

# COSMETIC CONSUMPTION OF METROPOLITAN MALES IN A DEVELOPING COUNTRY

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**ABSTRACT.** In the last few decades, individuals have become more conscious about their image and appearance. Furthermore, due to the changing gender roles, men started using cosmetic products increasingly. As a result the beauty industry has flourished enormously. This study aims to examine attitudes of Turkish men towards cosmetic consumption and to identify the factors that are likely to influence men's cosmetic consumption behaviour utilizing data collected from Turkish males. Results indicate that self-esteem, lifestyle, societal beliefs, shopping and self-image are critical determinants of men's cosmetic consumption. Findings further suggest that cosmetic shopping behaviour of men is linked to self-image and lifestyle. Furthermore, significant relationship between self-esteem and self-image, and between societal beliefs and lifestyle come to the fore. The paper ends with implications for the marketers and theoretical contributions to the growing research on gender differences.

**Keywords:** Consumer behaviour, cosmetics, metropolitan males, shopping, Turkey.

**JEL:** M31

## 1. Introduction

There is abundant literature on gender differences in the context of consumption-related behaviour. Researchers have shown that shopping behaviour of men and women differ on many levels (Coley and Burgess, 2003). Due to an increase in the consumption of cosmetics and personal care products by men,

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several studies have also examined the factors that are likely to influence men's cosmetic consumption behaviour and the differences between male and female's cosmetic consumption behaviour (Bocock, 1993; Connelly, 2013; Davies and Bell, 1991; Dholakia, Pedersen and Hikmet, 1995; Featherstone, 1993; Firat, 1993; Fischer and Gainer, 1994; Mort, 1988; Nixon, 1992; Otnes, McGrath and Lowrey, 1995; Park, Iyer and Smith, 1989; Schouten 1991; Sturrock and Pioch, 1998; Sukato and Elsey, 2009; Thompson and Hirschman, 1995; Tuncay, 2005).

Naturally, men and women process information differently from each other with regard to their consumption of products (Coley and Burgess, 2003). At this point, postmodernity and its implications on consumer behaviour are very important because of new benchmarks. Firat (1993: 216) emphasizes that consumption reigns supreme for both women and men. Firat concludes that products are increasingly being marketed to men by conjuring up the notion that the use of such products will make them more presentable and attractive to potential sexual partners, mostly defined as women. In this vein, Souiden and Diagne (2009) explain that men have become key consumers for several cosmetic companies. Consequently, men's attitudes towards cosmetic products have altered and brought into being a newly defined important consumer of cosmetic products.

However, the research on men's cosmetic consumption is still thin on the ground, and further research is needed in order to better understand their behaviour. Moreover, to the authors' knowledge there has been no studies conducted on masculinity of males in an Islamic society. Further, previous studies are mostly on the developed western societies. As a result, it is important to identify what variables are affecting the consumption of men cosmetic products in a society like Turkey. Therefore, the aim of the study is to delineate attitudes of men in the framework of cosmetic consumption and to reveal the underlying factors and their correlation with each other when it comes to males focusing on the cosmetic consumption of this particular group in the Turkish market. The paper is structured as follows: first a review of the literature on the constructs of the proposed model, and a conceptual model on the basis of literature is presented. Next, the results of the testing the model using SEM analysis are reported. Finally, implications as well as limitations of the study and recommendations for future research are discussed.

## **2. Literature Review**

Although beautification and fashion practices have a long history (Joy et al. 2010), in recent years, people have become more conscious about their image than ever before. Consequently, the beauty business has become a large sector of the economy and drives the sales of beauty aids, fashions, body care items and cosmetics among women and increasingly among men (Gross, 1995; Press, 2000;

McNeill and Firman, 2014). However, it is crucial to consider that the cosmetic world has two distinct parts (Blachin, Chareyron and Levert, 2007), namely the markets for both genders. Despite the fact that the cosmetic industry is traditionally associated with women, there is an increasing demand for cosmetics by men (Souiden and Diagne, 2009). According to Tuncay (2005) men are not only the influential decision makers for such traditional categories as electronics and hardware, but more recently, they are becoming enthusiastic consumers of personal care and beauty products.

