GRADUATE SCHOOL OF BUSINESS & LEADERSHIP

THE EFFECTIVENESS OF A MALE GROOMING SOLUTION TO IMPROVE MALE SHOPPER BEHAVIOUR TOWARDS THE PURCHASE OF PERSONAL CARE PRODUCTS

Prathana Amrithlal

214584663

Thesis submitted in fulfilment of the requirements of the degree of Doctor of Business Administration

Supervisor: Dr Emmanual Mutambare

Co-Supervisor: Dr Rosemary Sibanda

2019

DECLARATION

I, Prathana Amrithlal, declare that:

i. The research reported in this thesis, except where otherwise indicated, is my original research.

ii. This thesis has not been submitted in part or whole for any degree or examination at any other institution.

iii. This thesis does not contain other persons' data, pictures, graphs or other information, unless specifically acknowledged as being sourced from other persons.

iv. This thesis does not contain other persons' writing, unless specifically acknowledged as being sources from other researchers. Where other written sources have been quoted, then:

   a. Their words have been re-written, but the general information attributed to them has been referenced;

   b. Where their exact words have been used, their writing has been placed inside quotation marks and referenced.

v. This thesis does not contain text, graphics or tables copied and pasted from the Internet unless specifically acknowledged and the source being detailed in the dissertation/thesis and in the references section.

Signature: ███████████   Date: 3 February 2021

ACKNOWLEDGEMENTS

The success of any project, other than one's own efforts, depends largely on the support, encouragement and guidance of many other individuals, both in the academic and personal spheres surrounding the individual. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this doctoral thesis.

First and foremost, I offer my sincere gratitude to Almighty God for granting me the wisdom, health and strength to undertake this doctoral research and granting me the capability to complete this study.

I would also like to thank my supervisor, Dr E Mutambare, for his mentorship, valuable guidance and patience. This dissertation would not have come to a successful completion without his supervision. Thanks goes to my co-supervisor, Dr Rosemary Sibanda who was sadly called to rest before the completion of this study. Her support, tenacity and guidance will never be forgotten. May she rest in peace.

Further thanks must go to Lawrence Abiwu of UKZN and Deepak Singh of DUT for their constant support, inspiration and fortitude in ensuring the successful completion of my dissertation.

I would also like to extend my greatest appreciation to my mum and dad for their endless support, motivation and encouragement. I attribute the success in all my endeavours to them. They have always been my powerhouse and driving force, inspiring me to achieve greater heights. I am truly blessed to have them as my parents.

To my little girl, who is the joy of my days and my inspiration to achieve greater heights, I am extremely grateful to God for blessing me with you.

My sincere appreciation goes to the Pavilion Centre Management for granting me permission to conduct my study and to the participants of my questionnaire, who have willingly shared their precious time in populating the questionnaires.

ABSTRACT

The cosmetic industry over the years has proven to be one of the fastest growing and most profitable industries globally. In the male cosmetic industry, male grooming and metrosexual trends have rapidly expanded across global communities, and in recent years have become a leading trend amongst South African men who are looking after their health as well as their physical appearance. The advent of the metrosexual trend has captured enormous attention for men to be more alert and mindful of their self-image, how to enhance their external appearance and how to uphold their own handsomeness no matter what challenges they may be facing. These emerging trends subsequently shaped the way businesses and companies expanded product lines and developed strategies to influence the shopping behaviour of men. Therefore, this study - to influence and improve male shopper behaviour towards the purchase of personal care products, investigated the effectiveness of a male grooming solution. This was a quasi-experimental study conducted among male shoppers at the Pavillion Shopping Centre in Durban, KwaZulu-Natal. Data was collected using a self-administered questionnaire between pre- and post-installation of the male grooming zone. Results indicated that pre installation of the male zone, shampoo, face care and body lotion were the highest consumed products while post installation results indicated that deodorant had the highest consumption rate followed by body lotion; while the face care and the perfume/cologne/aftershave segment were purchased at the same rate. It was also found that the intervention of the male grooming zone, post installation, had a perceived positive impact on self-image, self-esteem, lifestyle and celebrity association. The study revealed that emotional value, epistemic value and social value of the male shoppers were also perceived to have improved significantly post the installation of the male grooming zone. More than three quarters of male shoppers indicated that they preferred the new shopping environment. The outlook of male shoppers towards shopping for personal care products was also favourable and the amount of money spent on personal care products almost doubled. The study recommends that male grooming merchandise solutions be conceptualized and implemented for the improvement of male shopper behaviour towards the purchase of personal care products.

TABLE OF CONTENTS

xi

LIST OF TABLES

LIST OF FIGURES

CHAPTER ONE
GENERAL INTRODUCTION

1.1 Introduction

Men are becoming more conscious of their appearance in this modern era. According to Ling, Lim, Yeo & Tan (2014), the demand for male grooming products are increasing at a rapid pace. Most men consume personal care products to create, enhance, develop and maintain their identities. A greater proportion of men these days believe that the first impression perceived by others with respect to whether they look good or not is a healthy and good-looking skin (Ling et al., 2014). It has further been found that in this contemporary era, men are adjusting their self-image through the usage of a variety of products, due to the necessity to adjust to the diverse roles that they undertake in their lives (Cheng, Ooi & Ting, 2010). Yet, there is a dearth of research on the usage of male grooming products and on the extent to which male grooming merchandise solutions can improve the male shopper behaviour concerning the purchase of personal care products. The study aims to address this gap in research.

This chapter inter alia provides detailed information about the study. It begins with the background and problem statement and then proceeds to highlight the aims, as well as the motivation behind the study. Furthermore, the chapter highlights the key research questions and objectives that guide the investigation. It further outlines the study's key contribution, when completed, and provides the operational definitions of key terms. Finally, a summarised account of the other chapters is presented.

1.2 Background to the study

Men in this decade are going beyond hygiene, cologne and deodorants, and are opting for regular usage of products, such as eye serums, face masks and facial cleansers as looking good boosts their self-confidence. This trend has resulted in the rapid expansion of the men's grooming market within the consumer brand space. Men with higher disposable income and a desire to grow within their organisation, rely on male grooming products to enhance their appearance. To this end, they have re-defined the needs of male grooming, and by doing so, created an attractive opportunity for companies that manufacture men's products. Rising awareness regarding comprehensive body care, nourishment, and well-being among men; as well as the rising influence of social trends are supporting the growth in the male grooming segment (Abdoolla, 2019). Choudhury and Mukherjee (2014: 10) define personal care products as "those consumer products that are used purposely for beauty, personal grooming up, look

and style, and personal hygiene". According to Cheng et al. (2010), a survey conducted by Datamonitor discovered that more men (73%) in Europe and the United States are buying grooming products in comparison to women (72%). The increased consumption of personal care products has attracted cosmetic companies, health clubs, and other firms to embark upon a mass production of such products. This is due "to their strong exposure to the current highly popularised emergence of celebrity endorsement of grooming products" (Cheng et al., 2010: 574).

Kraft and Weber (2012) suggest that modern men are motivated by high-quality products that enhance their self-image and that they buy concepts and images that are closely associated with grooming products with the intention of producing a desired identity and self-image. Some scholars (Herter, Dos Santos & Pinto, 2014; Leng, 2016; Bakshi, 2012;) suggest that understanding consumers' behaviour is an important factor for firms, producers and middlemen in segmenting, targeting and positioning their products or services in the chosen target market. Leng (2016) recommends that in the course of understanding consumer behaviour, one important factor, which must be considered by the firm is gender. Leng (2016) advocates that many marketers use gender as the basis for market segmentation. Furthermore, Herter et al. (2014) contend that the consumer market is very broad and diverse a with different presence of gender awareness that is non-biological, including lesbian, gay, bisexual and transgender. According to Herter et al. (2014), many scholars believe that the consumption behaviour of males and females differs because they have disparate needs, personalities, and roles.

Baker (2012) expresses a similar opinion that traditionally, males and females approach purchasing decisions from distinct perspectives. The difference in such decisions occurs because men and women want dissimilar items that will meet their expectations or provide satisfaction. According to Baker (2012), females prefer items that will satisfy their long-term needs and wants, whereas males are more shortsighted in that they want to satisfy their instant or short-term needs and wants. Zayer and Neier (2011) suggest that women are usually associated with beauty care products, like fashion apparel and personal care products. Walker (2014), however, quotes plastic surgeon Dr. Andrew Khooas saying that modern men are anxious about their looks and well-being, due to social pressures within their societies. Therefore, men prefer to use cosmetics in an attempt to enhance their appearance and image within their society. Jitab (2011) also contends that due to the demands of life, most men, especially lawyers and doctors, prefer treatments that are quick and show instant results. This phenomenon has contributed to increasing demand for and consumption of grooming goods.

Bano and Sharif (2016) determined that in 1990, there was exponential worldwide growth in the personal care industry which has affected the traditional notions of masculinity. This growth is attributed to the increase in purchasing power and the influence of media. They further argued that the increasing use of grooming products was not a new phenomenon (Bano and Sharif, 2016). The consumption of grooming products has its origins in the fourth century BC when household products were used for the preservation of beauty. However, Bano and Sharif (2016) discovered that modern men were fascinated by their appearances, and desired to invest in it.

Sankaranarayanan and Mekoth (2014) express a similar view in that modern men prefer to utilise grooming products in an attempt to satisfy their urges to look good. They further suggest that this new development has given rise to a major expansion in the male personal care segment. Sankaranarayanan and Mekoth (2014) claim that, in the past, the only available male personal care products were shampoo, shaving cream and deodorant, but a wide product range is now available for men, including moisturisers, anti-ageing creams, and even facial mud masks. It was determined that there were more than 500 products available for men to select, indicating an increase from the 375 products launched in 2007 (Sankaranarayanan & Mekoth, 2014). The scholars argue that more than 3 600 products are available for men worldwide.

Similar to the opinion expressed by the above authors, it has been determined that in the last two decades, the beauty market globally has experienced a growth of 4.5% per annum (Łopaciuk & Łoboda, 2013). It has remained stable and most profitable in the past few years, despite the effect of the economic recessions on many businesses in 2008 and 2010. According to Matthews (2015), a study reveals that the US alone has contributed 21% to male grooming products globally, followed by the UK, which contributed 7%. It was discovered that the US has the greatest market share of male personal care goods, with a total sale of $4.7 billion annually (Matthews, 2015).

Matthews (2015) further suggests that in a study by Datamonitor, consumers reveal that approximately 52% of men globally consider their physical appearance as being highly important. Further, it was determined that out of that percentage, 27% utilised grooming products each day. According to Holmes (2014), more than 65% of men spend about 30 minutes daily on personal care or grooming products. It further determined that most men spent a greater proportion of their income on toiletries other than shaving products (Matthews, 2015).

Datamonitor revealed that men's spending on market toiletries increased by 3.6% in 2014 and was worth $22.2 billion at the end of 2014.

According to Hays (2017), there is an increase in consumption of personal care products in South Africa. The consumption and sale of pharmaceutical and cosmetic goods was 6% of total retail sales in South Africa. Hays (2017) further discovered that male personal care products in South Africa were valued at US$315 million in 2014. It has also been determined that the local demand for male personal care products is expected to grow by 6.1% over the 2015 to 2020 period in local currency terms. Hays (2017) further discovered that male personal care products had recorded a 13% increase in sales volume in 2016 because most men were more interested in using beauty care products to enhance their looks.

Research reveals that South Africa is not only an emerging market for male grooming or personal care products in Africa but for the world too (Fessehaie, Roberts & Takala-Greenish, 2015). The South African population is characterised by the middle-income group with strong political and socio-economic environments (McNeill & Douglas, 2011). Due to these changes, an enormous difference has become evident in the roles played by both males and females in their communities. According to McNeill and Douglas (2011), most men are increasingly consuming grooming products that were previously reserved for women. It has also been discovered that most South African men are now becoming increasingly metrosexual and conscious of their appearance, which in-turn resulted in the expansion and growth of the cosmetic industry (McNeill & Douglas, 2011). Research shows that there is a trade deficit of US$536 million for cosmetic products and US$667 million for cleansers and detergents in the South African Development Community (SADC) region. This presents an opportunity for the region to meet this demand within the country rather than importing from elsewhere (Ziba and Phiri, 2017).

Abdoolla (2019) contends that although the grooming market for men presents many opportunities to firms, limited research has been undertaken on the motivation contributing to an increase in the consumption of male grooming products.

The ability of a firm to break into the grooming segment requires strong dedication to developing and constantly improving products, generating new ideas and practices and carefully considering how the products can reach the target market (Cheng et al., 2010). Although there is a growing interest in men's grooming products, manufacturers of these products appear not to be interested in the satisfaction that men derive from the products. Most

producers of men's beauty care products are more interested in their profit margin at the expense of the satisfaction derived from these products (Abdoolla, 2019).

Previous studies by Beauchamp (2013); Branchik and Chowdhury (2012); Brosdahl and Carpenter (2011); Elsner (2012) and Leng (2016) only investigated an element of male grooming, and neither of them investigated the effectiveness of male grooming merchandise solutions. This study, in light of the above, intends to address this gap in research.

1.3   Problem Statement

These days, men have increasingly developed an interest in shopping activities while maintaining their masculine identity. Leng (2016) claims that in recent times, the advent of the metrosexual trend has captured enormous attention for men to be more alert and mindful of their self-image, how to enhance their external appearance and to uphold their handsomeness no matter what challenges they may be facing. Against this background, men have started to pay close attention to the most recent development of men's beauty care products and are searching for products to make them feel and look good (Moungkhem & Surakiatpinyo, 2010). Despite the increasing consumption of male grooming in South Africa and globally, there is a scarcity of research on the categories of male personal care products within the personal care segment; on male shopping behavior and specifically on testing if merchandise solutions can improve male shopper behavior towards personal care products.

Despite the emergence of men's interest to consume personal care products, businesses are failing to understand the factors that are important to them, specifically on product attributes and the ability of the product to deliver according to their needs (Cheng et al., 2010). This implies that producers may not know how to serve the male shopper. According to Brosdahl and Carpenter (2011), the ability of a manufacturer and retailer to blend the repertoire of male personal care products within the shopping environment is crucial in adequately serving the modern male shopper. The problem is that manufacturers and retailers are failing to understand how to better serve this modern man and as a result there, consumption is not at its peak.

Although there is an increasing demand for male beauty care products in South Africa and other parts of the world, it is not clear which type of beauty care products are most preferred by South African men (Abdoolla, 2019). Furthermore, studies on the effectiveness of a male grooming solution to improve male shopper behaviour towards personal care products have not been done.

1.4 Aims of the Study

The study aims to investigate the effectiveness of a male grooming solution to improve male shopper behaviour towards the purchase of personal care products in KwaZulu-Natal. Aside from this, the study aims to explore the key drivers which affect the attitude and behaviour of South African men in purchasing and consuming grooming and/or personal care products. Furthermore, the study aims to identify the types of personal care categories that male shoppers often purchase.

To attain the aim of this study, the male grooming merchandise solution will be tested in a retail store environment, and a new theoretical model will be developed relating to the study. In addition, another purpose of the research is to measure the spending patterns of male shoppers in terms of personal care products pre- and post-installation of the male grooming zone.

1.5 Motivation for the study

The main motivation for the study was to close the gaps identified by various literature studies, in order to extend the frontier of knowledge through the investigation of the effectiveness of a male grooming solution to improve male shopper behaviour towards personal care products. The male grooming segment witnessed a rapid growth in the past few years, and this presents massive opportunities for the cosmetic industries and retailers. Manufacturers of male grooming products need to have a thorough understanding of the attributes and benefits that male consumers want to derive from these products as well as the shopping environment that they prefer to shop within. This understanding ought to be taken into account in the production of these products as well as in the development of merchandise solutions respectively. Careful consideration is required in order to achieve the desired outcomes of cosmetic industries and retailers, in terms of productivity, profitability, and efficiency.

1.6 Research Design

The study adopted a positivist philosophy. This approach, when adopted, assists the investigator to be objective in the analysis of the findings from the respondents. The deductive approach to research was chosen over the inductive approach given the relevance to the study. A deductive approach has a great deal of strength. Saunders, Lewis and Thornhill (2009) argue that one of its strengths is that it is highly objective – which was required in this case. A quasi-experimental study was conducted based on the research method. The relevance of the experimental study in this research was that it allowed the researcher to introduce the male grooming zone and compare pre and post experiences of the male shoppers. The study

employed a quantitative research method and data was collected by means of a questionnaire. Data was analysed using Statistical Package for Social Sciences version 26.0.

1.7   Research questions
The study has the following specific research questions:

1.7.1   Which personal care product segments are purchased by male shoppers prior to and post the installation of the male grooming zone.

1.7.2   What is the level of self-image, self-esteem, societal beliefs and celebrity association among the male shoppers towards personal care products prior to and post the installation of the male grooming zone?

1.7.3   How do social, cultural and economic factors influence male shoppers towards the purchase of personal care products prior to and post the installation of the male grooming zone?

1.7.4   What is the level of emotional value, epistemic value and social value prior to and post the installation of the male grooming zone?

1.7.5   How do you feel about shopping for personal care in the retail store environment?

1.8   Research objectives
The following the main research objectives guide the entire investigation:

1.8.1   To determine the repertoire of personal care products purchased by male shoppers prior to and post the installation of the male grooming zone.

1.8.2   To investigate the level of self-image, self-esteem, societal beliefs and celebrity association among the male shoppers towards personal care products prior to and post the installation of the male grooming zone.

1.8.3   To ascertain the social, cultural and economic factors that influence male shoppers towards the purchase of personal care products prior to and post the installation of the male grooming zone.

1.8.4.   To determine the level of emotional value, epistemic value and social value prior to and post the installation of the male grooming zone.

18.5   To determine the outlook of male shoppers towards shopping for personal care post the installation of the male grooming zone.

1.9   Contribution of the study

The key findings which emanate from the study will add to the existing literature on male grooming but moreover close research gaps identified in the literature; and will serve as a reference point for the cosmetic industry, not simply in South Africa, but globally. The development of a new conceptual model that may help to improve male shoppers' behaviour towards the purchase of personal care products is unique to this study. Another contribution of the study is to determine how personal factors of male shoppers influence their purchasing behaviour. Additionally, the study is unique given the fact that it will identify the effectiveness of a male grooming solution on the purchasing behaviour of men towards the consumption of personal care products.

1.10   Operational definition of key terms

This section of the chapter provides an explanation of key terms used in the study.

- **Personal care product:** This is defined as those consumer products that are used "purposely for beauty, personal grooming up, look and style, and personal hygiene" (Choudhury & Mukherjee, 2014).

- **Male personal care products:** These are those "products that are used by men purposely for beauty, personal grooming up, look and style, and personal hygiene" (Choudhury & Mukherjee, 2014).

- **Gender:** In marketing, the term "gender" has a long history and it is considered to be an important segmentation variable (Kuruvilla, Joshi & Shah, 2009). Although gender and sex are frequently used interchangeably in marketing research, they represent different constructs. Wolin and Korgaonkar (2005), Palan (2001) and Putrevu (2001) defined gender as a traditional construct that relates to societal roles, whereas sex is considered as a natural condition which denotes to biological elements such as chromosomes and hormones. However, recent studies often use the term gender given the fact that it is extensively used in marketing research and due to its wider classification, that takes account of the sociological process determined by biological sex. In this study, gender has been conceptualised as either of the two sexes (male or female).

- **Consumer:** The term consumer has been defined as an individual who uses a product or service and is customarily called an end user since the individual is the last stop of interaction with the product or service. The individual does not usually shift or sell the item to a different person. However, it has been argued that the consumer is not necessarily the purchaser of a product or service. For instance, if cereal is purchased by

a mother for herself and her family, each family member is a consumer of the product. Similarly, if a mother purchases a family shampoo, each member of the family can use the shampoo, unless she purchases a beauty shampoo that specifically caters for her needs. Anyone who buys a product/service may not necessarily be a user or consumer (Hasan, 2010).

- **Consumer behaviour:** Different definitions of the theory of consumer behaviour exist. Chen, Lai, Goh and Daud (2013) refer to consumer behaviour as the study of what to purchase, how to purchase, where to purchase and why the purchase is being made. Consumer behaviour has further been defined by Chen et al. (2013) as acts undertaken by the individual who is directly involved in the process of obtaining and utilising a good, experience or service. Consumer behaviour is made up of decision-making processes, which leads to the act of purchase (Chen *et al,* 2013). According to Calder, Isaac and Malthouse (2016), consumer behaviour is the study of persons, groups of persons, or firms; as well as all the undertakings related to the buying, utilisation and ultimate disposal of a good or service. This includes the emotional, mental and behavioural responses of the consumer that precede or follow these activities.

- **Consumer shopping behaviour:** Ramprabha (2018) claims that a consumer's behaviour may differ subject to the place at which they are shopping and their level of involvement with the act of shopping. According to Orji, Sabo, Abubakar and Usman (2018), consumer shopping behaviour involves the study of wants, needs, drives, and thought processes of individuals which are used in choosing a product over an alternative and the patterns of buying dissimilar goods and services. Similarly, Nagpal (2014) maintains that consumer buying behaviour is the study of in what way individuals purchase, what they purchase, when they purchase and why they purchase. Furthermore, consumer buying behaviour endeavours to clarify the consumer or shopper decision-making process, both independently and in groups. The study of the characteristics of individual consumers such as demographics, psychographics, and behavioural variables is also included in the attempt to understand the needs and wants of the individual (Nagpal, 2014). Khaniwale (2015) defined consumer shopping behaviour as the study of individuals and the methods that these individuals apply to choose, utilise, and consume a product or service to meet their wants. The effects that these methods have on the individual and the society also form part of the study of consumer shopping behaviour. Khaniwale (2015) adds that consumer behaviour consists of the thought, emotional state and actions that an individual has or takes in

advance or while purchasing any good, service or idea. Consumer buying behaviour is a broad notion which answers questions such as "what, why, how, when, and where" the consumer actually purchases. Leading researchers such as Noel (2018) and Al-Salamin and Al-Hassan (2016) have advocated that it is important for organisations as well as marketers to know the influences that impact purchasing processes and buying decisions of consumers, as well as understand their shopping behaviour so that they can adequately serve them and secure a sale.

Male Grooming Zone: The male grooming zone referred to in this study is a merchandise solution that was developed for the personal care categories that are shopped by male shoppers. These categories were brought together in one section of the retail store and merchandised using the fixtures developed for the solution (Refer Appendix C). These categories were not grouped together previously, and male shoppers had to walk different areas of the store environment to locate the product that they required. The male grooming zone provides a section in which male shoppers can interact with the repertoire of male personal care categories.

1.11 Organisation of the study

This dissertation consists of seven chapters that are sequentially arranged from the introductory chapter. The following is an overview of each of the chapters.

1.11.1 Chapter One: Introduction

The chapter presents the background to the study. It proceeds further with the problem statement, followed by the aims of the research, its motivation, key research questions, research objectives, the contribution of the study and a definition of terms.

1.11.2 Chapter Two: Theoretical Framework

This chapter of the study will review theoretical frameworks which relate to personal care or grooming products. The aim of reviewing existing theoretical frameworks is for the researcher to develop a conceptual model to enable producers and distributors of men beauty care products to satisfy the taste and preference of the male shoppers, as well as to attract return on investment.

1.11.3 Chapter Three: Concept of Shopping

This chapter of the study will review empirical literature on the concept of shopping. The chapter will present a comparative analysis of the shopping behaviours of both male and female shoppers. The chapter will further analysis the perception of male and female shoppers towards beauty care or grooming products.

1.11.4 Chapter Four: Literature Review

This chapter first reviews literature on the personal care categories that male consumers often purchase. In addition, it reviews the literature on the personal, social, cultural, economic and psychological factors that influence the attitude of men towards the purchase of personal care products. This follows a discussion on the benefits that men derive from the consumption of personal care products.

1.11.5 Chapter Five: Research methodology

This chapter presents the research design and methodology which directs the study. The chapter also justifies the research approaches that were used to investigate the research phenomenon. It further provides the reasoning behind the research philosophy employed and the paradigm to be adopted. The chapter proceeds to describe the target population, sampling, data collection instrument, pre-testing of the research instrument, data quality control and data analysis.

1.11.6 Chapter Six:

Chapter Six will present, analyse and discuss the results prior to and post the installation of the male zone. A comparative analysis of the results from both studies will be provided. The data was analysed using SPSS, version 26.0. The interpretation of the results will be done by employing both descriptive and inferential statistics. Empirical evidence to support the findings will also be provided.

1.11.7 Chapter Seven: Conclusions and Recommendations

This chapter provides conclusions and recommendations that emerge from the study. The chapter further provides the directions for further research.

1.12   Conclusion

The chapter gave an overview of the research. The chapter further outlined the aims and motivation for the study. It proceeded to highlight the contribution of the study and the summary of the various chapters. The next chapter provides a discussion on theoretical frameworks relating to the study.

<div align="center">

CHAPTER TWO
THEORETICAL FRAMEWORK
</div>

2.1 Introduction

This chapter reviews theoretical frameworks that support shopping behaviour. The study draws on the existing theories presented by numerous researchers and makes reference to studies in which these theories have been deployed. The chapter furthermore identifies the theory most suitable for this study.

2.2 Theoretical Frameworks Supporting Buying Behaviour

Several theories support the buying behaviour of both males and females including the theory of reasoned action, social influencer theory, theory of planned behaviour, attitude-toward-object (Fishbein) model and attitude-toward-behaviour model. One of the aims of this study is to review all these theories and develop a new one relating to the study.

2.2.1 Theory of Reasoned Action (TRA)

Fishbein and Ajzen developed the theory of reasoned action (TRA) in 1980 and 1985 to provide the understanding of consumer behaviour and attitude towards the consumption of products. This theory has been applied in many studies across various countries including Thailand, China, and Malaysia. The TRA model is depicted in Figure 2.1.

Figure 2.1 Theory of Reasoned Action
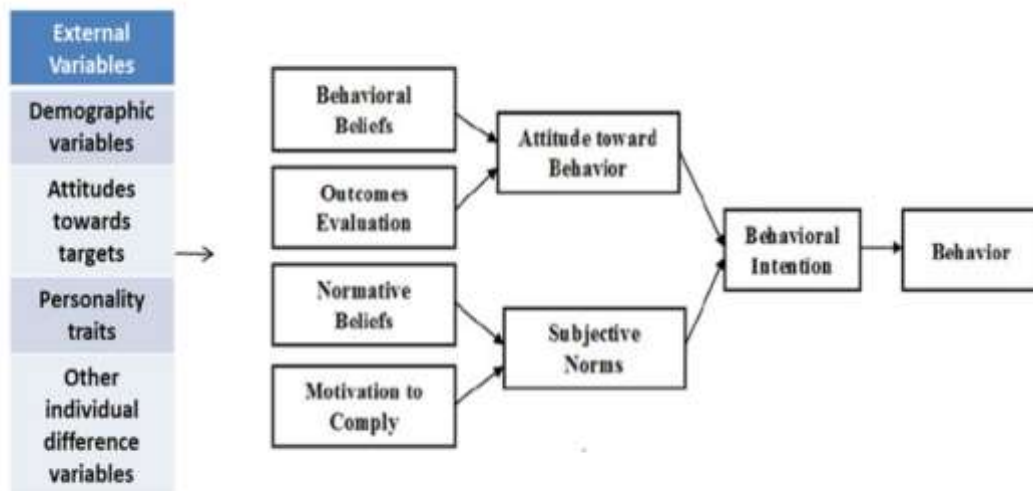
Source: Adapted from Fishbein and Ajzen (1985)

Suelin (2010) explains that TRA was coined in order to understand human behaviour. The proponents, Fishbein & Ajzen (1975) of TRA assume that consumers are often balanced and

make methodical use of the information accessible to them. The TRA has its origin in attitude theory and the social cognitive tradition, which focuses on individuals' views with respect to the upcoming performance of a specified behaviour. The central construct of the theory is intention. Intention is further regarded as a motivational construct which is perceived to be the greatest proximal determinant of behaviour. The theorists, Ajzen & Fishbein (1975), believe that intention carves the degree to which a person is likely planning to do something and invests their effort in pursuing what they were planning to do hence formulating a given behaviour. The founders (Ajzen & Fishbein, 1988) conceptualised intention as a function of two belief-based concepts, namely: attitudes and subjective norms. Attitudes are considered as positive or negative assessments of acting out the behaviour in future, whereas subjective norms reflect the beliefs that significant others would want them to carry out the behaviour (Ajzen & Fishbein, 1988).

TRA is based on the premise that consumers often deliberate the consequences of their actions before they decide to purchase or consume a particular product. These assumptions led to the application of TRA in many behavioural studies to predict and understand the behaviour and attitude of consumers. According to Sukato and Elsey (2009), the TRA presents the relationships or the links among opinions and beliefs, namely: normative structures, outlooks toward behaviour, subjective norms, behavioural intentions, and genuine behaviour. The TRA explains that behavioural intention carves the path for a specific behaviour and that such intention is determined by the consumers' attitude towards their own conduct, using subjective norms as a filter.

Behaviour is deemed to be almost equal to behavioural intention, which can be resultant from a combination of elements. The key element is the consumer's attitude toward purchasing the product. The subjective norms also form part of these elements. Through the concept of subjective norm, the theory distinguishes the power of other individuals in swaying behaviour (Hogg, Askegaard, Bamossy & Solomon, 2006). Fundamentally, it accounts for the opinions of others toward certain behaviour and is moderated by the degree to which the consumer is driven to comply with these views.

Sukato (2014) contends that the attitudes of male consumers towards behaviour concerns either being in favour of or against a specific conduct. A subjective norm on the other hand refers to secondary people or groups of people who would support or condemn the respondents performing a specific behaviour. The TRA claims that attitude which relate to behaviour is the

function of a cognitive structure that is a belief-evaluation complex, whereby behavioural intention is the belief that a certain conduct will result in a specific result.

Anute, Deshmukh and Khandagale (2015) contend that the TRA is formulated on the theory that a person's behaviour is forecasted by his or her attitude towards that type of conduct and how that person thinks other people would observe them if he or she demonstrates that behaviour. Anute et al. (2015) argue that a person's attitude, combined with subjective norms, develops his or her behavioural intention. Anute et al. (2015) further suggests that the TRA is an important theory that predicts consumer behaviour and provides an explanation for a particular type of conduct.

Hu and Jasper (2016), in their study, confirm that the TRA is the most appropriate, unique and universally acceptable theory that predicts consumer behaviour through attitude constructs. Hu and Jasper (2016) claim that to explain the purchase of male personal care products better within a Thai perspective, an additional construct, known as self-image, must be added to the TRA. According to Hu and Jasper (2016), self-image was incorporated into the TRA to improve the probability of male consumer behaviour towards purchasing skin care products in Thailand. This aspect is substantial, because men often purchase grooming or personal care products for the development, improvement, and maintenance of their self-image in order to depict the image of a well-groomed working person. Hu and Jasper (2016) maintain that the TRA is one of the most leading attitudinal models that can be applied mostly in numerous investigations to test consumer attitudes and behaviours when purchasing and consuming specific products.

Thota, Hermosillo, Keyhani and Walker (2014) determined that the TRA presents a superior approach towards the study of behaviours and attitudes concerning the consumption and use of personal care products. It is applicable to this study in the sense that it predicts and explains motivational aspects that affect the behaviour of consumers when they are deciding whether to use personal care products or not. The TRA is useful to this study in two ways – it assists in identifying how and where to target strategies to change consumer behaviour and attitude concerning the consumption of personal care products, and explains male consumer conduct and why men use grooming or personal care products.

Similarly, Ridwan, Maulina and Chan (2018) employed the TRA in their study to explain factors impacting the buying and consumption of skin care products by males in South Korea and Indonesia. Ridwan et al. (2018) ascertained that the TRA helps both male and female

consumers to develop a positive attitude towards organisational products. The TRA effectively predicts the variability in people's behaviour across many contexts, populations, and behaviour.

The fact that the TRA has been influential in predicting people's behaviour across many contexts does not automatically mean that it is a good theory to be applied in all studies that relate to consumer behaviour. The TRA was subject to extensive scrutiny by many authors including Ogden (2003), Greve (2001), Smedslund (2000), Liska (1984) and Miniard and Cohen (1981). Critiques (Ogden, 2003; Greve, 2001; Smedslund, 2000) suggest that a theory should be falsifiable to be a worthy theory. Therefore, if the TRA is not falsifiable, then it is not a worthy theory irrespective of how many researchers have confidence in it to be useful. Critiques have also questioned the validity of the TRA based on between attitudes and subjective norms (Miniard & Cohen, 1981; Trafimow, 1998). The rudimentary problem was the conceptualisation of the term attitudes and subjective norms. The critiques argue that to appreciate the conceptual problem, attitudes are supposedly determined by beliefs about consequences. On the other hand, subjective norms are determined by normative beliefs. A high association of attitude toward behaviour and subjective norms to behavioural intentions was discovered in empirical tests and uses of the TRA. However, the identified aforementioned high relationship between behavioural intention and actual behaviour is one-dimensional because of circumstantial limitations (Sheppard, Hartwick & Warshaw, 1988). It is maintained, for an array of reasons that behaviour is not always within the comprehensive control of the individual. Due to this, an added variable intermediating between intentions and behaviour is necessary (Warshaw 1980). This added variable was provided by Ajzen in 1985 when he published the Theory of Planned Behaviour (TPB) (Ajzen, 1985).

2.2.2 Theory of Planned Behaviour

The theory of planned behaviour is an extension of the TRA and is one of the most widespread and influential theories designed to foresee and describe human behaviour. The TRA and TPB models are based on the principle that people make rational, reasoned decisions to employ particular behaviours by firstly, assessing the information at their disposal (Fishbein & Ajzen, 1985). The TPB is based on the theory that the performance of a behaviour is determined by a person's intention to participate in it; as well as the perception that the behaviour is within the control of the person. The TPB is depicted in Figure 2.2.

15

Figure 2.2   Theory of planned behaviour
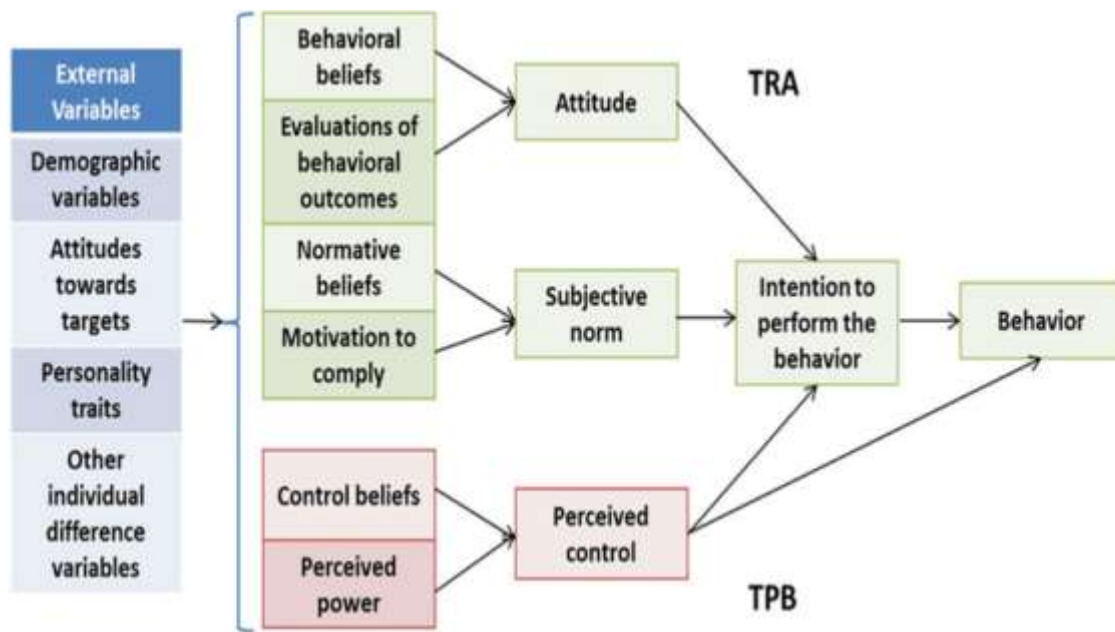
Source: Adapted from Icek Ajzen (1991) and Fishbein and Ajzen (1985)

According to Ajzen (1991), the TPB is based on constructs such as attitudes, social support, self-efficacy and intention which forecast, envisage and explain an individual's behaviour. The TPB is further appropriate when the profitability of success and tangible control over the performance of a behaviour are suboptimal (Ajzen, 1991). In addition to the attitudes and subjective norms, which form the groundwork of the TRA, the TPB's key contribution is the notion of supposed and perceived behaviour control, an individual perception of the ease or difficulty of carrying out the particular behaviour (Ajzen, 1991). The theorists assume that how resilient the attempt the person makes to engage in the behaviour and how of much control that person has over the behaviour (behavioural control) are significant elements in whether that person actually engages in the behaviour (Fishbein & Ajzen, 1985).

According to the TPB, the attitude of a person towards the behaviour, the subjective norms and perceived behavioural control are separate variables independent of each other that predict the behavioural intention of an individual (Ajzen, 2002). Conner and Armitage (1998) explain the TPB as a premeditated processing model, as it advocates that consumers make their behavioural decisions after cautiously and pragmatically considering all available information to them. Chan and Bishop (2013) suggest that the willingness of a person to perform a certain behaviour, specifically behavioural intention, is a forerunner of behaviour. Powell and Ham (2008) affirm that the behaviour and behavioural intentions of shoppers and consumers depend

on three major variables. This includes the attitude towards the behaviour, the understanding or beliefs regarding the results of the behaviour; and the social norms or pressures that the shoppers and consumers are subject to. The TPB has widely been used to obtain an understanding of the several factors influencing the behavioural decision-making of consumers (Al-nawayseh, Alnabhan, Al-Debei & Balachandran, 2013).

The main and foremost focus of the TPB is the intention to perform a certain behaviour by the individual (Al-nawayseh et al., 2013). Behavioural intention of a consumer discloses the factors that motivates and influences a consumer to execute a specific behaviour. These factors are motivational in nature and they determine the extent of a consumer's enthusiasm to exhibit a specific behaviour (Ajzen, 1991). The stronger the consumer's motivation (behavioural intention), the more probable the consumer will perform the behaviour. Behavioural intentions are defined as the expected outcomes that pave the way for the planned behaviour (Al-nawayseh et al., 2013). They are shaped by an individual's attitude, subjective norms and perceived behavioural control (Kim, Kim & Goh, 2011). According to Tarkiainen and Sundqvist (2005), a consumer engaging in a specific behaviour is a combined function of the consumer's behavioural intentions and perceived behavioural control. It is intrinsically apparent that perceived behavioural control and behaviour are correlated. Armitage and Conner (1999) suggest that this link advocates that individuals are more inclined to perform behaviours that they have control over than those behaviours over which they have no control. The perceived behavioural acts as a control device that includes the views of control over carrying out the behaviour. The perceived behavioural control measure was included to predict the behaviour over which consumers have partial or incomplete control (Armitage & Conner, 2001; Olivová, 2011). This measure extends the applicability of the theory with the prophecy of the effortlessly performed, volitional behaviours of individuals, as well as the compound behaviours of individuals (Conner and Armitage, 2001).

The inclusion of the aforementioned perceived behavioural control element added significantly to the model, mainly concerning the prophecy of intention and actual behaviour for situations in which there are restrictions on action. However, when a consumer's volitional control is high, it becomes unnecessary to quantify perceptions of control, and the TPB becomes undistinguishable to the TRA (Ackermann & Palmer, 2014). Behaviours that are under volitional control or that are relatively straightforward can be effectually foreseen by the TRA. A consumer's intention to purchase a product is volitional, and therefore very little constrains exist. (Armitage & Conner, 2001).

Variables such as behavioural beliefs, subjective norms and perceived as represented in the model in Figure 2.1 can be used to for the purpose of the study as these variables impact on the intention to perform the behaviour which influences the purchase intention of the consumer. A behavioural belief is the subjective probability that the behaviour will produce a given outcome or experience Chan and Bishop (2013). In relation to the study, if the consumption of personal care products by males will enhance their appearance, and increase their self-esteem, self-image and confidence, then the resultant behaviour will be the purchase of the respective male grooming products. Demographic variables and personality traits will also be taken into account.

2.2.3   The Social Influencer Theory

The social influencer theory was developed by Kelman (1958). The essential theme of the theory is that the attitudes, beliefs, and subsequent actions or behaviours of a person are influenced by referent others. This influence occurs through three processes which includes compliance, identification, and internalisation. Kelman (1958) maintains that social influence brings about changes and fluctuations in attitude and actions, and that changes may take place at diverse levels. The variance in the level of changes can be ascribed by the differences in the processes through which individuals concede to be influenced. Kelman (1958) described three primary processes of influence which include compliance, identification and internalization. Compliance occurs when influence is accepted by the individual and the induced behaviour is adopted to gain rewards (or, approval) and avoid penalties (or, disapproval). Identification occurs when the induced behaviour is adopted by the individual to establish or sustain a desired and beneficial association to another individual or group of individuals. Internalisation occurs when individuals consent to the influence after perceiving that the content of the induced behaviour will be rewarding to them. The content indicates the beliefs and activities of others. Therefore, individuals will adopt the induced behaviour upon realising that it is harmonious with their value system. Each of these processes can be symbolised by a function of three factors of influence. These include the comparative importance of the expected effect, the comparative power of the influencing agent, and the prepotency of the convinced response (Kelman 1958). Hence social influence is significant in shaping an individual's attitudes, beliefs and actions,

Bandura (1984) maintains that on the basis of informative feedback, consumers develop thoughts or hypotheses about the types of behaviour most likely to succeed. These set of

propositions further serve as guides for upcoming actions. Figure 2.3 illustrates the social influencer theory.

Figure 2.3 Social influencer theory
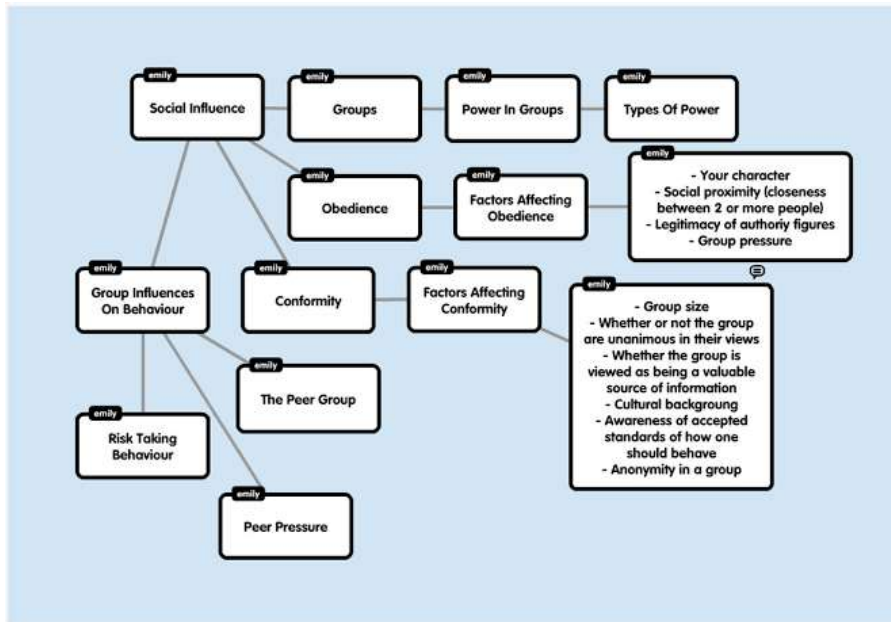
Source: Bandura (1984)

According to Bandura (1984), behaviours of individuals are learned either consciously or unconsciously through example. Influencers lead by example, and recommend, encourage or reinforce products that they like through advertorials. It is argued that people observing these examples may more probably embrace and adopt those behaviours exhibited by the influencer (Bandura, 1984). This strategy is widely adopted by brand marketing experts in the hope that the influencers will have a host of followers and trial those specific products. Many organisations adopt brand ambassadors as well as celebrities to consume and market their products and services.

Word-of-mouth has proven to be more effective than communication and messages from brand marketers because consumers believe that word-of-mouth is more reliable (Lee & Yuon, 2009). This can also be viewed through the lens of attribution theory. The theory is based on how a person attributes an observation to the external circumstance or the person's internal disposition (Fiske, & Taylor, 1991). The more the consumer attributes the communicator's review about a product to that product's actual performance, the more the consumers will perceive that the communicator is credible, the consumer will have more confidence in the accuracy of the review, the stronger the consumer's belief that the product has the attributes mentioned in the review (Lee & Yuon, 2009). Influencers play a leading role in shaping other

consumers' opinions on products and services. It is, therefore, important for brand marketers to keep conversations online positive to persuade other consumers to try their products.

Just like TRA and TPB models, the social influencer theory is also relevant to this current study. Variables such as social influence, peer pressure group, and types of power are key to this study. The variables will have an impact on the type of male grooming product or brand purchased as the emotional, social and epistemic values derived from the consumption of the product which will affect the final purchase decision. If the consumption of a specific male grooming product is supported by peers, provides power and self-confidence to the individual, it will be consumed. Brand ambassadors as well as celebrity endorsements are also key to the study as it is assumed that a sense of pride will be felt by the consumer if the association of product usage with the consumer and celebrity is made.

2.2.4 Attitude-toward-object (Fishbein) model

The most established and dominant version of the multi-attribute model is the Fishbein model which is also known as the attitude-toward-object model. This model states that the number of attributes considered by the consumer signifies the set of salient beliefs used to formulate attitude (Du Plessis & Rousseau, 2008). The illustration below represents the attitude-towards-object (Fishbein) model.

Figure 2.4   Attitude-towards-object (Fishbein) model
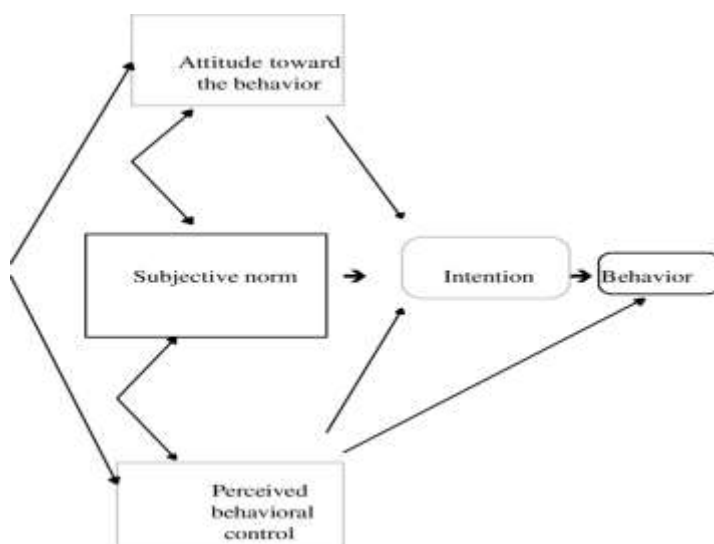
Source: Solomon et al. (2006) and Athola (1985)

20

The Attitude-towards-object model was developed on the notion that an attitude is determined by the evaluative response to a salient property as well as the strength of belief linking the salient property to the attitude (Athola, 1985). Therefore, this model suggests that when consumers identify a product or brand to have a sufficient number of favourable attributes, they will generally have a positive attitude towards that specific product or brand, and vice versa (Schiffman & Kanuk, 2014). The model makes use of three components, namely the salient beliefs that a consumer has about an attitude object, object-attribute connections that function as an indication of the likely significance of an attitude object attribute, and the assessment of each of the significant attributes (Hult, Pride & Ferrell, 2014). Salient beliefs consist of awareness regarding the attitude object, generally collected from cognitive processing (Du Plessis & Rousseau, 2008). The Fishbein model distinguishes three basic variables which includes customer attitude towards particular object, beliefs that this object has certain attributes (benefits, values, features), which can be a result of prior knowledge and advertising and the subjective evaluation of this attributes and positive outcomes which relates to benefits from acquiring this object.

Many researchers maintain it is possible to predict behaviour of consumers if certain elements are incorporated into specific studies. These elements include the study of attitudes and the effect of the behavioural intention. Where it is found that there is a considerable overlapping between the attitudes and the behavioural intention of the customer and if the attitudes of the customer towards an element is known – it is then possible to predict the subsequent behaviour of the customer Alsamydai and Khasawneh (2013). This theoretical basis of attitudes was employed in several studies, namely Ajzen (1985, 1991, 2001, 2002, 2006); Fishbein (1968); Rosenberg (1956) and Osgood and Tannenbaum (1955) to predict the behaviour of consumers.

According to Jaccard (2012), many researchers primarily focus on studying the attitudes of shoppers and consumers towards numerous elements such as products, services and ideas. On the other hand, many researchers have adapted the Fishbein model in executing the various functions of marketing. Alsamydai and Khasawneh (2013) and Ghose and Chandra (2019 used the Fishbein model to study attitudes and they were successful in using and applying this model in many cases that related to products or services or ideas.

After a careful examination of attitude-towards-object (Fishbein) model, the elements that are relevant for this study include subjective norms and attitude towards behaviour. These variables

influence intention and behaviour. It is evident from this model that the attitude of the customer leads to specific behavioural intentions and behaviour and this can be applied towards the purchase of male grooming products. The behavioural intentions generally result in a particular action, and it is therefore important for manufacturers of male grooming products to acquire information about the attitude of male shoppers and consumers towards products that they produce. If their attitude is favourable, then the behaviour of actually making a purchase is probable. On the other hand, if their attitude is unfavorable, then the marketing team within the organisation will need to revise product offerings in this regard, as well as focus efforts on creating a favourable association with the brand and its product offerings.

2.2.5 Attitude-toward-behaviour model

In comparison to the attitude-toward-object model, the attitude-toward-behaviour model is a measurement of a consumer's attitude concerning behaving or acting regarding a specific attitude object, rather than calculating the attitude toward the object itself (Schiffman & Kanuk, 2014). Figure 2.5 represents the attitude-towards-behaviour model.

Figure 2.5 Attitude-towards-behaviour model
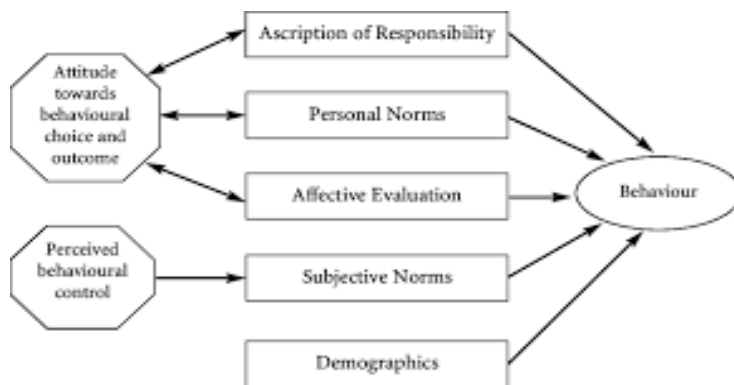
Source: Schiffman and Kanuk (2014)

The attitude-toward-behaviour model is a model that suggests that a consumer's attitude towards a particular behaviour is a function of how strongly the consumer believes that the action will lead to a particular outcome which could be either favourable or unfavourable. The attitude of a consumer concerning a specific behaviour is determined by a set of behavioural beliefs linking the specific behaviour to several attributes. This increases the model's capability to predict the behaviour of a consumer (Svensson and Sjöberg, 2012). Furthermore, Olivová (2011:24) emphasises that "a positive attitude towards an object will not necessarily result in a purchase, as the consumer might have a negative attitude towards purchasing the object".

Therefore, this model has a unique appeal, as it relates more diligently to the actual behaviour of a consumer than the attitude-toward-object and outcomes."

Constructs such as personal norms, subjective norms and demographics will be extracted from the attitude-toward-behaviour model as these constructs have appeared to be major factors impacting on purchase intention and behaviour of consumers.

2.5.6   Tri-component attitude model

The advocates of the tri-component attitude model assume that attitude is a combination of motivational, emotional, perceptual and cognitive processes and that the model includes three elements. These elements are cognitive, affective and behavioural components (Hawkins & Motherbaugh, 2013). Schiffman and Kanuk (2014) advocate that these three components form the foundation of the tri-component attitude model. Figure 2.6 illustrates the tri-component attitude model.

Figure 2.6   Tri-component attitude model
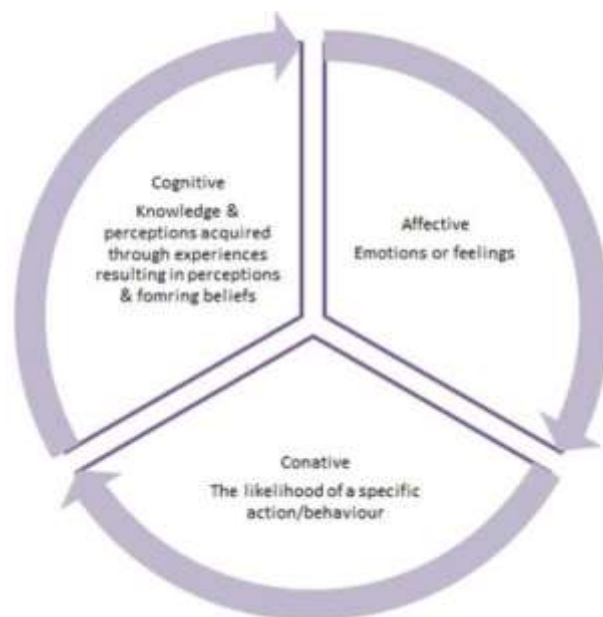
Source: Schiffman and Kanuk (2014:198)

The tri-component attitude model is based on attitude and its components. According to Schiffman and Kanuk (2010), the model is built on the notion that attitudes are composed of three components. These components include a knowledge (cognitive), a feeling and emotional (affect) and an action (conative) component. The cognitive component of the model

encompasses constructs such as the mindfulness, beliefs, knowledge, and awareness of the shopper or consumer regarding an object. This component takes perceived risk and perceived value as variables. The affective component represents the feelings and emotional response towards an object or activity. Trust and satisfaction are variables within this component. The affective component is evaluative in nature, and ultimately determines a person's overall evaluation of the attitude object in terms of some kind of favourableness rating. The behavioural component of the model encompasses the consumer's propensity to react a certain way towards an object or activity which is the tendency to exhibit a specific behaviour. The remaining component of the model, the behavioural component is also known as conative component, which establishes a consumer's intention to purchase. This component takes repurchase intention as a variable and takes consumer's purchase experience as a moderator variable (Schiffman and Kanuk, 2018). Blythe (2013) maintains that in marketing and with regard to consumer behaviour, the conative component is regularly treated as an expression of the consumer's intention to make a purchase. According to Petty (2018), with regards to the establishment of attitude, the three components of the model play an important role. However, their relative significance may differ according to the consumer's degree of motivation which is dependent on the attitude object.

This model is relevant to the study as it is based on the aforementioned empirical evidence. The components of the model have proven to be key variables which influence the purchase intention and behaviour of the consumer.

2.4.7 Hierarchy of effects

Attitude researchers have developed the hierarchy of effects in an effort to help clarify the effect of the three components of the tri-component attitude model, namely: cognitive, affective and behavioural components on the attitude of a consumer (Solomon & Rabolt, 2009). The hierarchy of effects consists of three hierarchies, which include the standard learning hierarchy, the low-involvement hierarchy, and the experiential hierarchy. The hierarchy of effects is depicted in Figure 2.7.

Figure 2.7   Hierarchy of effects

Standard Learning Hierarchy

| Beliefs | Affect | Behaviour | Attitude |

Low-Involvement Hierarchy

| Beliefs | Behaviour | Affect | Attitude |

Experiential Hierarchy

| Affect | Behaviour | Beliefs | Attitude |
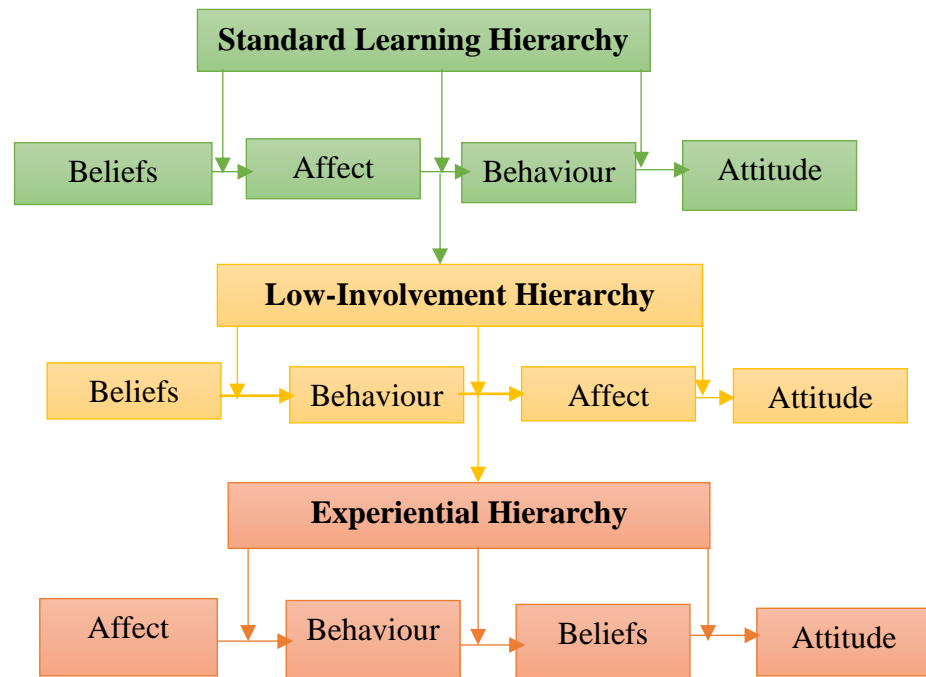
Source: Solomon and Rabolt (2009:282)

Solomon and Rabolt (2009) explain that the first stage of the model is the standard learning hierarchy. This involves the processes involved in which the consumer develops beliefs about a specific item or product by means of gathering information regarding the product and its attributes. Thereafter, the consumer proceeds to assess the beliefs and develops a feeling or mindset regarding the product. Based on the aforementioned developed feeling, the consumer will then employ an appropriate behaviour like purchase the item or product. The standard learning hierarchy explains that after the consumer engages in a particular behavior, the consumer then forms an attitude towards the product (Solomon & Rabolt, 2009). Rath, Bay, Petrizzi and Gill (2008) argue that shoppers or consumers make use of a problem-solving approach with regards to making a purchase decision. Solomon and Rabolt (2009) maintain that when attitude is shaped by means of the low-involvement hierarchy of effects, the decision to make the specific purchase is based on the consumer's knowledge about the product or service opposed to how the consumer actually feels. According to Rath et al. (2008), the purchase decisions involved in a low-involvement hierarchy is mostly unimportant to the consumer. In addition, brand preferences are not taken into consideration about the purchase. Solomon and Rabolt (2009) assert that once the consumer has purchased the product, an emotion or affect regarding the product or service is developed, and the attitude that is then formed is grounded on the behavioural learning process. Rath et al. (2008) argue that this kind

of purchase decision is likely to be out of habit or according to availability of the product or service.

On the contrary, the experiential hierarchy explains that the discussion to purchase the product is entirely based on the feelings of the consumer concerning the specific product or service (Rath et al., 2008). The views and beliefs about the product or service occur after the purchase and enforce the initial effect. In this perspective, attitude developed is dependent on the hedonic value of the product consumption. Hedonic value is defined as the value that a customer enjoys and extracts which is based on the quantum of fun and playfulness experienced (Tasci and Ko, 2016)

Solomon and Rabolt (2009) clarify that a product or service can attract two types of involvement by the shopper or consumer, which is either a high-involvement or low-involvement. The type of involvement is dependent on product's ability to assist in expressing the consumer's identity.

The hierarchy of effects models are commonly used by marketing researchers as it is useful in enlightening why consumers have specific feelings regarding a product or service. These models offer information to organisations to enable them to modify and alter the attitude of consumers concerning specific products or services. The attitude of consumers towards a product or service can also effectively be measured using the models (Erasmus, Boshoff and Rousseau, 2001). Schiffman and Kanuk (2014) point out that the hierarchy of effects models were designed to understand and measure the perception of consumers and assessment of crucial attributes or beliefs about a specific attitude object.

As shown in the hierarchy of effects model, there are three variables which have significant impact on the purchase intention and behaviour of the consumer, namely: attitude, belief, affect and behaviour which are also relevant to the study on hand.

2.5   Theoretical Framework Comparative Analyses

Having reviewed all the theories that underpin the study of consumer behaviour, it was found that TRA is the most appropriate theoretical framework which supports this study based on a number of reasons. The TRA model was selected because it best describes the behaviour and attitude of men concerning the consumption of personal care products. The TRA was applied in a similar study in Thailand by Hu and Jasper (2016) to predict the purchasing behaviour of men towards grooming products. Research suggests that personal care products are becoming of great importance to some men, as these products assist in enhancing self-image and creating

symbolic meaning (Khan, Dongping, Abdullah, Ahmad, Ahmad and Ghazanfar, 2017). The findings underscore the importance of the TRA. Self-image was incorporated into TRA to better explain behaviour and outlook of men towards beauty care products in the Thailand context. The TRA found to be the most appropriate theoretical framework that best predicts and explains the behaviour of male shoppers. Compared to other models, the TRA model presents a superior approach towards the study of behaviours and attitudes concerning the consumption and use of personal care products. It is pertinent to this study in the sense that it envisages and explains motivational factors that influence the behaviour of consumers when making decisions about the usage of personal care products. As discussed above, the TRA is useful to this study in two ways – it assists in identifying how and where to target strategies to change consumer behaviours and attitudes concerning the consumption of personal care products, and furthermore explains the conduct of the male consumer and why men use grooming or personal care products.

Ridwan, et al. (2018) employed the TRA to explain the factors impacting the purchase and consumption of skin care products by men in South Korea and Indonesia. The study confirmed that the TRA is an appropriate theoretical model that best explains consumer behaviours and attitudes and provides a framework to study male consumer attitudes towards the purchase and use of grooming products. The study concludes that the TRA model helps both male and female consumers to cultivate a positive attitude towards an organisation's products. Research shows that in this contemporary era, men are modifying their self-image through the use of a variety of products, due to their necessity to adapt to the different roles that they undertake in their lives (Cheng et al. 2010). A study by McNeill and Douglas (2013) found that most men are increasingly consuming grooming products that were previously reserved for women because they want to be attractive like others. These findings underscore the importance of the subjective norms -- the social pressure experienced by the individual in respect of performing or not performing a specific behaviour (Ajzen, 1991). The subjective norms further describe the degree to which individuals are subjective or aware of the views of a salient referent regarding how they ought to behave (Jin and Kang, 2010).

2.6   Chapter Summary

The chapter reviewed the theoretical models that underpin consumer behaviour and attitude concerning the consumption of products. Elements from the various models that are relevant to the study were highlighted. The next chapter provides an extensive discussion on the concept of shopping.

CHAPTER THREE
CONCEPT OF SHOPPING

3.1   Introduction

The intent of this chapter is to review relevant literature on the concept of shopping. A comparative analysis of the shopping behaviour of both male and female shoppers will be done in this chapter. The chapter will further analyse the dissimilarities in the perceptions of male and female shoppers towards beauty care or grooming products. In addition, the chapter will discuss the processes that consumers undertake when making purchasing decisions.

3.2   Difference in Shopping Behaviour of Men and Women

Empirically, gender has been and still is a form of segmentation most frequently applied by marketers or distributors. In previous studies undertaken by Johnstone and Conroy (2005) and Otnes and McGrath (2001), it was discovered that gender is a key determinant which influences the manner people shop. Generally, women are noted for enjoying shopping more than men and have a higher association with the retail environments as compared to men (Meyers-Levy & Sternthal, 1991; Polegato & Zaichkowsky, 1994). It has further been argued that that women report added positive shopping behaviour results than men, including the degree of satisfaction, recommendation return intents and hedonic shopping (Patterson, 2008). However, in recent times, research suggests that men are increasingly engaging in shopping activities (Mattingly & Smith, 2010). According to Brosdahl and Carpenter (2011), considering the rising significance of male consumers from a shopping perspective, it is important for manufacturers and retailers to understand the differences between men and women while shopping.

Lipowski & Angowski (2016) suggests that men and women vary in terms of information processes and decision-making processes. According to Lakshmi, Niharika and Lahari (2018), a decade worth of scientific research exists that reveals there are apparent variances in how men and women conduct themselves as shoppers. Men and women reason in a different way regarding shopping and will approach the deed of shopping differently. These findings are similar to the findings uncovered by Kraft and Weber (2012), who argued that men and women need dissimilar products and that they probably have dissimilar ways of liking and gaining these. This implies that gender has a vital role in consumer behaviour. Chahal (2015) concurs that the distinctions between men and women about expectation, want, need and lifestyle reflect to their consumption behaviours.

Haron (2015) asserts that men and women actually do have fundamentally diverse sets of characteristics. Each of the sexes has a strongly rooted characteristic. Women display more

compassion, warmth and apprehension as compared to their counterparts (men), but women have the tendency to change depending on place, context, social and cultural factors. By contrast, men are more concerned with characteristics such as emotional stability, power, rule awareness and vigilance. Nevertheless, it has been found that both men and women will approach problems with comparable goals but dissimilar consideration (Haron, 2015). Women, from an empirical point of view, are more concerned with how problems are resolved. Women share and chat about problems. However, for men resolving problems demonstrate their aptitude and obligation to a relationship.

Siddiqui (2016) argues that men and women have unique characteristics and behaviours towards shopping. Women prefer detailed advertisements, they resonate well with very fine differences, they prefer a two-way and colloquial style of dialogue, robust colours and evocative images and also prefer further feminine features in advertisements. By contrast, men favour advertisements that often place emphasis on one key object. Less is more for men. They prefer to be exposed to the big picture as they reason in a macro way. Men are less probable to process multifaceted metaphors; they prefer and enjoy humour in advertisements and are typically cruder and more forceful. Men consider a casual style in advertisements irritating and do not really respond to any colours, and images seem irrelevant.

Kuruvilla, et al. (2009) claim that the shopping process is a mission for men. The process of undertaking shopping is unliked; however, they enjoy and like having a product or item purchased for them. Although this difference is subtle, it is an important one. Women prefer interaction whereas men prefer self-service. Women are inclined to place more emphasis on people while men would prefer to find what they are looking for without having to deal with a salesperson. Men prefer to shop in a de-cluttered environment. Women are inclined to make purchases on instinct and the spur of the moment or because an item is in fashion however men are inclined to make a purchase based on a product's use and what value can be extracted from the product. From a gender perception standpoint, women feel a sense of pride in their capability to get the finest products at the best, most competitive prices. Marketers need to understand this insight greatly as they develop promotional campaigns which encapsulate selective deals which offer a sense of achievement for women and their shopping experience. Men purchase on instant needs as opposed to waiting for best deals or most competitive prices. They only buy what they need, and not a pantry-load despite the deal offered (Kuruvilla, et al. 2009).

Lakshmi, et al. (2018) contend that the main misunderstanding is that men do not like shopping. Men shop in the areas of the retail outlet containing the product categories they require and then leave. Men prefer to have the ability to locate the item or product they are going to be purchasing without much effort. In-store signage resonates well with male shoppers. They would walk up to the section of the store environment that contains the product that they are looking for, put it into their basket and proceed to the check-out. This does not mean that men do not like shopping. Women, on the other hand, enjoy browsing and shopping. They walk the lengths of the retail store and deliberate much before placing an item their basket. Women often walk the same aisle more than twice before making a decision to purchase. This differences in the behaviour of shopping between men and women are depicted in Figure 3.1 below.

Figure 3.1. How Men and Women do shopping

Source: Adapted from Lakshmi et al. (2018)

3.3   Consumer Purchase Process

According to Suelin (2010), the consumer purchase cycle describes the consumer decision-making process and the type of resolution that purchasers make when selecting from the range of products available in the market. Choudhury & Mukherjee (2014) discovered that consumers and shoppers go through five stages in making informed buying decisions. These stages that consumers go through in making purchase decisions are demonstrated in Figure 3.2.

Figure 3.2. Traditional Model of Consumer Purchasing Decision-Making

> **Stage One - Recognition of problem or need**
> The recognition of the particular problem or need and here the buyer has a need to satisfy or a problem that needs solving, and this is the beginning of the buyer decision process.

> **Stage Two - Search for information**
> Buyers here begin to look around to find out what's out there in terms of choice and they start to work out what might be the best product or service for solving the problem or satisfying any need.

> **Stage Three - Evaluation of available alternatives**
> The evaluation of the available alternatives whereby the buyer decides upon a set of criteria by which to assess each alternative.

> **Stage Four - Make your choice**
> We buy or select a product/service/supplier at stage four. Individuals or teams of buyers make the final choice of what to buy and from whom to buy it.

> **Stage Five - Post-purchase evaluation**
> The process continues even when the product or service is being consumed by the individual or business.

Source: Adapted from Choudhury and Mukherjee (2014)

3.3.1   Problem identification

According to Choudhury and Mukherjee (2014), the initial stage of the purchasing process commences with the need/problem identification. This step of the consumer purchase decision is connected to the first stage of the model developed by Engel, Blackwell and Kollat (1978) on the consumer purchase cycle. This begins when a consumer realises that he or she has unfulfilled needs and wants. It is assumed that the feeling of discontent, which arose from the difference between the perceived current state and the wanted state, usually leads to the idea of the need, or recognition of a problem (Choudhury & Mukherjee, 2014). There are both internal and external factors which influence the need/problem recognition. Choudhury and Mukherjee (2014) argue that an internal motive within a consumer's values and norms is reflected in lifestyle that drives the purchase decision of the consumer towards the product. A lifestyle reflects the highest degree of choice in a pyramid of decisions. The term "lifestyle" refers to

the result of personality differences in the manner which a person, over time, internalises ecological influences, such as monetary and demographic effects, social and cultural norms and standards, and social class and influences of family members. (Engel et al., 1988). The theorists suggest that internal factors drive those needs which cannot be met or stratified, while the latter is not let go of in any way. These can have an impact, as well as change the view of a current state, inducing feelings of unsatisfied needs (Choudhury & Mukherjee, 2014).

3.3.2 Information search

Once an individual is satisfied with need identification or recognition, he or she then moves to the next step, which is information search. Khatib (2016) argues that when consumers look for new alternatives, they can use a number of mediums to attain a list of alternative thoughts and supporting reasons. The information search can be grouped into areas such as impersonal, marketer and personal. According to Khatib (2016), impersonal information derives from the mass media, which disseminates general information. Marketers also include information such as sales representatives and the point-of-sale contact point. However, friends, family and peers are grouped under the personal area. Hoyer and MacInnis (2010) contend that social media is a medium in which consumers are offered more information exposition since they can acquire information not only from their 'friends' but moreover from brands about products and services via pages they can 'like' or 'dislike' on social media platforms such as Facebook. Hoyer and MacInnis (2010) state that the consumers who are in the information pursuit stage embark on a search both internally and externally. With regards to the external search, personal sources are often consulted by consumers when they seek information. This explains the fact that consumers question their friends when they seek information about the products and services through social media platforms.

3.3.3 Evaluation of alternatives

Khatib (2016) recommends that once the consumer has identified the best or most suitable solution, based on his or her needs after accumulating sufficient information, he or she then undertakes the evaluation of alternatives. Depending on the motives, consumers set a number of criteria for evaluating choice alternatives. Khatib (2016) argues that the consumer requires relevant experience to evaluate the alternatives. Both the direct and indirect experience of consumers often acts as indicators during the purchasing process. According to Khatib (2016), direct experience is not preferred since some individuals do not have any experience with regards to certain products. This may lead to the use of such products in an unskilled manner and lead to consumers having a negative experience with them. It has been argued that if

consumers have some negative experiences, they are more likely to cause both financial and reputational risks to an organisation. Choudhury and Mukherjee (2014) point out that a search for alternatives begins from the point of gathering important information from the above categories (impersonal, marketer and personal) or a word-of-mouth recommendation from prominent persons within the personal group. It has been argued that the search for alternative information could result from personal experiences and after-purchase evaluations. Choudhury and Mukherjee (2014) claim that products and services bought and consumed previously, which fails to meet the expectations of consumers, would be discarded and no longer considered, and those that met the expectations of the consumers would always be bought. Such products will be at risk to survive.

3.3.4 Choice/purchase made

The intention to purchase is the most vital stage in the purchase cycle or decision-making process. Gross (2014) argues that at the evaluation stage, consumers usually develop preferences from the list of brands that are available in the market. Gross (2014) discovers that two main factors that influence the purchase intention and purchase decision of consumers exist. These factors include the attitudes and outlooks of other individuals as well as unexpected situational factors. "Attitudes of others refer to the extent to which another person's negative attitude regarding the preferred alternatives or failure to support the purchase intention holds weight. This is more likely to result in a readjustment of the consumer's purchase intention" (Gross, 2014: 44). Gonzalez-Feliu, Ambrosini and Routhier (2011) claim that attitude is a key concept that refers to a set of assumptions, beliefs and experiences of the consumer, which form his/her predisposition to act in a given direction. A study reveals that a good attitude towards a product displayed by a consumer contributes to the purchase intention that the more the consumer favours a brand, the more likely it is to impact upon their purchasing power (Hidayat & Diwasasri, 2013).

Smith and Zook (2011) suggest that consumers are undoubtedly influenced by the opinions of customers that are published in magazines or online journals. These fall into the realm of unanticipated situational factors, which emerge unannounced to alter purchase intention.

3.3.5 Post-purchase evaluation

According to Kotler (2015), the job of a marketer does not only terminate when the products are bought, but they also need to deliver after-sale service to the shopper or consumer. Khatib (2016) notes that after consumption, customers have an idea about their level of satisfaction derived from the products and evaluate the choice they made in selecting an alternative.

According to Khatib (2016), two important outcomes are derived from the post-purchase evaluation stage, namely satisfaction or dissonance.

A study by Prasad & Jha (2014) reveals that when consumers experience dissonance towards a purchase, his or her choice for a product is devaluated and he or she begins the process of searching, attaining information and assessing other options for an upcoming buying decision, thus generating new behaviour. At this stage, the consumer makes a final decision on whether to continue buying the item or not. Prasad and Jha (2014) argued that the consumer always has an option with respect to the product's priority, regularity of usage and situations of new usage. Further findings reveal that when consumers are comfortable and happy about a particular product, they influence their colleagues to also try such products (Choudhury & Mukherjee, 2014). Conversely, if the product does not meet the expectation of the consumers, they discourage their friends from buying them.

Mahajan (2013) explains that during a post-purchase evaluation, a consumer may expect certain outcomes when he or she buys or consumes the products. However, the question is how these consumer expectations will be met, to determine the level of satisfaction among the consumers. Customer satisfaction is achieved when consumer perception is met or exceeds expectations. At this stage, fluctuating levels of disturbances may be experienced by the consumer. This is referred to as "cognitive dissonance". Nevertheless, in order to minimise this dissonance, marketers have a huge role to play by reassuring customers that the right decisions have been made concerning the purchase of the products (Mahajan, 2013).

3.4 Factors Considered by Consumers When Shopping

Consumers take a number of factors into consideration prior to making a purchasing decision. Lakshmi et al. (2018) explained that consumers considered several factors while buying a product including but not limited to time factor, economic conditions, long-term deliberation, impact of the advertisements, experience resulting from post-purchase and previous regrets related to the purchase. A study undertaken by Mortimer and Clarke (2011) entitled "Australian supermarket consumers and gender differences relating to their perceived importance levels of store characteristics" in which 280 male and female shoppers were randomly selected and the overall results of the study revealed that male shoppers regarded supermarket store features less important than female shoppers. The findings further revealed that income had no effect on the degree of associated importance of the shoppers; however, the age, education and occupation of the respondents influenced perceptions of price, promotions and cleanliness.

Research done by Guha (2013) entitled "The changing perception and buying behaviour of women consumers in Urban India" in which the purpose of the study was to ascertain the varying perception and contrast of buying behaviour of employed and unemployed women in Urban India. The study revealed that working women are conscious about elements such as price, quality and brand and are highly influenced by their peers in making shopping decisions.

Auf, Meddour, Saoula and Majid (2018) conducted a study on "consumer buying behaviour: the roles of price, motivation, perceived culture importance, and religious orientation" in Saudi Arabia. The overall outcomes of the study specified that there was a direct relationship amongst elements such as price, inspiration, perceived culture significance and consumer buying behaviour. In addition, the study found that price and perceived culture importance were meaningfully connected to religious orientation. On the contrary, it was found that the mediating role of religious positioning is not supported in the relationship between price, inspiration, perceived culture importance and consumer buying behaviour (Auf et al., 2018).

Rani (2014) argues that a number of studies have identified the factors that determine the purchasing decisions of consumers. According to Rani (2014), age is a strong aspect which influences the buying decisions of the consumer. Rani (2014) further notes that personality is a significant factor in purchase behaviour. Again, it has been observed that personality varies considerably at different age groups and it is a vital factor determining the final buying decision made (Rani, 2014). The study conducted by Rani (2014) also revealed that the level of income of a household collective with its accumulated wealth regulates the buying behaviour of members of that household.

Nguyen and Gizaw (2014), carried out a study entitled, "The factors that influence consumer purchasing decisions of private label food products". The key purpose of the study was to explore and examine factors that affect consumer purchasing decisions of private label food products. The study identified some key factors considered by consumers when making a purchase decision, namely, brand, brand-related activities, sensitivity, approach, purchase intention and demographic factors. The results showed that brand and brand related factors are not important factors that influence purchase intention.

Ali, Saad, Ahmed and El-Haj (2015), in their study, investigated the "attitudes and perceptions of Emirates women towards facial skin care products and herbal cosmetics", in the United Arab Emirates. The aims of the study were to discover the similarities and differences in the behaviour and attitudes of young and middle-aged women when using herbal products and to

determine what kind of attitudes Emirates women exuberate towards facial skin care products which contain natural ingredients. Although aforementioned literature suggests that factors such as age, education level and financial status have a significant impact on attitudes and behaviour concerning the use of facial skin care products, the results of this study revealed that these factors have a minimal significant impact of the attitudes and behaviour of women.

3.5   Perceptions of Male and Female Shoppers Towards Beauty Care Products

Both male and female shoppers have different perceptions on personal or beauty care products. Ali et al. (2015) contend that beauty, skin care or personal care products are no longer merely for women. Men are progressively using more skin care or personal care products to look and feel good. Research shows that beauty and skin care products are nowadays social obsessions across age, gender and race worldwide (Cheng et al., 2010). Men and women consume personal or skin care products for a variety of reasons including for their personal hygiene, for improving their skin condition, to build their self-esteem and to make them look attractive. However, unlike men, women's purchasing decisions are influenced by the attributes of the product such as cost of the product, reputation of the brand, fragrance, colour, ingredients, promotion activity and advertising, packaging of the product and store location (Ali et al.*,* 2015).

Herter et al. (2014) note that the consumer marketplace is very broad and varied with different levels of gender awareness that is non-biological including lesbian, gay, bisexual and transgender. The consumption behaviour of males and females differs because they have disparate needs, personalities and roles (Herter et al.*,* 2014). Baker (2012) expresses a similar opinion that, traditionally, males and females approach purchasing decisions from distinct perspectives. The difference in such decisions occurs because men and women want dissimilar items that will meet their expectations or provide satisfaction. According to Baker (2012), females search to satisfy their long-term desires and wants, while males are more short-sighted, in that they desire to satisfy their immediate or short-term needs and wants. Tuncay, Zayer and Neier (2011) suggest that women are usually fond of products that will assist in maintaining their youthfulness and make them look physically attractive.

Walker (2014), however, quotes plastic surgeon Dr Andrew Khooas saying that modern men are anxious about their appearance and presentation, due to social pressures within their societies. Therefore, men prefer to use cosmetics in an attempt to enhance their appearance and image within their society. Jitab (2011) also contends that due to the demands of life, most men, especially lawyers and doctors, prefer treatments that are quick and show instant results.

This phenomenon has contributed to a growing demand for the utilization of grooming products.

Bano and Sharif (2016) determined that, in 1990, there was exponential worldwide growth in the personal care industry, and this has affected traditional notions of masculinity. They further argued that the growing use of grooming products was not a new phenomenon. The usage of grooming products has its origins in the fourth century BC when household products were used for the preservation of beauty. However, Bano and Sharif (2016) discovered that modern men were fascinated by their appearances and looks, and desired to invest in them by consuming products to enhance their appearance.

Sankaranarayanan and Mekoth (2014) argued that modern men prefer to utilise grooming products in an attempt to satisfy urges with regards to making them look good. They further suggested that this new development has given rise to a major expansion in the male personal care segment. In the previous decades, the only male personal and grooming care products available were shampoo, shaving cream and deodorant, but a wide product range is now available for men, including moisturisers, anti-ageing creams and even mud masks. In 2008, it was determined that there were more than 500 products available for men to select, indicating an increase from the 385 products launched in 2008 (Sankaranarayanan & Mekoth, 2014).

