Metrosexual men’s shopping habits

- study of the modern men’s clothing brand selection
Metrosexual men’s shopping habits – study of the modern men’s clothing brand selection

Title: Metrosexual men’s shopping habits – study of modern men’s clothing brand selection

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Purpose: The purpose of this study is to identify metrosexual men and their shopping habits regarding selection of clothing. This research is evaluating metrosexual men’s brand loyalty, need for purchase and if group belong to early adopters of new clothing collection.

Methodology: The methodology used for examination of the chosen subject is of quantitative and qualitative character. Quantitative survey is used for targeting metrosexual men, followed by qualitative interviews with relevant responders from Växjö, Sweden.

Theoretical perspective: Theory implicated in this study is regarding customers purchasing behavior, customer adoption process and brand loyalty.

Empirical foundation: Empirical data is collected from quantitative survey and qualitative interviews.

Conclusions: Metrosexual men living in Växjö travel to other bigger cities in order to purchase desirable clothing. They are highly concerned about expressing desirable image through clothing, brand selection and personal attachments. Strong appearance and fashion awareness as well as desire for refreshing their wardrobe and image update categorize them as early adopters of new clothing collections. Metrosexual men are favorite brand switchers, which means brand loyal to few clothing brands within product category.
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1. Introduction

1.1 Transition

“He makes. She buys; That’s the calculation that turned women into shoppers and men into providers”

1

This statement is true for the traditional man. A man that is a provider and protector of his wife and children. The critical change in male and female roles had its beginning after Second World War. Many men breathed for the last time and many were hurt or permanently wounded. This critical situation in western world forced women, which before were seen as housekeepers, starting to work in public sector. The independence of women has led to a shift in social relations, family structure and male shopping behavior.

Men are no longer in the same extend seen as providers and protectors of their families. Life style change, of both men and women, has led to: men being single longer and higher number of divorces than only some decades ago. Men are shopping for themselves, they can evaluate among wide range of products and their shopping habits are now, to larger extend associated with female buying behavior.

As boy growing up and being raised by single mother the role model for him will be more feminine. The dominance of feminine behavior in childhood and more blended gender differences influenced younger generation men to shop differently than their previous male generations.

3 Men that are highly concerned about their appearance and image are metrosexual, a quite fresh segment within the market.

Metrosexual men enjoy shopping, brand selection and experimenting with clothing as well as haircuts and grooming products. Thought all times clothes that people choose to wear had some personal attachment. The colors, specific pieces, material and special ways clothing is worn implicate something about individual’s personality. Clothes, in unspoken language,

1 Brynes, (2006)
2 Fenley, (2004)
3 Fenley, (2004)
communicate signals that others learn to interpret. Today’s social and economical structure of the society allows the metrosexual men to strategically choose the outfit for others to decode.\(^5\)

Metrosexual men’s behavior is an interesting phenomenon because they undertake women’s shopping characteristics. What that mean is that men belonging to this segment are to larger extend conscious about they appearance than other heterosexual men and men from previous generations.\(^6\)

The traditional men is a provider, the metrosexual men is a shopper. Metrosexual men put a lot of effort on improving their appearance. A desire for constantly looking good and making good impression awakes an interest in fashion and clothing.\(^7\) The market that we are active in today is customer driven.\(^8\) Consumers decides what, where and when to shop. The wide range of brands give consumers to individual evaluation.\(^9\) Metrosexual men not only find pleasure in shopper’s role, but also are comfortable with being fashion sensitive and trendsetters for others. Fashion and sense for style as well as effort, time and money are key associations with the metrosexual men.

1.2 Problem discussion

1.2.1 Men and shopping

The historical changes that western society has gone through results in cultural transformation of the view on man and woman. Traditions bonded to profession, family structure, identity and other aspects have been revolutionized.\(^10\) Differences in cloth designed for specific gender are disappearing. Colors and forms that before were associated with one gender are now allowed to be used by the opposite sex.\(^11\) Shopping, brand selection and evaluation has been considered as woman’s enjoyment.\(^12\) Heterosexual men are considered to spend less money, effort and time on shopping activities. Until 20\(^{th}\) century man has been considered as provider and protector. Any activity performed by men that was considered as feminine one would oppose the proper male image. On the other hand many of the dress codes that before represented manhood have been undertaken by women, which give the

\(^5\) McCracken, (2005), p. 3-4
\(^8\) Crane, (2000) p. 134
\(^12\) Reilly & Rudd, (2007)
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society subtle gender differences. However, during the last 50 years the strict rules for males have been bended and laws of masculine behavior broader. In 1994 the new term, “metrosexual” was introduces by journalist Mark Simpson with this definition;

“He might be 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”

This definition presented metrosexual men as narcissists to the society. It has not been before David Beckham became international style icon when term “metrosexual” obtained more positive sense. This soccer player was a breakthrough for maleness. He showed that a man doesn’t have to be less masculine just because he enjoys new haircuts, designer fashion clothing, earrings and grooming products. David Beckham’s international fame made a great contribution in changing the definition of metrosexual men.

“comfortable enough with himself to care about his clothes, hair and personal grooming”

and

“straight urban men who enjoy such things as shopping and using grooming products and services”

Those social and cultural shifts give metrosexual men an opportunity for expressing their interest for fashion and style. Men belonging to this category deliberately chose clothing they prefer. They are brand and image conscious as well as fashion sensitive.

Literature demonstrates that men, at least the younger generation, are more interested in fashion and clothes than men in previous generations. To which extend is clothing and shopping considered as important for metrosexual men?

1.2.2 Brand selection

Looking at today’s marketplace branding is to be seen everywhere. Media channels are filling customers’ days with advertisement of all kinds and range of available brands is greater than ever. Because of this variety of available choice customers will make a selection of

13 Jacobson, (1994) p. 21 
14 Advertising and the modern man, (2005) 
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brands that suits their desires and needs. The selection in purchase decisions is influenced by emotional variables.

“A product is something that is made in a factory, a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless.” 17

Those emotional aspects are playing an important roll for customers in creating and showing their identity, image and expressing them self. The marketplace for clothes has never been larger, customers are spending greater share of their income on dressing than ever. Dress to impress has become today’s code. Individual’s choice of cloth is not only a way for protecting the body, it is a way of expressing and telling something about your self. People are choosing particular way of dressing to indicate their identity, social status, origin, culture and interests. 18

Brands help customers to communicate who they are. Diverse cloth brands stands for different lifestyles, ideas, morals, and are connected to associations that picked out by customers create a personalized reflection of customers self image. 19 Even stores where the purchase is taking place is not without a meaning for customer. A brand that is characterized as luxury should also be sold in a place that reflects the same image. 20

Customers buy new outfits because its fun and because they like it and not because they have a need for a new ones. The economical situation seems to be the main reason that stops customers from buying more. 21

Upon which reasons do metrosexual men choose certain clothing brands and which attachment do they have to those?

18 Danielsson & Åhs (2008)
19 Danielsson & Åhs (2008) p. 18
21 Danielsson, & Åhs (2008)p. 29-30
1.3 Objective

The main aim of this paper is to target metrosexual men’s representative shopping behavior. Gain a deeper understanding about metrosexual men’s adoption process of fashion items, evaluation process, brand loyalty and general experience while shopping clothing. To achieve this purpose those points will be highlighted:

- Identify metrosexual men in Växjö
- Identify metrosexual men’s shopping behavior
- Identify metrosexual men’s degree of brand loyalty
- Identify if metrosexual men are early adopters of new clothing collection

1.4 Limitations

This study is based on metrosexual men’s shopping behavior. Research’s focus is on brand selection and importance of clothing for metrosexual men and do not include grooming or other products that might be habitually used by this group.

The main topics that are studied are if metrosexual men are early adopters of new collection clothing, their relationship towards brand and general behavior when shopping clothing. Demographic factors as income, age, ethnicity and culture belonging will not be taken into consideration. Even if those aspects could bring out significant conclusions, they are not included in this paper because of the time and resource limit.

In order to target suitable respondents for personal interviews a quantitative survey has been handed out. Because of the resource and time limitation, the research is based on twenty personal interviews with metrosexual men living in Växjö, Sweden.

2. Methodology
The choice of methodology is depending on the examination problem. On the basis of the characteristics of problem and objective an applicable methodology can be chosen. This part is explaining how the study has been made, which techniques and methods have been used in order to in the best way fulfill the purpose.

2.1 Qualitative and quantitative data collection

The characteristics of qualitative data is that is consists of words, text, symbols and human action. Those factors are interpreted by researcher that focuses on understanding the different variables causing the given outcome. The qualitative method is applied in order to identify the underlying factors, examine given variables and create a deeper understanding for the problem.

With qualitative data the researcher desire to understand and see things from respondent’s perspective. The desire to identify relation between different variables, motives, values, attitudes, norms and other emotional and rational human actions are the central reasons for collecting qualitative data. The main differences from quantitative study are that qualitative information is a way of explaining the respondent’s interpretation of the reality.

The purpose of this research is to understand and uncover metrosexual men’s attitudes and behavior patterns. This is a qualitative case study based on personal interviews with respondent. Metrosexual men are a segment among all men, a need for an effective targeting and selection occurred. For this purpose a quantitative survey have been made. The quantitative data in this work is significant to methodology but not for answering the main purpose of the paper, so even if quantitative data was essential the results of this study are based on qualitative data.

