Male image, masculinity and consumer behaviour related to cosmetic products: a study of Thai men in Bankok City

Sorachat Rangkaputi

Southern Cross University

Publication details
Rangkaputi, S 2017, 'Male image, masculinity and consumer behaviour related to cosmetic products: a study of Thai men in Bankok City', DBA thesis, Southern Cross University, Lismore, NSW.
Copyright S Rangkaputi 2017
Male Image, Masculinity and Consumer Behaviour Related to Cosmetic Products: A study of Thai men in Bangkok City

Sorachat Rangkaputi

Bachelor of Science (Animal Science), Maejo University, Thailand
Master of Business Administration (Marketing), Sripatum University, Thailand

Submitted to
School of Business and Tourism
Southern Cross University, Australia
In fulfilment of the requirements for the degree of
Doctor of Business Administration
DECLARATION

I certify that the work presented in this thesis is, to the best of my knowledge and belief, original, except as acknowledged in the text and that the material has not been submitted, either in whole or in part, for a degree at this or any other university.

I acknowledge that I have read and understood the University’s rules, requirements, procedures and policy relating to my higher degree research award and to my thesis. I certify that I have complied with the rules, requirements, procedures and policy of the University (as they may be from time to time).

SIGNED: 

DATED: 21-06-17

CANDIDATE: Sorachat Rangkaputi
ACKNOWLEDGEMENTS

Any journey has its story. This thesis and my doctoral voyage would not have been possible without the help of several people.

Firstly, I would like to express my deepest appreciation and gratitude to my principal supervisor, Dr Veerappan Jayaraman, who has been a constant source of encouragement, guidance, and wisdom. He was always available to discuss and share with me his ideas and advice throughout my academic journey.

I am also very thankful to my supervisor, Dr Tania von der Heidt, who provided useful comments on my thesis. She always showed encouragement and willingness to share ideas openly and generously.

In addition, I would like to extend my appreciation to the DBA Director at Southern Cross University and the administrative team for their kind support throughout my study. I also thank Southern Cross University for providing me with the opportunity to undertake my doctoral research.

Last but not least, I would like to thank my family. I am grateful to my father and my mother who have offered me unending support through the difficult times and consistently given me all their love throughout my life.
ABSTRACT

Males are increasingly consuming cosmetic products and thus, are of growing interest to marketers around the world. With emerging research into male consumption of these products, our understanding into this phenomenon is improving. However, the consumption of cosmetic products by Asian males, in particular those in Thailand, is not well understood. Further, the interplay among multiple theories pertinent to male cosmetic product consumption - masculinity, self-concept and self-image – has not been studied to date. It is important to gain deeper insights into cosmetic product consumption by males in developing Asian economies as distinct from males in mature, Western markets. It would extend our theoretical knowledge of consumer behaviour in this significant personal product category. It would also inform marketers of cosmetic products, helping them develop more effective marketing strategies in the flourishing Asian marketplace for male cosmetics.

Thus, the main purpose of this research is to address the question: “What is the perception of Thai male consumers on their purchasing decisions of cosmetic products and how do male’s concepts of masculinity and the importance of self-image and their appearance influence the consumption of male cosmetic products in Thailand?”

This thesis reviews scholarly literature about the cosmetic industry and the male cosmetic market, as well as on theories of masculinity, self-concept and self-image. Drawing on consumer decision making theory, a conceptual framework is developed, which addresses the research question in terms of the first four stages of the five-stage consumer decision making model: need recognition (specifically key internal and external factors influencing need recognition); information search; evaluation of alternatives; and purchasing process.

Qualitative methodology was used to address the research question. Data were collected from semi-structured in-depth interviews with fifty-one Thai males in Bangkok. The sample was grouped according to place of origin (Bangkok or other) and career position (managerial or non-managerial). The data were analysed using thematic qualitative data analysis, in order to discover pertinent themes relating to Thai males’ consumption of cosmetic products.
The findings reveal that the Thai male consumers participating in this research tend to be more quality- than price-conscious when making a purchasing decision for cosmetic products. Further, it was found that male cosmetic advertising plays a more significant role in influencing Thai male consumers’ cosmetic product decisions than sales promotion campaigns and the efforts of salespeople. A link was found between education level, income level, an individual’s career position within an organisation, and the consumption of cosmetic products.

With regard to the acceptance of Thai society of the consumption of male cosmetic products, the results of this research clearly showed that not only is consuming cosmetic products among Thai males in Bangkok acceptable, but the consumption of such products is growing in importance, particularly for professional males who live in urban areas; most male participants indicated that cosmetic products were just as important as other essential products in their lives. The most important images of masculinity identified by the participants were success, self-confidence, leadership, responsibility for the family, and the denial of aggressive and violent behaviours.

The research indicates that urban Thai males are very concerned with their appearance and self-image. External factors contributing to this concern are: societal expectations for a positive first impression; the demand for societal conformity; and high competitiveness in the workplace, particularly in an urban area like Bangkok.

Several potential social benefits and marketing opportunities in relation to male cosmetics were identified in this study: developing social engagements; opportunity enhancement in terms of career advancement and business deals; and increased self-confidence regarding sexual attractiveness. The research findings provide a deeper theoretical understanding of male cosmetic consumption.

**KEYWORDS:** Masculinity, Self-image and appearance, Male consumer behavior, Male cosmetic product.
# TABLE OF CONTENTS

Declaration ......................................................................................... ii
Acknowledgements ........................................................................ iii
Abstract .......................................................................................... iv

# TABLE OF CONTENTS
......................................................................................... vi
List of Tables .................................................................................. x
List of Figures .................................................................................. xiii

CHAPTER 1: INTRODUCTION ............................................................. 15
1.1 Introduction ............................................................................... 15
1.2 Background to the Research ..................................................... 16
1.3 Research Problem and Research Objectives .............................. 18
  1.3.1 Research problem .............................................................. 18
  1.3.2 The objectives of research ................................................ 19
1.4 Justification for the Research .................................................... 20
  1.4.1 Understanding the purchasing-decision behaviour of male consumers of cosmetic products in Thailand ................................................. 20
  1.4.2 The importance of male cosmetic product markets in Thailand .......................................................... 20
1.5 Contribution of the Research ...................................................... 21
1.6 Research Methodology ............................................................... 22
1.7 Delimitations of the Research .................................................... 23
1.8 Definitions of Terms .................................................................. 23
1.9 Outline of the Thesis .................................................................. 24

CHAPTER 2: LITERATURE REVIEW .................................................... 26
2.1 Introduction ............................................................................... 26
2.2 The Male Cosmetics Industry Globally and in Thailand .............. 28
  2.2.1 Cosmetic industry overview ............................................... 28
  2.2.2 Male cosmetic products in the Western market ................... 30
  2.2.3 The male cosmetics market in the Asia-Pacific .................... 33
  2.2.4 The beauty product market and male cosmetic market in Thailand .................................................. 36
2.3 Theories of Consumer Behaviour ................................................................. 40
  2.3.1 Definitions and models of consumer behaviour ....................................... 40
  2.3.2 Consumer decision-making process (CDP) ............................................. 45
  2.3.3 Key factors influencing consumer purchase decision-making .................... 50
2.4 Demographic and Sociocultural Influences on Men's Consumption of Cosmetic Products ......................................................... 54
  2.4.1 Demographic profiles of male cosmetics consumers ................................. 54
  2.4.2 Sociocultural factors affecting male cosmetics consumers ......................... 57
2.5 The Consumer Decision-making Process for Men's Consumption of Cosmetic Products ................................................................. 59
2.6 Theories of Masculinity ................................................................................. 74
  2.6.1 Definitions and models of masculinity ...................................................... 74
  2.6.2 The evolution of masculinity globally ..................................................... 79
  2.6.3 Recent empirical studies of masculinity .................................................. 84
  2.6.4 Metrosexual masculinity ......................................................................... 89
  2.6.5 The Evolution of Masculinity in Thailand ............................................... 92
2.7 Self-concept and Self-image Theories ............................................................ 96
  2.7.1 Male self-image research ........................................................................ 97
  2.7.2 Body image concept ............................................................................... 98
  2.7.3 Empirical studies of male body concerns ................................................. 99
2.8 Gaps in the Literature .................................................................................. 110
2.9 The Conceptual Framework for the Research ................................................ 111
2.10 Chapter Summary ....................................................................................... 115

CHAPTER 3: METHODOLOGY .......................................................................... 116
3.1 Introduction ................................................................................................. 116
3.2 Justification of the Realism Paradigm ........................................................ 117
3.3 Justification of Qualitative Methodology ..................................................... 120
  3.3.1 Criteria for quality of qualitative research .............................................. 124
  3.3.2 Sample size and grouping by demographic differences ......................... 125
  3.3.3 Sampling methods for this research ....................................................... 127
  3.3.4 Limitations of qualitative research methodology .................................... 128
3.4 Data Collection ........................................................................................... 129
  3.4.1 Justification for using in-depth interviews ............................................. 129
  3.4.2 Justification for using semi-structured interviews ................................... 129
3.5 Data Analysis ............................................................................................. 130
  3.5.1 The process of data analysis .................................................................. 130
3.6 Ethical Considerations ............................................................................... 133
3.7 Chapter summary ....................................................................................... 134
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Introduction</td>
<td>136</td>
</tr>
<tr>
<td>4.2</td>
<td>Intra-group Analysis</td>
<td>136</td>
</tr>
<tr>
<td>4.3</td>
<td>Cross-group Analysis</td>
<td>138</td>
</tr>
<tr>
<td>4.3.1</td>
<td>Introduction</td>
<td>138</td>
</tr>
<tr>
<td>4.3.2</td>
<td>Cross-group frequency of usage of cosmetic products</td>
<td>138</td>
</tr>
<tr>
<td>4.3.3</td>
<td>Cross-group comparisons by demographic characteristics</td>
<td>143</td>
</tr>
<tr>
<td>4.4</td>
<td>Chapter Summary</td>
<td>184</td>
</tr>
<tr>
<td>5.1</td>
<td>Introduction</td>
<td>187</td>
</tr>
<tr>
<td>5.2</td>
<td>Discussion of Research Findings</td>
<td>187</td>
</tr>
<tr>
<td>5.2.1</td>
<td>Discussion of findings for research question 1</td>
<td>187</td>
</tr>
<tr>
<td>5.2.2</td>
<td>Discussion of findings for research question 2</td>
<td>198</td>
</tr>
<tr>
<td>5.2.3</td>
<td>Discussion of findings for research question 3</td>
<td>201</td>
</tr>
<tr>
<td>5.2.4</td>
<td>Discussion of findings for research question 4</td>
<td>203</td>
</tr>
<tr>
<td>5.2.5</td>
<td>Discussion of findings for research question 5</td>
<td>203</td>
</tr>
<tr>
<td>5.3</td>
<td>Conclusions for the research problem</td>
<td>206</td>
</tr>
<tr>
<td>5.4</td>
<td>Contributions of this research</td>
<td>210</td>
</tr>
<tr>
<td>5.4.1</td>
<td>Theoretical contributions</td>
<td>210</td>
</tr>
<tr>
<td>5.4.2</td>
<td>Practical Contributions</td>
<td>211</td>
</tr>
<tr>
<td>5.5</td>
<td>Delimitations and Limitations of the Research</td>
<td>213</td>
</tr>
<tr>
<td>5.6</td>
<td>Future Research Directions</td>
<td>214</td>
</tr>
<tr>
<td>5.7</td>
<td>Chapter Summary</td>
<td>216</td>
</tr>
<tr>
<td>References</td>
<td></td>
<td>217</td>
</tr>
<tr>
<td>Appendices</td>
<td></td>
<td>234</td>
</tr>
<tr>
<td>Appendix 1</td>
<td>Individual Group Analysis</td>
<td>234</td>
</tr>
<tr>
<td>1A</td>
<td>BBM group (Thai men who were born in Bangkok and hold managerial positions)</td>
<td>234</td>
</tr>
<tr>
<td>1B</td>
<td>BBNM group (Thai men who were born in Bangkok and hold non-managerial positions)</td>
<td>251</td>
</tr>
<tr>
<td>1C</td>
<td>MBM group (Thai men who migrated to Bangkok and hold managerial positions)</td>
<td>264</td>
</tr>
<tr>
<td>1D</td>
<td>MBNM group (Thai men who migrated to Bangkok and hold non-managerial positions)</td>
<td>275</td>
</tr>
<tr>
<td>Appendix 2</td>
<td>Selected Participant Responses</td>
<td>288</td>
</tr>
<tr>
<td>Appendix 2A</td>
<td>BBM group (Thai men who were born in Bangkok and hold managerial positions)</td>
<td>288</td>
</tr>
<tr>
<td>Appendix 2B</td>
<td>BBNM group (Thai men who were born in Bangkok and hold non-managerial positions)</td>
<td>294</td>
</tr>
<tr>
<td>Appendix 2C</td>
<td>MBM group (Thai men who migrated to Bangkok and hold managerial positions)</td>
<td>297</td>
</tr>
</tbody>
</table>
Appendix 2D - MBNM group (Thai men who migrated to Bangkok and hold non-managerial positions) .......................................................................................................................... 301
Appendix 3 - Example of Coding of Emergent Themes from Participants’ Responses .................................................. 304
Appendix 4 - Information Sheet .................................................................................................................................. 307
Appendix 5 - Consent form ............................................................................................................................................. 310
Appendix 6 - Participant Invitation Letter .................................................................................................................. 312
Appendix 7 - Research and interview questions ............................................................................................................. 313
Appendix 8 - Letter of ethics approval from HREC ......................................................................................................... 317
LIST OF TABLES

Table 1.1 Exchange Rate.................................................................................................................. 24
Table 2.1 Global Male Cosmetic Products Market........................................................................ 31
Table 2.2 The Male Cosmetic Product Market in the Asia-Pacific ............................................ 34
Table 2.3 Summary of Empirical Studies of Male Consumer Behaviour .................................. 59
Table 2.4 Internal and External Motivating Factors for Male Consumption of Cosmetics ........ 63
Table 2.5 The Dimensions of Male Sex Roles ................................................................................. 80
Table 2.6 Typology of Gender Role Norms ..................................................................................... 83
Table 2.7 Summary of Empirical Studies Examining the Notion of Masculinity ....................... 85
Table 2.8 Summary of Empirical Studies Relating to Male Body Image ................................... 100
Table 2.9 Summary of Studies of Sociocultural and Intrapersonal Influences on Men’s Body Image .......................................................................................................................................... 105
Table 2.10 Alignment of Research Question with Conceptual Model Components ................ 113
Table 3.1 Alternative Paradigms..................................................................................................... 117
Table 3.2 Differences between Quantitative and Qualitative Paradigms .................................... 121
Table 3.3: Differences between Quantitative and Qualitative Methodology ............................... 122
Table 3.4 Qualitative Research Tools............................................................................................... 122
Table 3.5 Respondent Groups Generated by Demographic Differences ..................................... 126
Table 3.6 Types of Probability Sampling ......................................................................................... 127
Table 3.7 Interview Instrument for this Research ........................................................................ 131
Table 4.1a BBM Group Frequency of Usage ................................................................................. 139
Table 4.1b BBNM Group Frequency of Usage .............................................................................. 140
Table 4.1c MBM Group Frequency of Usage .................................................................................. 141
Table 4.1d MBNM Group Frequency of Usage .............................................................................. 142
Table 4.2 Comparison of Age between Groups .............................................................................. 143
Table 4.3 Comparison of Education Level between Groups ......................................................... 144
Table 4.4 Comparison of Marital Status between Groups ........................................... 144
Table 4.5 Comparison of Employment Sector between Groups .................................. 145
Table 4.6 Comparison of Monthly Income between Groups ...................................... 146
Table 4.7 Summary of Cross-group Findings for IQ 1.................................................. 148
Table 4.8 Summary of Cross-group Findings for IQ 2.................................................. 150
Table 4.9 Summary of Cross-group Findings for IQ 3.................................................. 150
Table 4.10 Types of Personal Success for IQ 3 ............................................................ 151
Table 4.11 Summary of Cross-group Findings for IQ 4................................................ 157
Table 4.12 Summary of Cross-group Findings for IQ 5................................................ 159
Table 4.13 Benefits of Enhanced Self-confidence through Improved Self-image and Appearance .......................................................... 160
Table 4.14 Summary of Cross-group Findings for IQ 6................................................ 161
Table 4.15 Reasons for Increasing Acceptance of Male Cosmetics Consumption by Thai Society.......................................................... 162
Table 4.16 Summary of Cross-group Findings for IQ 7................................................ 164
Table 4.17 Summary of Cross-group Findings for IQ 8................................................ 165
Table 4.18 Motivational Factors for Concern with Self-image and Appearance in the Workplace Environment .......................................................... 167
Table 4.19 Summary of Cross-group Findings for IQ 9................................................ 169
Table 4.20 Summary of Cross-group Findings for IQ 10.............................................. 173
Table 4.21 Summary of Cross-group Findings for IQ 11.............................................. 175
Table 4.22 Summary of Cross-group Findings for IQ 12.............................................. 178
Table 4.23 Summary of Cross-group Findings for IQ 13.............................................. 179
Table 4.24 Product Types Used Daily across Groups .................................................... 180
Table 4.25 Summary of Cross-group Findings for IQ 14.............................................. 181
Table 4.26 Distribution Channels Used across Groups ................................................ 182
Table 4.27 Summary of Cross-group Findings for IQ 15.............................................. 183
Table 4.28 Summary of Findings of the Research......................................................... 185
Table 5.1 Summary of findings of RQ 1 (a) compared with previous studies ...................... 189
Table 5.2 Comparison of findings from research question 1 (c) with previous studies ........ 192
Table 5.3 Comparison of findings from research question 2 (c) with previous studies ......... 199
Table A1 Career positions in an organization (BBM).................................................. 237
Table A2 Summary of the findings for interview question 1 (BBM)............................. 238
Table A3 Summary of the findings for interview question 3 (BBM)............................. 241
Table A4 Summary of male cosmetic product types used daily (BBM)......................... 249
Table A5 Summary of findings for IQ 15 (BBM).......................................................... 251
Table A6 Career positions in an organization (BBNM)............................................. 253
Table A7 Summary of the findings for interview question 1 (BBNM)......................... 255
Table A8 Summary of the findings for interview question 3 (BBNM)......................... 257
Table A9 Summary of male cosmetic product types used daily (BBNM)..................... 262
Table A10 Summary of findings for IQ 15 (BBNM).................................................... 264
Table A11 Places of birth and purpose of moving to Bangkok city (MBM).................... 267
Table A12 Summary of the findings for interview question 1 (MBM)........................... 268
Table A13 Summary of the findings for interview question 3 (MBM)........................... 269
Table A14 Summary of male cosmetic product types used daily (MBM)...................... 274
Table A15 Career positions in an organization (MBNM)........................................... 277
Table A16 Places of birth and purpose of moving to Bangkok city (MBNM)............... 278
Table A17 Summary of the findings for interview question 1 (MBNM)....................... 279
Table A18 Summary of the findings for interview question 3 (MBNM)....................... 281
Table A19 Summary of male cosmetic product types used daily (MBNM).................... 286
LIST OF FIGURES

Figure 1.1 Structure of Chapter 1 ........................................................................................................... 15
Figure 2.1 Structure of Chapter 2 ........................................................................................................... 27
Figure 2.2 Geographical Share of Global Cosmetics Market by 2012 ................................................ 28
Figure 2.3 Product Categories of Global Cosmetics Market by 2012 ................................................ 30
Figure 2.4 Market Value of Male Cosmetic Products in Thailand 2009-2014 ........................................ 37
Figure 2.5 Projection of Male Cosmetics Market in Thailand 2014-2019 .............................................. 38
Figure 2.6 Market Share of Male Cosmetics Categories in Thailand in 2014 ........................................ 39
Figure 2.7 Stimulus-Response Model of Buyer Behaviour ...................................................................... 42
Figure 2.8 Model of Consumer Decision-making ................................................................................ 43
Figure 2.9 Model of Consumer Decision-making process (CDP) .......................................................... 45
Figure 2.10 Problem Recognition Process ........................................................................................... 46
Figure 2.11 Process of Evaluation and Selection .................................................................................. 48
Figure 2.12 Key Factors that Shape Masculinities ............................................................................... 76
Figure 2.13 Conceptual Framework ..................................................................................................... 112
Figure 3.1 Structure of Chapter 3 ......................................................................................................... 116
Figure 4.1 Structure of Chapter 4 ......................................................................................................... 136
Figure 5.1 Structure of Chapter 5 ......................................................................................................... 188
Figure A1 Age of Male Respondents (BBM) ......................................................................................... 235
Figure A2 Educational Level of Male Respondents (BBM) ................................................................. 235
Figure A3 Marital Status of Male Respondents (BBM) ......................................................................... 236
Figure A4 Employment Sector of Male Respondents (BBM) .............................................................. 236
Figure A5 Monthly Income of Respondents (BBM) ............................................................................ 237
Figure A6 Age of Male Respondents (BBNM) .................................................................................... 252
Figure A7 Educational Level of Male Respondents (BBNM) .............................................................. 252
Figure A8 Employment Sector of Male Respondents (BBNM) ........................................................... 253
Figure A9 Monthly Income of Male Participants (BBNM) ................................................................. 254
Figure A10 Age of Male Respondents (MBM) .............................................................................. 265
Figure A11 Educational Level of Male Respondents (MBM) .......................................................... 265
Figure A12 Monthly Income of Male Respondents (MBM) ............................................................ 266
Figure A13 Age of Male Respondents (MBNM) ............................................................................ 276
Figure A14 Educational Level of Male Respondents (MBNM) ......................................................... 276
Figure A15 Employment Sector of Male Respondents (MBNM) ...................................................... 277
Figure A16 Monthly Income of Male Respondents (MBNM) .......................................................... 278
CHAPTER 1: INTRODUCTION

1.1 Introduction

This chapter begins by providing the background to this research into male consumer behaviour in Bangkok. It then outlines the objectives of the research, the research questions, and the justification and contributions of the research. An introduction to the methodology is given, followed by an outline of the study’s delimitations, definitions of key terms, and an overview of the thesis. The structure of Chapter 1 is illustrated in Figure 1.1.

Figure 1.1 Structure of Chapter 1

Source: Developed for this research
1.2 Background to the Research

Due to recent socioeconomic transformations, consumer behaviour has become increasingly more complicated, and buyers have become more sophisticated and demanding (Sukato 2008). This complexity includes differences in decision-making styles and purchasing behaviours between male and female consumers. Therefore, consumer behaviour theorists advocate gender studies with regard to product consumption, which would be applicable to marketers and advertisers alike. However, little attention has been paid to this area (Bakewell & Mitchell 2004). As Firat noted in 1993, since the advent of postmodern society, it seems that men have become accepted as primary consumers in the marketplace; this recent shift in gender stereotypes created by socioeconomic transformation and the evolving landscape of consumption between gender in the postmodern era seem to play a crucial role in encouraging men to go from being producers to consumers (cited in Otnes & McGrath 2001). This view is supported by evidence that recent social and demographic movements are changing the typical gender roles within households (Bakewell & Mitchell 2004; Mortimer 2009; Otnes & McGrath 2001). Researchers point out that male consumers represent an important shopping group and are likely to make shopping decisions differently from women (Bakewell & Mitchell 2004). Furthermore, men are perceived to be the fastest growing consumer group in the last decade (Otnes & McGrath 2001). In fact, in the past decade, studies of consumer behaviours and gender roles have put more emphasis on male consumers (Bakewell, Mitchell & Rothwell 2006; Hill & Harmon 2007; Lipke 2008).

By and large, cosmetics have been viewed as a feminine product and many studies of consumer behaviour regarding cosmetic items in the past few decades have been conducted using women as the primary target market (Ergin, Özdemir & Parıltı 2005; Junaid et al. 2013; Kim & Chung 2011). That trend, however, is beginning to change in the postmodern era, as male consumers have started looking after themselves cosmetically. It appears that male consumers nowadays are much more concerned about appearance and health. To improve their self-confidence and self-esteem, they try keep to themselves in good shape, and to stay fit and slim. Men believe that good looks will give them confidence when socialising and help them get ahead in their careers (Blanchin, Chareyron, & Quentin 2007). Sturrock and Pioch (1998) claim that men need to apply cosmetic products in order to make a difference in socio-cultural and workplace environments.
As a result, not only are men a target market for such traditional categories as electronics or hardware, but also they are turning into major consumers of personal care and beauty products (Cheng, Ooi & Ting 2010; McNeill & Douglas 2011; Souiden & Diagne 2009). The male cosmetic market is booming, both globally and domestically, since males have become major buyers in the personal care and beauty product category (Tuncay 2005). A study by Sørensen (2009) gives further confirmation that cosmetic products are no longer gender sensitive. Men’s growing concern with their appearance and image has created opportunities for cosmetics companies (McNeill & Douglas 2011). It is evident that there is soaring demand worldwide for male cosmetic products such as moisturisers, make-up products, hair care products and perfumes, as well as anti-wrinkle and anti-ageing skin care products.

According to the Euromonitor International Report (cited in Cole 2008), sales of male cosmetic products globally increased by 61 per cent from 2002 to 2007 and the value of this market was approximately USD 23 billion in 2008. However, the market is expected to jump to US$ 27 billion within four years. Meanwhile, the male cosmetic market in the Asian Pacific region has also been following the global trend. Research conducted by Sukato (2008) showed that from 2006 to 2011 the male cosmetic markets in this region were expected to rise by 24 per cent. Similarly, India’s male cosmetic markets are forecast to improve at least 24 per cent from 2009 to 2014 (Priyadarsini 2009).

In keeping with these trends, cosmetic products for men were introduced into Thailand in 1996, and their popularity has gradually risen over the past few years (Jitpleecheep 2004). In 2014, the market value of men’s cosmetics was approximately THB 10.2 billion or USD 291.5 million, and it has presented a grow rate 56.9 per cent from 2009 to 2014 (Euromonitor International 2015b). According to Siamturarikj (2008), 40 per cent of men use skincare products and 81 per cent of this group use them on a daily basis. The male cosmetic product market in Thailand is booming, especially in the skincare segment (Sukato 2008). In 2014 the sales value of the men’s skin care segment was at THB 3.7 billion (USD 106 million), and it increased rapidly from 2009 to 2014 with a 70 per cent growth rate (Euromonitor International 2015b). To date, the three main players in the men’s cosmetic market in Thailand have been ‘Nivea for Men’ (20.4 %), Gillette (10.6 per cent), and L’Oréal Paris Men Expert (6.2 %) (Euromonitor International 2015b).

With regard to the increasing number and diversity of men’s cosmetic product usage in the Thai market, it appears that Thai men have moved beyond standard cosmetic products such as shaving gel, facial cleanser, or hair gel, now increasingly using many new facial care
products with added vitamins, new innovative plant extracts and moisturising agents, as well as make-up and skin care products mixed with anti-wrinkle, Vitamin A, Vitamin E, and Evening primrose oil, which are increasing in popularity (Sukato 2008). Moreover, one report indicated that 60 per cent of young men said that they were concerned about skin problems such as acne or oily skin, while 70 per cent of young men aged between 15 and 24 years admitted that they were using a cleansing lotion (Bodimeade 2013).

Several explanations for this increase in men’s cosmetic product usage in the Thai market have been offered. Firstly, Thai males are likely to get married and have children later in life, and thus have higher disposable incomes than women when compared by age bracket (Sukato 2008). Secondly some studies suggest that the trend in health and fitness among Thai men plays a key role in the increased sales of male cosmetic products in Thailand (Sukato 2008). Another suggestion is that Thai men are now likely to make their own decisions concerning the purchase of products or services, particularly cosmetic products, rather than relying on females as in the past (Bumrungkitjareon & Tanasansopin 2011).

1.3 Research Problem and Research Objectives

1.3.1 Research problem

Based on the literature survey, the main research problem is formulated as follows:

‘What is the perception of Thai male consumers on their purchasing decisions of cosmetic products and how do male’s concepts of masculinity and the importance of self-image and their appearance influence the consumption of male cosmetic products in Thailand?’

The research problem is addressed in terms of the first four stages of the five-stage consumer decision making model: need recognition (specifically, key internal and external influencing factors); information search; evaluation of alternatives; and purchasing process. This results in five main research questions, some with sub-questions.

1. Need recognition

*Psychological* factors influencing need recognition:

*RQ1 (a): Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly the first purchase?*
RQ1 (b): What level of importance do Thai male consumers attach to the consumption of cosmetic products?

RQ1 (c): How do Thai men perceive their masculine identity?

RQ1 (d): To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?

RQ1 (e): To what extent does self-esteem or self-confidence play a role in how Thai male consumers care for their appearance?

Sociocultural factors influencing need recognition:

RQ2 (a): How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?

RQ2 (b): How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases?

RQ2 (c): How do Thai males perceive the influence of Thai society and Thai workplaces on how they should care for their appearance?

2. Information search

RQ3: How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?

3. Evaluation of alternatives

RQ4: What criteria are used by Thai male consumers when making a purchasing decision regarding male cosmetic products?

4. Purchase process

RQ5: How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, and expenditure?

1.3.2 Research objectives

The three main objectives for this research are as follows:
1. To address the eleven above-mentioned research questions and sub-research questions.
2. To explore the similarities and differences of the results towards three research questions between four distinct groups of Thai male informants’ demographics that are allocated by differences in ‘their place of birth’ and the career positions in their organisations.
3. To develop marketing strategies that would help marketers to increase sale of male cosmetic products in Thailand.

1.4 Justification for the Research

This thesis can be justified on the following two important grounds: (1) The gap in research into the purchasing-decision behaviour of male consumers of cosmetic products in Thailand; and (2) The importance of the male cosmetic product market in Thailand.

1.4.1 Understanding the purchasing-decision behaviour of male consumers of cosmetic products in Thailand

Although there have been studies investigating male consumer behaviour towards cosmetic product consumption globally, few studies have been aimed at investigating male consumer preferences towards cosmetic products in Thailand (Bumrungkitjareon & Tanasansopin 2011; Sukato 2008). In addition, those that have are not concerned with the interplay among multiple aspects pertaining to male cosmetic consumption, such as male self-image theory and the concept of masculinity, which could significantly influence the consumption of cosmetic goods, especially in the case of Thai males.

Therefore, the first justification for this thesis is that no prior academic research has examined male purchasing-decision behaviour towards cosmetic products influenced by CDM, self-concept, and masculinity.

1.4.2 Importance of the male cosmetic product market in Thailand

As previously discussed in Section 1.2, the men’s cosmetic product market in Thailand has experienced significant growth. The interest of many manufacturers of male cosmetic products in the male cosmetic market in Thailand has increased, owing to sales volume expansion year by year, especially in the last 5 years. For example, according to Positioning Magazine (2011), the men’s facial skin care segment seems to be the fastest growing segment of male cosmetic products, increasing more than 35 per cent between 2010 to 2011.
Moreover, the market value of men’s cosmetic products reached 10.2 billion baht (USD 291 million) in 2014. From 2009 to 2014, this market grew significantly by 56.9 per cent. Also, Euromonitor International (2015b) reveals that the men’s cosmetic product market in Thailand is expected to meet a value of 12.5 billion baht (USD 359 million) in 2019.

The demonstrated high growth rates of the male cosmetic market and high competition amongst manufacturers in this market underscore the importance of focusing on the factors influencing purchase decisions of male consumers in Thailand. A deeper understanding of the purchasing behaviours of Thai males is of significant value for male cosmetic manufacturers. Furthermore, for consumer behaviour researchers, this study provides valuable insights into global consumer behaviour related to male cosmetic products. More specifically, it provides a better understanding of Thai male consumers’ attitudes towards the purchase of cosmetic products, and establishes new knowledge necessary to market such products in Thailand. A clearer understanding of Thai male consumers in regards to purchasing cosmetic products enables public policy makers to identify strategies aimed at increasing the demand for male cosmetic products. As a result, this research is able to contribute to the Thai economy in the future, by enabling the cosmetic industry, business firms, and marketing managers to develop successful marketing strategies in the Thai market.

1.5 Contribution of the Research

This study provides contributions in two areas, namely theoretical and managerial. The theoretical contributions involve the extendibility of the body of knowledge in the consumer behaviour discipline, particularly with regard to the purchase decision-making process of Thai male consumers of cosmetic products. More specifically, the conceptualisation of masculine identity, and the concept of self-image in the Thai context, make a contribution to theories of masculinity and the self-concept theory.

In practice, the outcome of this work will provide insights for male cosmetic manufacturers and marketers to formulate marketing strategies and develop products that respond the exact needs of male consumers in Thailand. Cosmetic companies can then better understand what variables are involved in the purchasing decisions of male consumers, and be able to attract their attention more effectively. Finally, the Thai economy may become the beneficiary of
this research on account of the surging investment by local and international male cosmetic manufacturing companies, as they increase their capacity to grow and penetrate the market.

1.6 Research Methodology

In order to effectively address the research problems and questions, this research employs qualitative methodology. According to Strauss and Corbin (1990), qualitative research is often used in the areas of the social and behavioural science, social movement, and human behaviour. It can also be utilised to investigate social phenomena, by employing flexible instruments, an iterative style of eliciting and categorising responses to questions, and the use of methods such as semi-structured in-depth interview, focus groups, and participant observation. Sturrock and Pioch (1998) argue that research in a complex and highly sensitive areas such as the consumption of male cosmetic products requires a qualitative approach, as it allows the use of techniques to describe, translate and understand the meaning of naturally occurring events in their complexity. By contrast, a quantitative design does not generate useful information for investigating complex problems such as social phenomena, and knowledge of cross cultural and consumer behaviour (Sørensen 2009), which are at the heart of this study.

As the research was undertaken in relation to a contemporary phenomenon, the consumption behaviour of Thai males as a new target market for cosmetic products in a market environment which is extremely hard to control, the case study method was followed, as per (Yin 1994). This approach was selected as appropriate for addressing ‘why’ and ‘how’ questions with respect to the subject of this research.

Four designated groups of male consumers were selected for this research. According to Baxter and Jack (2008), the rationale for choosing multiple groups of participants is based on a study’s potential for enabling the researcher to conduct analysis both within a group and across groups. As a result, the outcomes are often considered more compelling, and the overall study is regarded as being more robust (Baxter & Jack 2008; Yin 2009). Importantly, the comparisons made in a multiple group study allow the researcher to understand the similarities and differences between groups more deeply (Baxter & Jack 2008).

Based on an intensive review of the literature, it was considered that demographic characteristics such as level of income, occupation or domestic location would impact differently on the purchase decision-making of male consumers of cosmetic products. This
allowed for the subjects of this research to be grouped according to these characteristics, and compared with respect to their consumption behaviour with respect to male cosmetic products. The four designated groups of Thai male consumers comprise: 1) Thai men who were born in Bangkok city and hold managerial positions, (coded BBM); 2) Thai men who were born in Bangkok city and hold non-managerial positions, coded BBNM; 3) Thai men who migrated to Bangkok city and hold managerial position (coded as MBM); and 4) Thai men who migrated to Bangkok city and hold non-managerial positions, coded MBNM.

1.7 Delimitations of the Research

This study has several major delimitations, which reduce the generalisability and comparability of its findings. The first limitation is that the sample is confined geographically to a group of Thai males who presently live in Bangkok, Thailand. Hence, the research outcomes are only partially generalisable to other geographical areas. Secondly, all participants were in paid employment. This means that the results may not apply to the general male population. Finally, the data for this research was gathered from 2011 to 2012, a time of economic and political tensions in Thailand. Conducting research at another time might result in different findings. Moreover, the focus of this study is limited by being concerned only on the use of male cosmetic products by male consumers, regardless of sexual orientation. Thus, the data gathered from Thai male participants are not designed to identify the sexual orientation of participants. In order to qualify as a research participant, the Thai males approached needed only to be using male cosmetic products. It was noted that most participants were straight men, but some were gays or bisexual. However, this was not relevant to the research outcomes, which were concerned only with the consumption of male cosmetic products in Bangkok City by Thai male consumers in general.

1.8 Definitions of Terms

*Androgynous:* Refers to a person who incorporates both masculine and feminine qualities.  
*Gender:* Refers to general social and cultural beliefs on the part of individuals and societies about people and what differentiates them (Kahn 2009).  
*Gender role:* Refers to societal expectations about people’s thoughts, feelings, and behaviours that determined by social and cultural beliefs about gender (Kahn 2009).
Gender role attitudes: Refers to one’s beliefs about the appropriateness of specific behaviours for men and women (Hill & Harmon 2007).

Male cosmetic/cosmetic products: Cosmetic products and cosmetics specifically formulated to the needs of male consumers, available in the marketplace. Generally, such products investigated for this study include deodorant products, shaving products (pre-shave, shaving gel or foam, and post-shave), fragrances or perfumes, skin care products such as body lotion/cream, anti-ageing cream, face lotion/cream, face cleanser (foam/gel), face moisturizer, scrub and sun protection (face and body), hair styling products, hair colour.

Masculine identity: The characteristics and qualities considered to be typical of men (Tan et al. 2013).

Metrosexual: Men who live in big, metropolitan cities, attribute high importance to their aesthetic appearance and spend a considerable amount of money and efforts to boost their self-image and lifestyle (Souiden & Diagne 2009).

Exchange rate: The exchange rate used in this research is shown in Table 1.1

Table 1.1 Exchange Rate

<table>
<thead>
<tr>
<th>Exchange rate (By Bank of Thailand 25/11/15)</th>
<th>THB</th>
<th>AUD</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.4</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>25.4</td>
<td>1</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

Source: Adapted from Bank of Thailand 25 November, 2015

1.9 Outline of the Thesis

Chapter 1, Introduction to the research, provides an overview of the research background, problem and objectives. Justification for the research, definitions of terms, and justification for using qualitative approach is discussed. The delimitations of scope and research contributions are also discussed in the chapter.

Chapter 2, Literature review, presents the literature associated with the parent disciplines: theory of consumer behaviour; consumer decision-making process; the theory of masculinity; and self-concept theory towards male self-image and appearance. This chapter also illustrates the overall beauty product market as well as male cosmetic products and market analysis both
globally and in Thailand. The chapter concludes by identifying gaps in the literature and establishing the conceptual framework for this research.

Chapter 3, Research design and methodology, describes the development of an appropriate research design for this research, as well as details of research methodology employed. It discusses the justification for a qualitative research approach. It then discusses in detail population samples, the method of data collection and data analysis. The chapter ends with a discussion of ethical considerations.

Chapter 4, Data analysis, presents the process and results of analyses of data collected for this research. The findings from qualitative analysis of data from each group provide themes and patterns that emerged to constitute conclusive evidence. The chapter concludes with the comparison of outcomes between the four groups of Thai male consumers with respect to the purchasing decisions of cosmetic products.

Chapter 5 provides the conclusions and discussions. The research findings presented in the previous chapter are critically developed and evaluated in relation to existing literature in order to address the research questions. Also, this chapter confirms contributions both theoretically and practically. Finally, the limitations of the research are discussed, and suggestions for future research are proposed.
CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The main objective of this thesis is to further understanding of male cosmetic product consumption among Thai male consumers in Bangkok, Thailand. In this chapter, the relevant literature is reviewed, and the development of a conceptual framework for the study is demonstrated. The chapter is divided into eight sections.

Section 2.2 provides readers with an understanding of the global cosmetics market for both female and male cosmetic products. Discussion then drills down to discuss specifically male cosmetic markets worldwide, emphasising important markets by region. It then reviews literature concerning the male cosmetic market in Thailand.

Section 2.3 reviews theories concerning consumer behaviour and the consumer decision-making process. The section focuses on a particular consumer decision-making process model (CDM) and explains why it was selected as fundamental to the theoretical framework for this thesis. The development of the relevant research questions from stages of the CDM model is demonstrated.

Section 2.4 discusses the importance of demographic characteristics and the associated sociocultural influences on the consumption of cosmetics products for men. The derivation of the relevant research questions emerging from this discussion is demonstrated.

Section 2.5 presents in detail literature concerned specifically with the decision-making process involved in Thai males’ consumption of cosmetic products.

Section 2.6 examines theories of masculinity and previous research pertaining to masculine identity. The aim of this section is to and identify and understand emerging masculine identities of males in diverse nations, classes and racial subcultures. The discussion showcases past studies which examine the relationship between perceived masculine identity among male consumers and the consumption of particular products. The contribution of this body of literature to the fifth research question is explained.
Section 2.7 reviews the literature relevant to self-concept and self-image theories. This body of literature concerns the influence of intrapersonal and associated sociocultural factors on males’ self-image and appearance. Section 2.8 justifies the thesis with reference to gaps existing in literature, and Section 2.9 presents the conceptual framework for this thesis. Section 2.10 concludes the chapter. The structure of the chapter is illustrated in Figure 2.1.

**Figure 2.1 Structure of Chapter 2**

- 2.1 Introduction
- 2.2 The Male Cosmetics Industry Globally and in Thailand
- 2.3 Theories of Consumer Behaviour
- 2.4 Demographic and Sociocultural Influences on Men's Consumption of Cosmetic Products
- 2.5 The Consumer Decision-making Process for Men's Consumption of Cosmetic Products
- 2.6 Theories of Masculinity
- 2.7 Self-concept and Self-image Theories
- 2.8 Gaps in the Literature
- 2.9 Conceptual Framework for the Research
- 2.10 Chapter Summary

*Source: Developed for this research*
2.2 The Male Cosmetics Industry Globally and in Thailand

2.2.1 Cosmetics industry overview

In 2014, the global beauty market was valued at USD 465 billion, having increased 5.2 per cent from 2013 to 2014 (Euromonitor International 2015a). According to Łopaciuk and Łoboda (2013), sales of beauty and personal care products had doubled over the period from 1998 to 2010, from USD 166.1 billion to USD 382.3 billion. The trend has continued worldwide into the second decade of the 21st century. In its 2013 annual report, L’Oréal noted that the world cosmetic market had grown by 3.8 per cent in 2013, and that and over the previous fifteen years, it had increased on average by 4.1 per cent, despite difficult economic circumstances. In addition, this report revealed that the top three countries that contribute almost half the growth of the worldwide cosmetics market include China, Brazil, and United States respectively (L’Oréal 2013).

The geographical distribution of the global cosmetics market is illustrated in Figure 2.2. In 2012, the Asia-Pacific region represented the greatest share, accounting for 34 per cent of the market globally. It was followed by Western Europe (22 per cent), North America (21 per cent), Latin America (12 per cent), Eastern Europe (7 per cent), and Africa / Middle East (4 per cent) (L’Oréal 2012).

Figure 2.2 Geographical Share of Global Cosmetics Market by 2012

Source: Adapted from L’Oréal 2012
However, it appears that the most significant driving force in the worldwide beauty and personal care market has been the so-called BRIC countries, Brazil, Russia, India, and China. These four countries alone accounted for 21 per cent of the total of global cosmetics industry in 2010 and generated 81 per cent of the global cosmetics sales growth in 2011 (Łopaciuk & Łoboda 2013).

Within the Asia-Pacific region, China and India have shown particularly remarkable growth in sales of cosmetics products. According to Łopaciuk and Łoboda (2013), the total cosmetics market in China reached USD 24 billion in 2010, more than triple the sales value in 2000. This report explains the motivating factors for the stable and continuous economic growth rate of the Chinese market as being the increased disposable income levels per household, and the fast-growing Chinese middle class. The latter have had an important impact on sales volume and consumption patterns in beauty and personal care products, particularly in the premium segment.

Significant growth in the cosmetics market in the Asia-Pacific region was also confirmed by L’Oréal (2013) in their annual report. It revealed that in 2012 in the Asia-Pacific region, the market increased by an average of 8.4 per cent. This was exceeded only by Latin America (11.5 %) and Africa / Middle East (14.3 %), but was higher than Eastern Europe (8.2 %), North America (3.8 %) and Western Europe (1.9 %).

As shown in Figure 2.3, L’Oréal also reported that of all the categories of cosmetics products, skincare products comprised the most important market segment globally by 2012, comprising 34 per cent of the total market share (L’Oréal 2012). According to Euromonitor International (2014), the global market for skincare products exceeded USD 107 billion in 2013, and was expected to grow over 20 per cent between 2014 and 2018. The ageing population in developed countries is likely to be a significant driving factor in the worldwide facial care segment, as suggested by the fact that anti-ageing products were the fastest-growing part of the global skincare market in 2011 (Łopaciuk & Łoboda 2013).

In the Asian skincare market, the trend for face-whitening is a powerful factor in the success of this segment of the market. A study conducted by Łopaciuk and Łoboda (2013) showed that pale facial skin continues to be considered as ideal by Asian women and men. For example, over 80 per cent of face creams in India have whitening properties. Those who are likely to live in urban areas and earn more money are willing to pay a premium for those cosmetics.
On account of the enormous potential of the global market for beauty and personal care products, it is not surprising that the cosmetics industry is very competitive, and that companies have invested massively in research and development, and marketing campaigns. In the global beauty industry, five companies represent the main players: L’Oréal, Procter & Gamble, Unilever, Estée Lauder, and Shiseido. In 2013, L’Oréal reported an increase of 5 per cent in sales volume in the worldwide cosmetic and personal care products market, with sales of US $28.88 billion. This was followed by Unilever (US $20.7 billion), Procter & Gamble (US $20.08 billion), Estée Lauder (US $9.98 billion), and Shiseido (US $8.38 billion) (L’Oréal 2013).

**Figure 2.3 Product Categories of Global Cosmetics Market by 2012**

![Product categories (%)](image)

*Source: Adapted from L’Oréal 2012*

In comparison to the beauty and personal care market worldwide, the men’s cosmetics market seems to be comparatively small. However, the male cosmetic market has become increasingly sophisticated, and considered as a booming market over the past decade, as discussed in the next section.

2.2.2 Male cosmetic products in the Western market

In the last 10 to 15 years, cosmetic products have been seen to be an important tool for men. Presently, men’s cosmetic and personal care has become a global phenomenon, and a goldmine for marketers. As shown in Table 2.1, the men’s cosmetic products market grew by 23 per cent in 2014, reaching a value of USD 35 billion globally (Bolotin et al. 2014). The global share of male cosmetic products global sales in 2014 was very small (7.5 per cent) as
compared with those for female cosmetic products (Bolotin et al. 2014; 2015a). However, the male cosmetic market is of significant interest, showing an increase of the growth rate of market in past decades. According to Bolotin et al. (2014), the men’s cosmetic products market grew by 23 per cent from 2013 to 2014 globally and only the men’s skin care category had increased by 73 per cent from 2004 to 2009.

Leading this market was the United States, which grew by 7 per cent, to a value of USD 5.7 billion, holding a 17 per cent share of the global market. In addition, the 2014 report by Euromonitor International revealed that men’s skin care is a huge market and represents the biggest opportunity for men’s cosmetics, increasing by 73 per cent between 2009-2014 (Bolotin et al. 2014). Most interesting, however, is the fact that China was the leader in the male skincare market with a 30 per cent share, followed by Western Europe (21 %) and South Korea (19 %).

### Table 2.1 Global Male Cosmetic Products Market

<table>
<thead>
<tr>
<th>Location</th>
<th>Valued of market (year)</th>
<th>% Growth (between years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>US $ 5.7 billion (2014)</td>
<td>+ 7 % (2009-2014)</td>
</tr>
<tr>
<td>Australia</td>
<td>US $ 55.3 million (2010)</td>
<td>-</td>
</tr>
</tbody>
</table>

(Only men’s skincare products)

Source: Adapted from Bolotin et al. (2014); Cosmetic Business (2010b); Goldstein (2011); Grubow & Kastner (2011); Hall (2014); Fung Business Intelligence Centre (2013)

According to Euromonitor International research, in the global market between 2004 and 2009, spending on male cosmetic products grew by 43.8 per cent (Cosmetics Business 2010a).

It is of interest to note that the demand for male cosmetic products in Western countries did not appear to be impacted by the financial instability caused by the 2008 global financial crisis; on the contrary, the market for male cosmetic products in Western countries continues to grow. A report by Cosmetics Business (2009) showed that spending on men’s personal care in European countries has not been significantly impacted by episodes of economic
downturn, as demonstrated by an increase of 6.1 per cent in 2008, to reach over USD 18 billion.

Similarly, the Australian men’s skincare market was worth USD 55.3 million in 2010, representing about 10 per cent of the total cosmetics market (Goldstein 2011). Also, a survey of 1,006 Australian men over the age of 18 from regional and metropolitan centres found that 44 per cent of Australian men were using moisturizer, and 17 per cent used an exfoliator (Goldstein 2011).

In the United Kingdom, there appears to have been a change in men’s concern with their appearance, and increasingly they are accepting the use of cosmetic products. These changing perceptions appear to be driving the men’s cosmetic market in the United Kingdom, which has become significantly successful worldwide. According to a report by Mintel 2010, the British market for men’s cosmetic products accounted for a record USD 1.3 billion (£ 0.86 billion) in 2009, with a 20 per cent growth rate since 2005 (Hall 2014). Moreover, a report conducted by L’Oréal (2012) showed that sales of men’s cosmetic were growing at twice the rate of women’s cosmetics. The report revealed that men were dedicating 83 minutes per day to their personal grooming, which included cleansing, toning and moisturizing, shaving, styling hair and choosing clothes, taking four minutes longer than the average women’s daily beautification regime (cited in Hall, Gough & Seymour-Smith 2013). Another report showed that 80 per cent of British men between 18 and 29 years of age used cosmetic products daily (Moungkhem & Surakiatpinyo 2010).