Skin is considered to be the most important factor which determines the purchasing decision of both male and female shoppers towards beauty or skin care products worldwide. Rahrovan, Fanian, Mehryan, Humbert and Firooz (2018) advocated that the influence of inherited and environmental influences on skin characteristics should also be considered. The skin is regarded as the largest multifunctional organ in the body (Rahrovan et al., 2018). The skin serves as a defensive physical barrier by absorbing ultraviolet radiation and avoiding microorganism invasion, as well as penetration of chemicals into the body. Also, the skin regulates the channel of water and electrolytes and has a key role in the thermoregulation of the body, over and above to its immunological, sensory, and autonomic purpose. Rahrovan et al. (2018) used PubMed and Google to distinguish the biophysical and biomechanical properties of the skin of males and females via the use of keywords such as skin, hydration, water loss, sebum, circulation, colour, thickness, elasticity, friction, wrinkle and sex. The results revealed that the skin parameters of hydration, transepidermal water loss, sebum, microcirculation, pigmentation, and thickness are largely higher in men but skin pH is higher in women. These factors can be considered as age markers in some cases and are vulnerable to

change according to environment and lifestyle. Biometrological studies of the skin provide valuable information in the choice of active principles and other components to develop a specific formula for cosmetic treatments (Rahrovan et al. 2018). Mizukoshi and Akamatsu (2013) argue that male skin is substantially different from female skin in properties such as higher sebum secretion. Luebberding, Krueger and Kerscher (2013) also confirm that there is a significant difference in the skin's physiological properties between men and women. Manufacturers, therefore, need to develop specific products aligned to male and female skin requirements in order to satisfy specific needs aligned to skin type.

Cheng et al. (2010) have measured skin factors in dissimilar parts of the body in men and women independently. It is argued that with skin disorders, infectious diseases are found to be rifer in men but psychological problems, pigmentary conditions, some hair diseases, autoimmune and allergic diseases are more common in women. The results explained why most women consume more skin care products as compared to men.

3.6   Male Personal Care Industry Globally

The historical development of the cosmetic industry can be traced back to early civilisation when cosmetics were developed thousands of years ago. Pather (2018) expresses the view that in the past, men and women sought various means to enhance their appearance. Historically, the consumption of cosmetics by men and women has appeared in various cultures, across different continents. Pather (2018) maintains that in the last two decades, grooming or beauty care products has experienced a boom. Remler (2010) argues that, traditionally, Egyptian nobles of society took daily baths, with the application of cosmetic products, to signal their wealth and enhance their beauty. The tradition has been carried over through the decades with the evolution of cosmetic products being used by the larger society to enhance their beauty. According to Remler (2010), cosmetics are consumed by both men and women in this regard.

Kharim (2011) argues that cosmetic products appeared mostly among the elite in various societies, from the Middle Ages in the Western world and among other cultures, such as in America and Africa. Kharim (2011) states that the world's first and largest cosmetic firm, the Harmless Hair Colouring Company, or L'Oréal, was founded by Eugene Schueller in 1909. Nickel (2010) states that L'Oréal was the pioneer of male cosmetic products and had introduced "Biotherm Homme" in 1985, aimed at the male market segment. This product performed extremely well. Conversely, after years of monopoly by L'Oréal Paris, many firms have introduced several grooming or personal care products which equally satisfy the needs and wants of men (Nickel, 2010).

Studies reveal that the male grooming industry is the most and the fastest growing segment in the globe, within the personal care and skin-care market (Junaid, Ahmed, Nasreen & Ahmed, 2018; Bano & Sharif, 2016; Ersoy, Yolal & Batmaz, 2015; Koshy & Manohar, 2015). According to Euromonitor International (2015), in 2014, the global beauty market was valued at approximately US$465 billion, having increased 5.2% from 2013 to 2014. Łopaciuk and Łoboda (2013) explained that the transactions relating to beauty and personal care products had witnessed a double digit increase from 1998 to 2010, from US$166.1 billion to US$382.3 billion. The trend has continued globally into the second decade of the 21st century. The male grooming product market globally is expected to grow by 5.44% during the years 2019-2028 and is expected to increase by $223.886 million by the end of the forecasting period 2019-2028. It is, therefore, evident that the desire for males to consume personal care products has been in existence for many decades and that the segment has expanded rapidly across the globe.

The following section provides a discussion about the personal care segment in various countries, including Australia, China, Hong Kong, India, the US and South Africa.

3.6.1 The male cosmetics market in Australia

According to the US Commercial Service (2015), the demand for cosmetics in Australia stood at US$2.8 billion in 2015. Australia's imports alone have satisfied more than 0.5% of beauty care or grooming products worldwide, while the United States of America holds 30% of the market share. The US Commercial Service (2015) states that Australia's population is about 23 million and their competition in terms of import is very high, while its market share has also shown an increase of more than 15% in the last years. Australia's cosmetic industry is largely influenced by desire of both males and females to enhance their personal appearances. The median age is 38 years in Australia and this has increased by 4.8% over the last two decades. Due to Australia's ageing population, many of them are becoming more aware of health challenges and have recognised the need to consume products that will improve their health and appearance. Sectors within the grooming segment that are experiencing exponential growth include colour cosmetics, hair care and beauty care products. An increasing number of suppliers of cosmetic products are searching for formulations that deliver on establishing and preserving a youthful appearance. The US Commercial Service study (2015) further reveals that the growth of the cosmetic industry in Australia is largely due to professionally based beauty regimes, making it evident that Australian men and women are more interested in trying new grooming products in a professional salon or spa environment.

Furthermore, due to the bilateral trade agreement between the US and Australia, the import duty imposed by the US on cosmetics was reduced on January 1, 2005, from 5% to 0%. However, cosmetic products which are brought from the US to Australia are often subjected to taxation. According to US Commercial Service (2015), any shipment of cosmetics from the US to Australia attract 10% payment of tax. While the US Commercial Service (2015) argues that the responsibility of paying tax to the Australian government lies either with the suppliers or manufacturers, it is actually the consumer who pays for the tax imposed by the government.

Arguably, research reveals that Australia has very stringent regulatory requirements pertaining to cosmetics ingredients and labelling (US Commercial Service, 2015). Primarily, ingredient safety for the production of cosmetics falls under the domain of the "National Industrial Chemicals Notification and Assessment Scheme". Also, in Australia, the Department of Health and Ageing is responsible for assessing and approving the substances and ingredients used to produce cosmetic products. Cosmetic and toiletry products that are imported into Australia or produced locally need to be approved by a special agency called "Therapeutic Goods Administration" (TGA). A number of legal issues surround the registration process of cosmetics and toiletries, as the distributors are required by law to prove that their products are not considered to be harmful or addictive. It also required by law that the release of cosmetics in Australia must follow relevant provisions pertaining to this in the Therapeutic Goods Act.

Australia's market has experienced a remarkable shift in the retailing of grooming products over the past few decades. It has been determined that the sales volumes of traditional retailers are being eroded by many convenient shops and supermarkets (US Commercial Service, 2015) for example, about 45% of all cosmetics in Australia are sold at major supermarkets, such as Coles and Safeway.

3.6.2 The male cosmetics market in China

A study conducted by Euromonitor (2016) reveals that China's cosmetic industry has been considered as the fastest growing worldwide, rising from 6.8% in 2014 to 10.9% in 2015. According to Euromonitor (2016), China's retail sales for skin care and cosmetic products is expected to grow by 12.8% annually, starting from the year 2016 and beyond, at a higher percentage of 6.0%. This growth far exceeds the global average rate and will top 288 billion RMB (US$44 billion) in 2019. China's personal care sector has demonstrated strong growth over the years, particularly in men's skin care products. Euromonitor (2016) reveals that the market for men's skin care products increased by 8.6% in 2015, as more and more male consumers shifted their attention from other products towards skin care and facial products.

Smaller cities experience greater growth than other cities in China. However, it was discovered that China's greatest market share is still held by its largest cities i.e. Guangzhou, Shanghai and Chongqing. This trend is the same in Pakistan (Euromonitor, 2016).

A study by the US Commercial Service (2015) determined that despite this growth rate, China's cosmetic market is underdeveloped when associated with other countries such as the US and France. Even though China has the largest customer base in terms of cosmetics worldwide, China's per capita spending every year on cosmetics is approximately $15. Nevertheless, China provides more opportunities for investors from other countries, especially those in the areas of imported high-tech products. China's cosmetic industry has become highly competitive after 20 years of massive development. However, great opportunities exist for new entrants who can take advantage of the numerous opportunities, find the appropriate manufacturing firms, use powerful marketing strategies and make high-quality products available to the consumers at affordable prices.

Careful examination of the cosmetic industry in China suggests that the sales volume of skin care products has witnessed exponential growth in recent years. In 2011, the retail sales volume of skin care products within the mainland market segment in China was about $83 billion, while make-up products hit over $16 billion. In 2011, this segment experienced exponential growth of 34%. It was found that the segment has experienced an increase of 14% in the past years with regards to skin care products (US Commercial Service, 2015). Competition within the skin care market segment is fierce, particularly in terms of the prices, product quality and promotional strategies. It has been revealed that the market segment for the middle class in China is experiencing the most rapid growth. While locally produced products are cheaper and more affordable compared to imported products, the attraction for a higher quality brand and associated product remains firm. Further findings reveal that men's skin care products have been increasing in China (Euromonitor, 2016).

A study conducted by Khan, et al (2018) revealed that males constituted 51.28% of the country's population in 2010. Chinese men are more concerned in current times about both facial oil control and cleansing products, in order to enhance their appearance. The US Commercial Service (2015) states that China's make-up products have great sales potential. In China, promotional activities greatly influence consumers' purchasing decisions about the consumption of personal care products including skin care. According to Khan, et al (2018),

41

males consume personal care products to reflect their personal lifestyle. Over the years, male personal care in China has experienced massive growth, making this segment the largest.

3.6.3 The male cosmetics market in Hong Kong

Like Australia, Hong Kong's cosmetic market is dominated by imports, due to its small industrial sector. The US Commercial Service (2015) states that France was the largest supplier of cosmetics, toiletries and skin care products to Hong Kong, with approximately a US$2 billion market in 2014. Conversely, countries such as the US, China, Japan and South Korea were also the main suppliers of these products to Hong Kong. In 2014, Hong Kong imported a total of US$484 million worth of cosmetics from the US alone (US Commercial Service, 2015). It was projected that imports were likely to grow by 4% and 8% in 2015 and 2016 respectively.

Hong Kong, over the years, has been regarded as an important launch pad for the marketing and distribution of personal care products or cosmetics into China's market segments. Hong Kong has been considered as the showcase for tourists, especially those from China, who visit Hong Kong annually to shop for cosmetics and skin care products (US Commercial Service, 2015). It has provided a number of opportunities for US suppliers to export their cosmetics, toiletries and skin care products into the country as most distributors or suppliers are more interested in increasing the product range that can be offered to tourists; and are more eager to meet the demands of the local population, who are searching for skin care products that contain the latest anti-ageing and skin "whitening" technology (US Commercial Service, 2015).

Unlike Australia, China and the US, in Hong Kong there are no import duties on cosmetic products and other beauty care products since there is no need for these products to be registered. Cosmetics such as make-up, perfumes and nail products generate the greatest market share for cosmetic firms in Hong Kong. US cosmetics and toiletry products are mostly consumed in Hong Kong due to their high quality, excellent standards of safety and hygiene, and competitive prices. The total market share for cosmetics and other product range in Hong Kong was projected to be at about $4 billion in 2019. A survey conducted in China showed that cosmetic and skin care products were among the top shopping purchases in Hong Kong, compared to electronics, photographic products, clothing and jewellery or watches (US Commercial Service, 2015).

According to US Commercial Service (2015), most US firms export their cosmetics to China with the help of Hong Kong distributors, since they are more familiar with China's registration system, processes and the logistics system of export into China's market. In addition, on June

29, 2003, the two giant countries, China and Hong Kong have entered into the Closer Economic Partnership Agreement (CEPA), allowing various goods including grooming products to be brought from China into Hong Kong's market without a tariff imposition.

Hong Kong, therefore, can be seen as the hub for innovation of personal care products due to the extensive exposure it offers to tourists as well as it being the city of choice to shop personal care products.

3.6.4 The male cosmetics market in India

The Indian government passed a bill, effective from April 1, 2013, to compel all cosmetic firms to undergo a compulsory registration system for all cosmetics imported into the country. Such cosmetics brought into India from other parts of the world require registration with a special agency, called the "Central Drugs Standard Control Organisation" (CDSCO), a licensing authority within the Ministry of Health and Family Welfare. Despite the numerous benefits that India stands to derive from the compulsory requirement for the registration of all imported cosmetics, this represents a cost to foreign companies that are planning to enter the Indian cosmetic market (Junaid, et al., 2017).

India was declared as one of the fastest growing countries with an over-reliance on consumer markets, but it is gradually moving away from un-organised informal markets to organised retail. The grooming industry is amongst the booming sectors in India and presents strong opportunities for many companies around the world including that of US companies. From being a non-entity to multi-billion-dollar market opportunity, male grooming market is on an upswing with rising share of male population in India engaging in one or another form of grooming regimes. Increasing popularity and adoption of different products for body care, skin care, grooming and hair care is leading to surging sales of male grooming products in India. The male grooming segment has shown significant growth over the years, with increasing shelf space devoted to it in retail stores. In India, the male grooming market stood at US$643 million in 2018 and is projected to grow at a CAGR of over 11% to gross US$1.2 billion by 2024. The most common factors influencing the demand for imported cosmetic products in India include growing personal aspirations and changing population (TechSci Research report, 2019).

According to Koshy and Manohar (2015), there is a strong and growing desire among Indian men to look very good and this has contributed to the rapid growth of the men's grooming market. They further discovered that the skin care market segment for men has experienced an

exponential growth of about 41% in 2014, which is much faster than the overall personal care segment in India, which grew at 28%. As the traditional definition of masculinity is changing, so is the approach towards branding and marketing of grooming products.

According to the US Commercial Service (2015), the total market size for cosmetics in India was estimated at US$5.33 billion in 2018. At present, the Indian cosmetics segment is growing at a rate of 20% annually, which is higher than the US and European markets. The beauty service industry and spa segment in India have experienced growth in recent years because of heavy promotional activities. However, in the case of US, cosmetic and beauty products are perceived as having high quality, yet promotional activities are very low for such products.

In India, the key factors for new entrants to successfully enter the market include extensive marketing research; analysis of previous sales volumes, distribution channels and consumer preferences; looking for the right partners who have much experience and knowledge on market conditions and procedural issues; proper planning; good marketing strategies; maintaining a consistent follow-up; and supply and commitment to the market. Koshy and Manohar (2015), however, suggest that most consumers are interested in superior products, but they are not prepared to pay a high price for them. A report by the US Commercial Service (2015) revealed that understanding the behaviours, desires, wants and aspirations of the buyer in each of the market segments is key to the success in the Indian market.

According to Euromonitor (2016), the growth rate of the grooming industry in Pakistan has been more than 10%, from 2006 to 2011. In Pakistan, men's personal care segment has been divided into two sectors, namely: shaving and toiletries. Male shaving products are made up of shavers, razors and blades. Men's toiletries, on the other hand, include soaps, deodorants, and hair and skin care products.

3.6.5 The male cosmetics market in United States

In 1910, the US cosmetics market had successful and established entrepreneurs such as Max Factor and Helena Rubinstein, Revlon and Estée Lauder. Historically, the US cosmetics industry was merely linked to makeup, but it now possesses three broad categories, namely skin care, hair care and make-up. The US leads the world in the cosmetics market, while France is the biggest exporter of cosmetic products (Khan et al., 2018). A critical analysis of the operations of all cosmetic industries in the various countries up to 2003 reveals that 43.68% of the sales volume of cosmetics from the top 100 companies was achieved by European

companies. Studies determine that US companies alone possessed 42 which is approximately 85% share in the global market, while Asian companies control just 13.58% (Khan et al., 2018).

3.6.6 The male cosmetics market in South Africa

In Sub-Saharan Africa, South Africa is considered one of the most emerging markets in terms of personal care products, dominated by the middle-income group of earners, with rapidly evolving socio-economic, legal, political and technological environments. According to McNeill and Douglas (2011), due to these changes an equal relationship exists between the roles of males and females. They advocate South African men are interested in purchasing products that were formerly reserved for female consumption. This latest phenomenon has resulted in a dramatic change in the cosmetic industry, in order to accommodate the demands of South African men. Recently, the country's cosmetic segment for men has witnessed a significant increase in overall sales, which is largely influenced by the introduction of new products, ageing effects, lifestyle and self-image. McNeill and Douglas (2011) further claim that South African men are more mindful of their appearance than before and this has led to the expansion and growth of the male grooming segment.

Scott, Dolan, Johnstone-Louis, Sugden and Wu (2012) have ascertained that the South African men's grooming segment is increasing rapidly and because of this, many cosmetic firms are paying a great deal of attention to skin care as the largest growth prospect. Other studies reveal that South African men spent about US$564.2million on grooming products in 2016, as this relatively new market segment benefits from a surge in interest in skin care products (Euromonitor International, 2016). Fragrances dominate the South African market, accounting for US$306.89million, followed by toiletries, at US$191.45million, and thereafter the shaving market, which is valued at US$66.82million. Market performance on men's grooming in South Africa, released in April 2016, indicated that the segment achieved an 8% retail volume compound annual growth rate in 2015 and suggested that manufacturers of male personal care products capitalise on this upswing by understanding the needs of male shoppers and producing goods to satisfy them. (Euromonitor, 2016).

3.7 Chapter Summary

The chapter reviewed related literature on the concept of shopping. Findings revealed that in the last decades, women were noted for using cosmetics for health care, however, in recent times, men are also consuming cosmetics at an increasing rate. Men and women use personal or skin care products for a number of reasons including for personal hygiene, for improving the skin, for self-esteem and for attractiveness. However, unlike men, women's purchasing

decisions are influenced by the attributes of the product such as price, brand, fragrance and colour, ingredient, promotion and advertising, packaging and store location. Thorough review of literature shows that women prefer detailed advertisements, appreciate very fine distinctions, like a collaborative and conversational style dialogue, prefer strong colours and evocative images and prefer more feminine qualities in advertisements such as soft music. By contrast, men prefer advertisements that often focus on one main object, prefer to be shown the big picture as they think in a macro way, less likely to process complex metaphors, enjoy humour in advertisements, and are usually cruder and more aggressive, find a chatty style in advertisements annoying and do not really respond to any colours and images seem irrelevant. The review further revealed that both male and female consumers considered several factors while buying a product including but not limited to time factor, economic conditions, long-term consideration, product benefits, influence of advertisements, post-purchase experience and past regrets related to the purchase.

Out of the many factors affecting consumer behaviour, gender is considered as one of such factors. Research suggests that both men and women approach shopping with different motives, perspectives, rationales, and consideration (Vijaya et al., 2018). It is further argued that males and females want different products due to their different upbringing and socialisation along with various other factors like social, psychological. In a similar study, Raczyńska and Wiśniewski (2014) claimed that the purchasing behaviour of consumers or market users is determined by several factors of which the most important are external factors which include psychological conditioning such as attitudes, rationales, perception, way of learning, personality, habits and customs. Apart from the external factors, which shape the market users behaviour, there are other internal factors (endogenous) such as sex, age and education, which have significant influence on the buying behaviour of the consumers (Raczyńska & Wiśniewski, 2014).

The literature review that is presented in the following chapter will provide a broad discussion on the categories of men's grooming products as well as discuss factors that influence the attitude of men towards shopping for personal care products.

CHAPTER FOUR
LITERATURE REVIEW - THE CONCEPT OF MALE GROOMING PRODUCTS

4.1 Introduction

The aim of this chapter is to review related literature on men's grooming products. The chapter will focus on addressing the research objectives that guide the investigation. The chapter first reviews literature on the personal care categories that male consumers often purchase. In addition, it reviews the literature on the personal, social, cultural, economic and psychological factors that influence the attitude of men towards the purchase of personal care products. This follows a discussion on the benefits that men derive from the consumption of personal care products. Furthermore, it reviews existing research on how the consumption of men's personal care products can be improved.

4.2 Personal Care Categories that Male Consumers Often Purchase

There is a variety of men's personal care products within the personal care segment and key brands dominate sales in many countries. The most popular men's personal care products are made by the Nivea brand which is the world's most recognised name in skin and beauty care. The Nivea brand was first introduced in 1911 and currently has more than 14 product ranges across many countries, from sun care to facial moisturisers, deodorants and shower products (Elsner, 2012).

The following are the grooming product categories within the men's segment, which are often purchased by male consumers.

4.2.1 Face care products

Warfield (2019) suggests that face care products for men have been experiencing growth in the men's products segment for many years. Many men use facial products for a number of reasons. Abdullah and Reshma (2012) suggest that most male consumers purchase face care products on a weekly or monthly basis in order to enhance their appearance. It was found that, globally, 31% of men consume facial skin care products every week (Warfield, 2019). Research undertaken by Junaid et al. (2018) into the Indian male grooming segment suggests a rising aspiration among Indian men to be well groomed. This phenomenon has resulted in a rapid growth in the consumption of male personal care products in India. The men's face cream segment has experienced exponential growth of approximately 41%, which far exceeded the overall skin cream category in India, which grew at 28%. A Euromonitor survey revealed that 26% of South African men indicated that they were actively using facial skin care products (Euromonitor, 2016). There is a variety of men's face care products on the South African market that are habitually purchased by male consumers. According to Abdoolla (2019), more

brands are coming into the male grooming sector in South Africa, and companies like Nivea, Unilever, Procter & Gamble and L'Oréal are taking advantage of the lucrative opportunity that this thriving industry presents to introduce a wider range of products.

4.2.2 Body Lotion

According to Abdoolla (2019), body lotion is another vital product purchased by male consumers. Male consumers use body lotion on a daily basis. Body lotion products are used for treating or preventing dry, rough, scaly and itchy skin. Pather (2018) suggests that some body lotion products are employed to protect the skin against irritation and for minor skin conditions.

A study conducted by Wu, Bennett, Ritz, Cassady, Lee and Hertz-Picciotto (2010) revealed that 85% of Californian women purchase body lotion products for the purposes of care. However, the research further discovered that 32% of male consumers in California purchase body lotion for the same purpose. According to Wu et al. (2010), male consumers in California use body lotion daily and regularly, and display brand loyalty towards a brand that delivers on their needs. Karve (2014) expresses the view that, in India, 35% of men purchase body lotion products on a weekly basis. Applying body lotion is an important part of their grooming regime.

Similarly, in South Africa, a study revealed that more than 28% of South African men use body lotion for various treatments (Pather, 2018).

4.2.3 Shampoo

Research conducted by Wu et al. (2010) revealed that 92% of men in California use shampoo products in their personal care routine. It has been argued that male consumers who use shampoo products report a higher frequency use than female users. A study by Karve (2014) reveals that 28.5% of men globally utilise shampoo products. It was discovered that some men in the emerging markets seek modern and trendy styles, and as a result – their hair product usage will be diversified, while men in developed markets maintain basic hairstyles. Most men keep their hair in a simple style and use only shampoo for their daily hair-care routine. Abdoolla (2019) claims that in South Africa, 40% of men use shampoo.

4.2.4 Deodorant

Deodorant is one of the most common products used by men worldwide. Karve (2014) found that 55% of India men use deodorant on a regular basis. Similarly, Wu et al. (2010) discovered that 42% of men in California frequently purchase different types of deodorants. Anderson

(2014) claims that US men are very conscious of their body odour and further discovered that more than 65% of men in the US use deodorant.

In South Africa, personal grooming and hygiene trends are driving demand for deodorants. Deodorants also double up as fragrance for many consumers. The popularity of deodorants is linked to the fact that apart from being an essential personal hygiene product, they are also purchased as a substitute to fragrances, which are relatively more expensive in South Africa. Due to the hot and humid weather, local consumers often use roll-ons and the spray format, with the latter used to spray on their clothes to feel fresh throughout the day.

4.2.5 Soaps

A study by Walker (2014) revealed that in 2013, male consumers worldwide spent additional money on soaps than on shaving products. Matthews (2015) quoted figures from Datamonitor which illustrated that the global market for men's toilet soap increased by 3.6%, netting over US$22.2 billion in 2014. According to Alsaheb, Aladdin, Othman, Malek, Leng, Aziz and Enshasy (2015), the toiletries market in Hong Kong is valued at about US$1.8 billion and more are becoming fond of using liquid soap. Wu et al. (2010) notes that 68% of Californian men use liquid soaps, compared to 85% of women. However, in India, 35% of men use toilet soap while liquid soap is slowly becoming popular. In Indonesia, it was discovered that 23% of men purchase all types of soaps every week (Prianti, 2018). In South Africa, research reveals that the consumption of men's soap including liquid soap is on the increase (Abdoolla, 2019).

4.2.6 Perfumes/Cologne/Aftershave

Results from a survey conducted by Euromonitor (2016) revealed that perfumes, cologne and aftershave are among men's personal care products that have contributed to the growth of the male grooming segment over the years. Karve (2014) established that 35% males in India regularly use perfumes, cologne and aftershave products. According to Wu et al. (2010), in California, 38% of men use aftershave products. However, with respect to perfumes (sprays), it was discovered that 28% of Californian men use them, compared to 22% of women. This implies that Californian men use more perfumes than women. According to the cosmetics and toiletries market overview complied by the US Commercial Service (2015), it was discovered that the sale of male personal care products in South Africa and other parts of the world has increased substantially; and that perfume and aftershave products are more popular in the South African male segment.

4.2.7 Shaving Gel

Shaving gel has been identified as a key product in the men's grooming segment worldwide, with consumption as high as 56% (Abdoolla, 2019). In China, it was discovered that 55% of men use shaving gel for various reasons including face shaving, leg shaving, chest shaving and as part of the ingredients to make up face packs (Lau, 2018). According to Wu et al. (2010), in California, 42% of men use shaving gel.

4.3   Personal Factors that Influence Men's Attitude Towards Personal Care Products

There are several factors that influence men's attitude towards the consumption of personal or beauty care products. However, this section of the chapter discusses the demographic variables that influence the purchasing behaviour and attitude of male shoppers towards personal care products in South Africa and other parts of the world.

4.3.1   Gender

According to Abrams (2012), gender has been perceived as an important factor which affects people's lives and the success or failure of many organisations. It is a multi-dimensional construct which defines the roles, tasks and responsibilities of people. Gender is built on biological sex, categorised into two areas – men and women. However, in today's modern society, gender can be subjected to change. Abrams (2012) further argues that femininity and masculinity are two important social constructs, which have no association with biological sex and that the term sex refers to a biological category. Biological classification is the process by which scientists combine living organisms. Organisms are classified based on how similar they are. Historically, the physical characteristics of an organism was used to determine similarity, but modern classification uses an assortment of techniques including genetic analysis.

According to Spence and Helmreich (2014), a distinction between the sex roles is made in human society. Traditionally, men and women have different tasks and responsibilities. Prior to 1980, behavioural scientists perceived the two concepts (masculinity and femininity) as opposite ends of a one. The behaviourists often categorise people as masculine or feminine, depending on their appearance and organs. The biological sex needs to fit into either masculine or feminine. Spence and Helmreich (2014) further suggest that for men and women to be physically fit, the former need to possess characteristics that are more masculine, while the latter need to have traits that are more feminine. A few traits that define masculinity include being aggressive, ambitious, analytical, assertive, self-sufficient and independent. However, feminine characteristics include being affectionate, cheerful, loyal, tender, warm, understanding, and gentle and yielding.

Conversely, Bano and Sharif (2016) determined that psychology and society have created a mental picture whereby both constructs are seen as two different dimensions and where an individual can choose to be masculine or feminine, depending on their inherent characteristics. The media, ethnicity, religion, customs, values and education help in constructing. According to Johnson and Repta (2012), society norms determine what constitute male and female. Gender roles are expectations that are determined by the society in which an individual lives. People learn behaviours and organise these behaviours according to the ascribed behaviours which are linked to gender identity.

Carpenter (2008) found that several demographic variables including gender affected purchasers' behaviour in United States. Kolyesnikova, Dodd and Wilcox (2009) examined the behaviour of men and women towards the purchase of personal care products in Texas. The sample size of the study was 191 women and 166 men who in tertiary education. Findings from the study revealed that the consumers showed feelings of gratitude towards the consumption of grooming items or products, hence it impacted on buying behaviour in the future. Furthermore, female consumers in the USA appeared to have feelings of responsibility towards sales personnel and this impacted on their future purchasing behaviour (Kolyesnikova et al., 2009). In a similar study, Dana, Harold and Robert (1998) discovered that gender has a significant impact on the purchase decision of consumers. The results further indicated that male consumers had different investment preferences compared to female investors.

Nizar and Mariam (2009) studied the attitude of males toward the consumption and purchase of men's cosmetic products in France and Canada. Based on the study, it was found that French and Canadian men had diverse motivations and drives towards grooming products. The findings from the study helped to shed more light on the relevance of the men's personal care segment, indicating the key variables which influence the behaviour and attitude of men in the market and pointing out that consumers' motivations and attitudes differ among markets when the product is at different stages of the life cycle.

Blanchin et al. (2008) found that most men are increasingly using skin care and beauty products because they want to feel good about themselves, they want to be in harmony and to reach a mental physical equilibrium and they want to be proud of their bodies. Abdoollah (2019) asserts that men have become more comfortable about buying products and services to improve or enhance their personal appearance and move beyond the basic products such as washing and shaving to embrace more sophisticated products and grooming concepts. Anute et al. (2015)

argue that in terms of skin care products, the younger generation (18 to 24 years) tend to be more open to skin care products than the older generation. The younger generation are increasingly spending money on appearance related products as compared to older generation.

4.3.2   Age and ageing effect

Research (Khan et al., 2018; Khuong & Duyen, 2016; Karve, 2014) reveals that age is an important factor influencing the attitude of men towards the purchase and consumption of personal care products. According to Khan et al. (2018), a number of studies have explored the effects of ageing on men's cosmetic products purchasing decisions. Khan et al. (2018) argue that findings from various studies determine that most men love to look young and so they apply cosmetics to appear more youthful and enhance their appearance. Findings further reveal that men use grooming products to fulfill their strong desire to enhance a youthful appearance in an idealised culture. A similar study conducted by Sarpila and Räsänen (2011) suggests that most young men are more interested in buying grooming products than older men. The study further indicates that there is a significant relationship between ageing and their consumption of grooming products. As men become older, they consume more grooming products to maintain their appearance.

Karve (2014), in his study of male consumer attitudes in the grooming segment discovered that age plays a crucial role in any purchasing decision, with males aged under 35 often buying more personal care products than those aged between 40 and 45. Furthermore, the study revealed that younger consumers are more interested in their appearance and more willing to preserve or maintain their appearance of youth by using cosmetic products.

According to Khuong and Duyen (2016), consumers have different needs and wants and that their age group influences this. Consumers often change their patronage habits towards goods and services during the course of their lives. Within the skin care products segment, young people tend to buy more grooming products than older people. Age forms a key factor in consumption, especially in the cosmetic industry. With respect to age, the younger generation is influenced by great emotional and social pressure regarding their purchase decision-making about cosmetics or beauty products (Khuong and Duyen, 2016).

Moungkhem and Surakiatpinyo (2010) found that the younger generation, especially those between the ages of 18 and above are more concerned about ageing as compared to the older generation who incur more expenditure or expenses on the purchasing and consumption of skin care products. Similarly, Dano, Roux and Nyeck (2003) discovered that the desire of most men

to look very young has created more awareness around ageing. Dano et al. (2003) found that the ageing concern has a positive impact on the purchase and consumption decision of men towards personal care products. Previous research has also revealed that ageing concern positively influences the attitude or behaviour of male consumers towards the purchase of skin care products (Souiden, 2009).

According to Laksono and Purwanegara (2014), physical attractiveness means having greater opportunities to obtain a preferred mate. This relates to the theory that suggests that both our body and physical appearance play a crucial role in contemporary society. Laksono and Purwanegara (2014) argue that several theorists believe that body shaping is a long-term process that forms an important part of every individual's identity. Traditionally, caring for a person's appearance or looks is associated only with females. Young girls are socialised into constructing their femininity through the purchase and consumption of beauty care products. Nevertheless, it has been revealed that, in contemporary times, men are more interested in consuming personal care products for the purpose of looking attractive (Laksono and Purwanegara, 2014).

Khan et al. (2018) refer to physical attractiveness as the exquisiteness of the outer appearance. Physical attractiveness includes characteristics such as appearance and body size. Khan et al. (2018) suggest that beauty is the key to an individual's success. Findings reveal that women prefer good-looking men. It is generally believed that men who are good looking are more likely to be attract a good-looking woman and to be more successful in life. According to Khan et al. (2018), one of the main aims that lead to the increasing purchase and use of personal care products is self-creation and the burning desire to look attractive. It was discovered by Donoghue (2015) that male consumers spend as much 30% of their income on cosmetic products and treatments to enhance their physical attractiveness.

Researchers have identified that physical attraction has a significant effect on the attitudes and behaviours of male consumers towards personal care products (Junaid & Nasreen, 2012; Khan et al., 2018; Khuong & Duyen, 2016). According to Khuong and Duyen (2016), body odours can bring about a range of emotions and trigger memories, even stimulating reminiscence. Khuong and Duyen (2016) argue that in terms of bodily attraction, people can sniff out their perfect match, not because of the deodorants or perfumes that are applied, but through an attractive body odour that may lie under the scent of the product's chemicals. A recent study in the United States of America revealed that "natural body odour can be a sign of fit to

potential partners, as it is more awakened by the smell of people with shared political ideas, not opposing ideas" (Khuong & Duyen, 2016). The study further discovered that men who have healthy skin are more attractive to females than handsome males with well-built physiques. In addition, findings reveal that men and women with attractive appearances earn four to five percent more than their peers. The study concludes that body attraction is crucial to men in terms of relationships and career (Khuong and Duyen, 2016).

4.3.3   Skin's health attention

According to Khuong and Duyen (2016), a person's image relates to his or her health status. Consumers are now paying more attention to their health, by using a variety of beauty products. Khuong and Duyen (2016) claim that men's skin is often more affected than that of women by a number of factors, which include UV rays, environmental pollution or hazards and wind damage. Such conditions lead to wrinkled skin and hyper-pigmentation. Men who work in outside environments such as construction workers are more likely to be exposed to the sun, wind and other elements that may produce painful skin conditions (Khuong & Duyen, 2016). It was discovered that the one side of a trucker's face may become more damaged than another worker's, due to the sun shining through a side window. Further, the construction workers' skin usually faces extreme dryness and even cracking and bleeding. The authors, therefore, recommend that men need to take care of their health and skin, due to the numerous risks that they are exposed to (Khuong & Duyen, 2016). Most men use products such as sunscreen and moisturisers with protective antioxidants. Khuong and Duyen (2016) maintain that using skin care products and regular testing for any suspicious moles or other injuries can help to protect men against skin cancer.

Khan et al. (2018) suggest that a concern for their health serves to motivate male consumers to purchase personal care products. It has been found that more than 63% of Chinese men use grooming products solely for skin health (Khan et al., 2018). Other research demonstrates that male consumers use grooming products, as they perceive them to be related to beauty, hygiene, and health (Khan et al., 2018). Gupta (2014) also discovered that men in contemporary society have increased their consumption of grooming products, as they have become more health conscious.

Contrary to the above studies, Ridwan et al. (2018) disagree that there is a positive association between health concerns and the purchase of male grooming products. The main constructs which affect consumer behaviour towards the purchase and consumption of male skin care products in South Korea and Indonesia were investigated. Comparisons were made to

determine which factors mostly influence the behaviour of male consumers towards the purchase of skin care products in each city. The sample size consisted of approximately 64 men from each of the cities. The results of the study revealed that health concern has no significant impact on the behaviour of men towards the skin care products in the two cities in Indonesia. The primary concern established was maintaining their youthfulness. Respondents indicated that that their primary concern was looking good.

4.3.4   Income

Moungkhem and Surakiatpinyo (2010) argue that the income of target customers plays a significant role in their purchasing behaviour. The product selection process is dependent on the level of income. Those with a higher income are more likely to purchase the most expensive products, compared to consumers with a low-income (Moungkhem & Surakiatpinyo, 2010). In relation to men's personal care products, Moungkhem and Surakiatpinyo (2010) recommended that customers should be able to have enough money to enable them to purchase and utilise their desired products and that they are brand loyal. Suelin (2010) also discovered that income ultimately determines the purchase decision. The low-income group cannot afford expensive personal care products however they aspire to use them.

Sarpila and Räsänen, (2011) investigated the factors affecting the attitude of men in consuming personal care products in Finland. The study assessed the changes in the spending patterns of consumers towards grooming products and examined the purchasing costs of personal care products and appliances. The amount of spending on personal care services was also part of the study's investigation. The differences in expenditure patterns were analysed based on the respondents' gender and age, level of education and income, and type of household. The results indicated that household spending on personal care products and services had generally increased. However, the share of total consumption had not changed dramatically as each family member of the household did substantially increase their consumption. The gender of the highest earner of the household was the key predictor of the type of consumption expenditure across all household types. It was found that the effects of these two variables (gender of the highest earner and consumption expenditure) have become stronger.

Coleman (2009) argues that the consumer's income influences his/her decision towards the type of product to consume. For instance, an individual with limited finance may perceive that certain high-priced luxuries are beyond his/her means and the resultant effect is that same consumer may find that s/he does have the necessary resources to engage in various forms of

social or cultural consumption which provide important, alternative sources of satisfaction and status.

Kim and Kim (2004), in their study on "predicting online purchase intentions for beauty products" found that the transaction cost factor along with demographics including the income of the consumer is an important predictor in determining the intention to purchase men personal care products via the Internet. Abdullah and Reshma (2012) suggest that as the income level of male consumers increase, so too does their expenditure on cosmetic products. Moungkhem and Surakiatpinyo (2010) expressed a similar opinion – that the income of male consumers determines their spending patterns on personal care products. According to Moungkhem and Surakiatpinyo (2010), male consumers with a higher income will be willing to purchase expensive products at regular intervals, unlike those with low levels of income. Abdoolla (2019) maintains that US male consumers, especially the affluent, are willing to spend any amount on grooming products and the non-affluent aspire to consume premium products.

In a study conducted by Karve (2014), it was found that most male consumers in South Africa spend R80-R100 every week on grooming products and R200-R400 on personal or cosmetic products. Conversely, Abdoolla (2019) discovered that most male consumers spend R100-R500 on grooming products each month. Furthermore, that only a few of them, who are affluent, spend R501-R1000 on personal care products each month. A similar study carried out by Pather (2018) revealed that the majority of male consumers spend R110-R1280 per month on grooming products. In addition, it was found that only a few of the male consumers spend R50-R100 every month on grooming products. According to Pather (2018), the personal care products that male consumers purchase each month include fragrances, body sprays, deodorants, shaving gels, skin care, facial care, hair care products and shower gels.

In Sweden, research conducted by Moungkhem and Surakiatpinyo (2010) reveal that poorer male consumers spend from 0-300 Swedish kronas (KR) per month on personal care products and those in the middle-income level spend from 301-600 KR each month. The results of the study also demonstrated that the rich spend from 601-900 KR per month on the consumption of personal care products. Therefore, in Sweden, it can be concluded that there is a significant difference among male shoppers, with regard to their spending patterns. Also, Moungkhem and Surakiatpinyo (2010) discovered that this is due to occupational differences and variances in income earned.

Contrary, Koshy and Manohar (2013) in their study on the factors influencing the buying behaviour of face care products among youth in the Pathanamthitta district, Kerala, revealed that the majority (63.5%) of male consumers spent below 500 Indian Rupees on the purchase of personal care products. However, only a few (12%) spent more than 1000 Indian Rupees on the purchase of personal care products.

4.3.5   Occupation

Occupation is one of the most critical factors that affects consumer purchasing behaviour. These days, staying competitive in terms of appearance in the workplace is becoming more and more important. Antoinette (2009) maintains that many working men believe that personal appearance influences whether someone is promoted or succeeds professionally. Abdoolla (2019) believes that spending patterns are found among different occupational groups. According to Rani (2014), the occupation of the consumer has a significant effect on his/her buying behaviour. For instance, managers in most organisations will try to purchase business suits, whereas lower level workers in the same organisation will purchase normal work clothes. The same situation may apply to the consumption of personal care products. Male consumers who occupy top management or leadership positions in organisations may prefer to buy expensive grooming or personal care products, whereas consumers who occupied low level positions in those organisations are more likely to buy less expensive grooming products.

Yakup and JablonskÄ (2012) maintain that occupation influences the type of goods and services bought. Therefore, marketers often attempt to identify the occupational groups that have an above-average interest in their products and service and develop marketing strategies to target them. Given the level of competition in the global markets, most firms even specialise in making products needed by a given occupational group. Although findings confirmed that a significant relationship exists between occupation and purchase behaviour of consumers, however, the findings on which occupational group influenced consumers to buy more products are not clear. To fill the gap in research, the study will identify which specific occupations have a major significant impact on the buying behaviour of male consumers.

4.3.6   Personality

Rani (2014) states that personality varies from a person to person, time to time and place to place. Therefore, it can greatly influence the buying behaviour of consumers. It is important to understand that personality is not what one wears, but rather it is the totality of behaviour of an individual in different situations or contexts. Personality has different features including dominance, aggressiveness and self-confidence, which can be useful in determining the

consumer behaviour regarding a specific product or service. Thakkar, Maskara and Rohilla (2018) established that the consumption of male grooming products is dependent on the type of personality of that individual. The brand of the product, efficacy of the fragrance and preference of cosmetic scent are some of the variables in this regard.

4.3.7 Lifestyle

A person's lifestyle is considered as the determinant that influences his/her attitude and behaviour towards the consumption of a product. According to McNeill and Douglas (2011), urban men earn more or higher income and as a result, they spend a higher amount of money buying personal care products to enhance their appearance. Male consumers, like female ones, are interested in changing their outlook to keep up to date with the times.

Khan et al. (2018) discovered that a number of factors influence the lifestyle of male consumers, namely social class, values and personality. Ridwan et al. (2018) in their study on the factors affecting male consumer behaviour in purchasing personal care products in South Korea and Indonesia - also confirmed that the consumer's lifestyle significantly influences his/her behaviour towards the consumption of personal care products. Coley and Burgess (2003) uncovered that lifestyle determinants like social class, values and personality have huge impacts on the behaviour of individuals towards the consumption of products. Lifestyle is statistically insignificant for Pakistani consumers however Chinese male customers purchase grooming products because of lifestyle determinants.

4.4 Cultural Factors Affecting Attitude of Men Towards Personal Care Products

There are several cultural factors that influence the buying behaviour of consumers. Some of these factors are discussed hereon.

4.4.1 Culture

Culture is considered as the most fundamental determinant of a person's wants and behaviour. According to Ramya and Mohamed-Ali (2016), a growing child acquires a set of values, perception, preferences and behaviours through his or her family and other key institutions. Culture considerably influences the pattern of consumption and the pattern of decision-making. Schiffman and Kanuk (2010) explain culture as the sum of learned beliefs, values and customs that serve to direct the behaviour of consumers in a particular society. On the other hand, James and Imre (2010) describes culture as the way and manner in which people live or act within their societies. It also includes culture norms, value and principles which guide people's actions. Rosinski (2005) points out that a strong association exists between culture and

behaviour of male consumers because they purchase products based on their particular culture and faith.

Weber and Villebonne (2002), in their study, discovered that a positive relationship occurs between culture and behaviour of consumers because it commands an individual's behaviour or action. Other studies have also confirmed that culture to a large extent has a major bearing on the decision of the consumer to buyer certain products (Cheng et al., 2010). According to Abdoolla (2019), shifting opinions on social settings have significant effects on men's consumption of skin care products, which will enable them to fit into their social groups.

Kotler (2003) concurs that culture has a significant influence on the consumer's purchase and consumption behaviour. Teimourpour and Hanzaee (2011), in their study, also discovered that "consumer behaviour was more heterogeneous because of cultural differences". A study by Roy (2010) reveals that Zara, one of the largest fashion retailers is facing a big challenge in the Indian market because it has adopted a set of fashion designs that only involve a certain type of colour such as black, grey or white. It has been found that Indian traditional dress comprises lots of different colour mix and matches. Therefore, the only alternative Zara had was to change its products according to the culture of Indians (Roy, 2010). In a similar study, Okumu (2015) examined factors that affect the behaviour of men towards the purchase of beauty products in Nairobi. It was found that about 65% of the respondents agreed that culture prohibits them from buying certain beauty products (Okumu, 2015). The socio-cultural factors affecting the attitude and behaviour of male shoppers are discussed below.

4.4.2 Social beliefs

Social beliefs are the beliefs by which groups in a community classify themselves. Social attitudes and beliefs are deemed to have a powerful influence on how people interpret and respond to everyday events. Employing a factor analytic approach, Saucier (2000) developed a catalogue of social attitudes and beliefs, which contained five dimensions. He labeled these dimensions "isms" because words describing these attitudes and beliefs tend to end in "ism" such as fundamentalism, relativism and materialism. The five dimensions of isms include Tradition-Oriented Religiousness, Unmitigated Self-Interest, Communal Rationalism, Subjective Spirituality, and Inequality-Aversion. Liu (2019) established that self-interest was the key factor for men when it came to grooming as it enabled a mindset to pursue a well-groomed body. Religion and associated beliefs were the second largest factor.

Social beliefs were identified as one of the major factors influencing men's attitudes towards the purchase and consumption of personal care products (Khan et al., 2018. Male consumers patronise cosmetics, due to the social pressure to appear handsome. The social environment influences individual attitudes towards the consumption of certain products. Consumers, especially men, are increasingly using beauty care or personal care products, due to social pressure exerted by their peers and colleagues. Khan et al. (2018) maintain that culture influences consumer behaviour, as it directs people to purchase products in order to fulfill their needs. Liu (2019) maintains that men desire products that will make them appear well groomed and be respected among their peers.

A study by Thakkar et al. (2018) also re-affirmed the above findings. The study examined the factors influencing the buying behaviour of men towards grooming products in Gujarat, in India. The main aim of the study was to identify factors that influence the purchase of men grooming products. Besides, the study sought to identify the impact of demographic and social factors on the purchase decision. Data was collected from approximately 400 men between the ages of 20-29. The results of the study indicated that social beliefs have a strong influence on the consumption of grooming products by men in Gujarat.

4.4.3 Religion

Religion has been identified as a powerful force which influences consumers' attitude and behaviour towards the purchase and consumption of certain products. Worthington, Wade, Hight, McCullough, Berry, Ripley, Berry, Schmitt and Bursley (2003) noted that religion is an abstract concept, which represents a unified system of beliefs and practices relative to sacred things. Schiffman and Kanuk (2010) pointed out that the members of all religious groups at times are likely to make purchase decisions that are influenced by their religious identity. Bareham (2005) argues that people are not born with certain inherited behaviours but rather they learn about it in the community or society they live in. What human beings sometimes learn from their culture norms and customs - shape their behaviours. Those individuals who value their religions so much will first assess the world through religious schemas and thus will integrate their religion into much of their lives.

Engel (2006) carried out a study on the influence of religious affiliation on consumer behaviour in Brazil. The study revealed a sharp difference among Christians in Brazil. The results showed that the Lutheran Church members are more secular and show relatively minimal interest in spiritual growth. Even though Engel's (2006) findings only applied to Lutheran Church in Brazil, it has empirically demonstrated that religious affiliation and denomination can serve as

important variables for consumer segmentation. Similarly, Hirschman (2004) carried out several studies on religious affiliation and its effects on consumer behaviour. The study paid much attention to the similarities and differences in consumption-related activities among consumers affiliated with Catholicism, Protestantism and Judaism religions. The study indicated that Jewish consumers tend to be more innovative and less brand and store loyal than non-Jewish consumers while Catholic consumers are more influenced by price, location, transportation, and mood in making entertainment related choices than are Protestant consumers and thirdly Jewish, Catholic, and Protestant consumers use different evaluation criteria in making entertainment, residential, transportation, and pet choices. The overall findings showed that Christianity had significant effects on the type of products consumed by the members.

In a constantly changing and increasingly globalised world, religions still play a significant role in influencing social and consumer behaviour (Al-Hyari et al., 2012). The study utilised the Hofstede's model of culture to investigate the effect of culture on the purchase behaviour of the consumers (Teimourpour and Hanzaee, 2011). Khraim's (2010) seven factor dimensions were also employed to shed some light on measuring religiosity from the Islamic perspective. The study showed that the combination of three dimensions namely, current Islamic issues, religious education, and sensitive products, produced the best results among other dimensions. These findings confirm Hofstede's model of religious influence on consumer behaviour. The findings also correspond with the findings obtained in the study conducted by Teimourpour and Hanzaee (2011) which investigated the impact of culture on the attitude and behaviour of the consumers, where it was debated and the findings reflected the effects of religion on consumer buying behaviour.

Hoyer and Macknnis (2012) assert that religion offers the individual not only certain form of acts and spiritual rituals; but also, standards of behaviour and a general world view. Thus, religion can form the basis of how an individual chooses to lead his/her life. Almost all religions have sets of laws that affect everyday purchases and habits that have an impact on the consumer behaviour.

Esoo (2001) in his research on the religious influences on purchasing behaviour in Mauritius, ascertains that significant differences among Muslims, Hindus, and Catholics towards the consumption of some specific products exists. The study revealed that those for whom religion is a central focus in life, also differed significantly in their purchasing behaviour from casually

religious consumers, those for whom religion is expedient across all three religious' groups. The research notes that religion is a predictor of consumer behaviour in the presence of lifestyle and demographic variables, implying that the influence of religion on the value systems of the society and the effect of these value systems on consumer behaviour cannot be underestimated (Esoo, 2001).

Alam, Mohd and Hisham (2011) carried out a study to examine the effect of religiosity on Muslim consumer behaviour and on purchasing decisions in Shah Alam and Bangi in the Selangor state of Malaysia using a sample of 232 Muslims from middle- and upper-income groups. The findings indicated that religious Muslims in the Shah Alam and Bangi areas consider Islam as their source of reference and they spend moderately, as commanded by Allah in the Quran. The study also revealed that religion acts as a mediating variable between relative and contextual variables, and purchase behaviour of Muslim consumers (Alam et al., 2011).

4.4.4 Sub-culture

Societies are composed of different sub-cultures in which people can be identified. Sub-cultures are groups of individuals who share common values, beliefs and customs based on a common experience or a similar lifestyle in general (Rani, 2014). Each culture is made up of sub-cultures, which include religions, nationalities, geographic regions and racial groups. Most marketers often use these groups as the basis for segmenting the consumer markets into different units. For example, in recent years, the segment of ethnic cosmetics has greatly expanded. There are some products that are more suited to non-Caucasian populations and to types of skin pigmentation for African, Arab or Indian populations (Rani, 2014). Research shows that product brands often communicate in different ways, sometimes even create specific products in order to specifically target a specific sub-culture (Rani, 2014). It has further been argued that these days, most consumers are more receptive to products and marketing strategies that specifically target them (ibid).

Durmaz (2014) concurs that each culture consists of sub-cultures, groups or people with shared values. Sub-cultures may include nationalities, religions, racial groups, or groups of people sharing the same geographical location. Durmaz (2014) agrees with Rani (2014) that sometimes a sub-culture will create a substantial and distinctive market segment of its own. For instance, "youth culture" or "club culture" has quite distinct values and buying characteristics from the much older "gray" generation (Durmaz, 2014). It has been observed from the literature and research findings that even though much studies have confirmed that a significant relationship exists between sub-culture and consumer buying behaviour, in South

Africa such studies are very limited. This study will therefore address the gap in existing research. The study will determine the buying behaviour of each of the racial groups (Black, Indian, Coloured and White South Africans) regarding the purchase of male personal care products in South Africa

4.5   Social Factors Affecting Male Purchase Behaviour and Attitude

Man is considered as a social animal. Therefore, a man's behaviour patterns such as likes and dislikes are to a great extent influenced by the people around him (Ramya and Ali, 2016). People always seek information from the people around them and seldom do things that are not socially acceptable. The social factors that influence the purchase behaviour of male shoppers are discussed below.

4.5.1   Peer influence

Thakkar, Mascara and Rohilla (2018: 242) studied the "factors influencing buying behaviour of men's towards grooming products" in India. The study was conducted among approximately 400 men between the ages of 20 and 29 years in Gujarat, India. The findings showed that peer influence is one of the factors which influences the purchase decisions of men in Gujarat towards the consumption of grooming products. Harris (1995) expresses a similar opinion that peer pressure is a major social factor which is often considered when analysing consumer behaviour and attitude, particularly among the younger generation.

Silvera, Lavack and Kropp (2008), in their study, on impulse buying have discovered that peer influence had a significant effect on the purchase and consumption decision of consumers. A study by Beaudoin, Moore and Goldsmith (1998) also underscored similar findings as it was established that most followers shared the tastes and preferences of their leaders via their study.

A further study was carried out on the role of peer influence on the purchase decision of some selected adults in Saudi Arabia (Roberts & Roberts, 2012). In order to determine the effect of peer group pressure on the consumption of the cosmetic product among men, a survey of around 200 university students aged between 16 and 30 was conducted using a structured questionnaire. The hypotheses in the study were tested by determining and comparing mean levels of the susceptibility of these young adults to peer influence across four product categories, which included beauty products. The results of the study revealed that peer pressure positively influenced the behaviour of men in consuming grooming products. The results further provided an understanding of how peers influence the purchase decisions of the male consumers.

4.5.2 Celebrity endorsement of the products

Studies by (Cheng et al., 2010; Pillai, 2013; Kapoor & Si, 2014) have found that celebrity endorsement is one of the key elements in marketing which affects the attitude and behaviours of male consumers in consuming men's grooming products. According to Cheng et al. (2010), metrosexual celebrities offset the negative associations of being metrosexual. Currently, celebrity endorsement is a powerful tool that many organisations utilise to enable consumers including male shoppers to feel more comfortable and positively change their attitude towards personal care products. Cheng et al. (2010) revealed that most young male consumers select brands or products to imitate celebrities who endorse those items, for instance Brad Pitt and David Beckham are well known for their looks and style, both of which resonate well with metrosexual tastes.

Pillai (2013) claims that metrosexual celebrity endorsement has had a great influence on male attitudes towards grooming products, as it has changed male perceptions towards the consumption of products that were once considered feminine and an accepted societal norm. A study carried out by Craig and Alan (2000) reveals that celebrity endorsement has the strongest significant impact on the attitude of adolescent consumer in making purchase intentions. According to Craig and Alan (2000), the introduction and the use of celebrity endorsement into the consumer behaviour literature provides greater understanding of the socialisation patterns of young adult consumers. The findings from the study revealed that most adults compare or imitate their role models by purchasing and using fashionable items and products that are associated with those role models.

4.5.3 Social class

According to Yakup and JablonskÄ (2012), every society is made up of some form of social classes which are important to the marketers because the buying behaviour of people in a given social class is similar. In this regard, marketing activities could be tailored based on different social classes. It is important to understand that social class is not only determined by income, but there are various factors that form social class including wealth, education and occupation. The United Kingdom for instance, with regards to the socioeconomic classification scheme, social class is not just determined by income. Social class is measured as a combination of occupation, income, education, wealth and other variables (Lau, 2018).

In a similar study, Rani (2014) explains that social class is a determinant of consumer buying behaviour. Rani (2014) considers social class as more or less homogenous groups ranked against each other according to a form of social hierarchy. It has been argued that even in large

groups, there exists similar values, lifestyles, interests and behaviours in individuals belonging to the same social class. In every society there are some forms of social class which is important to marketers because the buying behaviour of people in a given social class is similar. Ramya and Ali (2016) have found that the social perception of a brand or a retailer plays a pivotal role in the behaviour and purchasing decisions of consumers. It has also been found that the consumer buying behaviour may also change depending on social class. For example, a consumer from the lower class will be more focused on price. Whereas a consumer from the upper class will be more attracted to elements of the products such as quality, innovations and features (Rani, 2014).

Ramya and Ali (2016) confirm that consumer behaviour is determined by the social class to which s/he belongs. Social class is relatively a permanent and ordered division in a society whose members share similar values, interest and behaviour. Ramya and Ali (2016) agree with other scholars (Rani, 2014) that social class is not determined by a single factor, such as income but it is measured as a combination of various factors, such as income, occupation, education, authority, power, property, ownership, life styles, consumption and pattern. According to Ramya and Ali (2016), there are three different social classes in every society including upper class, middle class and lower class. These classes differ in their buying behaviour. For example, upper class consumers want high-class goods to maintain their status in the society, whereas middle class consumers purchase carefully and collect information to compare different products in the same line and lower class consumers buy on impulse (Ramya and Ali, 2016). In view of this, marketers are required to carefully study the relationship between social classes and their consumption pattern and take appropriate measures to appeal to the people of those social classes for whom their products are meant.

4.5.4   Family

According to Ramya and Ali (2016), two types of families in the buyer's life exists including the nuclear family and joint family. The family size is small, and individuals have higher liberty to take decisions in the nuclear, whereas in joint families, the family size is larger and group decision-making gets more preference than individual decision-making (Ramya and Ali, 2016). Family members can strongly influence the buyer   behaviour, particularly in the Indian context. For example, in India, tastes, preferences, likes, dislikes, life and styles of the members are rooted in the family buying behaviour (Ramya and Ali, 2016).

The authors found that family influences buying behaviour of a member in two ways, namely the family influence on the individual personality, characteristics, attitudes and evaluation

criteria; and the influence on the decision-making process involved in the purchase of goods and services. In India, the head of the family may alone or jointly with his wife decide the brand and type of products to purchase.

Yakup and JablonskÄ (2012) also agree that consumer behaviour is influenced not only by consumer personalities and motivations, but also by the relationships within families. Yakup and JablonskÄ (2012) found that in the context of the family, members must satisfy their individual and shared needs by drawing on a common and shared, relatively fixed supply of sources. The individual family is the most immediate and a very strong, and most pervasive influence on decision-making. The husband, wife and children influence each other and are influenced by others.

4.5.5 Roles and status

Yakup and JablonskÄ (2012) suggest that everyone belongs to several groups including family, clubs and organisations. A person's position in a particular group can be defined in terms of both role and status. According to Yakup and JablonskÄ (2012), role consists of the activities people are expected to perform according to the persons around them. Ramya and Ali (2016) discovers that each role carries a status. Therefore, people choose products that communicate their role and status in society. Marketers must, therefore, be aware of the status symbol potential of products and brands.

Figure 4.1 herein depicts the major variables affecting the consumption of cosmetic products by males and it is evident that there are multiple variables in this regard. This is further aligned with the aforementioned literature discussed.

Figure 4.1: Major variables affecting men's consumption of cosmetic products

Personal variables:
Self image
Ageing effect
Physical attractiveness
State of health

Socio-cultural variables :
Beliefs
Lifestyle

Men's attitude towards
the consumption of
cosmetics

Marketing variables:
Advertising
Purchase situation
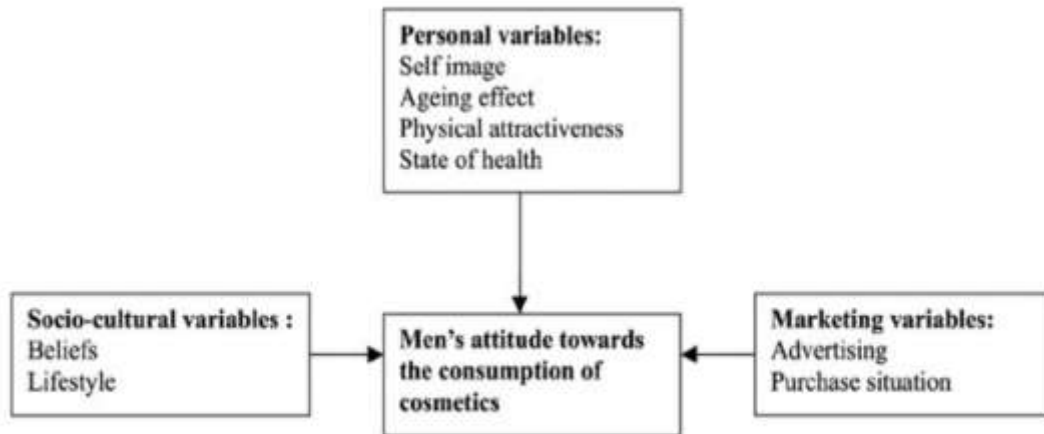
Source: Souiden and Diagen (2009)

4.6 Economic Factors Influencing the Attitude and Behaviour of Consumers

The behaviour of consumers is largely influenced by economic factors. The economic factors that influence the purchase behaviour and attitude of male shoppers are discussed as follows.

4.6.1 Personal income

Research shows that the personal income of a person determines his/her buying behaviour or attitude. The gross personal income of the consumer consists of a disposable income and discretionary income. The disposable income is made up of the actual income available for spending after deducting taxes and compulsorily deductible items from the gross income (Ramya and Ali, 2016). It has been argued that an increase in the disposable income will result in an increase in the spending on the various items of the consumer and vice-versa. The discretionary personal income, on the other hand, refers to the balance remaining after meeting basic necessaries of life. Discretionary personal income is available for the purchase of shopping goods, durable goods and luxuries. An increase in discretionary income results in an increase in the expenditure of the consumer regarding shopping for goods and luxuries, which improves the standard of living of the consumer (Ramya and Ali, 2016).

Štulec, Petljak and Rakarić (2018) argue that since the income level determines consumers' purchasing power, consumers with high-income can afford to buy more durable and luxurious goods such as cars, life insurance policies, travel and have the propensity to purchase premium brands whereas low-come consumers will be satisfied with basic living needs and choose

affordable products. Although findings indicate that there is a direct link between personal income and purchase intention, it is still not clear whether between men and women who spend more on grooming/personal care products as the personal income increases.

4.6.2 Price of the product

Price has been found to be a key economic factor which influences the purchase and consumption of personal care products. Price is the value placed on the products to enable them to be sold to a target market. The "impact of price on purchase behaviour reflects how many consumers are willing to pay for a product, competitor prices and substitute products available" (Hunt, 2010:55). The price of products should be determined by taking into consideration the cost of production, product quality, materials, product brand, competition, customer perception and product value.

According to Pour, Nazari and Emami (2013), price comprises elements like discounts and other terms and conditions that are associated with the repayment for the product. It includes product or service which is offered for sale and determines the level of satisfaction to be derived from the product or service. Pour et al. (2013) argue that pricing is considered the only variable among the marketing mix which involves no cost. It is recommended that the price of the product should be commensurate with the capabilities of the buyers

Koshy and Manohar (2017) who examined the "factors influencing the buying behaviour of face care products among youth" in the Pathanamthitta district, Kerala, discovered that pricing is key variable which impacts on the purchase decisions of youth. The study revealed that price was ranked fourth among the factors which influence the consumers purchasing decision. A similar study was also conducted by Souiden and Diagne (2009) to examine Canadian and French men's consumption of cosmetics and a comparison of their attitudes and motivations. The results of the study showed that price is among the factors which affects the decision of men to consume cosmetics in Canada and France. A similar study carried out by Sukato and Elsey (2009) on "a model of male consumer behaviour in buying skin care products in Thailand" revealed that price is a major determinant of the consumption of male skin care products in Thailand. Rob, Raul, Jerry and Bert (2010) in their study, found that there are some common patterns in customer evaluation of new products and services and their pricing. Rob et al. (2010) argue that due to the recent economic crisis, most consumers have become sensitive to product prices. They are of the view that a low price increases the consumption rate of the consumers and vice-versa.

Throughout the literature, it has been confirmed that price is one of the determinants of the purchase intention of the consumer. However, whether men or women are price sensitive as far as the consumption of personal care products is concerned, is unknown.

4.6.3 Liquid assets

Liquid assets of the consumer to a large extent determines his/her purchase intention. Liquid assets are defined as those items that can easily and quickly be transformed or converted into cash without any loss in value (Ramprabha, 2018). Liquid assets are made up of cash in hand, cash in the bank and marketable securities, such as bonds, treasury bills. It has been suggested that if a consumer has more liquid assets, s/he may go in for buying comforts and luxuries. By contrast, if the consumer has fewer liquid assets, s/he cannot spend more on buying comforts and luxuries (Ramya and Ali, 2016).

4.6.4 Savings

The consumer's habit of saving also influences his/her behaviour towards the consumption of certain products. According to Ramya and Ali (2016), a change in the amount of personal savings of the consumer leads to a change in the expenditure of the consumer, if a consumer decides to save more money out of his/her income, s/he will spend less on certain commodities and vice-versa. It is a known fact that savings impacts on the purchase decision of the consumer. However, there is a lack of research to clarify whether the savings habit of men has an influence on their behaviours and attitudes towards the consumption of personal care products.

4.6.5 Family income

Matharu, Raju and Singh (2018) refer to family income as the sum or aggregate income of all the members of a family. In other words, it is the summation of the personal income earned by every member of the family. Family income has a direct influence on the buying behaviour of the family. Matharu et al, (2016) claim that whatever surplus family income, remaining after the expenditure on the basic needs of the family, is made available for buying shopping and other items.

4.7   Psychological Factors Influencing Purchase Decision of Male Shoppers

The psychological factors which influence the purchase decision of the male shoppers are discussed as follows.

4.7.1   Self-image

Khuong and Duyen (2016, p. 46) define self-image as "the mental image which individuals have about themselves, based their life experiences or on the internalisation of others' senses".

Self-image can be positive and instill confidence in consumers' thoughts and activities. Conversely, self-image can be negative and result in consumers being vague about their abilities and ideas.

Khan et al. (2018) discovered that self-image positively influences the attitudes and behaviours of male consumers towards personal care products. It has been found men use cosmetics to enhance self-image and that motivated consumers are more concerned about this aspect. An important reason, men use cosmetic products is to repair a disjointed self-image. Abdoolla (2019) maintains that male consumers patronise beauty care products to develop self-image and personality. The use of personal care products is becoming of central importance to some men, as these items assist in enhancing self-image and creating symbolic meaning (Khan et al. 2018).

A study by Khuong and Duyen (2016) on the topic, "personal factors affecting consumer purchase decisions towards men's skin care products, a study in Ho Chi" reveals that self-image acts as a vehicle to induce consumers, especially men, to purchase beauty care products. According to Khuong and Duyen (2016), consumers often purchase products or brands that they feel align with their self-image. Furthermore, the literature suggests that consumers express themselves through the selection of products and brands based on their personal values (Khuong & Duyen, 2016). It is also argued that the use of personal care products encourages and promotes a strong and positive self-image for consumers.

According to Arora and Gupta (2013), men purchase personal care products not only for their tangible benefits but through their motivation for a strong identity. Arora and Gupta (2013) contend that men buy such products to enable them to change their self-image, to suit the diverse roles that they play in their lives. The scholars Ersoy, Yolal and Batmaz (2015) also discovered that self-image influences the attitude of men towards consuming grooming products.

McNeill and Douglas (2011), in their study, argue that males are becoming more concerned about their image and encouraging better grooming habits in themselves. McNeill and Douglas (2011) observed that creating and retaining self-image is the main personal motivation for males in their consumption of grooming products. The use of personal care products or cosmetics does not only enhance the consumer's self-image physically but also serves his/her psychological image, as s/he feels more confident about the appearance. McNeill and Douglas (2011) suggest that some people tend to shun or avoid their peers or friends with bad mouth

and body odours. However, the availability of several grooming products in the market has helped most people to resolve this challenge.

In India, Thakkar, Mascara and Rohilla (2018) investigated the factors influencing the buying behaviour of men towards grooming products. The study was conducted among 400 men, between the ages of 20-29 in Gujarat. Findings from the study indicate that self-image is a key variable which influences men's purchase decisions toward the consumption of grooming products. Similarly, Ridwan et al., (2018) in their study confirmed that self-image positively influences men's attitude towards the purchase of personal products.

However, a study by Leng (2016) contradicts the above findings. Leng (2016) discovered that the use of grooming products to enhance a person's self-image does not apply to Frenchmen, as this has no significant bearing on their attitude towards the product. On the other hand, the behaviour of Canadian males towards grooming and cosmetic products is driven by the factor of self-image. Abby (2017), also argued that a person's personality can be created, developed or enhanced through the use of body care products, image and a presentable appearance. A study by Souiden and Diagne (2013) contradicts other findings that there is a positive link between self-image and purchase decision of male consumers towards personal care products. According to the scholars, a man's self-image acts as in important determinant for the purchase of personal care products, but this has a low significant impact on the purchase decision.

4.7.2   Self-esteem
A study by Ersoy et al. (2015) suggests that self-esteem is a key factor that influences consumer attitudes towards the consumption of personal care products. Ersoy et al. (2015) describe self-esteem as the positive confidence that a person possesses. Self-esteem is based on the idea of the distinction, especially the difference between the self that one wishes to be (the ideal one) and the self that one currently sees oneself as being (the "real" or "perceived" self). The idea of the self is comprised of physical, psychological and social components that influence a person's attitudes, habits, beliefs and ideas about a particular product. Ersoy et al. (2015) claim that most buyers display or exhibit consistency over time between their values and the products they purchase, due to their consumption behaviour. This is associated with their ideas on self-concept. According to Ersoy et al. (2015), the self-image congruence model states that consumers purchase products with attributes that are in tune with certain aspects of their selves. The model claims that there is a cognitive process with consumers matching product attributes

with self-image. The literature reveals that the male consumption of personal care products or beauty care products has resulted in the growth of the personal care industry worldwide. It has also been found that the desire of men to enhance their self-image, particularly in recent times has made the producers increase their production capacity. Men's developing interest in self-image is further stimulated by an increase in the number of men's magazines that portray a distinctly attractive image of the "new man".

4.7.3 Motivation

Motivation is regarded as an activated internal need state leading to goal-directed behaviour to satisfy that need. It is a drive which pushes a person to act in different ways. Ramya and Mohamed Ali (2016) and Yakup and Jablonsk (2012) state that motives are relatively enduring, strong, and persistent internal stimuli that arouse and direct behaviour toward certain goals. According to Yakup and Jablonsk (2012), there are five levels in Maslow's hierarchy of needs including the physiological needs (these include the most basic needs that are vital to survival, such as the need for water, air, food and sleep), security/safety needs (these include needs for safety and security), social/love needs (these include needs for belonging, love and affection), self-esteem needs (these include the need for things that reflect on self-esteem, personal worth, social recognition and accomplishment) and self-actualisation needs (people are self-aware, concerned with personal growth, less concerned with the opinions of others and interested fulfilling their potential).

Ramya and Ali (2016) argue that motivation becomes a buying motive when the individual seeks satisfaction through the purchase of a product or service. A motive is regarded as an inner urge that moves a person to take purchase action to satisfy two kinds of wants such as core wants and secondary wants. Motivation, therefore, acts as a driving force that impels an individual to take action to satisfy his needs. In this regard, it becomes one of the internal factors influencing consumer behaviour. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act.

4.7.4 Perception

Ramya and Ali (2016) state that human beings have considerably more than five senses. In addition to the basic five senses (touch, taste, smell, sight, hearing) there are senses of direction, balance, a clear knowledge of which way is down, and many more. Each of these senses feeds a certain kind of information to the brain constantly, and the amount of information being collected would seriously overload the system if one took it all in. The human brain

selects from the environment around the individual and cuts out the extraneous noise. In this way, the information entering the brain does not provide a complete view of the world around us. Therefore, when a person constructs a worldview, s/he then assembles the remaining information to map what is happening in the outside world. Any gaps will be filled in with imagination and experience. The cognitive map is, therefore, not a 'photograph'; it is a construct of the imagination. This mapping will be affected by factors such as subjectivity, categorisation, selectivity, expectation and past experience (Ramya and Ali, 2016).

4.8   Other Factors Influencing the Purchase Decision of Male Shoppers

Apart from the personal, social, cultural, economic and physiological factors, there are other factors which impact on the behaviour of men. These factors are discussed below.

4.8.1   Product quality

Product quality has also been identified as an important factor which influences the consumer purchase decision. Huddleston, Good and Stoel (2001) investigated consumer ethnocentrism, product necessity and Polish consumers' perceptions of quality. The results of the study revealed that the Polish market is very attractive to many consumers because of the quality offered for sale. However, the authors argued that findings from the study may not be applicable to other markets, because of the influence of strong feelings of national pride of Polish consumers. They suggested that the measures of consumer ethnocentrism differ across countries.

Ridwan et al. (2018) in their study also discovered that product quality has a positive impact on male consumer behaviour in purchasing skin care products in three cities in Indonesia. A similar study in Thailand shows a strong correlation between product quality and consumer behaviour towards the purchase of skin care products in Thailand (Sukato & Elsey, 2009).

4.8.2   Product brand

Branding is an important marketing tool which creates awareness of a firm's products as well as attracts customers towards the products. According to Suki (2013), research showed that brand attributes positively impact on the purchasing decision of the consumer. Suki (2013) studied the structural relationships of product features, brand, pricing and social influence among Malaysian students. The study was conducted among 320 respondents at a Higher Education Institution in the Federal Territory of Labuan, Malaysia. The findings from the study revealed that brand names acted as a predictor of purchase decisions of the research participants (Suki, 2013).

4.8.3 Advertisement

Khan et al. (2018) determined that advertising is a powerful tool which impacts positively on the attitudes and behaviours of men towards the purchase of personal care products. It is the key marketing communication strategy or tool to transmit information to the target audience through particular media, including print or electronic. According to Khan et al. (2018), mass media advertisements have been perceived to be the most powerful means of communicating messages to target audiences or consumers. At present, many organisations direct their advertisements towards men's personal care products by communicating important messages or information about the products to increase sales. An advertisement is a powerful tool in influencing male consumers to purchase personal care products at regular intervals. Khan et al. (2018) suggest that many firms are investing heavily in advertising their brands in to persuade more customers to patronise their products. Khan et al. (2018) argue that Paris is the leader in terms of cosmetics and beauty care, due to huge expenditure by French businesses on advertising.

Beauchamp (2013) contends that advertising is arguably the most powerful marketing tool in spreading stereotypical ideas and its effect is to create certain perceptions in real life. Beauchamp (2013) suggests that in post-modern advertising, males have been portrayed as powerful and the breadwinners of their families. However, in this contemporary era, most men are defining themselves as "metrosexual". Beauchamp (2013) describes the metrosexual as those men who live in cities and take good care of their appearance and cultivate an upscale lifestyle. It is evident that more advertisements and marketing programmes are now tailored towards the male segments with personal care products in this post-modern society, where the idea of femininity and masculinity appears to have become antiquated. Traditionally, the consumption of beauty care or grooming products has always been linked to females. However, the increasing consumption of male grooming products is not only for physical benefit but also for the meaning it conveys to male consumers. Research suggests that most men have become more concerned with improving their attractiveness, appearance and reducing their ageing process. Therefore, most advertisements are mainly aimed at influencing men to purchase more products that they do not actually use.

Branchik and Chowdhury (2012) discovered that the market share for male grooming products grew exponentially at 12% between 2006 and 2011. The increment was largely due to the various promotional techniques adopted by the grooming industry as well as the growing interest of men towards the products. Branchik and Chowdhury (2012) forecasted that the

market share for male grooming products would grow further by eight percent between 2011 and 2016. The study revealed that some of the largest consumer groups of male personal care products are the ageing population between the ages of 15 and 34. In addition, considerable interest is paid to the ways in which males critically attend to advertising, especially regarding the adoption of a post-modern perspective to consumer studies. This researcher adds that more male consumers are easily persuaded, through advertisement to purchase personal care products, compared to female consumers.

Coley and Burges (2003) established that advertisements have a substantial positive impact on men's attitude toward the consumption of cosmetic products in Pakistan and China. However, Bian and Forsythe (2012) found that advertisements have an insignificant effect on the Chinese, whereas, in Pakistan, it has a significant impact on male consumer's attitude toward the consumption of cosmetic products.

4.8.4 Product availability and location of the shop

According to Koshy and Manohar (2013), the availability and confidence in the product's ability to deliver are key determinates of purchase decision of consumers worldwide. In their study, Koshy and Manohar (2013) discovered that the availability of the products was ranked seventh out of eight factors that influence the purchase and consumption of face care products in Coimbatore and Bangalore in Tamil Nadu, India. Abdoolla (2019) maintains that product availability is positively associated with the consumption behaviour of consumers. The author argues that products that are easily accessible in the market have a high consumption rate as compared to those that cannot be easily accessed.

A similar study by Thakkar et al. (2018) on factors influencing the buying behaviour of men towards grooming products in Gujarat, India, also confirms that availability of the products influences the purchase decision of consumers. About 400 participants between the ages of 20 and 29 years took part in the study. The study found that the availability of the face wash product influences men's behaviour towards the purchase and consumption of the product.

4.9 Benefits Men Obtain from Consumption of Personal Care Products

Male consumers derive a number of benefits from the purchase and consumption of personal care products. These are classified into emotional, functional, social, epistemic and conditional value and are discussed below.

4.9.1 Emotional benefits/value

A study found that male consumers derive an emotional benefit or value from the consumption of grooming or cosmetic products (Candan, Ünal & Erciş, 2013). Emotion is inherent in components such as "situations, products, advertisements and brands". Candan et al. (2013) define "emotional value as benefit obtained or satisfaction derived as a result of the emotional and sensational condition". Emotional value is related to the reaction of consumers to a product (Xiao & Kim, 2013). Evidence suggests that in purchase and consumption decision, an emotional value may arise in a positive way, such as "loyalty, nostalgia, excitement", or in a negative way, like "fear, anger and guilt" (Xiao & Kim, 2013:612).

Schiffman and Kanuk (1998) in their study also discovered that individuals with high emotions respond more quickly to products and services than those with a very low emotion. Some products are used by consumers to cope with their emotions (Schiffman & Kanuk, 1998).

4.9.2 Social value

Candan et al. (2013) explain social value as the benefit that is derived from one's association with a social group. Social values are studies in relation to symbolic value, status, conspicuous consumption, prestige, reference groups and opinion leadership (Candan et al., 2013). Xiao and Kim (2013) argue that social class is measured in relation to "work, education and income status" in a community. A study by Myers and Bishop (1981) reveals that social classes can be determined on the basis of prestige, status and adopted values. Similarly, a study by Schiffman and Kanuk (1998) reveals that in a society, the levels of hierarchy among people lie in accordance with their status and these hierarchies generate the concept of social classes. From a marketing perspective, the reference group affects individuals' purchase and consumption decisions. In their study, they suggested that symbolic values occur when consumers assign the same or similar meaning to a particular product and share the meaning (Schiffman & Kanuk, 1998). Wee and Ming (2003:210) express the view that "reference groups and opinion leaders may have a direct and indirect influence on consumption of certain products". A study by Ming (2003) demonstrates that through effective communication and word of mouth, social groups and opinion leaders are quite effective components in convincing other members of the society to consume a certain product. A study conducted by Abby (2018) reveals that the consumption of personal care products enhances the status of consumers in society.

4.9.3 Functional value

Functional value is another significant benefit that consumers derive from the consumption of grooming or personal products. One study reveals that consumers are usually influenced by the function of the products (Sheth, Newman & Gross, 1991). Functional value has been described as the satisfaction that the consumer derived or obtained from the consumption of certain products, pragmatic and physical performance of a situation. Xiao and Kim (2013) discovered that the functional value can be measured in terms of the performance, reliability, price and the brand attribute of the product. According to Xiao and Kim (2013), most consumers are more interested in how a particular product is used or consumed. The assertion made by Xiao and Kim (2013) reaffirms the position of the economic theory which assumes that most consumers make purchase decisions based on the satisfaction or benefits that they desire to derive from the product. A consumer who intends to either purchase a product or not makes a decision by considering whether he or she needs the properties contained in the product or not, and whether the product has the qualities that he or she expects it to have or not. Xiao and Kim (2013) advocate that price and quality are very important determinants in consumers' rational purchase behaviour and product preferences. Schiffman and Kanuk (1998) observe that the benefit that purchasers expect to derive from the consumption of cosmetic products may differ from based on the product's properties and the consumer's personal traits.

4.9.4 Epistemic value

Epistemic value is an important benefit that consumers derive from the purchase and consumption of personal grooming products. Research by Sheth et al. (1991) has discovered that a superior product is one that attains the desires and requirement for innovation. Another study indicates that consumers who have an innovative purchase tendency are exploratory and look for a variety of products (Wee and Ming, 2003). Hirschman (1980) discovered that the most essential driving force underlying the behaviours of purchasers or consumers who look for product variety is "innovativeness". Schiffman and Kanuk (1998:129) argue that the "behaviour of consumers in looking for variety of products arises as innovative purchase tendency especially in technological products". Xiao and Kim (2013), in addition, discovered that customers who more are willing to try, or consume new products may like to change brands and products, as they are motivated by their search for novelty and variety. Similarly, studies suggest that changing brands is routine behaviour for consumers who enjoy buying products that are newly introduced into the market (Schiffman & Kanuk, 1998; Sheth et al., 1991). According to Abby (2017), some consumers have the ability to purchase new products, while others follow the leaders and adaptation and acceptance is slower for them. Most innovators

are often prepared to offer a higher price for new products, therefore, new products that are introduced into the market are accompanied by higher prices.

4.9.5   Conditional value

Candan et al. (2013) explain that conditional value is a benefit that arises due to a specific condition that relates to the product that the consumer purchases to satisfy a need or want. Candan et al. (2013) further state that the alternative benefit is mostly due to unexpected conditions, which increases functional or social value. Conditional value arises from both external sources and purchase preferences that occur due to conditioning through the external environment. Most often, consumer perception about the conditional value of such products cannot be known until a condition arises that changes their behaviour (Sheth et al., 1991:69). Certain circumstances or situations like "celebrations, festivals and special days", may serve as important external factors that influence consumers to buy certain products (Sheth, 1991:69). In relation to consumer behaviours, the most common reason for describing the conditional factors associated with the product includes time and the location. The behaviour of most consumers is influenced by the interaction of customer service personnel with conditional factors. The factors of "time, place and environment" are considered the main determinants in the identification of conditional factors. Sheth et al. (1991) express the view that the theory of "consumer value" is applicable to all kinds of goods and services, but – like every theory – it has constraints. The conditions through which the consumption values theory is constrained are explained as systematic preferences and voluntary preferences.

