ARE MEN REALLY DIFFERENT FROM WOMEN? ANALYSIS OF MEN BUYING BEHAVIOUR OF COSMETIC PRODUCTS

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"Knowing is not enough, we must apply! Willing is not enough, we must do!"

Johann Wolfgang von Goethe

Abstract

The cosmetic industry has grown significantly in recent years and the categories of perfume, hair and skin care have gained increasing relevance. At the same time, in recent years, men gained a greater concern with their appearance and, consequently, a greater interest in cosmetic products. Therefore, it is essential to understand this new segment of emerging consumers in this market. Although there are several studies on the cosmetics industry, there is still much to explore about what men most appreciate and want when they buy cosmetics.

Thus, the main objective of this study is to understand the main differences between men and women in their decision-making process and in purchasing behaviour of cosmetic products. Simultaneously, it was also analysed which products of this market are most bought by men and women, comparing subsequently the differences.

In order to achieve these objectives, a three-stage research method was used. First of all, an exploratory qualitative study was carried out with the accomplishment of individual interviews to two market experts, in order to obtain a deeper knowledge of this market. Then, a quantitative study was performed through an online survey, aiming to understand the different consumption profiles of cosmetic products and to compare the different consumers. And, at last, a qualitative study was carried out again, this time to explain and validate the insights obtained in the previous phases, through the execution of individual interviews with five male consumers, with different characteristics and profiles.

With this thesis it was possible to conclude that cosmetic products are already very important for men, they are even part of their daily routine, just like in women' case, and that the categories most purchased by them are personal hygiene, perfumes and hair care. However, skin care products are beginning to gain relevance among this public, attracting more and more consumers. On the other hand, it was also noticed that men buy this kind of products mainly out of necessity (when the old one finishes, they buy a new one) and always use the same ones, while this doesn't happen with women. Furthermore, brands have great importance for both genders, but the shopping experience is not yet highly valued by men.

For all of the reasons mentioned above, cosmetic brands have to increasingly differentiate their products by gender, with marketing research and analysis being fundamental to tailor the products for men, the emerging new growth segment.

Keywords: Cosmetic products, buying behaviour, decision-making process, men

Resumo

A indústria da cosmética apresentou grandes crescimentos nos últimos anos e as categorias de perfume, cabelo e cuidados com a pele têm ganho cada vez mais relevância. Ao mesmo tempo, nos últimos anos, os homens ganharam uma maior preocupação com a sua aparência e, consequentemente, um maior interesse por produtos de cosmética. Assim sendo, torna-se fundamental compreender este novo segmento de consumidores emergentes, neste mercado. Apesar de existirem diversos estudos sobre a indústria da cosmética, ainda existe muito por explorar sobre aquilo que os homens mais apreciam e querem quando compram cosméticos.

Desta forma, o principal objectivo deste estudo foi perceber quais as principais diferenças, entre homens e mulheres, a nível de processos de decisão e comportamento de compra de produtos de cosmética. Simultaneamente, analisou-se também quais os produtos deste mercado mais comprados por homens e por mulheres, comparando, posteriormente, as diferenças existentes.

Por conseguinte, e de modo a atingir os objectivos, foi utilizado um método de pesquisa composto por três etapas. Na primeira, realizou-se um estudo qualitativo exploratório com a realização de entrevistas individuais a duas especialistas do mercado da cosmética, de modo a obter um conhecimento mais profundo do mesmo. De seguida, optou-se por um estudo quantitativo, através de um questionário que foi disponibilizado online, pretendendo perceber os diferentes perfis de consumo dos produtos de cosmética e comparar os diferentes consumidores, podendo retirar inferências representativas para uma população. Por último, foi realizado, de novo, um estudo qualitativo, desta vez com o propósito de explicar e validar insights obtidos nas fases anteriores, através da realização de entrevista individuais a cinco consumidores masculinos com características e perfis diferentes.

Com esta tese pode-se, então, concluir que os produtos de cosmética já são bastante importantes para os homens, fazem mesmo parte da sua rotina diária, tal como acontece nas mulheres, e que as categorias mais compradas por eles são as de higiene pessoal, perfumes e cabelo. Contudo, os produtos de cuidado com a pele começam a ganhar relevância junto deste público, cativando cada vez mais consumidores. Por outro lado, percebeu-se ainda que os homens compram este tipo de produtos, principalmente, por necessidade (quando o antigo acaba, compram um novo) e utilizam sempre os mesmos, enquanto que as mulheres não. Para além disso, as marcas têm uma grande importância para ambos os géneros, mas a experiência de compra ainda não é muito valorizada pelos homens.

Assim, as marcas de cosmética têm de cada vez mais diferenciar os seus produtos por género, sendo as pesquisas e análises de marketing fundamentais para adequarem os produtos aos homens, o novo segmento de crescimento emergente.

Palavras-chave: Produtos de cosmética, comportamento de compra, processos de decisão, homens

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List of Abbreviatures

FMCG – Fast Moving Consumer Goods
GDP – Gross Domestic Product
MS – Market Share
N/A – Not Applied
SPSS – Statistical Package for the Social Sciences
M – Mean
CLI – Cosmetic Lover Indicator

1. Introduction

This thesis intended to know more about consumer behaviour, which is the study of people and their habits, like where or why they buy products (Bakshi, 2012). It is important to understand which processes consumers use to choose a product over another, thus completely satisfying their needs. Researchers call this process as consumer behaviour research (Bakshi, 2012) and it may affect the all marketing strategy of a company. Furthermore, investigators believe that the buying behaviour is influenced by specific factors such as personal, culture, social and psychological (Bakshi, 2012). So, it's crucial for companies to understand purchase decision-making process of their consumers, to better define their strategy (Solomon, Marshall, & Stuart, 2010).

On the other hand, it was also analysed gender effects on decision-making processes of cosmetics. A few years ago, men were seen as the breadwinners while women were the ones who must take care of the whole family and the home, including, for instance, all the domestic tasks and shopping for the entire family (Kuruvilla, Joshi, & Shah, 2009). However, this has changed. Nowadays, there is a brand-new trend, where the household chores are shared between men and women. Currently, it could be find men shopping all kind of different products (Kuruvilla, Joshi, & Shah, 2009).

However, men and women have different behaviours in various situations, because they have different expectations, wants, needs and life-styles, which reflect their different consumption behaviours (Bakshi, 2012). So, men and women pursuit for different things when they shop. Male shoppers seek for information, achievement, convenience and efficiency, while female shoppers are looking for uniqueness, social interaction and deep assortment (Nobel, Griffith, & Adjei, 2006; Garbarino & Strahilevitz, 2004). Moreover, some researchers characterise men as goal oriented and women as socially oriented, when shopping (Lacobucci & Ostrom, 1993; Mortimer & Clarke, 2011). In other words, men shop in a way to get something from that activity, they want to feel that they won something from it (e.g.: a great deal, a bigger discount, a better product, etc…), while women tend to shop with their hearts, they "shop to love" (Otnes & McGrath, 2001). Additionally, as other investigators said, male shoppers are determined, have lack of patience and want to do every shopping activity as quickly as possible (Kotzé, North, Stols, & Venter, 2012). Men tend to visit the same stores and to go there often, to spend less time shopping but more money per visit than women (Kuruvilla, Joshi, & Shah, 2009; Mortimer & Clarke, 2011).

On top of not being price sensitive, men don't compare prices or brands, many of them make unplanned purchases or buy impulse items and, more importantly (to the companies), they don't stick to a pre-defined budget. Therefore, they could purchase fewer items while paying a higher price for them than women (Mortimer & Clarke, 2011). Additionally, male shoppers usually "buy what they always buy", since they repeatedly purchase the same brands, same flavours, same size, same fragrance… the same things (Otnes & McGrath, 2001). They are more loyal to products and to companies than women. However, male consumers generally make their purchasing decisions based on their immediate needs and on how much the product or service satisfies their needs now and into the near future (Bakshi, 2012). Furthermore, men don't let themselves be influenced by advertisements as much as women and they use the decisions of other people (mainly other men) to help them form their own opinion and decision (Bakshi, 2012).

Nowadays, men begin to show more knowledge about brands and fashion and as result they are becoming more involved in shopping different product categories, worried about their appearance and prepared to spend more time and money in this activity (Kotzé, North, Stols, & Venter, 2012). So, almost all companies in the personal care and home care industries started to pay more attention to men and to their tastes and needs.

Finally, from what this study could understand, the male gender appears to be the new focus of brand growth, with some even creating specific segments exclusively for men (e.g. *Veet*, with *Veet for Men*; *Nívea*, with *Nívea Men*; *L'Oréal*, with *L'Oréal Men Expert*). As such, more and more brands communicate to men. However, there is just one thing to keep in mind: "Men Buy, Women Shop" (Knowledge@Wharton, 2017).

1.1. Academic and Managerial Relevance

As we know, gender is one of the factors that has the most influence in consumers' shopping behaviour (Hwang & Lee, 2017). However, men's behaviour during shopping, as well as their perceptions and how they truly buy, are topics that still have a lot of ground to explore (Otnes & McGrath, 2001). Shopping by men is rising every minute (Otnes & McGrath, 2001), so this may be the new brand growth segment.

Therefore, this dissertation will provide important information about how men buy their cosmetic products and the main differences from women and this can lead companies to better understand this segment of consumers and to better reach them. Furthermore, this thesis can also contribute to the general knowledge of the public about an underexplored topic.

1.2. Problem Statement

This dissertation aims to understand the decision-making-process of men, mainly for cosmetic products, like perfumes, skin and hair care products and hair removal products, and its main differences from women.

1.3. Research Questions

Therefore, in order to answer to the problem statement, three research questions were developed:

- Research Question 1: Market analysis: Are there any brands that recently moved from a woman focus to a man focus also?

  This first research question aims to get a better knowledge of the cosmetic industry with inputs from market experts and it also presents a small case study about *Veet*, which is a brand that is starting now to have a new strategy approach and it is driven to men.

- Research Question 2: Which are the most cosmetic products purchased by men? Why do they buy those kinds of products?

  Here, the study intends to know which are the most products that men are looking for and the main reasons to purchase them.

- Research Question 3: What are the main differences between men and women in terms of buying behaviour? What key factors seem to influence the decision-making process of each gender, when it comes to cosmetic products?

  This question aims to realise the main differences between men and women when they buy something. Furthermore, it also pretends to understand the decision-making process of men and what are the main reasons and stimulus for them to choose or buy a product or brand, instead of another one, and if they are different from the ones that women follow.

1.4. Scope of Analysis

Men and women usually have different buying behaviour in all categories. Nonetheless, in recent times we have seen a greater focus from cosmetic brands in differentiating products between either gender. Therefore, this thesis focuses on the shopping behaviour of men in the cosmetic industry, and specifically in the FMCG market.

1.5. Thesis Organization

This thesis will be composed by five main chapters, each one will be organized with multiple sections. Chapter 1 presented the problem statement, the research questions as well as an overview of the topic that is under study and its relevance. In chapter 2, a review will be made of the existing published information about the topic approached by the study (literature review) and its relevance in answering the research questions. Chapter 3 will then explain the methods that will be used, as well as summarize the method for data collection. Furthermore, chapter 4 will present the results analysis and the interpretation derived from the information (both primary and secondary data) gathered before. Lastly, the main conclusions of this study, as well as the key limitations and some ideas for future research will be presented in chapter 5.

2. Literature Review

2.1. Gender Differences

This section is about differences between genders in terms of attitudes, emotions, experiences, purchasing decision processes and even in terms of the categories bought by each of them.

2.1.1. Attitudes

Past studies have shown that men and women are completely different. Indeed, while men appear to be externally focused and usually view situations as problems that need to be addressed, speaking in a way to inform others, women are more internally focused and they use a conversation as way to connect and relate to others (Bakshi, 2012). Also, women are seen as being more "warm, expressive, compassionate and understanding" than men (Ruble, 1983), because most of them (women) are more focused on how to solve the problems, than merely solving them. Moreover, women like to share and discuss the problems with others as a way to strengthen the relationship between people (Bakshi, 2012).

On the other hand, most men only have interest in solving problems and doing so in the best possible way. They don't really care how the problem is answered, since this is an opportunity for them to show their competence, strength and authority in a problem-solving situation (Bakshi, 2012). On top of that, all men are beginning to understand that shopping is an acceptable activity for both genders, leaving behind all the previously existing cultural prejudices and giving more attention to their purchases (and not just a simple acquisition of products) (Otnes & McGrath, 2001).

Furthermore, a study made in 2009 revealed that women have a more positive approach to shopping and buy fashion products more often than men. However, men spend more money, visit more often the same stores and took less time (Kuruvilla, Joshi, & Shah, 2009). As a result, while women like and are happy when they are shopping, for men purchasing something is like a mission. Men mostly go to a store to buy a specific product and then leave as quickly as possible (Knowledge@Wharton, 2017). Indeed, "women shop to love, men shop to win" (Otnes & McGrath, 2001).

2.1.2. Emotions and Experiences

Some researchers disclosed that gender is, in fact, one of the most important and determining influencers in consumers' shopping behaviour (Hwang & Lee, 2017). As the study of Mitchell and Walsh (2004) demonstrates, men and women want different things, including different products, and they have, of course, different ways of getting them. Therefore, as gender is a determining factor, there are important differences between males and females in terms of expectations, wants, and needs as well as lifestyle and all of this is reflected on their consumption behaviours' (Mitchell & Walsh, 2004).

Men and women are motivated by different kind of stimulus when it comes to shopping (Kotzé, North, Stols, & Venter, 2012). On the one hand, women find shopping as a more exciting activity, where they seem to have satisfaction and find some kind of pleasure (Bakshi, 2012). They love to shop due to a million reasons such as feeling more independent; being proud of their ability to shop; seeing the shopping process as an activity of relaxation and social interaction, or even because they believe that buying something can demonstrate their love for their families and for other people (Kotzé, North, Stols, & Venter, 2012; Bakshi, 2012). On the other hand, men don't like nor enjoy the shopping task or they are mostly unwilling to do it (Mortimer & Clarke, 2011). They seem to be more disdainful about shopping as a whole. (Bakshi, 2012).

To sum up, women considerer shopping as a social, interpersonal and human fashion needed activity and male consumers as a more instrumental activity – "It's a job to get done" – (Knowledge@Wharton, 2017), so they just pay attention to the main function of each product (Bakshi, 2012).

2.1.3. Decision-Making

There is at least one thing that both genders have in common in terms of shopping behaviour – both seek to achieve status (Otnes & McGrath, 2001). As said before, men and women are different, and each of them shopping differently. In general, men spend less time shopping, but they buy fewer products and spend more money per item, which supports the theory that men do not compare prices. (Davis & Bell, 1991). Moreover, male shoppers usually don't ask for help from a sales assistant, don't stick to defined budgets and don't use shopping lists as often as female consumers' do (Mortimer & Clarke, 2011). Women seem to be more interested in the shopping experience itself and in its many dimensions, they even like the interaction with a sales associate (Knowledge@Wharton, 2017).

As Mortimer & Clarke (2011) reveal in their study, for men, a shopping trip is a "purely purchase-driven activity", since they, most of the time, are price insensitive and don't let themselves be influenced by special prices or second placement strategies in the stores such as displays or promotional advertising. So clearly, price is not the most important element for men, whereas women value the price factor much more and like special prices and promotional activities in the stores (Mortimer & Clarke, 2011). Besides, male shoppers seem to value quality and efficiency because they make purchases for the immediate needs, while women tend to create an emotional connection, a relation, as they make their choices based on long-term decisions (Bakshi, 2012). On top of that, convenience and speed are two other factors that men highly value, whereas female shoppers point out characteristics like price, cleanliness of the stores and quality of the products as the most important things (Mortimer & Clarke, 2011).

Unlike women, men, in addition to buy more regularly, have higher loyalty to a store or a brand, most of the times, they don't check prices or compare alternatives and their purchases are usually unplanned or impulsive (Mortimer & Clarke, 2011). They are also nominated as "quick shoppers" (Heinrichs, Al-Aali, & Lim, 2016), because they are more focused on utilitarian aspects of the shopping experience, as the availability of park or stock of an item they want or if there are too many people queuing for the checkout (Knowledge@Wharton, 2017). Basically, a man wants to go inside of a store, pick the product they want and get out of there as quickly as possible (Knowledge@Wharton, 2017). However, women are much more social during their shopping activities than men (Otnes & McGrath, 2001). They like to spend time shopping and give more gifts (Kotzé, North, Stols, & Venter, 2012), because they tend to pay much more attention to the details and to be more involved in the process itself (Hwang & Lee, 2017).

Likewise, female shoppers also enjoy all the hedonic things in the shopping experience and they tend to search longer for a product (if they are happy) since they take pleasure in it (Chen, Wyer Jr, & Shen, 2015). Meanwhile, most of the men see shopping just as a mission they must do, so the instrumental factors have much more impact on them (Chen, Wyer Jr, & Shen, 2015). Moreover, they stop looking for an item as soon as they see one that they think it's good enough (Chen, Wyer Jr, & Shen, 2015), because men make their purchases in a deliberate and pragmatic way, in order to fulfil their most intimate need – achievement (Otnes & McGrath, 2001).

So, summing up, the key factors for men when they have to shop are no waiting times, efficiency and quickness, as they want to get in a store, swiftly purchase the products they need and get out (Mortimer & Clarke, 2011).

2.1.4. Type of Buying

The most purchased categories for both genders are clothing, footwear and accessories (Kuruvilla, Joshi, & Shah, 2009). And as already mentioned, women tend to buy with more frequency and men spend more money per item (Kuruvilla, Joshi, & Shah, 2009). Furthermore, male and female shoppers' value different things when they are buying something. For men, achievement, information and convenience are the most important factors, whereas to women the most wanted aspects are uniqueness, assortment and social interaction (Nobel, Griffith, & Adjei, 2006). So, it can be said that men are completely goal oriented, but women, oppositely, are socially oriented (Mortimer & Clarke, 2011).

As mentioned above, men usually don't have a planned list of what they should or must buy, but when they do, it is typically related with leisure or finance items. Otherwise, women, list all the products they are looking for and almost every time these are items that have emotional value to them (Bakshi, 2012).

2.1.5. Conclusions

Finally, men and women have different reactions and also value differently the advertisement messages (Bakshi, 2012). Female shoppers try to understand and interpret all the information available, while men try to find the most leading cues (Bakshi, 2012). In addition, the reasons that lead them (men and women) to leave a store are also very different. A store could lose female shoppers due to the lack of sales assistant, but it could miss a man as a client because of the nonexistence of stocks of the product that they wish to purchase (Knowledge@Wharton, 2017).

And what makes them loyal to a store or brand? For men, there are two things that promote their loyalty to a store or brand: the interest of a sales assistant in helping them to find a product and the effort that she/he makes to get them through checkout as quickly as possible (Knowledge@Wharton, 2017). Regarding women, they value the knowledge of a sales associate about the products they are selling and their ability to define which products best suit in each kind of person (Knowledge@Wharton, 2017).

In conclusion, males and females are entirely different in almost every important feature of shopping behaviour, such as reactions to marketing strategies and activities and product preferences and its positioning (Hwang & Lee, 2017). As previously revealed, men seem to face shopping as a "purely functional activity", since it is motivated by a need to purchase a specific product and to do this in an efficiently way (Campbell, 1997). In contrast, women associate shopping as a "pleasure seeking activity", because they enjoy themselves while looking around for products and browsing for the best stuff (Nobel, Griffith, & Adjei, 2006).

The figure 1, below, summarizes the previous key points (Kuruvilla, Joshi, & Shah, 2009):

Figure 1: Do men and women shop differently? (summary of findings)

Shopping issue	Male shoppers	Female shoppers
Shopping attitude	Less positive	More positive
Time spent /freq shopping	More	Less
Money spent	More	Less
Purchase of apparel and fashion	Less	More
Shopping orientation[a]	Less window shoppers	More Window shoppers

[a]No significant difference was found in utilitarian, economic or recreational orientation.

(Source: (Kuruvilla, Joshi, & Shah, 2009))

So, women like the all experience and men only see the shopping activity as a mission (Knowledge@Wharton, 2017).

2.2. Decision-Making Process

Men and women have completely different decision-making processes (Bakshi, 2012). Moreover, as some studies demonstrate, gender is one of the major factors that influences consumers' decision-making behaviour and all its stages, like information search (Bakshi, 2012). However, this influence depends on the type of the product and the decision-making stage the consumer is in (Solomon, Marshall, & Stuart, 2010).

The consumer decision-making process is usually divided in five stages: problem recognition, information search, evaluation of alternatives, product choice and post evaluation of the product (Solomon, Marshall, & Stuart, 2010).

2.2.1. Problem Recognition

Problem recognition is the first stage and it happens when consumers know that their ideal state is not the one they are in that moment (Bakshi, 2012).

Men realise that they are not completely well based on their immediate needs or how well the product or service satisfies them now or in the near future (Bakshi, 2012). However, women make their purchase decisions based on long-term needs and whether the product or service can be used again over time (Bakshi, 2012). So, for men, the important thing is to satisfy their immediate needs in order to achieve their desired state, whereas women reach this state with items that fulfil their long-term requests (Bakshi, 2012).

2.2.2. Information Search and Alternative Evaluation

At this stage, consumers are firstly looking for information and acquiring more knowledge in order to solve the problem they have already recognised – previous phase (Solomon, Marshall, & Stuart, 2010). On top of that and to help them in their decision process, consumers look for information in their daily environment (Solomon, Marshall, & Stuart, 2010).

Furthermore, when people are searching for information in order to buy something, they usually use their past experience in order to have some indication if the information they have is sufficient to achieve their purpose (Chen, Wyer Jr, & Shen, 2015).

As matter of fact, women tend to do a depth information search, because they are more subjective and intuitive, while men prefer to gather information through other people who already tried the product or item, as men are analytical and logical (Bakshi, 2012). In addition to that, men like to share information or experiences with others and they can even change their behaviour, considering suggestions from others (Hwang & Lee, 2017). Besides, in a decision-making process, women take into account the opinion of other people, in order to help them to reach a decision, while men use the decisions of others to make their own (Bakshi, 2012).

After the all information search, consumers must evaluate the alternatives they reach (Solomon, Marshall, & Stuart, 2010). Here, the consumers will also develop their evoke set, which have the brands that are present in their minds and have more changes to be selected by them (Bakshi, 2012). In fact, males tend to evaluate few alternatives when they shop for themselves or smaller items and sometimes they even shop together to help each other make decisions (Otnes & McGrath, 2001). Meanwhile females value other customers reviews and they appreciate to read the product pages (Chen, Wyer Jr, & Shen, 2015).

2.2.3. Product Choice and Post Evaluation

In this stage, consumers must choose the product or service they want, after the evaluation of all alternatives (Solomon, Marshall, & Stuart, 2010). Their choices could be affected by numerous of reasons, during the all decision-making process (Bakshi, 2012). Actually, in terms of making a decision, females tend to do it on an emotional level, while males usually use facts and data (Bakshi, 2012).

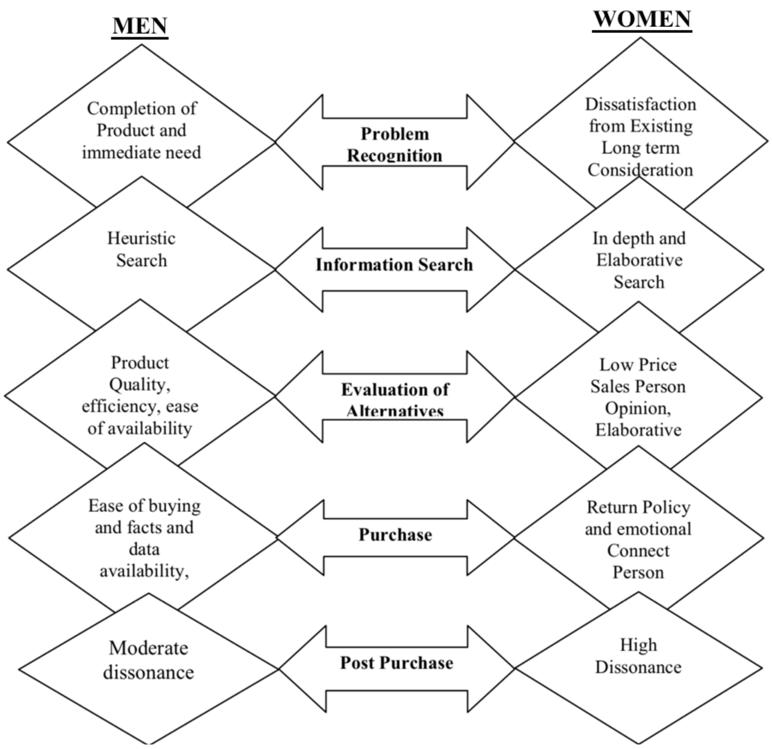
After the product choice, the purchase decision has ended, however the consumers usually evaluate their decisions in order to be confident about them, to make sure that the product or service chosen satisfies their needs completely and to ensure the quality of the item (Bakshi, 2012).

2.2.4. Mood's Influence in the Decision Process

People's mood doesn't have a high dependence on whether the product they are looking for is hedonic or utilitarian (Chen, Wyer Jr, & Shen, 2015). However, the mood of shoppers could have some influence in their decision-making process, especially in the evaluation of alternatives. For instance, when males are happy, they select fewer options than when they aren't, unlike women, who find more possibilities when they are happy and enjoying themselves (Chen, Wyer Jr, & Shen, 2015).

