

**MASTER**

**Personal care for men**

van der Heijden, H.

*Award date:*  
2005

[Link to publication](#)

**Disclaimer**

This document contains a student thesis (bachelor's or master's), as authored by a student at Eindhoven University of Technology. Student theses are made available in the TU/e repository upon obtaining the required degree. The grade received is not published on the document as presented in the repository. The required complexity or quality of research of student theses may vary by program, and the required minimum study period may vary in duration.

**General rights**

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain

ARW  
2005  
BDK

4315

# Personal care for men

Hugo van der Heijden

**NIET  
UITLEENBAAR**

Eindhoven University of Technology  
Industrial Engineering and Management Science  
Department of Marketing

Supervisors:

- Dr. Ir. Adam Lindgreen
- Dr. Joëlle Vanhamme
- Dr. Michael Beverland

August, 2005

### **Acknowledgements**

I would like to thank several people without whom it had not been possible to conduct my master thesis at Eindhoven University of Technology. They helped me in different ways but all these ways were important to succeed.

At first I would like to thank my first supervisor, Dr. Ir. Adam Lindgreen. He helped me by giving direction to the research and by giving his opinion about several issues. Something I always will remember is his drive to perfection and his work spirit. He always responded very quickly to my questions and that was very nice. Therefore I would like to explicitly thank him.

I would also like to thank the interviewees who helped me by accomplishing the research. I did not have much trouble to find the interviewees because all men I approached immediately wanted to help and they were very enthusiastic about the research.

My family and friends were also important and I would like to thank them for supporting me mentally. Besides all the people I have thanked, I am also aware of the fortunate situation in which I am, and the possibilities that are given to me to study and to develop knowledge.

### **Abstract**

This thesis discusses the personal care market for men. In this report the male market is divided in three types of men: traditionalists, metrosexuals and homosexuals. The project started with a literature research and it became clear that there was not so much published about this topic, and even less about the division into the three categories. However the articles that were found are add together and based on this the literature review became a consistent story. Different aspects with regard to personal care for men are discussed in literature and it is tried (if possible) to divide the information per research group (traditionalists, metrosexuals and homosexuals). At the end of every subsection summary-tables are made in which an overview of the similarities and differences between the three groups are highlighted. Sometimes also only a description of men in general is given because of no specific information about the groups. The summary-tables of several issues are the starting point of the exploratory research. An interview protocol is made based on the summary-tables. Twenty-six men (nine traditionalists, nine metrosexuals, and eight homosexuals) are interviewed. The findings demonstrate that the three different groups indeed differ and many issues found in literature are confirmed. During the exploratory research also some issues are better investigated than in literature. Metrosexuals use the most products and appearance is very important to them. They do not want to go out if something is wrong with their appearance. They are easily influenced by magazines and television and they can be persuaded to try a personal care product very easily. Metrosexuals have to create the personal care market for men and they have to make it accepted. Traditionalists only use basic products and are satisfied in their way. They are not easily convinced to try something new and they would not soon buy a new product for themselves. However if their partners bring along a product for them, then they are willing to try it. Most traditionalists try a new product to satisfy their partners and would only start to use it if it really benefits them. So there

is an important role for women to let their husband or boyfriend try out new products. In general traditional men are not easily influenced by magazines and television, because they are conservative in their way of thinking. If personal care for men becomes more normal in society, then probably more traditional men will also start to use more products. The homosexual group is very varying. There are many types of homosexuals and it is not easy to consider them as one group. Some homosexuals are very conservative and some wear make-up products. Their opinion about several issues varies a lot. This thesis can help personal care companies to get to know their male consumers.

**List of Contents**

|   |           |
|---|-----------|
| <b><i>Chapter 1: Introduction</i></b>                       | <b>7</b>  |
| 1.1 Introduction of the subject                             | 7         |
| 1.2 Research problem  | 8         |
| 1.3 Research methodology                                    | 8         |
| 1.4 Outline of the report                                   | 9         |
| <b><i>Chapter 2: Literature Review</i></b>                  | <b>11</b> |
| 2.1 Evolution of personal care market                       | 11        |
| 2.2 Trends in personal care                                 | 13        |
| 2.3 Different men   | 19        |
| 2.3.1 The Metrosexual Man and gay's influence               | 22        |
| 2.3.2 Consumer subdivisions                                 | 27        |
| 2.4 Attitudes and shopping preferences                      | 32        |
| 2.4.1 Men's attitudes to grooming                           | 32        |
| 2.4.2 Shopping preferences of men                           | 34        |
| 2.5 Marketing strategies                                    | 37        |
| 2.5.1 Market drivers  | 38        |
| 2.5.2 Different strategies to different consumer typologies | 38        |
| 2.5.3 Marketing to men in general                           | 41        |
| 2.5.4 Reasons for men buying toiletries                     | 44        |
| 2.5.5 Sort of advertising                                   | 46        |
| 2.5.6 Action points   | 48        |
| 2.6 Future perspectives                                     | 50        |
| 2.7 Chapter summary   | 51        |
| <b><i>Chapter 3: Research Design</i></b>                    | <b>55</b> |
| 3.1 Introduction  | 55        |
| 3.2 Type of study   | 55        |
| 3.3 Sample  | 56        |
| 3.4 In-depth interviews                                     | 58        |
| 3.5 Data-analysis   | 59        |
| <b><i>Chapter 4: Findings within groups</i></b>             | <b>61</b> |
| 4.1 Introduction  | 61        |
| 4.2 Findings within Traditional group                       | 61        |
| 4.3 Findings within Homosexual group                        | 72        |
| 4.4 Findings within Metrosexual group                       | 80        |
| <b><i>Chapter 5: Comparison of different groups</i></b>     | <b>91</b> |
| 5.1 Introduction  | 91        |

|   |            |
|---|------------|
| 5.2 Across groups analysis  | 91         |
| <b>Chapter 6: Conclusions</b>   | <b>100</b> |
| 6.1 Introduction  | 100        |
| 6.2 Different groups  | 100        |
| 6.2.1 Metrosexuals  | 100        |
| 6.2.2. Homosexuals  | 102        |
| 6.2.3. Traditionals   | 103        |
| 6.2.4. General  | 104        |
| 6.3 Limitations   | 105        |
| 6.4 Future research   | 106        |
| 6.5 Implications for companies  | 107        |
| <b>References</b>   | <b>109</b> |
| <b>Table literature</b>   | <b>114</b> |
| <b>Appendices</b>   | <b>118</b> |
| Appendix 1: Western Europe: Beauty market value by country, 2002  | 118        |
| Appendix 2: ACNielsen's countries   | 119        |
| Appendix 3: ACNielsen's categories  | 120        |
| Appendix 4: Main influence on men's choice of new grooming products, Europe and US, 2004 (% male respondents) | 121        |
| Appendix 5: Reasons for buying toiletries, January 2004   | 121        |
| Appendix 6: Neo-tribal (gay) strands and main characteristics   | 122        |
| Appendix 7: Respondent profiles   | 123        |
| Appendix 8 Interviewprotocol  | 123        |
| Appendix 9 Interviewprotocol version 2  | 123        |

# Chapter 1: Introduction

## 1.1 Introduction of the subject

In ancient times a beautiful person named Cleopatra lived. She has become the goddess of beauty. Beauty was already very important then. Men preferred beautiful women, rather than the less beautiful ones and women wanted and needed the protection of a man. This implies that women tried and still try to take care of their appearance. An ideal way to make yourself beautiful is by using grooming products, and so the personal care branch was born. In ancient times this had a different definition in comparison to recent times, but the idea was the same.

Historically the personal care branch mainly aimed at women, but over the years men have also become more interested in their appearance. They spend more time grooming themselves and this results in opportunities in the male personal care market. The modern man signals a shift in society's definition of what can and should be considered masculine, elaborating the limits of male behavior and providing greater choices to those men who are masculine enough to dare to come out for 'feminine' aspects.

There are several reasons why men have started taking more care of their appearance: traditional masculinity fades away (Datamonitor, 2004; Simpson, 2003), good-looking men have more success in business (Biddle and Hamermesh (1998); Pfann et al. (2000); Datamonitor, 2004), some celebrities (like David Beckham) function as models for 'the new man', etc.

The male personal care branch has grown at a steady pace over the last several years and the future expectations are good (Datamonitor, 2004; ACNielsen, 2004, Mintel d, 2004). If one looks to growth over the coming five years, the expectation is that the male personal care branch will even outperform the female personal care



branch (Datamonitor, 2004). This gives many opportunities for companies that are active in the personal care branch. At this moment, big companies are developing new products and elaborating their line for men.

### **1.2 Research problem**

Because of the fact that men increasingly want to take more care of their appearance, a new market has arisen. The challenge of this new market is that the companies still do not know how men think (when it comes to personal care), what they exactly want, and what they expect of the personal care products. This lack of information causes problems with marketing campaigns and the ways in which men are approached. It is very important for the companies to understand the male consumer and to have tailored promotions. Only in this way, the male personal care market can be conquered. So, the problem is to get to know the male consumer in the personal care branch. In addition, it also seems a problem that manufacturers do not know which 'different kind' of men can be identified. Moreover, the manufacturers have to be able to specify their marketing campaigns towards the different groups of men.

### **1.3 Research methodology**

The research will start with a literature review. It is important to know what has been written about the subject. After having insight into what has been written about the (male) personal care market, in-depth interviews will be done. The intention of these interviews is to explore the differences between three groups: traditional men, homosexual men, and metrosexual men. A metrosexual man is a man who takes good care of his appearance. In the next chapter we will elaborate on this subject.

Things like the participant's attitude to personal care for men, shopping habits, way of thinking, etcetera will be discussed during the interviews.

The metrosexual and traditional groups consist of nine men each and the homosexual group will consist of eight men. The groups are kept as representative as possible. Most participants will be between 20 and 35 years old because most metrosexuals are in this age-category. However, also some older participants are selected in the other (homosexual and traditional) groups in order to examine whether age also plays a role.

The interviews will be done in three parts. The first part comprises three participants of each group, who will be interviewed individually. After these (nine) interviews, the results will be noted and eventual adjustments (to the interview-protocol) can be made. Then the second part can start and again three participants of each group will be interviewed. Again the results will be noted and eventual adjustments will be made. After that, the last participants of the three groups (or two in case of the homosexual group) can be interviewed. All interviews are then done and the analysis can start. At first, within group analyses for all groups will be conducted and if that is finished an across group analysis will be conducted. The across group analysis will highlight the similarities and differences between the different groups. The research will end with conclusions that can be drawn and also implications for companies, future research, and limitations of the research will be discussed.

#### **1.4 Outline of the report**

The report starts, in Chapter 2, with a literature review. The personal care market, inclusive of the trends, will be discussed. Also the marketing aspects, the different male consumers, attitudes to grooming, the shopping preferences, and the future perspectives will be discussed. Chapter 3 outlines the research methodology for this

research. In Chapter 4, the within group findings will be presented. Chapter 5 will discuss the similarities and differences between the groups. Finally, in Chapter 6, conclusions will be drawn and the implications for companies will be presented. Also some limitations of the research and suggestions for future research will be given.

## Chapter 2: Literature Review

### 2.1 Evolution of personal care market

In this section an overview of the evolution of the personal care market will be given. The largest health and beauty markets in Europe are: France, Germany, Italy, the Netherlands, Spain, and the UK (see Appendix 1). The evolution of these markets can be seen in the following table.

| <b>Personal care goods and services</b> | <b>1998</b> | <b>1999</b> | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>% change 1998-2002</b> |
|---|-------------|-------------|-------------|-------------|-------------|---------------------------|
| France                                  | 16,839      | 17,777      | 18,310      | 19,079      | 19,986      | +18.7                     |
| Germany                                 | 22,400      | 23,300      | 24,700      | 25,900      | 25,900      | +15.6                     |
| Italy                                   | 15,431      | 16,263      | 16,914      | 17,600      | 18,175      | +17.8                     |
| The Netherlands                         | 3,912       | 4,174       | 4,370       | 4,690       | 4,970       | +27.0                     |
| Spain                                   | 6,941       | 7,712       | 8,527       | 9,221       | na          | +46.3 *                   |
| UK                                      | 19,063      | 20,044      | 22,759      | 23,471      | 24,011      | +26.0                     |

*Table 1: Consumer spending on personal care goods and services, by country, 1998-2002 (€m incl. sales tax, at current prices)*

*Source: National Statistics/Mintel d 2004*

\* Growth rate 1997-2001

We can conclude that the personal care market grew significantly in the last couple of years in Europe. However, the relative importance of different product categories (e.g. hair removal, sun care, etc.) appears to differ quite significantly across different countries (Mintel d, 2004).

ACNielsen (2004) conducted a research on the growth of the personal care market in 2003. They concluded that the overall growth for the personal Care categories (worldwide) was +3% in 2003. A description of the categories can be found in Appendix 3.

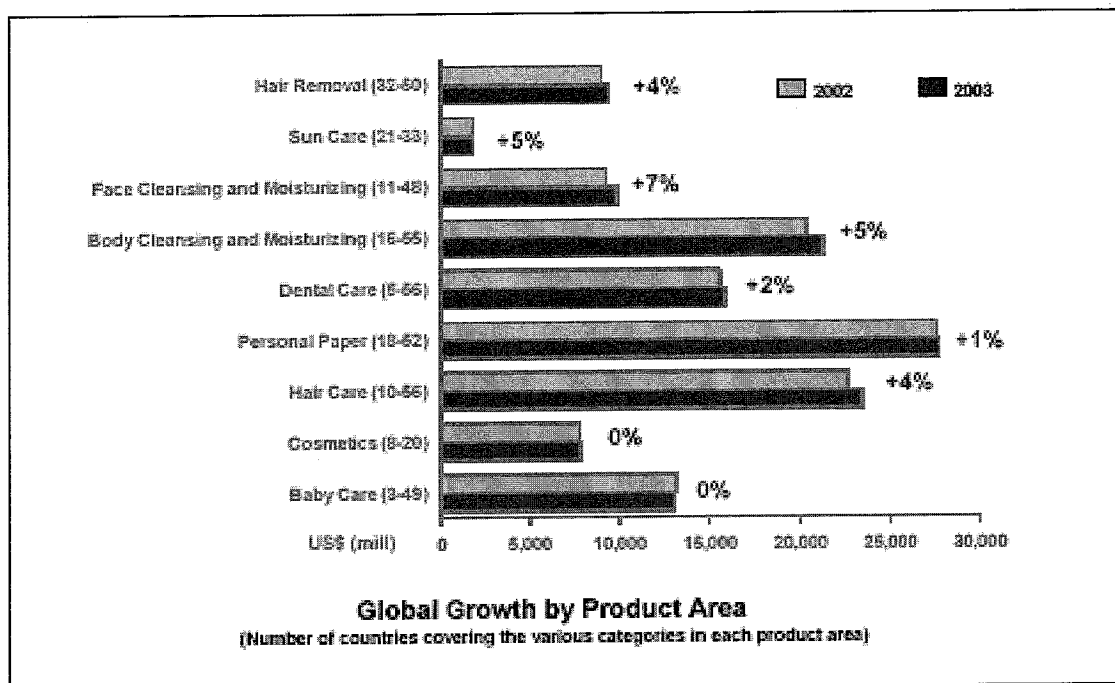


Figure 1: Global growth by product area  
Source: ACNielsen 2004

The fact that these growths differ from country to country also has to do with the fact that products that are new in one country can be already old in another country. Innovative products mainly cause the growths, so New Product Development (NPD) plays a significant role in the numbers of the different categories (ACNielsen, 2004). The prices of products are under pressure because of the competitive environment. However, new products can be premium priced and in this way the sales value of the personal care products can go up.

The relatively poor performance of the personal care branch in 2003 was attributed by Colipa (The European Cosmetic, Toiletry & Perfumery Association) to the uncertain international climate, which has emerged as a result of continued tensions in the Middle East and the on-going threat of terrorism.

A lot of personal care products are seen as luxuries, and if there is a drop in consumer confidence or in economic conditions then it could lead to reduced spending on luxuries such as fragrances (Mintel a, 2002).

Personal care showed wide variations in growth across the globe (ACNielsen, 2004).

An outline of the different countries can be found in Appendix 2.

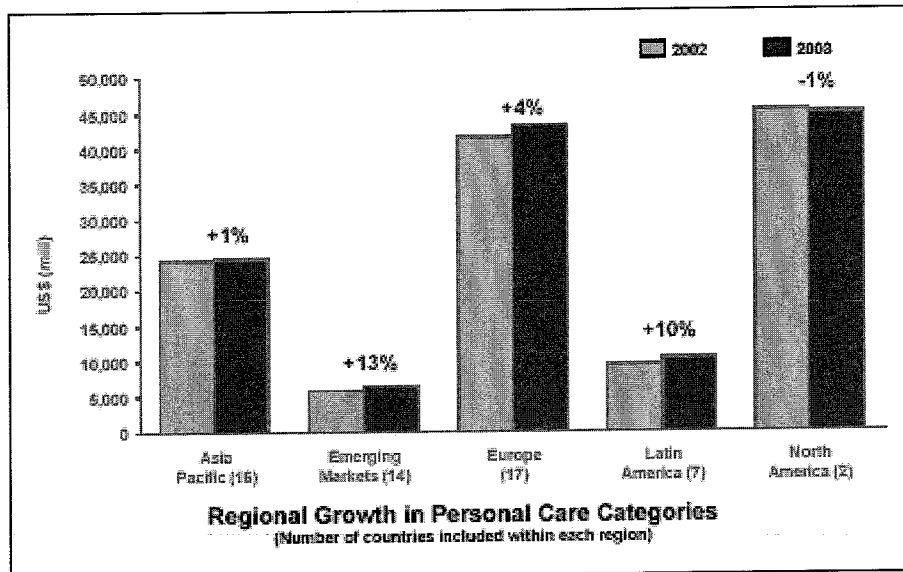


Figure 2: Regional growth in personal care categories  
Source: ACNielsen 2004

It is remarkable that the Emerging markets and the Latin-America market have a double-digit growth. The increased presence of international grocery chains and correspondingly the availability of international brands mainly cause this. An influence for the European and North-American market is the growing share of warehouse clubs, hard discounters, and dollar stores. Such stores offer the consumers low priced, high volume alternatives (ACNielsen, 2004).

In conclusion, we can say that the personal care branch in general has grown at a steady pace over the last several years. However there are differences in growth if one compares different countries and product categories.

## 2.2 Trends in personal care

In this section, trends in the personal care branch will be considered. At the end of this section a table with the different trends and their sources will be given.

According to ACNielsen (2004), 6 key trends in the area of personal care can be identified:

- The need for convenience;
- Concern over health and safety;
- New product innovation in both form and function;
- Changing demographic profiles and the aging population;
- The emergence of the Metrosexual man;
- Introduction and wider distribution of premium products.

In the present world, where more women enter the work force in comparison with earlier times, the need for convenience is becoming increasingly important. Most consumers try to save as much time and effort as possible. So it is important that the personal care products take care of the customer's demand.

At present, there is also more concern over health and safety. Consumers become more aware of different kinds of danger, like the danger of skin cancer. Also global threats, like SARS, make the consumers want to take more care of their health and safety.

Consumers like to be seen as fashion-conscious people and therefore like to have innovative products; these products have to meet their needs in new and especially interesting ways. They want to see their needs satisfied in new and interesting ways.

Another trend is the changing demographic profile. The baby boomer generation of the forties and fifties has become older and today fewer babies are born. This suggests that the proportion of older people is growing.

In the last couple of years, a trend towards the metrosexual has emerged. A metrosexual is defined as ([www.wordspy.com](http://www.wordspy.com)): *'an urban male with a strong aesthetic sense who spends a great deal of time and money on his appearance and*

*lifestyle*'. As a consequence the manufacturers develop products specifically for the male population that wants to groom.

The sixth trend, which is mentioned by ACNielsen (2004), is the introduction and wider distribution of premium products. Premium products, which once were only available in select retailing establishments, are now also available at traditional retailers so that a wider range of consumers buy them.

There is also an increased consumer focus on image via television programs. For example, *Extreme Makeover*, in which people undergo major transformations in their appearance. Personal care products are the means for people to undergo their own makeover.

All the trends discussed above have impact on the personal care market. Some examples are: tooth stain removers/whiteners that allow consumers to whiten their teeth without going to the dentist (convenience), innovative razors & blades (innovation), tanning products (health and safety concerns), adult incontinence pads/pants and anti-aging products like hair colorants (changing demographic profile), new hair styling products (Metrosexual man), and the premium products that are sold.

Also Datamonitor (2004) detected trends (some of them are overlapping with the trends found by ACNielsen) that are important for the personal care branch:

- The male population is aging;
- Male attitudes to personal care are changing;
- Men's understanding of personal care is improving;
- Men value function over fashion.

In 2003 seniors accounted for 29,8% of the male personal care market and this will be 31,8% in 2008 according to Datamonitor (Datamonitor has used 6 age groups in their research: teens (14-17), young adults (18-24), adults (25-34), mid-lifers (35-49),



seniors (50+), other). So the proportion of elderly people is growing. This has also implication for the manufacturers of the personal care products. They will have to adapt to their changing male group of customers. However, marketing to the older group is more difficult. We will come back to this in the 'Marketing Strategies'-section. The attitude that men were not supposed to use 'feminine' products did hinder the development of the personal care market for men. Men were embarrassed to openly spend too much attention to their appearance or being seen when buying grooming products. Although, at the same time men increasingly wished to have the benefits of using personal care products.

Because men did not use grooming products, they also did not know the use of the products. But now, as men experiment more with grooming products, they also learn about the benefits. The main source of information for men is via women, followed by articles and features in the printed and broadcast media (Datamonitor, 2004). Male grooming is becoming more acclimatized in daily life.

Some attitudes of men do not change; they still value functionality above other attributions such as brand image and fashion credentials. So it is important for manufacturers to focus on this requirement, and to understand the trends and changing attitudes of men.

It is also important to tailor the products to the needs of men. The male grooming products must not be seen as an extension of the female products. Men have other requirements of a product; they want the product to be more functional and convenient. There are also trends for specific age groups. For teens, image and form of the product is far more important and teens are willing to change their appearance completely. Seniors do not like to change their appearance completely, and prefer a more natural look. Another trend is the idea to look well groomed for more business success (Datamonitor, 2004).

Euro RSCG Worldwide (2001) also mentioned 5 trends in the cosmetic industry:

- *Emphasis on wellness*, people are less willing to be judged by others but want to feel healthy and youthfully. The market for products that combine cosmetics with vitamins, herbs, and/or pharmaceuticals will boom.
- *Creating "brand me"*, a commercial trend is the increased demand for customization. An example is Nivea for Men: men can fill in their personal data on the website and this will be analyzed and according to this analysis a personal skincare routine will be prescribed. There are two important reasons for the demand for customization. The first reason is that customers like products that meet one's unique needs and the other reason is that customers want to be valued as one-of-a-kind. There is also an increase in personal branding, as men and women like to conform themselves to a brand's image (Euro RSCG Worldwide 2001; Datamonitor, 2004).
- *Male vanity*, the male personal care market will rise. Males are described as far more brand loyal, not caring about reward gifts, and as not liking to spend time trying out products at the counter (Euro RSCG Worldwide, 2001).
- *Make it multifunctional*, the busier life of today's society translates itself into the demand for multi-functionality. An example is a perfume that combines skincare and fragrance. Multi-functionality is about convenience and a desire to get the most for one's money. People have also made an attitude shift towards obtaining rapid results, or instant gratification (Mintel b, 2003).
- *Changing faces, changing needs*, this trend has to do with the fact that the world is aging and the Western world is moving towards multiculturalism. Different men need different products.