The rising number of men beautifying themselves or customizing their bodies clearly shows men's increasing awareness of their look (Firat, 1993). Firat explains that this consumption trend is becoming an acceptable activity, even for males. Indeed they have been relatively freed from having to represent only the masculine side because of the cultural break that has begun to take place between the categories of gender and sex. Consequently, the changing roles of both sexes have resulted males' interest in consumption.

According to Bocock, men are a part of modern consumerism like women in a way that "their construction of a sense of who they are, of their identity as men, is now achieved as much through style of dress and body care, image, the right 'look', as women's" (Bocock, 1993 cf. Sturrock and Pioch, 1998: 337). Consequently, products are marketed to men through implications that consumption of such products will make them more presentable and attractive to women (Firat, 1993:218). Therefore sales in male cosmetic products are expected to increase by 18 percent globally (Sukato and Elsey, 2009).

Factors such as physical attractiveness, health and age can also be associated with metrosexuality. The word metrosexual is a combination of two words: "metropolitan" and "sexual" to designate men who are living in big cities and who give a particular importance to their physical aspect and well-being (Blanchin, 2007). Metrosexual people are neither androgynous nor homosexual, and this characteristic plays an important role in men's cosmetic consumption. Holt and Thomson (2004) wrote that American mass culture idealizes the man-of-action hero -an idealized model of manhood. The idea of idealized man is also valid for metrosexuality. This concept also denotes men's struggle to define their masculine social identities via their physical attractiveness. As such, a strong relation between metrosexuality and men's cosmetic consumption could be established.

A study by Sukato and Elsey (2009) in Thailand refer to the theory of reasoned action (Fishbein and Ajzen, 1975) to explain the men's purchasing behaviour toward cosmetic products. In their study on habits of men's cosmetic product usage, they found that there is a positive relationship between the self-image and normative influences. Further, male consumers are affected by beliefs

in product attributes toward applying skin care products positively. It was also found that self-image is associated with attitudes toward usage of cosmetic products by male consumers.

Studying on the Canadian and French men's consumption of cosmetics, Souiden and Diagne (2009: 97-109) clarified the impact of personal variables (i.e self-image, ageing, physical attractiveness, health), social-cultural variables like as beliefs and lifestyles and marketing variables (i.e. advertising, purchase situation). Their study revealed that advertising and attractiveness have a significant and positive effect on men purchasing behaviour toward cosmetic products. They also report that state of health and societal beliefs have no significant effect on attitude and purchasing behaviour of men toward the product. Interestingly, both consumer groups do not perceive that their cosmetic consumption is influenced by their cultural setting and beliefs. On the other hand it is found that self-image, ageing and lifestyle have strong impacts on Canadian male attitude toward the consumption and purchase of cosmetics. It is also shown that the main personal motives behind the purchase of men's cosmetics in Canada lie in the desire to increase their self-images, be physically attractive and convey a youthful appearance.

Similarly, Weber and Villebone (2002) investigate the differences in purchasing behaviour between the US and French cosmetic markets. They demonstrate that there are important competitive factors that affect consumer's choices like: price, quality, packaging, advertising, promotion, local recognition, opinion toward particular firms or products and the knowledgeable salesperson. Their results also indicate that there are notable differences in cosmetic purchase behaviour between the US and French market. A study by Ficheux, Wesolek, Chevillotte and Roudot (2015) assess the percentage of users, the frequency of use and the number of cosmetic products consumed by the French population. Their results suggest that an average French man uses eight hair, face and body products a day. Trying to explore men's increasing use of grooming products, Sturrock and Pioch (1998) have reported that men consume grooming products to alter their body and body image. They propose that through changing this image, men either aim to create or to alter self-identity. The authors conclude that image creation, concerns about enhancing one's attractiveness, reducing the ageing process and the maintenance of health are factors combined with kick of the use grooming products.

### **3. Theoretical Framework**

According to previous researches on the subject, we recognized that the male behaviour toward cosmetic products is influenced by some important concepts especially so, previous researches underpin our studies on the construction

of the conceptual framework. According to Souiden and Diagne (2009:105), men's attitudes and purchase behaviour toward cosmetic products are influenced by different motivations and variables. Thus, in describing our hypothesis on this issue, we adapted some conclusions which run parallel to Turkish culture.

