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The customer behaviour in the men's cosmetics market

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1. INTRODUCTION

1.1. Background and problem:

Every one wants to be beautiful. The global world we are living in sets stereotypes that become models. Models that are over represented all around us: in the magazines, on the television, in the fashion shows, in the commercials, in the streets and even at work or at school. It is a fact, everybody wants to look like the magazines' figures, men as well as women: a perfect skin and a perfect body for a perfect life.

This growing concern is a gold mine for the cosmetic brands.

But how to define cosmetics? Cosmetics are substances used to enhance the beauty of the human body. It implies psychologically that you are compensating for something you do not have.¹ Cosmetics include products such as shampoos and soaps as well as make-up, hair cares and perfumes.²

The women market is running since a large number of years whereas the business of selling cosmetic for men is booming since a couple of year. The male body, before eclipsed by its female counterpart, is more and more shown off in the media, advertisement or the cinema. Nowadays, men are more conscious of their body and the need to conform to the injunctions of youthfulness, healthiness, and thinness which make them go from “sanitarians to body aesthetics”³. The development of fashion magazines for men reinforces this new concern of the men for their appearance. The explosion of the male press in general goes hand in hand with the one of consumption of beauty products for men. Thus, the men conform more and more to certain patterns of beauty and are more sensitive to the cosmetics, like products enable them to improve their appearance, to put it in scene, to dramatise it.⁴

However, although men use more and more cosmetics, it is estimated that their products are still bought at 80% by their wife⁵. But, even if market research suggests that the women expect their companions to take care of their appearance also, some still fear that the purchase

¹ E:\Susan's Place Transgender Resources for Transsexuals and Crossdressers Library The Politics of Makeup.htm- 12/04/07

² http://www.pgbeautyscience.com/en_UK/sustainability/cosmeticdefinition_en.html

³ Lipovetsky, www.pug.fr/extrait_ouvrage/Ebeau.pdf - *Le crépuscule du devoir, l'éthique indolore des nouveaux temps démocratique*, Gallimard - 12/04/07

⁴ Maffesoli, *Au creux des apparences, pour une éthique de l'esthétique* – Plomb – 12/04/07

⁵ Data panel, Europe, TGI Europa, 2002 - 12/04/07

of cosmetic products call into question their virility, associating them to a female, effeminate or homosexual universe; the stereotypes seem to have the hard life! Indeed, the body, appearance, and the beauty reflect to the game of seduction and consequently with sexuality and the object or rather about the desire: women versus men. Therefore, as research remain relatively seldom when talking about cosmetics for men, it seemed important to understand what these terms mean today for the men, considering the evolution of mores and mentalities on the one hand, and of their orientation or preference for one or the other sex, on the other hand. In fact, men do not have the same “cosmetic” speech obviously as the women (Solomon and al.1998), which explains certain failures of products due to packaging considered to be too feminine or inadequate smell. Also, it can be supposed that the heterosexuals do not have the same uses and experiences of this category of products as the homosexuals.

Obviously, many differences exist between the market of cosmetics for women, and the one for men. Thus, the firms have had to adapt their marketing strategies to this new target to lead them buy their products. Those adaptations touch all the areas of the mix marketing: product, communication, place and price.

1.2. Purpose:

The behaviour of the men is not easy to understand and is actually the core of this work. The focus will be on the relationship that men have with self-appearance and cosmetics or beauty care product. Some said that men were not ready to use cosmetic products whereas others considered the mentalities ready to face a boom in this market. Is it relevant to talk about one mentality? Or is it rather better to define different targets with different needs and wants? And therefore different marketing strategies?

To answer those questions, this study will focus on the customer behaviour and more precisely, on developing the self-concept theories: self-esteem and self-image. Self concept is the totality of the individual thoughts and feelings having reference to himself⁶. The self esteem is part of self-concept: It is in connexion with the need for an individual to be recognized by himself and by the others. It is an element about the ability for a person to assert himself, to look at him, to assume his mistakes and his regrets, to love himself and thus to be self-confident.⁷And finally, the self-image is the mental picture someone has about himself, based on experiences or on the internalization of others' judgments.⁸

⁶ Morris Rosenberg, *Conceiving the Self*, New York: Basic Books, 1979

⁷ Christopher J. Mruk, *Self-esteem Research, Theory, and Practice*, third edition, 2006, p 8

After having defined those theories, the next part will wonder about the mechanisms that link the customer and the self-esteem. As a matter of fact, the self esteem is directly influenced by the use of cosmetics: the purpose will be to identify in which extent self esteem influence the men behaviour.

1.3. Delimitations:

The paper's limitations are firstly that the product's offer will not be analysed, because the study will rather focus on the demand since the topic is more in connexion with the customer behaviour. Then, all the different kinds of products will not be studied. Indeed, it is considered that perfume is not representative enough; those products are already common in the male gender. Therefore the focus will be on the cosmetics that have had a late development such as the moisturizing creams, the scrubs etc. The inquiry is mainly concerning the European market. Nevertheless, there are also in the survey some answers from people from the USA, Turkey, Pakistan and China.

The cultural dimension is quite obvious in the inquiry; the consumption of cosmetics products is probably not the same in every countries according to cultural dimensions. However it has been decided not to consider this dimension, firstly because it would be too complicated, and then because the most important is the main tendency in the global market.

1.4 Plan:

The first part of this study is a market and product analysis: the history of this market, the different actors and the main trends in the marketing mix. Then, the second part is about the customer's behaviour by considering the evolution of the mentalities, the taboos still present in the today's society. This part will be finished by presenting the different types of cosmetics' customers. This customer behaviour will be then analyzed through the self-esteem theory and finally, the theoretical data will be compared with the empirical ones: the survey. Those parts are considered to be the most interesting since so far, no studies have treated the link between the self concept's theories and the use of cosmetics for the male gender.

⁸ Rogers, T.B., Kuiper, N.A., Kirker, W.S. (1977) Self-Reference and the Encoding of Personal Information, *Journal of Personality and Social Psychology*, 35, 677-688

2. Methodology

2.1. Method

2.1.1. Deductive and inductive approaches

A research can be deductive or inductive.

The inductive inquiry means that theories are developed from specific observations. A deductive inquiry is a model in which theories are developed on the basis of general principles.

As general principles were used to develop the first part of the study and for the theory, the adopted approach was a deductive one. Nevertheless, specific observations were also used thanks to the questionnaire: as a consequence, both of the approaches have been adopted.

2.1.2. Qualitative and quantitative approaches

A quantitative research is a method based on statistic data's gathering via questionnaires or surveys, in order to know the general public tendency.⁹

A qualitative research is the second research method, which evaluates information about opinions and values, at the contrary of statistic data.¹⁰

To answer to the problem, the choice was to collect information about the global market in a first part, concerning the market's history and its facts and its actors, and about the marketing mix. The second part is about the consumer behaviour and then the theory about the self-concept is developed. To check the theory, a questionnaire has been made, to see what the global tendencies are.

As these statistic data have been used, the approach was quantitative. It was relevant to use a concrete survey to illustrate and to compare with the theory. Also, it is interesting to have proper and unique results, rather than use only already done surveys.

⁹http://www.google.fr/search?hl=fr&rlz=1T4SKPB_frSE213SE213&defl=fr&q=define:Recherche+quantitative&sa=X&oi=glossary_definition&ct=title, visited on 13th of May 2007

¹⁰http://www.google.fr/search?hl=fr&rlz=1T4SKPB_frSE213SE213&q=define%3ARecherche+qualitative&meta, visited on 13th of May 2007

2.2. Type of research

Exploratory research allows determining the best research design, data collection method and selection of subjects. It is often in connexion with secondary data collection or qualitative approaches. The results of exploratory research are not usually useful for decision-making by themselves, but they can provide significant insight into a given situation.¹¹

Descriptive research describes data and characteristics about the population or phenomenon being studied. It is used for frequencies, averages and other statistical calculations.¹²

The adopted approach for this survey is a descriptive one, because it is concerning the phenomenon of the men's cosmetics consumption. Data and characteristics have been used, from secondary and primary data collection method. The aim of this study is to describe and analyse them in order to better understand this phenomenon.

2.3. Population and sample

2.3.1 Population

Obviously, as the survey is about understanding the relationship between men and the cosmetics world, the choice of focusing the questionnaires on men, and more especially on young ones was relevant.

At the beginning of the research, it has been decided to interview Swedish men: 2 targets were chosen for these questionnaires: People aged between 18 and 25 years old, generally students. They would have been picked up at the university for example. It was quite sure that they used cosmetics whatever they were. But, then, it seemed that the brakes to the consumption of cosmetics for men more concerned the former generation, that is to say men aged more than 45 years old. It had been chosen to question 50 persons of each group (100 in total) in the city of Halmstad, the university, and the city-centre, in the next weeks.

However, as the research was going on, it has been discovered that this market is developing since few years and is a quite European tendency (Western Europe). So, it could be interesting and quite relevant to focus the survey on a mixed population of men from different countries. Moreover, young men between 20 and 35 years old tend to be the most receptive to the market. So, the chosen population was young men between 18 and 25 years old.

2.3.2. What sampling method is used?

To sample is to use a subset of the population in order to represent the whole population. Probability sampling or random sampling is a technique in which the probability of getting any particular sample may be calculated. But, for the work, it has been decided to choose a non probability sampling. Performing non probability sampling is considerably less expensive than doing probability sampling, and the result have a limited value. The generalizations obtained from a non probability sample must be filtered through one's

¹¹ http://en.wikipedia.org/wiki/Exploratory_research, visited on 13th May 2007

¹² http://en.wikipedia.org/wiki/Descriptive_research, visited on 13th May 2007

knowledge of the topic being studied. The convenience sampling is one of non probability sampling, and is the one that was chosen for the survey. The members of the population are chosen based on their relative ease of access. Here, the sample was Erasmus friends.¹³

So, by combining both trends (men from different countries and 18-25 years old, the “new” Target appeared. Being in Halmstad for an exchange program was very useful. Thus, students from Halmstad University, Swedish ones and Erasmus ones, which are for most of them coming from Western Europe (Germany, Austria, Spain, France, Sweden...) and who are between 18 and 25 years old will be interviewed. It has been decided to administrate 110 questionnaires in total in order to have a good representation.

2.4. Instrument/technique to collect data

2.4.1 Secondary data collection:

This concerns all data that have already been found by someone else, for a different purpose from you.¹⁴

Secondary data were used in the first and second part, concerning the global market of men’s cosmetics, and also when developing the theory about self-concept.

To collect the secondary data, many sources were used. Firstly, some books of marketing and psychology were taken at the library in order to talk about self-concept theory, self-esteem and about the consumer behaviour in General.

Also, many really interesting articles from the Internet were found, about for instance the men’s cosmetics market in facts and figures, the offer and the supply, the link between cosmetics and self-concept.

Finally, the university database has been used to find some information about social construction of masculinity

2.4.2 Primary data collection:

Here, you collect data yourself using methods as questionnaires or interviews. The advantage is that the collected data is unique, so it gives all its importance to the work.¹⁵

Primary data is used in the third part. The technique chosen is a survey realized with the help of questionnaires (instrument). The purpose of the survey is to check if the theory is conforming to the research’s results (reality).

2.4.2.1 The questionnaires (cf. annexe 12)

First of all, it should be precised that the questionnaire could have been more relevant if focus only on the “new men’s cosmetic product” rather than including the basics one. Indeed, we included products such as shaving foam, shower gel, deodorant that should not have been included for a consistent concern. Moreover, when talking about shower gel or deodorant, we are obviously convinced that most of men use it, but we were more thinking about products specifiquely made for men.

¹³ http://en.wikipedia.org/wiki/Nonprobability_sampling, visited on 13th May 2007

¹⁴ <http://brent.tvu.ac.uk/dissguide/hm1u3/hm1u3fra.htm>, visited on 9th May 2007

¹⁵ <http://brent.tvu.ac.uk/dissguide/hm1u3/hm1u3fra.htm>, visited on 9th May 2007

A questionnaire about a score (twenty) questions was built. It is a funnel-shaped questionnaire that is to say that it begins from the more general information such as the age and the nationality and then, asks questions about the consumptions habits of the respondents such as what kind of products they bought, the brand that they like, the budget, the place where they bought them.... And finally, it finishes by questions about consumer behaviour: Why do they use or not cosmetic? If they feel more self-confident or guilty by buying and using cosmetics? If they fear to be consider as a homosexual by using cosmetics?

At the beginning, the questionnaires had much more questions like: What cosmetics means for you? Or, questions about the purchase frequency... But, it was chosen to put them away because it seemed that it was necessary to ask direct questions, easy to answer... And moreover, the important purpose was to link it with the theory which is much more about the consumer behaviour and the self-esteem.

Another problem happened when building the questionnaire concerned the people who would use cosmetics and the one who would not. In fact, they had to be separated, but at the same time, some questions were relevant for both. And after some discussions, it was finally found how to organize the questionnaire for both targets.

The types of questions used were for the most “closed” questions but with a multiple choice which enable to guide the respondents to answers relevant for the link with the theory. All of the information found in the secondary data enables to build the question and the possible answers. Just a few opened questions were used for the age, the nationality and the budget.

Here is the table showing the category of information and the specific information asked in the questionnaire:

Information Category	General information, Consumptions habits, Consumer behaviour
Demographic	Age, Nationality
Consumptions habits	Use or not cosmetics, Mens or womens products, Kind of products, Products typical for men, How long the use, The brands, The place to buy them, The budget, The purchasing advisor, The decision-making process through the product's characteristics
Consumer behaviour (psychographic)	The reason for using or not cosmetics, Guiltiness by bying cosmetics Self-confidence Self-image Men or women area Virility Homosexuality

2.4.2.2. The administration of the questionnaires

Before everything, it was important to pre-test the questionnaire with ten or so persons in order to see if the analysis was relevant or not, and in this case, if it will be important to modify some questions. The pre-test was relevant. Often, people were surprised by the absent of perfumes in the answers. But, it was a thinking choice because perfumes for men, even if they are cosmetics, exist since a long time. And the survey is more about cosmetics such as skin cares...that appear few years ago.

The questionnaires were administrated by two methods:

By going to the different students' houses and ask directly to the Erasmus (male) student to fill out the questionnaires. Also by going to the university to attend some courses, questionnaires were given to the classmates. But, the problem was that sometimes, the Erasmus were not in their house, so coming back later would have been a great idea. But the time was running out so, it has been decided to complete the investigation by new technologies!!! Another problem was that lots of interviewed people were more than 25 years old, so they could not be included in the survey. That is why the first question was about the age, in order to see directly if the respondent belongs or not to the sample. And if not, they were nicely thanked and putted out from the survey!

Using e-mail was very helpful. The questionnaires have been sent to friends in France and also to all the Erasmus (male) student that were in Halmstad the last semester.

With all of these means, more than one hundred in total questionnaires were easily collected.

2.4.3. Instrument used to analyze the empirical data

To analyse data, the Sphinx software was used. This software is specialized in data's treatment and analysis and realises automatically graphs and results.

But the analysis of the results of the questionnaires will be developing in the last part of the work.

3. The market

3.1. The market of cosmetics for men

The market of men's cosmetic is relatively a new market. So, it is interesting to study the beginning, when this market was considered as a niche market, until the rapid development nowadays. It seems to be also interesting to try to forecast in a mid-term the evolution of this market and understand why the growth will probably continue these following years.

3.1.1. History

3.1.1.1 Origin of the appearance of this new market

- **Niche market**

The definition of a niche market is that the product interests just a few people. The target is represented by a limited segment and, in order for the market to be profitable, only one or two companies can be positioned on this specialized segment.¹⁶

In the market of hygiene and beauty for men, and especially in the cosmetics, the offer has been ignored by the cosmetics brand for a long time. In fact, until the end of the 1990s, beauty products for men were almost non-existent on the market. They did not have a special space the stores and the men strictly used products in a utilitarian aspect. This market has interested just a few brands because it was considered as a niche. Only the group L'Oréal had the courage to launch itself in this segment in 1985 with Biotherm Homme. This brand is considered like a pioneer in the men's' cosmetics. In fact, Biotherm was almost alone for more than 15 years, and it is the first one which dares to proclaim that men also need to take care of themselves, to clean their skin, combining the pleasure and the wellness by using creams, lotions, even anti-wrinkle creams.

¹⁶ Kotler et Dubois (2004), Marketing Management, p.304

In the 90s, Nickel, an exclusive brand for men, launched an offensive by creating masculine beauty institutes. Then, in 1996, it launched its own line for men only. In fact, thanks to the success of its institutes, the brand noticed a real capacity and opportunity in this market. This new brand bound to men only knew how to enter in this market, thanks to its concept composed by different offers: one on the products, and the other one on the performance of services.

But, the real revolution occurred in 2001 with the arrival of Vichy for men and Clarins in 2002. A lot of brands begin to be seriously interested in this growing segment and real competition appears. A new potential is detected by the big cosmetologist firms.

- **The “masculinity of the women’s products**

It is important to consider the cosmetics’ world in two distinct parts; the market for the men and the one for the women. Even if there are not big distinctions between the products, those two markets are quite different. In fact, the men have not the same demand concerning the product. That is why the offer cannot be the same for both.

The ideal product for most men must have some properties and qualities such as being invisible, fast, pleasant to put, easy to use, without smells and with an efficient result. Thus, men are not searching for a feminine product, otherwise, they will continue to use their wife’s ones. They really look for a product adapted to them and to their needs and wants. Moreover, the demand is different from the women: They (the women) like to use make up, take care of their body and their face by putting moisturizing cream on it... Men have not already surpassed the taboos of the society, and, moreover, they do not like to “spread” cream on their body. That is why they will be more attracted by products for shaving, for hairs. But this current demand will probably change in the next years.

The strength of Nickel was to propose from the beginning a technique and know-how studied specially for men. For instance, in his institutes, the technique for depilation was specially adapted for them. Moreover, in order to stay in “a masculine tonality”, the brand gave names with a masculine connotation that do not make the men “guilty”, such as “torse de boxeur” (boxer chest) or “jambes de cyclistes” (biker legs).

3.1.1.2. Changes in the men cosmetics’ market

- **Blossoming (rapid development) of cosmetics for men**

As it was said before, the market of cosmetics, at the beginning, interested just a few brands and also, few men. Initially, this world is attributed to women only. In fact, cosmetology is synonymous of seduction, beauty, healthiness, or pleasure. Those words represent what the women are looking for when it comes to cosmetics.

But, finally, the market of men cosmetics takes off after years of waiting thanks to different changes: mentalities of the new masculine generation, appearance of “metrosexual”, social liberalization of homosexual, and the fact that men want to stay young. The relationship between men and cosmetic products has changed and nowadays, they admit the fact that they also look for pleasure and wellness by using cosmetics.

Bit by bit, firms pass over some barriers that men did not think they could transcend: make the men taking care of their skin, then, make them epilating and after, everything follows and continues to change. Make-up, Spa centres, beauty institutes, anti-wrinkles cream, hair cares...

“Their interest for their appearance expresses in their point: thus, they are 64,6% to take care of their skin, 73,8% to attach importance to their hair, and 31,8% like trying novelties. In addition, 38,7% states they devote time to take care of themselves. Those figures are clearly higher for the men under than 25 years old and decrease gradually with the age”.¹⁷

All begins in 1985 when Biotherm launched Biotherm Homme, a line specially dedicated to men use. But, the market really took off in 2001 with the appearance of many brands interested in that specific market such as Nivéa for Men, Klorane, Vichy Homme, Nickel, Phytomer, Clarins Men. Many lines and brands still appear on this market. It is in constant growth since its apparition and above all since 2001. This market is bound to be successful for both top-of-range and mass distribution.

- **Opportunities of the market**

The advantages of this market are real since it is accessible and opened on the growth. In fact, forecasts are optimistic but the results are above the foretold success. For instance, Clarins Men reached 170% of its objectives in 2002¹⁸ by the fact that the average number of products bought by the men is higher than the women's one.

