecting and purchasing cosmetics. Since research suggests that men over 45 put brakes on cosmetics usage and do not indulge in cosmetics as much (Blanchin, Chareyron, and Levert, 2007), this research utilized the age range criteria of 18-40 years to select respondents. Further, males living in an urban location are more likely to be adopters and users of cosmetics, in which these two criteria guided our selection of participants. Specifically, both participants live in a major metropolitan city on the West Coast and are 27 and 32 years of age. In addition, both worked at smaller startups, were physically active and engaged in running and hiking, followed movies, and were active on social media such as Facebook and Instagram. Prior consent was obtained from these two respondents.

Since ethnographic research method entails observation of respondents in their natural environments followed by interviewing, prior permission was taken to observe them for three to four weeks and then conduct interviews with them if they felt comfortable in participating in these interviews. Privacy and anonymity were assured to the respondents so that they felt comfortable during the research. The researchers immersed themselves full time with the two respondents for approximately one month in order to gain a better understanding of their daily activities and habits.

The researchers observed the instances of grooming and details around their use of cosmetics during the initial three and a half weeks. During this process, the researchers observed day-to-day activities and daily routines, recording data through copious and meticulous note taking.

Interviews with respondents were conducted in the last two days of the research. Details on the contents of the interview and its process are discussed in detail below. While the interviews with the respondents were spread out over two days given their detailed and lengthy nature, the researchers coordinated among themselves to ensure that both the interviews followed questions around the same themes and had the same guiding patterns so as to be able to compare their results across both participants.

Data Collection Method

The researchers conducted two two-and-a-half-hour interviews in-person and in the male participants' homes. All four researchers participated in the research process. The interview process was conducted in two-hour formats, with two of the researchers being present in the respondents' homes while the other two researchers present on Skype as they functioned as observer and scribe for the answers. As the researchers with the respondents proceeded with the interview, the two other researchers on Skype were pre-selected as the observer and scribe for the answers. Thus, the interviewer's aim was to concentrate on the participants and keep the interviews streamlined. This process was kept the same across both the interviews. After the two interviews, all four researchers met and conducted an analysis of the answers, picking out common themes across the respondents' answers.

Broader, easier, demographic, and warm-up questions were placed at the beginning of the interview. This was done with the intention to make the interviewee feel comfortable with the researchers so that they felt comfortable sharing in-depth information on questions related to personal grooming, cleansing issues, overall attitudes, and product choices.

The questions were divided into four sections with a view to understanding the premium male target consumer at a deeper level: (1) a 45-question introduction on demographics, life, and style in order to establish a relationship with the interviewee and gain a rich understanding of each participant's day, work, hobbies, friends, interests, families, likes, and dislikes, (2) a 30-minute session with 21 questions on masculinity, male role models, and the values associated with these attitudes, (3) a twenty-five minute session with 20 questions on perceptions and feelings about their skin to gain a better understanding of their importance on skin care. Questions on their actual and aspirational self-image and the brands that promise this image and deliver their aspirational images, and (4) an hour with questions on cleansing and grooming needs including several questions how personal care products are purchased. In this round, questions were asked on how they purchase brands, if they are guided by brand ads that educate them on attributes that are important in selecting the right grooming product, and if they chose products that possessed these evaluative criteria. Finally, we probed on how men groom themselves and the time they spend on their grooming. Since the focus of this paper is on understanding subjects' perceptions of their appearance and how they perceive and choose their cleaning and grooming needs, questions pertaining to these are included in Appendix 1.

RESULTS

Overall, three common themes from both interviews emerged. These include respondents' views on self-image, aging and evaluative criteria, product benefits, and functionality were considered when choosing cosmetics.

Self-Image and Physical Appearance

Both participants mentioned handsome and well-kept male actors (ex. Brad Pitt and Ryan Gosling) as enviable based on looks. They also said that impressive jaw line and beards make one appear attractive while patchy hair and soul patches were seen as unattractive. The

respondents perceive their skin as being moderately good but are self-aware of what causes most of their conditions. Both respondents mentioned that they spend about five minutes in the mornings to maintain their skin and included lotion and sunblock for protection and face scrub occasionally.

In the casual talks during the interview process, the men mentioned: "they could never look like their aspirational actors such as Brad Pitt and Ryan Gosling but still would spend time on grooming to look presentable and attractive." The appearance of their skin played a positive role in both men's lives. For the first respondent, it was important to him professionally:

> *"From an appearance standpoint, my clients will look at every single detail. Like one longer sideburn will be noticed. Majority of my clients are the richest people on earth and a lot are old money and they pay attention to very, very small details. Being put together is not only important to them, but it conveys the quality of work that I do. My clients are the primary thing that affect my care regimen."*

This seems related to confidence, since the second respondent noted that good skin "*makes me feel good about myself. When you feel good about yourself, you are more confident in the world.*" Both men also commented that good skin translates into better appearance and self-image. The above findings and comments clearly support Proposition 1a that men are self-conscious with their physical appearance, leading them to buy cosmetic products to fit their aspirational self-image.