### ***Self-esteem and Self image***

Solomon (2006) defines self-esteem as the positivity of a person's self-concept. Blanchin and associates (2007) underline that "...the definition of self-esteem focuses on the idea of discrepancy, especially the one between the self that one wishes to be (the ideal one), and the self that one currently sees one self as being (the "real" or "perceived" self)". Components of the self-concept include physical, psychological, and social attributes, which can be influenced by the individual's attitudes, habits, beliefs and ideas. Consumers demonstrate consistency between their values and the products they purchase because their consumption behaviour is related to their self-concept. At that point, self-image congruence model (Solomon, 2006: 161) suggests that consumers choose some products when product attributes match some aspect of their self. This model assumes that there is a cognitive process of consumers matching between product attributes and consumer's self-image. As it is widely acknowledged, self-image refers to the perceptions individuals have of what they are like (Goldsmith, Moore and Beudoin, 1999). People with self-esteem expect to be successful, will take more risks, and are more willing to be the centre of attention.

On the other hand, people try to evaluate themselves by making a correlation to the people depicted in artificial images. Self-esteem is deeply embedded in social interaction (Askegaard, Gertsen and Langer 2002) and will inevitably help people to create a desired image. Lennon, Lillethun and Buckland (1999) note that high self-esteemed people have less social comparison and less dis-satisfaction with their own looks. Sturrock and Pioch (1998) stipulate that male consumption of grooming products contributes to the production of a desired identity and self-image. Men's increasing interest in their self-image is further stimulated by the increase in the number of men's magazines (Bakewell, Mitchel and Rothwell, 2006; Mintel, 2000 cf. Bakewell et al. 2006) that portray a distinct attractive image of the "new man". Based on the above discussion, it is proposed that:

H1: Self-esteem explains self-image in male consumption of cosmetic products.

### ***Self-image and Shopping***

Because many consumption activities are related to self-definition, it is not surprising to see that consumers demonstrate consistency between their values and their purchases. Self-image congruence models suggest that people choose products when their attributes match some aspect of the self (Solomon, 2006). Hu and Jasper (2006) reveal that an individual adopts a behaviour, which complies with others (normative influences), resulting from the belief that the adoption will enhance the individual's self-concept or self-image. People buy items for creating a desired image for themselves. Consumer goods can and do function as material symbols of who a person is and who they would like to be, and having certain qualities of material possessions is to maintain a certain kind of selfhood in relation to other people (Dittmar and Drury, 2000). Therefore, it is proposed that:

H2: Self-image explains shopping behaviours of males towards cosmetic products.

### ***Societal beliefs and lifestyle***

When consumers buy a product; they usually tend to fulfil some type of needs which are influenced by their own cultures and beliefs. Additionally, the cultural environment affects how and why people live and behave the way they do. Weber and Villebone (2002) argued that culture has a significant impact on consumer behaviour because the components of culture (e.g. beliefs) dictate individuals' behaviour.

However, as people get more influenced by an open-minded environment, make-up is seen more for the benefit of taking care of the skin rather than an effeminate practice. The social adaptation perspective assumes that the perceiver will weigh information more heavily if he feels it is instrumental in forming an attitude (Solomon, 2006). Askegaard et al. (2002) note that self-identity has become a reflexive project that each individual must undertake by him- or herself, but in interaction with other human beings and with the institutions of society. Further, lifestyle is defined as a pattern of consumption reflecting a person's choices of how he or she spends time and money (Solomon, 2006: 209). Psychologically as well as physically, people must present themselves to the world so that other people will be interested in remaining or engaging in mutually advantageous relationships with them (Askegaard et al., 2002). Based on the preceding discussion, it is proposed that:

H3: Societal beliefs explains lifestyle in male cosmetic consumption

### ***Lifestyle and Shopping behaviour***

With respect to lifestyle, several authors agree that it has a major impact on the purchase and consumption behaviour of consumers. For instance, Coley and Burgess (2003) argued that lifestyle determinants (such as social class, values and personality) have a huge impact on how individuals behave toward the consumption of products. As such, commodities are important for the creation and expression of cultural identity (Jansson, 2002).