According to Christian Courtin from Clarins, men buy “well beyond their forecast, (...) men buy on average 4 products, against only two for women.”¹⁹

Another example is Biotherm Homme, the pioneer: its line counts 45 products. Between 1997 and 2002, this brand knew a growth of more than 250%.²⁰

It is true that the purchase from the men reaches un hoped-for proportions, but a demand without attracting cannot be a balanced market. This is why many brands of hygiene-beauty specialized in the female market launch a reserved range for the men in order to benefit from a market less encumbered, of a stronger growth, evolution of mentalities and to create a place in this market before being lagging behind. Indeed, some firms benefit from advantages before even catapulting themselves in the masculine care, because while being already present for the women, they enjoy a good reputation, therefore of a true credibility, an image of specialist and financial means the consequent ones.

The arrival in force of the interest for the male world does not reach only the beauty care. The readers express a real passion for the male press, which arranges the market because, thanks to this mean of communication, it makes them known. Whether it be Maximal, Men's Health, New look, or even Mr. Magazine, they approach each subject having attracted with the beauty.

- **Forecasting**

The market is booming and it will not cease evolving during these next years. The specialists predict each one their figure, but they agree on one point: this market is not only a fad, but well a new market with a strong potential which will be reinforced these next years.

In a medium-term, i.e. in five years, the specialists suppose that the male market for the care will account for 15% of the market for the women²¹. With regard to the longer-term forecasts, L'Oréal France considers that in fifty years, the number of male user of beauty cream will

¹⁷ http://www.mondadoripub.fr/content.asp?rub=1&niv1=1&niv2=105&page_id=193 - 05/03/07

¹⁸ www.lidealiste.com/article.php/id/3575 - 05/03/07

¹⁹ www.effie.fr/03clarins.htm - 05/03/07

²⁰ <http://www.casafree.com/modules/news/article.php?storyid=548> - 05/03/07

²¹ www.effie.fr/03clarins.htm - 05/03/07

amount to 50% (one in every two men), whereas nowadays, it is just 21% and in 1994, it was just 4% of men who stated they used regularly face care products.²²

A survey of Datamonitor, made in 2006, forecasts a world growth rate of 2,3% per year between 2005 and 2010. The specialists expect that the market of the cosmetics for men which accounts for currently hardly 3% of that of the women reaches from here 5 to 6 years 15%.²³

These rises will be due to several and various causes. First of all, the demand will grow thanks to the behaviour of new generations, which ones are more and more feminized and makes the taboos fall down. Moreover, the male is a particularly faithful target, therefore once convinced by the use, there will remain customer.

With regard to the offer, the firms bring out new lines incessantly. The men will have only the power to choose. In some years will have a more important and more various offer.

3.1.2. The market in facts

3.1.2.1. The global cosmetics' market:

The market of men cosmetic is absolutely not the rival of the women market because it represents only the fortieth²⁴ of the feminine cosmetology. But, in spite of its modest size, this market is bound to a continuous and fast growth, which is a sizeable advantage.

According to the French newspaper "le Monde", the trends are not so optimistic for the manufacturers of cosmetics. In fact, in Europe, the market of cosmetics in general is about 59,47 billion euros according to the European Association of the companies of hygiene-beauty-perfumery (Colipa) and it presents a growth of the sales modestly positive (+ 2% in 2004, against + 3,5% in 2003). Those sales even start to regress in Germany and France, the two biggest European markets. If the women still buy as many hair or skin care products, the purchases of perfumes, and more generally of make-up (nail varnishes, for example) decrease. The main reason seems to be probably the price.²⁵

3.1.2.2. The global market of men's cosmetics

On a world level, this sector knew a growth of 30% in 2001 and 50% in 2002. According to a study of Eurostat in 2003, the world market of cosmetics for men roughly accounts 3 billion of Euros, including approximately 700 million of euros only for the care products.²⁶

Moreover, it has a growth rate of 7 to 8% per year.²⁷ In comparison, the world market for the women weighs approximately 200 billion of dollars.

²² www.24heures.ch/home/journal/index.php?Page_ID=10373&art_id=35383 - 05/03/07

²³ <http://librapport.org/getpdf.php?get=558&id=17&pagename=FILE:download/document%20view> - 06/03/07

²⁴ <http://lemagchallenges.nouvelobs.com/articles/p209/a218829.html> - 07/03/07

²⁵ <http://mariode.fabre.over-blog.com/categorie-865.html> - 07/03/07

²⁶ http://www.eurostat.fr/fr/catalogue/cosmetiques_hommes/resume.html?PHPSESSID=hs013eoi - 07/03/07

²⁷ www.emapmedia.com/ - 07/03/07

3.1.2.3. The men's cosmetics' market in France

As all the group members are French, and because this market is quite representative about what is happening through all Western Europe, it is interesting to present the facts and figures for the French market.

The French industry of cosmetics is an industry which “draws” the growth: In 2006, French cosmetic industry saw its sales progressing for the fortieth consecutive year. The sales turnover is divided harmoniously between exports (57%) and the sales in France (43%). For 2006, cosmetic industry grew of 3,5% which is half more quickly than the national economy.²⁸

The French market for men's cosmetics follows the world tendency. The total sales turnover (produced care, of beauty and perfumes for men) progressed of almost 140% between 1998 and 2003, to 42,16 million euros, according to statistics of the federation of industries of perfumery (FIP). For the only products of care and beauty, the progression is 294%, with 21,37 d'€ million!²⁹

Products for men, account for 10,3% of the total French market of the cosmetic, but 25% of the sales of perfumes.

²⁸http://www.fipar.com/CORPO/industrie_cosmetiques/carte_identite_industrie_francaise.php - 07/04/07

²⁹http://www.unhomme.fr/page-al-cosmetique_homme.html - 07/04/07

3.2. The actors – leaders, challengers & their strategies

3.2. The actors – leaders, challengers & their strategies

3.2.1. Beauty industrials' stakes

In a market which is developing faster and faster, the actors are faced to the following stakes:

- Making a specific cosmetic offer: Male skin has different characteristics from the ones of female skin (thickness, rhythm of ageing, sebum secretion)
- Investing in R&D to guarantee the product, because men are looking for simple care products, quick to use, with immediate efficiency and convincing results
- Getting an image of men beauty' specialist with a wide and deep offer, most often after having initialized the market with shaving products
- Organizing a proper distribution to the male target, knowing two major factors:
 - Men beauty is still under taboos, what means an anonymous and discreet distribution – except for perfumes
 - Woman still has a strong prescription power and realize most of the purchases

3.2.2. The market actors

Men cosmetics' market is still in a structuring phase. Nevertheless, 3 kinds of actors are appearing:

- **Cosmetics industry leaders**

These actors are the most powerful in the market. They all have important financial and organisational ways to impose their products in the male market. They pursue a roll-over strategy close to the one used since a long time in the female market.

³⁰http://www.eurostaf.fr/cms/impression_page.htm?page_id=3&gab_id=9&URL_BIZY=cosmetiques_hommes/impression&PHPSESSID=hs0l3eoi, read on the 1th april 07

Among the leaders: Beiersdorf with Nivea for Men, Clarins with Clarins Men, Estée Lauder with Aramis and Clinique, L'Oréal with Biotherm, Vichy, L'Oréal Paris and Lancôme, and Shiseido with Shiseido, Jean-Paul Gaultier and Décléor.

To keep their ranks, the leaders are now compelled to spread their product ranges to stay in the competition. That is why Biotherm, one of the pioneers since 1985, have not less than 45 products. Between 1997 and 2002, this line growth has exploded: +250%. Clarins Men, who have launched 9 products in the market in 2002, has then added 6 more.

- **Care universe actors**

Some brands benefit of a strong credibility thanks to the care market. This market has several advantages in the distribution network - pharmacies, institutes, spas - thanks to their support. Actually, these actors take advantage of the know-how and the credibility which characterize care and pharmaceutical world, and could get a determinant rank in the market.

Brands and laboratories to know are for instance Pierre Fabre with Klorane, Sanofi-Aventis with Lipofactor, Phytomer and Décléor.

- **Independent cosmetics' makers**

They strongly stimulate the market by adapting their offer to men, but their diffusion stay confidential. To become strong, this group needs distributors to give visibility to beauty for men through specific spaces or special concepts.

Independent makers have to use particular ways and specific concepts to introduce the market because they do not have the power of the market current players.

Examples of independent makers are The Body Shop or Nickel, which was created in the 1990's and which in ten years has arrived to get 5 millions euros of turnover. What is more, the firm has opened in Paris beauty institutes, only dedicated to men.³¹

3.2.3. Competition analysis

- **New entrants threat**

Cosmetics sector is a very competitive one where in which are many brakes. Indeed, companies have to think about rules, high investments' level, and scale economies.

Innovation should be a primacy objective. However, research & development and communication costs are very high, and all companies can not invest heavily.

This is of course not the case of firms such as L'Oréal, Nivea and Clarins, which already have a past fame very important. Thanks to this successful past, it would be hard for new entrants to find some place in the market.

- **Substitutes threat**

³¹ <http://cosmeto.blogspot.com/search/label/Clarins>, read on the 1st April 07

Substitutes are not a real threat in cosmetics' market.

Yet, men use more and more aesthetic surgery. Actually, a patient on ten is a man. Today, men better assume their beauty's envy.

Most of men do not like going to buy beauty products. That is why they borrow them to their partners, who have, moreover, an adviser role.

Finally, the distributors' brands can be a threat. The market shares of these brands is growing more and more. Nevertheless, male products in supermarkets are often just shaving products and deodorants.

- **Suppliers' power**

Suppliers' power seems to be light as well. Without big brands, suppliers and conditionment factories could not live. It is still important to keep good contacts with suppliers, especially those which have rare raw materials.

- **Customers' power**

A company has always to maintain its sustainable advantage by creating original products, adapted to the market targets.

It is difficult to attract man's attention since he is maybe not used to buy cosmetic products. So it is necessary to know and to analyse his needs and wants, and to succeed to satisfy him: a satisfied man is a loyal consumer for a long time.³²

3.2.4. Strategies & targets

3.2.4.1. Differentiation by the distribution

The brand positioning depends on the chosen distribution way.

- **Sales in specialized selling points (pharmacies, institutes, spas...)**

Selling in pharmacies, institutes or spas means a selective market target. For example, Vichy or Nickel can be named: the products' prices are medium-high. The objective of this strategy is to give the consumer the message that these types of products are provided with medical care, to emphasize on quality and safety.

- **Sales in perfumeries**

In this case, the market target is more wide but still specialized. Swedish examples would be chains such as Kicks or Ålhens. Clarins, Biotherm and Lancôme for example use this type of distribution. The objective is to maintain a certain image, of quality and luxury, with high prices.

- **Sales in super stores**

³² La cosmétique homme, Charlotte Barbeau, 2005, read on the 2nd April 07
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When selling in a super store, the market target is the most wide as possible: it concerns the whole clientele. The strategy becomes by the same way a mass-marketing strategy, with aligned prices. For instance, Nivéa for Men and Gillette which are present in super stores such as Coop in Sweden.

- **Peculiarities**

Male distribution is different from the female one and needs a particular environment. Actually, discretion and anonymity are the most important in such a distribution, since the society's taboos are still too present. Moreover, the place must be accessible to women, because they are still a lot to take care of this purchase for their partner.

- **Distribution through the Internet**

More and more men start to buy their products via the Internet. Indeed, traditional distribution is still feminine coded. Shops are thought with the shopping notion, which is unknown by most of men. They do not want some advices from the sellers, what would annoy them. That is why they like better the free information offered on the web. Also, taboos, discretion and anonymity are some reasons of this development.³³

3.2.4.2. Brands positioning

- **Nivéa for Men**

Nivéa for men is situated in the part of masculinity, relationship to himself. The Nivéa man uses the products range to be clean, well-shaved and to get a beautiful skin. He is aware that men's skin is different from the women's one, that is why he uses these specific cares. Confident in his body, urban, he is the prototype of the male social identity: good husband (he is present in many advertisements with his wife) (cf. figure 1) and successful professional (he is often wearing a smoking with a business bag). The care rites have masculine codes: hand on the chin, bare-chested in front of the mirror, spraying water on his face, speed and simplicity of the gestures and the products used. (at the contrary of the complicated beauty rites of women). (cf. figure 2)

- **Lancôme**

Lancôme is in the same part than Nivéa (masculinity for himself), but with a more sensual promise: "care expertise, senses pleasure". (cf. figure 3) In the press advertisements, the man is only presented by "pieces", but it can be guessed that he is sophisticated: masculine and designed bathroom. Care gestures are masculine as well (shaving...).

- **Biotherm**

³³http://www.lefigaro.fr/masculin/20070313.WWW000000315_beaute_les_hommes_preferent_l_achat_en_ligne.html, read on the 15th April 07

Biotherm is also in this part, the man has a proper skin. The Biotherm guy uses and buys products to feel good in his body, to assert himself, to express himself (“and what about taking care of me?”), but not in connexion with the others. Advertisements show young men in a “natural” environment (wind, water, blue, green), associated to speeches about the conception of the products. (cf. figure 4)

- **Epure de Lierac**

Epure has adopted a complex position situated between the male and the female dimension: skin is androgynous and the brand clearly shows a “crossover tendency”: to mix genders. Male and female faces shown in adverts are androgynous: men have mi-long hair, fine faces, beardless bare-chested: women have fine faces, short hair, naked shoulders. The speech is coded urban style and sporty.

- **Nickel**

Nickel is situated in a different part: it is the female negation in relation with the others. It is the brand of men who love men. They are not effeminate but show their presence, staying virile: they have a “man skin”, are muscular, hairy, and sporty. Places shown by the brand in adverts never make any reference to female universe: clubs, masculine changing rooms, meetings between men. The products range does not have any connoted feminine name. (cf. figure 5)

- **Jean-Paul Gaultier**

Jean-Paul Gaultier has a speech which does not recognize all what is considered as “masculine” in today’s society. That is why he proposes his own “Declaration of the Male Rights” in his website. He denies masculine values to focus on feminine ones: the right to beauty and make-up (insane cosmetics, not masculine). Nevertheless, he makes difference with feminine products with sober packaging, more masculine coded. Models are not “masculine”: they are very effeminate, made-up and depilated, but they are not women. In the website, Jean-Paul Gaultier brand gives some lessons of “gestures and beauty”. Gestures are almost feminine. The Gaultier man does his “Dandy”: he is in a seduction relationship to the others. Seduction here goes through emasculates symbols: signs of homosexuality. (cf. figure 6)

Nowadays, it can be noticed a shift in the Jean-Paul Gaultier strategy: the market target is not the “Dandy” anymore, but rather the virile man who takes care of himself. On the advertisements, models are masculine, unshaved, unmade-up and not depilated, they are more natural. However, they assume their “feminine” side, as it can be seen in the “Fleur du male” advertisement, because the model is in a bath with flowers. (cf. figure 7) Jean-Paul Gaultier wants to attract another target to widen his clientele and achieve new market shares.

3.3. Marketing Mix

3.3. Marketing Mix

3.3.1. Product

This part is about the products through the packaging, the lexical field and the line.

To begin, here is a definition of the product: “a product is anything that is offered to a market for attention, acquisition, use or consumption and that might satisfied a want or need. It includes physical object, services, persons, places, organization and ideas”³⁴.

The men’s products cannot be the same as those offers to women. Everything should be rather different: the packaging, the container, the product’s texture, smell and aspect and the vocabulary (lexical field) have to be reviewed. Indeed, their skins are different: men have a thicker skin, tougher and so it is greasier. Thick skin and excesses of sebum are not good: the pores quickly will dilate, to clog itself: buttons and black spots appear. The skin of the males ages differently from the women’s one: the wrinkles appear later, but will be deeper³⁵.

Besides, they shave. The razor’s blade attacks the skin and dries it that makes it more sensitive and wrinkled. The men prefer products less scented than the ranges traditionally intended for the women. As they refuse to spend too much time in the bathroom the creams must have light textures with fast penetration.

For all these reasons, it is impossible for the female marks to launch the same product with the same components. The marks must make research on the skin of the men and decline a range specifically for them. The marks such as l’Oréal or Shiseido have already high technological laboratories which facilitate the access to men’s cosmetic market. From their know-how and their reputation in the women’s cosmetics, the access for the large companies is facilitated.

3.3.1.1. The packaging:

The packaging has above all a simple material function; its role is “to contain, to protect, facilitated transport, storage, etc....”³⁶

But it is a good means to draw the attention of the consumer on the product. Packing causes also a psychological function on the purchaser.

The packaging is also a way to show the public image, this is why it is important to emphasize the objectivity as well as the subjectivity of the image of the offered product. The *objective side* deals with offering an easy conditioning, reliable, ergonomic, recoverable or reusable, easily transportable, with a good conservation and effective protection. The *subjective side* granted to the conditioning of the product, relates to the psychological effect on the customer. The consumer judges the product with his first perception in the rays. The identification of the product must jump in the eyes of the customer thanks to a colour or to a particular form or to

³⁴ Kotler, Armstrong, Sounders and Wong, Principles of Marketing

³⁵ <http://www.seniorplanet.fr/write.php?id=6460> 29/03/07

³⁶ Michel P. (1970), Le conditionnement et l’emballage, dans la conception du nouveau produit, p.20

an indication which enables to locate him the remote product. The bond between the product and the mark is also done through the packaging, it helps to emphasize the public image as well as the image of the product.



Besides, certain specificities of the product conditioning will attract more or less certain types of consumer. “The image of the products is often related to a precise kind: the skirt for the women and the costume for the men. The same object according to its form and its colour will become rather female or rather masculine. The objects clear, small, pink, soft, will be considered to be rather female and the objects dark, large, blue, hard, rather male.”³⁷

The packaging should make forget the female side of the cosmetics and make the product more masculine, thanks to the design, the texture, the colours, the smell... all the senses are used to attract the male sex. The packaging of the cosmetic products for men should also make it possible for the customers to forget the shame they feel when they go to the checkout. In general, the typically male packaging is discrete, ergonomic and of dark colours to avoid the guilty feeling some purchaser can have. For instance, Clarins presents its range intended for the men using a colour, a logo and a name different from the products for women. The tone reds intended for the women are transformed into blue for the male line of goods: Clarins Men.

3.3.1.2. The brand name and lexical field:

The name of the mark has an importance on the conveyed image of the product. Indeed, the mark is primarily used to recognize a product or to differentiate it from the others. Moreover, the mark communicates an image which joins certain values. This is why the choice of the mark’s name must follow certain strategic points, for example simplicity is required for the memorizing and the pronunciation of the name; it is appropriate to add that the name must correspond to its positioning, define the product and bring a key of originality.

³⁷ Elisabeth Tissier-Desbordes, Allan J. Kimmel, (avril-juin 2002) Sexe, genre et marketing, définition des concepts et analyse de la littérature, Décisions marketing, n°26, p.65

When talking about this market, it is very important to choose the right words. For instance, a night cream called “velvety touch” for a woman would not be possible for a man. The lexical field is primordial since after the packaging, it is the first thing the customer sees. In matter of fact, there are two main streams: staying rather traditional using a clear, simple even neutral vocabulary (what Clarins or Biotherm do) or being more aggressive as for instance Nickel: this brand play the key of humour. Indeed, the range is made up with various names concerning the language of the male universe, such as “Shortly after Festival, Good Mouth, Dirty Massage or Handles of Love”, this manner of presenting these products leads to make less alarming their use. For the marks such as Nivéa, Clarins or Biotherm which have an irreproachable public image, which inspires confidence and which is synonymous with quality and know-how concerning the beauty products intended for the women, the creation of a completely different mark for the men was not really necessary. The principal task was to preserve the image of these marks but to transform them so that wiring for sound points out the male world: Nivéa for Men, Clarins Men, and Biotherm Men.

3.3.1.3. The line:

Product lining is the marketing strategy of offering for sale several related products. A line can comprise related products of various sizes, types, colours, qualities, or prices³⁸.