The figure 2 summarizes the main differences between men and women, in terms of consumer behaviour and decision-making process (Bakshi, 2012):

Figure 2: Gender Difference in Consumer Behavior

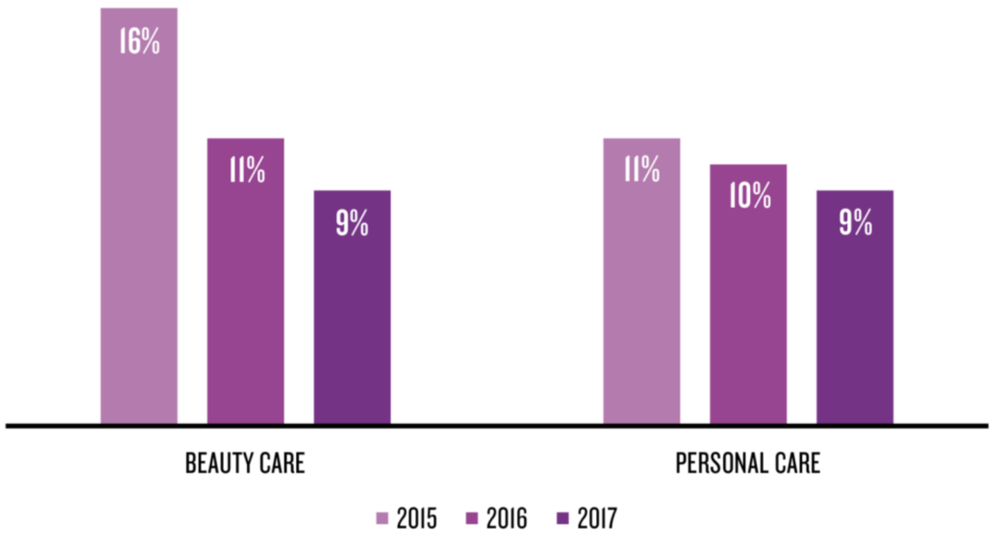


(Source: (Bakshi, 2012))

2.3. Cosmetics Industry

The cosmetic industry is influenced by trends, far more than all other fast-moving consumer goods (FMCG), and nowadays there are three big new trends that will completely change the future of this industry (The Nielsen Company, 2018). The three new big trends are: *Natural*, "*Beauty is personal*" and, last but not least, "*Beauty is connected*". The *Natural* trend is related with the awareness that consumers increasingly have with the products they use on their body (The Nielsen Company, 2018). Moreover, consumers are increasingly looking for more natural beauty and personal care products and their sales have evolved in the past years, as shown in figure 3 (The Nielsen Company, 2018):

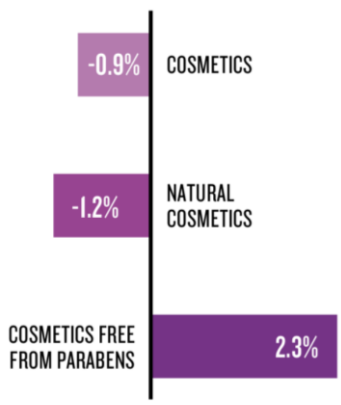
Figure 3: Natural sales growth 2017 vs. year ago



(Source: (The Nielsen Company, 2017))

In addition, in 2017, products with a natural claim already represented 3,1% of the personal care market in the U.S., which is about 1,3 billion dollars of last year sales and more 2,1% than in 2013 (The Nielsen Company, 2018). On the other hand, sales of cosmetic products in 2017 fell slightly compared to the previous year and, unexpectedly, it weren't the products that claim to be the natural ones that grew in 2017, but those that do not contain parabens (figure 4), since 53% of FMCG consumers prefer the absence of certain ingredients in the products than the inclusion of beneficial ones (The Nielsen Company, 2018).

Figure 4: Cosmetics sales growth 2017 vs. year ago

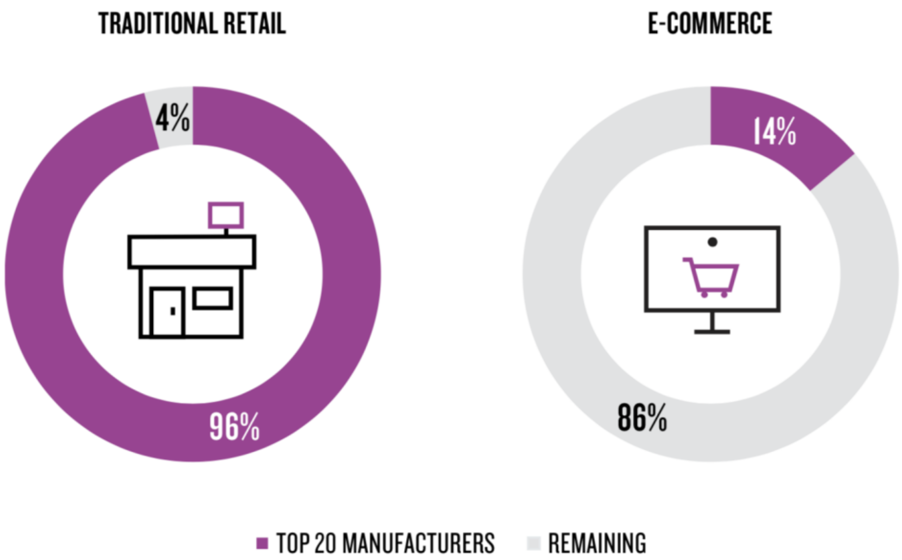


(Source: (The Nielsen Company, 2017))

"*Beauty is personal*" is the second new trend and it is based on consumers being increasingly different from each other and more diversified, to the point that there isn't only one type of cosmetic shopper, nowadays (The Nielsen Company, 2018). Furthermore, consumers are more demanding than ever before, as they want to identify with brands, but at the same time they want brands to identify with them as well (The Nielsen Company, 2018). In fact, the challenge for cosmetic brands has never been so high, as about a quarter of consumers demand to identify themselves with the brands that buy from this category, more so than in any other segment of products (The Nielsen Company, 2018). So now brands have to really understand their shoppers' deeper needs and to solve them on more personal level and with creative solutions (The Nielsen Company, 2018).

The last but not least important trend is "*beauty is connected*" and this means that online channels are increasingly being used by consumers, giving retailers a new opportunity to reach out to them (The Nielsen Company, 2018). Besides, now shoppers are always connected and they can search or buy everything they want, whenever they want and wherever they want (The Nielsen Company, 2018). Through online channels, consumers can explore new items and refill the ones they already know and buy, these are two of the main drivers of online penetration in the FMCG products (The Nielsen Company, 2018). In fact, the online channels are evolving, quickly, and the cosmetics industry has been following this evolution, for instances, in the US, one in three dollars spent on products of this category are spent online (The Nielsen Company, 2018). On the other hand, when consumers want to buy products from the top 20 cosmetic brands they prefer to do it in a traditional retail than through an online channel (The Nielsen Company, 2018). Thus, these brands weigh 90% of the turnover of traditional stores, but only 14% of online ones (figure 5) (The Nielsen Company, 2018).

Figure 5: Category share by retail channel (total cosmetics)



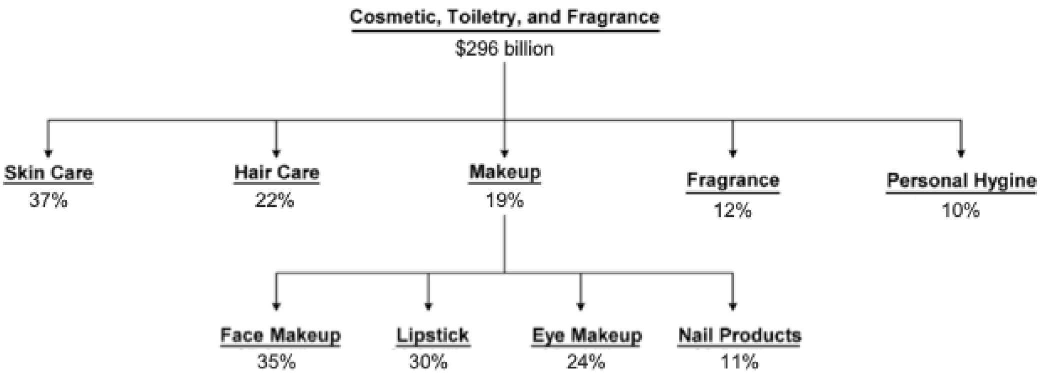
(Source: Nielsen Retail Measurement Services, Core syndicated hierarchy All Outlets Combined + Convenience, and Nielsen E-commerce measurement, Total U.S., 52 weeks ended Nov. 4, 2017.)

In accordance, shoppers are increasingly focused on the sincerity and transparency of brands, their practices and their products (The Nielsen Company, 2018). Thus, brands that will succeed in the future will be authentic and true, relevant to a broad spectrum of consumers and will take advantage of digital tools and platforms to be even more successful (The Nielsen Company, 2018).

2.3.1. Market Overview

The cosmetic industry is a very important economic area, not just in terms of the global contribution towards GDP, but for the lifestyle trends and social influences across multiple societies (Kumar, 2004). Regardless, the cosmetic industry includes far more categories than what it might think. Indeed, most people think that it consists merely in the make-up segment, however, this just represents 19% of the all personal care market (Schmitt, 2002). Thus, the structure of cosmetics industry is presented in figure 6, with all segments and their respective weight as of 2017 (Ahssen, 2018; The Statistics Portal, 2019):

Figure 6: Classification of industry products and global market size (total and by products) in 2017



(Source: (Ahssen, 2018; The Statistics Portal, 2019))

Of these five sub-segments, as highlighted by Kumar (2004), make-up and fragrance are among the fastest growing (12,9% and 5,0%, respectively), well above the sector's performance (3,4%) (Kumar, 2004). Despite the trend towards the globalization of the personal care industry, France remains the biggest worldwide exporter, while the title of largest market goes to USA (Kumar, 2004).

2.3.2. Market Players

The cosmetic industry was worth over 296 billion dollars as of 2017 (The Statistics Portal, 2019; Ahssen, 2018), with the top 10 producers in this market representing 62,1% of these sales (Kumar, 2004).

L'Oréal SA stands as the global leader with nearly 17% of the market share (MS), representing more than 4 billion dollars, followed by Estee Lauder Company (10,9% MS), Procter & Gamble Company (9,3% MS), Revlon Inc. (7,1% MS), and Avon Products Inc. (4,7% MS) (Kumar, 2004). These companies comprise the market's top five players (Kumar, 2004).

2.3.3. The Changes in the Industry and New Trends

As the market departs from the more traditional cosmetic counter stores, manufacturers have sought alternatives to sustain growth, either through increased volumes by selling to discounters at lower prices, or by creating "bridge brands" to fill the gap between the upscale products and the purely mass marketed ones (Kumar, 2004).

In order to support these commercial approaches, four prevailing trends have been setting the pace in the market:

1. The use of *digital marketing and tools*, namely the digital marketing growth, which is ideally suited for cosmetic product launches and swift implementation of marketing campaigns, while posing a brand-new challenge for companies, as the industry tends to be much more reliant on face-to-face consultations (Kumar, 2004).
2. The *highlighting of cosmeceuticals*, which are cosmetic products with medical benefits, as a driver for market growth. Despite needing more time to prove its sustainability as a growth driver for the industry, there is already a slice of the population who identify as natural personal care users and as such there is some expectation that this trend can help revive a currently mature industry (Kumar, 2004).
3. The *targeting of specific ethnic group's needs*, as the industry has catered to specific genetic traits among the population and made bets to differentiate between different ethnical backgrounds to boost sales and further segment the market into new groups, who are in turn approached in completely separate ways (Kumar, 2004).
4. Lastly, the *segmentation of the aging population* (Kumar, 2004). Baby-boomers have been a bridge between the use of cosmeceuticals and the aging population, as their desire for health benefits and physical improvement help in defining the prevalence of vitamins and antioxidants (as well as botanical extracts) as the most sold products in the anti-aging market due to their promise of results (Kumar, 2004).

2.4. Cosmetics Industry vs. Gender Differences

The cosmetics industry has been growing a lot in recent times, because these products are no longer seen as futile to be integrated into the daily routine of consumers as essential products (de Cerqueira, de Oliveira, Honório, & de Macedo Bergamo, 2013). Therefore, these products are now used by people of all social classes and both genders (de Cerqueira, de Oliveira, Honório, & de Macedo Bergamo, 2013). Moreover, unlike the existing misconception, females and males have similar behaviours regarding the frequency of use of cosmetic products (Carter, 1998).

The modern male shopper is a younger, educated and professionally employed individual, who is engaged with his shopping experience (Dholakia, 1999; Piper & Capella, 1993). This type of shopper is both brand conscious and exhibits associations with fashion. He not only invests his time in the shopping experience but also tends to make impulsive purchases, regardless of cost (Kotzé, North, Stols, & Venter, 2012). This profile has progressively led to the inclusion of male products in several categories, such as fashion magazines and skin care (Kotzé, North, Stols, & Venter, 2012).

Most consumers of cosmetic products are still women, nevertheless men have been showing a growing interest in this kind of items (de Cerqueira, de Oliveira, Honório, & de Macedo Bergamo, 2013). Indeed, in recent times, men have become increasingly vain and more concerned with their appearance (The Nielsen Company, 2016). Consequently, as of 2016, this segment (men) has become much more important for categories with hair and skin care products (The Nielsen Company, 2016). In addition, men are beginning to value, at times even more so than women, premium products for personal hygiene and beauty (The Nielsen Company, 2016). However, the frequency of purchase among men is less than 40%, in cosmetic products, which is lower than among women (The Nielsen Company, 2016). In other words, cosmetic brands still have a lot to grow, sustaining themselves in the male segment (The Nielsen Company, 2016). For example, men already weighed 17% of sales in the shampoo category in 2016, representing a growth of 13% when compared to the same period a year before (The Nielsen Company, 2016).

Finally, the majority of male shoppers who currently buy cosmetic products are ranged between 26 and 35 years old, representing about 21% of the sales of personal care category and they will be the major influencers for future generations, further boosting the importance of the male segment across brands (The Nielsen Company, 2016).

3. Methodology

In terms of research methods, there are three different approaches that could be taken in a study like this: exploratory, descriptive and explanatory research (Shields & Rangarajan, 2013). In this thesis all of these different methodologies were used, in order to better understand the differences between consumers regarding cosmetic products.

Therefore, in this study was chosen a three-stage methodology:

1. In-depth interviews with market experts
2. Online survey to consumers
3. In-depth interviews with five male consumers to identify different target segments

The following sections explain exactly how this study was performed at each stage, so that all the research goals are accomplished and in order to get more insightful results.

3.1. Exploratory Qualitative Analysis: Experts in-depth interviews

This first approach was based on two interviews with *semi-structured* questions, which allowed to collect detailed information on the subject under study, according to the interviewees' point of view. At this stage the main objectives, which led to the use of this technique, were to know better the market of cosmetic products and to try to understand the profiles of the different consumers also in this industry.

For that reason, the two interviews were carried out with two experts from the cosmetics market who work in different business segments and in different companies. One of them is a Senior Brand Manager in a large consumer multinational that owns personal care products and pharmaceuticals and the other is a Consumer and Market Insight Manager in one of the largest cosmetic companies in the world.

The Senior Brand Manager is a woman (age: 31 years old) who has been working in marketing departments, at different companies, for twelve years, being in the last four years specifically in the cosmetics market. Her currently role is to align the strategy of the brands with the needs and desires of consumers, adjusting it to new consumer trends and evolving its assortment according to newly discovered insights. The Consumer and Market Insight Manager is also a female (age: 29 years old) who has been working on consumer research and analysis for the last 6 years, having gone through three different companies.

Furthermore, the two interviews' structure was similar, consisting of seven questions with well-defined objectives (table 1), that allowed to gain insights on the industry and its consumers. These interviews took place during the month of December 2018, separately and individually, so that each one of them could give their honest opinion spontaneously and directly.

Table 1: Experts In-depth Interviews Design

Questions	Main Objective
1. How do you describe the cosmetics industry today and its evolution in recent years?	This question sought to understand, according to the experts' point of view, how the cosmetics industry would evolve in the next few years.
2. What is the role of men and their importance in today's cosmetics market? And how do you think that role will evolve in the future?	This second question expected to cognise what is the today's importance of males in the cosmetics market and what would be their role in the future of this industry.
3. Why do men buy cosmetic products?	According to the market experts' opinion to perceive why men buy and are consumers of cosmetic products, what are the main reasons that lead them to buy this kind of products.
4. What cosmetic products men purchase the most?	Here, the purpose was to know which cosmetic segments and products are most purchased by men.
5. What are the decisive traits that a product must have to influence choice with a male audience? And what are the decisive factors of purchase for this public (e.g..: brand, price, communication...)?	The fifth question aimed to acknowledge which are the crucial characteristics in a product that lead it to be chosen by male consumers. Moreover, it also wanted to understand what are the key purchasing factors for men. Briefly, it wished to understand the decision-making process of men.
6. Where do men most buy these types of items? What is the average purchase frequency and average value spent in this category by men?	In order to complete the study on the purchasing decision process of male consumers, here it intended to recognise where they most buy cosmetic products, how often they purchase and how much, on average, they spend per acquisition.
7. What will be the major future trends of this market, in your opinion as an expert in this market?	This final question wanted to know the market experts' view about what could be the future trends of this market and how it could change, attracting or not new customers.

(Source: Developed by the author (2019))

This method allowed the collection of primary data on the subject under analysis, in a detailed and reliable way, since the respondents were able to answer all the questions according to their point of view and their personal opinion (theWorkshop - National Learning Network, 2004; Keller & Conradin, 2018). Another advantage of this research method is to provide comparable qualitative data among the interviewees, which allowed to withdraw insights that were used in the other approaches of this thesis (theWorkshop - National Learning Network, 2004; Keller & Conradin, 2018).

However, this technique also has its own disadvantages. The time spent is one of them, since it is necessary to invest a lot of time in the preparation of the interviews and in the collection of answers, which is, sometimes, not as fast as desired (theWorkshop - National Learning Network, 2004; Keller &

Conradin, 2018). On the other hand, open-ended questions are difficult to analyse and it is complicated to gather conditions that allow representative inferences of the population due to the insufficient number of interviewees (theWorkshop - National Learning Network, 2004; Keller & Conradin, 2018).

Therefore, the interviews with these two market experts were very important to acquire a greater and better knowledge of the cosmetics industry and for providing strategic guidelines for the following phases of this research.

3.2. Quantitative Analysis: Online survey

The second research method used was an *online survey*, where primary data was collected, allowing a quantitative study of the variables and draw inferences representative for the population under analysis. The main objective of this approach was to develop and compare different consumers, taking into account their consumption profile of cosmetic products, age, gender and other socio-demographic data.

In order to reach the purpose of this *online survey*, one of the most important things was to clearly define the main concepts to be studied, according to the literature previously analysed. In addition, it is essential to realise that all questions and variables used in this approach have been adapted from previous studies, so as to ensure their reliability and validity.

This research method is very efficient in collecting a large number of responses, since many people respond at the same time in a short period of time (theWorkshop - National Learning Network, 2004; Saunders, Lewis, & Thornhill, 2009). Furthermore, the information collected through this allows the development of statistically relevant comparisons, because the sample size is usually large enough, reflecting the differences between respondents, since they answer exactly the same questions (closed-ended questions).

The whole questionnaire was in Portuguese and it contained five major sections of analysis (table 2), having a total of twenty-three closed-ended questions. Moreover, data were collected for several weeks (from the end of December 2018 to the begin of February 2019). The five sections were:

1. Consumption Habits: In the first section, it was intended to analyse the importance of brands and cosmetic products for consumers. In addition, it was also essential to understand which are the products most bought by shoppers, the frequency of purchase and the average spend. In this way, it was possible to draw different profiles of consumers according to their consumption habits.

2. Purchase of Cosmetic Products: Next, it was investigated what could be the main characteristics that a product must have to be chosen by each consumer and which are the decisive factors in a selecting process of a cosmetic article. The relationship of brands with their consumers and its importance has also been analysed in this segment, in order to determine the impact of this in the choice and purchase of the products.

3. Decision-Making Process: The third section sought to identify the different stages of the purchasing decision process, namely where consumers seek for information about what they intend to

acquire and which are the main influencers in this decision making. On the other hand, it was also expected to acknowledge which are the favourite places of purchase and with whom consumers, usually, buy this kind of products.

4. Emotions and Shopping Experience: This section aimed to realise what consumers like the most when they buy cosmetics and likewise what they value the most.

5. Demographic data: Finally, some informative data was collected from the respondents, in order to classify, characterize and differentiate them in terms of consumption profiles.

3.2.1. Measures

In order to assess *consumers' consumption habits*, it was used four items, for instance (e.g.: "How often do you buy this type of product?", "1 = Weekly, 2 = Fortnightly, 3 = Monthly, 4 = More than month"), adopted from (Kuruvilla, Joshi, & Shah, 2009).

Regarding to the *purchase of cosmetic products* section, a question of two items was applied, for example, to understand the importance of the development of a relation between brands and their consumers ("In your opinion, do you think it is important for cosmetic brands to develop a relationship with their consumers?", "Yes / No"), adopted from (Stockburguer-Sauer & Teichmann, 2011).

With respect to *decision-making process* five items were used. For instance, in order to find out where respondents most buy cosmetic products ("Where do you usually buy cosmetic products? Shopping Centres / Supermarkets / Specialised Retail / Online Stores / Pharmacies / Beauty and Aesthetics Salons / Others – Classify each of them from 1 to 5", "1 = Never, 5 = Very Often"), adopted from (The Nielsen Company, 2018; Pinto, 2018).

Then, in the *emotions and shopping experiences* section of the survey, adopting from (Bakshi, 2012; Kotzé, North, Stols, & Venter, 2012), was used a question of two items to discover whether respondents liked to buy such products (e.g.: "Do you like to buy cosmetic products?", "Yes / No").

And finally, in the last section of this study, some demographic data (gender, age, marital status and whether they have children or not) on the respondents were requested, in order to characterize them.

In table 2 could be found more detail information about these last five paragraphs.

Table 2: Online Survey Design

Major Topics	Main Objectives	List of Items	Items	Adopted from:
Consumption Habits	⇒ Analyse the importance of brands and cosmetic products for consumers; ⇒ Understand which are the products most bought by shoppers, the frequency of purchase and the average spend; ⇒ Draw different profiles of consumers, according to their consumption habits.	<u>CH1:</u> Do you have any interest in cosmetic products?	Yes No	Developed by the author
		<u>CH2:</u> Do you usually buy any cosmetic product?	Yes No	Developed by the author
		<u>CH3:</u> For you, in general, how important are cosmetic products? – Classify from 1 to 5	1. Not Important (…) 5. Extremely Important	(Pinto, 2018) (The Nielsen Company, 2016)
		<u>CH4:</u> How important is the brand to you in the cosmetics industry? – Classify from 1 to 5	1. Not Important (…) 5. Extremely Important	(Pinto, 2018) (The Nielsen Company, 2016)
		<u>CH5:</u> What is your degree of interest in this type of products? – Classify from 1 to 5	1. Very Low (…) 5. Very High	(Pinto, 2018) (The Nielsen Company, 2016)
		<u>CH6:</u> How often do you buy this type of products?	Weekly Fortnightly Monthly More than monthly	(Kuruvilla, Joshi, & Shah, 2009)
		<u>CH7:</u> Which cosmetic products do you buy the most? Perfumes / Hair care products / Make-up / Skin care products / Hair removal products / Personal hygiene products – Classify each of them from 1 to 5	1. Never (…) 5. Very Often	(Lepir, 2002)
		<u>CH8:</u> On average, how much do you spend per month on the different types of cosmetic products? Perfumes / Hair care products / Make-up / Skin care products / Hair removal products / Personal hygiene products – Select one of the ranges for each of the options	Less than 2€0 €21-€40 €41-€60 €61-€80 More than €81	(Kuruvilla, Joshi, & Shah, 2009)

Purchase of Cosmetic Products	⇒ Investigate what could be the main characteristics that a product must have to be chosen by each consumer and which are the decisive factors in a selecting process of a cosmetic article; ⇒ Evaluate the relationship of brands with their consumers and its importance, in order to determine this impact in the choice and purchase of the products.	PCP1: What are the critical factors or the most important to you when buying cosmetic products? Price / Brand / Other customers' opinions about the product or the brand / Place of purchase / Active promotions for all customers / Special or limited formats / Exclusive promotions available to you – Classify each of them from 1 to 5	1. Not Important (…) 5. Extremely Important	(Mortimer & Clarke, 2011)
		PCP2: What are the main characteristics / features that a product must have to be chosen by you? Good value for money / Do not contain certain ingredients (e.g.: parabens, sodium, ...) / Know the brand or the product concerned / Have proven effects / Others – Classify each of them from 1 to 5	1. Never (…) 5. Very Often	(The Nielsen Company, 2018)
		PCP3: In your opinion, do you think it is important for cosmetic brands to develop a relationship with their consumers?	Yes No	(Stockburguer-Sauer & Teichmann, 2011)
		PCP4: If you answered "yes" in the previous question, why do you think that developing a relationship with consumers is important? Conveys confidence in the products of the brand / Potentiates the recommendation of the products to other consumers, which can increase the collection of new / Promotes the repurchase of the articles / It makes me believe more in the brand – Classify each of them from 1 to 5	1. Not Important (…) 5. Extremely Important	(The Nielsen Company, 2018)
Decision-Making Process	⇒ Identify the different stages of the purchasing decision process, namely where consumers seek for information about what they intend to acquire and which are the main influencers in this decision making; ⇒ Acknowledge which are the favourite places of purchase and with whom consumers, usually, buy this kind of products.	DMP1: Where do you usually buy cosmetic products? Shopping Centres / Supermarkets / Specialised Retail / Online Stores / Pharmacies / Beauty and Aesthetics Salons / Others – Classify each of them from 1 to 5	1. Never (…) 5. Very Often	(The Nielsen Company, 2018) (Pinto, 2018)
		DMP2: With whom do you usually buy this kind of products? Parents and/or other family members / Friends / Alone / Boyfriend or Girlfriend / Husband or Wife / Other – Classify each of them from 1 to 5	1. Never (…) 5. Very Often	(Knowledge@Wharton, 2017) (Otnes & McGrath, 2001)
		DMP3: Where do you usually search for information about the cosmetic products you want to buy? On the brands' websites / On cosmetic sites / In the stores of cosmetic brands / In the stores that sell cosmetic products / With other consumers / With sellers of cosmetic brands – Classify each of them from 1 to 5	1. Never (…) 5. Very Often	(Knowledge@Wharton, 2017)
		DMP4: What are the main influencers in your buying decision process? Friends' opinions / Other consumers' reviews / Sales assistant recommendations / Product search – Classify each of them from 1 to 5	1. Not Important (…) 5. Extremely Important	(Bakshi, 2012) (Hwang & Lee, 2017)

Emotions and Shopping Experience	⇒ Realise what consumers like the most when they buy cosmetics and likewise what they value the most.	ESE1: Do you like to buy cosmetic products?	Yes No	(Bakshi, 2012) (Kotzé, North, Stols, & Venter, 2012)
		ESE2: What do you like the most when you buy cosmetics? Experience of buying / Trying new products / Being able to know new brands or products / Gathering information about the best products for me – Classify each of them from 1 to 5	1. I really don't like (…) 5. I really love it	
Demographic Data	⇒ Gather some informative data from respondents, in order to classify, characterize and differentiate them in terms of consumption profiles.	DD1: Gender?	Male Female	(The Nielsen Company, 2016) (Kuruvilla, Joshi, & Shah, 2009)
		DD2: How old are you?	Less than 25 years old 26-35 years old 36-45 years old More than 46 years old	
		DD3: What is your marital status?	Not Married Married Divorced	
		DD4: Do you have any children?	Yes No	

(Source: Developed by the author (2019))

Before the *online survey* was made available, a pre-test was conducted with two people, in an attempt to help and minimize future errors (Malhotra & Birks, 2006). This pre-test was accomplished with the purpose of assessing if all the questions were perceptible and clear to all respondents, if the flow of the items was the correct one and if the size and the time of answer were adjusted. Taking into account all the feedback received from these two people, some changes to the questionnaire were made in order to improve it. The two individuals who performed the pre-test are consumers of cosmetic products, but their responses were not considered in the sample of this study.