4.10   Improving Consumption of Men Grooming Products

There are several ways in which the consumption of products can be improved. According to Ramya and Mohamed Ali (2016), for a successful consumer-oriented market service provider, organisations or marketers should work as psychologists to procure consumers. The factors that contribute to the improvement in the consumption of men grooming products are discussed as follow.

4.10.1 Price consideration

To improve the consumption of male grooming products, marketers must determine prices that are affordable to consumers, especially the low- and middle- income earners. This suggestion underscores the findings obtained from a study conducted by Yakup and Jablonsk (2012), where the participants expressed the views that they could not buy the products in their house because of high prices. Yakup and Jablonsk (2012) argue that apart from the price, marketers should consider important factors such as the brand of the products, customers' choices,

suitability of the good to the consumer's age, suitability of the good to the consumer's job, as well as the ability of the marketers to convince the consumers.

Abdoolla (2019) suggests that the pricing decision should take into account the customers' and competitors' reactions. Generally, customers will perceive the price as an indicator of product or service quality and will normally evaluate the cost in terms of perceived benefit derived from the consumption of the offering. Consumers have the opportunity in some cases to select from a variety of offerings and thus the price will be one of the comparative indicators upon which their buying decisions will be based. Kotler (2015) states that no matter how a product is, some consumers will be unable to pay more than a certain price. Although others may be able to afford it, they believe that another way of spending that sum of money would give them greater satisfaction (Kotler, 2015).

Miller, Hofstetter, Krohmer, and Zhang, (2011) allude to the fact that psychology places a strong and large part in pricing a product. Consumers facing any risk in their purchasing decision feel safer with a price. Kotler (2015) explains that many consumers use price as an indicator of quality. Image pricing is especially effective with ego (self) sensitive products such as perfumes. It is important for marketers to consider the price of the products by taking into account other economic indicators or factors in the local and global context.

4.10.2 Continuous quality improvement
Research shows that continuous quality improvement leads to positive consumer attitude and behaviour towards a specific brand (Pather, 2018). Although there is no standard definition of the term "quality", it can be referred to as the evaluation of excellence and superiority of the product. Quality determines the consumer proneness to buy a specific brand. Kotler (2015) believes that within a market offering, a product is a key element that brings value to the customer. Products are more than just tangible objects but inclusive of service features, design, performance quality, brand and packaging. Consumers today are demanding high-quality goods that save time, energy and often calories. Consumers are seeking reliable products that suit the purpose and are able to stand the intended functions. Customers find themselves surrounded by many options with the increase of customer purchasing power supported by multiple and flexible financing schemes. Therefore, to improve the consumption of men's personal care products, marketers, distributors and producers must focus on continuous quality improvement.

4.10.3 Understanding attitudes and behaviour of male consumers

Poranki, et al (2015) alleges that it is very difficult for marketers to understand consumer attitudes towards a firm's products and services. The term "attitude" is an individual's mental or neural state of readiness, organised through experience, exerting a directive or dynamic influence on his or her response to all objects and situations to which it is related. According to Grimmer, et al (2015), attitude is a complex combination of aspects such as personality, beliefs, values, behaviours and motivation of an individual. It is recommended that marketers or cosmetic firms should first understand the attitudes of consumers towards the purchase of cosmetic products, as this has the potential to affect their market share (Grimmer et al. 2015).

Poranki and Hasoneh (2014) maintain that consumer attitudes are formed through experience and learning, and influence buying behaviour relating to products. Marketers need to study the behaviours and attitudes of the consumers towards the firm and its products because they greatly influence the success or failure of the company.

4.10.4 Promotional tactics/strategies

It has been argued that the consumption pattern of specific products can be improved by the promotional tactics adopted by the firm or marketers. McNeill and Douglas (2011) argue that promotional strategies are powerful tools used by firms to create or promote their products. According to McNeill and Douglas (2011), both French and Canadian males show positive attitudes towards the use of cosmetics, due to the fact that advertisements on television or in magazines directed at men highlight the products' health benefits that consumers will enjoy when they buy the products. Promotional tactics can help create more awareness of male grooming products available in the market.

4.11. Gap in Literature on Male Grooming

Although various studies have been conducted on the concept of male grooming and the metrosexual male, none of these studies investigated the impact or effectiveness of a merchandise solution (such as the male grooming zone that was developed for this study). The discussion herein provides details on previous studies on male grooming and highlights the respective gaps.

A study on the factors affecting consumption behaviour of metrosexuals towards male grooming products by Cheng et al. (2010), investigated the effect of self-image, social expectation and celebrity endorsement on the consumption grooming products by metrosexuals in Malaysia. It was proven that perception does impact the interaction between self-image, celebrity endorsement and social expectation on the consumption behaviour of metrosexuals

toward male grooming products. The study did not consider additional variables such as the ones investigated in this study (emotional value, epistemic value and societal beliefs) and did not make use of any merchandise interventions to investigate its impact on consumption behaviour toward male grooming products.

A study conducted by Choudhury and Mukherjee (2014), on celebrity endorsement and its impact on student's buying behaviour towards personal care products, investigated only the dimension of celebrity endorsement. Male and female students over the age of eighteen were chosen for the study and it was discovered that celebrity endorsement played a vital role in the buying behaviour of the students when it came to purchasing personal care products. The respondents felt a sense of pride and confidence when comparisons were made to celebrities for the products that they consumed. This study did not focus on any additional factors affecting the buying behaviour of personal care products and hence indicates a gap in research.

Walker (2014) highlighted a gap in research in his article entitled: "It's a Man's World: Men's Grooming Breaks New Ground." It was discovered that there has been a pivotal shift in male pampering culture during the last decade. Men's toiletries used to consist of shampoo, deodorant, shaving cream and not much else. Nowadays, men are shopping for beauty products to make them look good. Walker (2014) maintains that a comprehensive understanding of the personal care products that men use has still not been discovered despite the boom in men's grooming. This study addressed this gap in literature as one of this study's aims was to identify the types of personal care categories that male shoppers often purchase.

An exploration of men's brand relationships was conducted by Zayer and Neier (2011). The purpose of their study was to examine the applicability of the consumer-brand typology to a segment of heterosexual male shoppers in regard to fashion and grooming products. Socio-cultural constructs were investigated, and the findings revealed that relationships with brands that men form with regard to fashion and grooming, either cement or detach their brand loyalty. However, the scholar's study was one dimensional the exploration of men's brand relationships regarding male shopping behaviour. This study has addressed the identified gap as it included a myriad of factors affecting male shopper behaviour (social, cultural, emotional value, epistemic value, and celebrity assortment).

A study conducted by Hays (2017) entitled "South African Pharmaceutical and Cosmetic Review, Customise for the unaccustomed - Male Grooming" highlighted that men are increasingly image-conscious and becoming accustomed to using personal care products,

which drives increased spending. Hays (2017) argues that this holds true for South Africa too where the male grooming category is at its highest and continuing to grow. One of the questions identified by Hays (2017), which needs to be addressed was "What are manufacturers doing to engage this male shopper?" Hays further advised that manufacturers of personal care products need to understand the needs of men and provide them with what they want to compete successfully in this segment. The gap in literature identified by Hays (2017) was addressed in this study as it explored the male grooming zone as a medium to keep the male shopper engaged for longer when shopping for male personal care products.

A study of the factors affecting the purchasing of men's skin care products in Sweden was done by Moungkhem and Surakiatpinyo (2010). The study examined in some depth the influences of the marketing mix, social factors, emergence of the metrosexual, evolution of femininity and masculinity, self-esteem and customer decision making on the male consumer behaviour in purchasing skin care products. The results of the study indicated the aforementioned variables have an impact on how men shop with social factors and self-esteem being the vital variables. The majority of the respondents revealed that the main reasons behind them using skin care products were for improving skin, personal care, attractiveness and self-confidence. The study did not make use of any experiments as was the case of this study (the male grooming zone) to investigate if it affected their purchasing behaviour. Hence this study has addressed this gap in research.

A study by Brosdahl and Carpenter (2011) on the shopping orientations of US males revealed that male shoppers are recognised as an important and distinctive market segment. While initial steps to categorise and classify male shoppers have been taken, the majority of existing empirical research considers male shoppers as a single, homogeneous market segment. Recognising that the understanding of male shoppers can be improved by identifying smaller, more homogeneous sub-segments, Brosdahl and Carpenter (2011) aimed to examine the shopping orientations of US men. Key market segments identified in the study were male grooming, toolboxes and camping backpacks. The study suggested that sub-segments of the market be identified, and studies be conducted to better understand the male shopper in relation to the key product categories identified. This study has attempted to address this gap in research.

McNeill and Douglas (2011), conducted a study on retailing masculinity, gender expectations and social image of male grooming products in New Zealand. The study explored the concept

of masculine identity in a modern social world by exploring the consumption of retail products traditionally seen as female or feminine (cosmetic grooming products). Male self-image in relation to the use of retail beauty products was examined on the perceived acceptable use of such products and notions of masculinity related to this. The study explored the way in which males engage with cosmetic retail products in relation to culture to fashion a masculine social identity in a society with ever-shifting gender rules. The finding was that the notion of conflict in the building of self-identity had the greatest impact on how a New Zealand male might purchase grooming products, with many individuals struggling to balance gender expectations of manliness with social expectations of appearance. The study did not explore any additional variables impacting purchase behaviour and further did not test male shopper behaviour in a controlled environment as was the case of this study.

A study by Pather (2018) on brand equity as a predictor of purchase intention of male branded cosmetic products in South Africa focused on the marketing capabilities that companies should require to stay abreast of local trends in order to gain a market share. According to Pather (2018), companies invest significant financial resources on marketing in order to have a compelling value proposition against competitors. Male branded cosmetics has been experiencing exponential growth hence the scholar's study sought to acquire an understanding of the male customer and what aspects of brand equity resonate with them. The study focused solely on brand equity as a medium that influences brand loyalty and purchase intention of male branded cosmetic products. The limitation was that the study did cater for non-branded cosmetics and neither did it focus on the repertoire of personal care categories shopped by men. The aforementioned identified gap in research has been addressed in this study.

Koshy and Manohar (2017), in their study entitled, "Factors influencing the buying behaviour of face care products among youth" focused on identifying the important factors considered while purchasing face care products. The influence of advertisements on consumer behaviour was also analysed. The results of the study indicated that female consumers consider the brand name to be of greatest importance followed by the product's ingredients and the firm's attempts to advertise its products. Male consumers considered the brand name to be of greatest importance. The study did not focus on any other personal care category apart from face care which can be considered as a gap which this research has addressed."

A study of male consumers' attitude in the grooming segment by Karve (2014) examined the key factors influencing the Generation Y(Gen-Y) male consumption patterns towards male

cosmetic products: namely packaging, self-image, brand image and celebrity endorsement in Malaysia. The study confirmed that the above factors prompt and motivate Gen-Y to buy the products if they resonate well with these factors. The limitations of the study are its exclusive focus on Gen-Y. The study did not seek to understand the type of shopping environment preferred by the male consumers or which product categories are shopped by them. This research has therefore addressed this gap.

Thakkar et al. (2018) conducted a study on the factors influencing the buying behaviour of men towards grooming products and identified the impact of demographic and social factors on their purchase decision. Cultural, psychological and personal factors were found to be the key influencers of the purchase intention of males towards grooming products. It was found that the use of male grooming products is more in the age group of 20-29. It was discovered by Thakkar et al (2018) that males use grooming products because they perceive 'they look good' after using the grooming products. The study did not take any additional variables into account, and therefore, was unable to provide a more holistic view of factors influencing the buying behaviour of the male shoppers.

It is clear that although previous studies were done on the subject of male grooming, an investigation of the type of beauty care products which are most preferred by South African men was not done. The aforementioned studies merely investigated the factors that influence the shopping behaviour of consumers. None of these investigated the value or benefits derived by male shopper from the consumption of personal care products. Furthermore, studies on the effectiveness of a male grooming solution to improve male shopper behaviour towards personal care products have not been done.

This proves that there is a dearth of literature investigating the effectiveness of a male grooming solution to improve men's shopping behaviour regarding personal care products. Further, the literature suggests that although the grooming market for men presents many opportunities to firms, limited research has been undertaken on the motivation contributing to an increase in the consumption of male grooming products (Abdoolla, 2019).

4.12   Chapter Summary

The purchase and consumption of cosmetic products for a long time has been associated with women. However, the rapidly changing population, values and preferences in this modern era

have resulted in new norms for consumers. The review of the literature reveals that most men are increasingly using personal care products in order to enhance their appearance or looks. The literature further suggests that today, male consumers are becoming more interested and fascinated with the consumption of cosmetic products, in order to fit into their societies. Concealing any flaws may result in a boost to their self-confidence. Studies further demonstrate that a variety of factors influence the attitudes of men towards the consumption of cosmetics or personal care products, including age and the ageing effect, self-image, lifestyle, social beliefs, body attraction, attention to skin health, income, occupation, celebrity endorsement and self-esteem. The review of the literature points out that there are several benefits that the consumer derives from the consumption of a specific product, namely: emotional, functional, social, epistemic and conditional value.

The next chapter provides s a comprehensive discussion of research techniques and the methodology used in the study.

CHAPTER FIVE
RESEARCH METHODOLOGY

5.1   Introduction

This chapter explains the research methodology adopted for the study. A discussion of the research philosophy, research approach, research strategy and methods, description of the study population, sampling techniques, research instruments, and statistical tools for data analysis will be presented. A thorough review of existing studies on research design and methodology was undertaken, which allowed the researcher to be conscious of the strengths and weaknesses of the various research methods adopted. This allowed for the most appropriate research methods to be chosen for the study.

5.2   Research Philosophy

The proponents of research philosophies over the years have engaged and displayed abundant knowledge and beliefs in what can be understood as a paradigm war (Saunders, Lewis & Thornhill, 2009). Although the researchers' explanations of ontology, epistemology and axiology have common themes with slightly varied meanings and emphasis, there is no best approach of classifying research philosophies or paradigms. The term research philosophy is a guide to research. It provides the direction for which an investigation should be followed.

Sefotho (2015) points out that philosophy is a roadmap for research and without it, the investigation may lack illuminated direction. Saunders et al. (2009) explained that a research philosophy is the belief, assumption or worldview about the research enquiry, which determines how the study will be conducted, procedures, strategies and methods of investigating or reinvestigating the existing knowledge on an object or construct. A research philosophy also directs the path of an investigation. It guides the research on which research method is to be used to investigate the research phenomenon. There are four main research philosophies, namely positivism, interpretivism, realism and pragmatism. Having reviewed these research philosophies, the most appropriate philosophy for the study is the positivist approach.

5.2.1   Positivist Approach

According to Babbie (2010), human beings are seen objectively, and due to that, social scientists search for different ways to study human society. The positivist paradigm is credited to Auguste Comte, who argued that reality can be investigated scientifically (Mack, 2010). According to Glicken (2003), the view expressed by Auguste Comte supports the general doctrine of positivism which states that all genuine knowledge is based on experience and can

only be enhanced through observations and experiments. Researchers have argued that positivism is based on belief or the worldview that certain patterns, generalisations and procedures are associated with social sciences (Lincoln, Lynham & Guba, 2011; Denscombe, 2010; Glicken, 2003).

According to Denscombe (2010), those who ascribe to the position of positivism assume that the investigator should be detached from the object of investigation. The position of positivists is that the reality is much simpler than it really is, where the researcher aims to isolate the links between the observed variables and investigate them one by one or separately. Bryman and Bell (2011:15) also concur that "positivists believe that a particular phenomenon, as well as the meaning associated with the research phenomenon, have a separate existence which is different from that of the investigator". This paradigm allows researchers to be independent of the investigation. Positivism also enables an investigator to concentrate on facts rather than on assumptions. This view is also supported by other researchers (Muijs, 2011; Babbie & Mouton, 2010; Saunders et al., 2009; Mackenzie, & Knipe, 2006). They maintain that it is possible for a researcher to adopt a distant, detached, neutral and non-interactive position. This approach, when adopted, assists the investigator to be very objective in the analysis of the findings from the respondents.

Wellman, Quan-Haase, Witte and Hampton (2009:6) in their study also "linked the positivist approach directly to scientific method. The scientific model strives to formulate laws which relate to populations". The authors argued that these laws explain the causes of observable and measurable behaviour. Neuman (2011) also confirms this view by pointing out that the positivist paradigm sees social sciences as an organised research approach which combines deductive reasoning with empirical observations of the participants' behaviours to identify the patterns of human activities.

Jones (2010:25) argues that the positivist approach undeniably has much strength, including precision, control and objectivity and it is more straightforward with respect to planning, simply because data collection and analysis occur simultaneously.

Having evaluated the relevance of all the research philosophies, positivism was considered as the most appropriate research philosophy for this study. This approach is also firmly rooted in quantitative research, as in the case of this study. In addition, positivism is very appropriate in this study because it aims to ensure methodological monism, which assumes that the most appropriate way to provide certain knowledge can be achieved through objectivity and

quantification (Jones, 2010). The term objectivity implies that the researcher and the reality being studied are separate and objective reality exists beyond the human mind. Also, positivism was adopted because it allows the researcher to gain objective scientific information based on the subject matter.

5.3   Research Approach

Generally, there are two main approaches to research, namely, deductive and inductive. The two approaches can be used jointly in a single study or separately depending on the method of the study. However, in this study, the deductive approach to research was chosen over the inductive approach since the study was testing the effectiveness of the male grooming environment.

5.3.1 Deductive approach

According to Saunders et al. (2009), the origins of the deductive approach lie in positivist philosophy, which is common in the natural sciences and shopper psychology. The shopping process is both a logical and psychological one, and it has been a subject of intense research and study into consumer behavioural patterns as well as purchasing tendencies. The deductive approach involves the development of theories that have been subject to rigorous testing – and it is based on an "objective examination of existing knowledge, law and theoretical considerations so as to develop a set of hypotheses, data collection and analysis as well as the interpretation of the results to determine whether to accept or reject the hypothesis and re-examine theory" (Bryman & Bell, 2011:11). Hence this approach is very relevant in relation to the study.

Robson and McCartan (2016) point out that deductive research progresses through five main sequential stages. The first involves the process of developing a set of hypotheses from the theory, while the second involves the process of stating the set of hypotheses in their operational terms, thereby proposing a relationship between two specific variables. The third stage concerns testing this operational hypothesis, while the fourth involves examining the specific outcome of the inquiry. The fifth and final stage deals with modifying the theory in accordance with the findings, if necessary.

The deductive approach has several characteristics. One such characteristic is that its concepts need to be operationalised in a way that enables facts to be measured quantitatively (Saunders et al., 2009). Another important feature is the generisability of the research findings. In order to be able to generalise the results statistically about regularities in human social behaviour it is necessary to select samples of sufficient numerical size.

A deductive approach has a great deal of strength. Saunders et al. (2009) argue that one of its strengths is that it is highly objective. Such an approach also allows a researcher to verify a revised theory by returning to the first step and repeating the whole cycle. Bryman and Bell (2011) express the view that such an approach uses rigorous scientific methods of data collection and the data is subjected to robust statistical analysis to deductively contribute to a body of knowledge on the subject matter being studied.

The researcher selected the deductive approach, as this study was purely quantitative in nature. As mentioned above, this approach has its origins in the positivist philosophy (quantitative research), which is common in the natural sciences and shopper psychology. It allowed the researcher to measure the effectiveness of the male grooming zone with respect to male shopper behaviour towards personal care products. Moreover, the deductive approach was used because it is more suitable for quantitative research, as it examines and tests specific theories which apply to the study.

5.4   Research Design

Research design can be a tool or technique to collect useful information about a particular research phenomenon (Maylor, Blackmon & Huemann, 2016). On the other hand, a research design directs the investigator on how to organise the study (Sekaran & Bougie, 2013). The main purpose of a research design is to enable the researcher to complete the study in a systematic manner. There are different various kinds of research designs, namely: descriptive, explanatory, exploratory, survey, experimental, case study, action, grounded, ethnographic, archival and phenomenological research. An experimental study was conducted based on the research method.

5.4.1   Experimental Study

According to Cunningham and Wallraven (2012), experiments are conducted to be able to predict phenomenons. Typically, an experiment is constructed to be able to explain some kind of relationship. In an experimental design, the researcher actively tries to change the situation, circumstances, or experience of participants, which may lead to a change in behaviour or outcomes for the participants of the study. The researcher assigns participants to different conditions and measures the variables of interest. Therefore, experiments are often highly fixed even before the data collection starts. Hence this approach was chosen for the study. Non-experimental research designs do not involve a manipulation of the situation, circumstances or experience of the participants (Cunningham and Wallraven, 2012).

Campbell and Stanley (2014) maintain that experimental research includes a hypothesis, and a variable that can be manipulated by the researcher, and variables that can be measured, calculated and compared. Most importantly, experimental research is completed in a controlled environment, in this case, the Clicks store environment. Experimental research is important to society as it helps us to improve our everyday lives. Experiments typically yield quantitative data, as they are concerned with measuring things. (Campbell and Stanley, 2014)

According to Morgan (2000), the advantage of experimental research is that it offers the highest levels of control. The procedures involved with experimental research make it possible to isolate specific variables within virtually any topic. This advantage makes it possible to determine if outcomes are viable.

Morgan (2000) contends that some authors distinguish between a natural experiment and a quasi-experiment. The difference is that in a quasi-experiment the criterion for assignment is selected by the researcher, while in a natural experiment the assignment occurs naturally without the researcher's intervention. After having reviewed the various types of experimental research, the most appropriate type for the study was the quasi-experiment. It is an empirical interventional study used to estimate the causal impact of an intervention on the target population. The intervention in this study was the installation of the male grooming zone to investigate its effectiveness towards the purchase of personal care products.

Quasi-experiments are effective because they use pre- and post-testing. This means that there are tests done before any data is collected to see if any person confounds or has certain tendencies. Then the actual experiment is done with the post test results recorded. This data can be compared as part of the study or the pre-test data can be included in an explanation for the actual experimental data. Any change in characteristics post-intervention is likely attributable to the intervention. In relation to the current study, the male grooming zone was installed in the Clicks store and the post-test data thereafter collected.

5.5 Research Methods

Research methods can take the form of either qualitative, quantitative or mixed methods. Since this study is firmly rooted in the scientific approach, a quantitative research approach was used.

5.5.1 Quantitative research method

Leedy and Ormrod (2001) explained that there are several classifications of a quantitative study, including descriptive, experimental, exploratory and causal comparative research.

Creswell (2003:153) defines the quantitative research method as an approach which has to do with the gathering of numeric information so that it can be quantified and subjected to statistical treatment to support or refute "alternate knowledge claims". Creswell (2003) points out that the quantitative research method is linked to the physical sciences, especially in chemistry and physics. With this type of research method, the investigator can utilise mathematical tools as the methodology for data analysis. This method is unique in its surveying and experimentation because it is used when the researcher intends to build on existing theories. Williams (2011) expresses a similar view in that quantitative research involves collecting statistical or quantitative data, where the researcher utilises mathematical tools to analyse the data. Williams (2011) further adds that the researcher adopts the inquiry methods to ensure alignment with a statistical data collection methodology. The quantitative research method subscribes to the view expressed by positivist which states that research should be independent in the entire investigation or research.

5.6   Study settings

Initially, various retailers retailing male personal care products situated at the Pavilion shopping mall was selected for the study. This shopping centre is one of South Africa's leading shopping and entertainment destinations and amongst the top five largest malls in the country (Ferguson, 2018). The following retail outlets sell male personal care products in the Pavilion shopping centre: Clicks, Shoprite Hyper, Pick and Pay, Edgars and Woolworths. However, Clicks was the only retailer that permitted installation of the male grooming zone for the purpose of the study. Refer picture in Appendix C which provides a visual appreciation of the male grooming zone. According to Scott (2015), Clicks is South Africa's leading health and beauty retailer, offering value for money in convenient and appealing locations. The cosmetics range at Clicks including male personal care is extensive and many female and male shoppers shop at the various Clicks stores for their personal care requirements. Hence the retail store in which the study was conducted was ideal.

5.7   Population of the Study

According to Guzman (2010), population represents any object or living things residing in a particular area for a defined period. Population refers to people which the researcher intends to investigate (Guzman, 2010). Saunders et al. (2009) describe population as an entire group from which a sample is drawn. This definition is simple, concise and to the point. Wilson (2010) defines a population as a clearly defined group of cases from which the researcher draws the sample. Unlike the first definition, it is inconclusive, due to its failure to specify what the

researcher draws from such cases. Similar to the views expressed by the above scholars, Sekaran and Bougie (2016) noted that a population is "the entire group of people, events or things of interest that the researcher wishes to investigate". This definition appears to be comprehensive, as opposed to the one propounded by Wilson (2010).

In the context of this study, population can be defined as the entire group of male shoppers shopping at Clicks situated at the Pavilion Shopping Centre (KZN), South Africa. It included all male shoppers except those under the age of 18 years and all female shoppers. According to Clicks, approximately about 1 000 male shoppers shop daily and 2 500 over weekends. Hence the study population was 2 500. The count of male shoppers was provided from Clicks management.

5.8 Sample Size

Sekaran and Bougie (2013) described sample size as a subset of the entire population that is chosen for inclusion in a specific study. In other words, it is a fraction or unit of the larger study population, whose properties are studied to draw conclusions about the whole population. When dealing with people, it can be defined as a set of respondents selected from a larger population for the purpose of a survey (Kumar & Velide, 2014.). However, it has been recommended that the best source to draw a sample size from is the sample frame (Taherdoost, 2016). Sample frame has been defined as the list of the actual cases from which the sample size is drawn (Taherdoost, 2016). The sampling frame must be representative of the population.

This study investigated male shoppers shopping at Clicks situated at the Pavilion shopping centre. Based on the first suggestion for selecting an appropriate sample size, as proposed by Sakeran and Bougie (2009), the sample size chosen for the study was within the correct range. The researcher selected 333 male shoppers entering the Clicks store as the sample size for the study. Krejcie and Morgan's (1970) table of minimum sample sizes for different populations, at a 95% confidence level, was employed to support this decision. This included a 5% level of significance with the population size of 2 500 (Sakeran and Bougie, 2009). The minimum sample size was calculated using online sample size calcualtors, with a 5% margin of errors.

The following equation was used to compute the final sample size:

$$n = \frac{\left(\dfrac{P\,[1-P]}{\dfrac{A^2}{Z^2} + \dfrac{P\,[1-P]}{N}}\right)}{R}$$

5.9   Sampling Strategy

Uprichard (2013) refers to sampling as the method of choosing a representative subset or portion of the population, known as sample. According to Uprichard (2013), sampling makes research more accurate and economical. The author further argues that the sampling method determines the generalisability of the research findings. In simple terms, sampling refers to the method of choosing a sample of the population to study. Sampling strategies are made up of probability and non-probability sampling. After reviewing the various sampling methods, the probability proportional sampling method was used to select the samples.

5.9.1   Probability Proportional Sampling (PPS)

Probability Proportional Sampling is a method of sampling from a finite population in which a size measure is available for each population unit before sampling and where the probability of selecting a unit is proportional to its size. Historically, PPS strategy emerged more than 80 years ago (Etikan & Bala, 2018:3). The PPS sampling strategy employs an experimental design in the physical sciences survey, mostly used in social sciences and shopper psychology. This scientific sampling is quantitative in nature, which involves the process of selecting a large portion of a given population. PPS sampling is believed to be the most appropriate sampling strategy for making inferences that can be generalised to a finite population. PPS has a rich history and a solid theoretical foundation that has been proven to be effective in several empirical research (Brick, 2015).

By applying the theory on PPS, the first male shopper was selected randomly, thereafter every eighth male shopper was selected. This process continued until the minimum sample was reached. The choice of the eighth shopper being selected was calculated by dividing the population size by the sample size (2500÷333) which was the calculation methodology suggested by Uprichard (2013).

5.10   Data Collection Method

There are various instruments for collecting data in qualitative, quantitative and mixed-methods research. Since the study was purely quantitative in nature, the main data collection instrument was questionnaires. Saunders et al. (2009) claimed that questionnaires are usually designed to collect three major types of data variables, namely: opinion, behaviour and attributes. A questionnaire refers to a self-reported instrument, whereby a respondent writes answers to printed questions on a document. Closed-ended questions provide respondents with specific alternatives. The researcher considered each objective outlined above and aligned the research questions and objectives with the questionnaire. All questions were structured in

simple language for ease of understanding by respondents and were concise and straight to the point. The researcher used a four-point Likert-type rating scale, ranging from: Strongly Disagree (SD) = 4; Disagree (D) = 3; Agree (A) = 2; and Strongly Agree (SA) = 1. The Likert scale was developed in 1932 by US psychologist Rensis Likert (Wilson 2010). The reason for employing a Likert-type scale was that it is simple to construct and interpret (Hartley, 2014; Treiblmaier & Filzmoser, 2011).

Saunders et al. (2009) argued that questionnaires are the most popular instrument of data collection, as they have several advantages and disadvantages. A key advantage of using a questionnaire is that respondents are given the opportunity to complete it at a convenient time. A questionnaire is also flexible because it affords the respondents to think through the questions before responding to them. Another advantage of a questionnaire is that it can be used to gather much information as opposed to other methods of data collection (Saunders et al., 2009). Furthermore, it has been argued that questionnaires are very economical because it can be administered to several people at the same time and place (Saunders et al., 2009). In addition. Monette, Bigras and Guay (2011) argued that questionnaires are very reliable because they can be used several times to measure different things. One criticism is that most respondents may not have enough time to complete the questionnaire which is likely to result in superficial data (Monette et al., 2011).

5.10.1 Administration of research instrument

Before the questionnaires were administered, the researcher obtained approval from the Ethics Committee at the University of KwaZulu-Natal (protocol reference number HSS/1669/015 D). The questionnaires were personally administered to respondents, as they entered the Clicks store. Each male shopper was chosen based on the sampling method aforementioned. The purpose of the study was adequately communicated to respondents before the questionnaires were administered. Each one included a confidentiality clause, as well as a consent form, indicating that they are willing to participate voluntarily in the study and could withdraw at any stage. All the volunteers signed the consent form to signify their approval. It is of significance that the respondents were different between pre- and post-installation of the male grooming zone. This limitation is mainly due to the logistics of being able to track the same members of the general population and the frequency of their respective shopping.

5.11 Pilot Study

Before the field work, the instruments for the data collection were piloted. It has been argued that pilot studies have been ignored by many researchers because they receive little attention

in the scholarly fraternity (Maldaon and Hazzi, 2015). A pilot study sets the tone for credible research. Gumbo (2014:386) is of the view that the value of pilot studies is more useful when the research phenomenon is not clearly defined. A well-conducted pilot study could help avoid or reduce the problems associated with a cold, unreflecting emersion in the field. Gumbo (2014:388) defines a "pilot study as a small investigation to test the feasibility of procedures and to gather information prior to a larger study". A pilot study is designed to test whether the study is worth pursuing and what changes need to be made.

The pilot study in this research was undertaken to ensure that the sequence of questions was appropriate, reliable and valid. The researcher selected 15 male shoppers for the one-day pilot study. After it was conducted, the researcher then incorporated the view and recommendations offered by the volunteers in the final draft of the questionnaire. Before the pilot study, no items measured factors that influenced the purchasing behaviour of the consumers and the strategic importance of male personal care products. However, these were later incorporated into the questionnaire, after the pilot study was conducted.

5.12 Data Quality Control
Data quality control in this study was achieved through validity and reliability.

5.12.1 Validity
Wilson (2010:119) suggests that a research instrument is said to be reliable if it assesses exactly what it was supposed to measure. Wilson (2010) adds that validity is the relationship between a construct and its indicators. Similarly, Sekaran and Bougie (2013) refer to validity as the degree to which the research instrument assesses what it was designed for. According to Drost (2011), validity is concerned with the meaningfulness of research components. In this study, factor analysis was employed to test or measure the validity of the research instrument.

5.12.2 Reliability
Wilson (2010) describes reliability as a measurement tool that ensures that the instrument produces the same or similar results over time. A research instrument should always generate the same or similar reports under the same condition. Cronbach's alpha coefficient was utilised to ensure the reliability of the research instrument. Cronbach's alpha coefficient produces a high level of consistency of the data (Pallant, 2011; Matker, 2012). Similarly, Sekaran and Bougie (2016:324) argue that "Cronbach's alpha is a measurement of reliability coefficient on the extent to which items in an instrument are positively correlated". The rule of thumb is that the nearer the Cronbach's alpha coefficient is to 1, the higher the internal consistency of the research instrument (Matkar, 2012). A coefficient alpha that ranged from 0.8 and above in this

study was considered acceptable. This assists the researcher to assess the reliability, consistency and stability of the research instrument, which helped in the final analysis of the data.

5.13   Data analysis and procedures

The primary data collected from participants through the field research was analysed using the Statistical Package for Social Sciences version 26.0. This software package was utilised to run the descriptive and inferential statistics. Wilson (2010:213) points out that descriptive statistics is mathematical tool which is used to summarise or describe numerical data. Sekaran and Bougie (2016) also describe a statistical tool as a tool which is used to analyse or categorise the data using frequency distribution tables to display the number of occurrences and percentages of different categories of data in a study. The study utilised descriptive statistics such as frequency tables, figures, means and standard deviation.

Inferential statistics, on the other hand, are applied when the researcher is interested in drawing inferences of the population from a given sample size (Wilson, 2010). To determine the effectiveness of the male grooming zone, Mann Whitney u-test was performed. P-value < 0.05 was considered statistically significant (Saunders et al., 2009)

5.14   Ethical considerations

Ethical approval was granted by the researcher's institution, UKZN. The researcher submitted a completed ethical clearance application form together with other important documents such as the research instrument and the gate-keepers' letter to the committee. Once the approval was granted, the researcher proceeded to recruit the respondents which was then followed by data collection. The researcher adhered to all the ethical requirements laid down by the University, as highlighted below:

i.   Permission to conduct the study was obtained from the management at Pavilion Shopping Centre, as evident in the gatekeeper's letter.

ii.   Participants' anonymity was ensured, by avoiding the misuse of the data collected. The researcher also used pseudonyms to limit the identity of all the respondents.

iii.   Questionnaires were distributed to the research participants after the approval had been granted by the Ethics Committee of UKZN as well as the management at the Pavilion Shopping Centre.

iv.   The researcher further ensured that the rights of the research participants were protected by ensuring that the information gathered from them was kept at a well-secured place to prevent unauthorised access. Also, the researcher avoided using questions that are likely to violate the rights of the participants.

v.   The questionnaires were personally administered by the researcher to the respondents together with the written informed consent form. The written informed consent form contained important information including the rights of the respondents. The participants were also encouraged to withdraw from the study if they so desired. The cover letter also included the benefits that the respondents will derive from the study if they participated.

vi.   Data collected from participants during fieldwork were lodged in a secure place at the University after which they will be discarded in accordance with the University's policy.

vii.   The researcher has duly acknowledged or referenced all sources or material that were cited in the thesis.

5.15   Limitations of the Study

There is no study without limitations, and several were encountered in this study. The first was the geographical location of the study. The research was limited to only male shoppers at the Pavilion Shopping Centre. Therefore, by implication, other male shoppers in KZN who shop at other shopping centres were excluded. Despite this challenge, the researcher collected as much data as possible from participants.

The second limitation was methodological and related to the research instrument employed to collect data. A study of this nature should have utilised both interviews and questionnaires. This was a result of the fact that the study adopted only the quantitative study/research method. This limitation did not allow for the triangulation of data.

The third limitation was the difficulty in getting volunteers to voluntarily participate in the study. Most were not willing to take part because they had purposely come to the centre just to shop. Time constraints prevented most of them from participating in the study. Despite this, the researcher was able to convince quite a number of volunteers to participate in the study.

5.16   Chapter Summary

The chapter presented the research methodology and design underpinning the study. The research adopted positivism as the main research paradigm, as it is rooted in quantitative research. Positivism allowed the researcher to gain objective scientific information, based on the effectiveness of a male grooming solution to improve male shopper behaviour towards the purchase of personal care products in KwaZulu-Natal. The study adopted a deductive approach as its main research strategy. Furthermore, the study adopted only the quantitative method to investigate the phenomenon. The application of quantitative research methods has assisted the researcher to collect numerical data which made the analysis very simple. An experimental study was undertaken to investigate the subject matter under investigation.

Questionnaires were utilised to collect data from participants at the centre. The questionnaires were piloted before data collection took place. Factor analysis and Cronbach's alpha coefficient were used to test the validity and reliability of the research instrument used to collect the data. The primary data collected through field research was analysed using SPSS version 26.0. The SPSS software package was employed to run both descriptive and inferential statistics. The ethical approval was granted by the researcher's institution. All ethical requirements were met through the application. The chapter also outlined limitations encountered by the researcher.

The following chapter presents the results of the primary data as well as a discussion of the results, which is supported by empirical evidence in some instances.

CHAPTER SIX
RESULTS AND DISCUSSION

6.1. Introduction

This chapter presents the results and discusses the findings obtained from the questionnaires in this study. The questionnaire was the primary tool that was used to collect the data. Prior to the installation of the male zone, the questionnaire was distributed to 333 male shoppers, however only 189 were completed and returned. Post the installation of the male zone, the questionnaire was also distributed to 333 male shoppers, however only 259 were completed and returned. Reference is often made to pre and post groups in the study. The pre group refers to respondents prior to the installation of the male grooming zone while the post group refers to respondents post the installation of the male grooming zone.

The data collected from the responses were analysed with SPSS version 26.0. The results will present the descriptive statistics in the form of graphs, cross tabulations and other figures for the quantitative data that was collected. Inferential techniques include the use of correlations and chi- square test values, which were interpreted using the p-values. P-values less than 0.05 are considered significant.

The presentation and analysis of the results were in accordance with the research objectives.

6.2. Response Rate

The return rates from the dispatched questionnaires are shown below.

Table 6.1 Response Rate of Questionnaires

Phase	Frequency	Percent
Pre Installation of the Male Grooming Zone	189	57%
Post Installation of the Male Grooming Zone	259	78%

The respondents in the post group were different from the pre group. This limitation is mainly due to the logistics of being able to track the same members of the general population and the frequency of their shopping being different. The pre group response rate was lower than the post group but still acceptable according to the American Association for Public Opinion Research (AAPOR). The AAPOR stipulates that the average and also reasonably acceptable response rate is 60%, +/-20 however anything below 40% is not reasonably acceptable and would generate validity issues (AAPOR, 2019).

6.3. The Research Instrument

The research instrument consisted of 55 items, with a level of measurement at a nominal or an ordinal level. The questionnaire was divided into 6 questions which measured various themes. These themes include biographical data, personal care categories shopped by male shoppers, factors that influence men's attitude towards the consumption of personal care products, personal care product usage, spending patterns of male shoppers and the strategic importance of personal care products.

6.4. Reliability Statistics

The two most important aspects of precision are reliability and validity. Reliability in statistics is the overall consistency of a measure. A measure is said to have a high reliability if it produces similar results under consistent conditions. It is the characteristic of a set of test scores that relates to the amount of random error from the measurement process that might be embedded in the scores. Scores that are highly reliable are accurate, reproducible, and consistent from one testing occasion to another. That is, if the testing process was repeated with a group of test takers, essentially the same results would be obtained. Reliability is computed by taking several measurements on the same subjects (Slusher, 2019).

6.4.1. Reliability Cronbach's Alpha coefficient.

The reliability of the research instrument (questionnaire) was determined using Cronbach's Alpha coefficient. A reliability coefficient of 0.60 or higher is considered as "acceptable", for a newly developed construct which was the case for this study.

The table below reflects the Cronbach's alpha score for all the items that constituted the questionnaire.

Table 6.2 Reliability Cronbach's Alpha coefficient

		Pre		Post	
		N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha
C	Factors affecting the attitudes of male consumers	28	0.948	28	0.888
F	Strategic importance of personal care products	17	0.894	17	0.849

The reliability scores for all sections exceeded the recommended Cronbach's alpha value, which indicates a degree of acceptable, consistent scoring for these sections of the research.

6.5. Validity

The validity of the self-developed research instrument was measured using factor analysis, which was computed on all dimensions.

6.5.1. Factor Analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Factor analysis searches for such joint variations in response to unobserved latent variables (Slusher, 2019).

The main goal of factor analysis is data reduction. This technique extracts maximum common variance from all variables and puts them into a common score. As an index of all variables, we can use this score for further analysis (Bartholomew, Steele, Galbraith and Moustaki, 2008).

Factor analysis was done only for the Likert scale items in Section C (which measured factors influencing the attitude of men towards the purchase of personal care products: self-image, self-esteem, lifestyle and societal beliefs) and Section F (which measured the strategic importance of male personal care products).

Certain components were divided into finer components. This is explained below in the rotated component matrix.

According to Bartholomew et al. (2008: 243), "KMO measures of sampling adequacy index ranges from 0 to 1, reaching 1 when each variable is perfectly predicted without any error by other variables"

6.5.2. Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity

The matrix Table 6.3 is preceded by a summarised table that reflects the results of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity. The requirement is that KMO should be greater than 0.50 and Bartlett's Test of Sphericity less than 0.05. In all instances, the conditions were satisfied which allowed for the factor analysis procedure.

Table 6.3 KMO and Bartlett's Test (Section C)

KMO and Bartlett's Test[a]		Section C	
		Pre	Post
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.861	0.588
Bartlett's Test of Sphericity	Approx. Chi-Square	3470.374	2009.317
	df	325	325
	Sig.	0.000	0.000

Table 6.4 KMO and Bartlett's Test (Section F)

KMO and Bartlett's Test[a]		Section F	
		Pre	Post
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.817	0.715
Bartlett's Test of Sphericity	Approx. Chi-Square	1662.621	3969.23
	df	136	136
	Sig.	0.000	0.000

All of the conditions are satisfied for factor analysis as illustrated in the table above. That is, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value should be greater than 0.500 and the Bartlett's Test of Sphericity sig. value should be less than 0.05. Hence the data set complied with the requirements of sampling adequacy and sphericity.

6.5.3. Rotated compound matrix

The rotated component matrix, sometimes referred to as the loadings, is the key output of principal components analysis. It contains estimates of the correlations between each of the variables and the estimated components (Bartholomew et al., 2008). Codes were introduced to simplify the presentation of results. Refer Appendix D for codes and respective statement definitions. With reference to Tables 6.5 and 6.6 herein, the principle component analysis was used as the extraction method, and the rotation method was Varimax with Kaiser Normalization. This is an orthogonal rotation method that minimises the number of variables that have high loadings on each factor. It simplifies the interpretation of the factors. Factor analysis/loading shows inter-correlations between variables. Items of questions that loaded similarly imply measurement along a similar factor. An examination of the content of items loading at or above 0.5 (and using the higher or highest loading in instances where items cross-loaded at greater than this value) effectively measured along the various components.

Table 6.5 Rotated Component Matrix – Section C factors influencing the attitude of men towards the purchase of personal care products: self-image, self-esteem, lifestyle and societal beliefs

	Rotated Component Matrix[a,b]	Pre						Post				
		1	2	3	4	5		1	2	3	4	5
C12_SI	I consider creating or strengthening a desired image by the use of personal care products	0.308	0.448	0.101	0.578	-0.048		0.777	0.083	0.235	-0.080	-0.076
C13_SI	I consider using personal care products for creating a stronger impression outside	0.274	0.659	0.138	0.054	0.296		0.721	-0.019	0.010	0.017	0.079
C14_SI	I use personal care products for creating a self-image	0.336	0.184	0.101	0.674	0.007		0.627	-0.018	0.536	-0.117	0.069
C15_SI	I have an image that I want to have and I pick the products to go with it	0.189	0.805	0.126	0.112	0.134		0.257	-0.028	0.749	-0.059	0.122
C17_SI	I use personal care products to enhance myself	0.012	0.697	0.060	0.376	0.129		-0.008	-0.035	0.130	0.592	-0.194

102

Code	Statement											
C19_SI	I love using personal care products	0.313	0.669	0.113	0.215	0.169		0.402	-0.045	-0.220	0.212	0.059
C20_SE	Applying personal care products give me confidence	0.244	0.565	0.235	0.408	0.174		0.000	0.090	-0.054	0.050	0.618
C21_SE	I believe that consuming personal care products enhance my confidence	0.032	0.308	0.123	0.571	0.166		0.665	0.193	0.213	0.060	0.048
C22_SE	I use a limited variety of personal care products	0.550	0.031	-0.134	0.472	0.180		0.159	-0.112	0.047	-0.023	0.630
C23_SE	I rarely buy personal care products	0.778	0.094	0.238	0.119	0.111		-0.173	0.284	0.276	0.069	0.469
C24_SE	I normally shop quickly, buying the first product or brand that seems good enough	0.665	0.031	0.211	0.428	0.079		-0.101	0.233	0.651	0.190	0.049
C25_L	I am usually the first to buy the latest cosmetics	0.797	0.239	0.146	0.079	0.180		0.234	0.115	0.531	-0.022	0.272
C26_L	Other people ask me what is fashionable/trendy	0.574	0.306	0.365	0.052	0.225		-0.131	0.461	0.220	0.136	0.401
C27_L	I am interested in cosmetics literature	0.704	0.373	0.146	0.113	0.131		-0.062	0.209	-0.151	0.538	0.361
C28_L	I look in the mirror throughout the day	0.625	0.318	0.240	0.203	0.182		0.331	0.287	-0.324	0.554	0.078
C29_L	I feel excited when buying personal care products	0.720	0.262	0.350	0.155	0.143		-0.278	0.366	-0.111	0.231	-0.305
C30_SB	I think carefully about the personal care products before using them	0.227	0.233	0.136	0.125	0.776		-0.033	0.251	-0.007	0.606	0.207
C31_SB	I am confident that I buy good personal care product for the money I pay	0.517	0.328	0.031	-0.051	0.541		-0.038	0.002	0.463	0.675	-0.120
C32_SB	I am conscious of the cosmetics I wear	0.098	0.034	0.420	0.221	0.672		0.275	0.461	0.095	0.461	-0.066
C33_SB	I am confident that I make good choices when I buy cosmetics	0.307	0.179	0.287	0.233	0.543		-0.006	0.511	0.045	0.087	-0.134
C34_SB	I like getting complimented on my looks	0.047	0.104	0.339	0.664	0.294		0.098	-0.022	0.049	-0.063	0.534
C35_SB	I wear a deodorant because my wife/girlfriend likes it	0.337	0.553	0.317	0.080	-0.127		0.181	0.056	-0.058	0.166	-0.045
C36_CA	I am a fan of good-looking male celebrities	0.133	0.017	0.851	0.185	0.213		0.055	0.535	-0.162	-0.053	0.320
C37_CA	I buy products which are endorsed by my favourite celebrity	0.253	0.148	0.808	0.214	0.131		-0.039	0.474	0.018	0.046	0.362
C38_CA	I feel proud when people associate/compare me with my favourite celebrity	0.310	0.213	0.781	0.089	0.085		0.084	0.827	0.031	-0.112	-0.056
C39_CA	After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish	0.166	0.268	0.806	0.028	0.194		-0.159	0.143	0.338	-0.024	0.157

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Group = Pre
b. Rotation converged in 8 iterations.

In Section C, for the pre-installation, Lifestyle (C25_L to C29_L) and Celebrity Association (C36_CA and C39_CA) loaded perfectly along a single component. This implies that the statements that constituted these sections perfectly measured what it set out to measure.

With regards to Self-image, 2 sub-themes were identified for pre installation of the male zone while for post installation there were 3 sub-themes. Self-image being created by personal care product consumption can be identified as one sub-theme. Personal care products relating to a specific image used for enhancing the male shoppers can be identified and the second and third sub-themes respectively.

With regards to self-esteem, 3 sub-themes can be seen for pre and for post. This means that respondents identified different trends within the section. For the pre, the sub-themes that can be identified include confidence derived from using personal care products and shopping frequency and behaviour in regard to personal care products. For the post, confidence derived from using personal care products, personal care product repertoire and shopping behaviour in regard to personal care products can be identified as sub-themes.

With regards to societal-beliefs, 3 sub-themes can be seen for pre and 4 for post. For pre, personal care products consumption and its social benefits, its impact on compliments received and ability of the product to please the respondent's wife or girlfriend can be identified as sub-themes while for post, the pre sub-themes as well as confidence in the choice of personal care product purchased can be identified.

Table 6.6 Rotated Component Matrix – Section F which measured the strategic importance of male personal care products

	Rotated Component Matrix[a,b]	Pre				Post		
		1	2	3		1	2	3
F48_EmV	I pay attention to the emotions more than the functions when buying a personal care product	0.166	0.076	0.816		0.033	-0.038	0.971
F49_EmV	When buying a personal care product, I make my decision according to my feelings.	0.251	0.062	0.853		0.176	0.867	-0.094
F50_EmV	When buying a personal care product, my emotions are as important as the features and price of the product	0.463	0.366	0.497		0.907	0.174	0.087
F51_EmV	I can buy a personal care product just because of my feelings without giving it a thought	0.540	0.366	0.183		0.570	-0.519	-0.244
F52_EmV	Buying a personal care product arouses the feelings of fun and pleasure in me	0.535	0.466	0.095		0.033	-0.038	0.971
F53_EmV	Buying a personal care product makes me excited	0.646	0.450	0.000		0.176	0.867	-0.094
F54_EmV	I act with nostalgic feelings when buying a personal care product	0.703	0.309	0.195		0.907	0.174	0.087
F55_EpV	I like looking for new and different products.	0.639	-0.035	0.174		0.570	-0.519	-0.244
F56_EpV	Even though I do not buy personal care products, new products catch my attention	0.551	0.174	0.308		0.033	-0.038	0.971
F57_EpV	I get a lot of information before I buy personal care products	0.752	0.123	0.159		0.176	0.867	-0.094
F58_EpV	I get reliable information about different products before I buy personal care products.	0.760	0.124	-0.099		0.907	0.174	0.087
F59_EpV	I search for the latest information about personal care products	0.763	-0.017	0.254		0.570	-0.519	-0.244
F60_SV	I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products	-0.098	0.590	0.336		0.033	-0.038	0.971
F61_SV	The familiarity and reputation of the brand of personal care products I use is important to me	0.141	0.746	0.195		0.176	0.867	-0.094
F62_SV	For me, it is important that the brand I use in personal care products is sold everywhere	0.166	0.744	0.012		0.907	0.174	0.087
F63_SV	I definitely try the latest personal care products no matter how much they cost	0.119	0.725	0.083		0.570	-0.519	-0.244
F64_SV	I am the first to know about the latest personal care products	0.336	0.782	-0.197		0.907	0.174	0.087

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Group = Pre
b. Rotation converged in 6 iterations.

For Section F in the pre-questionnaire, Epistemic Value and Social value loaded perfectly along a single component. This implies that the statements that constituted these sections perfectly measured what it set out to measure. In the post component of this section, three sub-themes can be seen implying that the respondents identified different trends within the section. In regards to the post component for Epistemic Value, personal care product innovation, marketing efforts to promote the innovation and search for product information can be identified as a sub-theme while for Social Value, celebrity association, brand heritage and availability of the product can be identified.

With regards to Emotional Value, two sub-themes can be identified in the pre component and three in the post. Hence different trends were identified within the section. With regard to the pre component, the sub-themes identified include personal care products purchases based on emotion rather than value and benefits derived from consuming personal care products. For post, the aforementioned for pre as well as product features of the product being important can be identified.

Section A: Biographical Data
This section summarises the biographical characteristics of the respondents.

6.6. Age of the Respondents
Table 6.7 below describes the age distribution of the respondents.

Table 6.7 Age distribution of the respondents

Age Group	Counts	Pre	Post	Chi Square
20 - 40	Count	118	129	p=0.017
	% within Group	62,4%	49,8%	
41 - 50	Count	32	64	
	% within Group	16,9%	24,7%	
51 - 60	Count	20	45	
	% within Group	10,6%	17,4%	
> 60	Count	19	21	
	% within Group	10,1%	8,1%	

The differences in age observed between the groups are significant (p = 0.017).

Two thirds or (62.4%) of the respondents prior to the installation of the male zone were aged between 20 and 40 years, and 49.8% of the respondents were in this age group post installation. It was found that participants older than 60 years were only 10.1% for pre and 8.1% for post installation. There are significantly more respondents in the 20 to 40 year age group pre

installation, whilst the two successive groups have significantly more respondents in the post group. The pre-installation group did not have privy to the male grooming zone. According to Abdoolla (2019), this age group is excited by in-store theater and hence the impact on the repertoire of personal care segments noticed and purchased by this group of male shoppers – could have been at a higher proportion if the male grooming zone had been part of the pre phase of testing.

The pre and post results are aligned with the findings uncovered by Kuruvilla, et al. (2009), in that the foot count of the working class and of students is higher over week-ends as compared to week-days and many older folk prefer not to shop at malls during week-ends. Foot traffic describes the number of customers that enter a store, mall, or location. Customer demographic is also accounted for (Kenton, 2020). The lowest number of respondents who could be considered "older folk" according to Kuruvilla, et al. (2009), were aged above 60 years.

6.7. Racial composition of the Respondents
The table below describes the racial composition of the sample.

Table 6.8 Racial composition of the respondents

Race	Counts	Pre	Post	Chi Square
African	Count	72	52	p < 0.001
	% within Group	38,1%	20,1%	
White	Count	48	102	
	% within Group	25,4%	39,4%	
Indian	Count	50	58	
	% within Group	26,5%	22,4%	
Coloured	Count	19	47	
	% within Group	10,1%	18,1%	

There were significant differences in the number of respondents by race between the pre- and post-groups (p < 0.001).

The racial composition of respondents relating to prior the installation of the male zone was 38.1% African, 25.4% White, 26.5% Indian and the remaining 10.0% Coloured. From an examination of results post installation of the male zone, 20.1% were African, 39.4% were White, 22.4% were Indian and the remaining 18.2%, Coloured.

Due to the post implementation field work being done during the December holidays, it can be assumed that the racial composition included visitors and hence had an impact in this regard.

6.8 Years of Education of the Respondents
The table herein describes years of education of the sample.

Table 6.9 Years of Education of the respondents

How many years of education do you have?		Pre	Post	Chi Square
< 1	Count	7	8	p < 0.001
	% within Group	3,7%	3,1%	
1 - 2	Count	82	19	
	% within Group	43,4%	7,3%	
3 - 5	Count	60	116	
	% within Group	31,7%	44,8%	
6+	Count	40	116	
	% within Group	21,2%	44,8%	

Respondents prior to the installation of the male zone who spent less than a year at tertiary institutions was 3.7%, 43.4%, spent between 1-2 years at tertiary institutions, 31.7%, spent three to five years and 21.2%, spent more than six years. Post installation of the male zone, respondents that attended tertiary education for less than a year equated to 3.1%, 7.3% between 1-2 years, 44.8% between 3-5 years and 44.8% was more than six years. Hence there were significant differences in the number of respondents in regard to years of education between the pre- and post-groups ($p < 0.001$).

6.9. Highest Qualification of the Respondents
Table 6.10 below describes the highest qualification of the sample

Table 6.10 Highest Qualification of the respondents

What is your highest educational qualification?	Count	Pre	Post	Chi Square
Diploma	Count	56	45	p < 0.001
	% within Group	29,6%	17,4%	
Degree	Count	65	6	
	% within Group	34,4%	2,3%	
Honours	Count	14	139	
	% within Group	7,4%	53,7%	
Masters	Count	20	65	
	% within Group	10,6%	25,1%	

Other	Count	34	4	
	% within Group	18,0%	1,5%	

There were significant differences in the number of respondents in regards to qualification of the respondents between the pre and post-groups ($p < 0.001$).With regard to the highest educational qualification of the respondents prior to the installation of the male zone, two thirds of male shoppers had a diploma or degree (66%) while for post it was 19.7%. For respondents prior installation, 18% had a honours or masters qualification while for post it was more than three quarter of the respondents (78.8%).

6.10. Occupation of the Respondents
The Table 6.11 below describes the occupation of the sample

Table 6.11 Occupation of the respondents

What is your occupation?	Count	Pre	Post	Chi Square
Workforce	Count	56	43	$p < 0.001$
	% within Group	29,6%	16,6%	
Student	Count	79	66	
	% within Group	41,8%	25,5%	
Employer-Merchant	Count	16	71	
	% within Group	8,5%	27,4%	
Managerial	Count	16	23	
	% within Group	8,5%	8,9%	
Celebrity	Count	6	35	
	% within Group	3,2%	13,5%	
Retired	Count	16	21	
	% within Group	8,5%	8,1%	

In terms of occupation of the respondents, pre installation of the male zone, 49.8% were employed while for post installation 66.4% were employed while for pre installation 41.8% were students and 25.5% for post. Hence there were significant differences in the number of respondents in regard to their occupation between the pre and post groups ($p < 0.001$).

Section B: Personal Care Categories consumed by male shoppers

6.11. Personal Care Categories used by males on a regular basis

The study sought to find out which personal care products were often purchased by male consumers on a regular basis. Using the frequency distribution table, the results of the study are presented in the Table 6.12 herein.

Table 6.12 Personal care categories used by male consumers on regular basis

Category	Pre		Post		Chi Square
	Frequency	Percent	Frequency	Percent	p-value
Face Care	145	76,6	213	82,4	0,146
Body Lotion	137	72,5	224	86,3	0,001
Shampoo	145	76,7	203	78,4	0,666
Soap	95	50,3	211	81,5	< 0,001
Body Wash	103	54,5	182	70,1	< 0,001
Cologne/Aftershave	136	72,0	213	82,4	0,008
Deodorant	130	68,6	226	87,1	< 0,001
Shaving Gel	105	55,6	200	77,3	< 0,001

From the results of the pre installation of the male zone, it can be ascertained that shampoo, face care, body lotion and the perfume/cologne/aftershave segment were ranked high among the other personal care products. This implies that the consumption rate of such products is high. Post results revealed deodorant as having the highest consumption rate followed by body lotion; while the face care and the perfume/cologne/aftershave segments were purchased at the same rate.

There were no significant differences in the number of respondents in regard to shampoo consumption between the pre and post groups ($p > 0.05$). Shampoo usage was high in both groups. A study conducted by Bennett et al. (2010) revealed that 92% men in California use shampoo products for personal care. Karve (2014) discovered that 27.5% of men globally use shampoo products. In its report, Euromonitor (2016) suggests that shampoo products are among male grooming products in South Africa that are often purchased by men. The most common such products in South Africa include Agadir Men Hair and Body Wash, Bosley Defence for Colour Treated Hair Nourishing Shampoo, Bosley Defence for Non-Colour

Treated Hair Nourishing Shampoo, Bosley Renew Volumising Dry Shampoo, Marrakesh For Men 2-In-1 Shampoo & Body Wash, Woody's for Men Daily Shampoo, Woody's for Men Shampoo & Body Wash, Dominate Waxx Super Hold Hair Styling Wax, Vitamin Shampoo and Conditioner, Vo5 2 in 1 Elixir Shampoo and Conditioner, Organics Shampoo and Conditioner, Dove Shampoo, Head and Shoulders and Colgate Palmolive Shampoo and Conditioner (Abdoollah, 2019).

There were also no significant differences in the number of respondents in regard to face care consumption between the pre and post groups (p > 0.05), usage was high and similar in both groups. Abby (2017) suggests that face care products for men have been experiencing growth in the men's product segment for many years and that most men purchase facial products for a number of reasons. The study determined that 31% of men around the world consume facial skincare products every week. A similar survey conducted by Euromonitor (2016) revealed that 26% of South African men indicate that they are happy to use facial skincare products. Koshy and Manohar (2013) discovered that, in India, the male face creams segment grew at 41% higher than the overall skin cream category in India, at 27%. It has been determined that South India is the largest market for face care products among males in India.

There were significant differences in the number of respondents in regard to the consumption of body lotion, soap, body wash, cologne/aftershave, deodorant and shaving gel between the pre- and post-groups (p < 0.05). For the post results, deodorant had the highest consumption followed by body lotion, face care and then soap. These results are aligned to the findings of Karve (2014) who determined that 55% of men in India use deodorant on a regular basis. Conversely, Bennett et al. (2010) discovered that 42% of men in California frequently purchase different types of deodorants. Similarly, Anderson (2014) postulated that more than 65% of men in the US use deodorant because they are conscious of their physical hygiene. According to Bennett et al., (2010), 38% of men in California make use of aftershave products. The results of this study post installation of the male zone revealed that 82.4% of the respondents used perfumes/cologne/ aftershave at regular intervals. A survey conducted by Euromonitor (2016) revealed that perfumes, cologne and aftershave are among the men's personal care products that have contributed to the growth of the male grooming segment over the years.

Male consumers continue to use body lotion on daily basis as suggested by Euromonitor (2016). Both men and women use body lotion for the same or similar purposes. Body lotion products are used for a variety of purposes, including the treatment or prevention of dry, rough,

scaly and/or itchy skin and minor skin irritations. A study conducted by Bennett, Ritz, Cassady, Lee, and Hertz-Picciotto (2010) revealed that 32% of male consumers in California purchase body products. Similarly, in South Africa, a study revealed that more than 28% of South African men use body lotion for a variety of treatments (Euromonitor, 2016). Popular body lotion products in the South African men's personal care segment include Nivea Men Cool Kick Body Lotion, Nivea Men Cool Kick Body Cream, Nivea Men Revitalising Body Lotion, Vaseline Men Repairing Moisture Body Lotion Fast Absorbing, Dawn for Men Body Lotion, Dawn For Men Body Cream Refresh, Clere for Men and Dove for Men.

According to Walker (2014), male consumers worldwide spent more money on types of soaps, compared to shaving products. Matthews (2015) argues that Datamonitor revealed that the global market for men's toilet soap has shown an increase of 3.6% and reached over US$22.2 billion in 2014. According to Alsaheb et al. (2015), the soap toiletries market is valued at approximately US$1.8 billion in Hong Kong. These findings differ from the findings from this pre study in that the usage of soap was lower (50.3%) than other product segments while the usage of soap had increased to 81.5% in the post study.

6.12 Personal care products that male consumers use but are purchased by someone else
The study further sought to identify the segment of personal care products used by male consumers, but not purchased by them. The results are presented in Table 6.13 below.

Table 6.13 Personal care products that male consumers use, but are bought by someone Else

Category	Pre		Post		Chi Square
	Frequency	Percent	Frequency	Percent	p-value
Face Care	137	72,5	213	82,4	0,012
Body Lotion	130	68,8	224	86,3	< 0.001
Shampoo	136	72,0	203	78,4	0,099
Soap	104	55,2	211	81,5	< 0.001
Body Wash	95	50,3	182	70,1	< 0.001
Cologne/Aftershave	146	77,0	213	82,4	0,176
Deodorant	132	70,0	226	87,1	< 0.001
Shaving Gel	112	59,3	200	77,3	< 0.001

There were no significant differences in the number of respondents in regard to the shampoo and cologne/aftershave segments being bought for them by someone else between the pre and

post groups (p > 0.05). In both instances, results reveal a higher rate of these segments being purchased by someone else post the installation of the male zone.

According to Abdoolla (2019), cosmetics are top of mind when it comes to gifting and indulgence. This implies that cosmetics are often bought for others as gifts.

The next question was included to understand who was responsible for the purchasing of personal care products for the male shoppers for those that indicated that they did not purchase their own. This was included to ascertain how the male grooming environment needed to be enhanced to make it appeal to the respective shopper, who may not be the end user or consumer of the product.

6.13 Who buys these personal care products?
Using comparative analyses, these results are presented in Table 6.14 below.

Table 6.14 Personal Care categories used by males but bought by someone else

Who buys these?	Count	Pre	Post	Chi Sqaure
Children	Count	3	4	p < 0.001
	% within Group	1,6%	1,5%	
Daughter	Count	3	49	
	% within Group	1,6%	18,9%	
Father	Count	9	0	
	% within Group	4,8%	0,0%	
Girl Friend	Count	20	0	
	% within Group	10,6%	0,0%	
Grand Mother	Count	3	0	
	% within Group	1,6%	0,0%	
Grandchild	Count	1	0	
	% within Group	0,5%	0,0%	
Mother	Count	20	0	
	% within Group	10,6%	0,0%	
Myself	Count	83	180	
	% within Group	43,9%	69,5%	
Parents	Count	23	8	
	% within Group	12,2%	3,1%	
Wife	Count	24	18	
	% within Group	12,7%	6,9%	

The results from Table 6.14 above reveal details on personal care items bought for the respondents by themselves and by other people. 43.9% of the respondents indicated that they bought their own personal care products pre installation as compared to 69.5% post installation.

The persons responsible for buying male personal care products for the respondents significantly varied between pre and post installations (p <0.05); however, post installation of the male grooming zone, male shoppers preferred to buy their own personal care products as the majority of the respondents (69.5%) indicated so.

Examining the results post installation, 18.9% of the respondents indicated that their daughters purchased their personal care products and 6.9% indicated that their wives did while for the pre installation it was revealed that 12.7% of wives purchased the personal care products for their husbands and 12.2% of parents for their children.

Anute, Deshmuk and Khandagale (2018), discovered that parents purchase some personal care products for use by all members of the family. These include but are not limited to body lotion, shampoo, soap and hair gel. For households with more than one son or daughter, deodorant, face cream and body lotion products are purchased for the children of the household. Students made up 41.8% of the respondents hence it is assumed that these product categories were purchased by their either of their parents. Anute, et al (2018) further discovered that men and women often purchase perfume and deodorants for their partners. The aforementioned findings are aligned with the findings from this study in that 70.0% to 87.1% of the respondents indicated that they did not purchase their own deodorants or perfume/cologne/ aftershave between the pre and post groups respectively.

6.14 Reasons why male shoppers did not buy personal care products

The study investigated the reasons as to why most of the respondents did not buy the products themselves. The results are shown separately for the pre and post installation of the male zone as various responses were received. This section of the data instrument consisted of open-ended questions.

Figure 6.1 Reasons why male shoppers did not buy personal care products prior to the installation of the male zone
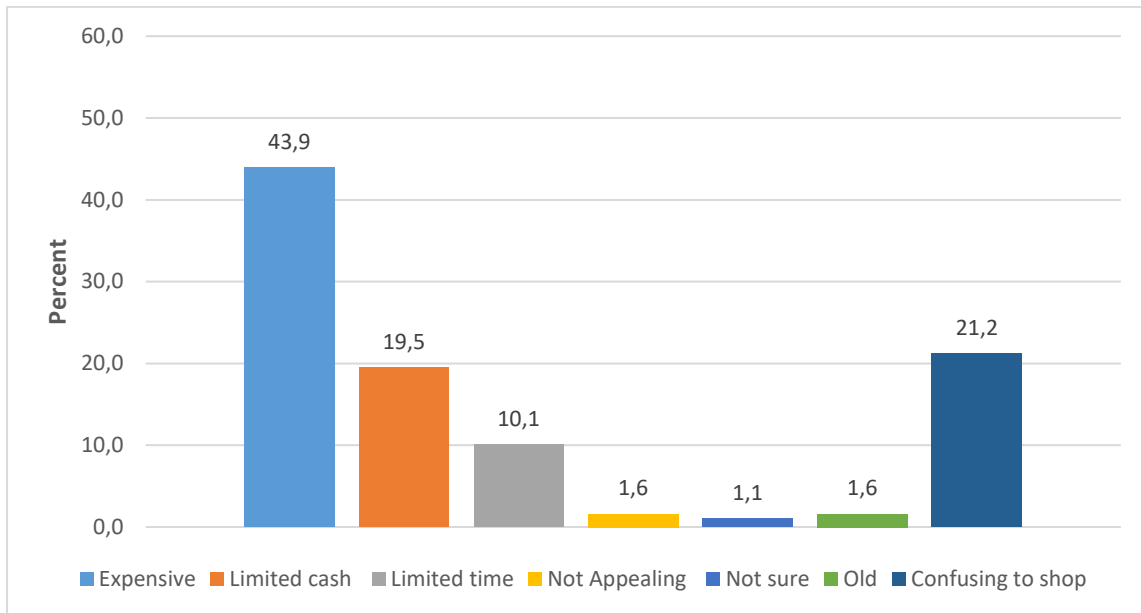
From Figure 6.1 above, 63.4% of the respondents indicated that they did not buy personal care products due to their economic situation. It was indicated by 43.9% of the respondents that the items were expensive while 19.5% indicated that they had limited cash. From the review of literature, it was discovered that price was an influential factor when Chinese consumers considered using cosmetics in China (Lau, 2011). However, Kumar and Velide (2014) in their study found that, given explicit quality information, price had no effect on pre-purchase or post-consumption quality perceptions. In a different study, findings revealed that economic factors had a major impact on the purchase of products. (Brosdahl and Carpenter, 2011).

It was indicated by 21.3% of the respondents that it was confusing to shop for male personal care. The ease or difficulty of shopping can be influenced by the retail environment in which these male shoppers shop for their personal care products. This ties in with the findings from the review of literature as Lakshmi, et al. (2018) contended that men shop in the areas of the retail outlet containing the product categories they require and then leave. Men prefer to have the ability to locate the item or product they are going to be purchasing without much effort. In-store signage resonates well with male shoppers. They would walk up to the section of the store environment that contains the product that they are looking for, put it into their basket and proceed to the check-out.

The male grooming zone was, therefore, introduced to determine whether it simplified the male personal care offering at the point of purchase. This in turn would positively impact purchasing

behaviour as male shoppers would find it less confusing. The male grooming zone provides ease of access to the categories and is clearly demarcated within the store environment.

Figure 6.2 Reasons why male shoppers did not buy personal care products themselves post the installation of the male zone
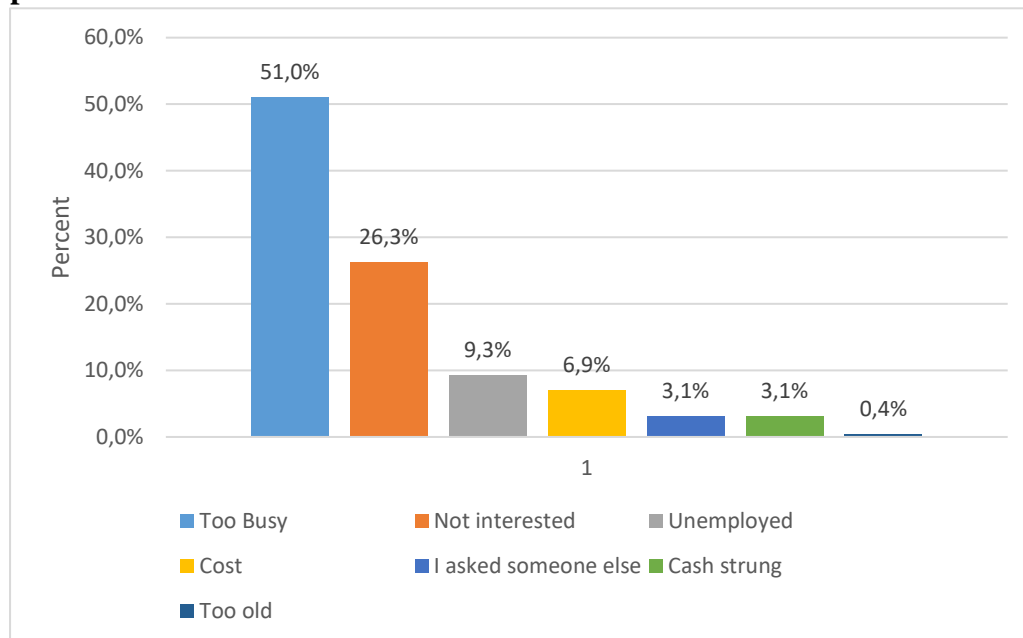
The common reason why respondents were not buying the products themselves was that they were busy working (51%) while 26.3% indicated that they were not interested in buying the products.

Narahari and Kuvad (2017) contend that men have limited time to do shopping and prefer to have shopping done for them. Men are occupied with the demands of their jobs and therefore prefer to spend less time shopping. These findings are aligned to the findings that emanated from this study in respect of respondents indicating that they are too busy as approximately two thirds of the respondents (66.4%) were employed for the post group and from this sample, 51% indicated that they were busy working.

Section C: Section Analysis

The study further investigated the factors that influenced the attitude of men towards the purchase of personal care products. Self-image, self-esteem, lifestyle, societal beliefs and celebrity association were identified as key factors (Khan, et al. 2017) and are presented in the next section. Pre and post descriptive analyses were done using frequency while the comparative results were done using mean values for presentation purposes as it would have been too combersome for all Likert scale questions to be presented in one graph.

Means closer to 3 show higher levels of agreement. The mean values are then presented for graphical purposes, with the differences between the central values in the distributions compared using a Mann Whitney u-test, as the normality tests for the data were not normal. The p-values less than 0.05 were considered statistically significant.

Section C: - SI

With reference to the findings in the review of literature, the main factors that influence the attitude of men towards the purchase of personal care products include self-image, self-esteem, lifestyle, societal beliefs and celebrity association with products. The study therefore investigated the effect of these factors.

There were eight statements in the questionnaire that measured self-image.

Figure 6.3 Level of self-image on men's attitudes towards personal care products prior to the installation of the male zone
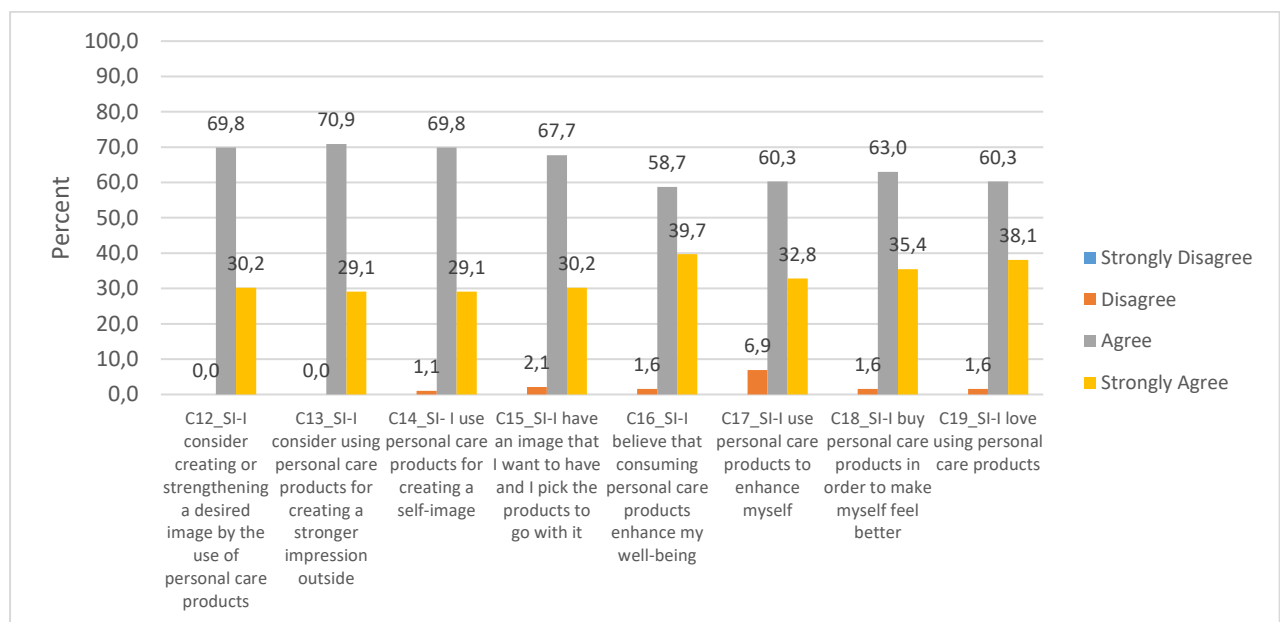
The results reveal that all the respondents (100%) agree that they consider creating a desired image through the use of personal care products. Further, the results demonstrate that all the respondents (100%) agree that they consider using such products to create a strong impression in society. 98.9% of the respondents indicated that they use these products to create self-image, while 1.1% disagree that they use the items for this purpose. The results show that 97.9% of the participants agree that they select personal care products to create a personal image, while

the remaining 2.1% disagree that this is so. Furthermore, the results of the study suggest that 98.4% agree that they believe their consumption of personal care products enhances their well-being, while the rest (1.6%) disagree on this statement. In addition, 93.1% of the respondents agree that they use personal care products to enhance their appearance, while 6.9% disagree that this is so. In addition, findings demonstrate that 98.4% of the respondents feel better using personal care products, while 1.6% said that they do not use these products to do so. Lastly, the results indicate that 98.4% of male consumers have love for the product hence they use it.

Figure 6.4 Level of self-image on men's attitudes towards personal care products post installation of the male zone
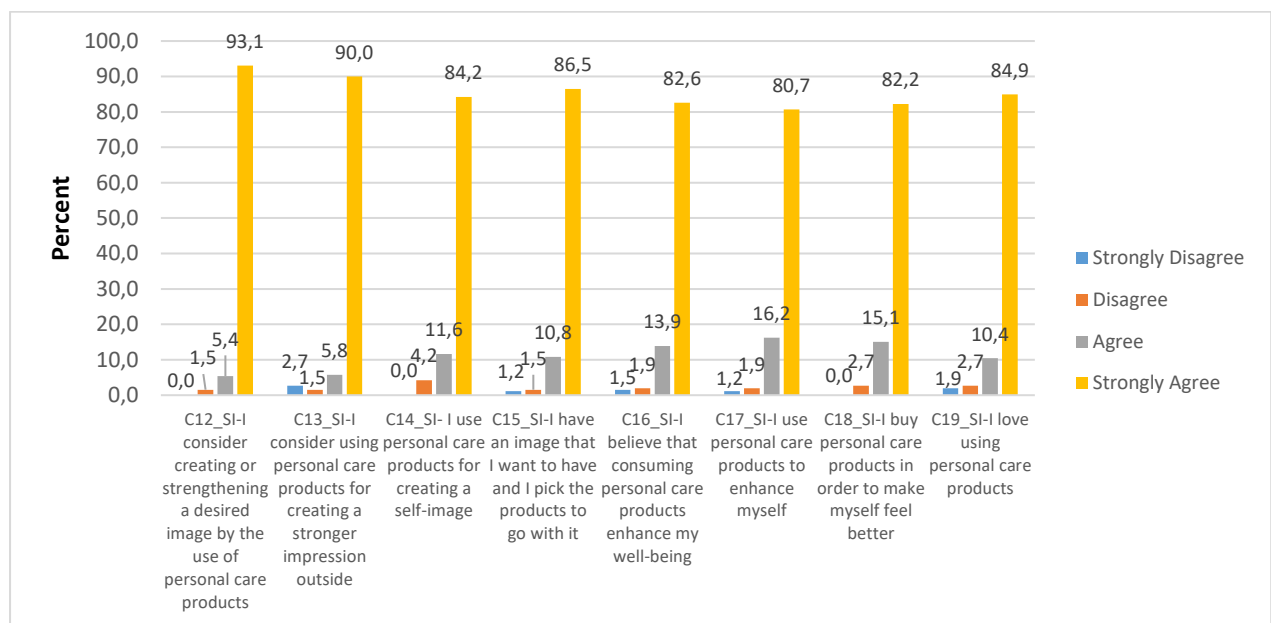
From Figure 6.4, it is evident that 98.5% of the respondents agree that they consider creating or strengthening a desired image through the use of personal care products, while the remaining 1.5% disagreed with this assertion. Furthermore, 95.8% of the respondents were of the view that they considered using personal care products to create a stronger impression in society, but the remaining 4.2% disagreed that they used these products for this purpose. Further, 95.8% of the respondents emphasised that they used such products to create self-image, while 4.2% disagreed. In addition, 97.3% of the respondents agreed that select personal care products to create a personal image, but 2.7% disagree on this point. 96.5% of respondents indicate that they believe using personal care products enhances their well-being, but 3.5% said this was not so. In addition, the results of the study reveal that 96.9% of the respondents said that they use

personal care to enhance themselves while 3.1% disagreed. The findings further suggest that 97.3% of the respondents buy personal care products to make themselves feel better, while 2.7% of them disagreed with this statement. The results also reveal that 95.3% of male consumers have love for the product hence they use it.

It is noted that the levels of stronger agreement were higher in the pre group than in the post, which had higher levels of agreement. The total level of agreement is obtained by combining strongly agree and agree.

The table below summarises the scoring patterns of the respondents pre and post installation of the male zone.

Table 6.15 Comparative results of the Level of self-image on men's attitudes towards personal care products pre and post installation of the male grooming zone

Code	Statement	Pre	Post	Mann Whitney p-value
C12_SI	I consider creating or strengthening a desired image by the use of personal care products	3.3	3.9	0.000
C13_SI	I consider using personal care products for creating a stronger impression outside	3.3	3.8	0.000
C14_SI	I use personal care products for creating a self-image	3.3	3.8	0.000
C15_SI	I have an image that I want to have and I pick the products to go with it	3.3	3.8	0.000
C16_SI	I believe that consuming personal care products enhance my well-being	3.4	3.8	0.000
C17_SI	I use personal care products to enhance myself	3.3	3.8	0.000
C18_SI	I buy personal care products in order to make myself feel better	3.3	3.8	0.000
C19_SI	I love using personal care products	3.4	3.8	0.000

The mean scores indicate the direction of the scoring. All of the statements in the above table show higher levels of agreement (mean > 3) for both the pre and post groups. The scoring patterns for the pre-group was similar (mean $= 3.3$) and for post group as well (mean $= 3.8$). The post installation group results had significantly higher scores compared to pre group implying that more resspondents in the post group believed that the factors relating to self-image would result in a better self image for themselves.