The line can be divided into 5 categories:

- The basic: Those are basic products which meet the traditional customer needs such as shaving, after shaving...
- The trendy: They are exclusively built for men and follow the rule according to which men are men and the products must be totally different than those for women. This is the case for Nickel or Zirth, an American brand.



- The natural: The last one in the market, those products extol the values of natural product made of seaweeds, essential oils...



³⁸ http://en.wikipedia.org/wiki/Product_lining - 24/04/07

- The elegant: Most of them are rather elegant or smart but some brands such as Clarins, Biotherm or Lancôme are playing on this more than l'Oréal for instance. They are different from the basic category because the quality and the brand image is said to be higher. Those products are also more expensive.



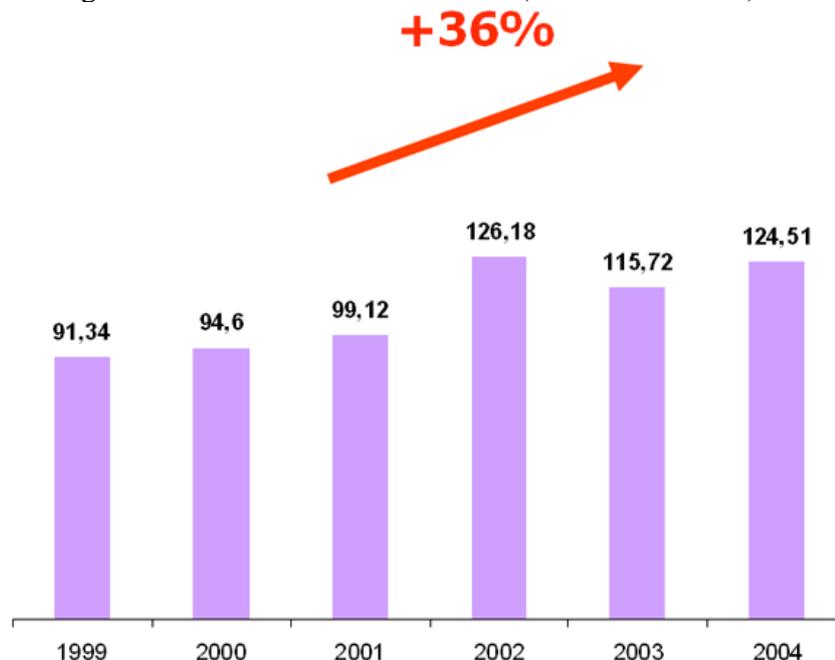
- The expert: Product that is very specific for one kind of skin or on particular part of the body. The new products to reduce the body fat are in this category.

3.3.2. Promotion

3.3.2.1. Advertising investments

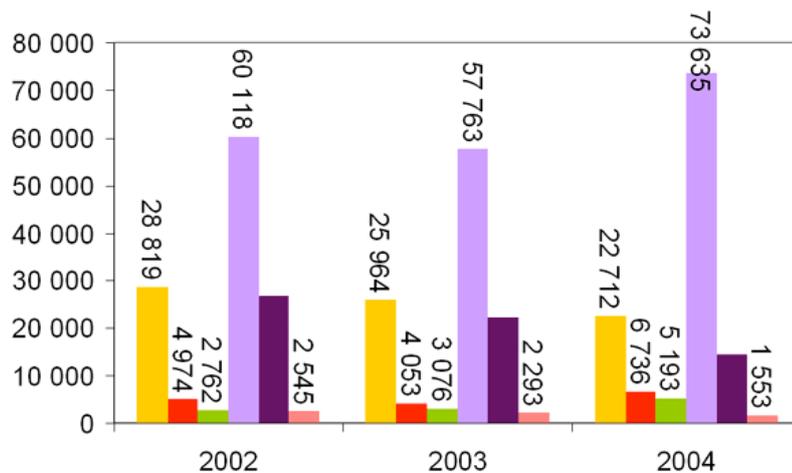
They express the market's dynamism.

- Advertising investments for male cosmetics (millions of euros)



Investments concerning all the medias in male cosmetics have strongly increased in 6 years since they increased for +36%.

- Investments allocation (thousands of euros)



Yellow: magazines, Red: other press, Green: radio, Light purple: TV, Dark purple: billboards, Pink: cinema

TV is the most used media for the men cosmetics sector with 59% of market share. After come magazines with 24% of market share.³⁹

3.3.2.2. Brand's name & product's name

This point is very important when talking about the promotion but it was also relevant to talk about it in the part about the product; cf. 1.3.1.2

3.3.2.3. Communication strategies

Communication for men is different following the market target. To attract the best the target, a communication campaign is necessary. Two kinds of communication can be distinguished: the media communication and the non-media communication. The first one is concerning all types of communication using one of the 6 medias which are the Internet, cinema, TV, press, billboards and radio. All the other types of communications, such as public relations, personal sellings, direct response marketing and sales promotion are non-media communication.

- Media communication

Press

Thanks to the apparition of masculine press, such as Men's Health for instance, cosmetics brands make them known thanks to articles about products. But, also, a useful tool is advertising pages with free samples. This new press is an opportunity for cosmetics' makers which find among the readers new potential customers. What is more, articles about wellbeing

³⁹http://www.mondadoripub.fr/content.asp?rub=1&niv1=2&niv2=200&niv3=20007&niv4=2000300&page_id=446, read on the 5th April 2007

attract particularly readers: to a Men's Health survey, the subjects which interest the most readers are firstly health (62%), sex (53%), nutrition (32%), and finally people (15%).

TV

When a brand wants to sell its products in department stores, the best way to communicate is TV. For example, when Adidas wanted to launch its range Performances, it chose to use TV adverts.

The Internet

Internet is a new tool of communication, which allows users to obtain personalized advices about beauty and cares, such as how to recognize one's skin type, or how to choose the adapted product. Clarins, for instance, uses the Internet to give advices to its customers.

- Non-media communication

Sponsoring

Most of brands try to appear through sports events by using sponsoring. Examples would be Gillette, during the Football World Cup (cf. figure 8), and also Nivéa, introducing itself in sports' world. (cf. figure 9)

Sales promotion

Sales promotions are developing more and more in the distribution sectors. Pierre Fabre, for example, has privileged non-media communication by using advertising on the selling place.

⁴⁰ www.monde-diplomatique.fr/2000/03/LEQUERET/13445, read on the 15th April 2007, and La cosmétique homme, Charlotte Barbeau, 2005

3.3.3. Price, different strategies and theories

The selling price-fixing is defined after the study of various data about the market, the demand and the offer. More precisely, the price which the firm chooses to impose depends on the cost of the product, on the positioning choice, on the evaluation of the competition or of the vision of quality and the value perceived by the price. The price gives an element of differentiation to the customer; moreover it influences its choice and the image which he guesses of the product. Indeed “the price-setting must be set in relation with the value offered to the customer and perceived by him”⁴¹. Besides the relationship existing between the price and the customer, the price takes part in the decision of the volume of the sales, of the rate of the profit and its global volume⁴².

In the market of the cosmetic for the men, there are various price ranges. It often depends on the channel of distribution:

In intensive distribution, penetration pricing strategy is used. Its consists of pricing low and promoting heavily in order to gain a large market share and associated economies of scale as quickly as possible and before competition builds. This method assumes that consumers are price sensitive, that product awareness is low, and that competition will build quickly. Nivéa for Men wanted to penetrate in force the market with an offer accessible to all. In a selective distribution, producers prefer to adopt a skim pricing strategy which attempts to “skim the cream” of the top of the market by setting a high price and selling to those customers who are less price sensitive. It is used to pursue the objective of profit margin maximization and it works well with prestige products. Brands like Shiseido Men or the line of Jean-Paul Gaultier, “le Mâle” adopt high prices. But that did not prevent the line of Jean-Paul Gaultier from curling the out-of-stock during the launching of its new products⁴³! Here are some examples of different pricing strategies on shaving foams:



⁴¹ Kotler et Dubois (2004), Marketing Management, p.505

⁴² Leduc R. (1969), Le produit nouveau, p.91

⁴³ Marie-France Gigataux, (15 mai 2005), Ce qu’homme veut, *Femina*, p.59-60

3.3.4. Place

Distribution channels can generally be divided into three parts in the men's cosmetic market.

- Super store:

Men are looking for low price and discretion when they buy a product in a super store. Of course the line is not very wide and the products are not very specific but it is enough for a certain kind of product. Besides, brands such as l'Oréal are launching products more and more specific as anti-shining gel or anti-wrinkles to reach all the targets via super store.

- Perfumery and drugstore:

Those distribution channels point at a more specific target since crossing over a perfumery is a sign that you are seeking for skin cares, for something that you could not find in a super store. It is still rather difficult for men to go in those specialized shops because they mean that they feel no shame about their consumption (the next part will talk about the consumer behaviour).

- The others

To begin with, it exists nowadays the exclusive distribution channels such as the beauty institute made for men. In France, the first one has been opened in Paris in 1995 by the founder of the brand Nickel.

Another distribution channel is the Internet. It is actually the new distribution channel and the reason is easily understandable: traditional distribution is dominated by the female codes, codes that men try to avoid. The Internet seems to be the right answer, it is an alternative and anonymous distribution channel. Those sites are full of headings on specificities of the man skin, of self-diagnoses, cards councils or even of forums.

4. The consumer behaviour

It is often said that men often have apprehension about using cosmetics. But as regard to the figures, men are not that shy and the market is booming. Still it is known there are many brakes in the market, notably because of the mentalities and the mores. The core of this part on the theory will be to define and analyse the customer behaviour. Is it possible to talk about one behaviour? Should we rather talk about several behaviour considering the different mentalities? What do a man feel when he uses cosmetics? What are the impacts on his image and on the way he sees himself?

First, the research will focus on the facts with a study of the consumer behaviour, then will be developed the self image and the self esteem theories that is a great source of influence when talking about men cosmetics. Then, the existing link between the market and the theories will be developed.



4.1. The consumer behaviour: the facts

4.1. The consumer behaviour: the facts

4.1.1. Changes in the consumer behaviour

This first part is mainly oriented on the consumer and in particular his behaviour and its environment. Since, it is necessary to begin this study by specifying the exact definition of the consuming term. The consumer can be defined as being “individual or household that purchase and use goods and services generated within the economy”⁴⁴.

Talking about the consumer without quoting the consumer behaviour is not possible. This discipline deals primarily with the process of decision-making of the individuals as regards consumption while holding account of the social and economic environment in its interactions with the psychological attributes of these one⁴⁵.

Defining the consumer behaviour as “the study of the buying units and the exchange processes involved in acquiring, consuming and disposing of goods, services, experiences and ideas”⁴⁶ is relevant for the understanding of the research.

The study of the consumer behaviour must thus call upon various multidisciplinary approaches, disciplines coming from various horizons such as the economy or from fields concerned with social sciences such as psychology or sociology. Understanding those mechanisms provide a large number of benefits for the managers in their decision making. Analysing the consumer behaviour will help to understand more about the psychological and sociological factors that influence the customer.

The economy studies the rational behaviour of the individual, for instance how it manages his finances and how it maximizes his satisfaction and profits. While social sciences lean more particularly on the emotional aspect of the individual, by analyzing the consumer per se, and the consumer in his social environment confronted with the internal and external forces. Since each one of these sciences brings important information on the behaviour of the individuals, they will be studied jointly.

The beauty care is before all an appearance universe in which beauty is the keyword. Appearance plays a major part in the professional, personal and social universe. The image released by the individual is the essential element retained within the framework of its relations with the others. The beauty is a reference value and is synonymous with success, fortune and love. The social integration passes mainly by the self image: the care taken to its body takes part in the self-confidence.

⁴⁴ <http://en.wikipedia.org/wiki/Consumer> - 16/04/07

⁴⁵ <http://ladwein.free.fr/index2.html> - 16/04/07

⁴⁶ Consumer Behavior, Fourth Edition, John C. Mowen p.4 – 30/04/07

The evolutions of the ways of life influenced the male behaviours. The tendencies that the men had to cross through the time will help to understand why men use nowadays cosmetic products.

4.1.1.1. Main tendencies

Since the end of the sixties appears the will of the Western society to integrate the modern society. A quality of life is then wished by a majority of people who are looking to new goods which simplify the life. With the court of the following decades, this movement becomes extensive: “refusal of the authority, social justice, major revision of the relations between the sexes, sexual freedom and secularization of the company” are the many events which marked the spirits of the time⁴⁷.

These elements had an impact on the consumer society, amongst other things on the consumption of the men and the women. Virility is well anchored in mentalities; the man knows his place within the society. The statute of the women starts to become extensive. The feminist movement of the years 1970 challenged the role of the woman within the modern society, and it also enable the male to think about its identity and virility.

The years 1980 are characterized by a return to more individualistic concerns. Narcissism, power and excess are at the base of consumption. The man feels strong and wants to enjoy all the pleasures of the life; beauty, power and force are some characteristic of the man values at this time.

The consumer of the years 1990 doubts; the confidence gains during the former years collapses. It begins what can be called an identity crisis. Homosexuality, androgyny, metrosexuality (term defines further), paternity, the man doubt of his virility, and affirms his female side more easily.

Since the events of the eleventh of September 2001, the consumer turned to other priorities, it seeks for safety and for simple values like the house, the family, the friends and the traditions. After the shock the society has stood, the consumer arrives finally to a harmony period. Its desires are directed: health, ecology, ethics, quality of life, economy... He seeks for harmony; harmony with his body and his social background.

4.1.1.2. Man behaviour towards aestheticism

Women are for a long time aware that the transmission of their physical image is important in the current society. Their body and their image are in perpetual change in order to renovate themselves, to be thinner, taller... “To appear” and “being attractive” are a form of social integration. Indeed form, health and youth became at the present time a need in the relations as well professional and personal.

The man arrives timidly in the world of the cosmetics, a world that put their virility in danger. He is not yet in the mores to use beauty products. This is why an obsession surrounds the man who fears that its entourage does learn that he use creams. Among the men who affirm using beauty products, still one on two do not dare to cross the course of the purchase and are thus using their partners’ creams.

⁴⁷ Mercator, théorie et pratique du marketing – Lendrevie/ Lindon/ Dalloz

The interest the men have for cosmetics comes from an awakening of the utility to take care of their body and image. The beauty care is above all a symbolic universe system, transmitting values like: form, health, beauty, youth and social status. The competition in the professional world and the performance in the love conquest encourage an improvement of the appearance to express its personality through its body.

The concepts of pleasure and wellbeing are two major elements that are important in this new market. The relation of the man to the aesthetic care can also be seen as a simple relation to his appearance. It wants to feel good about him, to be in harmony and to reach a mental and physical equilibrium. He wants to be proud of his body, this is why he uses products to embellish himself.

It is also necessary to speak about the evolution of the behaviour of the consumers. The starting point of the change concerning these tendencies in the Western companies is the date of May 1968 when certain values were hustled: “Research of personal fulfilment, expression, creativity, feminism and free sexuality” appeared⁴⁸.

These new principles brought to deform the relation with the body which becomes a kind of draft that should be corrected. The representation of the required image of the man does not stop evolving, men passed through the strong and virile man, in the years 1980. Nowadays, the image of the “fop”, who takes care of him, follows the fashion, and remains a man in spite of his female and sensitive side, takes the top. Besides, it will be seen later that this new trend is no longer valuable.

The contemporary man admits the importance to keep an attractive body. His relation to beauty is, as said before, always evolving. He wants to get rid of his superfluous kilos, to stop the fall of his hair, and to reduce his wrinkles. This is a daily fight to be and stay attractive. Seduction is an essential weapon as much in the emotional life as in the relations with others: friends, collaborators or employers. It is certain that the seduction passes by various physical competences, as the charm, elegance or appearance. It also includes personal competences, like humour or the scholarship. But the first element perceived by others is the clay, which implies a need to take care of oneself to improve the image seen by the others.

4.1.1.3 The social factors’ influence on men

The analysis of the consumer behaviour goes with the total analysis of its environment and its variables. Indeed, the man cannot be studied without talking about the social factors influencing him. Before talking about the personal variables it is necessary to analyze the environmental and socio-demographic factors.

- **The environmental factors**
 - Culture

The function of the culture is primarily to make it possible the individual to feel integrated, protected, to develop a membership feeling with a group thanks to its comprehension of the moral, mental universe and symbolic system in which he lives⁴⁹.

⁴⁸ http://www.ina.fr/voir_revoir/mai-68/index.fr.html - 17/04/07

⁴⁹ <http://www.techno-science.net/?onglet=glossaire&definition=5826> – 17/04/07

The culture governs in companies with standards and values transmitted by the former generations, but those are in perpetual evolutions. These changes of inter generational values made it possible for the man living in large cities to have less complexes toward their relation with the body.

- The social class

Within any culture social classes appear whose values represent the specificity of each one. The social classes are generally delimited by the economic level, the professional environment and the degree of schooling. This division of the population in different social classes implies various life styles. The social status is mainly differentiated by the consumption (goods for the house, food but also clothes and fashion in general). Indeed, to stay competitive, the men must take care of their appearance, because to keep a good statue, it is necessary to be attractive.

- The group and family

It should not be forgotten that the man is permanently surrounded by the group or the family. A human being cannot be regarded as one person, he is in relation to others. In other words, the influence of the group (and especially the reference group) and the family is important in the day to day behaviour. A man will buy cosmetics more easily if his entourage gives value to them and perceive those product as interesting nevertheless, if the group does not accept them, the use of cosmetic product can become a threat to the group belonging

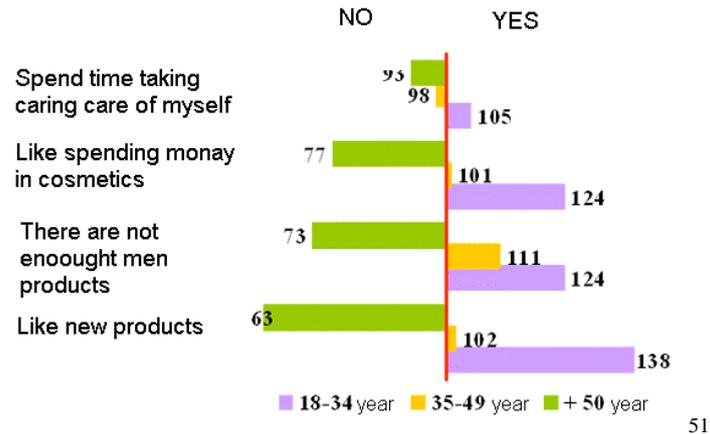
- **The socio-demographic factors**

- The age

The age remains an important factor in the way of consumption, especially in the beauty market. The younger generation is more open to cosmetics than the former one. This target (18-35 years) constitutes an interesting market for the cosmetics companies, especially when you know that 42% of the 15-30 years want to be attractive⁵⁰.

Seniors represent a market that needs to be sensitized, because they have an important purchasing power and for the majority they seek a better quality of physical and mental life. As can be seen on the following graph, the young generation is more sensitive and less ashamed than the seniors. Young adults like new experiences and are more open minded toward the cosmetic industry.

⁵⁰ http://www.ipsos.fr/SolutionsIpsos/sol_rubctt_lst.asp?rubId=109 – 17/04/07



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The demographic trends have an impact on the consumer: the population tends to get older but she does not want to lose the illusion of her youth. People want to take care of their skin and to make it more attractive. After the women, the men become conscious of keeping fit their “health capital”.

Besides the ageing of the population in developed countries, people work harder and longer and are more easily exposed to unemployment, situation changes, stress, vexations. Whether it be in private life or in professional life, people have to be ready to bounce back and to respond. In such social configuration, it is important to take care of ourselves and to be able to make a break in order to saddle with his self.