Similarly, the male cosmetic market in Latin America appears to have become one of the most dynamic markets in the world. The annual male cosmetics market in Latin America, including Mexico, Central America and South America, grew from USD 2.44 billion to 4.87 billion (99.6 %) between 2004 and 2009 (Cosmetics Business 2010b). This report also showed that almost 80 per cent of Latin American men were buying cosmetics for themselves, as compared with the past, when typically, cosmetic products might be purchased for them by their mother, sister, girlfriend or wife. The main players in the men’s cosmetics market globally in 2009, according to a report by Euromonitor International (2010), were Procter & Gamble, the leader with a 33.8 per cent share, followed by Unilever (11.4 %), Energizer Holding (6.1 %), Beiersdorf (5.3 %), and L’Oréal (2.8 %).

However, in Western cultures, despite a significantly increased consumption of men’s cosmetic products, there are differences as compared with consumption by women in some
respects. For instance, a number of studies have revealed that men use sunscreens significantly less frequently than women, and experience more episodes of sunburn (Elsner 2012). Also, according to NPDGroup (2012), more than 9 in 10 men in America over the age of 18 were applying some sort of cosmetic products such as body skincare, shaving, hair care, and fragrance, but only one quarter of them were currently using facial skincare products such as facial cleansers and moisturises, lip and eye products and anti-ageing treatment.

2.2.3 The male cosmetics market in the Asia-Pacific

The market for men’s cosmetic products in the Asia-Pacific seems to be imitating the global trend. According to a report by PRWEB (2010), the Asia-Pacific region has been the fastest growing market for men’s cosmetics. One reason for this phenomenon is the growing acceptance of men’s cosmetic and prevailing life style trends in Western culture, which inspires the use of cosmetic products among male consumers in Asian countries. Asian men have become increasingly interested in cosmetic products and cosmetic surgery because they have been exposed to positive portrayals of change in the Western media.

As shown in Table 2.2, the male cosmetic market in the Asia region accounted for USD 22.4 billion, or 64 per cent of the global male cosmetic market, with 9 per cent growth rate in 2012 (Chinarealtime 2014). According to Kang (2014), sales of male cosmetic products in Asia have increased faster than the personal care category as a whole, with 9 per cent and 6 per cent respectively in 2012. The report showed that nearly 80 per cent of Asian men thought that their appearance was important, and two-thirds believed that cosmetic products are no longer only female goods.

Several reasons for this increased interest in self-image are suggested by Kang (2014), who found that 84 per cent of male respondents claimed that using cosmetic products makes them feel better and more comfortable. The same study found that 64 per cent of respondents asserted that they pay attention to their appearance because women like it, and many agreed that looking well-groomed is important for their job, especially those men in such countries like the Philippines, Vietnam, and Malaysia, who also thought that looking good indicated a distinctive social status.

Another motivation offered is the new masculinity emerging in Asian culture, particularly South Korea, Japan, and China, expressed by so called ‘flower boys’, comprising an important segment for the future of the beauty industry in Asia. This type of man is usually a
A 20-something male who embraces fashion and cosmetics, with smooth skin and expressive hairstyles, aiming to distinguish themselves in the competition for potential partners and professional opportunities (Grubow & Kastner 2011).

### Table 2.2 The Male Cosmetics Market in the Asia-Pacific

<table>
<thead>
<tr>
<th>Location</th>
<th>Valued of market (year)</th>
<th>% Growth (between years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia-Pacific</td>
<td>US $ 22.4 billion (2013) (64% of spending globally)</td>
<td>+9 % (2012)</td>
</tr>
<tr>
<td>China</td>
<td>US $ 1.03 billion (2012)</td>
<td>-</td>
</tr>
<tr>
<td>China (Only men's skincare products)</td>
<td>US $ 0.97 billion (2013)</td>
<td>-</td>
</tr>
<tr>
<td>Japan</td>
<td>US $ 0.24 billion (2008)</td>
<td>-</td>
</tr>
<tr>
<td>South Korea (Only men's skincare products)</td>
<td>US $ 0.56 billion (2012)</td>
<td>-</td>
</tr>
<tr>
<td>India</td>
<td>US $ 0.27 billion (2013)</td>
<td>+ 24 % (2009-2014)</td>
</tr>
</tbody>
</table>

Source: Adapted from Bhattachayra (2013); Bodimeade (2013); Chinarealtime (2014); Fung Business Intelligence Centre (2013); Tan (2008).

The skincare product segment has become the most important growing market for Asia, driving the entire men’s cosmetic market in Asia. This market segment in the Asia-Pacific region accounted for 60 per cent of the male skincare market globally in 2012, with China and South Korea as the key players (Euromonitor International 2013). According to the report, South Korea had the biggest market share for men’s skin care globally, representing nearly 21 per cent, valued at USD 565 million. This report cites endorsement by Korean male celebrities and the K-pop phenomenon, employed as a marketing strategy by many companies, as significantly driving the trend towards male cosmetics in South Korea. Moreover, the use of skincare products itself has evolved among South Korean men; they are more likely to have advanced beyond the simple cleansing, toning, and moisturising products, to more complex products usually used by women, such as serums, the popular BB cream, and facial masks.
By 2014, however, the male cosmetics market in China was booming, and growing faster than any other geographical market. According to Chinarealtime (2014), China (including Hong Kong) was the largest market for men’s skincare, valued at USD 974.8 million in 2013. The Chinese market is an attractive location for investment for both international and local manufacturing companies, because retail sales of cosmetics and cosmetic have recorded a remarkable double-digit growth rate in the past few years, with a compound annual growth rate (CAGR) increase of more than 20 per cent from 2012 to 2014 (Kantar Worldpanel 2014). Also, this report identified increases in male cosmetic market segments in China contributing to this rapid growth in 2013, such as shampoo especially designed for men (46 per cent), bar soap (34 per cent), and liquid soap/shower gel (34 per cent).

Several considerations have been offered to explain why men’s cosmetics in China is a hugely lucrative market. According to RNCOS (2012), the affluence of Chinese men is rising along with economic growth, which means they desire a better lifestyle, and are ready to spend more on cosmetics. Further important reasons offered are increased product knowledge, and a positive attitude towards using cosmetic products, indicating acceptance of the fact that cosmetic products are no longer just for women. The urbanisation phenomenon in China has also played a major role in promoting growth in the overall cosmetic industry, as urban male consumers seem to be more fashion-conscious and sophisticated (RNCOS 2012).

Indian males also have aspirations to be better-groomed. In 2013, a Nielsen poll showed rapid growth of more than 34 per cent to reach USD 278 million in the Indian men’s cosmetics market (Bhattachayra 2013). Moreover, this report revealed that male skincare in India was one of the beauty industry’s fastest-growing segments, growing at 41 per cent as compared with the overall skin cream category, which grew at the rate of 21 per cent. Bhattachayra suggests that factors motivating Indian men to be better-groomed included 1) an increase in disposable income, with ‘shopping-for-pleasure’; personal care products being one of the first choices; 2) high competition in the workforce, motivating Indian males to maintain a youthful look; and 3) the encouragement of male Indian icons such as Hindi actor or cricket players who are working with beauty and personal care products (Bhattachayra 2013).

In contrast to men in Western cultures, a number of studies showed that Asian men, particularly North Asian, are not likely to purchase products with fragrances. While fragrance is one of the most important aspects of men’s cosmetic products in Western countries,
fragrance-free deodorants would be considered as suitable products for males in Asian markets (Kang 2014). Another example of different product usage between Western and Asian markets is the well-documented aspiration of most Indian men to use products that provide a spotless fair skin. While products which achieve skin lightening and whitening have a potential demand in the Indian market, most Western men desire their skin to be tanned (Bhattachayra 2013).

However, although the success of the men’s cosmetic market in the Asia-Pacific region is well-documented, with healthy sales in several categories, there still seems to be room for manufacturers to play in this market. According to one report, sales of shampoo designed especially for men were increasing in sales across Asia at 29 per cent, while a consumer survey showed that this product was being bought by 24 per cent of male consumers (Kang 2014). Also, despite the average Asian male shaving three to four times a week, only 20 per cent of them use shaving preparation products (Kang 2014). Moreover, this report also showed that while sales of deodorants increased 9 per cent in the past years, only one in three men uses them.

2.2.4 The male cosmetics market in Thailand

The cosmetic products market in Thailand overall

Although the population of Thailand is 65,500,000, 49 per cent of which represents the male population, it would be a mistake to think that the cosmetic products market is insignificant in comparison to members of the Asia-Pacific region such as China, India, Japan and Indonesia. On the contrary, the Thai market has a vast potential for both international and local companies in the cosmetics, perfume and toiletries (C&T) industry (Nationsonline 2014). According to a report provided by Cosmetics Business (2013), Thailand’s cosmetics and toiletries market is flourishing, with healthy growth supported by a strong economy and increasingly sophisticated consumers, both female and male. The value of the beauty and personal care market in Thailand grew 8 per cent in 2012 and is expected to reach THB 164.7 billion (USD 4.7 billion) in 2016, with a projected CAGR between 2011 to 2016 of 4.3 per cent (Cosmetics Business 2013). As regards beauty products, skincare products are important for the Thai market, with a projected CAGR of 3 per cent through to 2017, from a total of THB 17.5 billion at the end of 2012, to reach a value of more than THB 20 billion in 2017 (Barker 2013).
A number of studies confirm that both men and women in Thailand have begun focusing more on their appearance than in the past, influenced by factors such as pollution and hot weather (Bodimeade 2013). Not only external factors have increased the tendency for Thais to pay attention to their self-image, but also, looking good has become important in both the work and personal lives of both females and males. As a result, aesthetic services provided by beauty clinics and hospitals have increased significantly in Thailand (Bodimeade 2013).

**The cosmetic products market in Thailand for men**

In 2014, the market value of men’s cosmetic products was THB 10.2 billion (USD 291 million), having increased 7.5 per cent from 2013. Taken from 2009 through to 2014, that market showed a growth rate of 56.9 per cent. Over the same period, the CAGR was 9.4 per cent. Figure 2.4 illustrates the incremental increase in the value of the male cosmetics market from 2009-2014.

**Figure 2.4 Market Value of Male Cosmetic Products in Thailand 2009-2014**

![Graph of market value of male cosmetic products in Thailand 2009-2014](chart.png)

*Source: Adapted from Euromonitor International (2015b)*

The men’s cosmetics market in Thailand is expected to gain steady positive growth from 2014 through to 2019, according to Euromonitor International (2015b). As shown in Figure 2.5, it is expected to reach a value of THB 12.5 billion (USD 359 million) in 2019, with a projected CAGR of 4.3 per cent over the same period. The report suggests that the raising of
image consciousness and the expected rise in the disposable incomes of male consumers are the main factors that will continue to support the strong performance of men’s cosmetic products through to 2019.

**Figure 2.5 Projection of Male Cosmetics Market in Thailand 2014-2019**

![Graph showing the projected sales of male cosmetics in Thailand from 2014 to 2019.](image)

*Source: Adapted from Euromonitor International (2015b)*

As regards product categories, the Thai male cosmetics market has followed the global trend, in which the skincare segment is successful, presenting manufacturers with a huge opportunity to make a profit. According to Euromonitor International (2015b), the men’s skincare market in Thailand registered the biggest sales value of the total of men’s cosmetic products, reaching a value of THB 3.7 billion, or 37 per cent of the total men’s cosmetics market in 2014, followed by men’s hair care products (24 %), men’s deodorant (17 %), men’s razors and blades (15 %), men’s bath and shower (4 %), men’s pre-shave (2 %), and men’s post-shave (1 %) as shown in Figure 2.6.

Recognising the potential of the male cosmetic market, many companies have shifted focus from the women’s cosmetic products sector to that for men. While more than 20 companies are players in this market to date, the key players in Thailand appear to be the big international companies dominating the women’s cosmetics market worldwide. According to
Euromonitor International (2015b), the five leading companies in the male cosmetics market in Thailand are Beiersdorf (21.3 %), Procter & Gamble (10.6 %), L’Oréal (6.4 %), Bio Consumer (6.0 %), and Unilever (5.9 %).

**Figure 2.6 Market Share of Male Cosmetics Categories in Thailand in 2014**

Source: Adapted from Euromonitor International (2015b)

A report by Siamturakij (2008) showed that 40 per cent of Thai males were using skincare products, and 81 per cent of this group were using them daily. Growing male image consciousness and changing ideas of masculinity have led to intense competition in the male cosmetic industry. In 2013, a report by L’Oréal showed that 60 per cent of young men in Thailand say they were concerned about acne or oily skin, while 70 per cent aged between 15 and 24 years used a cleansing lotion (Bodimeade 2013). Grubow and Kastner (2011) support the view that across Asia, men are increasingly image-conscious and concerned with attractiveness. They point out that as white-collar, service-oriented job rise in prevalence, bodily attractiveness, and a well-groomed appearance are more likely to be a key differentiator and indicator of social class, even of professional experience (Grubow & Kastner 2011). With increased standards of living encouraging men to more spend on
cosmetic products, countries such as China, Indonesia, Thailand and South Korea have become powerful players in the global beauty industry.

2.3 Theories of Consumer Behaviour

2.3.1 Definitions and models of consumer behaviour

Consumer behaviour can be perceived as the principle concept underpinning the process of consumers who purchase/apply products and services (Schiffman et al. 2014). An understanding of this concept is necessary for identifying the factors that influence the buying behaviour of specific groups of consumers. Since the aim of this thesis is to investigate Thai male consumers’ behaviour towards the consumption of male cosmetic products, particularly in Bangkok city, the motivating factors to purchase these products concern the concept of consumer behaviour. In this section, the definition and models of consumer behaviour are discussed.

Definition of consumer behaviour

Schiffman, Kanuk and Hansen (2012, p. 2) define consumer behaviour as ‘the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their need’. Blackwell, Miniard and Engel (2006, p. 4) seek to explain consumer behaviour as the ‘activities that people undertake when obtaining, consuming, and disposing of products and services’. However, the processes involved in this activity are complex. Decisions have to be made about what product or service to buy, and why, how, when, where and how often to buy it (Schiffman et al. 2008). Consumers use several available sources in the decision-making process, including time, money, and effort in order to consume related items (Quester et al. 2014; Schiffman, Kanuk & Hansen 2012).

Consumer behaviour has been recognised as a discipline in itself, embracing numerous concepts and models derived from disciplines such as psychology, sociology, social psychology, cultural anthropology, and economics (Schiffman et al. 2014; Solomon 2015). From psychology, consumer behaviour inquiry has borrowed the study of the individual, which focus on motivation, perception, attitudes, personality, and learning patterns that enable a marketer to understand the various consumption needs of individuals, their actions and reactions in response to different products (Schiffman et al. 2008; Schiffman, Kanuk & Hansen 2012). On the other hand, the sociological aspect focuses on group behaviour, and the
motivations for action of individuals in groups, which often differs from the actions of individuals operating on their own. Sociology includes the study of the influence of group membership, family structure and social class on consumer behaviour (Schiffman et al. 2008).

The conceptions and models of consumer behaviour have evolved since the 1950s (Blackwell, Miniard & Engel 2006). Previously, the consumer behaviour concept only applied economic theory as the foundation for explaining how consumers consume goods and services. It was thought that individuals always buy/apply products and services on a rational basis so as to maximise their benefits and satisfaction (Schiffman, Kanuk & Hansen 2012). However, more recent models of consumer behaviour have developed to include the idea that consumer behaviour is not only based on rationality, but that consumers are influenced by both cognitive and emotional perspectives (Hoyer, MacInnis & Pieters 2013; Schiffman et al. 2008; Schiffman, Kanuk & Hansen 2012). In other words, they sometime impulsively buy goods and services, and are not only influenced by family, friends, advertising, and role model but by mood, situation, and emotion as well. Various such models are examined as follows.

Models of consumer behaviour

The stimulus-response model of buyer behaviour

In the study of marketing, the stimulus-response model of buyer behaviour (S-R model) has been employed to describe the process by which consumers respond to internal and external stimuli in order to make decisions about particular products, brands, dealer selection, and so forth. Figure 2.7 illustrates the kinds of stimuli which motivate buyer behaviour, such as product, price, place, and promotion, people and process. Other stimuli, according to this model, are economic, technological, political and cultural factors in the buyer’s mind or buyer’s black box. Responses involve product choice, brand choice, dealer choice, purchase timing and purchase amount. Marketers and behavioural scientists can employ this model to understand what the consumers buy, who buys, how they buy and why they buy. This can give manufacturers an advantage over their competitors, because they can understand how their consumers respond to different product features, prices and advertising appeals (Kotler et al. 2003).
The model for consumer decision-making

The model for consumer decision-making, illustrated in Figure 2.8, is similar to the stimulus-response model of buyer behaviour (Blackwell et al. 2006; Schiffman et al. 2008; Schiffman, Kanuk & Hansen 2012). According to Schiffman et al. (2014), the buyer’s decision-making process can be divided into three major components: the input component, the process component, and the output component. Firstly, the input stage refers to external sources of information about particular a product that impact a consumer’s product-related values, attitudes and behaviour. The input component usually consists of two factors, namely marketing factors such as products, pricing, promotion, and so forth, which are offered by particular organisation which attempt to communicate the benefits of their products or services to consumers. The other factor of the input stage consists of the non-marketing sociocultural inputs (non-commercial sources) such as family, communication and reference groups, social class, culture and subculture, opinion leadership and diffusion of innovation, and so forth. Sociocultural factors do not necessarily motivate buyer consumption of
particular products or services, but may also influence a buyer to avoid a product (Schiffman, Kanuk & Hansen 2012).

**Figure 2.8 Model of Consumer Decision-making**
The second phase is the activity that is concerned with how consumers make decisions. This phase involves the consumer decision-making process on the one hand, and the psychological field on the other. The decision-making process of the consumer can be divided into three phases: need recognition, pre-purchase search (information search), and evaluation of alternatives. The psychological field refers to motivation, perception, learning, personality, and attitudes, which affect consumers’ decision-making process as regards what they want or need, their awareness of various product choices, their information-gathering activities and their evaluation of alternatives (Schiffman et al. 2014).

The output stage of the decision-making process is concerned with two closely associated kinds of post-decision activity, namely purchasing behaviour and post-purchase evaluation behaviour (Schiffman et al. 2014). The purchase behaviour includes three types of purchasing: trial purchase, repeat purchase, and long-term commitment purchase. For example, the trial purchase refers to the first time purchasing of a particular product, but in a smaller quantity than usual. The repeat purchase phase occurs when a product or service meets the consumer’s approval such that they are willing to use it again and in larger quantities. The long-term commitment purchase usually involves the purchase of durable goods such as refrigerators, washing machines or electric stoves, products which cannot be bought on trial. In these instances, consumers usually move directly from evaluation to a long-term commitment (Schiffman, Kanuk & Hansen 2012).

The post-purchase evaluation is represented as the process where consumers evaluate the performance of a particular product or service in the light of their own expectation. In terms of post-purchase evaluation by consumers, there appear to be three possible outcomes: actual performance matches expectations that lead possibly to a neutral feeling; performance exceeds expectations, which leads consumer satisfaction with those products and services; and performance is below expectation, causing completely dissatisfaction (Schiffman et al. 2008).
2.3.2 Consumer decision-making process (CDP)

The consumer decision-making process model (CDP) originated with the notion of problem solving by the consumer. Blackwell et al. (2006) argue that the purchasing of products or services by consumers is basically the result of resolving a problem, need, or want. The CDP model illustrates how people solve everyday problems, which leads them to buy and consume products and services (Quester et al. 2014).

As shown in Figure 2.9, the CDP model comprises five stages, which consumers typically go through when make decisions: 1) Problem recognition; 2) Information search; 3) Evaluation of alternatives; 4) Purchase decision; and 5) Post-purchase evaluation, explained as follows..

**Figure 2.9 Model of Consumer Decision-making Process (CDP)**

![Diagram of CDP model](image)

*Source: Adapted from Quester et al. (2014, p. 26)*

**Problem recognition**

Problem recognition occurs when there is a significant discrepancy between the ideal state, and the actual state (Quester et al. 2014). Briefly the ideal (desire) state describes ‘the way an individual wants to feel or be at the present time’, and an actual state is defined as ‘the way an individual perceives their situation and feeling to be at the present time’ (Quester et al. 2014, p. 70). Simply put, problem recognition in the consumer decision-making process normally occurs when the desire state exceeds the actual state, which leads an individual to acquire or purchase a particular product and service. On the other hand, without recognition of a problem, there is no need to move further into the next stage, into ‘information search’ (Quester et al. 2014). For example, consumers will purchase a product when they believe its ability to solve a problem is worth more than the cost of buying it (Blackwell et al. 2006). Figure 2.10 illustrates the process of problem recognition.
However, despite an observably large discrepancy between the desire and the actual state, consumers may not always move to the next stage of decision-making because of considerations of the relative importance of the problem (Quester et al. 2014). The impact of the relative importance of problem can involve factors such as budget or time constraints.

**Figure 2.10 Problem Recognition Process**

![Problem Recognition Process Diagram]

*Source: Adapted from Quester et al. (2014, p. 71)*

Past studies have investigated need recognition and motivation, which influence the demand for using men’s cosmetic products. For example, an early study of men’s consumer behaviour pertaining to cosmetics found that the main factors contributing to males’ desire to apply cosmetic products were image creation, concern about one’s attractiveness, reducing the ageing process, maintaining one’s health, and the pleasure of using cosmetic products (Sturrock & Pioch 1998). Such insights could be considered as a precursor to a more developed model for the problem recognition process as outlined above.

*Information search*
The information search stage refers to the activity of consumers who have gone past the problem recognition stage, then search for information in order to satisfy their needs or wants, or solve their problems (Blackwell et al. 2006).

Information searches concerning particular products and services have been broken down into three types: the internal search; the external search; and the ongoing search (Kardes, Cronley & Cline 2011). The internal search refers to consumers’ search of memory (Hawkins & Mothersbaugh 2013). This type of search sometimes provides adequate information for making rational decisions about a product. In addition, some researchers have added the past experience of consumers regard to a particular product or service into the information search model, because it can combine with long-term memory (Schiffman, Kanuk & Hansen 2012).

Second, the external search emerges when consumers feel that the internal information is inadequate or irrelevant to the product or brand choice. Blackwell et al. (2006) break down the information search from external sources into five steps: exposure, attention, comprehension, acceptance, and retention. Consumers seek external sources of information to reduce uncertainty and perceived risk in order to reach a decision (Hoyer, MacInnis & Pieters 2013). Quester et al. (2014, p. 96) clarify that the sources of internal and external information are as follows: 1) memories of past searches, personal experience and low-involvement learning; 2) personal sources such as friends, family and others; 3) independent sources such as consumer groups and government department; 4) marketing sources such as sales staff, advertising and the internet; and 5) experiential source such as inspection or product trial.

Further, some sources of information may have distinctive advantages over others for consumers. Barber, Dodd and Kolyesnikova (2009) argue that a personal opinion from friends or family is often considered as a credible source, while other consumers may consider that an impersonal source of information such as that from a critic, is often likely to be based on greater expertise about the product under consideration. In regard to men’s cosmetics purchasing behaviour, however, research has shown that males strongly rely on personal recommendations such as friends, family or partners rather than on impersonal sources such as advertising (McNeill & Douglas 2011). Finally, the ongoing search refers to the process of consumers searching for external information from sources such as catalogues, window shopping, surfing the internet or reading specialty magazines, even though consumers have not considered purchasing the product (Kardes, Cronley & Cline 2011).

**Evaluation of alternatives**
The third stage in the process of selection of products or services by consumers is evaluation of alternatives, as shown in Figure 2.11. Hawkins and Mothersbaugh (2013, p. 548) define evaluative criteria as ‘the various dimensions, features, or benefits a consumer looks for in response to a specific problem’. Consumers tend to employ two types of criteria when evaluating products and brands: 1) a list of brands or models from which they plan to make their selection, and 2) the criteria they will use to evaluate each brand or model (Schiffman et al. 2014).

Evaluative criteria can be seen to vary depending upon type, number and importance. For example, the type of evaluative criteria that consumers use to decide on a particular brand differs from that for tangible aspects such as cost or performance feature and intangible elements such as style, test, prestige, feeling generated, and brand image (Hawkins & Mothersbaugh 2013).

However, consumers usually employ evaluations stored in their memory to select products, services, brands, and stores that satisfy purchase need and consumption (Blackwell et al. 2006). Factors influencing evaluations include individual characteristic such as motives, values, life-style, and personality and environmental for example, culture, reference group, and family (Hawkins & Mothersbaugh 2013; Quester et al. 2014).

**Figure 2.11 Process of Evaluation and Selection**

![Diagram of Evaluation and Selection Process]

*Source: Adapted from Quester et al. (2014, p. 126)*
Research into the evaluative criteria of male consumers in selecting products for purchase has examined the relationship between price and quality of the product (Koksal 2014; Mortimer & Weeks 2011). Koksal (2014) found that males who were considered fashion leaders did not perceive the price of products as the determining attribute as long as other important attributes matched their expectation. On the other hand, an Australian study showed that male consumers who regularly shop for groceries in supermarkets do consider price to be more important than other non-price criteria (brand, nutritional information, ingredient, test and quality) (Mortimer & Weeks 2011).

**Purchase decision**

The next stage in the consumer decision-making process is the completion of the actual purchase decision. Two phases in this stage have been suggested: 1) choosing one retailer from another retailer; and 2) in-store choices influenced by salespeople, product displays, electronic media, and point-of-purchase advertising (Blackwell et al. 2006). However, there can be uncertainties which impact on the choice of one retailer over another. Though a consumer may prefer a particular brand or outlet, he or she might change to another brand, or make an unplanned purchase at a sale or promotional event at a competitor’s store after talking with a salesperson, or because of a price discount.

Other factors influencing purchase decisions have been suggested by Engel, Blackwell and Miniard (1986). According to these authors, purchase situations can be impacted by five dimensions: 1) physical surroundings (noise, light, temperature); 2) social surroundings; 3) task definition (reasons for shopping and the goals of the process); 4) temporal perspective (time of day, time pressures); and 5) antecedent conditions (having cash on hand or mood). However, a recent study of the purchase of cosmetic products by males in Japan revealed a preference for drugstores and convenience stores, based mainly on the criteria of convenience and reasonable price (Tan 2008).

**Post-purchase evaluation**

Post-purchase evaluation is the final stage in the consumer decision-making process. In this stage, consumers experience satisfaction or dissatisfaction with the product or service purchased. Generally, satisfaction appears when consumers’ expectations correspond to perceived performance, whereas dissatisfaction arrives when a product falls short of expectations (Blackwell et al. 2006). Post-purchase evaluation can be thought of from two
perspectives. From the perspective of consumer behaviour, consumers store their post-purchase evaluation in their memory and refer to them in future decisions. For example, if a consumer is highly satisfied, subsequent purchase decisions become easier (Engel, Blackwell & Miniard 1986). On the other hand, from a market strategy point of view, a product company needs to focus on consumer satisfaction, because a company’s sales generally come from both new customers and retained customers. The cost of attracting new customers is much higher than that for retaining current customers, thus the best way to retain current customers is to keep them satisfied (Armstrong et al. 2012).

Tan (2008) found that product effectiveness of cosmetics was a significant factor that leads men consumers to continue using cosmetics. Also, product effectiveness can be categorised as ‘visual effectiveness’ where the products can address problem areas and improve self-esteem, while ‘felt/perceived effectiveness’ refers to the preference behaviour of consumers to continue using the product, though the real benefits might not be very significant.

2.3.3 Key factors influencing consumer purchase decision-making

According to several studies, there are two key factors exert a powerful influence on the consumer decision-making process from problem recognition through to post-purchase behavior: internal and external influences (Hawkins & Mothersbaugh 2013; Quester et al. 2014). The internal factors are itemized as motivation, personality and emotion, perception, learning and memory, and attitude. External influences or sociocultural variables consist of social class, culture, personal and group influence, and family and household influence.

Internal and external influences are discussed as follows.

Internal influences

1. Motivation, personality and emotion

Motivation can be described as ‘the driving force within individuals that impels them to action’ (Schiffman, Kanuk & Hansen 2012, p. 99). Needs and motivation are usually interrelated due to the gap between a desired state and actual current state; a need is aroused as a drive state, referred to as motivation (Hawkins & Mothersbaugh 2013). As a result, the motivation of consumers engaged in the purchasing process can be viewed as their attempt to satisfy their physiological and psychological needs (Hawkins & Mothersbaugh 2013).
Personality is defined as ‘the common responses (behaviours) that individuals make to a variety of recurring situations’ (Quester et al. 2014, p. 298). In the study of marketing, the concept of personality is useful for categorising consumers into different according to the characteristics that they present. In other words, the concept of personality allows marketers to analyse consumer behaviour in terms of the purchase choice process or the use of social media such as Facebook (Hawkins & Mothersbaugh 2013; Quester et al. 2014).

Emotion refers to ‘strong, relatively uncontrollable feeling that affect behaviour’ (Quester et al. 2014, p. 315). Emotions are prompted by an interaction of several internal and external factors such as motives or personality (Hawkins & Mothersbaugh 2013). In a marketing context, the study of consumers’ emotions is useful, enabling them to use emotional appeal and triggers in advertising a particular product or brand or to design products to meet different emotional needs of consumers.

2. Perception

Perception refers to ‘the process by which an individual selects, organises and interprets stimuli into a meaningful and coherent picture of the world’ (Schiffman, Kanuk & Hansen 2012, p. 159). Quester et al. (2014) explain that perception comprises four main steps: 1) *Exposure* occurs when a stimulus such as an advertisement comes within range of a person’s sensory receptors; 2) *Attention* occurs when the receptor nerves pass the sensation on to the brain for processing; 3) *Interpretation* is the assignment of meaning to the received sensations; and 4) *Memory* is how this meaning is recorded, either for short term or long-term use when making a decision. For marketing, understanding perception is imperative for marketing strategy. For example, in retail strategy and advertisement, marketers have to target consumers by considering aspects such as shelf position or advertising messages.

3. Attitude

Schiffman, Kanuk and Hansen (2012, p. 233) define an attitude as ‘a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object’. In the context of consumer behaviour, ‘an attitude is the way we think and feel about act towards some aspect of our environment such as retail outlet, a television program or product, or some event such as a service experience’ (Quester et al. 2014, p. 336).

The attitudes of consumers towards a particular product or brand are built in several ways, such as providing a direct experience with the product, by word-of-mouth, by information
obtained from others, or by exposure to mass-media advertising or the internet (Schiffman, Kanuk & Hansen 2012). Many scholars posit that consumers’ behaviour is consistent with their attitudes, thus consumer attitudes can predict consumer behaviour, purchasing, and intentions (Blackwell et al. 2006; Hawkins & Mothersbaugh 2013; Schiffman, Kanuk & Hansen 2012).

Attitudes influencing purchasing behaviour consist of two kinds: cognitive and affective (Hoyer, MacInnis & Pieters 2013). The cognitive component refers to the attitude holder’s beliefs and knowledge about products or brands that mostly concern their attributes. Beliefs about a product’s prominent attributes provide a cognitive basis upon which positive product attitudes can be established. Feelings and emotions can produce positive or negative attitudes towards a particular product or brand. For example, a positive feeling received from the advertising of a particular product or brand can influence a positive attitude towards it.

**External influences**

External factors can be broken down into environmental influences, or sociocultural influences such as: culture, ethnicity, social class, family, household, group and personal influences (Blackwell et al. 2006). The importance of each of these influences is discussed below.

1. **Culture**

Culture refers to ‘a set of values, ideas, artefacts and other meaningful symbols that help individuals communicate, interpret, and evaluate as members of society’ (Blackwell et al. 2006, p. 303). Culture has a powerful effect on the products people buy, the structure of consumption, individual decision-making and communication in a society. As a result, it exerts an impact on all five stages of the purchase process in the mentioned consumer decision-making model. For example, in regard to the search for information process, in some cultures, people believe information about a particular product or brand obtained by word-of-mouth or advice from a family member rather than the information found in advertising. It is not surprising that marketers often use the difference in cultural characteristics between societies such as values, norms, beliefs and attitudes to segment markets on a global or advertise and sell products to different markets (Blackwell et al. 2006).

2. **Ethnic/micro-culture/ subculture**
Subculture can be defined as ‘a distinct cultural group that exists as an identifiable segment within a larger, more complex society’ (Schiffman, Kanuk & Hansen 2012, p. 352). The member of a specific subculture develops beliefs, values and customs that set them apart from other members of the same society. Schiffman, Kanuk and Hansen (2012) describe that major subculture categories can be nationality, religion, geographic region, age, gender, occupation, and social class. People who belong to the same ethnic group or subculture normally share common knowledge, lifestyle, perceptions, and attitudes that lead them to have similar behavior, such as the consumption of products and services (Blackwell et al. 2006). Social class is also of interest to marketers, due to the difference between social classes impacting on consumption behavior, on several stages of the consumer decision-making process such as the evaluation of alternatives or the purchase decision (Solomon 2015). The main variables involving in social class dimension are occupation and income (Solomon 2015). Also, occupational prestige and income are strongly linked to the use of leisure time, allocation of family resources, and aesthetic preferences as well, because occupation and income determine which groups of consumers have the greatest buying power and market potential.

3. Family and household influences

The consumer decision-making process of consumers can be influenced by the role of various family members (Blackwell et al. 2006). However, as pointed out by Hoyer, Maclnnis and Pieters (2013), research shows that households make many more acquisition, consumption, and disposition decisions than individuals. According to these scholars, there are five main factors which can change the basic structure and characteristics of a household and impact on the consumption of products and services. These include delayed marriage and cohabitation, dual careers, divorce, smaller families, and same-sex couples. With regard to men’s consumption of cosmetic products, the delayed marriage factor is important because single men have more disposable income to spend on cosmetic products (Sukato 2008). Other research shows that men focus more on their appearance, using cosmetic products or considering cosmetic surgery, when they get a divorce and want to start a new relationship (Ricciardell & Clow 2009).

4. Group and personal influences

A reference group has been defined as ‘any person or group of people that significantly influences an individual’s behaviour’ (Blackwell et al. 2006, p. 376). Hawkins and
Mothersbaugh (2013) detail that there are two important types of reference groups, which influence purchasing behavior of individuals: primary groups and secondary groups. Primary groups refer to groups that provide strong ties, frequent interaction, closeness and intimacy, such as such as family, friends, and colleagues. Secondary groups involve weaker ties and less frequent interaction, such as professional associations, trade unions, and community organisations.

Reference groups can also be divided into three categories according to their influence on individuals’ decisions, behaviours, purchases, and lifestyles. They are: informational, normative, and identification, or value-expressive (Blackwell et al. 2006; Hawkins & Mothersbaugh 2013). Information influence appears when an individual uses the behaviours and opinions of reference group members as potentially useful information (Hawkins & Mothersbaugh 2013). Normative influence occurs when individuals change their behaviours or beliefs to meet the expectations of a particular group (Blackwell et al. 2006). Value-expressive influence arises when a need for psychological association with a group results in acceptance of its norms, values, attitudes or behaviours (Blackwell et al. 2006).

A reference group or personal influence have a significant impact on individuals’ behavior by means of: 1) word-of-mouth communication, where the informal transmission of idea, comments, opinions and information between two people; 2) and opinion leadership, which refers to an individual who has greater long-term involvement with a product or service category than others in the group, and this individual filters, interprets or provides information about those products or services for other members (Blackwell et al. 2006; Quester et al. 2014).

2.4 Demographic and Sociocultural Influences on Men’s Consumption of Cosmetic Products

This section demonstrates how the design of this study, and research question development were shaped by literature concerning the link between demographic characteristics and the purchase of cosmetic products by male, and literature examining sociocultural influences on men’s use of cosmetics.

2.4.1 Demographic profiles of male cosmetics consumers
For this study, respondents were divided into four groups according to place of birth ‘in Bangkok city’ and ‘not in Bangkok city’, and according to their position within their organisation, ‘managerial position’ or ‘non-managerial position’. It was considered that this would allow in-group analysis of the factors influencing male purchase of cosmetics, and also comparison of groups with contrasting demographic profiles.

A considerable number of studies have suggested that demographic profiles of men consumers, such as age, income, education, occupation, geographic region, and rural, urban or suburban location significantly impact their purchasing behaviour in relation to cosmetic products globally (Lim 2008; McNeill & Douglas 2011; Nair & Pillai 2007; Souiden & Diagne 2009).

For instance, as regards age, there are several studies indicating that younger male consumers are more likely to focus on self-image and appearance than older consumers, as young men seem to be more open in their attitude to consuming cosmetic products than previous generations (McNeill & Douglas 2011; Moungkhem & Surakiatpinyo 2010; Priyadarsini 2009; Tiainen 2010).

Occupation and income level are considered to have a strong correlation with distinctive purchasing behaviour towards cosmetic product consumption. For instance, one study suggested that the tendency towards narcissism and self-image was most notable in members of the professional-managerial class, because they had time and money to engage in lifestyle activities and the cultivation of personal attributes (Lui, cited in Souiden & Diagne 2009). Similarly, Lim (2008) suggested that middle-and upper-class men, who are free from the problems of daily survival, can invest time and capital in body care cosmetics, which were depicted as a symbol of class difference. Moreover, Thai metrosexuals who used cosmetic products typically fell into two career types. The larger group comprised employees in middle-management in private companies, while the second, smaller group were owners of medium-sized businesses (Yuan & Thanawatdej 2006). Also, Indian males belonging to the lower income categories spent less on cosmetics than those in the upper income group (Nair & Pillai 2007). However, by contrast, Moungkhem and Surakiatpinyo (2010) found that occupation did not influence spending patterns. Respondents who had a job spent the same amount of money on cosmetic products as students or the unemployed.

As regards education level, some research indicates that there is a strong correlation between the level of education and the consumption of cosmetic products. For example, men
consumers in Thailand with higher education are more likely to be interested in skincare products (Sukato 2008).

Findings from research confirms the fact that men who live in big cities or urban areas are more likely to use cosmetic products than those in smaller cities or rural areas (Souiden & Diagne 2009). In the case of Thailand, it was found that in an urban metropolis like Bangkok city, where residents are highly competitive and involved in career development, men have begun to think that maintaining a youthful appearance can help enhance their careers, while rural men, who have a less competitive and relatively relaxed lifestyle, are not as concerned about young-looking skin, and not likely to groom themselves (Sukato 2008). Moreover, another study in India discovered that both male and female respondents living in the town had a higher expense for cosmetics compared to those in the sub-urban areas (Nair & Pillai 2007). Priyadarsini (2009) also found that rural Indian men were not very aware of cosmetics, nor did many use them; only 12 per cent were using cosmetics, and 88 per cent were not.

Findings from the literature support the inclusion of the demographic characteristics of consumers of cosmetic products. Diverse indicators of buying behaviours have been found, such as urban/rural, or place of birth (Priyadarsini 2009; Souiden & Diagne 2009). Similarly, in this study, whether the case study participants were born in Bangkok City or not was considered important. Studies show evidence that this demographic characteristic relates to a distinctive pattern of purchasing and consumption of cosmetic products among male consumers, providing diverse results according to factors that force men to focus on “looking good”. However, this finding has not yet been verified in Thailand.

Another characteristic selected as a diversity indicator for the case study was position in the organization (‘manager’ or ‘non-manager’). Although several studies have identified that the level of income and the profitability of different occupations were found to impact the results of purchasing cosmetic products among men, no literature was found to have investigated the difference of positions in organisations (‘managerial’ and ‘non-managerial’). The multi-layered profiling for this study, therefore, combines two demographics, career and income, to show how these demographics impact on the pattern of usage and purchasing behaviour towards cosmetic products.
2.4.2 Sociocultural factors affecting male cosmetics consumers

As discussed in Section 2.3, consumer attitudes are hugely important because they can be used to predict consumer behaviour and purchasing intention (Blackwell et al. 2006). This section reviews empirical studies investigating some sociocultural factors impacting men consumers’ concern towards the consumption of cosmetic products, which has traditionally been seen as female practice. Recent studies have increasingly concentrated on the social concerns of men consumers about use of cosmetic products (Hall, Gough & Seymour-Smith 2012; Hall et al. 2013; McNeill & Douglas 2011; Souiden & Diagne 2009; Tuncay & Neier 2011).

Although male consumers’ attitudes towards self-image and appearance have been changing over the last twenty years, results from research are not consistent nor conclusive. Some research suggests that men consumers are exhibiting more feelings of concern when purchasing and applying cosmetic products, while some suggests that males feel freer and express positive emotions towards the use of cosmetic products. For instance, men in the UK still appear to have concerns about using cosmetic products, expressing the view that they are to be used only ‘for corrective measures’, rather than ‘for beautification’ (Hall et al. 2013). Similarly, although New Zealand men felt the pressure to become more appearance focused from media promoting an increasing number of traditionally feminine products, they expressed the view that all cosmetic was legitimised through claims of ‘functionality’ rather than ‘appearance concerns’ (McNeill & Douglas 2011). This implies that males want their cosmetic choices to be seen as utilitarian rather than self-indulgent. The same study discovered that the number of cosmetic products consumed was a more important indicator of acceptability amongst young men than the type of cosmetic product. Also, the ‘normality’ or perceived social acceptability of individual products was said to be important amongst respondents, with basic products preferred over more specialised products.

Furthermore, Sørensen (2009) found that Danish men generally appeared to be less comfortable and secure about discussing cosmetic products as compared to the Italian group in the study. This researcher found that generally men thought that there were certain boundaries for cosmetic products and rituals in relation to feminine and masculine aspects, relating to colours, scents, hair, and makeup. For example, the majority of men saw makeup use as crossing a boundary, but some male respondents saw it as socially acceptable, and not threatening to masculine values. These findings are compatible with those in an Indian
context provided by (Priyadarsini 2009). In that case, fewer men in rural areas in India were ready to accept cosmetic products, on the grounds that these kinds of products represented non-masculine characteristic, and were meant for females.

However, the opposite results have been put forward by research in different geographical contexts. Half the Swedish respondents in the study by Moungkhem & Surakiatpinyo (2010) thought that ‘being considered as homosexual’ as a result of purchasing skincare products was not important. Likewise, Souiden and Diagne (2009) the Canadian and French respondents in their study indicated that the idea sometimes expressed in those societies that ‘cosmetics are only exclusive to women’ did not affect their decision to use cosmetic products. In the Thai context, Yuan and Thanawatdej (2006) also found that males disagreed that using cosmetics contradicted masculinity. This implies that the majority of young men in Bangkok actually have accepted that using cosmetics is not women’s privilege.

As discussed above, although previous research studies on consumer behaviour have addressed the relationship between socio-cultural factors and the consumption of male cosmetic products, there has been no consensus in the results. Furthermore, a limited number of research studies regarding the effect of social perception on the consumption of male cosmetics, traditionally seen as a female product, again, have predominantly emphasised the Western market, with the exception of only one study by Yuan and Thanawatdej (2006) conducted in the Thai market, which is not up to date. Thus, this study sets out to better understand the effect between social concern and acceptance of usage that might impact the consumption of cosmetic products by Thai male consumers in the present, when men are more accepting of male cosmetics than ever before. Therefore, from the discussion above, two research questions emerge:

**Research Question 2 (a):** How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?

**Research Question 2 (b):** How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases?
2.5 The Consumer Decision-making Process for Men’s Consumption of Cosmetic Products

This section begins with a summary of literature examining the influences impacting on male consumers’ behaviour with respect to cosmetic products globally, categorised by country, author, methodology, and findings. Then, the findings of these studies are discussed according the five stages of the CDP model presented in Section 2.3.2.

Table 2.3 summarizes some significant contributions towards research into men’s consumption behaviour with regard to cosmetic products in the context of various ethnicities in both Western and Eastern cultures, although it should be noted that studies in Western countries predominate (nine), as opposed to studies done in non-western countries (five). As can be seen in Table 2.3, of the 22 studies summarized, 10 have used a qualitative approach, and 12 studies used a quantitative methodology. As regards sample size, a common criticism of qualitative studies is small sample size. For instance, the number of participants in the studies reviewed averaged 14.2 males per study. Four studies used 1-10 respondents; four studies used 11-30 respondents; and only one used more than 40 respondents. However, present study addresses this gap by employing a qualitative approach with more than 50 participants, grouped according to a variety of demographic variables.

Table 2.3 Summary of Studies of Male Consumer Behaviour towards Cosmetic Products

<table>
<thead>
<tr>
<th>Country</th>
<th>Author</th>
<th>Methods/ Sample sizes</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Sturrock &amp; Ploch (1998)</td>
<td>Qualitative/ 10 participants</td>
<td>- Main motivating factors: image creation, concern about enhancing one's attractiveness, reducing the ageing process, maintenance of health, pleasure of use</td>
</tr>
<tr>
<td></td>
<td>Feasey (2009)</td>
<td>Qualitative/ 13 Television advertisements</td>
<td>- Compared masculine images portrayed in Lynx advertising with the conventional versions of masculine identity (men tending to be overwhelmingly youthful, white, clean-shaven, lightly muscled and heterosexual).</td>
</tr>
<tr>
<td></td>
<td>Hall et al. (2013)</td>
<td>Qualitative/ 7 participants</td>
<td>- Discussions about reframing men's cosmetics use in an online tutorial posted on YouTube focused on: health, hygiene and repair work (e.g. to cover skin defects), rather than for 'beautification concerns'.</td>
</tr>
<tr>
<td></td>
<td>Hall, et al.</td>
<td>Qualitative/</td>
<td>- A study of testimonials for facial cosmetics on website (4VOO Distinct Man), focusing on the term 'need to use'.</td>
</tr>
<tr>
<td>Country</td>
<td>Author</td>
<td>Methods/ Sample sizes</td>
<td>Findings</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------------</td>
<td>-----------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>United States</td>
<td>Tuncay &amp; Otnes (2008)</td>
<td>Qualitative/ 15</td>
<td>- Study of men engaged in the consumption of cosmetic products and fashion traditionally associated with women and gays. The study employed five out of six seeker strategies from the typology of Kirmani and Campbell (Ask, Accept Assistance, Establish personal connection, Direct, Test). Three new strategies emerged from this study: Rely on Cues, Hire, and Surrender.</td>
</tr>
<tr>
<td>Canada</td>
<td>Harrison (2008)</td>
<td>Quantitative/ 1 website (Studio5ive)</td>
<td>- Advertisements regarding male cosmetic products tend to encourage men to feel freer to consume products traditionally associated with women and simultaneously maintain their traditionally masculine identity.</td>
</tr>
<tr>
<td>Canada and France</td>
<td>Souiden &amp; Diagne (2009)</td>
<td>Quantitative/ 223 respondents</td>
<td>- A study of cultural differences influencing the purchase and consumption between Canadian and French men. The self-image variable has significant and positive effect on Canadian male attitudes towards cosmetics use, while this factor had no significant effect on the consumption of cosmetics among male consumers in France.</td>
</tr>
</tbody>
</table>
| Sweden                  | Mounkhem & Surakiatpinyo (2010) | Quantitative/ 94 respondents | - Younger generation found to have more open attitudes towards cosmetic products than previous generations.  
- Important motivating factors: Improving skin/ personal hygiene  
- The quality/attribute of product likely to be the major purchasing factor considered  
- Models of male cosmetic companies’ strategies to attract male consumers: 1) ‘The Amazon’ - women identified as significant influencers, often buyers of cosmetics for their partners; 2) ‘The Trojan Horse’ - females still play an important role in consumption of cosmetics among male consumers; 3) ‘The metropolitan (metrosexual man)’ - attracting male consumers by creating an image of fun and beauty; 4) ‘The Lion’ - concept of ‘ubersexual man’ who maintains image of traditional masculinity, while still interested in appearance and self-image.                                                                                                                                                                                                                                                                                                                                                                                                 |
| Sweden and Germany      | Nyberg & Ost (2013)        | Qualitative/ 3 participants | - The similarity of male cosmetic products’ emerging pattern consumption between two groups include ageing, health, hygiene, attraction, and for keeping a good image in public.  
- The influence of two reference groups: women and peers. For women, men rely on women’ knowledge of cosmetic attributes or brand recognition. For peers, perception by them of bodily appearance.                                                                                                                                                                                                                                                                                                                                                     |
| Italy and Denmark       | Sørensen (2009)            | Qualitative/ 11       | - The preference for make a decision on individual brand  
- Quality had a significant influence on purchase decision  
- Men’s concern with gender issues, resolved by regarding cosmetic usage as functionality, rather than be objectification  
- The influence of two reference groups: women and peers. For women, men rely on women’ knowledge of cosmetic attributes or brand recognition. For peers, perception by them of bodily appearance.  
- Models of male cosmetic companies’ strategies to attract male consumers: 1) ‘The Amazon’ - women identified as significant influencers, often buyers of cosmetics for their partners; 2) ‘The Trojan Horse’ - females still play an important role in consumption of cosmetics among male consumers; 3) ‘The metropolitan (metrosexual man)’ - attracting male consumers by creating an image of fun and beauty; 4) ‘The Lion’ - concept of ‘ubersexual man’ who maintains image of traditional masculinity, while still interested in appearance and self-image.                                                                                                                                                                                                 |
<table>
<thead>
<tr>
<th>Country</th>
<th>Author</th>
<th>Methods/ Sample sizes</th>
<th>Findings</th>
</tr>
</thead>
</table>
| Pakistan | Faiyaz, D'Souza & Syed (2006) | Qualitative/ 4 participants | - Motivating factors: ‘attention from the opposite sex’ and ‘confidence in the other person’.
| Japan | Tan (2008) | Qualitative/ 42 participants | - Neither sensory nor emotional branding strategies were applicable tool in marketing strategies. For example, no participants had attributed brand choice based on sensory elements such as smell, sight and touch. On the whole, participants did not have any bond or a particular affinity towards the brands they were using.
| Malaysia | Cheng, Ooi & Ting (2010) | Quantitative/ 281 respondents | - The findings showed a significant and positive relationship between variables of ‘metrosexual’ concern: self-image, celebrity endorsement, and social expectation, and the consumption of male cosmetic products.
| Thailand | Yuan and Thanawatdej (2006) | Quantitative/ 165 respondents | - Motivating factors for cosmetic use: being well-groomed, being attractive to women, needing to stand out, and successful career.
| | Sukato (2008) | Quantitative/ 422 respondents | - Beliefs in product attributes such as salesperson, promotion, and packaging, positively influenced
Need recognition and purchase motivation

As discussed in Section 2.3.2, the CDP can be encouraged if the desired state exceeds the actual state, meaning that the consumer is likely to purchase products and services in order to solve a problem. As mentioned, consumer motivation is all-important in understanding consumer behaviour. It can be defined as ‘the drive to satisfy both physiological and psychological need through product purchase and consumption’ (Blackwell et al. 2006, p. 227). Factors influencing the purchasing behaviour can be considered in two groups, internal and external, and in this section, literature that applies this concept specifically to the consumption of cosmetic products by males is reviewed and summarized, as shown in Table 2.4. A detailed examination of these two kinds of influence follows.