The findings emanating from the study are aligned to the studies discussed below. Khuong and Duyen (2016) discovered that self-image acts as a vehicle of admission to induce consumers, especially men, to purchase beauty care products. They claim that self-image can be positive and thus give consumers confidence about their thoughts and activities. Findings also reveal that male consumers patronise beauty care products, through thoughts and images, for the

development of their self-image and personalities. Khuong and Duyen (2016), also maintain that consumers often purchase products or brands that they feel synchronise with their self-image. Arora and Gupta (2013) contend that men's consumption of cosmetic products enables them to change their self-image in order to suit the diverse roles in their lives. Men buy such products to change their self-image to suit their diverse roles. Ersoy, Yolal and Batmaz (2015) also discovered that self-image influences the attitude of men towards consuming grooming products.

In India, Thakkar, et al. (2018) investigated the factors influencing the buying behaviour of men towards grooming products. The study was conducted among 400 men, between the ages of 20-29 in Gujarat. Findings from the study indicate that self-image is a key variable which influences men's purchase decision towards the consumption of grooming products. Similarly, Ridwan, et al, (2018) in their study confirmed that self-image positively influences men's attitude towards the purchase of personal products.

The findings of this study are further in keeping with previous studies in which it was discovered that self-image is positively linked to men's attitudes towards the consumption of cosmetic products. It was found that male shoppers often consume gender-based cosmetics products to enhance their self-image (Khan et al., 2017). Abdoolah (2019) suggests that an important reason as to why men use cosmetic products is to reproduce their disjointed self-image.

McNeill and Douglas (2011) determined in their study, that males are becoming more concerned about their image and encouraging better grooming habits in themselves. They observed that the creation and maintenance of self-image is the biggest personal motivation for males in their consumption of grooming products. By grooming and using cosmetics, they are able not only to enhance their self-image physically but also to elevate their psychological image, as they feel more confident about their appearance. McNeill and Douglas (2011) argue that some people tend to shun or shy away from those with body odours and this could impact negatively on a person's confidence. However, by using grooming products such as deodorant, this issue can be overcome, and their morale and self-confidence will be greatly boosted.

However, a study by Leng (2016) contradicts the above findings. Leng (2016) discovered that the use of grooming products to enhance a person's self-image does not apply to Frenchmen, as any improvement to self-image does not have a significant bearing on change in behaviour towards grooming products.

Section C: – SE

Furthermore, the study sought to measure how self-esteem influences the attitude of men towards the utilisation of personal care products. In the questionnaire, five (5) main items measured self-esteem. The results of the study show positive responses from the respondents. The results are presented in Figure 6.5 below.

Figure 6.5 Level of self-esteem on men's attitudes towards personal care products prior to the installation of the male zone
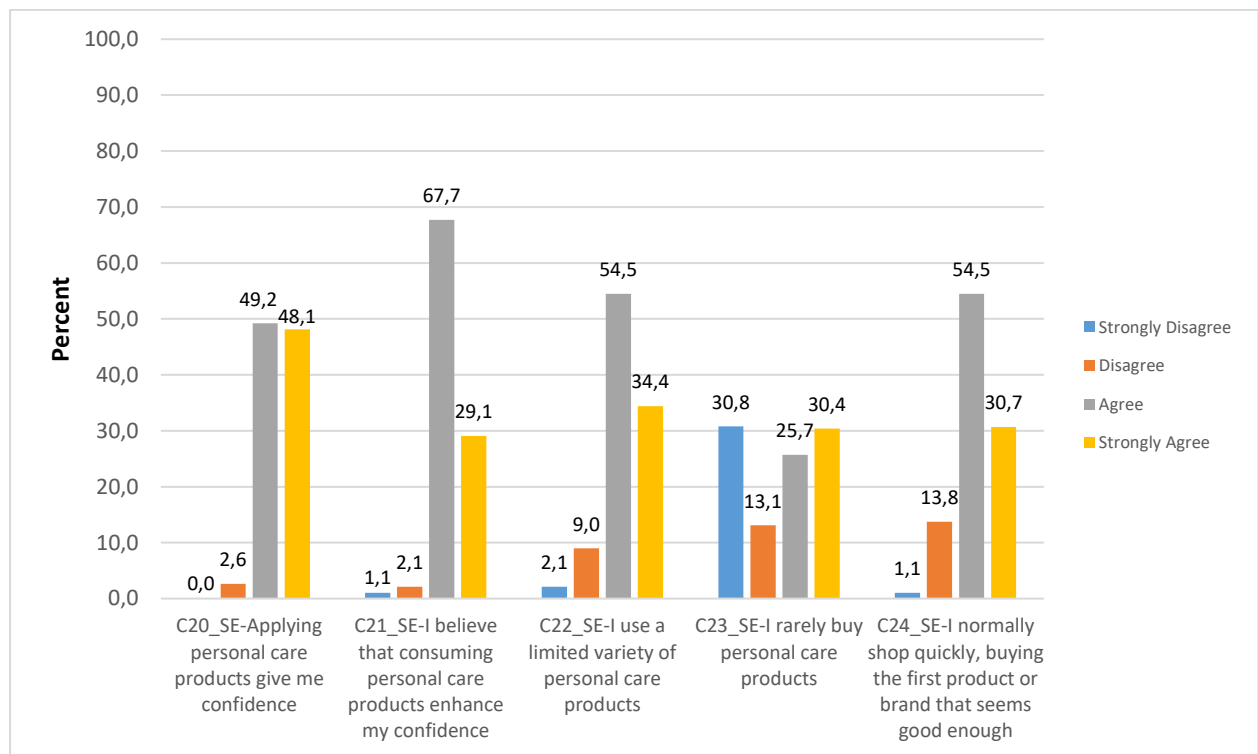
From Figure 6.5, it can be seen that 97.3% of the respondents agree that the application of personal care products gives them confidence, while 2.7% say it does not. Another 96.8% of the participants agree that consuming personal care products enhances their confidence, while 3.2% disagree on this point. Also, 88.9% agree that they use a limited variety of personal care products, while the remaining 11.1% disagree on this. Furthermore, 56.1% of the participants agree that they rarely buy personal care products, while the remaining 43.9% disagree. Further findings show that 85.2% of the respondents agree that they normally shop quickly, buying the first product or brand that seems acceptable, while the remaining 14.8% disagree on this point.

Figure 6.6 Level of self-esteem on men's attitudes towards personal care products post the installation of the male zone
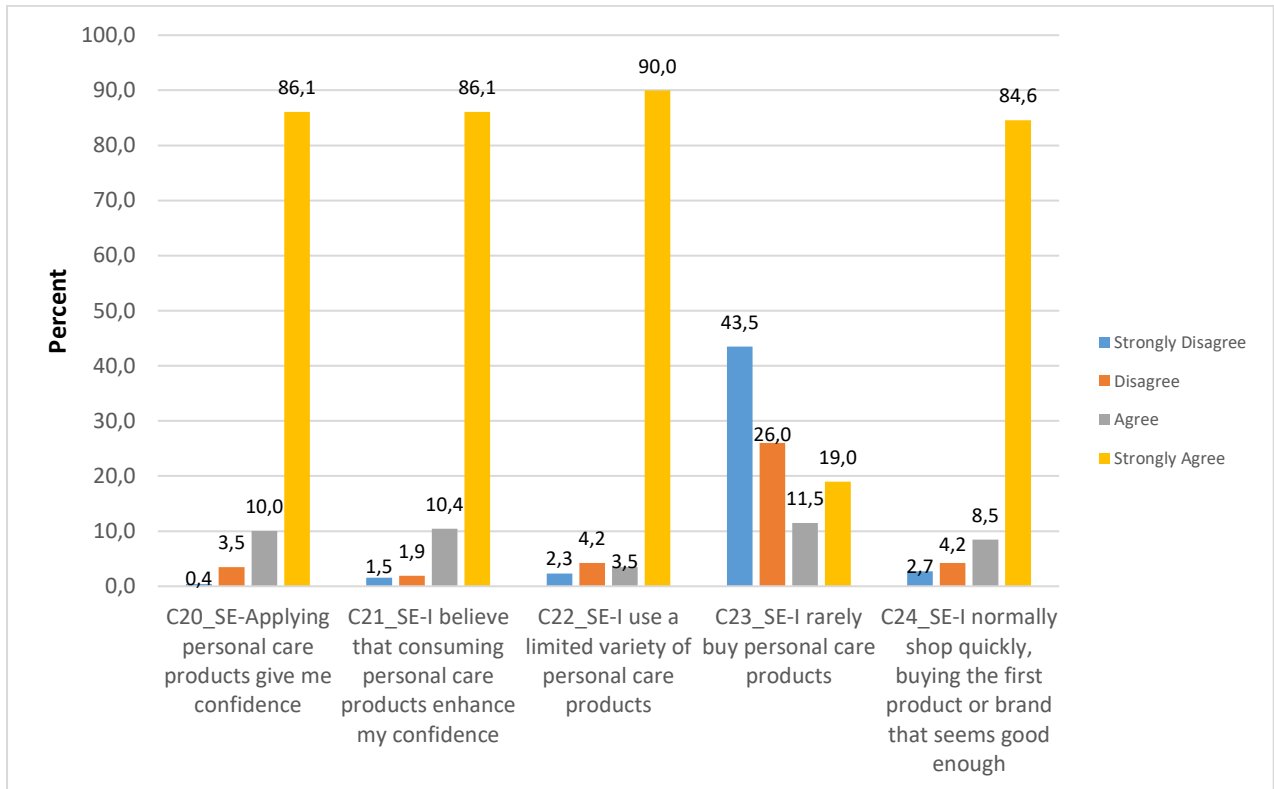
The results, as reflected in Figure 6.6 above, reveal that 96.1% of the respondents agree that using personal care products give them confidence, while 3.9% disagree that this is so. Again, the results of the study demonstrate that 96.5% of the respondents agree that they believe that consuming personal care products enhances their confidence, but 3.5% disagree.

Furthermore, the findings reveal that 93.5% of the respondents said that they use a limited variety of personal care products, while 6.6% disagree with this statement. Most of the respondents (69.5%) disagree that they rarely buy personal care products, but 30.5% disagree.

Lastly, the results of the study indicate that 93.1% of the respondents agree that they normally shop quickly, buying the first brands that appear to be satisfactory. However, 6.9% said that they do not normally shop in a rushed manner and purchase the first brand that seems acceptable.

Table 6.16 Comparative results of the Level of self-esteem on men's attitudes towards personal care products pre and post installation of the male grooming zone

Code	Statement	Pre	Post	Mann Whitney p-value
C20_SE	Applying personal care products give me confidence	3.5	3.8	0.000
C21_SE	I believe that consuming personal care products enhance my confidence	3.2	3.8	0.000
C22_SE	I use a limited variety of personal care products	3.2	3.8	0.000
C23_SE	I rarely buy personal care products	3.2	3.8	0.000
C24_SE	I normally shop quickly, buying the first product or brand that seems good enough	3.1	3.7	0.000

All of the statements in the above table show higher levels of agreement (mean > 3) for both the pre and post groups however post installation had significantly higher scores compared to pre. Question C20 has a slightly higher mean than the remaining questions in the section for the pre scores. The post scores are significantly different and higher than the pre scores ($p < 0.001$), and closer to the level of agreement. This indicates that the post score respondents did see significant changes in advantages as detailed in this section.

Ersoy et al. (2015) discovered that self-esteem is one of the key factors influencing consumer attitudes towards the consumption of personal care products. Self-esteem focuses on the idea of discrepancy, especially the difference between the self that one wishes to be (the ideal one) and the self that one currently sees oneself as being (the "real" or "perceived" self). The self is comprised of several components, including physical, psychological and social attributes that influence a person's attitudes, habits, beliefs and ideas about a particular product. According to Abdoolah (2019), men's increasing interest in their self-esteem is further stimulated by the growing number of men's magazines that portray a distinct image of the "new man".

According to Ersoy et al. (2015), the self-esteem congruence model states that consumers purchase a product when its attributes meet some aspect of themselves. According to the respondents, there were higher levels of agreement in relation to personal care products "giving" the male shoppers confidence for the post group, implying that this attribute is relevant in relation to the self-esteem congruence model. The model claims that consumers undergo a cognitive process that matches product attributes with self-esteem. It was found that the

consumption of grooming products by males led to the production of a desired identity and self-esteem for them.

Section C – L

Lifestyle was identified in the literature review as one the factors influencing the attitude of men towards the consumption of their personal care products. Five items in the questionnaire measure lifestyle. The results are shown in the Figure 6.7 herein.

Figure 6.7 Effect of Lifestyle of men's attitude attitudes towards personal care products prior installation of the male zone
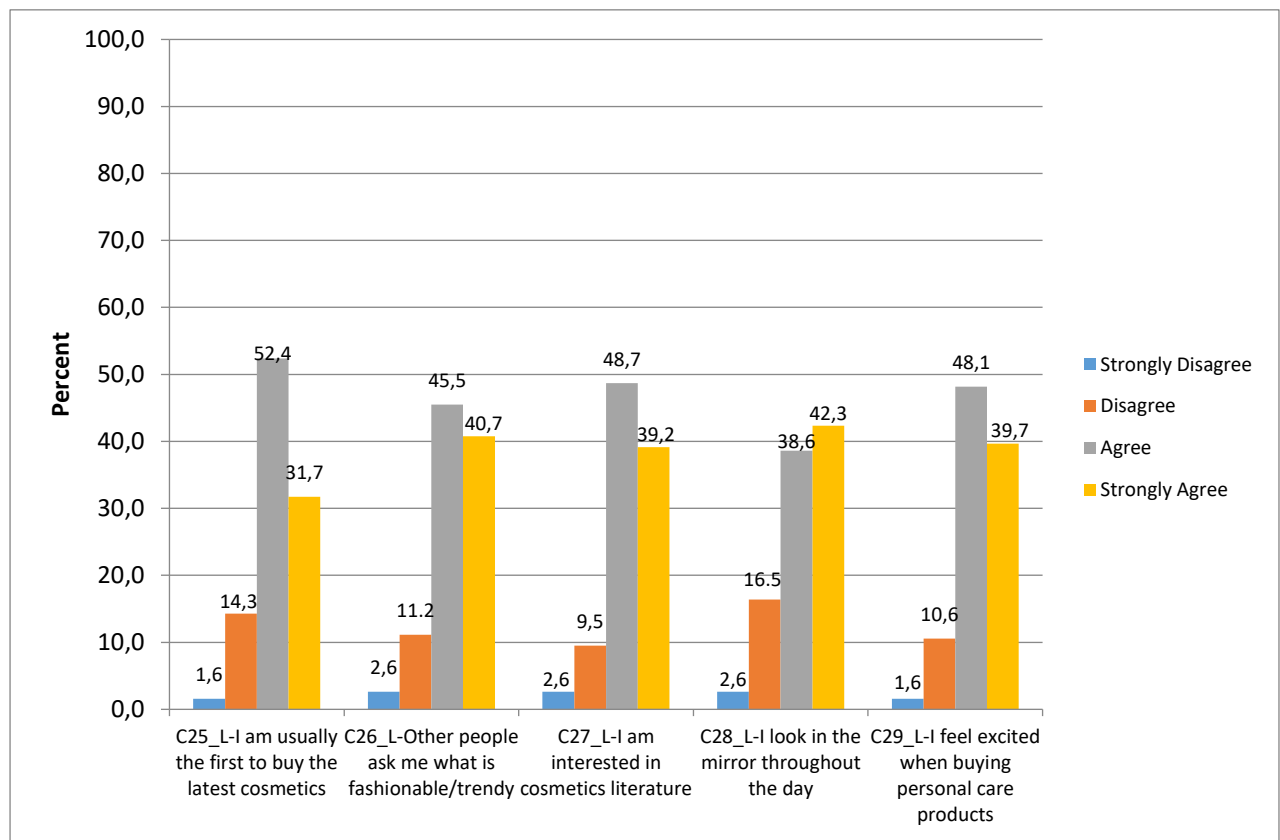
As seen in Figure 6.7 above, 84.1% of respondents agree that they are always are the first to buy the latest cosmetics, while the rest (15.9%) disagree with this point; 86.2% agree that their peers/people ask them about what is fashionable/trendy, while 13.8% disagree; and 87.9% agree that they are interested in cosmetic literature, while 12.1% disagree. Furthermore, 80.9% of the respondents indicate that they look in the mirror throughout the day, while 19.1% disagree about this point. Lastly, 87.8% agree that they feel excited when buying personal care products, while the remaining 12.2% disagree that any excitement is involved.

Figure 6.8: Effect of Lifestyle on men's attitude attitudes towards personal care products post the installation of the male zone
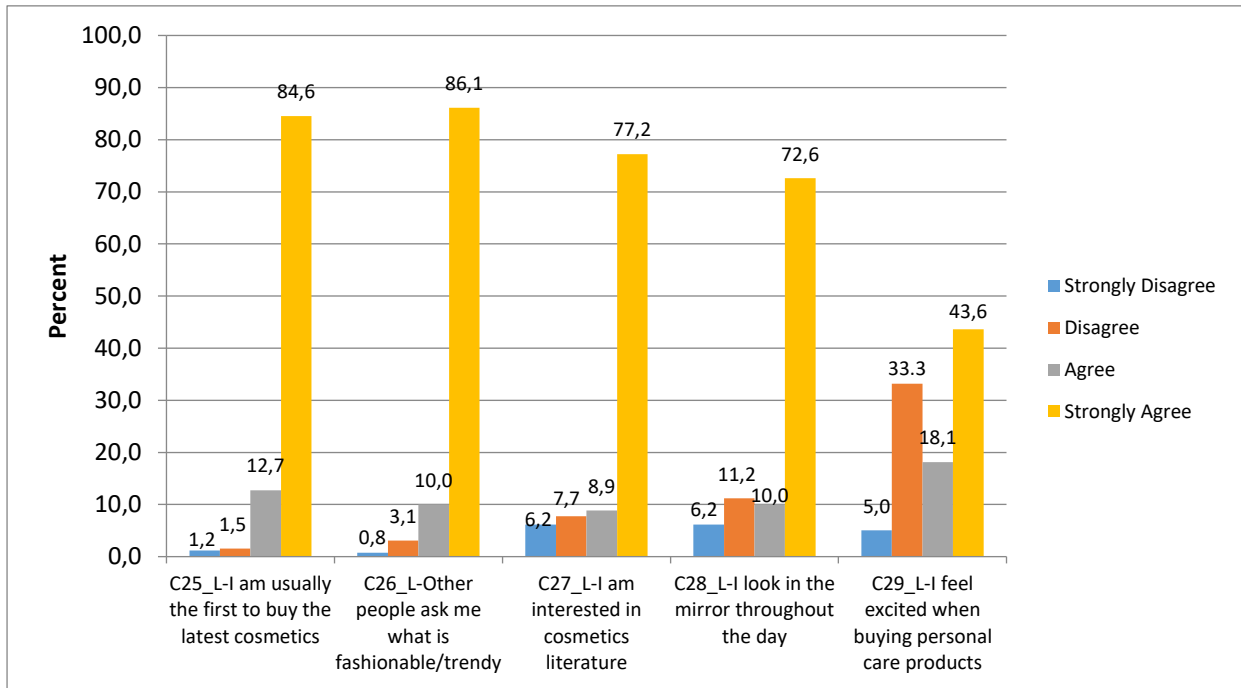
As seen in Figure 6.8 above, 97.3% of the respondents agree that they are usually the first to buy the latest products, however, 2.7% disagree. The other findings were 96.1% said other people (colleagues) ask them about fashionable products in the market, but 3.9% said they disagree with this statement; 86.1% agree that they are interested in cosmetic literature, but 13.9% said that they are not interested; 82.6% agree that they look in the mirror throughout the day, yet 17.4% said that they do not; and 61.7% said they feel excited about buying personal care products, while 38.3% did not.

Table 6.17 Comparative results of the Effect of lifestyle on men's attitudes towards personal care products pre and post installation of the male grooming zone

Code	Statement	Pre	Post	Mann Whitney p-value
C25_L	I am usually the first to buy the latest cosmetics	3.1	3.8	0.000
C26_L	Other people ask me what fashionable/trendy is	3.2	3.8	0.000
C27_L	I am interested in cosmetics literature	3.2	3.6	0.000
C28_L	I look in the mirror throughout the day	3.2	3.5	0.000
C29_L	I feel excited when buying personal care products	3.3	3.0	0.018

All of the statements in the above table show higher levels of agreement (mean > 3) for both the pre and post groups however post installation had significantly higher scores compared to pre installation. The levels of agreement are similar for all statements for the pre statements. However, there are significantly higher levels of agreement for the first two statements, which relate to the respondent being a trendsetter and source of information on the latest trends. The third and fourth statements concentrate more on products that improve appearance ($p < 0.001$).

Ridwan et al. (2017) in their study on the comparisons of factors that influence male consumer behaviour in purchasing skin care products confirmed that consumer lifestyle is an important influence. According to Kimmel (2017), everything changes with time including style and fashion. At present, men's lifestyle and fashion are at its peak as men are becoming more prone to change their lives to what they have lived in previous years. These changes are reforming the consciousness among man regarding his looks, before marriage and after marriage conceptions, sex/dating or in fitness. Men are looking more in the mirror than ever before. These finding are aligned to the findings emanating from the study as 80.9% of the respondents confirmed that they look in the mirror throughout the day prior installation and 79.6% post.

According to McNeill and Douglas (2011), urban men earn more and devote a certain amount of time to their appearance and lifestyle, thereby engaging with their feminine side. In order to reflect contemporary mores, male consumers are as interested as women in changing their outlook.

Abdoolah (2019) discovered that there were a number of factors influencing the lifestyle of male consumers, namely social class, values and personality. These factors have a huge impact on the behaviour of consumers towards the purchase and consumption of personal care products.

Brosdah and Carpenter (2011) discovered that the social environment plays an important role in the selection and consumption of particular products. They contend that culture influences consumer behaviour, as it has a significant impact on an individual wanting to buy certain products to fulfil their needs. Consumers, especially men, employ cosmetic products due to pressure from friends and colleagues in the working environment. Currently, men most often want to live and behave in a manner supported by their cultural environments.

Singh (2019) maintains that an increase in the number of educated consumers and urbanisation have given rise to corporate lifestyle, especially in developing economies which have seen an increase in demand for men's personal care products such as antiperspirants and deodorants,

facial makeup and other products among youth. The increased trends for personal care products among men noted during the past years is expected to continue.

Section C – SB

The study also intended to measure how societal beliefs influence men's attitudes towards the consumption of personal care products. There are nine items in the questionnaire that measure societal beliefs.

Figure 6.9: Effect of societal beliefs on men's attitude attitudes towards personal care products prior to the installation of the male zone
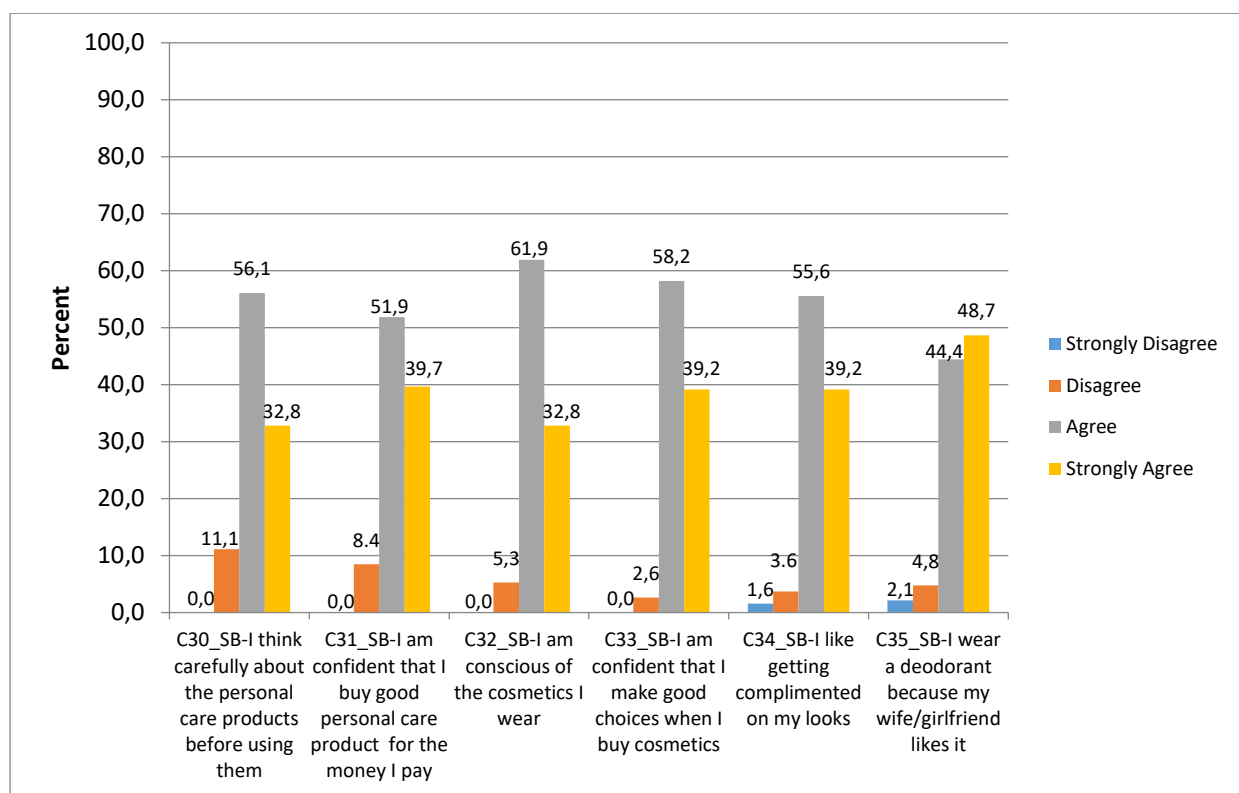
From Figure 6.9 above, it is evident that 88.9% of the respondents agree that they think carefully about personal care products before using them, while 11.1% disagree on this point. Also, 91.6% suggest that they are confident that they buy superior personal care products for the price they pay for them, while the remaining 8.4% disagree with this statement. Furthermore, 94.7% of the participants agree that they are conscious about the cosmetics that they wear, while 5.3% disagree on this point. In addition, 97.4% agree that they are confident they made good choices while buying cosmetics, while 2.6% disagree. Furthermore, 94.8% agree that they enjoy being complimented on their looks, while the remaining 5.2% disagree.

Finally, 93.1% of the respondents agree that they wear deodorant because their wives or girlfriends like it, while 6.9% disagree on this point.

Figure 6.10: Effect of societal beliefs on men's attitude attitudes towards personal care products post the installation of the male zone
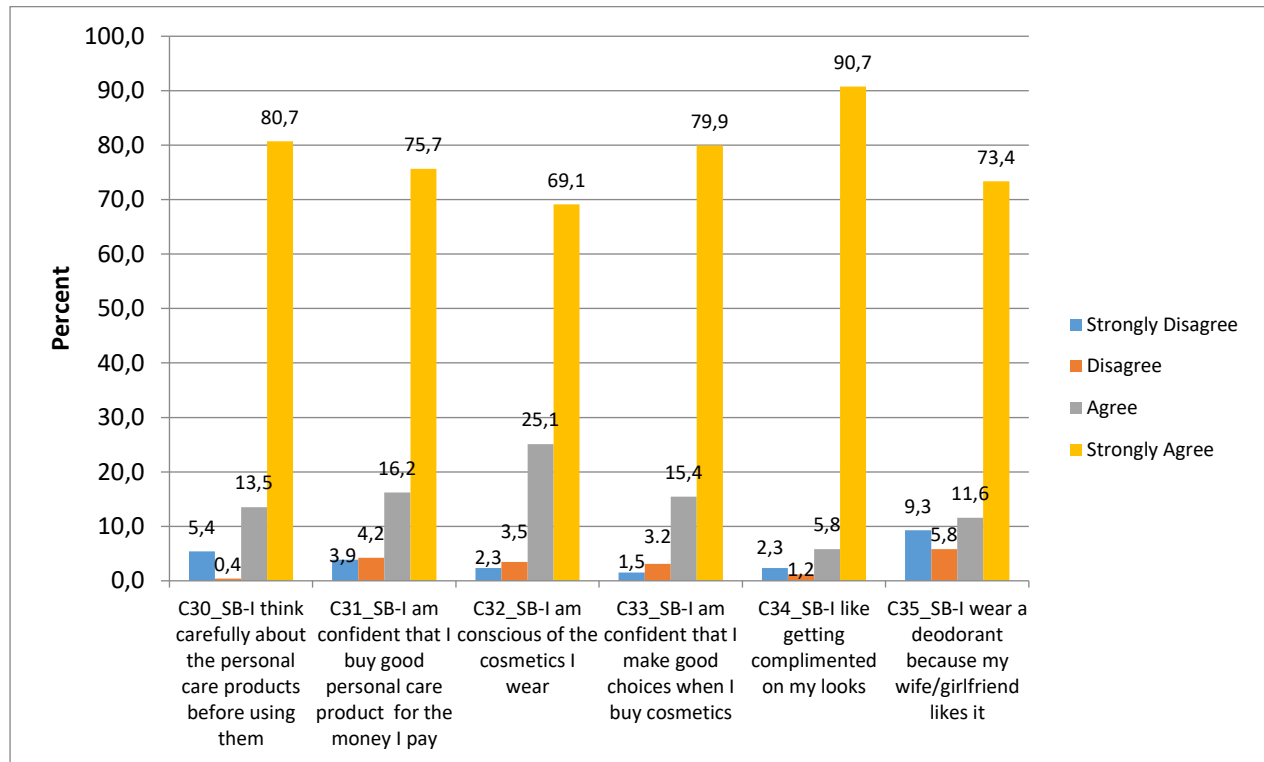
From Figure 6.10 above, it is evident that 94.2% of the respondents said that they think carefully about the products before they use them, but 5.8% disagree. The results of the study further reveal that 91.9% of the respondents indicate that they are confident that they buy superior products that represent the highest value for money, but the remaining 8.1% disagree. A further 94.2% agree that they are conscious of the cosmetics they wear, while 5.8% disagree. The other results demonstrate that 95.3% of the respondents agree that they are confident of the good choices they make when buying cosmetics, with 4.7% disagreeing; 96.5% agree that they enjoy being complimented on their looks, but 3.5% disagree; 85.0% said they enjoy wearing deodorant, as their wives and girlfriends prefer it, but 15.0% disagree

All of the results of the study demonstrate favourable responses from the respondents. The comparative results are presented in Table 6.18 herein**.**

Table 6.18 Comparative results of the Effect of societal beliefs on men's attitudes towards personal care products pre and post installation of the male grooming zone

Code	Statement	Pre	Post	Mann Whitney p-value
C30_SB	I think carefully about the personal care products before using them	3.2	3.7	0.000
C31_SB	I am confident that I buy good personal care product for the money I pay	3.3	3.6	0.000
C32_SB	I am conscious of the cosmetics I wear	3.3	3.6	0.000
C33_SB	I am confident that I make good choices when I buy cosmetics	3.4	3.7	0.000
C34_SB	I like getting complimented on my looks	3.3	3.8	0.000
C35_SB	I wear a deodorant because my wife/girlfriend likes it	3.4	3.5	0.000

The resuts indicate higher levels of agreement (mean > 3) for both the pre and post groups for all the statements relating to societal beliefs. The pre scores for all the statements are somewhat similar. Post statements show significantly higher levels of agreement, compared to the pre scores ($p < 0.05$). It is therefore evident that societal beliefs have a strong impact on the purchase and consumption of personal care products.

Khan et al. (2018) argue that male consumers patronise cosmetics due to the societal pressures to appear in an attractive light. They further discovered that these pressures play an important role in the selection and consumption of particular products. Consumers, especially men, utilise cosmetic products due to social pressure by friends and colleagues. Men usually want to live and behave in a manner supported by their cultural environment.

According to Arora and Gupta (2013), culture influences consumer behaviour, as it impacts upon individual behaviour in terms of purchasing products to fulfil specific needs. The authors further argue that the desire of males to consume products is linked to the products that make them feel more integrated with their societal beliefs. Men view their physical bodies as visible objects in their communities. The social influencer theory developed by Bandura (1984), indicates behaviours of individuals are learned either consciously or unconsciously through example. Shopping is generally a socially visible behaviour, frequently done while accompanied by friends or family. As aforementioned by Khan et al. (2018), consumers, especially men, utilise cosmetic products due to social pressure by friends and colleagues.

Section C – CA

The study also determined the extent to which celebrity association affects the attitudes of men towards personal care products. The results of the study are presented in the figures herein

Figure 6.11: Effect of celebrity association on men's attitudes towards personal care prior installation of the male zone
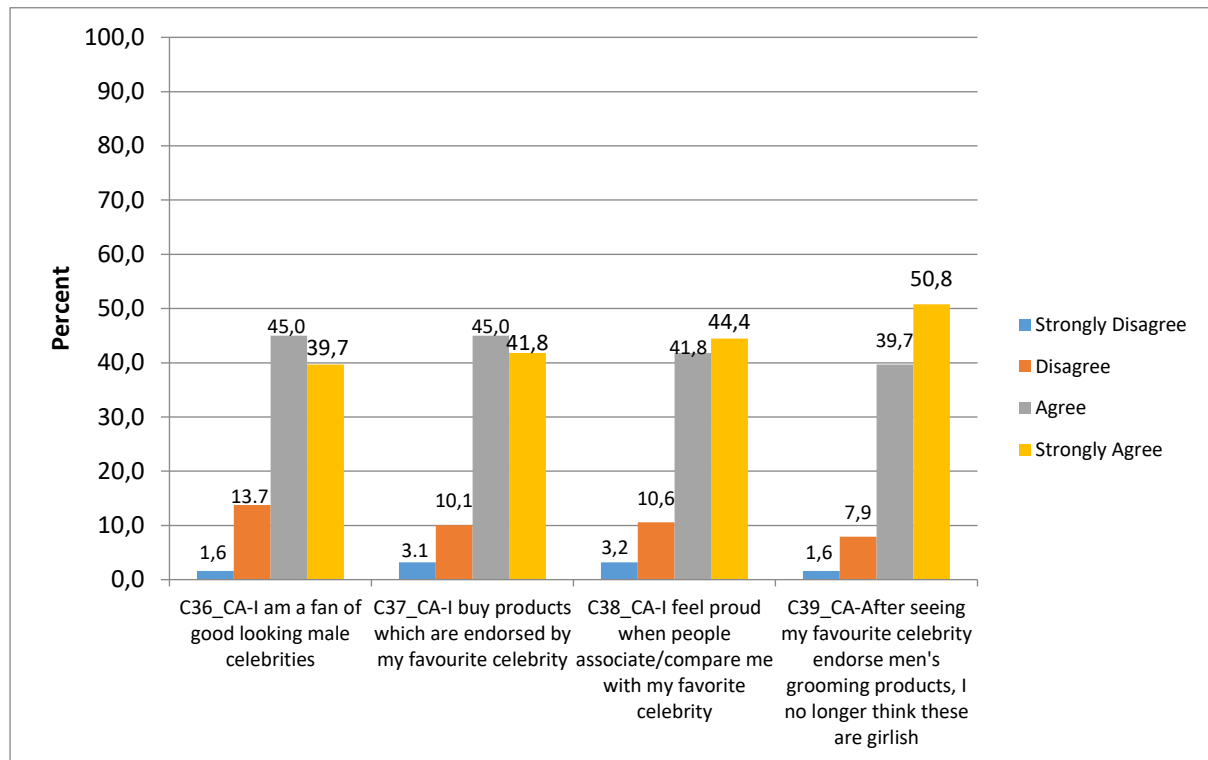
The results of the study revealed that 84.7% agree that they are fans of good-looking celebrities, while 15.3% disagree; 86.8% agree that they buy personal care products that are endorsed by their favourite celebrity, while 13.2% disagree; and 86.2% agree that they feel proud when people associate/compare them with favourite celebrities, while 13.8% disagree.

The results also showed that 90.5% agree that after seeing their favourite celebrities endorse men's grooming products, they no longer think these are girlish, while the remaining 9.5% do not agree to this statement.

Figure 6.12: Effect of celebrity association on men's attitudes towards personal care products post the installation of the male zone
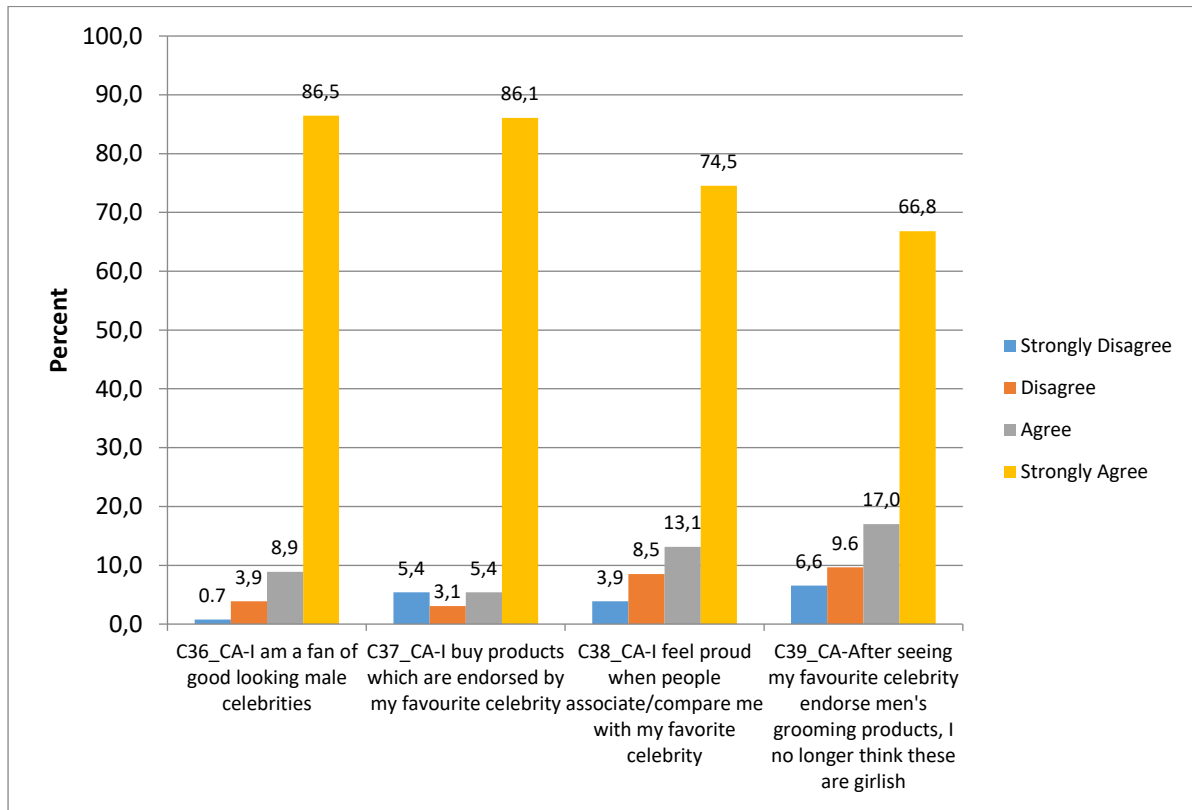
The results of the study demonstrate that 95.4% of the respondents said that they are fans of good-looking male celebrities, while 4.6% do not agree. The findings also reveal that 91.5% say that they buy products that are endorsed by favourite celebrities, while 8.5% do not; 87.6% feel proud when people compare them to their favourite celebrities, but 12.4% do not; 83.8% agree that after seeing their favourite celebrities endorse products, they no longer think that the items are feminine, or girlish, but 16.2% disagree on this point.

Table 6.19.Comparative results on the effect of celebrity association on men's attitudes towards personal care products pre and post installation of the male grooming zone

Code	Statement	Pre	Post	Mann Whitney p-value
C36_CA	I am a fan of good-looking male celebrities	3.2	3.8	0.000
C37_CA	I buy products which are endorsed by my favourite celebrity	3.3	3.7	0.000
C38_CA	I feel proud when people associate/compare me with my favourite celebrity	3.3	3.6	0.000
C39_CA	After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish	3.4	3.4	0.025

The differences in the mean scores are significantly larger for the first three statements ($p < 0.05$) between pre and post installation. These relate to appearance associated with celebrities. More post respondents agreed that products related to celebrities positively affect the products they purchase. The mean scores were similar regarding the opinion of celebrities being girlish, but the post scores are statistically different from the pre ones. ($p < 0.05$). The post scores are all higher.

The findings emanating from the study in respect of celebrities are similar to studies discussed below.

Cheng et al. (2010) determined that most young male consumers select brands or products to imitate celebrities who endorse the items. Metrosexual celebrities are appealing to offset negative attributions associated with metrosexuality. Celebrity endorsement is a powerful tool that many organisations are employing to make consumers to feel more comfortable and positively change their attitudes toward the consumption of grooming products.

Craig and Alan (2000) carried out a study to determine which individual, or group of individuals, has the strongest influence on adolescent consumer purchase intentions and purchase behaviour. It was found that the introduction of the concept of role models into the consumer behaviour literature allows greater understanding of the socialisation patterns of young adult consumers. The findings from the study revealed that young adults relied on what their role models purchased and used to make a purchase decision especially for fashionable items and products.

Pillai (2013) explains that a metrosexual man is one who is especially meticulous about his grooming and appearance, typically spending a significant amount of time and money on shopping as part of this. Metrosexual celebrity endorsement has a great influence on male attitudes towards grooming products, as it changes male perceptions regarding the consumption of products once considered feminine, with such new consumption becoming an accepted norm of the current society. Findings emanating from this study pre installation was that 86.2% of the respondents stated that they feel proud when people compare them to their favourite celebrities and post results were 89.1% of the respondents - which is aligned to findings discovered by Pillai (2013).

Section F: Strategic Importance of personal care products

6.15. Strategic Importance of personal care products

The study sought to measure the strategic importance of male personal care products. These finding will assist manufacturers and retailers to better understand this male shopper within the personal care segment in order to capitalise on the boom that the male grooming category is under-going.

As discovered in the review of literature there are three main strategically important segments, i.e. emotional, epistemic and social value.

Section F - EmV

Emotional value derived through the use of male personal care products has been identified as an important aspect in regard to the strategic importance of personal care products. Seven items in the questionnaire measured emotional value.

Figure 6.13: Emotional value of male shoppers prior to the installation of the male zone
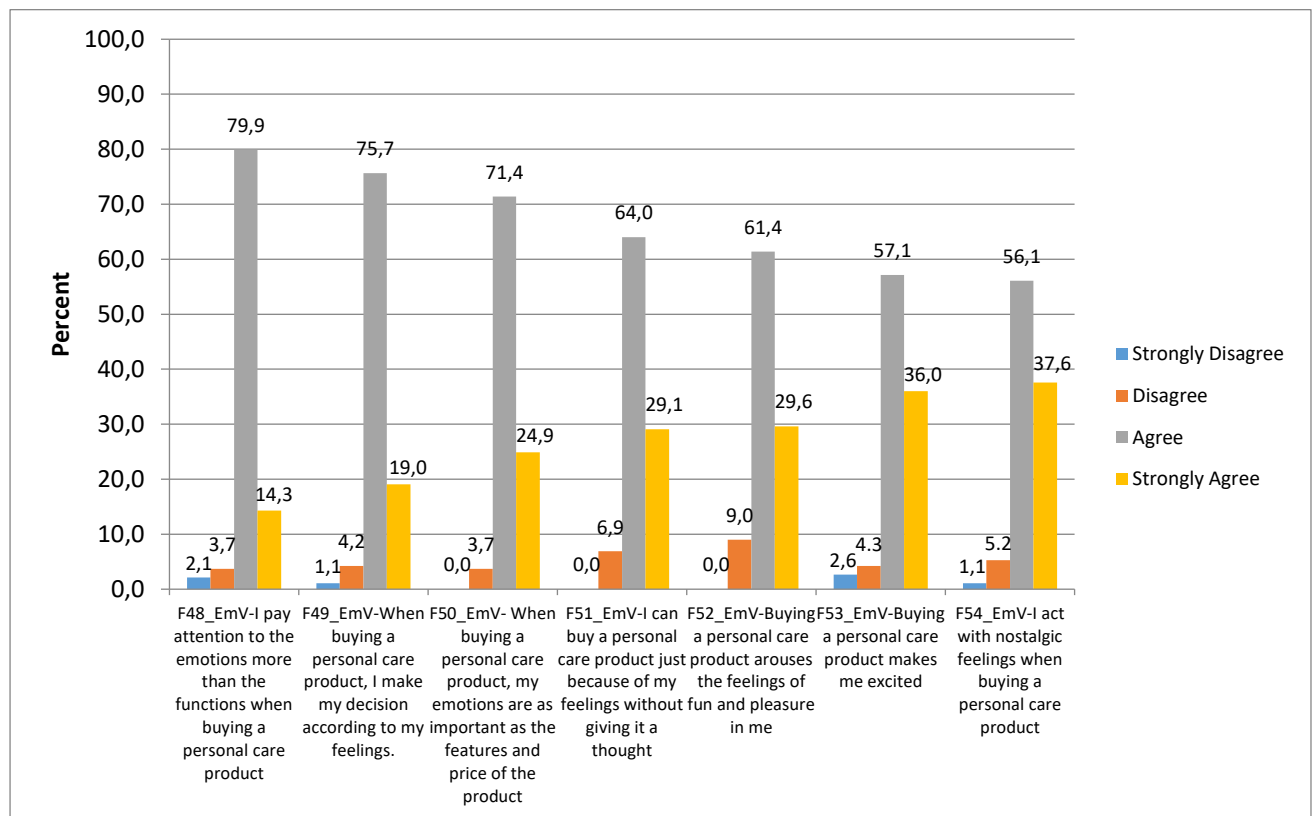
As seen in Figure 6.13 above, 94.2% of the respondents agree that they pay more attention to their emotions than the uses or functions when buying personal care products, while the remaining 5.8% disagreed. In addition, 94.7% indicate that, when buying personal care products, they make decisions according to their feelings, but the remaining 5.3% objected that this was not so. The results also show that 96.3% of the respondents agree that when buying personal care products, their emotions are as important as the features and prices, while the remaining 3.7% disagreed that this was the case. The results further demonstrate that 93.1% of the respondents agree that they can purchase personal care products through feelings alone, without thinking about their actions, but 6.9% disagree. In addition, 91.0% of the respondents agree that buying personal care products arouse feeling of fun and pleasure, but for the remaining 9.0%, this was not so. Further, 93.1% of the respondents emphasize that buying these products makes them excited, but 6.9% said this was not so. Finally, 93.7% suggest that they act with nostalgic feelings when purchasing such items, but the remainder 6.3% disagreed.

133

Figure 6.14: Emotional value of male shoppers post the installation of the male zone
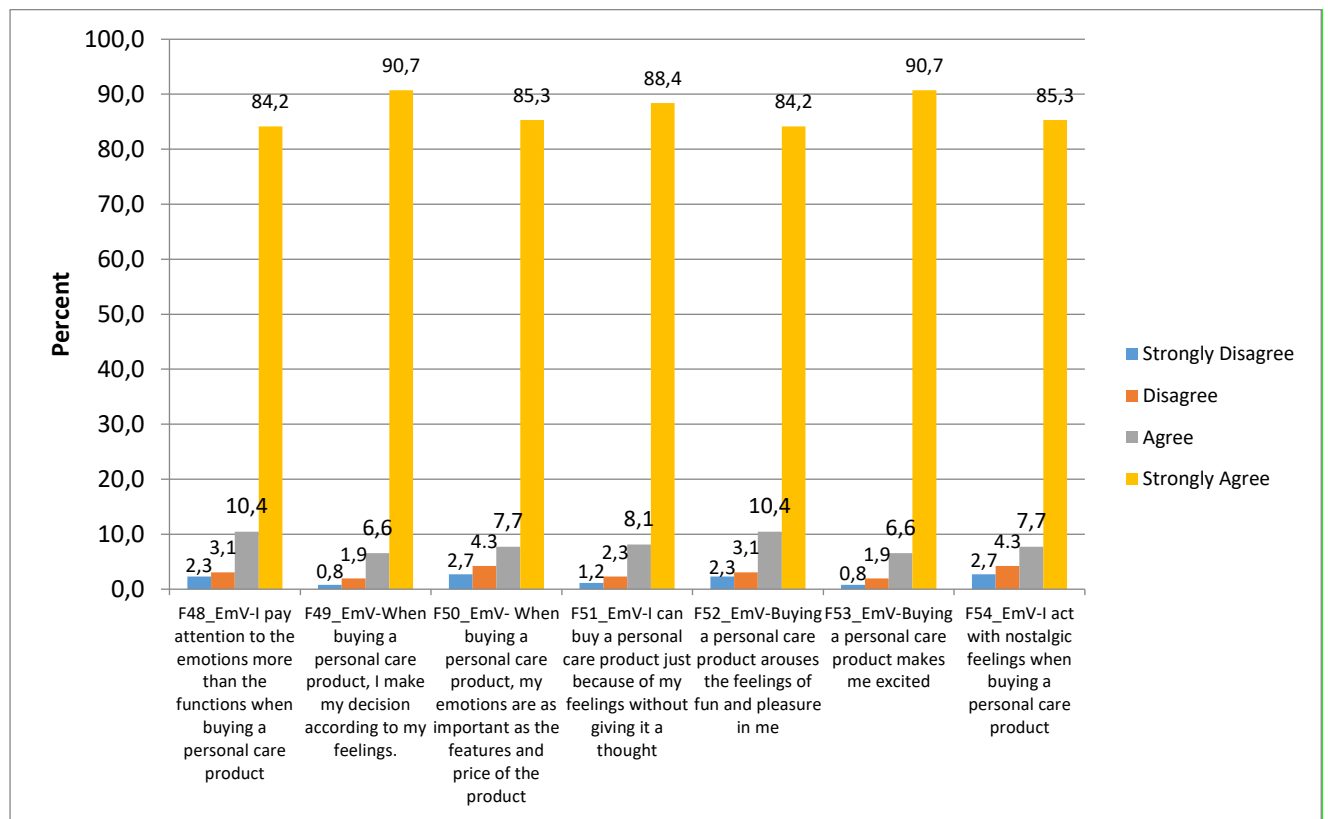
As illustrated in Figure 6.14 above, 94.6% of the respondents agree that they pay attention to their emotions more than the functional value of personal care products when purchasing them, while 5.4% said that they did not do so. Furthermore, the results of the study revealed that 97.3% of the respondents said that when buying these products, they make decisions according to their feelings, while 2.7% disagreed with this.

A large percentage, 93.0% of respondents agreed that when purchasing these items, emotions are as important as the features and prices of the products, but 7.0% denied this. Moreover, 96.5% of the respondents said that they buy the products because they feel that they want to and do not give the purchase much thought, but 3.5% disagreed with this statement.

In addition, most of the respondents (94.6%) agree that the action of buying the products ignites feelings of fun and pleasure in them, but 5.4% denied this. Further, while 97.3% of the respondents agree that buying these products makes them excited, 2.7% said this was not so.

134

Finally, 93.0% agreed that they act with nostalgic feelings when buying the products, but the remaining 7.0% disagree with this.

Table 6.20 Comparative results of Emotional value pre and post installation

Code	Statement	Pre	Post	Mann Whitney p-value
F48_EmV	I pay attention to the emotions more than the functions when buying a personal care product	3.1	3.8	0.000
F49_EmV	When buying a personal care product, I make my decision according to my feelings.	3.1	3.9	0.000
F50_EmV	When buying a personal care product, my emotions are as important as the features and price of the product	3.2	3.8	0.000
F51_EmV	I can buy a personal care product just because of my feelings without giving it a thought	3.2	3.8	0.000
F52_EmV	Buying a personal care product arouses the feelings of fun and pleasure in me	3.2	3.8	0.000
F53_EmV	Buying a personal care product makes me excited	3.3	3.9	0.000
F54_EmV	I act with nostalgic feelings when buying a personal care product	3.3	3.8	0.000

For both pre and post groups, all of the statements in the above table show higher levels of agreement (mean > 3). All of the differences are significant ($p < 0.05$), with the post installation values being higher than the pre ones. The level of scoring for the pre statements is similar, and the level of scoring for the post statements is also similar, but higher than the pre statements. The pattern is similar for all statements. This indicates the post group has found higher levels of emotional value attached to the consumption of personal care products.

Evidence suggests that in terms of the consumer preferences, emotional value may arise in a positive way, such as "loyalty, nostalgia, excitement" (Xiao & Kim, 2013:612). According to Singh (2019), cosmetic companies are working harder to ensure their products cater to consumer efforts to manage their emotional health. As demanding lifestyles lead consumers to stress, their need to safeguard their own wellness, including emotional well-being is growing. Beauty care products and emotion have become highly entwined with each other.

A study undertaken by Candan, et al (2013) revealed that male consumers derived emotional benefits or value from the consumption of grooming or cosmetic products. Candan et al. (2013) define emotional value as the benefit obtained or satisfaction derived as a result of the emotional and sensational condition. Emotional value is related to the reactions that consumers demonstrate with regard to a product (Xiao & Kim, 2013).

Section F – EpV

The study sought to measure the extent to which epistemic value served as strategically important to the consumption of personal care products. Five items in the questionnaire measured the epistemic value.

Figure 6.15: Epistemic value of male shoppers prior to the installation of the male zone
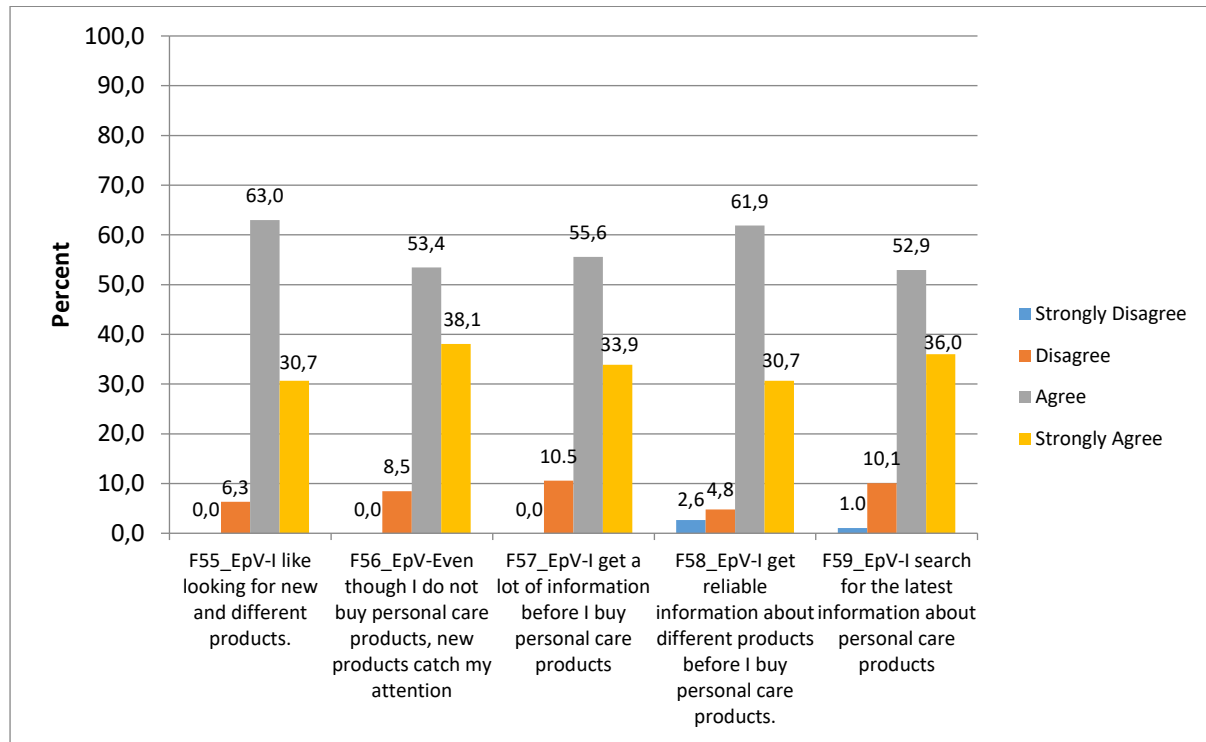
From Figure 6.15 above, 93.7% of the respondents confirm that they enjoy sourcing new and different products, while 6.3% rejected this assertion. The results of the study also reveal that 91.5% agree that even if they do not buy personal care items, new products do catch their attention, but 8.5% denied this. Furthermore, 89.5% agreed that they seek a great deal of information before purchasing these products, while 10.5% disagreed.

Most respondents (92.6%) indicated that they obtain reliable information about different products before they buy them, while 7.4% said they did not. Lastly, the results reveal that 88.9% respondents agree that they search for the latest information about the products before buying them, but 11.1% admitted that they did not.

Figure 6.16: Epistemic value of male shoppers post the installation of the male zone
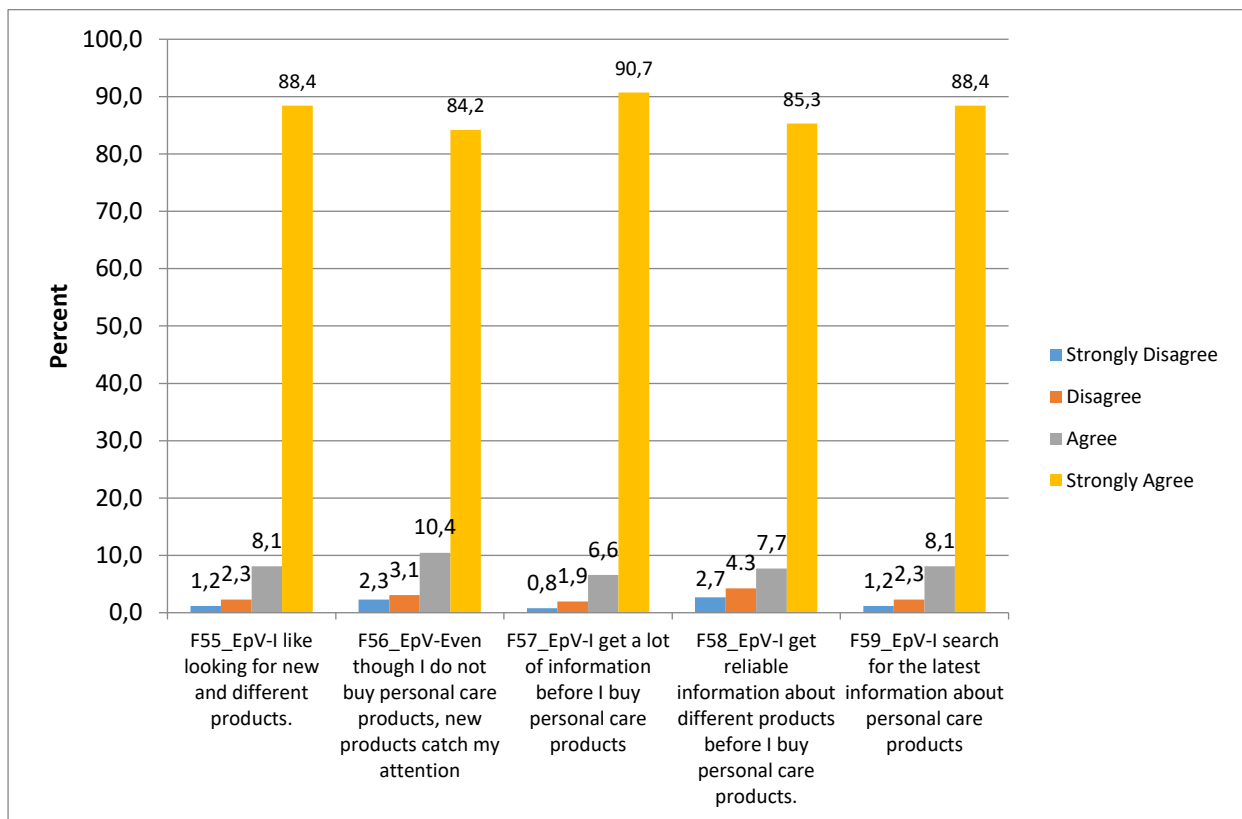
The results, as shown in Figure 6.16 above, illustrate that 96.5% of the respondents said they enjoy searching for new and different product offerings, but the remaining 3.5% disagreed with this statement. A percentage of 94.6 respondents agree that although they do not buy the products, new products do catch their attention.

However, 5.4% did not agree that this is so. The results of the study further state that 97.3% of the respondents said that they obtain a great deal of information about the product before they purchase the items, while 2.7% said that they did not. Also, 93.0% of the respondents agree that they obtain reliable information about different products before they purchase them, but the remaining 7.0% disagree. Lastly, 96.5% agree that they search for the latest information about the products, but 3.5% said that they do not do so.

Table 6.21 Comparative results of epistemic value pre and post installation of the male grooming zone

Code	Statement	Pre	Post	Mann Whitney p-value
F55_EpV	I like looking for new and different products.	3.2	3.8	0.000
F56_EpV	Even though I do not buy personal care products, new products catch my attention	3.3	3.8	0.000
F57_EpV	I get a lot of information before I buy personal care products	3.2	3.9	0.000
F58_EpV	I get reliable information about different products before I buy personal care products.	3.2	3.8	0.000
F59_EpV	I search for the latest information about personal care products	3.2	3.8	0.000

All of the statements in the above table show higher levels of agreement (mean > 3) for both the pre and post. All of the differences are significant ($p < 0.05$), with the post installation values being higher than the pre ones. The level of scoring for the pre statements is similar (3.2), and the level of scoring for the post statements is also similar (3.8), but higher than the pre. The pattern is similar for all statements. The comparative results indicate that the epistemic value associated with the purchase of male grooming products has been positively impacted at a higher lever post the installation of the male grooming zone. These findings need to be taken into account by manufactures as well as retailers as since the male grooming environment positively affected epistemic value, – it should be installed in additional stores for increased benefit.

The statements relating to epistemic value that were measured in this study and its respective findings are aligned with the studies discussed below.

Schiffman and Kanuk (1997:129) argue that the "behaviour of consumers in looking for a variety of products arises as innovative purchase tendencies not only exists for technological products, but for cosmetics as well". Wee and Ming (2003) discovered that consumers who have an innovative purchase tendency are exploratory consumers and they search for a variety of products. Sheth (1991) states that a superior product should fulfil the desires and needs pertaining to innovation. Hirschman, (2004) discovered that the key motivational factor underlying the behaviours of consumers who are interested in variety products is "innovativeness". Xiao and Kim (2013) discovered that consumers who are more interested in

buying new products may enjoy changing brands, as the search for novelty and variety is the motive that compels them. Chahal (2015 argued that some consumers have the tendency to purchase new products while some others follow the frontrunners and their adaptation and acceptance is slower. Innovative consumers are more willing to offer higher prices for new products, therefore, new products that are introduced into the market are accompanied with higher prices. According to Abdoolah (2019), men like to search for information before making a purchase.

Section F – SV
The study further sought to measure social value as a strategically important factor towards the consumptions of personal care products. Five items measured this variable in the data instrument.

Figure 6.17: Social value of male shoppers prior to the installation of the male zone
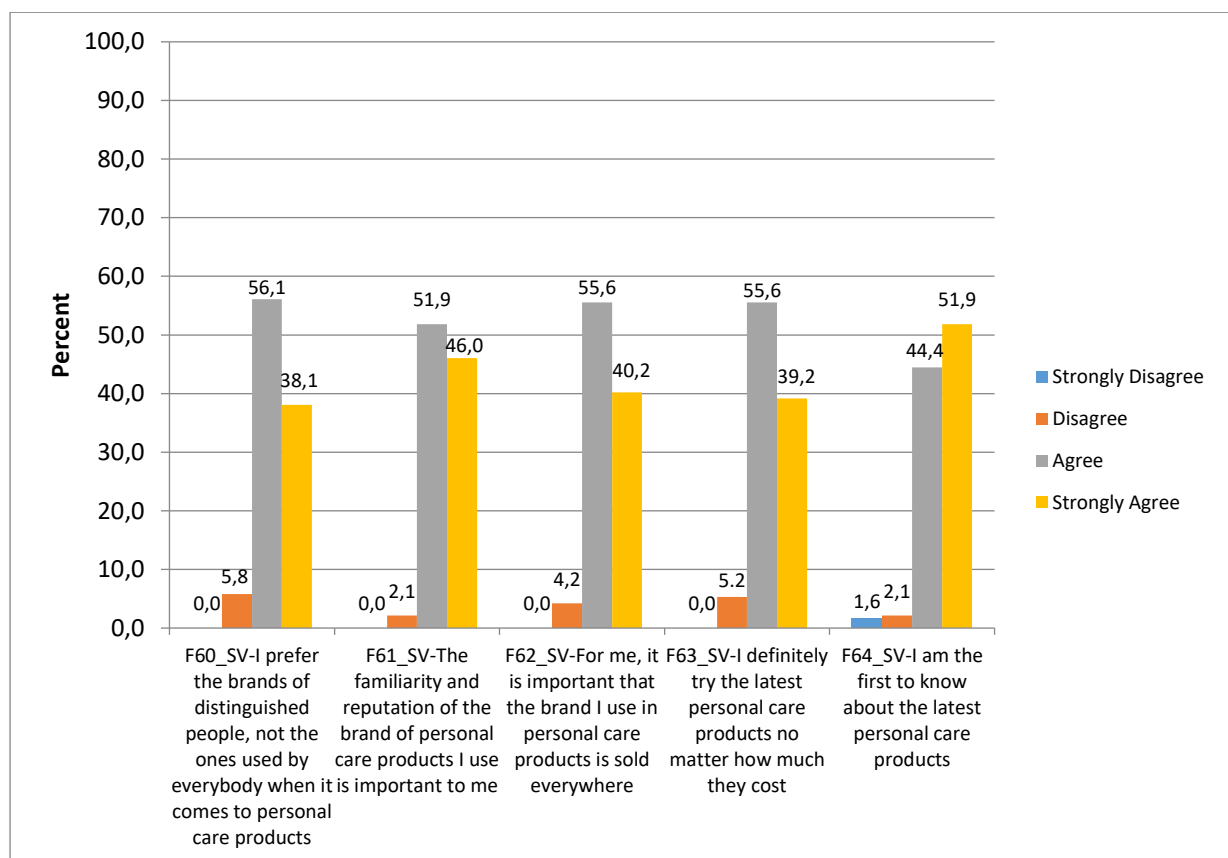
From Figure 6.17 above, it is evident that 94.2% of the respondents agree that they prefer brands that help to distinguish them from other people, while 5.8% disagree. Also, the results of the study reveal that 97.9% of the respondents emphasise that both the familiarity and reputation of the brand are important to them, but the remaining 2.1% disagree. The results

further show that 95.8% agree it is important that the brands that they utilise are sold everywhere, while 4.2% did not agree. In addition, 94.8% indicate that they will definitely try the products, no matter how high the cost, but the remaining 5.2% answered in the negative. Lastly, 96.3% of the respondents agree that they are the first to know about the latest products, while 3.7% disagreed.

Figure 6.18: Social value of male shoppers post the installation of the male zone
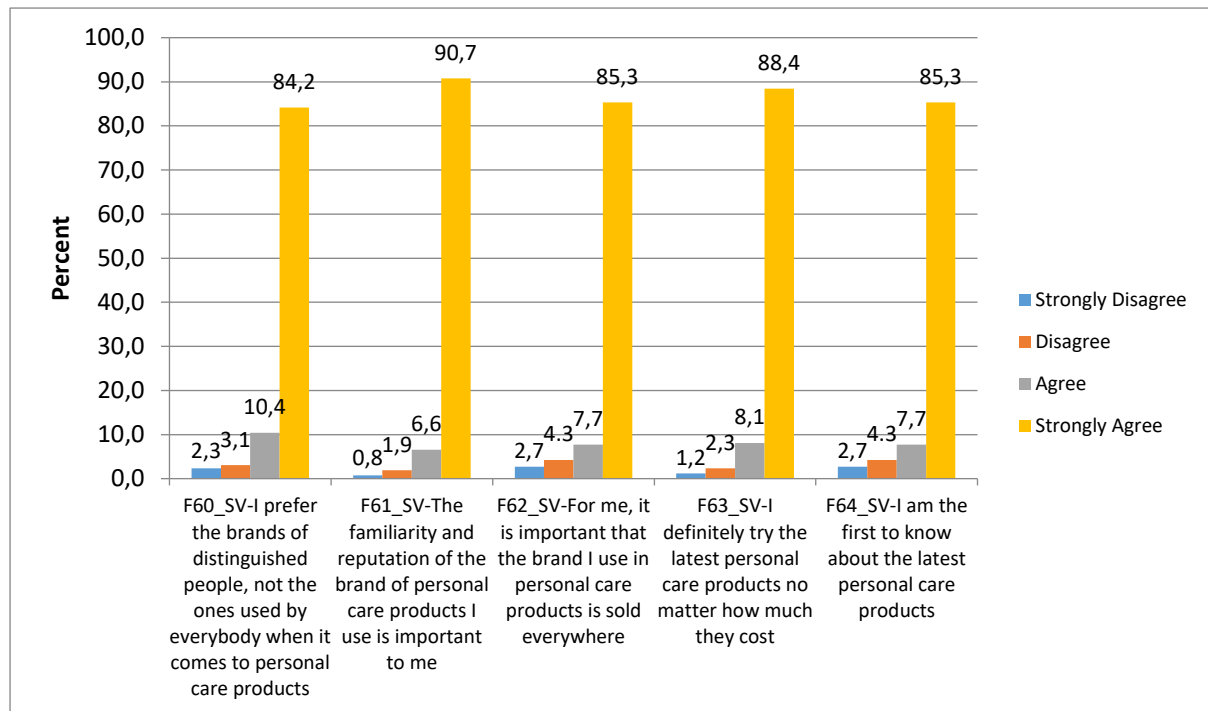
From Figure 6.18 above, it is evident that 94.6% of the respondents indicate that they prefer a brand that distinguishes them from other people, opposed to brands that are used by everyone else; 5.4% disagreed with this statement. Further, while 97.3% agree that the familiarity and reputation of the products are important to them, 2.7% disagree. Further, 93.0% of the respondents indicated that it is important that the brands they use are sold everywhere and are easily accessible, but the remaining 7% disagree that this is important. The results of the study further reveal that 96.5% agree that they will definitely try the latest personal care products no matter the cost, while 3.5% disagree that this is so. Finally, 93% respondents said that they are the first to know about the latest products while 7% disagreed.

Table 6.22 Comparative results of social value pre and post installation of the male grooming zone

Code	Statement	Pre	Post	Mann Whitney p-value
F60_SV	I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products	3.3	3.8	0.000
F61_SV	The familiarity and reputation of the brand of personal care products I use is important to me	3.4	3.9	0.000
F62_SV	For me, it is important that the brand I use in personal care products is sold everywhere	3.4	3.8	0.000
F63_SV	I definitely try the latest personal care products no matter how much they cost	3.3	3.8	0.000
F64_SV	I am the first to know about the latest personal care products	3.5	3.8	0.000

All of the statements in the above table show higher levels of agreement (mean > 3) for both the pre and post statements. All of the differences are significant, ($p < 0.05$) with the post implementation values being higher than the pre ones. The level of scoring for the pre statements is similar (3.4), and the level of scoring for the post statements is also similar (3.8), but higher than the pre. The pattern is similar for all statements. The higher levels of agreement for the statements relating to social value implies that the respondents felt very strongly about the social benefits associated with the consumption of male personal care products. These findings need to be taken into account by manufactures, as well as retailers, since the male grooming environment positively affected social value, – it should be installed in additional stores for increased benefit.

According to Candan et al. (2013), the social benefit obtained from the consumption of cosmetics may positively or negatively impact their purchase decisions depending on the degree of value obtained from the consumption thereof. Since the finding emanating from this study revealed that the statements relating to levels of social value of the respondents was significant ($p < 0.05$) post installation of the male grooming zone, it is recommended by the researcher that this zone be replicated in order to positively impact purchase of male personal care products.

Abdoolah (2019) maintains that male shoppers definitely try new products hence marketers need to captivate male shoppers to ensure that the product innovation is trialed by them.

A study conducted by Abby (2017) revealed that the consumption of personal care products enhances the status of consumers in society. The brand reputation must be favourable and well known in society so that it can provide a higher status for the user. Brosdahl and Capenter (2011) discovered that distinguished brands were key in the purchase decision of male shoppers. Men prefer famous brands as they feel that the glory associated with the brand will increase their social standing. These findings are aligned with this study as majority of the male shoppers (94.2% in the pre group and 94.6% in the post group) agreed that they preferred distinguished brands as opposed to common brands used by everyone else.

6.16   Outlook of male shoppers after the installation of the male zone

The study intended to identify the outlook of male shoppers towards the shopping of personal care products after the installation of the male zone in order to ascertain the impact that it had in this regard.

Figure 6.19: Outlook of male shoppers post the installation of the male zone
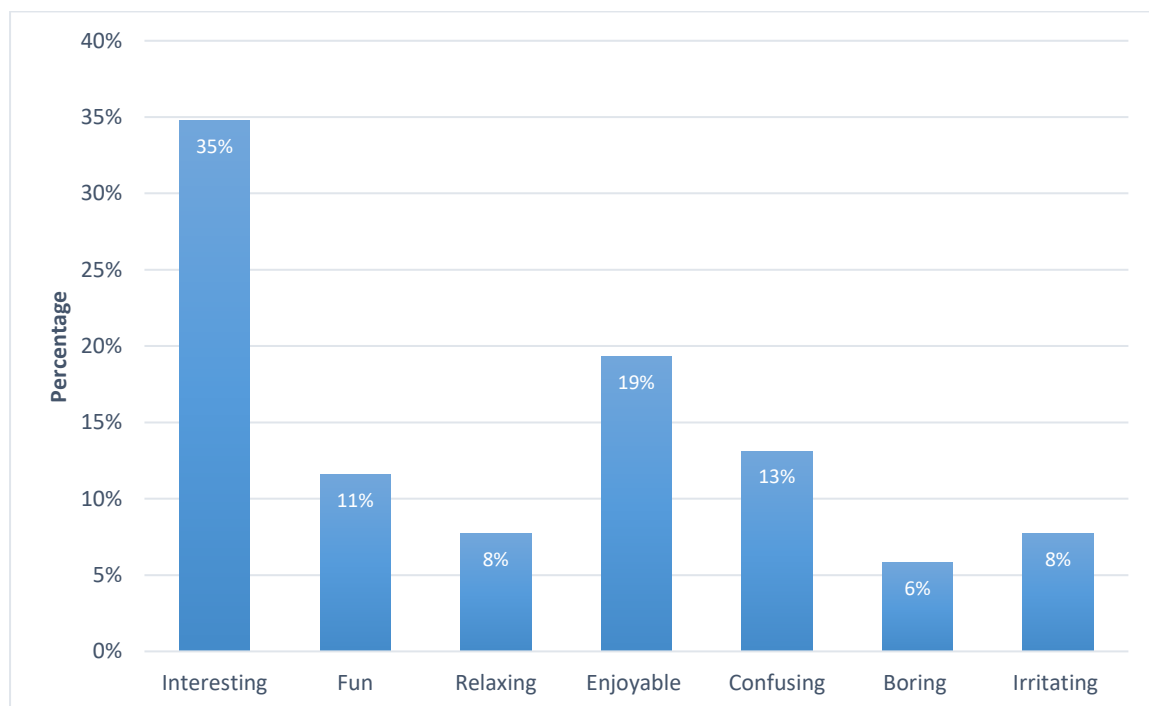
The results presented in Figure 6.19 points out that male shoppers have varying outlooks post the installation of the male grooming zone with majority of them (35%) indicating that shopping for male personal care was interesting. Favourable responses can be assumed to include interesting, fun, relaxing and enjoyable while unfavourable responses can be assumed to include confusing, boring and irritating. Therefore, by taking these assumptions into account,

73% of the respondents provided favourable feedback in respect of the male grooming zone while the remaining 27% were unfavourable.

Since studies on the incorporation of a male zone has not previously been done, the researcher was unable to validate these findings with previous theory.

6.17 Brands that are more visible in the male shopping zone
The study further sought to identify the brands that are more visible to male shoppers in the male shopping zone. The question was a multiple-choice question and respondents could select more than one brand. The results are depicted in Figure 6.20 below.

Figure 6.20   Brands that are more visible to men in the male grooming zone
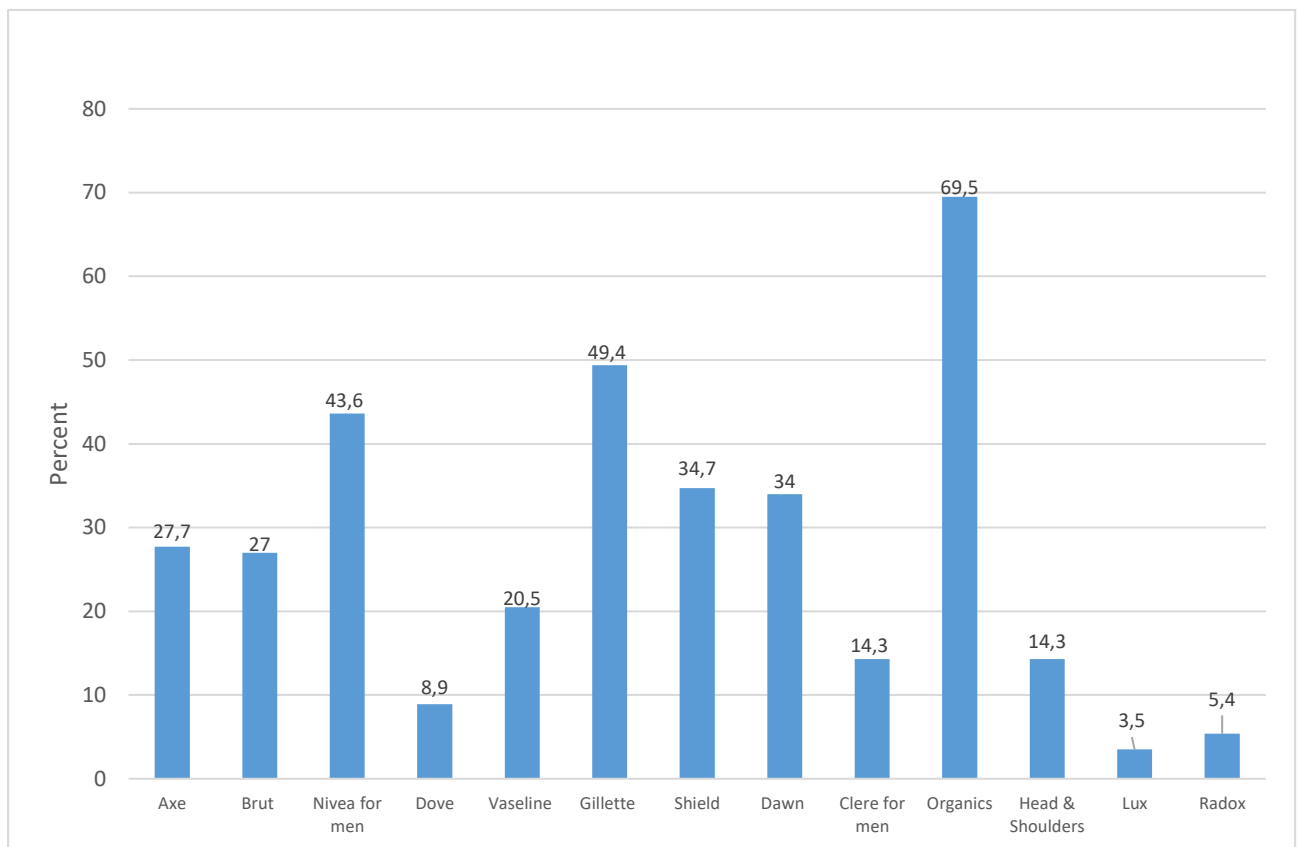
The results in Figure 6.20 reveal that 27.7% of the respondents said that Axe is the most visible in the male zone, while 27.0% said Brut, 43.6% Nivea, 8.9% Dove, 20.5% Vaseline, 49.4% Gillette, 34.7% Shield, 34.0% Dawn, 14.3% Clere for Men, 69.5% Organics, 14,3% Head and Shoulders, 3.5% Lux, and 5.4% Radox. The findings reveal that Organics is the most visible brand within the male grooming zone, followed by Gillette and then Nivea. The male grooming zone had a greater presence of Gillette and Nivea versus its previous merchandising. therefore, it can be concluded that these brands were positively impacted by the male grooming zone.

143

As previous studies on the incorporation of a male grooming zone has not been done, the researcher was unable validate these findings in this regard.

6.18   Preferred shopping environment

The study further investigated where the male consumers prefer to shop for their personal care products.