Both respondents admitted that they do judge a book by its cover and felt that the external appearance of men conveyed their social status. Along this vein, they mentioned that brands that tend to bring out the notion of self-image and promised to help them look attractive and take care of their skin to look presentable were more persuasive, and such brands ended up more frequently in their shopping carts. They also mentioned that Dove Men+Care was a brand that brought this line of thought out convincingly and that this brand's promise fit in perfectly with their aspirational self-image. This result supports Proposition1b.

Views on Aging

Concerns on aging unanimously surfaced in both interviews. Both respondents were subtly self-conscious about their aging and mentioned that certain hurdles around appearance will emerge as they age. While both the respondents said that they used cosmetics to take care of their skin so they do not have chapped skin or face health concerns such as sun damage, they mentioned that they were anxious about the effects of aging. Because they mentioned they were young, they do not take action against aging currently. However, they said that they had started paying attention to anti-aging products and their ads and are likely to consider them in the near future.

The first respondent said: "*Skin on the face is more sensitive and is usually the first thing people see. Body you can throw lotions on, but once your face shows aging, your appearance really goes down.*"

Both respondents highlighted aging during the interview and the second respondent noted that: "*younger looking skin makes me feel good about myself. When you feel good about yourself, you are more confident in the world.*" This finding supports Proposition 3 that younger men are conscious about aging and will be persuaded by anti-aging products.

Evaluative Criteria, Product Benefits, and Functionality

Another common underlying theme that both respondents highlighted was the fact that they sought the benefits that the product provided to them. In selecting the right product, they stated, *"it is very helpful to quickly look at the bullet points on a product's packaging, the key ingredients the product has, and what it does for me."* Further, they also said that, since they didn't know too much about these new-age molecules and product attributes and their benefits, they look up to brands to inform them about what is important in buying the product and how that product has that key benefit to help their grooming needs. Interview results around these support Proposition 3a that men are persuaded by brands that provide evaluative criteria for making a product choice. Brands that emphasized how they possessed these criteria were always the winners.

Around criteria on blades selection and shaving, the first respondent stated: "*Five blade razors… I only discovered three or four years ago. I discovered them in a commercial. They changed my life. Five blade razors are smoother and result in not as much bleeding from shaving.*"

The respondents also said that they avoided buying multiple products to apply to their faces. For example, many grooming products sell pre-shave gel, shaving gel, after-shave gel, cooling gel, face wash, and face wash for sensitive skin. In their minds, this list goes on and is very tiring. The respondents preferred timesaving multi-purpose products since these products achieved the same benefit when compared to using multiple products. The men thus desired products that are functional and simple. By keeping it simple, respondents reported that they do not find it to be a chore such as putting on "makeup."

Additional results from the interview support the view that men are open to using different product brands if there is a female influence, but are still adamant on the specific functionalities of their cosmetic products. The second respondent opinion on female influence is: "*I shower and wash my face. I also use my girlfriend's moisturizer when seasons change and my skin gets dry.*" Thus, when it came to the decision on moisturizing, the men trusted their girlfriend's or spouse's choice of a brand. Overall, these results support Proposition 3b that men do not want to spend too much time grooming themselves and that they prefer to use a product that serves multiple benefits rather than spending excessive time in multi-step grooming.

MANAGERIAL IMPLICATIONS AND CONCLUSION

This paper provides pivotal implications for marketers who are devising strategies to sell male cosmetic products, especially considering that it is a hard-to-break-into market. Thus, the results of this paper may provide implementable marketing strategies to increase the bottom lines. Specifically, marketers could utilize this paper's findings to develop more effective and persuasive advertising. For example, an effective ad should highlight product functionality and key attribute-benefit linkages, while keeping the product simple.

An effective ad could also utilize and integrate our overall findings – that men prefer to use multi-purpose cosmetics and that they use cosmetic products to reduce aging effects and improve physical appearance – to communicate these benefits to men on the product labels and in the ads.

Furthermore, while men are overall ambivalent to specific products or brands, once they are hooked, as in the case of both subjects' razors, they are extremely passionate and opinionated about a particular product or brand. Therefore, there could be a potential to market male cosmetics to a younger target audience, so that once they develop brand loyalty at a young age; this could continue on to their adult life. Another important implication could be persuading younger males with anti-aging products especially given our interesting finding that young men are conscious about aging., highlighting the advantages of these anti-aging would increase in purchases.