Nevertheless, this technique also has some issues like questions ignored, which leads to the unfeasibility of that respondent, and only being questioned a limited amount of information (Wimba Create, s.d.; University of Portsmouth, 2012). Another of the major disadvantages is the misinterpretation and misunderstanding of the questions, since these are not explained to the respondents (9 Advantages and Disadvantages of Questionnaires, 2016). Finally, there is also no guarantee of honesty in the responses given by this people (examples.com).

Thus, this method allowed to draw inferences for the population under analysis and valid insights for the last phase of the study of this thesis.

3.3. Explanatory Qualitative Analysis: Male consumers in-depth interviews

In order to validate some of the findings / insights obtained before, more five in-depth interviews were made, with five men with different characteristics and in different age groups. In this last phase, secondary data collected, in the previous methods, were used for the elaboration of the interviews, since these were intended to validate some of the insights discovered about the consumers of cosmetic products, namely the male consumers.

The interviews were all performed in the Portuguese language with five male consumers spanning different age groups and with completely different lifestyles. Moreover, these five interviews consisted of the same eight questions, with clear and well-defined objectives (see table 3), following the same order and questioning process for each of them.

This last phase of the study lasted approximately two weeks and in order to get as much (and as reliable) information as possible, the interviews were made individually. The characterization of the five male consumers interviewed is described in table 4. This method allowed that all of the interviewees share their personal experience of using cosmetic products, as well as the choices they make when faced with various purchase situations. In addition, by ensuring the complete anonymity of these interviews, it was possible to collect detailed information on the consumption profile of each of these men and their personal tastes.

So, in this way, it was possible to define the different male consumers, considering information acquired in the other research methods previously used in this thesis.

Table 3: Male Consumers In-depth Interviews Design

Questions	Main Objective
1. Do you usually buy any cosmetic product? If you don't buy any kind of cosmetic product, could you please justify it? If you do buy, could you please share how important cosmetic products are for you?	The first question aimed to know if male consumers really purchase cosmetic products or not. Moreover, if they do not buy, it was important to find out the reason why and if they do, it was essential to realise why these products are so important for them.
2. Which cosmetic products do you buy the most? How often do you purchase them? And how much, on average, do you spend in this kind of products, per month? (your answer could be separated by type of product)	This second question sought to understand, in a deeper way, the consumption habits of each man, trying to capture the possible differences between them.
3. For you, which are the most important characteristics, the crucial ones, that a cosmetic must really have to be chosen by you?	According to the opinion and preference of each of the male consumers, what were the most important and most valued characteristics in a cosmetic product.
4. What are the decisive or critical factors that most influence your decision-making process, when choosing a cosmetic product?	With this fourth question sought to analyse and evaluate the decision-making process of men, identifying which may be the decisive factors and the most influential ones in the choice of a product.
5. If you want to know more about a product or just get to know it, where do you usually search for information? And which are the main influencers in your decision-making process? (e.g.: reviews, recommendations, …)	The fifth question of these interviews expected to realise where male consumers seek for information about the products, they intend to purchase or just to know more, and which were the major influencers in their decision-making process.
6. Now, about brands… are they important for you? Do you think it is important for brands to develop a relationship with their consumers, with you, for instance? Why?	Then, it tried to acknowledge whether brands are important to consumers and if it was relevant for them to develop a relationship with their customers.
7. Where do you usually buy this kind of items? And with whom do you purchase them?	In order to complete the study and analysis of the purchasing decision process of male consumers, this question intended to find out where they most buy cosmetic products and with whom they, usually, do.
8. And finally, … do you like to purchase cosmetic products? Do you really enjoy it? Is it like a funny activity for you? Why?	Last but not least, this final question wanted to know what male consumers think and feel about their shopping experience, whether they like it or not, whether they have fun doing it or not.

(Source: Developed by the author (2019))

Table 4: Male Consumers Characterization

					
NAME*	Archie*	Josh*	Kevin*	Michael*	Ben*
AGE	24 years old	31 years old	32 years old	40 years old	56 years old
MARITAL STATUS	Not Married	Living with his male partner	Living with his male partner	Married	Married
CHILDREN	No	No	No	Yes	Yes
ACADEMIC DEGREE	Graduate	Master	Master	Graduate	Graduate
PROFESSION	Junior Key Account Manager	Key Account Manager	Account Manager	Commercial Manager	**Retired**
MARKET SECTOR	Mass Market – Household Products	Mass Market – Cosmetic Products	Banking Sector	Automobile Industry	N/A

(Source: Developed by the author (2019))

*The names of the interviewees are fictitious and only for the presentation and analysis of results. And the photos presented above are only for the characterization of each respondent.

Overall, the results of the interviews of the market experts were compared with the quantitative results obtained through the online survey. And, finally, both results were still analysed, compared and proved by the results of interviews with different male consumers.

4. Results Analysis

The results were analysed according to the structure of the three-stage methodology chosen before:

1. In-depth interviews with market experts
2. Online survey to consumers
3. Again, in-depth interviews to identified target segment

4.1. Exploratory Qualitative Analysis: Experts in-depth interviews

The interviews carried out with two experts from the cosmetics market allowed to withdraw very enriching insights (appendix 1) about this industry and also let to acquire a bigger and deeper knowledge about it. Furthermore, with these in-depth interviews, the main goals were to know better the market of cosmetic products and to try to understand the different consumers profiles that exist also in this industry.

RQ1: Market analysis: Are there any brands that recently moved from a woman focus to a man focus also?

The interviewees were first asked "*How do you describe the cosmetics industry today and its evolution in recent years?*". Both interviewees highlighted that the cosmetics market in Portugal has experienced a major evolution in recent times, being more dynamic than ever before and having grown by 3,0% in 2018, one of the biggest growths of the last seven years. This industry already represents 16 million euros and categories like make-up, perfumes and skin care are beginning to gain importance and capturing new customers.

Then, it was intended to know "*What is the role of men and their importance in today's cosmetics market? And how do you think that role will evolve in the future?*". The first interviewee emphasised that this market has nowadays a high penetration, across all categories, in the female audience. As such, its growth in this target can only be done in one of two ways: either through greater valorisation of the products by women or through the launch of innovations by brands.

In this way, according to the two interviews, the male audience arises as a growing alternative to the market and brands, as the penetration rate is still low and the valuation given by men to this kind of products is also low. Therefore, brands have recently been focusing on this target segment, concerning about the loyalty of this customers and developing their portfolios, in order to offer a wide variety of men's products.

Moreover, as to "*why men buy cosmetic products*", both respondents agreed that men are increasingly concerned about their appearance and they are beginning to purchase more and more cosmetic products for different uses and for different body parts. However, when questioned about "*What cosmetic* *products men purchase the most?*", the interviewee 1 underlined that the category that male consumers most buy remains to be Personal Hygiene (products: Shampoos – 93%, deodorants – 87%, shower gel – 87% and beard products – 79%), although the categories of Perfume (75%) and Beauty (body, face and hair care are the top 3 segments) are already gaining some significance and importance to this public, as well as penetration. Make-up continues to be the category with the least penetration within men (only 3% of them buy it). Whereas, the interviewee 2 mentioned that in the hair removal category, the most purchased product is a cream (Veet for Men Cream Normal Skin 200ml).

On the other hand, in the fifth question, the interviewees were asked "*What are the decisive traits that a product must have to influence choice with a male audience? And what are the decisive factors of purchase for this public (e.g..: brand, price, communication...)?*". The interviewee 1 highlighted that the best source of research for men is the stores, because it is there that they get the information they need about the products and ask for advice about them (the articles), being mass market the preferred channel for them to purchase cosmetics (sixth question – "*Where do men most buy these types of items?*"). Therefore, both interviewees featured that it is important for brands to invest in the training of their human resources, especially in the ones that are in the stores, and to bet on strong communication at the point of sale, with attractive materials and a very clear packaging, and, obviously, having the products in the market in the largest number of stores possible, as well as, a major media and digital plans, with relevant influencers to this target.

Finally, the interviewees were last requested about "*What will be the major future trends of this market, in your opinion as an expert in this market?*". The two interviewees settled that the new trends in this industry are focused on products with natural ingredients and proven benefits, forcing brands to reinvent themselves and improve their formulas, and on a greater diversity and variety of specific products for men, as after the boom that existed with the beard treatments, it is believed that the next major concern of the male consumers will be skin care and a few years later will be make-up.

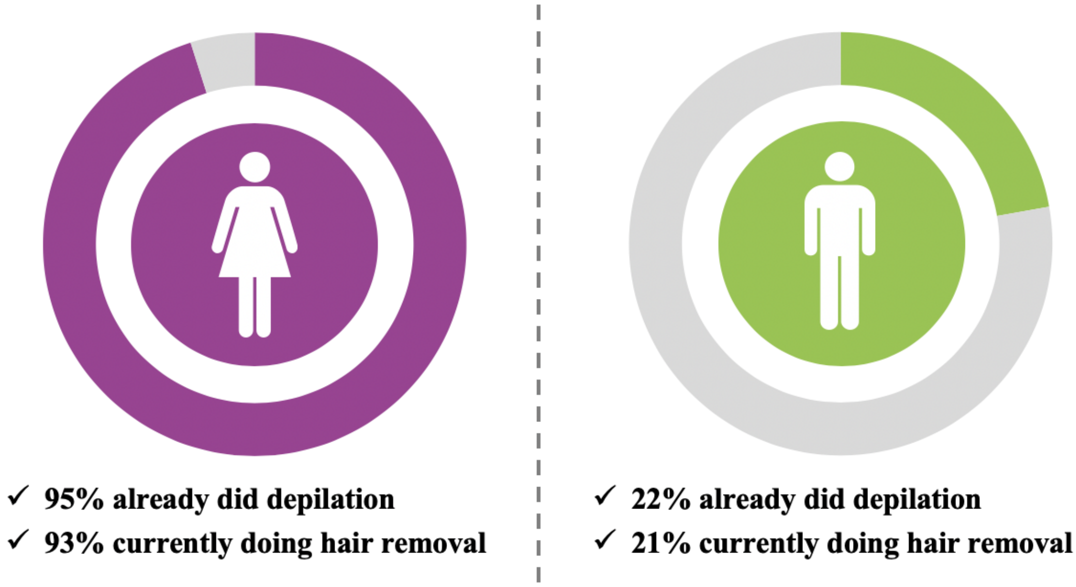
In this context, the case of a well-known brand in the hair removal category was analysed. *Veet* was a brand that until few years ago was known by young girls that started to do depilation, however the times have changed and, in recent years, the brand has been focusing on the male segment, following the new consumer trends, in order to enhance its growth in market.

Therefore, *Veet* brand has been constantly innovating, but focused largely on male consumers, in order to increase their (men) penetration in the category of hair removal and their brand loyalty.

Case Study: The Veet Brand Example

Hair removal is still a mostly female category, but it is already beginning to have some expression in men. Currently, 93% of women make depilation, while only 21% of men do it (figure 7).

Figure 7: Penetration in the hair removal category



(Source: (The Nielsen Company, 2017))

In addition, there are 2,9 million women, in Portugal mainland, which correspond to 65% of the total number, who use depilatory products, and men have been increasing their participation in this category, already representing 10% of it, which is almost € 1,5 million (twice more than in 2017).

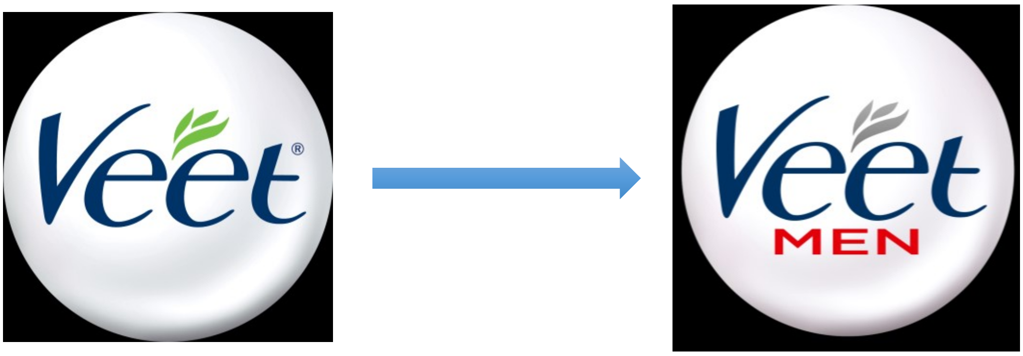
In the female audience, *Veet* brand is the leader, with around 825 thousand consumers, representing 28,4% of this market. The second player is *Gillette* with 775 thousand consumers (26,7%) and then the private labels of retailers, which together hold 754 thousand consumers (26,0%).

Moreover, this category will grow significantly over the next five years, considering that men already introduce this type of products in their routine, since they are young, and that they have completely different consumption behaviour from women. For instance, seasonality in male consumers is much lower, with a usage frequency similar in summer and winter.

Besides, 78% of men only use a depilatory method, unlike women who use more than one, and the ones with the highest penetration are cream (35%) and wax (26%). The percentage that prefers the creams is because it doesn't hurt, it's easy and fast, and about 80% do it at home, for the sake of convenience. On the other hand, male consumers also use wax, because of its long-lasting effect (37%), although 70% of them do not resort to this method, because of the pain. Finally, the razors are used by men for the sake of convenience, yet 20% don't use them, since they believe that with this method the hairs become thicker.

Therefore, to get *Veet* grow in this category, it was essential to communicate to men and to develop and adjust its portfolio to this new segment. Consequently, *Veet for Men* appears, which is a brand-extension of *Veet* that is only focused and specialised on men. With this brand extension, a new logo has also been developed, in order to give a greater credibility to the brand and to ensure consumer confidence (figure 8).

Figure 8: Veet for Men logo update



(Source: Developed by the author (2019))

This new brand began with only two products and today offers to its clients a wider assortment that has three different methods of depilation (cream, shower and spray), two different formats (normal and XL) and all products are available for two different skin types (normal and sensitive). In the pictures below (9 and 10), it can observe the differences between the portfolio of the brand when it was launched and the range currently available.

Figure 9: Veet for Men First Portfolio (2 products)

(Source: Developed by the author (2019))

Figure 10: Veet for Men Actual Portfolio (5 products)

(Source: Developed by the author (2019))

Currently, *Veet for Men* best-selling product is Veet for Men Cream Normal Skin 200ml, wherein this product can be used in various body parts of men (they usually make depilation in the chest (78%), armpits (67%), legs (38%) and back (37%)) and 42% of male consumers only make depilation once a month and 28% once a quarter, so they buy, on average, one unit per period, spending an average of €8 per purchase.

As a result of all of this, the company began to invest more in the communication of *Veet for Men* with strong digital and television plans, supporting themselves on relevant and important influencers to the male segment. Furthermore, it focused on having, at least, one hair removal product for men available in all stores, similar to what already happens with the ones for women. Thus, all the investment made in marketing (+ 203% GRP in 2018 versus 2017) paid off and sales of *Veet for Men* doubled, in 2018.

Briefly, *Veet* brand had to adapt to the new market trends in order to grow and continue to succeed in this industry. A few years ago, its target and focus were solely and exclusively women, however, nowadays, this doesn't happen anymore, having made a brand-extension of the original brand and creating *Veet for Men*, in order to reach male consumers and to make them believe more in the concept of the brand.

Therefore, this is a well-known case of a brand that moved from an exclusive woman focus to having also a man focus, as well. So, it is seen that the brands are completing their initial target with others, in order to achieve some grow, in a sustainable way, in the market.

4.2. Quantitative Analysis: Online survey

All the answers obtained in the *online survey* experienced an initial analysis, where a screening was done, in order to detect some errors that could provide some bias or even make the whole study unfeasible. All the variables were classified, coded and analysed in the Statistical Package for the Social Sciences (SPSS), in which all the necessary tests were carried out to support the study topic.

Moreover, in order to make the results of the study more reliable and accurate, two criteria were defined to make the answers invalid: interviewees who are not consumers of cosmetic products, and therefore cannot be part of this sample, and questionnaires that aren't answered in full (missing values). Therefore, this online questionnaire had a total of 202 respondents, 36 of them had to be excluded, because they were not consumers or users of cosmetic products, and another 18 inquiries were not included in the sample, as they did not respond to the entire survey. So, the future analyses will only considerer a total of 146 respondents.

4.2.1. Outliers Analysis: Univariate and Multivariate

On the other hand, two different analyses were made to determine whether or not there were outliers in this study, and if there were what were the observations that could be classified as such. The first approach, the *Univariate Outlier Analysis*, shown that there might not be any outlier in this study. And the second one, the *Multivariate Outlier Analysis*, for a significance level of 5%, with 135 variables, the Chi-Square test is 163,116, which is the critical point of the test, so it could be concluded that there were no outliers in this study (all observations are below this critical point).

In addition, the reliability and factor analyses were not performed, because there were no specific construct scales used, since this study is more focused on decision-making processes, on consumer choices and on their consumption habits.

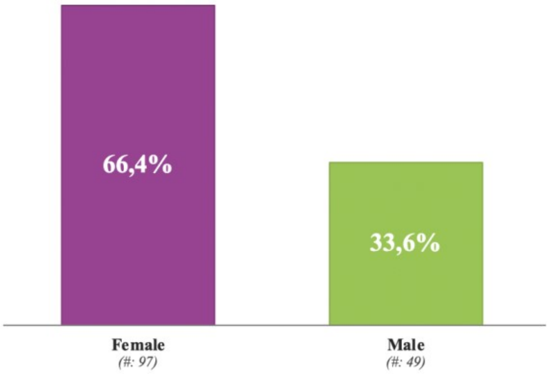
4.2.2. Sample Characterization

The sample under analysis consists of 146 respondents of which 66,4% are women (97) and 33,6% are men (49), being that the majority of the sample is less than 35 years old (57,5% of the sample) and only 20,5% are over 46 years old.

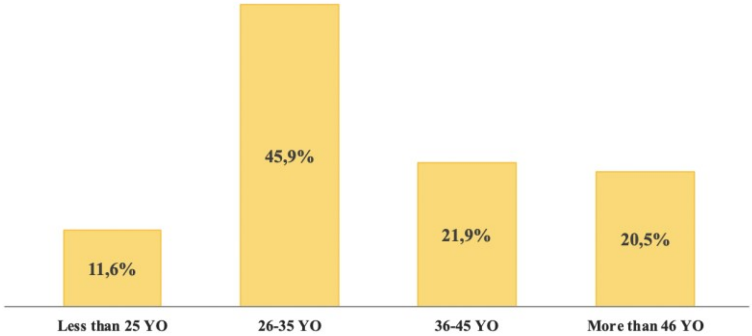
Furthermore, most of inquiries are either married (50,0% of the sample) or single (43,2% of the sample), with a small minority of people (6,8% of the sample) who are divorced. Finally, regarding to children, the proportion is quite balanced, since 53,4% have no children and 46,6% have at least one.

The following graphs (1, 2, 3 and 4) characterize the sample under analysis described above and in the appendix 3 it could be found the table that also provide this information:

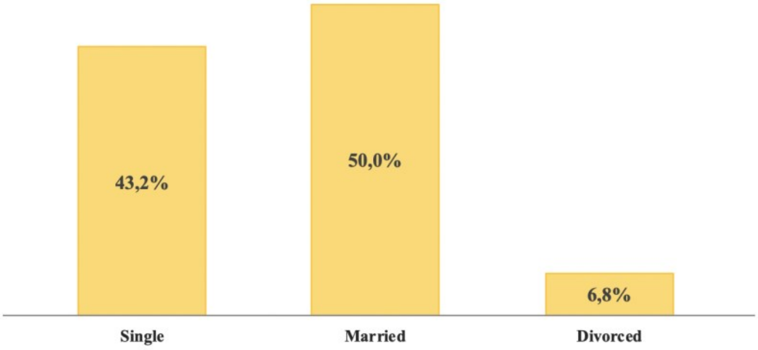
Graph 1: Gender Characterization



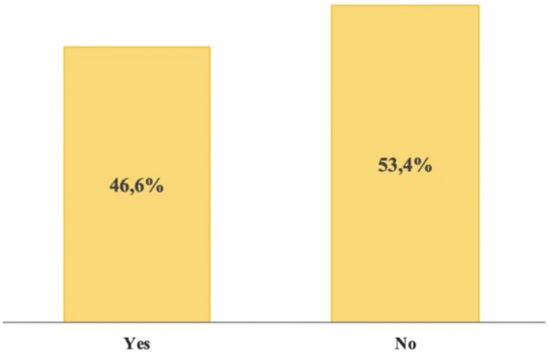
Graph 2: Age Characterization



Graph 3: Marital Status Characterization



Graph 4: Children Characterization



(Source: Developed by the author with the data provided by the online survey (2019))

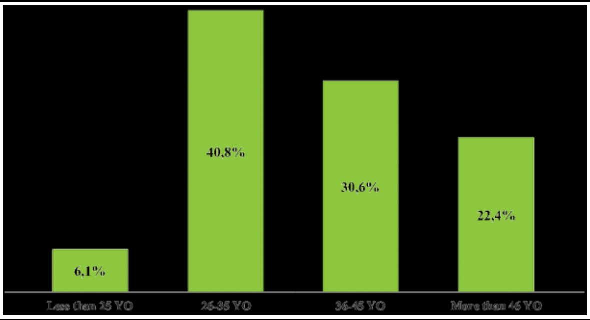
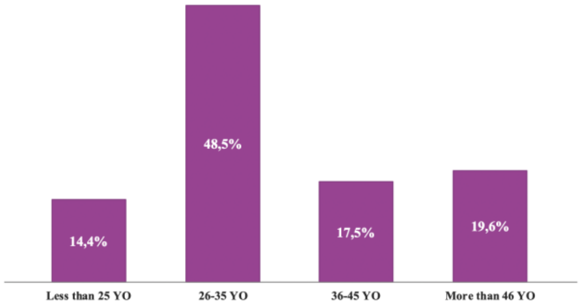
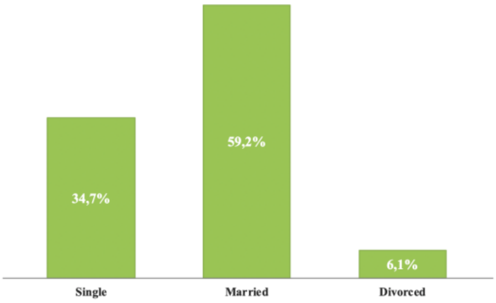
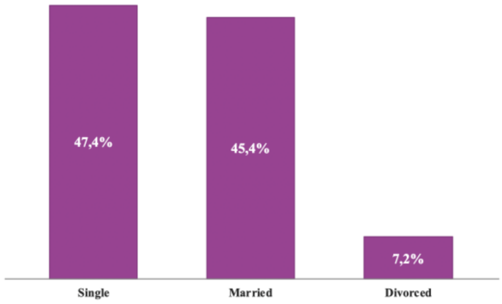
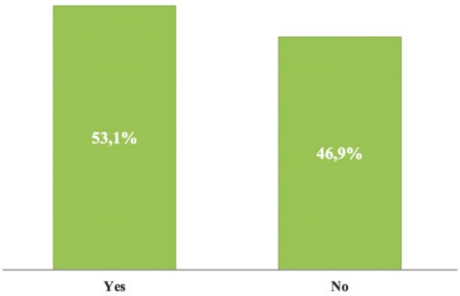
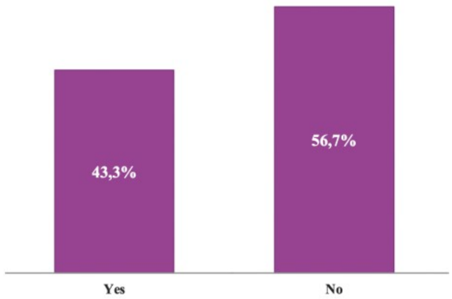
Male consumers vs. female consumers characterization

Most women are between 26 and 35 years old (48,5% of the female sample), whereas in the case of men the vast majority of the sample is more dispersed between the ages of 26 and 45 (representing 71,4% of the male sample). Furthermore, the age group with less representativeness of men is the one with people under the age of 25 (only 17,6% are male) and the group with the highest male and female equity is the one where people have between 36 to 45 years old (46,9% are male and 53,1% are female).

Although most of the male respondents are married (59,2%), in the female side, almost half is single (47,4%) and the other large part is married (45,4%). Finally, most male respondents have at least one child (53,1%), unlike women, who mostly do not have children (56,7%) yet.

The table 5, bellow, summarizes the differences between both genders.

