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Factors influencing the consumption of male cosmetics products in South Africa

A research report submitted to the Faculty of Commerce, Law and Management at the University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing

BY

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ABSTRACT

The consumption of male cosmetic products is an emerging market that cannot be overlooked as it exhibits potential growth for manufacturers of related products. Although studies relating to the consumption behaviour of women towards cosmetic products are abundant, there are limited studies aimed at examining the consumption behaviour of cosmetics by men. It can be concluded that failure to understand the male consumption behaviour of cosmetics can lead to irrelevant marketing strategies that subsequently lead to poor return of investment to organisations.

This research study explores factors influencing the consumption of male cosmetics products in South Africa. The study attempts to establish the influence of self-image, societal expectation, media (celebrity endorsement) and the perceptions of modern men (metrosexuals) on the consumption of cosmetic products by South African men. A questionnaire was distributed via the online survey programme, Survey Monkey to collect research data. The sample consisted of 301 respondents, which was collected using the snowball sampling method. Reliability of the measuring instruments was satisfactory because the Cronbach alpha value was above 0.8 for all variables. Validity of the constructs was also acceptable when exploratory factor analysis was tested. Path analysis and regression weights methods were applied to test the hypotheses using the SPSS computer programme.

The results of the four hypotheses tested revealed that the growing consumption of male cosmetic products in South Africa is influenced by self-image and social expectation. The regression weight method discovered that the relationship between willingness to purchase the male cosmetic products and perception is not significant since the p-value was greater than 0.05. It was also established that the growing consumption of male cosmetic products is not a result of celebrity endorsement, which is contrary to similar studies in Europe, Japan and India. It is recommended that other variables such as reference groups (metrosexuals) be

considered for future studies to fully investigate key factors that influence the consumption of cosmetic products by men.

Keywords: consumption, male cosmetic products, self-image, social expectation, celebrity endorsement, perception, metrosexuals

DECLARATION

I, Kennedy Swisasekile Sithole, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Kennedy Swisasekile Sithole

Signed at ……on the ……day of …… 2018

DEDICATION

This report is dedicated to my parents who motivated me to further my studies – my father, Mr Noel Nkaniyamathonga Sithole, and my dear mother, Mrs Suzan Makhanani Mangolele Sithole. I am forever grateful for the prayers and support I received from both of you.

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CHAPTER 1: INTRODUCTION

Despite the fact that the cosmetic industry is traditionally associated with women, there is an increasing demand for cosmetics by men. The male niche cosmetic market is growing rapidly and is starting to represent an important opportunity for all manufacturers in the industry (Diagne, 2009).

Sukato (2009) affirms that “In recent years, men have become more conscious of their image than ever before, resulting in the expected increase in sales of male grooming products by 18 per cent globally between 2006 and 2011 and the market is valued at $25 billion” (p.40). It was also confirmed by Karve (2014) who suggests that “the word ‘cosmetics’ or ‘grooming’ is not only restricted to female clients; men are currently paying the same attention to grooming and the practice of personal care products, specifically cosmetic products. A similar study by Karve (2014) states that “It has become an indisputable fact that men have presented their increasing demands for higher living, wellbeing and health. Physical appearances for every man nowadays play a very important role in enhancing self-confidence “(p.21).

The need for male grooming products and cosmetics is motivated by factors such as facial hair growth and acne challenges that causes skin problems; hence, shaving is the most common cosmetic practice in men (Elsner, 2012). The study further claims that most men in European countries previously found pride in wearing beard, however; they have now resorted to shaving practices, which seem to be acceptable with current lifestyle for men.

Diagne (2009) suggested that most men usually buy products to produce the ideas and images that are linked to the products, which means that they intend to produce a desired identity and image. The study further claims that consumption of cosmetic or grooming products is usually not about the physical benefits but the value it creates to the consumer, for example, developing and maintaining a person’s identity. It can be expected that most people pursue to change their self-image through products they consume hoping to adapt to different characters in their lives, therefore; it can be assumed that men use grooming products to enhance their self-image.

The increase in endorsement of celebrities, specifically men who openly admit to using skincare products and publicising that these cosmetic products can make them look better has contributed to the consumption of cosmetic product worldwide. These celebrity endorsers prepared men to feel more comfortable with cosmetic products and has positively changed men's attitude towards the idea of purchasing male grooming products. The study was motivated by the need to investigate the effect of self-image, social expectation, reference groups and celebrity endorsement on the consumption of cosmetic products by men in South Africa.

The global growth of the male grooming market has led to studies relating to the consumption of male grooming products in most countries, for example, Denmark, India, Canada, France, Thailand and the USA. Punj (2011) has emphasized that understanding the current needs for men, their attitudes and behaviour towards cosmetics, has unlocked a new profitable opportunity in this underserved market, and it is now clearer than ever before that the male cosmetic market demonstrates an immense potential that will require a different strategy for success compared to the existing female market.

1.1 Purpose of the study

The purpose of this study was to establish the influence of self-image, societal expectation, the perception of modern men (metrosexuals) and media (celebrity endorsement) on the consumption of cosmetic products by South African men. Since the male cosmetics market is exhibiting a strong potential growth for businesses, there is a need for diverse marketing strategies that will result in successful implementation compared to the mature female market (Mcneill, 2011). Previous study by Shimpi (2012) claims that due to substantial differences in attitudes and behaviours that exist across genders, it will not be effective to apply the female marketing strategy in the male cosmetic market, therefore; this study is vital when designing and implementing marketing business strategies for the male cosmetic market.

The consumption behaviour is constantly evolving and 'modern consumers' are moving away from the traditional consumption behaviour because of the easy access to information. These consumers are becoming more thoughtful and can easily gather

information to make a decisive choice of product; these changes are creating a gap for manufacturers that are still traditional (Drury, 2000).

The study further investigated the influence of perception of modern men (metrosexuals) towards the consumptions of male cosmetic products. There is an emergent of 'modern man' culture in urban areas called metrosexuals; they act as male reference groups for consumption of modern products and fashionable lifestyle. These men are perceived differently by men depending on cultural backgrounds. Young men are looking up to the metrosexuals to track latest fashion trends. The consumption of cosmetic products by men can be perceived to be modern or western in some parts of the world but it can also be perceived as “weak” in certain parts of the world, however, most men perceive the metrosexuals as the 'modern man'. The study by Diagne (2009) reported that the male cosmetic market is niche and growing rapidly, and represents a significant prospect for all manufacturers in the industry. Since people behave differently around the world due to cultural differences, it was also important to understand the culture of the respective country for a better understanding of perception. Studies relating to the consumption behaviour of cosmetic products by men are overlooked, therefore, organisations are failing to allocate relevant marketing resources and initiate unrelated marketing strategies in respective countries. The lack or limited studies of consumption behaviour relating to them male cosmetic market does lead to substantial failures and financial loss when launching new products or penetrating new markets (Shimpi, 2012).

1.2 Context of the study

A study by Cheng (2010) established that “The worldwide business of male grooming products is expanding at a rapid pace, as men become more image-conscious and concerned about social expectation” (p 574). The study by Piayura (2013) states that “The recent trend on gender studies discusses the ‘metrosexual’ man as a new type of men in this decade” (p. 218).

The study in Finland established that the expenditure on cosmetic products increased drastically from the year 2000 and this growth resulted in numerous organisations starting to invest in the manufacturing of beauty care products (Rasanen, 2011).

Euromonitor International's 2015 report indicated that men's cosmetic products make up 8% of the global cosmetics market with strong growth, which is greater than 7.1% per annum (Barends, 2013). According to a survey conducted by L'Oréal, a key player in the cosmetic business, in 1990, about 4% of men claim to regularly use a facial care product, compared to 21% in 2001. In 2015, this segment is expected to increase to 50% and is predicted to grow by 18% globally (Diagne, 2009). The data highlights the need to investigate the growing consumption of the male grooming products, specifically the cosmetic products.

According to the Department of Trade and Industry (DTI) report, the total size of the South African cosmetics and personal care products market for 2010 was estimated at US$ 1, 5 billion. Beauty and personal care products targeted at men have increased significantly over the past six years (Voster, 2014). Cosmetic manufacturers have launched various products targeted at every man's needs such as anti-aging, sunscreen, healthy skin.

The study by Elsner (2012) claims that the global male cosmetic has grown significantly in recent years at a rate of 9% and was worth over U.S. $29 billion in 2010 and it is still expected to grow.

A study in India by (Krishnan, 2013) claims that the men's grooming market is thriving at 25% growth year on year and this is attributed to the rapid growth of the rising beauty consciousness among young men. Another study in Japan indicates that men's beauty care market has doubled in six years from 2016 and creating annual revenue of raking estimated at US$ 248 million (Tan C. , 2010).

Most cosmetic manufactures are starting to position themselves as innovators of the male cosmetic products and claiming to give attention to the male cosmetic products, consequently; claiming lucrative market share, revenue and product offerings. Furthermore, these cosmetic manufacturers are extending their product offerings from the stereotypical male toiletries products, such as shaving foam and razors to sunscreen, anti-aging creams and facial scrubs. A survey was conducted to collect primary data from male respondents and measured against the variables defined (self-image, celebrity endorsement, social expectation and reference groups). A quantitative research method

was carried to complete the study and it effectively answered the research questions in line with the research strategies (Cheng, 2010).

1.3 Problem statement

Self-image and physical attractiveness have always been associated with women, therefore; there have been numerous studies on women's consumption behaviour towards factors such as self-image. Men have never been associated with physical attractiveness or beauty; therefore, there are minimal and limited studies that focus on consumption behaviour of these attributes among men (Rasanen, 2011). There is a significant global demand for cosmetics tailored for men, representing an imperative growth opportunity for cosmetic manufacturers; as a result, this opportunity is creating a need for future studies in the male cosmetic products. Lauritsen (2014) emphasise that despite the male cosmetic market rising, there is still limited attention to studies towards the attitude of males toward the consumption of grooming products. It was of critical importance to research and understand motivations that stimulate the consumption behaviours of men and share the research results to better serve the market.

Jones (2011) asserted that the male cosmetic market is growing globally and it is offering great opportunities for organisations with international footprint, nonetheless; marketing studies in developing countries will be required, as these companies will need to appreciate that markets differ in culture and preference.

Cheng (2010) highlighted that there are studies already conducted in Europe and America that aimed to explore the influence of self-image and social expectation of men towards the purchase of grooming products. Hence, there is a critical need to extend the research in developing and traditional regions like Asia, Africa and India to further understand and examine the behaviour and attitude of consumers belonging to those societies. It is certain that conducting a study in diverse regions and culture can lead to different results.

It is obvious that cosmetics form part of the grooming products and because of that, most studies were conducted to explore the influence of grooming products and not cosmetics as a separate category. Therefore, future research should apply specific product

categories, for example, cosmetics, as it will help to accurately gain insights into the knowledge about consumers' perception toward a specified product or category (Guo, 2011)

Organizations manufacturing and promoting cosmetic products need to demonstrate the value associated with their products, for example, how the consumption of male cosmetic products can enhance the values that are important in the eyes of men (i.e. self-image) when formulating the advertising message (Diagne, 2009).

1.3.1 *Main problem*

The main problem was to establish the effect of self-image, social expectation and media, and their relationship with the consumption of male cosmetic products.

Gupta (2013) highlighted that "The use of cosmetics by a male is not for its tangible benefits, but the motivation behind is to have a strong identity, thus, because of the increasing exposure in the media, men are expected to be updated with the latest trends, be it cosmetics or anything else. The choice of cosmetics can be influenced by their favourite magazines or sometimes by their favourite celebrity endorsing this use" (p.79)

Products reflect a certain symbol in society and consumers strive to express social distinction in these societies by purchasing premium products. The purchase can be guided by different factors such as self-image, reference groups or media (Hosany, 2012).

1.3.2 *Sub-problem*

The sub-problem was to determine the effect of perception towards the consumption of male cosmetic products

1.4 Significance of the study

Nair (2015) summarized the concept of business by stating that understanding consumer culture and behaviour is the key to success. The modern world with constant technological improvement combined with globalisation plays a crucial role in the

consumption of products. It is evident that grooming products are now promoted globally and the association to hygiene and beauty has led to a rapid evolution in the male cosmetics industry.

The cosmetic market has evolved to the extent that men have become key consumers for several cosmetic business organizations, and are progressively involved in shopping activities while maintaining their masculine identity.

Cheng (2010) indicated that cosmetic manufacturers have initiated and developed marketing strategies that will accommodate the emerging cosmetic market for men. The media strategies with celebrity endorsement such as athletes are the most recognised for men, this is because men associated with most popular sports. Celebrity endorsement is the common marketing strategy for men as it serves as an educational platform for new products and attitude, it is perceived as the force behind the consumption of cosmetic products.

Since the male cosmetic market is not as advanced as the female market, marketers are constantly evaluating the patterns of consumption behaviour and interrogating purchasing decisions to project future trends. One of the consumer behaviour studies in Thailand highlighted the need for marketers to utilise research findings in order to implement successfully their marketing strategies of skin care products (Sukato, 2009).The research findings from this study will help to better understand and satisfy the need of the male customers in South Africa.

Self-image is a significant area of research in consumer behaviour and marketing because it provides the marketing manager with strategic insights concerning positioning and promotion of products and may serve as a basis for market segmentation (Hosany, 2012).

There are limited studies relating to cosmetic products in South Africa, most of the studies that are closer to the subject are related to skin bleaching by South African women.

1.5 Delimitations of the study

- The study was restricted to males aged eighteen years and above
- Respondents were required to have access to internet for the online survey.
- The demographic profiles were assumed to be students and employees.
- Respondents confirmed to currently using cosmetic products
- The snowball sampling method was applied to attract similar respondents.
- The results of the study were not compared to a similar study in South Africa
- Data was analysed using the SPSS computer programme

1.6 Definition of terms

Self-Image: Perception of one's self along image extent related to product user (Sirgy, 1997)

Cosmetics: Any product that can be smeared to the human body such as hair, nails, lips or eyes for the purpose of enhancing beauty, cleansing and colouring the skin. These products can also be used for protecting, preserving or changing the appearance of the skin (Coulter, 2002).

Reference Groups: A reference group is generally defined as "an actual or imaginary institution, individual or group conceived of having significant relevance upon an individual's evaluations, aspirations or behaviour" (Hu, 2012, p. 99).

Metrosexual are men who live in metropolitan cities and believed to be fashion conscious, prepared to spend money on cosmetics products and are willing to spend time and effort to increase their self-image and lifestyles. They are considered as men who challenge traditional masculine principles by exhibiting a modern and trendy lifestyle (Diagne, 2009). The metrosexuals apply cosmetic products for healthier and skin preservation. Self-image is significant to metrosexuals that they are willing to work out (exercise) or undergo surgery to attain the perfect form (Andrerson, 2008).

Likert Scale: A set of items made up of an equal number of favourable and unfavourable statements or questions relating to the attitude of the respondents. These respondents are requested to answer individual statement according to their personal belief or

experience on the research topic; this statement is replied by their own degree of agreement or disagreement. There are two types of Likert scales, the five-point and the seven-point. The five-point Likert scale consists of five responses: strongly agree, agree undecided, disagree, or strongly disagree" (Gliem, 2003).

1.7 Assumptions

The concept of cosmetics and grooming products was employed in the project, and both were somewhat related to usage, therefore, the study defined grooming products as cosmetics. There were different definitions depending on who used the terms, however, the concept of grooming products basically means all sorts of toiletries and beauty products used to take care of one's appearance with the only delimitation being make up (Lauritsen, 2014) .

The study assumed that the sample size represents significant data to generalise the consumption behaviour of cosmetic products by men in South Africa. It is further assumed that respondents are answering the research questionnaire with vast experience of the products they claim to be consuming and therefore; answering the questions truthfully.

The study referred to men consuming cosmetic products as metrosexuals but the term can be confusing because there are men who consume the same products and cannot be classified as metrosexuals.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The literature review starts by providing insight into the origin of cosmetics, the history, the purpose and the users. This section provides extensive research in the shifting behaviour and attitude of men towards cosmetics.

The second section covers the global cosmetic market, including countries such as Denmark, the United States of America, India, Japan, and lastly, South Africa. This section investigates the global cosmetic manufacturers, their annual sales figures and their future sales forecasts. It further gives an in-depth understanding of the demographics of the consumers.

Social and technological changes have created conditions, which are reflected in consumer behaviour, the shift is attributed to the evolution of the internet, and communication technology, therefore, the last section investigates some of the factors influencing the consumption of male cosmetic products (self-image, media, reference groups and social expectation).

The literature will be useful during the research methodology section since it includes social and behavioural sciences. The literature is also important to design a questionnaire that will be distributed to collect responses by means of a Likert-type scale format (Boari, 2015).

2.2 The use of cosmetics

Since most people are concerned about their looks, especially physical and facial appearance, then the use of cosmetics is the quick and appropriate remedy to achieve the ideal image. It can also be concluded that physical appearance has an impact to psychological attitude. The application of cosmetics improves the physical appearance, which in turn boost the consumer level of confidence (Lauritsen, 2014).

Sabharwal (2014) confirmed that cosmetics improve the confidence of consumers in societies as their physical looks are enhanced and they feel accepted in their respective communities.

The purpose of cosmetics varies from different regions depending on marketing strategies presented by organisations, it can be argued that some manufactures claim that their cosmetics products are to protect against the adverse effects of the environment and the aging process, while others promote the enhancement of physical appearance to make consumers beautiful in the eyes of others. Whereas male cosmetic products were initially promoted as products used for the purpose of cleansing and maintaining a youthful look (Jones, 2011).

Human grooming has been existing for centuries and it has been evolving ever since; consequently; it became a form of ritual behaviour. Grooming was associated with social status, maturity, even culture. People groomed differently according to their diverse cultures and because of the technological developments, grooming is starting to be common around the world. The grooming behaviour is substantiating the need for products that offer value that goes beyond their commercial value (Rook, 1985).

Beauty has always been associated with women, however, modern societies require men to look after themselves as women do, therefore; men are more concerned about their looks as much as women. Marketing studies have been conducted to understand the global role of the emerging metrosexuals, which is assumed to be influenced by media (advertisement). Various marketing strategies, have, to a large degree, inspired men to adapt themselves to new lifestyles and attitudes (Guo, 2011).

2.3 History of Cosmetics

The history of cosmetics dates back to 6,000 years of human history and evidently with almost every culture globally. The Western World was the earliest region that started using cosmetics during the Middle Ages and by then, cosmetics were perceived to be used by members of the upper class (Khraim, 2011). Some studies suggest that cosmetics originated from the Far East by Egyptians who used it as eye paint around 3000BC. They eye paint was specifically used by women to remove wrinkles. There were

different ingredients that made up the cosmetics, olive oil, crushed cypress and wax to the face and leave them on the skin for six days (Brown, 2008). The Egyptians pride themselves in adding fragrances on the traditional cosmetic products and sold to the upper class citizens.

This Egyptian cosmetic product became popular that they started to trade with Hebrews who took it back to Judea. The women of Judea often applied the cosmetics to improve their facial features although many Jewish prophets considered cosmetic as senseless (Hunt, 2011).

The Greeks had a different purpose of cosmetics usage, it was for medicinal purposes and grooming but it was also linked to their religion. The word cosmetology is derived from the Greek word kosmeticos, which means “skilled in the use of cosmetics” (Gerson, 2004).

The Roman attitude towards cosmetics was motivated by hygiene and enhancement of beauty. The usage of cosmetics was also perceived civilized and elegant by both men and women. The cosmetic consumption created business opportunities for locals who were making these cosmetics from natural ingredients. People at that time devoted hours toward caring for their skin, hair and bodies (Hunt, 2011).

Both women and men of England always believed that physical appearance is the most important factor in society. It is revealed that during the reign of Elizabeth I, which started in 1559 and ended in 1609, there was a vast increase of the sales of mirrors. The need to improve physical appearance was attributed to the renaissance that is alleged to have changed many of the ideals and beliefs of the Middle Ages (Hunt, 2011).

During the eighteenth century, Marie Antoinette became the queen of France and changed the grooming traditions that her reign era was considered the 'age of extravagance'. Grooming was considered extravagant and to such an extent that wealthy women bathed in strawberries and milk. Both men and women regarded beauty as prominence, as a result; they collected a variety of cosmetic products (Gerson, 2004).

During the 1980’s, there was abundant studies that raised awareness of nutrition and its effect on bodies and skin. There were also a growing number of cosmetic products and healthy diets aimed at enhancing beauty. It was evident that there is a relationship

between food and physical appearance, therefore; women's awareness of nutrition and its effects on their bodies and skin began to grow. Women definitely considered what they were putting on their faces and used creams that aided in conditioning and preserving the skin (Hunt, 2011).

Since then, the industry has grown significantly with products manufactured for several motives such as beauty, skin treatment or anti-aging. The cosmetic market was matured by the 21st century and large corporations took advantage of the opportunity and the market became a multibillion-dollar enterprise (Baghel, 2014).

2.4 Cosmetic Industry Overview

- Global overview

  The cosmetic industry was growing significantly that in the year 2000, the market was estimated to represent $166, 2 billion worldwide and the projected to continue growing at 11, 5% average year-on-year (Villebonne, 2002). Statistics collected indicated that Western Europe had the biggest consumption of cosmetic products followed by North America. Similar data collected from Latin America and Eastern Europe confirmed that there was tremendous growth in the cosmetics market with estimated growth rate of 54 per cent and 35 per cent respectively (Rajoria, 2013). The global growth of male cosmetics was inevitable, such that it was worth $32.7 billion in 2008 with the year-on-year growth percentage anchored around ten percent over the last decade (Diagne, 2009). The growth of skin care products for men was stimulating to manufacturers and as a result, there was an increase in studies aimed to explore the market share between men and women. It was revealed that in the Western countries, 30 percent of the cosmetic market was represented by men. Figure 1 reveals the global cosmetic market for 2015 (van Paasschen, 2015), with Europe taking the lead in the consumption of cosmetic products, Asia was the second in value but the biggest in volume of products because of the high population, however, Middle East and Africa still have a very low consumption of cosmetic products. Africa was growing at fast pace compared to other regions and represented the highest potential for the consumption of cosmetic products. The high temperature weather conditions in Africa unlocked a

market for skin care products that promise the protection of the skin against these environments.

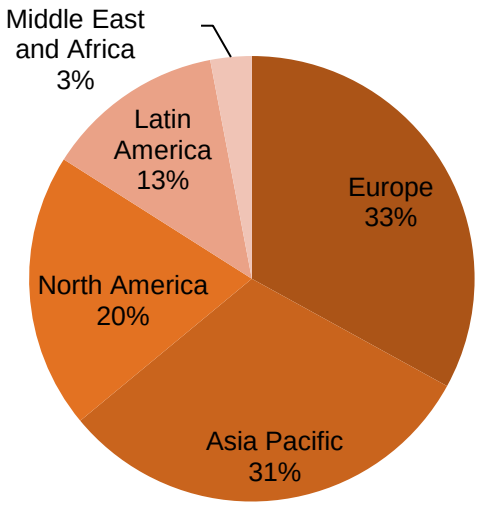


Figure 1: Worldwide Cosmetic Market (van Paasschen, 2015)

- India:

"The Indian cosmetics market industry was estimated to expand at a CAGR (Compound Annual Growth Rate) of around 17% between 2011 to 2015. Men are consuming more Clarins products compared to women. According to the Indian Cosmetic Sector Analysis from 2009 to 2012, the rise in the skincare market for personal grooming is mainly due to awareness; the skincare market is further expected to register strong CAGR of nearly 19% during 2010-2013" (Junaid N. , 2013, p. 206)

- USA:

The American cosmetics market, which is categorised as toiletries, was estimated at US$33.5 billion in 2005, the figure represented a 4.1 per cent growth from the 2004 sales of US$32.2 billion. The male cosmetic market was neglected by manufacturers in the past after some studies publicised limited opportunities. There was a study conducted by one of the leading cosmetic manufactures in 1990. The study revealed

that 4 percent of men claimed to use a facial care product on a regular basis, the same study conducted in 2001 had different but interesting results and 21 percent of men were using facial care products (Diagne, 2009). It is evident that the American cosmetic market is growing rapidly and the purchasing behaviour of men in this industry is shifting drastically, therefore, creating an opportunity for all manufacturers to cater to this market (Sweta Thota, 2014).

- Japan:

  “The data from the Yano Research institute in Tokyo, indicated men's beauty care market has doubled in the past six years and in 2006, was raking in annual revenues totalling US$248 million. Japan's Economy, Trade and Industry Ministry reported that the domestic sales of men's cosmetics, boosted by skincare products, are up 30% since 2001 and have advanced 12% from 2005 to US$124 million” (Piérard, 2003, p. 922). Countries such as Japan has the highest consumption of male cosmetic compared to other Asian Pacific regions. There is a huge migration of men from villages to urban areas for employment, therefore; men are changing their image to blend into the urban lifestyle (Guo, 2011).

- Denmark

  Grooming with cosmetic products for men in Denmark has always been associated with societal class and responsibility. Since most men are willing to spend money to create the ideal look, a study in 2013 was conducted to explore the average spending of cosmetic products by men. The study established that men were spending an estimated US$ 936 million a year on cosmetic products with sales prospect of US$ 1,4 billion by 2017 (Lauritsen, 2014). Rosing (2014) confirmed that in 2014, the total men’s monthly expenses on grooming products, hairdressers and other treatments is estimated at US$ 22 million on average versus the US$ 380 million on average spent by women.

- South Africa

  The growth of the world beauty market was closely linked to the waves of globalisation, which began in the nineteenth century. Businesses were at the heart of building what is now called the first global economy; firms, primarily based in

the Western countries crossed borders and established operations in foreign countries, inclusive of South Africa. Some of the big organisations with local manufacturing in South Africa include Colgate-Palmolive, Henkel, Procter & Gamble, and Unilever opening factories locally (Jones, 2011).