Internal influences

Internal influences appear to be more important than external factors in studies of male consumption of cosmetics in several countries. Personal motives have been found to include the desire to improve skin health, meet personal hygiene standards, have an attractive appearance and self-image, enhance self-esteem/confidence, solve medical skin problems, reduce ageing concerns, improve chances of professional success, and experience pleasure (Cheng et al. 2010; Priyadarsini 2009; Souiden & Diagne 2009; Sturrock & Pioch 1998;
Williams et al. 2013). In the literature, the desire for attractiveness, and having a good appearance or self-image are perceived to be the most important motivations towards the purchase and use of cosmetic products for men.

A cross-cultural study of Canadian men (Montreal), and French men (Paris) as regards consumption of cosmetic products found that physical attractiveness was important for men in both countries (Souiden & Diagne 2009). However, there were some differences; for example, it was found that ‘ageing concerns’, ‘self-image’, and ‘lifestyle’ factors had a significant positive impact on the Canadian men’s attitude to the use of cosmetics, but these aspects were not of concern for the French men. Another comparative study (Sørensen 2009) concerning the impact of motivation patterns in the consumption of cosmetic products among Italian and Danish men indicated the same personal motivations in both countries: attractiveness, keeping a good public image, ageing concerns, healthy skin and personal hygiene.

**Table 2.4 Internal and External Motivating Factors for Male Consumption of Cosmetic Products**

<table>
<thead>
<tr>
<th>Author</th>
<th>Internal influences</th>
<th>Motivations</th>
<th>External influences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Healthy skin</td>
<td>Personal hygiene</td>
<td>Attractiveness/ appearance</td>
</tr>
<tr>
<td>Ampofo (2014)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hall et al. (2013)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Williams et al. (2013)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saravanan &amp; Kummar (2013)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nyberg &amp; Ost (2013)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hall et al. (2012)</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Bumrungkitjareon &amp; Tanasansomopin (2011)</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>McNeill &amp; Douglas (2011)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moungkhem &amp; Surakiatpinyo (2010)</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Source</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Cheng, Ooi &amp; Ting (2010)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sørensen (2009)</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Souiden &amp; Diagne (2009)</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priyadarsini (2009)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tan (2008)</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Sukato (2008)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lim (2008)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yuan &amp; Thanawatdej (2006)</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faiyaz, D’Souza &amp; Syed (2006)</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Sturrock &amp; Pioch (1998)</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>6</td>
<td>3</td>
<td>11</td>
</tr>
</tbody>
</table>

*Source: Developed for this thesis*
Findings from studies in Eastern cultures were aligned with those for Western cultures. For example, a Malaysian study revealed a positive relationship between the increasing desire for a good self-image and an increase in men’s cosmetic product consumption (Cheng et al. 2010). Similarly, amongst other studies of Thai men’s consumption of cosmetics, a study by Sukato (2008) found that valuing self-image positively affected attitudes towards applying skincare products in Thailand.

Medical reasons constitute another important internal motivation for males to apply cosmetics. Research has indicated that resolving skin problems such as acne is the main reason why men turn to the use of cosmetic products (Hall et al. 2012; Saravanan & Kummar 2013; Yuan & Thanawatdej 2006). A Swedish study found that the most important factor motivating male consumers to use cosmetics was medical reasons (40 %), followed by improving the skin (39 per cent), anti-ageing, attractiveness (30 %), personal hygiene (26 %), and self-esteem/self-confidence (17 %) (Moungkhem & Surakiatpinyo 2010).

Similarly, a study in the United Kingdom found that the online discussions of men’s cosmetics usage emphasised healthy skin, hygiene and repair work, with reference to covering skin defects (Hall et al. 2012). This study also explained in more detail why these three reasons were considered to be significant, given that the discussions took place in such a public space as the Internet. It was suggested that, because the consumption of cosmetic products has traditionally been perceived as women’s practice, men needed to direct their messages towards ideas of ‘functional treatment’ rather than ‘beautification concerns’, in order to avoid gender identity issues. A study in Thailand also found that the reasons given by men for using cosmetics included healthier skin, improving appearance, and correction of skin problems (Yuan & Thanawatdej 2006).

Another important motivation for men to use cosmetics is the common belief that good appearance is likely to improve their chances of success in their career or profession (Lim 2008; Luciano 1997). A New Zealand study revealed that the wish for professional success motivated men to gradually focus more on self-image and appearance (McNeill & Douglas 2011). Consistent with these findings in a Western culture were those of a study in Thailand, which indicated the need to be successful in a career as one of the motivations for the consumption of cosmetics (Yuan & Thanawatdej 2006).

Internal motivations do not only relate to physical benefits, but psychological factors such as self-esteem and self-confidence also influence men’s involvement in the consumption of
cosmetic products (Faiyaz, D’Souza & Syed 2006; Saravanan & Kummar 2013; Tan 2008). A study conducted in India found that a majority of male respondents indicated an increase in self-esteem as an important determinant of purchase of cosmetic products (Saravanan & Kummar 2013). Likewise, a study in Japan revealed that the personal need to improve problems such as receding hairline or oily skin was the main reason or cosmetic use, because they affect self-esteem and emotions (Tan 2008).

**External influences**

As seen in Table 2.4, there appear to be numerous external motivations for the purchasing of cosmetic products, including media influence; personal group influences; societal expectations concerning self-image and use of cosmetic products; environmental impact (pollution); and lifestyle (e.g. living in urban areas) (Ampofo 2014; Hall et al. 2013; McNeill & Douglas 2011; Saravanan & Kummar 2013; Souiden & Diagne 2009). Ricciardelli (2011) found that men are now targeted by advertising that motivates them to focus more on their self-image and appearance. Thus, it can be argued that the most important external motivational factor for influencing the consumption of cosmetic products of men is driven by the media. Previous studies have indicated that advertisements on television or in magazines, and endorsement of celebrities have a strong impact on attitudes towards male cosmetics consumption (Ampofo 2014; Cheng et al. 2010; McNeill & Douglas 2011; Priyadarsini 2009; Souiden & Diagne 2009).

A recent study conducted in India (Ampofo 2014) also found that most men participants had been influenced by advertising in their purchase of cosmetic products. Similarly, a qualitative study in New Zealand indicated that male respondents, particularly young men, seem to be influenced by the media to become more concerned with appearance, and to accept cosmetic product use as part of the new masculinity (McNeill & Douglas 2011). In the Thai context, males who regularly applied cosmetic products agreed that their consumption behaviour had been influenced by the media (Yuan & Thanawatdej (2006). The same study showed that media had a different impact according to types of cosmetic consumers in Thailand. For example, consumers felt more coerced by the media when purchasing premium brand cosmetic products than when purchasing on-shelf brand or direct-sales brands. Further, Cheng et al. (2010) discovered a positive correlation between the endorsement of celebrities of a particular brand of cosmetics, and men’s decisions about cosmetic products in Malaysia.
Male consumers agreed that celebrity endorsement of cosmetic products contributed to a positive attitude, and was always considered in choosing different brands.

In terms of personal group influences, studies have found that personal groups such as friends, family, partners, or colleagues with expertise played important roles in determining the consumption behaviour of men with regard to cosmetics (Ampofo 2014; Moungkhem & Surakiatpinyo 2010; Nyberg & Ost 2013; Sukato 2008). Results of the mentioned New Zealand study by McNeill and Douglas (2011) indicated that mothers and girlfriends were a major influence, given that they would frequently purchase cosmetic products for many male respondents, which led males to continue their use on a regular basis. In addition, men in this study viewed friends as a strong influence in their cosmetic products consumption. For example, young men claimed that friends acted as a positive influence during high school years, and that they first tried hair gel or fragrance once they noticed friends had begun using them.

Cross-cultural research by Sørensen (2009) also showed that women and peers play an important role in both Italian and Danish men’s consumption of cosmetic products. However, this study revealed differences in the influence of different reference groups; these men relied on women’s knowledge regarding cosmetic attributes or brand recognition, but paid attention to their peers with respect to bodily appearance. Societal expectations have been found to influence men to focus more focus on their self-image, and to lead them in turn to engage in the consumption of cosmetic products (Cheng et al. 2010; McNeill & Douglas 2011; Tan 2008). For instance, Cheng et al. (2010) found that disagreement with, and poor impression received from the members of society concerning their image, had a positive impact on metrosexuals’ consumption of male cosmetic products.

It is apparent from the literature concerning the first stage in the decision-making process, ‘need recognition and purchase motivation’ that in recent years there has not been enough research about motivations of males for the consumption of cosmetic products. Furthermore, most of these studies have been performed in Western countries and developed markets (Hall et al. 2012; McNeill & Douglas 2011; Souiden & Diagne 2009; Sturrock & Pioch 1998; Williams et al. 2013). While studies suggest that the motivations for the consumption of male cosmetic products could differ due to a disparity of culture and ethnic background (Souiden & Diagne 2009), no research has been found to date integrating the perspectives of male consumers of cosmetic products with psychological factors which could influence their
consumption of such products. From the discussion in this Section, two research questions emerge:

**Research question 1(a):** Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly the first purchase?

**Research question 1(b):** What level of importance do Thai male consumers attach to the consumption of cosmetic products?

**Searching for information**

As discussed in Section 2.3.2, various sources can be used by consumers in order to collect relevant information to reduce uncertainty and perceived risk in making a buying decision. Several studies have indicated numerous sources such as marketing (advertising, sales staff or websites), and personal (friends, family, colleague) from which men consumers attempt to acquire as much information as they need to make a decision to buy cosmetic products (Ampofo 2014; Nair & Pillai 2007; Priyadarsini 2009; Tuncay & Otnes 2008). However, the literature confirms that the question of which sources for information about cosmetics are the most important for male consumers is complex, with no clear conclusions. It could be argued that answers will vary according to culture, situation, location, or different demographic profiles.

A Thai study discovered that 96 per cent of male respondents recognised cosmetic products through advertising. Advertising in television was the most important source of information for product recognition, identified by 88.3 per cent of the respondents, followed by 60 per cent and 48 per cent of respondents naming magazines and billboards respectively (Bumrungkitjareon & Tanasansopin 2011). Similarly, a study in India (Nair & Pillai 2007) indicated that overall, male respondents agreed that they recognised cosmetic products from advertising provided by manufactures, and said that they have relied on these advertisements in making a decision to purchase a particular brand. Another Indian researcher found that, especially in rural areas, television played a major role in creating awareness of male cosmetic products, as the majority of the respondents came to know the cosmetic products through TV ads (Priyadarsini 2009).
Nair and Pillai (2007) also found that there are subtle differences in the acquisition of information about particular brands of cosmetic products according to social class. Male consumers, classified as upper and lower income earners, relied mostly on advertising in order to gather brand information, while friends as well as advertising were found to be the major sources in the case of middle-income consumers.

Ampofo (2014) also suggests that a majority of male respondents are likely to purchase a brand of cosmetic product upon the advice of their friends. Likewise, a study in Japan indicated that family members and friends had the most effect on brand decision making, advising about products available in the market (Tan 2008). These findings are in line with the study of Thai male consumers conducted by Yuan and Thanawatdej (2006), which revealed that a friend was the most important source of information that Thai male consumers relied on when making a cosmetics purchasing decision, while advertising and product packaging were the second and third most important sources. This research also studied how much effort was expended by Thai male consumers in searching for information before making decision-purchasing cosmetics. The results showed that a majority of respondents (55.3%) searched only a few sources, while 10.9 per cent of respondents completed extensive searches, and 32.7 per cent did no information search before deciding to purchase.

With regard to the importance of sales representatives in providing male consumers with information regarding cosmetic products, the findings from research are inconclusive. A study conducted by Sukato (2008) suggests that salespeople tend to be effective in increasing the sales of skincare products, since they pay close attention to them and understand the needs of consumers. Similarly, an American study by Tuncay and Otnes (2008) found that male consumers employ an ‘ask’ strategy in order to gather information, expertise or assistance from a persuasive agent such as a salesperson or social network when shopping for fashion and cosmetic products. However, the results of a Swedish study found that 34.7 per cent of male respondents claimed that the sales representative was not an important influence for them as regards purchasing behaviour (Moungkhem & Surakiatpinyo 2010).

As discussed above, there is a lack of consensus as to how the information searching process is employed by male consumers of cosmetic products, and as to how this might impact the approach taken in leading men to make a purchase decision. Thus this study seeks to better understand how Thai men process both internal and external sources of information to solve
their needs in terms of cosmetic product usage. Based on this discussion, the following research question arises:

**Research question 3:** How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?

**Evaluation of alternatives**

The literature has suggested several criteria which influence the perception of male cosmetics consumers, and their evaluation of alternatives in cosmetic products. Amongst the important criteria are quality and price of products, awareness of brand name, marketing tools (promotion/advertising/packaging), and product attributes (ingredient) (Bumrungkitjareon & Tanasansopin 2011; McNeill & Douglas 2011; Moungkhem & Surakiatpinyo 2010; Nair & Pillai 2007; Sukato 2008; Tan 2008; Yuan & Thanawatdej 2006).

Several studies indicated that the quality of a product is perceived to be the most important criterion in the purchasing decision (Bumrungkitjareon & Tanasansopin 2011; Moungkhem & Surakiatpinyo 2010; Nair & Pillai 2007; Sukato 2008). For example, the study by Sukato (2008) showed that Thai men consumers considered the quality of skincare products as the most important when making the decision to purchase, and they also expected that quality should be related to price. Likewise, another Thai study suggests that the product quality is the most significant factor for young Thai males evaluating skincare products for purchase, followed by brand name and price of products (Bumrungkitjareon & Tanasansopin 2011). However, Ampofo (2014) found that for Indian males, price was the foremost criterion when considering a purchase. Similarly, a study in Sweden points out that almost of male respondents who regularly used skincare products perceived the price of a product as ‘quite important’ (Moungkhem & Surakiatpinyo 2010).

Brand is another important criterion employed by men in making a decision to buy cosmetics. Tan (2008) found strong evidence to suggest that men consumers focus intensively on brand when making a purchase decision. A well-known brand was found to be an influencing factor in deciding between brands. This study also indicated five major factors determining brand choice: family/friends, convenience (availability), price, well-known brand, and media. One
Thai study also suggests that male consumers agreed that brand image of a cosmetics product has an important role in evaluating the product when making a purchase decision (Yuan & Thanawatdej 2006).

With respect to the evaluation of alternatives process in the purchase of cosmetics, Shimpi and Sinha (2012) found that the product’s attributes were perceived to be significant factors for Indian men in deciding to buy. These attributes were: texture of product, promised effect, previous usage experience in terms of product features, and suitability to skin type. Also, Tan (2008) discovered that attributes such as product texture and skin texture post-consumption are the important features when choosing a particular brand. In the same study, male participants claimed that they preferred products that were less oily, with a lighter texture for lotions and balms, and with a lathering effect for facial wash.

Several studies have also indicated packaging is an important criterion in making a choice of brand, and some details of packaging can lead men consumers to make a decision on purchasing cosmetic products or not. The New Zealand study by McNeill and Douglas (2011) suggests that the ‘For men’ label on male cosmetic products is important in distinguishing between acceptable or unacceptable when males make a decision to buy. The same study showed that male consumers valued packaging which is simple and easy to read, using simple language. These researchers found that men have a colour preference for packaging as well, preferring black, blue and grey, while pink, white, and green served to generate feminine associations, which led to concern over a product’s suitability (McNeill & Douglas 2011). Furthermore, Wiriyapunditkul (2006) (cited in Sukato 2008) suggested that Thai men consumers were willing to pay a higher price for cosmetic products if they liked the packaging and design.

While the literature has identified several criteria employed by men to evaluate alternatives such as quality, price, attributes of products, brand name or packaging (Moungkhem & Surakiatpinyo 2010; Souiden & Diagne 2009), past studies do not provide a consistent view of the most important criteria used by male consumers during the process of evaluating and selecting alternatives towards cosmetic products. Hence, this study identifies the need to discover the way Thai males evaluate cosmetic products when they are making purchasing decisions, and to explore the possibility of other criteria than those mentioned. Such an enquiry goes beyond what has been published in literature on this topic. This discussion in this section leads to the fourth research question:
Research question 4: What criteria are used by Thai male consumers when making a purchasing decision regarding male cosmetic products?

Purchase decision

Previous studies of male cosmetics buyer behaviour have highlighted the numerous aspects associated with the purchase decision stage in the consumer decision-making process, including the type of cosmetics to be purchased; preferred place of purchase; frequency of purchase; and spending patterns. With regard to type of cosmetic products purchased, research has shown that skincare products are most likely to be perceived by men consumers as important, or most likely to become a normal product in the daily cosmetic practice (Bumrungkitjareon & Tanasansopin 2011; Moungkhem & Surakiatpinyo 2010; Souiden & Diagne 2009; Tan 2008). Four kinds of skin care products used by Swedish men were found to be: facial foam/cleanser/toner (21.74 % - ‘somewhat important’); day/night/moisturizing cream (21.74 per cent -‘quite important’); and sun block/tanning cream (17.39 % - quite important); and eye cream/anti-wrinkle cream (43.48 % - ‘not important’) (Moungkhem & Surakiatpinyo 2010). Similarly, Souiden and Diagne (2009) found the types used to be: hair gel (40.4 %); facial cream (35 %); skincare products (28.7 %); moisturiser (25.1 %); pore cleansing exfoliate (10.3 %); and lift treatment products (3.1 %). Research in Eastern countries has shown similar results. Japanese men agreed that skincare products had become a standard in daily cosmetic, such as cleanser, facial scrub, lotion (toner) and moisturiser (Tan 2008). The top three skincare products regularly used by Thai men were facial cream, cleanser, and body lotion (Bumrungkitjareon & Tanasansopin 2011).

With regard to the preferred location for cosmetics purchases, several studies have indicated that selection of sales outlet was mainly based on convenience (Moungkhem & Surakiatpinyo 2010; Saravanan & Kummar 2013). For example, a study in India found that preferred distributors were: super store (28.3 %), convenience store (23.3 %), cosmetics centre (21.6 %), direct sales/internet (13.3 %), and perfumery/drug store (13.3 %) (Saravanan & Kummar 2013). Furthermore, Moungkhem and Surakiatpinyo (2010) found that 21.74 per cent of respondents agreed that store location was ‘quite important’, and a further 21.74 per cent saw it as ‘very important’. As for the point of distribution frequently selected by respondents in this study, 36.36 per cent bought cosmetics from a super store, 30.30 per cent from a convenience store, 18.18 per cent from a perfumery and drug store, 9.09 per cent from direct sales/internet, and only 6 per cent from counter service. In a Thai context, two
categories of consumers were surveyed: on-shelf consumers and premium consumers. The first and second most important criteria for both groups were: 1) outlet image and credibility; 2) provision of alternatives. The third criterion for on-shelf consumers was proximity of the outlet to their home, while the third criterion for premium consumers was having a salesperson to provide information (Yuan & Thanawatdej 2006).

There has also been considerable research into the frequency and quantity of purchase of cosmetics by men (Bumrungkitjareon & Tanasansopin 2011; Yuan & Thanawatdej 2006). For instance, Bumrungkitjareon and Tanasansopin (2011) point out that the majority of respondents purchased skincare products for their own use once in three months (35.2 %), followed by those buying once a month (31.9 %), once in six months (8.7 %), more than once a month (8.2 %) and once a year (3.2 %). In the mentioned study by Yuan and Thanawatdej (2006), the majority of both on-shelf and premium consumers purchased one item of one product per time, while most of the direct-sales consumers preferred to buy many items of one product per time.

With regard to spending on cosmetics purchases, studies confirm that money is an important factor in determining the likelihood of purchase; male consumers in upper income brackets were more likely to buy more cosmetics products than those in lower income categories (Moungkhem & Surakiatpinyo 2010).

Although literature has considered the purchase decision stage of male consumers towards cosmetics, no literature has been found which examines the entire purchase process as regards cosmetics for males. Moreover, most of the literature has focused on Western countries such as the United States, the United Kingdom, New Zealand and Canada. It is reasonable to suppose that the results will differ in the context of cosmetic purchasing in Asian cultures, and particularly Thailand. Thus this study explores the characteristics of the entire purchase process, including duration of purchase, types of cosmetics purchase, frequency and place of purchase, as well as spending on cosmetics by Thai male consumers. Based on the discussion, the following research question emerges:

**Research question 5:** How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, and expenditure?
Post-purchase evaluation

Post-purchase evaluation by consumers has also been measured by Yuan and Thanawatdej (2006). For Thai men in their study, ‘effective as the manufacturer claims’ was found to be the most important criterion for considering a repeat purchase for all brand choices. ‘Ease of use’ was the second most influential factor for the premium and direct-sales consumers, but it was third for the on-shelf consumers. From the results of this study, it can be seen that in the post-purchase evaluation stage, male consumer satisfaction towards applying cosmetic products is likely to rely on the quality of cosmetic products that perform and male consumers received after using it.

This thesis research does not cover examining the post-purchase stage. The main purpose of this thesis is to focus on key factors that influence the process of consumer making-decision, which involve the decision before purchase and during purchase cosmetic products. The post-purchase evaluation stage of males’ cosmetic consumption behaviour might be considered in further research.

2.6 Theories of Masculinity

2.6.1 Definitions and Models of Masculinity

Definitions of masculinity

While the sex of an individual is commonly defined as biologically determined, the concept of gender is commonly accepted in the literature as being socially constructed. In the words of one author, gender is the ‘characteristics society ascribes to persons of one sex or the other’ (Craig 1992, p. 2). Gender is a psychological construct, rather than a physiological fact related to the sex of an individual (Fischer & Arnold 1994). It follows that masculinity and femininity can be regarded as learned social and cultural roles, as a set of ‘social expectations, created and maintained of male and female’s behaviours, attitudes, and traits in a particular society’ (Craig 1992, p. 2). Furthermore, in fulfilling social expectations regarding gender, men act in a way that secures their biological sex identity in society (Ruangwanit 2010). Beynon (2002 ), who also explicates ‘masculinity’ as a cultural construct, while ‘maleness’ is explained as a biological perception of men, believes that men are not born with masculinity
as part of their genetic makeup, but rather they learn and evolve constantly to adopt social conducts that considered appropriate for being male.

Tuncay (2004, p. 313) agrees that being masculine is ‘the socially accepted way of being a man’. However, the concept of masculinity can be expressed in many different ways depending on a multitude of interdependent factors (Berger, Wallis & Watson 1995; Beynon 2002 ; Buchbinder 1994; Connell 1995). These include class status, historical context, geographic location, ethnicity, culture, age, marital status, sexuality and various individual differences (Tuncay 2005). Furthermore, many prominent scholars in the field point out that masculinity is not fixed by birth, nor can it even be definitely measured in terms of psychological traits and physical attributes (Connell 1995; Franklin 1984; Gilmore 1990). Rather, masculinity is a varied, mobile or even insecure construction. Kahn (2009, p. 283) sums up this point, defining masculinity as ‘the variety of ways that cultures make sense of the social, behavioural, emotional, expressive-laden experiences of men and characteristics associated with them’.

In short, masculinity can be simply described in terms of three social perspectives: personality traits, behavioural portrayals, and social norms. Masculine personality traits are characterised as being strong, independent, hard-working, dominant, tough, aggressive, and competitive. As regards behaviour, masculinity has become associated with social demands on men’s behaviour such as the expectation to earn money, solve problems, take control, take action, enjoy masculine-related activities such as shooting and drinking, and to be financially responsible for his family. Finally, the male social norm generally involves the cultural or societal expectation that men should aspire to becoming an athlete, professional, worker, father, husband, playboy or leader (Cheng 1999).

Several cultural factors that influence and shape images of masculinity have been identified by Beynon (2002), as shown in Figure 2.12. The more influential and long-lasting factors are: historical location, age and physical condition, sexual orientation, education, status and lifestyle, geography, ethnicity, religion and beliefs, class and occupation and culture, and subculture. Further, masculinity is constantly changing over time; Beynon (2002 p. 10) has coined the term ‘masculinity-on-the-move’ to describe this phenomenon. For example, men could alter their masculinities depending upon changing class, status, culture and geographical location, and become upwardly or downwardly mobile.
Figure 2.12 Key Factors that Shape Masculinities

Source: Adapted from Beynon (2002 p. 10)

**Models of masculinity**

According to Saez, Casado and Wade (2009), there are multiple, diverse masculinities which depend upon a particular social context. Thus, the stereotypes of masculinity can be illustrated in many models. Traditionally, masculinity has been characterized as male dominance over others. Connell (1995, p. 77), an important contributor to the field of social context of masculinity, argues that masculinity can be defined as ‘hegemonic masculinity’, referring to it as a ‘configuration of gender practice which embodies the currently accepted answer to the problem of the legitimacy of patriarchy, which guarantees the dominant position of men and the subordination of women’.
In the institutional domain, hegemonic masculinity form can clearly be demonstrated by men who hold a managerial position, which allows them to dominate others by using official organisational means to control their subordinates, such as manipulating rewards, threatening punishment, and imposing coercive institutional authority (Cheng 1999). However, middle class, professional men may demonstrate their power by communication skills such as emails or memos, whereas in manual, semi-skilled and skilled occupations, hegemonic masculinity is more likely to be demonstrated as a show of physical power (Beynon 2002). Particularly in the United States, male studies scholars have also focused on hegemonic masculine patterns portrayed on television, finding that they express an aggressive masculinity, using images of guns, tanks, armed helicopters or other tools of death, emphasising the male body, strong muscles or the ability to endure torture (Hanke 1992).

Another model of masculinity, called ‘complicit masculinity’, has been proposed by Kahn (2009, p. 35), defined as ‘the masculinity that in and of itself is not dominant, but supports dominant masculinity’. A complicit model of masculinity involves men who would receive the advantages of the patriarchal system, but without directly enacting a version of masculine dominance (Connell & Messerschmidt 2005). For instance, Mohamed (2011) suggests that some kind of complicit model of masculinity promotes physical characteristics of hegemony such as musculature, although these men may not otherwise have social power or skill required for them to be at the top of the social structure, a position which hegemonic men have acquired.

A subordinate form of masculinity has been proposed as contrasted with the hegemonic model, as being something which is not viewed as being legitimately what men do (Kahn 2009). For example, a homosexual or gay man is the best representation of subordinated masculinity. Homosexual masculinity is often viewed as ‘not men’ and also rejected as a part of masculinity as a whole most heterosexual men (Connell 1995). The main reason for the exclusion of homosexual men from the hegemonic model is that typically, their behaviour and expression is perceived as being more ‘feminine’, and subordinate. A gay man’s sexual preference for other men is viewed as ‘unmanly’ by dominant masculine men (Connell 1995; Kahn 2009).

The final kind of masculinity proposed by Connell is ‘marginalised masculinity’, which refers to men who ‘are on the outskirts of dominant masculinities as a function of identifying with a social grouping that is not dominant’ (Kahn 2009, p. 37). Basically, marginalised
masculine men, due to their ethnic, religious, or racial identification, or their interests, perspectives, and socio-economic status, are often denied access to groups characterised by a model of dominant masculinity (Kahn 2009). A good example of this is the plight of African-American males who have been marginalised due to the hegemonic, patriarchal white male ideal in American society (Mohamed 2011).

Holt and Thompson (2004, p. 427) have developed two further aspects of a model for American masculinity: the ‘breadwinner’, and the ‘rebel’. They propose the idea that these two have given rise to a third model called ‘the man-of-action hero’. The ‘breadwinner’ model equates to ‘the act of achieving’ according to which men display their masculinity through hard work and collaboration in business. They need to pursue a high level or position in an organisation so as to promote their status, and earn material success as part of their family values. The social respect and money earned are seen to be the motivations driving this masculinity in American men.

The ‘rebel model’ is represented by ‘uncivilised, anarchic, and fiercely independent men who survive through courage, physical skills, and cunning’ (Holt & Thompson 2004, p. 427). These are American men who do not want to be involved with powerful institutions, but seek to spend their lives in self-determining, powerful, and adventurous ways. However, some scholars are critical of these two models. For instance, the ‘breadwinner model’ is queried by those who doubt whether this model really defines manhood, and Savran (1988) views the ‘rebel model’ as describing a dangerous way of life adopted by ‘immature boys who are not up to the challenge of mature or responsible manhood’ (cited in Holt & Thompson 2004, p. 428).

The ‘man-of-action hero model’, as formulated by Holt and Thompson (2004), has developed in response to the need to resolve the tensions between, and flaws in the breadwinner and rebel models. Further, the ‘man-of-action hero’ masculinity enables men to portray an image of rebellious, rugged individualism, while still keeping the breadwinner characteristic that emphasises having a career in order to earn money to support the family.

The concept of gender power as being dualistic has been proposed in the literature regarding gender orientation. Some recent studies have related ‘agonic power’ to the traditional male gender role characterised by ‘doing’ or overtly active roles, usually acquired through achievement, action, independence, aggression, strength (Macmillan, Lynch & Bradley 2011; Paff & Lakner 1997). In contrast, these authors propose that ‘hedonic power’ is in accordance
with the traditional female gender role, identified as ‘being’ or covert and passive, obtained indirectly by means of visual, attention-getting portrayals of self such as youth, charm or attractiveness. Such dualities in gender roles have been as a conceptual framework to investigate gender roles in the media (Damhorst 1991; Kaiser 1997; Lennon 1991), or to examine women’s management of their way of dressing (Abbasi 2013). Researchers suggest that popular culture gender ideals portrayed in the media are consistent with the mentioned agonic/hedonic model of masculinity ad femininity.

However, recent scholarship has also proposed that, while agonic power has been traditionally demonstrated by men and hedonic power by women, hedonic power is also being employed as a strategy by some men to demonstrate their power, such as by paying attention to dressing and grooming (Macmillan, Lynch & Bradley 2011; McNeill & Mckay 2016). It has been claimed that the slender body of the male represents hedonic power, consistent with attaining power by ‘being’, by visually commanding attention from others (Barry 2014). This notion has relevance to this thesis, which also supposes that male consumers who use cosmetic products, are relying on the hedonic strategy to acquire power, instead of using traditionally agonic strategies.

2.6.2 The Evolution of Masculinity Globally

The evolution of the recent models of masculinity discussed above can be traced from the mid-1970s to the present. The first remarkable modelling of male gender norms as a phenomenon in American society was provided by David and Brannon (1976), who identified four themes in male roles: 1) No Sissy Stuff 2) The Big Wheel 3) The Sturdy Oak 4) Give ‘Em Hell (see Table 2.5).

The ‘No Sissy Stuff” ideal represented the anti-feminine norm that should be upheld by all men. All stereotypical feminine characteristics and qualities including openness and vulnerability were stigmatised by this theme. ‘The Big Wheel’ theme referred to success in life and social status, displayed by occupational prestige and achievement, earning, wealth, fame, power, and visible position of leadership, typified by the tycoon, the congressman, the movie star, and the sport hero. The ‘Sturdy Oak’ required men to portray their behaviour or feeling through toughness, confidence, and self-reliance. While physical size and strength are directly relevant to this theme, this theme also aligns with the ‘No Sissy Stuff” role in terms
of emotion or feeling that men present to society. ‘Give Em Hell’ dimension refers to an aura of aggression, violence, and daring. While the ‘Sturdy Oak’ stereotype involves the image of a man showing strength and reliability by protecting himself and his family, the ‘Give Em Hell’ man has an inherent sense that he will be attacked and will attack in return. It has been described as being characterised by ‘the need to hurt, to conquer, to embarrass, to humble, to outwit, to punish, to defeat’ (David & Brannon 1976, p. 27).

Table 2.5 The Dimensions of Male Sex Roles

<table>
<thead>
<tr>
<th>Ideal</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Sissy Stuff</td>
<td>The stigmatising of all stereotyped feminine characteristics and qualities, including openness and vulnerability.</td>
</tr>
<tr>
<td>The Big Wheel</td>
<td>Success, status, and the need to be looked up to.</td>
</tr>
<tr>
<td>The Sturdy Oak</td>
<td>A manly air of toughness, confidence, and self-reliance.</td>
</tr>
<tr>
<td>Give ‘Em-Hell</td>
<td>The aura of aggression, violence, and daring.</td>
</tr>
</tbody>
</table>

Source: Adapted from David and Brannon (1976, p. 12)

In explaining the reshaping of notions of masculinity Beynon (2002) cites the reconstruction of economy, business, industry and the labour market throughout the 1970-1990s as significant. Specifically, he mentions: 1) the fading of family or smaller firms and the emergence of large companies; 2) the increasing unemployment due to new technology used in industry; 3) the transition from an industrial to a post-industrial economy; 4) the massive downturn and downsizing of companies in the 1980s and early 1990s that impacted the workforce market with loss of jobs in middle and senior management; 5) the reflection of an increasingly global economy and the selection of market-led economic policies after the early 1980s; and 6) the ever increasing movement of women employed in the business market as well as the increase in part-time employment. As a result, according to Beynon (2002), men felt disempowerment, emasculation, and loss of self-esteem because they could not afford to support their families.
In the 1980s, a new type of masculinity emerged, called the ‘new man’ (Edwards 1997; Mort 1996; Nixon 1996). Mort (1996, p. 97) points out that this was a significant change that threatened the previous image of masculinity, encouraging men to enjoy pleasures previously seen as reserved for females. He writes (1996, p. 97):

Young men are being sold image which rupture traditional icons of masculinity. They are stimulated to look at themselves and other men as objects of consumer desire. They are getting pleasures previously branded taboo or feminine.

Beynon (2002) argues that the notion of ‘new man’ masculinity developed during the 1980s was a reaction by men affected to the first wave of feminism. This emerging type of man was placed into two categories: ‘new man-as-nurturer’ and ‘man as narcissist’. ‘Man as nurturer’ was described as more caring and sharing, taking on responsibilities not only outside the home, but within the domestic area as well, particularly child caring. Further, these men were normally middle class, well educated, and intellectuals.

‘Man as narcissist’ underpins the perception of masculinity that has fuelled a proliferation of the fashion industry from the 1980s until recently (Beynon 2002). A man within this category concentrates on body appearance, fashion, and indulges himself with goods and services. Another version of ‘man as narcissist’ is ‘yuppie’, a term representing British men particularly in 1980s London. The yuppie style emphasised the importance of consumption of property, cars, clothes, goods, and services, which was seen to signal success in their lives (Mort 1996).

Nixon (1996) has also commented on the new masculinity of the 1980s, when there was a change in the ‘politics of looking’, and an increase in social acceptability in regard to men’s style and being aesthetically pleasing to other men or females. He identified three patterns of changing notion masculinity at that time: 1) a significant increase of male clothing retail outlets, ranging from the exclusive, designer outlets and the merchandising of cut-price labels; 2) a rapid expansion of new visual representations of masculinities in advertising and on television with male bodies displayed as never before; 3) the emergence of style magazines for men presenting various mobile masculinities.

During the 1990s, masculinity continued to develop, not only as regards men’s perception of masculinity, but also in the number of magazines, and in academic men’s studies (Edwards 1997; Harris 1995; Kimmel 1996; Mosse 1996; Nixon 1996). The emerging type during this
phase was called the ‘new lad’, described by (Beynon 2002 p. 111) as men ‘… able to behave badly and not worry about censure’. The ‘new lad’ put emphasis on youthfulness, hedonistic consumption, bachelorhood, the objectification of women and sexual conquest (Ricciardelli, Clow & White 2010).

Some of the most extensive and outstanding research concerning gender roles in the 1980-1990s is the American study by Harris (1995). This seven-year long study posed the question ‘why do men behave the way they do?’ and interpreted the responses of more than 500 men from various ages, ethnicities, and class backgrounds in the United States. The results enabled Harris to propose 24 gender roles, which he described as complex, dynamic, and contradictory, as shown in Table 2.6.

From a review of literature concerned with the masculinity theory, it appears that the concept of ‘hegemonic masculinity’ (Connell 1995), was culturally dominant throughout the twentieth century. However, more recent research indicates that this traditional model of masculinity is being challenged, in order to take into account social and cultural changes. For example, the concept of ‘inclusive masculinity’ (Anderson & McGuire 2010) has been proposed as a new prototype of masculinity which subverts the traditional (hegemonic) masculine values. The inclusive masculinity theory argues that recently there has been a shift in the social and cultural landscape which impacts the conventional notion of masculinity, particularly the homophobic form which, it has been argued, has been at the core of hegemonic masculine identity (O'Neill 2015). Specifically, this theory proposes that in the postmodern era there appear to be a signs of a decrease in the level of cultural ‘homohysteria’ – that is the fear of being homosexualised’- that is likely caused by a decrease in the homophobic form of masculinity. As a result, the inclusive masculinity concept enables men to develop softer, more expressive, and tactile forms of masculinity (O'Neill 2015), as well as permitting heterosexual men/boys to engage in an increasing range of behaviours that previously may have raised homosexual suspicion (Anderson 2012) such as the use of cosmetics. In other words, it can be argued that when the level of homohysteric level decreases, men no longer express their masculinity in the hypermasculine form in order to ensure their position as heterosexual. This allows men to engage in a variety of practices previously regarded as feminine without the fear of being perceived gay.
### Table 2.6 Typology of Gender Role Norms

<table>
<thead>
<tr>
<th>Gender role messages</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventurer</td>
<td><em>Men take risks and have adventures. They are brave and courageous.</em></td>
</tr>
<tr>
<td>Be Like Your Father</td>
<td><em>Dad is your role model. Males express feelings in ways similar to their fathers.</em></td>
</tr>
<tr>
<td>Be the Best You Can</td>
<td><em>Do not accept being second.</em></td>
</tr>
<tr>
<td>Breadwinner</td>
<td><em>Men provide for and protect family members.</em></td>
</tr>
<tr>
<td>Control</td>
<td><em>Men are in control of their relationship, emotion, and job.</em></td>
</tr>
<tr>
<td>Faithful Husband</td>
<td><em>Men give up their freedom when they get married.</em></td>
</tr>
<tr>
<td>Good Samaritan</td>
<td><em>Do good deeds and act. Put others’ need first. Set a good example.</em></td>
</tr>
<tr>
<td>Hurdles</td>
<td><em>To be a man is to pass a series of tests. Accomplishment is central to the men style.</em></td>
</tr>
<tr>
<td>Money</td>
<td><em>A man is judged by how much money he makes and the status of his job.</em></td>
</tr>
<tr>
<td>Nurturer</td>
<td><em>Among other things men are gentle, supportive, warm, sensitive, and concerned about others’ feelings.</em></td>
</tr>
<tr>
<td>Playboy</td>
<td><em>Men should be sexually aggressive, attractive and muscular.</em></td>
</tr>
<tr>
<td>President</td>
<td><em>Men pursue power and status. They strive for success.</em></td>
</tr>
<tr>
<td>Rebel</td>
<td><em>Defy authority and be a nonconformist. Question and rebel against system.</em></td>
</tr>
<tr>
<td>Scholar</td>
<td><em>Be knowledgeable. Go to college. Value book learning. Read and study.</em></td>
</tr>
<tr>
<td>Self-reliant</td>
<td><em>Asking for help is a sign of weakness. Go it alone. Be self-sufficient and do not depend on others.</em></td>
</tr>
<tr>
<td>Sportsman</td>
<td><em>Men enjoy playing sports. Where they learn the thrill of victory and how to compete.</em></td>
</tr>
<tr>
<td>Stoic</td>
<td><em>Ignore pain in your body. Achieve even through it hurts. Do not admit weakness.</em></td>
</tr>
<tr>
<td>Superman</td>
<td><em>Men are supposed to be perfect. They do not admit mistakes.</em></td>
</tr>
<tr>
<td>Technician</td>
<td><em>Men relate to, understand, and maintain machines. They fix and repair things around the house.</em></td>
</tr>
<tr>
<td>The Law</td>
<td><em>Do right and obey. Do not question authority.</em></td>
</tr>
<tr>
<td>Tough Guy</td>
<td><em>Men do not touch, show emotion, or cry. They do not let others push them around.</em></td>
</tr>
<tr>
<td>Warrior</td>
<td><em>Men take death defying risks to prove themselves and identify with war heroes.</em></td>
</tr>
<tr>
<td>Work Ethic</td>
<td><em>Men are supposed to work for a living and not take handouts.</em></td>
</tr>
</tbody>
</table>

*Source: Adapted from Harris (1995, p. 13)*
For example, Anderson (2005) study found heterosexual men who are practicing and associating with a feminised terrain, such as cheerleading teams. The findings of this study revealed that there were two concepts of masculinity in male participants. Firstly, the conventional concept of ‘hegemonic masculinity’, designed to distance themselves from being identified as homosexual, was demonstrated. Secondly, several participants exhibited the ‘inclusive masculinity’ form, which involves behaving in effeminate ways without experiencing social stigma, and which is supportive of homosexuality. These findings concerning the masculine identity of the Thai males in this study contribute to explaining why they find the use of cosmetic product acceptable, despite the fact that the use of these products has been traditionally perceived as a female practice.

2.6.3 Recent Empirical Studies of Masculinity

A considerable body of research has examined the notion of masculinity, although most has been conducted in Western contexts. Much literature pertains to an American context, with several studies having been conducted in the UK, and other Western countries. There have also been important studies of masculine identity in Eastern cultural contexts, and how it has changed. Recent empirical studies research from both Western and Eastern countries is summarised in Table 2.7.

Four criteria were used to select the studies presented in Table 2.7, as follows:

1. Studies with objectives similar to this thesis, such as the study by Sørensen (2009).

2. Studies that objectively explore the relationship between the concept of masculinity and the consumption of particular products and services such as those by Johnston and Morrison 2007, Pomper 2010, Watson and Helou (2006), and Wienke (1998).

3. Studies investigating the portrayal of masculine identity through media such as those by Jerome (2008), and Tan et al. (2013).

4. Studies which provide an understanding of knowledge relating to masculine identity in both Western and Eastern cultures as well as different social classes, races and generations. This includes studies by Connell and Wood (2005), De Visser, Smith, and Mcdonnell (2009), and Pomper (2010).

As shown, multiple themes have emerged over time, not only within cultures, but also cross-culturally. A study by Wienke (1998) revealed stereotypical notions of masculinity to be prevalent in American men, with an emphasis on body-building, and a positive relationship between body image and self-esteem. The study by Hammond and Mattis (2005), which
targeted African-American men, found different ideas of masculinity. Of the 15 categories of meaning in relation to an image of masculinity found, the most frequently expressed was responsibility-accountability (48.7 %), which expanded into aspects such as being aware of one’s responsibility to oneself, and for family and others, and being accountable for one’s actions, thoughts, and behaviours. The second and the third most frequently endorsed meanings of masculinity were autonomy (21.7 %) and providing-waymaking (18.4 %). Other important meanings were spirituality-religiosity, moral rectitude-virtues, growth-maturity, leadership-guidance, groundedness, respect, outreach-community involvement, surviving-overcoming, self-appreciation-awareness, and emotional connectedness.

Table 2.7 Summary of Empirical Studies Examining the Notion of Masculinity

<table>
<thead>
<tr>
<th>Country</th>
<th>Authors</th>
<th>Methods/ Sample sizes</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>Wienke (1998)</td>
<td>Qualitative/ 20 participants</td>
<td>The emphasis on muscular body image sets a standard of stereotypical notions of masculinity. Body-building serves as a way of building self-esteem and gaining others’ acceptance.</td>
</tr>
<tr>
<td></td>
<td>Hammond &amp; Mattis (2005)</td>
<td>Qualitative/ 171 participants</td>
<td>15 distinct categories of masculinity among African-American emerged from this study. Responsibility-accountability emerged as the most frequent category, with 48.7 per cent of respondents suggesting that manhood primarily means being responsible and accountable for one’s actions, thoughts, and behaviour. Second and third were autonomy (21.7 %) and providing-waymaking (18.4%).</td>
</tr>
<tr>
<td></td>
<td>Watson &amp; Helou (2006)</td>
<td>Qualitative/ 43 participants</td>
<td>The three main themes emerging to be consumption fears that directly related to ideals of masculinity include success, social competitiveness, and the formation of family.</td>
</tr>
<tr>
<td></td>
<td>Pompper (2010)</td>
<td>Qualitative/ 107 participants</td>
<td>Masculinities predominantly defined in non-physical terms. Four categories: 1) personal integrity; 2) caring attitude; 3) responsibility for actions and protecting your family, and 4) confidence/assertiveness, willingness to take charge, secure in self, strength, and self-sufficiency. Seven themes: 1) fear of losing privilege; 2) shaped by ethnic culture; 3) consumed by media image; 4) meet the metrosexual; 5) can’t be a ‘pussy’; 6) homophobia</td>
</tr>
</tbody>
</table>
and fear of the feminine; and 7) anything to attract women. Perspectives offered by African-American/Black, Asian, Caucasian/White, and Hispanic/Latino men offer nuanced cross-cultural constructions and meaning of masculinities and influences that shape their sense of self.

<table>
<thead>
<tr>
<th>Country</th>
<th>Authors</th>
<th>Methods/Sample sizes</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UK</strong></td>
<td>De Visser, Smith and McDonnel (2009)</td>
<td>Qualitative/27</td>
<td>Young men in UK perceived that the excessive concern with one’s appearance is considered as non-masculine. Physicality and aggression are masculine, but that a muscular physique is not necessarily masculine. For instance, a muscular male model was not considered masculine whereas bodily muscular of sport men is able to represent as masculine (athletic masculinity).</td>
</tr>
<tr>
<td><strong>Ireland</strong></td>
<td>Johnston and Morrison (2007)</td>
<td>Qualitative/8</td>
<td>Young males constructed the image of masculinity by relying on a hegemonic model congruent with traditional gender stereotypes such as the pursuit of football, beer, women, and family.</td>
</tr>
<tr>
<td><strong>Australia</strong></td>
<td>Connell and Wood (2005)</td>
<td>Qualitative/11</td>
<td>‘Globalization and business masculinities' or 'managerial masculinity' which is still centrally related to power, money, self-confidence but changes from older middle-class masculinity that they have to involve with tolerance of diversity and heightened uncertainty about one’s place in the world and gender role.</td>
</tr>
<tr>
<td><strong>Italy and Denmark</strong></td>
<td>Sørensen (2009)</td>
<td>Qualitative/11</td>
<td>Two groups of men (Italian and Danish) who define their perspectives towards perception of masculinity with different views. The Danish men appeared to associated muscles and other physical aspects with masculinity to some extent. While the Italian group sees masculinity as more of a special attitude that come from within a man and seemed more confident about their view. For example, Italian men described masculinity as an attitude, being yourself, being responsible, confident, willing to take confrontation, and knowing who you are and how to face life.</td>
</tr>
<tr>
<td><strong>Taiwan, China, and United States</strong></td>
<td>Tan et al. (2013)</td>
<td>Qualitative (content analysis) / 636 ads from the three most popular</td>
<td>The most popular type of masculinity in Taiwanese, Chinese, and US ads is 'Refined and Sophisticated' which emphasises intelligence, the value of education, academic, financial, and occupational achievement. Even though US culture traditionally placed greater emphasis on fitness and masculinity, unlike their fathers or uncles, young American college men have</td>
</tr>
</tbody>
</table>
men’s lifestyle magazines in Taiwan, China, and the US

begun to value mental over physical attributes.

| Malaysia | Jerome (2008) | Qualitative/6 participants | Masculinity mostly defined in terms of male traditional attributes (e.g. confidence) and appearance (e.g. manly appearance and physical well-being) Types of masculinity portrayed in Men's Folio magazine represent 'new/modern' male identities: fashionable and stylish men, male professional, male appearance, and male beautification. |

Source: Developed for this research

Just one year later, American male respondents in the Watson and Helou (2006), felt that being successful, such as earning more money, consuming expensive products or having a high social standing, were essential to a masculine identity. The family-breadwinner model was also important, but accompanied by a fear of long-term responsibility, and the fear of not being able to provide for their families.