Table 5: Sample Characterization - Differences between men and women

<table>
<tr><td></td><td></td><td></td></tr>
<tr><td>AGE</td><td>
</td><td>
</td></tr>
<tr><td>MARITAL STATUS</td><td>
</td><td>
</td></tr>
<tr><td>CHILDREN</td><td>
</td><td>
</td></tr>
</table>

(Source: Developed by the author with the data provided by the online survey (2019))

Besides, there is no statistically significant association between the variables (age, marital status and children) with the gender variable, for a significance level of 5% (table 6). Therefore, the variables are independent of each other.

Thereby, the table 6 presents a summary of the association of socio-demographic variables with the gender, using the Chi-Square test.

Table 6: Association between socio-demographic variables and gender

	Gender, n (%)		Pearson Chi-Square	df	p-value
	Female (n=97)	Male (n=49)			
Age (years old)			5,018	146	0,170[a]
≤ 25	14 (82,4)	3 (17,6)			
26 – 35	47 (70,1)	20 (29,9)			
36 – 45	17 (53.1)	15 (46,9)			
≥ 46	19 (63.3)	11 (36,7)			
Marital Status			2,523	146	0,283[a]
Single	46 (73,0)	17 (27,0)			
Married	44 (60,3)	29 (39,7)			
Divorced	7 (70,0)	3 (30,0)			
Children			1,247	146	0,264[a]
Yes	42 (61,8)	26 (38,2)			
No	55 (70,5)	23 (29,5)			

a: Chi-Square Test; $p < 0,05$.

(Source: Developed by the author with the data provided by the online survey (2019))

4.2.3. Study Analysis

In this *online survey*, as mentioned before, the leading objective was to develop and compare different consumers, considering their consumption profile of cosmetic products, age, gender and other socio-demographic data.

RQ2: Which are the most cosmetic products purchased by men? Why do they buy those kinds of products?

Table 7: The cosmetic products that men purchase the most

Cosmetics, n (%)	Never (1)	2	3	4	Very Often (5)	Mean
Personal Hygiene Products	1 (2,0)	3 (6,1)	10 (20,4)	17 (34,7)	18 (36,7)	**3,98**
Perfumes	0 (0,0)	8 (16,3)	16 (32,7)	17 (34,7)	8 (16,3)	**3,51**
Hair Care Products	4 (8,2)	11 (22,4)	5 (10,2)	21 (42,9)	8 (16,3)	**3,37**
Skin Care Products	6 (12,2)	15 (30,6)	5 (10,2)	21 (42,9)	2 (4,1)	**2,96**
Hair Removal Products	30 (61,2)	9 (18,4)	5 (10,2)	5 (10,2)	0 (0,0)	**1,69**
Make-up Products	36 (73,5)	6 (12,2)	3 (6,1)	4 (8,2)	0 (0,0)	**1,49**

(Source: Developed by the author with the data provided by the online survey (2019))

The cosmetic products most purchased by men (table 7) are personal hygiene products (M = 3,98), perfumes (M = 3,51) and hair products (M = 3,37). On the other hand, as expected, the cosmetic product least bought by men is make-up. In addition, hair removal products are still one of the least cosmetic products purchased by men, which confirms the low penetration rate that still exists in this segment in the male target.

For men, the main features that a product should have are defined in the following table 8:

Table 8: The characteristics most valued by men in cosmetic products

Characteristics, n (%)	Never (1)	2	3	4	Very Often (5)	Mean
Good value for money	0 (0,0)	1 (2,0)	7 (14,3)	19 (38,8)	22 (44,9)	**4,27**
Know the brand or the product concerned	1 (2,0)	2 (4,1)	7 (14,3)	24 (49,0)	15 (30,6)	**4,02**
Have proven effects	3 (6,1)	5 (10,2)	6 (12,2)	21 (42,9)	14 (28,6)	**3,78**
Others (e.g.: quality, fragrance, …)	0 (0,0)	0 (0,0)	0 (0,0)	3 (60,0)	2 (40,0)	**3,18**
Do not contain certain ingredients (e.g.: parabens, sodium, ...)	9 (18,4)	11 (22,4)	13 (26,5)	9 (18,4)	7 (14,3)	**2,88**

(Source: Developed by the author with the data provided by the online survey (2019))

The main characteristics that this kind of products must have to be chosen by men (table 8) are a good value for money (M = 4,27), the knowledge of the product or the brand concerned (M = 4,02) and have proven effects (M = 3,78). Moreover, it should be noted that the five men who responded “Other” (M = 3,18) as option, specified the following features: "liking", "quality", "effectiveness", "promotions", and "fragrance".

Besides, for men, the critical factors when buying cosmetic products are described in table 9:

Table 9: The decisive factors for men to purchase cosmetic products

Critical Factors, n (%)	No Important (1)	2	3	4	Very Important (5)	Mean
Brand	0 (0,0)	2 (4,1)	14 (28,6)	25 (51,0)	8 (16,3)	**3,80**
Price	1 (2,0)	7 (14,3)	18 (36,7)	15 (30,6)	8 (16,3)	**3,45**
Active promotions for all customers	4 (8,2)	10 (20,4)	15 (30,6)	13 (26,5)	7 (14,3)	**3,18**
Exclusive promotions available to you	8 (16,3)	10 (20,4)	11 (22,4)	9 (18,4)	11 (22,4)	**3,10**
Other customers' opinions about the product or the brand	7 (14,3)	11 (22,4)	13 (26,5)	12 (24,5)	6 (12,2)	**2,98**
Place of purchase	10 (20,4)	15 (30,6)	15 (30,6)	7 (14,3)	2 (4,1)	**2,51**
Special or limited formats	15 (30,6)	15 (30,6)	9 (18,4)	7 (14,3)	3 (6,1)	**2,35**

(Source: Developed by the author with the data provided by the online survey (2019))

The most important factors for men when choosing a cosmetic product (table 9) are the brand (M = 3,80), the price (M = 3,45), and the promotions, whether they are active for all customers (M = 3,18) or those that are exclusive for them only (M = 3,10). Unlike what may be expected, price is one of the most important and more appreciated factors taken into account by men when buying a cosmetic product, which contradicts the findings in the literature that men are insensitive to price.

And finally, what men like the most when they purchase cosmetics is explained in the following table 10:

Table 10: What men like the most when buying cosmetic products

n (%)	I don't like at all (1)	2	3	4	I like very much (5)	Mean
Collecting information about the best products for me	7 (14,3)	6 (12,2)	10 (20,4)	21 (42,9)	5 (10,2)	**3,22**
Trying new products	10 (20,4)	9 (18,4)	5 (10,2)	20 (40,8)	5 (10,2)	**3,02**
Being able to know new brands or products	11 (22,4)	9 (18,4)	7 (14,3)	16 (32,7)	6 (12,2)	**2,94**
Experience of buying	10 (20,4)	12 (24,5)	14 (28,6)	9 (18,4)	4 (8,2)	**2,69**

(Source: Developed by the author with the data provided by the online survey (2019))

What men like the most when they purchase this kind of products is gathering information about the best products for themselves (M = 3,22) and being able to try out new products (M = 3,02). On top of that, as expected, the buying experience is not so relevant to this segment (M = 2,69).

RQ 3: What are the main differences between men and women in terms of buying behaviour? What key factors seem to influence the decision-making process of each gender, when it comes to cosmetic products?

Considering the answers received in the *online survey*, the possible differences between the two genders, in terms of cosmetic products, were analysed for each of the queries (except for 1, 2 and the demographic data section). It could be found in the appendix 4 all the details about this analysis.

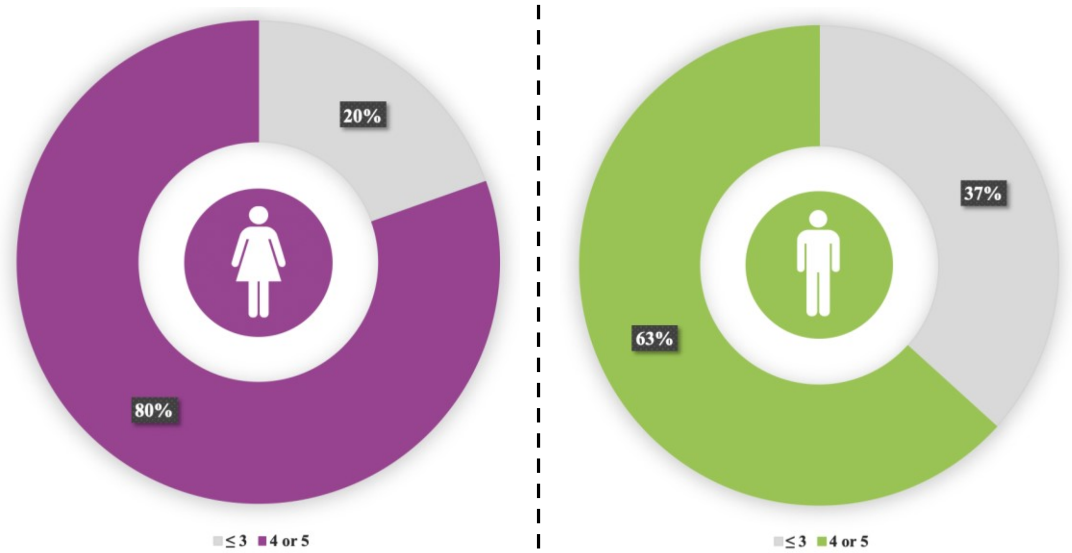
However, only statistically significant differences were detected, for a significance level of 5%, in some of the variables. The variables for which statistically significant differences were found between the two genders will be presented below.

Importance and interest in cosmetic products

First of all, the importance attributed to cosmetic products is clearly different and statistically significant (M_{Men} = 3,63; M_{Women} = 4,15; $t_{(146)}$ = 5,059; p < 0,05) between men and women, and the respondents who attribute it the highest importance are mostly women (71,6% – appendix 4). As can be seen in graph 5, 80% of women attributed a very high importance to cosmetic products, whereas in men only 63% of respondents do it. Therefore, this is an indicator that these products are still more important for women than men, which could represent a clear opportunity for growth of cosmetics brands by increasing the penetration of their articles in the male target.

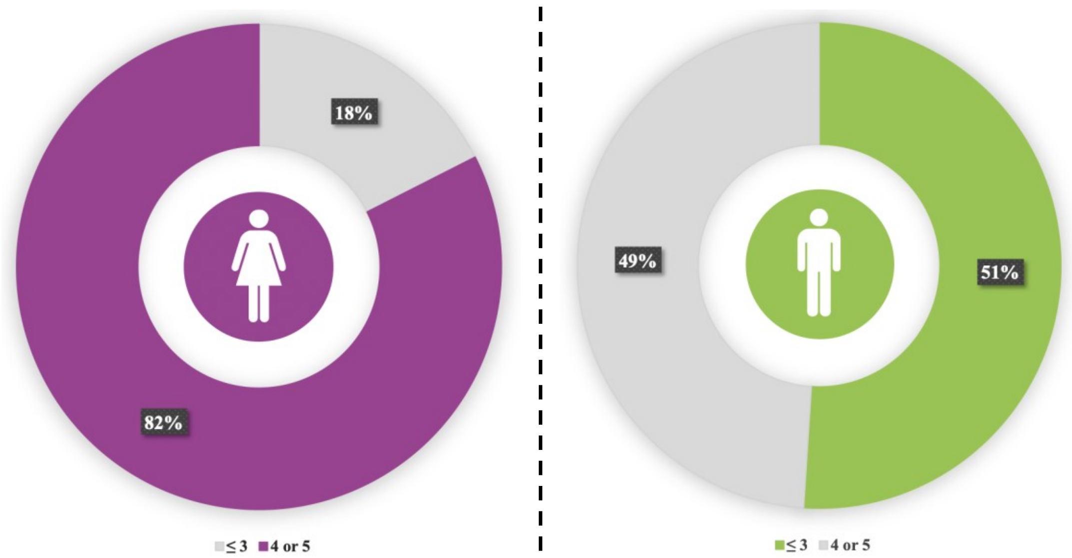
Moreover, when analysing the degree of interest of the inquires in cosmetic products, in general, the same trend is observed, that is, the female respondents have, mostly, a greater interest in this type of articles (76,9%) than men (appendix 4), with also statistically significant differences ($M_{Men} = 3,33$; $M_{Women} = 4,00$; $t_{(146)} = 17,823$; $p < 0,001$). Here the difference between men and women is even bigger and more significant, since more than 80% of women reveals a very high interest in cosmetics, while most men (51%) still have a low interest in this type of articles (graph 6). This enhances the opportunity identified and mentioned above.

Graph 5: How important are cosmetic products, in general?



(Source: Developed by the author with the data provided by the online survey (2019))

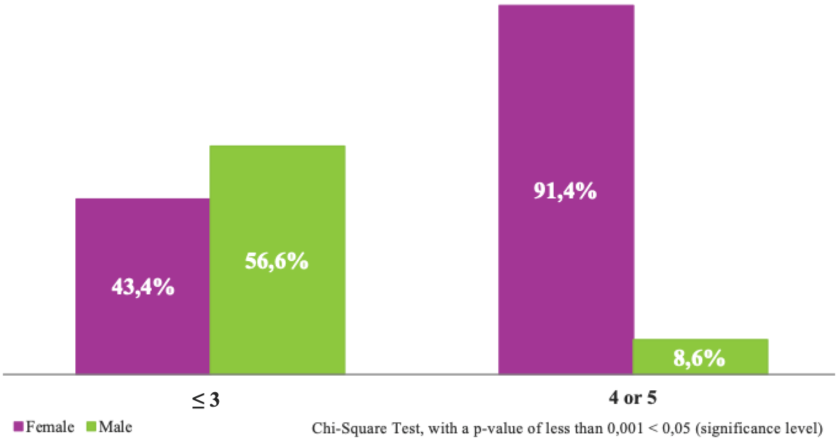
Graph 6: Degree of interest in cosmetic products, in general



(Source: Developed by the author with the data provided by the online survey (2019))

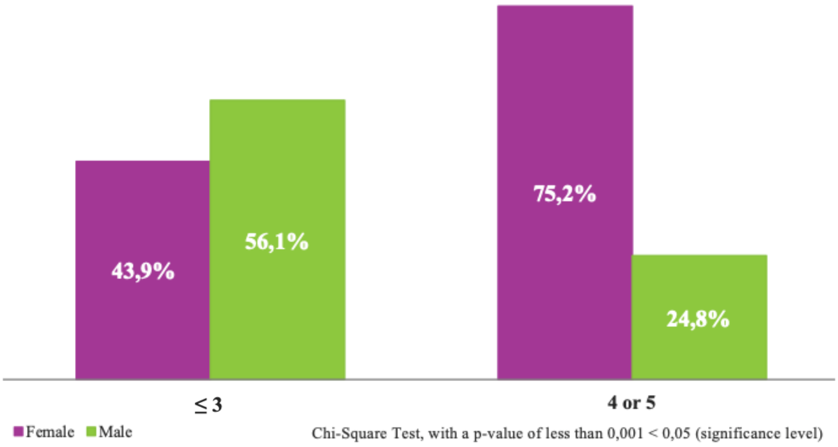
On the other hand, in terms of specific cosmetic products, those with statistically significant differences between the two genders are make-up (M_{Men} = 1,49; M_{Women} = 3,38; $t_{(146)}$ = 37,663; p < 0,001) and skin care products (M_{Men} = 2,96; M_{Women} = 3,86; $t_{(146)}$ = 12,985; p < 0,001). In both kind of products, respondents with a higher degree of interest are mainly women (91,4% for make-up products – graph 7 – and 75,2% for skin care products – graph 8).

Graph 7: Degree of interest in make-up products



(Source: Developed by the author with the data provided by the online survey (2019))

Graph 8: Degree of interest in skin care products



(Source: Developed by the author with the data provided by the online survey (2019))

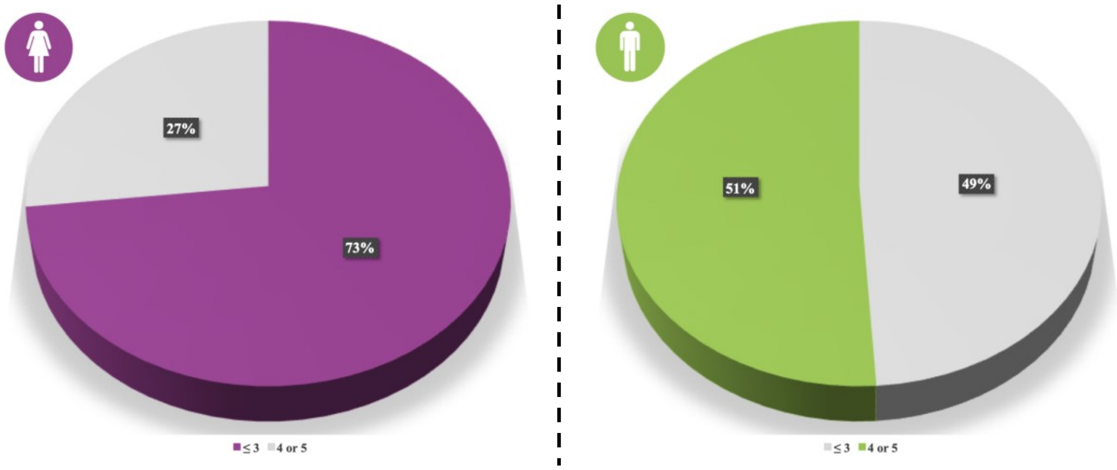
Frequency of consumption

In addition, in terms of the most purchase cosmetics by the respondents, the only ones that show statistically significant differences between men and women are perfumes (M_{Men} = 3,51; M_{Women} = 2,89; $t_{(146)}$ = 8,399; p < 0,01), make-up products (M_{Men} = 1,49; M_{Women} = 3,38; $t_{(146)}$ = 20,412; p < 0,001) and skin care products (M_{Men} = 2,96; M_{Women} = 3,86; $t_{(146)}$ = 6,745; p < 0,01). Indeed, there are differences in buying behaviour between these three types of products between men and women.

The purchase of perfumes has a frequency much higher in men than in women (graph 9). In fact, most men (51%) buy these articles very often and in women, the opposite behaviour is verified, since 73% of them refer to a low purchase frequency. As for make-up products, the opposite happens, that is, the buying frequency is much higher in women than in men (graph 10). And regarding to skin care products, the frequency of buying is still higher in women (graph 11), but there is already a good balance between men who buy very often and those who buy with less frequently (47% and 53%, respectively).

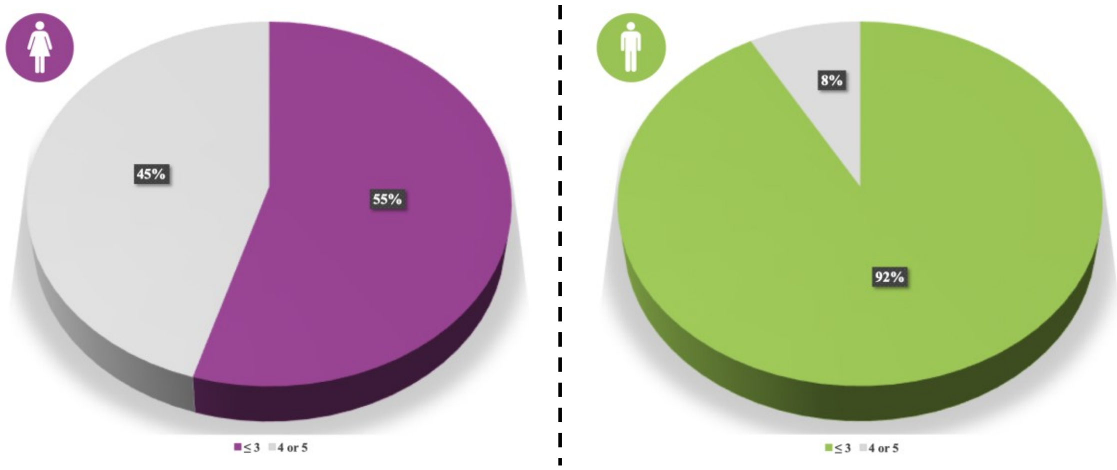
Therefore, the great opportunities for cosmetic brands are probably in the categories of perfumes and skin care products for men.

Graph 9: Frequency of buying perfumes



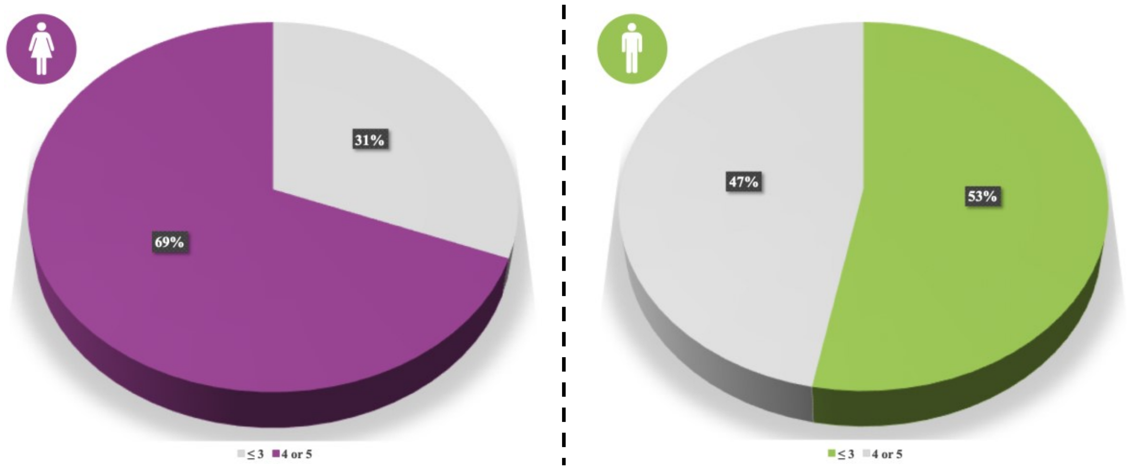
(Source: Developed by the author with the data provided by the online survey (2019))

Graph 10: Frequency of buying make-up products



(Source: Developed by the author with the data provided by the online survey (2019))

Graph 11: Frequency of buying skin care products



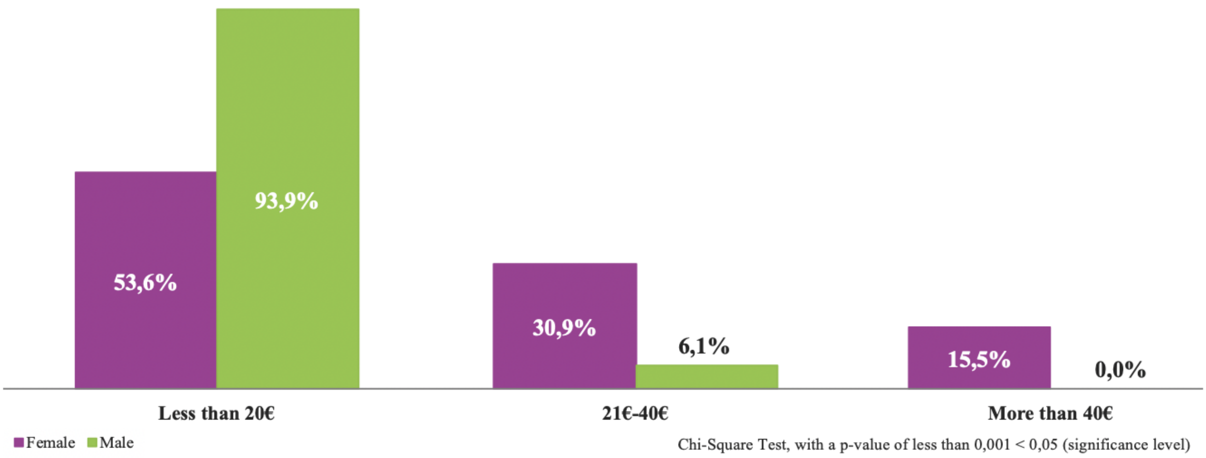
(Source: Developed by the author with the data provided by the online survey (2019))

Average spend per product category

Regarding the amount spent, on average, per month, on cosmetics, the only statistically significant differences that were found between the two genders were in make-up products (M_{Men} = 1,06; M_{Women} = 1,65; $t_{(146)}$ = 24,304; p < 0,001) and in skin care products (M_{Men} = 1,49; M_{Women} = 2,02; $t_{(146)}$ = 13,347; p < 0,01). Besides, as expected, women spend a lot more money, on average, per month, on make-up products (graph 12) and skin care products (graph 13) than men.

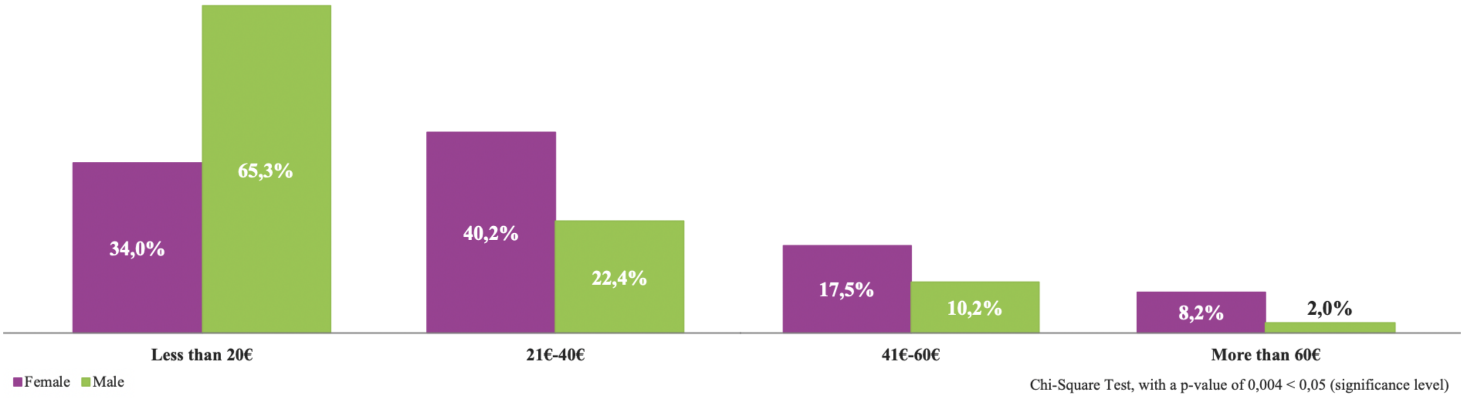
The skin care category still represents a great growth opportunity for cosmetic brands in the men' segment, since the average monthly spending is much lower than in women. So, this could be a betting category in the near future.

