

Attitude of Pakistani Men towards Grooming Products

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The current study aimed to explore the attitude of Pakistani men towards grooming products. Pakistan is a patriarchal society where male chauvinism and machoism are usually considered attributes of males and beautification and using grooming products is the women-related attribute. In this scenario the males who intend to use grooming products usually face criticism. The current study was conducted to explore the trends of using grooming products in males. 370 urban men (professionals and students from single-sex and coeducation universities) were recruited to know their perceptions about grooming products. The age range of the sample spanned 13 to 39 years, where a majority ($n = 305$) of the participants used grooming products daily while others do not ($n = 65$). Attitude towards grooming was measured by Grooming Products Scale (ATGPS), followed by a questionnaire on Skin Care Products, and Macho Scale. The scales were used in the English language. *F* statistics indicated significant influence of groups of students and professionals, age, and metrosexuality on the use of grooming products whereas Regression analysis indicated that personal factors (physical attractiveness, aging & self-image) and socio-cultural factors (lifestyle), and marital status were the most significant predictors of men's attitude towards grooming products' consumption whereas socio-economic status remained non-significant predictor. The study helps establish normality for the use of

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grooming products in males and has implications for youngsters who want to use grooming products. Further, it reflects the change in hyper-masculine attributes in educated young urban males.

Keywords: Aging, Grooming Products, Metrosexuality, Machoism

Physical appearance is very important and almost everyone tries to enhance or beautify themselves. In Pakistani culture, this attitude is usually linked with women but with the change in societal norms over the years; males too have begun to give importance to physical appearance. This thing is very unlikely for males in a patriarchal society like Pakistan. Because females are considered low status and it's not manly to adopt womanish things. The present study aims to explore the scenario.

Since the inception of time, human beings want to seem attractive. Darwinian evolution and the patriarchal system expect women to be more beautiful and attractive and be more concerned about their looks and appearance so that they can take advantage of sex/mate selection (Grammer et al., 2003). From home remedies to make-up products, there is a wide range of beautifying items for women but interestingly now this trend is not limited to women only but men are also getting involved in using beautifying or grooming products. This change of trend can be attributed to the change in culture because what beauty is; has its roots in culture (Dutton, 2014). In this world of modernism and glamour men are also giving importance to beauty as much as women. Variation in the sex roles, gender equality debates, several personal and socio-cultural aspects, inspiration from media, the emerging trend of metrosexuality, enhanced self-esteem and confidence, and certain demographic elements are the reasons behind men's adoption of a new lifestyle and attitude towards grooming. In this vein, men do not feel hesitation in using grooming products to maintain and groom their looks that might be the reason for their inclination towards grooming products (Souiden & Diagne, 2009).

Being male and female makes a difference in selecting, using, and disposing of products thus gender works as a stimulus in the formation of attitudes and behaviors (Bakshi, 2012).

This phenomenon is also validated by research of Sorensen (2009) that grooming products are no longer considered to be gender-sensitive.

So, in the postmodern era, this trend emerged as a revolution making men more concerned about grooming themselves because they believe men are facing more pressure to be well-groomed, physically attractive, and appear graceful than their peers. Hence a large majority now have a favorable attitude towards grooming products to maintain the desired look and image (BereLOWtIZ & Ayala, 2013). Many factors contribute to this behavior ranging from personal reasons to sociocultural and marketing influence. It is proved by a comparative study between France and Canada that self-image concerns, physical attractiveness, effects of aging, lifestyle, purchase situation, and advertisement influence men grooming product consumption behavior whereas health concerns and societal beliefs do not affect both societies (Souiden & Diagne, 2009). Further, a person's self-image and appearance are emphasized by modern society, and men are not excluded from it (McNeill & Douglas, 2011).