The most comprehensive American study of those summarised, conducted in 2010 by Pompper (2010), compared perceptions of masculinity of American men across dimensions of age (college-aged men and their fathers/uncles) and ethnicity (African American/Black, Asian, Caucasian/White, Hispanic/Latino, and mixed ethnicity). The results indicated that masculine identities described by most male participants were predominantly focused on non-physical aspects. As shown in Table 2.7, the aspects were divided into four categories: 1) character and personal integrity; 2) a caring attitude; 3) responsibility for family and for actions; and 4) confidence, assertiveness, willingness to take charge, strength and self-sufficiency. There were differences between ethnicities, with young Asian men indicating that physical characteristics were not central to ideas of masculinity, while young Hispanic/Latino men viewed masculinity as connected with actions demonstrating responsibility for their community. Seven important themes arose from the results of this study. Aspects associated with images of masculinity were: fear of losing privilege, being overwhelmed by media images, meeting the metrosexual, ‘can’t be a pussy’ beliefs, homophobia and fear of the feminine, as well as the importance of anything to attract women.
In the United Kingdom, having a muscular physique also defined the image of masculinity for many men (De Visser, Smith & Mcdonnell 2009). Likewise, aggression was perceived as representing masculine identity. However, the connection did not depend on the body itself, but who the muscular body belonged to, and how it was presented. For example, a muscular male model portrayed in the mass media was not considered as masculine, whereas the muscular bodies of sportsmen was seen as masculine. This finding is interesting when compared with the UK study by Feasey (2009), in which the men in advertisements for Lynx male cosmetic products tended to be overwhelmingly youthful, white, clean-shaven, lightly muscled and heterosexual. Other characteristics valued by the men in the study by (De Visser et al. 2009) fulfilled the stereotypical hegemonic masculinity model, characterised aggression, violence, self-confident, competition, physical and emotional strength, predatory heterosexuality, being a breadwinner, and risk-taking.

Young Irish males constructed traditional gender stereotypes such as the pursuit of sport (football), beer, and women (Johnston & Morrison 2007). However, in an exploratory Australian study of managerial masculinity the formation of masculine identity amongst this group was still centrally related to traditional attributes of manliness, but expressed by an emphasis on power, money, and self-confidence (Connell & Wood 2005). A generational change was identified, in that the older middle-class image of masculinity was now being extended by younger men in this group to include tolerance of diversity, and heightened uncertainty about one’s gender role, and place in the world. In studies conducted in Eastern cultural contexts, some of the above results were found to be similar, particularly with respect to images of masculinity portrayed in the media. Research conducted in Malaysia by Jerome (2008) suggested that manly appearance and physical well-being defined being a man. Much of the literature on the relationship between the perception of masculinity and the consumption of products and services has focused only on ‘straight men’, who are seen as a majority group in masculine studies. However, subgroups of men, such as gays have also been studied. For instance, a study by Cole (2014) sought to investigate how gay men used particular clothing choices to make statements about their sexuality and identity. This research suggests that gay participants in this study have explored their sexual and their masculine identity, as well as formed and signified their subculture by the adoption of hyper-masculine clothing.
2.6.4 Metrosexual Masculinity

The importance of including studies of metrosexual men in this study is because of their concern with their appearance, and emphasise on self-presentation. Studies confirm that metrosexual men’s behaviour involves the consumption of cosmetics products (McNeill & Firman 2014; Rosenmann & Kaplan 2014). Thus, there is a close relationship between the concept of metrosexuality and the aim of this research, which was designed to explore the perception of masculinity among Thai males, many of whom are likely to have metrosexual tendencies, while they may not explicitly identify themselves as metrosexuals. What they have in common is a focus on their appearance, and regular use of cosmetic products.

Literature on metrosexual men specifically portrayes them as emphasising self-presentation and cosmetics, and having typical behaviours associated with the term, including the purchase and application of cosmetic products (McNeill & Firman 2014; Rosenmann & Kaplan 2014). Because Thai males are likely to have metrosexual tendencies, the following sections review in detail the concepts and behaviours associated with metrosexual males.

Definition of ‘metrosexual’

The term ‘metrosexual” was first coined in 1994 by British columnist Mark Simpson in an article in The Independent newspaper entitled ‘Here come the mirror men’. He described a metrosexual man as:

…a young man with money to spend, living in or within easy reach of a metropolis-because that’s where all the best shops, clubs, gyms and hairdressers are. He might be officially gay, straight or bisexual, but this is utterly immaterial because he has clearly taken himself as his own love object and pleasure as his sexual preference. Particular professions, such as modelling, waiting table, media, pop music and, nowadays, sport, seem to attract them but, truth be told, like male vanity products and herpes, they’re pretty much everywhere. (Simpson 1994, p. 2)

Over the next decade, as noted by Anderson (2008), the idea of commodification became associated with the metrosexual identity. Defining aspects included: an interest in food and beverage, healthy eating habits, consumption of gourmet foods, cocktails and wine, basic cooking knowledge, and interest in gourmet cooking devices; fashion experience and
trendsetting, and concern with appearance; and cultural aspects such as having basic etiquette, learning to have romantic relationships and interpersonal skills, being interested in career building, being in touch with his emotions.

Similarly, Ricciardelli, Clow and White (2010, p. 65) made the comment that a metrosexual male ‘places less focus on previously dominant manifestation of masculinity and instead emphasizes self-presentation, appearance, and cosmetics’. Most recently, Rosenmann and Kaplan (2014, p. 574) have stated that the metrosexual male ‘endorses hedonistic, conspicuous consumption of products and services previously considered strictly feminine or effeminate’, and claims that ‘beyond clothing and accessories, the male body is to be tended and groomed: the skin exfoliated, rejuvenated and made hairless, the hair styled for the trend du-jour, and nails pedicured and clipped’.

In the following section, the literature concerning the metrosexual male identity and behaviours is reviewed in detail.

**Empirical studies relating to metrosexuality**

Despite the use of the term metrosexual over the past two decades, relatively few academic papers have directly considered this phenomenon (Hall 2014). Nevertheless, there are two important reasons for exploring it. Firstly, it challenges traditional notions of gender and sexuality, because beautification and self-care have been traditionally related to women and gay men. Coad (2008) makes the observation that the emergence of metrosexual identity represents a move beyond the constrictive bipolar categories of masculine/feminine and ‘hetero/homo’. Secondly, there is strong evidence to suggest that the popularity and success of metrosexual culture is likely to be reflected in a triple-digit increase in the metrosexual products market, as well as in polls exposing men’s growing perception that metrosexual trends are acceptable and desired (Anderson 2008).

Many studies have addressed the question of whether metrosexual masculinity and its associated practices which relate to feminine bodily concerns and activities, are reconcilable with conventional masculinity images and concepts (Carniel 2009; Harrison 2008; Lim 2008; Rosenmann & Kaplan 2014). An Australian study (Carniel 2009) found that whilst metrosexual men are becoming more self-absorbed and image-consciousness, they are not necessarily changing other foundational characteristics of conventional masculinity, such as
heterosexuality, strength, violence, risk taking. Likewise, Lim (2008) suggested that whilst the metrosexual masculinity subculture ‘is significantly increasing globally, it has not caused a decline in conventionally stereotypical manliness; instead, men within this group are merely being reworked and repacked in a more image-conscious consumer oriented society. Harrison (2008) presented evidence that marketers of men’s cosmetics, particularly male mascara, were attempting to encourage men to be comfortable to use these typically feminine products, while allowing them to maintain traditional masculinity by changing the names of feminine products such as mascara and eyeliner, for example, to ‘manscara’ or ‘guyliner’. Furthermore, some scholars argue that the consumption of products and services maintains the idea of masculine identity. For example, Barry and Martin (2015) state that the engagement in fashion practices by males in the 21st century seems to be an instrumental in a male’s display of masculine identity, particularly in relation to hegemonic concepts, such as power and status.

Depending on cultural context, however, there are various results concerning attitudes towards the metrosexual identity in the literature (Faiyaz, D’Souza & Syed 2006; Hall & Gough 2011; Moungkhem & Surakiatpinyo 2010; Sørensen 2009; Yuan & Thanawatdej 2006). Hall and Gough (2011) have examined the portrayal of metrosexuals in the text of men’s style magazines, concluding that although metrosexual masculinity has emerged over the last twenty years, debate about the changes in the image of traditional masculinity are still prominent in contemporary society. They found positive and negative attitudes towards the metrosexual phenomenon. Supporters of the phenomenon saw metrosexuality as a new and exciting heterosexual masculine identity, framing it together with classic masculine makers such as self-respect and heterosexual success, whereas non-saw it as superficial, inauthentic and unmanly. Both Danish and Italian men in the study by (Sørensen 2009) did not identify themselves as metrosexual, although all respondents agreed with the regular use of cosmetic products. The study by Barry and Martin (2015) found some conflict between males’ involvement in fashion consumption, and the concept of masculinity held by others. Important factors of influence for fashion consciousness are social media and online networks, in which criticism and disapproval from friends, family or society may be expressed as perceived divergence from masculine norms. Nevertheless, this study reveals that young male participants express their fashion consumption from a positive perspective, actively using menswear as a means of displaying their individuality and creativity.
Similarly, Thai male cosmetic consumers of premium, on-shelf or direct-sales cosmetic products did not consider themselves to be metrosexual (Yuan & Thanawatdej 2006). Likewise, a study conducted in Karachi (Faiyaz, D’Souza & Syed 2006) indicated that, though the level of awareness of metrosexuality among young adult university males was high, the acceptability of the metrosexual phenomenon was low, implying that they were less comfortable with this masculine type. However, another Thai study discovered that 52 per cent of male respondents who use skin care products often see themselves as ‘urban fashion men/professional’ or ‘metrosexual’ (Moungkhem & Surakiatpinyo 2010).

As regards the influence of media on metrosexual identity, an American study by Conseur, Hathcote and Kim (2008) demonstrated the significance of images in magazines and on television in predicting appearance-related self-esteem. The men in their study, while not specifically identified as metrosexual, had a strong aesthetic sense and enjoyed shopping, fashion and beauty products. Likewise, a study employing gender theory examined the self-perceptions and behaviours of a group of metrosexual men in Thailand, using variables such as self-monitoring, status consumption, fashion consciousness, clothes concerns, and body self-relation (Lertwannawit & Gulid 2010). They found that the metrosexual men in their study scored highly for feminine personality and androgynous traits. Moreover, there were significant differences in terms of their appearance orientation. For example, Thai males who scored high for feminine and androgynous traits had higher average scores for all appearance-related variables than heterosexual metropolitan men with masculine and undifferentiated personality traits. In other words, men who rely more on feminine traits tend to be more appearance oriented than those with androgynous traits.

2.6.5 The Evolution of Masculinity in Thailand

In order to understand current Thai masculinity, it is important to examine historical ideals of masculinity in Thailand. According to Chinwong (2003), a major obstacle to investigating historical masculinity in Thailand, is the scarcity and unsystematic collection of research papers and documents in this field. Nevertheless, some relevant literature from Thai authors has been found to demonstrate and explain Thai masculinity from the past to the present (Charoensatit 2010; Chinwong 2003; Krisanaprakornkit 2006; Piayura 2013; Ruangwanit & Wattanasuwan 2011; Sawasyothin 2008).
Chinwong (2003) has traced the development of the masculine identity of Thai males from before the 18th century to the present. During the time of the kingdom of Sukhothai through to the early Ayutthaya kingdom of the eighteenth century, the masculine ideal was influenced by the Indus and Cambodian civilizations, in which men were dominant, and women were expected to just serve and satisfy every male need. Clearly, images of Thai males represented hegemonic masculinity, which included action, physical strength, courage, and patriarchal loyalties (Connell 1995). Major influences on the formation of this image of Thai masculinity were: 1) The predominance of Indus and Cambodian Civilization, which placed men at the top position in society; 2) Thai society, at that time, was simultaneously dominated by the Thavarat civilization, in which men were perceived as kings; 3) Buddhism has long been predominant in Thai culture, and at that time, only men were given the opportunity to be educated, and consequently, to become leaders and governors of society (Chinwong 2003).

There seems to be no clear evidence for how masculinity identity developed from the late Ayutthaya kingdom to Rattanakosin Kingdom in the late eighteenth century. However, Chinwong (2003) has attempted to depict, through the use of the popular novel Khun Chang Khun Phaen, examples and assumptions that are likely to be representative of Thai masculinity in that period. She has portrayed an image of Thai masculinity as being focused on action, knowledge, and leadership, showing that a change in the image of masculinity was occurring. There were two perspectives of the change. Firstly, men became more expressive of emotions such as vulnerability and openness. Secondly, they were increasingly more focussed on their appearance and the need to be attractive to women.

According to Chinwong (2003), the mid-twentieth century seems to be when Thai masculinity changed significantly. The main influence of the change was Thailand itself, which, governed by Rama V, had for the first time opened up the country and simultaneously welcomed Western culture. Young Thai men, who were sent overseas for their education, brought back to Thailand different perspectives of masculinity. As a result, the ‘gentleman’ masculinity, typical in traditional Western manhood, was embedded in Thai society, and in Thai men (Sawasyothin 2008). The gentleman masculinity was ambiguously understood at that time, yet there appear to be some aspects of this model that changed Thai masculinity, namely: 1) monogamy, never perceived by Thai men previously; and 2) Thai men became more sensitive, caring and responsive to other feelings, particular those of women (Sawasyothin 2008).
Once again, media has been named as a major influence on changes in masculinity. Chinwong (2003) explains how from 1986 through to 1997, it seems that Thai masculinity was influenced by the profitability of the media, particularly magazines. The emergence of a variety of men’s magazines such as GM, Boss, Esquire and Trendy Man, encouraged Thai men to want to change their lifestyle. Consequently, the Thai image of masculinity now included the importance of appearance, fashion, clothes, and material goods. Thai males by this time were portrayed as similar to the ‘new man’ seen in the West in the late nineteen-century, who was conforming to due to the widespread Western cultural norms and lifestyle.

In post-modern Thai society, traditional sex roles have become fragmented, and the boundaries overlap, including in the consumption of goods and services (Chinwong 2003). Indeed, Chinwong shows that the identities of Thai males in the late twentieth century had been intensely constructed by various media, especially magazines, which have provided a new model for men who strove to fit into society. Such men turned their attention to concerns with appearance, cosmetic products and fashion. Moreover, the author explained that from post-modernism to now Thai males have been falling into ‘the consumption of sign’ bracket (Ruangwanit 2010). By this term, the author means that the consumption of products and services not only satisfied many consumers by function, but it also showed the identity and image of the buyer. Similarly, Burton (2008) proposed that in the first few decades of the nineteenth century, among the urban and professional classes of American and European males, there appeared to be a shift in conception of masculinity, with men focusing more on consumption, leisure, and recreation.

As mentioned, over the last two decades, the image of the metrosexual male has emerged worldwide, and this includes Thailand. There have been several studies investigating the construction and behaviours associated with metrosexuality (Charoensatit 2010; Krisanaparakornkit 2006; Piayura 2013; Sawasyothin 2008). Sawasyothin (2008) researched the representation of males in television commercials on 15 channels, using a content analysis approach. Data were also gathered from in-depth interviews with the creators of the television commercials and with metrosexual males in Thailand. Eight stereotypes of metrosexual masculinity were identified: 1) high-education, high-position status; 2) high-social status; 3) extra care of body and health; 4) extra care of skin, beautifying and wearing cosmetics to nourish skin; 5) interest in fashion, and in modern information technology; 6) characteristics of leadership, self-confidence, being smart, making decisions, being kind-
hearted, tender, caring and a gentleman; 7) delicate taste in every facet of life such as eating, drinking, relaxing and social life; and 8) admirable, having sex appeal.

Charoensatit (2010) also studied representations of Thai masculinity images in advertising of print media, targeting GM and Esquire magazines from 2008 through to 2010. Seven masculine models were proposed as a result of the findings: the muscular body, the family man, the success, the beautiful man, the outdoor man, the man of power, and the man of social interaction. Furthermore, a most recent study (Piayura 2013) tested the hypothesis that the metrosexual phenomenon is a new type of man emerging in this decade, particularly in Western culture. The conclusion was that for Thai society, this type of man has historically evolved since olden times which can be seen through many pieces of Thai classical literature such as ‘Lilit Pralor’ and ‘Inao’, in which the warrior hero characters behave like metrosexual men of the present time, concerned about their bodies and beauty. Thus, this study concluded that a metrosexual man is not entirely a new type of man in Thai culture, but rather, has existed for many centuries portrayed through Thai novels.

Of several studies exploring masculinity, some have targeted those who regularly apply cosmetic products (Sørensen 2009; Tuncay 2005). Tuncay's (2005) study qualitatively investigated stereotypically masculine themes among American males who use cosmetic products and identified themselves as ‘metrosexual’. The outcomes demonstrated eleven themes of masculinity emerging in this study: appearance, family/love, leadership/respect, money/success, women/sex, adventure/outdoors, altruism, fun, knowledge, spirituality/morality, and strength. The most important aspect of masculine identity for these males was ‘good appearance’, in order to be attractive to the opposite sex, or to succeed in the workplace. Also, the male respondents in this study explained that being in good shape, having style, and being clean and well-groomed were all-important in terms of their appearance. Thus, there seems to be a relationship between the desire to achieve a masculine image, and the need to use cosmetic products in order to do so.

The reviewed literature has shown that the conceptualizations of masculinity amongst men in diverse cultures, both Western and Eastern, are varied. Literature regarding the concept of metrosexual masculinity suggests that there is a relationship between this model and the consumption of cosmetics, but the literature has been found to lack a comprehensive examination of the relationship between how male consumers perceive their masculinity and the purchasing behaviour of cosmetic products in the Thai context. Furthermore, a number of
studies in literature have examined masculine identity and found that the perceptions of masculinity vary across dimension of demographics such as: age and ethnicity (Hammond & Mattis 2005; Pompper 2010); nationality (Tan et al. 2013); and occupation and social class (Connell & Wood 2005). Nevertheless, no study has been found to examine the impact of perception of masculinity on the consumption of cosmetic products by male consumers, which may be moderated by particular demographic profiles in an Asian context, particularly in Thailand. Thus, this study seeks to understand the concept of masculinity of Thai male consumers of cosmetic products in relation to their demographic characteristics. Based on the discussion above, the research question aimed at the psychological factors associated with the concept of masculinity was formulated as follows:

**Research Question 1 (c):** How do Thai males perceive their concept of masculinity?

### 2.7 Self-concept and Self-image Theories

Self-concept can be described as the totality of the individual’s thoughts and feeling about himself as object (Goldsmith et al. 1999; Rosenberg 1979). People acquire a conception of self through communication with the external environment, including other people. It is thought to encompass such things as role identities, personal attributes, relationship, fantasies, possessions and other symbols that individuals use for the purposes of self-creation and self-understanding (Onkvisit & Shaw 1987). However, self-concept has been viewed from diverse and altering perspectives. Sirgy (1982) explains that in terms of behavioural theory, self-concept is a bundle of conditioned response. On the other hand, cognitive theory represents the self as a conceptual system processing information about the self. Moreover, symbolic interactionism views the self-concept as a function of interpersonal interaction.

Sirgy (1982) explains that self-concept can be basically divided up into three main conceptualisations: 1) actual self-concept or real self which refers to how people perceive themselves; 2) ideal self-concept which is how people would like to perceive themselves; and 3) social self-concept or ‘looking-glass self’ which represents how people think they are perceived by others or how people present themselves to others. He also proposes that global self-attitudes such as self-esteem, self-satisfaction and self-consistency, are important factors
that influence the relationship between the actual self and the ideal or social self. For example, the self-esteem motive refers to the tendency of individual to seek experiences that enhance self-concept, in order to maintain self-consistency.

Higgins (1987) divides aspects of self-concept into three: the actual self as a representation of attributes, which people believe they actually possess; the ideal self is defined as a representation of the attributes people wish to possess; and the ‘ought-self’ as a representation of the attributes one believes he or she should possess. Ideal-social-self has been also developed into the concept of self, which refers to how people would like to appear or be perceived by others particularly significant, others (Higgins 1987; Rosenberg 1979; Sirgy 1982). This concept plays an important role in human behaviour. Thus, it can be said that consumers would consume a product or brands because it seems to be consistent with one’s actual self or help the consumer to reach the ideal-self or ideal-social-self (Rosenberg 1979).

These theories of self-concept are particularly pertinent to this study, because it appears that many consumers would apply products and brands to enhance their images of themselves (Goldsmith, Moore & Beaudoin 1999). Dittmar, Beattie and Friese (1996) would support this view, since their study established a relationship between self-image and consumption of products as symbolic of the self. Levy (1959) points out that in the modern marketplace, consumer behaviour is being increasingly perceived as a marketing tool because of the symbolic nature of products, which allows for marketers to place higher emphasis on their product strategies.

2.7.1 Male self-image research

Despite the fact that self-concept studies have been mostly female studies for many decades, attention to the male image is significantly increasing (Bloch & Richins 1992). Firat, Dholakia and Venkatesh (1995) observed that in a postmodern world, one’s career or role is no longer expressed or perceived as signifying a successful individual, but rather it is focused on how individuals present themselves and what they consume. In other words, it can be seen that there has been a shift in men’s identity from the production to consumption role in society. These authors also proposed that there has been an increase in men’s body awareness that has led to an increase in men beautifying themselves through implants or cosmetic surgery. Tan (2008) suggested that today men have accepted a different outlook and have
become part of modern consumerism, and states that both genders tend to construct their own identities by means of style of dress and body care.

In Western culture, the male self-image can be seen to have been changing from the 1980s onwards. Mort (1988) argues that there was a distinctive change in young men between the 1950s and 1980s with increasing use of clothes, hair spray, body decoration and body movement. He also suggests that this changing male image was caused by the advertisements and photographs attached to feature articles in new men’s magazines and the influence of television advertising in the 1990s, which prompted an increasing concern with self-image among young men.

As a result, the post-modern market has seen men as a significant target for the consumption of beauty products and services. This is because cosmetic products fulfill the demand for men to create, develop and retain their identity and self-image (Sørensen 2009). Then, the emergence of the metrosexual as defined by Simpson (1994) indicated a profound change in the traditional male gender role, which gave men permission to explore fashion, food, beauty, and health in new way (Souiden & Diagne 2009; Sturrock & Pioch 1998; Tuncay 2004).

Many studies focusing on the relationship between male image, and fashion and cosmetic products, have been mentioned (Cheng et al. 2010; Souiden & Diagne 2009; Tuncay & Neier 2011). For instance, the results from research conducted by Sturrock and Pioch (1998) demonstrated that men purchase cosmetic products not only for their functional benefit, but also to satisfy the need to improve their self-image. Similarly, the study conducted by (Cheng et al. 2010) investigated the effect of self-image, social expectation, and celebrity endorsement on the consumption of metro-sexual ideals linked to male cosmetic products in Malaysia. These findings confirm that there is a significant and positive relationship between metrosexual concerns toward self-image and the consumption of male cosmetic products.

2.7.2 Body image concept

An important component of self-concept is body image, involving perception of one’s own body in terms of things such as size and attractiveness (Evans 1989). Ryan and Morrison (2009, p. 213) refer to body image as ‘a multidimensional construct that reflects people’s degree of satisfaction or dissatisfaction with their body and appearance and degree of cognitive and behavioural importance that people assign to their body and appearance’. This attitudinal element of body image is comprised of two components, evaluation and
investment (Cash et al. 2004). Cash explains the criteria for evaluation as: body satisfaction; emotions associated with self-evaluation of the body; discrepancies between perceptions of the body and internalised ideal; and appraisals related to appearance. The body investment component refers to the cognitive emphasis one places on appearance, the focus on and importance of appearance to one’s sense of self, and the behavioural manifestation of efforts to manage or enhance one’s appearance.

Peterson (2007) further explains that body image dissatisfaction, an outcome of body image evaluation, would have implications on many levels: 1) low level of body image dissatisfaction would indicate normative discontent; 2) a higher level of body dissatisfaction is linked with a level of distress, expressed by such things as eating disturbances, depression, and low self-esteem; and 3) the highest level of dissatisfaction of body image is connected with mental illnesses such as eating disorders and body dysmorphic disorder.

Alternatively, Featherstone (2010) proposed that the body is perceived to be a vehicle of pleasure and self-expression, which encourages the individual to adopt instrumental strategies to prevent degradation of the body, referred to as the self-preservationist concept. He also suggested that the prevalent notion of idealised body image is used to promote the products and services throughout consumer culture, emphasising images of stereotypically beautiful bodies, which are openly sexual and associated with self-indulgence and leisure, stressing the importance of looks and appearances. In fact, the marketing of cosmetic products, fitness facilities and surgical treatment constitutes a multi-billion dollar business, which provides a variety of choices for improving body image and appearance of consumers who are not satisfied with these aspects of self.

### 2.7.3 Empirical Studies of Male Body Concerns

Table 2.8 summarizes the findings of studies examining men’s various practices in regards to their body image concerns or bodily representations from 2000 through to 2014. Notably, these studies were all conducted in Western contexts.

Research concerning the male body image has increased, as many males have become progressively more concerned with health, self-esteem, body image, and eating disorders. As pointed out by Gill, Henwood and McLean (2005, p. 38), ‘the male body has become an object of the gaze rather than simply the bearer of the look’. They also explain that the male
body has been more widely perceived by a broad spectrum of consumers through media such as magazines, television, and advertising.

Studies have indicated numerous factors which contribute to increased awareness of body image. The several motivations identified in the literature fall into two major groups, sociocultural and intrapersonal influences. The sociocultural causes comprise external environmental factors such as media, friends/peers/partners/family, body comparison, and an increasing number of women in the workplace. On the other hand, intrapersonal influences are explained as the internal and intrapersonal factors such as striving for psychological well-being, enhancing self-confidence/self-esteem, supporting health and/or lifestyle, achieving professional success, improving sport performance, gaining physical attractiveness, and getting positive social interaction.

**Table 2.8 Summary of Empirical Studies Relating to Male Body Image**

<table>
<thead>
<tr>
<th>Country</th>
<th>Authors</th>
<th>Methods/ Sample sizes</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UK</strong></td>
<td>Grogan &amp; Richards (2002)</td>
<td>Qualitative/ 12 participants</td>
<td>- Social pressure particularly the desire to compete and to fit in with groups of friends is a significant factor for boys to focus on bodily concerns.</td>
</tr>
<tr>
<td></td>
<td>Gill et al. (2005)</td>
<td>Qualitative/ 140 participants</td>
<td>- Five themes emerging in relation to the ways in which men discuss a variety of body modification practices such as working out at a gym, tattooing, piercing and cosmetic surgery including 1) being different; 2) the libertarian self and the autonomous body; 3) rejecting vanity; 4) against obsession; and 5) self-respect and the morally responsible body.</td>
</tr>
<tr>
<td></td>
<td>Hall et al. (2013)</td>
<td>Qualitative (Membership Categorisation Analysis [MCA]/ Online website)</td>
<td>- Men are currently taking more care of their appearance in an effort to increase their chances of success in their search for work, or in an attempt to get ahead in their present</td>
</tr>
</tbody>
</table>

100
<table>
<thead>
<tr>
<th>Country</th>
<th>Authors</th>
<th>Methods/ Sample sizes</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>Morrison, Morrison &amp; Hopkins (2003)</td>
<td>Quantitative and Qualitative/ 310 surveys and 89 participants</td>
<td>- Motivations to be muscular: 1) Social benefits (e.g. attractive to women, looking good, ability to play sport); 2) Health benefits (e.g. improves mental well-being, improves physical health); 3) Sociocultural pressures (e.g. mass media); 4) Masculinity affirmation.</td>
</tr>
<tr>
<td></td>
<td>Bottamini &amp; Ste-Marie (2006)</td>
<td>Qualitative/ 11 participants</td>
<td>- The motivations engaging in physical activity such as exercise, eating behavior to gain size and/or to lose weight and for maintenance consist of 1) Psychological components (reduction in stress, time for reflection, and increase in confidence); 2) Health and fitness (disease prevention); 3) Social aspect (acceptance by others, making a good impression, and being competitive with other men); 4) Career-related aspects (impression of a fit physique on potential employers).</td>
</tr>
<tr>
<td></td>
<td>Ricciardelli (2011)</td>
<td>Qualitative/ 14 participants</td>
<td>Concern with appearance, especially hair. Relationship.</td>
</tr>
</tbody>
</table>

Williams et al. (2013) Qualitative/ 35 participants - Men photographs regarding facial-aging sun protection intervention created by ‘Age Progression Software’, expressed concern about the ageing effect of the sun on their skin.

Hatoum & Belle (2004) Qualitative/ 89 participants - The result showed that the higher level of male directed magazine readership positively impact with higher level of desire to improve one’s body, particularly muscularity.

Conseur et al. (2008) Quantitative/ 219 surveys - Consumer masculinity has a strong connection to media. Males who rely more strongly on the media (television and magazines) to obtain fashion information are likely to place more importance on fashion, own more cosmetic products and shoes, and read more male lifestyle magazines.
Ricciardelli & White (2011) Qualitative/ 14 participants - Attributing positive life experiences to attractive appearance; attractiveness gives privileges and advantages in life.

- Comparison with other men at the gym, in bars, or in daily living. Criteria could be body shape, clothing, or apparent toughness.
- Appearance critically important for how men feel about themselves, and how they relate to other. When befriending others there was a preference for attractive men.
- Justification for having cosmetic surgery because of its potential to boost self-confidence, improve relationships, have more positive social interactions, and enhance dating opportunities.

<table>
<thead>
<tr>
<th>Country</th>
<th>Authors</th>
<th>Methods/ Sample sizes</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ireland</td>
<td>Ryan and Morrison (2009)</td>
<td>Qualitative/ 28</td>
<td>- Motivational factors that intensify male body investment: media, sexual partners, body comparison, participation in sport, peers, negative commentary, family, striving for a healthy body, and striving for psychological well-being. - Perception of the cost of body image investment in terms of time and/or effort serves as a deterrent factor among male participants.</td>
</tr>
<tr>
<td>Australia</td>
<td>Ricciardelli, McCabe and Banfield (2000)</td>
<td>Qualitative/ 40</td>
<td>- Parents, siblings, friends, and the media perceived to have influenced boy's feeling about their bodies and body change methods. - The media also viewed as contributing to boys’ body satisfaction but seen to encourage more exercise to alter body size and shape.</td>
</tr>
<tr>
<td>New Zealand</td>
<td>McNeill and Firman (2014)</td>
<td>Qualitative/ 10</td>
<td>- Difference in overall perception of body image between two groups, with younger males striving for a lean and muscular body and older males focused on health and lifespan concerns.</td>
</tr>
</tbody>
</table>
- The major motivations for increasing focus on bodily/appearance concerns: media and various sociocultural factors such as social comparison, peers/friends, family, partners, and perception of health and lifestyles.

Source: Developed for this research

As shown in Table 2.9, the most important sociocultural factors influencing males to be concerned with body image are media such as television, men’s lifestyle magazines, and advertising and personal influences from friends, peers, partners, and family. Many contemporary scholars claim that media have been playing an important role in reflecting, reinforcing and shaping society’s expectation of males, and that pressure from various media such as television and magazines leads men to become more appearance-focused. It is also asserted that such media, particularly advertising of beauty goods, targets men, inspiring them to devote more time and money than ever to themselves and their bodies in order to achieve self-improvement (Bakewell et al. 2006; Souiden & Diagne 2009; Watt & Ricciardelli 2012).

Young Irish men are also influenced by the media to invest in their body image, especially by magazines, but they are also influenced by their sexual partners, peers, negative commentary, and family members such as their fathers (Ryan & Morrison 2009). In addition, this study demonstrated the factors reducing or deterring body image investment among participants. These factors include perceived cost of body investment in terms of time and effort. Similarly, the Australian study by Ricciardelli, McCabe and Banfield (2000) investigating sociocultural influences affecting both body image and practices in adolescent boys suggested that, for approximately a third of the boys, feelings about their bodies and the methods used to change body size and shape were influenced by sociocultural agents such as parents, siblings, friends, and the media. Also, this research found that the media contributed to boys’ satisfaction with their bodies, and encouraged greater exercise to alter body size and shape. In a similar study in the United States, a positive correlation between media consumption and bodily concerns in college men, and the higher the level of reading male-directed magazines, the greater was desire to improve one’s muscular physique (Hatoum & Belle 2004).

Moreover, male participants who read more male-directed magazines also engaged numerous practices pertaining to concern with appearance, such as using more beauty products, taking
more dietary supplements to build muscle, spending more time exercising, having a higher personal drive for muscularity and endorsing other attitude and behaviours related to muscularity and fitness. Furthermore, Lim (2008) found three startegies being used by newspapers to encourage men to become image-conscious: 1) articles highlighting the incorporation of men’s into ‘physical capitalization’, which had the effect of making men who do not groom themselves feel anxious; 2) articles employing the strategy of class distinction, highlighting the fact that focus on bodily care is a privilege that can only be enjoyed by men of an affluent social class; and 3) articles providing a new definition of men’s cosmetic behaviour, presented as ‘natural’ and ‘human instinct’ instead of the ‘deviance of the homosexual’.
<table>
<thead>
<tr>
<th>Author</th>
<th>Sociocultural influences</th>
<th>Intrapersonal influences</th>
</tr>
</thead>
<tbody>
<tr>
<td>McNeill &amp; Firman (2014)</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Williams et al. (2013)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ricciardelli (2011)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ricciardelli &amp; White (2011)</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Mintel Oxygen 2011; Hall et al. 2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ryan &amp; Morrison (2009)</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Consieur et al. (2008)</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Lim (2008)</td>
<td>*</td>
<td></td>
</tr>
</tbody>
</table>

Table 2.9: Summary of Studies of Sociocultural and Intrapersonal Influences on Men’s Body Image

Motivating factors

- Media/lifestyle magazines
- Friends/peers/partners/family
- Body comparison
- Economic improvement of women/self-sufficient
- Psychological well-being
- Self-confidence/self-esteem
- Health/lifestyle
- Achieving professional success
- Enhance sporting performance
- Physical attractiveness
- Positive social interactions
<table>
<thead>
<tr>
<th>Source: Developed for this thesis</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Reference</th>
<th>*</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Durvasula &amp; Lyonski (2008)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holliday &amp; Cairnie (2007)</td>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottamini &amp; Ste-Marie (2006)</td>
<td></td>
<td></td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Clarkson (2005)</td>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hatoum &amp; Belle (2004)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morrison et al. (2003)</td>
<td></td>
<td>*</td>
<td></td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Grogan &amp; Richards (2002)</td>
<td></td>
<td>*</td>
<td></td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ricciardelli et al. (2000)</td>
<td></td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

|   | 7 | 6 | 2 | 2 | 4 | 2 |

Source: Developed for this thesis
The recent New Zealand study by McNeill and Firman (2014) examined how males in the 18 to 25 year-old and 33 to 45 year-old age groups perceive their physical appearance, and what motivates them to undertake activities related to changing and maintaining that appearance. The findings revealed that the major influences on participants in both groups were the media, and various sociocultural aspects such as social comparison, peers/friends, family, partners and perception of health and lifestyle. However, friends and family had the most influence on bodily image concerns for both groups, with the younger men relying more on their friends’ and peers’ opinion, while the older men were more likely to consider the opinion of partners or children. In addition, perceptions of the ideal body perception differed between the groups, with younger men striving for a lean and muscular body, and older males focusing on health and lifespan concerns.

As mentioned, many scholars have named the significant increase of women in the workplace as an important sociocultural influencing factor encouraging men to be more concerned with their appearance, and to become involved in image improvement activities (Bakewell et al. 2006; Lim 2008). Tan (2008) contends, for example, that the increase of interest of Japanese men in body-consciousness regarding their bodies occurred in the 1980s when Japanese women were empowered to enter the workplace by equality legislation. Similarly, McNeill and Firman (2014) suggests that men’s investment in achieving muscularity in the present era can be explained as the attempt to compensate for losing their power and status in the workplace domain. They posited that the growth of women’s involvement in the workplace allowed women to be providers in dual-income families threatened the traditional male role as breadwinner.

With regard to intrapersonal influences, several studies have indicated various personal requirements motivating men to have body image concerns, and undertake self-improvement activities (McNeill & Firman 2014; Ricciardelli 2011; Williams et al. 2013), as indicated in Table 2.10. Personal health was the most important stimulus in a cluster of intrapersonal factors. Similarly, the mentioned British study (Williams et al. 2013) found that men who viewed photographs generated by ‘Ager Progression Software’, expressed concerned about the ageing effect of the sun on their skin, which led them to alter behaviour towards sun protection.
Canadian men were also found to be motivated by both social and physical perspectives to strive for bodily muscularity (Morrison et al. 2003). The perspectives identified were: 1) health benefits such as improving mental wellbeing and physical health, and 2) social benefits including attractiveness to women, looking good, and ability to play sport. Another influencing factor contributing to the desire for muscularity was the pressure of mass media representing muscularity as an ideal of manhood.

Another Canadian study (Bottamini & Ste-Marie 2006) examining male body image perceptions, motivations and related behaviour among Canadian men, found numerous motivations for participating in physical practices such as exercise, eating behaviour in order to gain size and/or to lose weight. Perspectives identified were: 1) psychological components such as reduction in stress or increase self-confidence; 2) health and fitness such as disease prevention; 3) social advantages such as being accepted by others, making a good impression, being competitive with other men; and 4) career-related effects of a fit physique on potential employers. Additionally, in terms of career advantages, some evidence suggested a positive and strong relationship between male body image concerns and professional success. Hall et al. (2013) argue that men are currently taking more care of their appearance in order to increase the chances of success in searching for work or advancing their career.

Extensive research has also been conducted into the factors influencing men to undergo cosmetic surgery (Holliday & Cairnie 2007; Ricciardelli & White 2011). Ricciardelli and Clow (2009) found that Canadian men would consider surgery to enhance their physical appearance as they felt it would improve their lives by building self-confidence with their bodies. Themes that emerged were: improving self-esteem, fixing physical deformities, personal choice, and whether they could afford it. Another study of Canadian men (Ricciardelli & White 2011) who had undergone or were contemplating cosmetic surgery found that it was positively perceived because it could increase self-confidence, decrease body dissatisfaction, help more positive social interaction, and enhance dating opportunities.

A variety of body modification practices such as working out, tattooing, piercing and cosmetic surgery were identified in a study by Gill, Henwood and McLean (2005). The five emergent themes from the study were: 1) being different: individualism and the rebellious self where, for example, men chose to tattoo or pierce their bodies or to build their muscle to express themselves as individuals and set them apart from others; 2) the libertarian self and the autonomous body, where men think that they have the right to do whatever they want with
their bodies such as opting to undergo cosmetic surgery; 3) rejecting vanity: the unselfconscious self where men fear being thought of as vain or narcissistic. For instance, some men applied cosmetic products such as cleanser and moisturizer for their functional purpose rather than in relation to their appearance; 4) against obsession: the well-balanced self where, for example, some men disliked the ‘gym’ or ‘surgical’ body because it implied obsessiveness or hyper-perfectionism standing in for obsession; 5) self-respect and the morally responsible body where there is the notion that you should take care of yourself. These men see their bodies as something that is their responsibility and are disciplined in how they treat it, such as by food choice and dieting.

Most research studies into male body image, particularly into the significance of perception of self-image and appearance, have focused on Western culture. However, empirical studies of the impact of male self-image and appearance on the consumption of cosmetics have not been carried out in Thailand, where the field of study is relatively new. Thus, this study seeks to fill a gap in the literature and seeks to understand Thai male consumers in regards to their degree of concern with their self-image and appearance, and how this impacts their consumption of cosmetics. While past studies have considered the impact of self-esteem or self-confidence on consumer behaviour such as increasing exercise programs, undertaking cosmetic surgery, and eating supplements (Gill et al. 2005; Ricciardelli & White 2011), there remains a clear shortage of research on the role of self-esteem or self-confidence of Thai males’ concern with their appearance, and its influence on their usage of cosmetic products.

Moreover, previous researchers have suggested that the perception of body image and motivations to manage appearance by men differ by their demographic characteristics (Grogan & Richards 2002; McNeill & Firman 2014), but again, in the context of Thailand, no empirical research has been conducted to examine the diverse demographic profiles which impact or moderate the relationship between the perception of self-image and appearance as well as the effect of self-esteem or self-confidence on the consumption of cosmetic products.

Thus, for this reason the research questions with regard to male self-image and appearance were developed to address psychological and sociocultural factors, as follows:

For psychological factors:

Research Question 1 (d): To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?
Research Question 1 (e): To what extent does self-esteem or self-confidence play a role in how Thai male consumers care for their appearance?

For sociocultural factors:

Research Question 2 (c): How do Thai males perceive the influence of Thai society and Thai workplaces on how they should care for their appearance?

2.8 Gaps in the Literature

Review of the literature revealed three major gaps, as follows:

GAP ONE

As demonstrated in the literature reviewed in this chapter, although there have been many studies concerning male consumer behaviour towards the purchasing of cosmetic products globally, very few studies have been conducted in Thailand, particularly Bangkok city (Bumrungkitjareon & Tanasansopin 2011; Sukato 2008). As explained in Section 1.4, this gap warrants attention because the few studies conducted in Thailand are not concerned with the interplay among multiple aspects pertaining to male cosmetic consumption, such as male self-image theory and the concept of masculinity, which could significantly influence the consumption of cosmetic goods, especially in the case of Thai males. There is no prior academic research which has examined male purchasing-decision behaviour towards cosmetic products influenced by three concepts of knowledge, including CDM, self-concept and masculinity. This gap was described in detail in Section 2.5 (Need recognition and purchase motivation), Section 2.5 (Searching for information), Section 2.5 (Evaluation of alternatives), Section 2.4.2 (Sociocultural factors affecting male cosmetic consumers), and Section 2.7 (Empirical studies of male body concerns).

GAP TWO

Secondly, although several studies have attempted to examine male consumer behaviour towards cosmetic purchasing decision process, review of the literature in this chapter demonstrates that there is also still a lack of consensus about findings and knowledge regarding specific purchasing behaviours among male consumers.
GAP THREE

Most studies of males’ cosmetic product purchasing behaviour were conducted in Western countries. Nevertheless, many researchers (Schiffman, Kanuk & Hansen 2012; Sukato 2008) suggest that the factors influencing consumption of cosmetic products vary across national contexts. Diverse social and culture factors have been shown to heavily impact purchasing patterns of consumers. Thus, there are grounds for assuming that results in research regarding purchasing attitudes of males towards cosmetics in Western counties might not be applicable to the Thai market, described as immature (Euromonitor International 2015b). Consequently, the factors which influence male consumers’ behaviour in Thailand may be unique to Thai culture and context. This research aims to fill this research gap by exploring the factors influencing the purchase of cosmetics by Thai males that are specific to the Thai market.

2.9 The Conceptual Framework for this Research

From review of the literature, a conceptual framework for this study was developed, represented in Figure 2.13. It integrates two theoretical frameworks - the masculine identity theory and the male self-image and appearance theory in the consumer decision-making process, in order to address questions concerning Thai male consumers’ purchase behaviour with respect to male cosmetic products. It is unique, in that it integrates the four main steps of the consumer decision-making model (CDM) with relevant theories of masculinity, and of self-image, identified from an extensive review of the literature.

As shown, both sociocultural and psychological factors are directly involved in ‘need recognition’, the first stage of the consumer decision-making model. The key sociocultural factors are: motivating factors; the level of product important usage; masculine identity perception; self-image and appearance; and self-esteem/self-confidence. The key psychological factors related to the ‘need recognition’ stage are: acceptance of male cosmetic product usage by Thai society; concern of male cosmetic product usage by other people; and workplace and social influences on taking care of appearance. The factors for the second stage of the model, ‘searching for information’, are: advertising; promotion; and salespeople. The factors for the third stage of the model, ‘evaluation of alternatives’, which address consumers’ pre-purchase evaluation, are: quality of product; and price of product. Factors for
the fourth stage of the model, ‘purchase decision’, are: duration of purchase; types of cosmetic purchase; frequency and place of cosmetic purchase; and expenditure.
Figure 2.13 Conceptual Framework

Key psychological factors

(a) Motivating factors
(b) The level of product importance usage factor
(c) Masculine identity perception factor
(d) Self-image and appearance factor
(e) Self-esteem/self-confidence factor

Need recognition

Searching for information

(a) Advertising factor
(b) Promotion factor
(c) Salespeople factor

Evaluation of alternatives

(a) Quality of product
(b) Price of product

Purchase decision

(a) Duration of purchase
(b) Type of cosmetic purchase
(c) Frequency and place of cosmetic purchase
(d) Expenditure

Key sociocultural factors

(a) Acceptance of male cosmetic product usage by Thai society
(b) Concern of male cosmetic product usage by surrounding
(c) The workplace & society influencing factors taking care self-image
Table 2.10 demonstrates how aspects of the conceptual model are linked to the research questions. The first four stages of the consumer decision-making model (CDM): need recognition; information search; evaluation of alternatives; and purchasing process, along with the masculine identity theories and the male self-image and appearance theories, were reviewed and incorporated as research questions one to five (RQ1-RQ5). These research questions address the research problem, namely:

‘What perception do Thai male consumers have of their purchasing decisions for cosmetic products, and how do males’ concept of masculinity and the importance of self-image and their appearance influence males’ consumption of male cosmetic products in Thailand?’

Table 2.10 Alignment of Research Questions with Conceptual Model Components

<table>
<thead>
<tr>
<th>Conceptual model components</th>
<th>Research/Sub-research questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>RQ1: Key psychological factors</td>
<td></td>
</tr>
</tbody>
</table>
| CDP for male cosmetic products – need recognition stage of CDM model | RQ1 (a): Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly the first purchase?  
RQ1 (b): What level of importance do Thai male consumers attach to the consumption of cosmetic products? |
| Theories and conceptualisations of masculinity | RQ1 (c): How do Thai males perceive their concept of masculinity? |
| Self-concept and self-image theory – internal influencing factors | RQ1 (d): To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?  
RQ1 (e): To what extent does self-esteem or self-confidence plays a role in how Thai male consumers... |
| RQ2: Key sociocultural factors | RQ2 (a): How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?  
RQ2 (b): How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases? |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sociocultural factors affecting men consumers’ concern towards the consumption of cosmetic products</td>
<td>RQ2 (c): How do Thai males perceive the influence of Thai society and Thai workplaces on how they should care for their appearance?</td>
</tr>
<tr>
<td>Self-concept and self-image theory – external influencing factors</td>
<td>RQ3: How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?</td>
</tr>
<tr>
<td>CDP for male cosmetic products – searching for information stage of CDM model</td>
<td>RQ4: What criteria are used by Thai male consumers when making a purchasing decision regarding male cosmetic products?</td>
</tr>
<tr>
<td>CDP for male cosmetic products – evaluation of alternatives stage of CDM model</td>
<td>RQ5: How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, and expenditure?</td>
</tr>
<tr>
<td>CDP for male cosmetic products – purchase decision stage of CDM model</td>
<td></td>
</tr>
</tbody>
</table>
2.10 Chapter Summary

This literature review sought to identify the most significant findings of past studies on cosmetic products with males as main consumers. After reviewing the literature, it was found that male consumers’ attitudes towards cosmetic products, as well as their decision-making processes in purchasing cosmetics, have been well-documented across many Western countries such as the United States, the United Kingdom, Canada, and Australia, but only a handful of studies have focused on Asian countries, with even fewer focused on Thailand.

This chapter also reviewed literature concerned with consumer behaviour theory, and examined several models to explain consumer behaviour towards purchasing or acquiring products and services. Among the diverse models in consumer behaviour theory, the ‘consumer decision-making process’ (CDP) was exclusively reviewed and identified as an important concept, on account of its ability to provide significant theoretical underpinning for research in the areas of consumer buying behaviour. Thus, this research is designed specifically to address the limitations in previous studies by employing the consumer decision-making process (CDP) as a theoretical framework to investigate purchasing behaviour of male consumers as regards cosmetic products in Thailand, using males and marketing in Bangkok as a case study.

Furthermore, based on a review of previous studies, two significant concepts including the concept of masculinity amongst males and the concept of self-conception were discussed in depth, because these issues were found to be important factors which influence male attitudes and consumer behaviour in relation to purchasing cosmetic products. Therefore, this research also examines the relationship between the concept of masculinity and the perception of self-image among Thai males, and how that relationship influences their purchasing behaviour towards cosmetic products. A discussion of the appropriate methodology to address the research questions is discussed in Chapter 3.
CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter describes the research methodology that was applied in order to investigate the research problem and research questions for this research. It provides justifications for the selected research paradigm for the study, and for the methodology used. A description of the processes of data collection and analysis follows, and finally, ethical considerations are presented. The chapter structure is illustrated in Figure 3.1.

Figure 3.1 Structure of Chapter 3

Source: Developed for this research
3.2 Justification of the Realism Paradigm

In selecting a realism paradigm for this study, advice from a variety of literature concerning ontological, epistemological and methodological issues was examined (Denzin & Lincoln 2011; Easterby-Smith, Thorpe & Lowe 1991). Table 3.1 summarises the four main paradigms, and in the discussion that follows, justification for selecting the realism paradigm as being most appropriate for this research is clarified.