Graph 12: On average, how much it is spent on make-up products by gender



(Source: Developed by the author with the data provided by the online survey (2019))

Graph 13: On average, how much it is spent on skin care products by gender



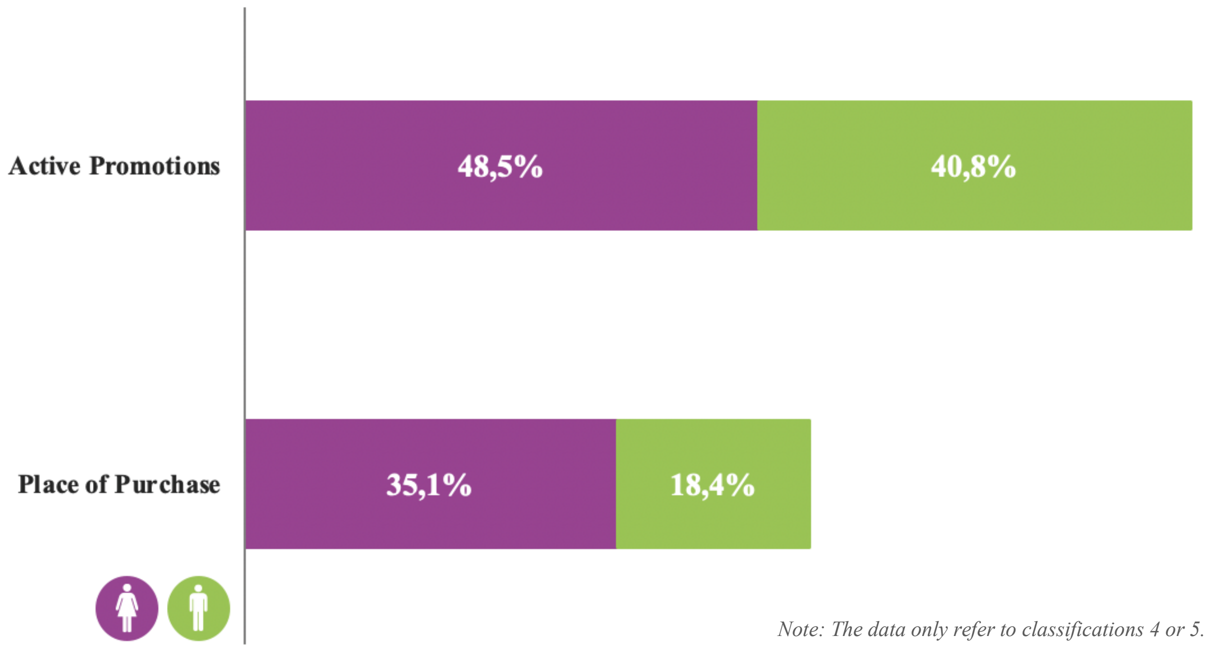
(Source: Developed by the author with the data provided by the online survey (2019))

<u>*Critical factors when buying cosmetic products*</u>

On top of that, as for the most important critical factors when buying a cosmetic product, those with statistically significant differences between men and women were the place of purchase ($M_{Men} = 2{,}51$; $M_{Women} = 2{,}80$; $t_{(146)} = 4{,}361$; $p < 0{,}05$) and the active promotions for all customers ($M_{Men} = 3{,}18$; $M_{Women} = 3{,}60$; $t_{(146)} = 4{,}712$; $p < 0{,}05$). And for both factors, female inquires attributed more importance than men (79,1% for the place of purchase and 74,4% for active promotions for all customers – appendix 4).

On the other hand, for men more important than the place of purchase are the active promotions (18,4% versus 40,8%, respectively), as can be seen in graph 14. For women, both factors are important, but they also give more relevance to the promotions (graph 14). Thus, brands should be concerned not only with where their customers shop, but also with the active promotions in the purchase moment, so that they could be the most suitable.

Graph 14: Importance of the critical factors



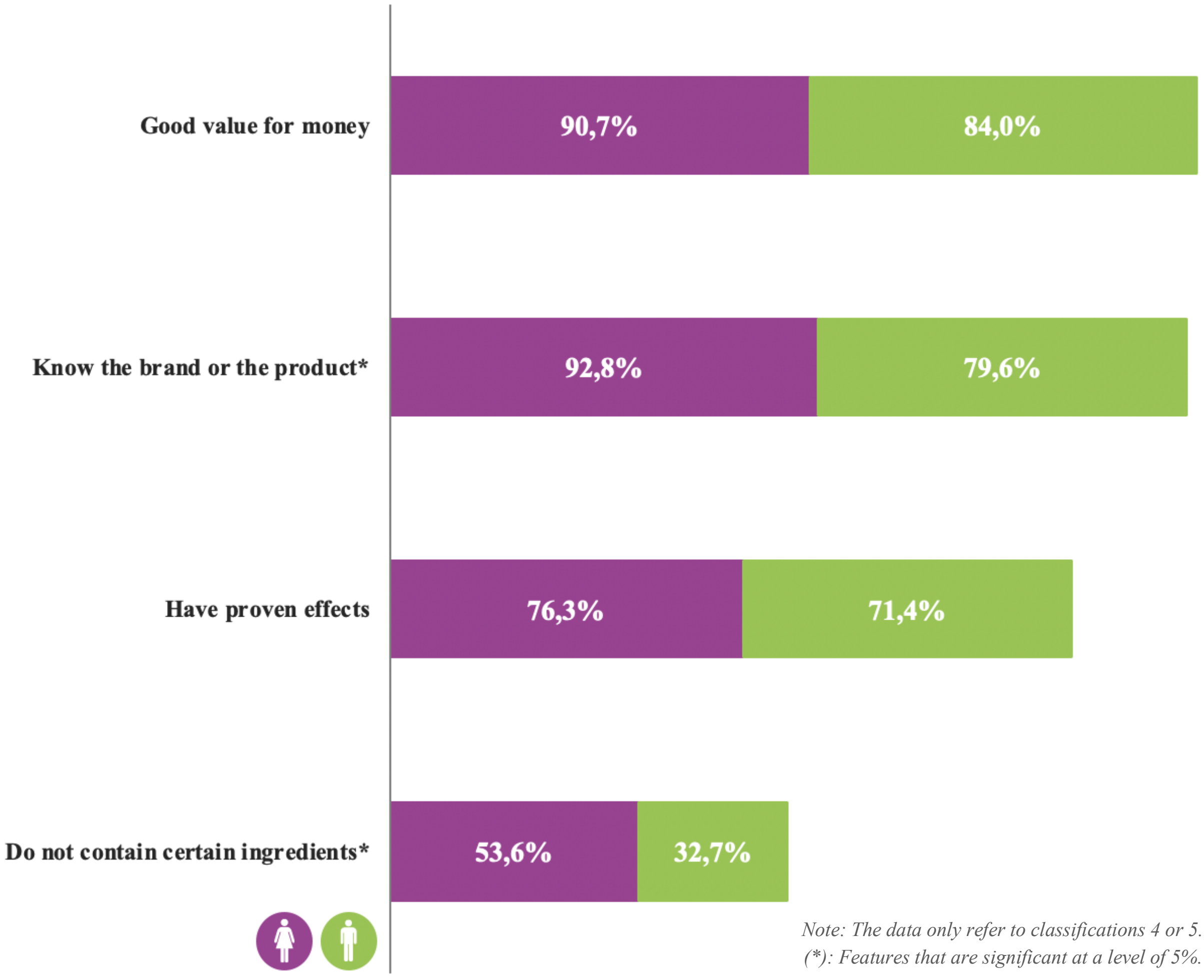
(Source: Developed by the author with the data provided by the online survey (2019))

The most important characteristics in cosmetics

On the other hand, concerning to the characteristics that a product must have to be chosen by consumers, the only ones that presented statistically significant differences between both genders were "do not contain certain ingredients" ($M_{Men} = 2{,}88$; $M_{Women} = 3{,}47$; $t_{(146)} = 5{,}745$; $p < 0{,}05$) and to "know the brand or product" ($M_{Men} = 4{,}02$; $M_{Women} = 4{,}31$; $t_{(146)} = 5{,}507$; $p < 0{,}05$), with the majority of respondents being female (76,5% for not containing certain ingredients and 69,8% for knowing the brand or product – appendix 4).

Surprisingly, the characteristics most valued by both men and women are a good value for money and know the brand or the product concerned (graph 15), showing only the last statistically significant differences, as mentioned above. In this way, it is extremely important that brands make themselves known and present their products to the customer, in addition to having a proper price to the quality of their articles. On the other hand, the characteristic to which they (male and female consumers) attribute less relevance is that it does not contain certain ingredients (graph 15), however this one presents statistically significant differences, since men still value it less than women (32,7% of men vs. 53,6% of women, respectively).

Graph 15: Features that a cosmetic product must have

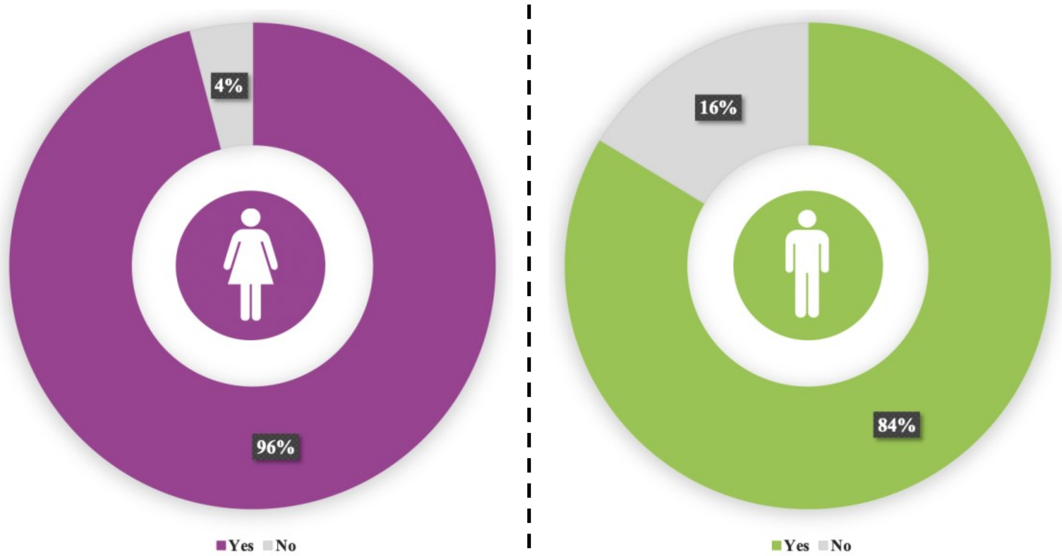


(Source: Developed by the author with the data provided by the online survey (2019))

The importance of a relationship between cosmetic brands and its consumers

Furthermore, statistically significant differences were observed, between both genders, regarding the importance of brands developing a relationship with their consumers ($t_{(146)} = 6{,}426$; $p < 0{,}05$). Thus, the majority of women considered that the growth of this relationship was important, as well as most of the men (96,0% and 84,0%, respectively – graph 16).

Graph 16: Is it important for cosmetic brands to develop a relationship with their consumers?



(Source: Developed by the author with the data provided by the online survey (2019))

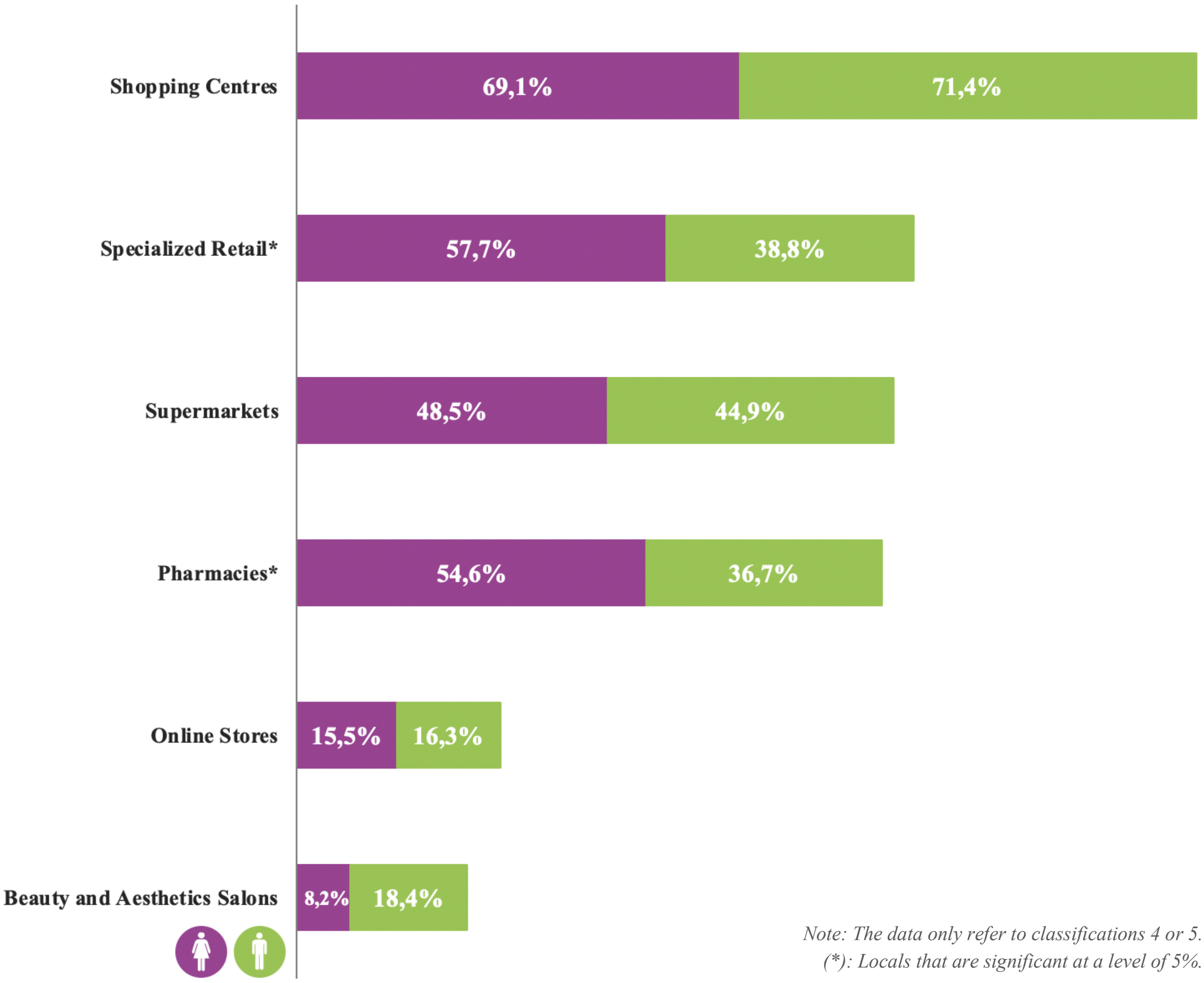
Places of purchase cosmetic products

As for the more frequent places of purchase of this type of products, those where there were statistically significant differences (appendix 4) between men and women were specialised retail ($M_{Men} = 2{,}86$; $M_{Women} = 3{,}26$; $t_{(146)} = 4{,}683$; p-value = 0,030) and pharmacies ($M_{Men} = 2{,}84$; $M_{Women} = 3{,}40$; $t_{(146)} = 4{,}178$; $p < 0{,}05$).

Additionally, men have two preferential places to buy cosmetics (graph 17): shopping centres (71,4%) and supermarkets (44,9%). Nevertheless, there are few men who purchase these products in beauty and aesthetics salons (16,3%) and in online stores (16,3%), the latter being the channel least used by male shoppers.

As for women, they also prefer shopping centres (graph 17) to buy cosmetic products (69,1%). However, they often also choose specialised retail (57,7%) and pharmacies (54,6%) to purchase these articles, unlike men. On the other hand, the place where women buy less cosmetics is in beauty and aesthetics salons (8,2%).

Graph 17: Where do consumers usually buy cosmetic products?



(Source: Developed by the author with the data provided by the online survey (2019))

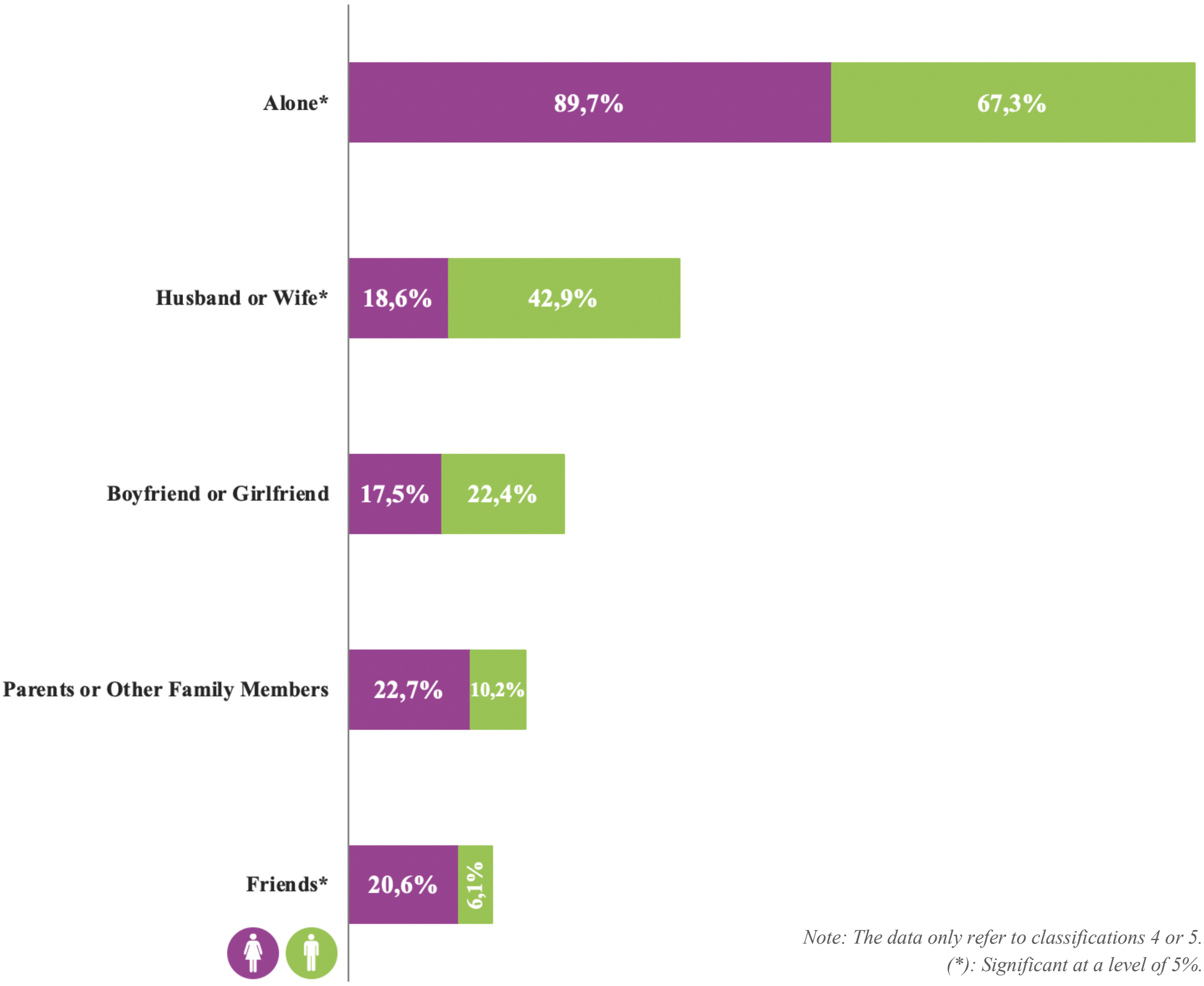
With whom they buy cosmetics

Besides, statistically significant differences were also detected between the two genders concerning to the question with who the respondents usually shop for cosmetic products (appendix 4). These differences were observed alone (M_{Men} = 3,67; M_{Women} = 4,48; $t_{(146)}$ = 11,104; $p < 0{,}001$), with husband or wife (M_{Men} = 2,78; M_{Women} = 1,90; $t_{(146)}$ = 9,820; $p < 0{,}01$) and with friends (M_{Men} = 1,43; M_{Women} = 2,22; $t_{(146)}$ = 5,155; $p < 0{,}05$).

Indeed, analyzing the graph 18, it could be seen that men buy cosmetic products, mostly, alone (67,3%) or with their wives (42,9%), but very seldom purchase this kind of articles with their friends (6,1%).

On the other hand, and opposing to what might be expected, women also buy cosmetic articles (graph 18), most of the times, on their own (89,7%). Nonetheless, when they purchase with someone, female consumers choose their parents or other family members (22,7%) or their friends (20,6%).

Graph 18: With whom do consumers usually buy cosmetics?



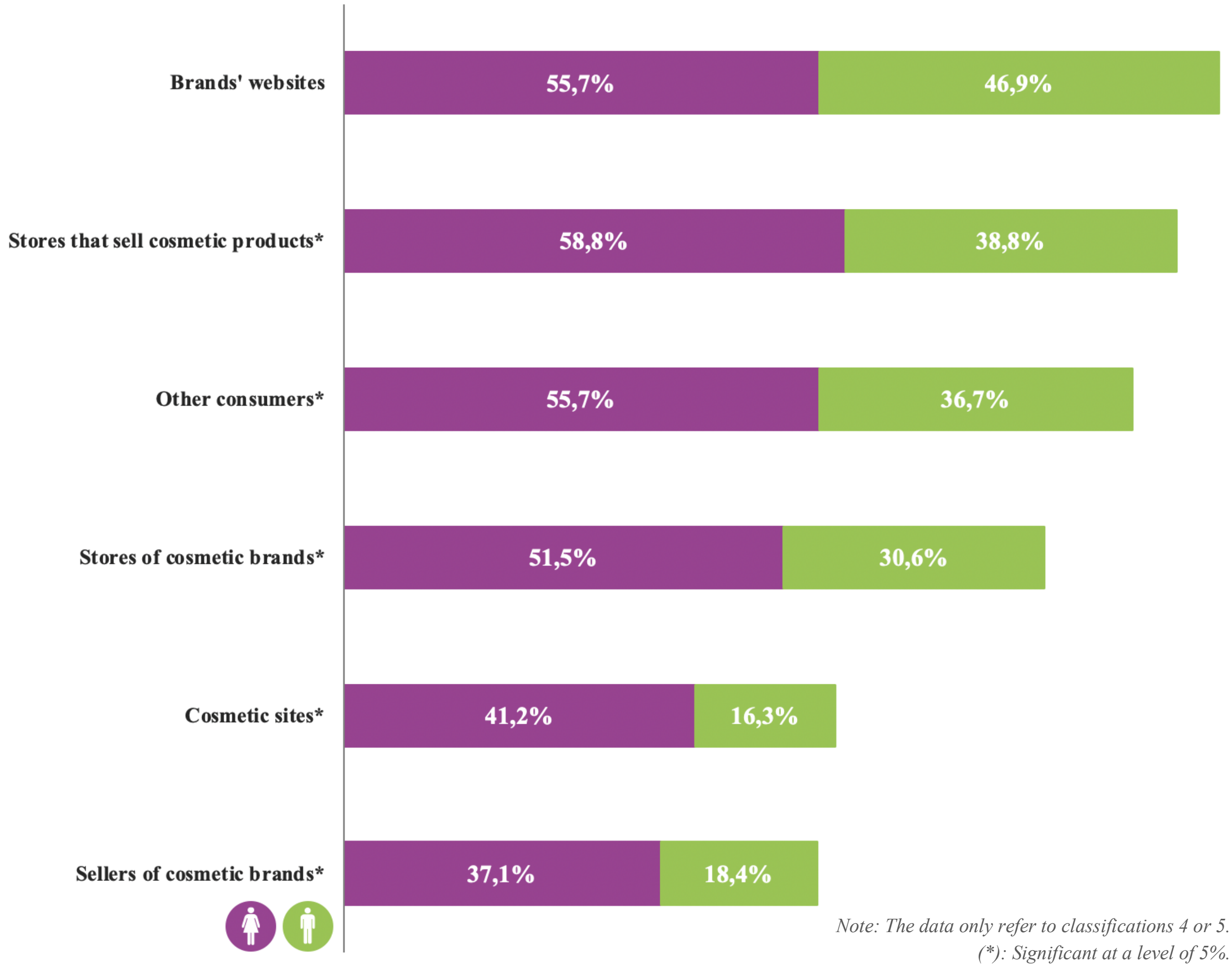
(Source: Developed by the author with the data provided by the online survey (2019))

Search for information about cosmetic products

Regarding the preferred sets for information search about cosmetic products, statistically significant differences between men and women were found (appendix 4) in stores that sell cosmetic products (M_{Men} = 2,84; M_{Women} = 3,37; $t_{(146)}$ = 5,211; $p < 0,05$), with other consumers (M_{Men} = 2,65; M_{Women} = 3,47; $t_{(146)}$ = 4,670; $p < 0,05$), in the stores of cosmetic brands (M_{Men} = 2,49; M_{Women} = 3,19; $t_{(146)}$ = 5,776; $p < 0,05$), in cosmetic sites (M_{Men} = 2,00; M_{Women} = 2,77; $t_{(146)}$ = 9,154; $p < 0,01$) and with the sellers of cosmetic brands (M_{Men} = 2,12; M_{Women} = 2,75; $t_{(146)}$ = 5,365; $p < 0,05$).

In this way, the majority of women, as it could be seen in graph 19 above, attributed a greater frequency to the search for information about the items they want to buy in stores that sell cosmetic products (58,8%), on brands' websites (55,7%), with other consumers (55,7%) and in the stores of cosmetic brands (51,5%). Meanwhile, men rely more on the brands' websites (46,9%), on the stores that sell cosmetic products (38,8%) and with other consumers (36,7%).

Graph 19: Where do consumers usually search for information?