Aging concerns also motivate men to buy grooming products especially hair dyes and antiaging/anti-wrinkle creams to modify and minimize the visible signs of aging such as grey hairs and eye bags (Hall, Gough & Seymour-Smith, 2013). Sometimes men use beauty products to look youthful and to attract potential partners and become more attractive physically (Sturrock & Pioch, 1998).

A person could be perceived in a good health through beautiful and healthy-looking skin that could be obtained from the use of grooming products. It is evident from a study that a person with poor health has issues with skin and hair. They can take aid from cosmetics to tackle these problems more accurately (Khan et al, 2017).

Further social values and cultural beliefs also impact the purchase of grooming products. In this context, masculinity and femininity play a very important role in men grooming behavior because gender roles and being male and female determines our choices and impacts attitudes and behaviors (McNeill & Douglas, 2011). Furthermore, the lifestyle of a person has a great impact on their grooming product consumption behavior (ElseY & Skuto, 2009). As it is also evident from the study by Liu et al (2013) that career-oriented men tend to be more conscious about physical appearance, as their role demands to be more presentable and physically attractive which they can acquire through grooming products.

Apart from personal factors, mass media especially advertisements of physically appealing and attractive men using grooming products influence men (Lida, 2006). Therefore, this type of advertisement portrays males using beauty-enhancing products as more successful, effective, attractive, beautiful body and skin, fascinating odor, and sexually appealing men (Audrey, Cyrielle & Quentin, 2007).

Further, the purchase situation such as the store's atmosphere and its location also affects men's decision-making while buying products (Weber & de Villebonne, 2002). In this context, Thota et al, (2014) conducted a study claiming that men gave priority to their comfort zone while buying grooming products. It is very improbable for them to travel to a distant store only to buy grooming products rather they prefer a store near them.

At first Simpson (2011) in his article introduced the term "metrosexual" to designate men living in urban cities and show a great interest in their physical appearance. Nowadays, men are way more conscious about the product categories and materialistic items to attain the desirable image. Stylish and fashionable maleness can be the version of metrosexuals (Peitsch, 2004). Most importantly metrosexuals are not categorized as homosexual or androgynous rather they are normal men (Souiden & Diagne, 2009). Recent researchers indicate that men of age 25 are more inclined for using grooming products as compared to older men (Khan et al., 2017). Ramshida and Manikandan (2014) indicated that age and marital status are positively correlated with men grooming products consumption. It states that men are fond of grooming products before marriage but increased usage was found to be after marriage and physical attractiveness and societal expectations also impact the men grooming behavior. Age, income, occupation, and enhanced metrosexual behavior were significantly related to men grooming products usage (Khan et al, 2016).

The current research explores how modern men are influenced by society and culture to acquire the unique masculine behavior by making the usage of grooming products an emblematic gesture of their lifestyle. The increased involvement in enhancing the physical appearance and modifying their self-image works as an indicator for new means which a

modern man can follow to construct their unique masculine image in society.

Objectives

The current research aimed to explore:

- The grooming behavior of men across demographic variables, personal, social, and marketing aspects along with their male identity, metrosexuality, and machoism.
- Perception of men about the purchase of grooming products, expenditure on grooming products, factors influencing the decision making of grooming products purchase.
- It also aimed to find out the predictors for the consumption of grooming products in men.

Hypotheses

Few hypotheses were proposed for the study:

- Age would significantly impact men's attitudes toward consuming grooming products.
- The participants would be significantly different in the use of grooming products based on their status being students (of single-sex or co-head/ coeducation institutes) and professionals.
- Metrosexuality would significantly impact men's attitudes toward consuming grooming products.
- Self-image concerns, the effect of aging, socio-economic status, physical attractiveness, and lifestyle would be significant predictors for grooming products consumption among men.