Table 3.1 Alternative Paradigms

<table>
<thead>
<tr>
<th>Item</th>
<th>Positivism</th>
<th>Postpositivism (Realism)</th>
<th>Critical theory</th>
<th>Constructivism (Naturalistic inquiry)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ontology</strong> (What is the nature of reality)</td>
<td>Naïve realism - objective reality exists and is apprehensible</td>
<td>Critical realism - objective exist reality but only imperfectly and probabilistically apprehensible</td>
<td>Historical realism- virtual reality shaped by social, political, cultural, economic, ethnic, and gender values; crystallized over time</td>
<td>Realism-local and specific constructed realities</td>
</tr>
<tr>
<td><strong>Epistemology</strong> (What is the relationship between the researcher and that being researched)</td>
<td>Dualist/objectivist: findings true</td>
<td>Modified dualist/ objectivist; critical tradition/community; findings probably true</td>
<td>Transactional/subjectivist; value mediated findings</td>
<td>Transactional/ subjectivist; created findings</td>
</tr>
<tr>
<td><strong>Methodology</strong> (What is the process of research)</td>
<td>Experimental/manipulative/survey; verification of hypotheses; chiefly quantitative methods</td>
<td>Case studies/ convergent interviewing; triangulation, interpretation of research issues by qualitative and quantitative methods such as structural equation modelling</td>
<td>Dialogic/ dialectical Researcher is a ‘transformative intellectual’ who changes the social world within which participants live</td>
<td>Hermeneutical / dialectical Researcher is a ‘passionate participant’ within the world being investigated</td>
</tr>
</tbody>
</table>

*Source: Adapted from Guba and Lincoln (1994, p. 109); Perry et al. (1999, p. 17)*
Realism

According to the realist paradigm, ‘reality is assumed to exist but to be only imperfectly apprehendable because of basically flawed human intellectual mechanism and the fundamentally intractable nature of phenomena’ (Guba & Lincoln 1994, p. 110). Creswell (2007) explains that researchers who rely on this paradigm are likely to see inquiry as a series of logically related steps, and they are interested in multiple perspectives of participants rather than a single reality. It follows that the methodology used in the realist paradigm should be qualitative. Guba and Lincoln (1994) suggest that any qualitative methodology should be grounded in the data, and for that reason, recommend grounded theory.

Perry, Riege and Brown (1999), while stating that realists perceive only one reality, argue that several perceptions of that reality have to be triangulated to acquire a better picture. However, they also suggest that methodologies appropriate within a realist paradigm are qualitative techniques such as case studies or convergent interviews.

There are three main reasons why the realist paradigm is appropriate for this research. Firstly, the objectivist paradigm is used to explain and predict phenomena, whereas the subjectivist approach, which includes realism, focuses on describing and understanding phenomena (Perry et al. 1999). The latter is consistent with the aim of this research, which is to understand how Thai males who consume cosmetic products perceive their masculine identity, to describe how Thai males perceive self-image and appearance, and to identify internal or external factors motivating them.

Secondly, there is a recent trend to move from a positivist to a realist paradigm in marketing research, because it allows enables the researcher to capture and explore a phenomenon in its real-world complexity (Perry et al. 1999). This is consistent with the objective of this research question, which seeks to investigate the complex motivation of Thai males in their purchasing decisions and consumption patterns regarding cosmetic products. Finally, the main objective of this research involves the understanding the perceptions of Thai male consumers of cosmetic products with respect to their images of masculinity. The overall purpose of this research is to build theory, rather than test existing theory, and for this reason, a realist, postpositivist approach is needed.
**Positivism**

In a positivist paradigm, the social world exists externally, and is able to be explored by objective methods rather than being inferred subjectively through sensation, reflection, and intuition (Easterby-Smith et al. 1991). Research questions in this paradigm usually focus on the measurement and analysis of temporary relationships between variables that are consistent across time and context (Perry et al. 1999). Guba and Lincoln (1994) point out that the researcher and the researched object are seen to be independent from a positivist viewpoint, and the investigator does not influence the object. Methodology which is applicable within this paradigm usually focuses on quantitative methods, including controlled experiments and surveys designed to test hypotheses (Guba & Lincoln 1994).

Consequently, the positivism paradigm is not appropriate for this research. In the first place, market research into male consumption of cosmetic products in Thailand has not been developed, as this behaviour has traditionally been associated with women consumers. This means that there are no hypotheses to test. In addition, this research needs to investigate the perceptions of Thai male consumers such as their concept of masculinity, self-image and motivations for consuming cosmetic products in an environment, in which behaviour and situations are unable to be controlled. As Perry et al. (1999) suggest, the positivist approach is inappropriate for social science research involving humans and their life experiences.

**Critical theory**

As Creswell (2007, p. 27) makes clear, research consistent with the critical theory paradigm ‘is concerned with empowering human beings to transcend the constraints placed on them by race, class, and gender’. Critical theory suggests that reality is apprehendable and formed over time by the critique and transformation of social, political, cultural, economic, ethnic, and gender factors (Guba & Lincoln 1994). Perry et al. (1999) consider that the research enquiries of this paradigm are normally long-term ethnographic and historical studies of organizational processes and structures. For all these reasons, this paradigm was rejected as being suitable for understanding consumer behaviour among Thai men, particular those using cosmetic products.
**Constructivism**

Research relying on constructivism assumes that reality is created through interactions with others, and from historical and cultural norms that operate in individual lives (Creswell 2007). The research process conducted from a constructivism perspective is collecting data from participants, by asking questions in order to interpret how participants construct the meaning of situations, which is usually formed in discussions or interactions with other persons, including the researcher (Creswell 2007). Hence, the constructivism paradigm is not considered to be a suitable approach for this research because the researcher in the present study is not taking a participant observer role in the research field, but rather, aiming to understand perceptions, motivations and behaviours of the research subjects.

### 3.3 Justification of Qualitative Methodology

Following on from the selection of a realist paradigm for exploring perceptions, motivations and behaviours of Thai males in regard to their consumption of cosmetic products, a qualitative methodological approach was adopted, rather than a quantitative approach. The present study is not concerned with collecting numerical data, or variables, or testing of hypotheses, typical of a quantitative approach (Veal 2005), and so quantitative methodology would be inappropriate.

Moreover, as explained by Neuman (2006), qualitative research seeks to apply a language of cases and contexts to examine social process and cases in their social context, and also tries to understand the creation of meaning in a specific setting. In addition, qualitative methodology can be used to perceive social life from multiple points of view, and to explain how people construct identities (Neuman 2006).

A qualitative research approach is mostly associated with an inductive strategy, and its process involves drawing generalisable inferences out of observation (Bryman & Bell 2011). In other words, particular theory will develop from the outcome of research. Moreover, qualitative research intensively focuses on the informal wisdom that has developed from the experience of researchers (Neuman 2006). The fundamental differences between the strategies adopted by quantitative and qualitative researchers is illustrated in Table 3.2.
Table 3.2 Differences between Quantitative and Qualitative Paradigms

<table>
<thead>
<tr>
<th></th>
<th>Quantitative</th>
<th>Qualitative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Principle orientation to the role of theory in relation to research</strong></td>
<td>Deduction; testing of theory</td>
<td>Inductive; generation of theory</td>
</tr>
<tr>
<td><strong>Epistemological orientation</strong></td>
<td>Natural science model, in particular positivism</td>
<td>Interpretivism</td>
</tr>
<tr>
<td><strong>Ontological orientation</strong></td>
<td>Objectivism</td>
<td>Constructionism</td>
</tr>
</tbody>
</table>

*Source: Adapted from Bryman and Bell (2011, p. 27)*

The main research methods associated with qualitative research are: 1) Ethnography/participant observation, a data collection approach in which the researcher is immersed in a social setting over time, so as to observe and listen through the social group’s culture; 2) qualitative interviewing, concerned with individual interviews; 3) focus groups, a form of interview with several participants; 4) language-base approaches including discourse and conversation analysis; and 5) the collection and qualitative analysis of texts and documents (Bryman & Bell 2011).

Bryman and Bell (2011) have summarised the general characteristics and features of qualitative methodology as compared with those for quantitative methodology, as shown in Table 3.3. These aspects are: 1) *words* where it appears that a qualitative approach researcher is seen as using words in the presentation of analyses of society; 2) *point of view of participants*, in which a qualitative study relies on the views of those participants as important and significant providing the point of orientation; 3) *researcher is close*, which refers to the qualitative researcher seeking close involvement with the people being studied; 4) *theory and concepts emergent from data*, where the concepts and theoretical elaboration in qualitative have been derived from their data collection; 5) *process*, meaning that qualitative research often illustrates the social developing over time and the interconnections between the actions of participants of in a social setting; 6) *unstructured of research*, in which qualitative research is invariably unstructured in order to researcher enable to get the concepts emerging from data collection; 7) *rich, deep data* where a qualitative approach is seen to produce the rich data because the contextual approach and prolonged involvement in a setting; 8) *micro perspective*, meaning that qualitative research generally provides a result.
concerning a small-scale aspect of social reality; 9) meaning of action, which is the main objective of qualitative research, whereas quantitative normally concerns itself with people’s behaviour; and 10) natural setting, in which refers to conducting qualitative research in natural environments.

Table 3.3: Differences between Quantitative and Qualitative Methodology

<table>
<thead>
<tr>
<th>Quantitative</th>
<th>Qualitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numbers</td>
<td>Words</td>
</tr>
<tr>
<td>Point of view of researcher</td>
<td>Point of view of participants</td>
</tr>
<tr>
<td>Researcher distant</td>
<td>Researcher close</td>
</tr>
<tr>
<td>Theory testing</td>
<td>Theory emergent</td>
</tr>
<tr>
<td>Static</td>
<td>Process</td>
</tr>
<tr>
<td>Structured</td>
<td>Unstructured</td>
</tr>
<tr>
<td>Generalization</td>
<td>Contextual understanding</td>
</tr>
<tr>
<td>Hard, reliable data</td>
<td>Rich, deep data</td>
</tr>
<tr>
<td>Macro</td>
<td>Micro</td>
</tr>
<tr>
<td>Behaviour</td>
<td>Meaning</td>
</tr>
<tr>
<td>Artificial settings</td>
<td>Natural settings</td>
</tr>
</tbody>
</table>

Source: Adapted from Bryman and Bell (2011, p. 410)

In the light of this evaluation of the alternative approaches, it is clear that a qualitative research methodology is justified. Firstly, a qualitative approach allows the researcher to explore and generate a new theory or model when there are no clear existing theories concerning the purchasing decision-making of men’s cosmetic products in a Thai context.

Secondly, this research aims to understand how Thai male consumers of cosmetics products perceive their masculinity and self-image, which requires the researcher to comprehend male perception in the complex phenomenon of Thai society. Thirdly, the data being sought for analysis takes the form of words/verbal records as derived from interviewing participants.

Another important reason for taking a qualitative approach for this study is that conducting semi-structured interviews is a typical qualitative research method. Table 3.4 illustrates commonly used qualitative research tools, along with their advantages. The justification for using semi-structured interviews for this study is discussed in detail in Section 3.5.2.
<table>
<thead>
<tr>
<th>Tool</th>
<th>Description</th>
<th>Key advantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus group interviews</td>
<td>Small group discussion led by a trained moderator</td>
<td>- Can be done quickly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Gain multiple perspectives</td>
</tr>
<tr>
<td>Depth interviews</td>
<td>One-on-one, probing interview between a trained researcher and a respondent</td>
<td>- Gain considerable insight from each individual</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Good for understanding unusual behaviour</td>
</tr>
<tr>
<td>Conversation</td>
<td>Unstructured dialogue recorded by a researcher</td>
<td>- Gain unique insights from enthusiasts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Can cover sensitive topics</td>
</tr>
<tr>
<td>Semi-structured interviews</td>
<td>Open-ended questions, often in writing, that ask for short essay-type answer from respondents</td>
<td>- Can address more specific issues</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Results can be easily interpreted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Cost advantages over focus groups and depth interviews</td>
</tr>
<tr>
<td>Word association/Sentence completion</td>
<td>Records the first thought that come to a consumer in response to some stimulus</td>
<td>- Economical</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Can be done quickly</td>
</tr>
<tr>
<td>Observation</td>
<td>Recorded notes describing observed events</td>
<td>- Can be unobtrusive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Can yield actual behaviour patterns</td>
</tr>
<tr>
<td>Collages</td>
<td>Respondent assembles pictures that represent their thoughts/feelings</td>
<td>- Flexible enough to allow novel insights</td>
</tr>
<tr>
<td>Thematic apperception/Cartoon tests</td>
<td>Researcher provides an ambiguous picture and respondent tells about the story</td>
<td>- Projective, allows to get at sensitive issue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Flexible</td>
</tr>
</tbody>
</table>

Source: Adapted from Zikmund et al. (2014, p. 77)
3.3.1 Criteria for quality of qualitative research

Reliability and validity are central issues of measurement in both quantitative and qualitative research, as both can have research constructs that are often ambiguous, diffuse, and not directly observable (Neuman (2006)). However, there are differences between qualitative and quantitative methodology in relation to validity and reliability (Bryman & Bell 2011). For example, Guba and Lincoln (1994) proposed that trustworthiness is an important criterion for evaluating qualitative study. Trustworthiness can be divided into four dimensions: 1) credibility (internal validity) – whether the finding are believable; 2) transferability (external validity) – whether the findings apply to other context; 3) dependability (reliability) – whether or not the findings are likely to apply at another time; and 4) confirmability (objective) – whether the investigator has allowed his or her values to intrude to a high degree (Bryman & Bell 2011). Also, Miles and Huberman (1994) argue that validity in qualitative research involves establishing correct measures for the concepts which are investigated (construct validity), truth value for findings (internal validity and credibility), and the domain which findings can be generalised (external validity and transferability).

Construct validity

As Perry (2001, p. 318) points out, ‘the formation of suitable operational measure for the concept being investigated’ is most important. Three tactics can be used to increase the construct validity in conducting qualitative research, namely multiple sources of evidence, chain of evidence, and key informants review draft case study report (Yin 2009). The development of converging lines of inquiry from multiple sources of evidence can address the potential problems of construct validity (Yin 2009). This research complies with this advice, because it provides for multiple sources of evidence through interviews, an extensive literature review, and secondary sources such as academic papers, and journalistic documents.

Internal validity

Liamputtong and Ezzy (2005) describes that internal validity is concerned with explanatory studies, when a researcher needs to explain how and why event x led to event y. Moreover, Yin (2009) also recommended that there are several techniques to accomplish the internal validity such as case analysis, cross-analysis, pattern matching analysis technique, explanation building and so forth. Thus, this research is achieved with the internal validity by
complying with cross four designated groups analysis, and the analysis tactic of pattern matching.

External validity

External validity refers to the concern of generalizability of research findings beyond the scope of the case study to entire population (Perry 2001). Yin (2009) asserts that the replication logic and using multiple case study methodology can address and increase the quality of external validity in qualitative research. Therefore, this research achieves external validity through the employing of multiple groups of Thai males with total 51 males, which is a significant number of subjects.

Reliability

As mentioned by Yin (1994), the aims of reliability are to be sure that the same results and conclusions will occur when other researchers follow the same procedures as described by a previous investigator, and to minimise errors and biases in a study. Also, Creswell (2007) argues that quality research can provide reliable results and be repeatable if the research process is fully documented so that another person could conceivably repeat it. Thus, this research achieves reliability by providing evidence of procedures for conducting the in-depth interviews, interview transcripts, and interview recordings.

3.3.2 Sample Size and Grouping by Demographic Differences

Sample size

Perry (2001) argues that optimal number of interviews in case study research depends upon the level of the research. For example, an honours’ thesis requires at least four interviews (one interview in each of four case organizations), and PhD thesis would require about 35 to 50 interviews. For example, it might involve three interviews at different hierarchical levels within 15 cases study organizations. As this research is a doctoral thesis, a total of 51 interviews were conducted.

Selection and coding of four designated groups

According to Patton (1990), the number of selected group depends upon several perspectives, such as what you want to know, the purpose of inquiry, how the finding will be used, and what can be done in terms of available of time and resources. General rules, however can be
used. For example, Miles and Huberman (1994) suggest that more than 15 cases makes a study ‘unwieldy’. Eisenhardt (1989) warns against going beyond the point of ‘theoretical saturation’, when there would be no new information.

For this study, four designated groups were generated. Studies reviewed suggest that demographic features such as different levels of income, a distinctive occupation or residential location (rural vs urban) significantly influence the purchase decision-making of male consumers towards the consumption of cosmetic products. In light of the demographic differences found in the sample for this study, four groups of Thai male consumers served as four designated groups: 1) BBM - 14 respondents; 2) BBNM - 13 respondents; 3) MBM -12 respondents; and 4) MBNM -12 respondents. The sample, divided into groups, is illustrated in Table 3.5.

Table 3.5 Respondent Groups Generated by Demographic Differences

<table>
<thead>
<tr>
<th>Group description</th>
<th>Code</th>
<th>Residential location</th>
<th>Experience with male cosmetic products</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thai men who were born in Bangkok city and hold managerial positions</td>
<td>BBM</td>
<td>Bangkok</td>
<td>More than 1 year</td>
<td>14 males</td>
</tr>
<tr>
<td>Thai men who were born in Bangkok city and hold non-managerial positions</td>
<td>BBNM</td>
<td>Bangkok</td>
<td>More than 1 year</td>
<td>13 males</td>
</tr>
<tr>
<td>Thai men who migrated to Bangkok city and hold managerial position</td>
<td>MBM</td>
<td>Bangkok</td>
<td>More than 1 year</td>
<td>12 males</td>
</tr>
<tr>
<td>Thai men who migrated to Bangkok city and hold non-managerial positions</td>
<td>MBNM</td>
<td>Bangkok</td>
<td>More than 1 year</td>
<td>12 males</td>
</tr>
</tbody>
</table>

Source: Developed for this research
3.3.3 Sampling Methods for this Research

Neuman (2006) discusses a variety of non-probability sampling techniques including haphazard, quota, purposive, snowball, deviant case, sequential, and theoretical. A summary of sampling techniques and their guiding principles is provided in Table 3.6.

Table 3.6 Types of Probability Sampling

<table>
<thead>
<tr>
<th>Type of sample</th>
<th>Principle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haphazard</td>
<td>Get any cases in any manner that is convenient.</td>
</tr>
<tr>
<td>Quota</td>
<td>Get a preset number of cases in each of several predetermined categories that will reflect the diversity of the population.</td>
</tr>
<tr>
<td>Purposive</td>
<td>Get all possible cases that fit particular criteria, using various methods.</td>
</tr>
<tr>
<td>Snowball</td>
<td>Get cases using referral from one or a few cases, and then referrals from those cases, and so forth.</td>
</tr>
<tr>
<td>Deviant case</td>
<td>Get cases that substantially differ from the dominant pattern (a special type of purposive sample).</td>
</tr>
<tr>
<td>Sequential</td>
<td>Get cases until there is no additional information or new characteristics (often used with other sampling methods).</td>
</tr>
<tr>
<td>Theoretical</td>
<td>Get cases that will help reveal features that are theoretically important about a particular setting/topic.</td>
</tr>
</tbody>
</table>

Source: Adapted from Neuman (2006, p. 220)

This study used purposive sampling as a method for selecting participants, similar to its general use in qualitative research in numerous areas of study (Yin 2011). Neuman (2006) defined purposive sampling as a type of non-probability sampling that allows researchers to select specific subjects for participating in the study with the aim of ensuring that the subjects will have clear properties in relation to the study’s context. The significant advantage of the
purposive sampling method is that it allows researchers to draw out the greatest amount of information from a limited pool and choose the subjects with regard to the objectives of the research project (Miles & Huberman 1994).

For this study, purposive sampling targeted Thai male consumers who regularly practice use of cosmetic products. The sample was further identified by using the snowball technique. Because the use of cosmetic products among Thai men is seen as a new behaviour, and the consumption of male cosmetics might be seen as a niche market, it was considered that it would be difficult to target such men in the usual environment. Rather, Thai men using cosmetics would likely interact with individuals in their social circles who engage in a similar type of consumer behaviour (Tuncay 2005).

Following the snowball technique, the researcher began by contacting the initial subjects who were on the list of potential participants, which was derived from the researcher’s own contacts and friends and other co-workers’ friends. The potential participants were Thai men who were working, had lived in Bangkok city for at least one year, and had regularly used male cosmetic products for more than one year. The latter criterion is in line with previous research, which found that the average duration for male consumers’ use of cosmetic products was between one to three years (Moungkhem and Surakiatpinyo 2010). Thus, it was determined that if participants identified themselves as using cosmetic more than one year, they could be considered as regular customers for this kind of product.

After appointments for a face-to-face interview were made with the potential subjects, the snowballing technique was continued to recruit additional participants. After the face-to-face-interviews, participants were again asked to provide the names of other male cosmetic users. They were able to refer the researcher to other potentially suitable participants.

3.3.4 Limitations of Qualitative Research Methodology

This section identifies the limitations of qualitative research methods, and also provides a process for overcoming them that was used in this research.

Firstly, according to Eisenhardt (1989), a weakness of qualitative research can be an emergent theory that seems overly complex, because it often uses the intensive empirical evidence found. As a result, a theory might be very rich in detail but lack the simplicity of an
overall perspective. For this research, the development of specific research questions through comprehensively reviewing the literature minimised this limitation.

Secondly, scholars have argued that qualitative study research would always generate narrow and idiosyncratic theories, because theory building is a bottom up process, starting with the specifics of empirical data to produce the generalisations of theory (Yin 2009). This limitation is addressed by using multiple groups of Thai male consumers analysis, which allowed for replication logic to be incorporated in order to build the theory for this research.

3.4 Data Collection

3.4.1 Justification for using in-depth interviews

As indicated in Table 3.3, interviews are a common research tool for qualitative inquiry. Yin (2009) considers the interview approach to be essential, and that interviews are the most important source of qualitative information in particular, because most these studies are about human affairs, behaviour or events. In-depth interviews are especially relevant for qualitative research, because they allow the researcher to be able to ask about the facts of a matter as well as the informants’ opinions about events (Creswell 2007). The in-depth interview approach was chosen as a data collection method because the aim of this research was to understand perceptions, attitudes, opinions, values and behaviour among Thai male consumers regarding their purchase of cosmetic products.

3.4.2 Justification for using semi-structured interviews

Semi-structured interviews allow respondents to respond freely to questions, increasing the richness of the data. Three main types of interviews used in qualitative research are: structured interviews, semi-structured interviews, and unstructured interviews (Bryman & Bell 2011). Whereas the standardised structured interview is most suitable for survey methodology as part of quantitative research, and unstructured interviews only provides respondents with list of topics or issues as an ‘aide-mémoire’, the semi-structured interview approach gives the interviewees flexibility to answer, and the sequence of questions asked by researcher might not be followed according to schedule.

The semi-structured interview is described as the interview method used in qualitative research when the researcher has a list of questions on properly specific topics to be covered,
regarded as an ‘interview guide’. This was important for this study because it allowed the researcher to add further questions and enabled respondents to give more of their ideas or attitudes beyond the series of questions, but still stay in the area of the research topic.

On account of the fact that the interview questions for this thesis comprised 15 questions, the length of the interviews was approximately 45-60 minutes. The location for conducting the interviews depended upon the convenience of respondents, decided during the first contact from the researcher. The interviews were audio-recorded, and handwritten notes were taken in order to gather some important and interesting points.

**Interview instrument**

The interview guide for this study was developed through the formulation of research problem and research questions, the literature review. Table 3.7 provides the interview questions, and demonstrates how they align with the research questions for the study.

### 3.5 Data Analysis

Yin (2009) considers that the analysis of data is the least developed and most difficult aspect of doing qualitative research (Yin 2009). Similarly, Eisenhardt (1989) argued that, while data analysis data is the essence of building theory in a qualitative study, it is the most difficult. This section presents the process of data analysis that employed for this research.

#### 3.5.1 The process of data analysis

According to Denzin and Lincoln (2011), the process of qualitative data analysis generally consists of three phases: data reduction, data display, and conclusion drawing and verification. The data reduction phase involves organizing collected data into a manageable form by means of textual transcription, and through several tactics such as selecting, focusing, abstracting, paraphrasing, and transforming the data.
Table 3.7 Interview Instrument for this Research

<table>
<thead>
<tr>
<th>Theoretical framework</th>
<th>RQs</th>
<th>Interview questions</th>
<th>IQ number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need recognition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychological factors</td>
<td>RQ 1 (a)</td>
<td>What factors influenced you when you used male cosmetic products the first time?</td>
<td>IQ 1</td>
</tr>
<tr>
<td></td>
<td>RQ 1 (b)</td>
<td>Please describe how important it is to you to use cosmetic products?</td>
<td>IQ 2</td>
</tr>
<tr>
<td></td>
<td>RQ 1 (c)</td>
<td>Generally, how would you describe the characteristics of masculinity that you perceive as important to you?</td>
<td>IQ 3</td>
</tr>
<tr>
<td></td>
<td>RQ 1 (d)</td>
<td>How would you describe the importance of self-image and appearance for men?</td>
<td>IQ 4</td>
</tr>
<tr>
<td></td>
<td>RQ 1 (e)</td>
<td>Does self-esteem or self-confidence play a role in how you should care for your appearance?</td>
<td>IQ 5</td>
</tr>
<tr>
<td>Sociocultural factors</td>
<td>RQ 2(a)</td>
<td>Do you think that Thai society currently accepts the use of cosmetic products by men presently?</td>
<td>IQ 6</td>
</tr>
<tr>
<td></td>
<td>RQ 2(b)</td>
<td>Are you concerned about how others may perceive you because you are using cosmetic products?</td>
<td>IQ 7</td>
</tr>
<tr>
<td></td>
<td>RQ 2(c)</td>
<td>Does society or the environment in your workplace play a role in how you should care for your appearance?</td>
<td>IQ 8</td>
</tr>
<tr>
<td>Searching for Information</td>
<td>RQ 3</td>
<td>How do Thai male consumer of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Does advertising (TV, magazine, radio etc.) influence you in buying male cosmetic products? How?</td>
<td>IQ 9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do promotion campaigns of male cosmetic product manufacturers (free sample, discounts, gift coupons etc.) influence you in buying male cosmetic products? How?</td>
<td>IQ 10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Can you describe how salespeople influence you in buying cosmetic products?</td>
<td>IQ 11</td>
</tr>
<tr>
<td>Evaluation of alternatives</td>
<td>RQ 4</td>
<td>What criteria are used by Thai male consumers when making a purchasing decision on cosmetic products?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do you think quality or price of male cosmetic products is an important factor in purchasing, and are there any other factors that influence you when you make a decision to buy cosmetic products?</td>
<td>IQ 12</td>
</tr>
<tr>
<td>Purchas decision</td>
<td>RQ 5</td>
<td>How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, spend?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do you use any male cosmetic products? How long have you used male cosmetic products? What kind of male cosmetic products do you apply in daily life?</td>
<td>IQ 13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How often do you buy cosmetic products? And where do you usually buy cosmetic products?</td>
<td>IQ 14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How much do you spend on average purchasing male cosmetic products each time?</td>
<td>IQ 15</td>
</tr>
</tbody>
</table>

*Source: Developed for this research*
The data display process is a strategy for organizing information into immediately accessible, compact form, so that the researcher can draw conclusions or move to the next step of analysis. The data display typically includes many types of matrices such as graphs, charts, and networks. For this thesis, the researcher sought out emergent themes and categorized any items or ideas provided by informants in terms of each research question. Ideas, information, or behaviours relating to each interview question were set as key responses and assigned a theme, concept or pattern with its definition. This was followed by counting and ordering the data according to frequency of occurrence, and percentages were calculated with the help of Microsoft’s Excel program.

Several themes or concepts regarding interview question were classified as a similar between each group of informants. For example, participants’ opinions that revealed the same purchasing characteristics and factors influencing their purchase-decision making were placed manually into themes, categories and concepts.

The final activity of data analysis was conclusion drawing and verification. This process allows the researcher to note regularities, patterns, explanations, possible configurations, causal flows, and propositions. In addition, the conclusions from analysing the data need verified through several approaches such as crossing check with field notes. For this thesis, patterns emerging from informants established as conclusions and models were cross checked exhaustively step by step.

*Intra-group analysis*

Within each four groups analysis generally entails the write-up of detail for each group in a purely descriptive fashion. This allows each group to generate insights, and also helps the researcher to manage the analysis process with an enormous volume of data (Eisenhardt 1989). Thus in this thesis, the intra-group analysis was first carried out, which then provided the data for the cross-group analysis (Perry 2001).

*Cross-group analysis*

When each intra-group analysis was completed, cross-group analysis was carried out in order to develop theory by using the process of content analysis to examine the similar and different concepts between groups (Perry 2001). The cross-group analysis initially involved comparative descriptive statistic of demographic profiles among the four groups, and the
results were considered in relation to the research questions. The conclusions from cross group analysis were then triangulated with findings from the literature.

It is important to note that codes, themes, concepts, or categories emerging from participants’ responses to interview questions were done manually, without support from qualitative analysis software (e.g. Nvivo). This was possible because the interview instrument was designed to be clearly and easily understood by both interviewer and interviewees. This meant that although questions were open-ended, the researcher found that themes, codes or concepts could be categorised systematically without confusion.

3.6 Ethical Considerations

As Neuman (2006) states, research ethics involve the legitimacy and morality of research procedures. The main purpose of ethics in conducting research is to protect participants and organizations from any harm and undesirable consequences resulting that will occur in involving research (Patton 1990). Therefore, this research addresses the ethical issues regarding the rights and obligations between researcher and interviewees through the following processes.

Firstly, participant permission was sought. All participants were given an interview consent form, and an information sheet that included the name of project, purpose of research, the responsibility of researcher to participants, the responsibility of participants with research, the contact details of both the researcher and his supervisor in case of further inquiry, and the request for feedback of results of the interview.

Secondly, the confidentiality of participants’ information issue was addressed by assuring them that all participants’ names, organisation identity and any other personal information with regards to participants would not be publicly disclosed. Moreover, in this study, only the researcher knew the identity of the participants. Where necessary, the name of organizations have been referred to as Company one, two or three. Furthermore, this research also advised all respondents that participation in this study was purely voluntary and that they could withdraw at any time. The information of participants who wished to withdraw was not included in this research. In case of negative issues, which arose during interview, the
researcher suspended the interview session immediately and allowed interviewees to make a decision to continue or withdraw from involving in this research.

Thirdly, the relationship between researcher and participants was established by the initial telephone contact, when the researcher provided full information regarding what was required of participants. Trust was further developed at the interviews when details of the process were explained.

Fourthly, as regard to the interview location, the interview was only one participant at a time in an interview session with the researcher. The interview process took a place in a variety of locations including in the interviewees’ office, their house, restaurants, and coffee shops. The current study involved the informants taking part in an interview lasting approximately 45 minutes to 1 hour. Information from the interview was only tape-recorded in a digital device such as digital recorder after obtaining approval from interviewees. Also, taking note information by researcher was done during interview. Furthermore, the privacy of the participants who availed themselves of their time to assist in this study is paramount and any data will remain confidential and kept in a secure location as per SCU’s Human Research Ethics obligations.

Fifthly, interviewees were advised the tape would remain in the possession of the researcher for a period of five years and excluded from other research programs. They were informed that the results of this study may be published in a peer-reviewed journal and presented at conferences, but only group data would be reported. Data obtained from this study has been kept in the researcher’s office and will be destroyed after 7 years retention as university research material. Moreover, a summary of results will be provided to any participant who wishes to obtain the research report.

Finally, all ethical concern issues were considered for this research based on guidelines by Southern Cross University’s Human Research Ethics Committee (HREC). Approval from HREC was obtained before the commencement of the interview process (Approval Number ECN-11-249).
3.7 Chapter Summary

This chapter described the research methodology that was utilised to answer the research questions for this research. The chapter began with the review of research paradigms and explained that the realism paradigm was appropriate for this research. Qualitative methodology was justified as the framework for investigating the research problem.

The data collection process for this research relied on four designated groups of Thai male consumers. The in-depth, semi-structured interviews were used as the instrument for collecting data. The procedures of data analysis for this research, including data reduction, data display, and conclusion drawing and verification were described.

The limitations of qualitative were addressed in this chapter, and ways for overcoming such limitations were explained. Finally, ethical considerations with regards to protecting participants from any harm and undesirable consequences of this research were discussed.
CHAPTER 4: DATA ANALYSIS

4.1 Introduction

This chapter presents the results of data analysis from case studies, which address the research questions. The chapter begins by outlining the outcomes of analysis of in-depth interviews by individual group. The results of the cross-case analysis are presented in detail, with comparisons made between the four groups. Figure 4.1 presents the structure of Chapter 4.

Figure 4.1 Structure of Chapter 4

![Diagram showing the structure of Chapter 4]

Source: Developed for this research

4.2 Intra-Group Analysis

As explained in Chapter 3, participants were allocated into groups by differences in their places of birth, ‘in Bangkok city’ and ‘not in Bangkok city’, and these two groups were further divided according to the career positions of respondents in their organisations, ‘managerial position’ and ‘non-managerial position’, generating four groups. Groups were coded as indicated in Table 3.5 in the previous chapter.

The data collected for individual group analyses comprises a considerable volume of interview responses, which are provided in Appendices 1 and 2 respectively. The outcomes
from the analyses of individual groups produced an important foundation for the cross-group analysis of the four groups, presented in the next section.

The procedure for analysis of this data involved several steps: coding, categorising, grouping and summarising. To follow these steps is to ensure the accuracy of data when it is transformed from raw data acquired from participants, into an informational form for analysis (Malhotra et al. 2008). For this study, the analysis depended on listening carefully to the audio recordings of the interviews, and extensively examining the transcripts of verbatim answers of participants.

First, data derived from verbal expressions, or key words or ideas, both in transcripts and audio recordings of interviews were coded according to four groups: BBM, BBNM, MBM, and MBNM. Then coded data were measured by frequency, and comparisons made to evaluate whether other interview participants used the same terms.

Second, the answers or responses as sets of coding from participants were organised into categories, and aligned with the relevant interview question. In the case of overlap of content of data, the key concept was identified, and categorised accordingly. The findings regarding each research question were presented in tables as percentages for participants’ use of terms (see Appendix 3).

The calculation of frequency of use of key terms identified in this study as percentages is justified on the following grounds. The raw data collected from interviews with participants concerning their behaviour in relation to their purchasing decisions for cosmetic products took the form of narrative description. However, in terms of presenting the findings of qualitative research, the output of the study is not always limited to narrative description. Alternative presentations of analysed data by means of tables, lists, graphics or pictures allow researchers to exhibit findings in a more meaningful way than presentation of collected narrative descriptions alone (Miles & Huberman 1994; Yin 2011). The quantity and format of transcribed narrative description alone has the potential for confounding the reader, especially when interview questions are numerous, and more than one case is involved in the research.

For this thesis, the chief objective was to identify and understand which factors were most important for Thai male consumers who participated in this research. To this end, the percentage scores for the frequency of key factors mentioned were tabulated. The benefits are first, that this method of presenting data allows the reader to recognize the importance of each
factor in regards to each interview question, and in relation to each other, across the four stages of the decision-making process, presented in clear, summarized form. The second important reason for tabulation of frequencies of key terms by percentage is that cross-group analysis was then possible for the researcher, which enabled comparison of findings between the four individual groups, in order to understand similarity/or differentiation of results.

4.3 Cross-group Analysis

4.3.1 Introduction

The following section provides comparative descriptive statistics of demographic profiles between the four groups: BBM (born in Bangkok, manager), BBNM (born in Bangkok, non-manager), MBM (migrated to Bangkok, manager), and MBNM (migrated to Bangkok, non-manager). The cross-group analysis began with tabulating the frequency of use of products for the four groups, as shown in Section 4.3.2. This was followed by cross-group comparison according to age, education level, marital status, employment sector and monthly income, as shown and discussed in Section 4.3.3. This allowed the results of examination of similarities and dissimilarities between the four groups to be applied to the research questions, as discussed in Section 4.3.4. Specific responses from interviewees are provided and discussed.

4.3.2 Cross-group Frequency of Usage of Cosmetic Products

For convenience, a key for the 10 products, and frequency of usage ranging from every day, 2-3 times per week, 2-3 times per month, and less than once a month, are provided below Tables 4.1a – 4.1d:
### Table 4.1a BBM Group Frequency of Usage

<table>
<thead>
<tr>
<th>Group</th>
<th>Product types</th>
<th>Frequency of usage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Deodorant</td>
<td>A. Every day</td>
</tr>
<tr>
<td></td>
<td>2. Shaving product</td>
<td>B. 2-3 days per week</td>
</tr>
<tr>
<td></td>
<td>3. Face moisturiser and cream</td>
<td>C. 2-3 days per month</td>
</tr>
<tr>
<td></td>
<td>4. Face cleanser</td>
<td>D. Once per month or less</td>
</tr>
<tr>
<td></td>
<td>5. Hairstyle gel</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6. Fragrance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7. Body lotion, moisturizer, and cream</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8. Sun protection</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9. Whitening cream</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10. Facial treatment mask</td>
<td></td>
</tr>
</tbody>
</table>

**Key:**

- A. Every day
- B. 2-3 days per week
- C. 2-3 days per month
- D. Once per month or less
Table 4.1b BBNM Group Frequency of Usage

<table>
<thead>
<tr>
<th>Group</th>
<th>Product types</th>
<th>Frequency of usage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>BBNM 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBNM 13</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Key:**

1. Deodorant  
2. Shaving product  
3. Face moisturiser and cream  
4. Face cleanser  
6. Fragrance  
7. Body lotion, moisturizer, and cream  
8. Sun protection  
9. Whitening cream

**Frequency**

A. Every day  
B. 2-3 days per week  
C. 2-3 days per month  
D. Once per month or less
### Table 4.1c MBM Group Frequency of Usage

<table>
<thead>
<tr>
<th>Group</th>
<th>Product types</th>
<th>Frequency of usage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>MBM 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBM 12</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Key:**

1. Deodorant
2. Shaving product
3. Face moisturiser and cream
4. Face cleanser
5. Deodorant
6. Fragrance
7. Body lotion, moisturizer, and cream
8. Sun protection
9. Whitening cream
10. Deodorant
11. Deodorant
12. Deodorant

**Product**

<table>
<thead>
<tr>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Every day</td>
</tr>
<tr>
<td>B. 2-3 days per week</td>
</tr>
<tr>
<td>C. 2-3 days per month</td>
</tr>
<tr>
<td>D. Once per month or less</td>
</tr>
</tbody>
</table>
Table 4.1d MBNM Group Frequency of Usage

<table>
<thead>
<tr>
<th>Group</th>
<th>Product types</th>
<th>Frequency of usage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product types</td>
<td>1  2  3  4  5  6  7  8  9  10</td>
</tr>
<tr>
<td>MBNM 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBNM 12</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Key:

1. Deodorant
2. Shaving product
3. Face moisturiser and cream
4. Face cleanser
5. Replenish
6. Fragrance
7. Body lotion, moisturiser, and cream
8. Sun protection
9. Whitening cream
10. Hair care
11. Make-up
12. Nails
13. Hair care
14. Make-up
15. Nails

Frequency:

A. Every day
B. 2-3 days per week
C. 2-3 days per month
D. Once per month or less
4.3.3 Cross-group Comparisons by Demographic Characteristics

I. Age

Across the four groups, the average age of informants was 31.2 years, and a majority was aged between 31 and 35 years (45%) as shown in Table 4.2. The second largest group was between 26 and 30 years old (31%), while those aged between 36 and 40 years old were only 10 per cent of all male respondents. Only four males (8%) were aged between 21 and 25 years, whereas two males (4%) were aged between 41 and 45 years, and one man (2%) was above 46 years old. It is evident that respondents represented a combination of ‘Generation Y’ and ‘Generation X’, with 58.8 and 41.2 per cent respectively. (For this study, ‘Generation Y’ is roughly defined by those born between 1981 and 1994, aged between 19 and 32 years.)

Table 4.2 Comparison of Age between Groups

<table>
<thead>
<tr>
<th>Age (in years)</th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 – 25</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>33% (4)</td>
<td>8% (4)</td>
</tr>
<tr>
<td>26 – 30</td>
<td>14% (2)</td>
<td>54% (7)</td>
<td>17% (2)</td>
<td>42% (5)</td>
<td>31% (16)</td>
</tr>
<tr>
<td>31 – 35</td>
<td>58% (8)</td>
<td>46% (6)</td>
<td>50% (6)</td>
<td>25% (3)</td>
<td>45% (23)</td>
</tr>
<tr>
<td>36 – 40</td>
<td>14% (2)</td>
<td>-</td>
<td>25% (3)</td>
<td>-</td>
<td>10% (5)</td>
</tr>
<tr>
<td>41 – 45</td>
<td>7% (1)</td>
<td>-</td>
<td>8% (1)</td>
<td>-</td>
<td>4% (2)</td>
</tr>
<tr>
<td>Above 46</td>
<td>7% (1)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2% (1)</td>
</tr>
</tbody>
</table>

Average age 34.5 29 33.5 27.7 31.2

100% 100% 100% 100% 100%

(14) (13) (12) (12) (51)

Note: The numbers in brackets represent the number of males.
II. Education level

As regards education levels, a majority of respondents graduated with a Master’s degree or higher (55%), while 39 per cent completed a Bachelor’s degree. Only 2 per cent (one man) completed high school or lower, and 4 per cent had a College/Vacation/Diploma.

**Table 4.3 Comparison of Education Level between Groups**

<table>
<thead>
<tr>
<th></th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school graduate or lower</td>
<td></td>
<td></td>
<td>8% (1)</td>
<td>-</td>
<td>2% (1)</td>
</tr>
<tr>
<td>College/Vocation/Diploma</td>
<td></td>
<td></td>
<td>8% (1)</td>
<td>8% (1)</td>
<td>4% (2)</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>14% (2)</td>
<td>31% (4)</td>
<td>42% (5)</td>
<td>75% (9)</td>
<td>39% (20)</td>
</tr>
<tr>
<td>Master's degree or higher</td>
<td>86% (12)</td>
<td>69% (9)</td>
<td>42% (5)</td>
<td>17% (2)</td>
<td>55% (28)</td>
</tr>
<tr>
<td>Total</td>
<td>100% (14)</td>
<td>100% (13)</td>
<td>100% (12)</td>
<td>100% (12)</td>
<td>100% (51)</td>
</tr>
</tbody>
</table>

Note: The numbers in brackets represent the number of males.

III. Marital status

Across the four groups with regard to marital status, most males identified themselves as single (84%), and only 8 (6%) were married.

**Table 4.4 Comparison of Marital Status between Groups**

<table>
<thead>
<tr>
<th></th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>79% (11)</td>
<td>93% (12)</td>
<td>67% (8)</td>
<td>100% (12)</td>
<td>84% (43)</td>
</tr>
<tr>
<td>Married</td>
<td>21% (3)</td>
<td>7% (1)</td>
<td>33% (4)</td>
<td>-</td>
<td>6% (8)</td>
</tr>
<tr>
<td>Divorced</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Widower</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>100% (14)</td>
<td>100% (13)</td>
<td>100% (12)</td>
<td>100% (12)</td>
<td>100% (51)</td>
</tr>
</tbody>
</table>

Note: The numbers in brackets represent the number of males.
IV. Employment sector

As regards employment, a majority of respondents were private company employees (84 %), while a minority of male respondents (8 %) were either government employees, or had their own business.

Table 4.5 Comparison of Employment Sector between Groups

<table>
<thead>
<tr>
<th></th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Government employee</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8% (1)</td>
<td>15% (2)</td>
<td></td>
<td>8% (1)</td>
<td>8% (4)</td>
<td></td>
</tr>
<tr>
<td><strong>Private sector employee</strong></td>
<td>71% (10)</td>
<td>85% (11)</td>
<td>92% (11)</td>
<td>92% (11)</td>
<td>84% (43)</td>
</tr>
<tr>
<td><strong>Own business</strong></td>
<td>21% (3)</td>
<td></td>
<td>8% (1)</td>
<td></td>
<td>8% (4)</td>
</tr>
<tr>
<td><strong>Freelance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100% (14)</td>
<td>100% (13)</td>
<td>100% (12)</td>
<td>100% (12)</td>
<td>100% (51)</td>
<td></td>
</tr>
</tbody>
</table>

Note: The numbers in brackets represent the number of males.

V. Monthly income

Regarding monthly income, a majority of informants earned more than 50,000 Baht (33%), and the second largest group had an income of 10 – 20,000 Baht per month (19%). Eighteen per cent of all respondents earned a monthly income of 0 – 40,000 Baht, and 16 per cent had an income between 40 and 50,000 Baht per month, and 14 per cent earned of 20 – 30,000 Baht per month.
### Table 4.6 Comparison of Monthly Income between Groups

<table>
<thead>
<tr>
<th>Income Range</th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10,000 Baht (Less than US $333)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10,001 – 20,000 Baht (US $333 – 666)</td>
<td>-</td>
<td>23% (3)</td>
<td>-</td>
<td>58% (7)</td>
<td>19% (10)</td>
</tr>
<tr>
<td>20,001 – 30,000 Baht (US $666 – 1,000)</td>
<td>-</td>
<td>15% (2)</td>
<td>8% (1)</td>
<td>33% (4)</td>
<td>14% (7)</td>
</tr>
<tr>
<td>30,001 – 40,000 Baht (US $1,000 – 1,333)</td>
<td>8% (1)</td>
<td>47% (6)</td>
<td>8% (1)</td>
<td>8% (1)</td>
<td>18% (9)</td>
</tr>
<tr>
<td>40,001 – 50,000 Baht (US $1,333 – 1,667)</td>
<td>21% (3)</td>
<td>15% (2)</td>
<td>25% (3)</td>
<td>-</td>
<td>16% (8)</td>
</tr>
<tr>
<td>More than 50,000 Baht (More than US $1,667)</td>
<td>71% (10)</td>
<td>-</td>
<td>59% (7)</td>
<td>-</td>
<td>33% (17)</td>
</tr>
</tbody>
</table>

Note: The numbers in brackets represent the number of males.

#### 4.3.4 Cross-group Analysis by Research Questions

In this section, the research questions are aligned with the relevant interview questions, and the frequencies of factors are provided along with some typical responses, from number-coded group members.

**Research Question 1**: To what extent do psychological factors influence Thai male consumers’ consumption of male cosmetic products?

**RQ1 (a)**: Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly the first purchase?

**IQ 1**: What factors influenced you when you used male cosmetic products the first time?
For IQ 1, informants across groups indicated that the recommendation to use cosmetic products from reference groups (family, friends, girlfriends) was the most important factor which motivated them to use cosmetic products for the first time (31.4%):

*From my experience, the first time using these products I was advised by my family, that was my mum who suggested me to use cosmetic products, so as to take care of my skin particularly my face.* *(BBN 2)*

*The first time I used cosmetic products started with my female friend. She introduced me to a male cosmetic product, which was quite a new product, and I had never used it before that time. My female friend also suggested some products that she thought were suitable for me.* *(MBM 7)*

Recommendations from reference groups was followed by the personal need to be sexually attractive to women (21.6%):

*Absolutely sure, the thing that encouraged me to use cosmetic products the first time was the need to be an attractive man among women (sex appeal). At that time I was around 20 or 21 years old and I wanted to be good-looking in order to be outstanding and be attractive to particular women.* *(BBM 9)*

*For me, the first time that I used cosmetic products, was because I needed to be attractive to women. That was the only reason I used them.* *(MBNM 9)*

The next most frequent response concerned the personal need to maintain a good appearance to improve their self-confidence (17.6%):

*Self-confidence is very important for me with my job is sale representative I turned to use cosmetic products when I started this career. Honestly, some day I forgot to use it like perfume I felt lacking of confidence.* *(MBNM 3)*

*I realised that good appearance was important when I started working in the company after graduating university. I thought beyond my knowledge good image might help me to progress in workplace.* *(BBNM 5)*

Next was problem-solving or medical reason in terms of fixing existing skin problems (15.7%):
When I was 20 year old my face appeared many acnes and I went a doctor and he recommended me to start using some kinds of cosmetic. (BBM 7)

My skin, particular face was so dry and in summer my body was dry as well this led to get some problem such as itch and prickly heat, thus my friend suggested me in that time to use facial and body creams. (BBNM 8)

Next was the need to improve skin or personal hygiene (13.7%):

The first time I used male cosmetic products around two years ago, came from my personality, as I needed to improve the health of my skin, because I felt that my face was getting more wrinkled, which was caused by smoking and drinking too much, thus I began looking for some male cosmetics to solve this problem. (BBNM 10)

<table>
<thead>
<tr>
<th>Factors</th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The recommendation to use cosmetic products from reference groups (family, friends, girlfriends)</td>
<td>35.7% (5)</td>
<td>30.8% (4)</td>
<td>50% (6)</td>
<td>8.3% (1)</td>
<td>31.4% (16)</td>
</tr>
<tr>
<td>The personal desire to have a good appearance and improve their self-confidence</td>
<td>21.4% (3)</td>
<td>7.7% (1)</td>
<td>0% (0)</td>
<td>41.7% (5)</td>
<td>17.6% (9)</td>
</tr>
<tr>
<td>The personal desire relative to sexual attractiveness</td>
<td>21.4% (3)</td>
<td>30.8% (4)</td>
<td>0% (0)</td>
<td>33.3% (4)</td>
<td>21.6% (11)</td>
</tr>
<tr>
<td>Problem-solving or medical reason in terms of fixing existing skin problems</td>
<td>14.3% (2)</td>
<td>15.4% (2)</td>
<td>16.7% (2)</td>
<td>16.7% (2)</td>
<td>15.7% (8)</td>
</tr>
<tr>
<td>The personal desire with regard to improving healthy skin or personal hygiene</td>
<td>7.1% (1)</td>
<td>15.4% (2)</td>
<td>33.3% (4)</td>
<td>0% (0)</td>
<td>13.7% (7)</td>
</tr>
</tbody>
</table>

Note: The numbers in brackets represent the number of males.
**RQ 1 (b):** What level of importance do Thai male consumers attach to the consumption of cosmetic products?