Lastly, the men simply used whatever their wives bought for other products, meaning that there could also be a potential to market male cosmetics to women as influencers in men's purchasing decisions. Another important implication concerns persuading younger males with anti-aging products especially given our interesting finding that young men are conscious about aging. The specific functional nature of anti-aging products can be highlighted in advertisements and geared towards the target market of older millennial. Along the same vein, highlighting the advantages and functionality of attributes of these anti-aging products and quick time saving applications through a single use, one-stop-shop products will be prescriptions for product successes.

In conclusion, it is stressed here that men's grooming has become more mainstream. In the past, if anything went beyond deodorant and body wash, men might have gotten laughed at, but today, the male consumer has an array of products for the care and maintenance of their appearance. As we see the numerous launches of new products in the men's personal care market, the purpose of this ethnographic study is designed to uncover the male target consumer and reveal male insights regarding the positioning of such a product. Since the male consumer is more complicated to understand and harder to market and advertise to, it is our hope that this study sheds light on the motivations and factors that drive men to consider and choose cosmetics.

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Section 1: Introductions, Life and Lifestyle Understanding
What is your life philosophy / approach to life?

Objective: Building rapport, getting an understanding of the respondent's life, lifestyle and home life

Section 2: Understanding Masculinity – With Target

Objective: Continue to build a contextual understanding of the target by understanding their attitudes towards masculinity and are most the important values and qualities for a man to have

Section 3: Your Skin

Objective: Understanding consumers' feelings about their skin

For this discussion, we are going to be interested in both the skin on your body as well as the skin on your face…

Appearance

•We asked you earlier about your role models: who are your appearance role models?
•What sort of look would you ideally like to have? How close are you to this look? Why/why not?

Care and grooming

•How do you take care of your skin? (probe both bathing and skincare routines on body and face, normal weekday vs. weekend vs. special occasions)
•Why do you take care of your skin? (probe: body and face). Why is this important? (Probe functional and emotional motivations)
•How does your appearance factor into your personal care routine? Why is your appearance important to you? Who are you most concerned about when thinking about your appearance (e.g., wife, co-workers, children)
•How do you care for your face (probe similarities and differences in facial skin and body skin)? Why is it important? Who is it most important for – self, others, partner, etc.?
•How did you first start caring for your face? (probe: when? What did they used to use? What do they use now? How has their approach to face care changed/evolved over time?)
•Tell me about your main grooming routines: what are they? Why do you do them? How long do you typically spend on your grooming routine?
•Does anyone influence your routines (probe: wife suggests products or practices, hear from other men at work, etc.)

Skin Associations

•How do you feel about your skin? (Probe: Differences/Similarities between skin on body and skin on face)
•What do you love about it? What do you hate about it – probe any conditions that they have?
•What would the ideal skin be look? What would it look like? Feel like?
•What does your ideal skin enable you to do? (Probe: both physically and emotionally)

Section 4: Cleansing & Grooming Routines

Objective: Understanding consumers' feelings about skin and habits, attitudes and routines relating to skincare

Have respondent take you through his entire grooming process and probe on the specific products he uses along the way. Be sure to understand each type of occasion in details: Cleansing, after-shave and moisturizing

Understanding Skincare (Cleansing + Moisturising, Body + Face)

I want to talk to you in more detail about your cleansing and skincare routines…

•Describe for me in detail a typical grooming/skincare occasion – (Moderator: Ask respondent to show you where he showers / bathes and describe in detail how he does it)
•Where do you shower/bathe? Shave? Moisturize?
•How often do you shower/bathe? Shave? Moisturize?
•What do you enjoy about showering/bathing? Shaving? Moisturizing? What do you dislike about each?
•What products do you use? Which brands do you use? (Probe: body skin, face skin).
•Is it important for you to have your own product in the shower? Why/Why not? (repeat for moisturization)
•Where do you keep these products? (Probe on: products kept in shower/bath vs. products kept elsewhere)
•How do you use each product? (Probe: get them to wash their hands so the photographer can capture the lather, use moisturizer, etc.)
Repeat for each grooming product he uses: Cleansing, Moisturizing, Face
•How long have you been using this product? How do you use it? (get him to demonstrate, where relevant/appropriate)
•How did you first hear about it (probe: wife, friend, children, etc.) Who bought it? (Probe: how his household grooming product shopping gets done, by him, his wife, etc.   What is his role in the purchase process?)
•What are the strengths of this product? Weaknesses?
•What do you hope this product will do for you?
•What product here could you not live without? What would you do if it was no longer available?
•How do you know a product 'cares' for your skin? Which products care more? Which products care less? Why?

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•Probe: Do any of these products provide "long-term" care for your skin? (Probe: differences and similarities between body and facial skincare). Which ones? Why?