According to IRI's research (2004) the size of the anti-aging market has grown from £2m in 1998 to a size of £74m in 2003 in Great Britain. This trend shows that the anti-aging market is growing rapidly and IRI expects that the trends will continue.

IRI also concludes that the major manufacturers continue to dominate and grow, squeezing out own label.

In conclusion, a table with all trends named will be given. Some trends are more important than other ones. The key trends for this research mainly have to focus on whether it is possible to highlight differences in the three categories. (For example: it seems more likely that gays and metrosexuals appreciate an innovative/fashionable form of a product than traditional men. So this is an important trend, because we (probably) can see a difference on this aspect).

| <b>Trend</b>   | <b>Source</b>  |
|--|--|
| Need for convenience / multifunctional products  | -ACNielsen (2004)<br>-Euro RSCG Worldwide (2001)                                       |
| Concern over health and safety / emphasis on wellness                                      | -ACNielsen (2004)<br>-Euro RSCG Worldwide (2001)                                       |
| Product innovations (form and function)  | -ACNielsen (2004)  |
| Changing demographics / aging population   | -ACNielsen (2004)<br>-Datamonitor (2004)<br>-IRI (2004)<br>-Euro RSCG Worldwide (2001) |
| Emergence of Metrosexual man   | -ACNielsen (2004)<br>-Euro RSCG Worldwide (2001)                                       |
| Changing male's attitudes to personal care and men's better understanding of personal care | -Datamonitor (2004)  |
| Introduction and wider distribution of premium products                                    | -ACNielsen (2004)  |
| Men value function over fashion  | -Datamonitor (2004)  |
| Creating "brand me" / customization / tailor products to needs of men                      | -Datamonitor (2004)<br>-Euro RSCG Worldwide (2001)                                     |
| Major manufacturers will continue to dominate  | -IRI (2004)  |
| Idea to look well groomed for more business success  | -Datamonitor (2004)  |
| Increased focus on image (via television programs / magazines / women / celebrities)       | -ACNielsen (2004)<br>-Datamonitor (2004)   |

Table 2 : Trends in personal care market

### 2.3 Different men

People differ and it is well-known that different people have different needs. In the present research three different kind of men will be considered. Traditional men are the men that think in a conservative way. Most of the older (40+) men think in this way. They have grown up in a world in which the man was the person that had to earn money and the woman had to take care of the family. In these times the 'masculine' hero culture was the dominant motive to behave for men. According to Holt & Thompson (2004) men strive to prove their manhood through compensatory consumption.

At present, still a lot of men are traditional. They want to act masculine and do not want to be seen as feminine. So, this type of men does not often use personal care products.

In contrast, personal care products are often used by gays (Simpson, 2003). Most gays see personal care products as an aid to conform to the gay-community. We will come back to this subject in section 2.3.1.

Homosexuality already existed for centuries, but it has been a taboo subject for a long time. Since the rise of feminism in the sixties and seventies, increasingly more men dare to come out for their sexual preferences. Also major socioeconomic changes have threatened the masculine identities of many men. Many jobs have become routinized and less secure and, at the same time, women entered the work force and became more independent (Holt and Thompson, 2004). Therefore many men have an identity crisis, which they try to resolve through compensatory consumption (Rotundo, 1993). This consumption has to symbolically reaffirm their status as real men (Holt and Thompson, 2004). But one thing became clear: men did not only have to have the role of breadwinner any more

Because the society was getting more 'feminine', it became easier and better accepted if one declared that he was gay. Also for many years, gay-problems have been a major matter of discussion. In many countries governments have decided that gays have to be able to marry and to adopt children.

An important trend for the personal care branch is the emergence of the Metrosexual man. One of the driving forces is that men become 'modern', and there are several reasons for this.

Euro RSCG S.T.A.R. View (2001) publicized an article about the 'modern man'. In the 20<sup>th</sup> century women fought for equality and they were relatively successful. But while women were fighting for their rights, men started to enlarge their traditional territory. During the 21<sup>st</sup> century men were invading the traditionally female domains.

Euro RSCG highlighted three main trends:

- *Redefining fatherhood*, men are starting to demand greater choice with regard to family and lifestyle; they have begun to express greater interest in child-rearing and the number of stay-at-home fathers is on the rise.
- *Men at ("women's") work*, women have entered the male domain with regard to work, but there is also a growing number of men that is entering the fields generally associated with women.
- *Beyond the barber*, men have traditionally been judged on aspect as strength, intelligence and power and women have mainly been judged on their appearance. In today's world, men also begin to place more emphasis on appearance. They do not only use it to attract potential mates, but because of the social benefits in career development. The new appearance can be used as a sign of power, ambition and sophistication. Men are convinced (Euro RSCG STAR View, 2001) that the way one looks is perceived as having a significant impact on what one is able to achieve.

Two years later, Euro RCSG Worldwide (2003) conducted two online surveys (U.K. and U.S.A.) about issues related to masculinity. Some important results of the male respondents are:

- 82% (U.K.) and 89% (U.S.A.) agreed that 'In the business world, good grooming is essential for men today'.
- 83% (U.K.) and 76% (U.S.A.) would not change history and cancel the women's movement if they could.
- 72% (U.K.) and 66% (U.S.A.) would like to see an end to earning disparities over the next twenty year.
- 'To grow old with a woman I love' and 'to have happy, healthy children' are respectively the number 1 and 2 wishes of the respondents if they could choose between thirteen different wishes.
- 'Caring' and 'Easygoing' are respectively the most cited virtues for U.S.A. respondents and in reverse order for U.K respondents, between twenty possible virtues.
- By far the biggest response, when asked for a self-description, was for 'A gadget lover' for the U.S.A. as well as for the U.K..

These results imply the following: men agree to the disappearing of the boundaries between men and women, the softening of the modern man, deep commitment to partners, and that men are increasingly comfortable describing themselves in emotional terms (Euro RCSG Worldwide, 2003; Firat, 1994).

It is also important to highlight men consider grooming as essential for success in the business world and that they consider themselves as gadget lovers. As a result the Metrosexual man has become a 'hot-topic'.

### 2.3.1 The Metrosexual Man and gay's influence

Simpson, the founder of the word, describes a metrosexual as a *'man with money and interest in fashion and beauty who lives within easy reach of a city'*. Salon ([www.salon.com](http://www.salon.com)) adds that 'the metrosexual may be officially gay, straight, or bisexual, but this is utterly immaterial because he has clearly taken himself as his own love object and pleasure as his sexual preference.' MS Salzman, Chief Strategy Officer at Euro RSCG Worldwide, adds that 'In this century, men are finding the courage to explore the female domain without the fear of losing their status as real men. The trend stems from a growing social acceptance of men who embrace style consciousness and appearance concerns long associated with women. As gender roles become more homogeneous, men are less tied up to the tight restrictions of machismo and the traditional male boundaries'. Gotting (2003) states that "the macho man has bitten the dust: he is being replaced by something just as tough inside, but softer at the edges."

According to Nutter (2004) straight men are liberating themselves from 'homophobia', leaving themselves open to gay interactions and influence, and thus to wider limits to their feeling of being a man. Berman (2003) even states that: "*metrosexualism is a by-product of our society's increased respect for homosexual men*".

There are different ways to describe a Metrosexual:

Wordspy ([www.wordspy.com](http://www.wordspy.com)) defines a metrosexual as: *'a dandyish narcissist in love with not only himself, but also with his urban lifestyle; a straight man who is in touch with his feminine side'*.

Narcissism is the *'pattern of traits and behaviors which involve infatuation and obsession with one's self to the exclusion of others and the egoistic and ruthless*

*pursuit of one's gratification, dominance and ambition'*  
([www.absoluteastronomy.com](http://www.absoluteastronomy.com)).

Flocker (2003) describes a metrosexual as:

- Twenty-first century male trendsetter;
- Straight, urban man with heightened aesthetic sense;
- Man who spends time and money on appearance and shopping;
- Man willing to embrace his feminine side.

Datamonitor (2004) describes the metrosexuals as the creative risk-takers who embrace change. They possess insider knowledge about commodities and consumption practices not yet adopted by the mainstream. They can be seen as pioneers in the area of male grooming. Metrosexuals have to help to make personal care acceptable by influencing the mainstream, and it seems they are already progressing in persuading other men.

In sum we can say that it seems that two kinds of the metrosexual man can be identified:

- pioneers in the male personal care branch; they like change (these men seem confident).
- men that are uncertain about themselves and try to improve their image via the 'metrosexual trend' (unconfident men).

According to Mark Simpson (Simpson, 2003), gay men were the early prototype for metrosexuality. Findings support gay males' high level of interest in fashion, which has labeled them as trendsetters (Cole, 2000; Mort, 1996). Many gays are single, urban, and uncertain of their identity (that is why they emphasize the pride and



susceptibility to the latest label). Many newcomers to the gay-scene use effeminacy as a template for identity construction, because mainstream straight society has accepted this effeminate stereotype for gays (Schofield and Schmidt, 2005). Gay men pioneered the business of 'making up' themselves and combining masculinity and desirability. Thus, consumption sets the stage for a competitive game in which men compare themselves with others (Kates, 2002). Gay consumers have been found to be more brand and fashion conscious than their heterosexual peers (Schofield and Schmidt, 2005)

Simpson (2003) mentions that after the rise of feminism and the fall of the nuclear family, straight men too became increasingly single, and as a result uncertain of their identity. Therefore straight men also began to adopt strategies of gay men, and tried to improve their appearance. In this way they become more attractive and are able to boost their self-confidence. Traditional gender roles are fading away (Datamonitor, 2004; Simpson, 2003). Bawer (1993) mentions that gay subculture endures, for many as " *A way of thinking.....a set of ideas about politics, high culture, pop culture, society, religion, manners, fashion, and...sex...ideas inside of which a relatively small proportion of gay people spend their entire adult lives...and with which virtually every gay man has some sort of relationship*". As a consequence affiliation with the subculture and the associated social identity have influence on the pattern of consumption for gays. Gabriel and Lang (1995) state that shopping is "*not merely the acquisition of things: it is the buying of identity*". Some members of gay men's social groups are avoided because they are not fashionable enough or do not conform to standards of attractiveness (Kates, 2002). Clothes are an important semiotic marker and a non-verbal means of communication of gay identity (Rudd, 1996). Kates (2002) mentions: "*Consumers achieve their identity projects through socialization into the meanings of subculture, learned recognition of its symbolic boundaries in relation to included and excluded others, and conscious effort to achieve status within the*

group. In other words, consumption is reflexive, and membership is explicitly and conspicuously conscious." So it is important for gays to conform to standards in a certain way, people namely have among others a need to belong (Kenrick et al., 2002). However, it can be very difficult to conform through a mode of consumption that values self-expression and individual distinction. Some gays are not able to conform to all standards, like a muscular body. In that case most gays try to emphasize another traditional arbiter of status and distinction, like money and brands. During the 1980s the gay community began to fragment, and each group developed its own 'culture' within the gay-culture. Schofield and Schmidt (2005) conducted research on gays to highlight the different 'gay-tribes'. They found three different kinds of gay identity:

- Drags;
- Aesthetes;
- Invisibles.

The gay community is far from homogeneous but consists of an diverse and fragmented assortment of subgroups. The division mentioned above is the main division. These tribes can be further subdivided. In Appendix 6 a description of the three major tribal strands is given.

Kates (2002) mentioned that many gay respondents he had interviewed reported that they felt quite at ease openly engaging in consumption practices stereotypically associated with women: dyeing their hair, wearing jewelry, using cosmetics. For some, declaring themselves as gay released them from the restrictions of masculinity. This sense of freedom promoted all kinds of experimentation, like grooming. Most gays see themselves as strong enough to express themselves without losing their masculinity (Connell, 1995).

Subcultures, like the gay-culture, use marker goods to highlight their difference from the mainstream heterosexual culture. A traditional consumption code of gays that

served as boundary between gays and heterosexuals is the hanky code (Kates, 2002). The hanky code determines what color handkerchief was worn and in what back pocket. Last years the hanky code is not much used any more, but is replaced by a rainbow flag (Kates, 2002).

The bestseller book, *The Metrosexual Guide to Style: A Handbook for the Modern Man* (Flocker, 2003) and the reality series *Queer Eye for the Straight Guy* (2003), in which five urban gay men give lifestyle makeovers to straight men, have had a big influence in the rise of the metrosexualism.

Mark Simpson (2003) also claims that *“old-fashioned, (re)productive, repressed, unmoisturized heterosexuality has been given the pink slip by consumer capitalism. The stoic, self-denying, modest straight male did not shop enough (his role was to earn money for his wife to spend), and so he had to be replaced by a new kind of man, one less certain of his identity and much more interested in his image—that is to say, one who was much more interested in being looked at. A man, in other words, who is an advertiser’s wet dream.”* So, Simpson implies that metrosexuals are driven by the push-market.

James Whittal (2003), MenEssentials President, says that “metrosexual” is an outstanding buzzword and the media likes buzzwords. In his experience, the whole metrosexual trend appears to be simple economics. Whittal also point out the ‘halo-effect’, a phenomenon that occurs when one positive characteristic strongly influences the way a person is viewed by others. Physical attractiveness is often such a characteristic. So many men will have a positive attitude towards men such as David Beckham or Brad Pitt because they are attractive (without knowing more about these men).

### 2.3.2 Consumer subdivisions

Some research companies already conducted research on the differences between men. Differences remain between the extent to which different age groups of men try out new products (Datamonitor, 2004).

#### Per age group

Datamonitor (2004) divides the male consumer market into 5 groups:

- Teens (14-17 years old); this group is highly experimental and it is important to highlight that grooming habits, if well taught, can last over the long term.
- Young Adults (18-24 years old); this group is in a transitional stage and social interactions are important. Social life has certainly influenced the grooming habits. This group is also open to experimentation and open to media influence regarding fashion and grooming.
- Adults (25-34 years old); adults generally have already developed grooming habits and preferences. This group has more sophisticated needs and aspirations, so they have to be well targeted. According to Mintel (Mintel f, 2004) a well-groomed appearance is important for this age group.
- Mid-lifers (35-49 years old); mid-lifers also have developed grooming habits and preferences and it is hard to change these. They do not like to experiment a lot. The main concern of the mid-lifers is the aging problem and they like to try, if they are convinced to try something, new products in a discreet way.
- Seniors (50 years and older); This is the most difficult group to target because they are most used to their grooming habits. It is hard to convince them to try something else. Seniors are also not easily influenced by advertisement. Although, this is the biggest group and the wealthiest group. So it is very important to have a good marketing strategy for them. They are most concerned about 'looking young'.

Male teens live in a time area in which they make important choices. They are on their way to maturity, and seek belonging, individuality and coolness. Their identity has to develop and they try to distinguish themselves from others. As a result of their search for identity, they are insecure and easily influenced. Therefore, celebrities, who are seen as models, can influence teens in a simple way.

However, it is important to keep emphasizing that grooming, what used to be a feminine area for years, is also masculine. (Mason, 2002)

Teens have a vital role in the market for men's toiletries. They become more and more exposed to lifestyle and health-oriented magazines and this will cause them to become more educated in the benefits of grooming products. These teens become older, they also become more affluent and then they can afford premium-products that eventually will trade up the market.

Older men have well-established grooming habits and will not easily change them. They are also less easily influenced by celebrities and advertisements. However, Holt and Thompson (2004) mention that masculine figures championed in films, television, books, sports, music, and the news ('the mass culture') all have a big influence on ordinary men to construct their identities. In this way they also influence men's pattern of consumption. Less secure men (searching for their identity) are more easily influenced by celebrities. Therefore we can conclude that metrosexuals and gays are in general more susceptible than traditionalists when it comes to celebrity endorsement.

It is very important to target the senior group because it is the wealthiest consumer group (Datamonitor 2004). According to Mintel (Mintel f, 2004) older men (especially 55+) are least likely to use skincare products as part of their daily routine. They are most likely to have the opinion that skincare products are just for women. However, the older men are also most inclined to believe that it is important to keep on looking young.

Mintel (Mintel f, 2004) did research on the toiletries bought by men in the last three months (research done in January 2004). They drew some important conclusions:

- 25-34s have a wide repertoire of grooming products;
- Personal appearance is important in the workplace;
- Fragrances are most popular among the under-25s;
- A well-groomed appearance is important to working men;
- Purchasers of fine and mass-market fragrances tend to be popular tabloid readers;
- Buyers of men's skincare tend to be young, under the age of 35 and, therefore, most open to new products and likely to experiment with unfamiliar skincare concepts.

The results of Datamonitor's (2004) research cannot be directly linked to the categories: traditional, metrosexuals, and gays. However, it seems most likely that younger people are in general more metrosexual and older people are more traditional. As previously stated, two kinds of metrosexual exist. One of them is uncertain about their identity and these unconfident men try to improve their self-image via personal care products. Most of the older men can be considered as traditional, because they do not like to change and they have been living in a society where the differences between feminine and masculine were significant for the biggest part of their lives.

#### **Per consumer typology**

Some researchers have divided men into different consumer typologies.

According to Donna C Barson (2004) men cannot be so easily classified as metrosexuals or non-metrosexuals. She divided males into four different categories:

- *Resistors*, those who reject most personal care items, except for basic necessities such as shampoo, deodorant and shaving products;

- *Grudginators*, one step above resistors, grudginators use a bit more products on a routine basis only when necessary, such as hand moisturizers in cold weather;
- *Experimenters*, those who willingly experiment with a variety of products. These guys are interested in taking care of themselves and are seeking out advanced treatment products to meet their needs;
- *Adopters*, true metrosexuals, those who dived into the pampering pool and regularly use products such as moisturizers, eye cream and paraffin. They seek out product benefits and are knowledgeable about various skin care treatment options.

This division can be considered as a division on the dimension traditional-metrosexual, in which resistors have to be placed at the traditional side and adopters at the metrosexual side. The other two categories have to be placed between the extremes. The following figure illustrates the subdivision.

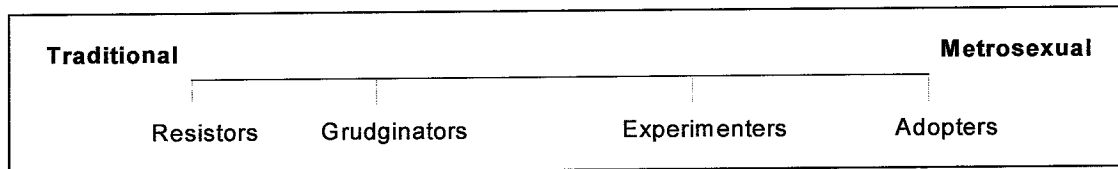


Figure 3: Dimension I Traditional-Metrosexual

In a similar way as Barson, Mintel (Mintel f, 2004) divided consumers into four different consumer typologies (based on their research):

- *Pretty Boys* (21% of sample), this consumer is very concerned about appearance, and is most likely to buy a wide range of products. They are high-volume users and over half of these consumers look for special offers. Three quarters of this group are interested in purchasing well-known name brands. This group is likely to shop for their own toiletries.
- *Moderate men* (22% of sample), this group wants to look good and clean without overdoing it. They are most concerned about value for money and least about well-known name brands.

- *Basic hygienists* (23% of sample), these consumers are most concerned with covering the basic hygienic needs. They are the most brand-loyal, and are likely to use a product because they know it works and they do not feel the need to try new products. This group is the least concerned about the value for money, because they only need a couple of basic products.
- *Unconcerned* (34% of sample), these consumers are least concerned about toiletries and do not buy many of this kind of products. A quarter of this group claims that their partner purchases toiletries for them.

If we place these typologies on the dimension of Traditional-Metrosexual, we will have the following figure.

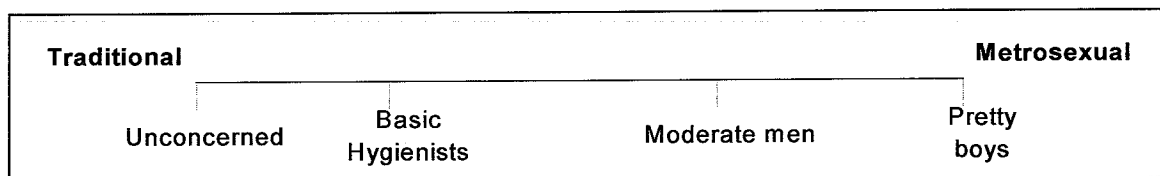


Figure 4: Dimension II Traditional-Metrosexual

As previously stated, the consumer typologies are not the same as the 'subdivision of men' in this research, but it is possible to link the different age groups and typologies with the dimension traditional-metrosexual. However, it is more difficult to link the age groups and typologies with gays, while it is not explicitly stated whether they are heterosexual or homosexual.

The research in this reports deals with the differences between gays, traditionals, and metrosexuals. In the literature not much is explicitly written about these differences. Most of the literature deals with 'men in general'.

Though, in table 3 a comparison between the groups is made on several aspects. This comparison is based on the insights from the literature. Because not much is known and/or researched about the differences, it seems very interesting to conduct research on this topic.



|                             | <b>Metrosexual</b>  | <b>Traditional</b>   | <b>Homosexual</b>  |
|-----------------------------|---|--|--|
| <b>Main reason to groom</b> | Be attractive and dressing for success  | (Wish of partner)  | Conform to gay community (need to belong)  |
| <b>Kind of culture</b>      | Change-culture  | Hero-culture / macho-culture   | Gay-culture  |
| <b>Driving force</b>        | 'Modern man', uncertainty (identity)  | Success of metrosexual   | Feminism, uncertainty (identity)   |
| <b>Role in community</b>    | Influence the mainstream / persuading other men   | Group that has to be convinced   | Early prototype of metrosexual   |
| <b>Characteristics</b>      | Regularly use products as moisturizers, and eye cream. They seek out product benefits and are knowledgeable. Like to have more advice than traditional. | Reject most personal care products, except necessities. Are embarrassed in personal care stores. Do not like advice. | Most likely to have a wide range of products. Are 'proud' that they use grooming products. Want to be different. |

Table 3: Comparison of research groups I

## 2.4 Attitudes and shopping preferences

Men's attitude to grooming has historically been against grooming, because it was seen as feminine. However, men's attitudes changed last years. In this section, men's attitudes to grooming will be discussed. Also, men's shopping preferences will be discussed. Men have other shopping preferences than women. At the end of the section a table is given consisting the main finding with respect to men's attitudes and shopping preferences.

### 2.4.1 Men's attitudes to grooming

Datamonitor (2004) has done a consumer survey and found out that 23.3% of men across Europe and the US cited "not knowing what products were for" as a reason for not trying them. Today the knowledge of the men can not be compared with women's

knowledge but men are becoming more knowledgeable about personal care. There are two main reasons for this:

- Male grooming has become a regular topic for the mainstream press;
- Men learn from women.

According to Datamonitor's survey, articles and programs on male grooming in the printed or broadcast media are the main way in which men find out about new products. Men have learned a lot about grooming via the media, especially via lifestyle magazines such as *FHM* and *Maxim*. So these magazines represent a direct line for the manufacturers to the target group.

Most men are satisfied when women buy personal care products for them. So women have to introduce new products to men. Men for their part have few inhibitions to experiment with the products at home. Therefore, manufacturers must not forget the influence of women on the male personal care market (Datamonitor, 2004).

The mainstream media thought that there should be a big shift in men's attitude to grooming, but this did not come out: at least not for most men. Instead, gradual changes take place and men become increasingly used to grooming. There is a lot of evidence showing that men become more open to grooming (Datamonitor, 2004). Young men are more open to grooming than older people, because older men stick to their 'macho-attitude' of earlier times. In the long term, attitude of young men will become the norm and more people will become accustomed with grooming and taking care of their appearance.