**IQ2:** Please describe how important it is to you to use cosmetic products?

For IQ 2, most respondents across groups identified that the daily use of male cosmetic products was 'very important' for them (75%), while 23 per cent of these males considered applying cosmetic products every day was 'quite important', and only 2 per cent in the BBM group stated that using male cosmetic products in daily life is 'important' for them:

*In the current time, cosmetic products are very or extremely important for me, which means I have used them every day. Even if I went to the market, which is not far from my house, I have to use hairstyle gel because I feel lacking self-confidence if I do not use it.* (BBM 8)

*For me, nowadays I rate the importance of these products (cosmetic) as the same as many products such as clothing or underwear and personally they are no longer extra or additional products - that means they are necessary stuff for men.* (BBM 10)

*You know I am a flight attendant and also have another part-time job as speaker for some direct sales products. Self-confidence in terms of physical image is very important for my career, thus cosmetic products are important and are crucial instruments to sustain my self-esteem. Moreover, not even cosmetic products I regularly use are enough, but I also use some tools like a face laser that is quite expensive. I have to do it in order to maintain my good appearance.* (MBM 6)

*Male cosmetic products are important, so I use it every day. But if you ask me how important is it for me, I give it a 4 out of 5 scale (quite important), because although I feel happy and not hesitant to use it, I am not upset if I don’t use it every day. In other words, I think it is an extra or addition requirement product, than something that is compulsory for my life.* (MBM 2)
Table 4.8 Summary of Cross-group Findings for IQ 2

<table>
<thead>
<tr>
<th>Masculine identities</th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Success</td>
<td>(1)</td>
<td>(1)</td>
<td>(1)</td>
<td>(1)</td>
<td>4</td>
</tr>
<tr>
<td>Responsibility to family or being a family man</td>
<td>(2)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Leadership image</td>
<td>(2)</td>
<td>(2)</td>
<td>-</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Self-confidence</td>
<td>-</td>
<td>(2)</td>
<td>(2)</td>
<td>(1)</td>
<td>3</td>
</tr>
<tr>
<td>Denial of aggressive and violent behaviour</td>
<td>-</td>
<td>-</td>
<td>(3)</td>
<td>(3)</td>
<td>2</td>
</tr>
</tbody>
</table>

Note: the number in brackets identifies the first three most important images of masculinity identified by each group.

Table 4.9 Summary of Cross-group Findings for IQ 3

<table>
<thead>
<tr>
<th>Masculine identities</th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>71%</td>
<td>92%</td>
<td>58%</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>Quite important</td>
<td>21%</td>
<td>8%</td>
<td>42%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>Important</td>
<td>8%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2%</td>
</tr>
</tbody>
</table>

Note: The numbers in brackets represent the number of males.

RQ 1 (c): How do Thai men perceive their masculine identity?

IQ 3: Generally, how would you describe the characteristics of masculinity that you perceive as important to you?

IQ 3 was an open-end question that allowed respondents to answer freely. The three most frequent responses from respondents’ own ideas of masculinity are listed in Table 4.9, and discussed in turn.
**Success**

Noting that *personal success and achievement* was the most important aspect of masculinity for respondents across all groups, responses were analysed further in order to understand which aspects of personal success were the most important for them. Weighting indicator scores were calculated by first giving three asterisks (***) denoting the most important desirable achievement as (1), two asterisks (**) denoting the second most important desirable achievement as (2), and one asterisk (*) denoting the third most important desirable achievement (3). Summative scores for each aspect were calculated across groups. For example, if financial achievement was indicated by two groups (BBM and BBNM) as the most important (1) and indicated as the second most important by another two groups (MBM and MBNM), financial achievement was summed up as score of 10 (3+3+2+2=10) for financial achievement, shown in Table 4.10.

**Table 4.10 Types of Personal Success Relevant to IQ 3**

<table>
<thead>
<tr>
<th>The success image of masculinity</th>
<th>BBM (14 males)</th>
<th>BBNM (13 males)</th>
<th>MBM (12 males)</th>
<th>MBNM (12 males)</th>
<th>Total (51 males)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial achievement</td>
<td>(1) ***</td>
<td>(1) ***</td>
<td>(2) **</td>
<td>(2) **</td>
<td>10</td>
</tr>
<tr>
<td>Occupational / professional /career achievement</td>
<td>(2) **</td>
<td>(2) **</td>
<td>(3) *</td>
<td>(1) ***</td>
<td>8</td>
</tr>
<tr>
<td>Having a high status in society</td>
<td>(3) *</td>
<td>(3) *</td>
<td>(1) ***</td>
<td>(3) *</td>
<td>6</td>
</tr>
</tbody>
</table>

Note: *** denotes most important, ** denotes second most important, * denotes third most important. The total scores in the last column were calculated from the summation of numbers of asterisks.

With regard to the three perspectives of achievement identified as important, *money or financial achievement* was mentioned as the most important aspect of success, with regard to the display of masculinity among Thai male respondents, scoring highest at 10 points:

*I strongly believe that success is very important in every man’s life*. “I believe that Thai culture still expects men to be the breadwinner. It also forces Thai males to acquire success in their life in order to support their family well. (BBM 1)
For me, money is the first thing that comes to mind, and is an important idea in terms of a masculine image that men should have, because I think if you have a lot of money, you are able to do many things. For example, establish your own business, and it could produce and bring several different types of success to your life such as power, and status in society as well. (BBM 5)

When there is a comparison between earning a lot of money such as working in the private business sector and having a lot of power in society, or respect from the public such as working in the government sector, so that I have to choose one, for me I appreciate having much more money than having power or a high status in society, because presently it would be said that money is a significant factor more than any other for living in Thai culture. (BBM 4)

The second most important characteristic was professional achievement was, scoring 8 points:

In addition to financial accomplishment, an occupational success was also another ideal of masculinity that most men in Thai society should achieve, because it is undeniably congruent with how much money you are able to acquire. Moreover it is able to demonstrate to people surrounding you how intelligent you are. (BBM 5)

The success in terms of occupational achievement is important for me, namely now I am working as a senior manager, in particular in banking, and many people around me think that I am already successful, however I still need to advance in my career as much as I can, so that I am able to display my masculinity. (BBM 3)

Success is the most important characteristic for me because in Thai culture men have to be the leader in their family, that means they should be a successful person in terms of money, as well as in their occupation (which are related to each other) in order to take care of their family. (BBNM 13)

The third most important aspect of success was having prestige or high respect and acceptance in society or the community, scoring 6 points:

Success is the most important idea for me when we are talking about what is the representative of being a man, because I think if men are successful, they can support
their family, and also help other people in society, thus success has to come first in terms of identity. Anyway, success in my view is high prestige and respect from people in society. However, in many past years I used to focus only on money, but now I have changed my view, because personally, high acceptance or respect from other people in public is able to demonstrate that you are a person who has worth or merit, and that is more important than having a lot of money. (MBM 12)

For me, success comes as a number one when we are talking about the ideal of masculinity with Thai men, because you know Thai society seems likely to focus and expect men to be successful. This success includes several aspects such as money, social status or career. However, in my view of success I focused on prestige in society more than money, because my family lives in the countryside of Thailand. People in that community normally emphasize the person’s reputation in terms of being highly regarded in society, such as men in particular working in the government sector rather than in a private company. (MBM 1)

However, there appeared to be a significant degree of variation with regard to what was seen as a desirable achievement across the four groups as shown in Table 4.10. That is, respondents in both the BBM and MBNM groups indicated financial or economic achievement as the most important aspect of success for them, followed by achievements connected with occupation, and having a high status in society, respectively, while respondents in the MBM group said that occupying a high social status was the most important character in terms of masculinity for them, followed by financial achievement and occupational success respectively. Finally, respondents in the MBNM group indicated that career achievement was the most important sign of success in this stage of their life, followed by accomplishment with regard to money, and having high prestige in society, respectively.

**Self-confidence**

*Self-confidence* was given as the second most important characteristic of masculinity across the four groups, being mentioned by three out of the four groups, as shown in Table 4.10. However, there was a significant degree of variation in the way respondents expressed the *self-confidence* image between groups. That is, respondents in the BBNM and MBM groups considered the *self-confidence* characteristic as the second most important, while those in MBNM group considered *self-confidence* as the most important, equal to *success*. 
Respondents in the BBM group did not perceive *self-confidence* as an important image of masculinity for them:

*For me, self-confidence is the most important quality that I identify in my personality, and it’s important in my life because I think that if a man has no self-confidence, he may lose everything in life. I think the distinction between men and women is self-confidence. That means that this characteristic is a core part of the image of masculinity. (BBNM 1)*

*Self-confidence is another image of masculinity, which is important for me beyond success, because you know I am an engineer and I am working in a manufacturing company with more than two hundred workers under me. Because of this, I must show self-confidence, otherwise I could get many problems in terms of not being able to control my subordinates. (MBM 8)*

*For me, self-confidence is a characteristic of being a man, particularly in the present time, because in the workplace environment, there is a high level of competition between workers, both between men and between men and women. Thus I think that self-confidence is a crucial attribute that can enhance men and help them to be outstanding in their careers. (MBNM 3)*

**Leadership image**

The third theme of masculine identity mentioned across the four groups was *leadership image*, as shown in Table 4.10. This characteristic was mentioned by the BBM and BBNM groups as being important for being a man. However, for both groups it was the second most important aspect, while respondents in the MBM and MBNM groups did not identify it as important for their masculine identity:

*Absolutely, leadership characteristic is another image of masculinity (beyond success and being a family man) that it is important for me, because I think it clearly manifests being a man, and it is likely to distinguish between the images of men and women. (BBM 3)*
Being seen as a leader is important for me and I think for males, particularly in this time of my life, because I have to get advancement in several aspects in my life, such as my profession or family status, thus a leadership image particularly as perceived by others is crucial, and this encourages me to strive for a higher level in terms of my job. (BBNM 3)

Leadership and respect from the public is an essential part of the ideal image of being a man, because when we are thinking about what are the different characteristic between man and women, the first image that comes to me is the leadership image. That is rooted in a man’s character, and Thai society also supposes every man to have it. (MBM 8)

**The denial of aggressive and violent behaviour**

This characteristic was mentioned by two groups as the third important aspect of masculinity, respondents in the MBM and MBNM groups considered the *denial of aggressive and violent behaviour* as the third most important aspect for them, while those in the BBM and BBNM groups did not consider this image as important:

> I absolutely don’t accept aggression as part of the male image in this era because, in the current world, men don’t want to express violent behaviour in order to maintain their masculine identity, rather men should be more sensitive or caring with regard to women. (MBM 12)

> For my view, aggression should be excluded from the basic presenting characteristics of being a man in the present time. In fact, for decades, most men have long been familiar with some men’s aggression or violence through history or movies because in ancient times, men, particularly soldiers, required some kind of aggressive or violent tendency so as to protect their country from enemies. However, presently our society does not want this behavior. Conversely, an aggressive manner seems to cause several problems in society, such as the problem of family violence. (MBNM 3)

> In my personal view, some men who show extreme violence or aggressive behaviour are sometimes doing it as they need to hide their emotional weakness, and that is not the behaviour of a real man. (MBNM 9)
**The responsibility to family or being a family man**

This characteristic was identified as the fourth important aspect of masculinity over-all across groups, but it was mentioned by only one group. Respondents in the BBM group considered *responsibility to family or being a family man* as being the second most important image for them:

*For me, I focus on the role of the man who takes the responsibility with their family, and I still think that traditional Thai culture expects men should be the head of the family and work in order to provide money for their partner and children. (BBM 1)*

*The responsibility to family is very important for my life because I have always thought that men have to support their family in terms of money, and they are able to assist numbers of their family with any problems. (BBM 4)*

*For me, the most important character that men should own, is being a family man, or their responsibility to their family, as well as to other groups such as society, because I see it as a basic aspect of masculinity or of being a man, and Thai society also expect men to acquire this image. (BBNM 9)*

**RQ 1 (d):** To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?

**IQ 4:** How would you describe the importance of self-image and appearance for men?

For IQ 4, comparison across groups showed that 69 per cent of all respondents indicated the importance of their self-image and appearance as being ‘very important’, while 31 per cent identified the importance of self-image and appearance as ‘quite important’, as shown in Table 4.11.

However, there were differences between respondents from each group in the way that they were concerned about self-image and appearance between each group.
Table 4.11 Summary of Cross-group Findings for IQ 4

<table>
<thead>
<tr>
<th>Importance of self-image and appearance</th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>50% (7)</td>
<td>85% (11)</td>
<td>83% (10)</td>
<td>58% (7)</td>
<td>69% (35)</td>
</tr>
<tr>
<td>Quite important</td>
<td>50% (7)</td>
<td>15% (2)</td>
<td>17% (2)</td>
<td>42% (5)</td>
<td>3% (16)</td>
</tr>
<tr>
<td>Not important</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

A vast majority of respondents in the BBNM and MBM groups were more likely to focus on the importance of their appearance, that is, more than 80 per cent of all respondents in these groups rated their self-image and appearance as ‘very important’:

Absolutely, self-image or appearance is extremely important for me, particularly in my job as a lecturer in university. You know, I have to be in front of my students five days per week and around five to six hours a day, thus I am much more concerned to take care of my appearance in order to be always good looking. (BBNM 9)

I place much more emphasis on the importance of appearance and self-image, that is why I rated it five on the scale. Because I had an experience when I stared working in my first year in particular company, my boss told me that he was going to promote one worker to be an assistant manager for many reasons, however one factor was that he was good looking and many customers give him positive feedback relevant to his appearance. (BBNM 2)

The workplace environment influenced me to develop more concern for my appearance. For instance I am a lawyer and work in a law firm. There are other lawyers in this place, they are quite smart and have a good appearance. So that that motivated me to turning to use cosmetic such as perfume or moisturizer. (BBNM 10)

First impressions or good self-image is very important not only for me, but for all men in this time, because it is able to support you in several aspects of life. For example, I
focus on my social environment, in which I always need to develop or engage in a new society or association, thus a good self-image is definitely necessary. (MBM 10)

You know, Thai society always judges people by their external appearance or first impressions, rather than what is inside the person. This is traditional behaviour. Thus self-image and good appearance is important in terms of my occupation, as I often give lectures in front of many audiences. Because of this, I need to project creditability and trustfulness through my exterior image, and I focus on this strongly. (MBM 12)

Only 15 and 17 per cent of respondents in these groups respectively said the importance of their appearance was ‘quite important’. In contrast, half the respondents in the BBM group indicated the importance of self-image as ‘very important’ and another 50 per cent considered it as ‘quite important’, while 58 per cent of the males in the MBNM group rated it as ‘very important’ and the rest (42 per cent) mentioned it as ‘quite important’:

*For me, self-image and appearance is extremely important, so I give it five points because you know I am working as a senior manager. That means I have had many subordinates and I also work with lots of colleagues, thus my appearance and image has been displayed to many people in the workplace. Therefore I feel I am always focusing on my image.* (BBM 5)

*Beyond knowledge or work skills, self-image and appearance are quite important for me and other males in this time, as we are living in a new era and environment, which means that a good personality is no longer crucial only for women but also for men. It’s also important that they should take care and have more concern for their appearance in their job. For example, I have focused strongly on the first impression I make on others when I engage in society.* (BBM 7)

*Personally, in most businesses or occupations, particularly selling products or in a service industry, self-image or personality should be focused on by everyone involved. For instance, I always advised my subordinates to take care of their self-image because they are salespersons and I always decided to promote them by exterior personality, along with their ability with regards to their job skills.* (BBM 12)

*First impressions in terms of a good appearance is very important with regard to getting more opportunities in your career, such as when you are going to an interview*
for a new job. For instance, I got this job, I think, because of my personality: I looked quite well dressed compared to other candidates who came to the interview at that time. (MBNM 7)

**RQ1 (e):** To what extent does self-esteem or self-confidence play a role in how Thai male consumers care for their appearance?

**IQ5:** Does self-esteem or self-confidence play a role in how you should care for your appearance?

IQ 5 was aimed at investigating whether internal factors such as self-esteem and self-confidence are perceived as playing a significant role in causing Thai males to increasingly take care of their physical image. An examination across the four groups revealed that they indeed accepted that self-confidence or self-esteem were significantly enhanced by paying attention to improvement appearance and physical image, as illustrated by the results in Table 4.12.

**Table 4.12 Summary of Cross-group Findings for IQ 5**

<table>
<thead>
<tr>
<th></th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agree that self-esteem and self-confidence play a significant role in causing them to be concerned with self-image and appearance</strong></td>
<td>100% (14)</td>
<td>100% (13)</td>
<td>100% (12)</td>
<td>100% (12)</td>
<td>100% (51)</td>
</tr>
<tr>
<td><strong>Disagree that self-esteem and self-confidence play a significant role in causing them to be concerned with self-image and appearance</strong></td>
<td>0% (0)</td>
<td>0% (0)</td>
<td>0% (0)</td>
<td>0% (0)</td>
<td>0% ()</td>
</tr>
</tbody>
</table>

Respondents across the four groups also suggested the reasons why they would benefit from the enhancement of self-esteem or self-confidence by focusing more on their appearance. These included an advantage in career and business deals and more social engagement, as
shown in Table 4.13. However, males in the BBM group did not consider the advantage in social engagement as important in terms of developing their self-esteem or self-confidence:

*For me, self-confidence in terms of self-image is significantly lifted up when I feel that I pay lot of attention to my appearance, thus I always use many kinds of cosmetic products in my life. It also gives me a positive outcome with regard to my career, because I have to sell products and also service my customers and I think that my clients expect me to have a good personality as well. (MBM 9)*

*When I am using cosmetic products such as face cleanser and moisturizer or perfume, it quite gives me self-confidence, and it positively affects me in the area of my profession. For instance, when I have to contact or communicate with my customers, I always wear a nice perfume. (MBNM 2)*

Table 4.13 Benefits of Enhanced Self-confidence through Improved Self-image and Appearance

<table>
<thead>
<tr>
<th></th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhancement of self-confidence provides a benefit in career and business deals</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>The enhancement of self-confidence provides a benefit in social engagement</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>3</td>
</tr>
</tbody>
</table>

*Answers applied to the interview question. -) Answers did not apply to the interview question.

**RQ2: To what extent do sociocultural factors influence Thai male consumers’ consumption of male cosmetic products?**

**RQ2 (a):** How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?
IQ 6: Do you think that Thai society currently accepts the use of cosmetic products by men presently?

For IQ 6, an analysis of responses across groups revealed that all males agreed that Thai society completely accepted the consumption of cosmetic products by Thai men, as shown in Table 4.14.

Table 4.14 Summary of Cross-group Findings for IQ 6

<table>
<thead>
<tr>
<th></th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree that Thai society</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>accepts the consumption</td>
<td>(14)</td>
<td>(13)</td>
<td>(12)</td>
<td>(12)</td>
<td>(51)</td>
</tr>
<tr>
<td>of male cosmetic products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree that Thai society</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>accepts the consumption</td>
<td>(0)</td>
<td>(0)</td>
<td>(0)</td>
<td>(0)</td>
<td>(0)</td>
</tr>
<tr>
<td>of male cosmetic products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Several reasons were mentioned by respondents to explain why they thought the use of male cosmetic products was acceptable by Thai society, as shown in Table 4.15.

Regarding external factors, the most significant reason given was the changing perception and attitude of men, and people generally regarding to the consumption of cosmetic products, that has occurred because of extensive advertising by manufacturers. A second reason given was that there has been an increasing number of cosmetic products and brands being offered in the Thai market, and this allows men to be confident to use them. In addition, some mentioned the significant acceptance in Thai society of other cultures, such as Western and Korean cultures, in which men were seen to be using cosmetic products as a normal practice, as portrayed through several media channels and the Internet:

\[\text{I think there are many factors which currently encourage Thai culture to accept men using cosmetic products. For me, the important motivation is the acceptance by the media, which is influenced by the media from other cultures such as Korea or even the West. This can change the perception of people in society, particular previous generations like my father or grandfather, and get them to accept the new lifestyle of another generation. (BBNM 8)}\]
Table 4.15 Reasons for Increasing Acceptance of Male Cosmetics Consumption by Thai Society

<table>
<thead>
<tr>
<th>Reason</th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The consumption of cosmetic products for men is becoming socially acceptable because many male cosmetic product companies extensively educate Thai men that they are appropriate via media advertisements</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>Men increasingly concerned about their self-image and appearance</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>Significant increase in number and varieties of cosmetic products in the Thai market</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>The changing perspective of Thai society by increasingly accepting other culture and styles such as Western or Korean, in which it is acceptable to men to use cosmetic products</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>3</td>
</tr>
<tr>
<td>The changing life style of males particularly in urban area such as Bangkok city where there is a high level of competition in the workplace environment</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>3</td>
</tr>
</tbody>
</table>

* Respondents’ answers applied to the interview question. - No respondents’ answers applied to the interview question.

For my perceptive, two important factors encourage men to significantly increase my consumption these products (male cosmetics) and it impacts on the acceptance of using them in Thai culture. Firstly, the high frequency of advertising allows males to be confident to use them. (MBNM 12)

With regard to internal factors, Thai males agreed that they were more likely to be more concerned than ever before with their self-image and appearance as well as their health, such
as the effects of aging. They were also concerned with the changing life style for urban males, particularly in Bangkok city. Bangkok has a high level of competition with regard to the workplace environment and this prompted several respondents to develop their appearance or self-image by using cosmetic products so as to stand out in that environment or in the community:

*The internal personal need among Thai men to be increasingly concerned about their self-image and appearance which influence them to use cosmetic products. (MBNM 12)*

*The changing lifestyle which moving from countryside as such my hometown to work in Bangkok, it influenced me to more tack care my self-appearance and in this area I think it is normally to use cosmetic among men because everyone uses it, whereas it is less than focus in my hometown. (MBM 9)*

*Obviously, working in Bangkok city or I think in big cities around the world as well it is difficult due to there is a high pressure from the competition among colleague and everyone needs to progress in their career, thus they compete another by both work skill and their appearance even between males, as a result using male cosmetic is acceptable and general tool to use for many men in my workplace. (BBNM 5)*

**RQ2 (b):** How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases?

**IQ7:** Are you concerned about how others may perceive you because you are using cosmetic products?

For IQ 7, an examination across groups revealed that most were not concerned about being perceived as homosexual or having unusual behaviour because of consuming male cosmetic products (86%):

*No, I am not concerned to be perceived as gay or dissimilar with other people, on the contrary, I feel happy to use them (cosmetic products) and I did not care what anyone thought because they are very useful. (BBM 3)*

*Not at all, I have used cosmetic products for nearly 10 years, I have never ever gotten a negative feedback, instead many people support and value it as the good thing to do. (BBNM 7)*
It used to be a concern a bit at the first time using cosmetic products, but now I am not concerned to use it anymore such as being considered homosexual because it provides me a lot of benefits to use. (MBM 4)

While 14 per cent of all males agreed that they were slightly concerned at appearing homosexual by using cosmetic products (Table 4.16 below):

Sometimes I used to be concerned when I used cosmetic products too much, though presently male cosmetic products are commonly accepted for use among men, and most men surrounding me use them. But I think that it is in the nature of a man, that they don’t pay too much attention to their appearance, which is the opposite of women’s behaviour. (MBNM 1)

Yes, some time I feel uncomfortable to engage with it (cosmetic products) especially when I went to buy it because I am not sure people surrounding me think me as a gay or not. But I still use it due to it is necessary for me. (MBNM 8)

Table 4.16 Summary of Cross-group Findings for IQ 7

<table>
<thead>
<tr>
<th></th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male informants were not concerned with 'being considered as homosexual' when using cosmetic products.</td>
<td>86% (12)</td>
<td>92% (12)</td>
<td>92% (11)</td>
<td>75% (9)</td>
<td>86% (44)</td>
</tr>
<tr>
<td>Male informants were concerned with 'being considered as homosexual' when using cosmetic products.</td>
<td>14% (2)</td>
<td>8% (1)</td>
<td>8% (1)</td>
<td>25% (3)</td>
<td>14% (7)</td>
</tr>
</tbody>
</table>
RQ2 (c): How do Thai males perceive the influence of Thai society and Thai workplaces on how Thai males should care for their appearance?

IQ 8: Does society or the environment in your workplace play a role in how you should care for your appearance?

An examination across all groups showed that the workplace environment or society play a significant role in causing males to focus on their self-image and appearance. This was agreed to by 94 per cent of all male informants, as shown in Table 4.17. Only 6 per cent of males did not accept that external factors such as society and culture, or the workplace environment had an impact on causing them to concentrate on their appearance.

Table 4.17 Summary of Cross-group Findings for IQ 8

<table>
<thead>
<tr>
<th></th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male informants agreed that society or the workplace environment play a significant role in causing them to be concerned with their self-image and appearance.</td>
<td>100% (14)</td>
<td>93% (12)</td>
<td>100% (12)</td>
<td>83% (10)</td>
<td>94% (48)</td>
</tr>
<tr>
<td>Male informants disagreed that society or the workplace environment play a significant role in causing them to be concerned with their self-image and appearance.</td>
<td>0% (0)</td>
<td>7% (1)</td>
<td>0% (0)</td>
<td>17% (2)</td>
<td>6% (3)</td>
</tr>
</tbody>
</table>

In addition, across all groups, there were three factors in the workplace environment perceived as causing them to take care of their self-image and appearance, as shown in Table 4.18. These were first, creating a positive first impression with the members of the public:
First impression in terms of appearance or personality is a significant attribute for me because I have been an insurance representative more than 20 years. Thus I strongly believe that positive first impression will positively support you when you communicate with customers, and will help you to get a good result. (BBM 12)

Second was the need of males to be in accordance with people in a particular group or workplace, where those people regularly pay attention to self-image and appearance:

For me, an external factor such as a new workplace or a new community was a significant motivation to change my behaviour with regards to taking more care my self-image and appearance. For instance, you know I was born in the countryside of Thailand, and moved to study and work in an urban area like Bangkok city, where there is extreme competition in my profession. In addition, many males in the city area (in Bangkok) seem to be good-looking and concerned with their image, thus I had to change my attitude and behaviour in order to be consistent with my new associations. (MBNM 5)

Social environment particularly, the workplace environment has an intense impact on my appearance, because I am a relatively young senior manager among many older senior managers in my organisation. Thus, I have to amend my personality and appearance to be more believable through clothing style and manner. (BBM 6)

When I moved to a new workplace environment, I always compare myself with colleagues with regards to personality and appearance, such as how they are dressing or using any products, and I adapt myself in order to be consistent with them. However altering my style doesn’t change any core personality or any aspect of my mind. (BBM 1)

Absolutely yes, because I strongly believe that people develop or adjust themselves to the environment that they engage with. For instance, if I work among labourers, self-image or good appearance is definitely unnecessary for me. But in contrast, now I work in an environment in which many guys look good and always take care of themselves, so I have to do the same thing and be consistent with this workplace, if I want to be a part of it. (MBM 2)
Finally, getting an advantage in business deals and career opportunities was mentioned. However, males in the MBNM group (those who were born outside Bangkok city and hold non-managerial position in their organization) also identified the high competition in the workplace environment, especially in an urban area such as Bangkok city, as causing them to concentrate on their appearance:

*The social environment plays a significant role in my concern with my appearance, and I focus on business opportunities because now, I have my own business, and I usually have contact with customers or suppliers. Thus, the business environment influences me to have more concern with my image. So I use many male cosmetic products so as to develop my appearance and positively impact on my personality in terms of creditability. (BBM 9)*

**Table 4.18 Motivational Factors for Concern with Self-image and Appearance in the Workplace Environment**

<table>
<thead>
<tr>
<th></th>
<th>BBM</th>
<th>BBNM</th>
<th>MBM</th>
<th>MBNM</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive first impression perceived by people in public.</td>
<td>*</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>3</td>
</tr>
<tr>
<td>The desire to be in accordance with a particular group or workplace, where people in that environmental play high attention to appearance.</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>Benefit for developing business deals and professional opportunities.</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>The pressure of high competition in the workplace environment, especially in an urban area (Bangkok city.)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>1</td>
</tr>
</tbody>
</table>

* Respondents’ answers applied to the interview question. - No respondents’ answers applied to the interview question.
RQ3: How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?

IQ 9: Does advertising (TV, magazine, radio etc.) influence you in buying male cosmetic products? How?

For IQ 9, an examination across four groups showed that most males (76%) agreed that advertising such as TV, magazine or radio influenced their purchasing behaviour with regard to male cosmetic products, while 24 per cent did not accept that they were impacted by any advertising, as shown in Table 4.19. The most important ways mentioned across the four groups that advertising might influence them include an increase of brand awareness of male cosmetic products:

*Yes of course, for me advertising through several media is an important factor to get me in terms of increasing brand awareness due to presently you can see that many manufacturers of cosmetic products advertise their brands via various channels including TV, radio, magazine, or Internet. When I am making a decision to buy one I always think which brand that I usually see in media.* (BBM 3)

*For me, male cosmetic products is quite a new thing which I am not familiar with in terms of brands, thus I will use advertising to be tool helping me when I can’t recognise particular brand.* (MBM 5)

Also mentioned as important was recognition of new male cosmetic products launched in the market:

*Advertising quite impacted me in terms of recognising a new product, when it was offered by manufacturers.* (MBNM 12)

*Yes, advertising is important for me which it helps me to know a new product is available in market, without this it is difficult to know because I don’t have much time to search in shelf or I don’t like to spend much time in supermarket to find some thing.* (BBNM 8)
Table 4.19 Summary of Cross-group Findings for IQ 9

<table>
<thead>
<tr>
<th>agreed cosmetic products purchasing behaviour influenced by advertisements</th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>79% (11)</td>
<td>85% (11)</td>
<td>75% (9)</td>
<td>67% (8)</td>
<td>76% (39)</td>
<td></td>
</tr>
</tbody>
</table>

Reasons for influence of advertising on purchasing behaviour

| Increased brand awareness of male cosmetic products | * | * | * | * | 4 |
| Recognising new male cosmetic products e launched in the market | * | * | * | * | 4 |
| Well-known presenters of particular cosmetic product | * | * | * | * | 4 |

Disagreed cosmetic products purchasing behaviour influenced by advertisements

| 21% (3) | 15% (2) | 25% (3) | 33% (4) | 24% (12) |

The reasons for no influence of advertising on purchasing behaviour

| Reliance on reference people (friends, family, girlfriend) rather than advertising | * | - | * | - | 2 |
| Distrust of presenters who might really not apply the particular product they are presenting | * | - | * | * | 3 |
| More likely to focus on searching information about cosmetic products by other ways such as the Internet, rather than relying on advertising. | - | * | * | * | 3 |
Another influence of advertising was explained as increased product recognition because of endorsement of particular brand names of cosmetic products by famous presenters:

Yes, it (advertising) had a significant impact on me in causing me to recognise some brand of cosmetic and also some presenter who I liked (like Mr ‘Dome’). He encouraged me to purchase that product, because he was the presenter. (BBNM 5)

For me the presenter is important to get me to buy particular brands of male cosmetic products, for instance I used a face cleanser of ‘Vaseline’ brand because Mr. Kent (one of the most famous actors in Thailand) is a presenter, and I need to be smart like him, even I know I can’t. But I still use it. (MBM 5)

Respondents from two groups (BBM and MBNM) also mentioned that advertising frequency, and advertising on several media channels of media, encouraged them to be more confident in using cosmetic products:

Male cosmetic advertisements are the significant factor in opening up new perceptions and attitudes in Thai society, so that society perceives the consumption of such products by Thai men as being no longer unusual. In addition, it also lifts up male confidence to use these products more than ever. (BBNM 2)

In contrast, respondents provided significant reasons for not relying on advertising by cosmetic product companies, mentioning a distrust of advertisers’ claims of effectiveness of products, and disbelief about whether a presenter might actually be using a product they were presenting:

For me, advertising can’t make me trust on it in terms of their presenters because I think their presenter, particular very famous presenter, they would not use that products they are presenting. Sometime I believe all advertising is fake towards using presenter. (MBNM 2)

These respondents were more likely to focus on searching for information about cosmetic products by other means such as the Internet, or to rely more on suggestions or
recommendations from reference groups such as a members of their family, friends or girlfriends, in particular as to which product brand names would be suitable for them:

*Cosmetic products are a new kind of products for me, I usually ask for advice from my friends who have already used that product, rather than trust on advertising.* (BBM 3)

*Now, when I need to buy some thing I am not sure I rely Internet researching information more than advertising because it provides a lot of information which you can see an advantage or disadvantage of particular products you are looking for. Whereas advertising give you only one side that is positive but never provides you a negative of it.* (MBNM 6)

**IQ 10:** Do promotion campaigns of male cosmetic product manufacturers (free sample, discounts, gift coupons etc.) influence you in buying male cosmetic products? How?

For IQ 10, an analysis across groups revealed that several promotional campaigns offered by cosmetic product companies moderately impacted on cosmetic products purchasing behaviour. That is, 55 per cent of all respondents agreed they were affected by promotional campaigns, while 45 per cent were not impacted by any promotional campaigns (Table 4.20). However, there was a degree of difference in the way male respondents in each group focused on promotional campaigns. That is, a majority of males in the BBNM and MBNM groups accepted they were impacted by several promotional campaigns, whereas more than half of male informants in the MBM group did not agree they were influenced by any campaigns. However, there was an equal number of respondents in the BBM group who stated that either promotional campaigns did and or did not influence them to make a decision about purchasing male cosmetic products.

The most significant impact of promotional campaigns reported was to encourage respondents to spend more money on cosmetic products than usual:

*For me, promotion campaigns offered by cosmetic product companies such as if my purchase reaches 5,000 Baht I get discount of 500 Baht, can significantly motivate me to more spending money on it, and as well, it is likely to establish a loyalty and keep me continuing to buy that brand.* (BBM 7)
The second important effect of promotion was that it stimulated male respondents to switch brands of cosmetic products:

Yes, promotional campaign can sometime influence me to try a new cosmetic product brand such as discount 30% or more because I think every product gives you a same effectiveness, I don’t see a different thing between them which I tried several brands before. (MBNM 4)

Two further reasons for the impact of promotional campaigns offered by manufacturers were: promotional campaigns encourage males to continue buying a particular brand of cosmetic product; and promotional campaigns encourage males to decide to buy a particular product or brand name, which they think is quite unnecessary:

Promotional campaigns such as loyalty card or accumulating points to receive a prize are highly impact me to continue purchasing a same brand I have regularly used because I think this brand or manufacturer they care about their customers and they give something back to them. (BBM 14)

I think promotional campaign is important for me because it can influence me to easily make a decision to try a new cosmetic product which I perceive that it is less necessary. For example, I went to purchase facial cream and sales representative offered me facial sun protection with discount 30 %, actually I didn’t think to use it due to it is unnecessary and quite expensive but eventually I bought it. (MBM 12)

In comparison, there were reasons why respondents believed promotional campaigns did not affect them. The most important reason was that they avoided buying cosmetic products which offered promotions like ‘buy 1 get 1 free’, because they think the product will deteriorate if kept a long time:

Any promotion campaigns offered by other brands of male cosmetic products can’t influence me, particularly such campaign as buy 1 get 1, because I have a belief that a kind of such cosmetic products have generally a short shelf life which may be keeping it long time a product will give you an inefficiency quality. (MBM 9)
Table 4.20 Summary of Cross-group Findings for IQ 10

<table>
<thead>
<tr>
<th>Reason for impact of promotion campaigns on purchasing behaviour</th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreed agreed that they were impacted by promotional campaigns</td>
<td>50% (7)</td>
<td>69% (9)</td>
<td>42% (5)</td>
<td>58% (7)</td>
<td>55% (28)</td>
</tr>
<tr>
<td>Reasons for impact of promotion campaigns on purchasing behaviour</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional campaigns encourage males to continue buying a particular brand</td>
<td>*</td>
<td>-</td>
<td>-</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td>Promotional campaigns encourage males to switch to a competitive brand</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>3</td>
</tr>
<tr>
<td>Promotional campaigns encourage males to decide to buy a expensive product or brand name</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Reasons for no impact of promotion campaigns on purchasing behaviour</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belief that promotional campaign means particular product cannot be sold because of poor quality</td>
<td>*</td>
<td>-</td>
<td>*</td>
<td>*</td>
<td>3</td>
</tr>
<tr>
<td>Avoiding promotions like buy 1 get 1 free because they think it will deteriorate over time.</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>-</td>
<td>3</td>
</tr>
</tbody>
</table>
Respondents also reported that some promotional campaigns for male cosmetic products were undertaken because the product could not be sold on the basis of poor quality:

*Personally I don’t see any campaigns that influence me to buy these products (male cosmetics). I have some belief that products that always offer promotions must be not selling well. Thus the company had to discount the price or provide a campaign to get customers.*  
(BBM 11)

*For my personal view, an effective product in terms of good quality should sell well without any promotional campaigns, thus I normally am not impacted by campaign offers by cosmetic companies because I am worried about the quality of the product.*  
(MBNM 1)

**IQ 11:** Can you describe how salespeople influence you in buying cosmetic products?

With respect to IQ 11, analysis across the four groups showed that 57 per cent of respondents were affected by salespeople in relation to purchasing decisions on male cosmetic products, while 43 per cent of males reported that salespersons’ service in the store did not influence them, as shown in Table 4.21. However, a majority of male respondents in the BBNM and MBM groups considered the salesperson’s services and assistance was a more important source for them with regard to cosmetic products purchasing decisions. On the other hand, more than half of the males in the BBM and BBNM groups perceived that retail salespeople’s assistance was less important or did not influence them in their purchasing decision about particular brand names and product types of male cosmetics.

The most important attribute of the salesperson’s qualities that male consumer perceived, was the salesperson’s explicit product knowledge of male cosmetic products’ attributes:
Clearly product knowledge of salesperson is the most important factor, which encouraged me to spending money on particular brand that she/he was presenting because you know although I have used it regularly and for long time, but cosmetic products still are a new product for me and men, thus those persons (salespeople) must inform us with explicit product knowledge. (MBM 12)

Table 4.21 Summary of Cross-group Findings for IQ 11

<table>
<thead>
<tr>
<th></th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement purchasing decisions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>influenced by salesperson’s</td>
<td>43%</td>
<td>77%</td>
<td>67%</td>
<td>42%</td>
<td>57%</td>
</tr>
<tr>
<td>services</td>
<td>(6)</td>
<td>(10)</td>
<td>(8)</td>
<td>(5)</td>
<td>(29)</td>
</tr>
</tbody>
</table>

Reasons why salespeople influence male consumers purchasing decisions

Consumers focus on salesperson’s high quality of service and good attitude to customers

- **3**

Consumers rely on the salesperson’s explicit product knowledge

- **4**

Disagreed that purchasing decisions influenced by salesperson’s services

- **2**

Distrust of salesperson because they deem that salesperson only persuades consumers, and does not give real information about products

Reasons why salespeople do not influence male consumers’ purchasing decisions

Males tended to avoid asking salespeople’s assistant due to a need for privacy

- **2**
An effective salesperson who can persuade me to purchase a particular product or brand that they are presenting would be a salesperson with a lot of knowledge with regard to the cosmetic product that they are selling. They can clearly address the important questions that I need to know – such as the attributes of the products, how to properly use it etc. (MBNM 9)

The next most important factor was the salesperson’s high quality service and good service attitude to customers:

* * * * * 4

My personal style is that a high quality of service or service attitude from salesperson was very important. For instance, if the sale representative did not take care or look after me well enough or in the way I expected, no matter how efficient their products are, I never decide to purchase it, and I had a negative view of this brand as well. (BBNM 10)

Moreover, the one factor which seemed to make salespeople’s services less important which was mentioned by respondents across the four groups, was that males tended to search for information regarding a particular cosmetic product brand or type that they are interested in before they go to a store:

Personally I do not want to get helped by the salesperson. I already acquired much more information and I knew what I want and never changed my mind. In other words, I was quite loyal to a particular brand. (BBM 11)

This was followed by the fact that males were inclined to distrust a salesperson because they suspect that salespeople only persuaded consumers to purchase their products, and do not give real information about such products:

For my experience, I don’t trust salesperson who advise me particular product including cosmetic products due to I feel that sometime they gave me the hard sell and didn’t provide the real information, just need to close sell as soon as possible that I don’t like this way. (BBM 10)
In general, sale representative like advertising which offers only positive thing to customer and need only to sell their products without need to advise customers a exactly information of products which are suitable or not. (MBM 12)

Some respondents said that they tended to avoid asking for salespeople’s assistance because of needs for privacy:

I think it is characteristic of males that they don’t want to ask salespeople and they need to find some product by themselves. For me as well I need privacy when I am looking for particular product if there is approaching of salespeople to me I usually leave there. (MBNM 12)

RQ 4: What criteria are used by Thai male consumers when making a purchasing decision on cosmetic products?

IQ 12: Do you think quality or price of male cosmetic products is an important factor in purchasing, and are there any other factors that influence you when you make a decision to buy cosmetic products?

For IQ 12, analysis across the four groups revealed that the quality was the main concern when purchasing products (75%), while both quality and the price were simultaneously considered by several male respondents (21%) (Table 4.22). However, only a few males in the BBM and BBNM groups identified that the price was the most important factor when they made a decision to buy cosmetic products, whereas those in MBM and MBNM groups did not consider the price as a main factor when they decided to buy male cosmetic products:

When I needed to purchase cosmetic products, the product’s quality was the most important thing I was concerned with, because these products were normally used on visible areas of the face or body and I have to make sure that it does not negatively affect my skin, thus, for me its quality was a focus rather than price. (BBM 10)

Absolutely, the quality of these products (male cosmetic) was an important factor for me, however when I bought it I usually needed some suggestion from my friends whom I think have expertise regarding cosmetic products. (BBM 2)
For cosmetic products, I focused on quality than more price, because I think most products were used with my face and some part of my body, thus I was more concerned with how effective it is or making sure it did not make my skin allergic. (BBNM 9)

Price is the first criteria to be considered purchasing cosmetic products for me, yes like I told you I think there is indifferent between brands of this kind of products, thus price is important for me. (BBNM 5)

For me, both criteria I give a same weight to consider when make decision to buy cosmetic products. This means a quality of particular brand I often get information from my friend comparing with its price that must be reasonable. (MBM 4)

Table 4.22 Summary of Cross-group Findings for IQ 12

<table>
<thead>
<tr>
<th></th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality the most important factor when making a purchasing decision</td>
<td>79% (11)</td>
<td>77% (10)</td>
<td>75% (9)</td>
<td>67% (8)</td>
<td>75% (38)</td>
</tr>
<tr>
<td>Price the most important factor when making a purchasing decision</td>
<td>7% (1)</td>
<td>8% (1)</td>
<td>-</td>
<td>-</td>
<td>4% (2)</td>
</tr>
<tr>
<td>Both quality and price are equally important factors when making a purchasing decision</td>
<td>14% (2)</td>
<td>15% (2)</td>
<td>25% (3)</td>
<td>33% (4)</td>
<td>21% (11s)</td>
</tr>
</tbody>
</table>

RQ 5: How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, and expenditure?

IQ 13: Do you use any male cosmetic products? How long have you used male cosmetic products? What kind of male cosmetic products do you apply in daily life?

For IQ 13, analysis across groups showed that a majority of respondents have long been familiar with male cosmetic products, as 61 per cent of all males have regularly used these products for more than 10 years, while 29 per cent have used them for between 5 and 10 years, and only 10 per cent of respondents have used them less than 5 years, as shown in
Table 4.23. It is interesting that all male respondents in the BBM group have had experience with and applied such cosmetic products for more than 10 years, while a majority of males in BBNM and MBM groups have been familiar with cosmetic products for more than 10 years. However, in contrast, a great number of respondents in the MBNM group have used cosmetic products for 5 to 10 years:

For me, I have used male cosmetic products for at least ten to eleven years. I think I began use them a fourth year student in university. (BBM 1)

I started using this product at high school with deodorant, and then advancing with perfume, facial cleanser, and hairstyle gel until now I think nearly 10 years. (BBM 4)

I have used cosmetic products approximately 8-9 years. (MBNM 3)

For the first time I used cosmetic products when I started working in a company around 21 years old until now I am 27 years old. That is I have used it for 6 years. (MBNM 12)

Table 4.23 Summary of Cross-group Findings for IQ 13

<table>
<thead>
<tr>
<th>Factors</th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male respondents have used male cosmetic products regularly.</td>
<td>100% (14)</td>
<td>100% (13)</td>
<td>100% (12)</td>
<td>100% (12)</td>
<td>100% (51)</td>
</tr>
</tbody>
</table>

The lengths of time respondents have used cosmetic products.

<table>
<thead>
<tr>
<th></th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 10 years</td>
<td>100% (14)</td>
<td>46% (6)</td>
<td>59% (7)</td>
<td>33% (4)</td>
<td>61% (31)</td>
</tr>
<tr>
<td>During 5 – 10 years</td>
<td>-</td>
<td>39% (5)</td>
<td>33% (4)</td>
<td>50% (6)</td>
<td>29% (15)</td>
</tr>
<tr>
<td>Less than 5 years</td>
<td>-</td>
<td>15% (2)</td>
<td>8% (4)</td>
<td>17% (2)</td>
<td>10% (8)</td>
</tr>
</tbody>
</table>

Analysis across four groups with regard to types of male cosmetic products used in daily life, showed that the most important cosmetic products were deodorant products and shaving products, as shown in Table 4.24. The second most important cosmetic product was face cleanser, followed by face moisturiser, perfume, hairstyle, body care products, sun protection (face and body), whitening cream, and facial treatment masks:
The cosmetic product which I like to buy is perfume. I have lots of it and you know it is quite expensive, particular good brands like Polo or Giorgio Armani. (BBM 12)

Cosmetic products I regularly use including deodorant, facial cleanser, body lotion, and hairstyle gel. (MBM4)

For me, due to I am working in real estate area and I like to play outdoor sports such as golf and swimming, thus I think I need to use cosmetic products heavily. That means I use a lot of kinds of cosmetic products including deodorant, shaving products, facial moisturizer, facial cleanser, body lotion, sun protection (facial and body), perfume, and hairstyle spray. (MBNM 5)

I have used around 3-4 items such as facial cleanser, facial moisturizer, perfume, and hairstyle gel. (MBNM 3)

Table 4.24 Product Types used Daily across Groups

<table>
<thead>
<tr>
<th>Cosmetic product types</th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deodorant or spray</td>
<td>100% (14)</td>
<td>100% (13)</td>
<td>100% (12)</td>
<td>100% (12)</td>
<td>100% (51)</td>
</tr>
<tr>
<td>Shaving products (pre-shave, shaving gel and foam and post-shave product)</td>
<td>100% (14)</td>
<td>100% (13)</td>
<td>100% (12)</td>
<td>100% (12)</td>
<td>100% (51)</td>
</tr>
<tr>
<td>Face moisturiser and cream</td>
<td>79% (11)</td>
<td>69% (9)</td>
<td>83% (10)</td>
<td>75% (9)</td>
<td>76% (39)</td>
</tr>
<tr>
<td>Face cleanser</td>
<td>71% (10)</td>
<td>100% (13)</td>
<td>75% (9)</td>
<td>100% (12)</td>
<td>86% (44)</td>
</tr>
<tr>
<td>Hairstyle gel and spray</td>
<td>64% (9)</td>
<td>46% (6)</td>
<td>58% (7)</td>
<td>67% (8)</td>
<td>59% (30)</td>
</tr>
<tr>
<td>Fragrance or perfume</td>
<td>57% (8)</td>
<td>77% (10)</td>
<td>75% (9)</td>
<td>50% (6)</td>
<td>65% (33)</td>
</tr>
<tr>
<td>Body lotion, moisturizer, and cream</td>
<td>36% (5)</td>
<td>39% (5)</td>
<td>17% (2)</td>
<td>50% (6)</td>
<td>35% (18)</td>
</tr>
<tr>
<td>Sun protection (face and body)</td>
<td>50% (7)</td>
<td>54% (7)</td>
<td>-</td>
<td>8% (1)</td>
<td>29% (15)</td>
</tr>
<tr>
<td>Whitening cream</td>
<td>-</td>
<td>15% (2)</td>
<td>-</td>
<td>-</td>
<td>4% (2)</td>
</tr>
<tr>
<td>------------------</td>
<td>---</td>
<td>---------</td>
<td>---</td>
<td>---</td>
<td>-------</td>
</tr>
<tr>
<td>Facial treatment mask</td>
<td>-</td>
<td>8% (1)</td>
<td>-</td>
<td>-</td>
<td>2% (1)</td>
</tr>
</tbody>
</table>

IQ 14: How often do you buy cosmetic products? And where do you usually buy cosmetic products?