2.2. Personal interviews

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22 Christensen, (2001), p. 61
23 Christensen, (2001), p. 67
24 Bryman, (1997), p. 77-78
The main purpose of personal interviews is to gain qualitative information that is relevant and efficient to the subject. There are various ways of performing an interview, in this part the technique in how the primer qualitative information have been collected will be described. The respondents are freely taking part in this study. They are aware of interviewing situation and the purpose of the study. Among other things the main advantages with personal interviews are:

1) face-to-face interview is a motivation for the respondent to answer the questions; if respondent received a questionnaire by post or email the chance for him answering it would be lower than by face-to-face interaction.
2) information can be followed up directly and in case of confusion an explanation can be made; if questions or/and answers are dissatisfying, hard to understand or insufficient can an attempt to complete those easily be made.
3) flexibility in questioning; the interviewer can choose the order or content of the questions
4) there is an opportunity for topic control; all research build upon getting sufficient and useable information for answering the main purpose of it. Making advantage of topic control, interviewer can lead respondent to providing the kind of information he requires.
5) Verbal information can be evaluated by non-verbal communication; it is general knowledge that people don’t always say what they in reality might or might not do. A skilled interviewer can take advantage of non-verbal communication signs in order to evaluate if what is said is true or not, respondents state of mind and other non-verbal signals.

Since the main purpose of this paper is to understand and spot behavior patterns, personal interview is the right method to gain this information. The empirical data is based on twenty personal interviews with metrosexual men.

2.2.1 Moderately scheduled interviews

27 Gorden, (1969), p. 52-54
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Moderately scheduled interviews indicate that the researcher asks a series of questions that are related to the central problem. The researcher presents the subject to the respondent followed by a number of questions prepared that work as guidelines. Because the nature and purpose of this study the respondents should answer the prepared questions but even be able to freely express their opinion about the subject that not necessary are covered by questions.

In order to gain relevant information the researcher will, to a certain extent, control the topic. Topic control refers too the degree in which the researchers is guiding the course of the interview. Through each interview an effort will be made in order to keep a central focus and discussion points relevant to the purpose of the study.

There will be no determinate sequence of the questions because the characteristic of the main topic should lead to a natural flow, which might be different across respondents but the topic control should keep respondent and interview on the right track.

2.2.2 Interpretation

Hermeneutic interpretation is used for understanding and analyzing qualitative data. If researchers premier goal is to create a deeper understanding for the problem the dominant part of empirical data will be of qualitative character. A requirement is that the researcher has ability for seeing things from respondents’ perspective, empathy.

Human are actively creating subjective interpretation of the world around them, their relation, stand and relationship to it. People can describe and inform about theirs understanding and relationship to surrounding. The condition for interpretation of respondents behavior patter is that the relevant actions have underlying motive. Those primary motives are parts that together create a pattern.

It is essential to keep in mind that respondents description of his actions and reflections as well as motives are only representative for single individual. Because analyzing of qualitative data is interpretation of it, the researcher must have ability for empathy, be open minded for both expected and unforeseen outcomes. The interpretation process is subjective, this means

that interpretation of data will be influenced by researchers knowledge about the subject, previous experience and chosen theory.\textsuperscript{33}

Although researchers interpretation of information given by respondents is subjective, in this case study, author’s prime ambition is to analyze data from theoretical references. The focus lays on metrosexual men’s perception of studied subject. The author has through research on the metrosexual men’s behavior gathered useful information, that help to design the quantitative survey and personal interviews, this information haven’t any impact on studies result or author’s preconceived notion on it.

The researcher can only gather information given by respondent. Topic control is used during the interviews for guiding the answers. This study’s primer objective is to analyze metrosexual men’s (respondents) relation to purchase of clothing (surrounding). Respondents will give their subjective understanding of surrounding.

\textbf{2.3 Targeting special respondents}

\textit{“The special respondents is any person who gives information directly relevant to the objective of the study and who is selected because he occupies a unique position in the community, group, or institution”}\textsuperscript{34}

Because the purpose of this study is to describe metrosexual men’s shopping habits, a need for targeting the group is essential. It may be a difficulty to find males fitting into this group. The selection of respondents for personal interviews will be strategic\textsuperscript{35}, which means that the researcher will choose the potential group of men for the personal interviews. The strategic selection is based on a quantitative survey.

\textbf{2.3.1 Survey}

\textsuperscript{33}\textit{Patel & Tebelius, (1987), p. 44-45}
\textsuperscript{34}\textit{Gorden, (1969), p. 106}
\textsuperscript{35}\textit{Christensen, (2001), p.129-130}
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A survey is a composition of open and/or closed questions. Depending on the structure of the survey questions the respondent can answer with his own words or fill out already prepared alternatives.  

The purpose of a survey is to target metrosexual group of males in Växjö. It has been handed out to men that potentially belong to this segment, finding selection. Questions that respondents are asked to answer on are scheduled and answer alternatives structured. Scheduled questions are formulated in the same way to all respondents, and structured means that answer alternatives are predeterminated.

Survey questions have been developed on the basis of theory about metrosexual men’s characteristics, general shopping behavior and other aspects as image, fashion and brand. For simple distinction between metrosexual men and diverse male shoppers a scale from 1 to 10 has been used (see Appendix 1 “Survey questions”). Valid responders had scored high on the questionnaire, which shows an extreme connection to characteristics of metrosexuality.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Question number*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image conscious</td>
<td>5, 10, 12, 13, 14, 15, 17, 18</td>
</tr>
<tr>
<td>Brand sensitive</td>
<td>7, 8,</td>
</tr>
<tr>
<td>Sensitive to fashion</td>
<td>4, 6, 8, 11, 19</td>
</tr>
<tr>
<td>Shop for him self</td>
<td>2</td>
</tr>
<tr>
<td>Communicate a desirable image</td>
<td>12, 15, 16, 18</td>
</tr>
<tr>
<td>Have a eye for details, likes experimenting</td>
<td>9, 11</td>
</tr>
<tr>
<td>Compared to female in terms of shopping</td>
<td>3, 12,</td>
</tr>
<tr>
<td>Have a sense for dressing well</td>
<td>4, 5</td>
</tr>
<tr>
<td>Is to be found in metropolis</td>
<td>All respondents are from Växjö, Sweden</td>
</tr>
<tr>
<td>Spends money on him self</td>
<td>3, 8, 11, 19</td>
</tr>
<tr>
<td>High disposable income</td>
<td>Because of its sensitivity has this question been left out</td>
</tr>
</tbody>
</table>

* See Appendix 1 “Survey questions”

2.4 Approach

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36 Christensen, (2001), p 136
38 Christensen, (2001), p. 146
The given approach for the study depends on its analytical- and time-dimension.\textsuperscript{40}

\begin{figure}[h]
\centering
\includegraphics[width=0.5\textwidth]{figure1.png}
\caption{Figure 1}
\end{figure}

\subsection*{2.4.1 Analytical dimension}
The analytical dimension influences the number of studied variables and the possibility to generalize the results. This dimension is measured by its breadth and depth. The analytical dimension also describes if results of the research will be of qualitative or quantitative characteristic.

This paper’s analytical dimension is categorized as a narrow and deep. That means that the study is based on interviews, which are shaped in a way to examine a wide range of variables (depth) with a few respondents (narrow).

The variables consider target group’s shopping behavior, relationship to fashion items, brand recall and other factors presented in theoretical part. Respondents are metrosexual men living in Växjö.

\subsection*{2.4.2 Time dimension}
Empirical data is collected from one-time personal interviews with respondents. It will not examine the problem over time and therefore is categorized as Ad hoc study.

\subsection*{2.5 Validity and reliability}

\footnote{Christensen, (2001), p. 70}
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Validity and reliability in a qualitative study is closely connected to its context, which indicate that it’s not possible to separate the context from the variables that are studied. The second important point when evaluating degree of validity and reliability in a case study is that the researcher is subjectively interpreting and analyzing the empirical data.  

2.5.1 Validity

“...the extend to which we are able to observe or measure that which we intend to observe or measure.”

Validity can be look at from two different aspects. There is internal and external validity.

The internal validity is explained as; the trustworthiness in the paper, and well the results of the study are consistent with reality. Extend of internal validity is depending on researcher’s degree of involvement and work put into the study. To increase the internal validity in this study, there has been efficient time put into collecting information about target group. Thou there is a lack of previous research done in this area the author carefully utilized the available information. Through the whole process, the author was aware about the intern validity and the importance of not rushing into conclusion about the possible outcome. There has been great time and effort putted into collecting, working on and analyzing valid, accurate and significant information.

External validity determines the extent to which the results from the study are valid in other situations or can be generalized. A case study is generally based on qualitative, and in some cases quantitative, empirical information and means that no statistical generalizations can be made. It is possible to make analytical generalizations based on qualitative data. Analytical generalizations are based on theories developed by general patterns. This means that results from a case study can represent hypotheses about reality, or at the moment represent a best

42 Christensen, (2001), p. 308
43 Gorden, (1969), p. 4
44 Christensen, (2001), p. 309
45 Christensen, (2001), p 310
47 Christensen, (2001), p. 79
48 Christensen, (2001), p.79
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explanation of it. The degree of external validity is depending on experienced, by readers, degree of internal validity. 49

The aim to achieve higher degree of internal validity is made by interview more that one unit in each city. Even if this is not making the results optimal for generalization an attempt to gain valid and useable information have been made, this by a careful collection and presentation of empirical data.