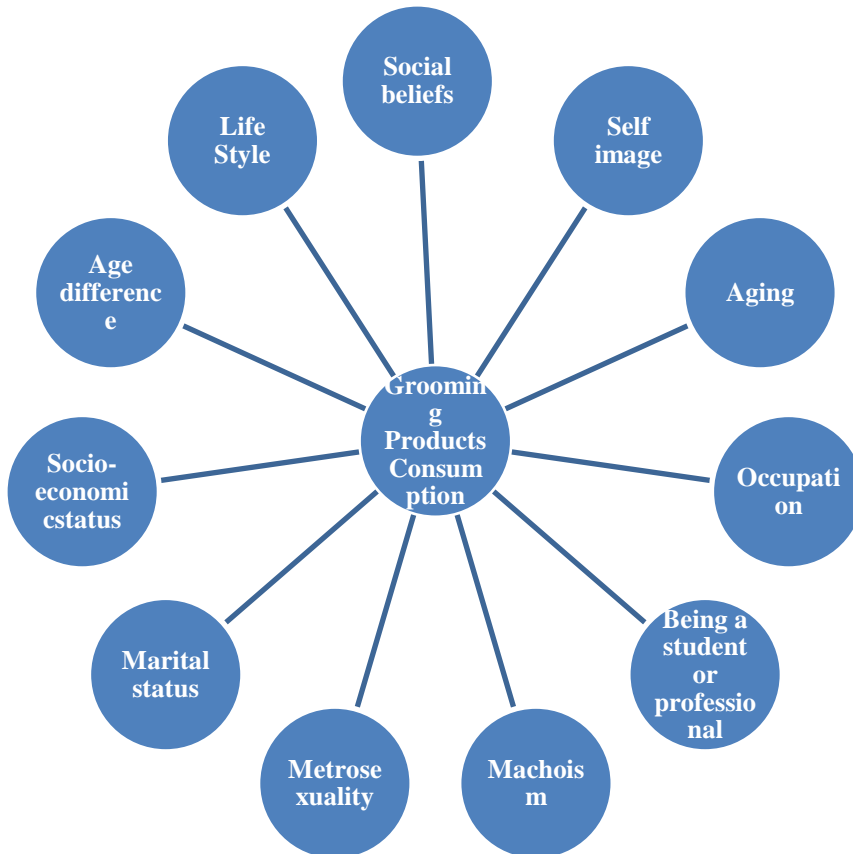
Rationale

Stereotypically beauty industry was ruled by women only and men were expected to be rough and tough and men using beauty products were considered less masculine. This thinking withheld men from taking care of their appearance. But trends are changing across the globe and the present study intends to explore if Pakistani men are also getting interested in the use of beauty products or they still consider it to be a women-specific domain. There are rare indigenous researches that discuss the phenomenon

so the gap in literature makes it important to study this phenomenon. Further, Pakistan is a patriarchal society, and male chauvinism and hyper-masculinity are evident in Pakistani culture so it would be interesting to explore if hyper-masculinity or machoism impacts grooming behavior or not. Further, the current study will support marketers to know the factors that they should consider while marketing the products and men's interest in product attributes. And it will let grooming products user be more comfortable and confident by knowing the trends of the use of grooming products in other men.

Figure 1

Conceptual framework for the study



The figure above indicates the conceptual framework of the study. The variables selected are either taken from previous researches or based on observation.

Method

The cross-sectional survey design was used for this study. Ethical considerations were keenly taken into account while conducting the study. After approval from the Board of studies, the researchers conveniently selected educational and professional institutes for data collection, and participants were recruited through stratified sampling. Permission was sought from authors of the scale first then institutional permission was sought and after that verbal informed consent was taken from the participants and they were assured for anonymity and confidentiality. 500 questionnaires were distributed among participants but 370 questionnaires were properly filled. Out of these 370 participants; 305 were participants who used grooming products whereas 65 were those who do not use grooming products. The age range of participants was between 13 to 39 years. This age bracket was being selected according to Horng, et al., (2001) classification of young adults based on facial features. But we selected participants from age 18 to avoid ethical issues related to minors. The educational, occupational, and marital status of participants were also taken into account. Educated, urban males were included in the study. The following table of demographics reflects the details of the participants.