- The economical factors

The economic factor is also importance. Certain correlations exist between the employment, the income, the professional statute, the skill and the spare time. These interactions can give some explanations about the way of consumption. Indeed, the beauty products are a pleasure purchase, it is an illogical purchase which leads to the self realization and the self actualization that Maslow describes in his Hierarchy of Needs⁵¹. (cf. figure 10)

The consumer should have enough time and a sufficient income to purchase and use those products.

- The location

The influence of the location is here at the rural and urban level. The location changes the consumer buying behaviour and habits. Someone living in a big city does not have the same needs as someone living in a farm. Besides, the new trends appear most of the time in big cities and spread all around after.

Lots of new phenomenon appears in the cities among which the metrosexual.

⁵¹ www.emapmedia.com/content.asp?menu=105&page_id=193 – 17/04/07

⁵² http://en.wikipedia.org/wiki/Abraham_Maslow - 16/04/07

4.1.1.4. The apparition of the metrosexual

“Metrosexual is a word describing men who have a strong concern for their aesthetic appearance, and spend a substantial amount of time and money on their images and lifestyles”⁵³.

The word metrosexual is a combination of two words: “metropolitan” and “sexual” to designate men who are living in big cities and who give a particular importance to their physical aspect. In 1994, Mark Simpson, a British writer, created this word to make fun of the men in the consumption society.

In 2003, the metrosexuality becomes a profile of consumer thanks to Marian Salzman, chief of publicity for the Euro RSCG agency of New York⁵⁴.

The characteristic of the metrosexual is that he is neither androgynous nor homosexual. Although it has a part of femininity through the jewels and the make-up which he carries but they he does not doubt about his virility. Narcissism is at the base of this new phenomenon. The metrosexual likes and can take care of him, he is concerned with his weight, he goes to fitness club, and he also takes care about his alimentation and health. This new man follows the fashion by flicking through the magazines and by shopping. A great part of his spare time and of his budget is occupied for his new art of living and he gives importance to his physical aspect: fitness, manicurist, depilation, beauty care, perfumes, clothes, decoration of his flat...The main figure of the metrosexuality is the footballer David Beckham, a judicious strategic choice to encourage a maximum of men to imitate him. By football, the world of virility is directly touched, he became a sort of muse of the masculinity. He raises his children, takes care of his body, creates his fashion, and makes a success of his marriage.

The Western society, with its strict rules to succeed, leads the man to be interested in the mode and the aestheticism. In spite of the man evolution, of his vision of virility, his place in the family and his narcissism, a lot of prejudices are still present. This is why certain mentalities do not accept the idea that a man can be coquettish without being homosexual. But the metrosexuality brings a new vision of the man of the 21st century.

Talking about the metrosexual without talking about the ubersexual is impossible. The term "ubersexual" is derived from the German *uber*, meaning "the greatest," and sexual⁵⁵.

The difference between the two of them is rather thin but there is still one. Mark Simpson used this word for the first time in 2002 after what it has been used by Salzman (chief of publicity for the Euro RSCG agency of New York) as following:

"Ubersexuals are the most attractive (not just physically), most dynamic, and most compelling men of their generations. They are confident, masculine, stylish, and committed to uncompromising quality in all areas of life."⁵⁶

According to a large number of people, behind this marketing-speak there was something rather simpler going on: a homophobic attempt to stop the metrosexual being so gay. Or as Salzman herself say it clearly, the ubersexual, unlike the metrosexual “doesn't invite questions about his sexuality”⁵⁷.

⁵³ <http://en.wikipedia.org/wiki/Metrosexual> - 17/04/07

⁵⁴ J.S. Stehli and N. Czerwinsky, *Les nouveaux mâles se cherchent*, 08/03/04

<http://www.lexpress.fr/info/societe/dossier/homme/dossier.asp> - consultation: 17/04/07

⁵⁵ http://www.askmen.com/fashion/austin_100/145_fashion_style.html - 18/04/07

⁵⁶ http://www.askmen.com/fashion/austin_100/145_fashion_style.html - 18/04/07

⁵⁷ <http://en.wikipedia.org/wiki/%C3%9Cbersexual> - 18/04/07

4.1.2. Taboos link to masculinity and virility

4.1.2.1 The gay fear

The man is full of contradiction: he wants to take care of his appearance, but at the same time, he does not want to use products with a gay connotation to save his virility. The stereotypes on certain products call into question the masculinity of the man. According to Elisabeth Badinter, the definition of the man is that to be a man means not to be homosexual, not to be female, not flexible, dependent, not to be subjected; not to be effeminate in his physical appearance and his manners, not to have a sexual intercourse or too close with other men; not to be impotent with the women⁵⁸.

This definition of the masculinity is called into question with the use of beauty products by the men. A real taboo was established in the heterosexual community. Even if the things seem to evolve, the consumption of cosmetics by men is still labelled “gay”; this is associated to a female⁵⁹.

Certain men do not dare to buy products by fear of the society’s judgement which would call his virility in question. But the companies understood well that it was necessary to have a discrete distribution to make men feel less guilty.

- As mentioned before, certain terms and vocabulary are “forbidden” like “make-up” because it belongs to the female world.
- The product image should not point out the products for woman, the packaging is thus adapted expressly to male consumption
- Certain centres of beauty were created to accommodate men exclusively

Masculinity has evolved a lot since the years 1970. In spite of these changes, some taboos still remain. The heterosexuals fear that one might confuse them with the homosexuals, who were the first cosmetics consumers. Nevertheless, men are more and more aware of the importance of appearance in the social life. This awareness will perhaps enable them to break the taboos which surround the world of the cosmetics industry.

4.1.2.2. The homosexuality and its purchasing power

The gay community often belongs, in the urban environments, to a group of consumers who spend a lot of money. This community belongs more and more to a high purchasing power category. They do not have a family to take care of that means they spend their money mostly for their own consumption. Therefore, this segment is attractive for a large number of brands, which see in this community a target with a “high potential”. The core problem is that this target is still difficult to reach because they might be upset to see a “gay marketing” industry. The companies are always looking for new targets and they find in the “gay” community a segment not yet exploited. Fashion, health and attractiveness are very important for this target; thus, the reason why they are attracted by the cosmetic industry without complexes is easily understandable. The difficulty for the companies is to reach both the “gay” community and the heterosexual man who is afraid of being assimilated to a homosexual.

⁵⁸ <http://www.grep-mp.org/conferences/Parcours-7-8/XY.htm> - 17/04/07

⁵⁹ http://www.psychologies.com/cfml/chroniqueur/c_chroniqueur.cfm?id=2549-17/04/07

4.1.3. The femininity and masculinity evolution

4.1.3.1. The femininity evolution

The feminist revolution that occurs in the year 1970 has redefined the role of women. The women are no longer housewives, they are present everywhere: they are working, studying, training... all those things that seems normal for the new generation but that were not like that fifty years before. They knew how to impose themselves in fields so far occupied by men. Besides, let's note that femininity is not an exclusive women word. Both women and men have a femininity side especially when talking about the cosmetic products.

4.1.3.2. The masculinity evolution, the new man

The woman revolution has thus disrupted the man statute and calls his virility into question. The fact that women accessed to the power reduce the men domination, reducing at the same times his masculinity and strong image. The machismo is somehow a weapon against the women social ascension.

Nowadays, the gap between masculinity and femininity seems to reduce tin favour of a share of the values.

The new man changes: he implies himself in the children education, the domestic tasks or in the daily purchases, activities formerly reserved to the women. The male identity is thus in full upheaval: homosexual, metrosexual, androgynous, transsexuals bring a new wave in the male stereotypes.

4.1.3.3. The social construction of masculinity

According to Frank Mort (1988), the evolution in young men's culture results in an increased interest in the way that men look. He declares that young men are being targeted by the advertising industry, and are becoming more conscious than before of how they look: Advertising industry sold to young men images that break with traditional icons of masculinity. They are encouraged to look at themselves – and other men – as objects of consumer desire. (Mort, 1988)⁶⁰. Mort argues that this change is significant, and needs a reconsideration of the meaning of "masculinity". Mort indicates that changes in the acceptability of the visual display of the male body have incited men to look differently at themselves and other men, and to be in general more conscious of the ways that their bodies and dress look. Nevertheless, he notes that this new awareness is not necessarily positive for women. The "new man" may be more conscious of the way he looks, but this does not necessarily change the traditional codes of masculinity. The "new man" image may just be another variant of the old, macho, image of the man going it alone without/above women.

Rowena Chapman (1988) retook this idea. She indicates that the "new man", nurturant and narcissist, was largely due to the style culture of the early 1980s, promoted by the style press. The culture legitimised men's concern with their bodies and the consumerism necessary to adopt the role. She argues that the "new man" is not a major deviation or expiration from the traditional, John Wayne-style macho man, but is simply an adaptation of the role which is

⁶⁰ Elizabeth Jagger - Marketing the self, buying an other: dating in a post modern, consumer society - Department of Social Sciences, Caledonian University, Cowcaddens rd., Glasgow

better appropriate to survival in a culture that now rejects obvious machismo which is largely the result of feminism's power.

The conclusion is that the "new man" represents not so much a rebellion but an adaptation in masculinity. Men change, but only to hang on to power, not to giving it up. The combination of feminism and social changes may have produced a fragmentation in male identity by questioning its suppositions, but the effect of the emergence of the "new man" has been to reinforce the existing power structure, by producing a hybrid masculinity which is better able and more appropriate to retain control.⁶¹

4.1.4. Males, self-appearance and cosmetics: a semiotic analysis⁶²

This survey encloses in a general project of research about the male consumption of fashion and beauty products.

This survey was realised by Simon Nyeck, Elyette Roux and Florence Dano for the magazine "Décision Marketing", n° 29, January-Mars 2003, pp7-18.

Abstract: this article focuses on the relationship that men have with self-appearance and cosmetics or beauty care product. How do they represent this market? To understand the meaning, the authors resorted to a qualitative approach. In depth interviews and focus groups have been conducted and on this basis, structural semiotic analysis has been applied.

The data about men's attitudes and behaviours in front of specific cares⁶³ underline that 85% of the participants are agree with the fact that "men also must take care of their skin". If 22,4% of men say they use face care products, almost 30% of them "wish they could find more specific products for men". These trends are more significant for young men (between 18 and 24 years old) who use at 34% a care cream. In European level, this is about 42% in 2002.⁶⁴

A qualitative approach deals with the speech on appearance as text. Then, with a semiotic analysis, the authors could analyze and organize the conditions that shape the significations associated to masculine representations of beauty and cosmetics. Such approach is particularly relevant when it comes to appearance and identity (Floch, 1984, 1995; Courtès, 1991; Mick and Al, 1999) and moreover since the interpretative and qualitative method are from now on legitimate in marketing research (Heilbrunn and Hetzel, 2003) and more particularly in study of seeming and appearance (Thompson and Hirschman, 1995; Mick and Al. 2003; Marion, 2003). To realize that, the authors interviewed 20 men, who were French and Canadian, heterosexual and homosexual.

Then, they analyzed those interviews according to the structural semiotic method (Courtès, 1991; Floch, 1990) which enable to underline typical speech that men have on appearance and

⁶¹ Grogan, Sarah. Body Image: Understanding Body Dissatisfaction in Men, Women and Children
Florence, KY, USA: Routledge, 1999 p. 77, 78, 79
<http://site.ebrary.com/lib/halmstad/Doc?id=5001445>

⁶² Simon Nyeck, Elyette Roux and Florence Dano for the magazine "Décision Marketing", n° 29, January-Mars 2003, pp7-18

⁶³ Panel data France, L'Hygiène, la beauté Homme, TNS, June 2001, for 4797 men about 15 years old and more

⁶⁴ Panle data, TGI Europa, 2002, Sample of 21 642 men about 15 years old and more (England, Spain, France, Italy)

cosmetics. Three types of report: one about types of products (creams, lotions, shampoos, perfumes...) and their performances (hydration, protection, reorganization, feeling...) and competences (components, texture, smell...). Another speech is more about the virility: what is a man, and what he is not, with a comparison with woman and roles given by the society. The last report is about the men body: form, health, appearance, beauty, youthfulness, and also social status...through cosmetics.

All of these speeches lead to limited semantic category: men versus women, nature versus culture, youthfulness versus oldness, appearance versus reality...

Among those categories, the most important when talking about men and cosmetics is the one "for oneself versus for the others"⁶⁵. It is about the use of products in private perspective in one hand (to take care, to feel good...). On the other hand, it is more a public perspective in which products are visible and perceived by others such as make-up, perfumes...

The relationship to care and beauty is self-centred concern. It is about the man and himself: "to feel good", "to take care of oneself", "to be in harmony with oneself"...The man cares for his appearance because it is important for him. He likes to be well-groomed, clean, he finds himself beautiful and appreciates body's care. The speech is about body hygiene and also, pleasure, well-being.

On the contrary, when care is turned to others, values such as beauty, healthiness or youthfulness are acquired in favour of other(s). The appearance is defined through a group standard either it is professional, familial, or referential group: "you give to the others what you want to seem and not what you want to be...". The speech is deeply affected by seduction and performance.

The relationship to care and beauty is a negation of the relationship to others: it is the man who asserts himself by a different look, a unique appearance. He denies the norms by provocation. They want to be "opposite to the current rule of beauty", by adopting a rebel look, or by being staggered with an avant-garde style...

Finally, the negation of the relation to oneself matches with the negation of one physical appearance in order to be accepted by others. Here, the appearance has nothing personal. It is forgotten, and denied in favour of community and tribe's fusion: "the important is to be accepted, integrated in the group..."

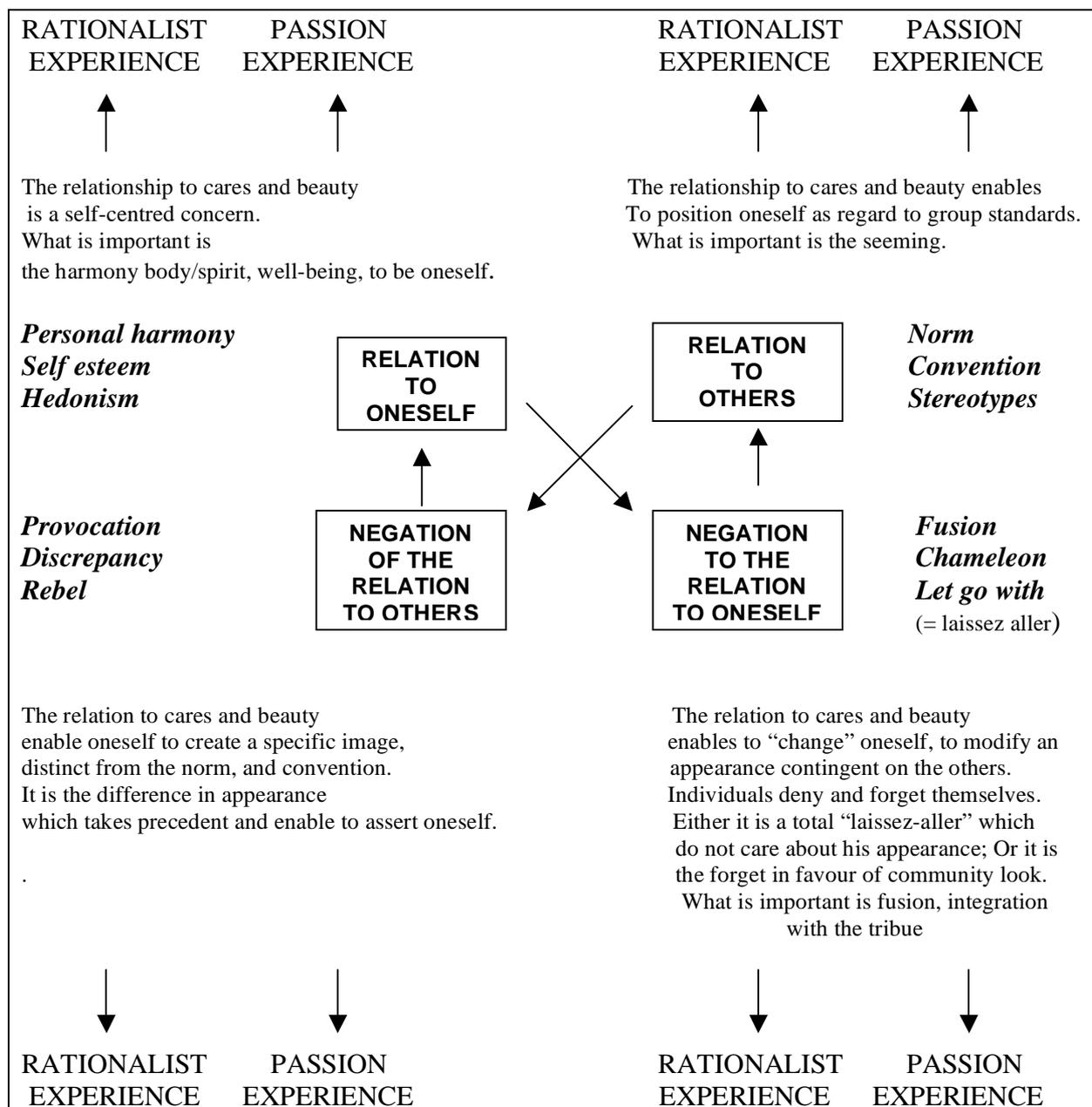
Another category structures the relationship between men and cosmetics. It is about the experience's intensity that men have with cosmetics. The intensity is expressed through the level of use, high or low, and the application, high or low in category of products. An "rationalist approach" of cosmetics' consumption can be defined: low level of use, low level of implication. It is the opposite of an approach more "of passion: high level of use and implication.

In the first case, the man has just a utilitarian and technical relationship with the products: that is the type of experience a man who respect himself should have because there is a perceptible evolution of the society in the regard of cosmetics. Nowadays, there are products enable to be at the "top" of someone's form, youthfulness, healthiness, so why do not use them? In this perspective, cosmetics are "body care products. The man will be watchful concerning the products' performance, and concrete results such as "look good".

⁶⁵ This category was suggested by Jean-Marie Floch in 1992, in an unpublished survey about relationship between individuals and cosmetics

In the second case, the man is more concerned in his relationship with the products. He knows, feels them. He cares for tactility, smells, textures, colours, and components such as for instance “natural components” which respect the skin and/or the environment. He is sensible to the quality, the products’ characteristics and competences in order to use the semantic vocabulary.

To sum up what has been said before, here is the *semiotic square on the relationship between men and appearance and beauty*.



4.1.5. The market segmentation

- The homosexual:

The homosexual dared to venture as a pioneer in the world of the hygiene-beauty. It was the first target of the cosmetics' companies, and the gay man is more attracted by the new fashions. The advantage of this segment is that it did not have to face the image released by the cosmetics; in matter of fact, he does not care about not being virile or masculine. As said before, the purchasing power of this target interests more and more the companies since he does not have children and so he spend money more easily for his own pleasure.

This target is crucial because according to the different analysis, the rate of homosexual in the world population is around 6 and 9%.⁶⁶

- The metrosexual:

Since the appearance of the men cosmetics, the heterosexual did not dare to use them, afraid of being assimilated to a homosexual. This is why the apparition of the metrosexual has been good for the market. As said before, its favourite pastime turns around his body: depilation, fitness, beauty cream. It is nowadays one of the most important targets in the market.

The ubersexual is also included in this segment.

- The bachelor:

The man leaves his parents more and more late and settles in couple more tardily. Moreover, the education level and the life standard increase, which implies higher incomes for this section of the population. Besides, an unmarried man has more reasons to be attractive and handsome than a married one. He becomes then a potential target for the hygiene-beauty market.

- The young:

The young man goes easily through the prejudice founded by the society. The new generation is the man of tomorrow. That is why young people are an attractive target for the marketer: they seem to be open minded, they accept cosmetics and they are the new actors on the market.

- The women :

It is often heard that men use their wife of mother's cosmetics. But another important aspect is that women have both a purchasing advisor role and a buyer one! In fact, they also buy a lot of cosmetics for their husband, children or friends.