Figure 6.21   Preferred shopping environment
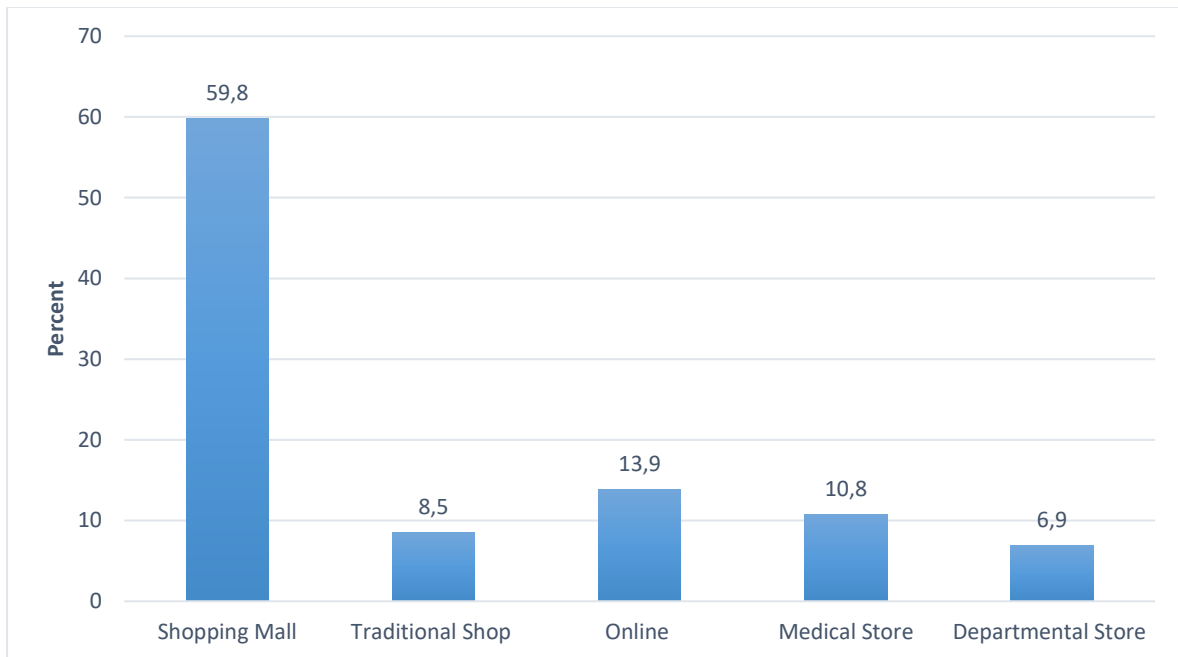
From Figure 6.21 above, it is evident that 59.8% of the respondents prefer to shop in shopping malls, 8.5% in traditional shops, 13.9% online, 10.8% in chemists and 6.9% in department stores. Based on the results, it can be concluded that most males prefer shopping at malls.

Kuruvilla, et al. (2009) discovered that shopping malls and brick and mortar still take preference for male shoppers as the ability to interact with the store environment and the mall was important to them. According to Singh (2019), a new study from Business Insider Intelligence confirmed that men are doing a lot of shopping online. When it comes to e-commerce, men drive nearly as much overall spending online in the US as women. This trend

in aligned with the findings from this study as 13.9% of the respondents indicated that they prefer to shop on-line.

It is important to note that this study was conducted in a mall (Pavilion Shopping Mall) and since 59.8% of the respondents indicated that they preferred shopping malls, the study location was ideal.

6.19 Preference of new shopping environment

The study also sought to find out whether male consumers preferred the new shopping environment (the male zone) or not. The respondents were asked to whether indicate a Yes or a No in relation to the question. The results from the study are highlighted in the figure below.

Figure 6.22   Preference of new shopping environment

- I prefer to shop in a male grooming zone
- I do not prefer to shop in the male grooming zone
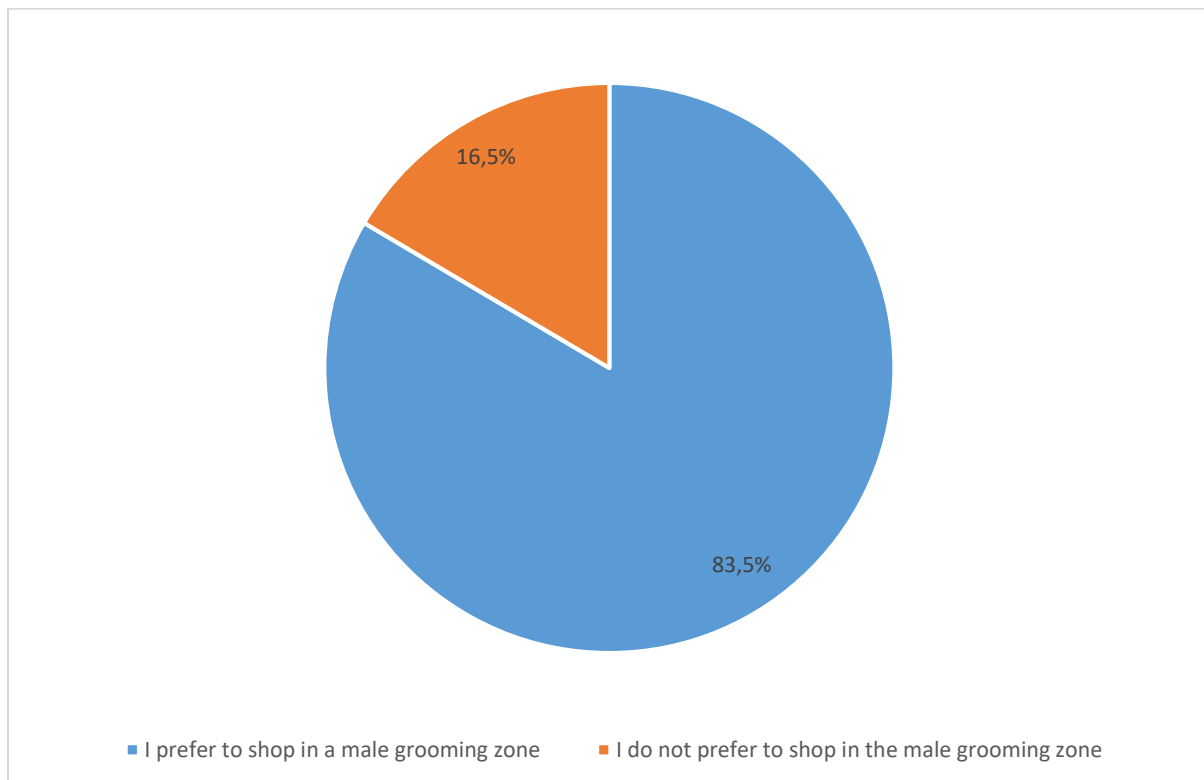
From Figure 6.22, it is evident that 83.5% of the respondents prefer the new shopping environment, while the remaining 16.5% did not prefer it.

Kuruvilla, et al (2009) claimed that the shopping process is a mission for men. Women prefer interaction whereas men prefer self-service. Men prefer to shop in a de-cluttered environment. Since the male grooming zone is de-cluttered and contains only male personal care products,

it was well received by majority of the respondents.

6.20 Spending patterns of male consumers regarding personal care products on a monthly basis

The study investigated the spending patterns of male consumers in relation to personal care products pre and post installation of the male grooming zone to determine if there was an increase in spend or vice versa.

Table 6.23 Spending patterns of male consumers regarding personal care products

Amount Spent	Pre		Post		Chi Square
	Frequency	Percent	Frequency	Percent	p-value
R100,00	0		8	3,1	-
R150,00	2	0,9	15	5,8	< 0.001
R200,00	18	9,5	0		-
R300,00	42	22,2	4	1,5	< 0.001
R350,00	0		15	5,8	-
R400,00	5	2,6	21	8,1	< 0.001
R450,00	44	23,3	0		-
R500,00	25	13,0	0		-
R550,00	36	19,0	0		-
R600,00	18	9,5	9	3,5	< 0.001
R800,00	0		16	6,2	-
R900,00	0		116	44,8	-
R1 200,00	0		28	10,8	-
R1 300,00	0		15	5,8	-
R1 500,00	0		12	4,6	-

From an investigation of the pre results, 32.6% of the respondents spend between R150 and R300, 38.9% spend between R400 and R500 while the remaining 28.5% spend between R550 and R600. Hence the majority of the respondents spend between R400 and R500.

From an investigation of the post results, it is evident that 3.1% of the respondents spend R100, 7.3% spend between R150 and R300. The spend, thereafter, substantially increased as 54.5%

indicated that they spend between R600 and R900 while 21% spend between R1 200 and R1 500

The mean and standard deviation spend for the pre group was R428,41 ± R129,26 and for the post group was R816,99 ± R111,26. Hence the amount of money spent on personal care products almost doubled.

A study conducted by Indirapriyadharshini and Thilagavathi (2018) indicated that most male consumers spent between 100 and 500 Indian rupees on personal care products each month. Furthermore, it was found that the few who were wealthy spend between 501 and 1000 Indian rupees on such items each month. Contrary, Koshy and Manohar (2013) in their study on the factors influencing the buying behaviour of face care products among youth in the Pathanamthitta district, Kerala, revealed that the majority (63.5%) of male consumers spent below 500 Indian rupees on the purchase of personal care products. However, only a few (12%) spent more than 1000 Indian rupees on the purchase of personal care products.

In Sweden, research conducted by Moungkhem and Surakiatpinyo (2010), reveals that male consumers who constitute the poor; spend from 0-300 KR (krona) per month on personal care products. It was further discovered that consumers who fall within the middle-income level spend from 301-600 KR per mouth. The results of the study also show that the affluent spend from 601-900 KR per month on the consumption of personal care products (Moungkhem & Surakiatpinyo, 2010). According to Pather (2018), the personal care products that male consumers spend their money on each month include fragrances and body sprays, shaving preparations, skin, haircare products and shower gels.

The researcher was unable to find any studies conducted in South Africa that identified the current spend of male shoppers towards personal care hence this study intended to close this gap in research.

6.21 Cross tabulation

The traditional approach to reporting a result requires a statement of statistical significance. A p-value is generated from a test statistic. A significant result is indicated with "$p < 0.05$".

A Chi-square test was performed to determine whether there was a statistically significant relationship between the variables (biographical vs post group statements, as the post group statements had significantly higher means). The null hypothesis states that there is no association between the two. The alternate hypothesis indicates that there is an association.

147

The table summarises the results of the chi-square tests. All p-values with a * indicate a significant relationship between the column variables (demographic variables) and the row variables (section statements).

Table 6.24 Cross tabulation Table of p-values

	Age	Race	How many years of education do you have?	What is your highest educational qualification?	What is your occupation?
I consider creating or strengthening a desired image by the use of personal care products	0.15	.025*	.000*	.000*	.000*
I consider using personal care products for creating a stronger impression outside	.009*	.009*	.035*	.009*	.006*
I use personal care products for creating a self-image	.015*	0.059	.006*	.001*	.000*
I have an image that I want to have and I pick the products to go with it	0.165	.003*	.000*	.011*	.000*
I believe that consuming personal care products enhance my well-being	0.431	0.193	.043*	.000*	.026*
I use personal care products to enhance myself	0.592	.001*	.000*	0.053	.001*
I buy personal care products in order to make myself feel better	.003*	.003*	.000*	.001*	.000*
I love using personal care products	0.16	0.707	0.214	.007*	.000*
Applying personal care products give me confidence	.017*	0.062	.016*	0.064	.000*
I believe that consuming personal care products enhance my confidence	.003*	0.098	.000*	.033*	.000*
I use a limited variety of personal care products	0.33	.014*	.023*	0.346	.003*
I rarely buy personal care products	0.117	0.16	.006*	.010*	.020*
I normally shop quickly, buying the first product or brand that seems good enough	0.125	0.255	.005*	.000*	.000*
I am usually the first to buy the latest cosmetics	0.1	.000*	.009*	.000*	.000*
Other people ask me what is fashionable/trendy	0.134	.000*	.017*	.002*	.000*
I am interested in cosmetics literature	.033*	.002*	0.069	0.203	.000*
I look in the mirror throughout the day	0.237	0.067	.000*	.012*	.000*
I feel excited when buying personal care products	0.51	.002*	.007*	.003*	.000*
I think carefully about the personal care products before using them	.000*	.005*	.000*	.000*	.002*
I am confident that I buy good personal care product for the money I pay	0.051	0.093	0.213	.035*	.000*
I am conscious of the cosmetics I wear	.000*	.000*	.000*	.004*	.040*
I am confident that I make good choices when I buy cosmetics	.000*	0.137	0.668	0.223	.000*
I like getting complimented on my looks	.000*	.000*	.000*	.000*	.000*
I wear a deodorant because my wife/girlfriend likes it	.001*	0.476	0.31	.000*	.001*
I am a fan of good-looking male celebrities	.005*	.000*	0.101	.005*	.024*
I buy products which are endorsed by my favourite celebrity	.009*	.001*	.016*	.004*	.010*
I feel proud when people associate/compare me with my favorite celebrity	.000*	.007*	0.079	.001*	.018*
After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish	.003*	0.151	.001*	.000*	0.051
Do you prefer the new shopping environment ie The Male Zone?	.039*	.000*	.000*	.000*	.000*
Would you prefer electrical Personal Care such as Shavers, Nose Trimmers to be merchandised with Male Personal Care?	0.176	.000*	.000*	.000*	.009*

I pay attention to the emotions more than the functions when buying a personal care product	.001*	.002*	.003*	.001*	.000*
When buying a personal care product, I make my decision according to my feelings.	.041*	0.308	.001*	.000*	.000*
When buying a personal care product, my emotions are as important as the features and price of the product	.000*	.002*	.001*	.004*	.000*
I can buy a personal care product just because of my feelings without giving it a thought	0.172	0.641	.003*	.000*	.000*
Buying a personal care product arouses the feelings of fun and pleasure in me	.001*	.034*	.000*	.000*	.000*
Buying a personal care product makes me excited	0.096	.009*	.008*	.023*	.005*
I act with nostalgic feelings when buying a personal care product	.021*	.001*	.001*	.000*	.000*
I like looking for new and different products.	0.149	.000*	.000*	0.169	.018*
Even though I do not buy personal care products, new products catch my attention	.000*	0.135	0.057	.000*	.000*
I get a lot of information before I buy personal care products	.000*	0.06	.031*	.000*	.000*
I get reliable information about different products before I buy personal care products.	0.181	.050*	.000*	.000*	.000*
I search for the latest information about personal care products	0.368	.000*	.004*	.002*	.000*
I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products	.000*	.010*	0.51	.000*	.000*
The familiarity and reputation of the brand of personal care products I use is important to me	.000*	.025*	0.141	.000*	.007*
For me, it is important that the brand I use in personal care products is sold everywhere	.040*	.006*	.001*	.012*	.001*
I definitely try the latest personal care products no matter how much they cost	.034*	0.309	0.103	0.431	0.059
I am the first to know about the latest personal care products	.000*	0.084	.046*	.000*	.004*

A pattern analysis indicates that there are more significant relationships with each of the statements with the following biographical factors: "How many years of education do you have?" "What is your highest educational qualification?" and "What is your occupation?".

The statement: "I consider creating or strengthening a desired image by the use of personal care products" is significantly associated with race, years of education, highest qualification and occupation. That is, the race of the respondent did play a significant role in terms of how respondents viewed their clarity regarding improving their image. Age did not play a significant role (p = 0.15)

Furthermore, the statement "I consider creating or strengthening a desired image by the use of personal care products" is also significantly associated with occupation of the respondents. Respondents were who employed, celebrities and students all strongly agreed with this statement while for retired respondents, only 14% agreed with this statement (refer appendix E). An inspection of the tables shows that occupation significantly affects the scoring patterns for most statements highlighted by * in the table.

The summary of all other associations is shown in Table 6.24.

All p-values more than 0.05 do not have a significant relationship.

6.22. Structured Equation Model

Structural equation modeling is a multivariate statistical analysis technique that is used to analyse structural relationships. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyse the structural relationship between measured variables and latent constructs (Tarka, 2017). In this study the Structural Equation Model was used to determine factor loadings and relationships between latent variables.

6.22.1. Structural Equation Model (Post Group

The model below is a multivariate statistical result that was obtained using structural relationships, applying a combination of factor analysis and multiple regression analysis techniques. It is used to analyse the structural relationship between measured variables and latent constructs. (The key to the measured and latent variables can be found in Appendix F.) AMOS also identified the latent constructs as F1 to F5. AMOS is an added SPSS module, and is specially used for Structural Equation Modeling, path analysis, and confirmatory factor analysis.

Figure 6.23: Structural Equation Modelling Post Group
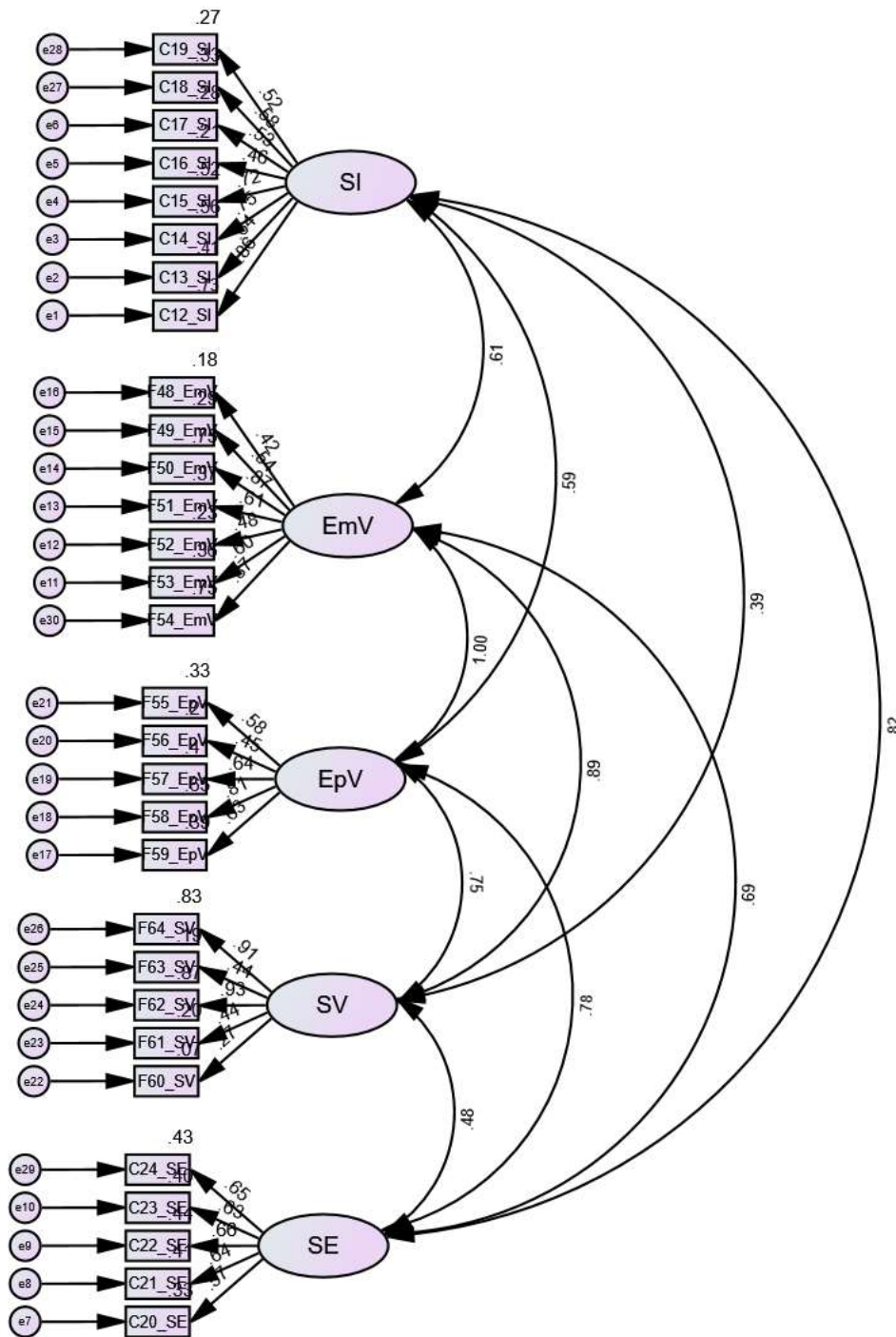
6.22.2. Model Fit Summary

Chi-square = 5623.447

Degrees of freedom = 395

Probability level = .000

This Chi-square tests the null hypothesis that the over identified (reduced) model fits the data as well as does a just-identified (full, saturated) model. In a just-identified model there is a direct path (not through an intervening variable) from each variable to each other variable. In such a model the Chi-square will always have a value of zero since the fit will always be perfect. The probability should not be significant. In this model, the chi-square p-value < 0.001.

It is however worth noting that even though, technically, the Chi-Square should be non-significant in model testing, this is very hard to achieve due to the usually large sample required for it. Hence, if it is in fact significant, that is not a problem so long as the other indicators of fit are good.

6.223. Maximum Likelihood Estimates

Table 6.25 Standardized Regression Weights

The table depicts how well the variables loaded along their respective latent variables.

			Estimate
C12_SI	<---	F1	.857
C13_SI	<---	F1	.638
C14_SI	<---	F1	.747
C15_SI	<---	F1	.722
C16_SI	<---	F1	.458
C17_SI	<---	F1	.527
C20_SE	<---	F2	.570
C21_SE	<---	F2	.638
C22_SE	<---	F2	.660
C23_SE	<---	F2	.631
F53_EmV	<---	F3	.601
F52_EmV	<---	F3	.482
F51_EmV	<---	F3	.609
F50_EmV	<---	F3	.865
F49_EmV	<---	F3	.540
F48_EmV	<---	F3	.421
F59_EpV	<---	F4	.628

			Estimate
F58_EpV	<---	F4	.807
F57_EpV	<---	F4	.639
F56_EpV	<---	F4	.453
F55_EpV	<---	F4	.577
F60_SV	<---	F5	.270
F61_SV	<---	F5	.442
F62_SV	<---	F5	.930
F63_SV	<---	F5	.440
F64_SV	<---	F5	.909
C18_SI	<---	F1	.577
C19_SI	<---	F1	.522
C24_SE	<---	F2	.653
F54_EmV	<---	F3	.866

The parameters are estimated by maximum likelihood (ML) methods, which (is an iterative procedure that) attempts to maximize the likelihood that obtained values of the criterion variable will be correctly predicted. It is observed that all but one of the weights are greater than 0.4.

Table 6.26 Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
F54_EmV	.750
C24_SE	.426
C19_SI	.273
C18_SI	.333
F64_SV	.827
F63_SV	.194
F62_SV	.865
F61_SV	.195
F60_SV	.073

	Estimate
F55_EpV	.333
F56_EpV	.205
F57_EpV	.408
F58_EpV	.652
F59_EpV	.395
F48_EmV	.177
F49_EmV	.292
F50_EmV	.749
F51_EmV	.371
F52_EmV	.233
F53_EmV	.362
C23_SE	.398
C22_SE	.436
C21_SE	.407
C20_SE	.325
C17_SI	.278
C16_SI	.210
C15_SI	.521
C14_SI	.558
C13_SI	.408
C12_SI	.734

Above are the squared multiple correlation coefficients, that are observed in multiple regressions. The total effect of one variable on another can be divided into direct effects (no intervening variables involved) and indirect effects (through one or more intervening variables). These are shown in Table 6.27 herein.

Table 6.27 Standardized Direct Effects (Group number 1 - Default model)
The table below indicates the standardized direct effects.

	F4	F3	F2	F1	F5
F54_EmV	.000	.866	.000	.000	.000
C24_SE	.000	.000	.653	.000	.000
C19_SI	.000	.000	.000	.522	.000
C18_SI	.000	.000	.000	.577	.000
F64_SV	.000	.000	.000	.000	.909
F63_SV	.000	.000	.000	.000	.440
F62_SV	.000	.000	.000	.000	.930
F61_SV	.000	.000	.000	.000	.442
F60_SV	.000	.000	.000	.000	.270
F55_EpV	.577	.000	.000	.000	.000
F56_EpV	.453	.000	.000	.000	.000
F57_EpV	.639	.000	.000	.000	.000
F58_EpV	.807	.000	.000	.000	.000
F59_EpV	.628	.000	.000	.000	.000
F48_EmV	.000	.421	.000	.000	.000
F49_EmV	.000	.540	.000	.000	.000
F50_EmV	.000	.865	.000	.000	.000
F51_EmV	.000	.609	.000	.000	.000
F52_EmV	.000	.482	.000	.000	.000
F53_EmV	.000	.601	.000	.000	.000
C23_SE	.000	.000	.631	.000	.000
C22_SE	.000	.000	.660	.000	.000
C21_SE	.000	.000	.638	.000	.000
C20_SE	.000	.000	.570	.000	.000
C17_SI	.000	.000	.000	.527	.000
C16_SI	.000	.000	.000	.458	.000
C15_SI	.000	.000	.000	.722	.000
C14_SI	.000	.000	.000	.747	.000
C13_SI	.000	.000	.000	.638	.000
C12_SI	.000	.000	.000	.857	.000

It is noted that the effect values are greater than 0.5, for the most part indicating a fair interaction with each latent variable.

6.22.4. Model Fit Summary

The suggested acceptable value for relative chi-square, CMIN/DF should be as high as 5 which are used to reduce dependency on sample size. However, the cut-off point for TLI, CFI, NFI and IFI is between zero to one (acronyms are defined for the respective tables). A good model is indicated by RMSEA value of less than or equal to 0.05.

6.22.5. CMIN

CMIN is a Chi-square statistic comparing the tested model and the independence model to the saturated model. The ratio, CMIN/DF, the relative chi-square, is an index of how much the fit of data to model has been reduced by dropping one or more paths. The CMIN/DF is greater than the acceptable value of 5 (14.237).

Table 6.28 CMIN/DF ratio

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	100	5623.447	395	.000	14.237
Saturated model	495	.000	0		
Independence model	60	11116.089	435	.000	25.554

6.22.6. Baseline Comparisons

Table 6.29 Baseline comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.494	.443	.512	.461	.510
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

These goodness of fit indices compare the model to the independence model rather than to the saturated model. The Normed Fit Index (NFI) is simply the difference between the two models' chi-squares divided by the chi-square for the independence model. For this data, the NFI is 0.494. Values of .9 or higher indicate good fit. The Comparative Fit Index (CFI) uses a similar approach (with a noncentral chi-square) and is said to be a good index for use even with small

samples. It ranges from 0 to 1, like the NFI, and 0.95 (or 0.9 or higher) indicates good fit. The CFI value is 0.510.

6.22.7 Parsimony-Adjusted Measures

Table 6.30 Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.908	.449	.464
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

PRATIO is the ratio of how many paths are dropped to how many that could have been dropped (all of them). The Parsimony Normed Fit Index (PNFI), is the product of NFI and PRATIO, and PCFI is the product of the CFI and PRATIO. The PNFI and PCFI are intended to reward those whose models are parsimonious (contain few paths).

A value greater than 0.900 is considered acceptable. This model has a value greater than the recommended.

6.22.8. RMSEA

Table 6.31 RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.172	.168	.176	.000
Independence model	.234	.231	.238	.000

The Root Mean Square Error of Approximation (RMSEA) estimates lack of fit compared to the saturated model. RMSEA of .05 or less indicates good fit, and between .05 and .08 an adequate fit. LO 90 and HI 90 are the lower and upper ends of a 90% confidence interval on this estimate.

Even though the model is adequate, the PCLOSE p value that tests the null that RMSEA is no greater than .05, is significant. The RMSEA value is 0.172.

6.22.9. Summary of Findings

The fit indices of the model do not meet the required cut-off values, indicating that, for this set of data, the model is not the best fit. The primary cause of this is the small sample size, which has limited the observed effects, in relation to the number of variables.

The model was run only for the post group as their scores were consistently higher than the pre group.

No statements were eliminated in the model. An inspection of the coefficients for each latent variable indicated high factor loadings. In addition, the path coefficients are reflected on the diagram. All of the coefficients are high indicating strong positive correlations between the latent variables.

As this was a newly developed construct, it is also expected that the structural relationships may not have fitted accurately. However, certain indices are met, and it is a recommendation that the model be revised in terms of the measured variables constituting the latent variables to improve factor loadings.

It is also a recommendation that a larger sample and the same respondents be used to be able to accurately measure change.

6.23. Binary Logistic Regression

Logistic Regression is a classification algorithm which is used when the aim is to predict a binary categorical variable (for example, Yes / No), based on a set of independent variable(s). In the Logistic Regression model, the log of odds of the dependent variable is modelled as a linear combination of the independent variables (Blunch, 2012).

The detailed outputs can be found in Appendix F. The tables below represent the variables in the equation for various scenarios.

The dependent variable is "Do you prefer the new shopping environment i.e. The Male Zone?"

The Nagelkerke R square values are high, and depending on the introduction of the predictor variables, the Hosmer and Lemeshow Test does indicate that the predictions made by the model fit perfectly with observed group memberships ($p > 0.05$). However, the final table with all of the predictors does show a difference ($p = 0.004$).

Most classification tables indicate high percentages which implied a correct classification of the subjects where the predicted event was observed.

6.23.1 Output 1 - Groups Only

Table 6.32 Variables in the equation for group

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1ᵃ	Group(1)	1.054	.208	25.633	1	.000	2.870	1.908	4.317
	Constant	.023	.124	.035	1	.852	1.023		

a. Variable(s) entered on step 1: Group.

This result shows only the effect of group on the dependent variable. It is notes that the group that the respondent came from significantly affected the response to the dependent variable (p < 0.001). A respondent from the post group was 2.87 times more likely to prefer the new male zone than one from the pre group.

6.23.2 Output 2 – Addition of the predictor variables
This table indicates the impact of the predictor variables on the dependent variable.

Table 6.33 Predictor Variables in the equation

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1ᵃ	Group(1)	.740	.341	4.714	1	.030	2.096	1.075	4.088
	SI	.470	.506	.863	1	.353	1.600	.593	4.316
	SE	1.909	.413	21.324	1	.000	6.748	3.001	15.174
	L	-2.566	.431	35.367	1	.000	.077	.033	.179
	SB	1.040	.410	6.419	1	.011	2.829	1.266	6.325
	CA	-.389	.262	2.206	1	.137	.678	.406	1.132
	EmV	-1.319	.732	3.247	1	.072	.267	.064	1.123
	EpV	-1.200	.545	4.857	1	.028	.301	.104	.876
	SV	.216	.608	.126	1	.722	1.241	.377	4.088
	Constant	6.474	1.934	11.201	1	.001	648.037		

a. Variable(s) entered on step 1: SI, SE, L, SB, CA, EmV, EpV, SV.

There are significant contributions by the variables whose p-values are highlighted. All of these also show higher odds (agreement compared to disagreement, or higher compared to lower) for being more likely to prefer the new male zone. Even though SI is not significant, the odds ratio is greater than 1.

6.23.3 Output 3 - Adjusted for covariates (demographic variables)

The table below adjusts for the effects of the demographic variables. Comparisons are done with respect to the first option as per the listing in the construct. For example, there are 4 age groups. As per the construct, the first listed age is 20 – 40 years. Hence, Age(1) (41 – 50 years) is compared to 20 – 40 years; Age (2) (51 – 60 years) is compared to 20 – 40 years, and Age(3) (> 60) is compared to 20 – 40 years.

Table 6.34 Predictor variables after adjustment

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	95% C.I.for EXP(B) Upper
Group(1)	-1.032	.630	2.680	1	.102	.356	.104	1.226
Age			7.738	3	.052			
Age(1)	-1.481	.763	3.764	1	.052	.227	.051	1.015
Age(2)	-.617	.782	.623	1	.430	.539	.117	2.497
Age(3)	-1.846	.841	4.813	1	.028	.158	.030	.821
Race			46.987	3	.000			
Race (1)	3.682	.804	20.969	1	.000	39.709	8.214	191.976
Race (2)	4.326	.825	27.471	1	.000	75.630	15.002	381.267
Race (3)	.899	.667	1.816	1	.178	2.457	.665	9.085
What is your highest educational qualification?			10.165	4	.038			
What is your highest educational qualification?(1)	.797	1.181	.455	1	.500	2.218	.219	22.470
What is your highest educational qualification?(2)	.672	.985	.466	1	.495	1.959	.284	13.494
What is your highest educational qualification?(3)	-.443	.962	.212	1	.645	.642	.097	4.233
What is your highest educational qualification?(4)	-1.768	.864	4.189	1	.041	.171	.031	.928
How many years of education do you have?	-.500	.612	.668	1	.414	.607	.183	2.012
What is your occupation?			27.707	5	.000			
What is your occupation?(1)	-.863	1.119	.596	1	.440	.422	.047	3.779
What is your occupation?(2)	.892	1.045	.729	1	.393	2.440	.315	18.911
What is your occupation?(3)	-2.323	1.021	5.172	1	.023	.098	.013	.725
What is your occupation?(4)	-.534	1.034	.267	1	.606	.586	.077	4.447
What is your occupation?(5)	-.094	.993	.009	1	.925	.910	.130	6.372
SI	-.593	.953	.388	1	.534	.552	.085	3.577
SE	.084	.572	.021	1	.884	1.087	.355	3.335
L	-1.330	.549	5.865	1	.015	.264	.090	.776
SB	.846	.660	1.645	1	.200	2.331	.640	8.491
CA	-.518	.391	1.750	1	.186	.596	.277	1.283
EmV	-.851	1.144	.553	1	.457	.427	.045	4.021
EpV	-1.534	.873	3.087	1	.079	.216	.039	1.194
SV	.916	.969	.894	1	.344	2.499	.374	16.694
Constant	11.757	3.275	12.888	1	.000	127696.537		

Note: rows Group(1) through Constant are under "Step 1a".

a. Variable(s) entered on step 1: SI, SE, L, SB, CA, EmV, EpV, SV.

Race, qualification and occupation significantly affect the model ($p < 0.05$). High odds ratios are observed when the non-African race groups are compared to the African race group, with White and Indian showing significant odds.

Employers were 2.44 times more likely than the workforce to prefer the new male zone ($p = 0.393$).

Amongst the predictor variables, after adjustment, only L is significant ($p = 0.015$). However, SB and SV do show odds of 2.331 and 2.499 respectively.

A comparison of Output 2 and Output 3 indicates that after adjustment (addition of the demographic variables), there are fewer significant predictor results, with different odds ratios as well. The odds are higher after adjustment for SV.

SI and SE have lower odds after adjustment for the demographic variables.

The results above compare the stepwise addition of covariates to generate the final output tables for each part. It is observed that in some instances, odds are high even though the results may not be significant. After adjustment for the demographic variables, the odds generally reduced for the predictor variables, with fewer significant contributions.

6.24 Chapter Summary

This chapter analysed and interpreted the results of study prior to and post the introduction of the male shopping zone. Thereafter a comparative analyses and discussion of the pre and post tests was done. Empirical evidence was included to support certain findings that emanated from the study. Both descriptive and inferential statistics for the analysis and interpretation of results was used. The kind of descriptive statistics utilised in the study include mean, standard deviation, minimum, maximum and range. Inferential statistics were further employed to interpret the findings, including Cronbach's Alpha Coefficient, Cross-tabulations, Factor Analysis, Mann Whitney and Structural Equation Modelling.

 The next and final chapter provides the conclusion and recommendations emanating from the study.

CHAPTER SEVEN
CONCLUSIONS AND RECOMMENDATIONS

7.1   Introduction

The previous chapter presented the results and discussion of the data prior to and post the installation of the male grooming zone as well as a comparative analysis of the results of the study. This chapter presents the conclusions and recommendations emanating from the research. These are derived in accordance with the key findings from the study. The chapter further gives direction for future studies.

7.2   Conclusion of the findings

Conclusions based on the objectives, are drawn from the key findings of the study. The objectives of the study are outlined below:

- To determine the repertoire of personal care products purchased by male shoppers prior to the installation of the male grooming zone

- To investigate the level of self-image, self-esteem, societal beliefs and celebrity association among the male shoppers towards personal care products prior to the installation of the male grooming zone

- To ascertain the social, cultural and economic factors that influence male shoppers towards the purchase of personal care products prior to the installation of the male grooming zone

- To determine the level of emotional value, epistemic value and social value prior to the installation of the male grooming zone.

- To ascertain which personal care product segments are purchased by male shoppers post the installation of the male grooming zone

- To determine if the male grooming environment played a role in the improvement of self-image, self-esteem, lifestyle and celebrity association

- To determine if the male grooming environment played a role in the improvement of social, cultural and economic factors that influence male shoppers towards the purchase of personal care products

- To determine if the male grooming environment played a role in the improvement of emotional value, epistemic value and social value towards the purchase of personal care products

- To determine the outlook of male shoppers towards shopping for personal care post the installation of the make grooming zone.

7.2.1 The repertoire of personal care products purchased by male shoppers prior to and post the installation of the male grooming zone

From the results of the pre installation of the male zone, it was ascertained that shampoo, face care, body lotion and the perfume/cologne/aftershave segments were ranked high among the other personal care products. This implies that the consumption rate of such products is high. Post results revealed deodorant as having the highest consumption rate followed by body lotion, while the face care and the perfume/cologne/aftershave segment were purchased at the same rate.

7.2.2. The level of self-image, self-esteem, societal beliefs and celebrity association among the male shoppers towards personal care products prior to and post the installation of the male grooming zone

With reference to the findings in the review of literature, the main factors that influence the attitude of men towards the purchase of personal care products included self-image, self-esteem, lifestyle, societal beliefs and celebrity association with products. Therefore, these factors were investigated. The results indicated that the statements that were tested relating to these factors for both groups were supported unanimously. The study concludes that majority of the male shoppers for the post group agreed to the following:

- They could create or strengthen a desired image by the use of personal care products.
- Applying personal care products gave them confidence.
- They are usually the first to buy the latest cosmetics.
- They like getting complimented on their looks.
- They are fans of good-looking male celebrities.

7.2.3. The social, cultural and economic factors that influence male shoppers towards the purchase of personal care products prior to and post the installation of the male grooming zone

As identified in the regression model, race, qualification and occupation played a role in terms of how the male grooming zone was perceived. A difference is observed in shopping behaviour amongst the different race groups, occupation and levels of education. Based on these findings as well as empirical evidence discussed in the review of literature, the following can be concluded:

- The familiarity and reputation of the brand of personal care products is a very important factor affecting purchase behaviour.
- Men like being complimented on their looks.

164

- Men perceive their appearance as having a great impact on their social standing.

- Cultural beliefs influence the brand and products purchased.

- Working class men pay more attention to their looks and appearance and are willing to invest in their appearance.

7.2.4. The level of emotional value, epistemic value and social value prior to and post installation of the male zone

Following the review of literature, emotional value, epistemic value and social value were identified as factors relating to the strategic importance of personal care products. These factors were therefore investigated. For all of the statements relating to these factors, respondents from the pre and post groups agreed to a high level however post installation results revealed greater levels of agreement. The sudy concludes that majority of the male shoppers conceded the following for the post group:

- Buying a personal care product makes them feel excited

- When buying a personal care product, they make their decisions according to their feelings.

- They obtain a lot of information before buying personal care products.

- The familiarity and reputation of the brand of personal care products they use is important to them.

7.2.5 The outlook of male shoppers post the installation of the male zone

The outlook of male shoppers was favourable (interesting, fun, relaxing and enjoyable) for almost three quarters of the male shoppers while for the remaining, it was unfavourable (confusing, boring and irritating). Since the male grooming zone was well received by almost three quarters of the male shoppers, it can be concluded that it has positively impacted on their outlook towards shopping for personal care.

7.3. The Spending patterns of male shoppers

The spending patterns of male shoppers towards the purchase of male grooming products varied between the pre and post groups. Majority of the respondents (38.9%) from the pre group spent between R400 and R500 while for the post group majority of the respondents (44.8%) spent R900. The amount of money spent on personal care products almost doubled for the post group. It can be concluded the male grooming zone has resulted in drawing in male shoppers to the zone and as a result, their purchases increased. The male grooming zone houses all personal care products relating to male grooming in one area of the retail environment.

Findings from the literature revealed that male shoppers want to find the products they are looking for without having to ask for assistance or walk the shop floor. Since the male grooming zone solves for this, it can be concluded that it positively impacted their shopping behaviour.

7.4 Conceptual model developed for the study

A new conceptual model was developed using elements extracted from the existing theories viewed relevant for the study as well as from the findings for the study. The new model developed provides an improved explanation of the factors affecting male consumers when consumers make purchase decisions.

Figure 7.1Conceptual Model developed for the Study
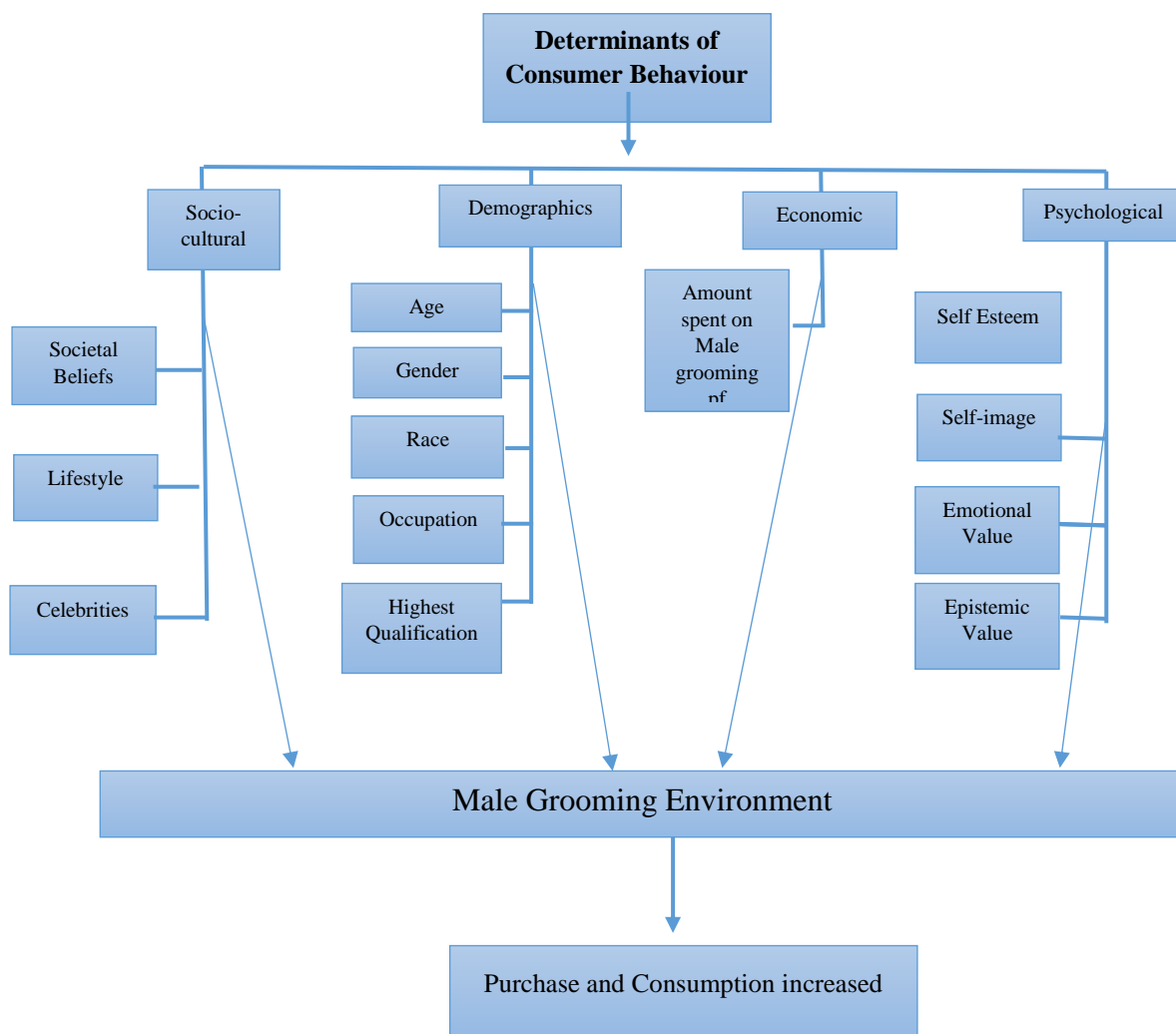
Based on the review of the aforementioned models and with regards to variables relevant for the study, four broad factors that influence attitude and behaviour of male shoppers have been

identified. These include personal (demographics), socio-cultural, economic and psychological factors. These factors overlaid with the new male grooming environment have an impact on the purchase as well as consumption of male grooming products. The model assumes that the male grooming environment will have a positive impact on the purchase and consumption of male personal care products. This notion is supported by Brosdah and Carpenter (2011), as they maintain that men are particularly stimulated, and not bored with the shopping environment. The time spent in the shopping environment increases if men have good enough reason to remain stimulated and the number of items that they purchase will increase.

Research conducted by Poranki, et al. (2015) reveals that a significant relationship exists between social-cultural, economic and psychological variables and consumer attitudes in buying or consuming grooming products. However, the results further suggest that a brand name and store environment strongly correlate with male attitudes that concern the consumption of personal care products. In their study, Laksono and Purwanegara (2014) confirmed that factors such as age, occupation, lifestyle, social beliefs, self-esteem, self-image influence men's attitudes towards the consumption of male personal care products. Jin and Kang (2010) discovered that quality, price, brand, celebrity association and sales people are influential attributes when Chinese consumers consider using cosmetics in China. However, Kumar et al. (2014) in their study found that, given explicit quality information, price has no effect on pre-purchase or post-consumption quality perceptions. Conversely, post-consumption quality evaluation had a favourable impact on price evaluation. It has also been determined that epistemic value is a key predictor which affects the attitude and behaviour of the consumers towards the product (Songa and Russo, 2018). In a different study, findings reveal that fragrance is a further, major factor, impacting upon the choice of brands; this is followed by economic factors. Fragrance is associated with efficacy levels and the ability of the product to make the person who used it – smell good, which improves their self-esteem (Junaid, et al. 2017)

The outcome of these studies confirms the relevance of the above framework.

The conceptual model developed for the study is very unique given the fact that it provides adequate detail on the factors affecting how male shoppers make purchase decisions and when these factors are overlaid with a male grooming environment the resultant impact on purchase and consumption. Therefore, the model when adopted will help manufacturers, marketers or distributors in this regard.

7.5   Recommendations
Below are the recommendations of the study.

7.5.1   Recommendation 1: Creating more awareness of the products
The results of the study show that South African men are not aware of the existence of some of the grooming products in the market and their usage does not extend to the entire repertoire of personal care categories.   Therefore, this research recommends effective and extensive creation of awareness pertaining on the existence of male personal care products be carried out by manufacturers and retailers, in order to increase sales volumes and the consumption. Awareness can be created through electronic and print media, including TV, radio, magazines, newspapers and online platforms. Creating awareness about the products will translate into increased consumption of the products. This will further assist in creating awareness of the male grooming solution, to improve male shopper behaviour towards the purchase of personal care products.

This recommendation supports the views expressed by previous research conducted by Suki (2013). His study found that branding is a powerful marketing tool which influences the purchase decision of consumers. Beauchamp (2013) contends that advertising is arguably the most powerful marketing tool in spreading stereotypical ideas and its effect is to create certain perceptions in real life. Beauchamp (2013) suggests that in post-modern advertising, males have been portrayed as powerful and the breadwinners of their families.

7.5.2   Recommendation 2: Efforts to increase consumption of male personal care products
With reference to the findings, the consumption of male grooming or personal care products in South Africa is low, when compared to countries such as India and the US. It is against this background that the study recommends that necessary efforts be made to increase the consumption rate of such products in South Africa. A number of marketing strategies can be undertaken to increase the purchase of men's grooming products, including pricing, branding, packaging, sales promotion and advertisements. This recommendation is in line with similar recommendations made by previous researchers (Khan et al., 2017)

7.5.3   Recommendation 3: Develop different marketing strategies for male shoppers
Significant differences exist between men and women when it comes to shopping. Both men and women approach shopping with different motives, perspectives, rationales, and consideration. Women are inclined to make purchases on instinct and on the spur of the moment or because an item is in fashion however men are inclined to make a purchase based on a

product's use and what value can be extracted from the product. To improve the market share for male grooming products, it is recommended that distributors and marketers identify marketing strategies that will be useful in attracting the attention of male shoppers. Marketers need to understand this insight greatly as they develop promotional campaigns which encapsulates selective deals for men.

7.5.4   Recommendation 4: Affordable pricing strategies

The study discovered that one of the reasons why male consumers will not buy certain products is due to cost. In view of this, the study recommends that good pricing strategies be adopted in order to enable consumers to purchase affordable products. Furthermore, organisations should consider positioning their products according to the income levels of consumers, by means of offering premium/niche product offerings for high-income consumers and economy product offers for lower income consumers.

Rob et al. (2010) in their study also found that a positive relationship exists between the price of a product and purchase behaviour of consumers. The authors argued that high price attracts only a few customers, but low price attracts a large number of customers. The authors in their study discovered that there are some common patterns in the consumer's assessment of the new product and pricing.

7.5.5   Recommendation 5: Creating a conducive and accessible shopping environment

The study determined that South African men prefer to shop in a separate and convenient shopping environment. Also, the results show that male consumers mainly shop at shopping malls. It is against this background that the study recommends that the shopping environment be conducive enough to convince customers to shop for the products. Furthermore, the study strongly recommends that merchandise solutions that bring together similar product groupings within a common space in a store or retail environment be introduced. The male grooming solution is an example of such an environment. The male grooming zone was preferred by more than three quarters of the male shoppers hence this type of merchandise solution is highly recommended.

7.6   Directions for further research

The current study investigated the effectiveness of a male grooming solution to improve male shopper behaviour towards the purchase of personal care products in KwaZulu-Natal. By implication, it was limited to only male shoppers in KwaZulu-Natal, Durban. The findings cannot be generalised to cover all male consumers in South Africa. It should contain a sample male shoppers or consumers from different provinces in order that comparisons be made

regarding attitudes of men towards personal care products and the effectiveness of a male grooming solution to improve male shopper behaviour towards the purchase of personal care products. Therefore, future studies should not be limited to only male consumers in the KwaZulu-Natal province. The study should have should have investigated attitudes of both males and females towards the purchase of grooming or personal care products. Therefore, future studies should undertake such research.

7.7   Conclusion

The chapter presented the conclusions and recommendations based on the main findings from both studies. It concludes that the personal care categories purchased by male consumers frequently are shampoo, face care, body lotion and the perfume/cologne/aftershave segments. In addition, it was found that self-image, self-esteem, lifestyle, societal beliefs and celebrity association with products are the main factors which influence the behaviour and attitudes of male consumers in South Africa. The findings also reveal that the implementation of a male grooming solution improves male shopper behaviour towards the purchase of personal care products. The study recommended that manufacturers and retailers align their efforts on creating more awareness of the products, further their efforts to increase consumption of the products, work on affordable pricing strategies, and a create conducive and accessible shopping environment with a male grooming solution in place.

REFERENCES

AAPOR, Response Rates - An Overview 2019. Available from https://www.aapor.org/Education-Resources/For-Researchers/Poll-Survey-FAQ/Response-Rates-An-Overview.aspx. Viewed 23 November 2019

Abby, V. 2017, 'Skin care trends unmasked Pharmaceutical industry regulatory', South African Pharmaceutical and Cosmetic Review, 44(23), pp.4-14.

Abdoolla, R. 2019. The Men's Grooming Market in South Africa. Euromonitor International,

Abdullah, J. and Reshma N. 2012 Determination of Consumer Behaviour amongst Millennials
in Dermaceuticals (Skin Care Products). International Journal of Marketing Studies, 4(3), pp 25-41

Abrams, J. 2012, 'Blurring the lines of traditional gender roles: Beliefs of African American women', thesis, Department of Science, Virginia Commonwealth University.

Ackermann, C. and Palmer, A. 2014. The contribution of implicit cognition to the Theory of Reasoned Action Model: a study of food preferences. Journal of Marketing Management, 30(5/6), pp.529-550

Adom, D., Adu-Gyamfi, S., Agyekum, K., Ayarkwa, J., Dwumah, P., Abass, K., Kissi, E., Osei Poku, P. and Obeng-Denteh, W., 2016. Theoretical and conceptual framework: Mandatory ingredients of a quality research. Journal of Education and Human Development, 5(3), pp.158-172.

Ajzen, I. 1991. The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), pp.179-211.

Ajzen, I. 2002. Perceived behavioural control, self-efficacy, locus of control, and the theory of planned behaviour. Journal of Applied Social Psychology, 32(4), pp.665-683.

Ajzen, I. 2008. Consumer Attitudes and Behavior. Handbook of consumer psychology, 31(5), pp. 525-548

Ajzen, I. and Fishbein, M. 1977. Attitude-behavior relations: A theoretical analysis and review of empirical research. Psychological Bulletin, 84, pp. 888-918.

Akintoye, A. 2015. 'Developing theoretical and conceptual frameworks.' Viewed 7 March 2017, from Jedm.oauife.edu.ng>uploads>2017/03/07

Alam, S., Mohd, R. and Hisham, B. 2011. "Is religiosity an important determinant on Muslim consumer behaviour in Malaysia?". Journal of Islamic Marketing, 2(1), pp 89-115

Alfred, O. 2013. Influences of price and quality on consumer purchase of mobile phone in the kumasi metropolis In Ghana a comparative study. European Journal of Business and Management, 5(1), pp.179-198.

Al-Hyari, K., Alnsour, M., Al-Weshah, G. and Haffar, M. 2012. 'Religious beliefs and consumer behaviour: from loyalty to boycotts' Journal of Islamic Marketing, 3 (2), pp. 155 – 174

Ali, H., Saad, R., Ahmed, A. and El-Haj, B. 2015. Attitudes and perceptions of the Emirates women towards facial skin care products and herbal cosmetics. International Journal of Current Pharmaceutical Review and Research, 6(3), pp.178-187.

Al-Nawayseh, M.K., Alnabhan, M.M., Al-Debei, M.M. and Balachandran, W. 2013. An adaptive decision support system for last mile logistics in e-commerce: a study on online grocery shopping. International Journal of Decision Support System Technology (IJDSST), 5(1), pp.40- 65

Alreck, P and Settle, R B.2002. Gender effects on Internet, catalogue and store shopping, In: Journal of Database Marketing Vol. 9, 2, 2002, pp.150–162

Alsaheb, R., Aladdin, A., Othman, N.Z., Malek, R, Leng, O.M., Aziz, R. and Enshasy, A.H. 2015, Lactic acid applications in pharmaceutical and cosmeceutical industries" Journal of Chemical and Pharmaceutical Research, 7(10):729-735

Al-Salamin, H. and Al-Hassan, E. 2016. The impact of pricing on consumer buying behavior in Saudi Arabia: Al-Hassa case study. European Journal Business and Management, 8(12), pp.1-11.

Alsamydai M.J. and Khasawneh, M. H. 2013. Antecedents and consequences of E-Jordanian

Anderson, K. 2014. 'The Asian male skin care market: A Q&A with Florence Bernadin, viewed' 22 July 2018, from http://www.cosmeticsandtoiletries.com/formulating/category/menscare/The-Asian-Male Skin-Care-Market-A-QA-With-Florence-Bernadinpremium-280048782.html

Antoinette, A. 2009. Drug store news, beauty care: opportunity remains in men's grooming, April 20, pp.117

Antwi, K.S. and Kasim, H. 2015. Qualitative and Quantitative Research Paradigms in Business

Anute, N., Deshmukh, A and Khandagale A. 2018. "Consumer Buying Behavior towards Cosmetic Products. International Journal in Management & Social Science, 3(7), pp25-34

Anute, N., Deshmukh, A. and Khandagale, A. 2015. Consumer buying behavior towards cosmetic products. International Journal in Management and Social Science, 3(7), pp. 2321-1784

Armitage C.J. and Conner, M. 2001. Social cognition models and health behavior: a structured review. Psychology and Health 15, pp.173– 189

Armitage, C. J. and Conner, M. 1999. Predictive validity of the theory of planned behaviour: The role of questionnaire format and social desirability. Journal of Community & Applied

Social Psychology, 9(4), pp.261-272.

Arora, S. and Gupta, S. 2013 'Factors influencing the consumption pattern of male cosmetics in Delhi by an urban male'. Journal of Business and Management, 15(2), pp.29-36.

Athola, O.T. 1975. The vector model of preferences: an alternative to the Fishbein model. Journal of Marketing Research, 12(1), pp.52-59.

Auf, M.A.A., Meddour, H., Saoula, O. and Majid, A.H.A. 2018. Consumer buying behaviour: the roles of price, motivation, perceived culture importance, and religious orientation. Journal of Business and Retail Management Research, 12(4), 177-185

Babbie, E. 2010. 'The practice of social research.' London: Wadsworth Cengage Learning

Babbie, E. 2013. 'Social research counts.' London: Wadsworth Cengage Learning.

Babbie, E. 2014. 'The basics of social research.' (6th ed). Wadsworth, Cengage Learning, USA.

Babbie, E. and Mouton, J. 2010. 'The practice of social research'. 10th edition. Cape Town: Oxford University Press.

Babbie, J. L. and Mouton, J. 2008. 'A typology of designs for social research in the built Environment'. International Journal of Social Research Methodology, 16(2), pp.125-139.

Baker, A. 2012. Gender differences in decision making. Available at http://www.decision-makingconfidence.com/gender-differences-in-decision-making.html, retrieved on 18 March 2018.

Bakshi, S. 2012. Impact of gender on consumer purchase behaviour. Journal of Research in Commerce and Management, 1(9), pp.1-8.

Bandura, A. 1984. Behavior theory and the models of man. American psychologist, 29(12), 859.

Bano, S. and Sharif, M.A.M. 2016. Metrosexual: Emerging and lucrative segment for marketers. International Review of Management and Marketing, 6(4), pp.114-119

Bareham, J.R. 2005. 'Can consumers be predicted or are they unmanageable?' International Journal of Contemporary Hospitality Management, 16(3), pp.159 – 165

Bartholomew, D.J., Steele, F., Galbraith, J. and Moustaki, I. 2008 Analysis of Multivariate Social Science Data. Statistics in the Social and Behavioral Sciences Series (2nd ed.). USA Taylor & Francis.

Beauchamp, L. 2013. 'Motivations and attitudes towards the consumption of male grooming products: The influence of gender role portrayals in modern advertising', The Beagle: a Journal of Student Research and Enterprise, 1(2), pp. 5-11

Beaudoin, P., Moore, M. and Goldsmith, R. E. 1998. Young fashion leaders' and

followers' attitudes toward American and imported apparel. Journal of Product & Brand Management, 11(5), pp 101-169

Becker, H. S. 1996. The epistemology of qualitative Research. The University of Chicago Press

Beiske, B. 2007. 'Research methods: Uses and limitations of questionnaires, interviews and case studies', GRIN Verlag.

Belch, G. and Belch, M. 2016. Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th ed. Homewood, IL: Irwin.

Benedict, R. 2019. Patterns of culture. New York: Taylor and Francis

Bian, Q. and Forsythe, S. 2012. Purchase intention for luxury brands: a cross cultural comparison. Journal of Business Research, 65, 1443–1451.

Blanchin, A., Chareyron, C. and Levert, Q. 2008. The customer behavior in the men's cosmetics market, School of Business and Engineering, University of Halmstad.

Blythe, J. 2001. 'Essentials of marketing'. US: Pearson Educational Ltd

Blythe, J. 2013. Consumer behaviour. 2nd ed. Los Angeles, Calif.: Sage.

Bosiu, T., Chinanga, F., Das Nair, R., Mondliwa, P., Phiri, M. and Ziba, F. 2017. Growth and development in the cosmetics, soaps and detergents regional value chains: South Africa and Zambia.

Branchik, B., J. and Chowdhury, G. 2012. Self-oriented Masculinity: Advertisements and the Changing Culture of the Male Market. Journal of marcomarketing, 33(2), pp 160-171

Brick, J.M. 2015. Explorations in non-probability sampling using the web. In Proceedings of Statistics Canada Symposium 2014.

Brondizio, E.S., Leemans, R. and Solecki, W. 2015. Climate change: A virtual special issue with commentary for# COP21.

Brosdahl, D.J. and Carpenter, J.M. 2011. Shopping orientations of US males: A generational cohort comparison. Journal of Retailing and Consumer Services, 18(6), pp.548-554.

Brown, G. H. 1947. A comparison of sampling methods. Journal of Marketing, 6, pp.331-337.

Bryman, A. and Bell, E. 2011. Business research methods. Oxford: Oxford University Press.

Calder, B.J. Isaac, M.S. and Malthouse, E.C. 2016. How to Capture Consumer Experiences: A Context-Specific Approach to Measuring Engagement: Predicting Consumer Behavior Across Qualitatively Different Experiences. Journal of Advertising Research, 56(1), pp30-35.

Campbell, D.T and Stanley, J.C. 2014. Experimental and Quasi-Experimental Designs for Research USA: Taylor and Fancis.

Candan, B., Ünal, S. and Erciş, A. 2013. 'Analysing the relationship between consumption values and brand loyalty of young people: A study on personal care products', 29(6) pp.46-53.

Cant, M.C. 2013. Marketing: an introduction. 2nd ed. Cape Town: Juta.

Carpenter, J.M. 2008. "Demographics and patronage motives of supercenter shoppers in the United States", International Journal of Retail & Distribution Management, 36(1) pp105-133

Chahal, P. 2015. A study on the role of Consumers gender and age on online shopping. International Journal in Commerce, IT and Social Sciences, 2(7), pp.33-41.

Chan, L. and Bishop, B. 2013. A moral basis for recycling: extending the theory of planned behaviour. Journal of Environmental Psychology, 36(1), pp.96-102

Chaudhary, S. 2014. The role of packaging in consumer's perception of product quality. International Journal of Management and Social Sciences Research, 3(3), pp. 17-21.

Chen, Y.Y., Lai, F.W., Goh, K.N. and Daud, S.C. 2013. The effect of integrating social plugins into e-commerce website: a study on online consumer behaviour. In Proceedings of the 7th international conference on ubiquitous information management and communication (p. 56). ACM.

Cheng, F.S., Ooi, C.S. and Ting, D.H. 2010. Factors affecting consumption behavior of metrosexual toward male grooming products. International Review of Business Research Papers, 6(1), pp.574-590.

Choudhury, A. H. and Mukherjee, K. 2014. Celebrity endorsement and its impacts on students buying behaviour towards personal care products', The International Journal of Business & Management, 2(9), pp.22-31.

Cohen, L., Manion, L. and Morrison, K. 2007. Research methods in education. Padstow: Cornwal.

Coleman, P. 2009. 'The continuing significance of social class to marketing'. Journal of Consumer Research, 10, pp.265-280.

Coley, B. and Burgess, B. 2003. Gender differences in cognitive and affective impulse buying. Journal of Fashion Marketing and Management, 3(4), pp51-63

Collins, C.S. and Stockton, C.M. 2018. The central role of theory in qualitative research. International Journal of Qualitative Methods, 17(1), p.1609406918797475.

Conner, M. and Armitage, C.J. 1998. Extending the theory of planned behavior: a review and avenues for further research. Journal of Applied Social Psychology, 28(15), pp.1429-1464.

Consumer behavior regarding Facebook advertising. International Journal of Business

Management Research, 3(4), 41-59.

Craig, A.M. and Alan, J. B. 2000. 'Do role models influence teenagers' purchase intentions and behaviour?' Journal of Consumer Marketing, 17(5), pp.441 – 453

Creswell, J.W. 2003. Research design: Quantitative, qualitative, and mixed methods approaches (2nd ed.). Thousand Oaks, CA: Sage
Cunningham, D.W and Wallraven, C. 2012. Experimental Design from user studies to psychophysics. USA: Taylor and Fancis.

Dalziel, R.C. 2016. Factors influencing South African female generation Y students' purchase behaviour of beauty products. Doctoral dissertation, North-West University (South Africa, Vaal Triangle Campus).

Dana, N.L., Harold, W.B. and Robert, W.P. 1997. 'Gender and investment: The influence of gender on investment preferences and practices. Managerial Finance, 23(10) pp.69 – 83

Dane, F.C. 2011. Evaluating research: methodology for people who need to read research. Los Angeles: Sage Publications.

Dano, F., Roux, E., and Nyeck, S. 2003. 'Les hommes, leur apparence et les come´tiques: Approche socio-se´miotique'. Decisions Marketing, 29, pp.7-18

Das Nair, R. and Chisoro, S. 2015. The expansion of regional supermarket chains/canging models of retailing and the implications for local supplier capabilities in South Africa, Botswana, Zambia, and Zimbabwe, 114 (15), pp. 15-28.

Das Nair, R. and Dube, S. C. 2016. The expansion of regional supermarket chains and implications for local suppliers: A comparison of findings from South Africa, Botswana, Zambia, and Zimbabwe. Available from https://www.wider.unu.edu/publication/expansionregional-supermarket-chains-and-implications-local-suppliers.

Denscombe, M. 2010. The Good Research Guide: for small-scale social research'. McGraw Hill.

Denzin, N.K, and Lincoln Y.S. 2011. The discipline and practice of qualitative research. In the Sage handbook of qualitative research, 3rd Edition. Thousand Oaks, Sage.

Donoghue, L. 2015. 'Men choose science or simplicity?', Global Cosmetic Industry, 173(100), pp.30-32.

Drost, E.A. 2011. Validity and reliability in social science research. Education Research and perspectives, 38(1), pp.105-109.

Du Plessis, P.J. and Rousseau, G.G. eds. 2007. Buyer behaviour: understanding consumer psychology and marketing. 4th ed. Cape Town: Oxford University Press Southern Africa.

Durmaz, Y. 2014. The Impact of Psychological Factors on Consumer Buying Behavior and an Empirical Application in Turkey. Asian Social Science; 10(6); pp 31-55

Eftekharian, A. and Razmkhah, M. 2017. On estimating the distribution function and odds using ranked set sampling. Statistics & Probability Letters 122(34), pp.1-10.

Eisenhart, M. 1991. Conceptual frameworks for research circa 1991: Ideas from a cultural anthropologist implication for mathematics education researchers. Virginia: Blacksburg Pres

Elsner, P. 2012. 'Overview and trends in male grooming'. British Journal of Dermatology, 166(1), pp.2-5.

Engel, J. 2006. 'Psychographic research in a cross-cultural non-product setting'. Advances in Consumer Research, Association for Consumer Research, 9, pp.8-101

Engel, J.F. Blackwell, D.R. and Kollat, D.T. 1978. Consumer behaviour (3rd Ed.). U.K.: The Dryden Press

Engel, R.J. and Schutt, R.K. 2013. The practice of research in social work. Los Angeles: Sage Publications

Erasmus, A.C., Boshoff, E. and Rousseau, G.G. 2001. Consumer decision-making models within the discipline of consumer science: a critical approach. Journal of Family Ecology and Consumer Sciences, 29(9), pp 15-69

Ersoy, N.F., Yolal, M. and Batmaz, B. 2015. Cosmetic consumption of metropolitan males in a developing country. Studia Universitatis Babes-Bolyai, Negotia, 60(3), pp.5-22

Essoo, N and Dibb, S. 2015. Religious influence on shopping behaviour: An exploratory study. Journal of marketing management,20(8), pp 36-51

Essoo, N. 2001. 'A study of cultural influences on consumer behaviour in a small island economy: religious influences on purchasing behaviour in Mauritius'. PhD thesis, University of Warwick.

Etikan, I. and Bala, K. 2017. Sampling and sampling methods. Biom Biostat International Journal, 5(6), pp. 135-183

Euromonitor. 2015. Leading trends in the beauty and personal care industry. International Journal of Modelling in Operations Management, 5(2), 154-176.

Euromonitor. 2016. Beauty and personal care in China. From http://www.euromonitor.com/beauty-andpersonal-care-in-china/report, March 24 2018.

Ferguson. 2018. Local public space, global spectacle: a case study on South Africa's first shipping container shopping centre. Massuchusetts Institute of Technology. Masters dissertation in city planning

Fessehaie, J., Roberts, S. and Takala-Greenish, L. 2015. 'Key findings from case studies of mining capital equipment, infrastructure inputs and soy agro-processing in Southern Africa and implications for regional industrial development agenda', viewed 3 March 2016, from:

http://static1.squarespace.com/static/52246331e4b0a46e5f1b8ce5/t/561d46f5e4b08943166
2eb2c/1444759285074/Regional+Industrialization+Synthesis+report+02092015+final+for+s
u bmission.pdf

Fishbein, M. and Ajzen, I. 1975. Belief, attitude, intention and behavior. Reading, MA:
Addison-Wesley

Fiske, S.T. and Taylor, S.E. 1991. Social cognition (2nd edn). New York: McGraw-Hill
frameworks? Journal of Social Science, 38(2), pp.185-19

Gereffi, G. and Fernandez-Stark, K. 2011. Global value chain analysis: A primer center on
globalization, governance & competitiveness (CGGC), Duke University, North Carolina,
USA.

Ghose. A. and Chandra, B. 2019. Models for Predicting Sustainable Durable Products
Consumption Behaviour: A Review Article. The journal of business persective, 5(2), pp 38-
55

Glicken, M. D. 2003. Social research: A simple guide. Pearson College Division.

Gomm, R. 2009. Key concepts in social research methods. Macmillan International Higher
Education.

Gonzalez Feliu, J., Ambrosini, C. and Routhier, J.L. 2011. New trends on urban goods
movement modelling: proximity delivery versus shopping trips. European
Transport/Trasporti   Europei, 50, pp.1-23

Grant, C., and Osanloo, A. 2014. Understanding, selecting, and integrating a theoretical
framework in dissertation research: creating the blueprint for 'house'. Administrative
Issues Journal: Connecting Education, Practice and Research, pp 12-22 DOI:
10.5929/2014.4.2.

Greve, W. 2001. Traps and gaps in action explanation: Theoretical problems of a psychology
of human action. Psychology Review, 108, 435–451

Grimmer, M., Kilburn, A.P and Miles, M.P. 2015. The effect of purchase situation on
realized pre-environmental consumer behaviour. Journal if business research, 69(5),pp1582-
1586

Grinnell, R.M. and Unrau, Y.A. 2008. Social work research and evaluation: foundations of
evidence-based practice. London: Oxford University Press

Gross, R. 2014. A theoretical consumer decision making model: The influence of
interactivity and information overload on consumers intent to purchase online. International
Journal of Business Management & Economic Research, 5(4), pp.64-70.

Guba, E.G. and Lincoln, Y.S. 1994. Competing paradigms in qualitative
research'. Handbook of qualitative research, 2(163), pp.105-113.

Guha, S. 2013. The changing perception and buying behaviour of women consumer in Urban India. IOSR Journal of Business and Management, 11(6), pp.34-39.

Gumbo, M.T. 2014. An action research pilot study on the integration of indigenous technology in technology education. Mediterranean Journal of Social Sciences, 5(10), pp.386-393

Gupta, D.E. 2014. 'Consumer behaviour towards cosmetics: Acase study with reference to Bengaluru', International Journal of Applied Services Marketing Perspectives, 3(1), pp.815-819

Guzman, B. 2010. The Hispanic Population, 2000 (8) US Dept. of Commerce, Economics and Statistics Administration, US Census Bureau.

Hagger, M.S. 2019. The reasoned action approach and the theories of reasoned action and planned behavior. Oxford Bibliographies in Psychology. New York, NY: Oxford University Press

Hamilton B and Terblanche-Smit, M. 2018. Consumer intention to purchase green vehicles in the South African market: a theory of planned behaviour perspective. South African Journal of Business Management, 49(1), pp 153-185

Hanzaee, K. H. and Andervazh, L. 2012. The influence of brand loyalty on cosmetics purchase intention of Iranian female consumers. Journal of Basic and Applied Scientific Research, 2(5), pp.5389-5398.

Haron, S.A. 2015. Gender Difference in Consumer Attitude towards Purchasing Made in Malaysia Products. Asian Journal of Social Sciences & Humanities, 4, pp.4-6

Harris, J. 1995. "Where is the child's environment? A group socialization theory of development", Psychological Review, 59(102),pp59-97

Hartley, J. 2014. Some thoughts on Likert-type scales. International journal of clinical and health psychology, 14(1), pp.83-86.

Hasan, B. 2010. Exploring gender differences in online shopping attitude. Computers in Human Behaviour, 26(4), pp.597-601.

Hawkins, D.I. and Mothersbaugh, D.L. 2013. Consumer behavior: building marketing strategy. 12th ed. New York: McGraw-Hill.

Hays, P. 2017. Customised for the unaccustomed. South African Pharmaceutical and Cosmetic Review, 44(6), pp.38-40.

Heather, K. and Michael Weber, J. 2012. A look at gender differences and marketing implications. International Journal of Business and Social Science,3(21), pp.247-253.

Herter, M. M., Dos Santos, C. P. and Pinto D.C. 2014. Man, I shop like a woman!" The

effects of gender and emotions on consumer shopping behaviour outcomes. International Journal of Retail & Distribution Management, 42(9), pp.780-804.

Hidayat, A. and Diwasasri, A.H.A. 2013. Factors influencing attitudes and intention to purchase counterfeit luxury brands among Indonesian consumers. International Journal of Marketing Studies, 5(4), pp.143-151.

Hirschman, D. 2004 'Religious contrasts in consumer decision behaviour patterns: Their dimensions and marketing implications'. European Journal of Marketing, 28(5), pp.36 – 53

Holmes, L. 2014. 'Men's grooming habits in emerging and developed markets, Euromonitor International', viewed 25 February 2016, from http://www. blog.euromonitor.com/2014/07/mens-grooming-habits-in-emergingand-developed-markets.html

Howard, J.A. 1963. Marketing: Executive and buyer behaviour. New York: Columbia University Press, 1963.

Hoyer, W.D and Maclnnis, D.J. 2010. Consumer Behavior.Australia: South Western Cengage Learning

Huddleston, Good and Stoel. 2017. Consumer ethnocentrism, product necessity and Polish consumers' perceptions of quality. International Journal of Retail & Distribution Management 35(5),pp256-286

Hu, H. and Jasper, C.R. 2016. Social cues in the store environment and their impact on store image', International Journal of Retail Distribution Management, 34(1), pp. 25-48.

Hult, G.T.M., Pride, W.M. and Ferrell, O.C. 2014. Marketing. 17th ed. Australia: South Western Cengage Learning

Hunt, S.D. and Arnett, D.B. 2010. 'Market segmentation strategy, competitive advantage, and public policy: Grounding segmentation strategy in resource-advantage theory'. Australasian Marketing Journal (AMJ), 12(1), pp.7-25.

Ihuah, P.W. and Eaton, D. 2013. The pragmatic research approach: A framework for sustainable management of public housing estates in Nigeria. Journal of US-China Public Administration, 10(10), pp.933-944.

Imenda, S. 2014. Is there a conceptual difference between conceptual and theoretical ideologies. Consumer Satisfaction Journal of Consumer Behavior: An International Research Review, 4(4),pp.234-245

Indirapriyadharshini B.1, and Thilagavathi M. 2018. Women Consumer Satisfaction of Sunsilk Shampoo. Journal of Commerce and Management Thought, 9(2), pp 311-328

Iqbal, J. 2007. Learning from a doctoral research project: Structure and content of a research proposal. The Electronic Journal of Business Research Methods, 5(1),11–20

Jaccard, J. 2012. The Reasoned Action Model: Directions for Future Research. The Annals of

the American Academy of Political and Social Science,640(1), 58-80

James, P and Imre, S. (2010) Globalization and Culture, vol 3: Global-Local Consumption. London: Sage Publications.

Jin, B. and Kang, J.H. 2010. Face or subjective norm? Chinese college students' purchase behaviors toward foreign brand jeans. Lothing & Textiles Research Journal, 28(3), pp.218-233.

Jitab, M. 2011. Looks like rain: Aesthetics procedure for men, viewed 1 February 2016, from http://www.andrewkhoo.com/news-and-media/news-media/.

Johnstone, L. and Keith, S. 2010. Sampling hard to reach population with respondent driven sampling. Methodological Innovations Online 5(2), pp.38-48d conducting gender, sex, and health research'. Sage Publisher, Thousand Oaks, CA.

Johnstone, M.L. and Conroy, D.M. 2005. Dressing for the thrill: an exploration of why women dress up to go shopping. Journal of Consumer Behaviour: An International Research Review, 4(4), pp.234-245.

Jones, I. 2010. Mixing qualitative and quantitative methods on sports fan research. The Qualitative Report, Online Serial, 3(4), pp.1-10.

Junaid, A.B., Ahmed, W., Nasreen, R. and Ahmed, F. 2018. Cosmeceutical consumption behaviour amongst males in Indian market-analysis of determinants and influencing factors. Journal Applied Pharmacy, 9(236), pp.2-5

Karve, S. 2014. 'Study of male consumers attitude in grooming segment', Sai Om Journal of Commerce and Management: A Peer Reviewed National Journal, 1(3), pp.21-24.

Kavitha G. 2006. A Study on the Effectiveness of the Advertising Techniques used in the Personal Care Segment of Women Consumers, Indian Journal of Marketing, 36(8): 12-16.

Kenpro. 2012. Sample Size Determination Using Krejcie and Morgan Table. Available from http://www.kenpro.org/sample-size-determination-using-krejcie-and-morgan-table. Viewed 5 November 2019

Kelman, H. C. 1958. "Compliance, Identification, and Internalization: Three Processes of Attitude Change," Journal of Conflict Resolution (2:1), pp. 51-60.

Kenneth, R., Christiansen. E. T and Gill, J.D. 2015. The impact of social influence and role expectations on shopping center patronage intentions Journal of the Academy of Marketing Science, 35(18), pp 215-236

Kenton, W. 2020. Business Essentials - Foot Traffic, available from https://www.investopedia.com/terms/f/foot-traffic.asp, viewed 3 December 2019

Khan, I., Dongping, H., Abdullah, M., Ahmad, Z., Ahmad Ghauri, T. and Ghazanfar, S. 2018. Men's attitude and motivation toward consumption of grooming products: A comparison of Chinese and Pakistani male consumers. Cogent Business & Management, 4(1), p.1309783.

Khaniwale, M. 2015. Consumer buying behavior. International Journal of Innovation and Scientific Research, 14(2), pp.278-286.

Khatib, F. 2016. The impact of social media characteristics on purchase decision empirical study of Saudi customers in Aseer Region. International Journal of Business and Social Science, 7(4), pp.41-50.

Khraim, H. 2010. Measuring religiosity in consumer research from an Islamic perspective. Journal of Economic and Administrative Sciences. 26(1), pp.52 – 78

Khuong, M.N. and Duyen, H.T.M. 2016. 'Personal factors affecting consumer purchase decision towards men skin care products: A study in Ho Chi Minh City, Vietnam', International Journal of Trade, Economics and Finance, 7(2), pp.44-53

Kim, E. Y. and Kim, Y. 2004. 'Predicting online purchase intentions for clothing products. European Journal of Marketing, 38(7), pp.883 – 897

Kim, Y.H., Kim, M. and Goh, B.K. 2011. An examination of food tourist's behavior: Using the modified theory of reasoned action. Tourism management, 32(5), pp.1159-1165.

Kimmel, M. 2017. Styling Masculinity: Gender, Class, and Inequality in the Men's Grooming Industry. Contemporary sociology: A Journal of Reviews, 46(6)6, pp 655-657

Kolyesnikova, N., Dodd, T.H. and Wilcox, J.B. 2009. 'Gender as a moderator of reciprocal consumer behaviour'. Journal of Consumer Marketing, 26(3), pp.200-213

Koshy, L. and Manohar, S.J. 2017. Factors influencing the buying behaviour of face care products among youth. International Journal in Management and Social Science, 5(1), pp.63-72.

Koshy, L. and Manohar, S. 2015. Attitude towards cosmetic products advertisements in television among youth'. Available at https://ssrn.com/abstract=2970382 , accessed on 21 July 2017.

Kotler, P. 2015. Framework for marketing management'. Pearson Education India.

Kraft, H. and Weber, J. M. 2012. A look at gender differences and marketing implications. International Journal of Business and Social Science, 3(21), pp.45-98.

Krejcie, R. V. and Morgan, D. W. 1970. Determining sample size for research activities. Educational and Psychological Measurement, 30, pp.607-610.

Kumar, V. and Velide, L. 2014. A Data mining approach for prediction and treatment of diabetes disease. International Journal of Science Innovation Today, 3(1), pp.73-79.

Kuruvilla, S.J., Joshi, N. and Shah, N. 2009. Do men and women really shop differently? An exploration of gender differences in mall shopping in India. International Journal of Consumer Studies, 33(6), pp.715-723.

Lakshmi, V., Aparanjini Niharika, D. and Lahari, G. 2018. Impact of Gender on Consumer Purchasing Behaviour. IOSR Journal of Business and Management,19(8), pp.33-36.

Laksono, D., and Purwanegara, M.S. 2014. "Male Consumers' Behavior Towards "For Men" Facialwash Skincare Product." Journal of Business and Management, 3(4), pp. 468-474

Lamorte, W.W. 2019. Behavioural change models. Available from http://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories3.html, viewed 15 August 2019

Lau, K. 2018. Uncovering Chinese Stereotypes and Their Influence on Adolescent Male Makeup Purchasing Behavior. Journal of Social Science Studies, 5(1), pp 53-71

Lee, M. and Youn, S. 2009. Electronic word of mouth (eWOM) How eWOM platforms influence consumer product judgement. International Journal of Advertising, 28(3), pp.473-499.