2.5.2 Reliability

“…the degree to which a given observation or measurement could be repeated by an independent observer with the same result.” 50

Reaching high degree of reliability in case study is more complicated that high degree of validity. The disadvantage for qualitative data in this context is that reliability is associated with measuring instrument stability or/and ability of leading to the same result. 51

Many aspects of environment at the time of interview can influence the respondents; researcher’s age, ethnicity and gender 52, interaction and other surrounding aspects as both time and place. 53 The researcher interpretation of empirical qualitative data is subjective; this means that reliability in this aspect can only be connected to the investigator and his ability seeing things from respondents’ perspective and not having preconceived notions about the outcome. 54 Besides the subjectivity in interpretation process is reality in constant change, this will also have an impact on result.

All of those aspects make it difficult for establishing a sustainable and high degree of reliability in a case study research. Author must strive to increase high validity and reliability; this can be achieved by studying more cases, not only one 55 and if there is possibility that somebody else or/and other interdependent researcher is working on the same project. 56

49 Christensen, (2001), p. 310
50 Gorden, (1969), p. 4
51 Christensen, (2001), p. 308
53 Christensen, (2001), p. 308
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Collected quantitative data is of high reliability. The selection of metrosexual men is based on a questionnaire presented in Appendix 1 “Survey Questions” and results from it in Appendix 3. Result given by this questionnaire is quantitative and together with description of how it was interpreted and measured should to high extend mach with results from future surveys.

3. Theory

3.1 Customer adoption process

Customer adoption process refers to an individual’s adoption of a product or/and service and becoming a regular user of it. Before acceptance of a innovation; a new product, service or idea that is perceived by somebody as new, an individual is moving through five stages; 57

1) **Awareness**: the product/service is presented to customer. Attention to the innovation could be drawn through several communication channels; newspapers add, TV commercial, radio and other advertising channels used by organization. WOM (word- of- mouth) can be another way for consumers to get awareness about particular product/service.

2) **Interests**: customer develops interests for the innovation and moves from awareness stage to interests stage for seek of information about the innovation if product/service is of an interest for consumer he will try to obtain more information about it. When consumer feels satisfied with the amount of information collected about the innovation he will move into the next stage in adoption process: evaluation

3) **Evaluation**: the evaluation process is based upon customer’s needs and desires for particular product/service. Consumer takes into consideration product’s benefits and alternative disadvantages. The evaluation process will lead consumer into two possible stages- either to try the innovation or not.

4) **Trial**: if customer decides to try the innovation he will move into trial stage where the value of innovation will be evaluated. This stage of adoption process is highly important because its here the value of innovation is analyzed. Customer evaluates the perceived benefits and value of a product/service, this will determine if

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customer’s degree of satisfaction with the innovation and lead him into final stage of adoption process: *adoption*

5) *Adoption*: in this stage customer decides either to become a regular user of the innovation or not. If customer experiences the benefits of innovation as valuable and, if any, disadvantages acceptable, he will consider the innovation as potential future substitute to previous product/service.

Factors influencing the adoption process are: 58

- *Differences in individual readiness to try new products and personal influence*: some individuals are more open towards new innovation and therefore their readiness for trying new products/services will be higher than others. Some customers can also be more willing for changing their current state and strive after new things, therefore their tendency for trying new innovations is higher than other consumers that don’t share this characteristics.

- *Differences in organizations’ readiness to try new products*. Organization’s environment, administration and progress. The legal and political environment as well as community progressiveness and income will influence organizations’ limits and ability to adopt innovations. Administration, that means, employees’ and other individuals’ (active within the organization) education level, age and personality will determine whole organizations’ ambition to change. Progress, that is, size of the organization, profit and pressure to change is the third aspect of organizations’ readiness to try new products.

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Below there is classification of adopters that is based upon the time line between introduction of innovation and individuals’ adoption of it:

- **Innovators**: new innovation enthusiasts
- **Early adopters**: early adopters are opinion leader within their social system. This group of customers is interesting to target and understand because other customer within the segment will look up to them and adjust their adoption behavior to early adopters. Early adopters are trendsetters for broader consumer segment.
- **Early majority**: adopt when the benefits of innovation have been proven. Consumers within this group prefer to wait with adopting innovation until the benefits of it have been proven.
- **Late majority**: is adopting the innovation very late because of their sensitivity to risk and price
- **Laggards**: are resisting the innovation as long as its possible

Because the purpose of this research is to examine if metrosexual men are early adopters of new clothing collection, only this part of customer adoption theory will be explained more deeply.

An innovation can be everything among products and services that by customers is perceived as new. Early adopters are not the first ones to adopt the product but are starting to consume the product in its early life cycle. They represent on average, after innovators, the next 13.5 percent of adopters. The difference between early adopters and innovators is that, early adopters are having more close relationship to the social groups around them than innovators. Early adopters, especially regarding products such as clothing, grooming products and so on are socially active. Early adopters are knowledgeable about the product category and tend to transmit word-of-mouth. Because of their high interests in the product category they tend to become opinion leader within their social networks. Opinion leaders are functioning as primer source of information regarding certain product category within their social network. Opinion leaders are also who others model themselves on. Opinion leaders are generalized by those characteristics:

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60 Assael, (1992), p.501
• **More knowledgeable about the product category:** customer is placing high value on being in fashion and follows the development of certain product category. Therefore he will strive to obtain information about it. The product category is of an interest for customer and he will actively be involved in progress of it.

• **More involved in the product category:** because of high interest for product category and engagement in it customer is receptive to innovations. New styles and fashion will not only be evaluated but also accepted early in their product life cycle.

• **More active in receiving communications about the product from personal sources:** customer’s wide knowledge about and involvement in the product category results in awareness of and interest in product category. Those factors lead to active communication about the product from personal sources as family, friends and so on.

• **More likely to read magazines and other print media relevant to their area of product interest:** the high interest in product category leads to active searching of information about it in several print media. An opinion leader is willing to consume all available information about product category.

### 3.2 Need recognition

Need recognition is a part of customer buying decision process that consist of five stages: **Problem/need recognition, information search, evaluation process, purchase decision and postpurchase behaviour.** Because the purpose of this study is to uncover metrosexual men’s need recognition only this part of the model is explained.

Customers recognize a need when their experience a significant difference between their current state and desired state. Customers’ aspiration for moving into desired state and away from dissatisfaction in current state creates a motivation. Motivation explains how an individual handles the transition from current undesired state into desired state. There are eight basic purchase motivations. Those eight buying motives are split into two groups where the first ones activates when customer experience a need for a functional solution in current state, negatively originated (informational) motives, second type motives arise when

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customer wishes to move into new state and emotional need occurs, positively originated (transformational) motives.  

![Diagram of Motives]

Informational motives (avoid negative outcome) are activated when replacement of a product is needed. The replacement can be considered necessary because of dissatisfaction, run out or brake down.

- Problem removal: when a customer deals with daily problems or basic human needs his motive for purchase is problem removal. What customer in that situation is searching for is functional solutions. This motive activates when customer is experiencing a problem in his current state and represents routine purchases or action. A purchase is a relief for customer. Typical problems belonging to this group are: hunger, sleep or need to make laundry or clean.
- Problem avoidance: customers thinking about the future and connected problems to it will try to avoid them. The motivation for problem avoidance is that customer doesn’t want to face an awkward situation in the future. The purchase is a kind of insurance for the customer and creates relaxation.

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- Incomplete satisfaction: Customer feels a need for better and more innovative solution to his problem. Using current product is not giving total satisfaction and therefore a customer is constantly searching for new and improved products.

- Mixed approach-avoidance: customer is experiencing both positive and negative feelings towards brand/product. When consuming service/product customer experience positive benefits but in the same time negative disadvantages, therefore the consumption is equal to mixed feelings.

- Normal depletion: a purchase is made because the product is worn out, old or depleted.

Transformational motive are to achieve positive experience. Purchase occurs when an individual wants to reward him self. The dive of transformational motives is that customer will experience a stimulating positive outcome.

- Sensory gratification: customer makes a purchase to experience a positive psychological stimulation. Customer while purchasing a certain product will experience happiness, enjoyment, adrenaline kick and similar positive feelings that makes him feel better and satisfied.

- Intellectual stimulation: customer’s need for improvement, excitement and challenges,

- Social approval: customer’s choice of a specific brand or product is strongly driven by the social surrounding. The need for acceptance, fit in and belonging to a reference group is the drive for the purchase. Customer purchase is based upon others opinion and approval, as well as reference group’s values.

3.3 Brand loyalty

Brand loyalty by definition;

“Brand loyalty is the biased, behavioral response, expressed over time, by some decision-making unit, with respect to one or more alternative out of a set of such brands, is a function of psychological processes.”

Customer’s relationship to a brand will classify him into one of the five customer groups. A customer may be loyal to a number of organizations and brands. Measurement of brand

67 Melin, (2001), p. 57
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loyalty is strongly connected to those groups because it will determinate customer’s awareness and attitude behavior. 68

- New category users: customers in this group just discovered the brand or product and have alternatively made one purchase.
- Brand loyal: customers buy only organization’s brand and products
- Favorable brand switchers: customers buy both organization’s brand but even a competitor’s brand. Customer is switching between brands in product category
- Other-brand switchers: customers are switching brands in the product category but do not purchase organization’s brand products
- Other-brand loyal: Customers in this group are loyal only to competitor’s brand and products.