Men's needs are changing and it is very important that manufacturers understand these changing needs. One of the reasons that men increasingly groom is the idea of 'dressing for success' (Datamonitor, 2004). The survey, conducted for Euro RSCG Worldwide (2003), indicated that 89% of the men said that good grooming and

appearance were essential for professional success. Biddle and Hamermesh (1998) and Pfann et. al (2000) conducted research on the relation between beauty and earnings and concluded that beauty causes earning differences. This implicates that grooming products have to be feasible to use in the workplace.

Seniors are mostly concerned about the effects of aging. It is important to know and emphasize that seniors are the main group to focus on. This group is the largest and the wealthiest. Many manufacturers rather focus on younger groups because they are easier to convince, but it will become clear that it is important to find an effective marketing strategy for seniors.

At present, a time in which more people become stressed, products that help against stress enter the market. These products are relatively new but have become gradually more used. So the attitudes towards these kind of products are changing. The main emphasis of these kind of products is on functionality.

In Mintel's research (Mintel f, 2004) over half of the men disagreed with the statement that skincare products are for women and not for men. However, there is an actual usage of only 29.6% of men that claim to use facial moisturizers. It is likely that many men are still not ready to use male-specific skincare products.

In summary we can say that increasingly more men become open to grooming. It is not stated explicitly, but it seems likely that gays and metrosexuals are more open to grooming than traditionalists.

#### **2.4.2 Shopping preferences of men**

Women feel they are accomplishing something through shopping, men do not (Hine, 2002). Dring (2003) has identified three main reasons for women's shopping:

- Power and independence (sign of power and independence)
- Social interaction (sense of belonging to a society)
- Retail therapy (to 'relax' and 'feel good')

She also identified some reasons for men's shopping:

- 'Grab and go' (get in and get out only when they need something)
- Haggling (love of bargain)
- Investment (view purchase as investment)
- Age gap (younger men seem to gain more enjoyment out of shopping)

In sum, we can say that women are more emotionally involved (they want relationships, to connect and be respected) in shopping and men view it more as a business deal. However it is important to mention that different men and women have in-group differences. This can depend on factors as age and lifestyle (Dring, 2003).

Datamonitor (2004) conducted a survey on the shopping preferences of men. They concluded that:

- Men are embarrassed in personal care departments (38.9% did not like to spend any time in personal care departments)
- Men dislike assistance (35.6% disliked having to deal with shop assistants. They do not like the attention and they want to shop as quickly as possible)
- An uncomfortable retail environment means lost sales (over a quarter had left a shop where they intended to make a purchase because of an uncomfortable feeling)

The problems have to be addressed by the manufacturers. This will not be easy because there is a contradiction: Men do not like to be assisted (Datamonitor, 2004; McGrath, 1998), but they initially are not well informed about the different products. Males also move faster through store aisles, spend less time looking and usually do not ask for help, whereas females want to be listened to and spend more time in a store (Datamonitor, 2004; Underhill, 2000).

Mintel's consumer research (Mintel e, 2000) also indicated a definite preference for self-selection. Although, they highlighted that easily-accessed information is

important. Underhill (2000) found that males preferred to gather information on their own from written materials.

According to Barson (2004) men typically will not spend a long time making up their minds, so marketers need to simplify the buying process. Men do not like to spend a lot of time reading labels or directions to find out if a particular product works for them.

McCasland (2003) has formulated some guidelines for shops to target men:

- *Avoid the male cliché*, consider an open environment that invites male customers to enter and explore. Men generally do not like to feel closed in.
- *Use visual breadcrumbs*, men need clear visual cues to lead them into your store. Their attention has to be captured with items they like.
- *Call of the hounds*, assistants have to learn to read customers whether they want assistance.
- *Samples*, men generally first want to try products at home before purchasing them. Most men will not admit it, but most men like free samples.
- *Dollars and scents*, the sense of smell is the most primitive of the five sense and in many respects the most powerful. Therefore, ensure that the store has a nice scent.
- *Show what you know*, men want to know why some products are better than other ones.

Below, two tables with differences on attitudes to grooming and shopping preferences are given respectively. The first table describes the differences between the three different type of men. In the second table, the differences between men and women are given, because there is no explicit literature found to highlight the differences between the three different type of men. However, the differences between men and women are useful, because gays and metrosexuals are more feminine than traditional.

|                                   | <b>Metrosexual</b>  | <b>Traditional</b>  | <b>Homosexual</b>  |
|-----------------------------------|---|---|--|
| <b>Attitude to grooming</b>       | Positive. Comfortable in his masculinity, but even he has his limits. Likely to shop for his own toiletries | Think that only gays use personal care products. Partners shop for toiletries | Positive attitude. They like grooming. Likely to shop for their own toiletries |
| <b>Main influence on attitude</b> | Lifestyle magazines   | Macho culture and women   | Gay magazines  |

Table 4: Comparison of research groups II

|                             | <b>Men</b>  | <b>Women</b>   |
|-----------------------------|---|--|
| <b>Main reasons to shop</b> | 'Grab and go', haggling, investment, <i>business deal</i>   | Power and independence, social interaction, retail therapy, <i>emotionally involvement</i> |
| <b>Shopping preferences</b> | Dislike assistance and do not like attention. Men shop as quickly as possible. Men also tend to like packaging (package has to be convenient and look masculine) and to buy products within their own men area (because they are more comfortable in that case) | Women want to be listened to and spend more time in a shop.                                |
| <b>Product information</b>  | Gather information on their own from written materials.   | Like the help of an assistant  |

Table 5: Comparison of research groups III

## 2.5 Marketing strategies

This section will provide more information about marketing strategies with respect to personal care for men. At first, market drivers will be mentioned to make clear that the personal care market for men still has grow opportunities. The next subsection will discuss different strategies to the different consumer typologies which are discussed in section 2.3. Also something will be said about marketing to men in

general. After that, men's reasons for buying toiletries will be discussed, followed by a subsection about suitable sorts of advertising and a subsection about action points. The section will be concluded with a table consisting the main findings with respect to the marketing strategies.

### **2.5.1 Market drivers**

According to Datamonitor (2004) there is a trend for increased penetration and frequency of usage of male personal care products.

Mintel f (2004) gives four market drivers for the men's toiletries market:

- *Celebrity endorsement*, celebrities promote to buy male personal care products;
- *Lifestyle changes*, men are using more different personal care products;
- *Impact of the media*, men's style magazines as *FHM*, *Maxim*, and *Men's Health* are more popular and influence the male consumers.
- *Importance of gift purchasing*, in times like Christmas purchases of men's toiletries peak. A lot of women purchase value sets consisting of a fragrance with one more toiletry. This provides men with the opportunity to trial different products and can lead to repeat purchasing.

These market drivers emphasize that there are still more growth opportunities for the personal care market.

### **2.5.2 Different strategies to different consumer typologies**

In section 2.3.2, we have seen that some researchers conducted research on consumer typologies. In this section we will consider the different strategies for these different groups.

Barson (2004) divided the male consumers into four different categories: Resistors, Grudginators, Experimenters, and Adopters (see section 2.3.2). According to her, the key to marketing success in the ultra-competitive men's personal care market is not

only selling to experimenters and adopters, but also turning grudgingly into experimenters. The problem is that grudgingly are extremely set in their ways. The only way to change their mindsets is via baby steps (Barson, 2004). The grudgingly has to become more educated. Many men have never been exposed to grooming products, so it is important to show the effects of grooming products.

This can be done through targeted informational ads in magazines, television ads during sporting events, newsletters, magazine editorial, quality Web sites and sampling. A problem with samples is the question how to get these samples in the hands of men. Women can be key for this question. It is an idea to give samples to women who can give those to male consumers at home. Another way is to give samples at locations such as universities/colleges. These men may start to live on their own and it is possible to obtain a customer for life. Mason (2002) thinks that sampling is key. If a man uses a product before purchase, he can see that the product is beneficial to him. The main problem is to make men aware of the use of samples. Schoemaker and Shoaf (1975) found that customers want to purchase smaller quantities when they try new products. This implies that customers do not want to take risks when they try new products. If customers use samples, they will not take risks at all so they do not object the samples because of the risks. Heiman et al. (2001) characterized sampling as having two effects. The first is the change in the probability of a consumer purchasing a product immediately after having sampled the product. The second is an increase in consumers' goodwill.

Something as simple as a slogan can also make or break a product. The slogan has to be simple, in a language that is understandable for men, and masculine (Mason 2002).

Mintel (Mintel f, 2004) proposes four different marketing messages for their different groups (see 2.3.2.):



- *Pretty Boys* will probably respond to messages of efficacy based on technical advancement. They may also be looking for advice on new products and product usage;
- *Moderate Men* may respond to 'toiletry packages', i.e. different products bundled together to compliment each other, although price has to be right;
- *Basic Hygienists* are unlikely to try new products, but may respond to multi-buy offers of their favorite brand or product;
- *Unconcerned* consumers represent the coldest targets, consequently marketers may be better off targeting their wives or partners.

Mintel c (2004) mentioned some interesting points with regard to teens. They have pointed out that certain products exist that are widely used by teenagers, but manufacturers did not yet link these products with potential products that teens can use in their future. Some examples are links of shower gel to deodorant, and spot cream to facial wash and cleaning, et cetera. According to Mintel c (2004) teenage boys are under-served in terms of teen titles but are avid readers of music and sports magazines. Via this way manufacturers can aim their efforts on young male groomers.

Schofield and Schmidt (2005) mention that it is hard to conceptualize a market in terms of a traditional segmentation approach, because sexuality is only one factor that shapes a person's identity and consumer behavior. They state: "*Conventional niche marketing and target marketing strategies may not be the most effective approach for reaching homosexual consumers. They could be perceived as clumsy and insincere, simultaneously alienating the mainstream. Furthermore, the gay market is far from homogenous*". Therefore, marketers need to have a fresh look at the gay market. An alternative approach, in comparison to the traditional approach in which the gay market is considered as homogenous, is needed. Fashion marketers also need to consider making greater use of a sort of tribal marketing. This means a

greater involvement and the creation of a good understanding of the subculture (Schofield and Schmidt, 2005).

### **2.5.3 Marketing to men in general**

A point that is mentioned by Euro RSCG (2001) is that men tend to be more brand loyal and goal-oriented than females. Men also want their grooming choices to be seen as utilitarian rather than self-indulgent. So it should be smart for manufacturers to keep product names short and to the point. Men also tend to like packaging and to buy products within their own area (Euro RSCG, 2001). According to Edmonds (2004) the key split in men's personal care marketing strategy is to target the products directly to men via masculine packaging and a special men's area. They have to feel comfortable, safe, and masculine. According to Redding (2001) men want to have a simple design. The language has to be understandable for men, so that the communication about the product's benefit is clear. It helps if the label clearly states what the product is and what it will do. Men like packages that travel well (convenience) and look masculine.

The requirement that the language has to be understandable is thanks to the fact that men are not yet used to beauty terminology (Mintel f, 2004). Men want straightforward products that do as they say and take a no-nonsense approach to grooming. *"The modern man may be comfortable in his masculinity, but even he has his limits...."* (Mintel f, 2004). In Mason's article (2002) is stated that the success of a product depends on the fact whether the product is specifically targeted to men. It has to suit his taste, color, simplicity and scent. It is important for men that no other people are able to detect that they are spending much effort on their appearance. In this way, men will be more comfortable with their purchases.

It is good to mention that the 'modern man' varies from country to country and from culture to culture. Datamonitor (2004) states that men like it when products are aimed

clearly at them. This is one of the reasons for the success of products that are obvious aimed at men. A good example is Nivea for Men. According to Datamonitor (2004), removing embarrassment is key to encouraging experimentation. Men do not want to openly pay too much attention to their appearance because this can be seen as feminine. So they like the advantages of the personal care products, but they do not like it when it is obvious that they spend much effort on a good appearance.

The male-specific brands are often expensive and this is a reason for a lot of men not to try the product. Generally speaking, men are less willing than women to spend money on grooming products (Datamonitor, 2004). According to Mason (2002), men are impulse buyers, especially when it comes to personal care products. She agrees that it is important to watch the prices. *"Men are not conditioned to spend the same amount as women on personal care products, so the price points must be reasonable,"* said Al Wines, CEO of Body tools. Probst, founder of men's skincare line Mënaji, adds that *"Men do not feel that a high price means a better product"*.

Although, Mintel e (2000) concluded that consumers have become more price-conscious (stimulated by store price wars and media publicity), but despite a greater price sensitivity, consumers are seeking value rather than simply low prices. Therefore it is important to maintain a high degree of innovation.

Datamonitor (2004) has conducted research on influences on men's choice to try out and purchase new grooming products. Articles in the printed or online press or television and radio had the biggest influence, followed by partners and free samples respectively. (See Appendix 4)

Since women purchase a lot of male grooming products and have a big influence on their partners, it is a good idea to offer men's lines in female-dominated channels and to advertise men's products in the women's lifestyle press.

Datamonitor (2004) segments men's personal care usage into four different main types of occasion:

- staying away from home (spending one night or more from home);
- going out (to social events);
- stress relief/pampering (deriving pleasure from pampering one's self);
- everyday (vast array of personal care).

It is not hard to conclude that the everyday occasion is the most important occasion.

This occasion has to do with the daily grooming routine and is equivalent to 96.1% of all occasions. Therefore it is important that manufacturers mainly aim at this occasion.

Some ways to attract men to use more personal care:

- Via shaving: Datamonitor (2004) indicates that skincare can be introduced via shaving products. Men have to use shaving products and it is an ideal way to link skincare to the shaving products.
- Via haircare: One of the most obvious changes that seniors have to deal with is that their hair is turning gray or that they have hair loss. Therefore, manufacturers have to come with products that help to battle these problems. Seniors are (relatively) open to use products that counteract the effects of aging.

Mintel c (2004) also suggested that there is a marketing opportunity in using vending machines to sell selected and appropriate items in colleges, schools, and cinemas. The growing interest (and implicitly higher levels) in personal hygiene and grooming products will result in an increased demand for teenage toiletries.

The retailers also have to take more care of the teenagers. At this moment, retailers assume that mothers buy the products for their children, but it could be a good idea to attract teens in their shops via an environment where they feel comfortable.

### 2.5.4 Reasons for men buying toiletries

Mintel (Mintel f, 2004) has also researched the reasons for men buying toiletries. The results are in the following figure (see also Appendix 5):

|  | %  |
|--|----|
| Good value for money   | 47 |
| Well-known brand   | 43 |
| Brand I always buy   | 39 |
| Pleasant smell/fragrance   | 30 |
| On special offer (eg three for the price of two, buy-one-get-one-free) | 27 |
| My partner buys my toiletries for me                                   | 15 |
| Easy to use/packaging (eg pump action)                                 | 7  |
| New product I have not tried   | 6  |
| Hypo-allergenic  | 5  |
| Contains natural ingredients (eg fruit extracts)                       | 5  |
| Organic  | 5  |
| Fragrance-free   | 5  |
| Never buy but may receive as a gift                                    | 5  |
| Is luxurious/a treat   | 3  |
| None of these  | 2  |

*Table 6: Reasons for buying toiletries, January 2004  
(Source: Mintel f, 2004)*

The research is done with different men (e.g. differing in age, social status, working status, etc.)

The following conclusions are drawn from Mintel's research:

- Good value for money is the most important reason;
- The findings point to strong loyalty;

- Well-known brand name is key among (mainly) young men;
- Specific targeting is important because not all men buy toiletries for themselves. So it can be a good idea to also target women via women's magazines;
- Value for money is most important for the less affluent;
- Popular tabloids are read by men who choose well-known brand name products and cite good value for money as a reason for purchase, so there is an opportunity for marketers to provide price-promotional offers in the form of coupons to readers of popular tabloids such as *The Sun* and *The Mirror*;
- Fragrance is important to young, single men;
- Men under the age of 35 take responsibility for buying their own toiletries, probably because they are well informed about men's grooming through the media and from their peer group. Most of the older consumers are more likely to depend on their partner to buy for them. As mentioned before, it may be beneficial to also target wives/partners in an attempt to increase sales among those men who are married and/or in families (older age groups);
- Buying on special offer is of key importance to purchasers of mass-market products;
- Younger men are most likely to buy a wider range of products;
- Men who are married or living as a couple have the highest percentage that claims to have not purchased any products during the period under review, which suggests that their partners are likely to shop for toiletries on their behalf;
- Men who report heavy TV usage also have bought the most products. Watching TV and seeing the advertisements for men's toiletries might therefore influence men to purchase a wider range of products.

Like said before, men mostly select products on their function, convenience and cost (Datamonitor, 2004). Although it is also becoming more important for men to create

their own image via the brand's image of the products that they are using. This especially counts for teenagers and young adults; like said before, they are searching for their identity.

It can be concluded that a brand's image and packaging has an obvious role in the brand's success, and it is crucial that advertisement is targeted at a specific consumer group. A man will among others take into account whether a brand's image corresponds with his own image. (Euro RSCG Worldwide 2001; Datamonitor, 2004).

However the image is important, most men value function over fashion in a significant way. 67% of the respondents in a survey of Datamonitor (2004) ranked proven functionality as most important in comparison to: ease of application/convenience (15.7%), packaging (12.8%), coolness/trendiness (8.2%). Because proven functionality is so important, it is essential for manufacturers to develop trust in a brand. When a man has trust in a brand, he will be relatively loyal and keep using it.

The respondents ranked application and convenience on the second place. Men do not like waiting long for results when they are trying a new product, so they want speed, convenience and immediate results. It is also important that a product is portable. This is because men 'regularly' stay away from home or go to sports and it is very nice when they can take their personal care products with them in an easy way.

### **2.5.5 Sort of advertising**

Datamonitor (2004) highlighted that 53% of European and American men cited articles, features and programs in the broadcast and printed media as their main source of information about new products and grooming practices. So this medium has to be used. Media.org ([www.magazine.org](http://www.magazine.org)) did research on how media measure

up in the personal care branch; the results are that magazines return on investment are 45% more than that of the total advertising, outperforming other media. Magazines delivered 28% of the incremental volume with 9% of the advertising budget. Television did not drive sales as efficiently as magazines. Ninety percent of the advertising budget was allocated to television, yet television delivered only 71% of the incremental volume. Therefore, it seems a good idea to spend money relatively more on advertising via magazines. According to the research of Garst and Bodenhausen (1997), men's gender role attitudes can be influenced by the images of men they regularly see in the mass media. It seems that gender role attitudes are dynamic entities that are susceptible to momentary influences that emphasize either more or less traditional images of masculinity. If it is possible to 'make' men less masculine, they will start to use more personal care products. However, it appeared that more traditional men were less susceptible to the influence of media.

Loyalty cards can have positive effects on the sales of personal care products. Some 9% of respondents of a Mintel research (Mintel e, 2000) said that loyalty card promotions had persuaded them to buy products they might not otherwise have bought. The main benefit in terms of promotion and advertising was said to be in use of direct mail to cardholders according to trade research respondents of Mintel (Mintel e, 2000).

Mintel (Mintel e, 2000) also highlighted that many toiletries and cosmetics purchases are bought on impulse, with packaging and promotions playing an important role.

Trade research respondents of Mintel (Mintel e, 2000) acknowledged that 'buy one, get one for free' is the most effective method of promotion in terms of uplifting sales, but the disadvantage of such promotions is that they tend to be least profitable and devalue the market. Men's manufacturers also focus on selling gift sets in November and December offering two or more products in a set at an advantageous price point (Mintel f, 2004).



While the major retailers are in price war it is to be hoped that the downward pressure of retail prices will not discourage innovation, as it is through true product innovation that the market will grow. As stated before, consumers are prepared to pay more for a superior product that is well marketed and presented.

### **2.5.6 Action points**

Datamonitor (2004) mentioned a couple of actionable recommendations that are derived from the consumer trends and their insights:

- Target specific age groups;
- adapt your message to Teenagers' needs;
- help shape long term habits;
- target Seniors through combating fear of the effects of aging;
- product effectiveness is crucial to successfully targeting Seniors;
- Adapt your NPD to male needs;
- male cosmetics are not a serious option;
- ensure that NPD is focused on functionality;
- new grooming practices can be encouraged by brand extensions;
- shift from alcohol-based products to gentler formulations;
- Tailor your marketing and advertising to male consumers;
- use shaving as a Trojan horse for skincare;
- target men through women;
- use humor to appeal to younger men;
- adapt your language to male consumers;
- Align your category management with male attitudes;
- place men's products near other male categories;
- men just want to "shop and go".

The tables below give insights in the differences between metrosexuals, traditional and homosexuals with respect to marketing and some marketing aspects for men.

|                              | <b>Metrosexual</b>   | <b>Traditional</b>   | <b>Homosexual</b>  |
|------------------------------|--|--|--|
| <b>Marketing strategy</b>    | Use messages of efficacy based on technical advancement. Want advice on new products | Use baby steps. Show the effects of grooming products. Use their partners by convincing them   | Tribal marketing. Do not consider gay market as homogeneous, but treat them as individuals. Involvement in culture |
| <b>How to reach</b>          | Lifestyle magazines, sampling (other media)  | Informational ads in magazines, television ads during sporting events, newsletters, magazine editorial, quality Web sites, and sampling. Their wives | Lifestyle magazines, gay magazines, sampling (other media)   |
| <b>Celebrity endorsement</b> | Relatively easy because of identity-search   | Hard, because they do not want to change   | Relatively easy because of identity-search   |

Table 7: Comparison of research groups IV

|   | <b>Men</b>   |
|---|--|
| <b>Influence on trying out and purchasing new grooming products</b> | Articles in the printed or online press or television and radio had the biggest influence, followed by partners and free samples respectively  |
| <b>Reasons for men buying toiletries</b>                            | Good value for money, well-known brand, brand I always buy respectively  |
| <b>Most important characteristics of grooming product</b>           | Proven functionality as most important, followed by ease of application/convenience, packaging, and coolness/trendiness respectively   |
| <b>General</b>  | Keep product names short and to the point. Men want a simple design and a clear label which is aimed at them. The slogan has to be understandable and masculine. Brands image has to correspond with own image |

Table 8: Marketing aspects to men

## 2.6 Future perspectives

According to Datamonitor (2004) it was expected that the male personal care market should have grown very strong last years. But this did not happen; the market has grown in a healthy way and expands in little steps. A 4.0% grow over the next five years is predicted for Europe and a 2.8% grow is predicted for the US (Datamonitor, 2004). However, the size of the male consumer group will remain stable. Thus the growth will have to be driven partly by an increased number of grooming occasions but mainly by higher consumer spending on more expensive products. The demand of the male consumers for more sophisticated products therefore has to be the driving force in the male's grooming market.

In 2003 the male market accounted for 38.7% of the total personal care market's value and this will grow to 39.1% in 2008. The male market in the US counted for 41.9% in 2003 but this percentage will fall to 35.7% in 2008. The US market for male grooming has already peaked in terms of value if not as far as the number of occasions is concerned (Datamonitor, 2004).

Mintel (Mintel b, 2003) states that:

*"An increasing number of consumers want to look better and are prepared to invest significant amounts of money in doing so. There has been a 6% increase in the proportion of adults who claim to have had some form of treatment (health/beauty) in the past couple of years; average spent has also risen in this same period. This trend will continue to be fuelled by the influence and endorsements of celebrities, and will also benefit as consumers experience even more pressure to improve their appearance."*

According to Mintel f (2004) the growth potential will depend on the question whether men continue to take an interest in personal grooming and their willingness to use new grooming concepts as skincare. The long-term growth is likely to be steady if

one mirrors recent trends in the market. It is important not to flood the market with premium products, while there is still a large share of men that are fairly conservative and only want to use essential products. It is likely that the 'male cosmetics' (tinted moisturizers, tinted lip balms and nail-protection products) sector will remain extremely niche in the short to mid-term, used mainly by those who want to project a healthy, well-groomed appearance.