On the other hand, career oriented men tend to be more concerned with their appearances because of their lifestyles. They are turning to cosmetics and beauty treatments to improve their looks (Liu, 2006). Additionally, those who live in urban areas and big cities are likely to use more cosmetics than those living in smaller cities (or rural areas) where there is less need to look good (Liu, 2006). Consequently, it is proposed that:

H4: Lifestyle explains shopping behaviour of males in cosmetic consumption

## **4. Methodology**

This paper aims to delineate attitudes of Turkish men towards cosmetic consumption, and to reveal the underlying factors towards the consumption of cosmetics. A quantitative research method was employed for the purpose of the study. The questionnaire was originally written in English. A back translation approach was used to ensure that the meanings of items used were understood by the respondents. The questionnaire consisted of two parts. The first part had a scale of attitude of cosmetic consumption, and the second part consisted of demographic information. Self-image was measured by nine items adopted from Goldsmith et al. (1999), Soiden and Diagne (2009), and Sturrock and Pioch (1998). To examine the effect of confidence, four items were adopted from Coley and Burgess (2003). Lifestyle was assessed by five items adopted from Coulter, Feick and Price (2002). Regarding the effect of societal beliefs on the attitudes of men's cosmetics consumption thirteen items were adopted from Bakewell et al. (2006). Further five items were adopted from Bakewell et al. (2006) to assess the cosmetics shopping behaviour of men. These thirty-six items were reduced to twenty-nine items by the exploratory factor analysis. All the items were measured on a five-point Likert scale ranging from "strongly agree" to "strongly disagree".

The self-administered survey was conducted by the researchers and administered during January to March 2013. The subjects of the study were the male consumers older than 18 years of age. A convenience sampling method was

employed. Respondents were recruited from three department stores located in the metropolitan area of Eskisehir, Turkey. The males in the cosmetic department stores were approached and they were asked if they were willing to participate in the survey. A total of 440 respondents accepted to fill out questionnaires. Fifty-five of the returned questionnaires were eliminated due to missing information; resulting in 385 usable responses.

First, a multiple correspondence analysis (MCA) was conducted. Afterwards, an exploratory factor analysis was conducted. The proposed model was tested utilizing a variance based Structural Equation Modelling (SEM) approach with maximum likelihood (ML) method of estimation by using LISREL 8.80 package program. A two-stage process was used. First, a confirmatory measurement model that specifies the posited relations of the observed variables to the underlying constructs, with the construct allowed to intercorrelate freely, was tested. Afterwards, the structural model was tested. The structural portion of the SEM allows for testing of multiple equations with multiple dependent variables. The following indices were used to assess the model fit: chi square ( $\chi^2$ ) and  $\chi^2/df$  ratio, Root Mean Square Error of Approximation (RMSEA), Normed Fit Index (NFI), and Comparative Fit Index (CFI).

## 5. Results

Table 1 presents the profile of the respondents. Almost half of the respondents were married (50.9 percent), and the rest were single. Slightly over 28 percent of the respondents were under 25 years of age. Most respondents were professionals working as employees (65.5 percent), and the remaining 34.5 percent represented the categories of college students (22.9 percent), employers and merchants (4.9 percent), managers (4.2 percent), and retired persons (2.6 percent). The majority of the participants had high school and college education. Slightly more than 39 percent reported a monthly income of US\$700 to US\$1400.