- The seniors :

With the increase of old people number, the marketers should not pass beside this part of the population. People aged more than fifty belong to a segment of population with an important

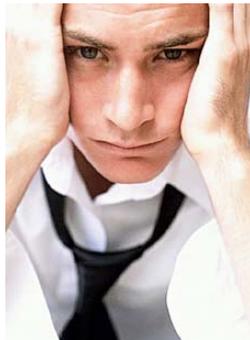
⁶⁶ http://www.polytechnique.fr/eleves/binets/xy/article.php3?id_article=26 – 18/04/07

purchasing power. The need to remain in good health, to preserve an active way of life and to improve its physical appearance to stay young, became the principal concerns of the seniors. A study undertaken by Ipsos in 2001 in France⁶⁷, Spain, Germany, Italy and England, shows that a man on two fears the ageing of his skin and that 70% of them take care of it to maintain its aspect young. Although it is commonly allowed that the wrinkles are a sign of maturity, virility and charm, an excess of wrinkles would imply getting closer to oldness.

⁶⁷ Remy Oudghiri – Ipsos Observatory Insight Director - <http://www.ipsos.fr/CanalIpsos/articles/1881.asp>

4.2. Self-concept theories

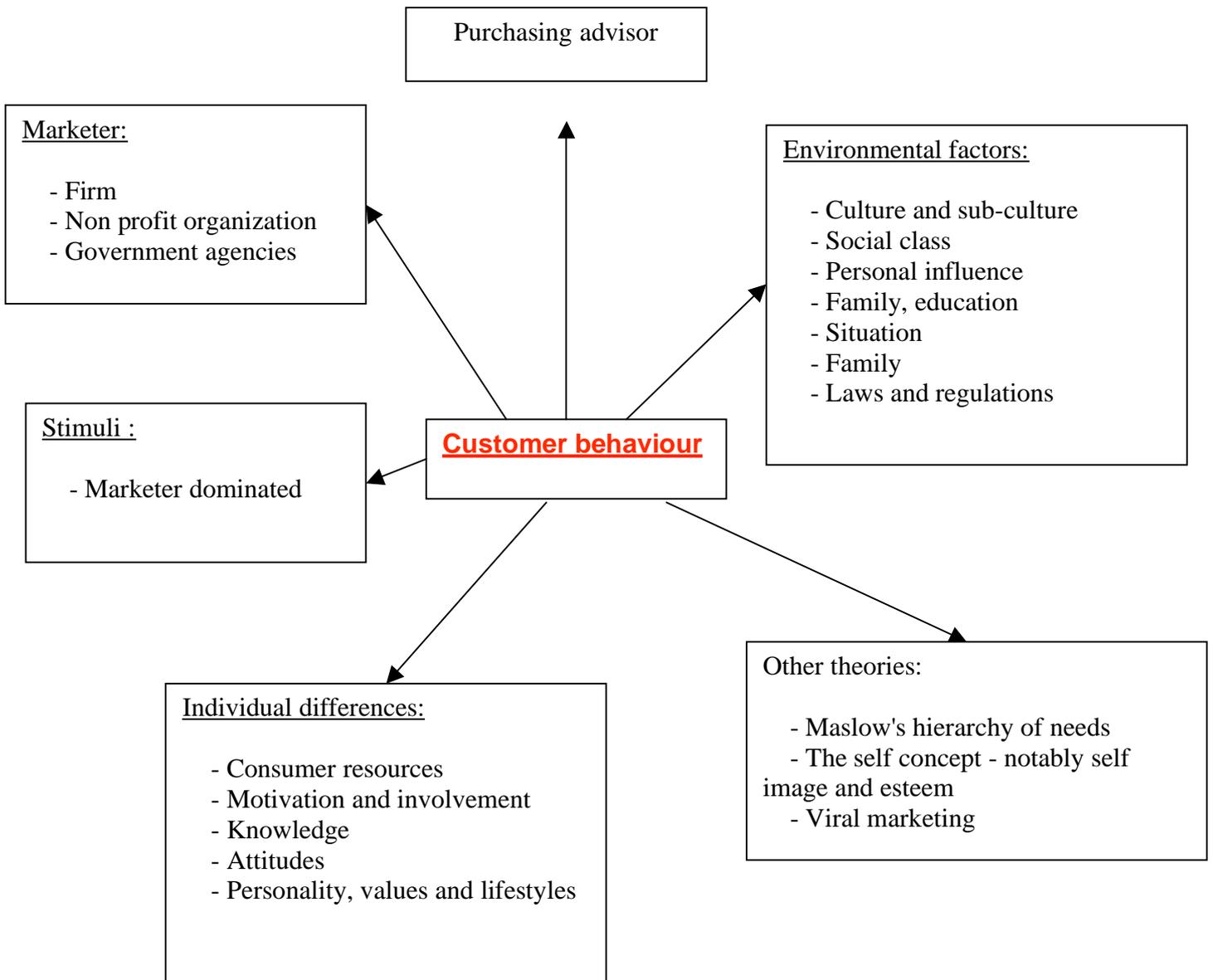
“People have a need to behave consistently with their self concept, this perception of themselves forms part of the basis for the personality. Such self consistent behaviour helps a person to maintain his or her self esteem and gives the person predictability in interactions with others.”⁶⁸



Before starting to talk about the theories that influence the consumer behaviour in the market, it is important to sum up some of the main factors that influence the customer behaviour. In fact, he is influenced by many things among which the environment, the individual differences etc.

This whole part is inspired by the chapter 4 – Consumer decision process - of Engel, Blackwell, Miniard, *Consumer behaviour*, eighth edition.

⁶⁸ Consumer Behavior, Fourth Edition, John C. Mowen p.249



Variables that shape the customer behaviour

The aim of this scheme is to show how complex the understanding of the customer behaviour is. In fact, this is not a one way mechanism, it is much more complicated than that. Although this is not the core of the research, it is important to explain some of those factors.

- The individual differences:
 - *Consumer resources:* each person brings three resources into every decision making situation: time, money and information reception. There is always one question in the customer mind: “is the value, the benefit offered by the product is higher than the money and time sacrifice the purchase of this product or service will involve?”
 - *Motivation and involvement:* those two words would deserve a whole dissertation. Let’s just say that needs and motivation affect all phases of the decision process.
 - *Knowledge* is the information stored in memory. In this case, information about the product, the brand, the distribution channels, the competition... The knowledge access is nowadays easier than before thanks notably to the Internet. It means the firms cannot lie to the customer and honesty is a often an added value.
 - *Attitudes:* the behaviour is strongly influenced by the attitudes toward a brand or a product. An attitude can be either positive or negative and plays a role on future choices.
 - *Personality, values and lifestyles:* individuals differ in many ways. Each of us has his own values, beliefs, preferred behaviours...

- The Environmental factors:
 - *Culture:* it refers to the values, ideas, artefacts and other meaningful symbols that help people to communicate, interpret and evaluate a member of society.
 - *Social class:* they are division within society composed by individuals sharing the same similar values, interest and behaviours. They share therefore similar way of consumption.
 - *Personal influence:* our behaviour is affected by those we closely associate. A large number of people conform with the norms and expectations provided by others.
 - *Situation:* according to the circumstances and situations, our consumption is different; for instance, we do not buy the same things if we are in holidays and if we just got dismissed
 - *Family:* this is often the first consumption decision making unit; conflicts and cooperation occur which make of the family a very influential factor.
 - *Laws and regulation:* according to the laws and regulations set by the government, the consumption is different.

- The purchasing advisor:

This person influence you behaviour because he has a strong influence on you. It can be the pharmacist who gives you a medicine rather than another, it can be an opinion leader...

- Other theories:

Many sociologists tried to analyse and explain the consumer behaviour through different theories: Maslow and his hierarchy of needs (cf. figure 10) and the self-concept theories which will be developed later.

4.2.1 The self-concept

- Definition

The self concept can be defined as “the totality of the individual thoughts and feelings having reference to himself as an object⁶⁹”. The self concept include physical, psychological and social attribute which can be influenced by the individual's attitudes, habits, beliefs and ideas⁷⁰. Because people have a need to behave consistently with their self concept, this perception of themselves forms part of the bases for the personality. Such self-consistent behaviour helps a person to maintain her or his self esteem.

A clear and famous definition of the self-concept is given by Purkey in “*An Overview of Self-Concept Theory for Counsellors*”⁷¹:

Self-concept is the thinking aspect of self and generally refers to "the totality of a complex, organized, and dynamic system of learned beliefs, attitudes and opinions that each person holds to be true about his or her personal existence" (Purkey, 1988).

- The self concept is learned, organized and dynamic⁷²

According to Purkey, three things can be said about the self-concept:

- The self concept is *learned*: we are not born with a self-concept, it is not instinctive. It mean that it is shape and reshape through the life experiences; experiences with ourselves and with other people. A common sentence when talking about this idea is to say that self-concept is a “social product”.
- The self concept is *organized*: “self-concept has a generally stable quality that is characterized by orderliness and harmony”⁷³. According to this idea, if a person changes his self-concept easily all the time, it can lead to an inconsistent and dependable personality.

⁶⁹ Morris Rosenberg, *Conceiving the Self*, New York: Basic Books, 1979

⁷⁰ http://en.wikipedia.org/wiki/Self_concept - 30/04/07

⁷¹ Purkey, W. (1988). An Overview of Self-Concept Theory for Counselors - <http://www.ericdigests.org/pre-9211/self.htm> - 09/05/07

⁷² Purkey, W. (1988). An Overview of Self-Concept Theory for Counsellors <http://www.ericdigests.org/pre-9211/self.htm> - 09/05/07

⁷³ Purkey, W. (1988). An Overview of Self-Concept Theory for Counselors - <http://www.ericdigests.org/pre-9211/self.htm> - 09/05/07

- The self concept is *dynamic*: we already said that the self-concept enables a person to views her or himself, the others, the world but it also helps a person to direct her or his actions and being consistent in life. The fact it is dynamic also involves that it is a continuous active system which is permanently shapes through the experiences.
- Different types of self concepts:
 - *Actual self*: how a person actually perceives himself or herself
 - *Ideal self*: how a person would like to perceives himself or herself
 - *Social self*: how a person thinks others perceives him or her
 - *Ideal social self*: how a person would like other to perceives him or her
 - *Expected self*: an image of self somewhere between the actual and ideal selves
 - *Situational self*: a person self concept that includes the impact of personal possession on self image
 - *Possible selves*: what a person would like to become, could become or is afraid of becoming⁷⁴
- Self concept and body image

Recent studies have demonstrated that people's self-concept and body image are influenced by social interaction through two processes: “reflected appraisal” and social comparison.

- Reflected appraisal (Feedback from others)

This process refers to a theory which goes back to the turn of the century. It is the process in which we see ourselves as others see us, or as we think they do, using a sort of psychological “radar” to find out perceived reactions. “Perceived” and not “suggested” because, according to some research, if a person reads of others’ opinion, she will be conditioned by self-evaluation. And it may be not necessarily exact.

The research also demonstrates that the condition, to which this perception of external appraisal shapes our judgment of ourselves, is the value and the importance to us of the people providing it. The reactions of "significant others," people whose opinions make a difference to us are particularly influential. For young people, parents, brothers or sisters are the most important influences. For students, friends are the most significant others. Among first-year university students, parents, friends and teachers are important influences.

- Own observation by Social comparison

⁷⁴ John C. Mowen - *Consumer Behavior*, Fourth Edition table7-5, p.250

People compare themselves to determine how attractive they are. In social comparison, people evaluate themselves in relation to others, with points awarded for similarities and points forfeited for differences. This judgment is based on standards set by the popular culture. In many societies, physical attractiveness is defined to a significant extent by the shape and size of the body.

4.2.2. The self-esteem

4.2.2.1. Definition

The term “self-esteem” is one of the first concepts in psychology. It appeared in 1890, studied by an American psychologist and philosopher William James. Nowadays, it is the third most frequently studied theme in psychology literature: as of 2003 over 25,000 articles, chapters, and books referred to the topic.⁷⁵

Defining self-esteem is not that easy. Everyone knows what it is because it is a human phenomenon. However, it is hard to put that understanding into precise words.⁷⁶ That is why there are many definitions of self-esteem.

Many psychologists have studied self-esteem. Wells and Marwell (1976) for example attempted to organize definitions of self-esteem on the basis of 2 psychological processes: evaluation (which emphasizes the role of cognition) and affect (which prioritizes the role of feelings) as they pertain to self-esteem. “Self-evaluation generally involves more mechanistic, causal descriptions, while self-affect tends to elicit more “humanistic” conceptualizations of behaviour.”

Still following this point of view, the result is a typology of definitions which consists of four ways of defining self-esteem.

Firstly, the self-esteem can be simply characterize by a certain attitude, because this one, when held toward a given object, can involve positive or negative cognitive, emotional, and behavioural reactions.

A second definition focuses on the idea of discrepancy, especially the one between the self that one wishes to be (the “ideal one”), and the self that one currently sees oneself as being (the “real” or “perceived” self). That means that the closer these two precepts are, the higher the individual’s self-esteem suffers.

A third way to define self-esteem is based on the psychological responses a person holds toward himself or herself, rather than attitudes alone. These responses are usually described as feeling-based or affective in nature, such as positive versus negative or accepting versus rejecting.

The final definition is to say that self-esteem is understood as a function or component of personality. Here, self-esteem is seen as a part of self-system.⁷⁷

Self-esteem as competence

⁷⁵ <http://en.wikipedia.org/wiki/Self-esteem>, read on the 1st May 2007

⁷⁶ Christopher J. Mruk, *Self-esteem Research, Theory, and Practice*, third edition, 2006, p 8

⁷⁷ Christopher J. Mruk, *Self-esteem Research, Theory, and Practice*, third edition, 2006, pp 10-11

Let's get back to the roots of self-esteem. When William James discovered the self-esteem concept, in the late nineteenth century, his theory was: "Our self-feeling in this world depends entirely on what we back ourselves to be and do. It is determined by the ratio of our actualities to our supposed potentialities; a fraction of which our pretensions are the denominator and the numerator our success:

$$\text{Self-esteem} = \frac{\text{successes}}{\text{pretensions}}^{78},$$

Self-esteem as worthiness

Later, in 1965, Morris Rosenberg found another definition of self-esteem: "Self-esteem, as noted, is a positive or negative attitude toward a particular object, namely, the self... High self-esteem, as reflected in our scale items, expresses the feeling that one is "good enough". The individual simply feels that he is a person of worth; he respects himself for what he is, but he does not stand in awe of himself nor does he expect others to stand in awe of him. He does not necessarily consider himself superior to others. (1979, pp 30-31)"⁷⁹

Here, self-esteem is not anymore in connexion with only success. It is seen in a larger scale, with more parameters which influence the degree of self-esteem.

Self-esteem as competence and worthiness

In 1969, Nathaniel Branden offered a new definition of self-esteem, based on philosophical theories, such as what is known as Objectivism, rather than on empirical data. In this new conception, self-esteem is defined in terms of both competence and worthiness. "Self-esteem has two interrelated aspects: it entails a sense of personal efficacy and a sense of personal worth. It is the conviction that one is competent to live and worthy of living. (p110)"⁸⁰

It is important to distinguish the feeling good about oneself and self-esteem. Many psychologists, such as Damon (1995) or Seligman (1995) point out the fact that a "feel good" approach without connecting with beliefs and experience to reality is not self-esteem, but more narcissism, egotism, conceit, and other undesirable states. Once more, it is essential to define self-esteem in terms of competences and worthiness.⁸¹

Self-esteem is a part of the Maslow's Hierarchy of Needs. This hierarchy classifies human's needs in 5 levels: the first needs human try to satisfy are the physiological ones (breathing, food, water, sex, sleep, homeostasis, excretion), then the safety ones (security of body, of employment, of resources, of morality, of the family, of health, of property), third the love/belongings ones (friendship, family, sexual intimacy), esteem needs (self-esteem, confidence, achievement, respect of others, respect by others), and finally self-actualization needs (morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts).⁸² (cf. figure 10)

4.2.2.2. Self-esteem degrees

⁷⁸ Christopher J. Mruk, *Self-esteem Research, Theory, and Practice*, third edition, 2006, p 12

⁷⁹ Christopher J. Mruk, *Self-esteem Research, Theory, and Practice*, third edition, 2006, p 16

⁸⁰ Christopher J. Mruk, *Self-esteem Research, Theory, and Practice*, third edition, 2006, p 19

⁸¹ *Self-esteem Research, Theory, and Practice*, Christopher J. Mruk, third edition, 2006, p 23

⁸² http://en.wikipedia.org/wiki/Maslow's_hierarchy_of_needs

Our perception of our body and our self-esteem are strictly related. But self-esteem is not a physic state but rather a spirit state.

4.2.2.2.1. High self-esteem

A high self-esteem allows people to accept their appearance and to be responsible in the world in which they live. Self-esteem is nourished by the success which motivates to try new projects, to get more goals and to act more, what increase the feeling of competence and of self-pride, as well as capacity to overcome failures.

A high self-esteem means:

- To give value to ourself, especially when the others do not do it
- To accept self appearance and self actions
- To accept the others
- To be responsible of our actions, good or bad
- To defend our beliefs
- To be able to be engaged
- To pursue and to reach our goals
- To try news things

The way how we feel has a huge impact on our world's perception. Also, self-esteem influences the way how we treat people. If someone has a high self-esteem, he or she will be more tolerant towards the others' differences.

Some people think that a high self-esteem make people arrogant or egocentric. Actually, a high-self-esteem permits to feel better without decreasing the others.

4.2.2.2.2. Low self-esteem

A low self-esteem means:

- To need to impress the others
- To be afraid to try new things, to be engaged and to be asserted.
- To blame the others for our problems
- To avoid social activities and situations which could show our body
- To judge ourself in connexion of what the others think of us
- To compare ourself to the others and to do not dare to express

Nobody has a high self-esteem during the whole life. Nevertheless, a low self-esteem can be much more serious than just feel bad or try to look like to someone else. It is related to others problems much more serious: violence, alcoholism, depression, drug-addiction, food disorder, intimidation, school problems and racism. All these problems can be born from a low self-esteem.⁸³

4.2.2.2.3. Self-esteem degrees (according to Christopher J. Mruk)

To Christopher J. Mruk, there are four types of self-esteem degrees.

⁸³ <http://www.thebodyshop.ca/body.asp?Lang=FR&CName=Profits2>, read on 3rd May 2007

Worthiness-based self-esteem

The general type of this kind of self-esteem is that someone has an unstable or fragile self-esteem characterized by a low sense of competence compensated for by focusing on worthiness.

There are two levels of this state:

- Approval seeking: contingent on approval from the others, sensitive to criticism and rejection.
- Narcissistic: exaggerated sense of worthiness regardless of competence level and reactive to criticism. Vulnerable to defensive acting out.

Low self-esteem

In this case, the level of self-esteem is reduced and characterized by a concern to avoid further loss of competence or worthiness.

The 2 levels are:

- Negativistic: generally cautious style of self-regulation, focuses on protecting current level of self-esteem rather than losing it
- Classical: Impaired functioning due to low sense of ability and worth. Vulnerable to depression, giving up.

High self-esteem

The general type of high self-esteem is characterized by a relatively stable self-esteem, represented by varying degrees of openness to experience, optimism, and lack of defensiveness.

Two levels can be mentioned:

- Medium: Stable sense of adequacy in terms of competence and worthiness, interested in more.
- Authentic: General sense of realistic competence and solid worthiness. Actively concerned with living out positive, intrinsic values.

Competence-based self-esteem

This means an unstable or fragile self-esteem characterized by low sense of worthiness compensated for by focusing on competence.

The two levels are:

- Success seeking: contingent or garnering successes or achievements and anxious about and sensitive to failure
- Antisocial: Exaggerated need for success or power. Vulnerable to aggressive acting out.⁸⁴

4.2.2.2.4. Self-esteem levels

⁸⁴ Self-esteem Research, Theory, and Practice, Christopher J. Mruk, third edition, 2006, p168

There are different self-esteem types. The top level is called global or general self-esteem. Three other levels can be noticed:

The first one is social esteem, which is developed by the relationship with parents, peers and intimates others.