Niche brands will remain niche in the near future, because of their inability to gain a significant foothold in the market (Mintel f, 2004). The market is namely dominated by multinationals and retailers and they are not willing to take the risk of unknown brands. This is mainly caused by the fact that retailers know that most men are not willing to try new products.

More men will become better educated since the number of men's magazines has been increasing substantially in recent years. The men's magazines are providing more opportunities for promoting men's toiletries and product recommendations. The readers, especially younger men, will understand more about grooming concepts and learn about new products as they are launched (Mintel f, 2004). This will trade up the more sophisticated products, such as skincare.

Internet provides men with a non-threatening, comfortable environment and is a small but growing outlet for sales of men's toiletries. Websites also include grooming concepts and advice, so men can learn more about grooming products. Internet sales are expected to grow, especially among men who prefer the ease and convenience of buying from their home (Mintel f, 2004).

---

## **2.7 Chapter summary**

The personal care branch has grown on a steady pace over the last several years, and it is likely that it will continue growing (Datamonitor, 2004). Male attitudes to

personal care are changing and men's understanding of personal care is improving. Traditionally men have not used personal care products, because this has been seen as feminine. However this attitude has changed and increasingly more men dare to come out for their 'feminine side'. The mainstream media thought a big shift would take place in men's attitude to grooming, but instead gradual changes take place and men become increasingly used to grooming (Datamonitor, 2004). The traditional gender roles are fading away (Simpson, 2003), but men still do not want to be seen as 'too' feminine. Now, men experiment more with personal care products. The main source of information is via women, followed by the printed and broadcast media (Datamonitor, 2004). The bestseller book *The Metrosexual Guide to Style: A Handbook for the Modern Man* (Flocker, 2003) and the reality series *Queer Eye for the Straight Guy* (2003) have had a big influence in the rise of the metrosexual man. Also popular magazines as *FHM*, *Maxim*, and *Men's Health* have had a big influence. One of the most important reasons that increasingly more men use personal care products is that a well-groomed appearance is essential for professional success (Euro RSCG Worldwide, 2003).

However, we must not forget that 'the metrosexual' is a market-pushed buzzword (Whittal, 2003). Many manufacturers see a great opportunity in this new type of man. Mark Simpson (Simpson, 2003), stated that gay men are the early prototype for metrosexuality and also Berman (2003) states that metrosexualism is a by-product of our society's increased respect for homosexual men. Many gays are uncertain about their identity and therefore they pioneered the business of 'making up' themselves. In this way they conform to the gay standard and feel more appreciated. Many heterosexual men felt insecure about their appearance after the rise of feminism and the fall of the nuclear family, and therefore they also started to boost their self-confidence by grooming themselves and making themselves better-looking (Simpson, 2003).

But there are still many men who are not (yet) used to grooming. They are more traditional in their ways (Table 3 gives some insights in the reasons of the differences between metrosexuals and traditionalists). It is a real challenge to get these traditionalists so far that they also start to use personal care products. Barson (2004) says that the only way to change the mindset of the traditionalists is via babysteps. They have to become more educated and this can be done through targeted informational ads and sampling. According to Mason (2002) sampling is key to target men, but also a slogan is very important. The slogan has to be simple, in a way that is understandable for the men, and masculine. As previously stated, the man wants to be seen as masculine. So the package and the area in which the man shops for the product have to be masculine. Men prefer self-selection, although easily-accessed information is important (Mintel e, 2000). Only in this way, men will feel comfortable and start to experiment with different products. Articles in the printed or online press or television and radio, partners, and samples have respectively the biggest influence on men's choice to try out and purchase new grooming products (Datamonitor, 2004). So it seems a good idea to also offer men's lines in female-dominated channels and to advertise men's products in the women's lifestyle press. Media.org ([www.magazine.org](http://www.magazine.org)) conducted research on which kind of media had the highest return on investment in the personal care branch. It seemed that magazines' return on investment outperformed other media. Therefore, it seems a good idea to spend relatively more money on advertising via magazines.

The most important aspect for a man buying toiletries is good value for money (Mintel f, 2004). So, men do not only look at the price of a product but pay more attention to its functionality. When a man trusts the functionality of a certain brand, he will be relatively loyal and will keep using it (Datamonitor, 2004). It is also important that a brand's image corresponds with a man's own image, therefore the advertisement has to be tailored for the customer (Euro RSCG Worldwide 2001; Datamonitor, 2004).

In conclusion, we can say that it is a challenge for manufacturers to get to know the different kinds of customers and persuade them to incorporate usage of skincare (and other kind of products) into their daily routine. They have to be sure that their message clearly underlines the benefits and usage occasions of a particular product.

## Chapter 3: Research Design

### 3.1 Introduction

Chapter 2 highlighted differences between men. However, no explicit academic research has been conducted on these differences. After reading the literature we can conclude that it is important to target the different types of men in a different way. So, it is a challenge to conduct research on this topic and to make clear what the differences between the groups are and what is the best way to target these groups. In short, differences in male personal grooming are a significant and under researched factor in literature. Not much is known about the motives of these differences. Therefore, more exploratory research is needed.

This section will outline and justify the chosen research methodology

### 3.2 Type of study

As already stated in the introduction, an exploratory research is needed to explore the area of male personal grooming. The fact that the literature is not well established, also makes the option of an exploratory qualitative study more appropriate (Sekaran, 1992). Interviewing different types of men will result in a better understanding of the different typologies and provides insights into the research questions. This study is unique in the way that there is no similar academic research done before (as far as we know). However, there are researches that have divided men into typologies (Barson 2004; Mintel f, 2004), but the division into traditionals, metrosexuals, and homosexuals have not been done before.



### 3.3 Sample

The research focuses on personal care differences between men. The variable will be the particular group to which a man belongs. We want to avoid confounding variables and therefore we try to keep other variables (e.g. age, social status, work, origin) as similar as possible. So each group will approximately have the same composition. The participants are relatives, friends, colleagues, referrals of acquaintances, and 'unknown' from which the sexuality was known. These unknown were approached and asked whether they wanted to cooperate. At the end of the search for participants, more participants were found than needed. So a selection could be made and the most representative men (men from which it was most clear that they belonged to a particular group) of the groups were chosen. It is remarkable that many young adults call themselves metrosexuals, even if they do not spend 'much money' on their appearance. These men probably want to be seen as metrosexuals because it can be considered fashionable. However, they are not selected as participant in the metrosexual group, because a 'true metrosexual' has to spend much attention and money on his appearance. The requirements that we used to select the metrosexuals:

- Spends relatively much attention on his appearance (Flocker, 2003);
- Spends relatively much money on his appearance and shopping (Flocker, 2003) ;
- Interest in fashion and beauty (Simpson, 2003; Flocker 2003);
- Man in love with himself and his urban lifestyle ([www.wordspy.com](http://www.wordspy.com));
- Man willing to embrace his feminine side (Flocker, 2003; [www.wordspy.com](http://www.wordspy.com));
- Possess insider knowledge about commodities and consumption practices (Datamonitor, 2004);
- (Creative risk-taker who embraces change/trendsetter (Datamonitor, 2004).)

At first, we selected potential metrosexuals. We based this selection on their appearance and what we knew about them. Later we checked (by asking) whether the selected potential metrosexuals met the requirements above. They did not have to meet all requirements but the general impression had to be that they met the requirements above. The selection is done subjectively, but founded on objective norms. We are looking for mainstream metrosexuals as well as mainstream homosexuals and traditionalists. If we would only look at extremes (for example only drag queens in the homosexual group), the target groups should be too small.

The traditional and metrosexual group consist of nine men each, and the homosexual group consists of eight men. The age of most men will be between twenty and thirty-five. As stated in section 2.3.2, Young adults (18-24 years old) and Adults (25-34 years old) pay much attention to their appearance (Mintel f, 2004). These groups, especially the young adults, are in a transitional stage and their grooming habits can be relatively easily influenced (Datamonitor, 2004). These groups are most susceptible for the 'metrosexual trend' and therefore most men in this research are in the age group 20-35 years old. However, in the homosexual group and the traditional group also men from older age categories are added. This has been done because it is interesting to see whether men from different age categories have a different opinion and what causes this difference. We have not found 'older metrosexuals'. They definitely exist but are very rare.

It is also important that the participants have disposable income, because they have to be able to spend money on grooming products. Therefore, men in this research are not younger than twenty. In Appendix 7 participant profiles are given.

### 3.4 In-depth interviews

When all participants were selected, the interview-stage could start. The interviews were conducted face-to-face. At first the participants were put at ease and were told that their data would be treated as totally confidential. After a couple of interviews we noticed how important it was to make the participants feel comfortable, because we found out that some participants did not tell about all products they used (caused by a sort of shame). So we made more effort to make the participants feel at ease before starting the interview. We also told them to first think about a question before immediately answering it. In this way they were able to give better explanations and the interviewer did not have to continue asking before a justified answer was given.

We explained the purpose and kind of the interview to the participant. We also noticed, after a couple of interviews, that it was important to clearly explain what personal care for men is. Many men (especially traditional men) only thought about standard products, but we summed up several instances of personal care. In Appendix 9 you can see the adjusted interview protocol. We explained the purpose in a superficial way because it was not the intention that participants should answer in a socially desirable way. It is important to avoid expectancy confirmation, because this causes bias in the research. So the interviewer has to be objective. The interview is semi-structured. This means that participants have much freedom to answer. However, it was important for the interviewer to keep the goal of the interview in mind, and that was to explore the differences between the groups. The literature review helped a lot by defining questions for the participants. The findings from literature could be checked and uncertainties could be figured out. In chapter 2, tables are made at the end of each sub-section. These tables are a sort of summary from literature, and they also highlight which differences are not yet researched. So many interview questions are made with help of these tables. After one 'round of

interviews', in which a couple of participants from each group are interviewed, eventual changes to the interview-protocol could be made (like adding new questions as information arises, deleting redundant questions, reformulating questions). This indeed happened during the interview-phase. The interview-protocol guides the interview in the right directions. The main-questions are general and non-directive to encourage open responses (McCracken, 1988). If more detail was needed, the interviewer would specify the question. At the end of interview, a list with demographic data (like age, occupation, etcetera) was handed over to the participants which had to be completed.

The interview is conducted at a time and at a location that is convenient for the participant. Most of the interviews lasted between 20 and 50 minutes. The participants did not receive money or anything else for their participation. The interviews were recorded on tape, and transcribed verbatim and translated on the same day as the interview.

### **3.5 Data-analysis**

The written interviews serve as input for the analysis. Already on the day of the transcription, important and remarkable comments will be made about the particular interview. In this way, most important points of the interview can be better reminded. However, the interviews also have to be coded in order to label the data from the interviews (Spiggle, 1994). The interview is divided into eight questions, which are on their turn divided into 'sub-questions' (The interview-protocol is given in Appendix 8 and 9). The sub-questions are to get a better understanding (of the answer) of the main question. A summary table will be made for each participant, containing a summary of the answers the participant has given to the research questions. The tables can be found in Appendix A. If all tables are made then the different answers

to the eight research questions will each be compared and a weighted conclusion about a group's answer to a particular research question can be made. At the end summary tables will be made for each group, each consisting the 'weighted' answer to the eight questions and the (most remarkable) quotations that found these weighted answers. The research aims to explore the personal care market for men, which we divided into the three different groups. The interviews have an individual character, because exploring is the main target. Therefore the structure of the interviews is not the same every time. Sometimes there is more attention spend to a particular question (or the question is asked in a different way) than an other time and sometimes the participant interprets a particular question in a different way, which results in a 'different kind of answer'. It is hard to categorize and/or to quantify the answers of the different participants because the interviews are very open and not strictly structured. The final result of the interviews was to get a general impression of each participant. We could analyze the data and draw conclusions based on these general impressions (that are founded by the quotations of the participants). After that an across analysis will be conducted. The summary tables will be compared and the differences and similarities between the three groups will be highlighted. This will be done for each research question and at the end the results of this analysis will be put into a table.

## Chapter 4: Findings within groups

### 4.1 Introduction

In this chapter the findings of the different groups will be discussed. The findings will be discussed per Research Question (RQ) in order to get a clear overview and to make it possible to compare the results of the different groups. The data for this analysis can be found in Appendix A, which contains the research findings of each interviewee and the transcribed interviews. The results per RQ will be based on a selection of quotations of the participants. The most conspicuous and representative quotations will be selected. At the end of each subsection a 'summary-table' will be made, containing the most important findings for each group. The findings will be numbered and the quotations will base the findings. Behind every quotation, a corresponding number will be put so that it is easy to link the findings to the quotations.

---

### 4.2 Findings within Traditional group

***Research Question 1: How often do you groom and what kind of personal care do you use?***

Most traditional only use (a selection of the) basic products like: toothpaste, shower gel/soap, shampoo, deodorant, shaving gel, and hair gel. Most of them do not regularly wear a perfume, a face cream (only ... and ... use a face cream) or a body lotion (only ...). If they use a face cream or a body lotion then it is purely for practical reasons like a dry skin or irritation.

*“Daily...basically, toothpaste, shower gel, shaving gel..uh deodorant, perfume and once a day a face cream because of a dry skin..let me think...yeah I think that’s all”*  
[..., 26, **finding 1**]

The older participants (... , 66; ....., 75) did not use a deodorant or a perfume at all. They did not need any more products than they already use. Also most of the other traditionals think they use enough products and they are satisfied in their present way.

*“I think it is enough for a man to use basic products...and the ones who wanna do more...they have to know it for themselves ..but in my opinion, what I do is enough...I feel comfortable”* [..., 31, **finding 2**]

Most traditionals do not know whether it will benefit them and they do not have a need to use more products, although ... (50) and ... (26) said they have not been confronted enough to the personal care products for men, as an explanation why they do not use more products.

*“Because I have never been confronted to that kind of products...it wasn’t in my ‘program’ ”* [..., 50, **finding 3**]

### **Research Question 2: What are your reasons to groom?**

The answers of the participants varied: to maintain the body, to look well cared (for yourself and for others), to feel good, refreshing, to present yourself in a better way, to be accepted in certain groups. The traditionals use the personal care products for themselves as well as for other people. Some did it really for themselves:

*“No, the people just have to accept me the way I am and I won’t do my best for other people”* [..., 23, **finding 4**]

And others did it mainly for others:

*“Yes, maybe it’s more about others,...yeah to leave a good impression. I think it’s ok like this, some gel in my hair, yeah I don’t know. Yeah, it’s not for myself. If I really*

*should do it for myself, then I should use creams and similar things. I don't think about it regularly..." [ ,24, **finding 4**]*

In general, we can say that, most traditionalists think that maintaining their body in a certain way is one of the most important uses of personal care products. Besides that, most of them feel better if they look reasonably cared, for instance with respect to their job (a good first impression), or to be accepted in certain groups.

*"The first reason is that it just belongs to normal life, if you have a job, you have to look decently..at least for most jobs...that's anyhow one of the reasons"....." I think you anyhow have to look well cared. ...and that you have to conform to a certain way...you don't have to imitate ...you want to reach something...you will be easier accepted in groups" [ , 26, **finding 4**]*

Appearance varies from not important for some traditionalists to reasonably important for other traditionalists.

*"I feel ok like this..i have a nice life and eh...not for someone else...or what an other person thinks about it..i don't care. The way I feel, that's also the way I dress and take care of myself...using the basic products...and not because someone else's opinion...that I have to look like..." [ , 31, **finding 5**]*

*"It's also nice for yourself to look good. You daily look in the mirror and if you see a badly cared man in the mirror then you think:...is that me?! So the mirror tells me" [ , 75, **finding 5**]*

In any case, appearance is definitely not super-important to the traditionalists. They want to look 'normal', in a way that they do not attract attention in a negative way, but besides that most of them do not spend much attention to their appearance.

### **Research Question 3: What is your attitude to grooming/personal care for men?**

The attitude to personal care for men varies from negative to positive. Some have a very negative attitude and think it is effeminate:



*"Because they become half sissies in this way, a normal healthy man doesn't have the wish to effeminate" [ 66, **finding 6**]*

Most traditionals think that everybody has to know it for themselves, but make up for men is too far for all traditionals, also the ones with a positive opinion.

*"Positive, I think eh...there is a certain limit...for instance make-up is too far for me...but I think you have to be able to treat your face...if you need it. Without calling it gay...haha" [ 26, **finding 6**]*

However they should treat men that wear make up in a similar way, but it is definitely not something they should do themselves.

*"Yeah people that use make up for their eyes goes too far for me, but I can easily accomodate".... "Because of my own experience, I experienced myself that I can accomodate..in business and at parties..so it doesn't bother me. I don't have a negative attitude to them, no" [ 50, **finding 6**]*

The traditionals are hard to influence and it seems that the older participants (... 75; ... 66) can not be influenced at all.

*"All commercials are turned away by me...I don't appreciate it at all"... "I will stick to my own way,...for 100%" [ 66, **finding 7**]*

Although a few of the participants are unconsciously influenced by magazines (... 24;..., 27)

*"No, I think a little by magazines. If I see something...then I'm tended to buy it. With respect to perfume. Then you think...hee, that's a new perfume, I'm gonna try it. But not something like a 'magic' toothpaste...and they say your teeth become 10 times as white in 2 weeks" [ 27, **finding 7**]*

Most other participants said they were influenced by society and the way they are raised.

*"I think you will develop since you are a little child, maybe also influenced by your home environment, what your parents did...I think that also has influence. Sure, you also have your own opinion. But the roots are at your parents' home. Because some high-society guys will usually not look badly cared...and someone from the other end of society will not buy expensive clothes. Make up and..i think it's also influenced by your parents...also the people you are seeing a lot" [ 31, **finding 7**]*

*"Yes, because it happened more and more in our society..yeah and at a certain moment you are used to it...then it doesn't look stupid if you put a cream on your face" [ 26, **finding 7**]*

Most traditionals want to look decent but do not have to be trendy in any case. Some are even not at all interested in fashion.

*"No, I don't follow fashion in that way, neutral clothes...clothes that are timeless...also the more expensive brands..i do. But the French Couture ...I don't follow that kind of things.." [ 24, **finding 8**]*

**Research Question 4: Who shops for your toiletries? And how do you shop for personal care products?**

Most products of the traditionals that have a relationship were all bought by their girlfriends or wives. Some traditionals also let their parents buy their basic products. The parents or partner know(s) what they need and want.

*"No, but I tell her what I need, with respect to lotion and after shave. She knows in which direction she has to search. But sometimes she takes something else..to try" [ 50, **finding 9**]*

The products that were really exclusive for themselves, like a body lotion because of a dry skin or a perfume, are bought by themselves.

*"With respect to perfumes...I buy them myself, but very often..things like deodorant and toothpaste are bought by my parents." [ 24, **finding 9**]*

Most single traditionals have to buy all their products themselves. Traditionals usually buy the same products because they like and know these products.

*"I am very constant in these things...I always buy the same things, toothpaste and deo, except after shave...that is just what she brings. But the rest is basic, and if I think something is good or feels nice, then you should not change it. You can say try something else, but if it's bad, yeah that sounds not good to me" [ 31, **finding 10**]*

So they usually know which products they need and in that case they do not need and/or want assistance, but if they try something new, then they should ask for assistance.

*"Last time, I went to buy a perfume..i was looking for a new perfume...and I have had many already. An assistant helped me and asked me what she could do...I answered that I needed a new perfume..I told her which ones I already had before and what kind of smell I liked...and she advised me about the perfumes...and I decided to buy a new perfume, one that just came in...I am the type of guy who want to try out new perfumes...I shouldn't buy a perfume I already had" [ 24, **finding 11**]*

However some traditionalists also pay attention to the price and want to know what is on discount.

*"Yes, sure I look at the price...usually I follow the discounts..Everything is expensive enough. Also with respect to toothpaste,..i use paradontax. Some times it is cheaper than other times but I will look where they are the cheapest and usually I buy 5 at once. I use Axe for showering and Andrelon for my hair. I buy different kinds of Axe, skin, groovy,...you know them, but I do always buy Axe." [ 24, **finding 10**]*

A few (..., 23; ..., 66; ....., 75) change the brand relatively easy because of the price.

*"I just walk to the shelves where all bottles are, then I will have a look at the prices, because that's good for me...because I do not need a certain brand, I just get something.." [ 23, **finding 10**]*

**Research Question 5: Do you shop alone (or with who)? Why do you prefer that? Can anyone else convince you trying out/buying a new product?**

In general we can say that most traditionalists like to shop alone because it is quicker and no-one is nagging in that case.

*"I do, because I can do it quicker in that way, you get the product you need and you leave the store. If somebody accompanies you then they will look for other things...and they don't have to do that for me.." [ 75, **finding 12**]*

Two participants (... 24; ..., 26) did not care if they are accompanied.

*"... If you for instance want to buy a perfume, you will discuss it, and you ask her whether she also likes it. A girl is more interested if you want to buy something for your face I think. She should sooner get 10 products out of the shelves and compare them...and discuss with you"... "I should like it" [ 26, **finding 12**]*

The older traditionals (... 66; ..., 75) could not be influenced to try out a new product.

Also some of the younger traditionals could not be influenced to try a new product.

*"I do not buy it"... "My skin is good enough in my opinion." [ 23, **finding 13**]*

Although most traditionals could not easily be convinced to buy a new product if they are in a store, they would try a product if it is brought home by their partners.

*"So if she brings along something, then I will immediately try it" [ 50, **finding 14**]*

...(50) should really try it for himself but most other traditionals should try a product to satisfy their partners.

*"Yeah that's a difficult question...I think I would be persuaded. A woman asks you such a question"... "Mmmmm yeah for her, not for myself" [ 24, **finding 15**]*

#### **Research Question 6: Tell me something about your shopping preferences...?**

Multiple answers were given, but one of the most mentioned requirements is that an assistant should not approach them, because they usually do not need it.

*"No, in that case you get a situation like....a woman tells you, try this or try that, I don't like that. I neither like the conversation...I just don't need it, so I don't want it" [ 26, **finding 16**]*

However the traditionals like it if there is some assistance just in case they have a question.

*"Yeah I think assistance is nice for everyone, even though I don't need it very often..but yeah everybody has questions".... "They have to be there...you have to be approachable. They should not bother you. I don't like that..." [ 24, **finding 16**]*

Other important requirements for the traditionals are, a well organized store and the possibility to grab the products easily in order to shop quickly. Also the prices should not be 'too high'.

*"Something...where it is not so crowded...where I can go in quickly and tell them what I need, a nice lady that is helping me, should like that, pay, and go out.." [ 23, **finding 17**]*

*"My preference..first of all. My main preference is price, which causes that you will end up at a Kruidvat..because this store is usually cheaper than for instance Etos. You don't get assistance at Kruidvat, I like that." [ 26, **finding 17**]*

It is also important that products they want are in stock.

*"No...I just want them to have my product in stock if I need it" [ 27, **finding 17**]*

---

**Research Question 7: What are the most important characteristics of grooming products for you?**

Price was one of the most important characteristics for most traditionals (except for ..., 50; and ..., 24). The products also have to be functional and should work well. A product's smell was also important to some participants

*"Yeah, it has to be a good product, and the price has to reasonable...I just have to pay some attention to my money"..." No, it just has to do what it is supposed to do...and I do not have many other requirements ..no" [23, **finding 18**]*

*"It also has to smell nice he.." [ 75, **finding 18**]*

Some participants also mentioned that they like a famous brand, because it is probably better.

*“Yes, it is, usually I buy a famous brand”... “Yeah you don’t believe it...but the name exists for such a long time...you know it is quality” [ 24, **finding 18**]*

**Research Question 8: What kind of brands do you prefer, and why?**

Like stated above (at RQ 7) most participants like to buy famous brands because they trust these brands more. A few participants also noticed that they were not so interested in brands and they usually buy cheaper brands.