Repeated purchases of a product don’t categorize a customer as brand loyal. The receptive behavior may occur because a substitute is missing or customers are price sensitive. 69 A measurement of behavior (repeated purchase) together with measurement of attitudes towards a brand will give more valid information about customers’ actual brand loyalty. A customer that is considered loyal to a brand will show a favorable attitude toward a brand and make repeated purchases of it. Brand loyal customers can be generalized up on those aspects: 70

1) **Brand loyal customer tend to be more self-confident in his or her choice:** customers that are highly brand loyal are sure that they make the right choice when purchasing a certain brand. In consumer’s mind is the brand is optimal selection and don’t question the purchase. Customer is highly confident in the brand and purchase of it.

2) **Brand loyal customers are more likely to perceive a higher level of risk in the purchase:** higher level of risk can regard he brand itself, a new products can be introduced, by purchasing it in its early life cycle when the benefits and disadvantages are still unknown is providing high level of risk. Certain brands purchased by customer may have higher price than substitutes and therefore perceive higher risk.

69 Assael, (1992), p. 87
70 Assael, (1992), p. 89
3) **Brand loyal customer is more likely to be store loyal:** If customer finds brand and satisfying selection of it in a certain store he will have no need of searching for it somewhere else.

4) **Minority group customers tend to be more brand loyal:** minority group most likely have their own unwritten rules, share similar moral, values and lifestyles.

### 3.3.1 Brand recall

Customer can recall a number of brands depending on the product category. Higher interest in product category mean easier and/or more recalled brands. When recalling a consumer is mentioning brands from his memory. Very first brands that customer will recall are so called “top-of-mind”. Top-of-mind are brands that consumer is first thinking about when concerning certain product category. Those first brands are, for customer, associated strongest to the product category and hold a significant place in customer’s mind.  

It is important to see the difference between recognition and recall. A customer recognise a brand when he sees a logo, symbol or other association connected to the specific brand. Recall means that a customer remembers a brand from his memory, which implicates a strong relationship to, and refers to the expression top-of-mind. Recalled brands can represents customer’s first choice when making a purchase, it mean that mentioned brands are those that consumer actively is searching for. But because first recalled brands can stand for strong positive association it could mean something else. Those brands don’t have to be consumer’s favourite or indicate frequent purchase. Certain brands could be recalled because of a scandal or other strong negative associations that a consumer can have towards a brand. Dissatisfaction, bad experience or general recent attention could be other reasons for recalling certain brands.

This research isn’t based on any predetermined clothing brands. Respondents will be asked to recall a number of brands. The goal is to target respondent’s relationship to, by them, recalled brands, top-of-mind-brands. Because those don’t necessarily stand for customer’s first choice an evaluation will be made. Which kind of relationship do respondents have to by them recalled brands and which associations do they have to those are reasons for them to mention brands from memory.

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73 Dahlén, & Lange, (2003), p.101
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3.4 Metrosexual men- a definition

“...but to determine a metrosexual, all you have to do is look at them. In fact, if you're looking at them, they're almost certainly metrosexual.”  

The metrosexual’s buying behavior is often in theory compared to female shopping behavior. For a long time the female shopper have been identified by careful cloth selection, dress code image communication, significantly higher amount of money spend on clothes and beauty products than men. Women say to have an eye for details, enjoy shopping and consider shopping as a part of social interaction. Also the expression Shop until you will drop is generally associated with women.

“... straight men living in urban, metropolitan settings who are embracing their feminine sides…”

What makes those two customer groups similar is the way they choose how, when and were to shop. A metrosexual shopper is sensitive for fashion industry and often a trendsetter for other straight males. He is comfortable in experimenting with colors, cuts and fashion items. He is not afraid of wearing pink, thigh and shiny. This customer group got the boom with David Beckham, the British soccer player that was extremely well dressed, regularly seen with new haircuts, wearing high fashion and more important feeling comfortable with and proud of it.

“...the more independent, wealthy, self-centered and powerful women become, the more they are likely to want attractive, well-groomed, well-dressed men around them. Though not for very long. By the same token, the less men can rely on women, the more likely they are to take care of themselves. Narcissism becomes a survival strategy; apparently, some men actually buy their own underwear and deodorant these days”

The new market was born, men became, as women for long time have been, a sex symbol. The metrosexual don’t need his mother, sister, girlfriend or wife to help him with selecting

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74 Simpson, (2002)  
76 Fenley, (2004)  
77 Simpson, (2002)  
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right outfit. He knows exactly how to present himself in the best way and can without
struggle select best outfit for an occasion. He prefers to spend more time picking out the right
outfit and standing in front of the mirror longer in order to look excellent than regular Joe.79

“Men under 35 shop more as like their sisters than their fathers and grandfathers”... “They
shop the same kinds of places. They’re not just in and out fast, but are people who like to
browse, use shopping as a community experience”80

Males fitting into this group don’t only shop their own clothes and grooming products, they
enjoy shopping experience, they don’t shop because they have too, they shop because it
brings them pleasure and an adrenaline kick. A metrosexual likes to spend money on himself,
improve his appearance and communicate an image.

Those factors are representing a metrosexual male shopper:

• Image conscious and have a sense for dressing well. Metrosexual men use a number
of elements to communicate a desirable image. They consider appearance as very
important when making first impression. This modern men desire to achieve certain
point of sophistication with their appearance, clothing and other materialistic products
they use. Desirable image is achieved by materialistic items as well as interest and
information about product category.81

• Brand sensitive: Metrosexual men are brand conscious and have their own
preferences. It is common that metrosexual men have favorite brands that they actively
search for when shopping.82 They also tend to be brand loyal.83

• Sensitive to fashion and have an eye for details: Metrosexual men are interested in
fashion and like to experience with clothing as well as other fashion items. By choosing

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79 Brynes, (2006)
80 Brynes, (2006)
Brynes, (2006)
83 Brynes, (2006)
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fashion clothing and having passion for style and modern appearance they are trendsetters for broader male customer market.\textsuperscript{84}

- \textit{Shop for him self and spends money on him self:} is able to evaluate all product categories, from vacuum cleaner to books: Metrosexual men stay single longer than previous generations and even if being in a relationship or married, still chooses to shop for him self. That is because metrosexual men enjoy shopping and they feel highly comfortable with it. More and more products are introduced and developed especially for men; fashion clothing, grooming products, spa treatments and even plastic surgery focused on males. Metrosexual men are spending money on their appearance and well-being.\textsuperscript{85}

- \textit{Is often compared to female in terms of shopping and appearance:} Metrosexual men are highly interested in fashion industry, they also like to be modern and dress and look trendy. Appearance and style is very important and improvement of it is done by grooming products, clothing and other materialistic items. Also, shopping for metrosexual men equals enjoyment and excitement.\textsuperscript{86}

- \textit{Is to be found in metropolis}\textsuperscript{87}

- \textit{High disposable income:} Metrosexual men are often staying single longer and there for are able to spend money they earn on them self\textsuperscript{88}s.

A precise definition of metrosexual men is not easy, the term changed it’s meaning since the first introduction;

“... having plenty of money to spend and living close to city centers to give them easy access to shops, clubs, gyms and hairdressers.” \textsuperscript{89}

\begin{footnotesize}
\textsuperscript{88} Advertising and the modern man (2005), Simpson, (1994), Lempert (2004),
\textsuperscript{89} Advertising and the modern man, (2005)
\end{footnotesize}
Those two statements are very different and can include all kind of people, the list made on this page is a guideline for researcher for targeting the metrosexuals and developing interviews.

4. Empirical data

4.1 Quantitative survey

In order to target valid responders for personal interviews a questionnaire has been handed out to men in Växjö between 20th and 22th of May 2008. It was handed out to men that potentially belong to metrosexual segment, that mean, those who appeared dapper and modern. It was common that men ticked (on a scale from 1 to 10) 3, 4 or 5. The aim of the survey was to target men that scored higher: 7, 8, 9 or 10. One hundred questionnaires have been collected. Metrosexual men that have been chosen for personal interviews scored above average value.

Copy of the questionnaire is presented in Appendix 1. The results from it is presented in Appendix 3, tables show score of the twenty men chosen for personal interviews. To present result from all one hundred questionnaires is pointless for this paper.

4.2 Qualitative interviews

Below presented data is collected during personal interviews with those 20 men that have scored highest on the questionnaire. In order to gain accurate information, the interviews have been made in Swedish. Each interview lasted between 40 minutes and 1 hour. The time and place of the interviews is 21th and 24th of May 2008 in Växjö.

1) Name 3 clothing brands you recall

At the beginning of the interview respondents were asked to name three clothing brands that they remembered. None of the respondents had problems of mentioning the first two one, while 6 hesitated when mentioning the third and final brand. There is great variety of clothing brands mentioned by respondents. The brands are both Swedish, (Filippa K, Tiger of Sweden) and international (Dolce & Gabbana, G-Star). Brand mentioned differ in their price category (Canali men’s wear are far more expensive than Diesel) and communicate different messages.

van Bree, Marc C.M., (2004)
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(WESC clothing are inspired by streetfashion while Lyle & Scott communicates high prestige and top quality clothing).

There is a number of brands that were repeated by several respondents; Tiger of Sweden (4), Replay (6)*, WESC (WE) (3)*, Lacoste (5)*, ACNE Jeans (3)*, Bondelid, Lyle & Scott (7*), Gucci (3)*, J.Lindeberg (4)*, Diesel (5)* and Hugo Boss (4)*. Other brands as Fred Perry, Tommy Hilfiger, Rip Curl, Wrangler were recalled by responders only once or twice.