Table 1

Demographics of the participants (N=370)

Demographic variable ^f	Percentage%
Identification	
Co-head university	156 42.2
Single-sex university	60 16.2
Offices	154 41.2
Occupation	
Student	215 58.1

Employee	155	41.9
Marital status		
Single	287	77.3
Married	83	22.4
Age		
13-19	62	16.8
20-26	207	55.9
27-33	67	18.1
34-39	34	9.2
Family income		
15000-20000	22	5.9
21000-25000	34	9.2
26000-30000	82	22.2
31000-above	232	62.7

The main reason for selecting students and professionals was to cater to a large age range and to explore if there's a difference in grooming practices of students and professionals. In short, we want to explore the impact of the generation gap and professional vs student (single-sex institute and co-ed institute). Data were collected from different offices, co-head, and single-sex universities in person. Data were collected through three scales. Attitude towards grooming product scale (ATGPS) by Khan et al, (2017) was used for measuring male attitudes towards beauty products. The scale consisted of 26 items with nine subscales which evaluate the self-image concerns, aging concerns, physical attractiveness, social beliefs, health consciousness, lifestyle, purchase situation, and advertisement. The scale comprises 5 points Likert type scoring with Cronbach's alpha reliability = .74.

Beauty products' consumption pattern was evaluated by Mounghkem and Surakiatpinyo's scale (2010). This 14 items scale evaluates responses from both users and non-users of grooming stuff. It was 7 points Likert-type scale where 1 reflects not important and 7 reflects critical importance. Cronbach Alpha of the original scale was not computed because of open-ended questions.

The Macho Scale was used to measure masculinity, male identity, and gender relation (Anderson, 2012). Question 1-8 of this 13 items scale measure sexual dominance and virility and item 9-13 measure primordial need to beget children. Cronbach alpha of this 5 points Likert scale was .82 and strongly disagree was denoted with 1 whereas strongly agree was denoted by 5.

The data were collected in person. Almost 20 minutes were taken to fill the questionnaire, many participants especially students filled the questionnaires quite willingly. Instructions related to the questionnaire were verbally given. After the completion of the data collection process, the responses were analyzed through SPSS version 22.

Analysis

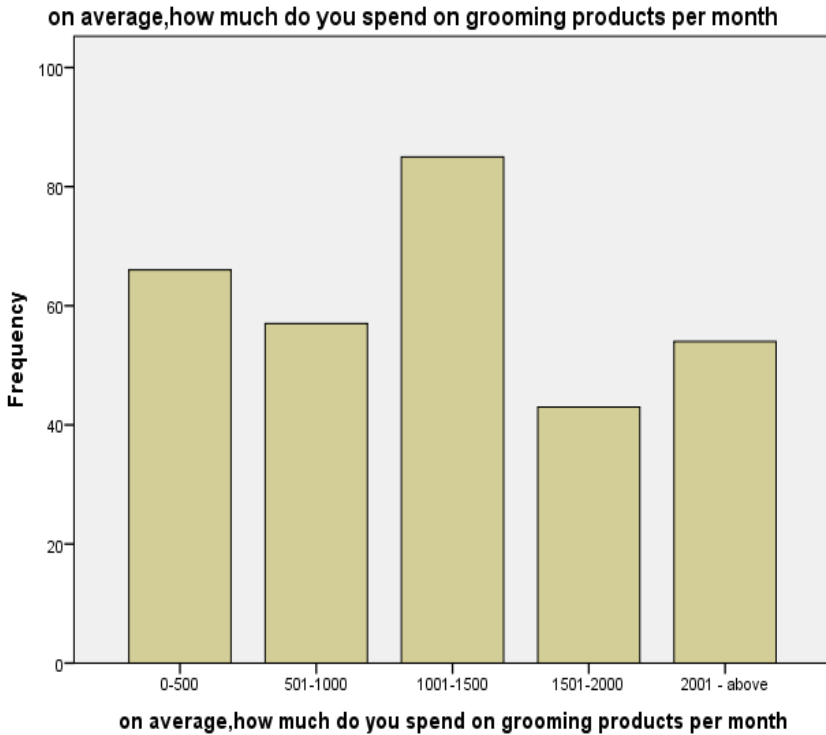
One-way ANOVA was used to see the impact of the age difference, occupation, and metrosexuality. As there were three levels of each above-mentioned variable and we want to explore differences in these three levels that is why ANOVA was an appropriate choice for analysis. We also wanted to predict which independent variables can predict the attitude towards grooming products. Regression analysis was used to find out the predictors of the attitude of men in relation to the consumption of grooming products. Graphs were also made for reflecting the consumption pattern of beauty products. As frequencies were sought for many items of scales used for data collection so it was the best choice to reflect the results with help of a bar graph to make data more comprehensible and simple.