*“Yes, a cream or toothpaste or gel...Yeah that gel for instance, a pot of wax costs 5 euro and it is 4 times as small as a pot gel of 0.9 euro...and it has the same result, then I will get that pot of gel. I should be crazy to pay 5 euro...only because it is for instance L’oreal...and it smells a little bit better” [ 26, **finding 19**]*

Most participants are brand loyal, but sometimes they try out other products. Usually they will go back to their ‘own brand’.

*“Yes, at a certain moment we also tried another brand...but I didn’t like that any more...I wanted my own brand again” [ 31, **finding 20**]*

Many traditionals also mentioned that they are brand loyal with respect to basic products, but they like to vary their perfume. The perfume needs to be a famous brand, that has some ‘style’.

*“Yes, yes, maybe, no not design..the perfume needs to have something chic. ...I buy the same product every time...with respect to my basic products...but I don’t do that with respect to perfumes” [ 24, **finding 20**]*

| Research question   | Research findings   |
|---|---|
| Research Question 1: How often do you groom and what kind of personal care do you use?  | <ol style="list-style-type: none"> <li>1. use basic products, 'exceptions' only for practical reasons</li> <li>2. think they use enough and are satisfied, do not see a reason to change</li> <li>3. some said they are not confronted enough to use more products</li> </ol>   |
| Research Question 2: What are your reasons to groom?  | <ol style="list-style-type: none"> <li>4. for some traditional only to maintain the body (for themselves), for others also to feel better/needed with respect to jobs and acceptance (for other people and for themselves)</li> <li>5. appearance is between not and reasonably important, but do not want negative attention with respect to appearance</li> </ol>   |
| Research Question 3: What is your attitude to grooming/personal care for men?   | <ol style="list-style-type: none"> <li>6. varies from negative to positive, but make up is too far for all participants, although would accept a man who is wearing make up</li> <li>7. not easily (directly) influenced by television and magazines, but society and the way they are raised plays an important role</li> <li>8. do not have to be trendy, but like to wear decent clothes</li> </ol>  |
| Research Question 4: Who shops for your toiletries? And how do you shop for personal care products?   | <ol style="list-style-type: none"> <li>9. like to let their partner or parents buy the products, but should go themselves if they need something 'exclusive'</li> <li>10. usually buy the same brands and a few pay constantly attention to price and would change immediately</li> <li>11. like assistance if they buy something 'new'</li> </ol>  |
| Research Question 5: Do you shop alone (or with who)? Why do you prefer that? Can anyone else convince you trying out/buying a new product? | <ol style="list-style-type: none"> <li>12. they like to shop alone because it is quicker and no-one is nagging, but there are a few exceptions (who like to be accompanied)</li> <li>13. hard to convince, especially older/conservative men</li> <li>14. they sooner should try it if their partner should bring a product at home than buying it if they are in the store</li> <li>15. some men could be persuaded, easier by women, and most of them should try the product to satisfy the woman and not for themselves</li> </ol> |
| Research Question 6: Tell me something about your shopping preferences?   | <ol style="list-style-type: none"> <li>16. assistant should not approach them, they will ask assistance if they need it</li> <li>17. well organized, quick shopping has to be possible, low prices, products have to be in stock</li> </ol>   |
| Research Question 7: What are the most important characteristics of grooming products for you?  | <ol style="list-style-type: none"> <li>18. price (most important), functionality, should work well, nice smell, famous brand</li> </ol>   |
| Research Question 8: What kind  | <ol style="list-style-type: none"> <li>19. most want famous brands but a few do not</li> </ol>  |

|                                   |   |
|-----------------------------------|---|
| of brands do you prefer, and why? | prefer that and choose the cheaper brands<br>20. reasonably brand loyal, but vary their perfume |
|-----------------------------------|---|

*Table 9: Summary of findings traditional*



### 4.3 Findings within Homosexual group

#### **Research Question 1: How often do you groom and what kind of personal care do you use?**

Actually all homosexuals use basic products, as well as a face cream. Most of them do not use many more products or it should be for practical reasons like body lotion or a Labello stick. Although a few homosexuals used many products (for instance a face mask or scrub cream) that are on the male market, including make up (powder for nose, mascara, eyeliners, pencils, colored cream, hair dying products, products for nailcare, beautician, self-tanning cream, anti wrinkle cream, etcetera).

*"From balm , till creams, masks, make up, demake-up..what else..bodycream, scrub cream, face wash, toothpaste, flossing,..masks..I already mentioned that one, depilator cream. ...all this stuff. Everything, really everything, not daily, but during the week...aftershave and cream, shaving gel, tootpaste, day and night cream in any case,..once in a while depilator cream, I also use that. And if I go out I use some make-up" [ 37, **finding 1**]*

Most participants do not need to use more products because they do not think it is necessary. The products have to be functional, and most want to notice a difference if they use a product.

*"I only use the products I really need for my body. So a moisturizing cream for my entire body could be good..but I don't think it is necessary. For instance because I don't have a very dry skin, yeah it is just not necessary. It should be a waste of money...and a selftanning lotion yeah I have a very light skin and I am not the kind of man who uses a solarium..no I don't use that kind of things" [ 23, **finding 2**]*

#### **Research Question 2: What are your reasons to groom?**

The participants mentioned several reasons, but the most important were: the hygienic aspect, practical aspect (maintaining the body), and to look better (more self assured and because it is needed for their job).

*“Just fresh and healthy, at least..I think it helps to be fresh and healthy. I assume not all expensive products are good and neither are all cheap ones. I think, to some extent to look good, and also for your skin, because working in the sun....yeah I think it is better for your skin” [ 37, **finding 3**]*

*“Yes I do think it’s important, also because of my job” [ 31, **finding 3**]*

*“Yes, if I didn’t color my eyelashes then I wouldn’t go out....” [ 33, **finding 3**]*

Appearance is important for most homosexuals.

*“Important, yeah not mega important, but I would like to look good and that also creates self-confidence, that you are working on it,...to look well cared...let’s say..something like that.” [ 29, **finding 4**]*

### **Research Question 3: What is your attitude to grooming/personal care for men?**

The homosexual participants have a positive attitude to personal care for men. Some of them mentioned that it was about time that male products were introduced, and they think more men should use the products

*“I think it is positive, I think there should be more men who use personal care products. But yeah, maybe I have a different opinion about it, because I also use it myself. Some men really need it, but that is my judgement. I should never say it to someone but if they ask me, then I should give an honest answer” [ 33, **finding 5**]*

Most homosexuals who do not use make up, think that loads of make up goes too far for men. They emphasize that they do not like it if it becomes feminine, but they do respect men who use loads of make up.

*“You also have make up for men...it looks nice to some men...I only don’t like it if it’s becoming feminine. That’s my personal opinion. I think it looks strange. I don’t like it”.....” Everybody should know it for themselves but I think it’s stupid” [ 25, **finding 5**]*

Most (young) homosexuals are influenced by television (commercials) and magazines. However the ones who use several make up products mentioned that they are not influenced by magazines and television (... 37; ..., 33; ..., 40).

*"Not in the homosexual area, but it does influence me with respect to the appearance of a man..because sometimes you see men at television and then you think: yeah they are wearing something..."* ... *"I probably should also have used it if there were not so many advertisements...but the one I use at the moment is from the commercial...."* [ 23, **finding 6**]

*".....,but the commercials..television..that's all nonsense. I sooner don't buy a product if I see an advertisement I don't trust in comparison to the case I don't see an advertisement at all..that's very typical"* [ 37, **finding 6**]

Some homosexuals also mention that present society influences them with regard to personal care for men

*"Not by magazines or television. I think more by society. ..you see more of that kind of things. That could be it."* [ 56, **finding 6**]

Fashion is important to some participants and not important to other participants.

Most participants do not really have the need to wear trendy clothes:

*"I think fashion is important.. you want to follow the new things..."*...*"Yes, why, I think you are...you just love nice things and I can afford it, so why not, in that case you keep up with fashion"* [ 31, **finding 7**]

*"It has not been so important before but it is even less in recent times. I used to buy more clothes, but I am not interested in it any more. Maybe I will become more interested in the future again"* [ 25, **finding 7**]

#### **Research Question 4: Who shops for your toiletries? And how do you shop for personal care products?**

In general the participants buy their own personal care products. They generally know in advance what they need and they buy these products. A few participants

said they pay more attention to price. If they see a similar (famous) brand and it is on discount then they will switch and buy the cheaper product.

*"Uh... I will do it very specifically. I know what I want and I won't ask whether they have a product for something..no I don't do that. I enter the store and I get what I need" [ 56, **finding 8**]*

*"No, usually I don't... I use fixed brands, and depending on price I buy them.. The gel I am using is L'oreal, I always use it, but at this moment I am using an other one, because it was cheaper..A lot cheaper, and also a good brand, so I thought: then I will buy this one. That's the way it goes...also with respect to face cream...at this moment I am using Nivea, but normally I use an other brand, but Nivea was on discount and that is the reason why I bought Nivea..And I think both creams are just as good" [ 25, **finding 8**]*

**Research Question 5: Do you shop alone (or with who)? Why do you prefer that? Can anyone else convince you trying out/buying a new product?**

Most of the participants do not have a preference to either go alone or to be accompanied. Some participants can easily be convinced to try out products and some can hardly be convinced, but if one of the homosexuals tries a product then he does that for himself.

*"No, I often go shopping with a female friend and then I also buy the personal care products"..... "No...I can also go shopping alone, I don't care so much about it".....  
"Yes yes...and if she really has a good story...and says you have to try it..and it is not too expensive, then I say Ok throw it in my basket...I am very easy with respect to that"... "Yes, I would like to try it because I am curious. Not because she wants it"  
[ 23, **finding 9,10**]*

*"I would listen, but I wouldn't buy the product" [ 33, **finding 10**]*

**Research Question 6: Tell me something about your shopping preferences..?**

Most homosexuals think it is easy if there is a special men's corner and if the products are well sorted.

*"The routing in the store is very important for me..that products are well sorted and not that the gel is for instance at a very different place as the wax. You also have*

*some shops in which the deo is here and the shampoo over there.... That are those basicproducts..they need to be together on the shelf.. But in present times you also have mixed stores like Etos..they also have toys and that kind of stuff. It is a personal care shop...so keep it that way!" [ 23, **finding 11***

*"Yes, it has to be separated for men, then it's more clear which products are aimed to men" [ 25, **finding 11***

Most of them also mentioned that they did not like to be immediately approached, but they like to ask for (professional) assistance if they need it. However the participants who visit specialty stores regularly like it to be approached (... , 56; ... , 31). They also want to be recognized and there has to be a personal atmosphere.

*"Anyhow I hate it if someone approaches me, I don't need it, if I want to know something then I will ask for it. . I understand that they have to sell..but I don't like that kind of assistance." [ 23, **finding 12***

*"Anyhow it has to be someone who knows what he or she is talking about. If you have a question then you would like to have a normal answer...not a fake story. I think they don't know anything about it at Kruidvat and Etos.. Then you can better go to a small DA" [ 33, **finding 12***

*"Yes, it has to be a relaxed atmosphere, it may be chic. Not something like a drugstore, but a real good Perfumery, and a very good assistance, good information..." I usually wait whether they approach me, and if I have to wait too long, then I should grumpy ask for assistance...if they are not busy" [ 56, **finding 12***

#### **Research Question 7: What are the most important characteristics of grooming products for you?**

The most important characteristics varied per participant. For some participants price is important and for others it is not important. However the participants do want a product that really works (functionality). Their opinion with regard to the package and image also varied. It was important to some and others did not care about the package and image. A few participants also mentioned that the product has to be easy to use.

*"It shouldn't be too expensive, it has to be convenient to use...not such a tube from which you can't open the cap. I most like such a thing with a pump ..that is the easiest to use. It doesn't have to look nice, but it has to work well..." [ 23, **finding 13**]*

*"Yes, which requirements should it meet..I think it has to work, it needs to have a certain functionality, it shouldn't be nothing, the appearance is also very important to me. If the content is in a beautiful bottle and it has a good name like La mer..then I am prepared to pay 250 euro for a pot of cream. "...I don't know, but it says something about the quality..many times I think..let me first say that..it's only about my thoughts. I pay 250 euro for a pot of La mer , while I can also buy a pot of 2,5 euro with vitamin E at DA..that works exactly the same. Nobody sees that you are wearing La mer..it's only for yourself.." [ 31. **finding 13**]*

#### **Research Question 8: What kind of brands do you prefer, and why?**

Some participants use cheap brands that are sufficient to them and some think more expensive brands are not better (experienced it themselves). Although some other participants like to buy expensive products because they think these are better.

*"It really has to be good, it has to be proven, it also needs to have a good name"....." I tend to...if there are 2 products, one of 50 euro and an other one of 100 euro...yeah then I buy the one of 100 euro" [ 56, **finding 14**]*

*"...and also more expensive stuff....now, I usually buy Kruidvat's own brand. Yes, except perfume....I don't notice a difference"... "Yeah, it's good, and eh...it's cheap..." [ 40, **finding 14**]*

Many of the homosexuals did want to feel good when they think about their brand. In general they had a better feeling with famous brands (because they exist for a longer time) or products that sound professional. This can also be connected to the fact that some participants mentioned that they still use the toothpaste that was recommended by their dentist.

*"Yeah, I have many Roc products..I really like that brand. You can buy it at the pharmacy and it gives me a medical idea, that it is really good" [ 37, **finding 15**]*

*"I have it from my parents' home... and problems with my gums..and that is why I always use paradontax, and it is very good. The dentist advised that one and it really works" [ , 33, **finding 15]***

Most homosexual are reasonably brand loyal, but some would switch for a couple of reasons. One mentioned that he would switch if he thinks an other brand is better (... , 37) and a few (... , 25; .. , 25) mentioned that they would switch if a similar products is on discount.

*"If I see something and I think it is better...I think there is also some placebo-effect..I think if you think something is better, then you will get it sooner. But you can't prove it. You know, if I take an other product ..and think Hey that is also nice, or that works also..then I really believe it" [ , 37, **finding 16]***

*"Yeah I do..for instance...I buy L'oreal gel and never the cheaper gels...I don't like the smell and you have to use so much.. So I neither buy it even if it should be on discount. ...but assume there is another brand, comparable to L'oreal..and that one is on discount...yeah then I would try it" [ , 25, **finding 16]***

| Research question  | Research findings  |
|--|--|
| Research Question 1: How often do you groom and what kind of personal care do you use? | <ol style="list-style-type: none"> <li>1. use the basic products and face cream (all), sometimes also 'practical' products, a few used a broad range of products, including make up</li> <li>2. products have to be functional and necessary, most do not use more products because they think it is not necessary</li> </ol>  |
| Research Question 2: What are your reasons to groom?                                   | <ol style="list-style-type: none"> <li>3. hygienic aspect, practical aspect and to look better (self assurance)</li> <li>4. appearance is important to most homosexuals</li> </ol>   |
| Research Question 3: What is your attitude to grooming/personal care for men?          | <ol style="list-style-type: none"> <li>5. positive attitude, about time that male products are introduced, men should not look feminine if they use make up, everyone has to know it for themselves</li> <li>6. society does influence their attitudes, younger homosexuals (the ones that do not use make up) are influenced by television and magazines</li> <li>7. fashion is important to some homosexuals and not important to other homosexuals</li> </ol> |
| Research Question 4: Who shops for your toiletries? And how do you shop for personal   | <ol style="list-style-type: none"> <li>8. they buy their own products, most of them usually buy the same brands (so they know what they need), a few buy very price-</li> </ol>  |

|   |   |
|---|---|
| care products?  | conscious and switch if a similar brand is on discount  |
| Research Question 5: Do you shop alone (or with who)? Why do you prefer that? Can anyone else convince you trying out/buying a new product? | <p>9. most do not have a preference either to go alone or to be accompanied</p> <p>10. some can be easily convinced and some hardly to try a product, but if they try then they do it for themselves</p>  |
| Research Question 6: Tell me something about your shopping preferences..?   | <p>11. most homosexuals like it if the products are well sorted and if there is a special men's corner (easier)</p> <p>12. they do not like to be immediately approached and should ask (professional) assistance if they need it, however the ones that visit a specialty store do like to be approached and they like a personal atmosphere</p>   |
| Research Question 7: What are the most important characteristics of grooming products for you?  | <p>13. important characteristics varied a lot, to some participants price was important and it was not important to others, also package and image were important to some homosexuals and not to others, however the products have to work (functionality)</p>  |
| Research Question 8: What kind of brands do you prefer, and why?  | <p>14. preferences varied a lot, some prefer cheap brands (because they think there is not so much difference) and others expensive brands (they think these are better)</p> <p>15. want a brand they trust (one that sounds professional or is recommended by an expert, or a famous brand because of the long research history)</p> <p>16. most homosexuals are reasonably brand loyal, however a few would switch if a similar (reputation) brand is cheaper and one participant would easily switch if he thinks an other brand is better</p> |

Table 10: Summary of findings homosexuals



#### 4.4 Findings within Metrosexual group

##### **Research Question 1: How often do you groom and what kind of personal care do you use?**

All metrosexuals use the basic products: toothpaste, douche gel, shampoo, deodorant, perfume, shaving products, after shave, gel. However it has to be mentioned that metrosexuals are not 'satisfied' by just using a gel or only one shampoo, if they know it is better to use several products. If the metrosexuals are convinced about a better result then they use more or better products: an exclusive gel or shampoo, or a combination of several products to wash, and/or model their hair ('normal shampoo' and a conditioner to wash their hair; gel, wax, glue, hairspray to model their hair), The metrosexuals also does spend attention to their face, they use products like: cleaning products (for instance cleaner gel, alcohol, blackpoint strip), face wash, face scrub, face mask). Almost all of them also use a face cream.

*"I also use a mask, but that is not daily..I think I use it once per 2 weeks. There are very cheap masks you can buy at kruidvat..You just put on the mask, let it be there for 10 minutes and then you wash it off your face, but that's not daily. I also use a scrub-cream while taking a shower, also to prevent spots. Rub with some cream...it's also kruidvat's own brand" [ 23, **finding 1**]*

Some of them mentioned several other things they do to take care of themselves: back scrub, visiting a beautician, manicure, pedicure, body lotion, gelatine for teeth, dental hygienist, tooth floss, 'exclusive' shaving products, dying their hair, lipbalm if needed, cream to prevent eyebags.

*"Yeah, then I use ehh. First an oil of Clarins, that causes the hairs to rise , then I can shave in a better way, shaving gel and a balm..yeah and wash products...for hair and body. Then I also have a cream for under my eyes...or eyebags. And I also have some creams for the day and the night..but I don't use them daily..so,...sometimes." [ 24, **finding 1**]*

Most of them also mentioned that they use make up or would use make up to camouflage a spot on their face.

*"No, actually I never have spots, but sometimes I use....you have certain stuff that makes it dry..but I also sometimes have the rouge of my sister, I don't care about it, you don't notice the rouge in the dark" [ , 25, **finding 2,6**]*

The metrosexuals have different reasons not to use more products. Some said that they still do not have much information about other products and they do not know the use of it, or that the products are too expensive. A reasons also mentioned several times is that they thought they used sufficient products to feel good.

*"I don't use more products because I don't know what some of them do...and with respect to some other products..I don't think I need them, and because I do not have much money to try out many products..because it is expensive.." [ , 25, **finding 3**]*

*"I think everything about these products is about feeling better, like feeling that you take care of yourself, it's not so much that the outside world will see that you are doing it. So I'm using these products because this is a sufficient quantity to make me feel that I'm taking care of myself and that I'm reasonably careful without overdoing it. So I never felt the need to have body lotion or stuff like that" [ , 26, **finding 3**]*

### **Research Question 2: What are your reasons to groom?**

The general impression is that most metrosexuals groom to look good with respect to others (to feel more self-assured).

*"Yes, I think you always unconsciously do that. Often I think: I don't care what other people think about me..I think in that way with respect to many things..but with respect to personal care it is something else. Your appearance is important...and it is the first thing people see of you, an based on that...Yeah I think I do care about other people's opinion with respect to personal care." [ , 24, **finding 4**]*

However it is very remarkable that some want to emphasize they really do it for themselves (maintain the body and practical reasons).

*"Most of the things I do now are for myself...I have to say that I am not so interested in somebody else's opinion about me...but on the other side....you want to look good for the chicks." [ 25, **finding 4**]*

*"I for instance notice that women, I don't do it for women, so to be clear...I do it for myself, but I do notice that if I go out you are more attractive to women. You get attention sooner..and they won't send you away...." [ 23, **finding 4**]*

*"No, it is really for myself, I know that I will feel better" [23, **finding 4,5**]*

Appearance is very important for the metrosexuals. However ... (23) said that he really grooms for himself, he would not go out if his appearance was bad at once.

*"My appearance is very important to me..yeah and why..what you said before..That I feel better. I don't care so much about someone else's appearance, but I do care about my own appearance. I have the feeling that I can be myself in that way and that I don't have to be scared about something...because you are already making a good impression.."...." Ha ha ha, that would be a disaster I think. I would cancel some appointments yeah. If I would have many spots, depends on whether I have to go to work,... ....I certainly would cancel my appointments.." [ 23, **finding 5**]*

*"Uhm... Important, very important. It is a sort of recognition that everybody is looking for..and to express it in an arrogant way: if you are ugly you will not look for it, then you will try to find recognition in an other area. . But if you do have the looks, then you also want to use it and you get some confirmation from the women. That is an important driver." [ 24, **finding 5**]*

### **Research Question 3: What is your attitude to grooming/personal care for men?**

The attitude of the metrosexuals to grooming/personal care for men is positive. They think there should not be a taboo anymore because times have changed.

*"I think that changed in recent times. It was the case in earlier times, maybe,... but in recent times most people consider it as normal...." [22, **finding 6**]*

They think men should, as much as women, have to take care of themselves. The level of grooming is just a matter of taste, so everybody should decide it for

themselves. Although most metrosexuals would not use make up to make themselves prettier, but would only use it for practical reasons.

*"I think it is important. It is definitely positive..as I said, it's the first image that people see of you. It's how you look, no matter what people say...first impressions are very important impressions. And I think men, as much as women need to take care of themselves. My arguments are precisely the same for women. I think there is no difference to make any more...Uhm it is important to look good, because people see you people evaluate, and you need to feel good about yourself as well, and I think in this aspect even some men are not willing to take the step...you will find it if they start doing it, they will appreciate it as well" [ 26, **finding 6**]*

*"No no, everybody has his own preferences...you sometimes see women and then you say Ghee,..but that has nothing to do with going too far. That is, in my opinion, a matter of taste..and it is in same way with respect to men. You sometimes see a homosexual man and you think you can't mean it, but that is also ...everybody their own preferences...and why should a women wear loads of make up and a man not.."*  
[ 24, **finding 6**]

Many metrosexuals are influenced by advertisements in magazines and commercials at television.

*"Media does a lot in any case, television commercials...more and more skincare for men is introduced. In magazines there are also many advertisements with respect to personal care for men. I think this will influence you,..if you are shopping" [ 24, **finding 7**]*

Besides that also the present society and their friends influence them with respect to personal care.

*"Yes, ...the society, it's the way you're educated, it's the people that you've around you, it's eh...yeah" [ 26, **finding 7**]*

Fashion is important to the metrosexuals, and they want other people to think they have thought about their clothes. Some of them also like to differ from mainstream.