(Source: Developed by the author with the data provided by the online survey (2019))

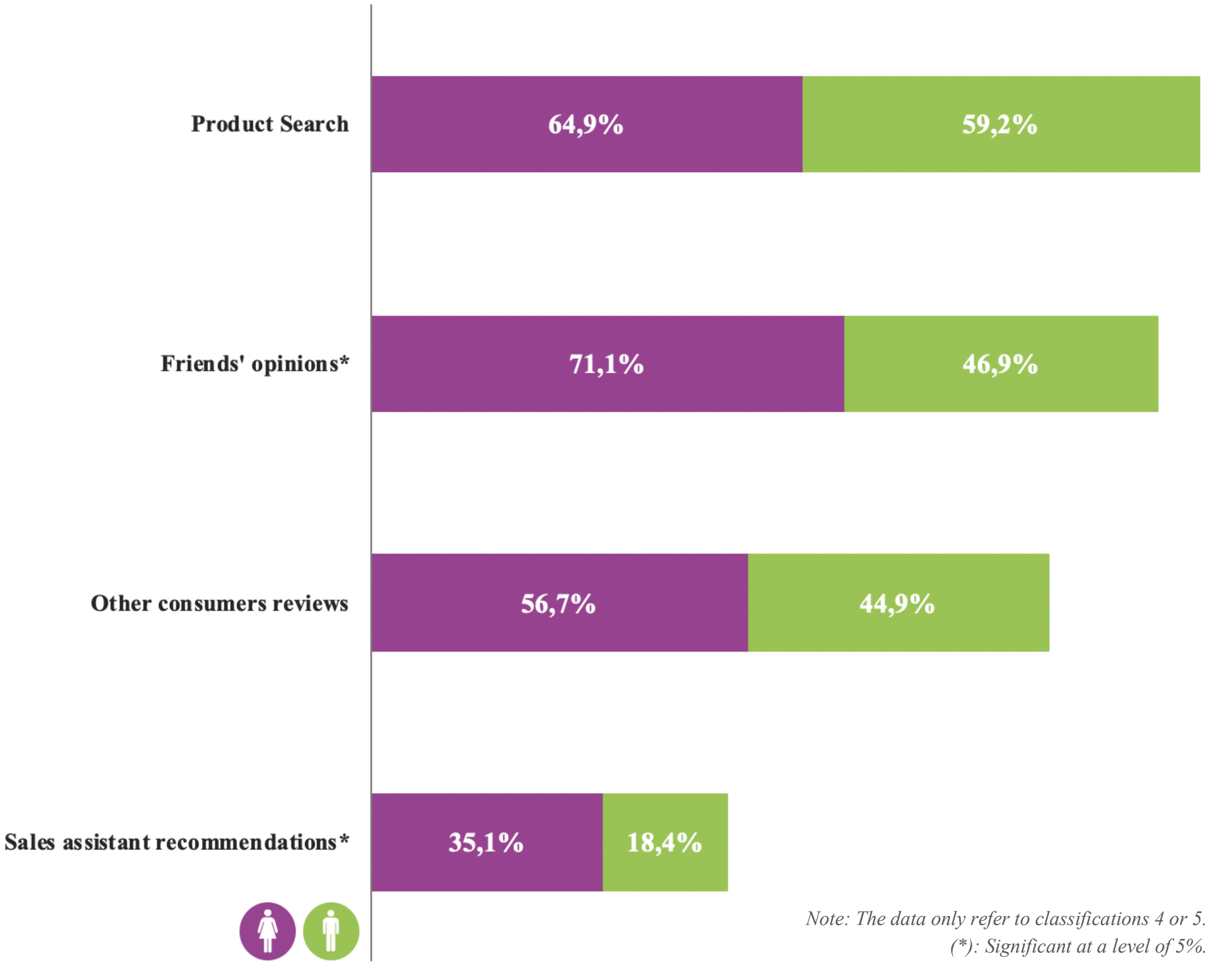
Main influencers in the decision-making process

Likewise, in previous analyses, there were statistically significant differences between male and female respondents in some of the main influencers in the decision-making process (appendix 4). These differences were verified in the friends' opinions ($M_{Men} = 3,16$; $M_{Women} = 3,76$; $t_{(146)} = 8,177$; $p < 0,01$) and in the sales assistant recommendations ($M_{Men} = 2,35$; $M_{Women} = 2,93$; $t_{(146)} = 4,361$; $p < 0,05$).

Moreover, the major influencer in the decision-making process (graph 20) of men is the research of information they make on products (59,2%). Apart from it, male consumers still value their friends' opinions (46,9%) and other consumers reviews (44,9%).

As for female consumers (graph 20), they first let themselves to be influenced by their friends' opinions (71,1%), then by their research on products (64,9%) and by the other consumers reviews (56,7%) and, lastly, a small minority, by the recommendations of the sales assistant (31,1%).

Graph 20: Main influencers in the decision-making process



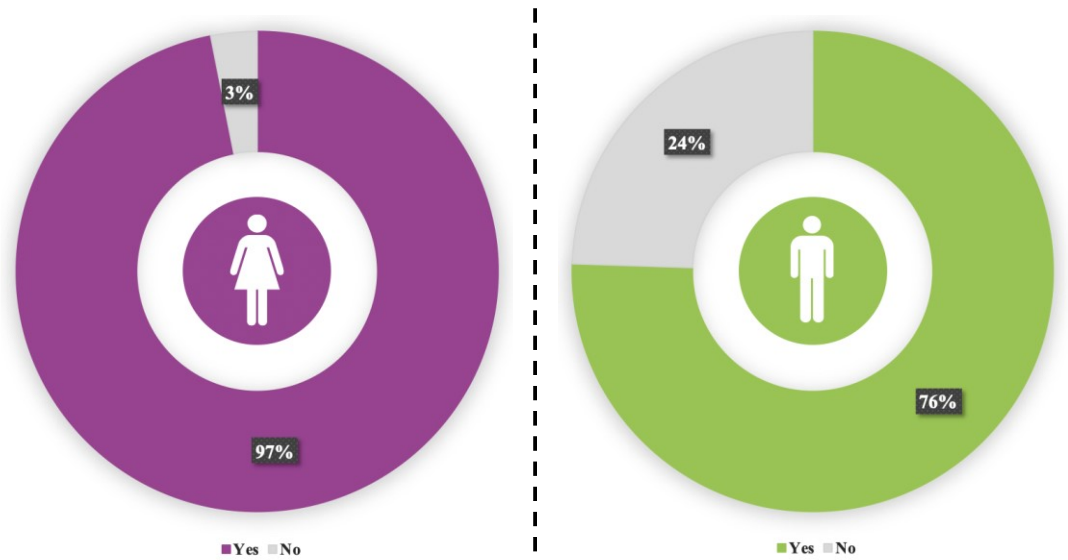
(Source: Developed by the author with the data provided by the online survey (2019))

<u>*Enjoying the shopping experience*</u>

Last but not least, statistically significant differences between both genders (appendix 4) were analysed with regard to inquires liking or not to buy cosmetic products ($t_{(146)} = 16{,}168$; $p < 0{,}001$). Thus, as shown in graph 21, it was found that a large proportion of women, as expected, enjoy to purchase this kind of items (97,0% of women), as well as most men (76,0% of male consumers), which might not be as expected.

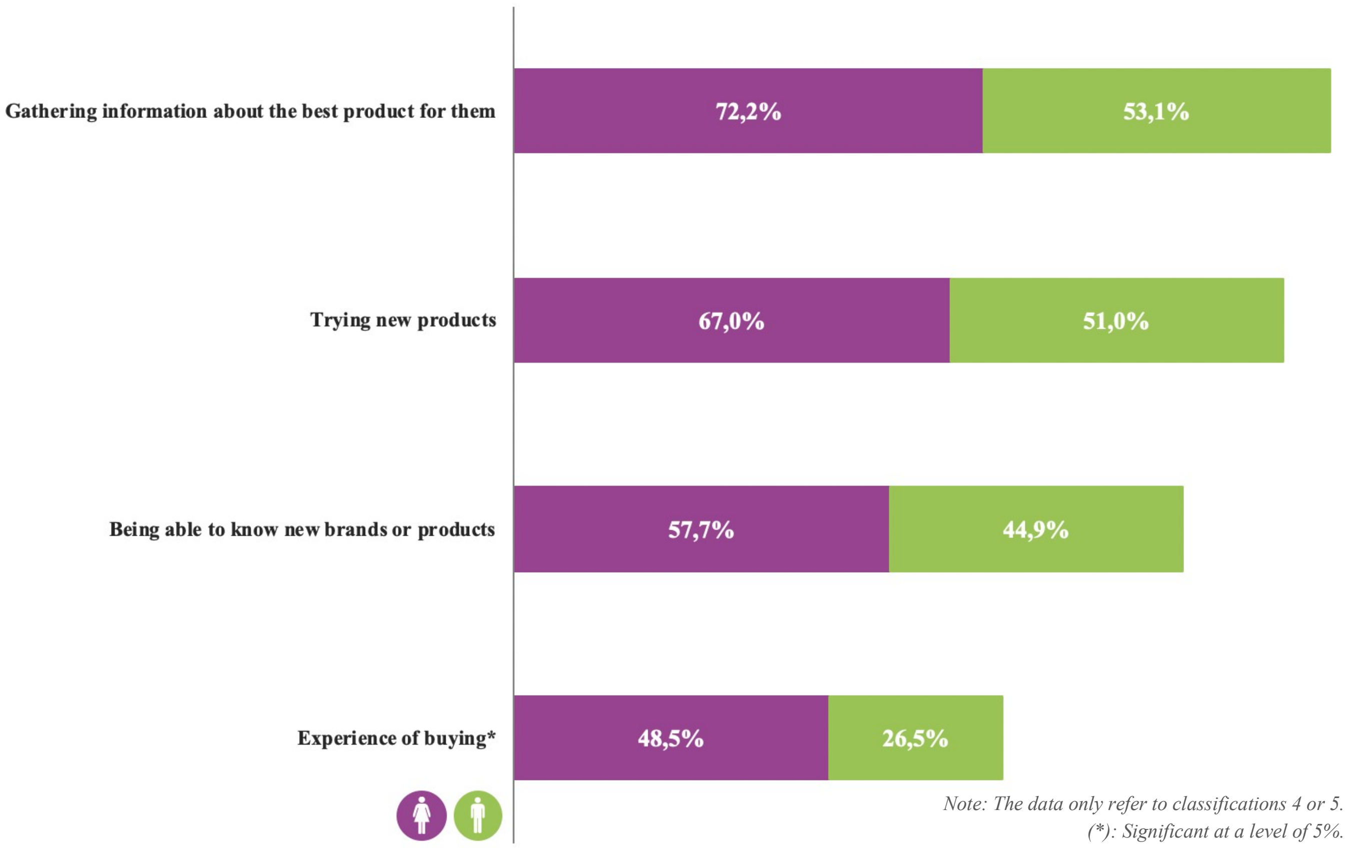
In addition, significant differences were also detected in the fact that the experience of buying (appendix 4) is one of the things that respondents most like when buying cosmetic products ($M_{Men} = 2{,}69$; $M_{Women} = 3{,}32$; $t_{(146)} = 6{,}464$; $p < 0{,}05$). Indeed, women enjoy the experience of buying much more than men (48,5% of female shoppers versus 26,5% of men – graph 22). However, both genders agreed that gathering information about the best products for themselves (72,2% of women and 53,1% of men) is what they most like when purchase cosmetic products (graph 22).

Graph 21: Do they like to buy cosmetic products?



(Source: Developed by the author with the data provided by the online survey (2019))

Graph 22: What do consumers like the most when they buy cosmetics?



(Source: Developed by the author with the data provided by the online survey (2019))

Cosmetic Lover Indicator

Then, an indicator (Cosmetic Lover Indicator – CLI) was created to measure the degree of interest in cosmetic products by consumers, while classifying and dividing them into different groups or profiles, considering their frequency of purchase.

The question "For you, in general, how important are cosmetic products?" has been recoded in two groups: *Non-Cosmetic* (for answers of 1 to 3) and *Cosmetic* (for answers of 4 to 5). In the table 11, it is noticed that this recoded question differs between the two genders (Chi-Square $\text{Test}_{(146)} = 5{,}059$; $p < 0{,}05$), with the majority of Cosmetic being female (71,6%).

Table 11: Importance of cosmetic products by gender (new variable)

	Gender, n (%)		Pearson Chi-Square	df	p-value
	Female (n=97)	**Male (n=49)**			
Importance of Cosmetics			5,059	146	0,024[a]
Cosmetic	78 (71,6)	31 (28,4)			
Non-Cosmetic	19 (51,4)	18 (48,6)			

Chi-Square Test; p < 0,05

(Source: Developed by the author with the data provided by the online survey (2019))

Moreover, the question "How often do you buy this type of products?" has been also recoded in two levels: *Lover* (considering the answers "weekly", "fortnightly" and "monthly") and *Non-Lover* (with the responses “more than monthly"). In table 12, it is possible to analyse the differences by gender of this new variable.

Table 12: Frequency of buying by gender (new variable)

	Gender, n (%)		Pearson Chi-Square	df	p-value
	Female (n=97)	**Male (n=49)**			
Frequency of Purchase			2,908	146	0,088[a]
Lover	81 (69,8)	35 (30,2)			
Non-Lover	16 (53,3)	14 (46,7)			

Chi-Square Test; p < 0,05

(Source: Developed by the author with the data provided by the online survey (2019))

There were no significant differences between the two genders (Chi-Square $\text{Test}_{(146)} = 2{,}908$; $p < 0{,}1$). However, it is possible to observe that most of the Lovers are female (69,8%).

Thereafter, the sample was divided into four different groups: *Non-Cosmetic* but *Lover* (group A), *Non-Cosmetic* and *Non-Lover* (group B), *Cosmetic* and *Lover* (group C) and, finally, *Cosmetic* but *Non-Lover* (group D).

The association between gender and the new group variable is shown in the table 13, below. It should be noticed that no association was found between these two variables (Chi-Square $Test_{(146)}$ = 7,595; $p >$ 0,05).

Table 13: New groups of consumers divided by gender

	Gender, n (%)		Pearson Chi-Square	df	p-value
	Female (n=97)	Male (n=49)			
Group			7,595	146	0,055
A (Non-Cosmetic & Lover)	14 (60,9)	9 (39,1)			
B (Non-Cosmetic & Non-Lover)	5 (35,7)	9 (64,3)			
C (Cosmetic & Lover)	67 (72,0)	26 (28,0)			
D (Cosmetic & Non-Lover)	11 (68,8)	5 (31,3)			

Chi-Square Test; p < 0,05

(Source: Developed by the author with the data provided by the online survey (2019))

These four groups were transformed into three, designated by: *Lovers* (group C), *Non-Lovers* (group B) and *Flirts* (groups A and D). The following analyses only took into consideration these three groups.

For the variables where there were statistically significant differences, for a significance level of 5%, between gender and / or the *Cosmetic Lover Indicator*, a general linear model was performed, in order to identify and analyse the main effects.

After the general linear model analysis, it was found that there were only three statistically significant interactions between the gender and the CLI, for each of the consumer profiles of cosmetic products (*Lovers*, *Flirts* and *Non-Lovers*), for a significance level of 5% (these interactions are shown in table 14 in blue). However, of these three, only the variable "*buy with fr*iends" presented significant differences between the three groups of consumers, both at the gender level as the indicator, considering the level of significance mentioned above (table 14). The other two ("*the development of a relationship with consumers is important, because it conveys confidence*" and "*buy with husband or wife*") only shown statistically significant differences in gender, at a significance level of 5% (table 14).

On the other hand, if a 10% significance level was considered, two more statistically significant interactions could be considered (these two more interactions are presented in table 14 in orange). Furthermore, in these two other interactions, there were significant differences between the three profiles of consumers, both at the gender level as the indicator, considering a level of significance of 5%.

Additionally, the variables "*place of purchase: pharmacies*" and "*main influencers: other consumers' reviews*", besides not having statistically significant interactions, also did not show any (statistically significant) differences either in gender or in the *Cosmetic Lover Indicator*, for a significance level of 5% (indicated in green in table 14).

Table 14: MANOVA Results

	Female			Male			M.E. Gender	M.E. Indicator	Interaction Effect
	Lovers	Flirts	Non-Lovers	Lovers	Flirts	Non-Lovers	F(1,140)	F(2,140)	F(2,140)
Degree of interest in Cosmetic Products									
In general	4,13 (0,55)	3,72 (0,74)	3,60 (0,55)	3,81 (0,69)	3,07 (0,73)	2,33 (1,00)	24,238*	18,064*	3,030[a]
Hair care	3,94 (0,92)	4,00 (0,65)	3,60 (0,55)	3,96 (0,87)	3,36 (1,08)	2,56 (1,13)	7,332*	5,593*	2,992[a]
Make-up	4,04 (0,86)	3,32 (0,95)	3,20 (0,84)	1,81 (1,17)	1,57 (1,09)	1,11 (0,33)	87,919*	5,648*	0,821
Skin care	4,37 (0,74)	3,72 (0,98)	3,80 (1,10)	3,65 (1,20)	3,29 (0,99)	2,44 (1,33)	14,643*	6,862*	1,119
Hair removal	2,79 (1,14)	2,52 (1,30)	2,40 (0,89)	2,23 (1,53)	2,00 (1,18)	1,22 (0,67)	7,187*	1,991*	0,387
Personal Hygiene	4,28 (0,85)	3,80 (0,76)	4,40 (1,34)	4,62 (0,50)	4,07 (0,92)	3,89 (0,93)	0,027	5,000*	1,490
The most purchase products by respondents									
Perfumes	2,99 (0,99)	2,60 (0,96)	3,00 (1,00)	3,81 (0,85)	3,29 (0,91)	3,00 (1,12)	5,153*	3,077*	1,002
Hair care	3,99 (0,83)	3,96 (1,06)	3,40 (0,55)	3,73 (1,12)	3,36 (1,22)	2,33 (1,12)	8,157*	5,694*	0,327
Make-up	3,55 (0,93)	2,92 (0,86)	3,40 (1,14)	1,69 (1,09)	1,43 (0,85)	1,00 (0,00)	82,061*	3,398*	1,226
Skin care	3,97 (0,85)	3,60 (0,82)	3,60 (1,14)	3,27 (1,12)	2,93 (1,07)	2,11 (1,27)	18,803*	4,328*	1,004
Hair removal	2,18 (0,95)	2,00 (1,00)	2,20 (0,84)	1,77 (1,14)	1,79 (0,98)	1,33 (0,71)	4,821*	0,278	0,522
Average, monthly, spent in products on this kind of items									
Hair care	1,75 (0,84)	1,72 (0,94)	2,20 (1,10)	1,54 (0,65)	1,50 (0,86)	1,22 (0,44)	6,180*	0,073	1,259
Make-up	1,67 (0,77)	1,48 (0,71)	2,20 (1,64)	1,08 (0,27)	1,07 (0,27)	1,00 (0,00)	22,109*	1,084	1,611
Skin care	2,00 (0,99)	2,16 (1,03)	1,60 (0,55)	1,65 (0,85)	1,29 (0,73)	1,33 (0,50)	5,546*	0,890	1,118
Importance of brands to develop a relationship with their consumers									
							F(1,128)	F(2,128)	F(2,128)
Conveys confidence	**4,50 (0,56)**	**4,55 (0,60)**	**4,80 (0,45)**	**4,29 (0,62)**	**4,64 (0,51)**	**3,67 (0,82)**	**8,205***	**1,855**	**4,384***
Believe in the brand	4,29 (0,91)	4,00 (1,16)	4,80 (0,45)	3,88 (0,95)	4,00 (0,63)	3,67 (0,82)	4,956*	0,256	1,523

			Where inquiries purchase cosmetics						
Specialised retail	3,42 (1,34)	3,00 (1,53)	2,40 (1,95)	3,15 (1,41)	2,71 (1,14)	2,22 (1,09)	0,587	3,301*	0,007
Pharmacies	3,45 (1,28)	3,36 (1,38)	3,00 (1,41)	2,77 (1,07)	2,93 (1,21)	2,89 (1,54)	1,917	0,118	0,323
Beauty and aesthetics salons	2,00 (1,16)	1,72 (0,89)	1,40 (0,55)	2,12 (1,31)	1,43 (0,94)	1,33 (1,00)	0,102	3,683*	0,416
			With whom they buy these products						
Parents or other family members	2,46 (1,48)	1,80 (1,16)	2,60 (2,19)	1,85 (1,29)	1,57 (0,94)	1,11 (0,33)	6,421*	1,565	1,061
Friends	**2,27 (1,27)**	**1,80 (0,91)**	**3,60 (1,67)**	**1,54 (0,95)**	**1,29 (0,61)**	**1,33 (1,00)**	**20,880***	**3,419***	**3,109***
Alone	4,52 (0,88)	4,60 (0,65)	3,40 (2,19)	4,04 (1,11)	3,57 (1,56)	2,78 (1,39)	8,492*	6,913*	0,800
Husband or Wife	**1,76 (1,26)**	**2,28 (1,46)**	**1,80 (1,10)**	**3,12 (1,68)**	**1,86 (1,56)**	**3,22 (1,48)**	**5,821***	**0,936**	**5,089***
			Where respondents search for information						
Brands' websites	3,66 (1,23)	2,68 (1,25)	2,60 (2,19)	3,15 (1,52)	3,00 (1,36)	2,44 (1,59)	0,131	3,645*	1,123
Cosmetic sites	2,84 (1,33)	2,72 (1,54)	2,20 (1,79)	2,35 (1,41)	1,71 (0,99)	1,44 (0,73)	5,868*	2,267	0,453
Stores of cosmetic brands	3,30 (1,17)	2,76 (1,39)	3,80 (1,64)	2,69 (1,32)	2,43 (1,56)	2,00 (1,23)	9,407*	1,170	1,552
Stores that sell cosmetic products	3,45 (1,12)	3,08 (1,41)	3,80 (1,64)	3,08 (1,29)	2,93 (1,39)	2,00 (1,23)	7,211*	0,799	2,156
With other consumers	3,60 (1,18)	3,12 (1,24)	3,60 (1,52)	3,04 (1,48)	2,57 (1,22)	1,67 (1,32)	12,014*	2,679	1,692
With sellers of cosmetic brands	2,90 (1,41)	2,56 (1,47)	1,80 (1,79)	2,50 (1,39)	1,93 (1,00)	1,33 (1,00)	2,480	4,272*	0,089
			The main influencers in their decision-making process						
Friends' opinions	3,88 (0,93)	3,56 (1,04)	3,20 (2,05)	3,46 (1,27)	3,14 (1,23)	2,33 (1,66)	4,682*	3,792*	0,222
Other consumers' reviews	3,61 (1,26)	3,28 (1,24)	3,20 (2,05)	3,46 (1,03)	2,93 (1,39)	2,33 (1,12)	2,514	2,910	0,468
Sales assistants	3,01 (1,21)	2,92 (1,22)	1,80 (1,30)	2,69 (1,12)	2,21 (1,19)	1,56 (0,53)	2,485	5,661*	0,368
Product research	3,84 (1,15)	3,16 (1,38)	2,80 (1,79)	3,88 (0,95)	3,21 (1,37)	2,89 (1,05)	0,054	6,374*	0,002

Application of General Linear Model – Main-effects analysis; *: significant to a level of 5%; [a]: significant to a level of 10%.

(Source: Developed by the author with the data provided by the online survey (2019))

Finally, for the variables that, in the previous analysis, shown statistically significant differences, considering a level of significance of 5%, in the *Cosmetic Lover Indicator*, it was performed multiple comparisons with Bonferroni adjustment, in order to try to understand between which consumer profiles (*Lover*, *Flirts* and *Non-Lovers*) there are really differences (appendix 5).

When analysing the table 15, it could be understood that there were no statistically significant differences, considering a 5% level of significance, between the different consumer profiles, in some variables (these variables are presented in green in appendix 5). Therefore, it might be said that in these five variables there were no differences among the three groups of consumers.

In the other variables studied (appendix 5), there was at least one group of consumers that shown statistically significant differences, at a significance level of 5%, with respect to the remaining two.

4.3. Explanatory Qualitative Analysis: Male consumers in-depth interviews

In this last phase of the study, it was tried to validate the insights obtained in the previous two phases, as already mentioned.

Therefore, the respondents were first asked "*Do you usually buy any cosmetic product?*". All the five interviewees said yes, but with some different reasons from each other. Regarding interviewee 1 (from now on, he will be called "Archie"), he is the younger one and he highlighted that cosmetics are part of his daily routine and contribute to his well-being and self-confidence. The respondent 2 (who will be named "Josh"), in addition to emphasizing that cosmetic products are part of his routine, also pointed out that they are one of his defining traits. Concerning interviewee 3 (who will be designated in this study by "Kevin"), he underlined that these products make him feel better with himself, more beautiful and even more integrated into the surrounding environment. Meanwhile, respondent 4 (henceforth will be "Michael") featured that cosmetic products are important not only in aesthetic terms, but also in terms of health. At last, the interviewee 5 (hereafter, he will be called "Ben") accentuated that cosmetics have an essential role in the life in society and, moreover, for his own recognition as a careful person and with a good image.

Afterwards, it was questioned "*Which cosmetic products do you buy the most? How often do you purchase them? And how much, on average, do you spend in this kind of products, per month?*". Archie answered that he usually purchases two kind of cosmetics, with different frequencies of repurchase and with an average spending also different: perfumes, that he only buys a new one when the old has finished, which is typically every two or three months, expending an average of €45 per product, which is usually the same; and moisturizing products for the face and beard, which he buys with a low frequency (twice a year, normally), spending no more than €15 for every purchase. Concerning to Josh, he mentioned that the cosmetics he most buys are skin and face care products, usually every month, spending, on average, about €20 to 30 per purchase. Kevin frequently purchase three kind of cosmetic products: perfumes, with a low regularity, just once a year, however he spends an average of €60 per item; hair care products, which he usually buys every six months, paying €20 per purchase, on average; and face creams and cleaners, which are the ones that he buys more periodically, every two months, expending €20 per month, on average. Regarding to Michael, he also usually buys more than one cosmetic product. He purchases hair care products, every two months, normally, and spends around €40 per buying, in addition, Michael also revealed that he is a consumer of skin care products too, which he usually buys every three months, spending about €45 per purchase. And, finally, Ben, who buys often three kind of products: perfumes, which he purchases with a low frequency, only twice a year, paying an average of €60 per product; skin care products, usually once a month, with an average cost of €20; and then bath products, which he also buys every month and expends around €15 per purchase.