Leedy, P. and Ormrod, J. 2010. Practical research: Planning and design (7th ed.). Upper Saddle River, NJ: Merrill Prentice Hall. Thousand Oaks: SAGE Publications.

Leng, T. S. 2016. The increasing consumption of grooming products and cosmetics among the males. International Journal of Accounting and Business Management, 4(2), pp.80-85

Liehr P. and Smith M.J. 1999. Middle range theory: spinning research and practice to create knowledge for the new millennium. Advances in Nursing Science, 21(4), pp. 81-91.

Lincoln, Y.S., Lynham, S.A. and Guba, E.G. 2011. Paradigmatic, controversies, contradictions, and emerging confluences, revisited'. The Sage Handbook of Qualitative Research, 4, pp. 97-128.

Ling, G.M., Lim, K.B., Yeo, S.F. and Tan, S.H. 2014. Purchasing determinants of men towards the skin care products. 6th International Conference on Economics and Social Sciences Retrieved from https://www. researchgate. net/publication/3015035

Lipowski, M. and Angowski, M. 2016. Gender and Consumer Behaviour in Distribution Channels of Services. International Journal of Synergy and Research, 5(1), pp. 5-23

Liska, A. E. 1984. A critical examination of the causal structure of the Fishbein/Ajzen attitude-behaviour model. Social Psychology Quarterly 47, pp. 61-74

Liu, C. 2019. Men and their groomed body: Understanding personal grooming as both a discursive and embodied practice. European Journal of Marketing, 2(1), pp35-63

Łopaciuk, A. and Łoboda, M. 2013. Global beauty industry trends in the 21st century. Zadar, Croatia: To Know Press, pp.1079-1087.

Luebberding, S., Krueger, N. and Kerscher, M. 2013. Skin physiology in men and women: in vivo evaluation of 300 people including TEWL, SC hydration, sebum content and skin surface pH. International journal of cosmetic Science, 35(5), pp.477-483.

Lysaght, Z. 2011. Epistemological and paradigmatic ecumenism in "pasteur's quadrant: Tales from doctoral research. Official Conference Proceedings of the Third Asian Conference on Education in Osaka, Japan.

Mack, L. 2010. The philosophical underpinnings of educational research. Retrieved from https://secure.apu.ac.jp/rcaps/uploads/fckeditor/publications/polyglossia/Polyglossia_V19_Li ndsay.pdf, accessed on 13 March 2018

Mackenzie, N. and Knipe, S. 2006. Research dilemmas: Paradigms, methods and methodology'. Issues in educational research, 16(2), pp.193-205.

Mahajan, K. 2013. Analysing consumer decision making process in life insurance services. International Journal of Marketing, Financial Services & Management Research, 2(5), pp.60-68.

Maldaon, I. and Hazzi, O. 2015. A pilot study: vital methodological issues. Verslas: teorija ir praktika, (1), pp.53-62

Marlow, C.R. 2005. Research methods for generalist social work. New York: Thomson Brooks/Cole.

Matharu, S., Raju, J. and Singh, S. 2018. Advertising Effectiveness on Consumer Purchase Decision at Different Income and Education Levels. Review of professional management, 156(2), pp.53-79

Matkar, A. 2012. Cronbach's alpha reliability coefficient for standard of customer services in Maharashtra state cooperative bank. IUP Journal of Bank Management, 11(3), pp.89-97

Matthews, I. 2015. It's all about the facial hair: Trends in men's grooming. GCI Magazine, viewed 12 January. 2016. from http://www.gcimagazine. com/marketstrends/consumers/men/Its-All-About-the-Facial-HairTrends-in-the-Mens-Grooming-295074031.html.

Mattingly, M.J. and Smith, K.E. 2010. Changes in wives' employment when husbands stop working: A recession-prosperity comparison. Family Relations, 59(4), pp.343-357.

Maxwell, J.A. 2012. Qualitative research design: An interactive approach (Vol. 41). Sage publications.

Maylor, H., Blackmon, K. and Huemann, M. 2016. Researching business and management. Macmillan International Higher Education.

McNeill, L.S. and Douglas, K. 2011. Retailing masculinity: Gender expectations and social image of male grooming products in New Zealand. Journal of Retailing and Consumer Services, 18(5), pp.448-454.

Meyers-Levy, J. and Sternthal, B. 1991. Gender differences in the use of message cues and judgments. Journal of marketing research, 28(1), pp.84-96.

Miller, K.M., Hofstetter, R., Krohmer, H. and Zhang, Z.J. 2011. "How Should Consumers' Willingness to Pay Be Measured? An Empirical Comparison of State-of-the-Art Approaches," Journal of Marketing Research, 48(1), pp. 172-184

Miniard, L.E., and Cohen, J.B. 1981. An examination of the Fishbein behavioral intentions model's concept and measures. Journal of Experimental Social Psychology, 17, pp.309–32

Mittal, V. and Kamakura, W.A. 2001. Satisfaction, repurchase intent, and repurchase behavior: investigating the moderating effect of customer characteristics. Journal of Consumer Affairs, 28(2), pp.278-299.

Mizukoshi, K. and Akamatsu, H. 2013. The investigation of the skin characteristics of males focusing on gender differences, skin perception, and skin care habits. Skin Research and Technology, 19(2), pp.91-99.

Monette, S., Bigras, M. and Guay, M.C. 2011. The role of the executive functions in school achievement at the end of Grade 1. Journal of experimental child psychology, 109(2), pp. 158-173.

Morgan, G. A. 2000. Quasi-Experimental Designs. Journal of the American Academy of Child & Adolescent Psychiatry. 39(3). pp. 794–796

Mortimer, G. and Clarke, P. 2011. Supermarket consumers and gender differences relating to their perceived importance levels of store characteristics. Journal of retailing and consumer services, 18(6), pp.575-585.

Moungkhem, C. and Surakiatpinyo, J. 2010. 'A study of factors affecting on men's skin care products purchasing, Particularly in Karlstad'. Sweden.

Muijs, D. 2011. Doing quantitative research in education with SPSS. Sage
.
Nagpal, A. 2014. Factors affecting Purchase behavior of Women grocery consumer-An Insight. Journal of Business Management & Social Sciences Research, ISSN No: 2319, 5614.

Nair, V.K. 2007. A study on purchase pattern of cosmetics among consumers in Kerala. Narahari, A. C and Kuvad, D. 2017. Customer Behaviour towards Shopping Malls – A Study in Bhavnagar (Gujarat State, India). Indian journal of marketing, 3(2), pp103-129

Neuman, W.L. 2011. Criminal justice and criminology research methods. Pearson Higher Ed.

Nguyen, T.H. and Gizaw, A. 2014. Factors that influence consumer purchasing decision of private label food product: A case study of ICA Basic. Mälardalen University, School of Business, Society and Engineering.

Nicosia, F.M. 1966. Consumer decision processes, Prentice-Hall, Upper Saddle River, NJ.

Nielsen Report. 2011. In US men are shopping more than ever, while women are watching more TV. available at: www.nielsen.com/us/en/newswire/2011/in-u-s-men-are-shopping-more- than-ever-while-women-are-watching-more-tv.html (accessed 22 July 2013).

Nizar, S. and Mariam, D. 2009. 'Canadian and French men's consumption of cosmetics: a comparison of their attitudes and motivations'. Journal of Consumer Marketing, 26 (2), pp.97–109

Noel, H. 2017. Basics marketing 01: Consumer behaviour: Bloomsbury Publishing

O'Connor, R.C. and Armitage, C.J. 2003. Theory of planned behaviour and parasuicide: An exploratory study. Current psychology, 22(3), pp.196-205.

Odoh, M. 2015. Sampling - a paradigm for research in physical sciences. Journal of Architecture and Civil Engineering, 2(6), pp.1-04.

Ogden, J. 2003. Some problems with social cognition models: A pragmatic and conceptual analysis. Health Psychology, 22, 424–428.

Okumu, D. 2015. Factors affecting the beahavior of men towards the purchase of Beauty Products in Nairobi. Journal of Business and Economics Research, 11,(5),pp.27-48.

Olivová, K. 2011. Intention to buy organic food among consumers in the Czech Republic. Agder, Kristiansand: University of Agder.

Orji, M.G. Sabo, B., Abubakar, M.Y. and Usman, A.D. 2017. Impact of personality factors on consumer buying behaviour towards textile materials in South Eastern Nigeria. International Journal of Business and Economics Research, 6(1), pp.7-18.

Otnes, C. and McGrath, M.A. 2001. Perceptions and realities of male shopping behavior. Journal of retailing, 77(1), pp.111-137.

Palan, K.M. 2001. Gender identity in consumer behavior research: A literature review and research agenda. Academy of Marketing Science Review, 10(2001), pp.1-31.

Pallant J.2011. SPSS survival manual. 4th ed. British library.

Pather, P. 2018. Brand equity as a predictor of repurchase intention of male branded cosmetic products in South Africa. Business & Social Sciences Journal, 2(1), pp.1-23.

Patterson, I. 2008. Information sources used by older adults for decision making about tourist and travel destinations. International Journal of Consumer Studies, 31(5), pp.528-533.

Perry, J. 2010. A cosmetic industry overview for cosmetic chemist. Retrieved 1 November. 2014. from http:/chemistcorner.com/a-cosmetic-market-overview-for-cosmetic-chemist.

Petty, R.E. (2018) Attitudes and Persuasion: Classic and Contemporary Approached. UK: John Wiley and Sons

Pierson, J. and Thomas, M. 2010. Dictionary of social work: the definitive A to Z of social work and social care. New York: McGraw Hill Open University Press.

Pillai, S. 2013. 'Profiling green consumers based on their purchase behaviour', International Journal of Information, Business and Management, 5(3), pp.15-27.

Polegato, R. and Zaichkowsky, J.L. 1994. Family food shopping: strategies used by husbands and wives. Journal of Consumer Affairs, 28(2), pp.278-299.

Poranki, K.R and Hasoneh, A. 2014. Preferences towards male deodorants consumers and retailers in Saudi Arabia. International Journal of Current Research, 6(4) pp.6420-6427

Poranki, K.R., Gumaa, M.Y.A. and Perwej, A. 2015 Assessment of brand preference in the Indian mobile phones market. Reseacch journal of social science and management, 4(10), pp8-21

Pour, B.S., Nazari, K., and Emami, M. 2013. The effect of marketing mix in attracting customers: Case study of Saderat Bank in Kermanshah Province. African Journal of Business Management, 7(34), pp.3272-3280.

Powell, R.B. and Ham, S.H. 2008. Can ecotourism interpretation really lead to pro-conservation knowledge, attitudes and behaviour? Evidence from the Galapagos Islands. Journal of sustainable tourism, 16(4), pp.467-489.

Prasad, R.K. and Jha, M.K. 2014. Consumer buying decisions models: A descriptive study. International Journal of Innovation and Applied Studies, 6(3), pp.335-351

Prianti, D. 2018. Towards the westernized body: a popular narrative reinforced by men's lifestyle magazines in Indonesia. Journal of Inter-Asia Cultural Studies, 5(19), pp 301-356

Putrevu, S. 2001. Exploring the origins and information processing differences between men and women. Academy of Marketing Science Review, 10, pp. 1-13.

Raczyńska, M. and Wiśniewski, A.K. 2014. Zachowania zakupowe e-konsumentów (E-consumers' purchasing behaviours), Konsumpcja i Rozwój, 3(8), pp. 48–60

Rahrovan, S., Fanian, F., Mehryan, P., Humbert, P. and Firooz, A. 2018. Male versus female skin: What dermatologists and cosmeticians should know. International journal of women's dermatology, 4(3), pp.122-130.

Ramprabha, K. 2018. Predominant factors that influence the consumer shopping behaviour-A scale development approach. Journal of Advanced Research in Dynamical and control Systems, 15, p.374.

Ramya, N. and Mohamed-Ali, S.A. 2016. Factors affecting consumer buying behavior. International journal of applied research, 2(10), pp.76-90.

Rani, P. 2014. Factors influencing consumer behaviour. International Journal Of Current Research and Academic Review, 2(9), pp.52-61.

Rath, P.M., Bay, S., Petrizzi, R. and Gill, P. 2008. The why of the buy: consumer behavior and fashion marketing. New York: Fairchild.

Ravitch, S.M. and Carl, N.M. 2020. Qualitative research: Bridging the conceptual, theoretical, and methodological. SAGE Publications, Incorporated.

Remler, P. 2010. Eygptian mythology A to Z (3rd ed.). New York: Chelsea House Publishers Research: A Philosophical Reflection. Journal of Business Management, 58(15), pp125-154

Ridwan, A. F., Maulina, E. and Chan, A. 2018. 'Comparisons of factors that influence male consumer behavior in purchasing skin care products (Case study: men from Suwon City, South Korea and Bandung, Indonesia)'. Review of Integrative Business and Economics Research, 6, pp.176-188.

Rindfleish, J.M. 2003. Segment profiling: Reducing strategic risk in higher education management. Journal of Higher Education Policy and Management, 25, pp.147-159.

Rob, D., Raul, K., Jerry, B. and Bert, S. 2010. Is the price right? Strategies for new introductions. Journal of Business Strategy, 31(3), pp.29 – 37.

Roberts, J.A. and Roberts, C. 2012. 'Stress, gender and compulsive buying among early adolescent'. Young Consumers, 13(2), pp.113-123.

Robson, C. and McCartan, K. 2016. Real world research. John Wiley & Sons.
Royse, D. 2011. Research methods in social work. New York: Brooks/Cole Cengage Learning.

Royse, D., Thyer, B.A. and Padgett, D.K. 2010. An introduction to program evaluation'. New York; Wadsworth Cengage Learning.

Rubin, A. and Babbie, E. 2010. Essential research methods for social work. New York: Brooks/Cole Cengage Learning. Rubin, A. & Babbie, E. 2011. Research methods for social work'. New York: Brooks/Cole Cengage Learning

Sankaranarayanan, K.G. and Mekoth, N. 2014. Cosmetic consumption pattern among college-going female students: A cluster analytical segmentation approach. International Journal of Research in Commerce and Management, 5(6), pp.5-10.

Sarpila, O. and Räsänen, P. 2011. 'Personal care consumption in Finland: trends in the early 2000s'. International Journal of Sociology and Social Policy, 31(7/8), pp.441 – 455

Saucier, G. 2000. Isms and the structure of social attitudes. Journal of Personality and Social Psychology, 15(8) pp366-385.

Saunders, M., Lewis, P. and Thornhill, A. 2009. Research methods for business students. Essex. Financial Times/Prentice Hall.

Schiffman, G. and Kanuk, L. 2010. 'Consumer behaviour, 10th Ed. Upper Saddle River, NJ: Prentice Hall.

Schiffman, L.G. and Kanuk L.L. 1997. Consumer behaviour, 6th ed. Prentice-Hall, Upper Saddle River, NJ.

Schiffman, L.G. and Kanuk, L.L. 2014. Consumer behaviour. 10th ed. Upper Saddle River, N.J.: Pearson Prentice Hall.

Scott, A. 2015. The Clicks Group. Available from https://www.clicksgroup.co.za/assets/corporate-sustainability/2018/2-Clicks-SR-2019-About-Clicks-Group.pdf. Accessed 3 August. 2019.

Scott, L., Dolan, C., Johnstone–Louis, M., Sugden, K. and Wu, M. 2012. Enterprise and inequality: A study of Avon in South Africa. Entrepreneurship Theory and Practice, 36(3), pp.543-568.

Sefotho, M.M. 2015. A researcher's dilemma: Philosophy in crafting dissertations and theses. Journal of Social Sciences, 42(1-2), pp.23-36.

Sekaran, U. and Bougie, R. 2009. Research method for business. John Wiley & Sons

Sekaran, U. and Bougie, R. 2013. Research methods for business. A Skill Building Approach. Fifth Edition. A John Wiley and Sons, Ltd, Publication.

Sekaran, U. and Bougie, R. 2016. Research methods for business: A skill building approach. US: John Wiley & Sons.

Sheth, J. N., Newman, B.I., & Gross, B.L. 1991. A Consumption Values and Marketing Choices. South-Western Publishers, Cincinatti.

Siddiqui, W. 2016. Study on buying behaviour of men and women. Imperial Journal of Interdisciplinary Research, 2(4), pp. 664-667.

Silvera, D. H., Lavack, A. M. and Kropp, F. 2008. 'Impulse buying: the role of affect, social influence, and subjective wellbeing'. Journal of Consumer Marketing, 25(1), pp.23-33.

Simon, M. K. and Goes, J. 2011. Developing a theoretical framework. Seattle, WA: Dissertation Success, LLC.

Singh, C. 2019. Men Personal Care Market by Type (Hair care, Shaving, Oral, Personal Cleanliness, Skin Care) - Global Opportunity Analysis and Industry Forecasts. 2014. 2022, accessed 15 September. 2019. Available from https://www.alliedmarketresearch.com/men-personal-care-market

Slusher, S. 2019. Simplifying packaging and expanding the integration of SPSS Modeler across the IBM Data Science portfolio. Available from https://developer.ibm.com/predictiveanalytics/2019/09/24/simplifying-packaging-and-expanding-the-integration-of-spss-modeler-across-the-ibm-data-science-portfolio/. Retrieved 11October. 2019.

Smedslund, G. 2000. A pragmatic basis for judging models and theories in health psychology: The axiomatic method. Journal of Health Psychology, 5, pp.133–149

Smith, P.R. and Zook, Z. 2011. Marketing communications. [online], London: Kogan Page.

Solomon, M. R. and Rabolt, N. J. 2009. Consumer behavior in fashion (2nd ed.). Upper Saddle River, NJ: Prentice Hall

Solomon, M.R. 2010. Consumer behaviour: A European perspective. Pearson education.

Solomon, M.R., Bamossy, G. Askegaad, S. and Hogg, M.K. 2006. Consumer behavior: a European perspective. 3rd ed. Edinburgh Gate: Pearson Education.

Souiden, N. and Diagne, M. 2013. Canadian and French men's consumption of cosmetics: a comparison of their attitudes and motivations'. Journal of Consumer Marketing, 26(2), pp.97-109

Spence, J.T. and Helmreich, R.L. 2014. 'Masculinity and femininity: Their psychological dimensions, correlates, and antecedents. University of Texas Press, Austin, TX.

Štulec, I., Petljak, K. and Rakarić, J. 2018. Utjecaj demografskih karakteristika potrošača na proces donošenja odluke o kupovini. Ekonomska misao i praksa, 12(1), pp. 81-404

Suelin, C. 2010. Understanding consumer purchase behavior in the Japanese personal grooming sector. Journal of Yasar University, 17(5), pp. 1-7

Sukato, N. 2014. A model of male consumer behaviour in buying skin care products in Thailand. ABAC Journal, 29(1), pp. 31-53.

Sukato, N. and Elsey, B. 2009. A model of male consumer behaviour in buying skin care products in Thailand. ABAC Journal, 29(1), pp. 39-52

Suki, N.M. 2013. 'Students demand for smart phones: Structural relationships of product features, brand name, product price and social influence'. Campus-Wide Information Systems, 30(4), pp.236 – 248

Svensson, D. and Sjöberg, A. 2012. A quantitative study of the attitudes towards loyalty programs among students. Växjö, Sweden: Linnaeus University.

Swanson, R.A. and Chermack, T.J. 2013. Theory building in applied disciplines. Berrett-Koehler Publishers.

Taherdoost, H. 2016. Sampling methods in research methodology; how to choose a sampling technique for research. International Journal of Advance Research in Management, 5(2), pp.18-27.

Tarka, P. 2017. An overview of structural equation modeling: Its beginnings, historical development, usefulness and controversies in the social sciences" Quality & Quantity. 52 (1) pp 313–54

Tarkiainen, A. and Sundqvist, S. 2005. Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. British food journal, 107(11), pp.808-822.

Tasci, D.A and Ko, J.K. 2016. A FUN-SCALE for Understanding the Hedonic Value of a Product: The Destination Context, Journal of Travel & Tourism Marketing, 33(2), pp162-183

TechSci Research report. 2019. Male Grooming Market In India, available from
https://www.techsciresearch.com/blog/male-grooming-market-in-india/106.html, viewed 5
October 2019.

Teimourpour, B. and Hanzaee, H. 2011. 'The impact of culture on luxury consumption
behavior among Iranian consumers. Journal of Islamic Marketing, 2(3), pp. 54-65

Thakkar, D., Maskara, R. and Rohilla S. 2018. Factors influencing buying behaviour of men
towards grooming products. International Journal of Multidisciplinary Research and
Development, 4(8), pp242-248

Thota, S., Hermosillo, S.N., Keyhani, N.N., & Walker, J.A. 2014. Male grooming: An
ethnographic research on perception and choice of male cosmetics', Academy of Business
Research Journal, 4, pp. 24-33.

Trafimow, D. 1998. Attitudinal and normative processes in health behavior. Psychology and
Health, 13, 307–317

Treiblmaier, H. and Filzmoser, P. 2011. Benefits from using continuous rating scales in
online survey research. TU Vienna, Vienna, Austria.

Tuncay Zayer, L. and Neier, S. 2011. An exploration of men's brand relationships. Qualitative
Market Research: An International Journal, 14(1), pp.83-104.

Ulfat, S., Muzaffar, A. and Shoaib, M. 2014. To examine the application and practicality of
Aakers' brand equity model in relation with recurrent purchases decision for imported beauty
care products (A study of female customers of Pakistan). European Journal of Business and
Management, 6(11), pp.120-133.

Uprichard, E. 2013. Sampling: Bridging probability and non-probability
designs. International Journal of Social Research Methodology, 16(1), pp.1-11.

US Commercial Service. 2015. Cosmetics and toiletries market overviews. 2015. Department
of Commerce, United States of America.

Vazzoler, R. 2019. Male grooming in Portugal, the attitude and behaviour of generation y
men. Nova School of Business and Economics. Available from
https://run.unl.pt/handle/malegroomingin portugal10362/69490. Viewed 6 Augusy 2019

Walker, R. 2014. It's a man's world: Men's grooming breaks new ground GCI Magazine.
Available at from http://www.gcimagazine.com/marketstrends/consumers/men/Its-a
Mans-World-Mens-Grooming-Breaks-New-Ground-246591491.html, retrieved on 17 July
2017.

Warfield, A. 2019. Men are a multi-billion-dollar growth opportunity for the beauty industry.
Available at https://www.cnbc.com/2019/05/17/men-are-a-multibillion-dollar-growth-
opportunity-for-the-beauty-industry.html, retrieved on 3 November. 2019.

Warshaw, P. R. (1980). A new model for predicting behavioral intentions: An alternative to

Fishbein. Journal of Marketing Research, 17(2), 153–172

Wassenaar, A., Kempen E and Eden T. 2019. Exploring South African consumers' attitudes towards game meat—Utilizing a multi-attribute attitude model. International journal of consumer studies. 43(5), pp437-445

Weber, K. and Villebonne, P (2002) Differences in Purchase Behaviour between France and the USA: The Cosmetic Industry. Journal of Fashion, Marketing and Management, 6),pp369-407

Wee, T.T and Ming, M. H. 2003. Leveraging on Symbolic Values And Meanings In Consmption Behavior. Journal of Consumer Sciences,5(3),pp23-36

Wellman, B., Quan-Haase, A., Witte, J., and Hampton, K. 2009. Does the internet increase, decrease, or supplement social capital? Social networks, participation, and community commitment. American Behavioral Scientist, 45, pp.436–455.

Williams, C. 2011. Research methods. Journal of Business & Economics Research (JBER), 5(3), pp.1-13.

Wilson, J. 2010. Essentials of business research: A guide to doing your research project: Sage publications.

Wolcott, H.F. 2001. Writing up qualitative research. London: Sage Publications.

Wolin, L.D. and Korgaonkar, P.K. 2005. Web advertising: gender differences in beliefs, attitude and behavior. The Journal of Interactive Advertising, 6, pp. 125-136.

Worthington, L., Jr., Wade, G., Hight, L., McCullough, E., Berry, J., Ripley, S., Berry, J., Schmitt, M. and Bursley, H. 2003. 'The religious commitment inventory-10: development, refinement and validation of a brief scale for research and counselling'. Journal of Counselling Psychology 50 (1), pp.84-96

Wu, X.M., Bennett, D.H., Ritz, B., Cassady, D. L., Lee, K. and Hertz-Picciotto, I. 2010. International Journal of Current Pharmaceutical Review and Research, 4(2), pp.188-201

Xiao, G.E. and Kim, J. 2013. The investigation of consumer values, consumption values, life satisfaction, and consumption behaviors. Journal of Behavioural Psychology 23(1), pp.101-156

Yakup, D.D. and Jablonsk, D.S. 2012. 'Integrated approach to factors affecting consumers purchase', Global Journal of Management and Business Research, 12 (15), 60-87.

Zayer, L.T. and Neier, S. 2011. An exploration of men's brand relationships. Qualitative market research. An International Journal, 14(1), pp.83-104.

Ziba, F. and Phiri, M. 2017. The expansion of regional superma
rket chains: Implications for local suppliers in Zambia. UNU-WIDER: Helsinki

APPENDIX A: PERMISSION LETTER

From: Uraisha Haswell <Uraisha.Haswell@thepav.co.za>

Date: Tue, 24 Nov 2015 12:01:23 +0000

To: prathana.amrithlal@mighty.co.za<prathana.amrithlal@mighty.co.za>

Subject: Permission granted for data collection

Dear Prathana

Please be informed that we have granted you permission to collect data for your thesis as requested. Should there be any further queries please contact me on the details below.

Please do share the results of the study with us specifically on the Male Grooming Zone and the impact thereof.

Regards

Uraisha Haswell

Marketing Manager | The Pavilion Shopping Centre

Tel: +27 (31) 275 9800 | Cell: +27 (83) 784 1350

Fax: +27 (86) 649 3376

Email: uraisha.haswell@thepav.co.za

Web: www.thepav.co.za

The Pavilion Shopping Centre, Jack Martens Drive, Westville, 3611

Disclaimer – The information in this e-mail (including attachments, links and any rights attaching hereto) sent to the intended addressee, is, unless the context clearly indicates otherwise, the property of Pareto Limited and is confidential, legally privileged, private and for the use of the intended addressee only. Access to this email by any person (other than the intended addressee) is unauthorised. If received in error please notify the sender and delete this email. Any unauthorised use, alteration, dissemination or copying this email, or any action

taken or omitted in reliance on it or pursuant thereto, is strictly prohibited and may be unlawful. Email transmission cannot be guaranteed to be secured or error-free as information could be intercepted, corrupted, lost, destroyed, arrive late or contain viruses. Under no circumstances whatsoever will Pareto Limited or the sender of this email be liable or responsible in any manner whatsoever to any person arising from the use of this email or any linked website.

_____

GRADUATE SCHOOL OF BUSINESS & LEADERSHIP WESTVILLE CAMPUS

Questionnaire Prior to the Installation of the Male Grooming Zone

_____

Section A: Demographic Data

This section contains information in relation to age, race, years of education, educational qualification and occupation.

Please mark with X in the appropriate box which relate to you.

A.1 Age group

1	20-40years	
2	41-50 years	
3	51-60 years	
5	61 years and above	

A.2 Race

1	African	
2	White	
3	Indian	
4	Coloured	
5	Other	

A.3 Years of education

1	<1 year	
2	1-2 years	
3	3-5 years	
4	> 6 year	

A.4 Highest educational qualification

1	Diploma	
2	Degree	
3	Honours	
4	Masters	
5	Other	

A. 5   Occupation

1	Workforce	
2	Student	
3	Employer-Merchant	
4	Managerial	
5	Celebrity	
6	Retired	
7	Other	

Section B: Personal Care categories

B.1 Which personal care products do you personally use on a regular basis?

a. Face Care

b. Body Lotion

c. Shampoo

d. Soap

e. Body wash

f. Perfume/cologne/aftershave,

g. Deodorant

h. Shaving Gel/Foam

B.2.   Which of the above categories do you use but do not purchase?

a. Face Care

b. Body Lotion

c. Shampoo

d. Soap

e. Body wash

196

f. Perfume/cologne/aftershave, ☐

g. Deodorant ☐

h. Shaving Gel/Foam

B.3. Who buys these?...

B.4. Why do you not buy these?...

B.5. Which categories do you purchase

a. Face Care ☐

b. Body Lotion ☐

c. Shampoo ☐

d. Soap ☐

e. Body wash ☐

f. Perfume/cologne/aftershave, ☐

g. Deodorant ☐

h. Shaving Gel/Foam ☐

Section C: Factors influencing attitude of men towards the purchase of personal care products

Please indicate with a cross (X) the appropriate box the extent to which you agree or disagree with the following statements using the 4 point Likert scale below: The response choice scoring weights are: Strongly Disagree (SD) = 4; Disagree (D) = 3; Agree (A) = 2; and Strongly Agree (SA) = 1.

No.	Statement	4 SD	3 D	2 A	1 SA
Self-image					
C12	I consider creating or strengthening a desired image by the use of personal care products				
C13	I consider using personal care products for creating a stronger impression outside				
No.	Statement	4 SD	3 D	2 A	1 SA
C15	I have an image that I want to have and I pick the products to go with it				
C16	I believe that consuming personal care products enhance my well-being				

197

No.	Statement				
C17	I use personal care products to enhance myself				
C18	I buy personal care products in order to make myself feel better				
C19	I love using personal care products				
Self-esteem					
C20	Applying personal care products give me confidence				
C21	I believe that consuming personal care products enhance my confidence				
C22	I use a limited variety of personal care products				
C23	I rarely buy personal care products				
C24	I normally shop quickly, buying the first product or brand that seems good enough				
Lifestyle					
C25	I am usually the first to buy the latest cosmetics				
C26	Other people ask me what is fashionable/trendy				
C27	I am interested in cosmetics literature				
C28	I look in the mirror throughout the day				
C29	I feel excited when buying personal care products				
Societal beliefs					
C30	I think carefully about the personal care products before using them				
C31	I am confident that I buy good personal care product for the money I pay				
C32	I am conscious of the cosmetics I wear				
C33	I am confident that I make good choices when I buy cosmetics				
C34	I like getting complimented on my looks				
C35	I wear a deodorant because my wife/girlfriend likes it				
No.	Statement	4 SD	3 D	2 A	1 SA
Celebrity Association					
C36	I am a fan of good looking male celebrities				
C37	I buy products which are endorsed by my favourite celebrity				
C38	I feel proud when people associate/compare me with my favorite celebrity				
C39	After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish				

Section D: Personal Care Product Usage

D.1. Do you now buy personal care products/toiletries in a separate shopping trip?

Yes ☐   No ☐

D.2. Which brands are more visible to you post the installation of the Male Zone

    a. Axe ☐

    b. Brutt ☐

    c. Nivea for men ☐

    d. Dove ☐

☐

198

e. Vaseline □

f. Gillette □

g. Shield □

h. Dawn □

i. Clere for Men □

j. Organics □

k. Head & Shoulders □

l. Lux, Palmolive □

m. Radox □

Any others?

D.3. How often do you purchase these products?

     a. Daily □

     b. Weekly □

     c. Monthly □

Section E: Personal Care Spend:

E.1. How much do you spend on personal care products daily?

E.2. How much do you spend on personal care products weekly?

E.3 How much do you spend on personal care products monthly?

Section F: Strategic importance of personal care products

No.	Statement	4 SD	3 D	2 A	1 SA
Emotional Value					
F48	I pay attention to the emotions more than the functions when buying a personal care product				
F49	When buying a personal care product, I make my decision according to my feelings.				
F50	When buying a personal care product, my emotions are as important as the features and price of the product				
F51	I can buy a personal care product just because of my feelings without giving it a thought				
F52	Buying a personal care product arouses the feelings of fun and pleasure in me				
F53	Buying a personal care product makes me excited				
F54	I act with nostalgic feelings when buying a personal care product				
Epistemic Value					
F55	I like looking for new and different products.				
F56	Even though I do not buy personal care products, new products catch my attention				
F57	I get a lot of information before I buy personal care products				
F58	I get reliable information about different products before I buy personal care products.				
F59	I search for the latest information about personal care products				
No.	Statement	4 SD	3 D	2 A	1 SA
Social value					
F60	I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products				
F61	The familiarity and reputation of the brand of personal care products I use is important to me				
F62	For me, it is important that the brand I use in personal care products is sold everywhere				
F63	I definitely try the latest personal care products no matter how much they cost				
F64	I am the first to know about the latest personal care products				

Appendix B2: Questionnaire Post Installation of the Male Grooming Zone

GRADUATE SCHOOL OF BUSINESS & LEADERSHIP WESTVILLE CAMPUS

Questionnaire Post Installation of the Male Grooming Zone

_____

_

Section A: Demographics

This section contains information in relation to age, race, years of education, educational qualification and occupation.

Please mark with X in the appropriate box which relate to you.

A.1 Age group

1	20-40years	
2	41-50 years	
3	51-60 years	
5	61 years and above	

A.2 What is your race?

1	African	
2	White	
3	Indian	
4	Coloured	
5	Other	

A.3 How many years of education do you have?

1	<1 year	
2	1-2 years	
3	3-5 years	
4	> 6 year	

A.4. What is your highest educational qualification?

1	Diploma	
2	Degree	
3	Honours	
4	Masters	
5	Other	

A5. What is your occupation

1	Workforce	
2	Student	
3	Employer-Merchant	
4	Managerial	
5	Celebrity	
6	Retired	
7	Other	

_____
—

Section B: Personal Care categories

B1.   Which personal care products have you become more aware of post the inclusion of the

Male Zone

Face Care   ☐

Body Lotion   ☐

Shampoo   ☐

Soap   ☐

Body wash   ☐

Perfume/cologne/aftershave,   ☐

Deodorant   ☐

Shaving Gel/Foam   ☐

B2. Which of the above categories do you now purchase?

Face Care ☐

Body Lotion ☐

Shampoo ☐

Soap ☐

Body wash ☐

Perfume/cologne/aftershave, ☐

Deodorant ☐

Shaving Gel/Foam ☐

B3. Who buys these? _____

B4 Why do you not buy these? _____

B5. Do you decide which brand is bought for each of these categories you use but do not

shop for? _____

_____

Section C: Factors that affect men attitude towards the consumption of personal care products

No.	Statement	4 SD	3 D	2 A	1 SA
Self-image					
C14	I consider creating or strengthening a desired image by the use of personal care products				
C15	I consider using personal care products for creating a stronger impression outside				
C16	I use personal care products for creating a self-image				
C17	Look for ideal hairstyle				
C18	I believe that consuming personal care products enhance my well-being				
C19	I use personal care products to enhance myself				
C20	I buy personal care products in order to make myself feel better				
C20	I use grooming product for presentable image				
C21	I am more concerned about appearance				
C22	I feel embarrassed if not looked best				
No.	Statement	4 SD	3 D	2 A	1 SA
Self-esteem					
C23	Applying personal care products give me confidence				
C24	I believe that consuming personal care products enhance my confidence				
C25	I use a limited variety of personal care products				
C26	I rarely buy personal care products				

No.	Statement				
C27	I normally shop quickly, buying the first product or brand that seems good enough				
Lifestyle					
C28	I am usually the first to buy the latest cosmetics				
C29	Other people ask me what is fashionable/trendy				
C30	I am interested in cosmetics literature				
C31	I look in the mirror throughout the day				
C32	I feel excited when buying personal care products				
Societal beliefs					
C31	I think carefully about the personal care products before using them				
C32	I am confident that I buy good personal care product for the money I pay				
C33	I am conscious of the cosmetics I wear				
C34	I am confident that I make good choices when I buy cosmetics				
C35	I like getting complimented on my looks				
C36	I wear a deodorant because my wife/girlfriend likes it				
C37	I buy cosmetics to have flawless skin as others				
C38	I look attractive with groomed look when I used cosmetics				
C39	I like to look young in eyes of others				
Celebrity Association					
C40	I am a fan of good looking male celebrities				
No.	Statement	4 SD	3 D	2 A	1 SA
C41	I buy products which are endorsed by my favourite celebrity				
C42	I feel proud when people associate/compare me with my favorite celebrity				
C43	After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish				
C44	I feel look alike as using endorsed product				
C45	I like to look younger as my actual age				
C46	I imitate a celebrity to buy personal care products				

Section D: Male Grooming Zone:

D1. How do you feel about shopping for personal care post the installation of the Male Zone?

Interesting ☐

 Boring ☐

Relaxing ☐

Embarrassing ☐

Enjoyable ☐

Irritating ☐

Confusing ☐

Fun ☐

D2. Do you prefer the new shopping environment i.e. The Male Zone? Yes/No

D3. Would you prefer electrical Personal Care such as Shavers, Nose Trimmers to be merchandised with Male Personal Care? Yes/No

_____

Section E: Personal Care Product Usage:

E1. Do you now buy personal care products/toiletries in a separate shopping trip? Yes/No

E2. Which brands are more visible to you post the installation of the Male Zone

Axe ☐

Brutt ☐

Nivea for men ☐

Dove ☐

Vaseline ☐

Gillette ☐

Shield ☐

Dawn ☐

Clere for Men ☐

Organics ☐

Head & Shoulders ☐

Lux, Palmolive ☐

Radox ☐

Any others?

E3.   Where do you prefer to cosmetic products?

Shopping Mall ☐

Traditional Shop ☐

Online ☐

Medical Store ☐

Departmental ☐

Section F: Spending patterns

F1. How much do you spend on personal care products monthly? _____

F2. Has the amount of money that you spend on toiletries per month increased? Yes/No

F3.   If yes, by how much has it increased? _____

Section F: Strategic importance of personal care products

No.	Statement	4 SD	3 D	2 A	1 SA
Emotional Value					
F58	I pay attention to the emotions more than the functions when buying a personal care product				
F59	When buying a personal care product, I make my decision according to my feelings.				
F60	When buying a personal care product, my emotions are as important as the features and price of the product				
F61	I can buy a personal care product just because of my feelings without giving it a thought				
F62	Buying a personal care product arouses the feelings of fun and pleasure in me				
F63	Buying a personal care product makes me excited				
F64	I act with nostalgic feelings when buying a personal care product				
Epistemic Value					
F65	I like looking for new and different products.				
F66	Even though I do not buy personal care products, new products catch my attention				
F67	I get a lot of information before I buy personal care products				
F68	I get reliable information about different products before I buy personal care products.				
F69	I search for the latest information about personal care products				
Social value					
F70	I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products				
F71	The familiarity and reputation of the brand of personal care products I use is important to me				
No.	Statement	4 SD	3 D	2 A	1 SA
F72	For me, it is important that the brand I use in personal care products is sold everywhere				
F73	I definitely try the latest personal care products no matter how much they cost				
F74	I am the first to know about the latest personal care products				

Appendix C: Pictures of the Male Grooming Zone

AMBIENCE

Improved ambience to draw male shoppers into the Department

LAYOUT

Offers "Head-to-Toe" Solution with color/ visual to help male shoppers navigate

EVENTS/ ACTIVITIES

Hot spots and navigation aid to assist with identifying departments within the zone

Appendix D: Codes and Statements

Statement	Code
I consider creating or strengthening a desired image by the use of personal care products	C12_SI
I consider using personal care products for creating a stronger impression outside	C13_SI
I use personal care products for creating a self-image	C14_SI
I have an image that I want to have and I pick the products to go with it	C15_SI
I believe that consuming personal care products enhance my well-being	C16_SI
I use personal care products to enhance myself	C17_SI
I buy personal care products in order to make myself feel better	C18_SI
I love using personal care products	C19_SI
Applying personal care products give me confidence	C20_SE
I believe that consuming personal care products enhance my confidence	C21_SE
I use a limited variety of personal care products	C22_SE
I rarely buy personal care products	C23_SE
I normally shop quickly, buying the first product or brand that seems good enough	C24_SE
I am usually the first to buy the latest cosmetics	C25_L
Other people ask me what is fashionable/trendy	C26_L
I am interested in cosmetics literature	C27_L
I look in the mirror throughout the day	C28_L
I feel excited when buying personal care products	C29_L
I think carefully about the personal care products before using them	C30_SB
I am confident that I buy good personal care product for the money I pay	C31_SB
I am conscious of the cosmetics I wear	C32_SB
I am confident that I make good choices when I buy cosmetics	C33_SB
I like getting complimented on my looks	C34_SB
I wear a deodorant because my wife/girlfriend likes it	C35_SB
I am a fan of good looking male celebrities	C36_CA
I buy products which are endorsed by my favourite celebrity	C37_CA
I feel proud when people associate/compare me with my favorite celebrity	C38_CA
After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish	C39_CA
I pay attention to the emotions more than the functions when buying a personal care product	F48_EmV
When buying a personal care product, I make my decision according to my feelings.	F49_EmV
When buying a personal care product, my emotions are as important as the features and price of the product	F50_EmV
I can buy a personal care product just because of my feelings without giving it a thought	F51_EmV
Buying a personal care product arouses the feelings of fun and pleasure in me	F52_EmV
Buying a personal care product makes me excited	F53_EmV
I act with nostalgic feelings when buying a personal care product	F54_EmV
I like looking for new and different products.	F55_EpV
Even though I do not buy personal care products, new products catch my attention	F56_EpV
I get a lot of information before I buy personal care products	F57_EpV
I get reliable information about different products before I buy personal care products.	F58_EpV
I search for the latest information about personal care products	F59_EpV
I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products	F60_SV
The familiarity and reputation of the brand of personal care products I use is important to me	F61_SV
For me, it is important that the brand I use in personal care products is sold everywhere	F62_SV
I definitely try the latest personal care products no matter how much they cost	F63_SV
I am the first to know about the latest personal care products	F64_SV

Appendix E: Crosstabulation

I consider creating or strengthening a desired image by the use of personal care products * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I consider creating or strengthening a desired image by the use of personal care produc	Disagree	Count	3	0	1	0	4
		% within Age	2.3%	0.0%	2.2%	0.0%	1.5%
	Agree	Count	5	3	2	4	14
		% within Age	3.9%	4.7%	4.4%	19.0%	5.4%
	Strongly Agree	Count	121	61	42	17	241
		% within Age	93.8%	95.3%	93.3%	81.0%	93.1%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider creating or strengthening a desired image by the use of personal care products * Gender Crosstabulation[a]

			Gender	Total
			Male	
I consider creating or strengthening a desired image by the use of personal care produc	Disagree	Count	4	4
		% within Gender	1.5%	1.5%
	Agree	Count	14	14
		% within Gender	5.4%	5.4%
	Strongly Agree	Count	241	241
		% within Gender	93.1%	93.1%
Total		Count	259	259
		% within Gender	100.0%	100.0%

a. Group = Post

I consider creating or strengthening a desired image by the use of personal care products * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I consider creating or strengthening a desired image by the use of personal care produc	Disagree	Count	0	0	0	4	4
		% within Race	0.0%	0.0%	0.0%	8.5%	1.5%
	Agree	Count	0	0	0	14	14
		% within Race	0.0%	0.0%	0.0%	29.8%	5.4%
	Strongly Agree	Count	52	102	58	29	241
		% within Race	100.0%	100.0%	100.0%	61.7%	93.1%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider creating or strengthening a desired image by the use of personal care products * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I consider creating or strengthening a desired image by the use of personal care produc	Disagree	Count	0	0	0	4	4
		% within How many years of education do you have?	0.0%	0.0%	0.0%	3.4%	1.5%
	Agree	Count	0	0	0	14	14
		% within How many years of education do you have?	0.0%	0.0%	0.0%	12.1%	5.4%
	Strongly Agree	Count	8	19	116	98	241
		% within How many years of education do you have?	100.0%	100.0%	100.0%	84.5%	93.1%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider creating or strengthening a desired image by the use of personal care products * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I consider creating or strengthening a desired image by the use of personal care produc	Disagree	Count	0	0	0	1	3	4
		% within What is your highest educational qualificatio	0.0%	0.0%	0.0%	1.5%	75.0%	1.5%
	Agree	Count	0	0	0	13	1	14
		% within What is your highest educational qualificatio	0.0%	0.0%	0.0%	20.0%	25.0%	5.4%
	Strongly Agree	Count	45	6	139	51	0	241
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	78.5%	0.0%	93.1%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider creating or strengthening a desired image by the use of personal care products * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I consider creating or strengthening a desired image by the use of personal care produc	Disagree	Count	0	0	0	0	0	4	4
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%	1.5%
	Agree	Count	0	0	0	0	0	14	14
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	0.0%	66.7%	5.4%
	Strongly Agree	Count	43	66	71	23	35	3	241
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	14.3%	93.1%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider using personal care products for creating a stronger impression outside * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I consider using personal care products for creating a stronger impression outside	Strongly Disagree	Count	2	1	2	2	7
		% within Age	1.6%	1.6%	4.4%	9.5%	2.7%
	Disagree	Count	2	1	0	1	4
		% within Age	1.6%	1.6%	0.0%	4.8%	1.5%
	Agree	Count	7	4	4	0	15
		% within Age	5.4%	6.3%	8.9%	0.0%	5.8%
	Strongly Agree	Count	118	58	39	18	233
		% within Age	91.5%	90.6%	86.7%	85.7%	90.0%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider using personal care products for creating a stronger impression outside * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I consider using personal care products for creating a stronger impression outside	Strongly Disagree	Count	0	0	3	4	7
		% within Race	0.0%	0.0%	5.2%	8.5%	2.7%
	Disagree	Count	0	0	2	2	4
		% within Race	0.0%	0.0%	3.4%	4.3%	1.5%
	Agree	Count	0	6	4	5	15
		% within Race	0.0%	5.9%	6.9%	10.6%	5.8%
	Strongly Agree	Count	52	96	49	36	233
		% within Race	100.0%	94.1%	84.5%	76.6%	90.0%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider using personal care products for creating a stronger impression outside * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I consider using personal care products for creating a stronger impression outside	Strongly Disagree	Count	0	0	0	7	7
		% within How many years of education do you have?	0.0%	0.0%	0.0%	6.0%	2.7%
	Disagree	Count	0	0	0	4	4
		% within How many years of education do you have?	0.0%	0.0%	0.0%	3.4%	1.5%
	Agree	Count	0	0	0	15	15
		% within How many years of education do you have?	0.0%	0.0%	0.0%	12.9%	5.8%
	Strongly Agree	Count	8	19	116	90	233
		% within How many years of education do you have?	100.0%	100.0%	100.0%	77.6%	90.0%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider using personal care products for creating a stronger impression outside * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I consider using personal care products for creating a stronger impression outside	Strongly Disagree	Count	0	0	0	7	0	7
		% within What is your highest educational qualificatio	0.0%	0.0%	0.0%	10.8%	0.0%	2.7%
	Disagree	Count	0	0	0	4	0	4
		% within What is your highest educational qualificatio	0.0%	0.0%	0.0%	6.2%	0.0%	1.5%
	Agree	Count	0	0	10	1	4	15
		% within What is your highest educational qualificatio	0.0%	0.0%	7.2%	1.5%	100.0%	5.8%
	Strongly Agree	Count	45	6	129	53	0	233
		% within What is your highest educational qualificatio	100.0%	100.0%	92.8%	81.5%	0.0%	90.0%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I consider using personal care products for creating a stronger impression outside * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I consider using personal care products for creating a stronger impression outside	Strongly Disagree	Count	0	0	0	0	3	4	7
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	8.6%	19.0%	2.7%
	Disagree	Count	0	0	0	0	2	2	4
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	5.7%	9.5%	1.5%
	Agree	Count	0	0	10	0	0	5	15
		% within What is your occupation?	0.0%	0.0%	14.1%	0.0%	0.0%	23.8%	5.8%
	Strongly Agree	Count	43	66	61	23	30	10	233
		% within What is your occupation?	100.0%	100.0%	85.9%	100.0%	85.7%	47.6%	90.0%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products for creating a self-image * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I use personal care products for creating a self-image	Disagree	Count	4	4	1	2	11
		% within Age	3.1%	6.3%	2.2%	9.5%	4.2%
	Agree	Count	11	7	6	6	30
		% within Age	8.5%	10.9%	13.3%	28.6%	11.6%
	Strongly Agree	Count	114	53	38	13	218
		% within Age	88.4%	82.8%	84.4%	61.9%	84.2%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products for creating a self-image * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I use personal care products for creating a self-image	Disagree	Count	0	0	0	11	11
		% within Race	0.0%	0.0%	0.0%	23.4%	4.2%
	Agree	Count	0	0	0	30	30
		% within Race	0.0%	0.0%	0.0%	63.8%	11.6%
	Strongly Agree	Count	52	102	58	6	218
		% within Race	100.0%	100.0%	100.0%	12.8%	84.2%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products for creating a self-image * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I use personal care products for creating a self-image	Disagree	Count	0	0	0	11	11
		% within How many years of education do you have?	0.0%	0.0%	0.0%	9.5%	4.2%
	Agree	Count	0	0	0	30	30
		% within How many years of education do you have?	0.0%	0.0%	0.0%	25.9%	11.6%
	Strongly Agree	Count	8	19	116	75	218
		% within How many years of education do you have?	100.0%	100.0%	100.0%	64.7%	84.2%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products for creating a self-image * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I use personal care products for creating a self-image	Disagree	Count	0	0	0	10	1	11
		% within What is your highest educational qualificatio	0.0%	0.0%	0.0%	15.4%	25.0%	4.2%
	Agree	Count	0	0	0	27	3	30
		% within What is your highest educational qualificatio	0.0%	0.0%	0.0%	41.5%	75.0%	11.6%
	Strongly Agree	Count	45	6	139	28	0	218
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	43.1%	0.0%	84.2%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products for creating a self-image * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I use personal care products for creating a self-image	Disagree	Count	0	0	0	0	0	11	11
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	0.0%	52.4%	4.2%
	Agree	Count	0	0	0	0	20	10	30
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	57.1%	47.6%	11.6%
	Strongly Agree	Count	43	66	71	23	15	0	218
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	42.9%	0.0%	84.2%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I have an image that I want to have and I pick the products to go with it * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I have an image that I want to have and I pick the products to go with it	Strongly Disagree	Count	1	1	1	0	3
		% within Age	0.8%	1.6%	2.2%	0.0%	1.2%
	Disagree	Count	1	2	1	0	4
		% within Age	0.8%	3.1%	2.2%	0.0%	1.5%
	Agree	Count	11	7	4	6	28
		% within Age	8.5%	10.9%	8.9%	28.6%	10.8%
	Strongly Agree	Count	116	54	39	15	224
		% within Age	89.9%	84.4%	86.7%	71.4%	86.5%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I have an image that I want to have and I pick the products to go with it * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I have an image that I want to have and I pick the products to go with it	Strongly Disagree	Count	0	0	0	3	3
		% within Race	0.0%	0.0%	0.0%	6.4%	1.2%
	Disagree	Count	0	0	0	4	4
		% within Race	0.0%	0.0%	0.0%	8.5%	1.5%
	Agree	Count	0	0	0	28	28
		% within Race	0.0%	0.0%	0.0%	59.6%	10.8%
	Strongly Agree	Count	52	102	58	12	224
		% within Race	100.0%	100.0%	100.0%	25.5%	86.5%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I have an image that I want to have and I pick the products to go with it * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I have an image that I want to have and I pick the products to go with it	Strongly Disagree	Count	0	0	0	3	3
		% within How many years of education do you have?	0.0%	0.0%	0.0%	2.6%	1.2%
	Disagree	Count	0	0	0	4	4
		% within How many years of education do you have?	0.0%	0.0%	0.0%	3.4%	1.5%
	Agree	Count	0	0	0	28	28
		% within How many years of education do you have?	0.0%	0.0%	0.0%	24.1%	10.8%
	Strongly Agree	Count	8	19	116	81	224
		% within How many years of education do you have?	100.0%	100.0%	100.0%	69.8%	86.5%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I have an image that I want to have and I pick the products to go with it * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I have an image that I want to have and I pick the products to go with it	Strongly Disagree	Count	0	0	0	3	0	3
		% within What is your highest educational qualification	0.0%	0.0%	0.0%	4.6%	0.0%	1.2%
	Disagree	Count	0	0	0	4	0	4
		% within What is your highest educational qualification	0.0%	0.0%	0.0%	6.2%	0.0%	1.5%
	Agree	Count	0	0	0	24	4	28
		% within What is your highest educational qualification	0.0%	0.0%	0.0%	36.9%	100.0%	10.8%
	Strongly Agree	Count	45	6	139	34	0	224
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	52.3%	0.0%	86.5%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I have an image that I want to have and I pick the products to go with it * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I have an image that I want to have and I pick the products to go with it	Strongly Disagree	Count	0	0	0	0	3	0	3
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	1.2%
	Disagree	Count	0	0	0	0	4	0	4
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	1.5%
	Agree	Count	0	0	0	0	15	13	28
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	42.9%	61.9%	10.8%
	Strongly Agree	Count	43	66	71	23	13	8	224
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	37.1%	38.1%	86.5%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I believe that consuming personal care products enhance my well-being * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I believe that consuming personal care products enhance my well-being	Strongly Disagree	Count	1	1	2	0	4
		% within Age	0.8%	1.6%	4.4%	0.0%	1.5%
	Disagree	Count	5	0	0	0	5
		% within Age	3.9%	0.0%	0.0%	0.0%	1.9%
	Agree	Count	19	8	7	2	36
		% within Age	14.7%	12.5%	15.6%	9.5%	13.9%
	Strongly Agree	Count	104	55	36	19	214
		% within Age	80.6%	85.9%	80.0%	90.5%	82.6%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I believe that consuming personal care products enhance my well-being * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I believe that consuming personal care products enhance my well-being	Strongly Disagree	Count	0	4	0	0	4
		% within Race	0.0%	3.9%	0.0%	0.0%	1.5%
	Disagree	Count	0	5	0	0	5
		% within Race	0.0%	4.9%	0.0%	0.0%	1.9%
	Agree	Count	35	1	0	0	36
		% within Race	67.3%	1.0%	0.0%	0.0%	13.9%
	Strongly Agree	Count	17	92	58	47	214
		% within Race	32.7%	90.2%	100.0%	100.0%	82.6%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I believe that consuming personal care products enhance my well-being * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I believe that consuming personal care products enhance my well-being	Strongly Disagree	Count	0	0	4	0	4
		% within How many years of education do you have?	0.0%	0.0%	3.4%	0.0%	1.5%
	Disagree	Count	0	0	5	0	5
		% within How many years of education do you have?	0.0%	0.0%	4.3%	0.0%	1.9%
	Agree	Count	8	19	9	0	36
		% within How many years of education do you have?	100.0%	100.0%	7.8%	0.0%	13.9%
	Strongly Agree	Count	0	0	98	116	214
		% within How many years of education do you have?	0.0%	0.0%	84.5%	100.0%	82.6%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I believe that consuming personal care products enhance my well-being * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I believe that consuming personal care products enhance my well-being	Strongly Disagree	Count	0	0	4	0	0	4
		% within What is your highest educational qualification	0.0%	0.0%	2.9%	0.0%	0.0%	1.5%
	Disagree	Count	0	0	5	0	0	5
		% within What is your highest educational qualification	0.0%	0.0%	3.6%	0.0%	0.0%	1.9%
	Agree	Count	35	0	1	0	0	36
		% within What is your highest educational qualification	77.8%	0.0%	0.7%	0.0%	0.0%	13.9%
	Strongly Agree	Count	10	6	129	65	4	214
		% within What is your highest educational qualification	22.2%	100.0%	92.8%	100.0%	100.0%	82.6%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products to enhance myself * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I use personal care products to enhance myself	Strongly Disagree	Count	2	1	0	0	3
		% within Age	1.6%	1.6%	0.0%	0.0%	1.2%
	Disagree	Count	2	2	1	0	5
		% within Age	1.6%	3.1%	2.2%	0.0%	1.9%
	Agree	Count	22	12	7	1	42
		% within Age	17.1%	18.8%	15.6%	4.8%	16.2%
	Strongly Agree	Count	103	49	37	20	209
		% within Age	79.8%	76.6%	82.2%	95.2%	80.7%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I believe that consuming personal care products enhance my well-being * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I believe that consuming personal care products enhance my well-being	Strongly Disagree	Count	0	4	0	0	0	0	4
		% within What is your occupation?	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	1.5%
	Disagree	Count	0	5	0	0	0	0	5
		% within What is your occupation?	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	1.9%
	Agree	Count	35	1	0	0	0	0	36
		% within What is your occupation?	81.4%	1.5%	0.0%	0.0%	0.0%	0.0%	13.9%
	Strongly Agree	Count	8	56	71	23	35	21	214
		% within What is your occupation?	18.6%	84.8%	100.0%	100.0%	100.0%	100.0%	82.6%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products to enhance myself * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I use personal care products to enhance myself	Strongly Disagree	Count	0	3	0	0	3
		% within Race	0.0%	2.9%	0.0%	0.0%	1.2%
	Disagree	Count	0	3	2	0	5
		% within Race	0.0%	2.9%	3.4%	0.0%	1.9%
	Agree	Count	12	18	1	11	42
		% within Race	23.1%	17.6%	1.7%	23.4%	16.2%
	Strongly Agree	Count	40	78	55	36	209
		% within Race	76.9%	76.5%	94.8%	76.6%	80.7%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products to enhance myself * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I use personal care products to enhance myself	Strongly Disagree	Count	0	0	3	0	3
		% within How many years of education do you have?	0.0%	0.0%	2.6%	0.0%	1.2%
	Disagree	Count	0	0	3	2	5
		% within How many years of education do you have?	0.0%	0.0%	2.6%	1.7%	1.9%
	Agree	Count	0	12	10	20	42
		% within How many years of education do you have?	0.0%	63.2%	8.6%	17.2%	16.2%
	Strongly Agree	Count	8	7	100	94	209
		% within How many years of education do you have?	100.0%	36.8%	86.2%	81.0%	80.7%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products to enhance myself * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I use personal care products to enhance myself	Strongly Disagree	Count	0	0	3	0	0	3
		% within What is your highest educational qualificatio	0.0%	0.0%	2.2%	0.0%	0.0%	1.2%
	Disagree	Count	0	0	5	0	0	5
		% within What is your highest educational qualificatio	0.0%	0.0%	3.6%	0.0%	0.0%	1.9%
	Agree	Count	12	0	19	11	0	42
		% within What is your highest educational qualificatio	26.7%	0.0%	13.7%	16.9%	0.0%	16.2%
	Strongly Agree	Count	33	6	112	54	4	209
		% within What is your highest educational qualificatio	73.3%	100.0%	80.6%	83.1%	100.0%	80.7%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use personal care products to enhance myself * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I use personal care products to enhance myself	Strongly Disagree	Count	0	0	3	0	0	0	3
		% within What is your occupation?	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	1.2%
	Disagree	Count	0	0	4	1	0	0	5
		% within What is your occupation?	0.0%	0.0%	5.6%	4.3%	0.0%	0.0%	1.9%
	Agree	Count	12	8	10	1	6	5	42
		% within What is your occupation?	27.9%	12.1%	14.1%	4.3%	17.1%	23.8%	16.2%
	Strongly Agree	Count	31	58	54	21	29	16	209
		% within What is your occupation?	72.1%	87.9%	76.1%	91.3%	82.9%	76.2%	80.7%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy personal care products in order to make myself feel better * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I buy personal care products in order to make myself feel better	Disagree	Count	3	1	3	0	7
		% within Age	2.3%	1.6%	6.7%	0.0%	2.7%
	Agree	Count	15	12	11	1	39
		% within Age	11.6%	18.8%	24.4%	4.8%	15.1%
	Strongly Agree	Count	111	51	31	20	213
		% within Age	86.0%	79.7%	68.9%	95.2%	82.2%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy personal care products in order to make myself feel better * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I buy personal care products in order to make myself feel better	Disagree	Count	0	0	7	0	7
		% within Race	0.0%	0.0%	12.1%	0.0%	2.7%
	Agree	Count	13	8	9	9	39
		% within Race	25.0%	7.8%	15.5%	19.1%	15.1%
	Strongly Agree	Count	39	94	42	38	213
		% within Race	75.0%	92.2%	72.4%	80.9%	82.2%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy personal care products in order to make myself feel better * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I buy personal care products in order to make myself feel better	Disagree	Count	0	0	0	7	7
		% within How many years of education do you have?	0.0%	0.0%	0.0%	6.0%	2.7%
	Agree	Count	2	9	10	18	39
		% within How many years of education do you have?	25.0%	47.4%	8.6%	15.5%	15.1%
	Strongly Agree	Count	6	10	106	91	213
		% within How many years of education do you have?	75.0%	52.6%	91.4%	78.4%	82.2%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy personal care products in order to make myself feel better * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I buy personal care products in order to make myself feel better	Disagree	Count	0	0	7	0	0	7
		% within What is your highest educational qualificatio	0.0%	0.0%	5.0%	0.0%	0.0%	2.7%
	Agree	Count	13	0	17	9	0	39
		% within What is your highest educational qualificatio	28.9%	0.0%	12.2%	13.8%	0.0%	15.1%
	Strongly Agree	Count	32	6	115	56	4	213
		% within What is your highest educational qualificatio	71.1%	100.0%	82.7%	86.2%	100.0%	82.2%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy personal care products in order to make myself feel better * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I buy personal care products in order to make myself feel better	Disagree	Count	0	0	7	0	0	0	7
		% within What is your occupation?	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	2.7%
	Agree	Count	13	8	8	1	9	0	39
		% within What is your occupation?	30.2%	12.1%	11.3%	4.3%	25.7%	0.0%	15.1%
	Strongly Agree	Count	30	58	56	22	26	21	213
		% within What is your occupation?	69.8%	87.9%	78.9%	95.7%	74.3%	100.0%	82.2%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I love using personal care products * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I love using personal care products	Strongly Disagree	Count	2	2	1	0	5
		% within Age	1.6%	3.1%	2.2%	0.0%	1.9%
	Disagree	Count	2	2	1	2	7
		% within Age	1.6%	3.1%	2.2%	9.5%	2.7%
	Agree	Count	9	9	5	4	27
		% within Age	7.0%	14.1%	11.1%	19.0%	10.4%
	Strongly Agree	Count	116	51	38	15	220
		% within Age	89.9%	79.7%	84.4%	71.4%	84.9%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I love using personal care products * Race Crosstabulation[a]

I love using personal care products			Race				Total
			African	White	Indian	Coloured	
I love using personal care products	Strongly Disagree	Count	0	5	0	0	5
		% within Race	0.0%	4.9%	0.0%	0.0%	1.9%
	Disagree	Count	0	7	0	0	7
		% within Race	0.0%	6.9%	0.0%	0.0%	2.7%
	Agree	Count	3	5	6	13	27
		% within Race	5.8%	4.9%	10.3%	27.7%	10.4%
	Strongly Agree	Count	49	85	52	34	220
		% within Race	94.2%	83.3%	89.7%	72.3%	84.9%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I love using personal care products * How many years of education do you have? Crosstabulation[a]

I love using personal care products			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I love using personal care products	Strongly Disagree	Count	0	0	5	0	5
		% within How many years of education do you have?	0.0%	0.0%	4.3%	0.0%	1.9%
	Disagree	Count	0	0	7	0	7
		% within How many years of education do you have?	0.0%	0.0%	6.0%	0.0%	2.7%
	Agree	Count	1	1	6	19	27
		% within How many years of education do you have?	12.5%	5.3%	5.2%	16.4%	10.4%
	Strongly Agree	Count	7	18	98	97	220
		% within How many years of education do you have?	87.5%	94.7%	84.5%	83.6%	84.9%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I love using personal care products * What is your highest educational qualification? Crosstabulation[a]

I love using personal care products			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I love using personal care products	Strongly Disagree	Count	0	0	5	0	0	5
		% within What is your highest educational qualification	0.0%	0.0%	3.6%	0.0%	0.0%	1.9%
	Disagree	Count	0	0	7	0	0	7
		% within What is your highest educational qualification	0.0%	0.0%	5.0%	0.0%	0.0%	2.7%
	Agree	Count	3	0	10	13	1	27
		% within What is your highest educational qualification	6.7%	0.0%	7.2%	20.0%	25.0%	10.4%
	Strongly Agree	Count	42	6	117	52	3	220
		% within What is your highest educational qualification	93.3%	100.0%	84.2%	80.0%	75.0%	84.9%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I love using personal care products * What is your occupation? Crosstabulation[a]

I love using personal care products			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I love using personal care products	Strongly Disagree	Count	0	2	3	0	0	0	5
		% within What is your occupation?	0.0%	3.0%	4.2%	0.0%	0.0%	0.0%	1.9%
	Disagree	Count	0	6	1	0	0	0	7
		% within What is your occupation?	0.0%	9.1%	1.4%	0.0%	0.0%	0.0%	2.7%
	Agree	Count	3	4	6	1	0	13	27
		% within What is your occupation?	7.0%	6.1%	8.5%	4.3%	0.0%	61.9%	10.4%
	Strongly Agree	Count	40	54	61	22	35	8	220
		% within What is your occupation?	93.0%	81.8%	85.9%	95.7%	100.0%	38.1%	84.9%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Applying personal care products give me confidence * Age Crosstabulation[a]

Applying personal care products give me confidence			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
Applying personal care products give me confidence	Strongly Disagree	Count	0	1	0	0	1
		% within Age	0.0%	1.6%	0.0%	0.0%	0.4%
	Disagree	Count	2	2	1	4	9
		% within Age	1.6%	3.1%	2.2%	19.0%	3.5%
	Agree	Count	14	8	2	2	26
		% within Age	10.9%	12.5%	4.4%	9.5%	10.0%
	Strongly Agree	Count	113	53	42	15	223
		% within Age	87.6%	82.8%	93.3%	71.4%	86.1%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Applying personal care products give me confidence * Race Crosstabulation[a]

Applying personal care products give me confidence			Race				Total
			African	White	Indian	Coloured	
Applying personal care products give me confidence	Strongly Disagree	Count	0	0	1	0	1
		% within Race	0.0%	0.0%	1.7%	0.0%	0.4%
	Disagree	Count	0	1	2	6	9
		% within Race	0.0%	1.0%	3.4%	12.8%	3.5%
	Agree	Count	8	10	4	4	26
		% within Race	15.4%	9.8%	6.9%	8.5%	10.0%
	Strongly Agree	Count	44	91	51	37	223
		% within Race	84.6%	89.2%	87.9%	78.7%	86.1%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Applying personal care products give me confidence * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?					Total
			< 1	1 - 2	3 - 5	6+		
Applying personal care products give me confidence	Strongly Disagree	Count	0	0	0	1		1
		% within How many years of education do you have?	0.0%	0.0%	0.0%	0.9%		0.4%
	Disagree	Count	0	0	1	8		9
		% within How many years of education do you have?	0.0%	0.0%	0.9%	6.9%		3.5%
	Agree	Count	1	1	16	8		26
		% within How many years of education do you have?	12.5%	5.3%	13.8%	6.9%		10.0%
	Strongly Agree	Count	7	18	99	99		223
		% within How many years of education do you have?	87.5%	94.7%	85.3%	85.3%		86.1%
Total		Count	8	19	116	116		259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%		100.0%

a. Group = Post

Applying personal care products give me confidence * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
Applying personal care products give me confidence	Strongly Disagree	Count	0	0	1	0	0	1
		% within What is your highest educational qualification	0.0%	0.0%	0.7%	0.0%	0.0%	0.4%
	Disagree	Count	0	0	1	8	0	9
		% within What is your highest educational qualification	0.0%	0.0%	0.7%	12.3%	0.0%	3.5%
	Agree	Count	8	0	11	7	0	26
		% within What is your highest educational qualification	17.8%	0.0%	7.9%	10.8%	0.0%	10.0%
	Strongly Agree	Count	37	6	126	50	4	223
		% within What is your highest educational qualification	82.2%	100.0%	90.6%	76.9%	100.0%	86.1%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Applying personal care products give me confidence * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
Applying personal care products give me confidence	Strongly Disagree	Count	0	0	1	0	0	0	1
		% within What is your occupation?	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.4%
	Disagree	Count	0	0	1	2	5	1	9
		% within What is your occupation?	0.0%	0.0%	1.4%	8.7%	14.3%	4.8%	3.5%
	Agree	Count	8	3	7	4	2	2	26
		% within What is your occupation?	18.6%	4.5%	9.9%	17.4%	5.7%	9.5%	10.0%
	Strongly Agree	Count	35	63	62	17	28	18	223
		% within What is your occupation?	81.4%	95.5%	87.3%	73.9%	80.0%	85.7%	86.1%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I believe that consuming personal care products enhance my confidence * Age Crosstabulation[a]

			Age					Total
			20 - 40	41 - 50	51 - 60	> 60		
I believe that consuming personal care products enhance my confidence	Strongly Disagree	Count	2	0	1	1		4
		% within Age	1.6%	0.0%	2.2%	4.8%		1.5%
	Disagree	Count	3	2	0	0		5
		% within Age	2.3%	3.1%	0.0%	0.0%		1.9%
	Agree	Count	4	11	6	6		27
		% within Age	3.1%	17.2%	13.3%	28.6%		10.4%
	Strongly Agree	Count	120	51	38	14		223
		% within Age	93.0%	79.7%	84.4%	66.7%		86.1%
Total		Count	129	64	45	21		259
		% within Age	100.0%	100.0%	100.0%	100.0%		100.0%

a. Group = Post

I believe that consuming personal care products enhance my confidence * Race Crosstabulation[a]

			Race					Total
			African	White	Indian	Coloured		
I believe that consuming personal care products enhance my confidence	Strongly Disagree	Count	0	0	0	4		4
		% within Race	0.0%	0.0%	0.0%	8.5%		1.5%
	Disagree	Count	0	2	0	3		5
		% within Race	0.0%	2.0%	0.0%	6.4%		1.9%
	Agree	Count	3	3	15	6		27
		% within Race	5.8%	2.9%	25.9%	12.8%		10.4%
	Strongly Agree	Count	49	97	43	34		223
		% within Race	94.2%	95.1%	74.1%	72.3%		86.1%
Total		Count	52	102	58	47		259
		% within Race	100.0%	100.0%	100.0%	100.0%		100.0%

a. Group = Post

I believe that consuming personal care products enhance my confidence * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?					Total
			< 1	1 - 2	3 - 5	6+		
I believe that consuming personal care products enhance my confidence	Strongly Disagree	Count	0	0	0	4		4
		% within How many years of education do you have?	0.0%	0.0%	0.0%	3.4%		1.5%
	Disagree	Count	0	0	2	3		5
		% within How many years of education do you have?	0.0%	0.0%	1.7%	2.6%		1.9%
	Agree	Count	1	1	4	21		27
		% within How many years of education do you have?	12.5%	5.3%	3.4%	18.1%		10.4%
	Strongly Agree	Count	7	18	110	88		223
		% within How many years of education do you have?	87.5%	94.7%	94.8%	75.9%		86.1%
Total		Count	8	19	116	116		259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%		100.0%

a. Group = Post

I believe that consuming personal care products enhance my confidence * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I believe that consuming personal care products enhance my confidence	Strongly Disagree	Count	0	0	0	1	3	4
		% within What is your highest educational qualification	0.0%	0.0%	0.0%	1.5%	75.0%	1.5%
	Disagree	Count	0	0	2	2	1	5
		% within What is your highest educational qualification	0.0%	0.0%	1.4%	3.1%	25.0%	1.9%
	Agree	Count	3	0	8	16	0	27
		% within What is your highest educational qualification	6.7%	0.0%	5.8%	24.6%	0.0%	10.4%
	Strongly Agree	Count	42	6	129	46	0	223
		% within What is your highest educational qualification	93.3%	100.0%	92.8%	70.8%	0.0%	86.1%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I believe that consuming personal care products enhance my confidence * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I believe that consuming personal care products enhance my confidence	Strongly Disagree	Count	0	0	0	0	0	4	4
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%	1.5%
	Disagree	Count	0	0	2	0	0	3	5
		% within What is your occupation?	0.0%	0.0%	2.8%	0.0%	0.0%	14.3%	1.9%
	Agree	Count	3	3	3	7	5	6	27
		% within What is your occupation?	7.0%	4.5%	4.2%	30.4%	14.3%	28.6%	10.4%
	Strongly Agree	Count	40	63	66	16	30	8	223
		% within What is your occupation?	93.0%	95.5%	93.0%	69.6%	85.7%	38.1%	86.1%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use a limited variety of personal care products * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I use a limited variety of personal care products	Strongly Disagree	Count	0	2	1	3	6
		% within Age	0.0%	3.1%	2.2%	14.3%	2.3%
	Disagree	Count	4	2	2	3	11
		% within Age	3.1%	3.1%	4.4%	14.3%	4.2%
	Agree	Count	3	5	1	0	9
		% within Age	2.3%	7.8%	2.2%	0.0%	3.5%
	Strongly Agree	Count	122	55	41	15	233
		% within Age	94.6%	85.9%	91.1%	71.4%	90.0%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use a limited variety of personal care products * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I use a limited variety of personal care products	Strongly Disagree	Count	0	0	2	4	6
		% within Race	0.0%	0.0%	3.4%	8.5%	2.3%
	Disagree	Count	0	2	1	8	11
		% within Race	0.0%	2.0%	1.7%	17.0%	4.2%
	Agree	Count	3	3	1	2	9
		% within Race	5.8%	2.9%	1.7%	4.3%	3.5%
	Strongly Agree	Count	49	97	54	33	233
		% within Race	94.2%	95.1%	93.1%	70.2%	90.0%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use a limited variety of personal care products * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I use a limited variety of personal care products	Strongly Disagree	Count	0	0	0	6	6
		% within How many years of education do you have?	0.0%	0.0%	0.0%	5.2%	2.3%
	Disagree	Count	0	0	2	9	11
		% within How many years of education do you have?	0.0%	0.0%	1.7%	7.8%	4.2%
	Agree	Count	1	1	4	3	9
		% within How many years of education do you have?	12.5%	5.3%	3.4%	2.6%	3.5%
	Strongly Agree	Count	7	18	110	98	233
		% within How many years of education do you have?	87.5%	94.7%	94.8%	84.5%	90.0%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use a limited variety of personal care products * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I use a limited variety of personal care products	Strongly Disagree	Count	0	0	0	6	0	6
		% within What is your highest educational qualification	0.0%	0.0%	0.0%	9.2%	0.0%	2.3%
	Disagree	Count	0	0	2	9	0	11
		% within What is your highest educational qualification	0.0%	0.0%	1.4%	13.8%	0.0%	4.2%
	Agree	Count	3	0	4	1	1	9
		% within What is your highest educational qualification	6.7%	0.0%	2.9%	1.5%	25.0%	3.5%
	Strongly Agree	Count	42	6	133	49	3	233
		% within What is your highest educational qualification	93.3%	100.0%	95.7%	75.4%	75.0%	90.0%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I use a limited variety of personal care products * What is your occupation? Crosstabulation[a]

I use a limited variety of personal care products			What is your occupation?							Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired		
I use a limited variety of personal care products	Strongly Disagree	Count	0	0	0	0	6	0		6
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%		2.3%
	Disagree	Count	0	0	2	0	8	1		11
		% within What is your occupation?	0.0%	0.0%	2.8%	0.0%	22.9%	4.8%		4.2%
	Agree	Count	3	3	1	0	1	1		9
		% within What is your occupation?	7.0%	4.5%	1.4%	0.0%	2.9%	4.8%		3.5%
	Strongly Agree	Count	40	63	68	23	20	19		233
		% within What is your occupation?	93.0%	95.5%	95.8%	100.0%	57.1%	90.5%		90.0%
Total		Count	43	66	71	23	35	21		259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%

a. Group = Post

I rarely buy personal care products * Age Crosstabulation[a]

I rarely buy personal care products			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I rarely buy personal care products	Strongly Disagree	Count	2	1	2	1	6
		% within Age	1.6%	1.6%	4.4%	4.8%	2.3%
	Disagree	Count	2	1	0	1	4
		% within Age	1.6%	1.6%	0.0%	4.8%	1.5%
	Agree	Count	17	13	4	3	37
		% within Age	13.2%	20.3%	8.9%	14.3%	14.3%
	Strongly Agree	Count	108	49	39	16	212
		% within Age	83.7%	76.6%	86.7%	76.2%	81.9%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I rarely buy personal care products * Race Crosstabulation[a]

I rarely buy personal care products			Race				Total
			African	White	Indian	Coloured	
I rarely buy personal care products	Strongly Disagree	Count	0	1	5	0	6
		% within Race	0.0%	1.0%	8.6%	0.0%	2.3%
	Disagree	Count	0	1	3	0	4
		% within Race	0.0%	1.0%	5.2%	0.0%	1.5%
	Agree	Count	9	5	10	13	37
		% within Race	17.3%	4.9%	17.2%	27.7%	14.3%
	Strongly Agree	Count	43	95	40	34	212
		% within Race	82.7%	93.1%	69.0%	72.3%	81.9%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I rarely buy personal care products * How many years of education do you have? Crosstabulation[a]

I rarely buy personal care products			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I rarely buy personal care products	Strongly Disagree	Count	0	0	1	5	6
		% within How many years of education do you have?	0.0%	0.0%	0.9%	4.3%	2.3%
	Disagree	Count	0	0	1	3	4
		% within How many years of education do you have?	0.0%	0.0%	0.9%	2.6%	1.5%
	Agree	Count	1	1	12	23	37
		% within How many years of education do you have?	12.5%	5.3%	10.3%	19.8%	14.3%
	Strongly Agree	Count	7	18	102	85	212
		% within How many years of education do you have?	87.5%	94.7%	87.9%	73.3%	81.9%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I rarely buy personal care products * What is your highest educational qualification? Crosstabulation[a]

I rarely buy personal care products			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I rarely buy personal care products	Strongly Disagree	Count	0	0	1	5	0	6
		% within What is your highest educational qualification	0.0%	0.0%	0.7%	7.7%	0.0%	2.3%
	Disagree	Count	0	0	2	2	0	4
		% within What is your highest educational qualification	0.0%	0.0%	1.4%	3.1%	0.0%	1.5%
	Agree	Count	9	0	14	14	0	37
		% within What is your highest educational qualification	20.0%	0.0%	10.1%	21.5%	0.0%	14.3%
	Strongly Agree	Count	36	6	122	44	4	212
		% within What is your highest educational qualification	80.0%	100.0%	87.8%	67.7%	100.0%	81.9%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I rarely buy personal care products * What is your occupation? Crosstabulation[a]