*"It is important, ... the idea that other people think that I have thought about my clothes" [ 25, **finding 8**]*

*"I have my own fashion, I create my own fantasies. I wear things other people can't wear so easily ...for instance a tight shirt with long sleeves and a snit till here..combined with a nice chain" [ 23, **finding 8**]*

**Research Question 4: Who shops for your toiletries? And how do you shop for personal care products?**

Most metrosexuals buy their own products, but in some cases the basic products (like toothpaste) are bought by their parents. They usually already know what they need, so they fill their basket and are gone (it is a routine). Most of them ask assistance if they need something new. A few metrosexuals (... , 22; ... ,23) buy some of their products via internet.

*"I..ehh... I know exactly what I need with respect to that, I already use the same products for years, so I know what I need, if it is empty I just walk to Ici Paris and I buy that shaving gel and that after-balm...and that finishes it...it's not like that I go shopping there and having a look at new products. But the products I use, I already use them for a long time, ..if they are empty I walk to the store and I buy new ones. I don't shop extensively." .... "I use the oil and the shaving gel of Clarins and the after-balm of Biotherm. Two years ago, when I had many ingrown hair, I went to Ici Paris to ask what I could do about it. That lady helped me very well and she recommended the product I still use. ...and those products do work...." [ 24, **finding 9,13**]*

**Research Question 5: Do you shop alone (or with who)? Why do you prefer that? Can anyone else convince you trying out/buying a new product?**

Most metrosexuals do not care if they are accompanied by someone, they do not have a preference. Some even like it if they can shop with their girlfriend. ... (24) is not totally comfortable in a personal care store and likes to go with his girlfriend because she can pay at cash desk. ... (23) likes to go with his girlfriend because she can advise him.

*“No, I don’t care whether I am alone or with 2 people...”...“No, if she...I know what I need so I only have to get it, and then I am finished. If she wants to look around for herself..for a cream or I don’t know what..no I don’t care. During the time she is looking for herself, I will also look around, maybe....But usually I only compare the prices..” [ 24, **finding 10**]*

All participants could be persuaded to try a product, but they want a product that benefits them. If they try a new products, then they really do it for themselves and not to satisfy their girlfriend.

*“Then it has to do with ..what I just said..sometimes too fat or too dry..if it would help against that, then I would definitely try it. But if they tell me: joh You will have less wrinkles, I don’t care so much about that..I wouldn’t use such a product. It has to be functional” [ 25, **finding 11**]*

*“It depends on her arguments, and how convincing she looks. If she says that she has also used it and she was getting a better skin because of it and this and that..then I wouldn’t do it for her, then I would wanna try it for myself. I can imagine that yeah.. “[ 23, **finding 11**]*

#### **Research Question 6: Tell me something about your shopping preferences..?**

The participants have many different requirements, but some of the most important are: the store has to be well-organized, and it is easy if there is a special men’s corner.

*“For instance Etos..everything is mixed, there is a small corner for men, face products, but next to that are for instance lollypops ..I don’t like that. I like to have all men’s products in one corner and divided into skin, hair, perfumes and whatever..then I will look for my own products” [ 25, **finding 12**]*

The assistants have to look well cared and they have to know what they are talking about. The metrosexuals do not want to be immediately approached, but they will ask a question if they need it.

*“.....And I also think employees are very important. They have to look well cared and well dressed. Besides that they have to know what they talk about. So if I ask a*

*question, then they have to be able to give a good answer. You need some background information for that kind of products, ..because you don't buy a box of marbles or something. You have to know the advantages and disadvantages and based on that you are going to make a choice."..." Yeah, just back off, I always say: No thank you, I rather have a look and then I know what I want...if I really don't know what to do,..if I for instance see a Biotherm product and I think it could be interesting to ask about the product, then I will ask the assistant. But besides that I rather look on my own" [ 23, **finding 13**]*

Some participants mentioned that they like a store with a certain style and acceptance.

*"Not like Kruidvat, the antisocial grabbing doesn't fit me, then I would rather go to a store with style"..." Kindness, acceptance, that it is considered as normal what I wanna do, because I don't get that impression at Kruidvat. If you want to get things for your spots, then you have to stand next to a girl....and that is not so comfortable. It is also that the shop has a traditional lay out and if you enter a store it shows acceptance...then I am more tended to let myself go" [ 24, **finding 14**]*

A few participants also said that they like to be informed in advance, they would search on the internet or read forums. They are interested in the experiences of users of a certain product.

*"... forums, there you can find extensive information" [ 23, **finding 15**]*

Some metrosexuals also think they lack information in the store, so they would like to have more information.

*"...I would like to know what a product does, which results it gives" ..." Yeah ... at perfumes they tell this is a fresh smell..but yeah what is fresh? In our toilet it is also fresh you know what I mean.. A body lotion is better described ..if you have this type of skin then you take this body lotion..or use this after tanning. Body lotions is ok..but there are many products from which you think: What is that?" [ 25, **finding 15**]*

**Research Question 7: What are the most important characteristics of grooming products for you?**

Almost all participants mentioned that they want to have good products that are functional. Price-quality was also mentioned very often, but price was in most cases not a determining factor. 'Quality' (perception of quality) is usually more important than price to metrosexuals.

*"At first quality...if I start to use a personal care product, that I need,.... that I want to prevent something or that I want to look better, yes. And the brand..I like to have a good brand, because they usually work well. ...if it is an own brand of a certain company ..then I don't care to buy it..but it has to work. But if there is a better product that is twice as good, then I would buy the more expensive product"..." Yeah if it is more expensive..it wouldn't matter" [ 24, **finding 16**]*

A brand's image is also important to some participants, especially if it is about an unknown product. They think a famous brand works better, although some other participants disagree and do not think (or do not know whether) the quality differs a lot.

*"I think it is mainly about the functionality of a product...the need for functionality is caused by my own experience. If I have a complaint, then I would like to find something that helps..but it is somewhat vague in that area, because you don't exactly know what you need...because you can't relate it to something. Unless you hear something from friends...like this products is good and that isn't .....But otherwise you are susceptible to image. Between nivea and ....just call a C brand..then I should buy Nivea. The price is not relevant to me" [ 24, **finding 17**]*

*"Yeah, quality is also important..the products I use...those are not very expensive..they are good enough in my opinion. The level of quality is sufficient" ...."  
If the quality is very good, then I am willing to pay more..that's no problem,..but my experience is that I also have good quality for less money" [ 23, **finding 17**]*

Some mentioned that the package is not important and others said that package is important.



*"I think the package is only influencing the price, so it will work out badly" [ 22, **finding 17**]*

*"You pay for it, but the appearance is much more beautiful. For instance the Biotherm products have a very nice package"... " Yes, I am reasonably sensitive to that, because it shows a certain quality" [ 23, **finding 17**]*

#### **Research Question 8: What kind of brands do you prefer, and why?**

Most metrosexuals prefer the famous brands, because they have more 'trust' in these brands.

*"Yeah, what I just said....it is hard to base functionality on something..and by an 'equal standing'..what you read on the labels...yeah then you tend to buy THE brand." [ 24, **finding 18**]*

Most of the participants tried many different brands and selected the brands they like the most. They are brand loyal with respect to the more 'exclusive' products (which they examined very well) , but they do vary most of their basic products (some would vary if a similar brand is on discount). Some also mentioned the risk of trying out an 'expensive' product.

*"No, I am satisfied with the product I am using now..so I stick to that. I wouldn't take the new one. I would be afraid it's not true and that I maybe would buy a bad product..and that's a waste of money in my opinion"... "I just started using aquafresh, ...that doesn't matter so much to me, it costs approximately 1 euro and I think they all cost approximately 1 euro"... "But something like a toothpaste doesn't matter so much to me. So if there would be an other brand on discount then I would buy that one" [24, **finding 19**]*

Some of the participants mentioned that they use the toothpaste that is recommended by their dentist.

*"AH, I was really small...this medical visit every year with school and you know...they showed with which you had to brush your teeth and blablabla, and I remember that was Colgate. So it is probably from there that I associate it because it was in a medical environment, because my dentist also recommended it so I guess again the*

*expertise and the environment where I was first confronted to the brand, let me think that it was a more trustful brand” [ 26, finding 19]*

| Research question   | Research findings   |
|---|---|
| Research Question 1: How often do you groom and what kind of personal care do you use?  | <ol style="list-style-type: none"> <li>1. use more products than only basic products, (things like face wash, face cream, and face scrub are used regularly), also most other 'things' are sometimes used by metrosexuals, except make up</li> <li>2. only do or would use make up to camouflage spots</li> <li>3. do not use more products because they have not been confronted enough, products are 'too' expensive, satisfied in the present way</li> </ol> |
| Research Question 2: What are your reasons to groom?  | <ol style="list-style-type: none"> <li>4. want to emphasize they do it for themselves (maintaining the body), but they do want to look good if someone else sees them (they want/need to feel self-assured)</li> <li>5. appearance is very important to metrosexuals, most would not go outside for a while if something bad would happen to their appearance</li> </ol>  |
| Research Question 3: What is your attitude to grooming/personal care for men?   | <ol style="list-style-type: none"> <li>6. positive attitude, times have changed, men would as much as women take care of themselves, respect everyone, but would not wear make up to make themselves prettier</li> <li>7. are influenced by magazines, television, society, and their friends</li> <li>8. fashion is important, (some) like to differ from mainstream</li> </ol>  |
| Research Question 4: Who shops for your toiletries? And how do you shop for personal care products?   | <ol style="list-style-type: none"> <li>9. buy their own products, they shop quickly because they know what they need in advance, most of them ask assistance if they need something new</li> </ol>  |
| Research Question 5: Do you shop alone (or with who)? Why do you prefer that? Can anyone else convince you trying out/buying a new product? | <ol style="list-style-type: none"> <li>10. do not have a preference to go alone or to be accompanied</li> <li>11. all participants can be persuaded to try new products, but the arguments need to be good, they would try the products for themselves</li> </ol>   |
| Research Question 6: Tell me something about your shopping preferences..?   | <ol style="list-style-type: none"> <li>12. store has to be well-organized and easy if there is a special men's corner</li> <li>13. do not want to be immediately approached by assistants, assistants have to know something about the products and they have to look well cared</li> <li>14. some mentioned that they like a certain style and a personal atmosphere in the store</li> </ol>   |

|   |   |
|---|---|
|   | <p>(acceptation)</p> <p>15. a few participants mentioned that they inform themselves in advance (via website or forums), and also some participants said that they like to have some more information about several products</p>  |
| <p>Research Question 7: What are the most important characteristics of grooming products for you?</p> | <p>16. functionality, quality is more important than price (willingness to spend more money)</p> <p>17. brand's image and package is important to some participants and not to other participants</p>   |
| <p>Research Question 8: What kind of brands do you prefer, and why?</p>                               | <p>18. have more trust in the famous brands</p> <p>19. brand loyal with respect to more expensive products (risk of trying) or products they like very much, but they do vary the 'cheaper' products (they would buy a product that is on discount if they do not notice a difference), some participants still use the toothpaste that is recommended by their dentist (an expert)</p> |

Table11: Summary of findings metrosexuals

## Chapter 5: Comparison of different groups

### 5.1 Introduction

In this chapter the across-groups analysis will be conducted. The similarities and differences between the three groups will be discussed per research question. A summary-table will be given at the end of the chapter.

### 5.2 Across groups analysis

#### **Research Question 1: How often do you groom and what kind of personal care do you use?**

The traditional participants only use (a selection of) the basic products, and if they use more products then it is really for practical reasons. The homosexual men use (all) basic products, completed by a face cream. Some homosexuals use more products like a face mask and a face scrub, and also make up like eyeliner and mascara. The metrosexual participants do not use make up, although in general they use more 'care products' like face wash, face scrub, face cream, cleaning gel, cream against eyebags, etcetera. So this group really wants to look well cared, but does not use make up to make themselves prettier. The metrosexuals would only use make up to camouflage spots on their face, but most traditionals would not use make up products in any case. The traditionals said they were satisfied in their way of taking care of themselves and they would not know a reason to change. Although a few traditionals, as well as some metrosexuals, mentioned that they have not been confronted enough to more products. The metrosexuals also mentioned that it is sometimes too expensive to try new products. According to the homosexuals the

products have to be functional and necessary, and most think it is not necessary to use more products.

**Research Question 2: What are your reasons to groom?**

Some traditionalists only use the products to maintain their body, and some other traditionalists also take other people into account. They feel better if they look reasonably well cared, for instance with respect to their job and/or to be accepted in certain groups. The homosexuals mentioned the hygienic aspect, the practical aspect and the fact that they want to look better because this gives them more self-confidence. They also wanted to feel hygienic for themselves because they would have a bad feeling otherwise. The metrosexuals tried to emphasize they use the products for themselves, but it is very important for them to look good to others.

So they have a sort of need to feel self-assured which can be achieved by looking well cared. Appearance is very important to metrosexuals and most would not go out if something bad should would to their appearance. In contrast, appearance is between not and reasonably important to traditionalists. However, they do not want to attract negative attention with regard to their appearance. Most homosexuals think appearance is important but in general they do not care so much about it as metrosexuals.

**Research Question 3: What is your attitude to grooming/personal care for men?**

The metrosexuals as well as the homosexual have a positive attitude. Times have changed according to the metrosexuals and they think men should as much as women take care of themselves. They respect everyone (and think everyone has to know it for themselves) but they would not wear make up to make themselves prettier. Some homosexuals mentioned that it was about time that products for men

were introduced. However most of them emphasized that a man should not look feminine, because that goes too far in their opinion. They also think everybody has to know it for themselves. The attitudes of traditionalists vary from negative to positive, but none of them likes it if a man wears make up. That is really too far for them, but they would not reject such a man.

The metrosexuals and younger homosexuals are influenced by magazines and television. In contrast, the older homosexuals and the traditionalists are not (directly) influenced by magazines and television. Participants of all groups mentioned that they are influenced by society. Traditionalists also mentioned that the way they are raised influenced their attitude. Metrosexuals are also influenced by their friends, they spend more attention to personal care in comparison to the other groups.

Most traditionalists do not have to be trendy but they like to be decently dressed. Fashion is important to some homosexuals and not important to other homosexuals, but in general fashion is important to metrosexuals. Some of them mentioned they like to differ from mainstream.

**Research Question 4: Who shops for your toiletries? And how do you shop for personal care products?**

In general, metrosexuals and homosexuals buy their own products. They usually know in advance what they need so they only have to get it. If they need something new, then they would ask the shop-assistant. Also the traditionalists would ask for assistance if they need something new. A few homosexuals buy very price-conscious and they would switch if a similar (with respect to reputation) brand is on discount.

Most traditionalists usually buy the same brands, but some pay constantly attention to price and would immediately change if a similar brand is cheaper.

Most traditionalists like to let their wives or girlfriends buy their products, but some would go themselves if they need something exclusive for themselves (like a

perfume). So the basic products are bought by their partners. Sometimes the traditionals also let their parents buy the products (if they were still living at home). Also a few metrosexuals mentioned that some basic products (like toothpaste) are bought by their parents.

**Research Question 5: Do you shop alone (or with who)? Why do you prefer that? Can anyone else convince you trying out/buying a new product?**

The metrosexuals as well as the homosexuals do not have a preference to go alone or to be accompanied if they go shopping for personal care products. Most traditionals like to go alone, because they can shop quicker in that way and nobody is nagging. All metrosexuals can be convinced to try out new products but they need to have good arguments. Some of the homosexuals can be easily convinced to try something new and some other homosexuals can hardly be convinced. But, both the metrosexuals as well as the homosexuals would try out the products for themselves. The traditionals are hard to convince, especially the older men. The traditionals can easier be convinced by women than by men. If they would try a product then they would mainly do this to satisfy the woman. A traditional would sooner try a product if his partners brings it home in comparison to the situation in which he is in a store and has to buy something himself.

**Research Question 6: Tell me something about your shopping preferences..?**

Participants of all groups mentioned that they like it if a store is well organized and the products are sorted in a logical way. They do not like it if all products are mixed. They neither like it if an assistant approaches them immediately, they will ask the assistant if they need it. Although the homosexuals that visit expensive specialty stores do like to be approached. The homosexuals and metrosexuals also mentioned that it is easy if there is a special men's corner and they explicitly mentioned that it

has to be an assistant who really knows something about the product. Some of the metrosexuals also mentioned that they like it if the assistant looks well cared, and they like a certain style and personal atmosphere in a store. They want to feel accepted. It is important to traditionalists that 'quick-shopping' is possible, and they also said they like it if prices are low.

**Research Question 7: What are the most important characteristics of grooming products for you?**

Functionality is important to the participants of all groups. So the products really have to work. Most traditional participants mentioned that price is most important to them, and some traditionalists also said that they like it if the products smell nice and if it is a famous brand (because they have more trust in famous brands). Price was not most important to metrosexuals, they think quality is more important and they are willing to spend more money. For some metrosexuals a brand's image and packaging is important and some did not care about it. The homosexual group varied a lot with respect to the most important characteristics. Price, package, and image were important to some of them, but not important to others.

**Research Question 8: What kind of brands do you prefer, and why?**

Most traditionalists, metrosexuals and homosexuals like to have famous brands because they have more trust in these brands. Although some traditionalists mentioned they do not need a famous brand, but they like a cheap brand. Also some homosexuals did like the cheap brands more than the more expensive ones. They think there is not so much quality difference between the different brands. However, there are also some homosexuals who preferred expensive brands because they think these are better. Some participants (from different groups) mentioned they use the toothpaste that is recommended by their dentist. They use it because it is



recommended by a professional. Most traditional are reasonably brand loyal but do vary their perfume. Also most homosexual are reasonably brand loyal, however a few would switch if a similar (with respect to reputation) brand is on discount. The metrosexuals are brand loyal with respect to expensive products (because of the risk of trying) and products they like very much, but they do vary the relative cheap products, like a toothpaste. They should buy a product that is on discount if they do not notice a big difference with respect to these products.

Most participants from the different groups use expensive perfumes, and they could not give a clear explanation for this. In any case most would not wear a cheap perfume.

| <b>Research question</b>  | <b>Similarities</b>   | <b>Differences</b>   |
|---|---|--|
| <p>Research Question 1: How often do you groom and what kind of personal care do you use?</p> | <ol style="list-style-type: none"> <li>1. all groups use basic products, some traditional use a selection of the basic products</li> <li>2. most participants are satisfied in their present way of taking care of themselves, however a few traditional and some metrosexuals mentioned they are not enough confronted to more products</li> </ol> | <ol style="list-style-type: none"> <li>1. in general metrosexuals use the most care products, homosexuals use more products than traditional (for instance a face cream) and some homosexuals also use make up</li> <li>2. most traditional would not easily use more products, some metrosexuals mentioned that it was expensive to try new products, and most homosexuals mentioned that the products have to be functional and necessary</li> </ol> |
| <p>Research Question 2: What are your reasons to groom?</p>                                   | <ol style="list-style-type: none"> <li>3. all groups want to maintain their body (practical reasons), and hygiene is also important to all participant (however in different levels)</li> </ol>   | <ol style="list-style-type: none"> <li>4. the homosexuals mentioned that they feel better (more self assured) if they look better, metrosexuals emphasized they do it for themselves but do care a lot about their appearance if other people can see them, some traditional also use products</li> </ol>  |

|  |   |  |
|--|---|--|
|  |   | <p>to look decently (jobs and acceptance in certain groups)</p> <p>5. appearance is very important to metrosexuals (would not go out if something is wrong), homosexuals have a similar way of thinking only not so 'extreme', appearance is between not and reasonably important to the traditionals but they do not want to attract negative attention with regard to their appearance,</p>  |
| <p>Research Question 3: What is your attitude to grooming/personal care for men?</p>                       | <p>4. homosexuals as well as metrosexuals have a positive attitude, they think it is good if a man takes good care of himself, all groups would not reject a man that is wearing make up</p> <p>5. all groups are influenced by society</p> | <p>6. traditionals have a more negative attitude, they sooner think it goes too far and would never use make up (that is also why they use less products)</p> <p>7. especially homosexuals highlight that a man should not become feminine</p> <p>8. traditionals are not influenced by magazines and television, but young homosexuals and metrosexuals are</p> <p>9. some metrosexuals also mentioned that they are influenced by friends, they spend more attention to personal care</p> <p>10. some traditionals mentioned that they are influenced by the way they are raised</p> <p>11. fashion is important to some homosexuals and not important to other homosexuals, traditionals in general want to look decently and they do not necessarily have to look trendy, fashion is important to metrosexuals and some of them mentioned that they like to differ from mainstream</p> |
| <p>Research Question 4: Who shops for your toiletries? And how do you shop for personal care products?</p> | <p>6. most homosexuals and metrosexuals buy their own products (although a few metrosexuals mentioned that some basic products are bought by their parents)</p> <p>7. the participants of all groups would ask</p>                          | <p>12. the traditionals usually let their partner or parents (if possible) buy the products, some would only go if they need something exclusive for themselves (like a perfume)</p> <p>13. a few of the homosexual and traditional participants pay constant attention to price and</p>   |

|  |  |   |
|--|--|---|
|  | <p>assistance if they want to buy something new</p> <p>8. most participants (of all groups) know in advance what they want so they only have to get what they need</p>   | <p>they would switch if they see a similar (reputation) brand in discount</p>   |
| <p>Research Question 5: Do you shop alone (or with who)? Why do you prefer that? Can anyone else convince you trying out/buying a new product?</p> | <p>9. homosexuals and metrosexuals have no preference to go alone or to be accompanied</p>   | <p>14. traditionals like to go alone because they can shop quicker in that case</p> <p>15. all metrosexuals could be convinced to try products (if the arguments are good), some homosexuals could be convinced, and the traditionals were the most difficult to persuade (especially the older ones), they sooner would try a product if their partners brings it than in the case they would have to buy it themselves, traditionals can be easier persuaded by women</p> <p>16. metrosexuals and homosexuals would try the products for themselves and most traditionals would try it to satisfy their partner</p> |
| <p>Research Question 6: Tell me something about your shopping preferences.. ?</p>  | <p>10. all groups like a well organized store in which all products are sorted in a logical way</p> <p>11. all groups like to call an assistant if they need it, but they do not like to be immediately approached</p> <p>12. the homosexuals and metrosexuals mentioned that it is easy if there is a special men's corner, and some (of both groups) also mentioned that they like professional assistance</p> | <p>17. some metrosexuals mentioned that they like it if the assistant looks well cared, and if the store has a certain style and personal atmosphere, they like to feel accepted</p> <p>18. traditionals like it if 'quick shopping' is possible and if the prices are low</p>  |
| <p>Research Question 7: What are the most important characteristics of grooming products for you?</p>  | <p>13. functionality is important to most participants (from the different groups)</p>   | <p>19. price is most important to traditionals, and some also mentioned importance of smell and reputation of a brand (because they have more trust in famous brands)</p> <p>20. price was not most important to the metrosexuals, quality is more important to them and</p>  |

|   |   |  |
|---|---|--|
|   |   | <p>they are willing to spend more money</p> <p>21. a brand's image and package was important to some metrosexuals and not to others</p> <p>22. the homosexuals varied a lot with respect to the importance of price, package, and image</p>  |
| <p>Research Question 8: What kind of brands do you prefer, and why?</p> | <p>14. most traditional, metrosexuals, and homosexuals mentioned that they like famous brands (because of trust)</p> <p>15. traditional and homosexuals prefer to buy cheap brands (they think there is not so much quality difference)</p> <p>16. some participants from different groups use the toothpaste that is recommended by their dentist (expert)</p> <p>17. most participants from the different groups are reasonably brand loyal</p> <p>18. most participants from the different groups use expensive perfumes</p> | <p>23. traditional prefer cheap brands</p> <p>24. a few homosexuals would switch if a similar (reputation) brand is on discount</p> <p>25. most metrosexuals would not switch expensive products (because of risk of trying) or products they like very much, but they do vary cheap products like toothpaste, they would buy a (basic) product on discount if they would not notice quality differences</p> |

Table 12: Similarities and differences between research groups

## Chapter 6: Conclusions

### 6.1 Introduction

In this chapter the conclusions will be discussed. These conclusions will be based on the within group analyses and the across groups analysis. The research problem, mentioned in chapter 1.2, is that companies still do not know how men think about the personal care market and they are not able to identify different sorts of potential consumers. It is clear from chapter 5 that particular groups do differ with respect to personal care for men and it is useful to companies to know how the different types of men think and what they prefer. In this chapter the three different groups (metrosexuals, homosexuals, and traditionals) will be described and the focus will be on information that is relevant to companies and typical to the concerning group. Also some general comments will be made. At the end also the research limitations, future research possibilities, and implications for companies will be discussed.