For IQ 14, analysis across groups revealed that the greatest frequency of purchasing male cosmetic products, was 6-12 times per year (55%), followed by 2-4 times per year (41%). In contrast, only male respondents in BBNM and MBM groups reported that they purchased male cosmetic products around once or twice a year (4%) (Table 4.25):

<table>
<thead>
<tr>
<th></th>
<th>BBM (14)</th>
<th>BBNM (13)</th>
<th>MBM (12)</th>
<th>MBNM (12)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-12 times per year</td>
<td>79% (11)</td>
<td>54% (7)</td>
<td>33% (4)</td>
<td>50% (6)</td>
<td>55% (28)</td>
</tr>
<tr>
<td>2-4 times per year</td>
<td>21% (3)</td>
<td>39% (5)</td>
<td>59% (7)</td>
<td>50% (6)</td>
<td>41% (21)</td>
</tr>
<tr>
<td>1-2 times per year</td>
<td>-</td>
<td>7% (1)</td>
<td>8% (1)</td>
<td>-</td>
<td>4% (2)</td>
</tr>
</tbody>
</table>

_Normally, I have purchased male cosmetic products around every 1 – 2 months. (MBM 12)_

_For me, I have purchased this kind of product around every 2-3 months. (BBM 4)_

_I have bought them around every 1-2 months. (MBM 5)_

_On average, I have purchased every 3-4 months. (BBNM 5)_

With regard to where and how they purchase, a majority of respondents across groups identified a department store/ supermarket/convenient store as places where they regularly
purchase male cosmetic products (71%), followed by pharmaceutical store (12%), and direct sales channel (6%). Moreover, duty free shops (4%), skincare clinic (4%), and online shops (4%) were considered as channels to purchase cosmetic products as well (Table 4.26):

Normally, I bought cosmetic products at a department store. (BBM 4)

For me, it is not specific channel to but this kind of products, depending on when is run out and where it is convenient. (MBM 4)

I bought cosmetic products at a specific department store, namely Central department store because there is a sale representative who gave me good information. (BBNM 5)

I bought cosmetic products from Boots because this store often offers promotional campaign such as a discount. (MBNM 10)

Table 4.26 Distribution Channels Used across Groups

<table>
<thead>
<tr>
<th>Distribution Channels</th>
<th>BBM 14 (14)</th>
<th>BBNM 13 (13)</th>
<th>MBM 12 (12)</th>
<th>MBNM 12 (12)</th>
<th>Total 51 (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department store/supermarket/convenient store</td>
<td>93% (13)</td>
<td>54% (7)</td>
<td>83% (10)</td>
<td>50% (6)</td>
<td>71% (36)</td>
</tr>
<tr>
<td>Pharmaceutical stores such as Boots or Watson</td>
<td>7% (1)</td>
<td>7% (1)</td>
<td>8% (1)</td>
<td>25% (3)</td>
<td>12% (6)</td>
</tr>
<tr>
<td>Duty free shop</td>
<td>-</td>
<td>7% (1)</td>
<td>-</td>
<td>8% (1)</td>
<td>4% (2)</td>
</tr>
<tr>
<td>Skincare clinic</td>
<td>-</td>
<td>15% (2)</td>
<td>-</td>
<td>-</td>
<td>4% (2)</td>
</tr>
<tr>
<td>Online shop</td>
<td>-</td>
<td>7% (1)</td>
<td>-</td>
<td>8% (1)</td>
<td>4% (2)</td>
</tr>
<tr>
<td>Direct sales channel</td>
<td>-</td>
<td>7% (1)</td>
<td>8% (1)</td>
<td>8% (1)</td>
<td>6% (3)</td>
</tr>
</tbody>
</table>

IQ 15: How much do you spend on average purchasing male cosmetic products each time?

For IQ 15, analysis across groups showed that a majority of Thai male respondents regularly spent between 1,000 – 5,000 Baht per time on male cosmetic products (that is, on a single visit to the shops) (49%), while the second largest group usually spent around 8,001 – 12,000 Baht per time (22%) (Table 4.27). These were followed by respondents who spent between
5,001 and 8,000 Baht per time (14%), followed by those who spent less than 1,000 Baht per time (10%). The smallest group were those who spent more than 12,000 Baht per time (6%). It is noteworthy that respondents who spent the most money on cosmetic products (over 12,000 Baht per time), were those in the BBNM and MBNM groups, who had a monthly income less than those in the BBM and MBM groups:

For my personal shopping style, I like buying many cosmetic products at the same time, particularly perfume, for which I bought 4 to 5 items on a single visit to shop, so that I spent lots of money on these products, definitely more than 12-13,000 Baht each time. (BBNM 7)

I think I am a heavy user because I spend more than 10,000 Baht each time. (MBM 12)

For me, I usually spent around 3,000 baht a time that I got 2-3 items such as facial cleanser, hairstyle gel, and perfume.

I normally bought all kinds of cosmetic products I use around 10,000 baht per time. (BBNM 5)

For one time to buy cosmetic products, for me around 1,000 or more a bit per time. (MBNM 10)

Table 4.27 Summary of Cross-group Findings for IQ 15

<table>
<thead>
<tr>
<th></th>
<th>BBM (14 males)</th>
<th>BBNM (13 males)</th>
<th>MBM (12 males)</th>
<th>MBNM (12 males)</th>
<th>Total (51)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1,000 Baht / time (Less than US $33)</td>
<td>7% (1)</td>
<td>8% (1)</td>
<td>17% (2)</td>
<td>8% (1)</td>
<td>10% (5)</td>
</tr>
<tr>
<td>1,001 – 5,000 Baht / time (US $33 - 167)</td>
<td>36% (5)</td>
<td>62% (8)</td>
<td>42% (5)</td>
<td>58% (7)</td>
<td>49% (25)</td>
</tr>
<tr>
<td>5,001 – 8,000 Baht / time (US $167 - 267)</td>
<td>29% (4)</td>
<td>-</td>
<td>25% (3)</td>
<td>-</td>
<td>14% (7)</td>
</tr>
<tr>
<td>8,001 – 12,000 Baht / time (US $267 - 400)</td>
<td>29% (4)</td>
<td>15% (2)</td>
<td>17% (2)</td>
<td>25% (3)</td>
<td>22% (11)</td>
</tr>
<tr>
<td>Over 12,000 Baht / time (Over US $400)</td>
<td>-</td>
<td>15% (2)</td>
<td>-</td>
<td>8% (1)</td>
<td>6% (3)</td>
</tr>
</tbody>
</table>
The findings across four groups relating to research questions are summarised and presented in Table 4.28.

4.4 Chapter Summary

Chapter 4 presented cross-case analysis between the four groups of male respondents in order to address the research questions. More detailed analyses of within group demographics and responses to research questions can be found in Appendix 1. The outcomes of a comparison between the four individual groups, which provided the significant similarity and differentiation of results, were presented in this chapter. Chapter 5 provides the conclusions reached from answers to each research question in the light of findings in the literature reviewed in Chapter 2. In addition, the implications for theory and practice, and delimitations of present research, and implications for further research are discussed.
<table>
<thead>
<tr>
<th>Theoretical framework</th>
<th>RQs</th>
<th>Conceptual variables</th>
<th>This research’s findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CDP model</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Need recognition</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Psychological factors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RQ 1(a)</strong></td>
<td>- Motivations considered in 1st purchase</td>
<td>- Recommendation from members of family, friends, and girlfriends. - Desire to be sexual attractiveness, - Improve their self-confidence in terms of appearance - Medical reasons, and personal hygiene concerns</td>
<td></td>
</tr>
<tr>
<td><strong>RQ 1 (b)</strong></td>
<td>- Importance of cosmetic product use</td>
<td>- Most Thai male respondents perceived that the consumption of cosmetic product is &quot;Very important&quot;</td>
<td></td>
</tr>
<tr>
<td><strong>RQ 1 (c)</strong></td>
<td>- The important characteristics of masculinity</td>
<td>- Success - Responsibility to family or family man - Leadership image - Self-confidence - Denial of aggressive and violent behaviour</td>
<td></td>
</tr>
<tr>
<td><strong>RQ 1 (d)</strong></td>
<td>- The importance of self-image &amp; appearance</td>
<td>- More than a half of Thai male respondents perceived the importance of self-image and appearance as &quot;Very important&quot;</td>
<td></td>
</tr>
<tr>
<td><strong>RQ 1 (e)</strong></td>
<td>- Role of self-esteem &amp; self-confidence</td>
<td>- All respondents agreed that self-esteem and self-confidence play a significant role in causing them to be concerned with self-image and appearance</td>
<td></td>
</tr>
<tr>
<td><strong>Sociocultural factors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RQ 2 (a)</strong></td>
<td>- View on whether society accepts use of cosmetics</td>
<td>- All respondents think that Thai society accepts the consumption of male cosmetic products</td>
<td></td>
</tr>
<tr>
<td>Theoretical framework</td>
<td>RQs</td>
<td>Conceptual variables</td>
<td>This research’s findings</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----</td>
<td>----------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Concern about how others perceive you using cosmetics</td>
<td>- Most respondents were not concern with being consider as homosexual when using cosmetic products</td>
</tr>
</tbody>
</table>
| Searching for Information | RQ 2 (b) | - Role of advertising in influencing purchase | - Most respondents agreed that advertising influenced their cosmetic products purchasing behaviour  
- Some respondents disagreed that advertising influenced their cosmetic products purchasing behaviour |
| Evaluation of alternatives | RQ 3 | - Role of promotion campaigns | - More than a half of the respondents agreed that promotional campaigns impacted their cosmetic products purchasing behaviour |
|                       |     | - Role of sales people | - More than a half of the respondents agreed that their cosmetic products purchasing decision was influenced by salesperson’ services |
| Purchase decision | RQ 4 | - Role of price and quality of cosmetic products in purchase decision | - Most respondents perceived that quality of male cosmetic product is the most important factor when making a purchasing decision |
|                       |     | - Duration and types of cosmetics purchased | - More than a half of the respondents been using male cosmetic product more than 10 years  
- Cosmetic product types used daily were Deodorant (100%), Shaving products (100%), Face moisturizer (76%), Face cleanser (86%), Hairstyle gel (59%), Fragrance (65%), body lotion products (35%), Sun protection (29%), Whitening cream (29%), Facial treatment mask (2%) |
|                       |     | - Frequency and place of purchase | - More than a half of the respondents purchase cosmetic products every 1-2 months  
- Nearly a half of Thai male respondents purchase cosmetic products every 3-6 months  
- Places of cosmetic product purchase were Department store (71%), Pharmaceutical stores (12%), Direct sales channel (6%), Duty free shop (4%), Skincare clinic (4%), Online (4%) |
|                       |     | - Expenditure per time on purchases | - A majority of respondents spent on cosmetic products between 1,001 – 5,000 Baht (US $34-167) per time |

Source: Developed for this research
CHAPTER 5: CONCLUSIONS AND IMPLICATIONS

5.1 Introduction

This research sought to investigate the attitude and behaviours of Thai male consumers associated with the evolving perspectives of self-image and appearance, and their relationship to the purchasing patterns of male cosmetic products. The term ‘metrosexual’ has been used in the literature to describe heterosexual, urban males, concerned with their appearance and in touch with their feminine side, who purchase male cosmetic products on a regular basis. For this study, the term has been considered as also appropriate to describe the growing number of such males, especially in Bangkok city. This topic is of interest, as male consumers are becoming one of the fastest growing target markets, globally and in Thailand.

Section 5.2 discusses the findings from interviews with Thai males who purchase and use male cosmetics, and compares the results with current literature, by addressing each research question in turn (Section 5.2). Section 5.3 provides a conclusion to the research problem, followed by Section 5.4, which examines the theoretical and practical implications of this study. The delimitations and limitations of this research are then highlighted in Section 5.5 whilst future research directions are considered in Section 5.6. Finally, Section 5.8 presents the conclusion to this chapter. The structure of the chapter is illustrated in Figure 5.1.

5.2 Discussion of Research Findings

This section discusses the findings of the research and the extent to which they support or contradict studies in the literature.

5.2.1 Discussion of Findings for Research Question 1

RQ 1: To what extent do psychological factors influence Thai male consumers’ consumption of male cosmetic products?
The chief purpose of this question was to investigate five perspectives of Thai male consumers which were pertinent to the consumption of men’s cosmetics through five sub-research questions (a, b, c, d, and e) in relation to the CDP model.

**RQ 1 (a):** Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly the first purchase?

For individuals using cosmetics for the first time, across all four groups of respondents, the findings (see Table 4.7) indicated that it was significantly influenced by recommendations from members of family, friends, and girlfriends. This influence was followed by the desire to be sexually attractive, improve their self-confidence in terms of appearance, for medical reasons, and personal hygiene concerns. Table 5.1 summarises comparison of the findings of IQ 1 with the findings from previous studies.
<table>
<thead>
<tr>
<th>Findings from this research</th>
<th>Findings from literature</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The recommendation to use cosmetic products from reference groups (family, friends, girlfriends)</strong></td>
<td>(Ampofo 2014; McNeill &amp; Douglas 2011; Moungkhem &amp; Surakiatpinyo 2010; Sørensen 2009; Sukato 2008)</td>
</tr>
<tr>
<td><strong>The personal desire relative to sexual attractiveness.</strong></td>
<td>(Bumrungkitjareon &amp; Tanasansopin 2011; McNeill &amp; Douglas 2011; Moungkhem &amp; Surakiatpinyo 2010; Sørensen 2009; Sturrock &amp; Pioch 1998; Sukato 2008; Yuan &amp; Thanawatdej 2006)</td>
</tr>
<tr>
<td><strong>The personal desire to have a good appearance and improve their self-confidence.</strong></td>
<td>(Saravanan &amp; Kummar 2013; Tan 2008)</td>
</tr>
<tr>
<td><strong>Problem-solving or medical reason related to fixing existing skin problems.</strong></td>
<td>(Hall et al. 2012, 2013; Moungkhem &amp; Surakiatpinyo 2010; Sørensen 2009; Yuan &amp; Thanawatdej 2006)</td>
</tr>
<tr>
<td><strong>The personal desire for improving healthy skin or personal hygiene.</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Developed for this research*

This result is consistent with several studies which concluded that women (mothers and girlfriends) were the main influence for males to start using unfamiliar product such as cosmetics (McNeill & Douglas 2011; Moungkhem & Surakiatpinyo 2010; Sørensen 2009; Sukato 2008). As shown in Table 2.3, the males in this study were also more likely to increase their usage of these products in response to pressure from women.

The finding concerning the desire to be sexually attractive is similar to findings of past studies, which have suggested that the important motivation for men’s consumption of cosmetic products is the demand for sexual attractiveness (Bumrungkitjareon & Tanasansopin 2011; Sørensen 2009; Sukato 2008; Yuan & Thanawatdej 2006). However, the findings of this research did not support claims by Moungkhem and Surakiatpinyo (2010), who found that male respondents in Sweden viewed themselves as having the most influence.
when purchasing skin care products. This might be explained by consumer behaviour theory which suggests that cultural differences can account for distinctive attitudes towards purchasing behaviour (Schiffman et al. 2014). This observation is strengthened by the fact that Sweden is a Western country, and has score of 71 on the ‘Individualism dimension scale’ of Hofstede, which is consistent with the notion that in individualist societies where people are supposed to look after themselves, people are more self-assertive. Thus, Swedish men’s decision-making to purchase products is likely to rely on themselves rather than on others (Hofstede 2015a). Thailand, a country with a highly collectivist culture, manifested in close, long-term relationships between an individual and their family, extended family, or other reference group, has a score of 20 on the Individualism dimension scale. This would explain why Thai males who need to purchase cosmetic products are likely to rely on recommendations by others (Hofstede 2015b).

With regard to the finding concerning the reason for enhancing self-confidence through the consumption of cosmetic products, this study is consistent with previous studies, which conclude that a psychological factor such as self-confidence or self-esteem constituted a motivation for males to use cosmetic products (Saravanan & Kummar 2013; Tan 2008). The finding that the motivation to use cosmetics for the first time often involves medical and hygiene concerns in this research (see Table 2.4) is very similar to those previous studies that confirmed that addressing skin problems and improving personal hygiene are the main factors influencing the consumption of cosmetics (Hall et al. 2012; Saravanan & Kummar 2013; Tan 2008; Yuan & Thanawatdej 2006).

**RQ 1 (b):** What level of importance do Thai male consumers attach to the consumption of cosmetic products?

This research found that Thai males considered the importance of using cosmetic products in daily life is high (see Table 4.8). The results imply that among Thai male respondents, cosmetic consumption was perceived as a standard and essential behaviour in life, equal to clothing, rather than as an additional requirement for occasional events.

Moreover, the associated benefits of consuming cosmetic products were found to be both tangible and intangible. Tangible benefits named by respondents were related to business opportunities and occupational achievement, whilst the intangible benefits were mainly
associated with self-confidence. This result is accordance with the outcomes in RQ 1 (a), which as discussed, is consistent with previous studies mentioned.

**RQ 1 (c): How do Thai men perceive their masculine identity?**

The aim of this question was to investigate the notion of masculinity among Thai male consumers, particularly those who appear to be challenging the traditional image of manliness. Such male consumers are using a number of products conventionally associated with the females such as cosmetics. This research found that Thai male consumers over-all, from all four groups, explicitly demonstrated that the typologies of masculinity that were important for them were *success, self-confidence, leadership, denial of aggressive and violent behaviour, and responsibility to family* (Table 4.9). Table 5.2 illustrates the comparison between the findings from this research with the literature with regard to an image of masculinity. Generally, the findings of the this research indicated that the key masculine characteristics of Thai males were predominantly associated with behaviours or mental orientation such as attitudes, traits, and visual imagery, rather than the expression of body image such as the emphasis on physical qualities. This result is consistent with the study by Pompper (2010), which concluded that the male participants over two generations (young men and their fathers/uncles) defined masculinity as a quality made up of mental qualities and non-physical inner attributes.

**Personal success, achievement image or attribute of masculinity**

This image is the most significant aspect of masculinity emphasized by Thai male consumers. This concurs with several previous studies, particularly conducted in Western countries (Harris 1995; Tuncay 2005). Specifically, three themes of success emerged from this research, financial success, professional achievement, and a high status in society otherwise known as prestige, as shown in Table 4.10.

These masculine attributes have been embedded in every culture and society, and seem to portray a core image of being a man. Traditionally, men’s achievement in terms of money or profession is the ultimate symbol of success. This view is supported by Gould (1974), in the article ‘Measuring Masculinity by the Size of a Paycheck’ which demonstrated that men are often valued by how much money they make. Moreover, several scholars have suggested that for men, success and achievement in their personal life are crucial (Harris 1995). As a case in point, David and Brannon (1976, p. 89) argued that ‘success and status are the bedrock
elements of male sex role, and no man in America escapes from the injunction to success’. Furthermore, they claimed that success for American males was determined by how much money they could acquire from work, because it represents how much power a man has in society. Further, the notion of professional achievement was also defined among American men to be the important image of masculinity that signified socially acceptable symbols (David & Brannon 1976).

Table 5.2 Comparison of Findings of RQ 1(c) with Previous Studies

<table>
<thead>
<tr>
<th>Images of masculinity</th>
<th>Findings from this research</th>
<th>Findings from literature</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-confidence</strong></td>
<td>Self-confidence -</td>
<td>-</td>
</tr>
<tr>
<td><strong>Leadership</strong></td>
<td>- -</td>
<td>-</td>
</tr>
<tr>
<td><strong>Responsibility to family</strong></td>
<td>Protecting your family</td>
<td>Breadwinner</td>
</tr>
<tr>
<td><strong>Denial of aggressive and violent behaviour</strong></td>
<td>- -</td>
<td>-</td>
</tr>
<tr>
<td><strong>Responsibility to your action</strong></td>
<td>Rebel model -</td>
<td>-</td>
</tr>
<tr>
<td><strong>Personal integrity</strong></td>
<td>Man-of-action heroes -</td>
<td>-</td>
</tr>
<tr>
<td><strong>Attractiveness for women</strong></td>
<td>Women/Sex -</td>
<td>-</td>
</tr>
<tr>
<td><strong>Homophobia and fear of the intolerance of gay men</strong></td>
<td>- -</td>
<td>-</td>
</tr>
</tbody>
</table>

*Source: Developed for this research*

The finding of this research, that the Thai male respondents considered that success and achievement in a man’s personal life is measured in terms of money, career, and social status,
is consistent with Tuncay’s study (2005), which investigated the concept of masculinity among male consumers who identified themselves as ‘metrosexual’ in the United States. Her research found ‘money and success’ to be significant indicators of masculinity. Moreover, besides money and professional achievement, owning material goods such as expensive cars, clothes and gadgets, were also representative of masculine attributes.

Comparing four groups of Thai male consumers with different personal backgrounds, such as place of birth (Bangkok city or outside Bangkok city) and position in an organisation (manager or non-manager) showed no significant difference to the emphasis on achievement and success in life. All groups of men considered this to be a sign of masculinity within Thai culture. Furthermore, there was found a strong correlation between success and responsibility towards family. This suggests that men need to be financially successful because it can signify competence as a breadwinner in the family. This supports past literature that suggested that many American men focused on financial achievement in order to fulfil their family responsibilities as husbands and fathers (Harris 1995).

Within this research, different types of success were valued, which varied according to the respondents’ background. This notion is in agreement with Beynon (2002), who suggests that there are several factors which can impact and shape masculinities to varying degree of influence and length of time. These factors include geography, historical location, ethnicity, class and occupation, culture and subculture and so forth. For instance, Thai male consumers who are representative of the MBM group (migrated to Bangkok city and holding managerial positions), focused on social power, rather than financial and professional achievement. This view would imply that in Thai culture, particularly in rural areas, the meaning of success in their personal life or family status often derives from a level of power and prestige in a particular town or community, rather than how much money they own. For example, one male participant of the MBM group discussed that a member of his family has been a village headman for many decades, giving him a sense of status in the community. However, he expressed that, when he moved to Bangkok to study he felt different, and that in urban environments, money is likely to be much more important. Thus, the research confirms that the concept of masculinity is constantly changing over time (Beynon 2002).

This research suggests that urban males who were born in Bangkok, placed a strong emphasis on money or financial achievement rather than high status in society. This is consistent with Harris (1995), who found that men who live in an urban setting are more likely to feel that
power and prestige are derived from having a big bank account, because it allows them to control society (Harris 1995). Furthermore, the idea of career achievement among Thai men consumers was considered as the second most important feature of masculinity across all four groups. However, this type of success was of highest importance for males in the MBNM group. This could be because they are at the beginning of their career development, thus their focus is on professional advancement. In addition, they have to adjust to a new environment where competition is high. As a result, professional achievement is more important for them compared to consumers in the BBNM group who are in the same period of life but are more focused on financial success rather than occupation. However, the need for professional success among Thai male consumers confirms the masculine ideology theory proposed by David and Brannon (1976), suggesting that the ambition of status and success in work or other achievements is used to display success in society.

**Responsibility to family, family man, breadwinning masculinity**

Responsibility for the family or being the breadwinner was a significant feature of masculinity that emerged in this research. The family man image was seen to be a highly worthy ideal of masculinity for Thai men in today’s society. From a demographic standpoint, it is clear that a majority of Thai male consumers seem to fall into the beginning or middle stage of adulthood. It can thus be argued that Thai male consumers perceived the breadwinner or family man image as the universal sign of masculinity which every man should encompass.

A different viewpoint suggests that the idea of being a father and/or husband is a core function for Thai male consumers who attempt to maintain the position as the main breadwinner. This idea resonates in several earlier studies (Harris 1995; Tuncay 2005). For instance, Tuncay (2005) found that Family/Love or Family man was a core theme in a man’s sense of masculinity among American men, called by the author ‘new breed male consumers’. These men seem to be more involved in traditional female products such as cosmetics. Moreover, Harris (1995) concluded that the breadwinner message was rated as the tenth most important message by fifty-two per cent of informants in his research, suggesting it was a strong influence in their lives.

It is interesting to note that only one group of male participants (BBM) from this study perceived the breadwinner image as one of the three most significant masculine attributes for themselves. As such, Thai male consumers in the BBM group had the highest average age
(34.5 years) compared to the other three groups, as well as the highest monthly income. More than seventy per cent of males in the BBM group had a monthly income greater than 50,000 Baht. Perhaps only male consumers of the BBM group perceive the ‘breadwinner image’ to be much more important, as they seem to feel secure in terms of career and income. Such findings would conform to the result of Harris’s study (1995), which found the image of masculinity derived from male informants called ‘Faithful Husband’, who has serious financial and emotional commitments to his family.

**Leadership image**

The leadership image was dominant among respondents in this research. Throughout history, as mentioned in the literature review, Thai males have been encouraged to become leaders so as to gain more benefits and opportunities, such as money or higher social status. Findings of this study suggest that the crucial reason given by Thai male consumers for the importance of the leadership image, is related to the workplace environment and professional benefits. This supports past studies by Connell (1995) and Kahn (2009), which propose that the hegemonic masculinity pattern implies that men’s behaviour has been shaped by socially normative definitions of masculinity to subordinate women (external hegemony) as well as marginalizing men (internal hegemony), in order to sustain and maintain the system of patriarchy that is able to maximally achieve benefits. Thus, Thai male consumers in this research need to secure and maintain their status by focusing on the idea of dominance over women, and over other men, particularly in organisations. In other words, a leadership image, particularly in organisations, plays an important role in presenting a sense of masculine identity. Such findings confirm the literature (Harris 1995), thereby suggesting that one category of masculine image, identified as ‘Bosses’, seemed to be a crucial gender role norm which men in most societies need to acquire and which they are expected to maintain in their lives. Results from this study are supported by Tuncay (2005), who found that the concept of leadership/respect was perceived to be a core masculine ideology among ‘metrosexual’ America men.

**Self-confidence/Assertiveness**

Trusting in your own attitudes and having self-esteem was found to be a crucial feature of masculine identity among Thai male consumers in this study. The findings revealed that self-confidence and assertiveness gave a significant advantage in terms of profession. In other words, male consumers who indicated this attribute to be important believed that it was a
crucial part of being a man in order to support and advance their career. Thus self-confidence among Thai male consumers suggested dependability in the career title/position. For males who were at an officer level such as those in groups BBNM and MBNM, assertiveness was something they needed to employ to stand out in an organisation. Nonetheless, there appeared to be a subtle difference for males at a managerial level (MBM). That is, self-confidence was seen as necessary for portraying their power and governing others in an organisation, particularly subordinates. Furthermore, there is a significant argument that being self-confident is a method used by Thai males to distinguish themselves from women, particularly in regard to the workplace in order to defend their position in today’s changing society where females are increasingly entering the workplace. Hence, self-confidence is in agreement with the traditional male sex role called ‘sturdy oak’ (David & Brannon 1976) which demonstrates masculine attributes of being tough, having confidence, and being self-reliant.

Denial of aggressive and violent behaviour

The majority of literature concerning sociological and psychological models indicates that aggression and violence often explicitly represent the real sense of being a man (Connell 1995; Pleck 1981). For example, one of the four categories of maleness proposed by David and Brannon (1976), as mentioned, identified as ‘Give’em Hell’, whereby aggression and violence behaviour were overtly used to verify manliness. Another study found that working-class males were likely to perform acts of violence as a purely masculine trait (Soulliere 2006). In this research, however, the majority of respondents demonstrated middle-class characteristics in terms of education, income, and occupation, an perhaps middle-class men are less likely link violence and aggression with manliness.

In fact, this research suggests that Thai male consumers perceive aggression and violent behaviour to be unacceptable trait. Significant reasons why Thai males reject this behaviour as a sign of masculinity are as follows. Firstly, an increasing ideology of gender equality associated with social change, was explicitly identified among the respondents. Although they accepted that dominant ideas of masculinity have long been a part of Thai traditions, this image is no longer necessary for Thai males. Secondly, it can be contended that a changing sociocultural perspective with regards to moving from working-class to middle-class culture of Thai males has led to the acceptance of non-aggressive behaviour.
This outcome is consistent with findings of an investigation of the image of Thai masculinity through Thai classical literature by (Piayura 2013). This author argued that there is a new type of male who portrays his masculinity by being emotionally sensitive and self-expressive with women and who believes in an equal relationship. Again, it appears that there are cultural differences between Western and Eastern conceptualisations of masculinity.

**RQ 1(d):** To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?

**RQ 1(e):** To what extent does self-esteem or self-confidence play a role in how Thai male consumers care for their appearance?

The aims of these research questions were to examine the beliefs of Thai male consumers concerning the importance of their self-image and appearance. Overall, the findings indicated that all male respondents ranked the importance of their self-image and appearance as high (Table 4.11). Also, all respondents reported that their self-confidence can be encouraged by improving their appearance. Conclusions concerning the benefits of enhancing self-esteem or self-confidence through improving self-image are as follows.

**Developing social engagement**

Developing social engagement is another valued aspect among Thai male respondents, and it is achieved by having a good appearance. This point of view was quite distinctive, with the desire for potential chances in business and career, due to interactions/affiliations with various interest groups or society being mentioned. The findings indicated that many males expressed the belief that good personality and appearance contributed to their social interaction with people in society, and also suggested that developing widespread connections with various groups or communities would allow them to obtain future benefits. This finding is consistent with studies that suggest that attractive people are seen as being more competent than less attractive people, and that people are more likely to associate and cooperate with attractive people both female and male (Mulford et al. 1998; Ricciardelli & White 2011). Moreover, this finding is in agreement with Bloch and Richins (1992); Dion, Berscheid and Walster (1972) that physical attractiveness is favourably pertinent to social, power, self-esteem and the obtaining of positive feedback from others.
Enhancing opportunities associated with business deal and professional advancement

It is evident that the desire to enhance opportunities in business deals and career advancement was rated highest in importance amongst all four groups (Table 4.13). Several males claimed that they are dedicated to their appearance and use cosmetic products, go to the gym, participate in beauty services (spas) so that they retain a good self-image and appearance in order to gain a number of opportunities when dealing with people in business. This was the case particularly for careers such as sales, or someone whose profession involved being in contact with clients regularly. Also, males who work only in an office environment with little contact with clients, claimed that good personal display is very important for career advancement. This finding is consistent with previous research (Bottamini & Ste-Marie 2006). For instance, this Canadian study found that the one of motivations for physical activities such as exercise, and eating behaviour to gain size or lose weight for males is related to the belief having a fit physique is likely to have potential for advancing a person professionally (Bottamini & Ste-Marie 2006). Similarly, Hall et al. (2013) argue that currently men are concerned more about appearance to increase the chance of success in their search for work or to help get ahead in their present position.

5.2.2 Discussion of Findings for Research Question 2

RQ 2: To what extent do sociocultural factors influence Thai male consumers’ consumption of male cosmetic products?

RQ 2 (a): How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?

RQ 2 (b): How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases?

Lim (2008) suggests that the stereotype that ‘real men don’t act like girls’ is a principle component of the classical construction of masculinity. Insofar as masculinity is created on the basis of the fear of looking like a girl or not looking like a man, homophobia is the core principle that defines masculinity. Men who care about cosmetic have traditionally been branded as dandies or playboys, or even as gays. The finding in this research firmly demonstrated that the consumption of male cosmetic product has undoubtedly become acceptable in Thai society. Thai male respondents who regularly use male cosmetics are no
longer concerned as being perceived homosexual or feel stigmatised in society. Moreover, they feel free to express their consumption of cosmetic products in public, which may be a result of increased advertising, allowing changes in attitude and acceptance of a new form of lifestyle. In addition, there is an increasing demand among Thai male consumers to use their physical attractive capital in order to acquire social benefits, which results in the consumption of male cosmetic products. This result is consistent with research that suggests that male cosmetics users disagree with the notion that using cosmetics contradicts masculinity, meaning that a majority of young men actually have accepted that using cosmetics is not women’s privilege and they were not considered as being homosexual when using cosmetics (Moungkhem & Surakiatpinyo 2010; Yuan & Thanawatdej 2006).

**RQ 2 (c): How do Thai males perceive the influence of Thai society and Thai workplaces on Thai males should care for their appearance?**

Table 5.3 summarises the comparison of findings from this study and from the literature with regard to factors influencing Thai males to consider the importance of their appearance.

**Table 5.3 Comparison of Findings of RQ 2(c) with Previous Studies**

<table>
<thead>
<tr>
<th>Findings from this research</th>
<th>Findings from literature</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Positive first impression from people in public</strong></td>
<td>The demand to be making a good impression</td>
<td>(Bottamini &amp; Ste-Marie 2006)</td>
</tr>
<tr>
<td><strong>The desire of social conformity</strong></td>
<td>The desire for group affiliation and societal conformity</td>
<td>(McNeill &amp; Douglas 2011; McNeill &amp; Firman 2014; Ricciardelli &amp; White 2011)</td>
</tr>
<tr>
<td><strong>The pressure of high competition in the workplace environment from both other males and females</strong></td>
<td>The insecurity in career with lead an extensive competition and an increase of women participate in workplace</td>
<td>(Ricciardelli &amp; White 2011; Tan 2008)</td>
</tr>
</tbody>
</table>

*Source: Developed for this research*

**Positive first impression**

The findings showed that the social expectation associated with giving a positive first impression has caused Thai males to become more concerned over their appearance. Several
males provided evidence that in today’s society, first impressions are significantly important when they are engaging with people in society, particularly when they are attempting to introduce themselves into new community for males as well as females. The results suggest that physical beauty/attractiveness in Thai society is an expectation for both males and females due to gender equality. This supports past studies which revealed that the wish to make a good impression motivates males to be more concerned about their appearance (Bottamini & Ste-Marie 2006).

**Desire for social conformity**

The demand for social conformity was expressed by respondents as a pressure by society, whereby they compared themselves and were compared by others as regards their appearance in certain environments such as the workplace. This resulted in pressure and negative outcomes such as anxiety or self-devaluation, which often occurred in males who were deemed less physical attractive. Consequently, several males claimed that they were becoming increasingly aware of their appearance in order to be affiliated with a particular group, where they needed to belong. This finding suggests that not only are males concerned about their physical appearance and presentation in order to gain societal benefits, but are also pressured to focus on their image in order to be accepted by a particular group. This conclusion supports the New Zealand study which found that young men were more aware of their appearance due to the desire for group affiliation and societal conformity, which played a significant role in the consumption of cosmetic products (McNeill & Douglas 2011). However, besides social conformity being a factor, comparison with other men is another factor which encourage males to be more concerned with their self-image and body image, whether it be clothes concerns or visiting the gym (McNeill & Firman 2014; Ricciardelli & White 2011).

**Competition in the urban workplace environment in Bangkok city**

The pressure of high competition in the workplace environment especially in an urban area like Bangkok city is significant for Thai males to invest more in their appearance. Several males claimed that the high competition in business and employment, with other men, and and with women, played a significant role in terms of men focusing on their appearance. This implies two perspectives. Firstly, competition is an innate masculine attribute and success over rivals in the workplace is proof of being a man. Thus, men’s self-image and appearance is merely an instrument for them to achieve their goals. Another perspective is that Thai
males perceive the significant increase of women in the workplace as a threat which may erode their masculine image as a leader. Thus, they attempt to use their physical attractiveness to protect their position in the workplace. This view is confirmed and supported by Ricciardelli and White (2011) who argue that the increasing focus on appearance, including the employment of cosmetic surgery for men is a response to meet in a high competition in workplaces, where job insecurity relates to the increasing role of the body in self-identification. Similarly, Tan (2008) concluded that the collapse of the bubble economy in the 1990s and the end of life-long job security has made Japanese men focus on how they should look to distinguish themselves from others.

5.2.3 Discussion of Findings for Research Question 3

RQ 3: How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?

IQ 9: Does advertising (TV, magazine, radio etc.) influence you in buying male cosmetic products? How?

Responses to this question provided a clear indication that advertising of cosmetic products on media such as TV, magazines, radio, and the Internet played a significant role in the purchasing decision of males in several ways. Firstly, the advertising led to the enhancement of male self-confidence by using cosmetic products that were traditional perceived as female consumer goods (Table 4.19). Secondly, advertising played a role in terms of brand awareness, allowing males to recognise a particular brand available in the market. Finally, advertisements presented by favourable presenters influenced male respondents to consume a particular brand. Not surprisingly, the outcomes of this research is supported by several studies conducted in different countries, confirming that advertising strongly influences males, making them more confident to purchase cosmetic products (Cheng et al. 2010; Sørensen 2009; Sukato 2008; Tuncay 2005).

However, it is interesting to note that some respondents in this research recounted negative views regarding advertising, claiming that it did not affect their purchasing decision about cosmetic products (Table 4.19). Firstly, disbelief was associated with celebrity endorsers, as to whether they were likely to really be using the cosmetic products that they were presenting. Secondly, consistent with the finding of research question 1 (a), the influence of family, friends and partners had a significant impact on the decision to purchase cosmetic products.
Some Thai male informants in this study relied more on such reference groups than on advertising provided by manufactures in regards to brand and product choices.

**IQ 10:** Do promotion campaigns of male cosmetic product manufacturers (free sample, discounts, gift coupons, etc.) influence you in buying male cosmetic products? How?

In relation to promotion campaigns such as free samples, free gifts, and discounts, which past studies show to have a positive impact among male consumers (Sukato 2008; Tan 2008), the findings from this research are mixed. As shown in Table 4.20, 55 per cent of respondents agreed that these promotional strategies influenced them positively, and 45 per cent disagreed. For those who had a positive response to this kind of advertising, promotional campaigns such as gift set, or discounts were likely to encourage them to spend more money on cosmetic products, to switch brands, and to purchase brands they perceived to be expensive.

On the negative side, too many promotional campaigns were likely to have a negative impact on Thai male consumers due to the perception that products were of low quality or could not be sold without providing promotions because of a problem with the product. These attitudes towards cosmetic promotional campaigns are opposite to those of female consumers, who view promotions offered by manufactures more positively (Amor & Guilbert 2009). However, respondents appeared to be more concerned with a product’s quality. Thus, promotional campaigns offered by companies that can be associated with its quality, such as buy 1 get 1 free might be rejected by male consumers.

**IQ 11:** Can you describe how salespeople influence you in buying cosmetic products?

Findings were that the influence of sale representatives had both positive (57%) and negative (43%) outcomes on the purchasing decision made by male respondents (Table 4.21). Sales representatives that were able to positively impact informants had excellence product knowledge and provided high quality service, being able, for instance, to serve customers right away. These important attributes agree with past studies, which have demonstrated that having a salesperson to provide information is an important factor when choosing a purchasing outlet (Yuan & Thanawatdej 2006). In contrast, a negative perception from respondents towards retail salespersons was that product information could not be trusted, as the salespersons might persuade consumers to buy their products without giving accurate or proper information.
5.2.4 Discussion of Findings for Research Question 4

RQ 4: What criteria are used by Thai male consumers when making a purchasing decision on cosmetic products?

IQ 12: Do you think quality or price of male cosmetic products is an important factor in purchasing, and are there any other factors that influence you when you make a decision to buy cosmetic products?

The findings provided clear evidence that for men, quality of cosmetic products was the most important attribute in comparison to price when making a purchasing decision. Moreover, two significant reasons associated with quality concerns emerged. The first was the fear of a negative result if low quality cosmetics were used. This meant that respondents perceived high quality products as having a high price. As a result, they usually attempted to buy expensive cosmetics brands, as long as they could afford it. It can be argued that the quality of cosmetic products perceived by these males is intangible and thus relatively hard to measure, thus price which is more visible is used a determinant of quality. Secondly, not only was price an indication of quality, but reference group guidance (mother, girlfriend, and friends) was also important when choosing a suitable brand.

These results are supported by several studies conducted in both Western and Eastern countries, which showed that quality of cosmetics was the most important factor when making a purchasing decision (Moungkhem & Surakiatpinyo 2010; Sukato 2008). However, it is important to note that for some male respondents who seemed to be ‘price conscious’ they believed that there was not an obvious distinction other than price between an expensive or cheaper brand.

5.2.5 Discussion of Findings for Research Question 5

RQ 5: How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, and expenditure?

IQ 13: Do you use any male cosmetic products? How long have you used male cosmetic products? What kind of male cosmetic products do you apply in daily life?
Results from analysis over all groups demonstrated that a majority of males (61%) have long been associated with cosmetics, using them on a regular basis for more than ten years, whilst twenty-nine per cent of respondents stated that they have been using cosmetics for 5 to 10 years. Only ten per cent have been involved with cosmetics for less than 5 years. Further, in terms of respondents’ ages, most were young consumers, with an average age of 31.2 years of age, and 76.5 per cent between 26 and 35 years old (Table 4.2). These results are consistent with research that suggests that younger males are increasingly aware of their appearance, which is becoming an important issue at an earlier age. This is due to young males being conscious of how their looks are being perceived in society and being pressured into cosmetic (McNeill & Douglas 2011).

Moreover, similar results were found by Moungkhem and Surakiatpinyo (2010), who showed that male respondents who were aged between 28-32 years old were the main users of skincare products. Furthermore, their study revealed that Swedish men aged between 18 and 22 years, and 23 and 27 years had high numbers using these kinds of products.

To a great extent, the findings from this research indicate that the degree of familiarity related to consuming cosmetics among Thai male respondents is impacted by their career position in organisations and place of birth. The results indicated that all Thai male respondents, who were born in Bangkok city and held a managerial position in organisations, had significant experience with cosmetic products for more than 10 years in comparison with the other three groups (BBNM, MBM, and MBNM). This would imply that Thai males who have lived in an urban area like Bangkok city for a long time, are more likely to be aware of their appearance and recognise the need to consume cosmetic products, than individuals who live outside Bangkok. This is due to a wide array of media influencing their concerns over appearance, a notion supported by past studies that argue that urban people are more beauty conscious than those from rural areas. For example, the awareness level of male cosmetic brands in rural Rajahmundry, India was lower than in a larger city in India (Priyadarsini 2009). Similarly, Sukato (2008) suggested that rural men are not as likely to groom themselves, and are not as concerned about young-looking skin due to fact that rural lifestyles are less competitive and relatively relaxed.

As for types of cosmetic products, in this research they were categorised by purpose such as for cleanser (face/body/hair), deodorant, shaving products (pre-shave, shaving gel/foam, and aftershave), moisturisers (face moisturiser/ facial treatment mask/ body lotion), protection
(face/body sunscreen), fragrance/perfume, styling products (hairstyle gel/spray), and whitening facial cream. It is no surprise that common cosmetic products such as deodorant and shaving products were applied by all respondents, while cleansing products were perceived to be second most important followed by face moisturiser (Table 4.24). This implies that although a majority of Thai males reported experience with cosmetics for over 10 years, it appears that they had been using only basic cosmetic products such as deodorant, shaving products and cleansers. The findings concerning pattern usage of cosmetics among Thai male respondents seems to be similar to the New Zealand study by McNeill and Douglas (2011) which suggested that men limit the number of varieties they use in order to avoid being seen as feminine.

**IQ 14:** How often do you buy cosmetic products? And where do you usually buy cosmetic products?

The findings suggest that Thai male were likely to purchase cosmetic products frequently, with a half of the informants (55 per cent) buying products every 1-2 months on average (Table 4.25). This concurs with research which showed that the majority of respondents purchase men’s skin care product for own usage just once in three months (35.2 per cent), followed by once a month (31.9 per cent), once in six months (8.7 per cent), more than once a month (8.2 per cent) and once a year (3.2 per cent) (Bumrungkitjareon & Tanasansopin 2011).

Decisions concerning location for purchasing cosmetics were found to be influenced by multiple situational factors such as the store environment, type of distribution, the purchase location, and whether salespersons knew the product (Souiden & Diagne 2009). This study found that department stores were the most frequently mentioned outlet for purchasing cosmetics (71 per cent) (Table 4.26). Next most popular were pharmaceutical stores (12 per cent). The outcomes is consistent with past studies, which indicated that preferred sales outlets were are super store (28.3 per cent), convenience store (23.3 per cent), cosmetics center (21.6 per cent), direct sales/internet (13.3 per cent), and perfumery/drug store (13.3 per cent) (Saravanan & Kummar 2013). It could be supposed that men are more familiar with such stores because they regularly went shopping for household items, and for that reason they are conveniently located.

**IQ 15:** How much do you spend on average purchasing male cosmetic products each time?
It is noteworthy that respondents who spent the most money on cosmetic products (over 12,000 Baht per time), were those in the BBNM and MBNM groups, and who had a monthly income less than those in the BBM and MBM groups (Table 4.27). However, it is interesting to note that some males in the BBNM group, who had lower incomes, seemed to be heavier users. Some males in this group spent over 12,000 Baht (over USD 400) at a time. What this may suggest is that in many cases, spending money on cosmetic products among males is not dependent on their income or career position. This purchasing behaviour may be explained by perspectives such as their level of preference, how important it is to them, or their perception of benefits from investing in cosmetics. This argument is similar to that of Priyadarsini (2009), who suggested that the psychology of spending money for cosmetics is not necessarily dependent on income level, but on psychological motivations such as strong emotional aspects associated with using cosmetics.

5.3 Conclusions for the Research Problem

Along with the significant increase in consumption of cosmetic products among men globally in recent decades, understanding consumers’ decision-making has become of greater significance interest to the cosmetics market. However, research into male cosmetic product behaviour has been relatively neglected in Thailand. Therefore, this thesis aimed to expand and deepen understanding of Thai male consumer behaviour towards cosmetic product consumption in Bangkok City, Thailand. The research problem investigated in this thesis was:

What is the perception of Thai male consumers on their purchasing decisions of cosmetic products? And how do male’s concept of masculinity and the importance of self-image and their appearances influence the consumption of male cosmetic products in Thailand?

This research problem was addressed by means of a conceptual framework based on the four stages of the CDM (consumer decision making model): need recognition, searching for information, evaluation of alternatives, and purchase decision. In addition, the researcher sought to examine the relationship between concepts of masculinity, and self-image and appearance, among Thai male consumers who regularly use cosmetic products. Overall, the
consumer decision-making model (CDM) successfully explained the purchasing behaviour of Thai male consumers towards cosmetic products. Findings for the four stages of the model are discussed in turn as follows.

Need recognition

Two key sets of factors, psychological and sociocultural influences, were able to account for the motivating factors that reinforced the desire of Thai males to use cosmetic products in different ways. This research extends knowledge about male cosmetic behaviour beyond the Western context, on which previous studies have been focused. This research explored that the external factors such as recommendation from members of family, friends and girlfriends was the most important factor for Thai males, followed by internal factors such as the desire to be sexually attractive; desire to improve self-confidence in terms of appearance; medical reasons; and personal hygiene concerns. The findings suggest that diverse cultures can result in different consumer behaviour towards the consumption of cosmetic products among men. While self-image and appearance concerns have been seen as traditionally feminine traits, and past studies examining body image have focused on females as primary consumers, this research fills the gap in literature regarding how males perceived their self-image and appearance and how it impacts their consumption of cosmetic products. The findings of the research suggest that men are taking a much greater interest in their appearance by spending more time and money on fashion and grooming. The perceived importance of self-image and appearance of Thai male consumers was discussed from several perspectives. Thai male consumers felt justified in being more concerned over their self-image due to the potential acquisition of several benefits from society, such as developing social engagements, or opportunities to enhance career advancement and business deals. Such external factors prompted males to focus more on their appearance, which involved gaining a positive first impression, the desire to conform to social expectations, and having to face high competition in the workplace, particularly in Bangkok.

Understanding need recognition from a sociocultural perspective is important for marketing of cosmetic products, because it can be used to predict purchasing intentions of consumers. This thesis contends that although the notion of caring self-image and appearance among men has traditionally been branded as being more prevalent among men who identify as gay, the Thai male participants in the study indicated that they were willing to use cosmetic products without any concerns or feelings of stigmatisation. Moreover, while literature has found that
many men are pressured negatively from society and are less comfortable in using cosmetic products, the Thai males in this study demonstrated that the consumption of cosmetic products was acceptable in Thai society in the present time. The important factor which seemed to influence this idea was the increase in male cosmetic advertising that could lead Thai males to feel free to express their consumption behaviour openly. Furthermore, rather than indicating a negative influence from Thai society on using cosmetic products, participants felt pressured, particularly in the workplace, to take more care about their appearance, and as a result they are increasing their usage of cosmetic products.

This research was also designed to fill a gap in the literature, namely that few studies have investigated the concept of masculinity among males who have used cosmetic products both globally and especially in Thailand. While literature has suggested that masculine identities have been often defined by physical attributes such as having a muscular body, particularly in a Western context, this study found that for Thai males, the characteristics of success, self-confidence, leadership, being responsible for the family, and denial of aggressive and violent behaviour were most important. For the relationship between the concept of masculinity and self-image and the consumption of cosmetic products in this study, it was found that Thai male consumers perceived ‘success’ as defining their masculine identity most, and they also highly emphasised the importance of self-image and appearance. Thus it can be concluded that this result strengthened the motivation of Thai males to utilise cosmetic products as an instrument to increase their masculine identity in terms of ‘success’ and their self-image.

Searching for information

As regards the second stage of the CDM, past studies of both female and male consumers concerning information searches in particular products and services have suggested that marketing strategies employed by manufacturers generally impact and influence consumers to purchase their products. This research extends knowledge regarding the information searching process in males’ cosmetic product purchasing behaviour. The research found that marketing strategies such as promotional campaigns, and salespeople who presented and provided information about cosmetic products were not clearly effective for male consumers. These strategies had positive and negative influences on the purchasing decision of cosmetic products for male consumers. It may be that male cosmetic companies need to consider the requirements which specifically target different male consumer segments when developing promotional campaigns or hiring sales representatives. However, media is still a significant
strategy for companies to introduce their products to target consumers, particular male cosmetic products, since Thai male participants confirmed that that media played a significant role in making a decision to buy grooming products. The most significant impact of advertising on male consumers’ attitudes was convincing men that cosmetics are not perceived as feminine products.