When recalling, respondents named brands that could be placed in one category; Gucci, Christian Dior and Giorgio Armani or Diesel, Joop and Replay, or J.Lindeber, Lyle & Scott and Tommy Hilfiger.

2) Would you say that any of those brands are your favorite?

18 respondents say that brands they recall are their favorite. Keywords coming up when asking respondents why they considered a brand as favorite: stylish (13)*, high quality (13)**, fashionable (12)**, desirable image (9)**, matching my personality (7)**, and comfortable (7)**.

“ I like those brands because they always have something I like, I know that if I go I will always leave with something. Especially Lyle & Scott, they make awesome garments. I don’t even have to try it on, I know that it will look and fit good, and of course the quality is sharp”

Respondents were asked to give a better description of what stylish is and how they judge the quality of garments/brands.

Stylish: and good fit (8)***, fashionable (7)***, good to wear in every occasion (5)***

High quality: how the outfit feels to wear (8)***, garments ability to keep the same form after repeated usage (8)***, result of repeated washing (5)***

* The number of respondents recalling a certain brand is presented in parenthesis
** The number of respondents mentioning a certain aspect of a brand is presented in parenthesis
*** The number of respondents mentioning a certain aspect of style/quality is presented in parenthesis
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3) Do you purchase any of above mentioned brands?
4) If yes, how often and why do you choose those brands?
5) When you think about brands, would you say that you like to buy all kind of brands or do you usually repeatedly purchase clothing from the same ones?

Because of their resembles, collected data from those three questions is presented together.

One respondent answered;

“No. I usually purchase other brands.”

When asked why he recalled those brands he told:

“Well I like fashion and if I would be able to spend so much money on clothing I would definitely purchase garments from those brands, but for now I stick to cheaper brands. I try to check out what big brands offer at the moment and than search for praiseworthy alternative, it’s not that I try to copy a style, but I can see what is in at the moment and find resemble alternatives to much better price.”

2 other respondents show extreme behavior regarding this question. They both admit to having only those as favorite brands and purchasing clothing only from those three brands. They both say that they feel those brands are right for them and since long time did not purchase any other garments. One of those two respondents say that is because his image:

“I could not imagine to buy clothing from any other brand, I love those ones, I stick to them and they all together give a perfect picture of my personality and interests”

12 respondents also say that they, besides those ones, have two or three other brands that they like and purchase often. As a result at least one of the three mentioned brands ware bought frequently.

“I normally start searching new clothes in the usual brands, then I go for the others, but I don’t restrict myself always for the same ones.”

How often brand was purchased is different from respondent to respondent. 12 respondents say that they normally spend bigger amount of money on clothing every four to six months. This shopping occasion included more clothing pieces and covered more defined articles like
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season jacket or shoes and usually at least one piece each from mentioned brands. 8 remaining men shown tendency for purchasing their favorite brands more frequently.

“I like to see something new in my wardrobe every month, it doesn’t have to be anything remarkable, just a T-shirt.”

“I don’t buy clothing from those brands so often, but I choose them because of their image and design.”

When respondent was asked why he does not purchase clothing from those brands so often, and what he liked about their image and design he answered:

“Well...I graduated from school not so long ago, I just started my internship and obviously don’t have too much money to spend on clothing. But what I like about them...those brands are well known, for me they represent professionalism and good style. I think I look good in my Hugo Boss suit when I sit in a meeting”

Purchase of clothing from specific brands was often motivated by their fit, form and quality. 8 responders said they usually search for jeans from a particular brand because of it’s perfect fit. And even if it costs little more it was, by responders’ opinion, better quality and therefore better investment.

6) When purchasing clothing, what is more important for you; that you like the brand/ the price is right/ that you like the outfit?

The results from this question show that for 13 respondents most important is that they like the outfit. When talking about the outfit, aspects as style, fashion and fit were far more important than price. By interviewing respondent it was clear that neither brand nor price was as important as how they felt in the outfit. Brand was second important factor. Price seems not to be an important factor for respondents when choosing clothing. 6 respondents mentioned that they normally judge the price to be high but not always as determination factor.

“I like the brand I like the outfit however the price is never right.”
Two responders said that brand is most important for them. When they like an outfit that is labeled by right brand the price is not important at all.

7) Would you say that it’s important to think about image that different clothing brands send out?

15 respondents agreed that brands do send out different signals and that wearing a well known brand would have an impact on how your present your self and how other people look at you. Wearing the right clothing and brands seems to be most important when meeting new people. Making a good first impression is very important for respondents and they are convinced that how they dress will determinate other interpretation of them. 13 respondents said that they in certain situations, for example meeting customers, carefully considered whom they will meet and how to dress in order to make a best impression on the customer, dress up or dress down.

“Yes,... because each brand has its own style and image. Going to a business meeting in a Dolce & Gabbana suit is completely different of going in an Armani one, because of the style and image that each one has”

For reminding 7 respondents it is essential to consider the image a brand is sending but not to the same extend as previous group. For them a well-known brand is already good to wear and they felt that others would not judge them just because they worn a specific one.

8) Which kind of impression do you wish to make choosing your clothing?

Respondents show a tendency to make a differentiation between situations. Answers show that there is big difference in choosing depending on the situation the respondent will be in. Most significance is between job and free time. Respondents that have dress code at work are limited in choosing their garment. However they compensate this restriction in brand selection. Those respondents ware also more likely to mention more sophisticated and more expensive brands.

“It depends the use I’m going to give it. If professional, an impression of professionalism, seriousness and confidence is in order, if casual, a sense of relax, style, coolness and confidence it’s the one”
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“It would not look good if I come to a meeting with sweatshirt and jeans on. Working at the bank office restricts you to a certain dress code... I meet customers every day, I advise and help them with economic decisions, by my opinion it’s important that I look professional, that customers feel safer. Therefore there is a clear difference between suits, how it fits and how it’s made.”

Respondents that do not follow any dress code at work are more focused on expressing themselves through clothing.

“I think that my clothing represents where I’m from and how I think and behave, perhaps what my interests are. I would like to give a good impression, of course. Even if we say – don’t judge book by it’s cover- it is not possible to escape from an opinion about others just by looking at them.”

“You have to know how to wear something, a Armani shirt will not look the same on everybody”

9) Do you usually spend time thinking about your outfit when going to special occasions/job/school?

A difference in time spent depends on the occasion. The time spent on choosing a outfit split respondents into two groups; men that take their time choosing a proper outfit only when going to special occasions and those who always put a lot of effort in dressing.

The first group consists of 8 men. Respondents are most likely to spend less time on considering what to wear when going to job, school or other occasions they normally are present at. The reason for this behavior is routine. It does not say that those respondents do not put attention to their appearance, but determines the time spend on the outfit.

“I don’t spend too much time on dressing for job, I know our dresscode and adjust my outfit after that. At freetime, when celebrating or going to an event I regularly reserve more time on preparing”
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“I definitely spend more time in front of the mirror at Saturdays when it’s time to go out, during the week, when going to school I prefer to put on a t-shirt and a pair of jeans, it gives fresh and relaxed impression”

12 of responders admit to putting an effort in their appearance in every situation. They say that it is important for them how they look, because this will affect their mood, and also because they enjoy clothing and dressing up. When thinking about different situations they say that generally it takes them longer to prepare for special occasions, dates and holidays.

“Yes. A lot of time. I don’t want to look bad in any occasion. That doesn’t mean it not occurs sometimes”

10) How often do you buy clothing?

For 10 respondent the most common time line to fill their wardrobe is every six months, and making some smaller purchases in between this time. They like to make bigger shopping before summer and winter collection. While spring and autumn collections are not as interesting for them, shopping of clothing of those collection occur but not in the same extend.

“All 6 months I try to change my style and every 3 months I buy some clothes to adjust what I bought before”

10 reminding respondents tend to shop more often, once a month, or every two months. This group as a difference from the previous one doesn’t plan any bigger shopping. They frequently purchase clothing but in smaller amount.

11) What is the most common reason for you buying clothing?

“Because I work I don’t have so much time to shop clothing, but when I do I normally spend money on something because it looks good on me, it’s going well with something I already have or simply because I need it. Like for example socks, I buy socks because I need new one, not because they are special kind of socks”
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When answering that respondent was asked to actually consider his last purchase of socks, if he was buying a specific color, and if yes that why? He was also asked if he owns a pair of ankle-high socks or other sock style that is created for wearing with specific shoes.

“well... last time I was buying socks... I bought some pairs black and some white. Black ones I usually wear to work and white ones on my free time. I think that white socks are more esthetical and that’s why I like to wear them. Hmm, as longer I think about it as more clear it gets to me that I actually do put a lot of mind on socks, or at least more that I thought I did. I do buy ski socks, soccer socks and yes I do own ankle-high socks. I don’t like to have normal length socks with sneakers and shorts.”

11 respondents say that usually a primer reason for them to shop is that they feel a need for it. Whey asked about it they say that it’s not because the clothing inside their wardrobe is very old, or because it’s broken, worn out or has any other functional defect but because they simply feel a need for shopping. During the interviews it wasn’t very difficult to conclude that this need for shopping was coming from a desire for owning something new. A common reason for shopping could be because they got tired of their clothing, they feel that they have nothing to wear, they saw something they really desire to have. Another reason is a certain event coming up to which a new outfit was needed because the respondent didn’t want to wear something that he already worn on a occasion like this once before.