### 6.2 Different groups

#### 6.2.1 Metrosexuals

Metrosexuals are the easiest group to persuade to try products. They already use more products than homosexuals and traditionals, and they are very open to new products. So they probably would use more products if they are confronted to the products. It is important to keep in mind that they do not like to have a big risk of trying, so the 'try-products' should not be too expensive. Most will not or not so soon try a product if they have a unreasonable financial risk.

Metrosexuals do not like make up, but they would accept a man who is wearing make up. The only exception is if they for instance have a spot, then they will use

some sort of make up to camouflage. Most metrosexuals would like to show that they take good care of themselves, but they try to emphasize they really do it for themselves. They do not want to be considered as uncertain types who use the personal care products for other people. Appearance is very important to metrosexuals and most should not go out if something is wrong with their appearance. This indicates that it is very important to them how they are seen by others. Most want to look good and otherwise they do not want to be seen at all. Metrosexuals have a positive attitude to grooming and in some way it is a relief for them that more and more people accept it if a man takes good care of himself without calling it effeminate. In their opinion times have changed, and it is normal if a man uses more personal care products than the basic products. Fashion is in general also important to metrosexuals, and some like to differ from mainstream. In some way this can be considered as pioneering, because they try to 'create' fashion. Their way of considering things like clothes and personal care is influenced by magazines and television. So metrosexuals will be influenced by products that are pushed into the market by companies, because these products are pushed via advertisements. Most metrosexuals will try these products earlier as mainstream, because they differentiate themselves from mainstream in that way. Some metrosexuals are also more influenced by their friends than homosexuals and traditionalists, they spend more attention to personal care products and should for instance sooner give a personal care product as a present. So in this way a product can gain popularity in the metrosexual group. Metrosexuals do not have a preference to go alone or to be accompanied if they go shopping for personal care products. If they go with a friend, then it certainly could be the case that they would try a product because a friend is also using the product. So also in this way a product becomes more popular. A 'remarkable' preference that some metrosexuals have, is the fact that they like to have a certain style in a store. They like it if there is a personal atmosphere in a store and

that they are 'accepted' in a way that it is considered as normal to buy personal care products. Quality is more important than price for metrosexuals, so they are willing to spend more money on personal care products. If metrosexuals can be convinced that particular brands are better, then they probably would buy the better brands. The problem is still how to convince the metrosexuals that a certain brand is better. In general they have more trust in famous brands, brands with a certain reputation. Metrosexuals would like to have professional information about which products are good.

### **6.2.2. Homosexuals**

Many different kind of homosexuals exist. Some like to wear make up and others act more like macho-men. For that reason it is also hard to consider the homosexuals as one group. At this moment in Holland probably only (some types of) homosexuals use make up products to make themselves look prettier. The rest of the male market (hetero and homo) is not (yet) so far to use make up products. In general, homosexual's attitude to personal care is positive but many highlight that they do not like it if it becomes feminine. Some are probably afraid to be linked to 'feminine-gays'. However most gays do spend attention to their appearance, and consider their appearance as important. That is also why most of them have added a face cream to their personal care routine. Most homosexuals do not use more products because they do not think it is necessary. Some (relative young) homosexuals are influenced by magazines and television, so a part of the homosexual community can be reached in this way. So companies have to find a way to convince the homosexuals that it is 'necessary' to use products. Some homosexuals can easily be convinced to try products and other can hardly be convinced, but if homosexuals would try a product then they would do it for themselves and they would not do it for anyone else. The homosexuals vary a lot with respect to their requirements of a personal care product.

For some homosexuals price, package, and a brand's image are important and other do not think it is important. This also results in the fact that the preferences about a brand vary a lot.

### **6.2.3. Traditionals**

The traditionals, which is by far the biggest group in society, use the fewest products of all groups. They use the basic products and only use an extra product if it is necessary. They are satisfied in their way and do not see a reason to change. Although some traditionals think that they have not been confronted enough to more products. So it could be that if they are more confronted, that they will start to use more products. But to become more confronted the society has to change and the (perceived) importance have to become bigger. Traditionals are in general not (directly) influenced by television and magazines so it is very hard to reach these men. Some traditionals acknowledge the influence of their raising. So it seems like that society still has to change before traditionals will start to use more products. However it is very hard to convince older men to try products or to buy more products. The personal care norm has to evolve in time, because the younger men from now will also become older and they get children too. If younger men from now can be persuaded to use more products and to be convinced of the importance of personal care products, then their children will probably be raised in a way that spends more attention to personal care. Most traditionals do not like to go shopping for their own personal care products, but they like it if their partners bring the products (this is partly also caused by their 'conservative' view (or way of living) that women have to do the shopping). If men go themselves then they would not soon buy a new product to try out, but if their partners bring along a new product to try then most will try it. In general traditionals like to shop as quickly as possible if they have to shop for personal care products. Traditionals can be easier persuaded by women



to try a product, and they initially would try out a product to satisfy the woman. However it seems very likely that they will keep using the products if they like it. So they will start to try it for their partner but they will continue using it for themselves. This indicates that women are very important to create the personal care market for men and it seems a good idea to target women to let their partner start using more personal care products. Women could for instance be approached by magazines and the importance of personal care for men should be emphasized, or (women's) media has to try women's perception about personal care for men. In that way, women will put more effort in getting their men using personal care products.

It is important for traditional men that the products work well and that they will notice a difference. Price is also very important to traditionalists, but this is also caused by the fact that they relatively do not care so much about these kind of products. Appearance is between not and reasonably important to traditionalists, but they do not want to attract negative attention with respect to their appearance. This can also be linked to their interest in fashion, most want to look decently but they do not have to be trendy.

#### **6.2.4. General**

Men in general also have some united characterizations. They are all influenced by society, and this has an important role in 'accepting' personal care for men. Probably society will keep evolving, and it should be ideal to personal care companies if the taboo on personal care products for men should totally disappear. Most men do not like to be immediately approached in a store, they like to look on their own and they will ask a question if they need to. However it is different for men who visit specialty store, because they like to be approached and guided. Stores have to be well organized and products have to be sorted in a way that similar products are in the same area. Most men think it is easy if there is a special men's corner. Trust in a

certain brand is very important to men, although it is difficult to 'create' trust. Men most want to have professional evidence that something helps, and not only a 'nice marketing story'. A product has to be functional, and if someone like a dentist (an expert) recommends a certain toothpaste, then most men will follow this advice because they trust him/her. Many men often buy the same brands (brand loyal) and would only change if there is a certain reason. Some men pay a lot of attention to price and switch if they see a similar brand on discount.

Not all men will become metrosexual, but metrosexuals have to introduce other men to personal care. They are the pioneers who are willing to try these kind of products, and they have their own reasons to do that (for instance to differ from mainstream). If they keep using these products then society will start to accept it and it will not be stranger anymore if a men uses personal care products besides the basic products. Homosexuals are a different group; the homosexual group is subdivided in several other groups that differ a lot. Some of these subgroups use make up to make themselves look prettier, but there are no other groups who (already) wear make up. It is still an issue whether more men will start to use make up in the future, but it seems improbable that heterosexual will start to use make up (as ornament) in coming few years. The traditional really have to be approached via their partners (the partners have to become motivated to let them try new products). In that way it may be possible to get them to use more personal care products.

### **6.3 Limitations**

The three different groups consisted of eight (homosexual) and nine (metrosexual and traditional) men each. It is hard to draw conclusions about a full population only based on eight or nine men. In the homosexual- and traditional groups also the age

categories differed, so that the subgroups ('age groups') were even smaller. For instance in the traditional group was one man who was older than seventy years, and it is very hard to consider his answers as representative for the total population of traditional men older than seventy years. Like mentioned before, the homosexual group consisted of different men. This is also the case in the metrosexual and traditional group but they answered more consistent as a whole. In the homosexual group, the answers were differing a lot. The homosexual group can (has to) be subdivided in different types of homosexuals in order to get 'consistent' groups.

The aim of the research was as to explore via semi-structured interviews. This indeed happened, but as a result the interviews were not all the same. Sometimes more attention was spend to a certain topic than an other time. It was also clear that some things were not mentioned by certain participant (or a certain question was not asked), but they definitely should answer in a particular way if it was asked. Therefore frequencies of answers are not usable to analyze the interviews.

The interviewees were all Dutch, so it has to be mentioned that the findings cannot be used for men from other countries.

#### **6.4 Future research**

The above-mentioned limitations and the findings indicate that more research is useful. The homosexual market can be further researched and also the different age groups can be further researched. In this way a clearer image of the total male market can be represented. There are still some questions that are very interesting to companies and which can be researched. Some of these questions are:

- *How can trust in a brand be created in the mind of men?*

Men want to have trust in a brand, but it seems not clear in which way they can be convinced to trust a certain brand.

- *What is the best way to try to persuade different types of men to try a personal care product?*

Men have to be reached before it is possible to tell them something. It is very helpful to know the best way to reach men and if they are reached then it is useful to know how they can be persuaded to try products.

- *What should happen to change the personal care norm in a way that more men will start to use personal care products?*

For some men (mostly traditionalists) there is still a taboo on personal care for men. Companies would like it if the taboo disappears, but they have to know how the mindset of men can be influenced and/or changed.

- *What is the ideal way to let them try new products for the different groups?*

It is useful to know what men like the most, for instance samples, different products in one package, a 'try-product' on discount. Some research has already been done with respect to this topic, but it is good to have a very clear image about this.

Most questions are an elaboration on this research, but it seems very good to also conduct quantitative research. It is possible to gain more data in a structured way, like a questionnaire. In that way the differences between the different groups can be analyzed quantitatively.

Probably the findings will not be valid to all cultures so it should also be useful to conduct research in different cultures to compare results.

## **6.5 Implications for companies**

This research makes clear that men should not all be considered as the same. So companies have to know it is not clever to approach all men in the same way. This report shows the preferences and the reasons of the particular groups of men. It is

very useful for companies to get to know their customers and to adapt their strategies to the particular customer. It is clear that metrosexuals have other preferences and reasons than traditional and homosexuals. One of the findings is that men want to trust a brand and companies have to do something with that. An important finding is also the fact that traditional have to be approached via their partners, so companies have to pay attention to that. The research also gives more insight in the shopping preferences of men, and it seems smart to comply with their preferences because men will probably buy more products in that case.

## References

- ACNielsen, *What's Hot Around the Globe, Insights on Growth in Personal Care*, May 2004
- Barson, D.C., From Grudginator to Experimenter, *Global Cosmetic Industry*, March 2004, Volume 172, Issue 3, pg. 20,
- Barson, D.C., Male Seeking Scent and Simplicity, *Global Cosmetic Industry*, October 2004, Volume 172, Issue 10, pp.20
- Biddle, J.E., Hamermesh, D.S., Beauty, Productivity, and Discrimination: Lawyers' Looks and Lucre, *Journal of Labor Economics*, Vol 16, Iss 1, 1998, pp. 172-201
- Datamonitor, *Changing Male Grooming Occasions and Behaviors*, July 2004
- Dring, M., The Pretty Woman Syndrome: Gender and the Shopping Experience, *Bachelor thesis*, Department of Marketing, Faculty of Business and Economics, Monash University, Australia, October 2003
- Edmonds, B., Marketing to Metrosexuals, *Natural Food Merchandiser*, Volume 15, Number 2, pp. 46-50, 2004
- Euro RSCG Worldwide, *Five Trends Shaping the Future of the Cosmetic Industry*, April 2001
- Euro RSCG Strategic Trendspotting And Research View, *Modern man*, 2001
- Euro RSCG Worldwide, *Prosumer pulse, The future of men: U.S.A.*, June 2003
- Euro RSCG Worldwide, *Prosumer pulse, The future of men: U.K.*, June 2003
- Garst, J., Bodenhausen, G.V., Advertising's Effects on Men's Gender Role Attitudes, *Sex Roles*, Vol 36, Nos 9/10, 1997, pp. 551-572
- Gotting, P., Rise of the Metrosexual, *The Age*, March 11 2003
- Heiman, A., McWilliams, B., Shen, Z., Zilberman, D., Learning and Forgetting: Modeling Optimal Product Sampling Over Time, *Management Science*, Vol. 47, No. 4, April 2001, pp. 532-546
- Holt, D.B., Thompson, C.J., Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption, *Journal of Consumer Research*, Vol. 31, September 2004, pp. 425-440
- Information Resources, Inc., *Times and Trends, A snapshot of trends shaping the CPG industry, Sales trends in Health and Beauty-2003*, August 2004
- Kates, S.M., The Protean Quality of Subcultural Consumption: An Ethnographic Account of Gay Consumers, *Journal of Consumer Research*, Vol. 29, pp. 383-399, December 2002
- Mason, S., Marketing to Men, *Global Cosmetic Industry*, March 2002
- Mintel International Group Limited a, *Fragrances Retailing-UK-*, October 2002
- Mintel International Group Limited b, *Health and Beauty Treatments –UK-*, March 2003
- Mintel International Group Limited c, *Teenage Cosmetics and Toiletries –UK-*, August 2004
- Mintel International Group Limited d, *Health and Beauty Retailing –UK-*, May 2004
- Mintel International Group Limited e, *Toiletries and Cosmetic Retailing –UK-*, May 2000
- Mintel International Group Limited f, *Men's Toiletries –UK-*, March 2004
- Nutter, C., Circling the Square, *The gay and lesbian review worldwide*, November/December 2004, Issue 11.4
- Pfann, G.A., Biddle, J.E., Hamermesh, D.S., Bosman, C.M., Business success and businesses' beauty capital, *Economic letters*, Vol 67 (2), 2000, pp. 201-207

- Rudd, N.A., Appearance and self-presentation research in gay consumer cultures: issues and impact, *Journal of Homosexuality*, Vol. 31, No. 1&2, 1996, pp. 109-34
  - Schoemacher, R.W., Shoaf, F.R., Behavioral Changes in the Trial of New Products, *The Journal of Consumer Research*, Vol.2, No. 2, September 1975
  - Schofield, K., Schmidt, R.A., Fashion and Clothing: the construction and communication of gay identities, *International Journal of Retail & Distribution Management*, Vol. 33, No.4, 2005, pp 310-323
  - Spiggle, S., Analysis and interpretation of qualitative data in consumer research, *Journal of Consumer Research*, 21, pp. 491-503, 1994
- 

- Adams, B., Paying to look perfect- Health, *The Advocate*, 3 September 2002
  - Anonymous, Today's man, *Forbes Inc.*, 2003
  - Anonymous, Marketers rush into men's care category, *Crain Communications*, July 2002
  - Anonymous, Business: Real men get waxed; metrosexuality, *The Economist Newspaper Ltd.*, 2003
  - Anonymous, Factfile: A modern metropolitan mix, *Centaur Communications Limited*, 2004
  - Anonymous, Today's Metrosexual, *Global Cosmetic Industry*, Jan 2004, Volume 172, Issue 1, pg. 45
  - Anonymous, Raft of men's grooming products hit market, *Crain communications Incorporated*, June 2004
  - Anonymous, The metrosexual revolution is upon us, *DSN Retailing today*, March 2004, Volume 43, Issue 5, pg. 24
  - Anonymous, He's tough, he's soft-he's complex, *Crain Communications, Incorporated*, May 2004
  - Barson, D.C., Marketing success story: Anthony Logistics, part 1, *Global Cosmetic Industry*, May 2003, Volume 171, Issue 5, pg. 26
  - Barson, D.C., Marketing Success Story: Anthony Logistics Part II, *Global Cosmetic Industry*, Nov 2003, Volume 171, Issue 11, pg. 28
  - Danford, N., DaCapo Embraces Metrosexuality, *Publishers Weekly*, January 2004, pg. 107
  - Frick, R., The Manly Man's guide to Makeup and Metrosexuality, *The Kiplinger Washington editors, Inc.*, June 2004, pg. 38
  - Information Resources, Inc., *Times and Trends, a snapshot of trends shaping the CPG industry, Sales trends in Health and Personal care-2002*, June 2003
  - Jeffries, N., Covering All The Bases, *Global Cosmetic Industry*, Jan 2004, Volume 172, Issue 1, pp. 50-53
  - Khanna, P., The Metrosexual superpower, *Foreign Policy (143)*, Jul/Aug 2004, pg. 66
  - Lehman-Haupt, R., Does sex still sell?, *Folio*, March 2004, Volume 33, Issue 3, pg. 46
  - Lemon, B., Male beauty- the current trend on gay-male aesthetics, *The Advocate*, 22 July 1997
  - Matthews, I., How men catch on to cosmetics, *Global Cosmetic Industry*, February 2005
  - Meunier, C., Man in the Mirror, *Global Cosmetic Industry*, January 2004, Volume 172, Issue 1, pp. 46-50
  - Torrisi, A.I., Real men Exfoliate, *Successful Meetings*, February 2004, Volume 53, Issue 2, pg. 57
  - Warren St. John, Metrosexuals come out, *New York Times*, 22 June 2003
-

- Whelan, D., Men, their motives and their magazines, *American Demographics*, October 2001, Volume 23, Issue 10, pp. 18-21

**Books:**

- Bawer, B., *A Place at the Table*, New York: Poseidon, 1993
- Cole, S., *Don we now our gay apparel: Gay Men's Dress in the Twentieth Century*, Berg, Oxford, 2000
- Connell, R.W., *Masculinities*, London: Polity, 1995
- Fern, E.F., *Advanced Focus Groups Research*, Sage publications, Inc., 2001
- Firat, A.F., "Gender and Consumption: Transcending the Feminine." In Costa, Janeen Arnold (Ed.). *Gender Issues and Consumer Behaviour* (pp. 205-208). Thousand Oaks, CA: Sage
- Flocker, M., *The Metrosexual Guide to Style: A Handbook for the Modern Man*, DaCapo Press, USA, 2003
- Gabriel, Y., Lang, T., *The Unmanageable Consumer: Contemporary Consumption and its Fragmentations*, Sage, London, 1995
- Hine, T., *I Want That! How We All Became Shoppers*. Harper Collins Publishers Inc: New York, 2002
- Kenrick, D.T., Neuberg, S.L., Cialdini, R.B., *Social Psychology, Unraveling the mystery*, 2<sup>nd</sup> edition, Allyn & Bacon, Boston, 2002
- Levine, M., *Gay Macho: The Life and Death of the Homosexual Clone*, New York: New York University Press, 1998
- McCracken, G., *The Long Interview*, California, SAGE Publications, 1988
- McGrath, M., Dream on: projections of an ideal landscape. In John F. Sherry (Ed.), *Servicescapes: The Concept of Place in Contemporary Markets*, (pp. 439-453). NTC Business Books, Lincolnwood: Chicago, 1998
- McQuarrie, E.F., *The marketing research toolbox, a concise guide for beginners*, Sage publications, Inc., 1996
- Mort, F., *Cultures of Consumption, Masculinities and Social Space in Late Twentieth-Century Britain*, Routledge, London, 1996
- Rotundo, A., *American Manhood: Transformations in Masculinity from the Revolution to the Modern Era*, New York: Basic Books, 1993
- Sekaran, U., *Research Methods for Business: A Skill Building Approach*, Canada. John Wiley & Sons, 1992
- Signorile, M. *Life Outside*, New York: Harper Collins, 1997
- Underhill, P., *Why We Buy: The Science Of Shopping*. Texere: London, 2000
- Verschuren, P.J.M., *De probleemstelling voor een onderzoek*, Aula, 1988

**Websites:**

- Anonymous, *Moderne mannen: moet dat nou, metrosexueel?*, [www.relatieplanet.nl/msn\\_meerdating/?Hoofdstukliefde=16](http://www.relatieplanet.nl/msn_meerdating/?Hoofdstukliefde=16), Last visit on 2 November 2004
- Anonymous, *Kline: P&G's Gillette acquisition increases role in male market*, [www.thecosmeticsite.com/marketing/1238277.html](http://www.thecosmeticsite.com/marketing/1238277.html), Last visit on 23 February 2005
- Anonymous, *Evolution of looking good*, [www.faceofman.com.sg/newsleter/evolution%20lookgood.htm](http://www.faceofman.com.sg/newsleter/evolution%20lookgood.htm), Last visit on 27 February 2005
- Anonymous, *Guys and Grooming- The Facts and Figures*, [www.gillette.com/men/product\\_news/guysgrooming\\_factsfigures.htm](http://www.gillette.com/men/product_news/guysgrooming_factsfigures.htm), Last visit on 27 February 2005



- Anonymous, *How media measure up*, [www.magazine.org/content/Files/mpa%2dhowmediameasureup.pdf](http://www.magazine.org/content/Files/mpa%2dhowmediameasureup.pdf), Last visit on 28 February 2005
- Anonymous, *GCI: Trends in men's grooming products*, [www.in-cosmetics.com/page.cfm/t=m/action=press/pressid=72](http://www.in-cosmetics.com/page.cfm/t=m/action=press/pressid=72), Last visit on 28 February 2005
- Anonymous, *The Metrosexual Man*, [www.dermstore.com](http://www.dermstore.com), Last visit on 20 February 2005
- Anonymous, *Narcissism; Metrosexual; Dandy*, [www.absoluteastronomy.com/encyclopedia/](http://www.absoluteastronomy.com/encyclopedia/), Last visit on 01 March 2005
- Anonymous, *Metrosexuality: Degradation or Evolution?*, [www.factio-magazine.com/specialfeatures/des\\_metro.htm](http://www.factio-magazine.com/specialfeatures/des_metro.htm), Last visit on 20 February 2005
- Anonymous, *Male Grooming*, [www.fht.org.uk/whats/a\\_malegrooming.htm](http://www.fht.org.uk/whats/a_malegrooming.htm), Last visit on 20 February 2005, Published 2003
- Berman, L.A., *Who are the metrosexuals?*, [www.narth.com/doc/metrosexuals.html](http://www.narth.com/doc/metrosexuals.html), Last visit on 22 February 2005, Published 2003
- Coda, P., *Metrosexual but a man in every other way*, [www.mynippon.com/men/metrosexual-tough.htm](http://www.mynippon.com/men/metrosexual-tough.htm), Last visit on 22 February 2005
- Coda, P., *Metrosexual men are in*, [www.mynippon.com/men/story\\_37.htm](http://www.mynippon.com/men/story_37.htm), Last visit on 22 February 2005, Published August 3 2004
- Coda, P., *A new style for men: Metrosexual*, [www.mynippon.com/mynippon0707/story126.htm](http://www.mynippon.com/mynippon0707/story126.htm). Last visit on 22 February 2005, Published March 4 2004
- Dikes, R., and Gallon, G., *Understanding the male cosmetics market*, [www.beauty-on-line.com/ebn/newsletter.asp?eid=92](http://www.beauty-on-line.com/ebn/newsletter.asp?eid=92), Last visit on 20 February 2005
- Lempert, P., *Metrosexuals at the market: Do grocers know how to merchandise and sell to this growing demographic?*, [www2.acnielsen.com/news/20040901.shtml](http://www2.acnielsen.com/news/20040901.shtml), Last visit on 22 February 2005
- McCasland, M., *Marketing to Peacocks*, [www.marketingprofs.com](http://www.marketingprofs.com), Last visit on 22 February 2005, Published July 22 2003
- Parker, J., *Metrosexual trend on the rise in America*, [www.mynippon.com/mynippon07070/story129.htm](http://www.mynippon.com/mynippon07070/story129.htm), Last visit on 22 February 2005, Published March 8 2004
- Redding, M., *What men want in packaging*, [www.cpcpkg.com/04/03/inside.html](http://www.cpcpkg.com/04/03/inside.html), Last visit on 20 February 2005, Published 2001
- Rose, M.S., *Metrosexual goes America*, [www.cruxnews.org/rose-metrosexual.html#](http://www.cruxnews.org/rose-metrosexual.html#), Last visit on 20 February 2005
- Simpson, M., *Meet the metrosexual*, [archive.salon.com/ent/feature/2002/07/22/metrosexual/print.html](http://archive.salon.com/ent/feature/2002/07/22/metrosexual/print.html), Last visit on 22 February 2005, Published 2002
- Simpson, M., *Metrodaddy speaks*, [www.marksimpson.com/pages/journalism/metrodaddyspeaks.html](http://www.marksimpson.com/pages/journalism/metrodaddyspeaks.html), Last visit on 24 February 2005, Published January 5 2004
- Simpson, M., *Queen's evidence*, [www.marksimpson.com/pages/journalism/queens\\_evidence.html](http://www.marksimpson.com/pages/journalism/queens_evidence.html), Last visit on 25 February 2005, Published November 1 2003
- Simpson, M., *Metrosexual, That rings a bell...*, 22-06-2003, unedited version; *'Metrosexmania Update'*, 18-08-2003, [www.marksimpson.com/pages/journalism/metrosexual\\_ios.html](http://www.marksimpson.com/pages/journalism/metrosexual_ios.html), Last visit on 12 Oktober 2004