According to the Department of Trade and Industry (DTI) report, the total size of the South African cosmetics and personal care products market for 2010 was estimated at US$ 1,7 billion at retail level and contributes 1,0% to the Gross Domestic Product (GDP) (Barends, 2013).

The growth in cosmetic products for men has been identified as an area of great opportunity for the local cosmetics and toiletries industry. Some of the global marketing strategies are adopted in South Africa with no guarantee of effective consumer response.

2.5 Cosmetic Product Category

There is a variety of products that form part of grooming range from shaving products, facial creams and deodorants. In 2006, the global men's grooming market was predicted at $21.7 billion, which represent about 8% of the global cosmetics and toiletries market as a whole (Cheng, 2010). Products classified as the shaving and deodorants had the biggest market consumption in the total market, accounting for a share of 79% (Davies, 2007). The total market grew by almost 17% from 2006 to 2008 and the global men's grooming market was valued at US$26 billion in 2008. While the male cosmetic market was growing significantly, the same was also acknowledged for the female cosmetic market (Cheng, 2010). In 2011, data revealed that the U.S. was the biggest market for male cosmetics with sales of US$ 4.7 billion (Guo, 2011). Figure 2 shows the global consumption of cosmetic products.

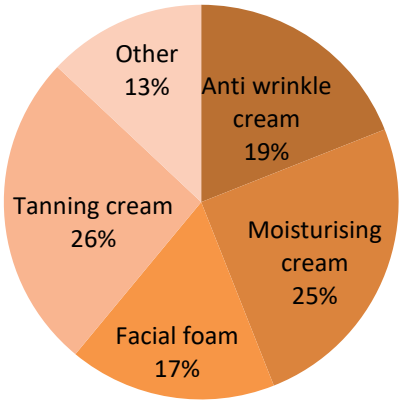


Figure 2 Global Consumption of Cosmetic Products (Shimpi, 2012)

Table 1 highlights the global retail sales by product category.

Product Category	1998	2010
Skin care	16.4 %	23.0%
Hair care	20.8%	17.3%
Skin Colouring	13.5%	12.3%
Fragrances	12.9%	10.4%
Toiletries	31.2%	30.6%
Others	5.2%	6.4%
Total sales value (billion USD)	**166.1**	**382.3**

Table 1: Global Beauty Retail Sales by Product Category (1998-2010) (Sabharwal, 2014)

The twentieth century represents a technological era and the demand for advanced and premium products remains at the forefront of market competition. The survival of organisations relies on innovation, research and development. The global cosmetic industry has grown rapidly in recent decades and this growth is attributed to the aggressive consumption in the Asian, Eastern European, and South American markets. Most grooming products such as soaps, facial cleansing and deodorant have long life cycles cosmetic products such as make-up, anti-aging moisturisers and lipstick have short life cycles of up to three months (Kumar, 2005).

The success of organisations depends on technology and new product development but the same cannot be said for cosmetic products, the success depends on the consumer needs (Sabharwal, 2014).

The definition of cosmetics to most consumers still refers to colour cosmetics or make-up. The colour cosmetic represents only 18% of the whole grooming market while the colour cosmetics account for 14%, fragrances 21%, hair care 19%, skin care 17%, beauty services 13%, herbal products 9% (Shimpi, 2012).

2.6 Cosmetic Global Leaders

L'Oreal has a conducted several studies through their global market research firms in London, Chicago and Singapore. The results of these studies summarize the performance of the top five manufactures. L'Oreal claim to have 16.8% market share and gross sales of roughly US$ 4 billion. The second biggest cosmetics organization is Estee Lauder Company with 10.9% followed by Procter & Gamble Company 9.3%, Revlon Inc. with 7.1% and Avon Products Inc. 4.7% (Sinha, 2012).

2.7 Global Male Cosmetic Market

There were various studies conducted by cosmetic manufacturers that aimed to understand the male cosmetic market. One of the study was conducted by L'Oreal in 1990. The study claimed that only 4% of men agreed to use a facial care product for different reasons. The same study was conducted in 2001 and the results presented a significant increase, 21% of men agreed to using cosmetic products (Junaid A. , 2012). In 2015, this fraction was expected to increase to 50%, more specifically, about 40% of men in France use high-end skin care products, in the UK, they spend US$160 million a year on cosmetics; while their counterparts in the US spend as much as US$2.3 billion on skin care each year (Diagne, 2009).

The global perception of beauty products is that the market is monopolised by women, however studies conducted in India revealed that men were always the hidden customers. It is assumed that women generally buy groceries and toiletries for their

household; therefore, they would also buy and recommend cosmetic products for their male companions (Priyadarsini, 2009).

Shimpi (2012) claims that the established segment of male grooming is motivated by men participating in fashion shows and TV channels that specifically focus on fashion. The study further claim that beauty pageants exclusively for men, especially in the metropolitan cities with men appearing to have been well groomed and physical attractive.

The word ‘cosmetic’ or ‘grooming’ is not only limited to female consumers in modern days, even the male consumers are giving equivalent meaning to grooming and the consumption of cosmetic products. In the old days, men using cosmetic would have been perceived weak or feminine but the perception evolved dramatically (Junaid N. , 2013).

The traditional masculine qualities in society are evolving; men are starting to take care of their image and appearance ever than before. The portrayal of men as strong, rough and untidy is no longer the status quo (Andrerson, 2008). Global media with male models and latest fashion trends is easily accessible from every corner of the world and men are adopting the latest grooming trends.

“A beard symbolises the transformation from a boy to a man, therefore shaving is one of the ritualistic behaviours that is to increase involvement in subsequent acts (van der Hart, 1983). However, there has been a sudden advent of grooming products for men in the beauty and personal care category; the category includes shaving creams, gels and foams, shaving razors and blades, shower gels, deodorants, skin and hair care products designed for use by men (Rajoria, 2013, p. 7).

Although the traditional use of cosmetics is to cover up bad skin conditions, the cosmetic products evolved so much that the modern practise of cosmetics is related to preservation of youthful skin and self-image related concepts. Organisations manufacturing cosmetic products have increased their product offering to accommodate the market demand and new markets such as the male cosmetic products created by the metrosexual culture. The global demand for male cosmetic products is linked to media marketing strategies that aim to educate men about preserving their skin health reasons, self-image and social expectations.

2.8 South African male cosmetic market

The growth of the male cosmetic market in South Africa is following the global trends and growing at 11% year-on-year since 2003. Local cosmetic manufactures anticipated the double-digit growth would continue until 2020 and then fall between 7% and 9%. Unilever South Africa has the highest local market share leading with 36% in 2014, followed by Procter & Gamble and Tiger Consumer Brands, both with shares of 8% (Barends, 2013). The are other small players such as Beiersdorf Consumer Products, Revlon, Indigo Brands and the Clicks Group who are also growing the sales significantly.

A study by Dlova (2012) suggest that the most popular cosmetic products are those that have bleaching properties with the promise to improve the complexion by black South Africans women. The study further claims that lighter completion is more acceptable by society and people are using these products to achieve the ideal self-image.

The male cosmetic products contribute an estimated 25% of the total sales of the cosmetic industry (Euromonitor, 2015). South Africa has seen an economic growth for the majority of the population since the democratic government in 1994, thereby creating the potential for a sustained boom in consumption.

The demographic profile has changed with the growth of middle class creating the potential for consumption. The middle class have access to global brands and products through global media marketing, therefore; they pursue to consume these products to create an ideal self-image.

One of the major assumptions for the growth of the South African market is linked to globalisation, which is about communicating and harmonising the message given to a global consumer. Media, precisely advertisement is distributing similar message to different countries due to technological advancement (Kumar, 2005). The demand for global products is at the rise in almost every countries and can also be witnessed for South Africa

2.9 Global spending on cosmetic products

“The twenty largest emerging economies have a total of more than 700 million households earning an aggregate of some $1.7 trillion per year, roughly equal to the gross domestic product of Germany. Brazil’s poorest 25 million households have an annual income of around $73 billion per annum; China’s 286 million lowest-income households have an annual income of about $691 billion; and India’s 171 million poorest households have spending power of about $378 billion (Anderson J. , 2007). Low-income consumers have low disposable incomes, and therefore do not consume at all or are infrequent buyers of products and services, for example, two-thirds of Indian villagers are in the lowest-income category, making them acutely sensitive to price. They spend more than two-thirds of their income on food, and must pay for products such as soaps, scents, shampoos and telecommunications services with whatever funds remain” (Anderson C. , 2001, p. 118).

The civilization in the Central and Eastern Europe attracted organizations interested in expanding their footprint in the emerging markets. Innovative organisations wanted to introduce and expose their new products via media and education, which helped lead consumers to greater understanding and desire for Western branded products (Dasgupta, 2010). Major multinational firms such as Proctor & Gamble, Henkel, and Johnson & Johnson, who were manufacturing leaders of grooming and cosmetic products began distributing and manufacturing in Central and Eastern Europe. In 1992, there was a flow in grooming and cosmetics products, this also lead to the growth of several new retail establishments (Coulter, 2002).

“Statistics Finland (2007) has reported that spending on clothes and footwear was among the expenditure categories that witnessed the steadiest increase during the early 2000s. In addition, various statistics indicate that spending on personal care rose at the start of the new millennium (FCTDA, 2007; US Bureau of Economic Analysis, 2008) and, for example, the number of firms offering beauty care treatments increased dramatically in Finland” (Rasanen, 2011, p. 443).

There is a global growth of the middle class with great spending power, which is estimated grow significantly every twenty years, therefore, organisational marketing and sales strategies should be tailored to cater for this emerging opportunity. The

consumption behaviour of these consumers will evolve, increasing various levels of opportunities across consumption groups (Ferrell, 2006). Cosmetic products should be positioned to cater for the middle class particularly in the emerging markets where disposable income for lower class does not permit consumers spending on cosmetic products.

Since personal grooming is associated with household rituals, it is important to understand the influence of family when consuming cosmetic products. It is assumed that spending on personal care includes components of shared consumption in households, for example, in the form of shared toothpastes, body lotions, hairsprays or hairdryers (Räsänen, 2011). Traditionally, beauty products have been associated with females; therefore, women would be responsible for all purchase of grooming products for households (Nixon, 1992). It has been confirmed that young females are introduced to grooming and beauty products at an early stage of their life, consequently, they construct their femininity and self-image through consumption of cosmetic products and spending money on beauty care (Li, 2012). Consumption of cosmetics and other self-image related products has such a strong feminine tag, men did not necessarily buy grooming products themselves but consumed the products through shared consumption. It has also been argued that recently men are increasingly involved in choosing and buying their own personal care products (Räsänen, 2011).

Household consumption behaviour does not exclusively depend on a household's demographic characteristics. The influence of consumption can be determined by other factors such as income, education and marketing. In some other cases, the state of the economy also plays a role when consumers have to prioritise their needs versus wants. Product positioning is key for manufacturers as class and education can restrict individuals' access to premium goods or services. Cosmetic products are not just a matter of the economic resources available in the household budget but the need to fit in a society (van Paasschen, 2015).

It is predicted that Finns spent about $160 a year on personal care products in 1998 alone versus $220 average amount spent on grooming products. There was an estimated sales increase of 8% year-on-year from 1998 to 2001, but the number increased drastically by as much as 20% from 2001 to 2006 (Durante, 2012). The

twenty-first century was the beginning of the expenditure growth for the grooming products and the research studies in this market were becoming necessary and significant. The studies were starting to reveal trends of massive growth and indicated that there was there was a 24% household expenditure growth increase from 1998 to 2001. Although the growth was still in existence, the number plunged from 24% to 4% between 2001 and 2006 because of the poor economic growth. Household expenditures are mainly based on budget derived from the income. The average estimated household expenditure on personal care product in 1998 was 1.9% and the projected increase of 2% between 2001 and 2006 (Hunt, 2011). The studies investigating the purchasing behaviour of personal care products by men in the early 2000 were complex because the purchase was generally done by women and as part of the household expenditures recognised as toiletries.

India had a challenge with most of its population in rural areas and the spending on both cosmetic and toiletry products was relatively limited due to consumers spending on basic essentials. The economic situation in India changed drastically for the better with the population exceeding over one billion, the population in all cities grew exponentially as locals descended to the cities in search of jobs. The cities exposed both men and women to the social expectations of the modern life and creating opportunities for the cosmetic market. The purchasing power of Indian consumers was increasing thereby shaping the ambitions and lifestyles of consumers. The cosmetic organization identified an opportunity and started to invest severely marketing strategies, which were targeting both rural and metropolitan men. The strategies included promoting through advertising premium products, which in turn increased the demand for bar body lotions and beauty enhancement creams. The objective of the media strategy was to grow the demand for essential everyday products such as hygiene and skin care at affordable prices (Kumar, 2005).

The lower and middle-income households started to react to media promotions for both cosmetics and toiletries and the demand for the products was evident in the sales and volume figures. The urban market demanded premium products that suite the social expectation and the same applied for the rural areas whereas standard brands were promoted. Since 70% of the Indian population were residing in rural areas, price limits the purchasing decisions and the cosmetic products had to be position to suit the needs

of the consumers, for example, poor skin conditions and extreme weather conditions (Gupta, 2013).

The consumer spending declined during the economic recession but studies have shown that women spending on beauty products continued rising. The household expenditure was decreasing but cosmetics consumptions have now developed into grooming ritual and the rise of demand was inevitable (Durante, 2012). Similar studies revealed that even with recession warnings and economic advisors requesting the consumers to cut household spending, the decrease was experienced in products such as electronics and appliances and not on the personal grooming products (Gupta, 2013).

2.10 South African spending on cosmetic products

The South African economy in 2014 remained unstable with low demand for mining commodities, rising fuel costs and the exchange rate volatility constantly affecting the export and import of goods. The rise of the middle class continued to grow with more people working in major cities and the government was in pursuit to decrease the unemployment rate. The migration of people from the rural areas to urban areas is a fundamental factor related to the consumption of cosmetic products by men. These men are easily influenced by metrosexuals who act as reference groups to the consumption of the cosmetic products.

Organisations with intent to expand business to the entire African continent are not hesitant to establish production facilities that in South Africa and resulting in job creation for local people. There are international organisations such as Unilever, with local manufacturing facilities of cosmetic products for both men and women.

Although the majority of South Africans continued to be financially constrained due to low economic growth and struggled to meet daily expenses, it was established by Burgera (2015) “Despite economic and household financial pressures, beauty and personal care saw double-digit current value growth in 2014” (p. 43).

The growth of the middle class is usually on the previously disadvantage population (black, Indians and coloureds), therefore; the government is enforcing laws that intend to drive organisations to train, develop and employ previously disadvantaged people. The

consumption patterns of the developing black middle class are conspicuous, with great signalling of social status via visible consumption (Burger, 2012).

The Income and Expenditure Survey (IES) is conducted every five years in South Africa to provide statistical data on household consumption expenditure behaviour. This data includes consumption of personal care products. This data is available for analysis if required at Statistics South Africa (Stats SA).

During September 2016 and August 2017, data was recorded for 35 544 households across the country over a 12-month period to examine the household consumption expenditure behaviour. It was established that South African are starting to include personal care products such as cosmetics in their monthly budget. Procter & Gamble Co. and Unilever PLC, for example, have been innovative by successfully developing in-house products tailored to be price competitive in the market. The strategies involved keeping product prices low, offering micro packs for items, including soaps, shampoos and body lotions. In some cases, these companies manufactured cosmetic products in sachets or small packages targeted for low and middle class consumers. The strategy was to allow consumers to spend within their allocated budget for household expenditure (Anderson C. , 2001).

The slow economic growth is not limiting the consumption of cosmetic or personal care products as local retail companies have initiated different marketing strategies such as “house brand” cosmetic products, which offer quality at the affordable price. Although marketing promotions of these products is limited, consumers purchase them as alternatives to premium brands because of the quality and brand promise.

Most of the South African men in urban areas are exposed to international media, which promotes the cosmetic products for men through adverting; therefore, these men will seek to consume similar products aimed at imitating their favourite celebrities.

2.11 Factors affecting consumption of male cosmetic products

The consumer’s buying behaviour is influenced by cultural, social and personal factors. Social factors include reference groups and family, whereas personal factors comprise age, personality and self-concept, life-style and values.

Physical beauty and social image has long been associated with women and the consumption patterns for beauty products by men have long been overlooked. The lack of knowledge is due to the assumption that men have only traditional grooming rituals and their need for cosmetic products is perceived feminine. Studies by both manufacturers and retailers have revealed an opportunity in the men's beauty market as men are seeking to transform their bodies as per a culturally desirable image (Baghel, 2014). Studies aimed in understanding the affect men's self-image discovered the sense of a shift in traditional gender roles and the popularity of a modern culture in the media.

There is a range of variables that might have an impact on men's consumption of cosmetics. The study aims to regroup these variables into three major categories, personal variables (self-image), socio-cultural variables (social expectation), marketing (advertising) and a reference group's variable (metrosexuals) (Diagne, 2009). The study sheds light on the importance of these different variables and their corresponding impact on men's consumption of grooming products.

"Some of the available research and, from a self-presentational perspective, argues that cosmetics use specifically, and grooming behaviours in general, function to manage and control not only social impressions, but also self-image (for example, body image, self-perceptions, and mood states)" (Anuradha, 2014, p. 24)

There is a growing demand for male personal grooming product as men are more concerned with outward appearance than ever before. The male cosmetic market is offering continued sales growth and strategies to capture this market; these strategies should be in line with the recent and limited studied consumer behaviour. (Sweta Thota, 2014). Traditional grooming products for men such as deodorants, shower gels and shaving products are becoming basic and ritualistic; they are now regarded as essentials. There is a high demand for the premium products that offer self-image enhancement such as body creams, face creams and anti-aging products. (Li, 2012).

2.11.1 *Self-Image and cosmetic consumption*

"Self-image refers to the perceptions individuals have about themselves and how they rate themselves" (Sukato, 2009, p. 40). The self-image develops a theoretical approach

to consumer behaviour, to establish the relationship between the psychological constructs and the symbolic value of the goods.

"The purchase and consumption of goods can be self-enhancing in two ways. First, the self-concept of consumers can be sustained if they believe the products purchased are recognized publicly and classified in a manner that supports and matches their self-concept. While self-enhancement results from a personal, internal, intra-action process. The effect on the individual is ultimately dependent upon the product's being a publicly recognized symbol. Products as symbols serve the individual, becoming means to cause desired reactions from other individuals" (Grubb, 1967, p. 25)

"Consumption is not exclusively and purely concerned with the act of consuming itself, but more importantly, with the creation of identities through the complex process of consumption activity. Consumption in the postmodern world serves as a determinant in the construction of fragmented identity as individuals define their self-image through the consumption of products. Men purchase the ideas and images that are associated with the products to produce a desired identity and self-image (Diagne, 2009, p. 98).

The modern man has pressure of social expectation to look attractive at the workplace, school or communities, consequently; creating the need to invest in cosmetic products that will enhance their looks so he can fit into the desired society. Self-image for urban men is becoming crucial, to have the looks associated with well-known celebrities (Gupta, 2013).

The effect of social media on societal expectation has led men to portray themselves as well groomed and modern. Social media has constructed beauty standards for modern men (TAN, 2012)

"Men's consumption of personal grooming products has been attributed to the desires to create, develop and maintain identity and self-image, therefore the consumption of cosmetic products has been found to contribute to the production of a desired self-image, identity and self-concept" (Elsner, 2012, p. 3).

Consumption of products is not about the physical benefit it offers to consumers but the value it creates in a person's identity. Consumers feel the need to be associated with the products they consume for the societal standing. The symbolic meaning of the global

products to consumers assures them that they are of the global society and that enhance their self-image (Cheng, 2010).

The application of cosmetics might be the suitable solution to achieve self-image but the benefits exceed far beyond the physical benefits, it can also boost the confidence of a person in society. (Shimpi, 2012). The more confident consumers feel after usage of any product, the more the product becomes an essential to the consumer.

There are different types of self-images, which a consumer typically assesses before making a purchase of product, the actual self-image and ideal self-image. Once consumers decide which image to express in society, they find products that will express that image (Schenk, 1980). Sometimes consumers will select a product that not only represent their own or personal status but status of others in society, precisely to fit in the ideal society.

Products are also used to fulfil psychological needs to assure the self-concept, strengthening and expressing self-identity, and mostly to stand out from the respective society (Escalas, 2005).

$H_{10:}$ The growing consumption of male cosmetic products is influenced by self-image

H_{1A}: The growing consumption of male cosmetic products is influenced by ageing effects and physical attractiveness (Diagne, 2009).

2.11.2 *Media (Celebrity Endorsement) and cosmetic consumption*

“A celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marketing communication)” (Choi, 2012, p. 642).

Celebrities are defined as people in society who are well known in public for their achievements in either sport, art or media and they are most likely influencing a certain group of people. They are perceived attractive and display an extraordinary lifestyle that is rarely achieved by ordinary people. Since ordinary people admire these celebrities, they act as ambassadors in media to promote products and services (Khatri, 2006).

“There is a 98% correlation between the success of celebrity endorsement of brands and the power of the brand in the market place. In other words, the power of a brand in the market place as a cumulative function of the effectiveness of the whole endorsement process reflects high profile brand market acceptability. Therefore, proper celebrity was found to improve the marketability of the brand amongst its competitors” (Sola A. , 2012, p. 143).

“In present day hyper competitive economy, with increasingly rational buyers faced with abundant choice, the essence of strategic marketing that promotes profitable value delivery process, for example choosing the value, providing the value and communicating the value through segmentation, targeting and positioning.

A study in America estimate that about 25% of commercials use celebrity endorsers, especially athletes and advertisement ratings increase drastically and organization reported positive financial returns (Silvera, 2004). It is estimated that companies in the United States spent $800 million in 1998 for celebrity endorsement and mostly from athletes and movie stars (Khatri, 2006).

“Celebrity endorsement is one of the most popular forms of marketing used to promote a range of consumer products and services. The use of celebrities for commercial purposes is not a one-way process, however, as celebrities are becoming brands in their own right, with their own values existing in the minds of their audience in a similar way to corporate and consumer brands” (Hurmerinta, 2010, p. 452)

Celebrity endorsers can activate a consumer’s ideal self and be evaluated in relation to this self (Choi, 2012). The main objective of advertising is to build a social reality to consumers by educating or portraying a different view to the world. People feel comfortable in applying visual data to interpret life, and visual data is intended to translate the everyday realities.

Celebrity endorsement is a billion-dollar industry in the United States and the marketing strategy led to major celebrities signing deals with key organisations. The multinational organisations expect that these celebrities can distinguish their brands from competition. The objective of celebrity endorsement is to involve and create brand awareness and education (Tangen, 1996).

There are different ways an organisation can apply the services of the celebrity for the promotion of its product and services. The following strategies can be applied for advertising:

- *Testimonial*: The celebrity can claim to have personally used the product or services and has the reason to attest its quality, value or benefit. Therefore, the celebrity will review a testimony of the experience with the product or service.
- *Endorsement*: Celebrities often lend their names to advertisements for product or services for which they may or may not be the experts.
- *Spokesperson*: This will be applicable to a celebrity who has been associated with a certain organization or brand for a period of time and mostly referred to as Brand Ambassador or company spokesperson. They are more likely to appear on TV, magazines or company websites.

Although using celebrities for promoting products is a popular advertising and marketing strategy, the selection of celebrity endorsers is of great concern to organizations; it costs a lot of money to secure their commitment. Recent academic studies on celebrity endorser effectiveness have only focused on endorser performance or a match between a product and the endorser (Choi, 2012).

Although a celebrity for a particular brand today will not be relevant in the next five years, organisations are constantly looking for celebrities who can promote their brands and grab the consumers mind. The motivation is to attract consumers by developing an association with the celebrity. The goal is to build a demand for luxurious brands in emerging markets (Hung, 2011).

The promotion of the male cosmetic market is starting to attract a lot of media advertising and celebrity endorsement is the key promotional strategy. Although advertising cannot be compared to the female the market, there is a growing demand of men's magazine, which focuses on promoting these products. In the last 20 years, men are becoming exposed to the value added benefits of using cosmetic and with the message, the need to preserve the skin and healthy skin (Diagne, 2009).

The increase of advertisements for men's cosmetics has allowed more men to become comfortable with the idea of using grooming products. It should be noticed however, that

many of these advertisements convey messages that do not necessarily portray or reflect the traditional icon of men's masculinity.

The use of popular celebrities who receive a great deal of coverage in the media has positively changed men's attitude towards the consumption of cosmetics. Indeed, having a celebrity endorser for cosmetic products is a good strategy to reach the male target market, because it can convey a uniform image in people's minds. The goal is to be able to get people to think of cosmetic products not as a girly routine, instead as an enhancement product that even a macho man can use.

In the celebrity endorsement strategy, the model of the attitude towards a product was developed for the sole purpose of selecting the correct endorser for the precise product brand.

- Product knowledge of the endorser,
- Correct message about the endorser;
- Attitudes towards the endorser by consumers, sense of style and physical attractiveness of the endorser. Endorsers must appear to consuming the product themselves (Austad, 2004).

$H_{20:}$ The growing consumption of male cosmetic products is influenced by celebrity endorsement.

H_{2A}: The growing consumption of male cosmetic products is influenced by advertising (magazines) which has been viewed as the most effective tool for creating product images (Choi, 2012)

Although celebrity endorsement is key to marketing, there has been a challenge with the personal attitude of the celebrities and the brand they represent. In case of athletes, there has been a huge debate on the expected performance of the athletes by organisations and the actual performance of the athlete. In 1996, there was over $ 1billion in athletic endorsement and an estimation of $ 10 billion in advertising and promoting these celebrities. Some studies revealed that the true value of the endorsement deals debatable, that large organisation such as Nike decided to reduce its budget by $ 100 million (Farrell K. , 2000).