Then, the second one is the physical self-esteem, what means that the self-esteem degree is based on physical ability and physical appearance.

Finally, the last one is the academic self-esteem, in connexion with reading, math and others intellectual abilities.⁸⁵

In the work, the self-esteem will be considered in its physical level, that is to say the physical appearance. Indeed, the topic is about the embellishment of the skin, the body and the face, so in other words the physical appearance.

4.2.3. The self-image

The self image is the mental picture someone has about himself. This image, quite resistant to changes, is based on experiences or on the internalization of others' judgments. The self image include thus the own vision of a person weight, intelligence, masculinity, femininity, attractiveness... Those items include the answers to such questions as: Am I skinny? Am I attractive? Am I a good person? Am I strong? Am I masculine? Am I likable?...

Self-image can be simply defined by the answer to this question: What do you believe people think about?

In social and cognitive psychologies, the technical term for self-image is self-schema. A schema is a mental structure that represents some aspect of the world. Self-schemas provide information and influence the manner of how we think and remember. For instance, research demonstrates that information which refers to the self is preferentially encoded and recalled in memory tests. This phenomenon is known as "Self-Referential Encoding" (Rogers et al. 1977).

For an individual, the formation of a healthy self-image can be challenging above all when family, peers, community, or general society issues very negative evaluations of a person that happen to be inexact. The effects of that on a person can be hard: he or she may learn self-hatred (the fact to dislike yourself).

It is important to notice that certain information about an individual is not directly available to others, and that information can be very appropriate to the formation of an accurate and well functioning self-image. For instance, only the person may know if some of his or her acts were malicious or good. Only individuals know whether in their internal experience they are male or female or, perhaps, something else.

⁸⁵ R. Shavelson, J. Hubner and G. Stanton, "Self-concept: Validation and construct interpretations," Review of Educational Research, 46 (1986): 407-441.

An accumulation of invalid criticisms that a person collected during the childhood can lead to a poor self-image and a damaged view of himself. Children are particularly vulnerable to accept false negative judgments from authority.⁸⁶

Each of us has a "self-image," a perception of how we believe we look to others. People who are happy with their self-image are more likely to be self-confident, effective in work and social situations, and comfortable in their relationships. Those who are dissatisfied tend to be self-conscious, inhibited, and less effective in activities.

Cosmetics encourage and promote a strong, positive self-image. Even a small change on the outside can create an extraordinary change on the inside, allowing an individual's self-confidence to flourish.⁸⁷

⁸⁶ Rogers, T.B., Kuiper, N.A., Kirker, W.S. (1977) Self-Reference and the Encoding of Personal Information, *Journal of Personality and Social Psychology*, 35, 677-688.

⁸⁷ http://www.plastic-surgery.gr/en/38/Psychological_aspects_of_Plastic_Surgery.html - 29/04/07

4.3. Link with the men's cosmetic market

“True quality of life comes from a lasting harmony between the body and the mind”

Confucius

This part is the last one of the theory and it is also one of the most important since it will be linked with the market. The core question of this part will be to define and analyse the bonds between the men's cosmetics and the self-concept theories. The customer behaviour is very complex and the work from now will be focused on both the self esteem and the self image. Are those concepts brakes or opportunity for the market?



As it has been said before, people always behave with their self. Obviously, this is the same when talking about cosmetics. It is important to notice that the market is subject to several issues concerning the consumer behaviour: the appearance of new targets, the fact that virility is call into question by the use of cosmetics, the fear of being assimilated to a homosexual... On the other hand, it was also noticed that the consumption of cosmetic was facilitate by the fact men were aware of the “skin's power”.

In this part, an easy link can firstly be described between the theory and the men's cosmetics. Then the self esteem will be analyzed through the self image. In a third time, the influence of cosmetic on health will be developed.

4.3.1. Mechanism between market and theory

As a matter of fact, the use of cosmetic increases the self-image. Since self image can be define as *the mental picture someone has about himself*, it is easy to understand that the use of cosmetic aim to improve this image. Basically, the image will improve both on a physical and a psychological point of view. Physical because by using cosmetic, the individual will have a softer and better looking skin and psychological since the cosmetic user will feel more self confident due to his appearance.

Then comes the external factors: the others. Indeed, as it was said before, it will be lying to say that someone is using cosmetics only him/her. The self image is depending on the way others are looking at you and the way they consider you. The cosmetics are likely to improve this look people have on you. In any case, there is no way the use of cosmetic can has a bad effect on the self-image.

For instance, this statement will be illustrated with a situation that happened to each young person one day or another. By using cosmetics, an individual can normally get rid of his pimples. Those pimples which can become a nightmare and have a bad influence on the self image, especially for young people if he is surrounded by people who no longer have acne problems! Cosmetics can, in this case, a great assistance.

This mechanism is nevertheless not the same with the self esteem. Indeed, there are two possibilities: either the use of cosmetics increases or decreases the self-esteem. The self esteem can be defined as a favourable or unfavourable attitude toward the self⁸⁸.

Therefore, it can be easily understood why the use of cosmetics can be armful to the self esteem. Indeed, this attitude can be threatened by man things. First, the use of cosmetics is, as seen in the part concerning the customer behaviour, still influenced by the mentalities and the fear of being assimilate to a homosexual, the fear of being compared to a women etc. In this situation, the self esteem can decrease because the fears are superior to the desires; the guiltiness is to present in the customer mind to enables an increase of the self esteem. Then, the self esteem can decrease because the use of cosmetics can be seen as a tool to satisfy a lack: thus the individual can feel dependant.

On the other side, the self esteem can increase since thanks to the use of cosmetics the individual perceive himself in a positive way. The self pride is improved that enable the customer to accept himself and being accepted.

4.3.2. Improving the self-esteem through the self-image

Nowadays, using men's cosmetics is much more than just a fashion phenomenon. The man has changed his behaviour and uses now cosmetics without any complex. In a society in which appearance and youthfulness have become for most of people a priority, to be careful to your image is going through taking care of your body and your skin.⁸⁹

⁸⁸ Rosenberg's (1965) - <http://www.macses.ucsf.edu/Research/Psychosocial/notebook/selfesteem.html> - 24/03/07

⁸⁹ cosmeticsformen.blog.20minutes.fr/.../index.html., 08/05/07

Cosmetics do not only affect the self physically; It has also a significant mentally role on users. It is known that taking care of your body helps to improve your self-image. But, self-image and self-esteem are not the same. It has been already seen the difference between them, so what to say about the relationship between self-esteem and cosmetics?

Creams, masks, cleaning products, all these products have the aim to improve appearance. As a matter of fact, in many studies read, the participants expressed they were more pleased with themselves when wearing cosmetics than when they were natural. When they are wearing cosmetics, they get higher feelings of self image, self worth and self confidence. Other research states that people who use cosmetic products tend to think that, if they are more physically attractive, they will be seen and treated more positively. (Sawyer, Magee, Clark pp. 35) . As looking better physically, self-image is improved. The fact is that by improving the self-image, it improves the self-esteem: self-esteem is improved through self-image. Indeed, most of advertisings are selling the idea to attract women, to increase sex appeal and sexual success, thanks to a beautiful skin, a nice smell or a tanned face. All these concept are important in developing a high self-esteem.⁹⁰

The skin, alive envelope of the body, expresses all the emotions of a person: happiness, sadness, stress, fear... The skin is the last barrier of the “self”, the “me-skin” is a physical element, an instrument to get a form of power on the others, to retain their interest, to modify their impressions, their judgements, to seduce them. Nevertheless, the first requirement, the one which gives sense to the rest, is the relationship to ourselves, lived through the skin. This relationship is crucial for the relationship with the others.

Skin cares allow the person to adapt, to protect himself and to defend, to express and to communicate, to get pleasure and to act. All these functions can have some influences about the others’ regards, but also and firstly about ourselves. In this relation, cosmetics are a privileged mediator. They touch the person in deep. A cosmetic does not limit its action to the physic: it colours the interior life. Indeed, cosmetics help to go through an inferiority complex or a depressive tendency.

A “positive stress”, result of a better acceptance of ourselves, can dope a person. As well as a sun kissed day can influence the psyche and stimulates all the organism, cosmetics contribute to this, improving the self-image and the image that the others return like a mirror. Body cares are a factor of reconciliation with ourselves and with the others. It contributes to the personal balance and to self-confidence, what is the most important to success in social integration.

4.3.3. Cosmetics and health

The psychological benefits of cosmetics are so important that they are nowadays used in health’s domains. Some tests and surveys have been done in order to check the theory which says that health can be improved by cosmetics.

For example, cosmetics are used for old people, allowing them not to be younger, but to stay attractive. Also, the British Red Cross has put beauty cares in hospitals to improve the physical well-being and the self-esteem of patients. Another American survey has shown that

⁹⁰ <http://www.wsu.edu:8080/~taflinge/esteem3.html>, 08/05/07

the use of cosmetics for people with heavy treatments of chemotherapy and radiotherapy. Julia Rowland, Ph.D, director of the psycho-oncology program at Georgetown University, explains that cancer assaults patients' self-esteem and self-image and the program helps combat negative feelings by showing to the patient how to look their best. This program is called "Look good... Feel Better" and it has a very positive influence in the treatments' (stamina) and allows a faster recovery, thanks to the self-confidence created by cosmetics: who sees himself in a better way feels better.⁹¹

As can be seen above, cosmetics can have a very important positive influence on self-esteem. This influence can be such that cosmetics are now used to fight illness and give back to old or sick people a high self-esteem. Nevertheless, if cosmetics can act on self-esteem, it is because they improve self-image. As an illustration, some experiences made on women and establish similitude for men can be described.

4.3.4. The women's example

First of all, there is a link between the self-esteem theory and the use of cosmetics in general and not specially with the men. In fact, it has been seen in this study that the market for men's cosmetics is relatively new in comparison with the women's one. In this area, a lot a surveys, studies and researches have been done since the half of the twentieth-century. Even if the two markets of cosmetics, the one for men and the one for women are different because the target does not expect the same thing, some parallels and similitude can be made between the two. That is why, it could be interesting to describes some experience that have been led on women few years ago.

Very active psychosocial researches were made on cosmetic products and their use. T. Cash (1987, 1988), in particular, led research which related to the auto presentation. He thought that cares for the appearance - and, in particular, the use of cosmetic products - have two essential functions: on one hand, to manage the social impression offered to others and, on the other hand, to control the image of oneself. In fact, several studies stated that there is a link between the use of cosmetic products, a more positive image of the body and a feeling of Social Security and effectiveness (T. Cash & D. Cash, 1982; T. Cash, Dawson, P. Davis, Bowen, & Galumbeck, 1989; T. Cash, Ricci, & Chapman, 1985; Theberge & Kernaleguen, 1979; Wright, R. Martin, Flynn, & Gunter, 1970). For example, T. Cash and Al (1989)⁹² carried out one study in which they are interested in the influence that cosmetics products have on the evaluation of the attraction of the face and also the influence on the image of someone's body. This experience is described in the attached document (cf. figure 11). The sum up of this study was to estimate the attractiveness of women without make up in first, and after when they were wearing cosmetics. The results were that the use of cosmetics improved someone's body image, at the "emotional" level (satisfaction of the appearance) and "cognitive" (estimation of its attraction). And it has been seen before, that self-esteem is improved through the improvement of the self-image. It is important to notice that for men, the use of make-up is quite marginal. But those women's experiences can be adapted on men by the use of cosmetics in general and not make-up. By using cream, fragrances, tanning cream, they all want to be more attractive for them and for the others. As feeling more

⁹¹ http://www.skin-science.fr/_int/_fr/topic/topic_sousrub.aspx?tc=skin_science_root%5ewell_being_skin_deep_and_deeper%5eself_esteem&cur=self_esteem,08/05/07

⁹² http://www.pug.fr/extrait_ouvrage/Ebeau.pdf,01/05/07

attractive, they become more self-confident and they improve their self-image and through that they develop a higher self-esteem.

Thus, various forms of manipulation of the appearance can modify the attraction drilled on peers. It is the case of the make-up, as T. and Al (1989) show it. It is also the case of the clothes style (Cunningham and Al, 1990). This example illustrates the noted social importance of the attraction of the face. An attractive person makes better impression and the others grant her to have competences not only social, but also intellectual and sexual as well as a better health and a better mental equilibrium. This best impression enables in the everyday life, to obtain sometimes more attention, assistances, and even of the undeniable professional advantages. That can be linked with the stereotype “what is beautiful is good”. It has been also seen that the individuals can control their appearance actively, which allows them at the same time to handle the impression which they give of themselves. Lastly, even if its expression can be slightly different, this stereotype is not specific to the Western culture and it also appears in other cultures and, in particular, in the Eastern culture.

5 – Survey

5 – Survey

5.1. Analyse

All the corresponding graphs are in the figures' part, from figure 13 to 35.

1. How old are you?

The sample is composed of 110 persons from 18 to 25 years old, only men. Most of them (39,1%) are between 24 and 25 years old, then 37,3% are between 22 and 24, and the rest is less than 22.

2. What is your nationality?

Most of the respondents are French (32,7%). People from Germany are also well-represented (13,6%), as well as Swedish people (12,7%) and Spanish people (10,9%). Then, there are people from Poland, Pakistan, Austria, Belgium, China, Finland, Italy, Switzerland, the USA, Canada, Croatia, Denmark, the Netherlands, United – Kingdom, Morocco, Norway, Slovakia and Turkey.

The research is mainly concerning Europe but it seemed to be interesting to have answers from non-European people in order to find a global tendency.

3. Do you use cosmetics?

By cosmetics, it means all hygiene, health and beauty products, from shower gel and shaving foam to mask and make-up.

In this point view, 89,1% of the interviewed men are using cosmetics, whereas 10,9% do not. Of course, these people have a good life hygiene, they simply do not use shower gels and deodorants for men, but they use the first price or the one which is standing in the bathroom. About shaving foam, people who have answered they do not use it often use a hair clipper.

4. Do you rather use men or women cosmetics?

Almost 80% of the sample use men products. Almost 20% use both men and women cosmetics, what means most of the time the partner's products. Only 1% use women products. Here is a growing of mentalities: men do not more want women products, they assume to use men cares, adapted to them. This would have been different some years ago.

5. What kind of products do you use?

Concerning the products men use, the most popular are firstly the shower gel (17,7%), then the shaving foam (16,7%), the deodorant (16,3%), and the after shave (12,4%).

Products less used by men are make-up (0,4%), matt moisturizer (0,6%) and anti dark circles and bags cream (0,6%).

Thanks to these results, it can be saying that if obviously men use cosmetics, they do not use all kinds: make-up, matt moisturizer and so on are still women property. They mostly use health and hygiene products.

6. Which are for you more typical for men?

About typical products for men, most of people have answered after shave (27,3%) and then shaving foam (24,7%).

This means that in their minds, men do not consider products such as make-up or mask as a product they can use without problem. These products are rather feminine ones for them.

Also, it can be saying that after shave and shaving foam are obviously the most masculine because women can not use it, concerning the beard.

7. Since how long do you use them?

59,2% of the interviewed men are using cosmetics since more than 3 years, 24,5% since ever, and 16,3% since between 1 to 3 years. As the majority uses them since more 3 years, a connexion can be made with the market explosion which happened in 2001.

Here is the illustration of the growing of the market, because 16,3% of interviewed men use cosmetics since between 1 to 3 years. This means that the market have acquired new consumers: the market have become generalized and products become more accessible.

8. Which brand do you like best?

The most popular brand is Nivea for Men with 34,4%, followed by L'Oréal with 21,9%. In third position, other brands, such as Adidas or national brands are found. Then, comes Gillette with 13%, Biotherm with 7,7%, and the last ones are Nickel, Clarins, Shisheido and E-Pure.

It is important to notice that the sample is mostly composed by students; that is why the luxury and expensive brands are not very popular. They prefer buying simple but efficient products.

9. Where do you buy them?

About distribution, 66,7% of men buy their cosmetics in superstores and 28,5% in perfumeries and drugstores. This is the same logic as the brands: products in superstores are cheaper and perfumeries are more seen as a feminine place. Concerning people who have answered "other places", it can be said that they have other ways of getting products, as for example gifts. A new distribution channel is slowly developing: the Internet.

10. How much do you spend in average each month?

Most of the polled spend in average between less than 10 euros to 15 euros. This is again because the sample is composed by students, as a consequence price is important for them but only because they do not want to spend too much in cosmetics.

Nevertheless, some of them spend very important budget, it is another market segment: men who like to take care of themselves not only for medical reasons but also for beauty reasons. Those consumers can be metrosexual or ubersexuals.

11. Who is your purchasing advisor?

Almost 60% of the interviewed people do not have a purchasing advisor. 17,3% listen to their female friends (here it is also considered the partner), 8,6% to their male friends, 14,4% to their parents, and 1,4% to their doctor.

As a consequence, the fact that most of men do not need advice from another person can be pointed out: here is the expression of the advertisements' power, with the masculine press, TV spots, sponsoring and so on.

Nevertheless, the female friends' advice are still important.

12. What do you look first when you buy a cosmetic product?

The first characteristic important for the respondents is the price (35,7%). Again, the sample is mainly composed by students, that is why they are so concerned by the price: they are not ready to spend an important budget in cosmetics. Secondly, what is important in the purchasing behaviour is the brand (28,6%) and then the packaging (14,3%) and the product's name (14,3%). The less important characteristic is the features (7,1%).

About the brand, men are rather sensitive to the brand's reputation and loyal. Once they are quite sure of the quality and efficiency of a brand, they do not change very often.

Surprisingly, the packaging is only on the third rank, at the same place than the name. And finally, the product's features are the characteristics which are the less important in the product's choice.

13. Why do you use cosmetics?

31,6% of the polled use cosmetics in order to take care of their skin. 22,7% want to improve the image the others have of them, 18,2% use it for themselves, 13,6% to be more attractive, 9,1% to feel better, and finally 4,5% for medical reasons.

What can be said is that men use cosmetics firstly for hygiene and health reasons. Still, they feel concerned by the image they give to others and they are aware of the cosmetics' power to improve their physical appearance. In this case, the relationship to others is the most important; the physical appearance allows to be placed toward a group norm.

For those who have answered "for you", this means that it is the relationship to the self which is the most important. Beauty is personal and what is important is the harmony body/spirit.

Using cosmetics to feel better is about the physical condition.

14. Does it make you feel guilty to use cosmetics?

Almost 90% of the respondents do not feel at all guilty to use cosmetics. About 10% feel a little guilty, only 2% feel much, and no-one feel very much guilty.

Here it can be seen again the evolution of mentalities and of the market because there are not more many taboos about using cosmetics. Nowadays it is normal for a man to take care of him and to use adapted products.

15. Do you feel more self confident thanks to the use of cosmetics?

More than a third of the respondents feel more self-confident thanks to the cosmetics depending on the circumstances.

To see that 31,6% of the respondents have answered “not at all” is quite surprising because, according to the researches, it has been seen that by improving the self-image through cosmetics, an individual can develop better his/her self-confidence. Thus, the conclusion is that maybe people respond without taking care or not sincerely, maybe because they are ashamed to admit that superficial things like cosmetics can help them to feel better in their body.

Nevertheless, if the answers “rather yes” and “yes” are brought together, one third of the respondents agree with the statement that by using cosmetics they feel more self-confident and it confirm the theory.

16. By using cosmetics, do you think you improve your self image, you improve the image the others have of you, neither one nor the other, or both?

This question aimed to determine rather if people use cosmetic for them or for the others. Basically, it can be said that almost 30% of the respondents use cosmetic both to improve their self-image and to improve the image seen by the others. This statement can be easily linked to the theory since this question directly joins it: the use of cosmetics deals with the self esteem – since improving his self image improve the self-esteem in a short term – and the self image – depending on the others point of view.