**Table 1.** Demographic profile of the participants (n=385)

Variable	Frequency	Percentage
Age		
Less than 25	109	28.3
26-30 years	68	17.7
31-35 years	74	19.2
36-40 years	48	12.5
41-45 years	40	10.4
46 years and older	46	11.9



Marital Status		
Single	189	49.1
Married	196	50.9
Education		
Primary school	29	7.5
High school	123	31.9
College	145	37.7
Post Graduate	51	13.2
Doctorate	37	9.6
Occupation		
Employee-Official	252	65.5
Student	88	22.9
Employer-Merchant	19	4.9
Managerial	16	4.2
Retired	10	2.6

Correspondence analysis was employed to delineate underlying relations among the socio-demographic characteristics of the respondents. Results of the correspondence analysis, as can be seen in the ScatterPlot graph, revealed that the male consumers who were between 26 to 40 years old, had an income of more than US\$1400, and had a university or post-graduate degrees had a higher self-image, self-esteem, lifestyle and a higher shopping behaviour. These factors were closely interrelated. This group of male consumer was also composed of employees, officials and managerial works, and they are married. On the other hand, retired people, employers and merchants older than 41 years old had a low self-image, self-esteem, lifestyle and a lower shopping behaviour. These factors were also closely interrelated (Figure 1). However, high school graduates, singles and students younger than 25 years old were not related with all subscales.

The exploratory factor analysis of 29 items of cosmetics consumption resulted in five factors-*self-esteem*, *lifestyle*, *societal beliefs*, *shopping* and *self-image*- and explained almost 56.4 percent of the variance. Each dimension had an Eigenvalue of at least one or higher and explained more than 8 percent of the variance. The total Cronbach's alpha value indicated that the model was internally reliable ( $\alpha=.915$ ). The appropriateness of factor analysis for cosmetics consumption was determined by Barlett's test of sphericity = 4789.326  $p<0.000$  and the test KMO = .922,  $p = 0.000$ . None of the individual loading was less than .49, and the reliability coefficients of the delineated factors ranged from .746 for self-image to .889 for self-esteem (Table 2). Unlike the previous study by Souiden and Diagne (2009) the factors of *health* and *ageing* were not found to be significant for the Turkish male consumers. However, these findings still showed consistencies and similarities with the previous studies.