Results

First of all bar graphs were constructed to see the impact of different variables. It was attempted to explore the expenditure of grooming products of male participants per month. Most of the participants spend 1001 to 1500 PKR monthly on grooming products and the least frequency was 1501-2000 PKR.

Figure 2

Participants' monthly Expenditure on grooming products (N=305)



The bar graph reflects that the highest frequency was of the participants who spend 1001-1500 PKR monthly on grooming products. The second highest was an expenditure of 0-500 on grooming products and lowest was the category of 1501-2000PKR. Thus the graph reflects that Pakistani males are spending money on grooming products.

The next graph reflects male perception about grooming products. Most of the men feel that grooming products are female domain yet they use them.

Figure 3.*Perception about Grooming products (N=370)*

Figure 3 reflects that a vast majority of our participants consider grooming products as a women domain although they reported in figure 2 that they use grooming products. One reason for this discord might be their perception about what grooming products are? Men's grooming products include shaving cream, shaving gel, aftershave lotion, and other such things; they might be considering make-up and other beauty products as grooming products and claimed them to be women domain. An additional qualitative question could have explained the phenomenon but unfortunately, it was not asked.

The pattern of buying the grooming products

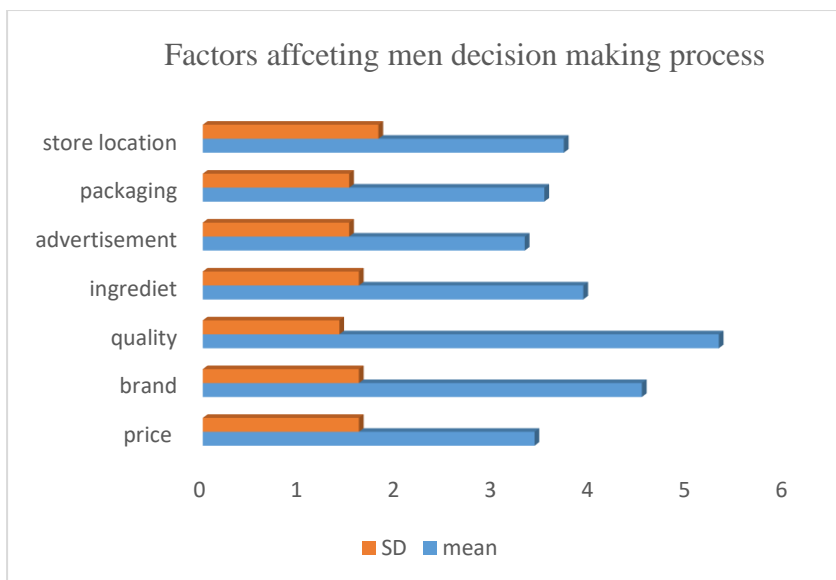
Some questions were asked from participants to explore the pattern of buying grooming products and descriptive statistics was used for this purpose. Results revealed firstly that males are using grooming products for 1 to 3 years. The majority of men buy products on their own whereas very few depend on others for the grooming products purchase with giving a reason of lack of time. Men like to buy these products from superstores.