The celebrity endorsement strategy is not always the best; celebrities are humans and make mistakes as other human beings. There were cases where big organisations spent significant amount of money in acquiring the celebrities for endorsement and after a period of time, the endorsement had to be revoked either because the celebrity did not live up the expected social standards or according to the law of the country. This can have a detrimental impact to the brand, nonetheless; most organisations are aware of the situation. In some cases, the celebrity can outshine the brand and consumers always see the celebrity owning the brand and not organization. There is always a need to position the brand and the celebrity endorser properly to gain the positive return of investment. One of the most important characteristic of celebrity endorsement is credibility; consumers need to trust the endorser to believe the value added benefits of the product. Endorsement of celebrities is viewed as a communications tool; therefore, the credibility of an endorser is an important factor, as it will subsequently transfer to the brand (Spry, 2011).

2.11.3 *Social expectation and cosmetic consumption*

“Social expectation is an internalised social norm for individuals and organisations, thus for society as a whole, about what people should do” (Jacqueline J. Kacen, 2002, p. 164).

Whereas Hasegawa (2007) defined social expectation as “a general mood of a society about what people should do: the spirit of the times” (p. 180)

Male behaviour in most societies is alleged to be strong and masculine. Men are supposed to be providers for their families and this perception has influenced traditional gender roles that are challenged by the expectation of modern men. Women are fulfilling most role previously played by men, they work and can provide for themselves.

There is a need for people to belong to a certain society, to be accepted by that society represents achievement. The consumption of products that will affirm the status of an ideal society means more than the physical benefits of the products, therefore, price becomes the last factor when making purchasing decisions (Wakefield, 2003). Studies revealed that individuals' status within society influences personal pride, social acceptance, and psychological experience (Anderson C. , 2001).

It seems that men also like to experience the so-called feminine characteristic instead of ‘macho’ behaviour. They would like to fulfil the expectations of the society over their appearance with the notion and expectation of masculinity in behaviour but looking good in appearance. “Consumer desires are socially constructed in a link between consumer fantasies and social institutional forces” (Rinallo, Producing and Consuming the Metrosexual, 2007, p. 306).

Societal expectations gave rise to the need for modern men to enhance and maintain their ideal self-image in order to be acceptable by their society. (TAN, 2012).

Men’s personal grooming products, especially cosmetic products have been in the past associated with homosexuality, which sent the negative communication to societies. This could have been influenced by traditional personal care section in stores that was mainly targeted at women (Cheng, 2010).

Men have become conscious to the societal expectation and they are increasing their exposure to the modern emergence of metrosexual through media, specifically celebrity endorsement (Gupta, 2013). The traditional grooming practices are no longer essential, men at workplace are starting to feel the need to be associated with modern grooming practices and cosmetic products fulfil the need.

The need to improve physical appearance, through exercise, nutrition, facial appearance and clothes is the objective for urban men. It is becoming social norm for working men to be fashionable, to be well dressed and presentable at the workplace, therefore, when male consumers buy a product, the decision is mostly influenced by the social status it present to them (Cheng, 2010). The modern male look is considered trendy; therefore, men attempt to be abreast with fashion and cosmetic products to maintain a higher status of the society (Junaid A. , 2012)

“There is a global corporate culture referred to as business masculinities, this culture is played out in variety of socio-cultural spaces, on such site being the workplace, in particular the world of white-collar executive corporate culture. The culture expresses how the male executive walks, talks, grooms and maintain himself. This culture requires investment of both time and financial resources” (Dasgupta, 2010, p. 1).

Men are more concerned in maintaining social identity motivated by sense of accomplishment and self-fulfilment. The more people feel successful, the more they believe they belong to their ideal society. Appearance for men is becoming a societal expectation; the well-groomed and attractive men feel they represent a higher status in society. The need to preserve their status is by preserving their look and by consumption of cosmetic products (Lauritsen, 2014).

H_{30}: The growing consumption of male cosmetic products is influenced by social expectation.

H_{3A}: The growing consumption of male cosmetic products is influenced by personality (Anderson C. , 2001).

2.11.4 *Perception of modern man (Metrosexuals) and Cosmetic Consumption*

Perception is way in which people observe and interpret what they see or hear about other people and translate that according to what they believe, this can be achieved by advertising, reviews, public relations, social media, personal experiences and other channels (Muise, 2010).

A “metrosexual‟ male is what people consider a modern man, a “man who has managed to strike a balance between being masculine, whilst still portraying certain feminine traits such as paying attention to grooming and being emotive” (Diagne, 2009, p. 99). They are believed to be living in big cities, employed and perceived to have high regard for appearances. Different to the traditional behaviour of men as tough and masculine, they are gentle, dress attractively and are willing to spend money on a desired look and live a trendy lifestyle.

“Metrosexual has been selected as the word of year in 2003 by American Dialect Society” (Lee J. , 2013, p. 566).

The shift from traditional masculinity to metro sexuality has affected the core cultural change globally. It can be challenged that this type of masculinity is receptive to women than the traditional “hard” masculinity (Lertwannawit, 2010). “Today, the cultural

production of masculinities is a diffused process that see the cooperation of countless marketers, advertising agencies, market research companies, news media and magazine publishers that, as moved by an invisible hand, conspire to reassure straight consumers of the appropriateness of caring about their look" (Rinallo, 2007, p. 80).

The beginning of metro sexuality was first witnessed in the late 18th Century in London and Paris. It originated from middle-class men who imitated the aristocratic lifestyle (i.e. well dressed) with trendy lifestyle (Andrerson, 2008). The term 'metrosexual' is believed to be invented by Mark Simpson around 1990. He defined metrosexuals as city-based, young, well-dressed and demonstrate a lot of interest in appearance and dress style (Jamnia, 2015). Metro sexual is made up of the two words of 'metropolis' and 'sexual', it refers to metropolitan inhabitants who are well dressed and well groomed (Andrerson, 2008). Metrosexuals are willing to spend time and money on their appearance to achieve their desired image and lifestyle.

During the late 1970s and early 1980's, together with the gay liberation movement, metrosexualism reformed the traditional definition of masculinity. Men were able to express themselves and they demonstrate their individuality including the consumption of cosmetic products and dress style (Connell, 2005). Manufactures always made an error when targeting fashion conscious men by relating the strategies of promoting male beauty to gay culture. There are still some cultures refer to metrosexuals as gay because of the attitudes towards fashion and appearance. The old-fashioned men always believed that that men dress for fit and comfort, rather than for style way for men. (Rinallo, 2007).

A typical modern man is he who spends time and money on his appearance and lifestyle to look good and enjoy the finer things in life. "The growth and popularity of metro sexuality has led to the establishing of another 'genre' of pop culture" (Tan C. , 2008, p. 1048).

Men's facial cosmetics will always be considered extreme due to the traditional colour cosmetics associated with women. The cosmetic segment has advanced that is so diverse the traditional colouring is just part of the total segment. The recent cosmetics are aimed at reducing wrinkles, removing blemishes, hydration of skin and anti-aging, it is the same cosmetic products for both men and women. Therefore, the perception that

all cosmetic products are made for women and they are colouring is not true. Since women have been applying cosmetic for decades, their experience in the selecting the correct product for their needs more than that of men, therefore modern men embrace women's shopping characteristics.

The perception of society towards men is that of resilient to any significant change. Even with the rise of metro sexual genre, society still perceive men as muscular and strong, with these changes the prescribed sex roles, men are confused and even concerned over their own personal understanding of masculinity and femininity (Anderson C. , 2001). The consumption of products is also determined by what the market can offer, therefore, cosmetic range were limited in the past. Coulter (2002) confirmed, "In the last 40 years, during the socialist and communist regime, there wasn't a choice. People were not conscious about appearance and cosmetics. The two most important characteristics for men was employment and to meet the requirement of the socialist men and women. Even the beginnings of consumerism in the 1960s didn't help much; there were still no choices and variety in cosmetics in Eastern Europe" (p. 1289).

The role of men is evolving, they are no longer working as physical labourers to provide for their families but are now employed as blue-collar executives and their appearance matters at their workplace. The rise of metrosexuals is credited to the desire for men to develop their own identities that match with the city life and workplace (Hodgetts, 2010).

The metrosexuals have transformed the traditional purchasing patterns as they are completely comfortable shopping for themselves. They have the capabilities of selecting products that suite their personal identities and their shopping habits are similar to the female buying behaviour.

Metrosexual put a lot of effort into improving their appearance, the desire to constantly looking good and their interest in fashion, clothing has created a niche market for both cosmetic products, and clothing manufactures. The latest men's media promotions, either in magazines or in television, are targeted to promote metrosexuals products and their self-image. Clothing retailers have started to include cosmetic sections for men in their stores and brands brand promising the enhancement of facial appearance and the delay of aging skin.

Although fashion and sense of style will cost money, the physical attributes of the products are nothing compared to the need of associations or the status it gives to society. Since they are brand and image conscious, it creates an opportunity for brands that promise the self-image related to urban lifestyle.

Factors such as conspicuous consumption that creates the need to purchase high end products have been noted in some cases when pursuing a social status. Since metrosexual era is in the development stage and young urban men find it attractive, consumption will be influenced by their peer group's brand and product choice (Hu, 2012).

Metrosexuals are presenting a niche market in the field of consumer behaviour and they are successfully converting traditional men towards the consumption of the latest fashion trends and cosmetic products. This niche market requires the depth understanding of the cultural and consumption behaviour to position both products and strategies successfully. The fact that the market can be similar to that of women does not guarantee the same strategies will be successful.

"The motivation for social comparison leads the individual to choose reference groups with which to make such comparisons; in many social comparison situations, one is more likely to compare oneself with an individual (or group) who is "at about the same level" on given attributes, than with an individual who is either greatly superior to, or greatly inferior to, oneself on the given attributes" (Moschis, 1976, p. 239).

The emergence of the metrosexual between 1990 and 2005 changed the traditional male gender character; men were keen to explore fashion, food, beauty and health. However, there was a negative social reaction to the perceived "feminisation" of men. Society was not ready to accept the new era and the transformation of men (Andrerson, 2008).

Women wearing make-up benefited from enhanced facial beauty and skin texture improved, therefore society perceived them healthier and attractive than women without make-up. In some cases, women wearing cosmetics were perceived more confident than women without (Nash, 2006).

The perception of metrosexuals is that they are more likely to make their purchases from retailers who offer premium products and latest styles. This consumption of premium

products has led to the perception that the identity of metrosexuals is linked to a higher status in society (Baghel, 2014).

Men's lifestyle magazines are constantly promoting the lifestyle (urban, well dressed and well groomed) of modern men and behaviour that perceives the traditional male rituals as out-dated. It can be argued that the traditional ways of grooming and dress code for men will not last forever. Most countries are starting to see a significant migration of people from rural areas to the urban areas to look for jobs and to grab the opportunity of a better lifestyle. This migration exposes people to the urban culture and the expected social standards of the cities. The food and the dress code of the migrants will change to adopt the urban lifestyle and the pursuit of social acceptance.

The perception that metrosexuals are mirror-obsessed, feminine and "weak" is exaggerated. These are working men, mostly educated and hold high positions in their workplace (Cheng, 2010). They are aware of the global trends in fashion and because of the media marketing and education, they saw the need to preserve their skin and enhance their facial appearance by the consumption of the cosmetic products. It will soon be noticed among men who do and who do not use cosmetics by either the texture of their skin or by the lifestyle they portray. Society has always find it difficult to accept change, especially in the initial stages of change, therefore, the perception of society on metrosexual is changing and women are more attracted to modern men as there are similarities in lifestyle and purchasing behaviour. The identity of metrosexuals is related to the society definition of masculinity, which is a belief of what is expected of men and that varies throughout the life course (Pompper, 2010).

$H4_{0:}$ The growing consumption of male cosmetic products is influenced by the perception of modern men (metrosexuals)

H_{4A}: The growing consumption of male cosmetic products is influenced by the perception of modern men (metrosexuals) (Elsner, 2012)

2.12 Conclusion of Literature Review

The male cosmetic products established a market that has limited studies and thus creating the need for understanding male attitudes and behaviours towards grooming.

The market is presenting strong potential for constant growth, hence, the need for different marketing approach strategies for business success, compared to the mature female cosmetic market. Since there are significant differences in attitudes and behaviours across genders, psychological studies will also be applicable for this market (Baghel, 2014).

There are different motives and drives for the consumption and purchase of men's grooming products, these motives differ from different cultures and societies (Diagne, 2009).

Metro sexuality has become a global influence to young men and because of that; men are starting to discover their self-identity. Media marketing is playing an important role in exposing men to the lifestyle and behaviour of modern men.

It was noted from the literature that the purchasing behaviour between men and women is different. It gets more complicated when we compare the purchasing behaviour of the two genders in the cosmetic market. Since products are consumed not for functional benefits, it is critical to understand the psychological reasons behind purchase. Men are perceived to consume products for social status, but when it comes to cosmetic products; it is factors such as media marketing, self-image and reference groups that are assumed as motivations (Sweta Thota, 2014).

More men are becoming attentive to their ideal appearances with the believe that the era of 'traditional man' grooming has come to an end and society expect 'modern man' in the modern world. The objective of men using cosmetic products is arguable, in this context, the objective for the consumption of cosmetic products is to enhance and maintain ideal appearance. Men are prepared to use cosmetics for the reasons beyond the physical benefits of the product. This opportunity is the beginning of the worldwide phenomenal boom of cosmetic market (Guo, 2011).

"The definition of grooming, in the case of men, had been conventionally limited to bathing and shaving, therefore, any effort invested beyond these two daily routine activities has always been considered covert and the practitioner labelled as feminine where products like face wash, whitening cream, anti-wrinkle, skin care products were designed, developed and marketed for women's consumption " (van Paasschen, 2015,

p. 109). Although men have the intention to consume the cosmetic products for themselves, it is assumed that women still purchase cosmetic products on their behalf. This can be attributed to the fact that women have long been consuming cosmetic products and their experience with these products is necessary when choosing male cosmetic products (Sweta Thota, 2014).

It was also noticed in the literature that men have the desire to appear sexual attractive, therefore, the need to enhance the image to the ideal attractiveness is a motivation for purchasing personal grooming products or cosmetics. Although the facial appearance might not represent sexual attractiveness, it is critical for men to have the complete ideal look of modern men (physique, enhanced facial appearance, and lifestyle) (Pioch, 1998).

The male cosmetic market is growing at a pace higher than that of women, this can be due to men starting to pay attention to the appearance and their pursue for social status and values (Cheng, 2010). The tangible benefits of cosmetic products have always been debated, medication for skin disease was the original motive for consumption of cosmetic products, however, the recent motives are far beyond medication or any physical benefits previously explained. There are meanings conveyed by the consumption, psychological and social significance (Pioch, 1998).

The typical grooming products for men are deodorants, shower gels and shaving products, however, these products have now become ritual grooming essentials and the market growth is constant. The significant market growth is the premium products such as body creams, face cream, anti-aging products. These products offer brand promise such as beauty enhancement and the demand is substantial (Li, 2012).

The debate about masculinity is on-going, the way people perceive masculinity varies from different societies. The global media marketing through magazines and television advertisements is bridging the perception gap between modern and traditional men. The world is changing and what was not acceptable in the past, is the norm today. Men are getting in touch with their feminine side and about 50% claim that there is nothing less manly about it (Rajoria, 2013).

The most effective marketing strategy is the advertisements of male cosmetic products through television their projections of masculine identity over the consumers; men are

bombarded with messages of metrosexuals (well-groomed, attractive and well-dressed) in advertisements, but limited studies on how these advertisements influence their understanding of masculinity (Rajoria, 2013).

The research conceptual framework, Figure 4, was applied to investigate the variables influencing the consumption of male cosmetics, as discussed in the literature review.

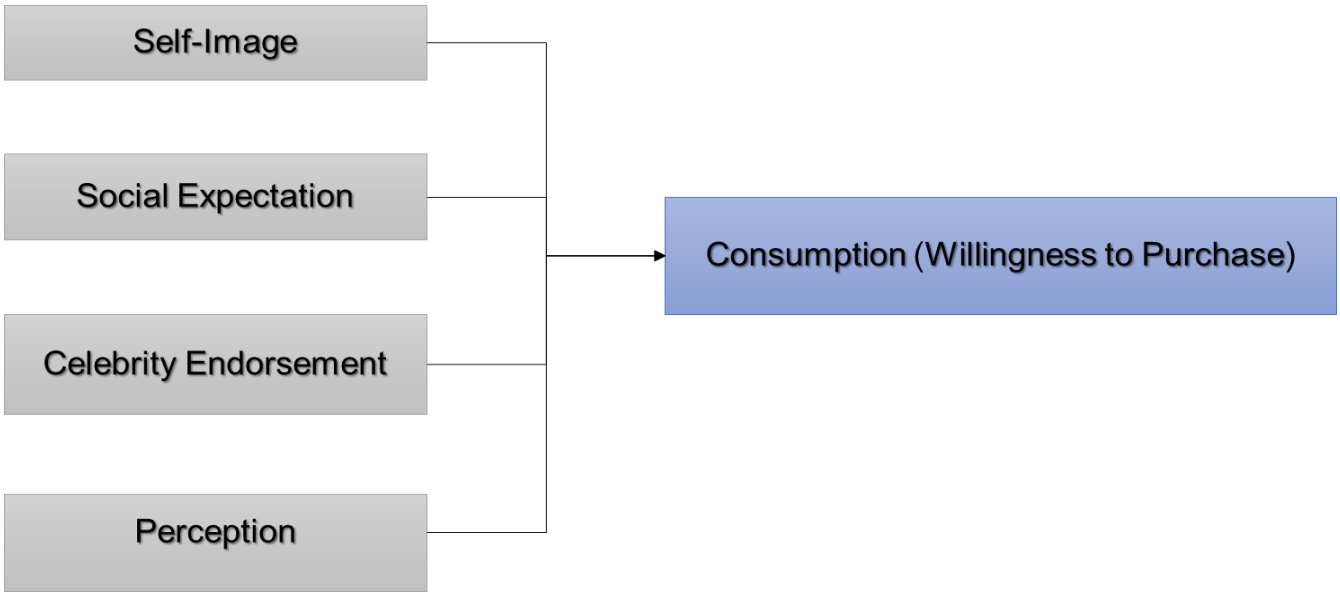


Figure 3: Research framework (Cheng, 2010) / (Gupta, 2013)

The conclusion on reference groups confirm the theory of Anderson (2001) “Individual's decision to purchase a particular brand is influenced by the preferences of people with whom he has social interaction “ (p. 118)

The factors influencing the consumption of cosmetic products have been evolving from generation to generation, at some stage, it was understood to be motivated by medical reasons and other studies concluded the contrary, that it was physical attractiveness that motivated the consumption. Today, factors such as the inception of metrosexuals, social expectations and perception of beauty seem to be the key drivers (Hunt, 2011).

CHAPTER 3: RESEARCH METHODOLOGY

This section covers the following sections: 1) an introduction; 2) the research paradigm; 3) research design; 4) population and the sampling frame; 5) research instrument; 6) procedure for data collection; 7) data analysis; 8) limitations of the study; 9) validity and path modelling and 10) concluding remarks.

3.1 Introduction

“Research into a complex and fast growing area, such as the consumption of male cosmetic products, requires the identification and implementation of an appropriate research design or method” (Pioch, 1998, p. 338). The initial phase of the research was to understand the global male cosmetic market (opportunities, growth, history and perception), followed by the South African market (characteristics, major players, market segmentation and purchase patterns). This was followed by in-depth study to assess the consumer preferences, perceptions, cosmetic use and purchase patterns.

A descriptive research was carried out at the second stage by applying a questionnaire with the Likert scale distributed via an online survey. Data for the study was collected using snowballing methods, respondents were requested to invite and refer other respondents who were deemed to be using cosmetic products. Another advantage of the snowball method is that respondents have similar demographic profile. The questionnaire was designed to collect information that will respond to the problem statement. An online survey tool used for data collection was the Survey-Monkey programme, which requires internet access but easily accessible on the phone and tablets. The sample size target for the study was a minimum of 300 respondents.

The demographic profiles of the respondents were men from 18 years and above and assumed to be residing in urban areas. The reliability of the measuring instruments was tested using Cronbach alpha. “Cronbach’s alpha is a test reliability technique that requires only a single test administration to provide a unique estimate of the reliability for a given test. “Cronbach’s alpha is the average value of the reliability coefficients one would obtain for all possible combinations of items when split into two half-tests” (Dressen, 2003, p. 193).

The technique employed was a non-probability, snowball sampling which is favourable for convenience, accessibility and fast inputs.

3.2 Research methodology / paradigm

Khotari (2004) defined research methodology as an organised process to solve the research problem. It contains all necessary steps required by the researcher in solving the research problem. It is critical to understand the research methods/techniques including the assumptions underlying various techniques. Research methods are the procedures suitable for leading a research study, therefore, they present the tools and guidance to collect and analyse information for accurate conclusions (Walliman, 2011).

“The choice of which method to employ depends upon the nature of the research problem” (Noor, 2008, p. 1602).

Khotari (2004) further explained the difference between quantitative and qualitative research methods and emphasised that quantitative research is a logical analysis of visible behaviour via statistics, therefore it is applicable to analysis that can be expressed in terms of quantity, whereas qualitative research is the analysis of primary motives and opinions relating to the reasons for human behaviour. “Quantitative research is ‘explaining phenomena by collecting numerical data that are analysed using mathematically based methods” (Muijs, 2004, p. 1)

Quantitative method was critical for the study and the data was collected by applying survey method. The questionnaire was structured to effectively retrieve all relevant information from respondents that will answer research problems in line with the research strategies. The demographics for this study was limited to men aged 18 and above, (Cheng, 2010)

“In order to compare, by simulation, the scaling techniques most commonly used in the literature, the study considered appropriate algorithms that best reproduce accurate processes and results followed by the respondents to the Likert questionnaire items” (Boari, 2015, p. 290).

The technique employed was non-probability convenience sampling. It was adopted for its benefits like convenience, accessibility and fast inputs and it allows for instant feedback and quality control. The respondents were selected using snowball sampling through on-line survey with the use of the Likert scale.

“When using Likert-type scales, it is essential that the researcher calculates and reports Cronbach’s alpha coefficient for internal consistency reliability” (Croasmun, 2011, p. 20).

It is impossible to have a perfect study, any selected research method will have inherent weaknesses, and the choice of that process will limit the results of the study (Scandura, 2000).

3.3 Research Design

Research design is the strategy that helps prepare the research plan and outlines the design process that enlightens the research problem (Walliman, 2011). Research design is the advance planning of the processes and methods to be applied for collecting and analysing of the data (Khotari, 2004).

Research design is a significant part of the study because it facilitates the efficient progress of research operations, yielding maximal information. The aim of the research is to offer a “window-view” or a “mirror-view” outlook of a research problem rather to generalise about large populations, (McMichael, 2008). The objective of the research design is to offer valid conclusions on the phenomenon being studied. There are three major categories of sampling: convenience, purposeful, and theoretical.

“The convenience samples as more readily available than others, although the sample is convenient, some amount of effort will likely be involved in reaching and recruiting participants from that sample” (McMichael, 2008, p. 461) . A related method is snowball sampling, in which the survey is distributed to number of people and then expands by asking each respondent to recommend other potential participants who they believe have the same characteristics and might add value to the research study. The purposeful sampling allows the researcher distributes the survey to participants who possess certain traits or qualities, therefore, in this sampling method, the researcher must consider the objective of the research study and selects samples accordingly (Marshall, 1996).

The most significant guiding principle in purposeful sampling is the maximum variation of respondents. It is noted that researchers should aim to embrace people who represent the widest variety of perceptions possible within the specified range of the research topic. The obvious disadvantage of purposeful sampling is the failure to select a sample that is not diverse enough to represent the variation known (Alasuutari, 2008).

The snowball or chain referral sampling is mostly applicable to qualitative sociological research. The method yields a study sample through referrals made among respondents and peers who share or know of others who possess the same personal characteristics (Biernacki, 1981). Most studies applied the snowball method when the focus of the study was of sensitive or personal subject.

The two sampling methods, probability sampling and non-probability were considered for the study. Probability sampling is centred on the theory of random selection, whereas non-probability sampling is ‘non-random’ sampling. The study focused on nonprobability sampling since there was a need of respondents with specific characteristics and requirements (Cheng, 2010).

The data collected from the survey must be processed and analysed, this is essential for the examining the completeness, consistency and reliability. Since the study focused on social and behavioural sciences, factor analysis was critical for this research. Factor analysis is the frequently used multivariate method of research studies. Khotari (2004) confirmed that “the factor analysis method is applicable when there is a systematic interdependence among a set of observed or manifest variables and the researcher is interested in finding out something more fundamental or latent which creates this commonality” (p. 321).

The study applied the reliability test by means of the Cronbach’s alpha coefficient test method. The objective of the reliability test was to ensure the internal consistency of the questionnaire. The Cronbach’s alpha coefficient test method is beneficial in eliminating any cross-loading of items that were present in the questionnaires.

3.4 Population and sample

3.4.1 *Population*

Stahl (2011) defines the target population as a group of individuals selected and identified specifically for the study to discuss and comment on the subject of the research from personal experience. The purpose of selecting the correct population is to draw from the respondents the attitudes, feelings and experiences. The sample selection criteria should be such that generalisation from the respondents to the general population is practical. The target population for this study is males from the age of 18 upwards.

3.4.2 *Sample and sampling method*

3.4.2.1 *Sample*

Marshall (1996) states that sampling, which is the process of selecting "a portion, piece, or segment that is representative of a whole" (p. 527) and Khotari (2004) confirms that " The respondents selected should be as representative of the total population as possible in order to produce a miniature cross-section" (p. 55). The selection of a sample is a significant stage in the research process because the quality of the results and conclusion made by the researcher is drawn from the quality of the respondents and target group. Research sampling can be represented by variations on the three major categories: convenience, purposeful, and theoretical.