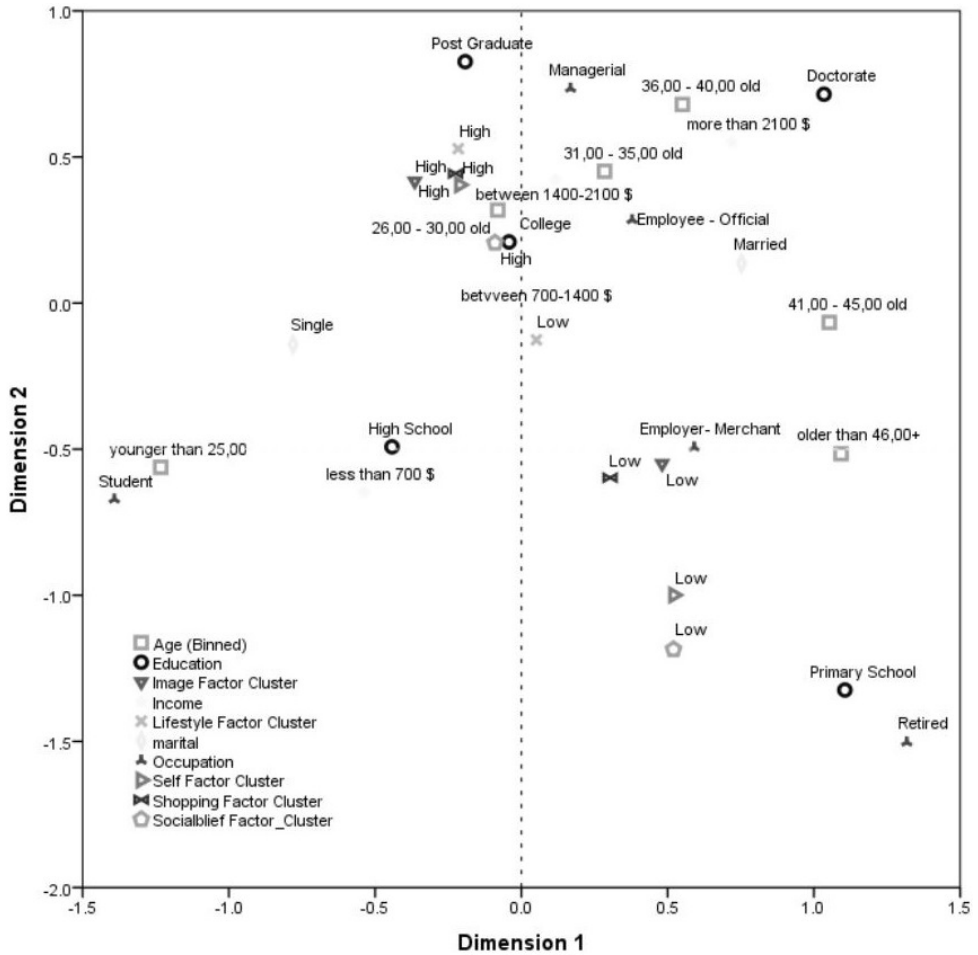


Figure 1. Scatter plot for multiple correspondence analysis

Table 2. Factor analysis of consumer behaviour

Items	Factor loading	Eigenvalue	Variance explained	Reliability coefficient
<i>Self-esteem</i>		9.195	15.18	.889
Applying cosmetic products give me confidence	.804			
I believe that consuming cosmetic products enhance my confidence	.786			
I believe that consuming cosmetic products enhance my well-being	.734			

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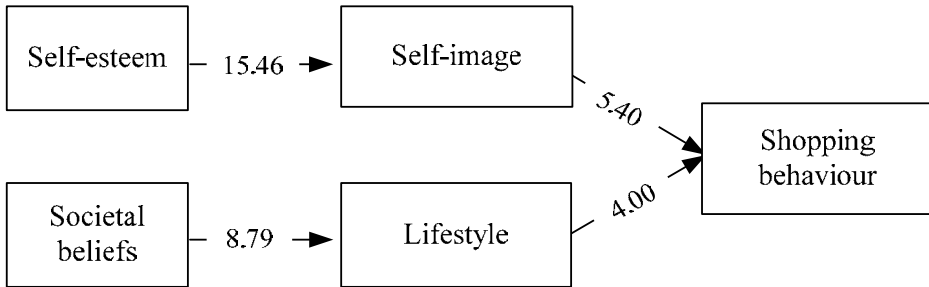
Cosmetic products plays a role in creating self	.711			
I buy cosmetics in order to make myself feel better	.639			
It is important to keep up with the latest trends in cosmetics	.506			
I love using/wearing cosmetic products	.499			
<b>Lifestyle</b>		2.637	12.27	.821
I am usually the first to buy the latest cosmetics	.777			
Other people ask me what is fashionable/trendy	.735			
I am interested in cosmetics literature	.616			
I look in the mirror throughout the day	.583			
It takes a long time to decide about the cosmetics I wear	.563			
I feel excited when buying cosmetics	.541			
My family, friends and neighbours often ask my advice about cosmetics	.529			
<b>Societal beliefs</b>		1.723	10.53	.801
In general I am confident that I make good choices when I buy cosmetics	.732			
I think carefully about the cosmetics I wear	.697			
I am confident that I buy good cosmetics for the money I pay	.685			
I am conscious of the cosmetics I wear	.664			
<b>Shopping</b>		1.532	10.12	.798
I am not very bold when it comes to cosmetics	.631			
I do not shop frequently for cosmetics	.627			
I do not discuss it as a topic with other people	.612			
I usually buy the lower price products	.599			
I use a limited variety of cosmetics	.578			
I rarely buy cosmetics	.573			
I normally shop quickly, buying the first product or brand that seems good enough	.516			
<b>Self-image</b>		1.267	8.30	.746
Men consider creating or strengthening a desired image by the use of cosmetics	.820			
Men consider using cosmetics for creating a stronger impression outside	.699			
I use cosmetics for creating a self-image	.613			
I have an image that I want to have and I pick the product to go with it	.558			
<b>Total variance explained</b>			<b>56.39</b>	

The squared standardized weights ( $R^2$ ) are presented in Table 3 for the measured model. The chi-square value was found to be 1649.84 and statistically significant ( $p < 0.001$ ). The  $\chi^2/df$  ratio (4.43) was relatively high. However, the criterion for acceptance varied across researchers, ranging from less than 2 (Ullman, 2001) to less than 5 (Schumacker and Lomax, 2004). RMSEA (0.095) was at the acceptable level; NFI (0.92) was very close to criterion ( $NFI \geq 0.95$ ). These values indicated a good fit between the model and the observed data.