According to the results, it was revealed that males not only use shower gel, shaving gel, aftershave lotion, hair care products, moisturizing cream, scrub, and deodorant but they also use fairness cream, mask, anti-aging, and eye bags cream, purifying and cleansing product, matt moisturizers, makeup, and cover stick.

In the next step, it was explored that what factors affect men's purchase of grooming products.

Figure 4

Factors affecting men decision-making process towards grooming products (N=305)



It was also explored that quality of the product ($M=5.32$, $SD=1.41$), brand ($M=4.50$, $SD=1.67$), product's ingredient ($M=3.91$, $SD=1.62$) are the factors that influence decision making the most whereas least important factors in the decision of buying beauty product were the price of the product ($M=3.40$, $SD=1.6$), store location ($M=3.70$, $SD=1.83$), packaging ($M=3.50$, $SD=1.54$) and advertising of products ($M=3.33$, $SD=1.57$).

Further, in product purchase, the most influential person is one's self and friend recommendation whereas less influential factors were family and celebrity endorsement.

Inferential statistics were used to test the hypotheses. The first hypothesis was to explore the impact of being a professional or student of either co-education universities or single-sex universities on the use of grooming products. One-way ANOVA was applied to explore the difference in three groups of participants.

Table 2

One Way ANOVA for measuring the difference between the attitude of men towards grooming products consumption in Co-head, single-sex universities, and offices (N=370)

Source	SS	df	MS	F	P	η^2
Between Groups	87.84	2	43.92	3.10	.04	0.01
Within Groups	5195.34	367	14.15			
Total	5283.19	369				

Results revealed a significant difference in consumption pattern $F(2, 367)=3.10$ $p<.05$ and effect size remained $\eta^2= 0.01$ which is a small effect size so we can claim it to be a substantive finding (Kirk, 1996). But post hoc revealed non-significant multiple comparisons.

Next age-wise comparisons were calculated. Table 4 indicates that:

Table 3

One Way ANOVA for measuring the difference between the attitude of men towards grooming products consumption and age groups (N=370)

Source	SS	df	MS	F	P	η^2
Between Groups	227.33	3	75.77	5.48	.001	0.004
Within Groups	5055.86	366	13.81			
Total	5283.19	369				

Results yield significant age-wise differences in consumption of grooming products $F(2, 367)= 5.48$ $p<.01$ and effect size remained $\eta^2= 0.004$ and age group 20-26 appeared to outscore ($M=14.17$, $SD=3.70$) other age groups in the use of beauty products.

To find out if metrosexuality (metrosexual is urban fashionable man) impacts consumption of grooming products, one-way ANOVA was used.

Table 4

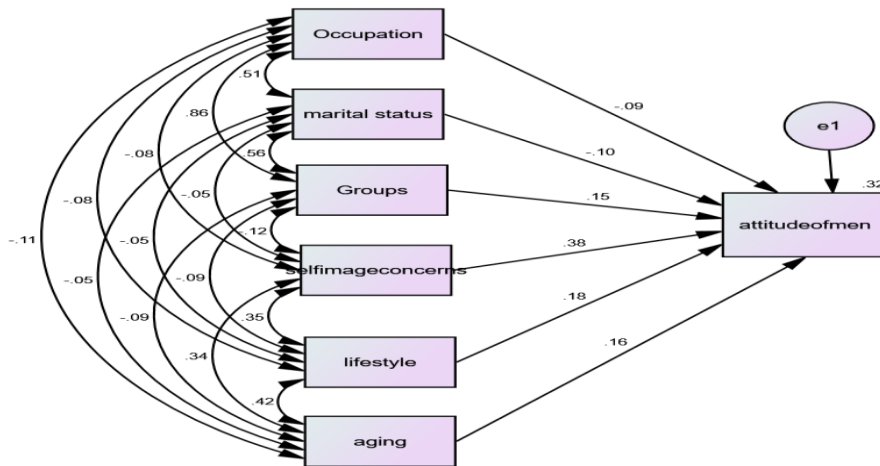
One Way ANOVA for measuring the difference in the attitude of men towards grooming products consumption and metrosexuality (N=305)