The respondents were presented with a questionnaire that was distributed via an online survey. This questionnaire had a set of items, composed of favourable and unfavourable statements relating to the attitude and experience towards the consumption of cosmetic products by men in South Africa. These respondents were requested to respond to each statement in terms of their own degree of agreement or disagreement using a five point Likert scale. These respondents were invited to select one of five responses: strongly agree, agree, undecided, disagree, or strongly disagree. The specific responses to the items were combined so that individuals with the most favourable attitudes would have the highest scores while individuals with the least favourable (or unfavourable) attitudes

would have the lowest scores (Gliem, 2003). The questionnaire included five constructs i.e. self-image, media, societal expectations, perception and consumption. All statements in the personal data section comprised only of age and occupation (student or employed) of the respondents (Cheng, 2010).

3.4.2.2 *Sampling method*

The objective of the sampling method is to avoid generalising a population but to collect signification information into the research study that will represent the population at large, therefore, it is critical select respondents who are considered “information rich” (Marshall, 1996). Sampling method must guarantee results with minimal sampling error.

It is also important that a study sample be carefully selected; since it is not possible to study the whole population, therefore it is critical that the sampling method represent the majority of the populations. Appropriate sampling method will make the data collection efficient, ethical and practical (Tonidandel, 2011). If the sampling design is incorrect, it will result in a methodical bias.

The objective of the quantitative sampling methods is to draw a representative sample from the population, the results of studying the sample can then be generalised back to the population, therefore the selection of an appropriate method depends upon the aim of the study” (Marshall, 1996, p. 524). The most common method for sampling is the random, or probability samples. It is constructive to apply the random sample since the characteristics of the population are well-defined and all members have an equal chance of selection. The sampling method requires a set of objects, for example, the population of the town, employment rate in that town. These sets of objects are defined as the Universe (Khotari, 2004).

3.4.2.3 *Sampling size*

“Sample size refers to the number of items selected from the universe to constitute a sample. The size of the sample should be neither exceptionally large, nor too small. It should be optimum. An optimum sample is one that fulfils the requirements of efficiency, representativeness, reliability and flexibility” (Khotari, 2004, p. 56).

The sample size is extremely important as the conclusion of the study will determined the analytic generalisation derived from the selection of the sampling scheme (Collins K. , 2007). When planning a survey, it is required that the researcher identifies respondents who will represent the sample of the whole population, therefore the characteristics of the sample selected must be similar of that of the whole group. It is generally acknowledged that research studies from large sample are more conclusive than those from limited sample; however, no sample will accurately be representative of a population (Walliman, 2011). The research determined that a sample size of 300 was sufficient to obtain a broad set of data (Cheng, 2010).

3.5 The research instrument

Wilkinson (2003) defines research instruments as a strategy for collecting information significant to a research project, below are the types of research instruments to choose from:

- Questionnaires
- Interviews
- Content analysis
- Focus groups
- Observation

An appropriate research instrument should be clear, short and relevant to the respondents in order to produce useful and reliable data for the study (Kristensen, 2010). Since the study adopted the quantitative method, a questionnaire was a suitable instrument for the research because it could be designed and used to collect large quantities of data. Questionnaires have a number of benefits compared to other forms of data collection; they are generally cheaper to develop and require little training to manage them; and they can be easily and quickly analysed once completed. The questionnaire had 25 statements and the estimated time of completion was 10 minutes. The questionnaire was distributed via an online survey.

3.5.1 *Questionnaire*

Wilkingson (2003) describes an effective questionnaire as the one that enables the transmission of useful and accurate information or data from the respondent to the researcher. A questionnaire must present questions that are clear and unambiguous so that respondents are able interpret them and transmit the information effectively to the researcher. The collected data must be documented, coded, and analysed systemically so that they accurately reflect the respondents' views. A relevant and efficient questionnaire should able to provide responses to the questions asked.

The questionnaire applied the five point Likert scale, which is recommended for social science and attitude research projects (Croasmun, 2011). The respondents are required to indicate their agreement or disagreement with each statement in the Likert scale. Respondents are requested to give their opinions on all questions using a Likert-type 5-point scale, ranging from 'strongly agree' to 'strongly disagree'. The strongest positive response is scored as 5, whereas the strongest poor response as 1. Each response is assigned a point value, and an individual's score is determined by adding the point values of all of the questions. There is an on-going argument regarding the optimum number of choices (five-point scale or seven-point scale) in a Likert-type scale (Walliman, 2011).

Questionnaires typically include a number of different methods to asking questions, closed questions, multiple-choice or ranking questions, and open-ended questions (Kristensen, 2010). The questionnaire with short and clear instructions to respondents can produce more valuable and reliable data (Wilkingson, 2003). Statements on applicable questionnaires must be aligned with the research topic and the Likert scale must also be arranged in a way respondents understand what the study attempt to investigate.

3.6 Procedure for data collection

The technological advancement programs have created a new era of online data collection, which means that data is collected through e-mail and web-based surveys. Online surveys are becoming progressively popular research practices because of the

important advantages over paper-and-pencil surveys that create demand to researchers. The benefits include reduced turn-around time, inexpensive, ease of data entry, easy to format and ease of response by respondents (Khotari, 2004). Academics from various disciplines are starting to get familiar with collecting data using the Internet, and gradually, journals are published using data collected online (Granello, 2004).

The research was conducted via an internet survey instrument called Survey Monkey. Survey Monkey is an internet programme and hosting site that supports online survey over the internet. The first page of the programme is the introductory section that allows for the consent, summary and purpose of the survey. The process of collecting data on Survey Monkey is highly flexible and data can be collected not only on a personal computer, but through smart phones or tablets as well. Then the second page represents the questionnaire.

3.6.1 *Respondents briefing*

The best way to collect data for both quantitative and qualitative methods from respondents is by asking questions, therefore, questionnaires are the most suitable tool for gaining quantitative data. These questionnaires are distributed to respondents for reliable data collection (Walliman, 2011) .

An online survey with the covering letter was sent to men via email. The survey was selected over the traditional data collection, it is now easier to collect data online since it reduces massive workload of processing, analysis, and data evaluation (Lietz, 2010). A suitable subject line in the invitation is key and the e-mail address of sender and sender's name must be acknowledged (Andrews, 2003). The research considered the use of a covering letter for the questionnaire to maximise the response rate. The letter was short and described the research in a clear and understandable way. Since data was to be used anonymously, the confidentiality section was included in the letter. Academics have identified that the design and layout of the questionnaire has a significant influence on response rates (Khotari, 2004).

3.6.2 *Data Collection*

The modern procedures of collecting data online is becoming a standard, the traditional quantitative analysis demanded more intensive use of resources than online surveys (Alasuutari, 2008). The key benefit of online surveys is the potential of reaching out to a large geographically diverse population, time and cost efficient for the researcher (Lefever, 2007).

The study applied the snowball or chain referral sampling which is a method that has been used in sociological research. The snowball method is suitable for this study as respondents refer other men who share or possess some characteristics that are similar to theirs (use of cosmetic products) (Wilkingson, 2003). The snowball method is also suitable for various research purposes and is mostly applicable when the subject of the study is of personal matter and thus involves the knowledge of similar respondents for the study.

The data collection methods have evolved over the years, most of the present questionnaires are intended to be completed online, via the internet. They are economical to develop and the programmes are very advanced that the data can be automatically coded upon receipt by a specifically designed analysis tool (using commonly available database packages). The research used Survey Monkey, which is an online survey programme complete with cloud-based software that contains data analysis, sample selection and data presentation tools. The respondents were colleagues, relatives, friends and classmates who also referred the survey to fellow men who were perceived to be using the cosmetics products.

The survey was sent via email to more than 473 respondents, with 301 replies. The researcher also noted that the response rates can be low if the survey is not marketed appropriately to the study population, therefore reminder emails were sent individually to improve response rates. A variety of factors, like poor survey design and excessive survey length can affect the response rates (Lietz, 2010). Figure 5 shows the methodology of survey invitation

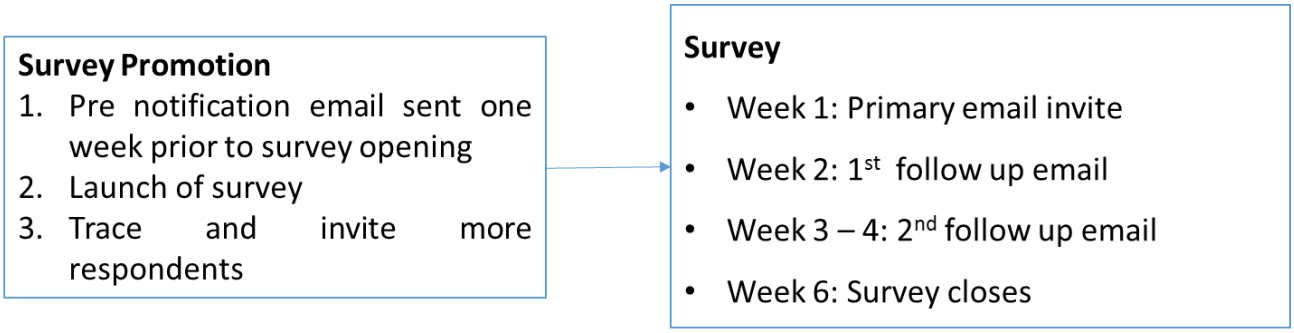


Figure 4: Methodology of survey invitation

The questionnaire required respondents to select replies to questions by ticking related boxes, completing statements, or by responding according to the question type. Answers or replies were coded to allow the data to be presented in a structure more practical for subsequent analysis.

The questionnaire comprised of 25 questions and the respondents were requested to respond to the questions based on their experience concerning the consumption of male cosmetic products. The Likert scale required the respondents to answer each statement in terms of their own degree of agreement or disagreement. Typically, the five-point Likert scale requires one of five responses: strongly agree, agree undecided, disagree, or strongly disagree. The exact number of responses to the questions were combined and respondents with most favourable attitudes had the highest scores compared to those with the least favourable attitudes had the lowest scores (Ostrom, 2011).

3.6.3 *Reminders and follow-ups*

The Survey Monkey programme has a feature, which allows the user to track response status in order to remind those who have not yet taken the survey. It helps the researcher to gather additional replies by sending a friendly email to respondents. In this case, the reminder was pre-set to send the reminders every Friday in the early afternoon.

3.6.4 *Pilot Testing*

Piloting the research instrument was tested with friends, colleagues and classmates, the pilot test represented a small sample of those who will eventually complete the questionnaire. The pilot testing was very beneficial as it allows ‘fresh eyes’ to review and

comment on the suitability and simplicity of the questionnaire (Khotari, 2004). Piloting is also important for the for the following reasons:

- Mistakes are easily identified and can be corrected swiftly before the launch of the actual survey.
- Ambiguous questions or statements on the questionnaire to be restated and improved.
- Monitoring the time to complete the survey, this is important as the estimated time of completion will be included in the invitation letter so respondents can allocate the necessary time to complete the survey. If the time to complete the survey is excessive, the researcher can decide which questions can be omitted and an open-ended question can be changed to closed question (Kristensen, 2010).
- Check the correlation of the questions for validity and reliability of the measuring instrument.

Pilot testing for the research was conducted with 20 respondents and the statistics collected were used to test the validity and reliability of the research.

3.6.5 *Pilot Testing Feedback*

The pilot testing feedback from respondents was mostly positive; they discovered that the questionnaire was well presented and it was easy to understand the questions or statements. Six of the twenty respondents advised that they managed to fill the questionnaire using their smart phones and the average time was eleven minutes. The negative feedback was that most respondents can only respond to the survey during working hours due to the cost of data for internet usage.

The collected data from the questionnaire was then exported to SPSS programme to test the validity and reliability of the measuring instrument. The initial step was to test the correlations for each variable and it was positive for the study.

3.6.5.1 *Pilot Test Validity and Reliability*

The validity of the constructs was assessed using exploratory factor analysis (KMO and Bartlett's test). The factor analysis revealed that the KMO values were greater than the

minimum required value of 0.5 and the Bartlett's Test of Sphericity had significant p-values.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.861
Bartlett's Test of Sphericity	Approx. Chi-Square	514.231
	df	16
	Sig.	.000

Table 2 KMO and Bartlett's Test for Pilot Study

Reliability was tested on SPSS for the Cronbach's alpha coefficient for internal consistency, the alpha values were above 0.8 which is above the accepted value of 0.7 (Basto, 2012).

Constructs	Cronbach's Alpha
Self Image	0.822
Celebrity Endorsement	0.913
Social Expectation	0.897
Perception	0.932

Table 3 Reliability Test Results for Pilot Test

In conclusion, the sample was adequate to conduct factor analysis and the items within each construct were correlated well enough to conduct exploratory factor analysis. The questionnaire was appropriate to launch an actual survey for the study.

3.6.5.2 *Pilot Test Validity and Reliability*

The hypothesis was tested using the regression weights and the path analysis was performed to assess the hypotheses.

- The relationship between willingness to purchase male cosmetic products and self-image (β = 0.212, t=1.912, p-value < 0.001) was positive, the p-value is less than 0.05, therefore, H1 was supported
- The relationship between willingness to purchase male cosmetic products and celebrity endorsement (β = -0.289, t=-1.731, p-value < 0.001) the p-value was less than 0.05. The results suggested that H2 is not supported.

- The relationship between willingness to purchase male cosmetic products and social expectation (β = 0.173, t=4.243, p-value = 0.002) was positive because the standardised coefficient for social expectation was greater than zero and p-value is less than 0.05, therefore H3 was supported.
- The relationship between willingness to purchase male cosmetic products and perception of modern men (β = 0.279, t=0.387, p-value = 0.574) was not significant since the p-value was greater than 0.05, therefore; the null hypothesis was not rejected

3.6.6 *Ethical considerations*

Since respondents were requested to provide personal information such as their personal motives for consuming male cosmetic products, they were not requested to disclose their names. Surveys were stored electronically and the file was kept in a safe place.

3.7 Data Analysis

The term ‘analysis’ is defined as the computation of several elements or patterns of relationship in data (Khotari, 2004). Survey data is not usually derived in quantitative form, therefore, it needed to be converted into numerical data for analysis. The numerical collected data from the survey was then processed and analysed using in accordance research strategy. It is essential to use the appropriate data analysis tools and even more essential is the applicable research design and data collection instruments. (Muijs, 2004).

3.7.1 *Data Processing*

Data processing implies to editing, coding, organising and formulation of collected numerical data for analysis (Khotari, 2004). The collected raw data was arranged with the SPSS computer programme, which then converted it to numerical data.

3.7.1.1 *Editing*

Editing of data is a process of probing the collected raw survey data to identify any errors to correct when possible. The data was edited by SPSS and included analysis of the completed questionnaires. The advantage of editing is to guarantee that the data is correct and reliable.

3.7.1.2 *Coding*

“Coding is the process of converting questionnaire data into meaningful categories to facilitate analysis “ (Williams A. , 2003). Coding also refers to the method of assigning numbers or symbols to survey replies for the purpose of limiting a number of categories (Granello, 2004). Suitable codes were created for all statements on the questionnaire during the planning stage of the research instruments. The codes were then used during the SPSS data analysis.

Coding is essential for effective analysis and normally initiated at the questionnaire design phase for pre-coding the questionnaire selections, which in turn is valuable for computer tabulation to a coding sheet. When coding replies to questionnaires, it is necessary to develop ‘coding frames’ for a reminder on which numerical code to use (Wilkingson, 2003).

3.7.1.3 *Tabulation*

When a huge amount of data has been collected, it is required to organise and summarise the data in logical order, this procedure is referred to as tabulation (Khotari, 2004). Thus, tabulation is the method of summarising raw data and presenting it in the numerical form for additional analysis. In simple terms, tabulation is an logical arrangement of data in columns and rows (Muijs, 2004). This was conducted with the use of the SPSS programme.

3.7.1.4 *Step-by-step data analysis procedure*

- Numerical analysis of the data that was collected on Microsoft Excel
- Microsoft Excel data editing
- Code collected into Excel

- Import data into SPSS (Statistical Package for Social Sciences and used by researchers to perform statistical analysis) and AMOS
- Descriptive statistics analysis
- Confirmatory factor analysis
- Path modelling

3.7.1.5 *Interpretation*

Interpretation refers to the method of clarifying details of the collected data after an analytical and quantitative study (Khotari, 2004). Once the data was collected and analysed, the study has to conclude on the interpretations. The study can only conclude the findings once the interpretation of the data is completed. In the event of hypotheses testing studies, it is crucial to apply the precise interpretation tool and retested for the accurate results, or else; the researcher may arrive at generalisations. Interpretation is also important for the practicality and success of the study. It is also considered a basic component of the research process because of the following reasons:

- Interpretation supports researchers to understand the academic value beyond the findings. The conclusion of the study can be shared with other studies having the same abstract principles, and thus applied to existing world of events.
- Interpretation helps in establishing explanatory theories can guide future studies; it offers new opportunities for future intellectual explorations.
- The interpretation of the study conclusions often results into experimental hypotheses; therefore, it is useful for the transition from exploratory to experimental research (Khotari, 2004).

3.8 Reliability and Validity

Reliability and validity are tools commonly used for quantitative studies. They test consistency and reliability of the study for honest representation of the total population (Dressen, 2003). Validity checks whether the study quantitative data is precise and if the analysis is accurately calculated according to the study methodology (Golafshani, 2003). Data collected by quantitative or qualitative strategies can be used to validate or develop new theories (Thomson, 2011)

3.8.1 *Validity*

The motive of validity is to examine the results of the data processed and confirm the accuracy of the study (Golafshani, 2003). “In order to be able to generalize the results beyond the confines of the experiment itself, the experiment should really reflect the situation in the real world – i.e. it should possess both internal validity (the extent to which the ideas about cause and effect are supported by the study) and external validity (the extent to which findings can be generalized to populations or to other settings)” (Walliman, 2011, p. 104).

3.8.1.1 *External validity*

External validity is an extended theory to which the study results can be generalised to a larger population. External validity can be compromised by incorrect sampling and unanticipated external factors (Khraim, 2011).

Since all the hypotheses in the study were tested, the collected survey data, sample and measuring instrument (Likert scale) enhanced the validity. Although convenience sampling is not suitable in every study, it did provide a satisfactory sample in this research. The negative concern of convenience sampling is that generally the research topic or sample being studied is likely to be familiar; therefore, the researcher might be tempted to generalise the population. The other concern is that convenience samples are usually used in social studies and the sample is sometimes perceived as an important study limitation (Thomson, 2011).

3.8.1.2 *Internal Validity*

Internal validity is defined as “the measure of the level of sophistication of the design and extent of control in an experiment. The values of data gained should genuinely reflect the influences of the controlled variables” (Walliman, 2011, p. 173). Internal validity is also defined as a logical rather than quantitative method (Slack, 2001). It is established that the success of quantitative studies depends on the accuracy of internal and external validity, therefore, inaccurate results are invalid.

Internal validity also depends on appropriate sample instruments, which result in accurate conclusions. One of the features for accurate internal validity is the internal

consistency of reliability; which refers to the degree to which all methods and processes are calculating the same concept (Thomson, 2011). Several tests are necessary for estimating stability and the consistence of reliability but a single test is required for internal consistency. Most studies apply the Cronbach's alpha coefficient to measure the internal consistency of reliability (Sun, 2007).

3.8.2 *Reliability*

Reliability is defined "an element that determines the quality of the research measurement instruments and also refers to the extent to which test scores are free of measurement error" (Muijs, 2004, p. 71). It is also defined as the consistency of research instrument measurement and often applied in the quantitative literature (Weir, 2005).

There are two methods of reliability test in quantitative research; repeated measurement and internal consistency. The study calculated and reported the Cronbach's alpha coefficient for internal consistency reliability after the Likert scale data collected. The Cronbach's alpha is vital for the assessment of the internal consistency and the reliability of the relationship of all variables (Ostrom, 2011).

Internal consistency is essential in scales that measure different types of personality (Streiner, 2003). The general method for reliability coefficient is coefficient alpha, which is an estimator for reliability. Cronbach Alpha was established by Lee Cronbach in 1951 to create a measure for internal consistency of a scale, the method calculate the internal consistency as a number between 0 and 1 (Tavakol, 2011). Generally multiple tests are required for testing constancy of reliability but only a single test is required for estimating internal consistency (Sun, 2007). The study tested the internal consistency by adopting the alpha coefficient method, which is a good indicator of the instrument's reliability (Scandura, 2000).

Previous studies acknowledged Cronbach's alpha as the reliable measure of internal consistency. Cronbach's alpha also determines the relationship between all items in the Likert scale. "Cronbach's alpha is a test reliability technique that requires only a single test administration to provide a unique estimate of the reliability for a given test" (Gliem, 2003, p. 84). Cronbach's alpha reliability coefficient is usually between 0 and 1.

Although there is no maximum value to the coefficient, the closer the coefficient is to one, the better the internal consistency of the items in the scale (Gliem, 2003).

The study adopted the five-point Likert scale; therefore, it is inevitable to determine Cronbach's alpha coefficient for internal consistency. The Cronbach alpha for the study was calculated using the Pearson correlation matrix software package SPSS (Zumbo, 2007). Variables from Likert scale are only confirmed to be reliable when the results are consistent over a repeated test method (Weiner, 2007).

The data collected from the survey were transferred to SPSS software and the initial test conducted was the correlation of all variables. The correlation test is significant because it helps to understand if the questions for each variable are related to each other. Even though the correlation test was conducted during the pilot stage, it was important to test it again on a bigger sample. The sample was adequate to conduct factor analysis and the items within each construct were correlated well enough to conduct exploratory factor analysis. Reliability and validity tests are also important for hypothesis testing.

CHAPTER 4: PRESENTATION OF RESULTS

4.1 Introduction

This chapter presents the results received from the 301 respondents who completed the online questionnaire in Survey Monkey. The survey was initially sent to 333 respondents and 32 respondents confirmed that they did not use cosmetic products, therefore, they were disregarded. Each variable was tested to measure the attitude of males toward the consumption and purchase of men's cosmetic products. The Statistical Package for the Social Sciences program (SPSS) version 15.0 was used in this study with a P level of not less than 0.05 of significance for all of the statistical assessments (Sun, 2007). The collected data was formatted and analysed for possible errors such as missing values. The graphic statistics of the collected responses was first analyses of the data. The second stage was the analysis of the SSPS statistics complete with factor analysis, Pearson's correlation and regression analysis to test the hypotheses.

4.2 Demographic profile of the respondents

4.2.1 *Gender*

All respondents were male and South African which was in line with the objective of the study; to understand the factors influencing the consumption of male cosmetics products in South Africa.

4.2.2 *Age group*

Figure 6 shows the age group of the respondents. It is noticeable that 48% of the respondents are between the age of 26 and 35 years old, which is the highest age group of the respondents. This is followed by 29% between the age of 18 and 25 years old. The last age group is of those that are thirty-six years and older.

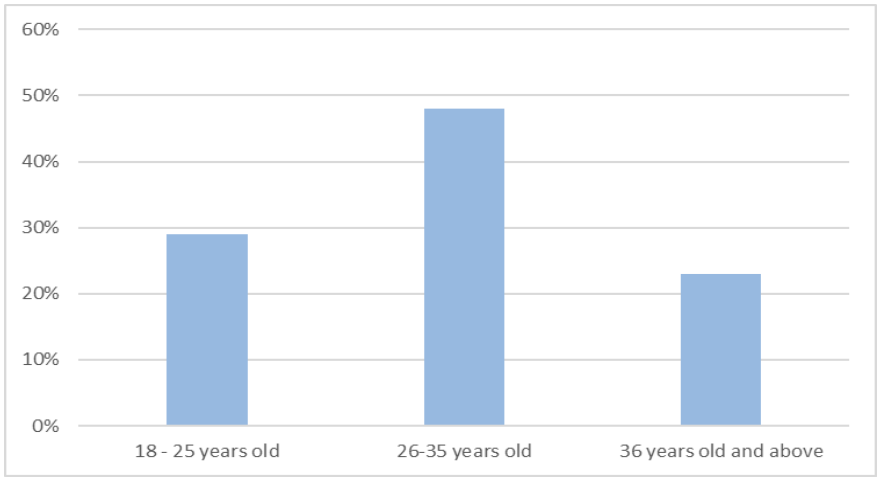


Figure 5: Age Group

4.2.3 *Usage of cosmetic products*

Figure 7 shows the percentage of respondents who are using products considered as cosmetics. There were 333 respondents, of which 32 did not use cosmetic products; therefore, the research was only conducted on a sample of 301 respondents, which is above the minimum research scope.

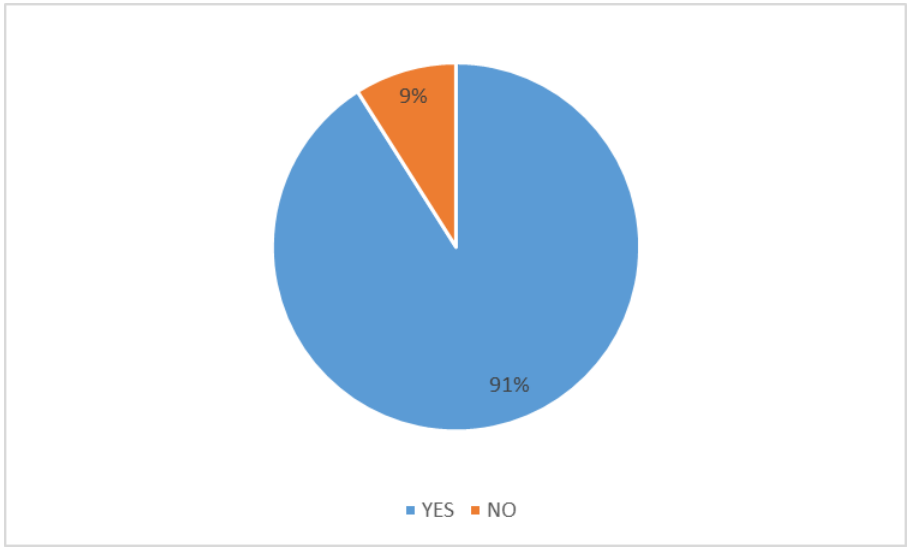


Figure 6: Usage of cosmetic product

4.2.4 *Occupation of Respondents*

It was observed that 36% of the respondents were students and 61% employed. It can be assumed that 3% of the respondents are either unemployed or self-employed.