I rarely buy personal care products			What is your occupation?							Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired		
I rarely buy personal care products	Strongly Disagree	Count	0	0	1	4	1	0		6
		% within What is your occupation?	0.0%	0.0%	1.4%	17.4%	2.9%	0.0%		2.3%
	Disagree	Count	0	0	2	2	0	0		4
		% within What is your occupation?	0.0%	0.0%	2.8%	8.7%	0.0%	0.0%		1.5%
	Agree	Count	9	5	9	1	13	0		37
		% within What is your occupation?	20.9%	7.6%	12.7%	4.3%	37.1%	0.0%		14.3%
	Strongly Agree	Count	34	61	59	16	21	21		212
		% within What is your occupation?	79.1%	92.4%	83.1%	69.6%	60.0%	100.0%		81.9%
Total		Count	43	66	71	23	35	21		259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%

a. Group = Post

I normally shop quickly, buying the first product or brand that seems good enough * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I normally shop quickly, buying the first product or brand that seems good enough	Strongly Disagree	Count	2	2	2	1	7
		% within Age	1.6%	3.1%	4.4%	4.8%	2.7%
	Disagree	Count	5	4	2	0	11
		% within Age	3.9%	6.3%	4.4%	0.0%	4.2%
	Agree	Count	10	9	3	0	22
		% within Age	7.8%	14.1%	6.7%	0.0%	8.5%
	Strongly Agree	Count	112	49	38	20	219
		% within Age	86.8%	76.6%	84.4%	95.2%	84.6%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I normally shop quickly, buying the first product or brand that seems good enough * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I normally shop quickly, buying the first product or brand that seems good enough	Strongly Disagree	Count	0	1	3	3	7
		% within Race	0.0%	1.0%	5.2%	6.4%	2.7%
	Disagree	Count	0	4	3	4	11
		% within Race	0.0%	3.9%	5.2%	8.5%	4.2%
	Agree	Count	3	3	13	3	22
		% within Race	5.8%	2.9%	22.4%	6.4%	8.5%
	Strongly Agree	Count	49	94	39	37	219
		% within Race	94.2%	92.2%	67.2%	78.7%	84.6%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I normally shop quickly, buying the first product or brand that seems good enough * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I normally shop quickly, buying the first product or brand that seems good enough	Strongly Disagree	Count	0	0	1	6	7
		% within How many years of education do you have?	0.0%	0.0%	0.9%	5.2%	2.7%
	Disagree	Count	0	0	4	7	11
		% within How many years of education do you have?	0.0%	0.0%	3.4%	6.0%	4.2%
	Agree	Count	1	1	4	16	22
		% within How many years of education do you have?	12.5%	5.3%	3.4%	13.8%	8.5%
	Strongly Agree	Count	7	18	107	87	219
		% within How many years of education do you have?	87.5%	94.7%	92.2%	75.0%	84.6%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I normally shop quickly, buying the first product or brand that seems good enough * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I normally shop quickly, buying the first product or brand that seems good enough	Strongly Disagree	Count	0	0	2	4	1	7
		% within What is your highest educational qualification	0.0%	0.0%	1.4%	6.2%	25.0%	2.7%
	Disagree	Count	0	0	7	4	0	11
		% within What is your highest educational qualification	0.0%	0.0%	5.0%	6.2%	0.0%	4.2%
	Agree	Count	3	0	16	3	0	22
		% within What is your highest educational qualification	6.7%	0.0%	11.5%	4.6%	0.0%	8.5%
	Strongly Agree	Count	42	6	114	54	3	219
		% within What is your highest educational qualification	93.3%	100.0%	82.0%	83.1%	75.0%	84.6%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I normally shop quickly, buying the first product or brand that seems good enough * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I normally shop quickly, buying the first product or brand that seems good enough	Strongly Disagree	Count	0	0	2	1	3	1	7
		% within What is your occupation?	0.0%	0.0%	2.8%	4.3%	8.6%	4.8%	2.7%
	Disagree	Count	0	0	7	0	3	1	11
		% within What is your occupation?	0.0%	0.0%	9.9%	0.0%	8.6%	4.8%	4.2%
	Agree	Count	3	3	13	0	1	2	22
		% within What is your occupation?	7.0%	4.5%	18.3%	0.0%	2.9%	9.5%	8.5%
	Strongly Agree	Count	40	63	49	22	28	17	219
		% within What is your occupation?	93.0%	95.5%	69.0%	95.7%	80.0%	81.0%	84.6%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am usually the first to buy the latest cosmetics * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I am usually the first to buy the latest cosmetics	Strongly Disagree	Count	2	1	0	0	3
		% within Age	1.6%	1.6%	0.0%	0.0%	1.2%
	Disagree	Count	1	1	2	0	4
		% within Age	0.8%	1.6%	4.4%	0.0%	1.5%
	Agree	Count	14	11	6	2	33
		% within Age	10.9%	17.2%	13.3%	9.5%	12.7%
	Strongly Agree	Count	112	51	37	19	219
		% within Age	86.8%	79.7%	82.2%	90.5%	84.6%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am usually the first to buy the latest cosmetics * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I am usually the first to buy the latest cosmetics	Strongly Disagree	Count	0	0	0	3	3
		% within Race	0.0%	0.0%	0.0%	6.4%	1.2%
	Disagree	Count	0	0	1	3	4
		% within Race	0.0%	0.0%	1.7%	6.4%	1.5%
	Agree	Count	8	3	4	18	33
		% within Race	15.4%	2.9%	6.9%	38.3%	12.7%
	Strongly Agree	Count	44	99	53	23	219
		% within Race	84.6%	97.1%	91.4%	48.9%	84.6%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am usually the first to buy the latest cosmetics * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I am usually the first to buy the latest cosmetics	Strongly Disagree	Count	0	0	0	3	3
		% within How many years of education do you have?	0.0%	0.0%	0.0%	2.6%	1.2%
	Disagree	Count	0	0	0	4	4
		% within How many years of education do you have?	0.0%	0.0%	0.0%	3.4%	1.5%
	Agree	Count	1	1	9	22	33
		% within How many years of education do you have?	12.5%	5.3%	7.8%	19.0%	12.7%
	Strongly Agree	Count	7	18	107	87	219
		% within How many years of education do you have?	87.5%	94.7%	92.2%	75.0%	84.6%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am usually the first to buy the latest cosmetics * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I am usually the first to buy the latest cosmetics	Strongly Disagree	Count	0	0	0	3	0	3
		% within What is your highest educational qualificatio	0.0%	0.0%	0.0%	4.6%	0.0%	1.2%
	Disagree	Count	0	0	1	3	0	4
		% within What is your highest educational qualificatio	0.0%	0.0%	0.7%	4.6%	0.0%	1.5%
	Agree	Count	8	0	3	19	3	33
		% within What is your highest educational qualificatio	17.8%	0.0%	2.2%	29.2%	75.0%	12.7%
	Strongly Agree	Count	37	6	135	40	1	219
		% within What is your highest educational qualificatio	82.2%	100.0%	97.1%	61.5%	25.0%	84.6%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am usually the first to buy the latest cosmetics * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I am usually the first to buy the latest cosmetics	Strongly Disagree	Count	0	0	0	0	1	2	3
		% within What is your occupation?	0.0%	0.0%	0.0%	0.0%	2.9%	9.5%	1.2%
	Disagree	Count	0	0	1	0	3	0	4
		% within What is your occupation?	0.0%	0.0%	1.4%	0.0%	8.6%	0.0%	1.5%
	Agree	Count	8	3	0	3	6	13	33
		% within What is your occupation?	18.6%	4.5%	0.0%	13.0%	17.1%	61.9%	12.7%
	Strongly Agree	Count	35	63	70	20	25	6	219
		% within What is your occupation?	81.4%	95.5%	98.6%	87.0%	71.4%	28.6%	84.6%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Other people ask me what is fashionable/trendy * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
Other people ask me what is fashionable/trendy	Strongly Disagree	Count	0	2	0	0	2
		% within Age	0.0%	3.1%	0.0%	0.0%	0.8%
	Disagree	Count	5	2	1	0	8
		% within Age	3.9%	3.1%	2.2%	0.0%	3.1%
	Agree	Count	10	10	4	2	26
		% within Age	7.8%	15.6%	8.9%	9.5%	10.0%
	Strongly Agree	Count	114	50	40	19	223
		% within Age	88.4%	78.1%	88.9%	90.5%	86.1%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Other people ask me what is fashionable/trendy * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
Other people ask me what is fashionable/trendy	Strongly Disagree	Count	1	0	1	0	2
		% within Race	1.9%	0.0%	1.7%	0.0%	0.8%
	Disagree	Count	4	0	3	1	8
		% within Race	7.7%	0.0%	5.2%	2.1%	3.1%
	Agree	Count	3	3	9	11	26
		% within Race	5.8%	2.9%	15.5%	23.4%	10.0%
	Strongly Agree	Count	44	99	45	35	223
		% within Race	84.6%	97.1%	77.6%	74.5%	86.1%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Other people ask me what is fashionable/trendy * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
Other people ask me what is fashionable/trendy	Strongly Disagree	Count	0	0	1	1	2
		% within How many years of education do you have?	0.0%	0.0%	0.9%	0.9%	0.8%
	Disagree	Count	0	0	4	4	8
		% within How many years of education do you have?	0.0%	0.0%	3.4%	3.4%	3.1%
	Agree	Count	1	1	4	20	26
		% within How many years of education do you have?	12.5%	5.3%	3.4%	17.2%	10.0%
	Strongly Agree	Count	7	18	107	91	223
		% within How many years of education do you have?	87.5%	94.7%	92.2%	78.4%	86.1%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Other people ask me what is fashionable/trendy * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
Other people ask me what is fashionable/trendy	Strongly Disagree	Count	1	0	1	0	0	2
		% within What is your highest educational qualification	2.2%	0.0%	0.7%	0.0%	0.0%	0.8%
	Disagree	Count	4	0	3	0	1	8
		% within What is your highest educational qualification	8.9%	0.0%	2.2%	0.0%	25.0%	3.1%
	Agree	Count	3	0	7	16	0	26
		% within What is your highest educational qualification	6.7%	0.0%	5.0%	24.6%	0.0%	10.0%
	Strongly Agree	Count	37	6	128	49	3	223
		% within What is your highest educational qualification	82.2%	100.0%	92.1%	75.4%	75.0%	86.1%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Other people ask me what is fashionable/trendy * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
Other people ask me what is fashionable/trendy	Strongly Disagree	Count	1	0	1	0	0	0	2
		% within What is your occupation?	2.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.8%
	Disagree	Count	4	0	1	2	0	1	8
		% within What is your occupation?	9.3%	0.0%	1.4%	8.7%	0.0%	4.8%	3.1%
	Agree	Count	3	3	4	5	11	0	26
		% within What is your occupation?	7.0%	4.5%	5.6%	21.7%	31.4%	0.0%	10.0%
	Strongly Agree	Count	35	63	65	16	24	20	223
		% within What is your occupation?	81.4%	95.5%	91.5%	69.6%	68.6%	95.2%	86.1%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am interested in cosmetics literature * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I am interested in cosmetics literature	Strongly Disagree	Count	10	3	2	1	16
		% within Age	7.8%	4.7%	4.4%	4.8%	6.2%
	Disagree	Count	12	6	2	0	20
		% within Age	9.3%	9.4%	4.4%	0.0%	7.7%
	Agree	Count	9	8	5	1	23
		% within Age	7.0%	12.5%	11.1%	4.8%	8.9%
	Strongly Agree	Count	98	47	36	19	200
		% within Age	76.0%	73.4%	80.0%	90.5%	77.2%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am interested in cosmetics literature * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I am interested in cosmetics literature	Strongly Disagree	Count	5	7	0	4	16
		% within Race	9.6%	6.9%	0.0%	8.5%	6.2%
	Disagree	Count	0	15	5	0	20
		% within Race	0.0%	14.7%	8.6%	0.0%	7.7%
	Agree	Count	3	7	8	5	23
		% within Race	5.8%	6.9%	13.8%	10.6%	8.9%
	Strongly Agree	Count	44	73	45	38	200
		% within Race	84.6%	71.6%	77.6%	80.9%	77.2%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am interested in cosmetics literature * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I am interested in cosmetics literature	Strongly Disagree	Count	0	0	12	4	16
		% within How many years of education do you have?	0.0%	0.0%	10.3%	3.4%	6.2%
	Disagree	Count	0	0	7	13	20
		% within How many years of education do you have?	0.0%	0.0%	6.0%	11.2%	7.7%
	Agree	Count	1	1	5	16	23
		% within How many years of education do you have?	12.5%	5.3%	4.3%	13.8%	8.9%
	Strongly Agree	Count	7	18	92	83	200
		% within How many years of education do you have?	87.5%	94.7%	79.3%	71.6%	77.2%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

222

I am interested in cosmetics literature * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I am interested in cosmetics literature	Strongly Disagree	Count	5	0	7	4	0	16
		% within What is your highest educational qualification	11.1%	0.0%	5.0%	6.2%	0.0%	6.2%
	Disagree	Count	0	0	19	1	0	20
		% within What is your highest educational qualification	0.0%	0.0%	13.7%	1.5%	0.0%	7.7%
	Agree	Count	3	0	11	8	1	23
		% within What is your highest educational qualification	6.7%	0.0%	7.9%	12.3%	25.0%	8.9%
	Strongly Agree	Count	37	6	102	52	3	200
		% within What is your highest educational qualification	82.2%	100.0%	73.4%	80.0%	75.0%	77.2%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am interested in cosmetics literature * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I am interested in cosmetics literature	Strongly Disagree	Count	5	0	7	0	4	0	16
		% within What is your occupation?	11.6%	0.0%	9.9%	0.0%	11.4%	0.0%	6.2%
	Disagree	Count	0	0	19	0	1	0	20
		% within What is your occupation?	0.0%	0.0%	26.8%	0.0%	2.9%	0.0%	7.7%
	Agree	Count	3	3	7	1	4	5	23
		% within What is your occupation?	7.0%	4.5%	9.9%	4.3%	11.4%	23.8%	8.9%
	Strongly Agree	Count	35	63	38	22	26	16	200
		% within What is your occupation?	81.4%	95.5%	53.5%	95.7%	74.3%	76.2%	77.2%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I look in the mirror throughout the day * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I look in the mirror throughout the day	Strongly Disagree	Count	9	4	1	2	16
		% within Age	7.0%	6.3%	2.2%	9.5%	6.2%
	Disagree	Count	17	8	3	1	29
		% within Age	13.2%	12.5%	6.7%	4.8%	11.2%
	Agree	Count	10	9	5	2	26
		% within Age	7.8%	14.1%	11.1%	9.5%	10.0%
	Strongly Agree	Count	93	43	36	16	188
		% within Age	72.1%	67.2%	80.0%	76.2%	72.6%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I look in the mirror throughout the day * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I look in the mirror throughout the day	Strongly Disagree	Count	0	9	5	2	16
		% within Race	0.0%	8.8%	8.6%	4.3%	6.2%
	Disagree	Count	5	11	10	3	29
		% within Race	9.6%	10.8%	17.2%	6.4%	11.2%
	Agree	Count	6	10	6	4	26
		% within Race	11.5%	9.8%	10.3%	8.5%	10.0%
	Strongly Agree	Count	41	72	37	38	188
		% within Race	78.8%	70.6%	63.8%	80.9%	72.6%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I look in the mirror throughout the day * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I look in the mirror throughout the day	Strongly Disagree	Count	0	0	9	7	16
		% within How many years of education do you have?	0.0%	0.0%	7.8%	6.0%	6.2%
	Disagree	Count	0	0	7	22	29
		% within How many years of education do you have?	0.0%	0.0%	6.0%	19.0%	11.2%
	Agree	Count	2	2	10	12	26
		% within How many years of education do you have?	25.0%	10.5%	8.6%	10.3%	10.0%
	Strongly Agree	Count	6	17	90	75	188
		% within How many years of education do you have?	75.0%	89.5%	77.6%	64.7%	72.6%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

I look in the mirror throughout the day * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I look in the mirror throughout the day	Strongly Disagree	Count	0	0	9	7	0	16
		% within What is your highest educational qualification	0.0%	0.0%	6.5%	10.8%	0.0%	6.2%
	Disagree	Count	5	0	13	9	2	29
		% within What is your highest educational qualification	11.1%	0.0%	9.4%	13.8%	50.0%	11.2%
	Agree	Count	6	0	16	3	1	26
		% within What is your highest educational qualification	13.3%	0.0%	11.5%	4.6%	25.0%	10.0%
	Strongly Agree	Count	34	6	101	46	1	188
		% within What is your highest educational qualification	75.6%	100.0%	72.7%	70.8%	25.0%	72.6%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I look in the mirror throughout the day * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I look in the mirror throughout the day	Strongly Disagree	Count	0	0	9	3	2	2	16
		% within What is your occupation?	0.0%	0.0%	12.7%	13.0%	5.7%	9.5%	6.2%
	Disagree	Count	5	0	11	7	3	3	29
		% within What is your occupation?	11.6%	0.0%	15.5%	30.4%	8.6%	14.3%	11.2%
	Agree	Count	5	7	4	6	0	4	26
		% within What is your occupation?	11.6%	10.6%	5.6%	26.1%	0.0%	19.0%	10.0%
	Strongly Agree	Count	33	59	47	7	30	12	188
		% within What is your occupation?	76.7%	89.4%	66.2%	30.4%	85.7%	57.1%	72.6%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel excited when buying personal care products * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I feel excited when buying personal care products	Strongly Disagree	Count	3	7	2	1	13
		% within Age	2.3%	10.9%	4.4%	4.8%	5.0%
	Disagree	Count	48	17	17	4	86
		% within Age	37.2%	26.6%	37.8%	19.0%	33.2%
	Agree	Count	21	16	6	4	47
		% within Age	16.3%	25.0%	13.3%	19.0%	18.1%
	Strongly Agree	Count	57	24	20	12	113
		% within Age	44.2%	37.5%	44.4%	57.1%	43.6%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel excited when buying personal care products * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I feel excited when buying personal care products	Strongly Disagree	Count	3	8	0	2	13
		% within Race	5.8%	7.8%	0.0%	4.3%	5.0%
	Disagree	Count	35	50	0	1	86
		% within Race	67.3%	49.0%	0.0%	2.1%	33.2%
	Agree	Count	11	23	0	13	47
		% within Race	21.2%	22.5%	0.0%	27.7%	18.1%
	Strongly Agree	Count	3	21	58	31	113
		% within Race	5.8%	20.6%	100.0%	66.0%	43.6%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel excited when buying personal care products * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I feel excited when buying personal care products	Strongly Disagree	Count	1	1	7	4	13
		% within How many years of education do you have?	12.5%	5.3%	6.0%	3.4%	5.0%
	Disagree	Count	4	15	66	1	86
		% within How many years of education do you have?	50.0%	78.9%	56.9%	0.9%	33.2%
	Agree	Count	2	2	24	19	47
		% within How many years of education do you have?	25.0%	10.5%	20.7%	16.4%	18.1%
	Strongly Agree	Count	1	1	19	92	113
		% within How many years of education do you have?	12.5%	5.3%	16.4%	79.3%	43.6%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel excited when buying personal care products * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I feel excited when buying personal care products	Strongly Disagree	Count	3	0	8	2	0	13
		% within What is your highest educational qualification	6.7%	0.0%	5.8%	3.1%	0.0%	5.0%
	Disagree	Count	28	6	51	1	0	86
		% within What is your highest educational qualification	62.2%	100.0%	36.7%	1.5%	0.0%	33.2%
	Agree	Count	11	0	23	13	0	47
		% within What is your highest educational qualification	24.4%	0.0%	16.5%	20.0%	0.0%	18.1%
	Strongly Agree	Count	3	0	57	49	4	113
		% within What is your highest educational qualification	6.7%	0.0%	41.0%	75.4%	100.0%	43.6%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel excited when buying personal care products * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I feel excited when buying personal care products	Strongly Disagree	Count	2	4	5	0	2	0	13
		% within What is your occupation?	4.7%	6.1%	7.0%	0.0%	5.7%	0.0%	5.0%
	Disagree	Count	28	53	4	0	1	0	86
		% within What is your occupation?	65.1%	80.3%	5.6%	0.0%	2.9%	0.0%	33.2%
	Agree	Count	10	6	18	0	4	9	47
		% within What is your occupation?	23.3%	9.1%	25.4%	0.0%	11.4%	42.9%	18.1%
	Strongly Agree	Count	3	3	44	23	28	12	113
		% within What is your occupation?	7.0%	4.5%	62.0%	100.0%	80.0%	57.1%	43.6%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I think carefully about the personal care products before using them * Age Crosstabulation[a]

			Age 20 - 40	41 - 50	51 - 60	> 60	Total
I think carefully about the personal care products before using them	Strongly Disagree	Count	4	5	3	2	14
		% within Age	3.1%	7.8%	6.7%	9.5%	5.4%
	Disagree	Count	0	0	1	0	1
		% within Age	0.0%	0.0%	2.2%	0.0%	0.4%
	Agree	Count	14	11	5	5	35
		% within Age	10.9%	17.2%	11.1%	23.8%	13.5%
	Strongly Agree	Count	111	48	36	14	209
		% within Age	86.0%	75.0%	80.0%	66.7%	80.7%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I think carefully about the personal care products before using them * Race Crosstabulation[a]

			Race African	White	Indian	Coloured	Total
I think carefully about the personal care products before using them	Strongly Disagree	Count	3	8	0	3	14
		% within Race	5.8%	7.8%	0.0%	6.4%	5.4%
	Disagree	Count	0	1	0	0	1
		% within Race	0.0%	1.0%	0.0%	0.0%	0.4%
	Agree	Count	6	14	11	4	35
		% within Race	11.5%	13.7%	19.0%	8.5%	13.5%
	Strongly Agree	Count	43	79	47	40	209
		% within Race	82.7%	77.5%	81.0%	85.1%	80.7%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I think carefully about the personal care products before using them * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have? < 1	1 - 2	3 - 5	6+	Total
I think carefully about the personal care products before using them	Strongly Disagree	Count	1	1	4	8	14
		% within How many years of education do you have?	12.5%	5.3%	3.4%	6.9%	5.4%
	Disagree	Count	0	0	0	1	1
		% within How many years of education do you have?	0.0%	0.0%	0.0%	0.9%	0.4%
	Agree	Count	2	2	15	16	35
		% within How many years of education do you have?	25.0%	10.5%	12.9%	13.8%	13.5%
	Strongly Agree	Count	5	16	97	91	209
		% within How many years of education do you have?	62.5%	84.2%	83.6%	78.4%	80.7%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I think carefully about the personal care products before using them * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification? Diploma	Degree	Honours	Masters	Other	Total
I think carefully about the personal care products before using them	Strongly Disagree	Count	3	0	8	3	0	14
		% within What is your highest educational qualificatio	6.7%	0.0%	5.8%	4.6%	0.0%	5.4%
	Disagree	Count	0	0	1	0	0	1
		% within What is your highest educational qualificatio	0.0%	0.0%	0.7%	0.0%	0.0%	0.4%
	Agree	Count	6	0	14	15	0	35
		% within What is your highest educational qualificatio	13.3%	0.0%	10.1%	23.1%	0.0%	13.5%
	Strongly Agree	Count	36	6	116	47	4	209
		% within What is your highest educational qualificatio	80.0%	100.0%	83.5%	72.3%	100.0%	80.7%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I think carefully about the personal care products before using them * What is your occupation? Crosstabulation[a]

			What is your occupation? Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	Total
I think carefully about the personal care products before using them	Strongly Disagree	Count	2	4	5	0	3	0	14
		% within What is your occupation?	4.7%	6.1%	7.0%	0.0%	8.6%	0.0%	5.4%
	Disagree	Count	0	0	1	0	0	0	1
		% within What is your occupation?	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.4%
	Agree	Count	5	6	9	6	9	0	35
		% within What is your occupation?	11.6%	9.1%	12.7%	26.1%	25.7%	0.0%	13.5%
	Strongly Agree	Count	36	56	56	17	23	21	209
		% within What is your occupation?	83.7%	84.8%	78.9%	73.9%	65.7%	100.0%	80.7%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I buy good personal care product for the money I pay * Age Crosstabulation[a]

			Age 20 - 40	41 - 50	51 - 60	> 60	Total
I am confident that I buy good personal care product for the money I pay	Strongly Disagree	Count	3	4	3	0	10
		% within Age	2.3%	6.3%	6.7%	0.0%	3.9%
	Disagree	Count	6	2	3	0	11
		% within Age	4.7%	3.1%	6.7%	0.0%	4.2%
	Agree	Count	13	16	9	4	42
		% within Age	10.1%	25.0%	20.0%	19.0%	16.2%
	Strongly Agree	Count	107	42	30	17	196
		% within Age	82.9%	65.6%	66.7%	81.0%	75.7%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I buy good personal care product for the money I pay * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I am confident that I buy good personal care product for the money I pay	Strongly Disagree	Count	0	6	0	4	10
		% within Race	0.0%	5.9%	0.0%	8.5%	3.9%
	Disagree	Count	0	9	1	1	11
		% within Race	0.0%	8.8%	1.7%	2.1%	4.2%
	Agree	Count	10	11	11	10	42
		% within Race	19.2%	10.8%	19.0%	21.3%	16.2%
	Strongly Agree	Count	42	76	46	32	196
		% within Race	80.8%	74.5%	79.3%	68.1%	75.7%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I buy good personal care product for the money I pay * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I am confident that I buy good personal care product for the money I pay	Strongly Disagree	Count	0	0	4	6	10
		% within How many years of education do you have?	0.0%	0.0%	3.4%	5.2%	3.9%
	Disagree	Count	0	0	4	7	11
		% within How many years of education do you have?	0.0%	0.0%	3.4%	6.0%	4.2%
	Agree	Count	3	4	14	21	42
		% within How many years of education do you have?	37.5%	21.1%	12.1%	18.1%	16.2%
	Strongly Agree	Count	5	15	94	82	196
		% within How many years of education do you have?	62.5%	78.9%	81.0%	70.7%	75.7%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I buy good personal care product for the money I pay * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I am confident that I buy good personal care product for the money I pay	Strongly Disagree	Count	0	0	6	4	0	10
		% within What is your highest educational qualificatio	0.0%	0.0%	4.3%	6.2%	0.0%	3.9%
	Disagree	Count	0	0	10	0	1	11
		% within What is your highest educational qualificatio	0.0%	0.0%	7.2%	0.0%	25.0%	4.2%
	Agree	Count	10	0	22	10	0	42
		% within What is your highest educational qualificatio	22.2%	0.0%	15.8%	15.4%	0.0%	16.2%
	Strongly Agree	Count	35	6	101	51	3	196
		% within What is your highest educational qualificatio	77.8%	100.0%	72.7%	78.5%	75.0%	75.7%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I buy good personal care product for the money I pay * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I am confident that I buy good personal care product for the money I pay	Strongly Disagree	Count	0	0	6	0	4	0	10
		% within What is your occupation?	0.0%	0.0%	8.5%	0.0%	11.4%	0.0%	3.9%
	Disagree	Count	0	0	9	1	0	1	11
		% within What is your occupation?	0.0%	0.0%	12.7%	4.3%	0.0%	4.8%	4.2%
	Agree	Count	8	10	10	4	1	9	42
		% within What is your occupation?	18.6%	15.2%	14.1%	17.4%	2.9%	42.9%	16.2%
	Strongly Agree	Count	35	56	46	18	30	11	196
		% within What is your occupation?	81.4%	84.8%	64.8%	78.3%	85.7%	52.4%	75.7%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am conscious of the cosmetics I wear * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I am conscious of the cosmetics I wear	Strongly Disagree	Count	3	1	1	1	6
		% within Age	2.3%	1.6%	2.2%	4.8%	2.3%
	Disagree	Count	5	2	2	0	9
		% within Age	3.9%	3.1%	4.4%	0.0%	3.5%
	Agree	Count	34	19	9	3	65
		% within Age	26.4%	29.7%	20.0%	14.3%	25.1%
	Strongly Agree	Count	87	42	33	17	179
		% within Age	67.4%	65.6%	73.3%	81.0%	69.1%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am conscious of the cosmetics I wear * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I am conscious of the cosmetics I wear	Strongly Disagree	Count	0	0	3	3	6
		% within Race	0.0%	0.0%	5.2%	6.4%	2.3%
	Disagree	Count	2	0	3	4	9
		% within Race	3.8%	0.0%	5.2%	8.5%	3.5%
	Agree	Count	8	39	12	6	65
		% within Race	15.4%	38.2%	20.7%	12.8%	25.1%
	Strongly Agree	Count	42	63	40	34	179
		% within Race	80.8%	61.8%	69.0%	72.3%	69.1%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

226

I am conscious of the cosmetics I wear * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I am conscious of the cosmetics I wear	Strongly Disagree	Count	0	0	0	6	6
		% within How many years of education do you have?	0.0%	0.0%	0.0%	5.2%	2.3%
	Disagree	Count	0	0	2	7	9
		% within How many years of education do you have?	0.0%	0.0%	1.7%	6.0%	3.5%
	Agree	Count	2	2	39	22	65
		% within How many years of education do you have?	25.0%	10.5%	33.6%	19.0%	25.1%
	Strongly Agree	Count	6	17	75	81	179
		% within How many years of education do you have?	75.0%	89.5%	64.7%	69.8%	69.1%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am conscious of the cosmetics I wear * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I am conscious of the cosmetics I wear	Strongly Disagree	Count	0	0	2	4	0	6
		% within What is your highest educational qualificatio	0.0%	0.0%	1.4%	6.2%	0.0%	2.3%
	Disagree	Count	2	0	2	4	1	9
		% within What is your highest educational qualificatio	4.4%	0.0%	1.4%	6.2%	25.0%	3.5%
	Agree	Count	8	0	50	7	0	65
		% within What is your highest educational qualificatio	17.8%	0.0%	36.0%	10.8%	0.0%	25.1%
	Strongly Agree	Count	35	6	85	50	3	179
		% within What is your highest educational qualificatio	77.8%	100.0%	61.2%	76.9%	75.0%	69.1%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualificatio	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am conscious of the cosmetics I wear * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I am conscious of the cosmetics I wear	Strongly Disagree	Count	0	0	0	3	1	2	6
		% within What is your occupation?	0.0%	0.0%	0.0%	13.0%	2.9%	9.5%	2.3%
	Disagree	Count	2	0	0	3	0	4	9
		% within What is your occupation?	4.7%	0.0%	0.0%	13.0%	0.0%	19.0%	3.5%
	Agree	Count	7	7	39	6	2	4	65
		% within What is your occupation?	16.3%	10.6%	54.9%	26.1%	5.7%	19.0%	25.1%
	Strongly Agree	Count	34	59	32	11	32	11	179
		% within What is your occupation?	79.1%	89.4%	45.1%	47.8%	91.4%	52.4%	69.1%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I make good choices when I buy cosmetics * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I am confident that I make good choices when I buy cosmetics	Strongly Disagree	Count	3	1	0	0	4
		% within Age	2.3%	1.6%	0.0%	0.0%	1.5%
	Disagree	Count	7	0	1	0	8
		% within Age	5.4%	0.0%	2.2%	0.0%	3.1%
	Agree	Count	20	13	4	3	40
		% within Age	15.5%	20.3%	8.9%	14.3%	15.4%
	Strongly Agree	Count	99	50	40	18	207
		% within Age	76.7%	78.1%	88.9%	85.7%	79.9%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I make good choices when I buy cosmetics * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I am confident that I make good choices when I buy cosmetics	Strongly Disagree	Count	0	0	3	1	4
		% within Race	0.0%	0.0%	5.2%	2.1%	1.5%
	Disagree	Count	0	1	5	2	8
		% within Race	0.0%	1.0%	8.6%	4.3%	3.1%
	Agree	Count	6	16	15	3	40
		% within Race	11.5%	15.7%	25.9%	6.4%	15.4%
	Strongly Agree	Count	46	85	35	41	207
		% within Race	88.5%	83.3%	60.3%	87.2%	79.9%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I make good choices when I buy cosmetics * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I am confident that I make good choices when I buy cosmetics	Strongly Disagree	Count	0	0	0	4	4
		% within How many years of education do you have?	0.0%	0.0%	0.0%	3.4%	1.5%
	Disagree	Count	0	0	1	7	8
		% within How many years of education do you have?	0.0%	0.0%	0.9%	6.0%	3.1%
	Agree	Count	2	2	18	18	40
		% within How many years of education do you have?	25.0%	10.5%	15.5%	15.5%	15.4%
	Strongly Agree	Count	6	17	97	87	207
		% within How many years of education do you have?	75.0%	89.5%	83.6%	75.0%	79.9%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I make good choices when I buy cosmetics * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I am confident that I make good choices when I buy cosmetics	Strongly Disagree	Count	0	0	3	1	0	4
		% within What is your highest educational qualification?	0.0%	0.0%	2.2%	1.5%	0.0%	1.5%
	Disagree	Count	0	0	6	2	0	8
		% within What is your highest educational qualification?	0.0%	0.0%	4.3%	3.1%	0.0%	3.1%
	Agree	Count	6	0	27	4	3	40
		% within What is your highest educational qualification?	13.3%	0.0%	19.4%	6.2%	75.0%	15.4%
	Strongly Agree	Count	39	6	103	58	1	207
		% within What is your highest educational qualification?	86.7%	100.0%	74.1%	89.2%	25.0%	79.9%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am confident that I make good choices when I buy cosmetics * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I am confident that I make good choices when I buy cosmetics	Strongly Disagree	Count	0	0	1	2	1	0	4
		% within What is your occupation?	0.0%	0.0%	1.4%	8.7%	2.9%	0.0%	1.5%
	Disagree	Count	0	0	4	2	2	0	8
		% within What is your occupation?	0.0%	0.0%	5.6%	8.7%	5.7%	0.0%	3.1%
	Agree	Count	5	7	20	2	3	3	40
		% within What is your occupation?	11.6%	10.6%	28.2%	8.7%	8.6%	14.3%	15.4%
	Strongly Agree	Count	38	59	46	17	29	18	207
		% within What is your occupation?	88.4%	89.4%	64.8%	73.9%	82.9%	85.7%	79.9%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like getting complimented on my looks * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I like getting complimented on my looks	Strongly Disagree	Count	1	2	2	1	6
		% within Age	0.8%	3.1%	4.4%	4.8%	2.3%
	Disagree	Count	1	0	2	0	3
		% within Age	0.8%	0.0%	4.4%	0.0%	1.2%
	Agree	Count	5	6	2	2	15
		% within Age	3.9%	9.4%	4.4%	9.5%	5.8%
	Strongly Agree	Count	122	56	39	18	235
		% within Age	94.6%	87.5%	86.7%	85.7%	90.7%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like getting complimented on my looks * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I like getting complimented on my looks	Strongly Disagree	Count	0	1	4	1	6
		% within Race	0.0%	1.0%	6.9%	2.1%	2.3%
	Disagree	Count	0	0	2	1	3
		% within Race	0.0%	0.0%	3.4%	2.1%	1.2%
	Agree	Count	3	3	5	4	15
		% within Race	5.8%	2.9%	8.6%	8.5%	5.8%
	Strongly Agree	Count	49	98	47	41	235
		% within Race	94.2%	96.1%	81.0%	87.2%	90.7%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like getting complimented on my looks * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I like getting complimented on my looks	Strongly Disagree	Count	0	0	1	5	6
		% within How many years of education do you have?	0.0%	0.0%	0.9%	4.3%	2.3%
	Disagree	Count	0	0	0	3	3
		% within How many years of education do you have?	0.0%	0.0%	0.0%	2.6%	1.2%
	Agree	Count	1	1	4	9	15
		% within How many years of education do you have?	12.5%	5.3%	3.4%	7.8%	5.8%
	Strongly Agree	Count	7	18	111	99	235
		% within How many years of education do you have?	87.5%	94.7%	95.7%	85.3%	90.7%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like getting complimented on my looks * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I like getting complimented on my looks	Strongly Disagree	Count	0	0	5	1	0	6
		% within What is your highest educational qualification?	0.0%	0.0%	3.6%	1.5%	0.0%	2.3%
	Disagree	Count	0	0	1	2	0	3
		% within What is your highest educational qualification?	0.0%	0.0%	0.7%	3.1%	0.0%	1.2%
	Agree	Count	3	0	4	7	1	15
		% within What is your highest educational qualification?	6.7%	0.0%	2.9%	10.8%	25.0%	5.8%
	Strongly Agree	Count	42	6	129	55	3	235
		% within What is your highest educational qualification?	93.3%	100.0%	92.8%	84.6%	75.0%	90.7%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

228

I like getting complimented on my looks * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I like getting complimented on my looks	Strongly Disagree	Count	0	0	5	0	0	1	6
		% within What is your occupation?	0.0%	0.0%	7.0%	0.0%	0.0%	4.8%	2.3%
	Disagree	Count	0	0	1	1	0	1	3
		% within What is your occupation?	0.0%	0.0%	1.4%	4.3%	0.0%	4.8%	1.2%
	Agree	Count	3	3	1	2	5	1	15
		% within What is your occupation?	7.0%	4.5%	1.4%	8.7%	14.3%	4.8%	5.8%
	Strongly Agree	Count	40	63	64	20	30	18	235
		% within What is your occupation?	93.0%	95.5%	90.1%	87.0%	85.7%	85.7%	90.7%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I wear a deodorant because my wife/girlfriend likes it * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I wear a deodorant because my wife/girlfriend likes it	Strongly Disagree	Count	15	5	4	0	24
		% within Age	11.6%	7.8%	8.9%	0.0%	9.3%
	Disagree	Count	7	5	2	1	15
		% within Age	5.4%	7.8%	4.4%	4.8%	5.8%
	Agree	Count	14	8	7	1	30
		% within Age	10.9%	12.5%	15.6%	4.8%	11.6%
	Strongly Agree	Count	93	46	32	19	190
		% within Age	72.1%	71.9%	71.1%	90.5%	73.4%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I wear a deodorant because my wife/girlfriend likes it * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I wear a deodorant because my wife/girlfriend likes it	Strongly Disagree	Count	9	13	1	1	24
		% within Race	17.3%	12.7%	1.7%	2.1%	9.3%
	Disagree	Count	5	4	3	3	15
		% within Race	9.6%	3.9%	5.2%	6.4%	5.8%
	Agree	Count	9	15	3	3	30
		% within Race	17.3%	14.7%	5.2%	6.4%	11.6%
	Strongly Agree	Count	29	70	51	40	190
		% within Race	55.8%	68.6%	87.9%	85.1%	73.4%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I wear a deodorant because my wife/girlfriend likes it * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I wear a deodorant because my wife/girlfriend likes it	Strongly Disagree	Count	3	3	14	4	24
		% within How many years of education do you have?	37.5%	15.8%	12.1%	3.4%	9.3%
	Disagree	Count	0	0	8	7	15
		% within How many years of education do you have?	0.0%	0.0%	6.9%	6.0%	5.8%
	Agree	Count	2	4	15	9	30
		% within How many years of education do you have?	25.0%	21.1%	12.9%	7.8%	11.6%
	Strongly Agree	Count	3	12	79	96	190
		% within How many years of education do you have?	37.5%	63.2%	68.1%	82.8%	73.4%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I wear a deodorant because my wife/girlfriend likes it * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I wear a deodorant because my wife/girlfriend likes it	Strongly Disagree	Count	6	3	14	0	1	24
		% within What is your highest educational qualification?	13.3%	50.0%	10.1%	0.0%	25.0%	9.3%
	Disagree	Count	5	0	7	3	0	15
		% within What is your highest educational qualification?	11.1%	0.0%	5.0%	4.6%	0.0%	5.8%
	Agree	Count	7	2	18	3	0	30
		% within What is your highest educational qualification?	15.6%	33.3%	12.9%	4.6%	0.0%	11.6%
	Strongly Agree	Count	27	1	100	59	3	190
		% within What is your highest educational qualification?	60.0%	16.7%	71.9%	90.8%	75.0%	73.4%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I wear a deodorant because my wife/girlfriend likes it * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I wear a deodorant because my wife/girlfriend likes it	Strongly Disagree	Count	6	9	8	0	0	1	24
		% within What is your occupation?	14.0%	13.6%	11.3%	0.0%	0.0%	4.8%	9.3%
	Disagree	Count	5	0	6	1	2	1	15
		% within What is your occupation?	11.6%	0.0%	8.5%	4.3%	5.7%	4.8%	5.8%
	Agree	Count	7	9	11	0	3	0	30
		% within What is your occupation?	16.3%	13.6%	15.5%	0.0%	8.6%	0.0%	11.6%
	Strongly Agree	Count	25	48	46	22	30	19	190
		% within What is your occupation?	58.1%	72.7%	64.8%	95.7%	85.7%	90.5%	73.4%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am a fan of good looking male celebrities * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I am a fan of good looking male celebrities	Strongly Disagree	Count	2	0	0	0	2
		% within Age	1.6%	0.0%	0.0%	0.0%	0.8%
	Disagree	Count	7	2	0	1	10
		% within Age	5.4%	3.1%	0.0%	4.8%	3.9%
	Agree	Count	11	7	4	1	23
		% within Age	8.5%	10.9%	8.9%	4.8%	8.9%
	Strongly Agree	Count	109	55	41	19	224
		% within Age	84.5%	85.9%	91.1%	90.5%	86.5%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am a fan of good looking male celebrities * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I am a fan of good looking male celebrities	Strongly Disagree	Count	0	1	0	1	2
		% within Race	0.0%	1.0%	0.0%	2.1%	0.8%
	Disagree	Count	3	1	5	1	10
		% within Race	5.8%	1.0%	8.6%	2.1%	3.9%
	Agree	Count	9	9	4	1	23
		% within Race	17.3%	8.8%	6.9%	2.1%	8.9%
	Strongly Agree	Count	40	91	49	44	224
		% within Race	76.9%	89.2%	84.5%	93.6%	86.5%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am a fan of good looking male celebrities * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I am a fan of good looking male celebrities	Strongly Disagree	Count	0	0	1	1	2
		% within How many years of education do you have?	0.0%	0.0%	0.9%	0.9%	0.8%
	Disagree	Count	0	0	3	7	10
		% within How many years of education do you have?	0.0%	0.0%	2.6%	6.0%	3.9%
	Agree	Count	1	3	13	6	23
		% within How many years of education do you have?	12.5%	15.8%	11.2%	5.2%	8.9%
	Strongly Agree	Count	7	16	99	102	224
		% within How many years of education do you have?	87.5%	84.2%	85.3%	87.9%	86.5%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am a fan of good looking male celebrities * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I am a fan of good looking male celebrities	Strongly Disagree	Count	0	0	1	1	0	2
		% within What is your highest educational qualification?	0.0%	0.0%	0.7%	1.5%	0.0%	0.8%
	Disagree	Count	3	0	5	2	0	10
		% within What is your highest educational qualification?	6.7%	0.0%	3.6%	3.1%	0.0%	3.9%
	Agree	Count	9	0	11	3	0	23
		% within What is your highest educational qualification?	20.0%	0.0%	7.9%	4.6%	0.0%	8.9%
	Strongly Agree	Count	33	6	122	59	4	224
		% within What is your highest educational qualification?	73.3%	100.0%	87.8%	90.8%	100.0%	86.5%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am a fan of good looking male celebrities * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I am a fan of good looking male celebrities	Strongly Disagree	Count	0	0	1	0	0	1	2
		% within What is your occupation?	0.0%	0.0%	1.4%	0.0%	0.0%	4.8%	0.8%
	Disagree	Count	3	0	1	4	2	0	10
		% within What is your occupation?	7.0%	0.0%	1.4%	17.4%	5.7%	0.0%	3.9%
	Agree	Count	9	7	4	0	3	0	23
		% within What is your occupation?	20.9%	10.6%	5.6%	0.0%	8.6%	0.0%	8.9%
	Strongly Agree	Count	31	59	65	19	30	20	224
		% within What is your occupation?	72.1%	89.4%	91.5%	82.6%	85.7%	95.2%	86.5%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy products which are endorsed by my favourite celebrity * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I buy products which are endorsed by my favourite celebrity	Strongly Disagree	Count	9	2	1	2	14
		% within Age	7.0%	3.1%	2.2%	9.5%	5.4%
	Disagree	Count	4	2	1	1	8
		% within Age	3.1%	3.1%	2.2%	4.8%	3.1%
	Agree	Count	4	7	3	0	14
		% within Age	3.1%	10.9%	6.7%	0.0%	5.4%
	Strongly Agree	Count	112	53	40	18	223
		% within Age	86.8%	82.8%	88.9%	85.7%	86.1%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy products which are endorsed by my favourite celebrity * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I buy products which are endorsed by my favourite celebrity	Strongly Disagree	Count	6	4	0	4	14
		% within Race	11.5%	3.9%	0.0%	8.5%	5.4%
	Disagree	Count	0	5	0	3	8
		% within Race	0.0%	4.9%	0.0%	6.4%	3.1%
	Agree	Count	3	4	0	7	14
		% within Race	5.8%	3.9%	0.0%	14.9%	5.4%
	Strongly Agree	Count	43	89	58	33	223
		% within Race	82.7%	87.3%	100.0%	70.2%	86.1%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy products which are endorsed by my favourite celebrity * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I buy products which are endorsed by my favourite celebrity	Strongly Disagree	Count	0	0	10	4	14
		% within How many years of education do you have?	0.0%	0.0%	8.6%	3.4%	5.4%
	Disagree	Count	0	0	4	4	8
		% within How many years of education do you have?	0.0%	0.0%	3.4%	3.4%	3.1%
	Agree	Count	1	1	5	7	14
		% within How many years of education do you have?	12.5%	5.3%	4.3%	6.0%	5.4%
	Strongly Agree	Count	7	18	97	101	223
		% within How many years of education do you have?	87.5%	94.7%	83.6%	87.1%	86.1%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy products which are endorsed by my favourite celebrity * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I buy products which are endorsed by my favourite celebrity	Strongly Disagree	Count	6	0	4	4	0	14
		% within What is your highest educational qualification?	13.3%	0.0%	2.9%	6.2%	0.0%	5.4%
	Disagree	Count	0	0	5	3	0	8
		% within What is your highest educational qualification?	0.0%	0.0%	3.6%	4.6%	0.0%	3.1%
	Agree	Count	3	0	4	7	0	14
		% within What is your highest educational qualification?	6.7%	0.0%	2.9%	10.8%	0.0%	5.4%
	Strongly Agree	Count	36	6	126	51	4	223
		% within What is your highest educational qualification?	80.0%	100.0%	90.6%	78.5%	100.0%	86.1%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I buy products which are endorsed by my favourite celebrity * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I buy products which are endorsed by my favourite celebrity	Strongly Disagree	Count	6	2	2	0	3	1	14
		% within What is your occupation?	14.0%	3.0%	2.8%	0.0%	8.6%	4.8%	5.4%
	Disagree	Count	0	0	5	0	1	2	8
		% within What is your occupation?	0.0%	0.0%	7.0%	0.0%	2.9%	9.5%	3.1%
	Agree	Count	3	3	1	0	6	1	14
		% within What is your occupation?	7.0%	4.5%	1.4%	0.0%	17.1%	4.8%	5.4%
	Strongly Agree	Count	34	61	63	23	25	17	223
		% within What is your occupation?	79.1%	92.4%	88.7%	100.0%	71.4%	81.0%	86.1%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel proud when people associate/compare me with my favorite celebrity * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I feel proud when people associate/compare me with my favorit	Strongly Disagree	Count	8	1	1	0	10
		% within Age	6.2%	1.6%	2.2%	0.0%	3.9%
	Disagree	Count	11	6	4	1	22
		% within Age	8.5%	9.4%	8.9%	4.8%	8.5%
	Agree	Count	21	9	3	1	34
		% within Age	16.3%	14.1%	6.7%	4.8%	13.1%
	Strongly Agree	Count	89	48	37	19	193
		% within Age	69.0%	75.0%	82.2%	90.5%	74.5%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel proud when people associate/compare me with my favorite celebrity * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I feel proud when people associate/compare me with my favorite celebrity	Strongly Disagree	Count	0	0	7	3	10
		% within Race	0.0%	0.0%	12.1%	6.4%	3.9%
	Disagree	Count	6	2	11	3	22
		% within Race	11.5%	2.0%	19.0%	6.4%	8.5%
	Agree	Count	3	18	6	7	34
		% within Race	5.8%	17.6%	10.3%	14.9%	13.1%
	Strongly Agree	Count	43	82	34	34	193
		% within Race	82.7%	80.4%	58.6%	72.3%	74.5%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel proud when people associate/compare me with my favorite celebrity * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I feel proud when people associate/compare me with my favorite celebrity	Strongly Disagree	Count	0	0	0	10	10
		% within How many years of education do you have?	0.0%	0.0%	0.0%	8.6%	3.9%
	Disagree	Count	0	0	8	14	22
		% within How many years of education do you have?	0.0%	0.0%	6.9%	12.1%	8.5%
	Agree	Count	1	1	17	15	34
		% within How many years of education do you have?	12.5%	5.3%	14.7%	12.9%	13.1%
	Strongly Agree	Count	7	18	91	77	193
		% within How many years of education do you have?	87.5%	94.7%	78.4%	66.4%	74.5%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel proud when people associate/compare me with my favorite celebrity * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I feel proud when people associate/compare me with my favorite celebrity	Strongly Disagree	Count	0	0	7	3	0	10
		% within What is your highest educational qualification?	0.0%	0.0%	5.0%	4.6%	0.0%	3.9%
	Disagree	Count	6	0	13	2	1	22
		% within What is your highest educational qualification?	13.3%	0.0%	9.4%	3.1%	25.0%	8.5%
	Agree	Count	3	0	24	5	2	34
		% within What is your highest educational qualification?	6.7%	0.0%	17.3%	7.7%	50.0%	13.1%
	Strongly Agree	Count	36	6	95	55	1	193
		% within What is your highest educational qualification?	80.0%	100.0%	68.3%	84.6%	25.0%	74.5%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I feel proud when people associate/compare me with my favorite celebrity * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I feel proud when people associate/compare me with my favorite celebrity	Strongly Disagree	Count	0	0	5	2	1	2	10
		% within What is your occupation?	0.0%	0.0%	7.0%	8.7%	2.9%	9.5%	3.9%
	Disagree	Count	6	2	5	6	0	3	22
		% within What is your occupation?	14.0%	3.0%	7.0%	26.1%	0.0%	14.3%	8.5%
	Agree	Count	3	3	20	1	5	2	34
		% within What is your occupation?	7.0%	4.5%	28.2%	4.3%	14.3%	9.5%	13.1%
	Strongly Agree	Count	34	61	41	14	29	14	193
		% within What is your occupation?	79.1%	92.4%	57.7%	60.9%	82.9%	66.7%	74.5%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
After seeing my favourite celebrity endorse men's grooming products, I no lon	Strongly Disagree	Count	7	6	1	3	17
		% within Age	5.4%	9.4%	2.2%	14.3%	6.6%
	Disagree	Count	17	4	3	1	25
		% within Age	13.2%	6.3%	6.7%	4.8%	9.7%
	Agree	Count	21	13	7	3	44
		% within Age	16.3%	20.3%	15.6%	14.3%	17.0%
	Strongly Agree	Count	84	41	34	14	173
		% within Age	65.1%	64.1%	75.6%	66.7%	66.8%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
After seeing my favourite celebrity endorse men's grooming products, I no lon	Strongly Disagree	Count	2	7	5	3	17
		% within Race	3.8%	6.9%	8.6%	6.4%	6.6%
	Disagree	Count	7	11	7	0	25
		% within Race	13.5%	10.8%	12.1%	0.0%	9.7%
	Agree	Count	11	29	3	1	44
		% within Race	21.2%	28.4%	5.2%	2.1%	17.0%
	Strongly Agree	Count	32	55	43	43	173
		% within Race	61.5%	53.9%	74.1%	91.5%	66.8%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
After seeing my favourite celebrity endorse men's grooming products, I no lon	Strongly Disagree	Count	0	1	8	8	17
		% within How many years of education do you have?	0.0%	5.3%	6.9%	6.9%	6.6%
	Disagree	Count	0	1	17	7	25
		% within How many years of education do you have?	0.0%	5.3%	14.7%	6.0%	9.7%
	Agree	Count	1	5	28	10	44
		% within How many years of education do you have?	12.5%	26.3%	24.1%	8.6%	17.0%
	Strongly Agree	Count	7	12	63	91	173
		% within How many years of education do you have?	87.5%	63.2%	54.3%	78.4%	66.8%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
After seeing my favourite celebrity endorse men's grooming products, I no lon	Strongly Disagree	Count	2	0	10	5	0	17
		% within What is your highest educational qualification?	4.4%	0.0%	7.2%	7.7%	0.0%	6.6%
	Disagree	Count	7	0	17	1	0	25
		% within What is your highest educational qualification?	15.6%	0.0%	12.2%	1.5%	0.0%	9.7%
	Agree	Count	11	0	32	1	0	44
		% within What is your highest educational qualification?	24.4%	0.0%	23.0%	1.5%	0.0%	17.0%
	Strongly Agree	Count	25	6	80	58	4	173
		% within What is your highest educational qualification?	55.6%	100.0%	57.6%	89.2%	100.0%	66.8%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

After seeing my favourite celebrity endorse men's grooming products, I no longer think these are girlish * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
After seeing my favourite celebrity endorse men's grooming products, I no lon	Strongly Disagree	Count	2	5	5	1	4	0	17
		% within What is your occupation?	4.7%	7.6%	7.0%	4.3%	11.4%	0.0%	6.6%
	Disagree	Count	7	9	8	0	1	0	25
		% within What is your occupation?	16.3%	13.6%	11.3%	0.0%	2.9%	0.0%	9.7%
	Agree	Count	11	20	12	0	1	0	44
		% within What is your occupation?	25.6%	30.3%	16.9%	0.0%	2.9%	0.0%	17.0%
	Strongly Agree	Count	23	32	46	22	29	21	173
		% within What is your occupation?	53.5%	48.5%	64.8%	95.7%	82.9%	100.0%	66.8%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Do you prefer the new shopping environment ie The Male Zone? * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
Do you prefer the new shopping environment ie The Male Zone?	Yes	Count	73	32	21	5	131
		% within Age	56.6%	50.0%	46.7%	23.8%	50.6%
	No	Count	56	32	24	16	128
		% within Age	43.4%	50.0%	53.3%	76.2%	49.4%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Do you prefer the new shopping environment ie The Male Zone? * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
Do you prefer the new shopping environment ie The Male Zone?	Yes	Count	52	79	0	0	131
		% within Race	100.0%	77.5%	0.0%	0.0%	50.6%
	No	Count	0	23	58	47	128
		% within Race	0.0%	22.5%	100.0%	100.0%	49.4%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Do you prefer the new shopping environment ie The Male Zone? * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
Do you prefer the new shopping environment ie The Male Zone?	Yes	Count	8	19	104	0	131
		% within How many years of education do you have?	100.0%	100.0%	89.7%	0.0%	50.6%
	No	Count	0	0	12	116	128
		% within How many years of education do you have?	0.0%	0.0%	10.3%	100.0%	49.4%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Do you prefer the new shopping environment ie The Male Zone? * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
Do you prefer the new shopping environment ie The Male Zone?	Yes	Count	45	6	80	0	0	131
		% within What is your highest educational qualification?	100.0%	100.0%	57.6%	0.0%	0.0%	50.6%
	No	Count	0	0	59	65	4	128
		% within What is your highest educational qualification?	0.0%	0.0%	42.4%	100.0%	100.0%	49.4%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Do you prefer the new shopping environment ie The Male Zone? * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
Do you prefer the new shopping environment ie The Male Zone?	Yes	Count	43	66	22	0	0	0	131
		% within What is your occupation?	100.0%	100.0%	31.0%	0.0%	0.0%	0.0%	50.6%
	No	Count	0	0	49	23	35	21	128
		% within What is your occupation?	0.0%	0.0%	69.0%	100.0%	100.0%	100.0%	49.4%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Would you prefer electrical Personal Care such as Shavers, Nose Trimmers to be merchandised with Male Personal Care? * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
Would you prefer electrical Personal Care such as Shavers, Nose Trimmers	Yes	Count	60	28	21	5	114
		% within Age	46.5%	43.8%	46.7%	23.8%	44.0%
	No	Count	69	36	24	16	145
		% within Age	53.5%	56.3%	53.3%	76.2%	56.0%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Would you prefer electrical Personal Care such as Shavers, Nose Trimmers to be merchandised with Male Personal Care? * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
Would you prefer electrical Personal Care such as Shavers, Nose Trimmers	Yes	Count	52	62	0	0	114
		% within Race	100.0%	60.8%	0.0%	0.0%	44.0%
	No	Count	0	40	58	47	145
		% within Race	0.0%	39.2%	100.0%	100.0%	56.0%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Would you prefer electrical Personal Care such as Shavers, Nose Trimmers to be merchandised with Male Personal Care? * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
Would you prefer electrical Personal Care such as Shavers, Nose Trimmers	Yes	Count	8	19	87	0	114
		% within How many years of education do you have?	100.0%	100.0%	75.0%	0.0%	44.0%
	No	Count	0	0	29	116	145
		% within How many years of education do you have?	0.0%	0.0%	25.0%	100.0%	56.0%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Would you prefer electrical Personal Care such as Shavers, Nose Trimmers to be merchandised with Male Personal Care? * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
Would you prefer electrical Personal Care such as Shavers, Nose Trimmers	Yes	Count	45	6	63	0	0	114
		% within What is your highest educational qualification?	100.0%	100.0%	45.3%	0.0%	0.0%	44.0%
	No	Count	0	0	76	65	4	145
		% within What is your highest educational qualification?	0.0%	0.0%	54.7%	100.0%	100.0%	56.0%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Would you prefer electrical Personal Care such as Shavers, Nose Trimmers to be merchandised with Male Personal Care? * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
Would you prefer electrical Personal Care such as Shavers, Nose Trimmers	Yes	Count	43	66	5	0	0	0	114
		% within What is your occupation?	100.0%	100.0%	7.0%	0.0%	0.0%	0.0%	44.0%
	No	Count	0	0	66	23	35	21	145
		% within What is your occupation?	0.0%	0.0%	93.0%	100.0%	100.0%	100.0%	56.0%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I pay attention to the emotions more than the functions when buying a personal care product * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I pay attention to the emotions more than the functions when buying a person	Strongly Disagree	Count	4	0	2	0	6
		% within Age	3.1%	0.0%	4.4%	0.0%	2.3%
	Disagree	Count	6	1	1	0	8
		% within Age	4.7%	1.6%	2.2%	0.0%	3.1%
	Agree	Count	13	7	2	5	27
		% within Age	10.1%	10.9%	4.4%	23.8%	10.4%
	Strongly Agree	Count	106	56	40	16	218
		% within Age	82.2%	87.5%	88.9%	76.2%	84.2%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I pay attention to the emotions more than the functions when buying a personal care product * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I pay attention to the emotions more than the functions when buying a person	Strongly Disagree	Count	2	2	2	0	6
		% within Race	3.8%	2.0%	3.4%	0.0%	2.3%
	Disagree	Count	2	0	5	1	8
		% within Race	3.8%	0.0%	8.6%	2.1%	3.1%
	Agree	Count	7	4	2	14	27
		% within Race	13.5%	3.9%	3.4%	29.8%	10.4%
	Strongly Agree	Count	41	96	49	32	218
		% within Race	78.8%	94.1%	84.5%	68.1%	84.2%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I pay attention to the emotions more than the functions when buying a personal care product * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I pay attention to the emotions more than the functions when buying a person	Strongly Disagree	Count	0	2	0	4	6
		% within How many years of education do you have?	0.0%	10.5%	0.0%	3.4%	2.3%
	Disagree	Count	0	2	0	6	8
		% within How many years of education do you have?	0.0%	10.5%	0.0%	5.2%	3.1%
	Agree	Count	0	4	7	16	27
		% within How many years of education do you have?	0.0%	21.1%	6.0%	13.8%	10.4%
	Strongly Agree	Count	8	11	109	90	218
		% within How many years of education do you have?	100.0%	57.9%	94.0%	77.6%	84.2%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I pay attention to the emotions more than the functions when buying a personal care product * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I pay attention to the emotions more than the functions when buying a person	Strongly Disagree	Count	2	0	4	0	0	6
		% within What is your highest educational qualification?	4.4%	0.0%	2.9%	0.0%	0.0%	2.3%
	Disagree	Count	2	0	3	2	1	8
		% within What is your highest educational qualification?	4.4%	0.0%	2.2%	3.1%	25.0%	3.1%
	Agree	Count	7	0	5	13	2	27
		% within What is your highest educational qualification?	15.6%	0.0%	3.6%	20.0%	50.0%	10.4%
	Strongly Agree	Count	34	6	127	50	1	218
		% within What is your highest educational qualification?	75.6%	100.0%	91.4%	76.9%	25.0%	84.2%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I pay attention to the emotions more than the functions when buying a personal care product * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I pay attention to the emotions more than the functions when buying a person	Strongly Disagree	Count	2	0	3	1	0	0	6
		% within What is your occupation?	4.7%	0.0%	4.2%	4.3%	0.0%	0.0%	2.3%
	Disagree	Count	2	0	0	5	0	1	8
		% within What is your occupation?	4.7%	0.0%	0.0%	21.7%	0.0%	4.8%	3.1%
	Agree	Count	6	4	2	1	2	12	27
		% within What is your occupation?	14.0%	6.1%	2.8%	4.3%	5.7%	57.1%	10.4%
	Strongly Agree	Count	33	62	66	16	33	8	218
		% within What is your occupation?	76.7%	93.9%	93.0%	69.6%	94.3%	38.1%	84.2%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, I make my decision according to my feelings. * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
When buying a personal care product, I make my decision according to my fe	Strongly Disagree	Count	1	1	0	0	2
		% within Age	0.8%	1.6%	0.0%	0.0%	0.8%
	Disagree	Count	3	1	1	0	5
		% within Age	2.3%	1.6%	2.2%	0.0%	1.9%
	Agree	Count	8	3	6	0	17
		% within Age	6.2%	4.7%	13.3%	0.0%	6.6%
	Strongly Agree	Count	117	59	38	21	235
		% within Age	90.7%	92.2%	84.4%	100.0%	90.7%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, I make my decision according to my feelings. * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
When buying a personal care product, I make my decision according to my fe	Strongly Disagree	Count	0	2	0	0	2
		% within Race	0.0%	2.0%	0.0%	0.0%	0.8%
	Disagree	Count	1	4	0	0	5
		% within Race	1.9%	3.9%	0.0%	0.0%	1.9%
	Agree	Count	2	15	0	0	17
		% within Race	3.8%	14.7%	0.0%	0.0%	6.6%
	Strongly Agree	Count	49	81	58	47	235
		% within Race	94.2%	79.4%	100.0%	100.0%	90.7%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, I make my decision according to my feelings. * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
When buying a personal care product, I make my decision according to my fe	Strongly Disagree	Count	0	0	2	0	2
		% within How many years of education do you have?	0.0%	0.0%	1.7%	0.0%	0.8%
	Disagree	Count	0	1	4	0	5
		% within How many years of education do you have?	0.0%	5.3%	3.4%	0.0%	1.9%
	Agree	Count	0	2	15	0	17
		% within How many years of education do you have?	0.0%	10.5%	12.9%	0.0%	6.6%
	Strongly Agree	Count	8	16	95	116	235
		% within How many years of education do you have?	100.0%	84.2%	81.9%	100.0%	90.7%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, I make my decision according to my feelings. * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
When buying a personal care product, I make my decision according to my fe	Strongly Disagree	Count	0	0	2	0	0	2
		% within What is your highest educational qualification?	0.0%	0.0%	1.4%	0.0%	0.0%	0.8%
	Disagree	Count	1	0	4	0	0	5
		% within What is your highest educational qualification?	2.2%	0.0%	2.9%	0.0%	0.0%	1.9%
	Agree	Count	2	0	15	0	0	17
		% within What is your highest educational qualification?	4.4%	0.0%	10.8%	0.0%	0.0%	6.6%
	Strongly Agree	Count	42	6	118	65	4	235
		% within What is your highest educational qualification?	93.3%	100.0%	84.9%	100.0%	100.0%	90.7%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, I make my decision according to my feelings. * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
When buying a personal care product, I make my decision according to my fe	Strongly Disagree	Count	0	2	0	0	0	0	2
		% within What is your occupation?	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Disagree	Count	1	4	0	0	0	0	5
		% within What is your occupation?	2.3%	6.1%	0.0%	0.0%	0.0%	0.0%	1.9%
	Agree	Count	2	13	2	0	0	0	17
		% within What is your occupation?	4.7%	19.7%	2.8%	0.0%	0.0%	0.0%	6.6%
	Strongly Agree	Count	40	47	69	23	35	21	235
		% within What is your occupation?	93.0%	71.2%	97.2%	100.0%	100.0%	100.0%	90.7%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, my emotions are as important as the features and price of the product * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
When buying a personal care product, my emotions are as important as the	Strongly Disagree	Count	3	0	1	3	7
		% within Age	2.3%	0.0%	2.2%	14.3%	2.7%
	Disagree	Count	5	4	1	1	11
		% within Age	3.9%	6.3%	2.2%	4.8%	4.2%
	Agree	Count	10	3	4	3	20
		% within Age	7.8%	4.7%	8.9%	14.3%	7.7%
	Strongly Agree	Count	111	57	39	14	221
		% within Age	86.0%	89.1%	86.7%	66.7%	85.3%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, my emotions are as important as the features and price of the product * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
When buying a personal care product, my emotions are as important as the	Strongly Disagree	Count	2	2	1	2	7
		% within Race	3.8%	2.0%	1.7%	4.3%	2.7%
	Disagree	Count	5	3	2	1	11
		% within Race	9.6%	2.9%	3.4%	2.1%	4.2%
	Agree	Count	7	4	8	1	20
		% within Race	13.5%	3.9%	13.8%	2.1%	7.7%
	Strongly Agree	Count	38	93	47	43	221
		% within Race	73.1%	91.2%	81.0%	91.5%	85.3%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, my emotions are as important as the features and price of the product * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
When buying a personal care product, my emotions are as important as the	Strongly Disagree	Count	1	0	3	3	7
		% within How many years of education do you have?	12.5%	0.0%	2.6%	2.6%	2.7%
	Disagree	Count	1	2	5	3	11
		% within How many years of education do you have?	12.5%	10.5%	4.3%	2.6%	4.2%
	Agree	Count	0	5	6	9	20
		% within How many years of education do you have?	0.0%	26.3%	5.2%	7.8%	7.7%
	Strongly Agree	Count	6	12	102	101	221
		% within How many years of education do you have?	75.0%	63.2%	87.9%	87.1%	85.3%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, my emotions are as important as the features and price of the product * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
When buying a personal care product, my emotions are as important as the	Strongly Disagree	Count	2	0	2	3	0	7
		% within What is your highest educational qualification?	4.4%	0.0%	1.4%	4.6%	0.0%	2.7%
	Disagree	Count	5	0	3	3	0	11
		% within What is your highest educational qualification?	11.1%	0.0%	2.2%	4.6%	0.0%	4.2%
	Agree	Count	7	0	4	9	0	20
		% within What is your highest educational qualification?	15.6%	0.0%	2.9%	13.8%	0.0%	7.7%
	Strongly Agree	Count	31	6	130	50	4	221
		% within What is your highest educational qualification?	68.9%	100.0%	93.5%	76.9%	100.0%	85.3%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

When buying a personal care product, my emotions are as important as the features and price of the product * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
When buying a personal care product, my emotions are as important as the	Strongly Disagree	Count	2	2	0	1	2	0	7
		% within What is your occupation?	4.7%	3.0%	0.0%	4.3%	5.7%	0.0%	2.7%
	Disagree	Count	5	3	0	0	3	0	11
		% within What is your occupation?	11.6%	4.5%	0.0%	0.0%	8.6%	0.0%	4.2%
	Agree	Count	7	2	2	5	4	0	20
		% within What is your occupation?	16.3%	3.0%	2.8%	21.7%	11.4%	0.0%	7.7%
	Strongly Agree	Count	29	59	69	17	26	21	221
		% within What is your occupation?	67.4%	89.4%	97.2%	73.9%	74.3%	100.0%	85.3%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I can buy a personal care product just because of my feelings without giving it a thought * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I can buy a personal care product just because of my feelings without giving i	Strongly Disagree	Count	1	2	0	0	3
		% within Age	0.8%	3.1%	0.0%	0.0%	1.2%
	Disagree	Count	2	1	2	1	6
		% within Age	1.6%	1.6%	4.4%	4.8%	2.3%
	Agree	Count	7	6	4	4	21
		% within Age	5.4%	9.4%	8.9%	19.0%	8.1%
	Strongly Agree	Count	119	55	39	16	229
		% within Age	92.2%	85.9%	86.7%	76.2%	88.4%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I can buy a personal care product just because of my feelings without giving it a thought * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I can buy a personal care product just because of my feelings without giving i	Strongly Disagree	Count	2	1	0	0	3
		% within Race	3.8%	1.0%	0.0%	0.0%	1.2%
	Disagree	Count	2	3	1	0	6
		% within Race	3.8%	2.9%	1.7%	0.0%	2.3%
	Agree	Count	6	8	4	3	21
		% within Race	11.5%	7.8%	6.9%	6.4%	8.1%
	Strongly Agree	Count	42	90	53	44	229
		% within Race	80.8%	88.2%	91.4%	93.6%	88.4%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I can buy a personal care product just because of my feelings without giving it a thought * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I can buy a personal care product just because of my feelings without giving i	Strongly Disagree	Count	1	1	1	0	3
		% within How many years of education do you have?	12.5%	5.3%	0.9%	0.0%	1.2%
	Disagree	Count	2	0	2	2	6
		% within How many years of education do you have?	25.0%	0.0%	1.7%	1.7%	2.3%
	Agree	Count	2	4	8	7	21
		% within How many years of education do you have?	25.0%	21.1%	6.9%	6.0%	8.1%
	Strongly Agree	Count	3	14	105	107	229
		% within How many years of education do you have?	37.5%	73.7%	90.5%	92.2%	88.4%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I can buy a personal care product just because of my feelings without giving it a thought * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I can buy a personal care product just because of my feelings without giving i	Strongly Disagree	Count	2	0	1	0	0	3
		% within What is your highest educational qualification?	4.4%	0.0%	0.7%	0.0%	0.0%	1.2%
	Disagree	Count	2	0	3	1	0	6
		% within What is your highest educational qualification?	4.4%	0.0%	2.2%	1.5%	0.0%	2.3%
	Agree	Count	6	0	12	3	0	21
		% within What is your highest educational qualification?	13.3%	0.0%	8.6%	4.6%	0.0%	8.1%
	Strongly Agree	Count	35	6	123	61	4	229
		% within What is your highest educational qualification?	77.8%	100.0%	88.5%	93.8%	100.0%	88.4%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I can buy a personal care product just because of my feelings without giving it a thought * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I can buy a personal care product just because of my feelings without giving i	Strongly Disagree	Count	2	1	0	0	0	0	3
		% within What is your occupation?	4.7%	1.5%	0.0%	0.0%	0.0%	0.0%	1.2%
	Disagree	Count	2	2	1	0	1	0	6
		% within What is your occupation?	4.7%	3.0%	1.4%	0.0%	2.9%	0.0%	2.3%
	Agree	Count	6	8	4	0	3	0	21
		% within What is your occupation?	14.0%	12.1%	5.6%	0.0%	8.6%	0.0%	8.1%
	Strongly Agree	Count	33	55	66	23	31	21	229
		% within What is your occupation?	76.7%	83.3%	93.0%	100.0%	88.6%	100.0%	88.4%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product arouses the feelings of fun and pleasure in me * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
Buying a personal care product arouses the feelings of fun and pleasure in m	Strongly Disagree	Count	4	0	2	0	6
		% within Age	3.1%	0.0%	4.4%	0.0%	2.3%
	Disagree	Count	6	1	1	0	8
		% within Age	4.7%	1.6%	2.2%	0.0%	3.1%
	Agree	Count	13	7	2	5	27
		% within Age	10.1%	10.9%	4.4%	23.8%	10.4%
	Strongly Agree	Count	106	56	40	16	218
		% within Age	82.2%	87.5%	88.9%	76.2%	84.2%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product arouses the feelings of fun and pleasure in me * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
Buying a personal care product arouses the feelings of fun and pleasure in m	Strongly Disagree	Count	2	2	2	0	6
		% within Race	3.8%	2.0%	3.4%	0.0%	2.3%
	Disagree	Count	2	0	5	1	8
		% within Race	3.8%	0.0%	8.6%	2.1%	3.1%
	Agree	Count	7	4	2	14	27
		% within Race	13.5%	3.9%	3.4%	29.8%	10.4%
	Strongly Agree	Count	41	96	49	32	218
		% within Race	78.8%	94.1%	84.5%	68.1%	84.2%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product arouses the feelings of fun and pleasure in me * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
Buying a personal care product arouses the feelings of fun and pleasure in m	Strongly Disagree	Count	0	2	0	4	6
		% within How many years of education do you have?	0.0%	10.5%	0.0%	3.4%	2.3%
	Disagree	Count	0	2	0	6	8
		% within How many years of education do you have?	0.0%	10.5%	0.0%	5.2%	3.1%
	Agree	Count	0	4	7	16	27
		% within How many years of education do you have?	0.0%	21.1%	6.0%	13.8%	10.4%
	Strongly Agree	Count	8	11	109	90	218
		% within How many years of education do you have?	100.0%	57.9%	94.0%	77.6%	84.2%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product arouses the feelings of fun and pleasure in me * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
Buying a personal care product arouses the feelings of fun and pleasure in m	Strongly Disagree	Count	2	0	4	0	0	6
		% within What is your highest educational qualification?	4.4%	0.0%	2.9%	0.0%	0.0%	2.3%
	Disagree	Count	2	0	3	2	1	8
		% within What is your highest educational qualification?	4.4%	0.0%	2.2%	3.1%	25.0%	3.1%
	Agree	Count	7	0	5	13	2	27
		% within What is your highest educational qualification?	15.6%	0.0%	3.6%	20.0%	50.0%	10.4%
	Strongly Agree	Count	34	6	127	50	1	218
		% within What is your highest educational qualification?	75.6%	100.0%	91.4%	76.9%	25.0%	84.2%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product arouses the feelings of fun and pleasure in me * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
Buying a personal care product arouses the feelings of fun and pleasure in m	Strongly Disagree	Count	2	0	3	1	0	0	6
		% within What is your occupation?	4.7%	0.0%	4.2%	4.3%	0.0%	0.0%	2.3%
	Disagree	Count	2	0	0	5	0	1	8
		% within What is your occupation?	4.7%	0.0%	0.0%	21.7%	0.0%	4.8%	3.1%
	Agree	Count	6	4	2	1	2	12	27
		% within What is your occupation?	14.0%	6.1%	2.8%	4.3%	5.7%	57.1%	10.4%
	Strongly Agree	Count	33	62	66	16	33	8	218
		% within What is your occupation?	76.7%	93.9%	93.0%	69.6%	94.3%	38.1%	84.2%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product makes me excited * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
Buying a personal care product makes me excited	Strongly Disagree	Count	1	1	0	0	2
		% within Age	0.8%	1.6%	0.0%	0.0%	0.8%
	Disagree	Count	3	1	1	0	5
		% within Age	2.3%	1.6%	2.2%	0.0%	1.9%
	Agree	Count	8	3	6	0	17
		% within Age	6.2%	4.7%	13.3%	0.0%	6.6%
	Strongly Agree	Count	117	59	38	21	235
		% within Age	90.7%	92.2%	84.4%	100.0%	90.7%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product makes me excited * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
Buying a personal care product makes me excited	Strongly Disagree	Count	0	2	0	0	2
		% within Race	0.0%	2.0%	0.0%	0.0%	0.8%
	Disagree	Count	1	4	0	0	5
		% within Race	1.9%	3.9%	0.0%	0.0%	1.9%
	Agree	Count	2	15	0	0	17
		% within Race	3.8%	14.7%	0.0%	0.0%	6.6%
	Strongly Agree	Count	49	81	58	47	235
		% within Race	94.2%	79.4%	100.0%	100.0%	90.7%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product makes me excited * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
Buying a personal care product makes me excited	Strongly Disagree	Count	0	0	2	0	2
		% within How many years of education do you have?	0.0%	0.0%	1.7%	0.0%	0.8%
	Disagree	Count	0	1	4	0	5
		% within How many years of education do you have?	0.0%	5.3%	3.4%	0.0%	1.9%
	Agree	Count	0	2	15	0	17
		% within How many years of education do you have?	0.0%	10.5%	12.9%	0.0%	6.6%
	Strongly Agree	Count	8	16	95	116	235
		% within How many years of education do you have?	100.0%	84.2%	81.9%	100.0%	90.7%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product makes me excited * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
Buying a personal care product makes me excited	Strongly Disagree	Count	0	0	2	0	0	2
		% within What is your highest educational qualification?	0.0%	0.0%	1.4%	0.0%	0.0%	0.8%
	Disagree	Count	1	0	4	0	0	5
		% within What is your highest educational qualification?	2.2%	0.0%	2.9%	0.0%	0.0%	1.9%
	Agree	Count	2	0	15	0	0	17
		% within What is your highest educational qualification?	4.4%	0.0%	10.8%	0.0%	0.0%	6.6%
	Strongly Agree	Count	42	6	118	65	4	235
		% within What is your highest educational qualification?	93.3%	100.0%	84.9%	100.0%	100.0%	90.7%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Buying a personal care product makes me excited * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
Buying a personal care product makes me excited	Strongly Disagree	Count	0	2	0	0	0	0	2
		% within What is your occupation?	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Disagree	Count	1	4	0	0	0	0	5
		% within What is your occupation?	2.3%	6.1%	0.0%	0.0%	0.0%	0.0%	1.9%
	Agree	Count	2	13	2	0	0	0	17
		% within What is your occupation?	4.7%	19.7%	2.8%	0.0%	0.0%	0.0%	6.6%
	Strongly Agree	Count	40	47	69	23	35	21	235
		% within What is your occupation?	93.0%	71.2%	97.2%	100.0%	100.0%	100.0%	90.7%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I act with nostalgic feelings when buying a personal care product * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I act with nostalgic feelings when buying a personal care product	Strongly Disagree	Count	3	0	1	3	7
		% within Age	2.3%	0.0%	2.2%	14.3%	2.7%
	Disagree	Count	5	4	1	1	11
		% within Age	3.9%	6.3%	2.2%	4.8%	4.2%
	Agree	Count	10	3	4	3	20
		% within Age	7.8%	4.7%	8.9%	14.3%	7.7%
	Strongly Agree	Count	111	57	39	14	221
		% within Age	86.0%	89.1%	86.7%	66.7%	85.3%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I act with nostalgic feelings when buying a personal care product * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I act with nostalgic feelings when buying a personal care product	Strongly Disagree	Count	2	2	1	2	7
		% within Race	3.8%	2.0%	1.7%	4.3%	2.7%
	Disagree	Count	5	3	2	1	11
		% within Race	9.6%	2.9%	3.4%	2.1%	4.2%
	Agree	Count	7	4	8	1	20
		% within Race	13.5%	3.9%	13.8%	2.1%	7.7%
	Strongly Agree	Count	38	93	47	43	221
		% within Race	73.1%	91.2%	81.0%	91.5%	85.3%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I act with nostalgic feelings when buying a personal care product * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I act with nostalgic feelings when buying a personal care product	Strongly Disagree	Count	1	0	3	3	7
		% within How many years of education do you have?	12.5%	0.0%	2.6%	2.6%	2.7%
	Disagree	Count	1	2	5	3	11
		% within How many years of education do you have?	12.5%	10.5%	4.3%	2.6%	4.2%
	Agree	Count	0	5	6	9	20
		% within How many years of education do you have?	0.0%	26.3%	5.2%	7.8%	7.7%
	Strongly Agree	Count	6	12	102	101	221
		% within How many years of education do you have?	75.0%	63.2%	87.9%	87.1%	85.3%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I act with nostalgic feelings when buying a personal care product * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I act with nostalgic feelings when buying a personal care product	Strongly Disagree	Count	2	0	2	3	0	7
		% within What is your highest educational qualification?	4.4%	0.0%	1.4%	4.6%	0.0%	2.7%
	Disagree	Count	5	0	3	3	0	11
		% within What is your highest educational qualification?	11.1%	0.0%	2.2%	4.6%	0.0%	4.2%
	Agree	Count	7	0	4	9	0	20
		% within What is your highest educational qualification?	15.6%	0.0%	2.9%	13.8%	0.0%	7.7%
	Strongly Agree	Count	31	6	130	50	4	221
		% within What is your highest educational qualification?	68.9%	100.0%	93.5%	76.9%	100.0%	85.3%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I act with nostalgic feelings when buying a personal care product * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I act with nostalgic feelings when buying a personal care product	Strongly Disagree	Count	2	2	0	1	2	0	7
		% within What is your occupation?	4.7%	3.0%	0.0%	4.3%	5.7%	0.0%	2.7%
	Disagree	Count	5	3	0	0	3	0	11
		% within What is your occupation?	11.6%	4.5%	0.0%	0.0%	8.6%	0.0%	4.2%
	Agree	Count	7	2	2	5	4	0	20
		% within What is your occupation?	16.3%	3.0%	2.8%	21.7%	11.4%	0.0%	7.7%
	Strongly Agree	Count	29	59	69	17	26	21	221
		% within What is your occupation?	67.4%	89.4%	97.2%	73.9%	74.3%	100.0%	85.3%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like looking for new and different products. * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I like looking for new and different products.	Strongly Disagree	Count	1	2	0	0	3
		% within Age	0.8%	3.1%	0.0%	0.0%	1.2%
	Disagree	Count	2	1	2	1	6
		% within Age	1.6%	1.6%	4.4%	4.8%	2.3%
	Agree	Count	7	6	4	4	21
		% within Age	5.4%	9.4%	8.9%	19.0%	8.1%
	Strongly Agree	Count	119	55	39	16	229
		% within Age	92.2%	85.9%	86.7%	76.2%	88.4%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like looking for new and different products. * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I like looking for new and different products.	Strongly Disagree	Count	2	1	0	0	3
		% within Race	3.8%	1.0%	0.0%	0.0%	1.2%
	Disagree	Count	2	3	1	0	6
		% within Race	3.8%	2.9%	1.7%	0.0%	2.3%
	Agree	Count	6	8	4	3	21
		% within Race	11.5%	7.8%	6.9%	6.4%	8.1%
	Strongly Agree	Count	42	90	53	44	229
		% within Race	80.8%	88.2%	91.4%	93.6%	88.4%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like looking for new and different products. * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I like looking for new and different products.	Strongly Disagree	Count	1	1	1	0	3
		% within How many years of education do you have?	12.5%	5.3%	0.9%	0.0%	1.2%
	Disagree	Count	2	0	2	2	6
		% within How many years of education do you have?	25.0%	0.0%	1.7%	1.7%	2.3%
	Agree	Count	2	4	8	7	21
		% within How many years of education do you have?	25.0%	21.1%	6.9%	6.0%	8.1%
	Strongly Agree	Count	3	14	105	107	229
		% within How many years of education do you have?	37.5%	73.7%	90.5%	92.2%	88.4%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like looking for new and different products. * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I like looking for new and different products.	Strongly Disagree	Count	2	0	1	0	0	3
		% within What is your highest educational qualification?	4.4%	0.0%	0.7%	0.0%	0.0%	1.2%
	Disagree	Count	2	0	3	1	0	6
		% within What is your highest educational qualification?	4.4%	0.0%	2.2%	1.5%	0.0%	2.3%
	Agree	Count	6	0	12	3	0	21
		% within What is your highest educational qualification?	13.3%	0.0%	8.6%	4.6%	0.0%	8.1%
	Strongly Agree	Count	35	6	123	61	4	229
		% within What is your highest educational qualification?	77.8%	100.0%	88.5%	93.8%	100.0%	88.4%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I like looking for new and different products. * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I like looking for new and different products.	Strongly Disagree	Count	2	1	0	0	0	0	3
		% within What is your occupation?	4.7%	1.5%	0.0%	0.0%	0.0%	0.0%	1.2%
	Disagree	Count	2	2	1	0	1	0	6
		% within What is your occupation?	4.7%	3.0%	1.4%	0.0%	2.9%	0.0%	2.3%
	Agree	Count	6	8	4	0	3	0	21
		% within What is your occupation?	14.0%	12.1%	5.6%	0.0%	8.6%	0.0%	8.1%
	Strongly Agree	Count	33	55	66	23	31	21	229
		% within What is your occupation?	76.7%	83.3%	93.0%	100.0%	88.6%	100.0%	88.4%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Even though I do not buy personal care products, new products catch my attention * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
Even though I do not buy personal care products, new products catch my atte	Strongly Disagree	Count	4	0	2	0	6
		% within Age	3.1%	0.0%	4.4%	0.0%	2.3%
	Disagree	Count	6	1	1	0	8
		% within Age	4.7%	1.6%	2.2%	0.0%	3.1%
	Agree	Count	13	7	2	5	27
		% within Age	10.1%	10.9%	4.4%	23.8%	10.4%
	Strongly Agree	Count	106	56	40	16	218
		% within Age	82.2%	87.5%	88.9%	76.2%	84.2%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Even though I do not buy personal care products, new products catch my attention * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
Even though I do not buy personal care products, new products catch my atte	Strongly Disagree	Count	2	2	2	0	6
		% within Race	3.8%	2.0%	3.4%	0.0%	2.3%
	Disagree	Count	2	0	5	1	8
		% within Race	3.8%	0.0%	8.6%	2.1%	3.1%
	Agree	Count	7	4	2	14	27
		% within Race	13.5%	3.9%	3.4%	29.8%	10.4%
	Strongly Agree	Count	41	96	49	32	218
		% within Race	78.8%	94.1%	84.5%	68.1%	84.2%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Even though I do not buy personal care products, new products catch my attention * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
Even though I do not buy personal care products, new products catch my atte	Strongly Disagree	Count	0	2	0	4	6
		% within How many years of education do you have?	0.0%	10.5%	0.0%	3.4%	2.3%
	Disagree	Count	0	2	0	6	8
		% within How many years of education do you have?	0.0%	10.5%	0.0%	5.2%	3.1%
	Agree	Count	0	4	7	16	27
		% within How many years of education do you have?	0.0%	21.1%	6.0%	13.8%	10.4%
	Strongly Agree	Count	8	11	109	90	218
		% within How many years of education do you have?	100.0%	57.9%	94.0%	77.6%	84.2%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Even though I do not buy personal care products, new products catch my attention * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
Even though I do not buy personal care products, new products catch my atte	Strongly Disagree	Count	2	0	4	0	0	6
		% within What is your highest educational qualification?	4.4%	0.0%	2.9%	0.0%	0.0%	2.3%
	Disagree	Count	2	0	3	2	1	8
		% within What is your highest educational qualification?	4.4%	0.0%	2.2%	3.1%	25.0%	3.1%
	Agree	Count	7	0	5	13	2	27
		% within What is your highest educational qualification?	15.6%	0.0%	3.6%	20.0%	50.0%	10.4%
	Strongly Agree	Count	34	6	127	50	1	218
		% within What is your highest educational qualification?	75.6%	100.0%	91.4%	76.9%	25.0%	84.2%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Even though I do not buy personal care products, new products catch my attention * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
Even though I do not buy personal care products, new products catch my atte	Strongly Disagree	Count	2	0	3	1	0	0	6
		% within What is your occupation?	4.7%	0.0%	4.2%	4.3%	0.0%	0.0%	2.3%
	Disagree	Count	2	0	0	5	0	1	8
		% within What is your occupation?	4.7%	0.0%	0.0%	21.7%	0.0%	4.8%	3.1%
	Agree	Count	6	4	2	1	2	12	27
		% within What is your occupation?	14.0%	6.1%	2.8%	4.3%	5.7%	57.1%	10.4%
	Strongly Agree	Count	33	62	66	16	33	8	218
		% within What is your occupation?	76.7%	93.9%	93.0%	69.6%	94.3%	38.1%	84.2%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get a lot of information before I buy personal care products * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I get a lot of information before I buy personal care products	Strongly Disagree	Count	1	1	0	0	2
		% within Age	0.8%	1.6%	0.0%	0.0%	0.8%
	Disagree	Count	3	1	1	0	5
		% within Age	2.3%	1.6%	2.2%	0.0%	1.9%
	Agree	Count	8	3	6	0	17
		% within Age	6.2%	4.7%	13.3%	0.0%	6.6%
	Strongly Agree	Count	117	59	38	21	235
		% within Age	90.7%	92.2%	84.4%	100.0%	90.7%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get a lot of information before I buy personal care products * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I get a lot of information before I buy personal care products	Strongly Disagree	Count	0	2	0	0	2
		% within Race	0.0%	2.0%	0.0%	0.0%	0.8%
	Disagree	Count	1	4	0	0	5
		% within Race	1.9%	3.9%	0.0%	0.0%	1.9%
	Agree	Count	2	15	0	0	17
		% within Race	3.8%	14.7%	0.0%	0.0%	6.6%
	Strongly Agree	Count	49	81	58	47	235
		% within Race	94.2%	79.4%	100.0%	100.0%	90.7%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get a lot of information before I buy personal care products * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I get a lot of information before I buy personal care products	Strongly Disagree	Count	0	0	2	0	2
		% within How many years of education do you have?	0.0%	0.0%	1.7%	0.0%	0.8%
	Disagree	Count	0	1	4	0	5
		% within How many years of education do you have?	0.0%	5.3%	3.4%	0.0%	1.9%
	Agree	Count	0	2	15	0	17
		% within How many years of education do you have?	0.0%	10.5%	12.9%	0.0%	6.6%
	Strongly Agree	Count	8	16	95	116	235
		% within How many years of education do you have?	100.0%	84.2%	81.9%	100.0%	90.7%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get a lot of information before I buy personal care products * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I get a lot of information before I buy personal care products	Strongly Disagree	Count	0	0	2	0	0	2
		% within What is your highest educational qualification?	0.0%	0.0%	1.4%	0.0%	0.0%	0.8%
	Disagree	Count	1	0	4	0	0	5
		% within What is your highest educational qualification?	2.2%	0.0%	2.9%	0.0%	0.0%	1.9%
	Agree	Count	2	0	15	0	0	17
		% within What is your highest educational qualification?	4.4%	0.0%	10.8%	0.0%	0.0%	6.6%
	Strongly Agree	Count	42	6	118	65	4	235
		% within What is your highest educational qualification?	93.3%	100.0%	84.9%	100.0%	100.0%	90.7%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get a lot of information before I buy personal care products * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
I get a lot of information before I buy personal care products	Strongly Disagree	Count	0	2	0	0	0	0	2
		% within What is your occupation?	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Disagree	Count	1	4	0	0	0	0	5
		% within What is your occupation?	2.3%	6.1%	0.0%	0.0%	0.0%	0.0%	1.9%
	Agree	Count	2	13	2	0	0	0	17
		% within What is your occupation?	4.7%	19.7%	2.8%	0.0%	0.0%	0.0%	6.6%
	Strongly Agree	Count	40	47	69	23	35	21	235
		% within What is your occupation?	93.0%	71.2%	97.2%	100.0%	100.0%	100.0%	90.7%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get reliable information about different products before I buy personal care products. * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I get reliable information about different products before I buy personal care p	Strongly Disagree	Count	3	0	1	3	7
		% within Age	2.3%	0.0%	2.2%	14.3%	2.7%
	Disagree	Count	5	4	1	1	11
		% within Age	3.9%	6.3%	2.2%	4.8%	4.2%
	Agree	Count	10	3	4	3	20
		% within Age	7.8%	4.7%	8.9%	14.3%	7.7%
	Strongly Agree	Count	111	57	39	14	221
		% within Age	86.0%	89.1%	86.7%	66.7%	85.3%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get reliable information about different products before I buy personal care products. * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I get reliable information about different products before I buy personal care p	Strongly Disagree	Count	2	2	1	2	7
		% within Race	3.8%	2.0%	1.7%	4.3%	2.7%
	Disagree	Count	5	3	2	1	11
		% within Race	9.6%	2.9%	3.4%	2.1%	4.2%
	Agree	Count	7	4	8	1	20
		% within Race	13.5%	3.9%	13.8%	2.1%	7.7%
	Strongly Agree	Count	38	93	47	43	221
		% within Race	73.1%	91.2%	81.0%	91.5%	85.3%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get reliable information about different products before I buy personal care products. * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I get reliable information about different products before I buy personal care p	Strongly Disagree	Count	1	0	3	3	7
		% within How many years of education do you have?	12.5%	0.0%	2.6%	2.6%	2.7%
	Disagree	Count	1	2	5	3	11
		% within How many years of education do you have?	12.5%	10.5%	4.3%	2.6%	4.2%
	Agree	Count	0	5	6	9	20
		% within How many years of education do you have?	0.0%	26.3%	5.2%	7.8%	7.7%
	Strongly Agree	Count	6	12	102	101	221
		% within How many years of education do you have?	75.0%	63.2%	87.9%	87.1%	85.3%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get reliable information about different products before I buy personal care products. * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I get reliable information about different products before I buy personal care p	Strongly Disagree	Count	2	0	2	3	0	7
		% within What is your highest educational qualification?	4.4%	0.0%	1.4%	4.6%	0.0%	2.7%
	Disagree	Count	5	0	3	3	0	11
		% within What is your highest educational qualification?	11.1%	0.0%	2.2%	4.6%	0.0%	4.2%
	Agree	Count	7	0	4	9	0	20
		% within What is your highest educational qualification?	15.6%	0.0%	2.9%	13.8%	0.0%	7.7%
	Strongly Agree	Count	31	6	130	50	4	221
		% within What is your highest educational qualification?	68.9%	100.0%	93.5%	76.9%	100.0%	85.3%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I get reliable information about different products before I buy personal care products. * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I get reliable information about different products before I buy personal care p	Strongly Disagree	Count	2	2	0	1	2	0	7
		% within What is your occupation?	4.7%	3.0%	0.0%	4.3%	5.7%	0.0%	2.7%
	Disagree	Count	5	3	0	0	3	0	11
		% within What is your occupation?	11.6%	4.5%	0.0%	0.0%	8.6%	0.0%	4.2%
	Agree	Count	7	2	2	5	4	0	20
		% within What is your occupation?	16.3%	3.0%	2.8%	21.7%	11.4%	0.0%	7.7%
	Strongly Agree	Count	29	59	69	17	26	21	221
		% within What is your occupation?	67.4%	89.4%	97.2%	73.9%	74.3%	100.0%	85.3%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I search for the latest information about personal care products * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I search for the latest information about personal care products	Strongly Disagree	Count	1	2	0	0	3
		% within Age	0.8%	3.1%	0.0%	0.0%	1.2%
	Disagree	Count	2	1	2	1	6
		% within Age	1.6%	1.6%	4.4%	4.8%	2.3%
	Agree	Count	7	6	4	4	21
		% within Age	5.4%	9.4%	8.9%	19.0%	8.1%
	Strongly Agree	Count	119	55	39	16	229
		% within Age	92.2%	85.9%	86.7%	76.2%	88.4%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I search for the latest information about personal care products * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I search for the latest information about personal care products	Strongly Disagree	Count	2	1	0	0	3
		% within Race	3.8%	1.0%	0.0%	0.0%	1.2%
	Disagree	Count	2	3	1	0	6
		% within Race	3.8%	2.9%	1.7%	0.0%	2.3%
	Agree	Count	6	8	4	3	21
		% within Race	11.5%	7.8%	6.9%	6.4%	8.1%
	Strongly Agree	Count	42	90	53	44	229
		% within Race	80.8%	88.2%	91.4%	93.6%	88.4%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I search for the latest information about personal care products * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I search for the latest information about personal care products	Strongly Disagree	Count	1	1	1	0	3
		% within How many years of education do you have?	12.5%	5.3%	0.9%	0.0%	1.2%
	Disagree	Count	2	0	2	2	6
		% within How many years of education do you have?	25.0%	0.0%	1.7%	1.7%	2.3%
	Agree	Count	2	4	8	7	21
		% within How many years of education do you have?	25.0%	21.1%	6.9%	6.0%	8.1%
	Strongly Agree	Count	3	14	105	107	229
		% within How many years of education do you have?	37.5%	73.7%	90.5%	92.2%	88.4%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I search for the latest information about personal care products * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I search for the latest information about personal care products	Strongly Disagree	Count	2	0	1	0	0	3
		% within What is your highest educational qualification?	4.4%	0.0%	0.7%	0.0%	0.0%	1.2%
	Disagree	Count	2	0	3	1	0	6
		% within What is your highest educational qualification?	4.4%	0.0%	2.2%	1.5%	0.0%	2.3%
	Agree	Count	6	0	12	3	0	21
		% within What is your highest educational qualification?	13.3%	0.0%	8.6%	4.6%	0.0%	8.1%
	Strongly Agree	Count	35	6	123	61	4	229
		% within What is your highest educational qualification?	77.8%	100.0%	88.5%	93.8%	100.0%	88.4%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I search for the latest information about personal care products * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I search for the latest information about personal care products	Strongly Disagree	Count	2	1	0	0	0	0	3
		% within What is your occupation?	4.7%	1.5%	0.0%	0.0%	0.0%	0.0%	1.2%
	Disagree	Count	2	2	1	0	1	0	6
		% within What is your occupation?	4.7%	3.0%	1.4%	0.0%	2.9%	0.0%	2.3%
	Agree	Count	6	8	4	0	3	0	21
		% within What is your occupation?	14.0%	12.1%	5.6%	0.0%	8.6%	0.0%	8.1%
	Strongly Agree	Count	33	55	66	23	31	21	229
		% within What is your occupation?	76.7%	83.3%	93.0%	100.0%	88.6%	100.0%	88.4%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I prefer the brands of distinguished people, not the ones used by everybody w	Strongly Disagree	Count	4	0	2	0	6
		% within Age	3.1%	0.0%	4.4%	0.0%	2.3%
	Disagree	Count	6	1	1	0	8
		% within Age	4.7%	1.6%	2.2%	0.0%	3.1%
	Agree	Count	13	7	2	5	27
		% within Age	10.1%	10.9%	4.4%	23.8%	10.4%
	Strongly Agree	Count	106	56	40	16	218
		% within Age	82.2%	87.5%	88.9%	76.2%	84.2%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I prefer the brands of distinguished people, not the ones used by everybody w	Strongly Disagree	Count	2	2	2	0	6
		% within Race	3.8%	2.0%	3.4%	0.0%	2.3%
	Disagree	Count	2	0	5	1	8
		% within Race	3.8%	0.0%	8.6%	2.1%	3.1%
	Agree	Count	7	4	2	14	27
		% within Race	13.5%	3.9%	3.4%	29.8%	10.4%
	Strongly Agree	Count	41	96	49	32	218
		% within Race	78.8%	94.1%	84.5%	68.1%	84.2%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I prefer the brands of distinguished people, not the ones used by everybody w	Strongly Disagree	Count	0	2	0	4	6
		% within How many years of education do you have?	0.0%	10.5%	0.0%	3.4%	2.3%
	Disagree	Count	0	2	0	6	8
		% within How many years of education do you have?	0.0%	10.5%	0.0%	5.2%	3.1%
	Agree	Count	0	4	7	16	27
		% within How many years of education do you have?	0.0%	21.1%	6.0%	13.8%	10.4%
	Strongly Agree	Count	8	11	109	90	218
		% within How many years of education do you have?	100.0%	57.9%	94.0%	77.6%	84.2%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I prefer the brands of distinguished people, not the ones used by everybody w	Strongly Disagree	Count	2	0	4	0	0	6
		% within What is your highest educational qualification?	4.4%	0.0%	2.9%	0.0%	0.0%	2.3%
	Disagree	Count	2	0	3	2	1	8
		% within What is your highest educational qualification?	4.4%	0.0%	2.2%	3.1%	25.0%	3.1%
	Agree	Count	7	0	5	13	2	27
		% within What is your highest educational qualification?	15.6%	0.0%	3.6%	20.0%	50.0%	10.4%
	Strongly Agree	Count	34	6	127	50	1	218
		% within What is your highest educational qualification?	75.6%	100.0%	91.4%	76.9%	25.0%	84.2%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I prefer the brands of distinguished people, not the ones used by everybody when it comes to personal care products * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I prefer the brands of distinguished people, not the ones used by everybody w	Strongly Disagree	Count	2	0	3	1	0	0	6
		% within What is your occupation?	4.7%	0.0%	4.2%	4.3%	0.0%	0.0%	2.3%
	Disagree	Count	2	0	0	5	0	1	8
		% within What is your occupation?	4.7%	0.0%	0.0%	21.7%	0.0%	4.8%	3.1%
	Agree	Count	6	4	2	1	2	12	27
		% within What is your occupation?	14.0%	6.1%	2.8%	4.3%	5.7%	57.1%	10.4%
	Strongly Agree	Count	33	62	66	16	33	8	218
		% within What is your occupation?	76.7%	93.9%	93.0%	69.6%	94.3%	38.1%	84.2%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