“I’m getting short on variety or sick of old clothes, or I need something new for a new occasion”

4 respondents also said that shopping makes them feel better, they say that when shopping it’s easy to forget everything around them and just get a adrenaline kick from owning something they liked and something that was new.

12) How much time do you spend and where (specific stores that you prefer, shopping malls or anywhere else) do you usually shop?

6 respondents said that they prefer to shop in bigger cites than Växjö. Shopping destinations could be Stockholm, Jönköping, Malmö and Copenhagen. The reason for purchasing clothing somewhere else is lack of variety in Växjö. Another reason for traveling is finding new, fresh and unique things that nobody else in Växjö will own. Those pieces clearly help respondents
in creating their individual style. Respondents also say that they do shopping trips when planning to spend bigger amount of money, and obviously purchasing more clothing pieces. Respondent do also of course purchase clothing is Växjö as well, but then only by impulse.

"Even if I could find brands that I like here in the city I rather go to Copenhagen, I like Illum, there you will find all that you want and little more. In Copenhagen they also are many pleasant small shop where I always find unique accessory"

14 remaining responders shop outside Växjö only by occasion. 5 say that they don’t enjoy shopping in Växjö because of lack of variety, but they don’t do shopping trips. 9 say that shopping in Växjö can sometimes be little hard but generally don’t find a problem with it.

13) Do you prefer to shop with your friends or by your own?

Answers on that question were different among respondents. 3 said that they prefer to shop on their own because they did not feel any need for having family and friends around them. They by their own could decide if something was looking good or not. 2 said that friends or/and family would disturb them while shopping and not make any positive contribution in this situation.

15 respondents said that they enjoy the company of their friends and/or family while shopping. It was more fun because a discussion about clothing and what to wear as well as what was definitely not allowed would usually come up. Another reason for shopping with somebody else was opportunity to advice; respondents wish to get second opinion and they also like to give their own opinion on other’s look.

3 men said that if they like to have somebody around while shopping would always depend on the situation. If they knew exactly what they wanted the company would be unnecessary but when shopping by impulsive a second opinion was always welcome.
14) When you shop with your friends/family, how would you describe their influence on you?

Referring to the questions before, respondents that did not shop with their friends and/or families didn’t make any contribution to this data.

1 respondent said that when shopping with others, he usually would purchase more pieces and more expensive clothing.

15 respondents that were most likely to shop with others had different opinions on how they got influenced by them. 10 said that when getting a negative criticism they were most likely not buying the clothing. Family/friend could also convince respondents to buy something they didn’t really like, garments that they later on either learned to love or hate.

Another influence was larger purchase, when shopping with somebody else, 6 respondents were more likely to come home with more garments that planned. This depends on the good mood, pleasant conversation and mutual enjoyment.

5 men said that even if their company didn’t approve the purchase this would not make influence on them.

15) Do you always plan your shopping or is it impulsive decisions?

Planed and impulsive shopping was common among all respondents. When considering what planed and impulsive shopping really is, 16 respondents said that both generally occur simultaneously. Impulsively purchased clothing is usually a matching garment to something that was planed to buy in the beginning, or a pure desire impulse.

“I almost always plan my shopping, usually some days before, I think about what I want and what I need to buy, then I also most likely find clothing that I didn’t think of.”

“Planning and impulsive. I plan shopping I do every six months, I know which stores I will visit and which garment to search for but I usually find something else that I have to have..
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When I just search clothing to adjust to my wardrobe I usually don’t plan it. I can just go out any day to find something that I like and that will put me it better mood”

16) What would you say about today’s fashion?

17) Do you think that fashion industry makes a great impact on yours/peoples everyday life?

Answers to those two questions are presented jointly.

“Summer collection has been out for a while now, I like it because there’s a lot of bright colors, straight lines and checked shirts to combine with v-cut cardigans... If you modify your clothing from last summer they can still fit in current season”

Regarding to 14 responders’ opinion fashion does make an impact on peoples everyday life. Fashion is not possible to avoid, even if somebody would try, assortment in stores always follows fashion line. 8 responders say that some people are crazy about always following fashion. According to them, people like that should rethink their dressing and realize that personal attachments are far more important and flattering than being slaves to fashion industry. 16 respondents agree that today’s fashion is your individual style, you can wear whatever as long you have a sense for matching and details.

“... some people look like they would just jump out from a cartoon, they just don’t realize that less is more... sure follow the fashion but do it with style”

18) Do you often buy newest collection clothing? If yes, why?

There is a clear interest for new collection among respondents. What seems to be more of an importance is summer and winter collection than autumn and spring. 9 respondents say that those seasons are more important because of garments practical function. Each and every one said that they always own something from summer respective winter collection. The reason for purchasing new collection clothing is; liking new clothing collections (14)*, need for having something new (13)*, seeing something in magazine or somewhere else that they liked and desired to have (9)*, it’s important to update your style (9).

* The number of respondents mentioning a certain aspect presented in parenthesis
19) Compared to your family/friends, would you say that you are most trendy?

20) Do your friends/family tend to ask you for advice regarding clothing? If yes, how well do you think that you help them?

Data collected from those questions is presented together.

“I think it’s hard to say who is most trendy. I think that all my closest friends are trendy, but neither them nor me are fashion slaves. I think that we all have our own individual style.

Everybody add something that they like.”

Individualism and personal style were keywords coming up when discussing this theme. Respondents were hesitating to say if they considered them self as most trendy and explained that today’s “tend” could be everything, that people make their own fashion and boundaries regarding “tends” are very wide. 16 respondents also say that they tend to be asked by others for advice but degree of it differs. 9 of them said that they friends ask them about opinion usually while shopping. 5 said that they friends ask them before going somewhere, but this did not occur often. What was similar among the respondents is their positive attitude about their possibility to help and their good knowledge about clothing and fashion.

“I have a sense for clothing, I know what looks good and can mach clothing and accessory well, my friends know about that and often ask me for advices.”

21) Do you like to stick out from the group, or do you usually choose clothing to blend in?

The most important thing with dressing is to feel good (16)*, comfortable (10)* and have own style (9)*. Their neither dressed to stick out nor to blend in. 8 say that it’s normal to consider the outfit depending on the occasion and how people will be dressed, but, according to 5 respondents, it was not making any bigger influence on them.

4 respondents said that they usually consider dressing differently or blending in depending on the situation. When attempting more formal activities they would follow a certain dresscode, while informal, like meeting with friends, they allow much more personal style.

* The number of respondents mentioning a certain aspect presented in parenthesis
1 respondent said that even if he usually likes to blend in, he modifies his look with his personal attachments.

22) Where do you get inspiration for your dressing? (Magazines, TV, other people)

All respondents said that they get their inspiration for clothing from different kind of information channels. The most common one was magazines (15)*, respondents informed that there are plenty of adds and articles about fashion and men’s wear in them. TV (8)* and cinema (4)* were the second most mentioned guide to fashion. It wasn’t fashion shows that men got their inspiration from but entertaining programs, music videos or movies at cinema. Friend and other people could also be a kind of inspiration but not to so great extend as media. Bigger cities (5)* are also good inspiration for clothing.

“Because of my job I get to travel a lot, seeing people in Madrid, London, Paris or even Stockholm always gives me a fresh idea”

23) Did you ever strongly regret wearing something because of somebody else’s comment?

Each and every respondent say that they, at least once, did a major mistake regarding clothing. They say that something that seems to be a great idea in the beginning ended in a fashion disaster. The occasion at which respondents felt uncomfortable with the outfit was everything from holidays or other events, to typically every day situations like job, school or meeting with friends. The feeling of regret differs among respondents. 7 say that they took it quite easy and today can laugh about it, 4 show anger towards person that was commenting them and 3 others say that they left early because they felt so uncomfortable. Not all respondents say that they recognized their mistake because of somebody’s observation, 13 respondents say that they by their own saw their mistake. Remarkable was respondents’ statement about mistakes, and that it’s normal to sometimes dress totally wrong.

* The number of respondents mentioning a certain information channel presented in parenthesis
Metrosexual men’s shopping habits – study of the modern men’s clothing brand selection

5. Analyze

5.1 Quantitative survey

The questionnaire consists of 18 (on a scale from 1-10) questions regarding image, brands, fashion, shopping and appearance and 1 question to conform that all respondents are living in Växjö (1 conforms that respondent is from Växjö, while 0 means that he lives somewhere else) (see Appendix 1 “Survey Questions). Questionnaire was design in a way to clarify which of all respondents show tendency to belong in metrosexual segment. In total 100 hundred questionnaires has been collected. The criteria for getting selected was getting higher score than average, that mean, those who ticked (on a scale from 1-10) 7, 8, 9, 10. From all 100 respondents 20 men that got highest score on questionnaire has been selected for personal interviews.

Below there is a display of each respondent’s total score. It represents the 20 respondent that got highest score on the questionarie:

- Respondent 1-132
- Respondent 2-130
- Respondent 3-135
- Respondent 4-141
- Respondent 5-140
- Respondent 6-143
- Respondent 7-133
- Respondent 8-134
- Respondent 9-130
- Respondent 10-133

- Respondent 11-132
- Respondent 12-125
- Respondent 13-151
- Respondent 14-125
- Respondent 15-132
- Respondent 16-125
- Respondent 17-134
- Respondent 18-137
- Respondent 19-139
- Respondent 20-149

Score from those 20 questionnaires is between 125 and 151 on in total 181 possible (for more detail see Appendix 3 “Results from quantitative survey”).