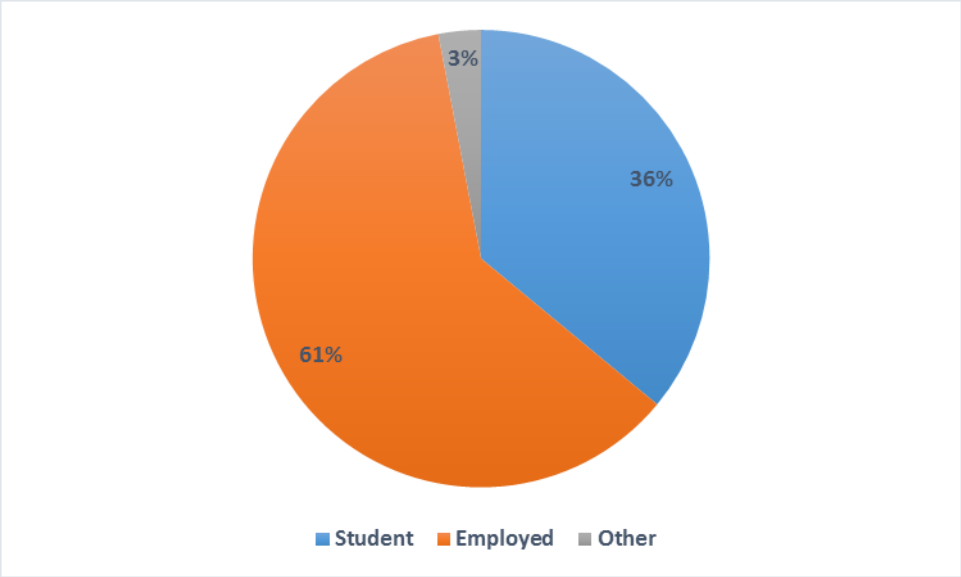


Figure 7 Occupation of Respondents

4.3 Descriptive statistic: Measurement scale

This segment explains the results from the five-point Likert scales (table 2) collected from the respondents across the variable. The results are presented according to the literature review and hypotheses statements.

1	2	3	4	5
Strongly disagree	Disagree	Undecided	Agree	Strongly Agree

Table 4: Five-point Likert scale

4.3.1 *Self-Image and cosmetic consumption*

Item	Strongly Disagree % Respondents	Disagree % Respondents	Undecided % Respondents	Agree % Respondents	Strongly Agree % Respondents
I am willing to spend time in the mirror to get the ideal look	8%	9%	2%	63%	18%
I use cosmetic products to construct an image that makes me more presentable	6%	17%	11%	56%	11%
I frequently check my appearance in the mirror	2%	7%	27%	61%	3%
I usually buy cosmetics that will make me look my best	6%	11%	3%	54%	26%
I try different products to create my desired image	8%	8%	9%	56%	19%
I am very concerned about my appearance	4%	6%	12%	54%	24%
I would feel embarrassed if I was around people and I did not look my best	24%	26%	23%	14%	13%

Table 5: Self-Image and Cosmetic Consumption

The survey questions in Table 5 are related to the self-image questionnaire; the response from the questionnaire clearly indicated that 63% of the respondents were more concerned with maintaining the ideal look; therefore, they spend time at the mirror in pursuit of their ideal look. This may be contrary to popular belief that men are not as concerned about looks as women are. Men are becoming more image-conscious, 61% of men have agreed that they frequently look at the mirror to maintain their appearance.

However, a total of 23% of the respondents disagreed with the question that they use cosmetic products to construct an image that makes them more presentable. The results confirmed other studies that established that the objective of using cosmetic products was not only for psychological benefits, but for health benefits such as protecting against the adverse effects of environment and the poor skin condition. This was also witnessed by 11% of respondents, who were undecided about the same question. It can be assumed that a total of 34% respondents use cosmetic products for other reasons than to look more presentable. Kumar (2005) confirmed that a high number of women use skin care products for their personal hygiene; although the majority of women use

cosmetics for improving the skin and enhancing their facial looks, factors such as personal hygiene and medical benefit must not be overlooked.

One of the questions was to understand the frequency of the respondents in checking their appearances in the mirror to maintain the perceived image. Most offices or commercial buildings have mounted mirrors in men's bathrooms for frequent checks of appearance. The results from the questionnaire established that 61% men frequently check their appearance in the mirrors and 10% of the respondents disagreed. Factors such as age such as age can influence the frequent use of a mirror, the younger generation can be assumed to be more concerned about ideal looks than the older generation.

It is noted that 54% of the respondents agreed that the reason for the use of cosmetic is credited to maintaining the look. 11% of the respondents disagreed and 6% strongly disagreed with the question. There are other studies that rejected the self-image concepts because their findings suggested that there are many reasons that drive men to use skin care product, but the most two important influential factors are improving their skin and personal hygiene (Sinha, 2012).

The other statement was to explore if men try different cosmetic products to create a desired image. A total of 75% of men respectively agreed and strongly agreed with the statement. The findings confirmed previous studies that men are starting to consume premium cosmetic products offering top-of-the-range high-tech beauty products (Sinha, 2012). This finding also confirms the growing global male cosmetic market, men are constantly searching for products that suite their needs. However, the consumption of the premium cosmetic products has a financial factor because the accessibility of these products is driven by affordability and exposure.

Since the growth of metrosexual men has received special attention in the cosmetic sector, men have started to allocate time and significant amounts of money to trial different products in order to enhance their physical appearance. The premium cosmetic products are expensive because of the brand promise (anti-aging, healthy skin), therefore; men are willing to invest money to achieve their ideal self-image. Only 16% of the respondents are disagreed to trying different products to achieve their ideal look. This

can also be due to limited accessibility of the different cosmetic products or affordability of premium products.

The urban life and modern culture has created a market for cosmetic products, therefore; body care products specifically intended for men are more than a trend, they are an essential (Guo, 2011). One of the questions was aimed at understanding if men would feel embarrassed if they do not have any cosmetic products. Fifty-four per cent of the respondents agreed with that statement, however, 12% of respondents were undecided. The male cosmetic products are becoming part of an urban lifestyle and the consumption of these products is physically noticeable in men, therefore, a significant number of men do not feel comfortable if they do not use the cosmetic products.

There is an overwhelming and constant advertisements of men's cosmetic products with images of physically attractive men; as a result, men's cosmetics market has allowed more men to get comfortable with the idea of using cosmetic products (Austad, 2004). Therefore, a 50% of men will not feel comfortable if they were not looking their best either at the workplace, or school where men want to be attractive.

Men are consuming the ideas and images that are related to the products to yield a desired identity and self-image (Hosany, 2012). Men are getting more concerned about appearances. The results have indicated that 54% of respondents are more concerned with their appearances. Over 35% strongly agreed to the same question.

Previous studies did establish that consumption of a product is not about the physical benefits of that particular product but the drive behind the consumption is to create, improve and maintain a person's identity (Cheng, 2010).

The cosmetic manufacturers have prioritised the education of cosmetic products to men through various marketing strategies including advertising, consequently, men are more concerned with their appearances than ever before.

4.3.2 *Celebrity Endorsement and Cosmetic Consumption*

Item	Strongly Agree % Respondents	Agree % Respondents	Undecided % Respondents	Disagree % Respondents	Strongly disagree % Respondents
I am a fan of celebrities that look good	7%	52%	7%	32%	2%
I think I look good just like the celebrity who endorses my current facial product	9%	51%	4%	32%	4%
I used to think that cosmetics are girlish, but not anymore after I saw my favorite celebrity used it	5%	33%	22%	27%	13%
I would initiate and buy new cosmetic products if my favorite celebrity endorses it	8%	36%	16%	30%	10%
I like to look younger than my actual age	34%	49%	5%	9%	3%
I feel proud when people compare me to my favorite celebrity	9%	34%	22%	28%	7%

Table 6: Celebrity Endorsement and Cosmetic Consumption

52% of respondents agreed that they are fans of celebrities who look good, whereas a total 34% of the respondents disagreed with the same question. Most cosmetic organisations successfully used famous celebrities such as actors or sportsmen as a marketing strategy to promote their cosmetic products. These celebrities have developed a culture of modern men behaviour by promoting and supporting subconsciously certain attributes (Anuradha, 2014). Celebrities such as sportsmen who are also perceived to be fashion conscious, are reported to have a huge impact on male attitudes toward cosmetic products; therefore, they become successful ambassadors for a number of grooming products, ranging from shaving foams to skin care creams (Cheng, 2010). Men feel at ease to use the products that are acknowledged by celebrities they admire, even if it means to embrace a certain culture different from their own (Hung, 2011).

Over 51% of the respondents agreed with the statement that they think they look as good as the celebrity who endorses their current facial products; 32% disagreed to the question. Advertisements of skin care products and fashion have created the need for men to pursue the ideal image associated with their celebrities, therefore, imitating their style by consuming similar products (Cheng, 2010).

A total of 44% of the respondents agreed and strongly agreed respectively that they are willing to buy new cosmetic products endorsed by their favourite celebrity, however, 30% of the respondents disagreed and 10% strongly disagreed to the question. Advertisements of cosmetic products are based on facial attractiveness, therefore, cosmetic organisations use celebrities that symbolise physical attractiveness. It is valuable that the celebrities have personally used the product and are able to testify citing its benefits to give confidence to consumers (Gupta, 2013). Assumptions for the negative response to the statement is the fact that celebrities often secure advertisement contracts for product or services for which they may or may not be the experts, therefore, consumers fail to relate with the endorsement (Austad, 2004).

A total of 40% of respondents (30% disagree and 10% strongly disagree) disagreed with the statement that they buy new cosmetic products if their favourite celebrity endorses them. Previous studies also highlighted that the effectiveness of advertising depends on the perceived expertise and credibility of an endorser (Khatri, 2006). A total of 44% of the respondents agreed to the same statement. Since the use of male cosmetic products is perceived new market, men rely on testimonials of celebrities when selecting products.

Over 34% of the respondents strongly agreed that they would like to look younger than their actual age. Men's perception of age is changing drastically, consumers have started to perceive the body as the fundamental indicator of the self and hence the need to preserve youthful skin (Manolica, 2012). The advertisement of anti-aging cosmetic products for men is increasing the demand in the market. The need to preserve youthful appearance is related to the emotional attributes, people feel encouraged and motivated when they look younger than their actual age (Anderson C. , 2001).

4.3.3 *Social Expectation and Cosmetic Consumption*

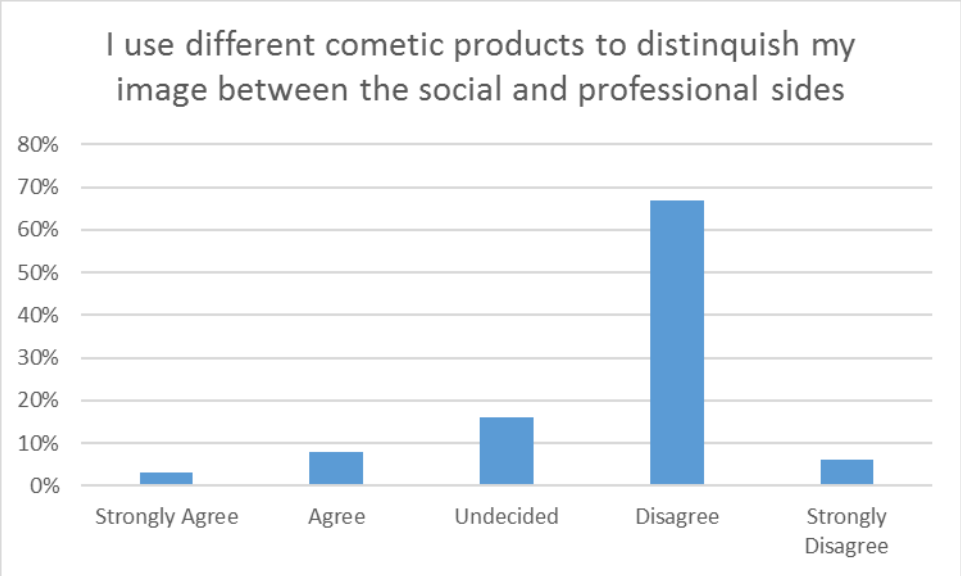


Figure 8: Question response analysis

There were 68% of respondents who disagreed with the statement that that they use different cosmetic products to distinguish their social, and professional image. This statement was intended to investigate whether men consume products that are influenced by the decisions of others (Anuradha, 2014). Consumers are motivated by product features that are relevant to society, relationships with others and ideal identity (Douglas, 2006). It can also be noticed from the response that the influence from others does not affect people's social and professional sides.

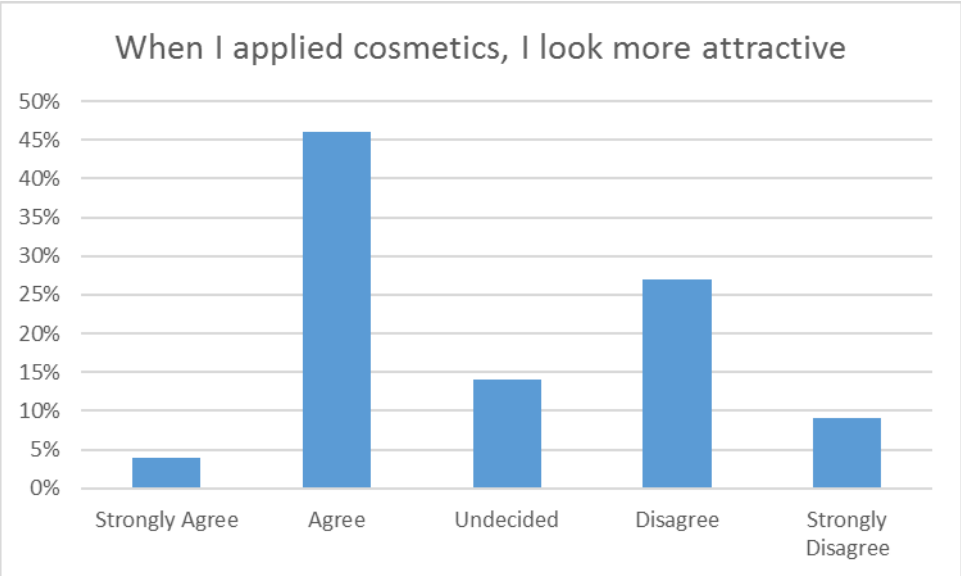


Figure 9: Question response analysis

The statement in Figure 9 highlighted that 46% of the respondents agree to a question that they look attractive when they have applied cosmetics. However, 27% of the respondents do not agree to the question. Men are seeking to improve their appearance to look more attractive to the society. “People have constantly strived to be attractive; however, the definition of 'attractive' is dependent upon where one lives and when one lives” (Hunt, 2011, p. 9).

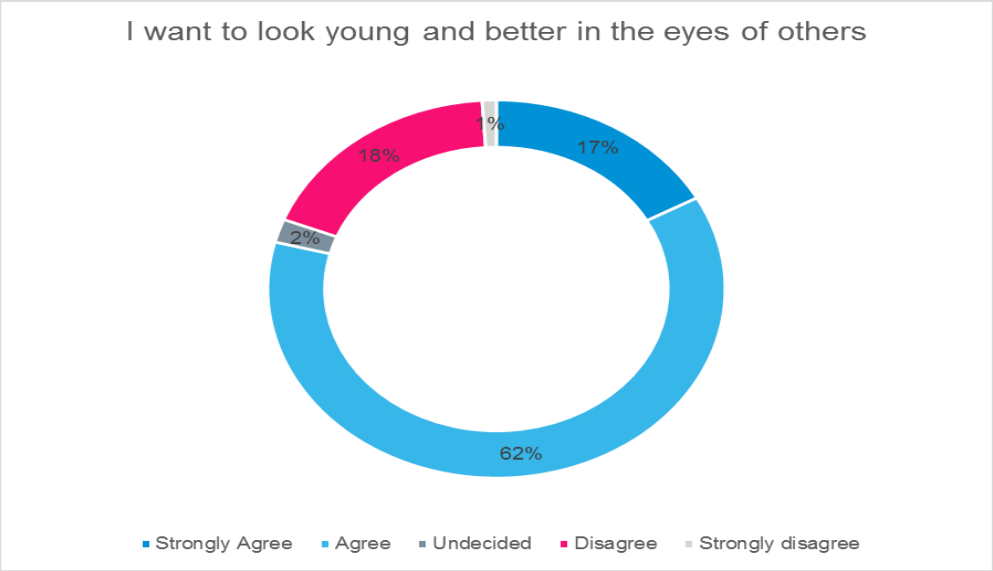


Figure 10: Social Expectation Question 3 response analysis

Figure 9 shows the response from 301 respondents and 62% of these respondents agreed that they want to look young and almost 20% strongly agreed with the statement. The definition of physical beauty is dominated by external appearance; especially facial and body features. Most celebrities portrayed in the current media marketing are young and middle or upper class, therefore, it can be concluded that modern people are living in a youth-oriented society with the realistic portrayal of adults becoming less prospective (Vickers, 2007). People are more concerned about looking younger and society perceives younger people as attractive, therefore, creating the need for ant-aging cosmetics to maintain the youthful look.

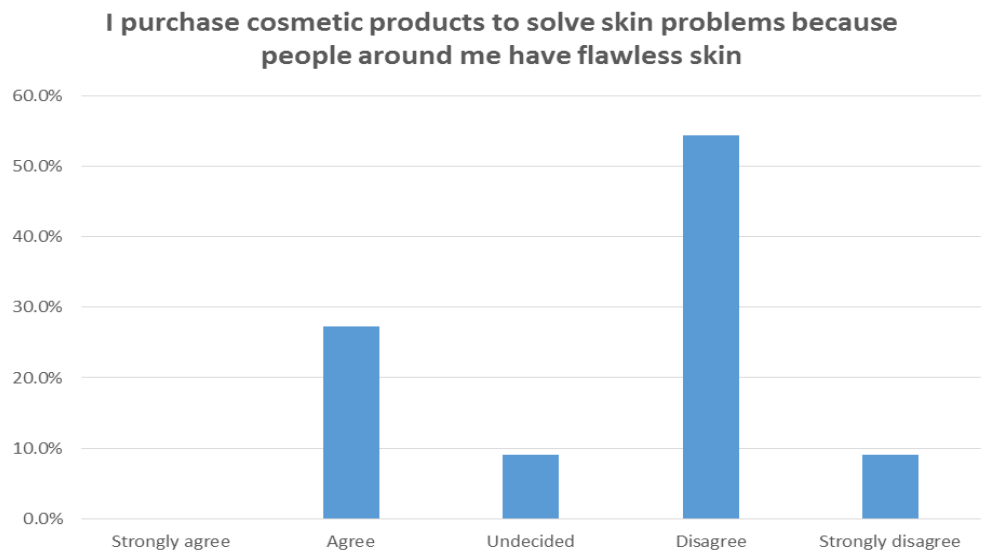


Figure 11: Social Expectation Question 4 response analysis

There were 54% of respondents who disagreed that they purchase cosmetics to solve skin problems, and 28% of respondents agreed with the same question. It is evident that the consumption of cosmetic products by men is not motivated by health. The cosmetic marketing strategies are to highlight the connection between attractiveness and health, for instance, a glowing and healthy skin is a reflection of good health (Diagne, 2009). Although media advertising is constantly presentation the importance of health, including cosmetics, men are buying cosmetic products for reason other than health (skin condition).

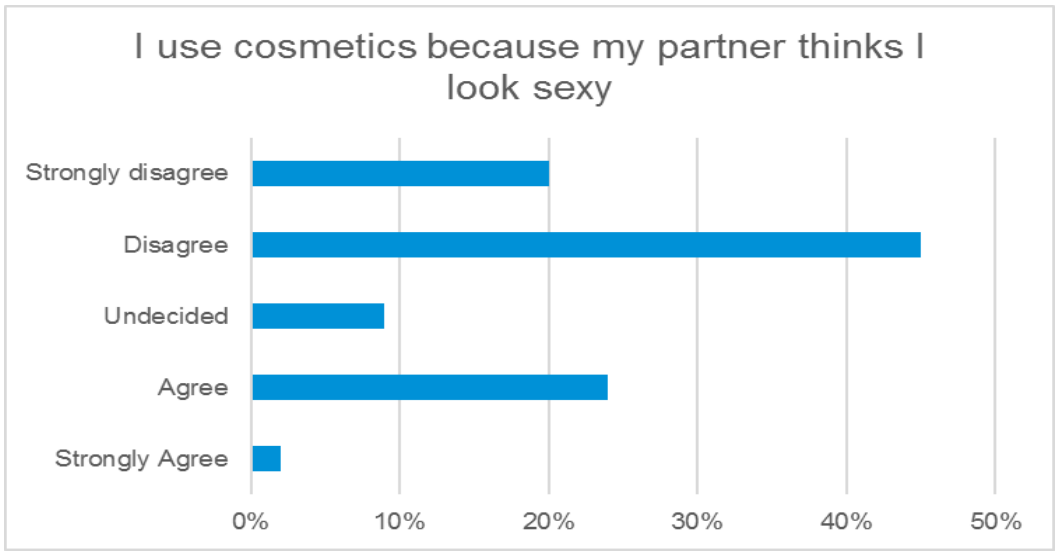


Figure 12: P1 question response analysis

Women have been using cosmetics for thousands of years; they have mastered the use of different cosmetics for different applications. Men however, have started to use cosmetics recently and most of the application guidance is from women. Figure 12 was a statement aimed to understand if men are using cosmetics because their partners thought they looked sexy. 45% of these respondents disagreed and 18% agreed. However, 26% of the respondent disagreed to this question.

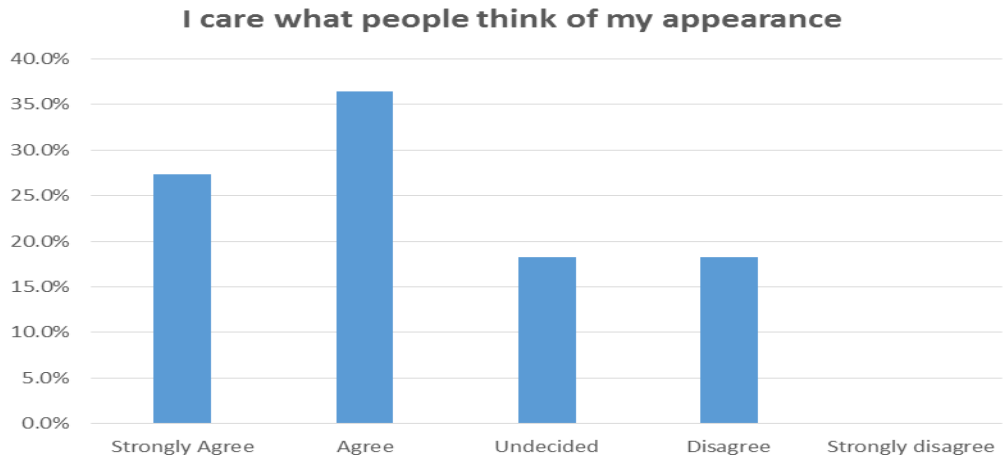


Figure 13: Perception question 2 response analysis

The response from Figure 13's statement clearly indicated that most men care what people think of their appearances. 36% of the responded agreed and 27% strongly agreed. It is also clear that not all respondents care about how other people view their appearances; it may be because they are applying the cosmetic products for other reason such as the health benefits. Urban men are more concerned about how other people view their appearances because of their lifestyles (working class and urban citizens) (Cheng, 2010).

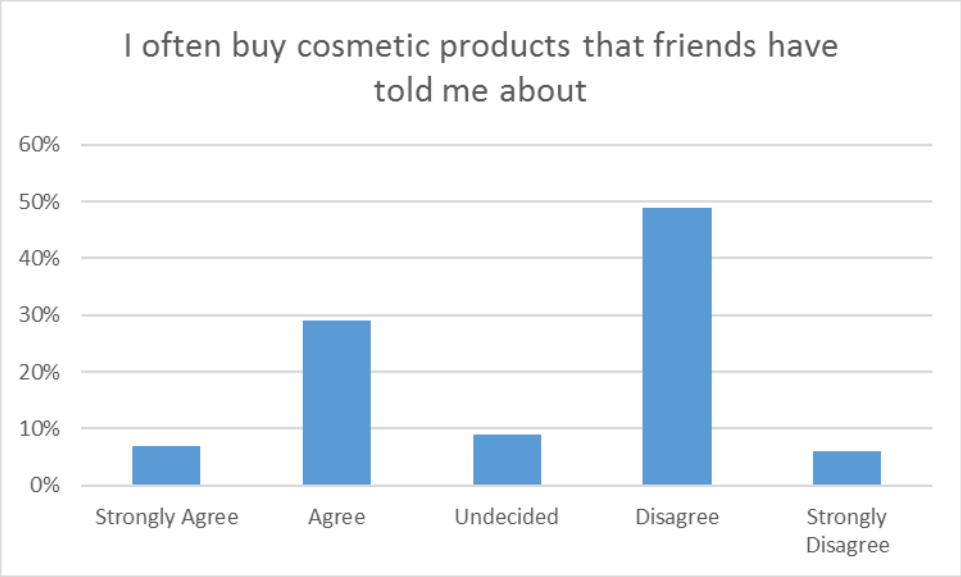


Figure 14: Perception question 3 response analysis

Reference to a product from friends and family plays a more critical role in the use or purchase of cosmetic products (Maguire, 2004). However, in Figure 14, 49% of the respondents disagree that they buy products that their friends have recommended for them, 30% of other respondents agreed to the question. Most of the respondents might have answered the question with other factors in mind, such as media being the influence or reference when buying cosmetic products. The other factor is the influence of partners into the consumption of cosmetic products, since women have experience in cosmetics and their benefits, they are more likely to refer appropriate cosmetic product to their family members.