Furthermore, as to "*which are the most important characteristics, the crucial ones, that a cosmetic must really have to be chosen by you?*", all the interviewees had their own opinion, but on some points, they agreed with each other, like in the quality of the products, both in terms of their composition (ingredients) and the guarantee of results.

However, Archie is the most "demanding" of all, regarding the crucial features for a cosmetic product. He highlighted that this type of product must fit with his needs, have an appealing packaging, have a good lasting fragrance and great hydration, for skin care products. Josh only asks for a good fragrance, Michael for an effectiveness of results and Ben for visible effects. And last but not least, Kevin is the second most challenging to please, as he wants a good value for money (the price is a very important factor for him) and to feel like he "doesn't use" any product.

On the other hand, in the fourth question, the respondents were probed about "*What are the decisive or critical factors that most influence your decision-making process, when choosing a cosmetic product?*". Archie underlined that for him the most decisive factors are the price, however if a product is really good, namely perfumes, he is willing to pay a little more, and the results of the products. Josh considers that the most important is the consumption habits, while Kevin emphasized as decisive factor the results obtained in previous experiences with the product. Meanwhile, for Michael depending on the situation, there are different key factors: if the product is new on the market, communication and "promise" of results are the things that most influence his decision, but if he has used the product before, the most important is, as for Kevin, the results obtained earlier. Lastly Ben values the advice from others, whether they are professionals or consumers of the products, and a good value for money deal.

Then, it was intended to understand "*If you want to know more about a product or just get to know it, where do you usually search for information? And which are the main influencers in your decision-making process? (e.g.: reviews, recommendations, ...)*". All of the respondents, with the exception of Michael, turn to the internet and the reviews from other consumers to learn more about a product and these are also their main influencers in their decision-making process. Additionally, Josh also uses friends and family, who use the product, to find out more about it. While Michael prefers to take advice from his wife about the best products for himself, being she his biggest influence on the selection of cosmetics.

On top of that, the interviewees were requested "*about brands… are they important for you? Do you think it is important for brands to develop a relationship with their consumers, with you, for instances? Why?*". All the respondents expressed different feelings about this question, so distinctive answers were obtained. Archie highlighted that, although brands are important, the development of a relationship with their consumers is not so crucial, since what is really decisive is that brands convey confidence and ensure results. Furthermore, he also emphasized that this relationship could be essential to guarantee customer loyalty to the brand, but in his case, this doesn't apply, because he will change brand if he doesn't achieve the results he hopes for. In Josh's case, the brands are important, as they can say a little about his personality and guarantee quality and fragrance to the products. Unlike Archie, Josh believes that it's important to develop a relationship with consumers, because the brands are part of their routine and have a great weight in the choice of a product. In Kevin's opinion, brands and the development of a relationship with their consumers are both critical, since if he doesn't feel connected with them, he will not use them, as well as, brands must make a fit with him, too. Notwithstanding, for Michael and for Ben, brands are not important at all, the most crucial thing is the quality of the products themselves.

Concerning to the seventh question, it was aimed to know "*Where do you usually buy this kind of items? And with whom do you purchase them?*". Archie, the youngest one, usually purchases cosmetics in supermarkets, parapharmacies or in specialised retail, with his girlfriend or his mother, adding that he rarely does it alone. Concerning to Josh, he always buys cosmetic products in supermarkets by himself, whereas Kevin does it through the internet or in shopping centres, with his friends or alone. Michael often uses pharmacies or shopping centres to purchase cosmetics and he goes with his wife, who almost always is the one who buys the products for him. And regarding to Ben, he usually resorts to supermarkets or specialised stores to purchase these products, doing it with his wife or alone.

Finally, the interviewees were last asked "*do you like to purchase cosmetic products? Do you really enjoy it? Is it like a fun activity for you? Why?*". In the opinion of all these male consumers, with the exception of Ben, purchase cosmetic products isn't a funny activity, they don't have pleasure in doing it (Josh), they do it by out of necessity, as they like to use cosmetics in their daily routine (Kevin and Michael), however they are looking for speed and convenience (Archie), when they are shopping. Meanwhile, Ben underlined that for him this is a funny activity, which he likes it, because the process of choosing a product can be quite amusing.

For more details of the insights of these five interviews, please see the appendix 6.

5. Conclusions and Recommendations

In this last chapter, the main findings of the study will be presented, as well as some recommendations for the brands / companies that are in the cosmetics industry. In addition, some limitations of this study and some suggestions for future research will also be identified.

5.1. Main Conclusions and Recommendations

The starting point for this study was that men's consumption habits have been changing, in recent years. As a matter of fact, until a few years ago, men didn’t buy anything, even for them, because going shopping was seen as a female task, so the greatest concern of men was to be the livelihood of their houses (Kuruvilla, Joshi, & Shah, 2009). However, this mentality has finally changed. Nowadays, men care about their appearance and even purchase cosmetic products.

Therefore, as the cosmetic industry is extremely influenced by tendencies, far more than all other FMCG (The Nielsen Company, 2018), it is important that brands can follow this new trend and define clear strategies, for this emerging new segment of consumers, such as, developing products or even brands focused and specialised in men. *Veet* brand, for instance, realised that men have been showing a greater interest in hair removal products and their penetration in this category has been increasing, representing already 10% of it. In this way, the brand decided to develop and adjust its portfolio to this new target, communicating specifically for men and creating the *Veet for Men* brand. The entire investment paid off and in 2018 sales of *Veet for Men* doubled. This is a case of a well-known brand that moved from an exclusive woman focus to a man focus also, in order to continue to grow in the market. Similar strategies have also been adopted, for example, by the brands L’Oréal (with L’Oréal Men Expert) and Nívea (with Nívea Men).

Moreover, according to the market experts interviewed, the cosmetic industry had one of the major evolutions in recent times, growing 3,0% in 2018, which is one of the greatest growths of the last seven years. However, the highest penetration of these products remains to be in women, arising the male target as the growing alternative for many brands. Indeed, the *online survey* confirmed that opportunity, since 80% of women gave a very high importance to cosmetic products, whereas in men only 63% of respondents did it, so there is still space to increase their (male consumers) penetration in this industry. On the other hand, men are increasing their concerned about their appearance and beginning to purchase more and more cosmetics, as the five male interviewees highlighted, these products are, nowadays, part of their routine and one of their defining traits, contribute to their well-being and self-confidence and even make them feel more integrated into the society. Hence, brands should try to understand what are the main concerns of men, in terms of appearance, and how they (brands) could make male consumers feel better about themselves, healthier even (future trend, identified in the literature), in order to further attract their interest for cosmetics and thus increase their penetration in this market.

Regarding to the *cosmetics most bought by men*, the *online survey* confirmed the data provided by the market experts, that is, personal hygiene products, perfumes and hair care products are the ones that male consumers more purchase. This information was also validated in the five interviewees with different men consumers, as all of them said they usually buy, at least, one of these products above. Meanwhile, make-up remains as the category with the least penetration in the male segment and skin care is gaining more interest and importance in this audience, being that all five interviewees reported that they, normally, purchase items from this category.

It is also interesting to note that the buying frequency of perfumes is much higher in men than in women, even though, as Archie segment said, male consumers always acquire the same product, the same fragrance, and they only do it (repurchase), when the one they have, finish. On the other hand, it is also important to notice that the average monthly spending in skin care products is much lower in men than in women (less than €20 for men and €21 to €40 for women). Thus, these two categories (perfumes and skin care) represent the great opportunities for brands in the male segment. In the case of perfumes, companies should invest more on the communication of their news, to make men try new fragrances, since they are even willing to pay more for this kind of product if it's really good (insights from the males' interviews). And, regarding skin care products, they should be the betting category of companies, in terms of investment, making, for example, rebranding and repositioning of products, when the brands aren't valued or recognised by the male target, or develop a stronger and more targeted communication, enhancing the experience of the products by them.

In addition, the *most important characteristics* that a product must have for men and the critical factors that most influence their decision-making process are very connected. The most valued features in a product by men are a good value for money, the knowledge of the product or the brand and proven effects. Besides, during the interviews with the male consumers, another characteristic was revealed as one of the most important for them, the quality of the cosmetics. However, neither men or women, despite being a new trend is this industry, give a lot of importance to a product that doesn't contain certain ingredients (as parabens). And, the most crucial factors, for this segment, are brand, price, which was not expected, considering previous literature where men were identified are price insensitive, and promotions, as they actually are price sensitive, which was also validated in the males' in-depth interviews, they give a lot of importance to the active promotions (like women). In this way, it is extremely important that brands make themselves known and introduce their products to customers, at the same time that having a proper price to the quality of their articles and the most suitable active promotions for their consumers. The cosmetic brands must also develop some promotions in special occasions (e.g.: brand's birthday, client's birthday, etc) with attractive and unique prices for these customers, in order to make them more loyal.

Concerning the *importance of brands*, three of the five males interviewed considered that they are relevant, while for the other two, the most important is the quality of the products themselves, regardless of the brand. As for the development of a relationship between brands and their consumers, opinions are divided. For most of women this is a critical and extremely important thing and for men there is mixed feelings (the data collected through the *online survey* is not validated, in total, by the males' interviews). Some men believe this relationship is crucial, because brands are part of their routine and have a great weight in their choice of a product. For others, the important thing about brands is to convey confidence and guarantee results, not the relation with them. So, men could very loyal, even more than women, to a brand, as long as, they could achieve the results they hope for. Therefore, the brands must focus on the quality of their products and that they can fulfil the promised results. Taking this into account, cosmetic brands should invest heavily in product research and development, in order to have the best products in the market, and communicate the main benefits of using their products (critical success factors) versus others of the competition.

In relation to the *place of purchase*, cosmetics are still bought, mostly, through traditional channels, rather than online (The Nielsen Company, 2018). As a matter of fact, both men and women have three preferential places to buy this kind of products and none of them are online channels: shopping centres, supermarkets and specialised retail stores. Incidentally, the online is one of the least used channels by both genders to purchase cosmetic products. Furthermore, of all male consumers interviewed only one (Kevin) stated that he used to buy these products online, all others confirmed the information obtained from previous readings and the insights obtained through the *online survey*. So, if brands want to also have an online approach, they must be able to engage their customers to it, in order to increase their penetration in this channel. In this way, for example, brands could have exclusive promotions only for online purchases (since it was found that men are price sensitive) and a sampling strategy, also for these acquisitions only, adjusted to the consumer profile, but at the same time encouraging them to try new products.

Moreover, most of times, men buy alone (67,3%) or with their wives (42,9%) and very seldom do so with their friends (6,1%). Indeed, these questionnaire's insights were validated by the interviews performed with five male consumers of cosmetics. Thus, companies have to be able to really capture the attention of men, when they are in the buying process, since many times they shop alone and have no one to influence them in their choice, other than the brands themselves, its communication and its activation at the point of sale. So, companies and brands should be very good at it, at the point of sale, they must be disruptive, creative, in order to have a major impact on consumers and to "gain" their attention, because be remembered by them is really the key for the success.

Market experts revealed that the best source of research for men was the stores, because they could get the information they intended to and, at the same time, ask for advices about the products they want to buy. Actually, men rely on the brands' websites (46,9%), on the stores that sell cosmetic products (38,8%) and with other consumers (36,7%). The males who were interviewed confirmed that they use the internet and the reviews from other consumers as their research sources. On the other hand, it was also known that these, the information they get on products (59,2%), through the internet, for instance, and other consumers reviews (44,9%), are their main influencers in their decision-making process, as men hardly rely on the sales assistant recommendations (18,4%). As such, brands must have available on their websites all the necessary information about their products, like the main features, their usefulness, the results that could be achieved, price, and any other information they deem relevant. Besides, brands should also have in their websites and social networks the reviews from their consumers, since these can also influence the decision of men.

Through this study, it was also noticed that, although men buy cosmetic products and like to use them in their daily routine, the *shopping experience* is not that important, since they don't consider it a funny activity nor take pleasure in doing it. Men just do it out of necessity, unlike women who really enjoy buying these products, to satisfy an immediate need (they have finished what they were using, so they need a new one to replace it), as they are looking for speed, convenience and efficiency. However, men, as well as women, like to gather information about the best products for them (53,1%) and to be able to try out new products (51,0%), when they buy cosmetics. Therefore, it is extremely important that companies invest in the training of their human resources, especially those in stores, in order to provide to male consumers a shopping experience as they like and value. In other words, brands must have people in stores that have enough of preparation to present to men the best products for them, explaining why they should use certain articles instead of others, and, on the other hand, letting them know about new cosmetics by promoting in-store trials, so that male consumers have the confidence to buy them.

Finally, with the developed of *Cosmetic Lover Indicator*, three different consumer profiles (*Lovers*, *Flirts* and *Non-Lovers*) were defined, for each gender. After several analyses, it was possible to understand that there are statistically significant differences (for a significant level of 5%) between these consumer profiles in terms of consumption habits and decision-making process. In this way, companies should analyse their consumers and define different profiles, considering their preferences and what they buy. After this, brands will be able to define different strategies appropriate to each consumption profile, which will certainly be more effective and attractive to consumers. As such, and with this method, companies will retain more their existing customers, making them more loyal, and will be able to capture even more new ones, because marketing strategies will be tailored to their tastes and preferences, so consumers will become more interested in the products and for wanting to know more about the brand and what it has to offer them.

On the whole, men and women actually have different buying behaviour as they look for different things and their needs and expectations are also different (Bakshi, 2012). Thus, since men are the betting segment, in the near future, cosmetics brands must be able to adjust their strategies to this new target, so that male consumers believe that they are the best choice for them.

5.2. Limitations and Future Research

First of all, people who do not buy cosmetic products should have been included in this kind of study, in order to compare the differences between those who buy and those who do not buy, in terms of demographic data and product preferences. Furthermore, it would have been interesting to realise what percentage of people, divided by gender, do not buy this type of products and the reasons why they don’t do it.

On the other hand, it was really difficult to have a lot of men, from different age groups, answer the *online survey* that was made available, since this wasn’t a subject of much interest to them, although they use cosmetics.

In future research, it should go deeper and try to figure out which men still do not buy cosmetic products and the main reasons by which they don't do it. In addition, it also should be explored the motives why men always buy the same products, the same fragrances – Is it because they are afraid to risk in a new product? Is it just out of ignorance? Or is it because they don’t want to take the trouble to try something new, since they are very used to what they buy?

Lastly, another two questions that also could be investigated, in future research, are “Why are men still willing to spend so little in the majority of cosmetic products (less than €20 per month), if these articles are already part of their daily routine?” and “What should be the new communication approach from cosmetic brands to this new emerging segment (men)?”

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Attachments

Appendix 1 – Key insights from the market experts' in-depth interviews

Questions	Key Insights
1. How do you describe the cosmetics industry today and its evolution in recent years?	→ I1 and I2: The cosmetic market is more dynamic than ever in Portugal, presenting the highest growths in the last seven years (+ 3,0% in 2018 and + 3,7% in 2017). Currently, it represents € 16 million, having increased by around € 1,5 million, only in the last five years. This is mainly due to the increased interest of the Portuguese in this industry. → I1: Until a few years ago, Portugal was a country where segments of hair care and personal hygiene products stood out against those of make-up, perfumes and skin care. However, at the moment, the tendency is to capture new customers to the latter segments instead of previous ones. → I1: Make-up and skin care products were not part of the routine of the Portuguese consumers. Nevertheless, in recent years, this situation has changed and it can even be said that "the Portuguese have never used so much make-up" as now. This new trend was mainly influenced by: 1. The most active role of women in society; 2. The growing importance of the social media; 3. The increase of tourism in Portugal; 4. The increase of trips for outside of Portugal, which allowed a greater contact with other cultures, where make-up, for instance, is part of the daily routines of both men and women. → I1: Hair care has always been the segment with greater penetration and greater concern by the Portuguese, but the segments of skin care, due to a bigger awareness with the health, and of perfumes, considering the economic recovery, also begin to the gain lots of weight. → I2: In the hair removal segment, men have also been increasing their participation, already representing 10% of that, which is almost € 1,5 million (twice more than in 2017).

2. What is the role of men and their importance in today's cosmetics market? And how do you think that role will evolve in the future?	→ I1: This market has a very high level of penetration in the female public, so its growth can only happen in two ways: greater valorisation or innovation. In this way, the male target is essential to further increase the size of this industry, either by increasing the penetration or by a higher valuation. → I1: Men contribute to both specifically male and unisex brands, since 64% of men use products or brands that are not specific to them. → I1: In the future, male consumers are certainly a target to be taken into account in the brands' communication, as men are beginning to enter this market and, as such, brands must, of course, ensure their loyalty. → I2: The cosmetics industry will certainly change in the near future, as the range of products for men will continue to increase, with portfolios constantly developing and women's stagnating. • For example, the *Veet Men* portfolio only started with two articles and today it has three different methods of depilation (cream, shower and spray), two different formats (normal and XL) and the different products are available for two types of skin (normal and sensitive). → I2: The segment of hair removal will grow significantly over the next five years, considering that men already introduce this type of products in their routine, since they are young, and that they have completely different consumption behaviour from the one of the women. For instance, seasonality in male consumers is much lower, with a usage frequency similar in summer and winter. In addition, 78% of men only use a depilatory method, 35% prefer creams, as it does not hurt, and about 80% do it at home, for the sake of convenience.
3. Why do men buy cosmetic products?	→ I1: Men began to be more careful and worried about their appearance. A C-LAB study found out that males between the ages of 18 and 30 are more concerned about appearance than women, since 42% say they are quite or very careful about their appearance versus 33% for the women. Thus, there is still a great potential, in the long term, as this is a very interesting market for brands because: • 58% of men do not use cosmetic products, because they "do not need"; • 36% of men do not use these products, since they do not have this type of care implemented in their routine; • 32% of men do not use cosmetic products, as they do not have the time or patience. These are very similar reasons to those presented by women seven years ago, when they did not use this kind of products. → I2: Creams are the first cosmetic product that is used by men. In terms of depilatory products, it is also the creams, the first method they use, since it is easy (36%), fast (31%) and can be made at home (58%). On the other hand, they use wax, because of its long-lasting effect (37%), although 70% of men do not resort to this method, because of the pain. Finally, the razors are used by men for the sake of convenience, yet 20% do not use them, since they believe that with this method the hairs become thicker.

4. What cosmetic products men purchase the most?	→ I1: There is a high penetration rate for men in personal hygiene products: • Shampoos (93%); • Deodorants (87%); • Shower gel (87%); • Beard products (79%); → I1: Perfumes (75%), which could be seen as hygiene products, due to the high penetration rate they have in the male target. Perfumes could also be considered as an anchor segment, since brands can take advantage of the moment of purchase of these items to add others, for example, skin care products. → I1: As for beauty categories specifically, the top three segments most commonly used by men are: • Body care (52%); • Hair care (43%); • Face care (41%). → I1: As for make-up, the proportion of men who use this type of products is still very low (only 3%). → I2: Looking at, for example, the *Veet* brand: • The best-selling product is the Veet Men Cream Normal Skin 200ml; • The rest of the portfolio is constantly growing, with men usually using only one method of hair removal and the ones with the highest penetration are cream (35%) and wax (26%); • The products can be used in various parts of the body and men, mostly, make depilation in the chest (78%), armpits (67%), legs (38%) and back (37%).

5. What are the decisive traits that a product must have to influence choice with a male audience? And what are the decisive factors of purchase for this public (e.g..: brand, price, communication...)?	→ I1: For men, their main source of information about products is the stores (47%) and the second one is the conversations with friends and relatives (24%). Therefore, in-store counselling is very important for men, since it is there that they get to know the products and have contact with them. Thus, the training of the human resources of the stores is crucial, as are the communication materials. → I1: Male consumers do not turn to online research as a source of product information and, as such, the great opportunity for brands is when they go to store to purchase something. → I1: Men rely heavily on the opinion of pharmaceuticals, beauty advisers and hairstylists to obtain information about cosmetic products. → I2: Brands need to be the "best in class" in two different areas at the same time, in order to capture more male consumers: 1. Communication above-the-line, with strong digital and television plans, with relevant and important influencers to men; • For instance, the sales of *Veet Men* doubled in 2018 and this has a direct correlation with the investment made in Marketing (+ 203% GRP in 2018 versus 2017). 2. Perfect in-store execution, with a very clear and attractive packaging and with product available everywhere in the main shelves (cosmetic shelf as a priority and men shelf whenever possible). This is one of the most important factors, since brands need to ensure the availability and visibility of their products when men look for them at the point of sale, since this is a new segment that entered in the market recently. • For example, *Veet Men* brand focuses on ensuring that at least one item of men's hair removal is available in all stores, given that this is already the case for the female segment.
6. Where do men most buy these types of items? What is the average purchase frequency and average value spent in this category by men?	→ I1: The mass market, due to its coverage and its wide range of hygiene categories, is the favourite channel for men with a penetration of 97%. The perfumeries are the second channel (53%) and only then pharmacies and para-pharmacies appear. On the other hand, the specialised retail, online stores and the barber shops are channels with still a huge potential and that can grow a lot. • For instance, barber shops are the places that men choose to treat beards and hair (38%), but only 10% buy products in these spaces. → I2: In the example of *Veet Men* brand, 42% of men make depilation once a month and 28% once a quarter, and they buy, on average, one unit, thus spending an average of € 8 per purchase.

7. What will be the major future trends of this market, in your opinion as an expert in this market?	→ I1: After the boom that existed with the treatment of the beard, it is believed that the next major concern and focus of men will be with the facial skin. Thus, there is a growing concern to keep the skin beautiful, healthy, moisturized and clean, looking for some anti-wrinkle or acne treatments, for instance. Therefore, in the next two to three years, a huge growth of these products is predicted, due to the increase of the penetration in the male segment. → I1: In addition, the make-up segment (used by 3% of men) will also grow a lot, as maintaining a lacklustre skin and disguising imperfections and dark circles are the main drivers of use of this type of articles by men. There are already even brands directed only for make-up. → I2: Finally, there are still two major challenges for the cosmetics industry: 1. The new trend in this sector is related to products with natural ingredients and trustable benefits and components. In this way, brands will have to adapt and relaunch with superior claims and improved formulas, while maintaining convenience and long-lasting results as essential factors. 2. Increasing tendency to have more options available for men, as already exist for women, covering all body parts with products and formulas dedicated to men. Consequently, new brands will certainly appear, considering this huge evolution. However, there is still room to make a strong differentiation between men and women products, in terms of ingredients and fragrances, for example.

(Source: Developed by the author with the information provided in the two interviews (2019))

Appendix 2 – Online Survey in Portuguese

<u>Produtos de Cosmética</u>

O presente questionário tem como intuito a elaboração de uma dissertação de mestrado na Universidade Católica Portuguesa, no âmbito dos produtos de cosmética.
O estudo pretende conhecer o perfil de consumidor e os seus processos de decisão de compra, com base na análise de diferentes dimensões de compra e de consumo deste tipo de produtos.
O tempo previsto de resposta a este questionário é, no máximo, de 10 minutos.
Agradeço desde já a sua disponibilidade e participação neste estudo!

Este questionário é totalmente anónimo e confidencial.
O registo guardado das suas respostas ao questionário não contém nenhuma informação identificativa a seu respeito.
Consentimento informado:

«Eu li e compreendi a informação acerca do objetivo e política de privacidade do questionário, e desejo voluntariamente responder ao questionário que se segue.»

Caso concorde com a declaração prévia e deseje participar neste estudo, através da sua resposta a questionário, selecione "Concordo".

- o Concordo
- o Não Concordo

Vamos agora dar início ao estudo. Iremos colocar-lhe algumas questões referentes a produtos de cosmética.

Entende-se por produtos de cosmética todos aqueles que estão contemplados nas seguintes categorias: perfumes, produtos de cuidado da pele, produtos para o cabelo, make-up, produtos para depilação e produtos de higiene pessoal.