Another figure is important in this question: 35,7% of the respondents said they were using cosmetics either to improve their self image or the image seen by the other people. Therefore, the following question can be raised: “why are they using them?” It appears that those people seem to be using those products only for their well-being because they do not care about their image or what people think about them. They are completely out of the public sphere and they think about them first.

17. Do you think cosmetics industry is more a women than a men area?

A large majority of the polled thinks that the cosmetic industry is still more a women than a men area. It is interesting here to underline one thing: women were the pioneer in this market, it is logical that they are first assimilated to the word cosmetic. So far, it can be saying that the word cosmetic belongs to the women lexical field; it is not a masculine one.

18. “Virility is affected by the use of cosmetics products”: do you agree?

This question can be linked with question twenty about homosexuality because it was relevant to determine here rather or not men were afraid of using cosmetics. It can be said here that the majority of the people disagree this statement but it is also quite visible that virility is call into question by the use of cosmetics. In fact, more than 45% of the respondents are either “rather

agree”, “agree” or “totally agree” that show that the mentalities concerning the virility issue of the market are still present.

19. Is it important for you to take care of yourself?

According to more than 70% of the polled, it is either rather or very important to take care of them. That can be easily understood since it was said before that the gap between masculinity and femininity is going down. Thus, men are no longer ashamed to say that they do take care of their skin and appearance.

It is also interesting to underline that although 10,9% of the respondent do not use cosmetics, they do consider that it is important to take care of them; indeed, only 0,9% of the polled said that it was not important at all.

20. We often hear that men are afraid of being considered as homosexual because of using cosmetics: do you agree?

With this question, what was important to know if the “gay fear” people referred to formerly was justified. Actually, a large majority of the respondent said that they disagreed with the link cosmetics - homosexual. Nevertheless, more than 35% of the polled agreed to say that the use of cosmetics is often assimilated to homosexuality; although this thought, they buy cosmetics. Thus, it can be said that there are still some stereotypes but also that those stereotypes will not last forever and that among the target, this is not the principal brake at all.

21. What are the reasons why you are not using cosmetics?

The last three questions are reserved for people who are not using cosmetics. It was important to know first the reasons why they were not using cosmetics. It can be said the main reason is because they estimate they do not need them. The second one is because they think the cosmetic products are too expensive and useless.

22. Could you change your mind?

It cannot be said much about this question since half the respondent can change their mind and the other half say they could not change their mind. To sum up, the market is still submit to certain brakes and some customer will apparently never buy cosmetics.

23. If yes, what can make you change your mind?

Among the people who can change their mind, the main factor are for 36,4% of them the price and for 45,5% of them the advertising. Therefore, it can be said that a change in the advertising campaign can bring new customer on the market. Nevertheless, concerning the price, the problem is a bit more complicated since the range is already wide and contains all kind of prices.

5.2. Conclusions:

This part aim to sum up the main ideas revealed by the questionnaires analysis and to better understand the customer behaviour.

Above all, the sample is composed by European students aged 18 to 25. In this booming market, it as been observed that almost 90% of the target use cosmetics and among those cosmetics users, 80% use mostly men's ones. Men cosmetics are seen as health and hygiene products and not as beauty tools. Indeed, most of the beauty product such as scrubs, mask, make up and so on are under used as compared to shaving foam for instance. The emergence of the men's cosmetics is a fact but it should be precise that the kind of product they use -for a great majority – is still product with a strong men image.

Another very important aspect of the consumption is that the connexion between the price and the quality is crucial. Indeed, it has been demonstrated that the most important factors for men are the price, the brand and the packaging. Thus, it helps to understand the reasons why the most popular distribution channel is the super stores where famous brand – synonym of quality in the people's mind – are represented with accessible prices. The expensive brands such as Biotherm or Clarins are underrepresented in the sample since they do not respond to a price orientation and they are sold in perfumery.

The emergence of this full market gave men a real autonomy when they buy cosmetics. It has been said before that woman had still a great influence on the way men purchased cosmetics. This tendency is certainly true nowadays but they are more independent that they used to be. Their principal purchasing advisor is themselves. Thus, it can be advanced that thanks to advertisement, men are more aware of what is happening on the market, the role of women decrease slowly: advertising can now play a full role in the purchasing process.

Apart from hygiene reasons, men are mostly using cosmetics “for them” and to “improve the image people see of them”. Their self confidence is also improved: that lead to the idea that the individualism is a core concept when talking about cosmetics. “Improving my self image and the image I show” means being focus on the self. This statement sum up the 2 main streams of the theory: improving the self image (his own self image is dependant on the image a person sees and the image he gives) and therefore the self esteem through cosmetics.

Cosmetics are a full market that is moreover no longer a taboo, it is part of the customs: 90% of the respondents admit that they do not feel guilty by using cosmetics and virility is no longer affected either. This statement is nevertheless call into question because a large majority of the polled considered the cosmetic industry as a women area first.

Apparently, the individualism and the appearance power overtake the feminine connotation.

The non user are rare – only 10,9% - and 50% of them admit they might change their mind and use cosmetics in the future. Besides, those men are not using cosmetics because they do not need them or because they are too expensive. They do not mention that they have a bad opinion about the market or because they fear the people reactions. It is another way to say that the mentalities had evolved and that cosmetics are no longer a taboo.

The survey aimed to check the theories about the customer behaviour and more precisely the self-concepts theories. The questionnaires lead to the following statement: the self image and the self esteem are of course improved by using cosmetics and those concepts are in fact the heart of the matter when trying to analyse the customer behaviour in this market.

Conclusion

Conclusion

“Nothing is deeper than the skin”⁹³.

Introduction:

The purpose of this research was to understand the consumer behaviour in the men’s cosmetics market and to explain in why it has such evolution. The work was focused on the demand that is to say the customer and not the offer (products and companies). This research tried to identify the relationship existing between those men and the cosmetic’s world.

Firstly, with a market analysis, the evolution and the boom of this market since 2001 was described. The different actors that had influence on it and several points of the marketing mix were presented. The facts and figures found in this area demonstrate that this market is not just a fashion phenomenon.

In a second part, the research was focused on the consumer’s behaviour. What is pointing out is the fact that there is today an important evolution in mentalities, and by the same way, that social standards are moving. Men and women, especially in developed countries, do not have the same place in society than before. Many taboos which were considered as brakes are no longer relevant and even if they do not disappear, they do not seem to affect the buying behaviour of men. Purchases of cosmetic products no longer call into question their virility, associating them to a female, effeminate or homosexual universe. Nowadays, men are more conscious of their body and the need to conform to the injunctions of youthfulness, healthiness, and thinness.

Then, the consumer behaviour was analyzed through the self-concept theories: self-esteem and self-image. Each of us has a "self-image," a perception of how we believe we look to

⁹³ Paul Valéry, *L'idée Fixe* – L'avant Scène Théâtrale

others. People who are happy with their self-image are more likely to be self-confident, effective in work and social situations, and comfortable in their relationships. Those who are dissatisfied tend to be self-conscious, inhibited, and less effective in activities.

Cosmetics encourage and promote a strong, positive self-image. Even a small change on the outside can create an extraordinary change on the inside, and enable an individual's self-confidence to flourish. As looking better physically, self-image is improved. The fact is that by improving our self-image, we improve our self-esteem. Indeed, most of advertisements are selling the idea to attract women, to increase sex appeal and sexual success, thanks to a beautiful skin, a nice smell or a tanned face. All those concepts are important to develop a high self-esteem. Steps by steps, men became aware of the fact that, by improving their self-image through cosmetics products, they can help themselves to develop their self-esteem and in this way, it will be easier for them to get a better social integration

At last, in a third part, the work was focused on empirical data: To what extent the theory that was found were relevant with the reality? For that, it was chosen to administrate 110 questionnaires to Erasmus men students in Halmstad. In matter of fact, the answers are in accordance with the research and the mentalities are ready to welcome the cosmetics.

Limitations:

The theory, about self-concept, is not the particular case of men. Self-concept theory is valid for both men and women because it is viable for all, there is no difference in psychic mechanisms between men and women. The self construction is the same and is applicable to all human.

Then, the men's cosmetics market is still too young to find some deep surveys on it. As a consequence, it has been difficult to find some theories viable only for men; a connexion with surveys already done about women's cosmetics was necessary.

Overture:

Thanks to the analysis, it can be assumed that in the past few years, the men's market cosmetics is likely to keep growing. Besides, the products that are nowadays underused will certainly know a great development since the mentalities, and especially the new generations, are ready to consume those products. It can also be assumed that a product such as the Botox®, mix between the cosmetic industry and the aesthetic surgery, will be the star product of tomorrow.

Figures

Figure 1 : An example of Nivea's advertising in which the man is represented as a good husband ⁹⁴



Figure 2 : Another example of Nivea advertising to show masculine codes ⁹⁵



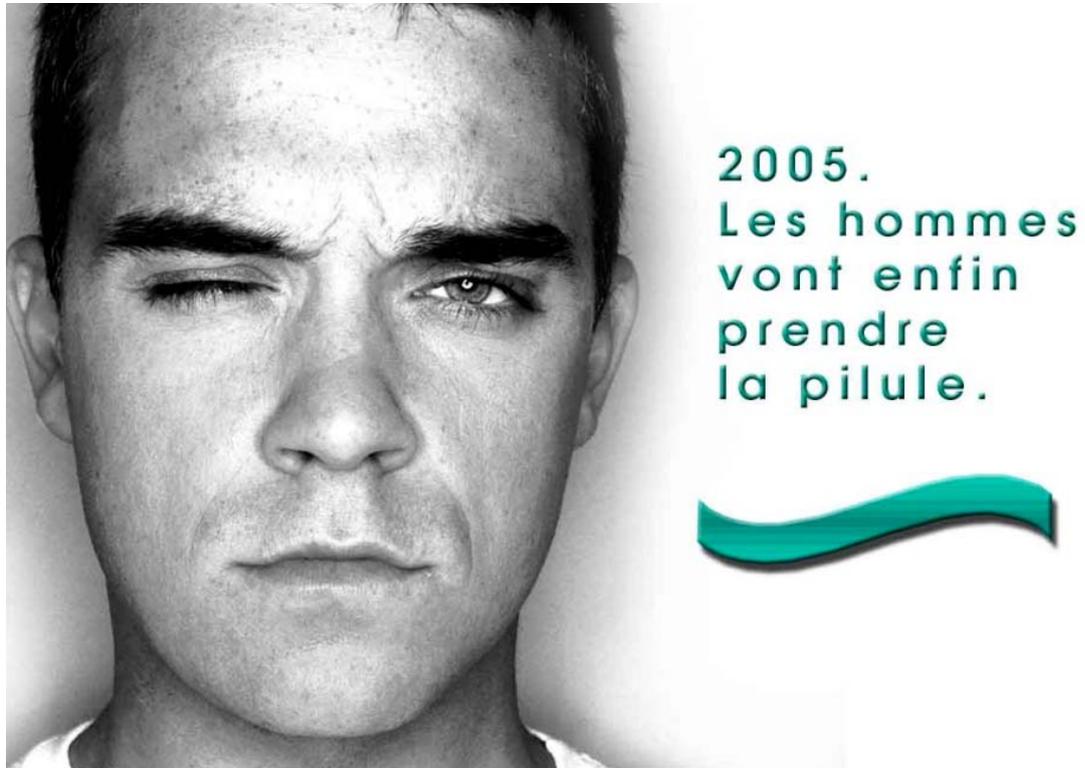
⁹⁴ <http://www.nivea.fr/frameset.php>, visited on 8th of May 07

⁹⁵ www.fastmoving.co.za/.../fmcg_files_27_03.htm., visited on 8th of May 07

Figure 3 : An example of Lancôme's advertising



Figure 4 : An example of a Biotherm's campaign ⁹⁶



⁹⁶ www.u-blog.net/Biotherm., visited on 8th of May 07



Figure 5 : An example of a Nickel's add⁹⁷



Figure 6 : An example of Jean-Paul Gaultier's advertising : The Dandy ⁹⁸

⁹⁷ univers.typepad.fr/.../10/compilations_cd.html, visited on 8th of May 07



Figure 7 : Jean-Paul Gaultier's last campaign: The new market target⁹⁹
Jean-Paul Gaultier new fragrance's promotion : « Fleur du male »

⁹⁸ www.strategies.fr/archives/1321/132102401/tendances_si_jeunes_et_deja_metrosexuels.html, visited on 8th of May 07

⁹⁹ <http://www.jeanpaulgaultier.com/index.php>, visited on 8th of May 07



Figure 8 : Gillette : Sponsor of the Football World Cup 2006^{100 101}



¹⁰⁰ www.mpma.org.uk/pages/pv.asp?p=mpma47., visited on 8th of May 07

¹⁰¹ www.ghostinthemachine.net/cat_sports.html., visited on 8th of May 07



Figure 9 : Nivea : sponsoring in sports ¹⁰²



Figure 10: Maslow's Hierarchy of Needs ¹⁰³

¹⁰² abcn.com/cases/case_nivea.html., visited on 8th of May 07



Figure 11 : The experience of T. Cash and Al (1989): cosmetics' influence on the evaluation of the attractiveness of someone's face and body image¹⁰⁴

¹⁰³ <http://howardsway1.blogspot.com/2006/09/maslo-rewritten.html>, visited on 8th of May 07

¹⁰⁴ René Bergeron, in charge of the cosmetics department in HEALTH Canada,
Högskolan Halmstad – Marketing Dissertation
Men's cosmetics

Some girls student without make-up were initially photographed before filling out a questionnaire with satisfaction of their body, the *Body Parts Satisfaction Scale* from Hatfield and Sprecher (1986), while staying in front of a mirror. Then, they had to judge how their peers would estimate their attraction according to the picture where they are not made up. After, the experimenter asked the students to make-up as they usually did and the procedure described above was again applied (photography with make-up this time, satisfaction's questionnaire and estimation of the evaluation that their peers would make of their attraction starting from the photography where they were wearing make-up). They also had to fill out a questionnaire enabling to determine the importance the use that they made about cosmetic products. Women and men judges were in charge of evaluating the different pictures' attraction. The results of T. Cash and Al (1989) indicated that the men found women more attractive when they were made up. The women were not influenced by the make-up: they evaluated the attraction of both faces (made up and not made up) at the same level as the men evaluated the faces made up. However, the students who were photographed judged that they would be evaluated more attractive if they were made up. They also formulate a greater satisfaction of their face's image and global appearance when they were made up. A complementary analysis even showed that these women, when they were made-up, over-estimated their own attraction in respect to the judges. On the opposite, they underestimated it when they were not made up. In addition, T. Cash and Al (1989) noticed that the women estimated all the better for their attraction if they used many cosmetic products. Thus, the authors of this study concluded that the women evaluated themselves better if they were wearing make-up. The bond between the use of cosmetics products and the improvement of someone's body image, at the "emotional" level (satisfaction of the appearance) and "cognitive" (estimation of its attraction), depended itself on the quantity of cosmetics used. In other words, more than one woman is persuaded that the cosmetic products enable her to be attractive. And more she perceives satisfaction for her body image, more she will use cosmetic products.

Figure 12: Questionnaire

http://www.pug.fr/extrait_ouvrage/Ebeau.pdf, visited on 8th of May 07

Men's cosmetics

General Informations

1. How old are you?

2. What is your nationality?

Consumption Habits

3. Do you use any cosmetics?

1. Yes 2. No

If "no", go directly to question 17

4. If yes, are you using:

1. Men products 2. Women ones 3. both

La question n'est pertinente que si Use of cosmetics = "Yes"

5. What kind of products do you buy?

1. Moisturizing cream
 2. Shower gel
 3. Shaving foam
 4. Deodorant
 5. After shave
 6. Purifying and cleansing product
 7. Hair care
 8. Matt moisturizer
 9. Tanning cream
 10. Anti wrinkles cream
 11. Scrub
 12. Anti dark circles and bags cream
 13. Mask
 14. Make-up
 15. Cover stick

Vous pouvez cocher plusieurs cases.

6. Which are for you more typical for men

1. Moisturizing cream
 2. Shower gel
 3. Shaving foam
 4. Deodorant
 5. After shave
 6. Purifying and cleansing product
 7. Hair care
 8. Matt moisturizer
 9. Tanning cream
 10. Anti wrinkles cream
 11. Scrub
 12. Anti dark circles and bags cream
 13. Mask
 14. Make-up
 15. Cover stick

Vous pouvez cocher plusieurs cases (10 au maximum).

7. Since how long do you use them?

1. Between 1 and 3 years 2. Since more than 3 years
 3. Since ever

8. Which brand do you like best?

1. Biotherm 2. E-pure 3. Clarins
 4. L'Oréal 5. Nickel 6. Nivéa
 7. Shiseido 8. Garnier 9. Other:

Vous pouvez cocher plusieurs cases (5 au maximum).

9. Where do you buy them?

1. Super store 2. Perfumery and drugstore
 3. The internet 4. Other:

Vous pouvez cocher plusieurs cases (3 au maximum).

10. How much do you spend in average each month?

11. Who is your purchasing advisor?

1. Female friends 2. Male friends 3. Yourself
 4. Doctor 5. Parents 6. Other:

Vous pouvez cocher plusieurs cases (5 au maximum).

12. What do you look first when you buy a cosmetic product?

1. The price 2. The packaging
 3. The brand 4. The name
 5. The features 6. Other reasons:

Vous pouvez cocher plusieurs cases (5 au maximum).

Consumer behaviour

13. Why do you use cosmetics?

- 1. To take care of your skin
- 2. For you
- 3. To feel better
- 4. Medical reasons
- 5. To be more attractive
- 6. For the image people see of me
- 7. Other reasons:

Vous pouvez cocher plusieurs cases (6 au maximum).

14. Does it make you feel guilty to buy and use cosmetics?

- 1. Not at all
- 2. A little
- 3. Much
- 4. Very much

15. Do you feel more self confident thanks to the use of cosmetic?

- 1. Not at all
- 2. Rather yes
- 3. It depends of the circumstances
- 4. Yes

16. By using men cosmetics, do you think:

- 1. I improve my self-image
- 2. I improve the image that other have of me
- 3. Neither one nor the other
- 4. Both

17. Do you think the cosmetic industry is more a women than a men area?

- 1. Yes
- 2. No
- 3. Both

18. "Virility is affected by the use of cosmetic products", do you agree?

- 1. Disagree
- 2. Rather agree
- 3. Agree
- 4. Totally agree

19. Is it important for you to take care of yourself?

- 1. Not at all
- 2. Rather important
- 3. It depends of the circumstances
- 4. Very Important

20. Men are often afraid of being considered as homosexual because of using cosmetics; do you agree with this statement?

- 1. Disagree
- 2. Rather agree
- 3. Agree
- 4. Totally agree

For all the people who are using cosmetics, the three following question does not concern you, thank you!

21. What are the reasons why you are not using cosmetics?

- 1. I do not need them
- 2. I am using other products
- 3. They are expensive and useless
- 4. A afraid of the other people reactions
- 5. Other reasons:

Vous pouvez cocher plusieurs cases (4 au maximum).

22. Could you change your mind?

- 1. Yes
- 2. No

23. And if yes, what could make you change your mind?

- 1. Price
- 2. Packaging
- 3. Peer pressure
- 4. Advertising
- 5. Distribution changes

Vous pouvez cocher plusieurs cases.