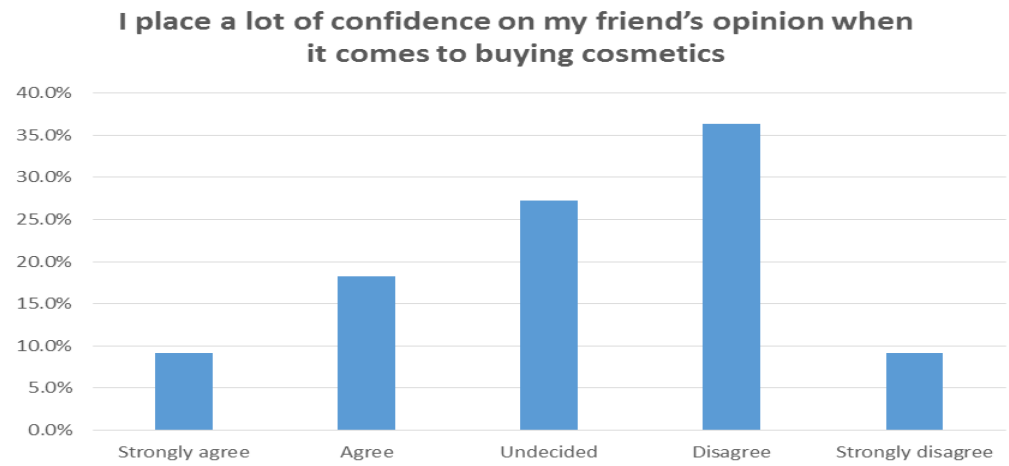


Figure 15: Perception question 4 response analysis

Figure 15 shows many mixed reactions from the respondents. There are 36% who disagreed to the question, and 27% who are undecided about their friend's opinion on the use of cosmetic products. There are a similar number at 9% who strongly disagree and strongly agree to the question. This may be due to the age difference in men, younger men might be influenced by their friends, but older men are more likely to make their own decisions or influenced by their partners.

4.3.4 *Willingness to Purchase*

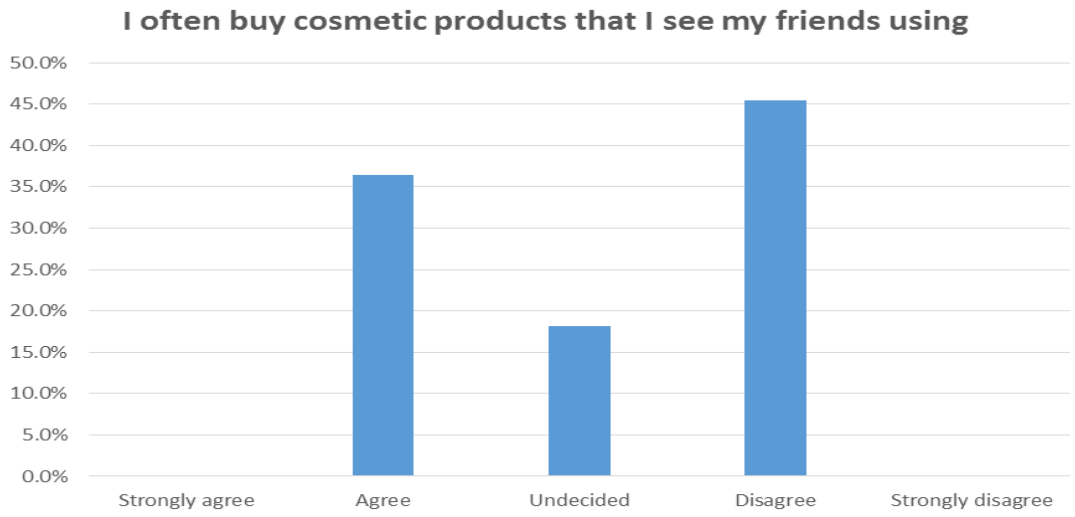


Figure 16: Willingness to Purchase Question 1 Response Analysis

Consumers are influenced by progressive products that offer value added benefits; cosmetics for men are consumed for the healthy skin benefit than the make-up practice (Cheng, 2010). Most men will try products that are being used by their friends or family members hence Figure 16's statement was intended to find out the opinion from the respondents. 46% of respondents disagreed that they buy cosmetic products that they see their friends using with 36% agreeing to the question.

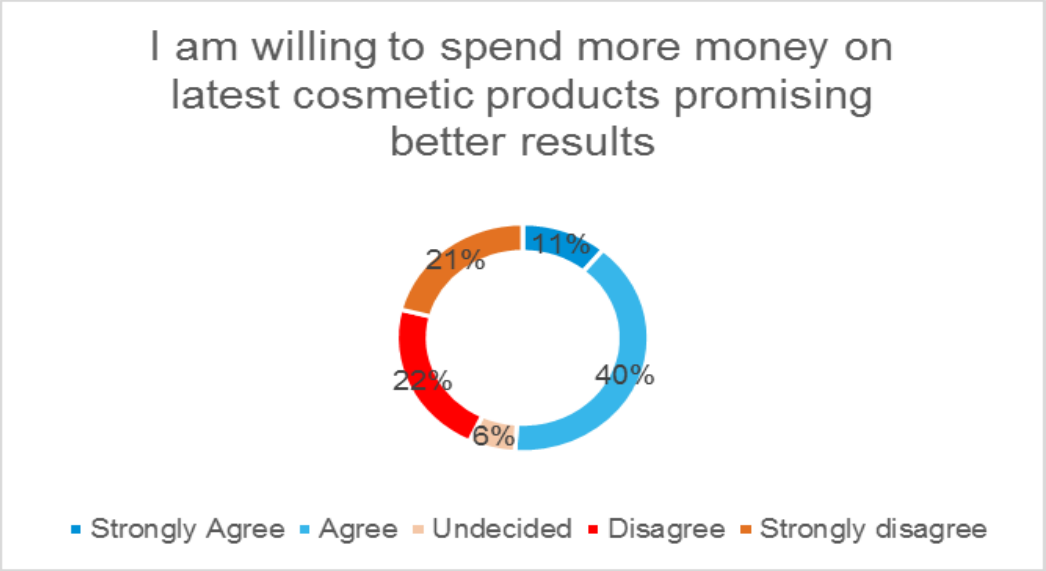


Figure 17: Willingness to Purchase Question 2 Response Analysis

Lifestyle has a significant impact on the consumption behaviour of consumers, various lifestyle factors such as social class, values and personality influence how individuals behave toward the consumption of products (Gupta, 2013). The urban lifestyle requires the investment of money in order to create an ideal image, therefore from the Figure 18, it was evident that most men are willing to spend money on cosmetic products to avhieve the desired look. Although 22% of men disagreed to this statement, it might be the students who are currently consuming the basic grooming products and are not willing to spend money on the latest cosmetic products due to financial limitations. The premium cosmetic products are expensive and with the brand promise of attaining the ideal self-image, however, the economical condition does play a role in the consumption of the premium products.

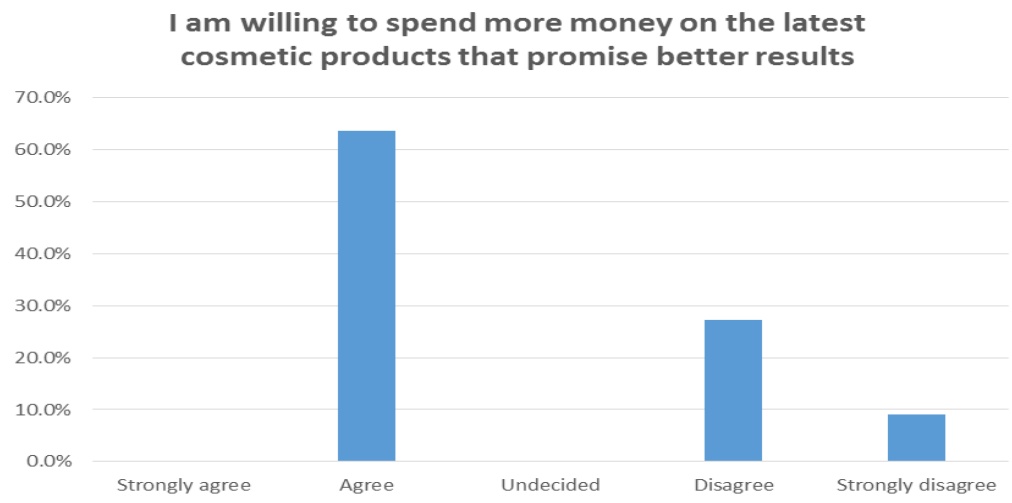


Figure 18: Willingness to Purchase Question 3 Response Analysis

There are many cosmetic products being introduced to the market with a promise for better results. 67% of respondents from Figure 19 agreed that they are willing to spend more money on the latest cosmetic products that promise better results while 28% of the respondents disagreed with the question.

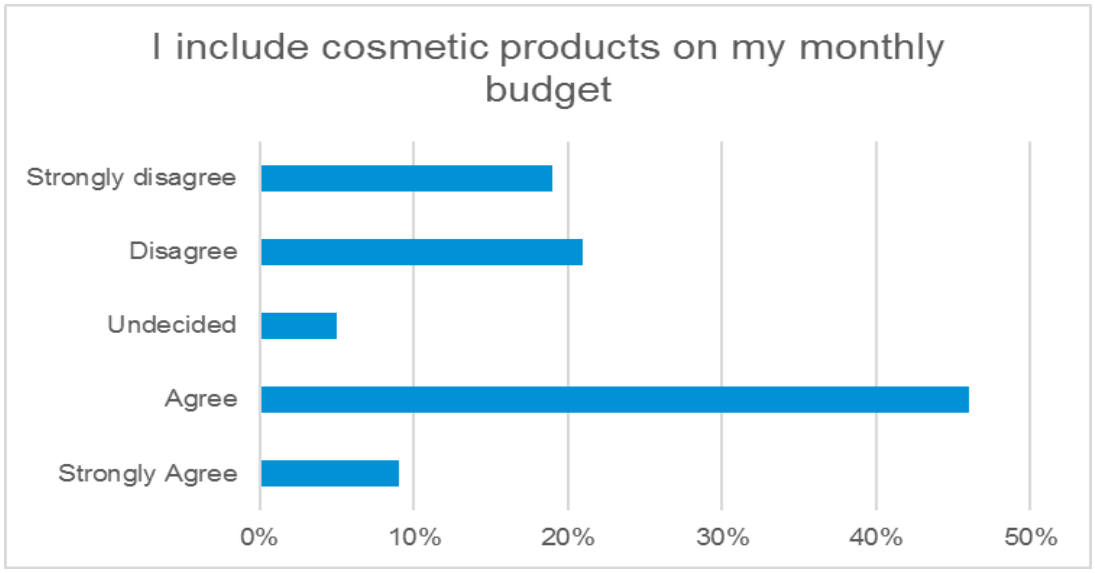


Figure 19: Willingness to Purchase Question 4 Response Analysis

The response for Figure 19 indicated that 40% of the respondents agree that they include cosmetics in their monthly budget with 20% who strongly agree. There are also 30% of the respondents who disagree with the question. Most men view cosmetics as

toiletries and do not specifically budget for cosmetics, therefore the response for the Figure 19 might also have been influenced by this factor.

4.4 Reliability and Validity Measurement

This section presents the results relating to the testing of the measurement scales for reliability and validity.

4.4.1 *Reliability measurement*

Variables test instruments are only confirmed to be reliable when they deliver constant and consistent responses over a repeated test (Santos, 1999). The data collected from the survey was transferred to SPSS software. The first step was to test the correlation of the variables to confirm if the if the questions for each variable are related to each other.

The correlation test for all variables was tested during the pilot stage, it was necessary to test the correlations again on a bigger sample. The sample was adequate to conduct factor analysis and the items within each construct were correlated well enough to conduct exploratory factor analysis.

The items within each of constructs was then grouped together to form a summated scale for each construct. The summated scale was computed by calculating the average of the items within each construct. Descriptive statistic for the summated scales and the correlation among the constructs were then presented using the Pearson's Correlation and Descriptive Statistic.

Pearson's correlation analysis indicates if there is significant positive correlation between variables.

Reliability and validity tests are also important for hypothesis testing

4.4.1.1 *Cronbach Alpha Coefficient*

Factor analysis is a key feature to reduce the quantity of the total questionnaire. The SPSS programme was applied to minimise the occurrence of shared variance of measured variables. Cronbach's alpha coefficient test was implemented to test the

reliability of the data; the technique is appropriate to remove any cross-loading of items that were present in the questionnaires. The objective of the factor analysis is to ensure the internal consistency of the questionnaire (Wilkingson, 2003). Cronbach's alpha is the most applied internal reliability coefficient method in quantitative research. A reliability coefficient determines whether the measuring scale is accurate in the collection of items to produce interpretable statements about respondents (Basto, 2012).

The Cronbach's alpha coefficient is always expected to be closer to 1.0 for the reliable internal consistency of the items in the scale as shown in Table 5 (Gliem, 2003)

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 7: Cronbach alpha internally consist values (Gliem, 2003)

The data was analysed using the SPSS programme and corresponding codes were created. Table 6 shows the Cronbach Alpha results from the research.

Construct	Items	Factor Loading	Cronbach's Alpha
SE	SE3	0.74	0.808047021
	SE2	0.74	
	SE1	0.71	
	SE4	0.70	
	SE5	0.70	
	SE6	0.63	
	SE7	0.60	
CE	CE2	0.93	0.935468886
	CE4	0.92	
	CE3	0.91	
	CE5	0.86	
	CE1	0.85	
SOC	SOC2	0.94	0.921260234
	SOC3	0.93	
	SOC1	0.92	
P	P1	0.94	0.952318566
	P4	0.94	
	P3	0.93	
	P2	0.93	
	P5	0.84	
WTP	WTP3	0.87	0.818671873
	WTP2	0.82	
	WTP4	0.81	
	WTP1	0.76	

Table 8: Cronbach Alpha Results

Since the Cronbach alpha was conducted on the SPSS programme, the values for all the variables tested in the study were concluded to have a value of at least 0.7 or higher; this indicated correlations of the data used in the study. While a high value for Cronbach's alpha determines the quality of internal consistency of the items in the scale, it only applies if the items in a test are correlated to each other, then the value of alpha is increased (Golafshani, 2003). The results in Table 8 show that the Celebrate Endorsement (5 items, α = 0.935), Social Expectation (3 items, α = 0.921), and Perception of Modern Men (5 items, α = 0.952) had excellent reliability level since the Cronbach's alpha values were greater than 0.9. While Self-Image (7 items, α = 0.808) and Willingness to purchase (4 items, α = 0.819) had good reliability since the Cronbach's Alpha values were greater than 0.8.

Construct	Descriptive Statistics		Correlations				
	Mean	SD	SE	CE	SOC	P	WTP
Self-Image (SE)	4.16	0.42	1				
Celebrity Endorsement (CE)	2.63	1.03	.151**	1			
Social Expectation (SOC)	3.66	0.94	.127*	.081	1		
Perception (P)	3.37	1.05	.165**	.086	.469**	1	
Willingness to Purchase (WTP)	3.94	0.76	.271**	-.131*	.218**	.144*	1

SD = Standard Deviation, **= p-value < 0.01, * = p-value < 0.05

Table 9: Pearson's Correlation and Descriptive Statistics of the Constructs

Since the constructs had Cronbach's values were greater than the minimum requirement of 0.7, it means that the items within each of constructs could be grouped together to form a summated scale for each construct. The summated scale was computed by calculating the average of the items within each construct. The results in Table 3 show the total descriptive statistics for the summated scales and the correlation among the constructs.

The results indicate that Self-Image (mean = 4.16) was the highest rated construct followed by Willingness to purchase (mean = 3.94), then Social Expectation (mean = 3.66), Perception of Modern Men (mean = 3.37) while Celebrate Endorsement (mean = (2.63) was the lowest rated construct.

Pearson's correlation analysis shows that there was significant positive correlation between Willingness to purchase and each of Self-Image (r = 0.271, p-value < 0.01), Social Expectation (r = 0.218, p-value < 0.01) and Perception of Modern Men (r = 0.144, p-value < 0.05) while Celebrate Endorsement (r = -0.131) was negatively associated with Willingness to purchase.

4.4.2 *Validity Measurement*

Validity is the confirmation that a test instrument is measuring what it is supposed to measure (Golafshani, 2003). Validity measurement seeks to consider only items that

have higher Cronbach alpha than those that have low values because of minimal relationship. Other factors such as minimal number of question or insignificant relationship between the variables can influence a value of Cronbach alpha to be low, therefore; if a low Cronbach alpha is because of minimal correlation between items, then some variables should be revised or discarded, this method is called discriminant validity (Dressen, 2003).

The common technique to identify these low values is to compute the correlation of each test item with the total score test, this was conducted on the SPSS programme. The programme deleted all items with low correlations (approaching zero). The SSPS programme was also able to calculate the Average Variance Extracted.

4.4.2.1 *Discriminant validity*

Discriminant validity means that a variable with a low correlations value is deleted or discarded. It is noted that discriminant validity also tests whether variables that should not be related, are in fact, not related (Farrell A. , 2008).

Discriminant validity method is fundamental for guiding latent variable analysis because without it, the results are unable to confirm whether the hypothesised structural paths are real or whether they are a result of statistical discrepancies (Presser, 2010). “If the correlation between two composite constructs is not higher than their respective reliability estimates, then discriminant validity exists” (O'Cass, 2004, p. 459).

Figure 20 explains that 11 components represent 85% of the variance. This can be also witnessed in the Scree plot, Figure 21; the eleven components are above the break point.

Detailed information on discriminant validity is in factor analysis section.

4.4.2.2 *Factor Analysis*

Factor analysis is used to detect latent variables and it is a general method used to reduce variables into a lesser set to for ease of interpretations (Pearce, 2013).

There are two main classes of factor analysis: Exploratory Factor Analysis (EFA), and Confirmatory Factor Analysis (CFA). Both methods are applicable in the testing of

hypotheses theories. It is necessary to conduct a Confirmatory Factor Analysis (CFA) in order to validate the reliability testing (Pearce, 2013).

Extraction methods commonly used in factor analysis (CFA) are as below:

- Principal Components Analysis (PCA)
- Maximum probability
- Unweighted least squares
- Generalised least squares
- Alpha factoring

SPSS programme has six factor analysis extraction methods, unweighted least squares, generalised least squares, maximum likelihood, principal axis factoring, alpha factoring, and image factoring (Costello, 2005).

Multi-item scales were created for each concept of the study, therefore; data was analysed before creating the final scales. All the variables were tested using both the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy (MSA) and Bartlett's test of sphericity. A minimum Kaiser–Meyer–Olkin (KMO) value of 0.5 is considered acceptable to reliably use the factor analysis for data analysis but a value of 0.8 is considered excellent (Alasuutari, 2008). Table 8 shows the results of the Kaiser–Meyer–Olkin (KMO), Bartlett's test of sphericity for this study.

The communality is the difference in the identified variables, which are accounted for by a common or primary factor (Pearce, 2013). High communality is one that has a lot of the variance. Variables with low communalities, less than 0.40, are removed from the analysis since the objective of factor analysis is to clarify the variance through the common factors (Basto, 2012).

Item communalities with a value of 0.8 or greater are defined as high communalities but this is unlikely to occur in real data (Pearce, 2013). The common values in social sciences studies are low to average communalities of .40 to .70. Communality with values less than .40 mean that the items might not related to the other items, therefore; additional factor that must be explored (Costello, 2005). An appropriate method will have less than 50% of the non-redundant residuals with absolute values that are greater than

.05 (Pearce, 2013) which is applicable for this study. The objective of factor extraction is to eliminate the common variance in the primary factor (Pearce, 2013). Data extraction will convert a large number of items into factors (Williams B. , 2010).

Validity of the constructs was assessed using exploratory factor analysis. For the Social Expectation (SOC) construct, the variable, Table 10 'I want to look young and better in the eye of others' was excluded since it had a communality of 0.255 (< 0.4).

Social Expectation Variable	Initial	Extraction
SOC1	1.000	.822
SOC2	1.000	.866
SOC3	1.000	.842
SOC4	1.000	.255

Table 10: Social Expectation (SOC) Extraction Method: Principal Component Analysis.

Table 11 shows the revised Social Expectation variable after rejecting the SOC4 statement 'I want to look young and better in the eye of others' which had communality of 0.255 and below the minimum acceptable value of 0.4. All variables on the revised extraction have a value above 0.8 that is above the requirement value of 0.4

Social Expectation Variable	Initial	Extraction
SOC1	1.000	.844
SOC2	1.000	.893
SOC3	1.000	.869

Table 11: Revised Social Expectation (SOC) Extraction Method: Principal Component Analysis.

4.4.2.3 *Cumulative Percentage of Variance and Eigenvalue*

Factors are rotated for improved interpretation because unrotated factors are sometimes vague. The objective of rotation is to achieve an ideal arrangement that seeks to have few factors as possible but increase the number of high loadings on each variable (Pearce, 2013).

“The goal of rotation is to simplify and clarify the data structure. A rotation can help to choose the correct number of factors to retain and can also help the interpretation of the solution” (Basto, 2012, p. 2)

The study applied Total Variance Explained, as shown in table 7 to determine the number of significant factors. It is significant to note that only extracted and rotated values are significant for interpretation. The factors are arranged in descending order, based on the most defined variance. The Extraction Sums of Squared Loadings is similar to the original Eigenvalues except factors with eigenvalues of less than 1 are hidden (Muijs, 2004). These columns show the eigenvalues and variance prior to rotation, whereas; the Rotation Sums of Squared Loadings indicate the eigenvalues and variance after rotation. The study applied the rotated eigenvalues and scree plot, in Figure 20 to determine the number of significant factors.

There were 25 linear components within the data set before extraction. Table 9 show a total of six components having an eigenvalue > 1 and cumulative percentage of variance of 72%. The Total Variance Explained lists the eigenvalues associated with each factor before extraction, after extraction and after rotation (Pearce, 2013). The eigenvalues related with each factor signify the variance defined by that specific linear component and the table displays the eigenvalue in terms of the percentage of variance explained (factor 1 explains 23.691% of total variance). The first factors describe relatively large amounts of variance, particularly factor 1 and the subsequent factors describe only small amount of variance. The table extracts all factors with eigenvalues greater than 1. Before rotation, factor 1 accounted for considerably more variance than the remaining five (23.691% compared to 13.618%, 8.281%,6.591% and 3.858%), however after extraction, it accounts for only 16.946% of variance (compared to 16.128%, 11.753%, 11.296%, 10.928%, 5.604% and 7.4% respectively). The results indicated that the data could be used for factor analysis (Alsyouf, 2009).

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.923	23.691	23.691	5.923	23.691	23.691	4.236	16.946	16.946
2	4.154	16.618	40.309	4.154	16.618	40.309	4.032	16.128	33.073
3	3.404	13.615	53.924	3.404	13.615	53.924	2.938	11.753	44.826
4	2.070	8.281	62.205	2.070	8.281	62.205	2.824	11.296	56.122
5	1.648	6.591	68.796	1.648	6.591	68.796	2.732	10.928	67.050
6	.964	3.858	72.654	.964	3.858	72.654	1.401	5.604	72.654

Table 12: Extraction Method: Principal Component Analysis.

The values we also presented in the Cattell's Scree Plot, which is a graphical demonstration of the factors, and their corresponding Eigenvalues. The x-axis represents the factors or components and the eigenvalues are represented by the y-axis. The first factors represent the most of the variance and indicate the highest eigenvalue. The significant decrease in eigenvalues resulting in a graph to bend sharply is usually called the "elbow" shape (Beavers, 2013).

Figure 23 shows the 'elbow' bend at point six of the x-axis, this is the point where the eigenvalue is greater than one (y-axis). The 'elbow' point on the stud represents eleven factors, which is confirmed with the extraction method (Costello, 2005).

4.5 4.5 Hypothesis Testing

Hypothesis testing allows the study to make probability conclusion about respective population. The hypothesis may not be completely substantiated but in practice, it is recognised as if it has withstood a critical testing (Khotari, 2004). The study focused on the P-value method specified in Table 11.