<u>I – Hábitos de Consumo</u>

1. Interessa-se por produtos de cosmética?
   - o Sim
   - o Não

2. Compra com alguma frequência produtos de cosmética?
   - o Sim
   - o Não

3. Para si, de um modo geral, quão importantes são os produtos de cosmética? (*Classifique de 1 a 5, sendo 1 "Nada importantes" e 5 "Extremamente importantes")*

	1 = Nada Importantes	**2**	**3**	**4**	**5 = Extremamente Importantes**
Importância dos Produtos de Cosmética					

4. Qual a importância da marca, para si, na indústria da cosmética? (*Classifique de 1 a 5, sendo 1 "Nada importantes" e 5 "Extremamente importantes")*

	1 = Nada Importantes	**2**	**3**	**4**	**5 = Extremamente Importantes**
Importância da Marca					

5. Qual considera ser o seu grau de interesse neste tipo de artigos? *(Classifique de 1 a 5, sendo 1 "Muitíssimo baixo e 5 "Muitíssimo elevado")*

	1 = Muitíssimo Baixo	**2**	**3**	**4**	**5 = Muitíssimo Elevado**
Produtos de Cosmética (globalmente)					
Perfumes					
Produtos para o Cabelo					
Make-up					
Produtos para o Cuidado da Pele					
Produtos de Depilação					
Produtos de Higiene Pessoal					

6. Com que frequência compra este tipo de produtos?
   - O Semanalmente
   - O Quinzenalmente
   - O Mensalmente
   - O Mais do que mensalmente

7. Quais os produtos de cosmética que mais compra? (*Classifique de 1 a 5, sendo 1 "Nunca" e 5 "Muito Frequentemente")*

	1 = Nunca	**2**	**3**	**4**	**5 = Muito Frequentemente**
Perfumes					
Produtos para o Cabelo					
Make-up					
Produtos para o Cuidado da Pele					
Produtos de Depilação					
Produtos de Higiene Pessoal					

8. Em média, quanto gasta, por mês, nos diferentes tipos de produtos de cosmética? *(Seleccione um dos intervalos para cada uma das opções)*

	Menos de 20€	**21€ - 40€**	**41€ - 60€**	**61€ - 80€**	**Mais de 80€**
Perfumes					
Produtos para o Cabelo					
Make-up					
Produtos para o Cuidado da Pele					
Produtos de Depilação					
Produtos de Higiene Pessoal					

II – Compra de Produtos de Cosmética

9. Quais é que são os factores críticos ou os mais importantes para si, quando compra produtos de cosmética? *(Classifique de 1 a 5, sendo 1 "Nada importante" e 5 "Muito importante")*

	1 = Nada Importante	2	3	4	5 = Muito Importante
Preço					
Marca					
Opinião de outros clientes sobre o produto ou a marca					
Local de compra					
Promoções activas para todos os clientes					
Formatos especiais ou limitados					
Promoções exclusivas disponíveis para si					

10. Quais são as principais características que um produto tem de ter para ser escolhido por si? *(Classifique de 1 a 5, sendo 1 "Nada importante" e 5 "Muito importante")*

	1 = Nada Importante	2	3	4	5 = Muito Importante
Uma boa relação qualidade-preço					
Não conter determinados ingredientes (ex.: parabenos, sódio, ...)					
Conhecer a marca e/ou produto em causa					
Ter efeitos comprovados					
Outra: _____________					

11. Na sua opinião, pensa que é importante para as marcas de cosmética desenvolverem uma relação com os seus consumidores?

o Sim

o Não

12. Se respondeu que "sim" na pergunta anterior, porque é que pensa que desenvolver uma relação com os consumidores é importante? *(Classifique de 1 a 5, sendo 1 "Nada importante" e 5 "Muito importante")*

	1 = Nada Importante	2	3	4	5 = Muito Importante
Transmite confiança nos produtos da marca					
Potencia a recomendação dos produtos a outros consumidores, podendo aumentar a angariação de novos					
Promove a recompra dos artigos					
Faz com que acredite mais na marca					

<u>III – Processo de Decisão de Compra</u>

13. Onde compra, normalmente, produtos de cosmética? *(Classifique de 1 a 5, sendo 1 "Nunca" e 5 "Muito frequentemente")*

	1 = Nunca	2	3	4	5 = Muito Frequentemente
Centros Comerciais					
Supermercados					
Lojas Especializadas					
Lojas Online					
Farmácias					
Salões e Gabinetes de Estética					
Outro: ____________					

14. Com quem é que costuma comprar este tipo de artigos? *(Classifique de 1 a 5, sendo 1 "Nunca" e 5 "Muito frequentemente")*

	1 = Nunca	**2**	**3**	**4**	**5 = Muito Frequentemente**
Pais e/ou outros familiares					
Amigos					
Sozinho(a)					
Namorado(a)					
Marido ou Mulher					
Outro: ____________					

15. Onde costuma procurar informações sobre os produtos de cosmética que pretende adquirir? *(Classifique de 1 a 5, sendo 1 "Nunca" e 5 "Muito frequentemente")*

	1 = Nunca	**2**	**3**	**4**	**5 = Muito Frequentemente**
No site das marcas					
Nos sites de cosmética					
Nas lojas das marcas de cosmética					
Nas lojas que vendem as marcas de cosmética					
Com outros consumidores					
Com vendedores das marcas de cosmética					

16. Quais são os principais influenciadores do seu processo de decisão de compra? *(Classifique de 1 a 5, sendo 1 "Nada importante" e 5 "Extremamente importante")*

	1 = Nunca	**2**	**3**	**4**	**5 = Muito Frequentemente**
Opiniões de amigos					
***Reviews* (opiniões) de outros consumidores**					
Recomendações de vendedores					
Pesquisa sobre os produtos					
Outro: _____________					

IV – Experiência de Compra

17. Gosta de comprar produtos de cosmética?
    - O Sim
    - O Não

18. O que é que mais gosta quando compra artigos de cosmética? *(Classifique de 1 a 5, sendo 1 "Não gosto nada" e 5 "Gosto extremamente")*

	1 = Não Gosto Nada	**2**	**3**	**4**	**5 = Gosto Extremamente**
Experiência de compra					
Experimentar novos produtos					
Poder conhecer novas marcas e/ou produtos					
Recolher informação sobre os melhores produtos para mim					

V – Dados Demográficos

19. Género
    - o Feminino
    - o Masculino

20. Que idade tem?
    - o Menos de 25 anos
    - o 26-35 anos
    - o 36-45 anos
    - o Mais de 46 anos

21. Qual é o seu estado civil?
    - o Solteiro(a)
    - o Casado(a)
    - o Divorciado(a)

22. Tem filhos?
    - o Sim
    - o Não

O questionário terminou!

Muito obrigada pelo tempo despendido e pela sua participação neste estudo.

Appendix 3 – Sample Characterization

Sample Characterization		
Gender, n (%)		
	Female	97 (66,4)
	Male	49 (33,6)
Age, n (%), years old		
	≤ 25	17 (11,6)
	26 – 35	67 (45,9)
	36 – 45	32 (21,9)
	≥ 46	30 (20,5)
Marital Status, n (%)		
	Single	63 (43,2)
	Married	73 (50,0)
	Divorced	10 (6,8)
Children, n (%)		
	Yes	68 (46,6)
	No	78 (53,4)

(Source: Developed by the author with the data provided by the online survey (2019))

Appendix 4 – Genders Differences Statistical Analysis

		Gender, n(%)		Test Value	df	p-value
		Female (n=97)	Male (n=49)			
For you, in general, how important are cosmetic products?				5,059	146	0,024[a,*]
	≤ 3	19 (51,4)	18 (48,6)			
	4 or 5	78 (71,6)	31 (28,4)			
How important is the brand to you in the cosmetics industry?				1,784	146	0,182[a]
	≤ 3	20 (57,1)	15 (42,9)			
	4 or 5	77 (69,4)	34 (30,6)			
Degree of interest in Cosmetic Products, in general				17,823	146	< 0,001[a,*]
	≤ 3	17 (40,5)	25 (59,5)			
	4 or 5	80 (76,9)	24 (23,1)			
Degree of interest in Perfumes				2,151	146	0,143[a]
	≤ 3	31 (75,6)	10 (24,4)			
	4 or 5	66 (62,9)	39 (37,1)			
Degree of interest in Hair Care Products				2,038	146	0,153[a]
	≤ 3	30 (58,8)	21 (41,2)			
	4 or 5	67 (70,5)	28 (29,5)			
Degree of interest in Make-up Products				37,663	146	< 0,001[a,*]
	≤ 3	33 (43,4)	43 (56,6)			
	4 or 5	64 (91,4)	6 (8,6)			
Degree of interest in Skin Care Products				12,985	146	< 0,001[a,*]
	≤ 3	18 (43,9)	23 (56,1)			
	4 or 5	79 (75,2)	26 (24,8)			
Degree of interest in Hair Removal Products				0,362	146	0,547[a]
	≤ 3	75 (65,2)	40 (34,8)			
	4 or 5	22 (71,0)	9 (29,0)			
Degree of interest in Personal Hygiene Products				0,080	146	0,777[a]
	≤ 3	16 (64,0)	9 (36,0)			
	4 or 5	81 (66,9)	40 (33,1)			
How often do you buy Cosmetic Products?				6,794	146	0,079[a]
	Weekly	5 (50,0)	5 (50,0)			
	Fortnightly	17 (85,0)	3 (15,0)			
	Monthly	59 (68,6)	27 (31,4)			
	More than monthly	16 (53,3)	14 (46,7)			
Buy Perfumes?				8,399	146	0,004[a,*]
	≤ 3	71 (74,7)	24 (25,3)			
	4 or 5	26 (51,0)	25 (49,0)			
Buy Hair Care Products?				0,870	146	0,351[a]
	≤ 3	32 (61,5)	20 (38,5)			
	4 or 5	65 (69,1)	29 (30,9)			
Buy Make-up Products?				20,412	146	< 0,001[a,*]
	≤ 3	53 (54,1)	45 (45,9)			
	4 or 5	44 (91,7)	4 (8,3)			
Buy Skin Care Products?				6,745	146	0,009[a,*]
	≤ 3	30 (53,6)	26 (46,4)			

4 or 5	67 (74,4)	23 (25,6)			
Buy Hair Removal Products?			0,154	146	0,761[b]
≤ 3	89 (66,9)	44 (33,1)			
4 or 5	8 (61,5)	5 (38,5)			
Buy Personal Hygiene Products?			1,908	146	0,167[a]
≤ 3	18 (56,3)	14 (43,8)			
4 or 5	79 (69,3)	35 (30,7)			
Average monthly spending on Perfumes			4,177	146	0,243[a]
Less than 20€	46 (75,4)	15 (24,6)			
21€-40€	19 (63,3)	11 (36,7)			
41€-60€	15 (55,6)	12 (44,4)			
More than 60€	17 (60,7)	11 (39,3)			
Average monthly spending on Hair Care Products			4,295	146	0,117[a]
Less than 20€	44 (59,5)	30 (40,5)			
21€-40€	38 (70,4)	16 (29,6)			
More than 40€	15 (83,3)	3 (16,7)			
Average monthly spending on Make-up Products			24,304	146	<0,001[a,*]
Less than 20€	52 (53,1)	46 (46,9)			
21€-40€	30 (90,9)	3 (9,1)			
More than 40€	15 (100,0)	0 (0,0)			
Average monthly spending on Skin Care Products			13,347	146	0,004[a,*]
Less than 20€	33 (50,8)	32 (49,2)			
21€-40€	39 (78,0)	11 (22,0)			
41€-60€	17 (77,3)	5 (22,7)			
More than 60€	8 (88,9)	1 (11,1)			
Average monthly spending on Hair Removal Products			0,591	146	0,442[a]
Less than 20€	85 (65,4)	45 (34,6)			
More than 20€	12 (75,0)	4 (25,0)			
Average monthly spending on Personal Hygiene Products			4,190	146	0,123[a]
Less than 20€	44 (73,3)	16 (26,7)			
21€-40€	41 (66,1)	21 (33,9)			
More than 40€	12 (50,0)	12 (50,0)			
Importance of the critical factor: Price			2,953	146	0,086[a]
≤ 3	37 (58,7)	26 (41,3)			
4 or 5	60 (72,3)	23 (27,7)			
Importance of the critical factor: Brand			3,049	146	0,081[a]
≤ 3	19 (54,3)	16 (45,7)			
4 or 5	78 (70,3)	33 (29,7)			
Importance of the critical factor: Other customers' opinions about the product or the brand			2,490	146	0,115[a]
≤ 3	48 (60,8)	31 (39,2)			
4 or 5	49 (73,1)	18 (26,9)			
Importance of the critical factor: Place of purchase			4,361	146	0,037[a,*]
≤ 3	63 (61,2)	40 (38,8)			
4 or 5	34 (79,1)	9 (20,9)			
Importance of the critical factor: Active promotions for all customers			4,712	146	0,030[a,*]
≤ 3	39 (57,4)	29 (42,6)			
4 or 5	58 (74,4)	20 (25,6)			

Importance of the critical factor: Special or limited formats			0,203	146	0,652[a]
≤ 3	74 (65,5)	39 (34,5)			
4 or 5	23 (69,7)	10 (30,3)			
Importance of the critical factor: Exclusive promotions available to you			0,765	146	0,382[a]
≤ 3	50 (63,3)	29 (36,7)			
4 or 5	47 (70,1)	20 (29,9)			
Features that a product must have: Good value for money			1,572	146	0,210[a]
≤ 3	9 (52,9)	8 (47,1)			
4 or 5	88 (68,2)	41 (31,8)			
Features that a product must have: Do not contain certain ingredients (e,g,: parabens, sodium, „,)			5,745	146	0,017[a,*]
≤3	45 (57,7)	33 (42,3)			
4 or 5	52 (76,5)	16 (23,5)			
Features that a product must have: Know the brand or the product concerned			5,507	146	0,019[a,*]
≤3	7 (41,2)	10 (58,8)			
4 or 5	90 (69,8)	39 (30,2)			
Features that a product must have: Have proven effects			0,406	146	0,524[a]
≤ 3	23 (62,2)	14 (37,8)			
4 or 5	74 (67,9)	35 (32,1)			
In your opinion, do you think it is important for cosmetic brands to develop a relationship with their consumers?			6,426	146	0,021[b,*]
Yes	93 (69,4)	41 (30,6)			
No	4 (33,3)	8 (66,7)			
Importance of convey confidence in the products of the brand			4,078	146	0,057[b]
≤ 3	3 (37,5)	5 (62,5)			
4 or 5	90 (71,4)	36 (28,6)			
Importance of potentiates the recommendation of the products to other consumers, which can increase the collection of new			0,191	146	0,662[a]
≤ 3	14 (73,7)	5 (26,3)			
4 or 5	79 (68,7)	36 (31,3)			
Importance of promote the repurchase of the articles			0,215	146	0,643[a]
≤3	13 (65,0)	7 (35,0)			
4 or 5	80 (70,2)	34 (29,8)			
Importance of believe more in the brand			2,170	146	0,141[a]
≤ 3	13 (56,5)	10 (43,5)			
4 or 5	80 (72,1)	31 (27,9)			
Frequency of buying cosmetics in shopping centres			0,086	146	0,770[a]
≤ 3	30 (68,2)	14 (31,8)			
4 or 5	67 (65,7)	35 (34,3)			
Frequency of buying cosmetics in supermarkets			0,165	146	0,684[a]
≤ 3	50 (64,9)	27 (35,1)			
4 or 5	47 (68,1)	22 (31,9)			
Frequency of buying cosmetics in specialised retail			4,683	146	0,030[a,*]
≤ 3	41 (57,7)	30 (42,3)			
4 or 5	56 (74,7)	19 (25,3)			

Frequency of buying cosmetics in online stores				0,018	146	0,893[a]
	≤ 3	82 (66,7)	41 (33,3)			
	4 or 5	15 (65,2)	8 (34,8)			
Frequency of buying cosmetics in pharmacies				4,178	146	0,041[a,*]
	≤ 3	44 (58,7)	31 (41,3)			
	4 or 5	53 (74,6)	18 (25,4)			
Frequency of buying cosmetics in beauty and aesthetics salons				3,241	146	0,072[a]
	≤ 3	89 (69,0)	40 (31,0)			
	4 or 5	8 (47,1)	9 (52,9)			
Frequency of buying cosmetics with parents and / or other family members				3,362	146	0,067[a]
	≤ 3	75 (63,0)	44 (37,0)			
	4 or 5	22 (81,5)	5 (18,5)			
Frequency of buying cosmetics with friends				5,155	146	0,023[a,*]
	≤ 3	77 (62,6)	46 (37,4)			
	4 or 5	20 (87,0)	3 (13,0)			
Frequency of buying cosmetics alone				11,104	146	< 0,001[a,*]
	≤ 3	10 (38,5)	16 (61,5)			
	4 or 5	87 (72,5)	33 (27,5)			
Frequency of buying cosmetics with the boyfriend or girlfriend				0,509	146	0,476[a]
	≤ 3	80 (67,8)	38 (32,2)			
	4 or 5	17 (60,7)	11 (39,3)			
Frequency of buying cosmetics with the husband or wife				9,820	146	0,002[a,*]
	≤ 3	79 (73,8)	28 (26,2)			
	4 or 5	18 (46,2)	21 (53,8)			
Search for information: On the brands' websites				0,996	146	0,318[a]
	≤ 3	43 (62,3)	26 (37,7)			
	4 or 5	54 (70,1)	23 (29,9)			
Search for information: On cosmetic sites				9,154	146	0,002[a,*]
	≤ 3	57 (58,2)	41 (41,8)			
	4 or 5	40 (83,3)	8 (16,7)			
Search for information: In the stores of cosmetic brands				5,776	146	0,016[a,*]
	≤ 3	47 (58,0)	34 (42,0)			
	4 or 5	50 (76,9)	15 (23,1)			
Search for information: In the stores that sell cosmetic products				5,211	146	0,022[a,*]
	≤ 3	40 (57,1)	30 (42,9)			
	4 or 5	57 (75,0)	19 (25,0)			
Search for information: With other consumers				4,670	146	0,031[a,*]
	≤ 3	43 (58,1)	31 (41,9)			
	4 or 5	54 (75,0)	18 (25,0)			
Search for information: With sellers of cosmetic brands				5,365	146	0,021[a,*]
	≤ 3	61 (60,4)	40 (39,6)			
	4 or 5	36 (80,0)	9 (20,0)			
Importance of friends' opinions				8,177	146	0,004[a,*]
	≤ 3	28 (51,9)	26 (48,1)			
	4 or 5	69 (75,0)	23 (25,0)			

Importance of other consumers' reviews				1,820	146	0,177[a]
	≤ 3	42 (60,9)	27 (39,1)			
	4 or 5	55 (71,4)	22 (28,6)			
Importance of sales assistant recommendations				4,361	146	0,037[a,*]
	≤ 3	63 (61,2)	40 (38,8)			
	4 or 5	34 (79,1)	9 (20,9)			
Importance of product search				0,464	146	0,496[a]
	≤ 3	34 (63,0)	20 (37,0)			
	4 ou 5	63 (68,5)	29 (31,5)			
Do you like to buy cosmetic products?				16,168	146	< 0,001[a,*]
	Yes	94 (71,8)	37 (28,2)			
	No	3 (20,0)	12 (80,0)			
Like the most: Experience of buying				6,464	146	0,011[a,*]
	≤ 3	50 (58,1)	36 (41,9)			
	4 or 5	47 (78,3)	13 (21,7)			
Like the most: Try new products				3,520	146	0,061[a]
	≤ 3	32 (57,1)	24 (42,9)			
	4 or 5	65 (72,2)	25 (27,8)			
Like the most: Be able to know new brand or products				2,155	146	0,142[a]
	≤ 3	41 (60,3)	27 (39,7)			
	4 or 5	56 (71,8)	22 (28,2)			
Like the most: Gather information about the best products for me				5,276	146	0,022[a]
	≤ 3	27 (54,0)	23 (46,0)			
	4 or 5	70 (72,9)	26 (27,1)			

a: Chi-Square Test; b: Fisher Exact Test; *p < 0,05 is significant

(Source: Developed by the author with the data provided by the online survey (2019))

Appendix 5 – Differences between the three consumer profiles

	Lovers	Flirts	Non-Lovers
Degree of in interest in Cosmetic Products			
In general			
Lovers		<0,001*	<0,001*
Flirts			0,142
Non-Lovers			
Hair care products			
Lovers		0,404	0,004*
Flirts			0,120
Non-Lovers			
Make-up products			
Lovers		0,038*	0,022*
Flirts			1,000
Non-Lovers			
Skin care products			
Lovers		0,027*	0,007*
Flirts			0,660
Non-Lovers			
Personal hygiene products			
Lovers		0,007*	0,650
Flirts			1,000
Non-Lovers			
The most purchase products			
Perfumes			
Lovers		0,065	0,525
Flirts			1,000
Non-Lovers			
Hair care products			
Lovers		0,949	0,003*
Flirts			0,041*
Non-Lovers			
Make-up products			
Lovers		0,053	0,392
Flirts			1,000
Non-Lovers			
Skin care products			
Lovers		0,208	0,027*
Flirts			0,572

	Non-Lovers		
Where do they buy?			
Specialised Retail			
	Lovers	0,382	0,061
	Flirts		0,673
	Non-Lovers		
Beauty and aesthetics salons			
	Lovers	0,098	0,119
	Flirts		1,000
	Non-Lovers		
With whom do they buy?			
Friends			
	Lovers	0,339	0,289
	Flirts		0,035*
	Non-Lovers		
Alone			
	Lovers	1,000	0,001*
	Flirts		0,013*
	Non-Lovers		
Where do they search for information?			
Brands' websites			
	Lovers	0,126	0,098
	Flirts		1,000
	Non-Lovers		
With sellers of cosmetic brands			
	Lovers	0,319	0,022*
	Flirts		0,395
	Non-Lovers		
The main influencers in the decision-making process			
Friends' opinions			
	Lovers	0,509	0,029*
	Flirts		0,351
	Non-Lovers		
Sales assistants recommendations			
	Lovers	0,690	0,003*
	Flirts		0,062
	Non-Lovers		
Product research			
	Lovers	0,019*	0,017*
	Flirts		1,000
	Non-Lovers		

Multiple comparisons with Bonferroni; *: significant to a level of 5%.

(Source: Developed by the author with the data provided by the online survey (2019))

Appendix 6 – Key insights from the male consumers' in-depth interviews

					
# Interviewee	1	2	3	4	5
Consumers' Fictitious Names	**Archie**	**Josh**	**Kevin**	**Michael**	**Ben**
1. Do you usually buy any cosmetic product? If you don't buy any kind of cosmetic product, could you please justify it? If you do buy, could you please share how important cosmetic products are for you?	Yes – Why? Cosmetic products are part of his routine and contribute to his well-being and self-confidence.	Yes – Why? Cosmetics are part of his routine and one of his defining traits. And the brands are also important for the quality and fragrance they guarantee to the products.	Yes – Why? Cosmetic products make him feel better, more beautiful and more integrated into the surrounding environment.	Yes – Why? Cosmetics are important not only in aesthetic terms, but also in terms of health.	Yes – Why? Cosmetic products have an important role in life in society and for his own recognition as a careful person and with a good image, facilitating the acceptance of the individual as a social being.

2. Which cosmetic products do you buy the most? How often do you purchase them? And how much, on average, do you spend in this kind of products, per month? (your answer could be separated by type of product)	Perfumes: • The frequency of purchase is, usually, every two or three months, depending on the size of the product (once he uses the product until the end and only when it is finished is when he exchanges it or buy a new one). Furthermore, he usually buys and always uses the same. • On average, he spends about € 45 per article. Moisturizing products for the face and the beard: • The frequency of buying is very low, normally, two times a year. • On average, he spends about € 15 (maximum) every six months.	Skin and face care products: • The buying frequency is, usually, every month. • On average, he spends about € 20 / € 30 per month.	Perfumes: • The frequency of purchase is once a year, normally. • On average, he spends about € 60 per product. Face creams and cleaners: • The frequency of buying is every two months, usually. • On average, he spends about € 20 per month. Hair care products: • The purchase frequency is every six months, typically. • On average, he spends about € 20 per buying.	Skin care products: • The buying frequency is every three months, usually. • On average, he spends about € 45 per purchase. Shampoo for the irritated scalp: • The frequency of purchase is every two months. • On average, he spends about € 40 every two months.	Bath products: • The frequency of purchase is once a month, typically. • On average, he spends about € 15 per month. Perfumes: • The buying frequency is twice a year. • On average, he spends about € 60 per purchase. Skin care products: • The purchase frequency is once a month, usually. • On average, he spends about € 20 every month.
3. For you, which are the most important characteristics, the crucial ones, that a cosmetic must really have to be chosen by you?	• Fit with his needs • Appealing packaging • Confidence / guarantee in results (Quality) • Fragrance and that it be lasting • Good hydration (skin care products)	• Fragrance • Quality of ingredients	• Good value for money, being that the price is a very important factor • Feeling like he "does not use" the product • Quality	• Effectiveness • Quality	• Product composition (ingredients) – Quality • Visible effects

4. What are the decisive or critical factors that most influence your decision-making process, when choosing a cosmetic product?	• Fragrance • Price – However, if the product is really good (namely, perfumes), he is willing to spend more • Results	• Fragrance • Consumption habit	• Obtained results	• If the product is new: Communication and the "promise" of results • If he has already used the product: Results obtained previously	• Advice from others (professionals or users) • Good value for money
5. If you want to know more about a product or just get to know it, where do you usually search for information? And which are the main influencers in your decision-making process? (e.g.: reviews, recommendations, …)	• Internet • Reviews or recommendations from anyone who has ever used	• Friends and family, who use the product • Internet and online reviews	• Internet • Consumers' reviews	• Take advices from his wife	• Internet • Consumers' reviews
6. Now, about brands… are they important for you? Do you think it is important for brands to develop a relationship with their consumers, with you, for instances? Why?	Brands are important, but he does not consider that developing a relationship between the brand and its customers is so that important. – Why? What is really crucial is that brands convey trust and guarantee results. The relationship may just be important to ensure customer loyalty to the brand, but in his case, if he doesn't achieve the desired results, he changes brand.	The brands are important, yes. – Why? Says a little about his personality and what he likes or not. Developing a relationship is also essential, because the brand is part of the routine and has a great weight in the choice of a product, so it is crucial to create a connection.	The brand is important and the development of a relationship is also, it is even fundamental, because if he does not feel connected to it, he doesn't use it at all. Moreover, the brand must make a fit with him.	The brand is not that important. – Why? More than the brand, the important thing for him is to be a quality product that is not harmful to his health. Not always a product for being of a known brand is better than another of a less known.	He doesn't have particular regard or attention for the brands, except when it comes to the confidence in the product composition. Otherwise, the most important is the quality of the products, themselves.

7. Where do you usually buy this kind of items? And with whom do you purchase them?	Where: • Supermarkets • Parapharmacies • Specialised retail With whom: • With his girlfriend or his mother, but rarely alone	Where: • Supermarkets With whom: • Alone	Where: • Internet • Shopping centres With whom: • Alone • Friends	Where: • Pharmacies • Shopping centres With whom: • With his wife and often or almost always, she is the one who buys for him	Where: • Supermarkets • Specialised retail (perfumeries, natural products establishments, among others) With whom: • Alone • With his wife
8. And finally, … do you like to purchase cosmetic products? Do you really enjoy it? Is it like a funny activity for you? Why?	Neither likes nor dislikes, because the store experience isn't always the best, since these products are in very confusing segments if he doesn't know what he searches or wants exactly. Additionally, he doesn't consider it as a fun process, because it looks for speed and convenience.	He has no "pleasure" in buying cosmetic products, has no affection for the purchase moment. He just likes a lot to use this kind of items.	He likes to buy cosmetics, but he does not think it's fun. It is something he likes to do and to be concerned about, but he does not do it for fun, but out of necessity.	He makes it more by necessity than by enjoy it. According to him, as age advances some changes begin to be noticed and this type of products can attenuate this "hard reality".	Likes and finds it fun, because the process of choosing a product can be quite amusing.