**Table 3.** Results of path analysis

ITEM	SUBSCALE										t	R <sup>2</sup>
	SELF ESTEEM		SELF IMAGE		LIFESTYLE		SOCIETAL BELIEFS		SHOPPING BEHAVIOUR			
	λ	SE	λ	SE	λ	SE	λ	SE	λ	SE		
SELF_1	1	0.33									11.42*	0.72
SELF_2	0.8	0.45									17.12*	0.55
SELF_3	0.82	0.38									18.35*	0.6
SELF_4	0.87	0.22									21.74*	0.74
SELF_5	0.81	0.22									21.16*	0.72
SELF_6	0.7	0.34									17.19*	0.55
SELF_7	0.74	0.58									14.84*	0.45
IMAGE_1			1	0.24							8.85*	0.74
IMAGE_2			1	0.51							16.84*	0.57
IMAGE_3			1.03	0.4							18.29*	0.64
IMAGE_4			0.72	0.45							14.14*	0.44
LIFE_1					1	0.56					12.87*	0.34
LIFE_2					1.42	0.52					10.78*	0.53
LIFE_3					0.54	0.33					7.5*	0.2
LIFE_4					0.84	0.49					8.77*	0.3
LIFE_5					1.16	0.41					10.5*	0.49
LIFE_6					1.42	0.24					11.73*	0.71
LIFE_7					1.35	0.51					10.64*	0.51
SOCIE_1							1	0.82			9.71*	0.67
SOCIE_2							0.92	0.99			15.81*	0.59
SOCIE_3							0.6	0.53			14.85*	0.53
SOCIE_4							0.63	0.73			13.85*	0.47
SHOP_1									1	0.39	12.08*	0.37
SHOP_2									0.93	0.85	7.17*	0.19
SHOP_3									1.19	0.18	11.06*	0.65
SHOP_4									1.21	0.37	10.18*	0.47
SHOP_5									0.78	0.26	9.12*	0.34
SHOP_6									1.03	1.75	5.88*	0.12
SHOP_7									0.98	1.06	6.82*	0.17
* p<0.05												
<i>Chi-Square = 1649.84</i>												
Degrees of Freedom = 372												
χ <sup>2</sup> /df 4.43												
Root Mean Square Error of Approximation (RMSEA) = 0.095												
Normed Fit index (NFI) 0.92												

The path diagram in the theoretical framework was given in Figure 2. The items in the subscales and the t-values that showed the fitness of the model can be traced from the figure. According to the diagram the relations between all the subscales were significant (p<0.05).



**Figure 2.** Structural model test and hypothesis test results

Hypotheses 1 that proposed a positive significant relationship between self-esteem and self- image was supported ( $\gamma_1 = 0.70$ ,  $t\text{-value} = 15.46$ ,  $p < 0.05$ ). Further Hypotheses 2 that proposed a positive significant relationship between societal beliefs and lifestyle was also supported ( $\gamma_1 = 0.26$ ,  $t\text{-value} = 8.79$ ,  $p < 0.05$ ). Similarly, Hypotheses 3 that proposed a positive significant relationship between self-image and shopping behaviour was supported ( $\gamma_1 = 0.20$ ,  $t\text{-value} = 5.40$ ,  $p < 0.05$ ). Finally Hypotheses 4 that proposed a positive significant relationship between lifestyle and shopping behaviour was also supported ( $\gamma_1 = 0.23$ ,  $t\text{-value} = 4.00$ ,  $p < 0.05$ ).