Step	Hypothesis (P-Value Approach)
1	State H_0 and H_A
2	Compute a test statistic and its p-value (SPSS)
3	Reject H_0 if P-Value < 0.05
4	Substantive Interpretation

Table 13: Hypothesis testing method

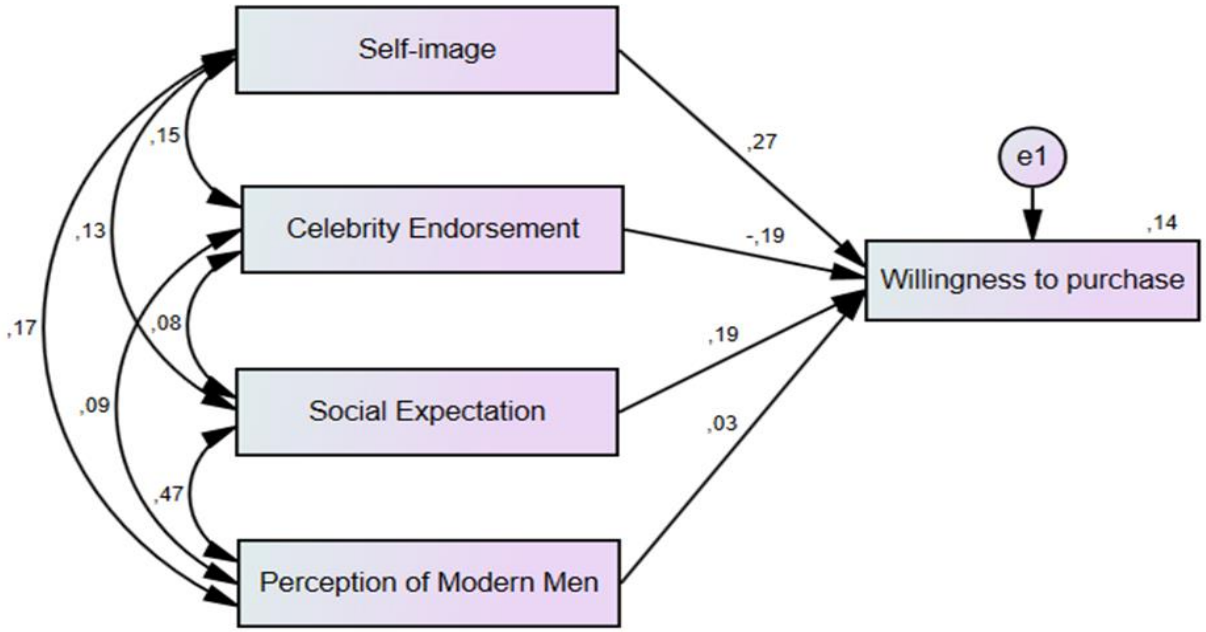


Figure 20: Path Analysis Model

Table 12 summarises the results from path analysis using the SPSS programme.

			Estimate	Standardised Estimate	S.E.	SOC	P
WTP	<---	SE	,496	,272	,100	4,960	***
WTP	<---	CE	-,140	-,189	,040	-3,489	***
WTP	<---	SOC	,150	,186	,049	3,063	,002
WTP	<---	P	,020	,028	,044	,462	,644

*** p-value < 0.001

WTP = Willingness to Purchase

SE = Self-image

SOC = Social Expectation

P = Perception

Table 14: Regression Weights

4.5.1 *H1: The growing consumption of male cosmetic products is influenced by self-image*

The results from Figure 20 show that the relationship between willingness to purchase male cosmetic products and self-image is positive. The null hypothesis is rejected in

favour of the alternative hypothesis. It is concluded that the growing consumption of male cosmetic products is influenced by self-image.

4.5.2 *H2: The growing consumption of male cosmetic products is influenced by celebrity endorsement*

The results from Table 14 show that the relationship between willingness to purchase male cosmetic products and celebrity endorsement is negative. This implies that H2 is not supported. Thus, it is concluded that the growing consumption of male cosmetic products is not a result of celebrity endorsement.

4.5.3 *H3: The growing consumption of male cosmetic products is influenced by social expectation*

The results Figure 20 shows that the relationship between willingness to purchase male cosmetic products and social expectation is positive. This suggests that H3 is supported. It is concluded that the growing consumption of male cosmetic products is influenced by social expectation

4.5.4 *H4: The growing consumption of male cosmetic products is influenced by perception of modern men (metrosexuals)*

The results from path analysis show that the relationship between willingness to purchase male cosmetic products and perception of modern men (metrosexuals) is not significant. This implies that the null hypothesis is not rejected. Thus, there is no relationship between perception of modern men (metrosexuals) and consumption of male cosmetic products.

4.6 Conclusion of the presentation of the results

This chapter conclude the data analysis using SPSS and AMOS 23 programme as per the quantitative design methodology. The data was collected online from 301 respondents through the Survey-Monkey. The data was exported to the SPSS programme for analysis. This chapter tested both the validity and reliability of the

measuring instruments. The SPSS programme was applied to minimise the occurrence of shared variance of measured variables. The reliability testing method included the Cronbach's alpha which is the most applied in internal reliability coefficient. An instrument with an internal consistency coefficient of 0.70 (scale total) or higher was considered adequate therefore; this study produced a Cronbach Alpha of 0.8 for all variables which is acceptable for the study (Muijs, 2004).

Validity of the constructs was assessed using exploratory factor analysis. All the KMO values were greater than the minimum required value of 0.5 and the Bartlett's Test of Sphericity had significant p-values. The sample was adequate to conduct factor analysis and the items within each construct were correlated well enough to conduct exploratory factor analysis. The results confirmed that the sample was adequate to conduct factor analysis and the items of each construct were correlated well enough to conduct exploratory factor analysis

The study confirmed the reliability and validity of the measurement instrument. The study also established that self-image, celebrity endorsement and social expectation variables were supported and the perception variable was not supported.

CHAPTER 5: DISCUSSION OF RESULTS

5.1 Introduction

This section summarises the results of the research, the interpretation of the data (validity, reliability) and testing of the hypothesis. Hypothesis testing concludes if the sample data is credible to support a hypothesis.

5.2 Demographic profile of respondents

The gender of the respondents was easily identified as it was all male and the sampling frame for this study was limited to men aged 18 and over. Since the survey was conducted online, it can be assumed that most men are living in an urban region with access to the internet.

5.3 Hypothesis Testing

Hypothesis is defined as “A theoretical statement that has not yet been tested against data collected in a concrete situation, but which it is possible to test by providing clear evidence for support or rejection” (Walliman, 2011, p. 172).

Path analysis was performed to assess the hypotheses. Path analysis is defined as the numerical technique generally applied to analyse the hypothesised connection of multiple variables.

	Variable	Estimate	Standardised Estimate	S.E.	SOC.	P	R-square	Result
Willingness to Purchase	Self-Image	0.496	0.272	0.100	4,960	***	0.143	Signifiacant and supported
Willingness to Purchase	Celebrity Endorsement	-0.140	-0.189	0.040	-3,489	***		Significant and not supported
Willingness to Purchase	Social Expectation	0.150	0.186	0.049	3,063	0.002		Signifiacant and rejected
Willingness to Purchase	Perception	0.020	0.028	0.044	0.462	0.644		Not significant and not rejected

*** p-value < 0.001
SE = Self-Image
SOC = Social Expectation
P = Perception

Table 15: Hypothesis Testing Results

The model in Table 13 is the path analysis model for this study to analyse the hypothesised connection of multiple variables. “Path analysis is the methodological tool that helps the researcher using quantitative correlational data to disentangle the various processes underlying a particular outcome” (Lleras, 2003, p. 25).

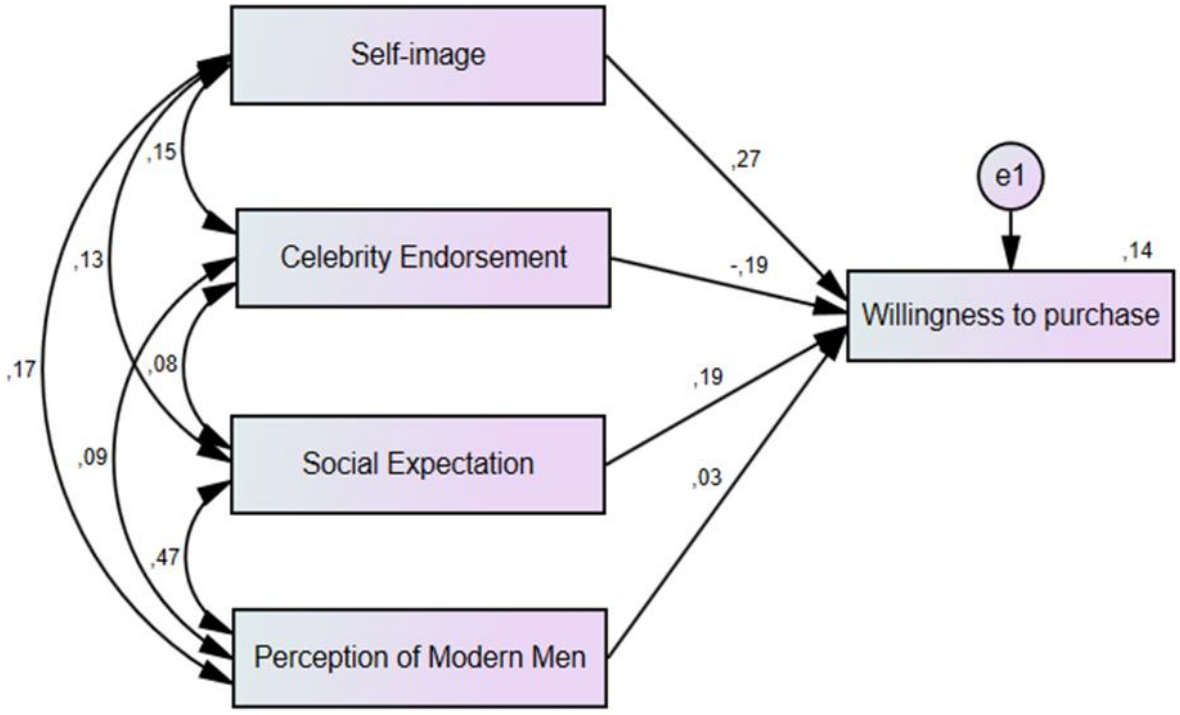


Table 16: Path Analysis model

5.3.1 *H1: The growing consumption of male cosmetic products is influenced by self-image*

H_0: There is no relationship between self-image and consumption of male cosmetic products.

H_1: The growing consumption of male cosmetic products is influenced by self-image.

			Estimate	Standardised Estimate	Celebrity Endorsment	Social Expectation	Perception
Willingness to Purchase	<---	Self-image	,496	,272	,100	4,960	***

Table 17: Self-image Regression Weights

The findings confirmed a substantial influence of buying cosmetic products by self-image. Thus, this hypothesis is supported.

The results from Table 17 shows that the relationship between willingness to purchase male cosmetic products and self-image (B = 0.496, β = 0.272, t=4.960, p-value < 0.001) is positive since the standardised coefficient for self-image is greater than zero and is significant since the p-value is less than 0.05. This implies that H1 is supported. Thus, the null hypothesis is rejected in favour of the alternative hypothesis. It is concluded that the growing consumption of male cosmetic products is influenced by self-image.

Other studies confirmed that men are significantly influenced by self-image and the need for the preservation of the youthful look, therefore increasing the consumption of cosmetic products related to anti-ageing benefits (Diagne, 2009). It was also noted that men are becoming highly influenced by physical attractiveness, which then demanded they purchase cosmetic products in pursuit of their ideal image. This corresponds to the findings of Cheng (2010) who states that the need for men to create, advance or sustain their self-image will motivate their consumption of male cosmetic products. The findings indicate that men who are self-image cognisant are more likely to consume cosmetic products.

5.3.2 *H2: The growing consumption of male cosmetic products is influenced by celebrity endorsement*

H_0: There is no relationship between celebrity endorsement and consumption of male cosmetic products.

H_2: The growing consumption of male cosmetic products is influenced by celebrity endorsement.

			Estimate	Standardised Estimate	Self-image	Social Expectation	Perception
Willingness to Purchase	<---	Celebrity Endorsment	-,140	-,189	,040	-3,489	***

Table 18: Celebrity Endorsement Regression Weights

The results from Table 18 shows that the relationship between willingness to purchase male cosmetic products and celebrity endorsement (B = -0.140, β = -0.189, t=-3.489, p-value < 0.001) is negative since the standardised coefficient for celebrity endorsement is less than zero and is significant since the p-value is less than 0.05. This implies that H2 is not supported. Thus, it is concluded that the growing consumption of male cosmetic products is not a result of celebrity endorsement.

These results are contrary to previous studies that confirmed that the celebrity endorsement strategy is the key motivation behind the consumption of cosmetic products by men (Austad, 2004). The media strategy of advertising modern men as metrosexuals has challenged the traditional definition of men and creating an opportunity for the male cosmetic market (Tan C. , 2010). Most of the present media marketing strategies for men are aimed at portraying young and healthy looking skin for urban and working class society and attributes these benefits to the cosmetic products.

5.3.3 *H3: The growing consumption of male cosmetic products is influenced by social expectation*

H_0: There is no relationship between social expectation and consumption of male cosmetic products.

H_3: The growing consumption of male cosmetic products is influenced by social expectation.

			Estimate	Standardised Estimate	Self-image	Celebrity Endorsment	Perception
Willingness to Purchase	<---	Social Expectation	,150	,186	,049	3,063	,002

*** p-value < 0.001

Table 19: Social Expectation Regression Weights

The study established that there is a significant and positive relationship between social expectation and consumption of cosmetic products. Thus, the third hypothesis (H3) is supported.

The results from path analysis shows that the relationship between willingness to purchase male cosmetic products and social expectation (B = 0.150, β = 0.186, t=3.063, p-value = 0.002) is positive since the standardised coefficient for social expectation is greater than zero and is significant since the p-value is less than 0.05. This implies that H3 is supported. Thus, the null hypothesis is rejected in favour of the alternative hypothesis. It is concluded that the growing consumption of male cosmetic products is influenced by social expectation

This is supported by the findings of Anderson (2008) that men consume cosmetic products in the belief to match themselves with their social friends. The personal need to belong is one of the most effective motives for consumption of products, and not the physical benefit of that particular product (Hasewaga, 2007). It can also be concluded that the poor impression of a product received from the societal members have a positive impact on consumption of that particular products (Shimpi, 2012).

5.3.4 *H4: The growing consumption of male cosmetic products is influenced by perception of modern men (metrosexuals)*

H_0: There is no relationship between perception of modern men (metrosexuals) and consumption of male cosmetic products.

H_5: The growing consumption of male cosmetic products is influenced by the perception of modern men (metrosexuals). The study recognised that there is a substantial and positive relationship between the perception of modern men and consumption of cosmetic products. Thus, the third hypothesis (H4) is supported.

			Estimate	Standardised Estimate	Self-image	Celebrity Endorsment	Social Expectation
Willingness to Purchase	<---	Perception	,020	,028	,044	,462	,644

*** p-value < 0.001

Table 20: Perception Regression Weights

The results from path analysis shows that the relationship between willingness to purchase male cosmetic products and perception of modern men (B = 0.020, β = 0.028, t=0.462, p-value = 0.644) is not significant since the p-value was greater than 0.05. This implies that the null hypothesis is not rejected. Thus, there is no relationship between perception of modern men (metrosexuals) and consumption of male cosmetic products.

A study by Cheng (2010) revealed that perceptions of metrosexuals does influence the consumption of cosmetic products as these men are perceived to be fashion-style conscious and self-image obsessed. Metrosexuals have introduced the new culture of urban lifestyle and this culture is perceived as the future for men around the world (Okumu, 2015).

5.4 Summary

This study gives an insight to the four factors (self-image, celebrity endorsement, social expectation and perception) influencing the consumption of cosmetic products. The results revealed that celebrity endorsement is not important factor that influences the consumption of cosmetic products by men as per the studies in other countries. Although all four hypotheses were positive, self-image and social expectation have confirmed to be the major factors of consumption of cosmetic products by men. Similar studies from other countries as Canada and France have suggested that self-image and celebrity endorsement were the major influence of the consumption of cosmetic products. Diagne (2009) study confirmed self-image had a strongest positive impact on men's

consumption of cosmetic products, the more they attribute their physical attractiveness, and the more they are attracted in consuming cosmetics, whereas in this study, South African men are driven by social expectation and self-image. Similar studies on the influence of self-image and cosmetic consumption are conducted by Cheng (2010), Drury (2000), Guo (2011), Hosany (2012), Junaid (2013) and Rasanen (2011). The study on the influence of celebrity endorsement towards the consumption of cosmetic products is similar to studies conducted by Austad (2004), Choi (2012), Farrell (2000), Gupta (2013), Lauritsen (2014)and Cheng (2010). The study on the influence of social expectation towards the consumption of cosmetic products is similar to studies by Anuradha (2014) Anderson (2001), Arnould (2005), Tan (2003) and Douglas (2006). The study on the influence of reference groups (metrosexuals) towards the consumption of cosmetic products is similar to studies conducted by Anderson (2008), Escalas (2005), Villebonne (2002) and Gupta (2013). The study on the influence of perception of metrosexuals towards the consumption of cosmetic products is similar to studies conducted by Elsner (2012), Barends (2013) and Caroline (2010).

Although similar studies have been conducted in different parts of the world, it was evident that factors influencing the consumption of cosmetic products are different from each region depending on the culture and accessibility of these products.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter summarises, conclude and make and recommendations of the study. This section also includes the limitations, theoretical and marketing managerial implications, and lastly, suggestions for future research.

6.2 Conclusion of the study

The main problem was to establish the effect of self-image, social expectation, reference groups and the media, and their relationship with the consumption of male cosmetic products in South Africa. This study revealed important implications by following the research methodology, testing of the validity and reliability of the measuring instruments and by testing the hypothesis. Three out of four hypothesis tested were significant expect for the perception variable. The results of the study vary from other studies conducted in other countries such as India, Denmark and France.

6.2.1 *Self-Image and Cosmetic Consumption*

The results from the study confirmed that the main factor behind the consumption of cosmetic products by men is self-image. It can be confirmed that consumers purchase products they consider to have symbolic meaning that represent their ideal self-image (Hosany, 2012). The second important factor influencing the consumption of cosmetic products in South Africa is social expectation; this means that men are consuming cosmetics to meet the societal expectations.

The definition of masculinity is changing around the world; men are starting to pay attention to their looks than before. Men are beginning to consume products that will enhance their image to achieve the ideal look. The cosmetic market has evolved from the make-up products to anti-aging and healthy flawless skin products, hence; the consumption of these products is on the rise as they promise to enhanced self-image. The study confirmed that self-image is the most influencing factor behind the

consumption of cosmetic products in South Africa. The findings are similar to other studies conducted in parts of the world.

The study confirmed the research results from India by Sukato (2009) that male cosmetic products are linked to self-image; men are willing to purchase these products to create, maintain and enhance their ideal look.

Although the consumption of cosmetic products is associated with women, men are increasingly becoming more self-image conscious; they are willing to enhance their looks by applying cosmetic products (Mcneill, 2011). The 'modern man' is constantly seeking to improve enhance the facial looks and will seek products that will help to achieve the ideal look. Self-image is assumptions and notions people have about themselves, specifically about appearances and attitudes (Potocka, 2008). It is concluded the self-image is the most significant factor behind the consumption of self-image.

6.2.2 *Celebrity Endorsement and Cosmetic Consumption*

The study also concluded that the growing consumption of male cosmetic products is not a result of celebrity endorsement. The results from this study contradict findings from other studies by McNeill (2011) in New Zealand, Cheng (2010) in Malaysia, Gupta (2013) in Delhi, Diagne (2009) in France and Canada, Lauritsen (2014) in Denmark. Celebrity endorsement is a most important factor behind the consumption of cosmetic products in other countries but not in South Africa. It can be assumed that celebrity endorsement is effective with the credibility of the endorser; therefore, it might not be the case for South Africa. Previous study by Cheng (2010) established that men select products through the popularity and lifestyle of celebrity endorsers because they are known for their looks and style, which resonate well with them.

The literature on celebrity endorsement claim that the increase of advertisements for men’s cosmetics has allowed more men to become comfortable with the idea of using grooming products, therefore, it is one of the major factors that increase the consumption of cosmetic products. It can also be assumed that many of these advertisements convey messages that portray metrosexual who consume the cosmetic products.

It is estimated that media advertising in America is one of the effective marketing strategies with 25% of the advertisement involving celebrity endorsement (Silvera, 2004).

The celebrity endorsement strategy is expensive and requires credible celebrities, therefore, it might be possible that South African organisations overlook the strategy because of the expense or uncertain about the influence of the celebrity versus the return of investment. Choi (2012) claims that celebrity endorser effectiveness depends on the relationship between a product and the endorser, therefore, it is significant that organisations should endorse celebrities perceived to be ambassadors of the products. In the case of cosmetics, consumers expect to see endorsers with flawless young healthy skin for them to trust the product.

6.2.3 *Social Expectation and Cosmetic Consumption*

The results from the study concluded that the growing consumption of male cosmetic products is influenced by social expectation. The social expectation variable is the second influential variable after self-image variable.

It can be assumed that men are purchasing cosmetic products to fit in their respective society. Although there is a relationship between self-image and societal expectation, men are buying cosmetic products for their own ideal look and to fit into society. The modern society is related urban population, which influence the emergence of metrosexuals. It was evident that the 97% of the respondents are students and employees; therefore, it is important for the respondents to maintain a certain image in their respective society. Previous study revealed that women wearing make-up benefited from enhanced facial beauty and their skin texture improved, therefore society perceived them healthier and attractive than women without make-up. In some cases, women wearing cosmetics were perceived more confident than women without (Nash, 2006).

The modern society is obsessed with younger looking skin for both men and women, as a result; men are constantly looking for products that promise to preserve the youthful look so they can fit in their ideal society. It can also be identified from the research results that the traditional masculine appearance is gradually disappearing and men are expected to be well groomed in order to fit in the society.

6.2.4 *Perception of Modern Man (metrosexuals) and Cosmetic Consumption*

The study revealed that there is no relationship between perception of modern men (metrosexuals) and consumption of male cosmetic products.

Although there is a global increase in popularity of modern men (metrosexuals), there is limited evidence in South Africa that the metrosexual culture is behind the consumption of cosmetic products in South Africa.

The metrosexuals have transformed the traditional purchasing patterns as they are completely comfortable shopping for themselves. They have the capabilities of selecting products that suite their personal identities and their shopping habits are similar to the female buying behaviour.

The perception of metrosexual is that of physical appearance and the desire to look good at all times, hence; they are mostly interested in fashion and clothing. The emergence of this consumption behaviour is attributed to men's media promotions, either in magazines or in television, which target to promote metrosexuals products and their self-image. Clothing retailers have started to include cosmetic sections for men in their stores and brands brand promising the enhancement of facial appearance and the delay of aging skin.

Although the growth of metrosexuals is witnessed around the world, South African men are not consuming the cosmetic products because of the metrosexuals influence; they do so because they want to achieve their ideal self-image or to be accepted in their respective society.

6.3 Implications

This section covers the implications relating to theoretical and managerial implications of the study.

6.3.1 *Theoretical Implications*

The theoretical results of this research will contribute to the existing and future consumer behaviour literature, especially in the South African context. There are abundant studies globally related to the consumer behaviour of cosmetic products by women, however; there is limited research on the consumption behaviour of the same products by men. The study shed light on the consumption behaviour and attitudes of men purchasing cosmetic products. Previous studies in Europe, India and Japan have revealed that self-image and celebrity endorsement are the main factors towards to consumption of cosmetic products, however, the study revealed contrary results in the South African context, it is self-image and social expectation variables that influence the consumption of cosmetic products by men. The study also investigated the new era of metrosexuals, which is significantly emerging globally, and their consumption behaviour is unique to that of men in general. They are perceived as modern men who make their own purchasing decisions compared to the traditional men, therefore; the study was necessary to understand their purchasing behaviour for appropriate marketing theories. This new era of metrosexuals is perceived differently depending on demographics, however; the urban population is more likely to accept them as modern and progressive, therefore; the study aimed to investigate the South African perception of metrosexuals. The study further examined the influence of variables; personal (self-image), socio-cultural (social expectation and perception), and marketing variables (celebrity endorsement) towards the consumption of cosmetic products by men in South Africa. Social expectation is linked to culture; therefore, it was critical to understand how men relate to their respective society when consuming products, particularly in a country with a diverse culture.

6.3.2 *Managerial Implications*

The results from the study revealed that celebrity endorsement is not the preferred marketing strategy for the South African cosmetic market compared to countries such as the America. A study by Austad (2004) confirmed that almost 25 percent of American advertisements consist of celebrity endorsers (athletes) and manufacturing companies of these products have a witnessed significant positive investment returns. The success of celebrity endorsement is dependent upon the credibility of the endorsers; therefore, it

can be assumed that the reason for the minimal influence of celebrity endorsement on consumption of cosmetic products can be associated to unconnected celebrity endorsers to the consumers.

The results of the study offer some implications for marketers in the cosmetic market. It is established from the study that the male cosmetic market must be treated differently from the female cosmetic market. It will be a detrimental mistake for marketers to apply female marketing strategies for male cosmetic products since the consumption behaviour is not the same. It is evident from the study that factors affecting the consumption of male cosmetic products in South Africa are not the same from India or Europe, therefore; the marketing strategies should be prepared to suit the respective region.

The other implication for marketers is the exploration of the new era of metrosexuals, especially to the cosmetic market. The growth of cosmetic consumption is linked to the emergence of metrosexuals who are concerned about their self-image, social expectation and celebrity endorsement. The consumption behaviour of metrosexuals in South Africa is still at the developing stage, therefore, to understand this behaviour will guide marketers and organisations to position similar products accordingly and consequently leading in market share.

The male consumers of cosmetic products represent an untapped lucrative market in South Africa, the research results will fill the marketing gaps that have been overlooked by cosmetic marketing strategies such as credible celebrity endorsement.

The conclusion of the managerial implications is that the study can offer beneficial implications for organisations willing to accept the research findings for implementation of marketing strategies regarding cosmetic products.

6.4 Limitation of the study

The study applied the snowball sampling method with a total of 301 South Africa respondents. The limitation of the snowball sampling for this study is that the survey could have been extended to respondents who had limited experience in cosmetic products, therefore; creating minimal error in the collected data.

The consumption of cosmetic products by men is associated with the younger generation; the study revealed that 48% of the respondents were between the age of 26 and 35 years. Men above 35 years might not describe their daily grooming products as cosmetics even if their usage is comparable to that of cosmetics. It is important to note that consumption of cosmetic products by men can be considered feminine; therefore, some respondents will not answer to the questionnaire truthfully.