The familiarity and reputation of the brand of personal care products I use is important to me * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
The familiarity and reputation of the brand of personal care products I use is i	Strongly Disagree	Count	1	1	0	0	2
		% within Age	0.8%	1.6%	0.0%	0.0%	0.8%
	Disagree	Count	3	1	1	0	5
		% within Age	2.3%	1.6%	2.2%	0.0%	1.9%
	Agree	Count	8	3	6	0	17
		% within Age	6.2%	4.7%	13.3%	0.0%	6.6%
	Strongly Agree	Count	117	59	38	21	235
		% within Age	90.7%	92.2%	84.4%	100.0%	90.7%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

244

The familiarity and reputation of the brand of personal care products I use is important to me * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
The familiarity and reputation of the brand of personal care products I use is i	Strongly Disagree	Count	0	2	0	0	2
		% within Race	0.0%	2.0%	0.0%	0.0%	0.8%
	Disagree	Count	1	4	0	0	5
		% within Race	1.9%	3.9%	0.0%	0.0%	1.9%
	Agree	Count	2	15	0	0	17
		% within Race	3.8%	14.7%	0.0%	0.0%	6.6%
	Strongly Agree	Count	49	81	58	47	235
		% within Race	94.2%	79.4%	100.0%	100.0%	90.7%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

The familiarity and reputation of the brand of personal care products I use is important to me * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
The familiarity and reputation of the brand of personal care products I use is i	Strongly Disagree	Count	0	0	2	0	2
		% within How many years of education do you have?	0.0%	0.0%	1.7%	0.0%	0.8%
	Disagree	Count	0	1	4	0	5
		% within How many years of education do you have?	0.0%	5.3%	3.4%	0.0%	1.9%
	Agree	Count	0	2	15	0	17
		% within How many years of education do you have?	0.0%	10.5%	12.9%	0.0%	6.6%
	Strongly Agree	Count	8	16	95	116	235
		% within How many years of education do you have?	100.0%	84.2%	81.9%	100.0%	90.7%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

The familiarity and reputation of the brand of personal care products I use is important to me * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
The familiarity and reputation of the brand of personal care products I use is i	Strongly Disagree	Count	0	0	2	0	0	2
		% within What is your highest educational qualification?	0.0%	0.0%	1.4%	0.0%	0.0%	0.8%
	Disagree	Count	1	0	4	0	0	5
		% within What is your highest educational qualification?	2.2%	0.0%	2.9%	0.0%	0.0%	1.9%
	Agree	Count	2	0	15	0	0	17
		% within What is your highest educational qualification?	4.4%	0.0%	10.8%	0.0%	0.0%	6.6%
	Strongly Agree	Count	42	6	118	65	4	235
		% within What is your highest educational qualification?	93.3%	100.0%	84.9%	100.0%	100.0%	90.7%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

The familiarity and reputation of the brand of personal care products I use is important to me * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	Employer-Merch	Managerial	Celebrity	Retired	
The familiarity and reputation of the brand of personal care products I use is i	Strongly Disagree	Count	0	2	0	0	0	0	2
		% within What is your occupation?	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Disagree	Count	1	4	0	0	0	0	5
		% within What is your occupation?	2.3%	6.1%	0.0%	0.0%	0.0%	0.0%	1.9%
	Agree	Count	2	13	2	0	0	0	17
		% within What is your occupation?	4.7%	19.7%	2.8%	0.0%	0.0%	0.0%	6.6%
	Strongly Agree	Count	40	47	69	23	35	21	235
		% within What is your occupation?	93.0%	71.2%	97.2%	100.0%	100.0%	100.0%	90.7%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

For me, it is important that the brand I use in personal care products is sold everywhere * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
For me, it is important that the brand I use in personal care products is sold e	Strongly Disagree	Count	3	0	1	3	7
		% within Age	2.3%	0.0%	2.2%	14.3%	2.7%
	Disagree	Count	5	4	1	1	11
		% within Age	3.9%	6.3%	2.2%	4.8%	4.2%
	Agree	Count	10	3	4	3	20
		% within Age	7.8%	4.7%	8.9%	14.3%	7.7%
	Strongly Agree	Count	111	57	39	14	221
		% within Age	86.0%	89.1%	86.7%	66.7%	85.3%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

For me, it is important that the brand I use in personal care products is sold everywhere * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
For me, it is important that the brand I use in personal care products is sold e	Strongly Disagree	Count	2	2	1	2	7
		% within Race	3.8%	2.0%	1.7%	4.3%	2.7%
	Disagree	Count	5	3	2	1	11
		% within Race	9.6%	2.9%	3.4%	2.1%	4.2%
	Agree	Count	7	4	8	1	20
		% within Race	13.5%	3.9%	13.8%	2.1%	7.7%
	Strongly Agree	Count	38	93	47	43	221
		% within Race	73.1%	91.2%	81.0%	91.5%	85.3%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

245

For me, it is important that the brand I use in personal care products is sold everywhere * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
For me, it is important that the brand I use in personal care products is sold e	Strongly Disagree	Count	1	0	3	3	7
		% within How many years of education do you have?	12.5%	0.0%	2.6%	2.6%	2.7%
	Disagree	Count	1	2	5	3	11
		% within How many years of education do you have?	12.5%	10.5%	4.3%	2.6%	4.2%
	Agree	Count	0	5	6	9	20
		% within How many years of education do you have?	0.0%	26.3%	5.2%	7.8%	7.7%
	Strongly Agree	Count	6	12	102	101	221
		% within How many years of education do you have?	75.0%	63.2%	87.9%	87.1%	85.3%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

For me, it is important that the brand I use in personal care products is sold everywhere * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
For me, it is important that the brand I use in personal care products is sold e	Strongly Disagree	Count	2	0	2	3	0	7
		% within What is your highest educational qualification?	4.4%	0.0%	1.4%	4.6%	0.0%	2.7%
	Disagree	Count	5	0	3	3	0	11
		% within What is your highest educational qualification?	11.1%	0.0%	2.2%	4.6%	0.0%	4.2%
	Agree	Count	7	0	4	9	0	20
		% within What is your highest educational qualification?	15.6%	0.0%	2.9%	13.8%	0.0%	7.7%
	Strongly Agree	Count	31	6	130	50	4	221
		% within What is your highest educational qualification?	68.9%	100.0%	93.5%	76.9%	100.0%	85.3%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

For me, it is important that the brand I use in personal care products is sold everywhere * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
For me, it is important that the brand I use in personal care products is sold e	Strongly Disagree	Count	2	2	0	1	2	0	7
		% within What is your occupation?	4.7%	3.0%	0.0%	4.3%	5.7%	0.0%	2.7%
	Disagree	Count	5	3	0	0	3	0	11
		% within What is your occupation?	11.6%	4.5%	0.0%	0.0%	8.6%	0.0%	4.2%
	Agree	Count	7	2	2	5	4	0	20
		% within What is your occupation?	16.3%	3.0%	2.8%	21.7%	11.4%	0.0%	7.7%
	Strongly Agree	Count	29	59	69	17	26	21	221
		% within What is your occupation?	67.4%	89.4%	97.2%	73.9%	74.3%	100.0%	85.3%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I definitely try the latest personal care products no matter how much they cost * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I definitely try the latest personal care products no matter how much they cost	Strongly Disagree	Count	1	2	0	0	3
		% within Age	0.8%	3.1%	0.0%	0.0%	1.2%
	Disagree	Count	2	1	2	1	6
		% within Age	1.6%	1.6%	4.4%	4.8%	2.3%
	Agree	Count	7	6	4	4	21
		% within Age	5.4%	9.4%	8.9%	19.0%	8.1%
	Strongly Agree	Count	119	55	39	16	229
		% within Age	92.2%	85.9%	86.7%	76.2%	88.4%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I definitely try the latest personal care products no matter how much they cost * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I definitely try the latest personal care products no matter how much they cost	Strongly Disagree	Count	2	1	0	0	3
		% within Race	3.8%	1.0%	0.0%	0.0%	1.2%
	Disagree	Count	2	3	1	0	6
		% within Race	3.8%	2.9%	1.7%	0.0%	2.3%
	Agree	Count	6	8	4	3	21
		% within Race	11.5%	7.8%	6.9%	6.4%	8.1%
	Strongly Agree	Count	42	90	53	44	229
		% within Race	80.8%	88.2%	91.4%	93.6%	88.4%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I definitely try the latest personal care products no matter how much they cost * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I definitely try the latest personal care products no matter how much they cost	Strongly Disagree	Count	1	1	1	0	3
		% within How many years of education do you have?	12.5%	5.3%	0.9%	0.0%	1.2%
	Disagree	Count	2	0	2	2	6
		% within How many years of education do you have?	25.0%	0.0%	1.7%	1.7%	2.3%
	Agree	Count	2	4	8	7	21
		% within How many years of education do you have?	25.0%	21.1%	6.9%	6.0%	8.1%
	Strongly Agree	Count	3	14	105	107	229
		% within How many years of education do you have?	37.5%	73.7%	90.5%	92.2%	88.4%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I definitely try the latest personal care products no matter how much they cost * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I definitely try the latest personal care products no matter how much they cost	Strongly Disagree	Count	2	0	1	0	0	3
		% within What is your highest educational qualification?	4.4%	0.0%	0.7%	0.0%	0.0%	1.2%
	Disagree	Count	2	0	3	1	0	6
		% within What is your highest educational qualification?	4.4%	0.0%	2.2%	1.5%	0.0%	2.3%
	Agree	Count	6	0	12	3	0	21
		% within What is your highest educational qualification?	13.3%	0.0%	8.6%	4.6%	0.0%	8.1%
	Strongly Agree	Count	35	6	123	61	4	229
		% within What is your highest educational qualification?	77.8%	100.0%	88.5%	93.8%	100.0%	88.4%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I definitely try the latest personal care products no matter how much they cost * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I definitely try the latest personal care products no matter how much they cost	Strongly Disagree	Count	2	1	0	0	0	0	3
		% within What is your occupation?	4.7%	1.5%	0.0%	0.0%	0.0%	0.0%	1.2%
	Disagree	Count	2	2	1	0	1	0	6
		% within What is your occupation?	4.7%	3.0%	1.4%	0.0%	2.9%	0.0%	2.3%
	Agree	Count	6	8	4	0	3	0	21
		% within What is your occupation?	14.0%	12.1%	5.6%	0.0%	8.6%	0.0%	8.1%
	Strongly Agree	Count	33	55	66	23	31	21	229
		% within What is your occupation?	76.7%	83.3%	93.0%	100.0%	88.6%	100.0%	88.4%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am the first to know about the latest personal care products * Age Crosstabulation[a]

			Age				Total
			20 - 40	41 - 50	51 - 60	> 60	
I am the first to know about the latest personal care products	Strongly Disagree	Count	3	0	1	3	7
		% within Age	2.3%	0.0%	2.2%	14.3%	2.7%
	Disagree	Count	5	4	1	1	11
		% within Age	3.9%	6.3%	2.2%	4.8%	4.2%
	Agree	Count	10	3	4	3	20
		% within Age	7.8%	4.7%	8.9%	14.3%	7.7%
	Strongly Agree	Count	111	57	39	14	221
		% within Age	86.0%	89.1%	86.7%	66.7%	85.3%
Total		Count	129	64	45	21	259
		% within Age	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am the first to know about the latest personal care products * Race Crosstabulation[a]

			Race				Total
			African	White	Indian	Coloured	
I am the first to know about the latest personal care products	Strongly Disagree	Count	2	2	1	2	7
		% within Race	3.8%	2.0%	1.7%	4.3%	2.7%
	Disagree	Count	5	3	2	1	11
		% within Race	9.6%	2.9%	3.4%	2.1%	4.2%
	Agree	Count	7	4	8	1	20
		% within Race	13.5%	3.9%	13.8%	2.1%	7.7%
	Strongly Agree	Count	38	93	47	43	221
		% within Race	73.1%	91.2%	81.0%	91.5%	85.3%
Total		Count	52	102	58	47	259
		% within Race	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am the first to know about the latest personal care products * How many years of education do you have? Crosstabulation[a]

			How many years of education do you have?				Total
			< 1	1 - 2	3 - 5	6+	
I am the first to know about the latest personal care products	Strongly Disagree	Count	1	0	3	3	7
		% within How many years of education do you have?	12.5%	0.0%	2.6%	2.6%	2.7%
	Disagree	Count	1	2	5	3	11
		% within How many years of education do you have?	12.5%	10.5%	4.3%	2.6%	4.2%
	Agree	Count	0	5	6	9	20
		% within How many years of education do you have?	0.0%	26.3%	5.2%	7.8%	7.7%
	Strongly Agree	Count	6	12	102	101	221
		% within How many years of education do you have?	75.0%	63.2%	87.9%	87.1%	85.3%
Total		Count	8	19	116	116	259
		% within How many years of education do you have?	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am the first to know about the latest personal care products * What is your highest educational qualification? Crosstabulation[a]

			What is your highest educational qualification?					Total
			Diploma	Degree	Honours	Masters	Other	
I am the first to know about the latest personal care products	Strongly Disagree	Count	2	0	2	3	0	7
		% within What is your highest educational qualification?	4.4%	0.0%	1.4%	4.6%	0.0%	2.7%
	Disagree	Count	5	0	3	3	0	11
		% within What is your highest educational qualification?	11.1%	0.0%	2.2%	4.6%	0.0%	4.2%
	Agree	Count	7	0	4	9	0	20
		% within What is your highest educational qualification?	15.6%	0.0%	2.9%	13.8%	0.0%	7.7%
	Strongly Agree	Count	31	6	130	50	4	221
		% within What is your highest educational qualification?	68.9%	100.0%	93.5%	76.9%	100.0%	85.3%
Total		Count	45	6	139	65	4	259
		% within What is your highest educational qualification?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

I am the first to know about the latest personal care products * What is your occupation? Crosstabulation[a]

			What is your occupation?						Total
			Workforce	Student	ployer-Merch	Managerial	Celebrity	Retired	
I am the first to know about the latest personal care products	Strongly Disagree	Count	2	2	0	1	2	0	7
		% within What is your occupation?	4.7%	3.0%	0.0%	4.3%	5.7%	0.0%	2.7%
	Disagree	Count	5	3	0	0	3	0	11
		% within What is your occupation?	11.6%	4.5%	0.0%	0.0%	8.6%	0.0%	4.2%
	Agree	Count	7	2	2	5	4	0	20
		% within What is your occupation?	16.3%	3.0%	2.8%	21.7%	11.4%	0.0%	7.7%
	Strongly Agree	Count	29	59	69	17	26	21	221
		% within What is your occupation?	67.4%	89.4%	97.2%	73.9%	74.3%	100.0%	85.3%
Total		Count	43	66	71	23	35	21	259
		% within What is your occupation?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Group = Post

Appendix F Binary Regression

LOGISTIC REGRESSION VARIABLES D40

  /METHOD=ENTER SI SE L SB CA EmV EpV SV

  /CLASSPLOT

  /CASEWISE OUTLIER(2)

  /PRINT=GOODFIT CI(95)

  /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).

Logistic Regression

Notes

Active Dataset	DataSet1	
Filter	<none>	
Weight	<none>	
Split File	<none>	
N of Rows in Working Data File		448
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES D40 /METHOD=ENTER SI SE L SB CA EmV EpV SV /CLASSPLOT /CASEWISE OUTLIER(2) /PRINT=GOODFIT CI(95) /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.04

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	448	100.0
	Missing Cases	0	0.0
	Total	448	100.0
Unselected Cases		0	0.0
Total		448	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
No	0
Yes	1

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted		
			Do you prefer the new shopping environment ie The Male Zone?		Percentage Cor
			No	Yes	
Step 0	Do you prefer the new shopping environment ie The Male Zone?	No	0	176	0.0
		Yes	0	272	100.0
	Overall Percentage				60.7

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	0.435	0.097	20.250	1	0.000	1.545

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	SI	20.241	1	0.000
		SE	4.462	1	0.035
		L	45.995	1	0.000
		SB	8.667	1	0.003
		CA	12.191	1	0.000
		EmV	49.073	1	0.000
		EpV	46.346	1	0.000
		SV	29.792	1	0.000
	Overall Statistics		94.247	8	0.000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	120.671	8	0.000
	Block	120.671	8	0.000
	Model	120.671	8	0.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	479.657[a]	0.236	0.320

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	18.979	8	0.015

Contingency Table for Hosmer and Lemeshow Test

		Do you prefer the new shopping environment ie The Male Zone? = No		Do you prefer the new shopping environment ie The Male Zone		Total
		Observed	Expected	Observed	Expected	
Step 1	1	39	36.663	6	8.337	45
	2	33	30.231	12	14.769	45
	3	28	25.336	17	19.664	45
	4	21	21.753	24	23.247	45
	5	15	19.384	31	26.616	46
	6	15	16.665	32	30.335	47
	7	9	12.076	36	32.924	45
	8	7	8.357	39	37.643	46
	9	4	4.390	40	39.610	44
	10	5	1.145	35	38.855	40

Classification Table[a]

Observed			Predicted		
			Do you prefer the new shopping environment ie The Male Zone?		Percentage Cor
			No	Yes	
Step 1	Do you prefer the new shopping environment ie The Male Zone?	No	104	72	59.1
		Yes	40	232	85.3
	Overall Percentage				75.0

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	SI	0.112	0.474	0.055	1	0.814	1.118	0.441	2.833
	SE	1.810	0.405	19.956	1	0.000	6.108	2.761	13.512
	L	-2.308	0.400	33.251	1	0.000	0.099	0.045	0.218
	SB	0.908	0.403	5.085	1	0.024	2.479	1.126	5.456
	CA	-0.382	0.259	2.176	1	0.140	0.682	0.410	1.134
	EmV	-1.822	0.702	6.730	1	0.009	0.162	0.041	0.641
	EpV	-1.297	0.543	5.711	1	0.017	0.273	0.094	0.792
	SV	0.481	0.603	0.638	1	0.424	1.618	0.497	5.274
	Constant	9.181	1.502	37.372	1	0.000	9711.611		

a. Variable(s) entered on step 1: SI, SE, L, SB, CA, EmV, EpV, SV.

Step number: 1

Observed Groups and Predicted Probabilities

```
  16 +                                          +
   I                                            I
   I                          Y                 I
F  I                       Y Y  Y               I
R  12 +                     Y Y  YY          Y   Y +
E  I                   Y  Y Y  YY  Y       Y Y   Y I
Q  I                 Y  Y  Y Y  YY  Y        Y Y   YYI
U  I             Y    Y  YY  YYY Y  YY  Y    Y Y Y   Y YY   YYI
E  8 +          YY     Y  NY  N Y Y  YY  YY Y YY Y  Y   Y YY   YY+
N  I           NY     Y  NY  N YYY  YYY  YY  YYYYY Y  YY Y Y YYY  YYI
C  I      Y    NY     Y  NN YN YYY  YYYYY Y  YYYY Y  YY  YY Y YYYY  Y YI
Y  I   N  YN   NYN    Y  NN YN YN YYYY  YYY YY Y  YYYY Y  YY  Y YYYYY Y  Y YI
   4 +        N  N N   NYNN   N  N N NN Y N  YYYYY NNY N YYY  YY YYY Y  YYYY Y  YYYYY YY  YYY+
   I    Y  N NN NN Y  NYNN  YNNNYYYN N  NN  Y N  NNNNYYNNN N YYN  YY YYYNY  YYYY Y YYNYYYYNY YYYYI
   I     N N N  N NNNN NN NN  NYNNYYNNNNYYNNN  NNNY NYNNNNYYNNNNNNNNN  YNYYYNYNYYYYNNYYY  YYNYYYYNY  YYYYI
   I  Y  NN NN N  NNNNYNNNN NN NNNNNNNNNNNNNNNNNNNNNNYNNNNNYNNNNNNNNN  YNYYYNNNNYNNNNYYYNYNNYYYYYNYNYNYYI
Predicted ---------+---------+---------+---------+---------+---------+---------+---------+---------+---------
Prob:   0   .1    .2    .3    .4    .5    .6    .7    .8    .9    1
Group:  NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYY
```

Predicted Probability is of Membership for Yes
The Cut Value is .50
Symbols: N - No
　　　　Y - Yes
Each Symbol Represents 1 Case.

Casewise List[b]

Case	Selected Status[a]	Observed	Predicted	Predicted Group	Temporary Variable		
		Do you prefer the new shopping environment ie The Male Zone?			Resid	ZResid	SResid
24	S	N**	0.938	Y	-0.938	-3.875	-2.375
56	S	N**	0.938	Y	-0.938	-3.875	-2.375
59	S	N**	0.938	Y	-0.938	-3.875	-2.375
121	S	N**	0.883	Y	-0.883	-2.751	-2.086
128	S	N**	0.883	Y	-0.883	-2.751	-2.086
286	S	Y**	0.029	N	0.971	5.826	2.683
302	S	Y**	0.138	N	0.862	2.503	2.007
332	S	N**	0.876	Y	-0.876	-2.663	-2.073
339	S	N**	0.950	Y	-0.950	-4.378	-2.462
373	S	N**	0.971	Y	-0.971	-5.808	-2.673
376	S	N**	0.883	Y	-0.883	-2.745	-2.088

a. S = Selected, U = Unselected cases, and ** = Misclassified cases.

b. Cases with studentized residuals greater than 2.000 are listed.

LOGISTIC REGRESSION VARIABLES D40
　/METHOD=ENTER Group
　/METHOD=ENTER SI SE L SB CA EmV EpV SV
　/CONTRAST (Group)=Indicator
　/CLASSPLOT
　/CASEWISE OUTLIER(2)
　/PRINT=GOODFIT CI(95)
　/CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).

Logistic Regression

Notes

	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	448
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES D40 /METHOD=ENTER Group /METHOD=ENTER SI SE L SB CA EmV EpV SV /CONTRAST (Group)=Indicator /CLASSPLOT /CASEWISE OUTLIER(2) /PRINT=GOODFIT CI(95) /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	448	100.0
	Missing Cases	0	0.0
	Total	448	100.0
Unselected Cases		0	0.0
Total		448	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
No	0
Yes	1

Categorical Variables Codings

		Frequency	Parameter coding
			(1)
Group	Pre	189	1.000
	Post	259	0.000

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted		
			Do you prefer the new shopping environment ie The Male Zone?		Percentage Cor
			No	Yes	
Step 0	Do you prefer the new shopping environment ie The Male Zone?	No	0	176	0.0
		Yes	0	272	100.0
	Overall Percentage				60.7

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	0.435	0.097	20.250	1	0.000	1.545

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Group(1)	26.439	1	0.000
	Overall Statistics		26.439	1	0.000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	27.118	1	0.000
	Block	27.118	1	0.000
	Model	27.118	1	0.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	573.210[a]	0.059	0.080

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	0.000	0	

Contingency Table for Hosmer and Lemeshow Test

		Do you prefer the new shopping environment ie The Male Zone? = No		Do you prefer the new shopping environment ie The Male Zone?		Total
		Observed	Expected	Observed	Expected	
Step 1	1	128	128.000	131	131.000	259
	2	48	48.000	141	141.000	189

Classification Table[a]

Observed			Predicted		
			Do you prefer the new shopping environment ie The Male Zone?		Percentage Cor
			No	Yes	
Step 1	Do you prefer the new shopping environment ie The Male Zone?	No	0	176	0.0
		Yes	0	272	100.0
	Overall Percentage				60.7

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	Group(1)	1.054	0.208	25.633	1	0.000	2.870	1.908	4.317
	Constant	0.023	0.124	0.035	1	0.852	1.023		

a. Variable(s) entered on step 1: Group.

Step number: 1

Observed Groups and Predicted Probabilities

```
    320 +                                    +
        I                                    I
        I                                    I
F       I                  Y                 I
R   240 +                    Y                 +
E       I                  Y                 I
Q       I                  Y                 I
U       I                  Y      Y          I
E   160 +                    Y        Y         +
N       I                  Y      Y          I
C       I                  N      Y          I
Y       I                  N      Y          I
     80 +                    N        Y         +
        I                  N      Y          I
        I                  N      N          I
        I                  N      N          I
Predicted ---------+---------+---------+---------+---------+---------+---------+---------+---------+----------
Prob:   0    .1   .2   .3   .4   .5   .6   .7   .8   .9    1
  Group: NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNYYYYYY`
```

Predicted Probability is of Membership for Yes

The Cut Value is .50

Symbols: N - No

     Y - Yes

Each Symbol Represents 20 Cases.

Block 2: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	98.348	8	0.000
	Block	98.348	8	0.000
	Model	125.466	9	0.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	474.862[a]	0.244	0.331

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	13.678	8	0.091

Contingency Table for Hosmer and Lemeshow Test

		Do you prefer the new shopping environment ie The Male Zone? = No		Do you prefer the new shopping environment ie The Male Zone?		Total
		Observed	Expected	Observed	Expected	
Step 1	1	40	37.850	5	7.150	45
	2	33	30.895	12	14.105	45
	3	22	24.797	23	20.203	45
	4	24	20.741	20	23.259	44
	5	17	18.682	29	27.318	46
	6	13	15.576	32	29.424	45
	7	10	12.722	35	32.278	45
	8	8	8.592	37	36.408	45
	9	4	4.687	40	39.313	44
	10	5	1.458	39	42.542	44

Classification Table[a]

Observed			Predicted		
			Do you prefer the new shopping environment ie The Male Zone?		Percentage Cor
			No	Yes	
Step 1	Do you prefer the new shopping environment ie The Male Zone?	No	96	80	54.5
		Yes	40	232	85.3
	Overall Percentage				73.2

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	Group(1)	0.740	0.341	4.714	1	0.030	2.096	1.075	4.088
	SI	0.470	0.506	0.863	1	0.353	1.600	0.593	4.316
	SE	1.909	0.413	21.324	1	0.000	6.748	3.001	15.174
	L	-2.566	0.431	35.367	1	0.000	0.077	0.033	0.179
	SB	1.040	0.410	6.419	1	0.011	2.829	1.266	6.325
	CA	-0.389	0.262	2.206	1	0.137	0.678	0.406	1.132
	EmV	-1.319	0.732	3.247	1	0.072	0.267	0.064	1.123
	EpV	-1.200	0.545	4.857	1	0.028	0.301	0.104	0.876
	SV	0.216	0.608	0.126	1	0.722	1.241	0.377	4.088
	Constant	6.474	1.934	11.201	1	0.001	648.037		

a. Variable(s) entered on step 1: SI, SE, L, SB, CA, EmV, EpV, SV.

Step number: 1

Observed Groups and Predicted Probabilities

```
     16 +                                              +
        I                                        I
        I                                        I
F       I                     Y                  I
R   12 +           Y        Y    Y  Y                +
E       I           Y        Y    Y  YY  Y           I
Q       I           Y   Y   Y    Y  YY  Y       Y   YI
U       I             N    Y    YY Y Y YY   YY YY        Y  Y   Y YI
E    8 +          N    Y    YYYY Y Y N Y   YY YY      Y Y   Y Y+
N       I     Y    N    Y   YYY YYYY YN YY  YY YY     Y  Y YYY Y Y YI
C       I     N      N Y    Y  Y YYN YYNY YNYYY  YY YY     YY Y YY YYY Y Y YI
Y       I     N     N N Y    Y  Y YYN YYNY YNYYYYYYYY  YY Y YYY  YY Y  YY Y YYY Y Y YI
     4 +      N      NYN N     Y N N Y  YYN  YNNY YNYNYNYYNYY NY Y YYYYYYYYY YYY YYYYYYYYY Y+
        I    N Y N N    NYNNN N  N Y NNN N Y YNYNYNYNNYYNNYYNNYYNYYYYYYYYYYYYYY YYYYYYYYYNYYYYYI
        I N  N  N N N NNNNN YNN NNNNNNNY NNNY YNNN NNY NNNNNNNNYYNNYNNNNYYNNYYNNYYYYYYYYYNYYNYYYYYNYYYYYNYYYYYYI
        I YN  NNNNNNNNNNNN NNNNNNNNNNY NNNNYNNNNNNNN NNNNNNNNNNNYNNNYYNNNYNNNNYNNNYNNNYNYYYNNNYYYNNNYYNNYNYYYI
Predicted ---------+---------+---------+---------+---------+---------+---------+---------+---------+----------
Prob:   0    .1    .2    .3    .4    .5    .6    .7    .8    .9    1
Group:  NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYY
```

Predicted Probability is of Membership for Yes

The Cut Value is .50

Symbols: N - No

      Y - Yes

Each Symbol Represents 1 Case.

Casewise List[b]

Case	Selected Status[a]	Observed	Predicted	Predicted Group	Temporary Variable		
		Do you prefer the new shopping environment ie The Male Zone?			Resid	ZResid	SResid
24	S	N**	0.946	Y	-0.946	-4.169	-2.432
56	S	N**	0.946	Y	-0.946	-4.169	-2.432
59	S	N**	0.946	Y	-0.946	-4.169	-2.432
121	S	N**	0.880	Y	-0.880	-2.714	-2.074
128	S	N**	0.880	Y	-0.880	-2.714	-2.074
286	S	Y**	0.022	N	0.978	6.692	2.780
302	S	Y**	0.116	N	0.884	2.761	2.092
332	S	N**	0.893	Y	-0.893	-2.896	-2.143
339	S	N**	0.932	Y	-0.932	-3.701	-2.333
373	S	N**	0.964	Y	-0.964	-5.180	-2.591
376	S	N**	0.875	Y	-0.875	-2.650	-2.059

a. S = Selected, U = Unselected cases, and ** = Misclassified cases.

b. Cases with studentized residuals greater than 2.000 are listed.

```
LOGISTIC REGRESSION VARIAE
  /METHOD=ENTER Group A1 A3
  /METHOD=ENTER SI SE L SB C
  /CONTRAST (Group)=Indicator
  /CONTRAST (A1)=Indicator
  /CONTRAST (A3)=Indicator
  /CONTRAST (A4)=Indicator
  /CONTRAST (A5)=Indicator
  /CONTRAST (A6)=Indicator
  /CLASSPLOT
  /CASEWISE OUTLIER(2)
  /PRINT=GOODFIT CI(95)
  /CRITERIA=PIN(0.05) POUT(0.1
```

Logistic Regression

Notes

	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	448
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing
Syntax		LOGISTIC REGRESSION VARIABLES D40 /METHOD=ENTER Group A1 A3 A4 A5 A6 /METHOD=ENTER SI SE L SB CA SHV SpV SV /CONTRAST (Group)=Indicator /CONTRAST (A1)=Indicator /CONTRAST (A3)=Indicator /CONTRAST (A4)=Indicator /CONTRAST (A5)=Indicator /CONTRAST (A6)=Indicator /CLASSPLOT /CASEWISE OUTLIER(2) /PRINT=GOODFIT CI(95) /CRITERIA=PIN(0.05) POUT(0.10) ITERATE(20) CUT(0.5).
Resources	Processor Time	00:00:00.06
	Elapsed Time	00:00:00.04

253

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	448	100.0
	Missing Cases	0	0.0
	Total	448	100.0
Unselected Cases		0	0.0
Total		448	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
No	0
Yes	1

Categorical Variables Codings

		Frequency	Parameter coding (1)	(2)	(3)	(4)	(5)
What is your occupation?	Workforce	99	1.000	0.000	0.000	0.000	0.000
	Student	145	0.000	1.000	0.000	0.000	0.000
	Employer-Merchant	87	0.000	0.000	1.000	0.000	0.000
	Managerial	39	0.000	0.000	0.000	1.000	0.000
	Celebrity	41	0.000	0.000	0.000	0.000	1.000
	Retired	37	0.000	0.000	0.000	0.000	0.000
What is your highest educational	Diploma	101	1.000	0.000	0.000	0.000	
	Degree	71	0.000	1.000	0.000	0.000	
	Honours	153	0.000	0.000	1.000	0.000	
	Masters	85	0.000	0.000	0.000	1.000	
	Other	38	0.000	0.000	0.000	0.000	
Age	20 - 40	247	1.000	0.000	0.000		
	41 - 50	96	0.000	1.000	0.000		
	51 - 60	65	0.000	0.000	1.000		
	> 60	40	0.000	0.000	0.000		
Race	African	124	1.000	0.000	0.000		
	White	150	0.000	1.000	0.000		
	Indian	108	0.000	0.000	1.000		
	Coloured	66	0.000	0.000	0.000		
How many years of education do	< 1	15	1.000	0.000	0.000		
	1 - 2	101	0.000	1.000	0.000		
	3 - 5	176	0.000	0.000	1.000		
	6+	156	0.000	0.000	0.000		
Group	Pre	189	1.000				
	Post	259	0.000				

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted		
			Do you prefer the new shopping environment ie The Male Zone?		Percentage Cor
			No	Yes	
Step 0	Do you prefer the new shopping environment ie The Male Zone?	No	0	176	0.0
		Yes	0	272	100.0
	Overall Percentage				60.7

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	0.435	0.097	20.250	1	0.000	1.545

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Group(1)	26.439	1	0.000
		Age	13.916	3	0.003
		Age(1)	10.979	1	0.001
		Age(2)	0.290	1	0.590
		Age(3)	5.405	1	0.020
		Race	175.885	3	0.000
		Race (1)	59.631	1	0.000
		Race (2)	37.637	1	0.000
		Race (3)	61.134	1	0.000
		How many years of educa	245.323	3	0.000
		How many years of educa	10.042	1	0.002
		How many years of educa	50.440	1	0.000
		How many years of educa	63.225	1	0.000
		What is your highest edu	116.307	4	0.000
		What is your highest edu	57.231	1	0.000
		What is your highest edu	13.544	1	0.000
		What is your highest edu	1.445	1	0.229
		What is your highest edu	64.722	1	0.000
		What is your occupation?	173.041	5	0.000
		What is your occupation?	36.446	1	0.000
		What is your occupation?	71.739	1	0.000
		What is your occupation?	43.022	1	0.000
		What is your occupation?	11.030	1	0.001
		What is your occupation?	40.176	1	0.000
	Overall Statistics		279.465	19	0.000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	348.266	19	0.000
	Block	348.266	19	0.000
	Model	348.266	19	0.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	252.062[a]	0.540	0.732

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	26.296	8	0.001

Contingency Table for Hosmer and Lemeshow Test

		Do you prefer the new shopping environment ie The Male Zone? = No		Do you prefer the new shopping environment ie The Male Zone?		Total
		Observed	Expected	Observed	Expected	
Step 1	1	42	42.799	1	0.201	43
	2	43	42.821	1	1.179	44
	3	45	42.316	2	4.684	47
	4	17	20.965	28	24.035	45
	5	17	13.704	28	31.296	45
	6	7	5.476	39	40.524	46
	7	0	3.647	45	41.353	45
	8	0	2.773	47	44.227	47
	9	3	1.168	42	43.832	45
	10	2	0.331	39	40.669	41

Classification Table[a]

Observed			Predicted		
			Do you prefer the new shopping environment ie The Male Zone?		Percentage Cor
			No	Yes	
Step 1	Do you prefer the new shopping environment ie The Male Zone?	No	136	40	77.3
		Yes	11	261	96.0
Overall Percentage					88.6

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1[a]	Group(1)	-0.196	0.492	0.159	1	0.690	0.822	0.313	2.155
	Age			9.457	3	0.024			
	Age(1)	-1.845	0.809	5.199	1	0.023	0.158	0.032	0.772
	Age(2)	-0.398	0.814	0.239	1	0.625	0.672	0.136	3.309
	Age(3)	-1.372	0.837	2.688	1	0.101	0.254	0.049	1.308
	Race			24.845	3	0.000			
	Race (1)	1.758	0.771	5.203	1	0.023	5.801	1.281	26.274
	Race (2)	3.011	0.818	13.542	1	0.000	20.306	4.085	100.942
	Race (3)	0.096	0.682	0.020	1	0.888	1.101	0.289	4.190
	How many years of education do you have?			18.718	3	0.000			
	How many years of education do you have? (1)	23.214	10093.965	0.000	1	0.998	#############	0.000	
	How many years of education do you have? (2)	4.999	1.223	16.699	1	0.000	148.327	13.485	1631.547
	How many years of education do you have? (3)	4.621	1.084	18.182	1	0.000	101.641	12.148	850.412
	What is your highest educational qualification?			7.213	4	0.125			
	What is your highest educational qualification?(1)	-0.714	1.206	0.350	1	0.554	0.490	0.046	5.207
	What is your highest educational qualification?(2)	-0.703	1.092	0.415	1	0.520	0.495	0.058	4.206
	What is your highest educational qualification?(3)	-2.027	1.135	3.191	1	0.074	0.132	0.014	1.218
	What is your highest educational qualification?(4)	-1.593	0.849	3.520	1	0.061	0.203	0.039	1.074
	What is your occupation?			21.389	5	0.001			
	What is your occupation?(1)	-1.666	1.224	1.853	1	0.173	0.189	0.017	2.082
	What is your occupation?(2)	-1.256	1.194	1.107	1	0.293	0.285	0.027	2.957
	What is your occupation?(3)	-3.329	1.178	7.992	1	0.005	0.036	0.004	0.360
	What is your occupation?(4)	0.642	0.961	0.446	1	0.504	1.899	0.289	12.489
	What is your occupation?(5)	-1.170	1.092	1.149	1	0.284	0.310	0.037	2.636
	Constant	-0.078	0.741	0.011	1	0.916	0.925		

a. Variable(s) entered on step 1: Group, Age, Race , How many years of education do you have? , What is your highest educational qualification?, What is your occupation?.

Step number: 1

Observed Groups and Predicted Probabilities


```
   40 +                                          +
      IN                                         I
      IN                                      Y  I
 F    IN                                      Y  I
 R  30 +N                                     Y   Y +
 E    IN                                    Y   Y I
 Q    IN                          Y         Y   Y I
 U    INN                       Y             Y   YYYI
 E  20 +NN                    Y              YYY Y  YYY+
 N    INN                     Y            YYY Y  YYYI
 C    INN Y N                 Y            YYYYY  YYYI
 Y    INN N N                 Y          Y YYYYY  YYYI
   10 +NNNN NY             N    N    Y     Y Y YYYYYY YYY+
      INNNN NN             N    N    Y     Y Y YYYYYY YYYI
      INNNN NN   NN N   N       N Y     Y N   N Y  YY     Y Y NYYYYY YYYI
      INNNNNNN N NN N   N    N      N Y    Y N  Y NY NY YNNY   Y  YN  Y NYYYYYYYNNYI
 Predicted ---------+---------+---------+---------+---------+---------+---------+---------+---------+---------+----------
 Prob:  0    .1    .2    .3    .4    .5    .6    .7    .8    .9    1
 Group: NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNYYYYYY`
```
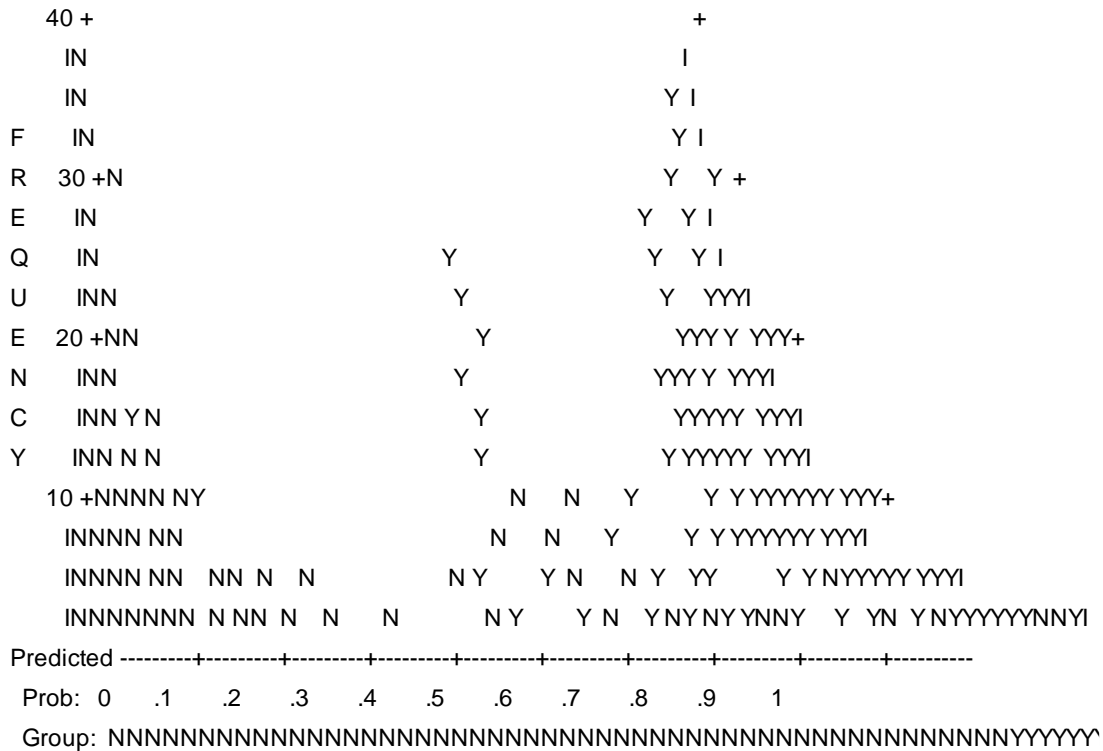
Predicted Probability is of Membership for Yes

The Cut Value is .50

Symbols: N - No

Y - Yes

Each Symbol Represents 2.5 Cases.

Block 2: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	42.350	8	0.000
	Block	42.350	8	0.000
	Model	390.616	27	0.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	209.712[a]	0.582	0.788

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	12.045	8	0.149

Contingency Table for Hosmer and Lemeshow Test

		Do you prefer the new shopping environment ie The Male Zone? = No		Do you prefer the new shopping environment ie The Male Zone?		Total
		Observed	Expected	Observed	Expected	
Step 1	1	45	44.904	0	0.096	45
	2	43	44.047	2	0.953	45
	3	40	40.787	5	4.213	45
	4	34	26.346	11	18.654	45
	5	7	10.854	38	34.146	45
	6	3	5.177	42	39.823	45
	7	4	2.482	41	42.518	45
	8	0	0.991	45	44.009	45
	9	0	0.362	45	44.638	45
	10	0	0.049	43	42.951	43

Classification Table[a]

Observed			Predicted		
			Do you prefer the new shopping environment ie The Male Zone?		Percentage Cor
			No	Yes	
Step 1	Do you prefer the new shopping environment ie The Male Zone?	No	153	23	86.9
		Yes	14	258	94.9
	Overall Percentage				91.7

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	Group(1)	-1.779	0.707	6.340	1	0.012	0.169	0.042	0.674
	Age			9.932	3	0.019			
	Age(1)	-1.915	0.903	4.502	1	0.034	0.147	0.025	0.864
	Age(2)	-0.214	0.945	0.051	1	0.821	0.808	0.127	5.146
	Age(3)	-1.793	0.997	3.237	1	0.072	0.166	0.024	1.174
	Race			11.480	3	0.009			
	Race (1)	1.991	0.994	4.010	1	0.045	7.321	1.043	51.382
	Race (2)	2.781	0.955	8.473	1	0.004	16.129	2.480	104.886
	Race (3)	0.724	0.845	0.735	1	0.391	2.063	0.394	10.802
	How many years of education do you have?			19.997	3	0.000			
	How many years of education do you have? (1)	24.641	8859.028	0.000	1	0.998	############	0.000	
	How many years of education do you have? (2)	5.752	1.500	14.695	1	0.000	314.812	16.628	5960.212
	How many years of education do you have? (3)	6.445	1.441	19.994	1	0.000	629.781	37.345	########
	What is your highest educational qualification?			9.329	4	0.053			
	What is your highest educational qualification?(1)	-0.919	1.410	0.425	1	0.514	0.399	0.025	6.324
	What is your highest educational qualification?(2)	-2.315	1.310	3.121	1	0.077	0.099	0.008	1.288
	What is your highest educational qualification?(3)	-2.919	1.331	4.812	1	0.028	0.054	0.004	0.733
	What is your highest educational qualification?(4)	-2.478	1.006	6.064	1	0.014	0.084	0.012	0.603
	What is your occupation?			20.841	5	0.001			
	What is your occupation?(1)	-3.587	1.571	5.213	1	0.022	0.028	0.001	0.602
	What is your occupation?(2)	-1.484	1.442	1.059	1	0.303	0.227	0.013	3.827
	What is your occupation?(3)	-3.698	1.412	6.856	1	0.009	0.025	0.002	0.395
	What is your occupation?(4)	0.783	1.215	0.415	1	0.519	2.188	0.202	23.677
	What is your occupation?(5)	-0.089	1.199	0.005	1	0.941	0.915	0.087	9.595
	SI	-1.346	1.185	1.288	1	0.256	0.260	0.026	2.659
	SE	0.892	0.661	1.818	1	0.178	2.439	0.667	8.916
	L	-1.599	0.636	6.327	1	0.012	0.202	0.058	0.703
	SB	0.583	0.836	0.486	1	0.486	1.791	0.348	9.223
	CA	-0.722	0.483	2.229	1	0.135	0.486	0.188	1.253
	EmV	-2.996	1.444	4.306	1	0.038	0.050	0.003	0.847
	EpV	-0.650	1.154	0.317	1	0.573	0.522	0.054	5.014
	SV	1.341	0.969	1.916	1	0.166	3.822	0.573	25.517
	Constant	16.757	4.196	15.951	1	0.000	18947595.366		

a. Variable(s) entered on step 1: SI, SE, L, SB, CA, EmV, EpV, SV.

Step number: 1

Observed Groups and Predicted Probabilities

```
    80 +                            Y+
       I                            YI
       I                            YI
F      I                            YI
R   60 +                            Y+
E      I                            YI
Q      IN                           YI
U      IN                           YI
E   40 +N                           Y+
N      IN                           YI
C      IN                           YI
Y      IN                           YYYI
    20 +N                           YYY+
       INNN                         YYYI
       INNNN                        Y YY YYY YYYYI
       INNNNNNNNNNY NN  N      N N N N N  N    YN  Y    Y  Y Y YYYYYY YNYYYYYYNYYYI
Predicted ---------+---------+---------+---------+---------+---------+---------+---------+---------+----------
Prob:  0    .1    .2    .3    .4    .5    .6    .7    .8    .9    1
Group:  NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYY
```

Predicted Probability is of Membership for Yes

The Cut Value is .50

Symbols: N - No

Y - Yes

Each Symbol Represents 5 Cases.

Casewise List[b]

Case	Selected Status[a]	Observed	Predicted	Predicted Group	Temporary Variable		
		Do you prefer the new shopping environment ie The Male Zone?			Resid	ZResid	SResid
24	S	N**	0.905	Y	-0.905	-3.083	-2.282
26	S	N**	0.969	Y	-0.969	-5.615	-2.697
31	S	Y**	0.093	N	0.907	3.129	2.379
42	S	Y**	0.093	N	0.907	3.129	2.379
54	S	N**	0.969	Y	-0.969	-5.615	-2.697
56	S	N**	0.905	Y	-0.905	-3.083	-2.282
59	S	N**	0.905	Y	-0.905	-3.083	-2.282
75	S	Y**	0.059	N	0.941	3.997	2.451
76	S	Y**	0.059	N	0.941	3.997	2.451
83	S	N**	0.967	Y	-0.967	-5.435	-2.645
101	S	Y**	0.009	N	0.991	10.521	3.110
132	S	Y**	0.023	N	0.977	6.513	2.839
189	S	Y**	0.254	N	0.746	1.713	2.217
330	S	N**	0.805	Y	-0.805	-2.029	-2.121
332	S	N**	0.965	Y	-0.965	-5.226	-2.631

a. S = Selected, U = Unselected cases, and ** = Misclassified cases.

b. Cases with studentized residuals greater than 2.000 are listed.

SORT CASES BY A4(A).

DATASET ACTIVATE DataSet1.

'Combined - Recoded for Post

/COMPRESSED.

LOGISTIC REGRESSION VARIAB

/METHOD=ENTER Group A1 A3

/METHOD=ENTER SI SE L SB C

/CONTRAST (Group)=Indicator

/CONTRAST (A1)=Indicator

/CONTRAST (A3)=Indicator

/CONTRAST (A5)=Indicator

/CONTRAST (A6)=Indicator

/CLASSPLOT

/CASEWISE OUTLIER(2)

/PRINT=GOODFIT CI(95)

/CRITERIA=PIN(0.05) POUT(0.1

Logistic Regression

Notes

	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	448
Missing Value Handling	Definition of Missing	User-defined missing val
Syntax		LOGISTIC REGRESSION VARIABLES
Resources	Processor Time	00:00:00.06
	Elapsed Time	00:00:00.05

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	448	100.0
	Missing Cases	0	0.0
	Total	448	100.0
Unselected Cases		0	0.0
Total		448	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
No	0
Yes	1

Categorical Variables Codings

		Frequency	Parameter coding				
			(1)	(2)	(3)	(4)	(5)
What is your occupation?	Workforce	99	1.000	0.000	0.000	0.000	0.000
	Student	145	0.000	1.000	0.000	0.000	0.000
	Employer-Merchant	87	0.000	0.000	1.000	0.000	0.000
	Managerial	39	0.000	0.000	0.000	1.000	0.000
	Celebrity	41	0.000	0.000	0.000	0.000	1.000
	Retired	37	0.000	0.000	0.000	0.000	0.000
What is your highest educational	Diploma	101	1.000	0.000	0.000	0.000	
	Degree	71	0.000	1.000	0.000	0.000	
	Honours	153	0.000	0.000	1.000	0.000	
	Masters	85	0.000	0.000	0.000	1.000	
	Other	38	0.000	0.000	0.000	0.000	
Age	20 - 40	247	1.000	0.000	0.000		
	41 - 50	96	0.000	1.000	0.000		
	51 - 60	65	0.000	0.000	1.000		
	> 60	40	0.000	0.000	0.000		
Race	African	124	1.000	0.000	0.000		
	White	150	0.000	1.000	0.000		
	Indian	108	0.000	0.000	1.000		
	Coloured	66	0.000	0.000	0.000		
Group	Pre	189	1.000				
	Post	259	0.000				

Block 0: Beginning Block

Classification Table[a,b]

Observed			Predicted			
			Do you prefer the new shopping environment ie The Male Zone?			Percentage Cor
			No	Yes	
Step 0	Do you prefer the new shopping environment ie The Male Zone?	No	0	176	0.0
		Yes	0	272	100.0
	Overall Percentage				60.7

a. Constant is included in the model.
b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	0.435	0.097	20.250	1	0.000	1.545

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Group(1)	26.439	1	0.000
		Age	13.916	3	0.003
		Age(1)	10.979	1	0.001
		Age(2)	0.290	1	0.590
		Age(3)	5.405	1	0.020
		Race	175.885	3	0.000
		Race (1)	59.631	1	0.000
		Race (2)	37.637	1	0.000
		Race (3)	61.134	1	0.000
		What is your highest edu	116.307	4	0.000
		What is your highest edu	57.231	1	0.000
		What is your highest edu	13.544	1	0.000
		What is your highest edu	1.445	1	0.229
		What is your highest edu	64.722	1	0.000
		How many years of educa	65.229	1	0.000
		What is your occupation?	173.041	5	0.000
		What is your occupation?	36.446	1	0.000
		What is your occupation?	71.739	1	0.000
		What is your occupation?	43.022	1	0.000
		What is your occupation?	11.030	1	0.001
		What is your occupation?	40.176	1	0.000
	Overall Statistics		254.018	17	0.000

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	308.447	17	0.000
	Block	308.447	17	0.000
	Model	308.447	17	0.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	291.881[a]	0.498	0.674

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	59.386	8	0.000

Contingency Table for Hosmer and Lemeshow Test

		Do you prefer the new shopping environment ie The Male Zone? = No		Do you prefer the new shopping environment ie The Male Zone?		Total
		Observed	Expected	Observed	Expected	
Step 1	1	41	42.049	2	0.951	43
	2	47	44.212	0	2.788	47
	3	38	32.980	4	9.020	42
	4	17	25.024	28	19.976	45
	5	20	16.871	26	29.129	46
	6	3	7.029	41	36.971	44
	7	0	3.412	47	43.588	47
	8	5	2.400	41	43.600	46
	9	0	1.442	48	46.558	48
	10	5	0.581	35	39.419	40

259

Classification Table[a]

Observed			Predicted		Percentage Cor
			Do you prefer the new shopping environment ie The Male Zone?		
			No	Yes	
Step 1	Do you prefer the new shopping environment ie The Male Zone?	No	143	33	81.3
		Yes	31	241	88.6
	Overall Percentage				85.7

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	Group(1)	0.122	0.461	0.070	1	0.791	1.130	0.458	2.788
	Age			7.859	3	0.049			
	Age(1)	-1.473	0.715	4.252	1	0.039	0.229	0.056	0.930
	Age(2)	-0.591	0.717	0.680	1	0.410	0.554	0.136	2.256
	Age(3)	-1.611	0.771	4.372	1	0.037	0.200	0.044	0.904
	Race			60.605	3	0.000			
	Race (1)	3.158	0.673	22.020	1	0.000	23.512	6.288	87.912
	Race (2)	4.233	0.734	33.278	1	0.000	68.927	16.360	290.402
	Race (3)	0.610	0.592	1.063	1	0.303	1.841	0.577	5.876
	What is your highest educational qualification?			9.057	4	0.060			
	What is your highest educational qualification?(1)	0.799	0.964	0.688	1	0.407	2.224	0.336	14.704
	What is your highest educational qualification?(2)	1.073	0.820	1.710	1	0.191	2.924	0.586	14.595
	What is your highest educational qualification?(3)	-0.290	0.827	0.123	1	0.726	0.749	0.148	3.784
	What is your highest educational qualification?(4)	-1.122	0.756	2.201	1	0.138	0.326	0.074	1.434
	How many years of education do you have?	-0.760	0.562	1.827	1	0.176	0.468	0.155	1.408
	What is your occupation?			32.277	5	0.000			
	What is your occupation?(1)	0.227	0.954	0.056	1	0.812	1.255	0.193	8.141
	What is your occupation?(2)	0.718	0.899	0.638	1	0.424	2.051	0.352	11.946
	What is your occupation?(3)	-2.171	0.908	5.722	1	0.017	0.114	0.019	0.676
	What is your occupation?(4)	-0.149	0.909	0.027	1	0.870	0.861	0.145	5.115
	What is your occupation?(5)	-0.676	0.928	0.530	1	0.466	0.509	0.083	3.136
	Constant	0.911	1.365	0.446	1	0.504	2.487		

a. Variable(s) entered on step 1: Group, Age, Race , What is your highest educational qualification?, How many years of education do you have? , What is your occupation?.

Step number: 1

Observed Groups and Predicted Probabilities

```
      80 +                                  +
       I                              I
       I                              I
F      I                              I
R   60 +                                  +
E      I                              I
Q      I                              I
U      I                              I
E   40 +                             Y  +
N      I                             Y  I
C      I            Y                Y Y I
Y    I N            Y                Y  Y Y I
    20 + N                 Y               Y YYY Y +
     I N NN              N        Y         Y YYYYY I
     I NNNN N N        Y N       N Y        Y YYYYYYYY I
     I NNNN N N NNNNN         YN  N Y Y  YYYY Y N N    YN Y   Y YYY YYYYYYYNYYNYI
Predicted ---------+---------+---------+---------+---------+---------+---------+---------+---------+----------
  Prob:  0   .1   .2   .3   .4   .5   .6   .7   .8   .9   1
  Group: NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYY
```

Predicted Probability is of Membership for Yes

The Cut Value is .50

Symbols: N - No

   Y - Yes

Each Symbol Represents 5 Cases.

Block 2: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	32.867	8	0.000
	Block	32.867	8	0.000
	Model	341.313	25	0.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	259.015[a]	0.533	0.722

a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	22.369	8	0.004

260

Contingency Table for Hosmer and Lemeshow Test

		Do you prefer the new shopping environment ie The Male Zone? = No		Do you prefer the new shopping environment ie The Male Zone?		Total
		Observed	Expected	Observed	Expected	
Step 1	1	45	44.176	0	0.824	45
	2	43	42.589	2	2.411	45
	3	39	37.344	6	7.656	45
	4	26	27.297	19	17.703	45
	5	12	13.166	33	31.834	45
	6	4	5.961	42	40.039	46
	7	4	3.045	41	41.955	45
	8	1	1.578	44	43.422	45
	9	0	0.666	47	46.334	47
	10	2	0.178	38	39.822	40

Classification Table[a]

Observed			Predicted		Percentage Cor
			Do you prefer the new shopping environment ie The Male Zone?		
			No	Yes	
Step 1	Do you prefer the new shopping environment ie The Male Zone?	No	149	27	84.7
		Yes	23	249	91.5
	Overall Percentage				88.8

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1[a]	Group(1)	-1.032	0.630	2.680	1	0.102	0.356	0.104	1.226
	Age			7.738	3	0.052			
	Age(1)	-1.481	0.763	3.764	1	0.052	0.227	0.051	1.015
	Age(2)	-0.617	0.782	0.623	1	0.430	0.539	0.117	2.497
	Age(3)	-1.846	0.841	4.813	1	0.028	0.158	0.030	0.821
	Race			46.987	3	0.000			
	Race (1)	3.682	0.804	20.969	1	0.000	39.709	8.214	191.976
	Race (2)	4.326	0.825	27.471	1	0.000	75.630	15.002	381.267
	Race (3)	0.899	0.667	1.816	1	0.178	2.457	0.665	9.085
	What is your highest educational qualification?			10.165	4	0.038			
	What is your highest educational qualification?(1)	0.797	1.181	0.455	1	0.500	2.218	0.219	22.470
	What is your highest educational qualification?(2)	0.672	0.985	0.466	1	0.495	1.959	0.284	13.494
	What is your highest educational qualification?(3)	-0.443	0.962	0.212	1	0.645	0.642	0.097	4.233
	What is your highest educational qualification?(4)	-1.768	0.864	4.189	1	0.041	0.171	0.031	0.928
	How many years of education do you have?	-0.500	0.612	0.668	1	0.414	0.607	0.183	2.012
	What is your occupation?			27.707	5	0.000			
	What is your occupation?(1)	-0.863	1.119	0.596	1	0.440	0.422	0.047	3.779
	What is your occupation?(2)	0.892	1.045	0.729	1	0.393	2.440	0.315	18.911
	What is your occupation?(3)	-2.323	1.021	5.172	1	0.023	0.098	0.013	0.725
	What is your occupation?(4)	-0.534	1.034	0.267	1	0.606	0.586	0.077	4.447
	What is your occupation?(5)	-0.094	0.993	0.009	1	0.925	0.910	0.130	6.372
	SI	-0.593	0.953	0.388	1	0.534	0.552	0.085	3.577
	SE	0.084	0.572	0.021	1	0.884	1.087	0.355	3.335
	L	-1.330	0.549	5.865	1	0.015	0.264	0.090	0.776
	SB	0.846	0.660	1.645	1	0.200	2.331	0.640	8.491
	CA	-0.518	0.391	1.750	1	0.186	0.596	0.277	1.283
	EmV	-0.851	1.144	0.553	1	0.457	0.427	0.045	4.021
	EpV	-1.534	0.873	3.087	1	0.079	0.216	0.039	1.194
	SV	0.916	0.969	0.894	1	0.344	2.499	0.374	16.694
	Constant	11.757	3.275	12.888	1	0.000	127696.537		

a. Variable(s) entered on step 1: SI, SE, L, SB, CA, EmV, EpV, SV.

Step number: 1

Observed Groups and Predicted Probabilities

```
  80 +                                    +
     I                                    I
     I                                    I
F    I                                    I
R  60 +                                     +
E    I                                    I
Q    I                                    I
U    I                                  Y I
E  40 +                                  YY+
N    I                                  YYI
C    I                                  YYI
Y    I                                  YYI
  20 + N                              Y   YY+
     I N  NN                          Y YYYYYYI
     INNNNNN                     Y       YYYYYYYYYI
     INNNNNNNNNN NN  Y  N N  N   NN Y   N     Y YY  N Y   YYY YY YYYNYYYYYYYYYI
Predicted ---------+--------+--------+--------+--------+--------+--------+--------+--------+---------
Prob:   0    .1    .2    .3    .4    .5    .6    .7    .8    .9    1
Group:  NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYY
```

Predicted Probability is of Membership for Yes

The Cut Value is .50

Symbols: N - No

   Y - Yes

Each Symbol Represents 5 Cases.

Casewise List[b]
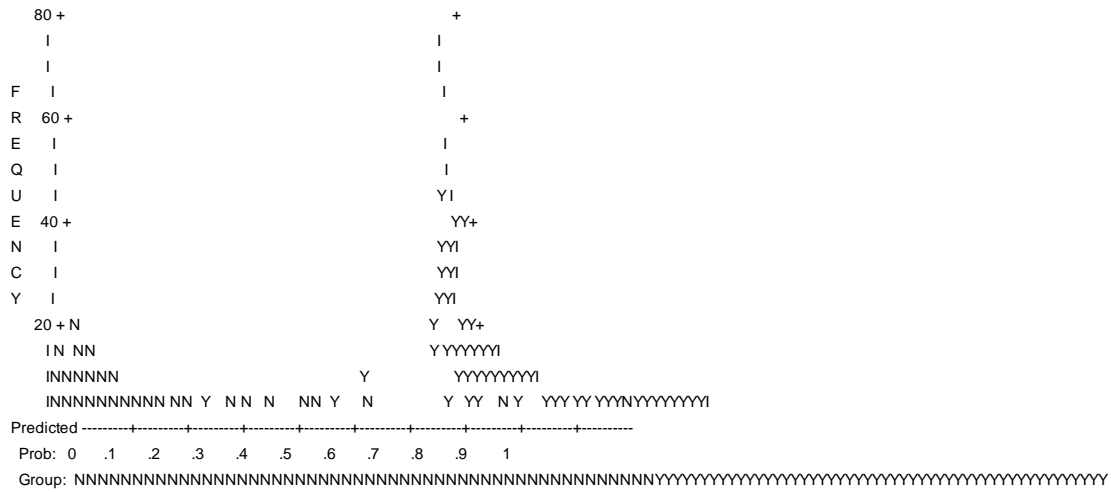
Case	Selected Status[a]	Observed	Predicted	Predicted Group	Temporary Variable		
		Do you prefer the new shopping environment ie The Male Zone?			Resid	ZResid	SResid
29	S	N**	0.992	Y	-0.992	-10.929	-3.110
48	S	N**	0.992	Y	-0.992	-10.929	-3.110
73	S	N**	0.922	Y	-0.922	-3.430	-2.339
75	S	N**	0.922	Y	-0.922	-3.430	-2.339
122	S	N**	0.911	Y	-0.911	-3.198	-2.296
128	S	N**	0.911	Y	-0.911	-3.198	-2.296
130	S	N**	0.911	Y	-0.911	-3.198	-2.296
139	S	N**	0.972	Y	-0.972	-5.917	-2.703
162	S	N**	0.947	Y	-0.947	-4.227	-2.462
164	S	N**	0.947	Y	-0.947	-4.227	-2.462
297	S	Y**	0.058	N	0.942	4.035	2.494
299	S	Y**	0.058	N	0.942	4.035	2.494
302	S	Y**	0.155	N	0.845	2.331	2.021
303	S	Y**	0.155	N	0.845	2.331	2.021
321	S	Y**	0.173	N	0.827	2.185	2.038
376	S	N**	0.868	Y	-0.868	-2.567	-2.089

a. S = Selected, U = Unselected cases, and ** = Misclassified cases.

b. Cases with studentized residuals greater than 2.000 are listed.

Appendix G: Ethical clearance approval letter

UNIVERSITY OF ™
KWAZULU-NATAL

INYUVESI
YAKWAZULU-NATALI

10 December 2015

Ms Prathana Amrithlal (214584663)
Graduate School of Business & Leadership
Westville Campus

Dear Ms Amrithlal,

Protocol reference number: HSS/1669/015D
Project title: The effectiveness of a Male Grooming solution to improve the Male Shopper Behaviour towards the purchase of Personal Care Products

Full Approval – Expedited Application

In response to your application received on 11 November 2015, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol have been granted **FULL APPROVAL.**

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

Dr Shamila Naidoo
On behalf of Dr Shenuka Singh (Chair)

/ms

Supervisor: Dr Abdulla Kader
Academic Leader Research: Dr Muhammad Hoque
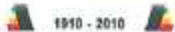School Administrator: Ms Zarina Bullyraj

Humanities & Social Sciences Research Ethics Committee
Dr Shenuka Singh (Chair)
Westville Campus, Govan Mbeki Building
Postal Address: Private Bag X54001, Durban 4000
Telephone: +27 (0) 31 260 3587/8350/4557 Facsimile: +27 (0) 31 260 4609 Email: ximbao@ukzn.ac.za / snymanm@ukzn.ac.za / mohunp@ukzn.ac.za
Website: www.ukzn.ac.za

1910 - 2010
100 YEARS OF ACADEMIC EXCELLENCE
Founding Campuses   Edgewood   Howard College   Medical School   Pietermaritzburg   Westville