Source	SS	df	MS	F	P	η^2
Between Groups	100.54	2	50.27	3.63	.027	0.023
Within Groups	4173.20	302	13.81			
Total	4273.75	304				

Metrosexuality significantly influenced the use of grooming products $F(2, 304)=3.63$ $p<.05$ and effect size remained $\eta^2= 0.02$ and those who perceive themselves as metrosexual were more prone to purchase grooming products ($M= 15.18$, $SD= 3.78$) as compared to those who don't perceive themselves as metrosexual ($M=13.27$, $SD=3.61$).

Further predictors of grooming products were found out by Regression analysis computed on AMOS because it handles unobserved variables and deals with one-directional effects and correlations as well (Bollen & Pearl, 2013). Results revealed that Marital status, Self-image, lifestyle, and aging remained significant predictors of men's attitude towards grooming products consumption whereas occupation and socio-economic status do not predict men grooming products consumption. R^2 was .322 which indicates that the model predicts 32.2% variance in men's attitude towards grooming products.

Figure 5
Regression Analysis Model



Lastly for those respondents who do not use grooming products results revealed that they think most of the grooming products are feminine in nature ($M=3.7$, $SD=1.7$), costly and lavish ($M=3.1$, $SD=1.8$), and also not needed in their sense ($M=3.1$, $SD=1.7$), likewise, the least important reasons were medical reasons ($M=2.7$, $SD=1.7$) and the fear of being considered as homosexual ($M=2.5$, $SD=1.8$), on the contrary, aspects that make the respondent not to buy grooming products are quality ($M=4.2$, $SD=1.8$), product's ingredient ($M=4.1$, $SD=1.9$), brand ($M=3.5$, $SD=1.7$).

Discussion

The results of graphs and tables revealed that a large number of participants in our sample are using male grooming products and respondents who consume grooming products are high in amount than those who don't and this is supported by Audrey et al, (2004) that the usage

of not only men but also feminine grooming products is increased much more than before among men. Men spend nearly 500 to 1500 monthly on grooming products which are supported by available literature by Audrey et al, (2004) who claims that men are now spending a handsome amount on grooming products.

Results also showed that men while consuming grooming products see themselves as metrosexual person this is supported by Solomon, (2009) that men usually hesitate in accepting themselves as metrosexual openly but they tend to have a sense of adopting new ways of enhancing their looks to have a better lifestyle which leads to the usage of grooming products.

The level of importance of different factors in relation to men's decision-making process towards consumption of grooming products revealed that product's quality, brand, ingredient and store location whereas product's packaging, ingredient and price appears to be the least important factors. These results are in line with Anute et al, (2015) claiming that quality is the most important factor in men's decision-making in buying grooming items as compared to advertisement and packaging. Further studies claim that men are becoming more brand conscious just like women and men as impulsive buyers do not consider the price that much important in consuming grooming products (Cole & Sethuraman, 1999).

Further inferential statistics indicated a significant impact of age in relation to men's grooming products consumption. This is supported by a study that young males under the age of 25 in accordance to maintain their youthful appearance and looks use grooming products as compared to older adults (Khan et al., 2017; Liu et al, 2013).

Results also revealed that significant results of metrosexuality with an attitude of men towards consumption of grooming products. This is supported by Caroline, (2005) who claims that metrosexual men use grooming products so that they can fulfill the needs and expectations of the peer and social groups around them.