- 3 respondents that scored lowest got 125 each
- 10 respondents scored between 130 and 135
- 3 respondents scored between 136 and 140
- 2 respondents scored between 141 and 145
- 2 respondents scored between 146 and 151
5.2 Qualitative interviews

Data collected from personal interviews show that not all 20 respondents chosen from 100 questionnaires belong to metrosexual segment. In order to support this statement a classification of those 20 respondents has been made. This categorization is based on characteristics of metrosexual men and personal interview questions (see Appendix 4 “Table-Qualitative interviews”). Each respondent’s answer is marked to show who scored highest. Results from this analyze show that 5 of 20 respondents chosen for personal interviews are metrosexual. Here below is presented result of each respondent’s total score.

- Respondent 1-12
- Respondent 2-11
- Respondent 3-8
- **Respondent 4-24**
- **Respondent 5-23**
- **Respondent 6-21**
- Respondent 7-8
- Respondent 8-11
- Respondent 9-12
- Respondent 10-13
- Respondent 11-16
- Respondent 12-10
- **Respondent 13-23**
- Respondent 14-9
- Respondent 15-14
- Respondent 16-12
- Respondent 17-13
- Respondent 18-11
- Respondent 19-11
- **Respondent 20-23**

Respondents that scored highest, which classify them into metrosexual market are marked in above presented table, respondent 4,5,6,13 and 20. This also shows that those men that score highest on personal interviews also scored highest on qualitative survey.

<table>
<thead>
<tr>
<th>Survey score</th>
<th>Personal interviews score</th>
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<tbody>
<tr>
<td><strong>Respondent 4-141</strong></td>
<td><strong>Respondent 4-24</strong></td>
</tr>
<tr>
<td><strong>Respondent 5-140</strong></td>
<td><strong>Respondent 5-23</strong></td>
</tr>
<tr>
<td><strong>Respondent 6-143</strong></td>
<td><strong>Respondent 6-21</strong></td>
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<td><strong>Respondent 13-151</strong></td>
<td><strong>Respondent 13-23</strong></td>
</tr>
<tr>
<td><strong>Respondent 20-149</strong></td>
<td><strong>Respondent 20-23</strong></td>
</tr>
</tbody>
</table>
Following analyze regarding customer adoption process, motive for purchase and brand loyalty is based upon those 5 respondents that shown to be metrosexual. Analyzing data from remaining 15 respondents that participated in personal interview will not be made, that because there are not valid respondents for answering research’s question.

5.2.1 Customer adoption process

Awareness: Advertisement and own high interests for product category draw metrosexual men’s attention for new collection clothing. Involvement rise by seeing an add that is presented on street, in magazine, seen in cinema or other bigger cities than Växjö. Because of their high interest for new collection clothing is their attention to this kind of information easily stimulated.

Interest: Interest for new clothing collection is high from the first stage of customer adoption process. Seeing advertisement and generally being involved in product category is immediately moving metrosexual men into third stage of customer adoption process, namely evaluation.

Evaluation: Primer reason for metrosexual men purchasing new collection clothing is liking the design of it. Also 3 of 5 respondents say that they purchase new collection because they desire owning something new. Metrosexual men are highly concerned about how they look and desire to improve their appearance as well as being modern, trendy and looking good. Those are other benefits that metrosexual men find in new clothing collection.

Trail: Metrosexual men are highly concerned about their appearance and being trendy. Purchase of new collection clothing is important for updating and communicating desirable image. Personal attachments and accessories are considered as complement to clothing.

Adoption: Metrosexual men experience numerous benefits when purchasing new clothing collection. As first new collection is replacement for previously purchased clothing, second new collection clothing is representing modern and updated look, which are main principal for metrosexual men.

Metrosexual men’s readiness to try new collection clothing is high, that depends on their interest and involvement in fashion industry, awareness about their appearance and
Metrosexual men’s shopping habits – study of the modern men’s clothing brand selection

willingness for purchasing new clothing as well as improving and updating their self’s. They enjoy sharing opinion about fashion. For 3 of 5 metrosexual men others opinion is important while shopping, also 3 of 5 say that social group when selecting an outfit doesn’t influence them. Växjö being a smaller city is a limitation for metrosexual men. They prefer to travel to other bigger cities in order to find desirable clothing. They do it frequently and purchasing clothing in Växjö occurs seldom.

Metrosexual men enjoy shopping with others, they also gain satisfaction in discussing fashion with others and are socially active. Also, metrosexual men are more knowledgeable about fashion and clothing because of their interest in appearance and ways to improve it. They actively search for information about product category by getting inspiration in other bigger cities, being aware of adds and information about product category in magazines and cinema. Metrosexual men are replacing their current wardrobe by purchasing new collection clothing.

5.2.2 Motive for purchasing clothing

Metrosexual men’s purchase of new clothing is both of informational and transformational nature. Motives that are strongly emotional, awakes need and desire for shopping. Metrosexual men not only carefully consider what to wear in every occasion but also which brands to choose. 4 of 5 purchase clothing by plan and impulse, there those occur simultaneously. They enjoy other company whole shopping and purchase clothing once a month or more frequently. Metrosexual men living in Växjö travel to other bigger cities to get desired clothing and consider accessories as very important attachment to their personal style.

Informational motives: informational motives help respondents to avoid possible negative outcomes. Replacement of current wardrobe is leading to two informational motives for metrosexual men to purchase clothing.

Problem avoidance: metrosexual men are concerned about special occasions and other events for which they need new clothing. In certain situations they don’t want to bee seen in the same clothing, in other they consciously strive after achieving a certain image.

Incomplete satisfaction: buying new collection clothing or generally new clothing shows metrosexual men’s dissatisfaction with clothing that they already own. They feel a need for updating their wardrobe as well as image and style.
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Transformational motive: transformative motive are helping metrosexual men to achieve positive feelings and experience while shopping.

Sensory gratification: metrosexual men experience positive feelings and experience when searching for and purchasing new clothing, they feel satisfaction, enjoyment and pleasing emotions while shopping. Not only does actual purchase contribute to positive emotional state but also active search for information about product category does that.

Intellectual stimulation: their sensitivity for brands, clothing and other fashion items show is high. They choose different outfits for creating an image, impress others, for example choosing the outfit depending on situation or people they will meet. 3 of 5 metrosexual men say that social group when choosing their outfit doesn’t influence them. 3 of 5 also say that while shopping other opinion is important. This means that metrosexual men are more influenced by other while purchasing but not when selecting an outfit that they already own.

5.2.3 Brand loyalty

Metrosexual men are favorable brand switchers. They have their own favourite clothing brands that they had strong positive attitude towards and purchase frequently. Also, 2 of 5 metrosexual men consider brand as most important factor when purchasing clothing. 1 of 5 say that he only purchase clothing from by him mentioned brands. 4 of 5 say that they besides those three mentioned brands have two or three other favourite brands that they purchase frequently. Brands that were recalled by respondents are their top-of-mind brands within product category. Respondent attachment to those is strong and filled with positive associations like: stylish, prestige, high quality, comfortable, fashion, personalized and status symbol. This shows that respondents were self-confident in their clothing brand choice. Brands purchased by respondents are more expensive than other alternative labels and therefore represent higher level of risk.
Brands recalled by respondents:

- Respondent 4: WESC, Bondelid, Monkey See
- Respondent 5: Fred Perry, Lacoste, Lyne & Scott
- Respondent 6: J.Lindeberg, Lyne & Scott, Tommy Hilfiger
- Respondent 13: Diesel, Replay, Billabong
- Respondent 20: Tiger of Sweden, Hugo Boss, Gucci

There is no evidence for metrosexual men preferring the same brands. The resemblance is that all brands recalled by respondents are international and well-known brands. Brands are also a way of communication desirable image and by metrosexual men’s opinion brands are sending different signal and have influence on how others are perceiving you.

Factors that categorize metrosexual men as brand loyal are: frequent purchase, strong positive attitude, self-confidence in brand selection and higher perceived risk in the purchase. Metrosexual men are not one brand loyal, but they show high loyalty toward five or six brands within product category.

6. Results

When choosing clothing metrosexual men are mostly concerned if it’s stylish, fashionable, about the brand and quality. Metrosexual men show strong brand attachment. Which means that the clothing they first look at is labelled by their favourite brand. Metrosexual men are favourable brand switchers. They are brand loyal to few clothing brands within product category. They show high tendency of developing intense attachment and strong positive attitude toward their favourite clothing brands. Associations made with favourite brands are: stylish, fashionable, matching my personality, image and quality. The purchase of clothing occurs once a month or more often.

Metrosexual men show high knowledge about clothing, fashion and consider themselves as capable of distinguishing what is looking good on them and on others. Respondents mentioned different brands that show their preferences within selection of clothing. They also agree that different brands communicate certain images and that it’s important to consider which kind of clothing is proper in given situation.
Metrosexual men are conscious about their image. Desirable image is expressed through clothing, brand selection and personal attachments. One other thing that is important for metrosexual men when choosing clothing is individualism. Matching different garment, attaching details and other small things are important for making the outfit personalized and more special. They are concerned about what kind of first impression they should make and choose clothing after that. Metrosexual men are putting an effort in their appearance in every situation. It’s important for them how they look, because this will affect their mood, and also because they enjoy clothing and dressing up. When thinking about different situations they generally take longer time to prepare for special occasions, dates and holidays. But always allow them self to dress well and look good.