La question n'est pertinente que si Men/ women area = "Yes"

Figure 13: Respondents' ages



Figure 14 : Respondants' nationalities

Nationalities	Percentage
French	32,7 %
German	13,6 %
Swedish	12,7 %
Spanish	10,9 %
Polish	4,9 %
Pakistanian	3,6 %
Austrian	2,7 %
Belgian	1,8 %
Chinese	1,8 %
Finnish	1,8 %
Italian	1,8 %
Swiss	1,8 %
American	0,9 %
Canadian	0,9 %
Croatian	0,9 %
Danish	0,9 %
Dutch	0,9 %
English	0,9 %
Marocan	0,9 %
Norwegian	0,9 %
Slovak	1,8 %
Turkish	0,9 %

Figure 15: The use of men's cosmetics

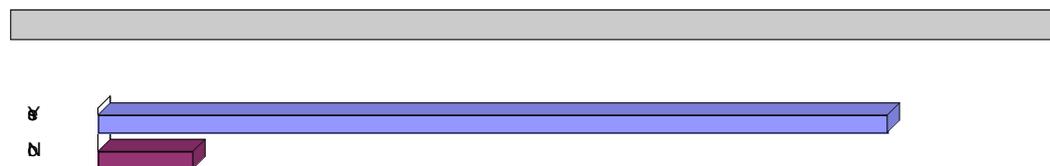


Figure 16 : Men or women products ?

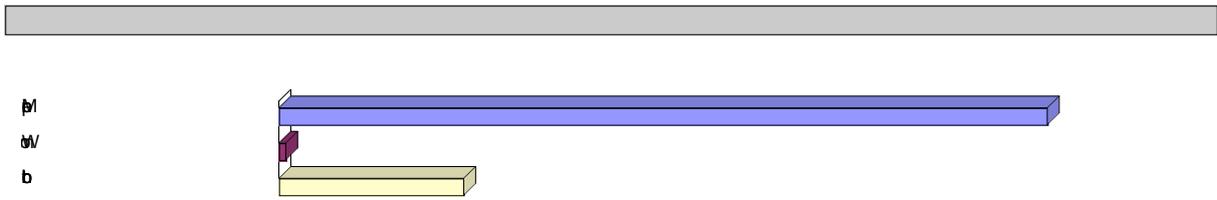


Figure 17 : Kind of products used

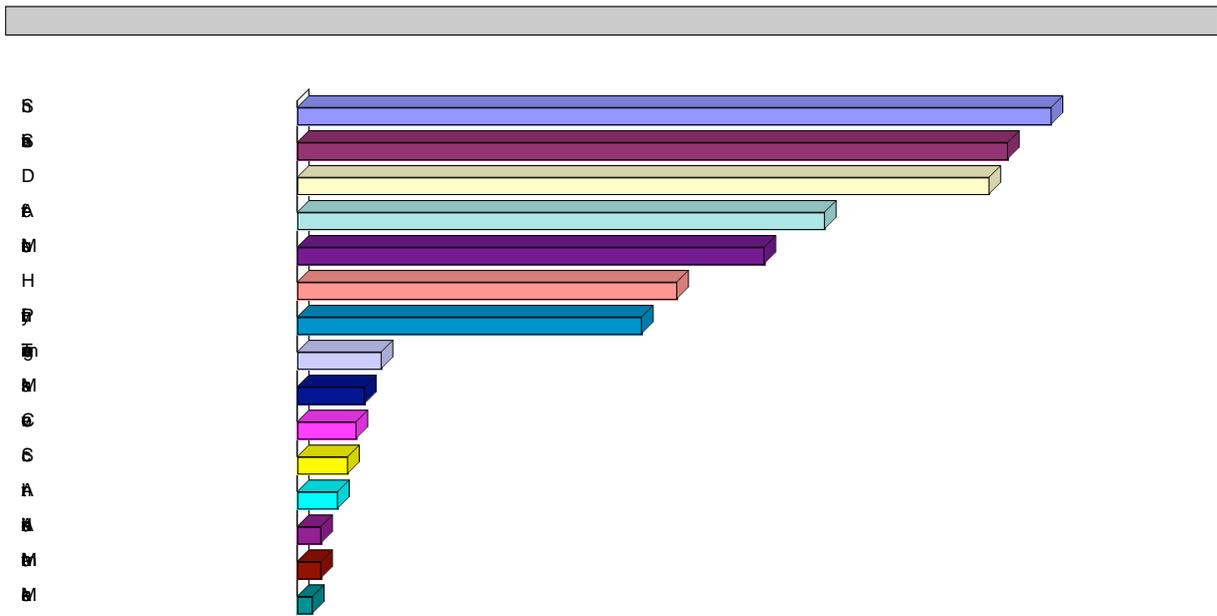


Figure 18 : More typical products for men

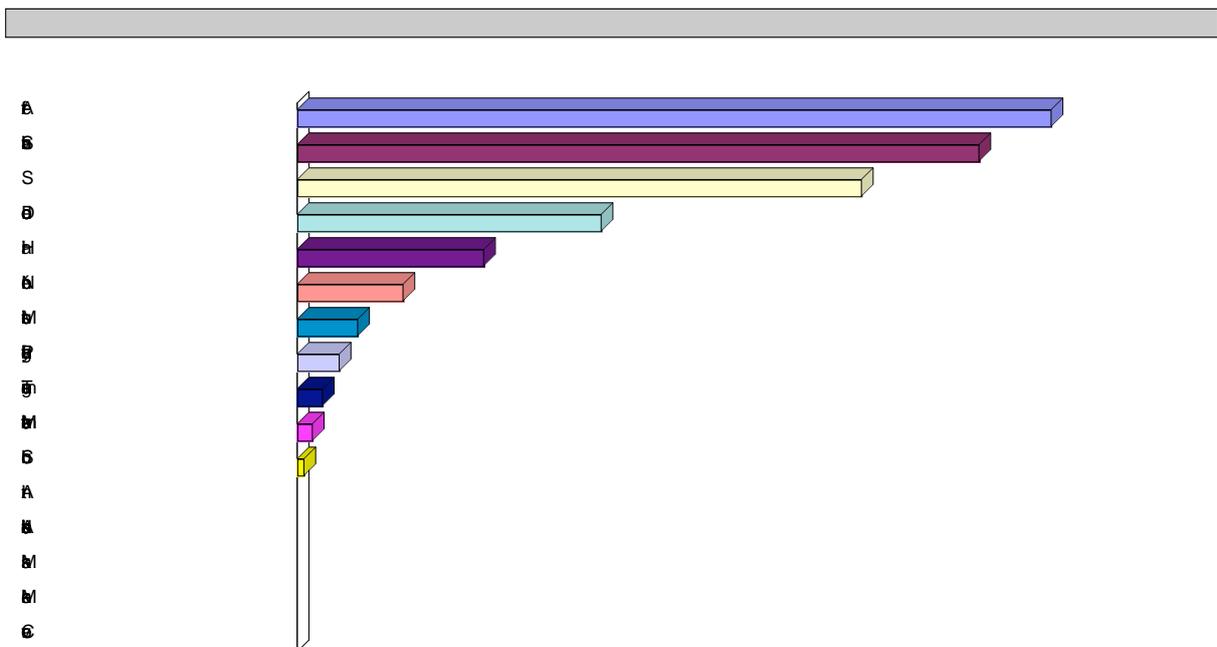


Figure 19 : Time of use

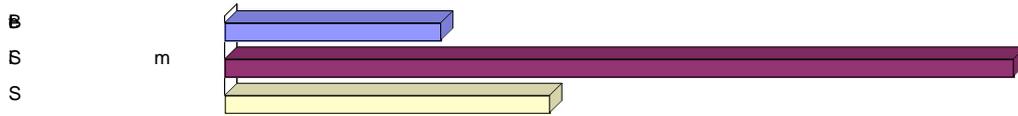


Figure 20: Most popular brands

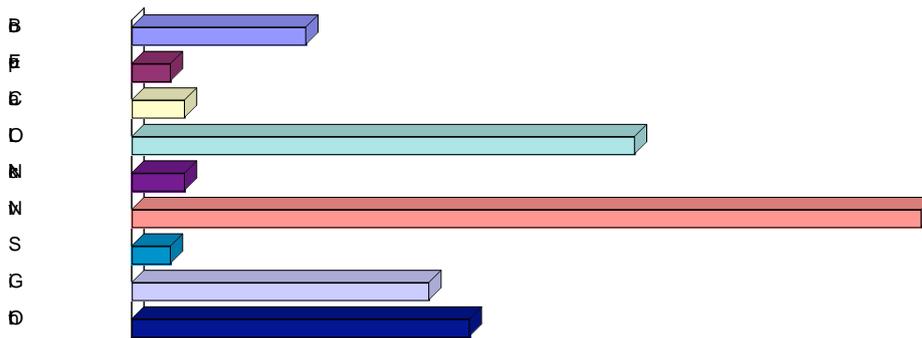


Figure 21 : Distribution

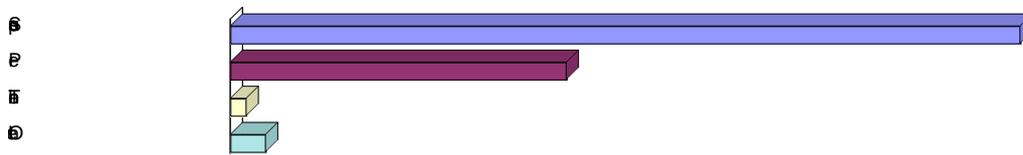


Figure 22 : Budget

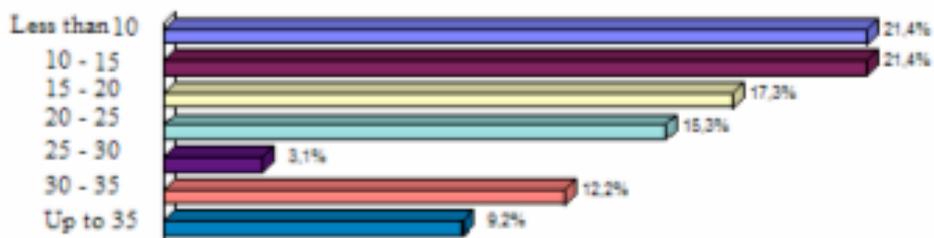


Figure 23 : Purchasing advisor

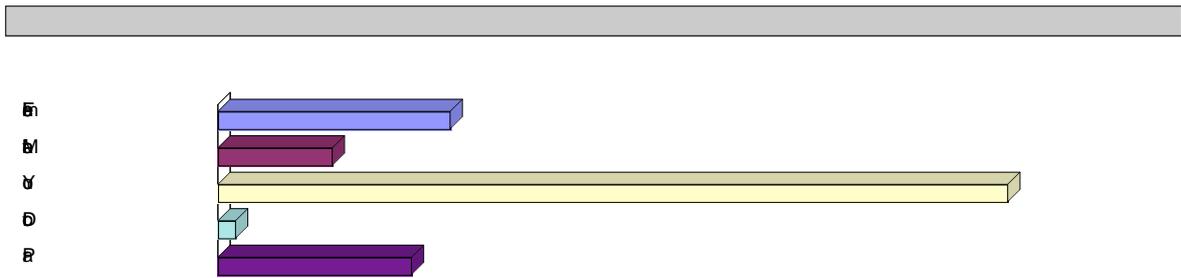


Figure 24 : Most important characteristics of the product

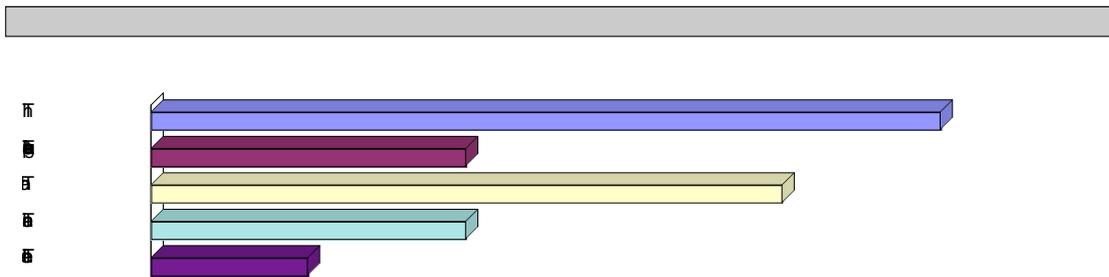


Figure 25 : Reasons to use cosmetics

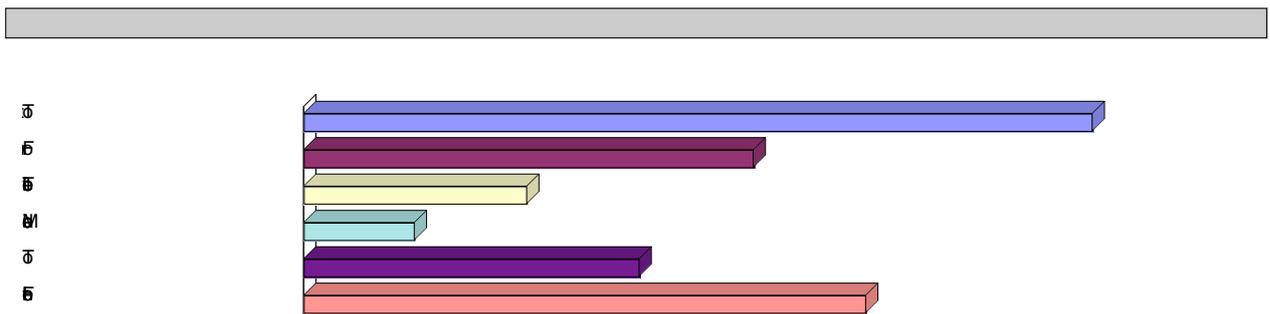


Figure 26 : Guiltiness

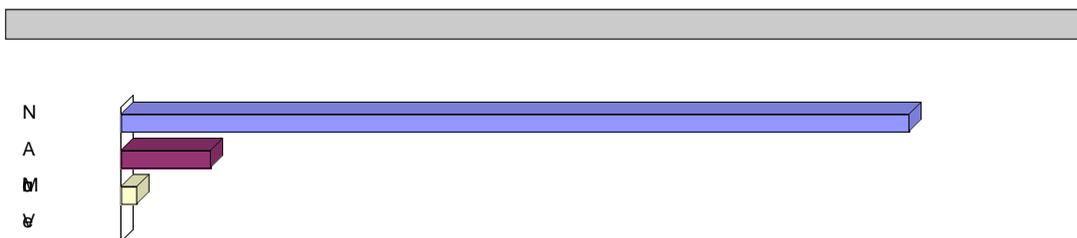


Figure 27 : Self confidence

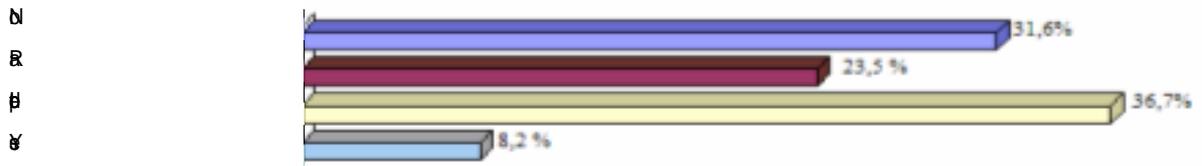


Figure 28 : The role of cosmetics

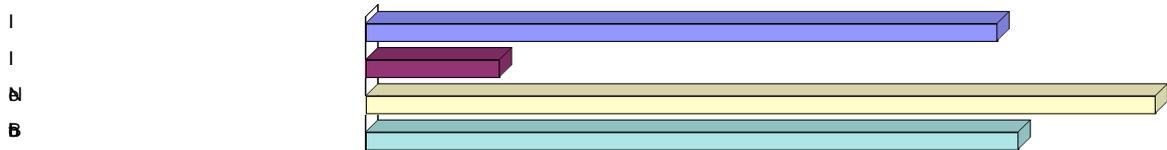


Figure 29 : Men or women area

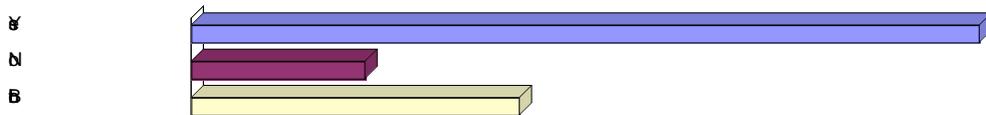


Figure 30 : Connexion between virility and cosmetics

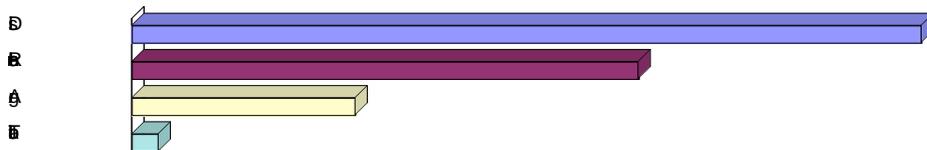


Figure 31 : Take care



Figure 32 : Connexion between homosexuality and cosmetics

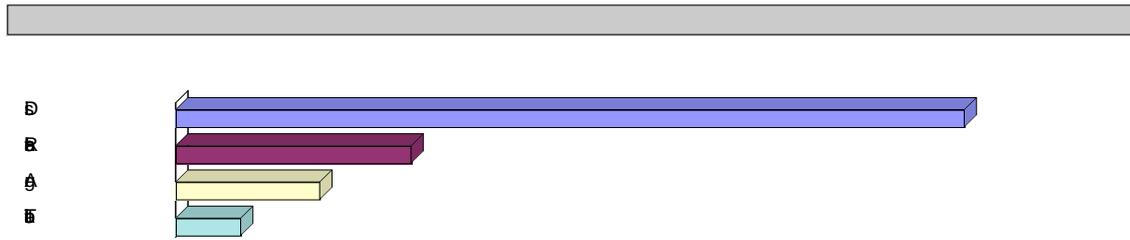


Figure 33 : Reasons for not using cosmetics

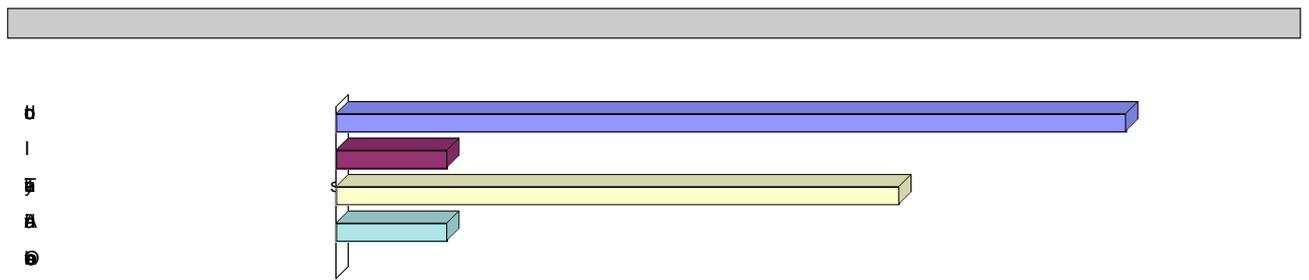
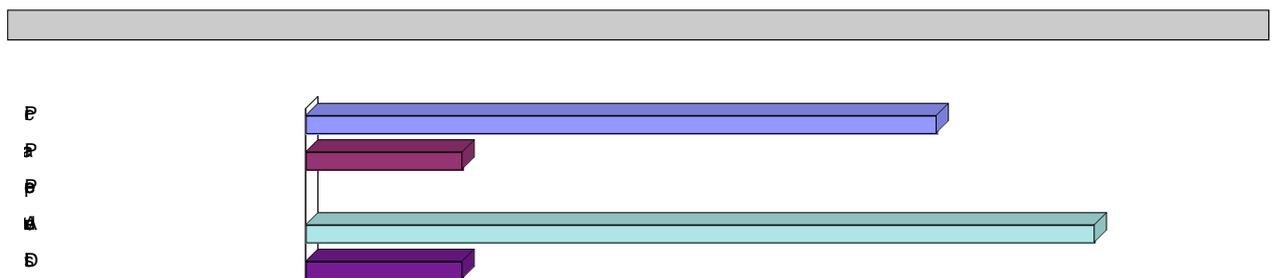


Figure 34 : Possibility to change the mind concerning consuming cosmetics



Figure 35 : Reasons to change the mind



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