- Simpson, M., *Beckham, the virus*,  
[www.marksimpson.com/pages/journalism/becks\\_the\\_virus.html](http://www.marksimpson.com/pages/journalism/becks_the_virus.html), Last visit on 22  
February 2005, Published June 28 2003
- Trubo, R., *Metrosexuals: It's a guy thing!*,  
[aolsvc.health.webmd.aol.com/content/article/71/81366.htm](http://aolsvc.health.webmd.aol.com/content/article/71/81366.htm), Last visit on 22  
February 2005, Published July 28 2003
- Whittal, J., *Metrosexmania*, , [www.menessentials.com/tips/metrosexual.html](http://www.menessentials.com/tips/metrosexual.html), Last  
visit on 21 February 2005, Published September 2003
- Whittal, J., *Metrosexual Science*,  
[www.menessentials.com/tips/metrosexual\\_science.html](http://www.menessentials.com/tips/metrosexual_science.html), Last visit on 21  
February 2005, Published December 2003
- [www.wordspy.com](http://www.wordspy.com), a website devoted to new words and phrases, Last visit on 15  
December 2005

## Table literature

| Non-Academic  | Research object  | Methodology  | Main Findings  | Limitations  |
|---|--|--|--|--|
| ACNielsen, <i>What's Hot Around the Globe, Insights on Growth in Personal Care</i> , 2004 | Insights in growth of different personal care categories in different countries, and the key drivers behind it | Analyzing retail purchases in 56 countries around the world            | Six key drivers identified. Growths in different counties and product categories                             | Only numbers about growth in 2003                                    |
| Barson, D.C., <i>From Grudginator to Experimenter</i> , 2004                              | How to change men from grudginator to experimenter   | Own opinion of writer, secondary sources                               | Use baby steps to change men's mindset. Sampling is a good tool  | No academic evidence mentioned explicitly                            |
| Barson, D.C., <i>Male seeking Scent and Simplicity</i> , 2004                             | Search for the attributes that men are looking for if they buy a personal care product                         | Consumer survey  | Scent attracts them and simplicity of the purchase keeps them  | Superficial article, no clear introduction and explanation of survey |
| Datamonitor, <i>Changing Male Grooming Occasions and Behaviors</i> , 2004                 | Explore trends in male personal care market. Review of male grooming   | Industry opinion research, secondary sources, (online) consumer survey | Trends in market, future of market, attitudinal shifts. Actionable recommendations for personal care players |  |
| Edmonds, B., <i>Marketing to Metrosexuals</i> , 2004                                      | How to get men into the personal care department   | Industry research  | Men have to feel safe and masculine  | No academic evidence   |
| Euro RSCG, <i>Modern Man</i> , 2001   | Get to know the 'modern man'   | Secondary sources, Surveys   | Men are invading 'female domains'  | Superficial article, small report                                    |
| Euro RSCG, <i>Prosumer pulse: The future of men: U.S.A.</i> , 2003                        | Description of men on different aspects  | e-survey   | Men become more comfortable in 'female domains'  |  |
| Euro RSCG, <i>Prosumer pulse: The future of men: U.K.</i> , 2003                          | Description of men on different aspects  | e-survey   | Men become more comfortable in 'female domains'  |  |
| Euro RSCG, <i>Five Trends Shaping the</i>   | Trends in the cosmetic industry  | Secondary sources  | Five different trends identified   | No new information mentioned   |

|   |   |   |  |                                   |
|---|---|---|--|-----------------------------------|
| <i>Future of the Cosmetics Industry, 2001</i>   |   |   |  |                                   |
| Gotting, P., <i>Rise of the Metrosexual, 2003</i>   | The evolution of the metrosexual man              | Secondary sources   | The macho man has been replaced by the metrosexual man | Superficial article, small report |
| Information Resources, Inc., <i>Times and Trends, A snapshot of trends shaping the CPG industry, Sales trends in Health and Beauty-2003, 2004</i> | Highlight the key trends.                         | Secondary sources (databases/national statistics)                                 | Growth numbers of different product categories         |                                   |
| Mason, S., <i>Marketing to Men, 2002</i>  | How to sell personal care products to men         | Industry opinion research   | Opinion of CEO of the major players in the market      | No academic arguments             |
| Mintel a, <i>Fragrances Retailing –UK-, 2002</i>  | Review of Fragrances branch in total              | Consumer research, trade research, secondary sources (databases incl. Statistics) |  | Consumer research only in the UK  |
| Mintel b, <i>Health and Beauty Treatment –UK-, 2003</i>   | Review of health and beauty treatment branch      | Consumer research, trade research, secondary sources (databases incl. Statistics) |  | Consumer research only in the UK  |
| Mintel c, <i>Teenage Cosmetics and Toiletries –UK-, 2004</i>  | Review of teenage cosmetics and toiletries branch | Consumer research, trade research, secondary sources (databases incl. Statistics) |  | Consumer research only in the UK  |
| Mintel d, <i>Health and Beauty Retailing-UK-, 2004</i>  | Review of health and beauty branch                | Consumer research, trade research, secondary sources (databases incl. Statistics) |  | Consumer research only in the UK  |
| Mintel e, <i>Toiletries and Cosmetics Retailing –UK-, 2000</i>  | Review of toiletries and cosmetics branch         | Consumer research, trade research, secondary sources (databases incl. Statistics) |  | Consumer research only in the UK  |
| Mintel f, <i>Men's</i>  | Review of   | Consumer  |  | Consumer                          |

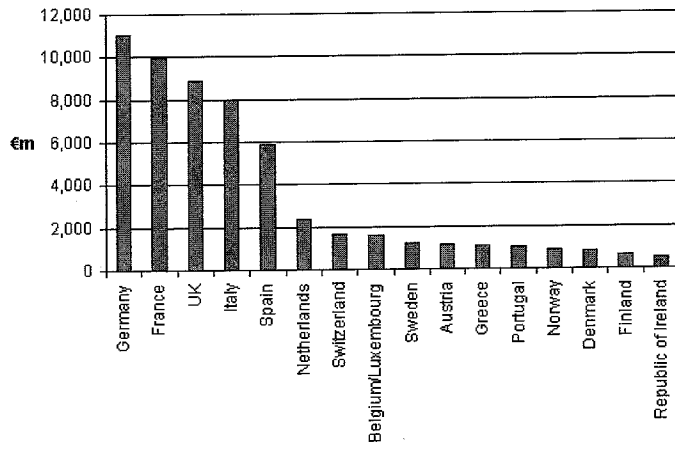
|  |                         |  |  |                         |
|--|-------------------------|--|--|-------------------------|
| <i>Toiletries –UK-, 2004</i>                 | men's toiletries branch | research, trade research, secondary sources (databases incl. Statistics) |  | research only in the UK |
| Nutter, C., <i>Circling the Square, 2004</i> |                         | Essay about the gay liberation on straight men                           |  | Not a real research     |

| Academic   | Research object   | Methodology   | Findings  | Limitations                           |
|--|---|---|---|---------------------------------------|
| Garst, J., Bodenhausen, G.V., <i>Advertising's Effects on Men's Gender Role Attitudes, 1997</i>  | Do media images have an influence on men's gender role attitudes?           | Experiment with 267 male undergraduates                                       | Men's gender role attitudes can be influenced by the images of men they regularly see in the mass media | Mainly looked at short-term influence |
| Schoemaker, R.W., Shoaf, F.R., <i>Behavioral Changes in the Trial of New Products, 1975</i>  | Do customers prefer bigger or smaller quantities if they try a new product? | Longitudinal analysis of 1480 individual new brand buyers (Customer research) | Customers prefer smaller quantities when they buy a new product (because of the perceived risks)        |                                       |
| Biddle, J.E., Hamermesh, D.S., <i>Beauty, Productivity, and Discrimination: Lawyers' Looks and Lucre, 1998</i>                         | Does beauty have an influence on earnings differentials?                    | Longitudinal data (attorneys)   | Beauty is not merely correlated with but actually causes differences in earnings                        | Only looked at attorneys              |
| Heiman, A., McWilliams, B., Shen, Z., Zilberman, D., <i>Learning and Forgetting: Modeling Optimal Product Sampling Over Time, 2001</i> | Essay about sampling. Determine optimal dynamic sampling effort             | Secondary sources   |   | Not a real research                   |
| Pfann, G.A., Biddle, J.E., Hamermesh, D.S., Bosman,  | Relation between employees' attractiveness                                  | Firm-level panel data from the Dutch advertising                              | The firms with better looking executives have higher revenues   | Definition of beauty                  |

|   |  |   |   |  |
|---|--|---|---|--|
| C.M., <i>Business success and businesses' beauty capital</i> , 2000   | and firms' performance   | industry (executives' beauty is assessed on the basis of photographs) |   |  |
| Dring, M., <i>The Pretty Woman Syndrome: Gender and the Shopping Experience</i> , 2003                                    | Investigate the effect of gender on consumer's shopping experiences                                    | In-depth interviews conducted face-to-face                            | Why men and women shop, the shopping experience of men and women, male gendered environments  | Size of sample not large enough to generalize. No account of cultural differences. |
| Holt, D.B., Thompson, C.J., <i>Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption</i> , 2004 | Develop a model how men construct themselves as masculine through everyday consumption                 | In-depth interviews and analysis of consumption practices             | A model and explanation   | Size of sample   |
| Kates, S.M., <i>The Protean Quality of Subcultural Consumption: An Ethnographic Account of Gay Consumers</i> , 2002       | Insights in relation to consuming in a subcultural context   | Ethnographic fieldwork and interviews                                 | Meanings of gay subcultural consumption, consuming and constructing subcultural boundaries, and negotiating individual distinction with consumption practices | Only one research-area (a large Canadian city), so it is hard to generalize        |
| Schofield, K., Schmidt, R.A., <i>Fashion and Clothing: the construction and communication of gay identities</i> , 2005    | Explore the importance of clothes for gays as semiotic markers for identity creation and communication | Participant observation, diaries interviews, and a focus-group        | Findings point to communication of individual identity through clothes  | Small sample of subjects in Manchester (one research-area)                         |

## Appendices

### Appendix 1: Western Europe: Beauty market value by country, 2002



Source: Colipa/Mintel d 2004

## Appendix 2: ACNielsen's countries

### Countries

With ACNielsen analyzing retail purchases in nearly 100 countries around the world, this study focuses on 56 of those 100 countries, spanning across Asia Pacific, Emerging Markets, Europe, Latin America and North America. The 56 countries included in the study account for over 95% of the world's GDP (Gross Domestic Product) and over 75% of the world's population

#### Asia Pacific

- Australia
- Bangladesh
- China
- Hong Kong
- India
- Indonesia
- Japan
- South Korea
- Malaysia
- New Zealand
- Philippines
- Singapore
- Sri Lanka
- Taiwan
- Thailand
- Vietnam

#### Emerging Markets

- Bulgaria
- Czech Republic
- Egypt
- Hungary
- Morocco
- Poland
- Romania
- Russia
- Saudi Arabia
- Slovakia
- South Africa
- Tunisia
- Ukraine
- United Arab Emirates

#### Europe

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- Turkey
- United Kingdom (UK)

#### North America

- Canada
- United States (USA)

#### Latin America

- Argentina
- Brazil
- Chile
- Colombia
- Mexico
- Puerto Rico
- Central America (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama)

Source: ACNielsen 2004



## Appendix 3: ACNielsen's categories

**Categories**

To get a complete view of the Personal Care market in these 56 countries, ACNielsen included trends from 58 Personal Care categories and then grouped these categories into nine larger product areas for a higher-level analysis.

**Baby Care**

- Soothers - Pacifiers /Dummies (13 Countries)
- Disposable Diapers (49 Countries)
- Moist Wipes (28 Countries)
- Nappy Rash Cream (16 Countries)
- Disposable Changing Mats (3 Countries)
- Nursing Accessories (9 Countries)

**Cosmetics**

- Perfume/Cologne (17 Countries)
- Eye Brow (8 Countries)
- Eye Liners (17 Countries)
- Mascara (18 Countries)
- Eye Shadow (16 Countries)
- Blusher (18 Countries)
- Concealer (12 Countries)
- Foundation (19 Countries)
- Powder (20 Countries)
- Lip Gloss/Tinted Balm (14 Countries)
- Lip Liner (16 Countries)
- Lip Stick (19 Countries)
- Nail Care (12 Countries)
- Nail Polish (16 Countries)
- Nail Polish Remover (8 Countries)

**Hair Care**

- Shampoo (56 Countries)
- Conditioners (45 Countries)
- Hair Styling Temporary (38 Countries)
- Hair Styling Permanent Wave/ Straighteners (10 Countries)
- Colorants (46 Countries)

**Personal Paper**

- Sanitary Protection (52 Countries)
- Incontinence Pads/Pants (27 Countries)
- Toilet Tissue (40 Countries)
- Facial Tissues (40 Countries)
- Moist Wipes (18 Countries)
- Cotton Wool (22 Countries)

**Dental Care**

- Tooth Cleaning (55 Countries)
- Toothbrushes (58 Countries)
- Dental Floss/Tape (20 Countries)
- Mouthwash/Oral Rinses/Antiseptics (38 Countries)
- Breath Fresheners (11 Countries)
- Denture Cleansers (17 Countries)
- Denture Fixatives (15 Countries)
- Tooth Stain Removers/ Whiteners (5 Countries)

**Body Cleansing & Moisturizing**

- Deodorants (50 Countries)
- Hand/Body/All Purpose Moisturizers (34 Countries)
- Bath Additives (17 Countries)
- Body Cleansing Shower Gel (Cream/Gel/Liquid) (39 Countries)
- Toilet Soap (55 Countries)

**Face Cleansing & Moisturizing**

- Face & Eye Moisturizers (38 Countries)
- Lip Moisturizers (18 Countries)
- Face Cleansing & Toning (48 Countries)
- Eye-Cosmetic Remover (13 Countries)
- Face-Cosmetic Remover (11 Countries)
- Anti Spot/Acne Cleansers (28 Countries)

**Sun Care**

- Aftersun (23 Countries)
- Self-Tanning (21 Countries)
- Sun Protection (33 Countries)

**Hair Removal**

- Aftershave (35 Countries)
- Razors & Blades (52 Countries)
- Shaving Bars/Cream/Foam/Gel (40 Countries)
- Depilatories (32 Countries)

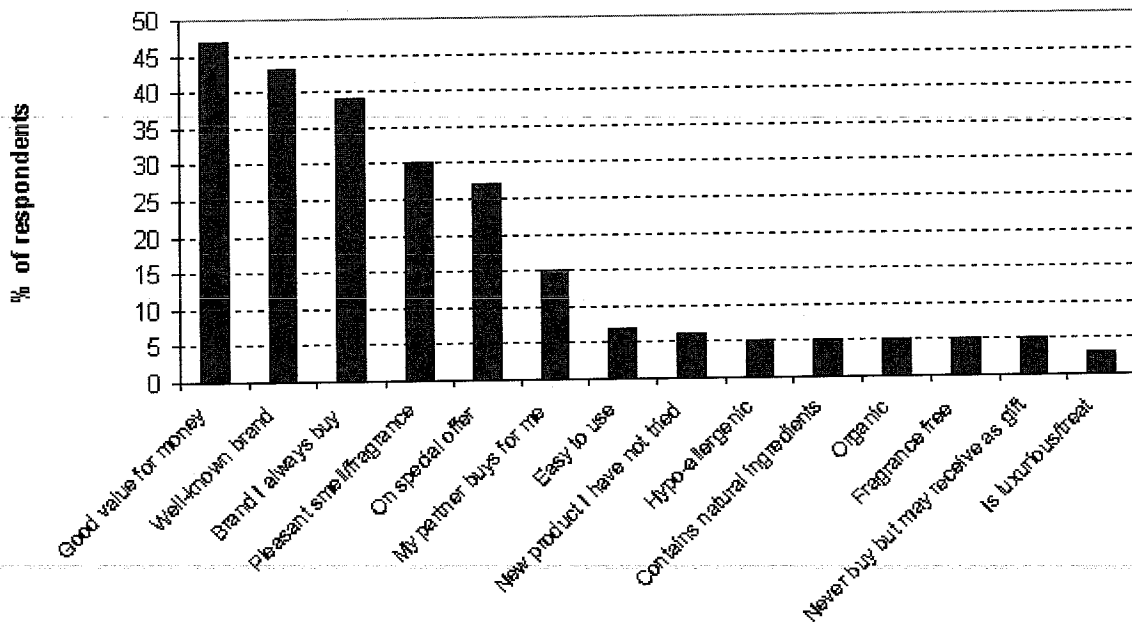
Source: ACNielsen 2004

**Appendix 4: Main influence on men's choice of new grooming products, Europe and US, 2004 (% male respondents)**

|   |       |
|---|-------|
| Articles in the printed or online press or television and radio | 53.3% |
| Partners  | 44.4% |
| Free samples in shops, magazines or through the post            | 41.1% |
| Female friends or family members                                | 31.1% |
| Male friends or family  | 17.8% |
| Advertising   | 17.8% |
| 'Borrowing' from partner  | 15.6% |
| Recommendations in a beauty salon, barbers, spa, etc.           | 8.9%  |
| Other   | 7.8%  |

Source: Datamonitor 2004

**Appendix 5: Reasons for buying toiletries, January 2004**



Source: Mintel f 2004

**Appendix 6: Neo-tribal (gay) strands and main characteristics**

| <b>Tribal name</b>  | <b>Dress/style</b>   | <b>Values</b>   | <b>Sexual activity</b>  |
|---|--|---|---|
| <i>Drag</i> , including Queens, Fairies, Theatrical*                      | Feminine dress. Sub tribe and individual body shape determine degree of femininity, e.g. Queens aspire to look like women; Drags do not attempt to disguise their maleness | Focus on identity and self-expression. Enjoy showing off. Pride in appearance. Favour socializing in gay spaces       | Can take on a masculine role or a feminine role   |
| <i>Aesthete</i> , including Effeminates, Camp, New Edwardians, Teddy Boys | Masculine dress with overtly feminine, tight and fitted style  | Good looks as key to happiness. Friends and family valued. Socialize in both gay and mainstream bars and trendy areas | Take masculine or feminine role depending on current partner's preferences                        |
| <i>Invisible</i>  | Masculine dress, following male fashion trends; immense pride in appearance  | Maximum immersion into "straight" society. Focus on work/home life  | Assume both masculine and feminine roles in their sexual activity; like equality in relationships |

Note: \* None of these are to be confused with Transsexuals – who believe themselves to be women trapped in a male body

Source: Schofield and Schmidt 2005

## Appendix 7: Respondent profiles

### Appendix 8 Interviewprotocol

#### Topics to be covered:

- Main reason to groom, attitude to grooming, influence on attitude, (sub)culture, attitude to oneself,
- Reasons to shop, shopping preferences,
- Important characteristics of grooming products, why choosing a particular brand.

- 1) How often do you groom and what kind of personal care do you use? *Help them if they do not come up with products and treatments. Why do not you use more of less products?*
- 2) What are your reasons to groom? *Why did you start grooming and is it important to you? Does it brings you more success (or acceptation) ...in which way? Are you a fashionable person? How important is your appearance to you?...why?*
- 3) What is your attitude to grooming/personal care for men? *Positive, negative, or neutral, and why? What influences your attitude (magazines, television, other people, etcetera)? What 'kind' of people are you seeing and what is their attitude to grooming? What is your attitude to fashion/ How important is fashion to you?*
- 4) Who shops for your toiletries? How do you shop for personal care products? *What do you do in a shop?....describe (last time you were shopping)*
- 5) Do you shop alone (or with who)? *Why do you prefer that?*
- 6) Tell me something about your shopping preferences? *Do you like assistance? What are you looking for?*
- 7) What are the most important characteristics of grooming products for you?
- 8) What kinds of brand do you prefer, and why? Why do you buy that particular brand?

*Hand over list for demographic data (Age, occupation, origin, home town, highest education, sexuality, living situation, relation.) totally*

### Appendix 9 Interviewprotocol version 2

#### Topics to be covered:

- Main reason to groom, attitude to grooming, influence on attitude, (sub)culture, attitude to oneself,

- Reasons to shop, shopping preferences,
- Important characteristics of grooming products, why choosing a particular brand.

- Make the participant comfortable!
- Personal care...think about:

Basic products(for instance tooth paste, shampoo, eau de toilette, shaving gel), depilator (hair removal), solarium, sauna, tanning lotion, teeth-care (for instance products for white teeth), fitness, nail-care, make-up, face-care (crème, wash, mask, scrub), body lotion, lip care, hair care (including dye products), manicure, pedicure, beautician.

- 1) How often do you groom and what kind of personal care do you use? *Help them if they do not come up with products and treatments and tell them to think about their morning routine, evening routine, and think they do once in a while (like depilator products). Why do not you use more of less products?*
- 2) What are your reasons to groom? *Why did you start grooming and is it important to you? Do you think personal care causes more success (or acceptance)...in which way? How important is your appearance to you?...why? What should you do as you woke up one day and you had spots or hair loss?*
- 3) What is your attitude to grooming/personal care for men? *Positive, negative, or neutral, and why? What influences your attitude (magazines, television, other people, etcetera)? What 'kind' of people are you seeing and what is their attitude to grooming? What is your attitude to fashion/ How important is fashion to you?*
- 4) Who shops for your toiletries? How do you shop for personal care products? *What do you do in a shop?...describe (last time you were shopping)*
- 5) Do you shop alone (or with who)? *Why do you prefer that? Can anyone else convince you trying out/buying a new product?*
- 6) Tell me something about your shopping preferences? *What are you looking for? Do you like assistance?*
- 7) What are the most important characteristics of grooming products for you?
- 8) What kinds of brand (also for basic products like toothpaste) do you prefer, and why? (Why do you buy that particular brand?)

---

*Hand over list for demographic data (Age, occupation, origin, home town, highest education, sexuality, living situation, relation.) totally*