A primer reason for metrosexual men to shop is that they feel a need for it. It’s not because the clothing inside their wardrobe is very old, or because it’s broken, worn out or has any other functional defect but because they simply feel a need for shopping. Another strong argument for purchase is seeing an add or getting inspiration for outfit from some other source. Motive for shopping is a desire for owning something new and fashionable. A common reason for shopping could be because they got tired of their clothing, they feel that they have nothing to wear, they saw something they really desire to have. Another reason is a certain event coming up to which a new outfit was needed because they didn’t want to wear something that got already worn on a occasion like this once before. The motives are both informational (problem avoidance and incomplete satisfaction)

Metrosexual men enjoy buying clothing and do it frequently to refresh their wardrobe and update their image. They are most likely to do it with friends or family members. Experience they get from shopping with others is good mood, pleasant conversation and mutual enjoyment. Inspiration is coming from magazines, cinema and other communication channels that provide information about product category. Metrosexual men find it difficult to shop in Växjö, they complain about lack of differentiation, items of season collection and brands. Therefore they do shopping trips to bigger cities like Stockholm, Malmö or Copenhagen. But bigger cities are not only a place to purchase, it’s also another source of inspiration for clothing and style. As important as clothing is the unique accessory that helps to complete the desired look. Metrosexual men show a strong desire for owning something new, fresh and unique.
Their interest for fashion, look, clothing and frequent purchase of clothing categorize them into early adopters of new clothing collection. They show a clear tendency for preferring new clothing collections. Metrosexual men have interests for fashion and like to buy clothing that is in, new and different. Interest for new clothing collection is stimulated by concern about appearance, desire to look good and modern, importance of updating the image and general interest in product category. Personal influences that contribute to their choice are desire for new clothing, trying new things and concern over looking good in every situation.

Individualism and personal style is very important for metrosexual men. People make their own fashion and boundaries regarding “tends” are very wide. Fashion does make an impact on metrosexual men’s everyday life. For them, fashion is not possible to avoid, even if somebody would try, assortment in stores always follows fashion line. Metrosexual men are not concerned about fitting in or standing out from a group, they just feel a need for individualism and get inspired by their own sense for style.

7 Further research

This research’s objective was to identify metrosexual men in Växjö, if there are early adopters of new clothing collection and evaluate their brand loyalty towards their top-of-mind brands. Questionnaire has been handed out to 100 men, 20 have been chosen for personal interviews and 5 have been proven to be metrosexual. This implies 5% of men living in Växjö being metrosexual. In Växjö municipality lives round about 80 000 inhibitors. Växjö is significantly smaller than Malmö, Stockholm or Copenhagen. It would be interesting to make the same or similar research in bigger cities, like above mentioned Malmö, Stockholm or in other nearby counties like Denmark or Norway to see if percentage of metrosexual men is higher in those. It would also show how/if metrosexual men in other cities and/or countries have similar shopping habits. Metrosexual men living in Växjö travel to bigger cities in order to make the purchase, but are metrosexual men in, for example, Stockholm traveling to even bigger cities to buy clothing or are they totally satisfied with shopping in Sweden’s capital city? Also metrosexual men living in other bigger cities could show different relationship towards brands, loyalty and selection.
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APPENDIX

1. Survey questions

1. Do you live in Växjö?
   - Yes
   - No

2. How often do you buy clothes?
   Never 1 2 3 4 5 6 7 8 9 10 Not often enough

3. To which extend would you say that you like buying clothing?
   I hate it 1 2 3 4 5 6 7 8 9 10 I enjoy it

4. When buying clothes how important is it for you that it’s stylish?
   Not important at all 1 2 3 4 5 6 7 8 9 10 Very important

5. When buying clothes how important is it for you that it’s prestige?
   Not important at all 1 2 3 4 5 6 7 8 9 10 Very important

6. When buying clothes how important is it for you that it’s latest fashion item?
   Not important at all 1 2 3 4 5 6 7 8 9 10 Very important

7. When buying clothes how important is it for you that the brand is well known?
   Not important at all 1 2 3 4 5 6 7 8 9 10 Very important

8. Do you prefer to spend relatively more money on clothing you like because of it’s brand/ fashion status/ image?
   Not important at all 1 2 3 4 5 6 7 8 9 10 Very important

9. When buying clothes how important is the quality?
   Not important at all 1 2 3 4 5 6 7 8 9 10 Very important
10. Do You think that clothes are an important aspect in making a good first impression?
   Not important at all  1  2  3  4  5  6  7  8  9  10  Very important

11. How often do you buy latest fashion items?
   Never  1  2  3  4  5  6  7  8  9  10  Very often

12. To which extend is clothing and appearance important for you?
   Not important at all  1  2  3  4  5  6  7  8  9  10  Very important

13. Do you think that wearing specific brand clothing will indicate an image?
   Not at all  1  2  3  4  5  6  7  8  9  10  Yes, to great extend

14. Do you consider what kind of image you will send out to others when selecting clothing and various brands?
   Not at all  1  2  3  4  5  6  7  8  9  10  Yes, to great extend

15. Do you think that appearance and image is something that everybody should care about?
   Not at all  1  2  3  4  5  6  7  8  9  10  Yes, to great extend

16. To which extend would you say that yours appearance important for you?
   Not important at all  1  2  3  4  5  6  7  8  9  10  Very important

17. To which extend would you say that yours image important for you?
   Not important at all  1  2  3  4  5  6  7  8  9  10  Very important

18. Would you say that you consciously influence your image thought clothing?
   Not at all  1  2  3  4  5  6  7  8  9  10  Very much

19. Do you agree that it’s worth spending more money on fashion clothing?
   Not at all  1  2  3  4  5  6  7  8  9  10  Very much
2. Interview questions

1) Name 3 clothing brands you recall
2) Would you say that any of those brands are your favorite?
3) Do you purchase any of above mentioned brands?
4) If yes, how often and why do you choose those brands?
5) When you think about brands, would you say that you like to buy all kind of brands or do you usually repeatedly purchase clothing from the same ones?
6) When purchasing clothing, what is more important for you; that you like the brand/ the price is right/ that you like the outfit?
7) Would you say that it’s important to think about image that different clothing brands send out?
8) Which kind of impression do you wish to make choosing your clothing?
9) Do you usually spend time thinking about your outfit when going to special occasions/job/school?
10) How often do you buy clothing?
11) What is the most common reason for you buying clothing?
12) How much time do you spend and where (specific stores that you prefer, shopping malls or anywhere else) do you usually shop?
13) Do you prefer to shop with your friends or by your own?
14) When you shop with your friends/family, how would you describe their influence on you?
15) Do you always plan you shopping or is it impulsive decisions?
16) What would you say about today’s fashion?
17) Do you think that fashion industry makes a great impact on yours/peoples everyday life?
18) Do you often buy newest collection clothing? Why?
19) Compared to your family/friends, would you say that you are most trendy?
20) Do your friends/family tend to ask you for advice regarding clothing? If yes, how well do you think that you help them?
21) Do you like to stick out from the group, or do you usually choose clothing to blend in?
22) Where do you get inspiration for you dressing? (Magazines, TV, other people)
23) Did you ever strongly regret wearing something because of somebody else’s comment?
3. Results from quantitative survey

- 1. Do you live here in Växjö?
- 2. How often do you buy clothes?
- 3. To which extent would you say that you like buying clothing?
- 4. When buying clothes how important is it for you that it’s stylish?
- 5. When buying clothes how important is it for you that it’s prestige?
- 6. When buying clothes how important is it for you that it’s latest fashion item?
- 7. When buying clothes how important is it for you that the brand is well known?
- 8. Do you prefer to spend relatively more money on clothing you like because of it’s brand/ fashion status/ image?
- 9. When buying clothes how important is the quality?
- 10. Do you think that clothes are an important aspect in making a good first impression?
- 11. How often do you buy latest fashion items?
- 12. To which extent is clothing and appearance important for you?
- 13. Do you think that wearing specific brand clothing will indicate an image?
- 14. Do you consider what kind of image you will send out to others when selecting clothing and various brands?
- 15. Do you think that appearance and image is something that everybody should care about?
- 16. To which extent would you say that your appearance important for you?
- 17. To which extent would you say that your image important for you?
- 18. Would you say that you consciously influence your image thought clothing?
- 19. Do you agree that it’s worth spending more money on fashion clothing?
Diagram 2
Metrosexual men’s shopping habits – study of the modern men’s clothing brand selection

Diagram 3
Diagram 4
### 4. Table-qualitative interviews

#### BRAND

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#### NEW COLLECTION CLOTHING

| Reason for purchasing new collection clothing: Like new collection clothing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|--------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Purchasing new collection clothing when seeing a add for it | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Purchasing new collection clothing because of desire for owning something new | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |

#### IMAGE

| Purchase new collection clothing for updating own image | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|--------------------------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Purchase certain brands for communication desirable image | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Carefully consider which brands to wear | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Brands are communicating image and how you present your self | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |

#### INSPIRATION FOR CLOTHING

| Magazine | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|-----------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| TV |   | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Cinema | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Other bigger cities | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |

#### SPENDING MONEY

| Purchase clothing once a month or more often | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
|---------------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|
| Frequently travels to other cities for purchase | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
### Metrosexual men’s shopping habits – study of the modern men’s clothing brand selection

#### DETAILS

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#### SHOPPING

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<td>Shop on his own</td>
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<td>Shop with others, enjoys company</td>
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#### TOTAL SCORE OF EACH RESPONDENT

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