A significant difference was found among co-head, single-sex, and office males towards grooming products consumption and this result is in line with Antoinette, (2006) who claims that coeducation institute's

students tend to be more refined, comfortable, and contended to the social circle as compared to students from single-sex universities because for co-head students it's a matter of personality among male and female students which makes them show enhanced concern towards grooming items consumption. Further career-oriented employees look after themselves physically as well to attend their meetings and events in a confident and sophisticated manner (Audrey et al, 2004).

The findings of this study failed to highlight any differences between occupation, socio-economic status, and marital status. As the marital status remained non-significant but there was a very slight difference in values of mean even though Ramshida and Manikandan, (2014) claim that before marriage, men are fond of grooming but appear to consume them after marriage which clearly shows that men do not feel to consume grooming products at a certain time in their life whether they are married are not.

In accordance with the regression results self-image appears as the positive significant predictor towards the attitude of men in consuming grooming products which is supported by available literature that positive maintenance and enhancement of self-image motivate men to consume grooming products (Sturrock & Pioch, 1998).

Further, aging was also the positive significant predictor of men grooming products consumption and this result is supported by Coupland, (2007) claiming that the change in behavior of men towards grooming products consumption is due to the awareness of men about the effects of aging and maintaining their youthful looks.

Physical attractiveness was also revealed to be a significant predictor of men grooming behavior and this result is in line with Audrey et al, (2004) who claim that physical attractiveness is appealing and appreciated by society positively. Therefore, to gain acceptance in society men appear to be consuming grooming products.

Results revealed that lifestyle is a significant predictor of the attitude of men in consuming grooming products which are in line with the survey results of Elsey and Sukato, (2009) and Coley and Burgess (2003) that a person's lifestyle influences their grooming behavior and leads to the consumption of grooming products consumption.

As for nonsignificant income and occupation are concerned these results are in line with the survey results of Jawahar and Tamizhjothi (2013) who claim that income and Mounghem and Surakiatpinyo, (2010) claim that occupation does not motivate the attitude of males in consuming grooming products.

Further, results for men who do not use grooming products revealed that the majority of the men think that the cosmetics products are so feminine, lavish, and costly. These results are supported by the survey results of Mounghem and Surakiatpinyo, (2010) and Audrey et al, (2004) claiming that men who do not use grooming products gave a reason that cosmetics and grooming products are quite lavish and costly, and they are meant for women. Moreover, the product's quality, brand, and ingredients of the products are the factor that mostly holds men back from not consuming grooming products on the contrary product's packaging, advertisement, and location of the store hold very little importance in their decision towards not to consume grooming products. These results are in line with the survey results of Mounghem and Surakiatpinyo, (2010) and Anute et al, (2015) who claims that product's quality, brand, and ingredient of the product influence men in relation to not consuming grooming products as compared to the least important factors in this decision-making process were packaging of the product, advertisement, and store location.

Conclusion

The study provides important insights regarding the use of grooming products in a society where there is a lot of focus on hyper-masculinity. Educated professionals and youngsters were more prone to use grooming products which is an indication that over time the machoism is diminishing in Pakistani society. Further men show a positive attitude towards grooming products consumption and this modern evolution is still growing, blurring of the gender roles like men are more conscious of their appearance and image is also apparent. Though many men are still holding tightly on to their traditional manliness, there seems readiness to adopt new changes. Overall the findings of the study are important as it indicates the change in gender roles and a bit softer and less hyper-masculine image of youth and educated people.

Limitation and Future Suggestions

The factor of metrosexuality needs to be elaborated exclusively. People with no formal education/ less-educated males from pure rural backgrounds should be explored further to highlight the shortcomings of this study.

Implications

The study is a benchmark because of its novelty in the field and has implications for youngsters who want to look attractive by using grooming products but have an inner fear that people might doubt their masculinity. This study will support marketers to know the factors that they should consider while marketing the products and men's interest in product attributes.

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Received September 02, 2020

Revisions Received November 07, 2021