**Table 4.** Summary of hypothesis testing results

	PATH	$\lambda$	SE	t	R <sup>2</sup>	Result
H1	SELF-ESTEEM → SELF-IMAGE	0.7	0.26	15.46*	0.62	Supported
H2	SOCIETAL BELIEFS → LIFESTYLE	0.26	0.18	8.79*	0.39	Supported
H3	SELF-IMAGE → SHOPPING BEHAVIOUR	0.2	0.17	5.4*	0.26	Supported
H4	LIFESTYLE → SHOPPING BEHAVIOUR	0.23	0.17	4*	0.26	Supported

\*p<0,05

## 6. Conclusion

Cosmetic consumption has long been accepted as behaviour specific to women. However, changing values and lifestyles have resulted in new norms for the male consumers. While cosmetic use was previously accepted to be feminine, the process starting with aftershave and shampoos has yielded with personal care and cosmetic products specifically developed for male consumers. This could be attributed to social development and change. The impact of this change is particularly prominent in the postmodern societies (Firat, 1993). However, the changes in the expectations of the consumers under the effects of postmodernism have also changed the cosmetic consumption of the men. Contrary to rigid attitudes towards cosmetic consumption, cosmetic products have become important for men in order to define their self-concept, increase their self-esteem and create new lifestyles.

The purpose of this study was to examine attitudes of men in the framework of cosmetic consumption and to reveal the underlying factors and their correlation with each other. Overall, the results are coherent with the previous studies conducted by Efes Pilsen (2007) and Balkis (2013). The results show that self-esteem, lifestyle, societal beliefs, self-image were important dimensions underlying the cosmetic shopping behaviour of male consumers. The results suggest that self-image was found to be associated with attitudes towards cosmetic products and this is coherent with the results of Sukato and Elsey (2009). It seems that through changing this image, male consumers aimed at either create or alter their self-identity (Sturrock and Pioch, 1998). The results also indicate that self-esteem explains self-image in male consumption of cosmetic products. Further, the results suggest that both self-image and lifestyle have a strong influence on the males' cosmetic consumption, and this is coherent with the previous studies. Finally, the results suggest that societal beliefs explain lifestyle when it comes to male cosmetic consumption. In comparison to previous studies of Sukato and Elsey (2009) in Thailand and Souiden and Diagne (2009) in Canada and France, it is understood that similar factors are influential in men's cosmetic consumption. Thus, it is suggested that male consumers use cosmetic products not simply for the tangible benefits they provide but also the meanings that are conveyed by consuming them.

Unlike the current study, Sukato and Elsey (2009) have also found that beliefs in product attributes such as salesperson, promotion and packaging positively affect male consumers' attitudes towards shopping cosmetics. Similarly, in both the studies of Sturrock and Pioch (1998) and Souiden and Diagne (2009), the impact of the factors such as health, age, physical attractiveness were also analysed in terms of men's cosmetic consumption. Although these attributes were also included in the current survey, they were removed from further

analysis due to their low factor loadings. Consequently, it can be argued that health and physical attractiveness are ineffective in men's cosmetic consumption in the study area.

From a managerial and marketing perspective, this study can provide useful implications for marketers to undertake research findings to plan and implement their marketing strategies regarding cosmetic products so as to better satisfy male consumers. The current study proposes a theoretical framework that explains cosmetic consumption of male consumers and the underlying constructs. The results of the study indicate that self-image and lifestyle are two important factors explaining the cosmetic consumption behaviour of males. Thus, it is important for the marketers to further analyse these constructs, since people buy items for creating a desired image for themselves. Further, a special emphasis should be given to the promotion of cosmetic products for men. Advertising campaigns and promotional messages focusing on the self-image and self-esteem are highly recommended in order to attract male consumers. Moreover, societal beliefs, formed by the society in which the individuals reside, seems to be a significant factor in explaining lifestyles. Therefore, in tailoring the marketing tools, it is important to take social influence groups into consideration in order to approach this group effectively. As a consequence, it is recommended that marketing managers concentrate on values that are important into the eyes of their consumers when advertising or selling men's cosmetics.

This study is limited to a metropolitan environment, in Turkey, and reports the results regarding the metropolitan men's cosmetic consumption. As a result, generalizing the results in this study to other countries should be done carefully. However, the cosmetic consumption patterns of men in rural areas should also be investigated, and this issue seems to be an important constraint of our study. As such, further studies are needed dealing with both metropolitan and rural consumers in the same society and their cosmetic consumption. Future studies investigating the impacts of other variables in explaining males' cosmetic consumption would also enhance the scope of the present study.

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