The other limitation of the study is the generalisation of all cosmetic products rather than focusing on specific cosmetic product to collect accurate data. Since there are several types of male cosmetic products with diverse benefits, men will consume these products according to their needs regardless if they are defined as cosmetics or grooming products.

6.5 Suggestion for Future Research

It is evident from the study that the factors influencing the consumption of male cosmetic products are different globally. Studies in Europe, India and Malaysia had different results to that of South Africa, therefore; it is important that similar studies are extended to larger scale to represent diverse social factors.

The results of this research suggest that there is limited influence of celebrity endorsement in South Africa compared to other countries; therefore, studies must be conducted to recognise the selection process of credible endorsers who are idolised by related consumers.

Previous studies have questioned the use of a mid-point item on a Likert scale and the affect it has on the data. Although the study had limited responses on the mid-point item, it does affect the data, therefore; it is necessary to adopt extended point item Likert scale or other measuring instruments.

The twentieth century consumer behaviour is evolving; consumers are interested in organic products, therefore; creating the need for organic and herbal cosmetic products. Organic products are perceived to be environmental friendly and healthier, therefore, consumers will create a market for these products. Future studies should also investigate factors influencing the consumption of organic cosmetic products in South Africa.

The variables in this study were limited to self-image, celebrity endorsement, social expectation and perception of modern men. There are other variables such as the reference groups (metrosexuals) that can influence the consumption of cosmetic products by men. Metrosexuals have created a debate around masculinity, it is evident from the study the way people perceive masculinity is different from the traditional roles played by men. Metrosexuals are acting as reference groups for men who are starting to be self-image conscious and intend to pursue the urban lifestyle. Future studies must explore the role played by metrosexuals as reference groups towards the consumption of cosmetic products.

There are limited studies in South Africa that seek to explore factors influencing the consumption of cosmetic products other than self-image and media (advertising), therefore; it will be valuable to study other factors such as social expectation and health (bad skin condition).

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APPENDIX A – RESEARCH COVER LETTER



Informed Consent Form

Dear Participant

I am a Masters student (Masters in Management of Strategic Marketing) at Wits Business School. As part of the completion of my studies, I am required to complete a research study. I invite you to participate in this study in the form of a survey pertaining to the Factors Influencing the Consumption of Male Cosmetics Products in South Africa.

Confidentiality

All data obtained from participants will be kept confidential and will only be reported in an aggregate format (by reporting only combined results and never reporting individual ones). All questionnaires will be concealed, and no one other than the researcher will have access to them. No information can be traced backed to you.

Participation

Participation in this research study is completely anonymous with no personal identification details requested. You have the right to withdraw at any time during the survey. If you wish to withdraw, please close your internet browser. If you wish to participate in this survey, please answer as honestly as possible.

If you have questions regarding this study, you may contact me, Kennedy Sithole at 741988@students.wits.ac.za or my research supervisor, Dr Yvonne Saini, at yvonne.saini@wits.ac.za

Thank you for your participation in my research study

APPENDIX B – RESEARCH INSTRUMENT

Research Instrument

Completion of questionnaire

Kennedy Sithole, a Master of Management in Strategic Marketing Student at Wits Business School, South Africa, is conducting research in the field of Consumer Behaviour under supervision of Dr Yvonne K Saini. Topic of the research is:

"Factors Influencing the Consumption of Male Cosmetics Products in South Africa"

ANNONIMITY AND CONFIDENTIALITY

Please note that your opinion will be treated with confidentiality and anonymity. Please answer the questions freely, honestly and as open as possible.

Please indicate your answer by ticking **(X)** or **(✓)** on the appropriate box. This questionnaire is strictly for research purposes only.

SECTION A: QUALIFIER QUESTION

Q1. What is your gender?

Female	1
Male	2
Other	3

If no is selected, survey to be terminated immediately

Q1. Do you use cosmetic products such as facial cleansers facial scrubs, moisturisers (anti-aging, eye creams and masks) etc.?

Yes	1
No	2

If no is selected, survey to be terminated immediately

SECTION B: GENERAL INFORMATION

Q2. What is your age?

Between 18 - 25	1
26 - 35 years	2
36 years and above	3

If below 18 is selected, survey to be terminated immediately

Q3. What is your occupation?

Student	1
Employed	2
Other	3

SECTION C: SELF-IMAGE AND COSMETIC CONSUMPTION

You may agree or disagree with each statement by selecting the appropriate number provided:

Q1**.** I am willing to spend time in the mirror to get the ideal image

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q2. I use cosmetic products to construct an image that me more presentable

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q3. I frequently check my appearance in the mirror

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q4. I usually buy cosmetics that will make me look my best

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q5. I try different products to create my desired image

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q6. I am very concerned about my appearance

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q7. I would feel embarrassed if I was around people and I did not look my best

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

SECTION D: CELEBRITY ENDORSEMENT AND COSMETIC CONSUMPTION

Please tick only one number for each statement

Question number	Survey Statement							
Question 1	Looking my best is worth the effort	Strongly Disagree	1	2	3	4	5	Strongly Agree
Question 2	I am a fan of celebrities that look good	Strongly Disagree	1	2	3	4	5	Strongly Agree
Question 3	I think I look as good as the celebrity who endorses my current facial product	Strongly Disagree	1	2	3	4	5	Strongly Agree
Question 4	After seeing my favorite celebrity use male cosmetic products, I no longer find them girlish	Strongly Disagree	1	2	3	4	5	Strongly Agree
Question 5	I would buy new cosmetic products if my fovorite celebrity endorses them	Strongly Disagree	1	2	3	4	5	Strongly Agree

SECTION E: SOCIAL EXPECTATION AND COSMETIC CONSUMPTION

Question number	Survey Statement							
Question 1	I like to look younger than my actual age	Strongly Disagree	1	2	3	4	5	Strongly Agree
Question 2	I use different cosmetic products to distinguish my image between the social and professional sides	Strongly Disagree	1	2	3	4	5	Strongly Agree
Question 3	When I have applied cosmetics, I look more attractive	Strongly Disagree	1	2	3	4	5	Strongly Agree
Question 4	I want to look younger and better in the eyes of others	Strongly Disagree	1	2	3	4	5	Strongly Agree

SECTION F: PERCEPTION AND COSMETIC CONSUMPTION

Q1. I purchase cosmetic products to solve skin problems because people around me have flawless skin

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q2. I use cosmetics because my partner thinks I look sexy

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q3. I care what people think of my appearance

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q4. I often buy products that friends have told me about

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q5. I place a lot of confidence on my friend's opinion when it comes to buying cosmetics

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

SECTION G: WILLINGNESS TO SPEND ON COSMETIC PRODUCTS

Q1. I often buy cosmetic products that I see my friends using

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q2. I am willing to spend money on cosmetics to improve my self-image or societal expectation

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q3. I am willing to spend money on the latest cosmetic products that promise better results

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Q4. I include cosmetic products on my monthly budget

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	**2**	**3**	**4**	**5**

APPENDIX C – RELIABILITY AND VALIDITY

Variables	Factor Code	Mean	Std. Deviation	N
Self-Image	SE1	4.31	0.669	301
	SE2	4.21	0.592	301
	SE3	4.17	0.534	301
	SE4	4.15	0.524	301
	SE5	4.16	0.524	301
	SE6	4.1	0.612	301
	SE7	4.06	0.781	301
Celebrity Endorsement	CE1	2.85	1.229	301
	CE2	2.59	1.15	301
	CE3	2.44	1.169	301
	CE4	2.52	1.076	301
	CE5	2.77	1.121	301
Social Expectation	SOC1	3.63	1.107	301
	SOC2	3.62	0.971	301
	SOC3	3.74	0.96	301
	SOC4	3.77	2.582	301
Perception	P1	3.45	1.222	301
	P2	3.44	1.14	301
	P3	3.39	1.131	301
	P4	3.36	1.112	301
	P5	3.21	1.146	301
Willingness to Purchase	WTP1	3.93	1.147	301
	WTP2	3.93	0.906	301
	WTP3	3.96	0.848	301
	WTP4	3.92	0.845	301

Table 21: Total Item Statistics

Self-Image (SE)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.854
Bartlett's Test of Sphericity	Approx. Chi-Square	584.761
	df	21
	Sig.	0
Celebrate Endorsement (CE)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.887
Bartlett's Test of Sphericity	Approx. Chi-Square	1311.457
	df	10
	Sig.	0
Social Expectation (SOC)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.755
Bartlett's Test of Sphericity	Approx. Chi-Square	694.182
	df	3
	Sig.	0
Perception of Modern Men (P)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.886
Bartlett's Test of Sphericity	Approx. Chi-Square	1652.54
	df	10
	Sig.	0
Willingness to purchase (WTP)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.803
Bartlett's Test of Sphericity	Approx. Chi-Square	441.292
	df	6
	Sig.	0

Table 22: KMO and Bartlett's Test for all the Constructs

Variables	Factor Code	Initial	Extraction
Self-Image	SE1	1	0.503
	SE2	1	0.547
	SE3	1	0.554
	SE4	1	0.493
	SE5	1	0.491
	SE6	1	0.399
	SE7	1	0.365
Celebrity Endorsement	CE1	1	0.726
	CE2	1	0.865
	CE3	1	0.825
	CE4	1	0.839
	CE5	1	0.737
Social Expectation	SOC1	1	0.822
	SOC2	1	0.866
	SOC3	1	0.842
	SOC4	1	0.255
Perception	P1	1	0.881
	P2	1	0.865
	P3	1	0.870
	P4	1	0.880
	P5	1	0.712
Willngness to Purchase	WTP1	1	0.580
	WTP2	1	0.672
	WTP3	1	0.751
	WTP4	1	0.650

Table 23: Communalities: Extraction Method: Principal Component Analysis.

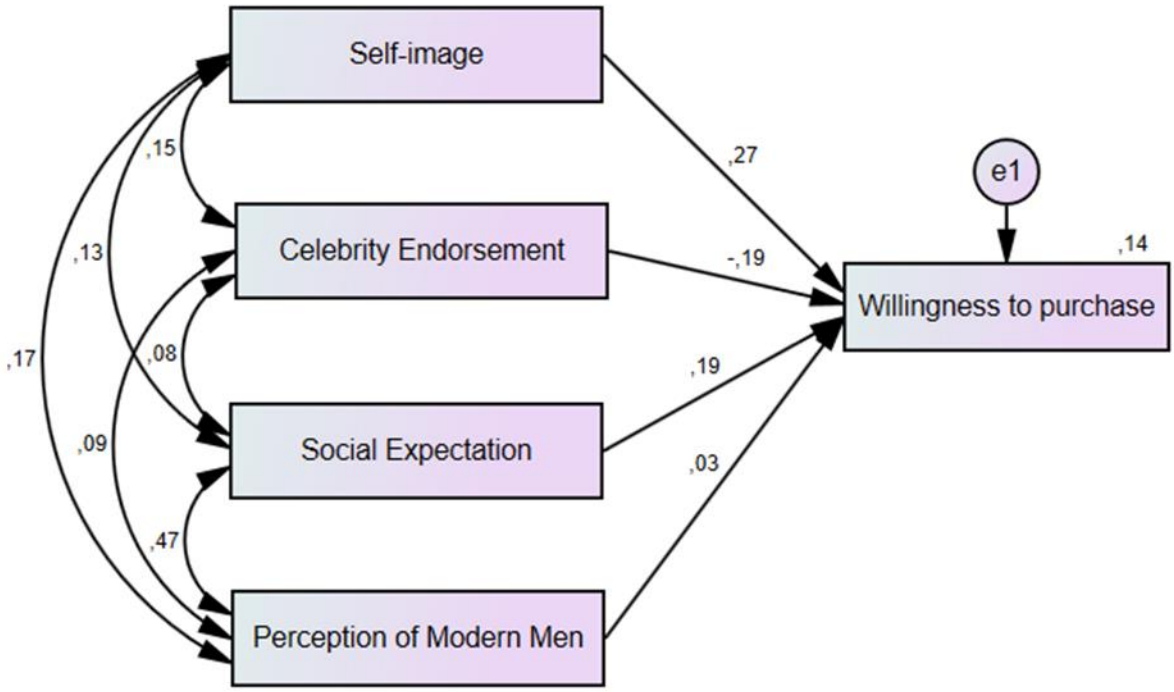


Figure 21: Path Analysis

			Estimate	Standardised Estimate	S.E.	C.R.	P
WTP	<---	SE	,496	,272	,100	4,960	***
WTP	<---	CE	-,140	-,189	,040	-3,489	***
WTP	<---	SOC	,150	,186	,049	3,063	,002
WTP	<---	P	,020	,028	,044	,462	,644

*** p-value < 0.001

Table 24: Regression Weights

Factor Code	SE1	SE2	SE3	SE4	SE5	SE6	SE7	CE1	CE2	CE3	CE4	CE5	SOC1	SOC2	SOC3	SOC4	P1	P2	P3	P4	P5	WTP1	WTP2	WTP3	WTP4
SE1	1																								
SE2	0.487	1																							
SE3	0.434	0.523	1																						
SE4	0.391	0.491	0.459	1																					
SE5	0.411	0.399	0.441	0.447	1																				
SE6	0.318	0.295	0.389	0.309	0.358	1																			
SE7	0.367	0.319	0.296	0.263	0.319	0.47	1																		
CE1	0.102	0.085	0.176	0.062	0.147	0.157	0.169	1																	
CE2	0.087	0.051	0.16	0.046	0.153	0.094	0.094	0.788	1																
CE3	0.171	0.028	0.139	0.029	0.125	0.025	0.143	0.687	0.818	1															
CE4	0.093	0.044	0.097	0.026	0.093	0.024	0.153	0.696	0.805	0.829	1														
CE5	0.073	0.061	0.103	0.03	0.108	0.008	0.031	0.645	0.734	0.713	0.752	1													
SOC1	0.198	0.049	0.086	0.066	0.043	0.087	0.11	0.008	0.102	0.14	0.167	0.026	1												
SOC2	0.146	-0.002	0.046	0.06	0.055	0.068	0.039	0.046	0.087	0.119	0.132	0.017	0.803	1											
SOC3	0.179	0.043	0.085	0.065	0.057	0.077	0.088	0.014	0.008	0.049	0.066	0.031	0.769	0.836	1										
SOC4	0.039	-0.015	-0.004	0.013	-0.003	0.018	0.03	-0.047	-0.014	-0.041	-0.041	-0.078	0.329	0.33	0.323	1									
P1	0.17	0.085	0.05	0.166	0.081	0.045	0.091	0.05	0.106	0.143	0.08	0.007	0.399	0.405	0.438	0.248	1								
P2	0.177	0.109	0.051	0.164	0.045	0.035	0.057	0.088	0.128	0.136	0.093	0.06	0.38	0.409	0.431	0.241	0.898	1							
P3	0.201	0.073	0.002	0.131	0.069	0.032	0.211	0.065	0.103	0.19	0.137	0	0.41	0.398	0.421	0.203	0.847	0.821	1						
P4	0.197	0.055	0.018	0.16	0.04	0.018	0.194	0.042	0.088	0.167	0.086	-0.007	0.385	0.37	0.381	0.193	0.837	0.829	0.877	1					
P5	0.207	0.074	0.041	0.153	-0.011	0.147	0.165	0.004	0.027	0.048	0.03	-0.108	0.373	0.402	0.414	0.237	0.711	0.708	0.724	0.752	1				
WTP1	0.235	0.089	0.127	0.172	0.045	0.147	0.172	-0.118	-0.155	-0.055	-0.055	-0.079	0.233	0.193	0.211	0.128	0.031	0.043	0.09	0.094	0.191	1			
WTP2	0.169	0.171	0.108	0.171	0.116	0.181	0.199	-0.142	-0.118	-0.08	-0.063	-0.026	0.199	0.158	0.212	0.061	0.042	0.073	0.09	0.095	0.265	0.496	1		
WTP3	0.204	0.109	0.118	0.156	0.097	0.226	0.225	-0.092	-0.085	-0.063	-0.065	-0.024	0.105	0.099	0.131	0.043	0.082	0.084	0.096	0.111	0.252	0.556	0.621	1	
WTP4	0.15	0.14	0.14	0.133	0.104	0.15	0.113	-0.127	-0.147	-0.13	-0.148	-0.111	0.133	0.089	0.159	0.108	0.073	0.06	0.134	0.101	0.179	0.459	0.545	0.619	1

Figure 22: Descriptive Statistics and Pearson's Correlation

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.923	23.691	23.691	5.923	23.691	23.691	4.342	17.367	17.367
2	4.154	16.618	40.309	4.154	16.618	40.309	4.044	16.175	33.542
3	3.404	13.615	53.924	3.404	13.615	53.924	2.624	10.496	44.038
4	2.070	8.281	62.205	2.070	8.281	62.205	2.586	10.343	54.381
5	1.648	6.591	68.796	1.648	6.591	68.796	2.008	8.030	62.411
6	.964	3.858	72.654	.964	3.858	72.654	1.117	4.466	66.877
7	.828	3.313	75.967	.828	3.313	75.967	1.064	4.257	71.133
8	.705	2.818	78.785	.705	2.818	78.785	1.056	4.224	75.357
9	.623	2.491	81.276	.623	2.491	81.276	.966	3.864	79.222
10	.585	2.338	83.614	.585	2.338	83.614	.850	3.401	82.623
11	.563	2.252	85.867	.563	2.252	85.867	.811	3.244	85.867
12	.493	1.974	87.841						
13	.433	1.731	89.572						
14	.396	1.585	91.157						
15	.357	1.429	92.585						
16	.346	1.383	93.968						
17	.309	1.238	95.206						
18	.239	.957	96.163						
19	.192	.770	96.933						
20	.165	.658	97.591						
21	.152	.607	98.198						
22	.141	.565	98.763						
23	.119	.477	99.240						
24	.104	.414	99.654						
25	.086	.346	100.000						

Table 25: Total Variance Explained: Extraction Method: Principal Component Analysis

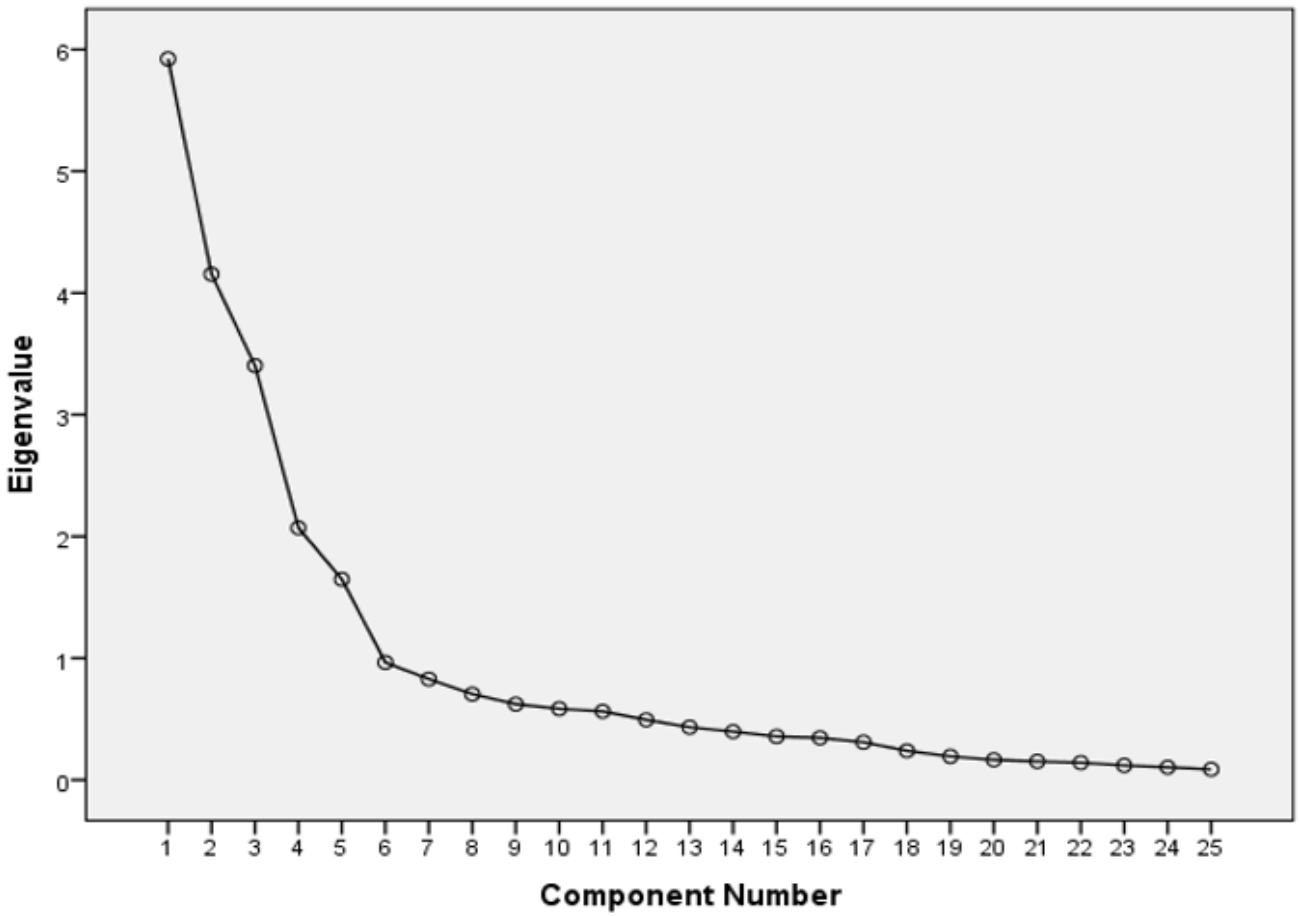


Figure 23: Cattell's Scree Plot with responding Eigenvalues

APPENDIX C – FACTOR ANALYSIS

Kaiser-Meyer-Olkin Measure of Sam		.783
Bartlett's Test of S	Approx. Chi-Squar	732.668
	df	6
	Sig.	.000

		SOC1	SOC2	SOC3	SOC4
Anti-image Covari	SOC1	.321	-.123	-.086	-.049
	SOC2	-.123	.238	-.145	-.028
	SOC3	-.086	-.145	.273	-.030
	SOC4	-.049	-.028	-.030	.876
Anti-image Correl	SOC1	.821[a]	-.447	-.292	-.091
	SOC2	-.447	.734[a]	-.568	-.061
	SOC3	-.292	-.568	.772[a]	-.061
	SOC4	-.091	-.061	-.061	.953[a]

a. Measures of Sampling Adequacy(MSA)

Table 26: Self-Image Factor Analysis

Kaiser-Meyer-Olkin Measure of Sam		.755
Bartlett's Test of S	Approx. Chi-Squar	694.182
	df	3
	Sig.	.000

		SOC1	SOC2	SOC3
Anti-image Covari	SOC1	.324	-.127	-.089
	SOC2	-.127	.239	-.147
	SOC3	-.089	-.147	.274
Anti-image Correl	SOC1	.806[a]	-.455	-.299
	SOC2	-.455	.714[a]	-.574
	SOC3	-.299	-.574	.755[a]

a. Measures of Sampling Adequacy(MSA)

Table 27: Social Expectation Factor Analysis

Kaiser-Meyer-Olkin Measure of Sam		.886
Bartlett's Test of S	Approx. Chi-Squar	1652.540
	df	10
	Sig.	0.000

Anti-image Matrices

		P1	P2	P3	P4	P5
Anti-image Covari	P1	.152	-.097	-.046	-.021	-.017
	P2	-.097	.170	-.014	-.032	-.025
	P3	-.046	-.014	.184	-.089	-.030
	P4	-.021	-.032	-.089	.176	-.070
	P5	-.017	-.025	-.030	-.070	.402
Anti-image Correl	P1	.857[a]	-.602	-.273	-.126	-.067
	P2	-.602	.866[a]	-.080	-.185	-.098
	P3	-.273	-.080	.889[a]	-.492	-.109
	P4	-.126	-.185	-.492	.883[a]	-.262
	P5	-.067	-.098	-.109	-.262	.957[a]

a. Measures of Sampling Adequacy(MSA)

Table 28: Perception Factor Analysis

Kaiser-Meyer-Olkin Measure of Sam		.887
Bartlett's Test of S	Approx. Chi-Squar	1311.457
	df	10
	Sig.	.000

Anti-image Matrices

		CE1	CE2	CE3	CE4	CE5
Anti-image Covari	CE1	.364	-.124	-.009	-.027	-.036
	CE2	-.124	.208	-.080	-.047	-.051
	CE3	-.009	-.080	.245	-.104	-.032
	CE4	-.027	-.047	-.104	.237	-.090
	CE5	-.036	-.051	-.032	-.090	.379
Anti-image Correl	CE1	.899[a]	-.452	-.030	-.093	-.096
	CE2	-.452	.860[a]	-.352	-.210	-.181
	CE3	-.030	-.352	.878[a]	-.433	-.106
	CE4	-.093	-.210	-.433	.879[a]	-.299
	CE5	-.096	-.181	-.106	-.299	.934[a]

Table 29: Celebrity Endorsement Factor Analysis

Kaiser-Meyer-Olkin Measure of Sam		.803
Bartlett's Test of S	Approx. Chi-Squar	441.292
	df	6
	Sig.	.000

Anti-image Matrices

		WTP1	WTP2	WTP3	WTP4
Anti-image Covari	WTP1	.644	-.116	-.158	-.074
	WTP2	-.116	.551	-.175	-.129
	WTP3	-.158	-.175	.460	-.189
	WTP4	-.074	-.129	-.189	.566
Anti-image Correl	WTP1	.848[a]	-.194	-.291	-.123
	WTP2	-.194	.814[a]	-.347	-.230
	WTP3	-.291	-.347	.759[a]	-.370
	WTP4	-.123	-.230	-.370	.813[a]

a. Measures of Sampling Adequacy(MSA)

Table 30: Willingness to Purchase Factor Analysis