*Evaluation of alternatives*

With respect to evaluation of alternatives, the literature has suggested that several criteria have been applied to male cosmetic products, such as quality or price, or both, but studies are not conclusive about which criteria is the most important. This research adds to the literature by demonstrating that Thai male consumers tended to be quality conscious, with the majority of respondents deeming quality as more important than price. Although it appeared that Thai male consumers of cosmetic products associated high quality with a high price, quality was the crucial factor. The study indicated that Thai men were relatively passive as regards evaluation of alternative products, mostly relying on the quality of products.

*Purchase decision*

As regards the fourth stage of CDM, the outcomes of this study highlighted the relationship of demographic characteristics to the purchase decision process regarding male cosmetic products. First, it was found that overall, Thai male respondents who tended to spend more money on grooming products had a high level of education, high income and were mainly employed in managerial positions. Second, a majority of Thai male respondents prefer to purchase cosmetic products in department stores, because this type of retail outlet gave them more familiarity with store layout, since they regularly went shopping for household items. In line with this finding, convenience of store location was also stated as an important factor. Another significant finding was that only limited types of basic cosmetic products have been used by Thai male respondents. This suggests that there is an opportunity for manufactures to extend a variety of products to Thai male consumers. Retail outlets should consider strategic aspects of retail marketing such as retail format, outlet image or retail advertising in order to attract male consumers to their stores.
5.4 Contributions of this Research

5.4.1 Theoretical contributions

This research makes three theoretical contributions as follows:

Firstly, this thesis contributes and supports the body of knowledge on consumer purchase decision-making, a growing area of research in the field of male cosmetic products. Since the first academic research concerning male consumer behaviour in terms of cosmetic products was published in 1998 (Sturrock & Pioch 1998), there have been only a few studies investigating the attitude and behaviour with regard to cosmetics’ purchase decision-making in Thailand. This study explored the factors influencing the first time usage of cosmetic products of men consumers, with the results extending existing exploration of the need recognition stage of the CDP model, specifically for Thai male consumers. For example, the outcomes of this study demonstrate that the recommendation from reference groups such as members of family, friends, and girlfriends was perceived as the most significant factors to cause Thai males to use cosmetics for the first time. Whereas past studies have suggested that a combination of motivating factors both internal and external have exerted an influence on purchasing male cosmetic products, this study extends the CDP model regarding need recognition, suggesting that for Thai male respondents, it is mainly determined by environmental influence, rather than individual motivations. Additionally, this study confirms to a great extent the literature associated with the information search process of consumers. The findings of this research demonstrate that advertising such as TV, magazine, radio, and the Internet play a significant role on male attitudes towards making a cosmetic purchasing decision. However, in the case of the Thai males in this study, it could not be clearly concluded that the influence of promotional campaigns and salespeople had a significant positive impact.

Secondly, this research contributes to the body of knowledge concerning conceptualisations of masculinity and extends the knowledge of the current image of masculine identity. For instance, the literature found that several important images of masculinity include breadwinner, self-confidence, rebel, money success, personal integrity, attractiveness for women homophobia, aggression (David & Brannon 1976; Johnston & Morrison 2007; Pompper 2010; Tuncay 2005). This study, however, while confirming such findings, extends existing knowledge about conceptualizations of masculinity. Findings of this study show that
‘denial of aggressive and violent behaviour’ was an important aspect of masculine identity for Thai male consumers of cosmetic products, whereas previous research has found that aggressive manner or behaviour is a core attribute of masculinity for males, particularly in Western culture (David & Brannon 1976; Harris 1995). This finding is especially significant in the light of the fact that, although there are few studies investigating Thai male consumers towards the male cosmetic products’ purchasing behaviour, no study has investigated their masculine identity (Bumrunkitjareon & Tanasansopin 2011; Sukato 2008).

Thirdly, the current research has potential theoretical contribution towards self-image theory, providing an understanding of factors motivating concerns about self-image and appearance for men. While female body image research has been extensive over many decades, male self-image studies in relation to cosmetic product consumption have been largely overlooked. This study has clearly identified that men are focusing on their appearance in order to acquire several benefits from society, such as professional benefits, and the benefit in social engagement. This is in contrast to literature which suggests that women emphasise their physical attractiveness to gain social benefits, such as to gain sexual success.

This study also provides an understanding of factors influencing the concern of male self-image and appearance outside of Western culture, where most research into male body concerns have been conducted. For the Thai context, this study provides an understanding of five influencing factors which motivate Thai males to be more concerned with their self-image. Namely, the importance of first impressions, social conformity, dealing with a high degree of competition in the workplace, gaining social benefits, and more success in developing business deals and professional opportunities.

5.4.2 Practical Contributions

Now that cosmetics consumption is no longer the privilege of females exclusively, male purchasing behaviour regarding cosmetic products has become of strategic significance to marketing managers, advertisers and manufacturers. The results of this study provide valuable marketing implications, identifying a number of factors that impact the consumers’ purchasing behaviour of male cosmetic products in Thailand. A marketing mix theory (4Ps
strategy: product, price, place, and promotion) (Armstrong et al. 2012) are utilised to explain the practical contribution of this study.

Firstly, this study provides information regarding strategy to marketers on the types of cosmetics used among Thai males. The findings suggest that diverse product usage of cosmetics is limited, with a majority of Thai consumers using common products such as deodorant, shaving products or cleansers on a daily basis. At the same time, it is evident that the male cosmetic market in Thailand has enormous potential with regard to increasing numbers of cosmetic categories used by males, such as facial and bodily moisturiser and cream or sun protection. Thus it is a responsibility of marketers to educate Thai male consumers through several marketing tools to understand and feel the necessity of consuming other kinds of cosmetics, in order to extend male cosmetic companies’ profitability with existing consumers.

Secondly, with regard to price, this study reveals that the quality of cosmetic products is more important than price for Thai male consumers when make a purchasing decision. However, it is interesting to note that the quality of cosmetics is perceived as an intangible attribute amongst Thai males, hence Thai males measure a product’s quality from its price. Marketers involved with positioning and branding of male cosmetic products, can therefore use this information in establishing and setting their price to ensure quality perception is not affected. Cosmetic companies can also utilise this information in order to place emphasis on research and development department in order to transform invisible attributes to observable features.

As regards place of purchase, the current study indicated that department stores were the most favourite outlet for Thai male consumers to purchase cosmetic products, for reasons of familiarity and convenience. Thus marketers or retail executives can use this information so that they may provide effective facilities in order to retain male consumers in their store. For example, outlet managers should develop merchandising environments which help male consumers to easily find items, as cluttered, overcrowded and narrow walkways can cause frustration.

As regards to promotion of cosmetic products, the results of this study demonstrate that Thai male consumers prefer to frequently buy cosmetics, mostly on a monthly basis, and often every three to six months. Therefore, it is suggested that male cosmetic marketers should concentrate on marketing campaigns with short-term strategies such as coupons to appeal to Thai male consumers. Moreover, in relation to media influence, the research clearly
demonstrates that advertising has a strong impact on Thai male consumers towards making a purchasing decision for cosmetic products. Thus marketers and advertisers should take into consideration several insights from this study. For example, most males in the study were not concerned with the perception that consuming cosmetics might be associated with being feminine or homosexual. Hence advertisers should concentrate on functional attributes of cosmetics, rather than just trying to convince male consumers that cosmetics are not purely restricted to women. Furthermore, this study indicates that salespeople with excellent product knowledge and high quality of service were very important for Thai male consumers in terms of influencing the purchasing decision of cosmetic products. Thus, manufacturers of male cosmetics should focus on training programs to ensure salespeople can deliver great quality and support the high demands of male consumers. In line with emerging Thai images of masculinity, the findings hold significant implications for marketers and advertisers in terms of utilising the typologies of masculinity of Thai men. These themes could be used effectively in developing marketing strategies. For instance, a successful image, particularly the depiction of financial achievement, would be of benefit in advertising cosmetic products. Conversely, an aggressive or violent character may not be as effective to attract Thai male consumers due to its negative characteristics.

5.5 Delimitations and Limitations of the Research

The two major delimitations of this research are the geographical scope restriction, and the necessarily restricted time frame. The limitations concern in data collection methods and sampling technique, and sociocultural specificity both of which impact on the generalisability of the findings.

The geographical samples were only limited to a group of Thai males who presently live in Bangkok, Thailand. As such, the research outcomes are only partially generalisable to different nations and geographical areas. Furthermore, the geographical scope with regards to the professions of the subjects was restricted to the working Thai male population. Thus, the outcomes of this research may not be applied to other groups of Thai male consumers such as students or those in retirement.
Another restriction to be kept in mind is that the data for this research was gathered from 2011 through to 2012, at which time there were particular economic and political situations in Thailand. Thus, conducting research at another time may have resulted in different findings.

Certainly, data collection employing face-to-face semi-structured interviews also had limitations. It could be proposed that the fact that cosmetics consumption traditionally was associated with women, and hence many respondents were reluctant to answer some questions fully and openly. Moreover, the snowball and convenience sampling technique employed in this research may have limited the generalisability of results as it could not guarantee that the selected sample would be fully representative of the entire male population in Thailand.

As for the sociocultural environmental limitation, the research was conducted in Thailand, which is representative of a specific culture, subculture family background and social class. Therefore, the findings of this study may not be applicable to other countries, even if those countries are located in Asia or South East Asia, because consumer behaviour regarding purchasing particular products varies as regards distinct sociocultural influences.

### 5.6 Future Research Directions

Although the present study has provided numerous important results regarding consumer-purchasing behaviour of male cosmetic products, the outcomes also establish several areas for future research as following:

Firstly, although this study’s intention was to better understand the consumer purchasing behaviour towards male cosmetic products particularly in Bangkok city, Thailand, by employing the CDP model, the model provides only a general viewpoint, and represents a partial concept in marketing discipline. Thus, in order to better understand the phenomenon, further research could consider using other specific theories such as consumer decision making styles (Consumer Style Inventory-CSI) as a theoretical framework for investigation. For example, Bakewell and Mitchell (2004) suggests that eight characteristics of consumer decision-making styles include price/value consciousness, perfectionism, brand consciousness, novelty/fashion consciousness, habitual/brand-loyal, recreational shopping consciousness, impulsive/careless, and confusion over choice. As a result, it would be
beneficial to marketers and retailers who need to understand which decision-making styles male consumers adopt when purchasing cosmetic products in order to develop their strategies, and profit from the male cosmetic market.

Secondly, this research was conducted among male consumers in Bangkok city. However, there is evidence that the economies of large cities outside of Bangkok, such as Chiang Mai, Khon Kean, Phuket, and Songkhla are, are now developing in the products and services trade, as have been identified as having huge potential for these markets. However, consumers, particularly men who live in these cities, have different lifestyles and attitudes from those in Bangkok. Thus, future research could investigate the purchasing behaviour and factors influencing men to purchase cosmetic products in other urban locations in Asian countries. As a result, cosmetic manufacturers could develop efficient marketing strategies in order to expand their market.

Thirdly, this research found that Thai male consumers’ perceptions of their own view of masculinity was particular to Thai socio-cultural norms. Because media, particularly magazines, have been shown to be important in constructing idea of masculinity in a particular time and place, it would be valuable to investigate the representation of masculinity of Thai context through content analysis of media such as men’s lifestyle magazine advertising in Thailand.

Lastly, the present study employs only one methodological approach as the framework to investigate all research questions and address the research problem. Because of the qualitative nature of the approach used, which allows researcher to explore several factors regarding consumer behaviour from participants, some essential information may have been missed. For example, quantitative methods such as testing the correlation between variables towards consumer purchasing behaviour would be useful. Hence, future research could employ a mixed method approach to extend knowledge in this area.

Moreover, a longitudinal study would be a useful method to investigate the research in area of male cosmetic products for the future. The changing attitudes, perceptions and consumer behaviour towards male cosmetic products of the same subjects over a period of time may show the influence of changing socio-cultural conditions. This would assist in understanding male attitudes and consumption behaviours in order to develop an efficient marketing strategy in the long term.
5.7 Chapter Summary

The research problem examined in this thesis was: What is the perception of Thai male consumers on their purchasing decisions of cosmetic products and how do male’s concept of masculinity and the importance of self-image and their appearances influence the consumption of male cosmetic products in Thailand? This chapter provided conclusions regarding the significant images of masculinity that are perceived to be important among Thai males, and the part it plays in the importance of their self-image and appearance. In addition, the benefits of bodily concern and the external factors impacting males to be more body conscious were presented. This chapter also highlighted the contribution to research, both theoretically and practically. The delimitations and limitations of this research were explained, and the final section identified future research directions.
REFERENCES


219


Bumrungkitjareon, T & Tanasansopin, S 2011, 'Purchasing Intention of Young Thai male towards Men's skin Care Products', Master's thesis, Malardalen University.


David, D & Brannon, R 1976, The forty-nine percent majority, Addison-Wesley, Reading, MA.


—— 2015b, Men's grooming in Thailand, viewed 2 May 2016


Hoyer, WD, MacInnis, DJ & Pieters, R 2013, *Consumer behavior*, Cengage Learning, United States.


Kardes, FR, Cronley, ML & Cline, TW 2011, Consumer Behavior, South-Western/Cengage Learning, Mason, OH.


Miles, MB & Huberman, AM 1994, Qualitative data analysis: An expanded sourcebook, 2nd edn, Sage, Newbury Park, CA.


Pompper, D 2010, 'Masculinities, the metrosexual, and media images: Across dimensions of age and ethnicity', *Sex Roles*, vol. 63, pp. 682-96.


Ricciardell, R & Clow, K 2009, 'Men, appearance, and cosmetic surgery: The role of self-esteem and comfort with the body', *Canadian Journal of Sociology*, vol. 34, no. 1, pp. 105-34.


Ricciardelli, R & White, P 2011, 'Modifying the body: Canadian men's perspectives on appearance and cosmetic surgery', *The Qualitative Report*, vol. 16, no. 4, pp. 949-70.


APPENDIX 1- INDIVIDUAL GROUP ANALYSIS

1A - BBM group (Thai men who were born in Bangkok and hold managerial positions).

This is a group of male respondents who were born in Bangkok city and also hold managerial positions. This group comprises fourteen interviewees who were between the ages of 26 and 50, and the average of male respondents’ ages was 35. Most respondents hold a Master’s degree, and identified themselves as single. All participants were employed in private sector companies, and earned a monthly income of more than 50,000 Baht. However, the details of the group demography will be discussed in the next section.

The analysis of the demographic profile of respondents.

This section will discuss in detail the analysis of the respondents’ profiles, which will be dealt with in six categories: age, education, marital status, occupation, career position, and monthly income. The demographic profile of all categories will mainly be presented by using percentages in order to be easily understood, and also it will be used to compare between groups in the cross-cases analysis section.

I. Age

Half the majority of participants in the BBM group (50 per cent) were between 31 and 35 years old, and there were two groups consisting of 19 per cent of respondents each, which were between 26 and 30 years old, and between 36 and 40 years old. Moreover, a minority of male respondents (6 per cent) were either within the 41-45 age group, or were above 46 years old. Figure A1 provides the participant’s characteristics in terms of age group.
I. **Educational level**

The educational level of males in the BBM group seems to be high, namely 81 per cent of respondents graduated with a Master’s degree or were higher graduates, while 19 per cent of participants completed a Bachelor’s degree. Figure A2 demonstrates the educational level of this group.

**Figure A2: Educational level of male respondents (BBM)**

II. **Marital status**

The demographic profile of Thai males in the BBM group was that a majority of males (81 per cent) were single, while a small number of participants (19 %) were married (Figure A3).
III. Employment sector

The majority of male respondents in the BBM group were private company employees (63 per cent), and 31 per cent of respondents have had their own business. The rest of the male participants were employed in the government sector (6 per cent) as shown in Figure A4.

IV. Career positions in an organisation

Career positions held by respondents in this group varied in the type of managerial positions in their organisation, such as managing director, general manager, customer marketing director etc. Table A1 demonstrates the number of male respondents who hold different types of managerial positions in their organisations.
Table A1: Career positions in an organisation

<table>
<thead>
<tr>
<th>Career positions</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing Director</td>
<td>2</td>
</tr>
<tr>
<td>General Manager</td>
<td>7</td>
</tr>
<tr>
<td>Senior Unit Manager</td>
<td>1</td>
</tr>
<tr>
<td>Customer Marketing Director</td>
<td>1</td>
</tr>
<tr>
<td>Civil Manager</td>
<td>1</td>
</tr>
<tr>
<td>District Manager</td>
<td>1</td>
</tr>
<tr>
<td>Financial Manager</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>

V. Monthly income

The monthly income of male respondents in this group (BBM) seems to be consistent with their employment sector, in that males were employed as discussed above, namely a majority of respondents in this group (75 per cent) earned a monthly income more than 50,000 Baht, and 19 per cent of males had an income of between 40,000 and 50,000 Baht per month. However, a small percentage of respondents in this group (6 per cent) had a monthly income of between 20,000 and 30,000 Baht (Figure A5).

Figure A5: Monthly Income of Respondents (BBM)
BBM group’s participants respond to interview questions and research questions.
This section will present the findings of the interview analysis by dealing with each interview question.

RQ 1: To what extent do psychological factors influence Thai male consumers’ consumption of male cosmetic products?

RQ 1 (a): Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly the first purchase?

IQ1: What factors influenced you when you used male cosmetic products the first time?

This interview question encouraged male respondents to explain the significant factors that motivated them the first time they used male cosmetic products. The finding from this question implied that they happened to have many motivating factors the first time they used the products, as indicated by the Thai male respondents (Table A2).

Firstly, the recommendation to use cosmetic products by influential groups such as family, friends, and girlfriend, had the highest percentage score (35.7%). Secondly, the personal desire to have a good appearance and improved self-confidence, and sexual attractiveness were equally indicated as the second influencing factors (21.4%). Then, problem-solving or medical reasons were rated to be a reason for using the products for the first time as the third factor (14.3%). Finally, the need to improve healthy skin or personal hygiene was cited by some Thai male participants as a stimulus for buying cosmetic products for the first time (7.1%).

**Table A2: Summary of the findings for interview question 1**

<table>
<thead>
<tr>
<th>Factors</th>
<th>BBM (14 males)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The recommendation to use cosmetic products from reference groups (family, friends, girlfriends)</td>
<td>35.7% (5 males)</td>
</tr>
<tr>
<td>The personal desire to have a good appearance and improve their self-confidence.</td>
<td>21.4% (3 males)</td>
</tr>
<tr>
<td>The personal desire relative to sexual attractiveness.</td>
<td>21.4% (3 males)</td>
</tr>
<tr>
<td>Problem-solving or medical reason in terms of fixing existing skin problems.</td>
<td>14.3% (2 males)</td>
</tr>
<tr>
<td>The personal desire with regard to improving</td>
<td>7.1%</td>
</tr>
</tbody>
</table>
RQ 1 (b): What level of importance do Thai male consumers attach to the consumption of cosmetic products?

IQ 2: Please describe how important it is to you to use cosmetic products?

It is important to note that in order to investigate this research question, participants were asked to indicate the relative importance of using male cosmetic products, by indicating a score on a five-level scale (1-5) where one represents ‘not important’ and five is ‘Very important’. The result revealed that most Thai male respondents (71%) perceived the applying cosmetic products was ‘very important’ for them, and many male respondents asserted that it was necessary to use cosmetic products in everyday life, and the importance of cosmetic product presently seemed to be as equally important as clothing or other products in their life. Twenty-one per cent of males considered that using cosmetic products in their life was ‘quite important’ and only eight per cent it perceived as ‘important’ for them.

Moreover, these Thai males also explained in details that the improvement of their self-confidence had greatly benefited from applying cosmetic products. In addition, Thai males who felt more self-confident through using cosmetic seemed to obtain benefits from internal such as they feel pleasure with themselves, and an external feature, which was that it tended to promote a good image as seen by the public.

Further, Thai male respondents were requested to explain how developing self-confidence had an impact on their daily life. The findings revealed that there happened to be several advantages acquired from an enhancement of self-confidence. For instance, it seemed likely to benefit them in social contexts, and give them an opportunity to develop in social engagement, as well as in terms of business and profession context, and that it resulted in an enhancement of their chances in business deals, and an opportunity to advance in their careers.

RQ 1 (c): How do Thai men perceive their masculine identity?

IQ 3: Generally, how would you describe the characteristics of masculinity that you perceive as important to you?

It is important to note that there appeared to be several themes of masculinity which emerged from male respondents in interview questions, however for the present research, we seek to
present the findings by demonstrating the salient characteristics that represent the three most important image of masculinity.

Moreover, the process of measuring the three most important image of masculinity is performed by aggregating numbers of respondents that identify three particular masculine identities that represent as the most important for them and then divided by a total number of respondents in that group. After that the three most important image of masculinity is demonstrated by relying on how much percentage of that masculine identity represent. For example, the success image was mentioned as one of the three most important image of masculinity for all respondents in this group, thus its percentage is 100% and took as the most important (as shown in Table A3 below).

This interview question allowed male participants to describe themselves with regards to an image of masculinity which they held, or they perceived to be an important masculine image for them by providing three images of masculine identity and explain also why are important for them. The three most important characteristics of masculinity perceived by Thai male informants, were success, the responsibility to family (family man), and the leadership characteristic.

**Success**

Success is the most important theme in terms of the image of masculinity that all respondents (100%) in this group mentioned. Success being an important part of the image of masculinity was referred to by Thai men respondents, who stated that they desired to be successful in their life. Moreover, most men respondents thought that success is a core characteristic that Thai men in the present time should acquire.

In detailed discussion of the success theme, there appeared to be three perspectives of the meaning of success mentioned by male respondents that included success in terms of money or economic success, social status accomplishment, and career achievement.

It was evident that more than a half of male respondents referred to the need for achievement in terms of money rather than social status when respondents were asked to select only one. Thus, it can be said that Thai men participants emphasised financial achievement, rather than the need to occupy a high status or have career achievements. It was clear that those males respondents tend to believe that money was the most important characteristic, and if they had much more money, it would then help them to have the opportunity to attain others things
that they need. Moreover, money also seems to be a symbol of a man’s social status in Thai culture. However, several informants indicated that career success or occupational achievement was also required for them.

**Table A3: Summary of findings for interview question 3**

<table>
<thead>
<tr>
<th>Masculine identities</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Success</td>
<td>100% = (1)</td>
</tr>
<tr>
<td>Responsibility to family</td>
<td>42.8% = (2)</td>
</tr>
<tr>
<td>Leadership image</td>
<td>42.8% = (2)</td>
</tr>
</tbody>
</table>

Note: The percentage, which is shown in the table, is calculated by aggregating numbers of respondents that identify that masculine identity as the most important for them and divide by total numbers of respondents in that group. Then, the number in bracket is identified relying on how much percentage of that masculine identity representing, which indicate the three most important images of masculinity.

In short, Thai male respondents in the BBM group rated the financial success as the most important image, followed by professional achievement as the second important characteristic, and having a high status in society as the third important success.

It can be noted that there were two influential perspectives in terms of desired success in Thai men’ lives. One was an important factor that motivated men from Thai culture, which force them to work hard in order to achieve in career, money and status in society. Further, the second influencing factor was the individual desire among Thai men to be successful in their life. However, it was no surprise that several male respondents in this group implied that the success idea in terms of owning material goods such as a luxury car, a house or expensive gadgets, is able to present the difference between themselves and other people in the same social class or people in a different class.

Interestingly, some male participants responded to the idea of success in different ways, mainly, they admitted that success is increasingly becoming a fundamental characteristic among Thai women, as well as a particularly occupational achievement. This might be caused by increasingly higher education in those women, and much more acceptance of woman’s involvement in the work place. As a result, the desire for success does not just pertain only to males in Thai society. Rather women in the present time can be just as successful as men. Nonetheless, the idea of women’s increasing success in Thai society could be a pressure which impacts on Thai men much more to want them to acquire success in
order to still secure themselves with the ideal of hegemony or dominance between gender (men and women).

**The responsibility to family (family man)**

The responsibility to family, family man and breadwinner themes, which were mentioned by Thai men respondents, were grouped and became the second most important image of masculinity that emerged for males in the BBM group. The image of the responsibility to family was mentioned by Thai males by nearly half of all male participants (42.8 per cent). Thai male informants signified this theme by saying that they needed to play a role of taking care, providing and also protecting their family. Interestingly, some male respondent in this research indicated that the family man image was more important for men in the present time when this was compared with the success image, particularly in Thai culture. This can be noted that, breadwinner or fatherhood image emerged among this group became to a man’s sense of masculinity by constantly developing in life stage or cycle of life. This might be explained that the majority of participants in this group were between 31 and 35 years old and most of them hold a managerial position in organisations that seem to be a security stage of them life, thus they are properly able to focus on a marriage and being a father.

**The leadership image**

A leadership image or characteristic is their second most important masculinity trait (42.8%), which was mentioned by male respondents in the BBM group. This image or quality identified that Thai male participants need to portray an image to the public of having have strong power, dominance, and control. It can be said that the importance of leadership character that was seen by male respondents, is a central foundation of masculinity that plays a role of being a man in Thai culture. However, the need to attain a leadership image, which was mentioned by male respondents, was discussed in several dimensions, such as a need to be the head of an organization, and domination of other people or control of others.

Although the leadership characteristic was mainly focused on as an important image for them, several male respondents said that the notion of a leadership characteristic held by Thai males was no longer similar to Thai traditional culture, in which men have completely dominated women. Rather, male informants indicated that particularly in the present time, men should be opening up and listening to women’s opinions and trying to deal with situations by adopting a sharing attitude (to woman or other men who are subordinate).
RQ 1 (d): To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?

IQ 4: How would you describe the importance of self-image and appearance for men?

This interview question enabled Thai male respondents to explain what they perceive as the importance of self-image and appearance. It is important to note that in order to investigate this research question, participants were asked to indicate the relative importance of self-image and appearance that they perceived, by indicating a score on a five-level scale (1-5) where one represents ‘not important’ and five is ‘Very important’.

From the responses of all male participants, the finding demonstrated that half of the respondents (50%) indicated the level importance of image and appearance as the highest degree on the scale (very important), while the other half of respondents (50%) rated this importance as fourth (quite important). It is interesting that several male informants in this group exhibited ‘the idea of gender equality’ in terms of identity reconstruction. This means that, in present time, men are seeing a good personality or physical attractiveness as important as with both gender (men and women) not only for women as ever and it is acceptable for men without a stigma to focus more on their appearance so that they might acquire benefits in some way. Furthermore, some informants believed that men’s self-image or body image particularly looking good is able to be used as an implement for them to portray their dominance, powerful or some kind of leadership image over others or subordinate in workplace in particular.

However, male respondents were requested to describe further, how the importance of appearance impacted on their daily life. Half of male respondents (50%) implied that the important factor that encourages them to focus on self-image or appearance is ‘social engagement’. That was, it can be said that Thai male respondents are likely to think that a good personality or first impression will assist them to engage in their social environment, or that it might be easy to get a chance to be involved in a particular society or group.

Whilst the need to develop social engagement was mentioned by male respondents, the most important factor that emerged widely among these participants was the enhancement of business deals and assisting in a career opportunity or the success in workplace. A greater number of informants (86%) indicated that good self-image and appearance significantly increase opportunities in their business deals and career advancement. Moreover, several males suggested that a good personality has to be maintained to promote their creditability
and trustworthiness, due to their career obligations. Nonetheless, the fact that looking good for men certainly involves with women or attracting opposite sex, thus it is consistent to the result of this group that showed a minority of male informants (14%) focused on the importance of self-image and appearance as they relate to sexual attractiveness.

**RQ 1 (e):** To what extent does self-esteem or self-confidence play a role in how Thai male consumers care for their appearance?

**IQ5:** Does self-esteem or self-confidence play a role in how you should care for your appearance?

The result discovered that all Thai male respondents (100%) strongly agreed self-esteem or self-confidence factors play a role in causing them to take care of their self-image and appearance. In addition, these Thai males also provided the reason, which they perceived to be benefit for them when they enhanced their self-esteem or self-confidence. For example, Thai males signified that enhancement of self-confidence through improving their appearance or self-image is very important, particularly in some careers such as a salesperson, or someone who needs to get benefits from contact with people in a business environment.

**Research Question 2 (RQ2):** To what extent do sociocultural factors influence Thai male consumers’ consumption of male cosmetic products?

**RQ 2 (a):** How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?

**IQ 6:** Do you think that Thai society currently accepts the use of cosmetic products by men presently?

The result from this question was obvious that all Thai male respondents believed that presently the consumption of cosmetic products was certainly accepted by Thai society. However, there appeared to be several factors that significantly influence an acceptance in Thai culture, which were mentioned by Thai male respondents. The important motivation that several male consumers perceived, was an increasing number of male cosmetic products in market, and at the same time, those male cosmetic companies also offered new information about these products, and also tried to add and present different lifestyles or a new type of masculine identity such as metrosexual or ubersexual for men through many kinds of media. These seemed likely to alter men’s lives to be more concerned with their appearance, and feel more comfortable and free to talk about their behaviour with regard to using cosmetics.
RQ 2 (b): How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases?

IQ7: Are you concerned about how others may perceive you because you are using cosmetic products?

The result provided a clear picture that most Thai male respondents (86%) currently were not concerned about being considered as homosexual or felt an anxiety about stigmatisation due to the consumption of cosmetic products. It is interesting to note that the underlying reason that was the motivation that encouraged male respondents to not be concerned when use cosmetic products, was the significant increasing in male cosmetic products available in the market and their advertising, which allowed men to be confident to use the products. Only 14 per cent of male informants reported that they sometime were concerned with ‘being considered as homosexual’ when using cosmetic products too much.

RQ 2 (c): How do Thai males perceive the influence of Thai society and Thai workplaces on how Thai males should care for their appearance?

IQ 8: Does society or the environment in your workplaces play a role in how you should care for your appearance?

The result showed that all Thai male respondents (100%) strongly agreed that society or workplace environment factors play a role in causing them to take care of their self-image and appearance.

Three reasons were widely indicated by male respondents, which are motivated by society or their workplace environments. These reasons were 1) so that people in society formed a positive first impression, that means most male informants accepted that the positive first impression is significant important when they engage and communicate with people in society and it plays a role with regard to influence them resort to more take care their appearance; 2) the desire to conform with a particular society or workplace environment, where people in such a community pay attention to their self-image and appearance. This was implied by informants that they often compare themselves as regard to their self-image, personality and appearance with surrounding people in particular environment or workplace and they also accommodate themselves to be consistent with those people; and 3) the increase in opportunities in terms of business deals or careers. This means that several participants in this group admitted that a high competition in present time in terms of
business as well as a high battle of employment in workplace both between same gender (men-men) and distinctive gender (men-women) play a significant role with these men have to turn themselves to focus more on their appearance in order to positively influence their job success.

RQ 3: How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?

IQ 9: Does advertising (TV, magazine, radio etc.) influences you in buying male cosmetic products? How?

It was evident from this interview question that the male cosmetic advertising had a significant impact on Thai male participants’ purchasing decision and consumption behaviour as most Thai male respondent (79%) agreed that they perceived male cosmetic product advertising, through several sources such as ads on TV, magazine or radio as well as the Internet, to affect them in the way they made a decision on these products. It is notable that the influence of advertisements, which had a significant effect on Thai males, functioned in different approaches. For instance, several Thai males implied that the advertising of male cosmetic companies played a role in terms of the products’ brand awareness, and allowed them to recognize a particular brand of cosmetic product. Some male respondents noted that there appeared to be a significant relationship between the high frequency exposure of advertisements on several media and the increasing confidence of using male cosmetic products among Thai participants.

However, there were a few male respondents (21%) who indicated that advertising of male cosmetics never impacted on their decision to purchase. It was interesting that the reason given by males in this group was that they perceived the advertisements to be unbelievable. That was, they seemed to disbelieve advertising in terms of a product’s celebrity endorser, and didn’t think the celebrity was really using those products. In addition, it is interesting to note that some male respondents suggested non-commercial sources (reference groups such as friend, family or girlfriend) were important in acquiring information regarding cosmetic products when making a purchasing decision.

IQ 10: Do promotion campaigns for male cosmetic product manufacturers (free samples, discounts, gift coupons) influence you in buying male cosmetic products? How?
The result of this question showed that promotion campaigns offered by manufacturers have not strongly impacted on Thai males purchasing behaviour, as only a half of these male respondents (50%) agreed that some promotions influenced them to buy particular product and brands, such as gift set campaigns, buy 1 get 1 free, or a discount. Nonetheless, male informants who provided a positive effect of promotion campaigns with their purchasing decision recommended several advantages of effective campaign that impact on purchasing or selecting behaviour in terms of male cosmetic products. These included 1) Promotional campaigns are likely to encourage them to continue buying a particular brand of cosmetic products; 2) Promotional campaigns seem to prompt males to spend more money on cosmetic products; 3) Promotional campaigns are prone to positively influence males to simply make a decision on purchasing cosmetic products especially with products seem to be quite expensive; and 4) Promotional campaigns are inclined to prompt males to switch to buy a competitive brand specifically a man who has a low-loyalty with particular brand.

Another half of participants implied that they did not perceive promotions to be an important factor to purchase male cosmetic products of a particular brand. However, it was surprised that some male participants indicated that they had a negative perception of promotional campaigns provided by many companies, namely they believed that that if particular product or brand had lots of promotion, there was likely to be some problem with this product, and that it was not able to sell on the basis of its quality. Moreover, some males suggested another idea with regard to a negative campaign provided by manufacturers, that was male consumers avoid to buy cosmetic products which offer promotion like buy 1 get 1 because they think that it will deteriorate if kept a long time.

**IQ 11:** Can you describe how salespeople influence you in buying cosmetic products?

This interview question encouraged Thai male respondents to describe how important the sale representatives were with regard to the impact on their purchasing decision. The finding from this question indicated that Thai male respondents had two different views on whether the salesperson had an impact on their purchasing decisions. 43 per cent of male participants implied that sale representative had an impact on the way they purchase male cosmetic products, whereas 57% of males in this group perceived salesperson as having no effect on their intention to purchase cosmetic products.

For Thai males who were impacted by sale representatives, they discussed the underlying reasons why salespersons were important for their buying of cosmetic products. Many
consumers felt that they needed knowledge of the product such as its purpose, or how to use it, and this was a very important factor in stimulating these males to purchase that particular product or brand. Moreover, it is interesting that some male participants mentioned that product knowledge from salespersons was not seen to be significantly important, rather high quality of service and a good service attitude by the sales person, such as getting served quickly without waiting, was more important for them.

Conversely, male respondents who seemed not to be impacted by a salesperson provided as a significant reason that they had a negative attitude towards the sale representative. That was, they think that those salesperson might not give them real information because salesperson only needed to persuade customers to purchase their products. Furthermore, these Thai male respondents also indicated that they tended to avoid asking for assistance from salespersons and kept away from them, because they needed privacy. Moreover, in terms of product knowledge they seemed likely to search for information before they went to the store, thus the salesperson seemed unnecessary for them.

RQ 4: What criteria are used by Thai male consumers when making a purchasing decision on cosmetic products?

IQ 12: Do you think quality or price of male cosmetic products is an important factor in purchasing, and are there any other factors that influence you when you make a decision to buy cosmetic products?

It was evident that most male respondents in this group (79%) implied that the quality of the product was the most important attributes to be considered when they purchased male cosmetic products. In terms of price of product concerned, only one of male respondent (7%) perceived this to be the most important element for their decision-making. However, there appeared to be some respondents in this group (14%) who equally emphasised both factors (quality and price) in purchasing male cosmetic products.

In addition, there was some factor, which emerged from these male participants, which they perceived to be an important element when they made a decision regarding cosmetic products. The significant factors beyond quality and price of product perceived by these male participants were product recommendations from a reference group that they relied on such as friend, family, and girlfriend. This might be explained that the recommendation from reference groups sometime is necessary for Thai men to decide purchasing cosmetic products.
because male cosmetic still seem to be inexperienced product though they have used it for long time.

**RQ 5:** How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, and expenditure?

**IQ 13:** Do you use any male cosmetic products? For how long have you used male cosmetic products? What kind of male cosmetic products do you apply in daily life?

As a result, the first sub-question in this interview question (Do you use any male cosmetic products?) provided the result that all Thai male respondents (100%) have regularly used them. For the second sub-interview question (How long have you used male cosmetic products?), the finding demonstrated that Thai male consumers in BBM group were highly familiar with and recognised male cosmetic products because all male respondents (100%) indicated that they have regularly used these products for more than 10 years.

In addition, it was evident in the findings for the third interview question (what kind of male cosmetic products do you apply in daily life) that there appeared to be several male cosmetic product varieties, which were used by Thai male respondents in this group. Table A4 summaries the result of the third question.

### Table A4 Summary of male cosmetic product types used daily

<table>
<thead>
<tr>
<th>Cosmetic product types</th>
<th>Respondents who indicated using these products in daily (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deodorant or spray</td>
<td>100</td>
</tr>
<tr>
<td>Shaving products (pre-shave, shaving gel, and foam and post-shave)</td>
<td>100</td>
</tr>
<tr>
<td>Face moisturiser and cream</td>
<td>78.6</td>
</tr>
<tr>
<td>Face cleanser</td>
<td>71.4</td>
</tr>
<tr>
<td>Hairstyle gel and spray</td>
<td>64.3</td>
</tr>
<tr>
<td>Fragrance or perfume</td>
<td>57.1</td>
</tr>
<tr>
<td>Sun protection (face and body)</td>
<td>50</td>
</tr>
<tr>
<td>Body lotion, moisturizer, and cream</td>
<td>35.7</td>
</tr>
</tbody>
</table>
Note: Some types of male cosmetic products applied by Thai male respondents in this research were excluded in this table and the results, as they were perceived to be general products that were applied by all consumers, such as shampoo and conditioning shampoo.

IQ 14: How often do you buy cosmetic products? And where do you usually buy cosmetic products?

It was evident that most Thai male respondents (79%) quite frequently purchased male cosmetic products, namely every one or two months (6-12 times per year), whilst the rest of the male participants (21%) on average purchased less often - every 3-6 months (or 2-4 times per year).

For the place of buying male cosmetic products, the findings revealed that department stores in general were the most frequent place where Thai male respondents purchased cosmetic products. In addition, the reason mentioned by Thai male consumer with regard to buying in department store was convenient and that it was easy to acquire these products because they always went to those stores. Furthermore, 7% of male respondents in this group claimed that they usually purchased male cosmetic products at pharmaceutical stores such as Boots or Watson.

IQ 15: How much do you spend on average purchasing male cosmetic products each time?

It was not surprising that this group (BBM) of Thai male respondents tended to spend a lot of money on cosmetic products because this Thai male group was employed in managerial positions and had high incomes, thus they were able to spend their disposable income to take care of themselves. The result from this question revealed that a majority of male respondents (36%) spent between 1,000 and 5,000 Baht per time (that is, on one visit to a store) on cosmetic products, while there were equally two groups of males who spend between 5,001 and 8,000 Baht and between 8,001 and 12,000 Baht per time (29%) on male cosmetic products. Moreover, a minority of males in this group has purchased cosmetic products of less than 1,000 Baht per time (7%).
### Table A5 Summary of Findings for IQ 15

<table>
<thead>
<tr>
<th>Monthly Income Range</th>
<th>Percentage</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1,000 Baht / time</td>
<td>7%</td>
<td>1 male</td>
</tr>
<tr>
<td>1,001 – 5,000 Baht / time</td>
<td>36%</td>
<td>5 males</td>
</tr>
<tr>
<td>5,001 – 8,000 Baht / time</td>
<td>29%</td>
<td>4 males</td>
</tr>
<tr>
<td>8,001 – 12,000 Baht / time</td>
<td>29%</td>
<td>4 males</td>
</tr>
<tr>
<td>Over 12,000 Baht / time</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

#### 1B - BBNM group (Thai men who were born in Bangkok and hold non-managerial positions)

The following section presents the findings for the second group of Thai males, who were born in Bangkok city and hold non-managerial position in organizations. This group consisted of thirteen male respondents who were between the ages of 25 and 34, with an average of 29 years. More than a half of the respondents in this group completed a Master’s degree. Most male participants were single, and were employed in private sector companies, and more than 40 per cent of all respondents earned a monthly income between 30 and 40,000 Baht. The following section will discuss the demographic profiles of male respondents’ in detail.

**Analysis of the demographic profile of respondents.**

This section will be divided into six categories: age, education, marital status, occupation, career positions in organization, and monthly income earned.

**I. Age**

Thai male respondents in the BBNM group fell into two age groups, namely, over half of male participants (54%) were in the age group 26-30, and the rest of the males in the BBNM
group (46%) were between 31 and 35 years old. Figure A6 represents the male demographic profile regarding age groups.

**Figure A6 Age of male respondents (BBNM)**

II. Educational level
Thai male respondents in the BBNM group were divided into two educational levels, as over half of the Thai male respondents graduated with a Master’s degree or higher (69 per cent) and 31 per cent completed a Bachelor’s degree.

**Figure A7 Educational level of male respondents (BBNM)**

I. Marital status
Most Thai males in the identified themselves as single (93%), while only one male respondent was married (7%).
II. Employment sector
A greater number of male respondents in this group worked in private sector organisations (85 per cent), and only 15 per cent were government employees.

Figure A8 Employment sector of male respondents (BBNM)

I. Career positions in an organisation
Thai male respondents in this group represented male consumers who were employed in non-managerial positions in diverse organisations. Career positions held by these males included sales/marketing officers, academics, and lawyer as shown in Table A6.

Table A6 Career positions in an organization

<table>
<thead>
<tr>
<th>Career positions</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales/marketing officers</td>
<td>7</td>
</tr>
<tr>
<td>Academics</td>
<td>5</td>
</tr>
<tr>
<td>Lawyer</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>13</td>
</tr>
</tbody>
</table>

II. Monthly income
This group of Thai male participants (BBNM) earned a monthly income, which was likely to relate to the length of their work experience. The largest group of male respondents in BBNM earned a monthly income between 30 and 40,000 Baht (47%), while the second largest group of male respondents were males who had less experience in the workplace, and had an income of 10 – 20,000 Baht per month (23%). Moreover, there were two groups of
male participants who had a monthly income of 20 – 30,000 Baht and 40 – 50,000 Baht and were equally represented as 15 per cent of all respondents.

**Figure A9 Monthly income of male participants (BBNM)**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-20 K</td>
<td>15%</td>
</tr>
<tr>
<td>20-30 K</td>
<td>23%</td>
</tr>
<tr>
<td>30-40 K</td>
<td>47%</td>
</tr>
<tr>
<td>40-50 K</td>
<td>15%</td>
</tr>
</tbody>
</table>

**BBNM groups participants response to interview questions**

The following section will provide the findings and analysis from the male respondents’ interviews.

**RQ 1**: To what extent do psychological factors influence Thai male consumers’ consumption of male cosmetic products?

**RQ 1 (a)**: Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly in the first purchase?

**IQ1**: What factors influenced you when you used male cosmetic products the first time?

The results revealed that male respondents implied several significant motivations that influenced them to try cosmetic product for the first time. These included recommendations by reference groups such as family, friends as well as their girlfriends and the need to develop their self-image regard to sexual attractiveness which both equally identified with the highest percentage score (30.8%) (Table A7). Followed by two apparent reasons, these were the improving healthy skin or hygiene and the problem-solving or medical reason such acne (15.4%). However, it is interesting by the evidence from male informants in this group that
the motivating factor regarding a need to improve their self-confidence relating to being good looking was rated as lowest which caused them to use cosmetics for the first time among another reasons (7.7%).

**Table A7 Summary of the findings for interview question 1**

<table>
<thead>
<tr>
<th>Factors</th>
<th>BBNM (13 males)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The recommendation to use cosmetic products from reference groups (family, friends, girlfriends)</td>
<td>30.8% (4 males)</td>
</tr>
<tr>
<td>The personal desire to have a good appearance and improve their self-confidence.</td>
<td>7.7% (1 males)</td>
</tr>
<tr>
<td>The personal desire relative to sexual attractiveness.</td>
<td>30.8% (4 males)</td>
</tr>
<tr>
<td>Problem-solving or medical reason in terms of fixing existing skin problems.</td>
<td>15.4% (2 males)</td>
</tr>
<tr>
<td>The personal desire with regard to improving healthy skin or personal hygiene.</td>
<td>15.4% (2 males)</td>
</tr>
</tbody>
</table>

**RQ 1 (b):** What level of importance do Thai male consumers attach to the consumption of cosmetic products?

**IQ 2:** Please describe how important it is to you to use cosmetic products?

The result indicated that most Thai male respondents stated that using cosmetic products was ‘Very important’ in their life (92%), while 8 per cent reported that cosmetic was ‘quite important’ for them. Furthermore, male cosmetic products were identified by most male respondents to be an important instrument, which tended to enhance their self-confidence through appearance. Moreover, these males also mentioned that improving self-confidence in terms of self-image seems to provide them with a positive result, such as giving more
opportunity of career advancement or success in business deals, as well as benefits in a social context.

RQ 1 (c): How do Thai men perceive their masculine identity?

IQ 3: Generally, how would you describe the characteristics of masculinity that you perceive as important to you?

The finding for the Thai male respondents in the BBNM group showed that there appeared to be several component images of masculinity which emerged from comments made by the respondents in this group. However, the present research seeks to present the three most important images of masculinity, which emerged among Thai male respondents in this group. These images of masculine identity were success, leadership, and self-confidence.

Success

The theme of success identified from this Thai male group (BBNM) was quite similar to the findings with regard to those males in BBM group, in that they implied that success was a most desired image that they perceived it as being important for themselves (as shown in Table A8). The male informants in the BBNM group were asked to describe what kind of success was most important, and choose between financial success, having a high status in society, or career achievement to indicate what they most wanted. Thai males in the BBNM group in particular desired financial success as the most important characteristic of masculinity and wanting career accomplishment as the second important masculine ideology. The occupying with a high status in society perceived as the least important attribute of masculinity for them. It was obvious from evidence that the predominant factor driving Thai men informants in this group perceived successfullness to be the most important attribute for them is the expectation from Thai culture (social norm) which supposes all men to be success. That is, most male respondents in this group (BBNM) agreed that the pressure from society particularly Thai culture play a significant role for them to pursue the success especially financial achievement. Moreover, these male informants also highlighted that money success is able to efficiently contribute them to achieve other important masculine identities such as a breadwinner because they can provide a good resource (money) to take care their family. Interestingly, this group of male respondents described that achievement in terms of profession is also important and offer them the two apparent benefits. Firstly, career success
is undeniably able to bring them with a lot of money and a second benefit is to provide Thai males with prestige and power.

Table A8 Summary of findings for interview question 3

<table>
<thead>
<tr>
<th>Masculine identities</th>
<th>The findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Success</strong></td>
<td>61.5% = (1)</td>
</tr>
<tr>
<td><strong>Self-confidence</strong></td>
<td>38.5% = (2)</td>
</tr>
<tr>
<td><strong>Leadership image</strong></td>
<td>38.5% = (2)</td>
</tr>
</tbody>
</table>

Note: The percentage, which is shown in the table, is calculated by aggregating numbers of respondents that identify that masculine identity as the most important for them and divide by total numbers of respondents in that group. Then, the number in bracket is identified relying on how much percentage of that masculine identity representing, which indicate the three most important images of masculinity.

**The leadership image**

Being seen as a leader was perceived as the second most important aspect of masculinity identified by Thai male respondents in the BBNM group. Several males discussed that with respect to their current life, they are about mid-way through their career progression, thus they need to become further advanced to get to the top in their organization. Moreover, leadership qualities were perceived to display power and dominance, and obtain respect from others, and that was a crucial part of being a man for them. Further, Thai males in this group implied that a leadership image was important because it was likely to support them to enhance their careers.

**The self-confidence characteristic**

Self-confidence also was equally mentioned as the second most important masculine identity that emerged among several males in the BBNM group. These males indicated that self-confidence or self-reliance was related to trust in their own attitudes and having self-esteem to do the things they desire. The perceived importance of self-confidence among these male respondents was that it was likely to help them to be successful in their personal life and career achievement. In addition, self-confidence was also seen to benefit Thai males through life as they would have confidence to handle any difficult situations.
RQ 1 (d): To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?

IQ 4: How would you describe the importance of self-image and appearance for men?

This question was used in a similar way as applied in BBM group, that is, male respondents indicated the relative importance of the item on a five-level scale (1-5), where one was ‘not important’ and five was ‘very important’. It was interesting that most Thai male respondents in the BBNM group (85%) rated the level of their appearance as ‘very important’, whereas only 15 per cent indicated the level of importance of self-image as ‘quite important’. It was rated significantly higher compared with the BBM group, as 50 per cent of those males rated the importance of self-image as ‘very important’ and another 50 per cent rated it ‘quite important’.

In addition, there happened to be three most significant factors influencing these male respondents as they focused on their self-image and appearance. Firstly, the need to get advancement in their profession, as well as getting more opportunities in business deals, was strongly perceived to be an important point among these males (85%). Secondly, approximately one third of all male respondents said that getting a benefit in social situations helped to make them concerned with their appearance (31%). Finally, for these male respondents, sexual attractiveness was mentioned as an important factor that caused them to focus on their self-image, however it was mentioned only by a minority of respondents (8%).

RQ 1 (e): To what extent does self-esteem or self-confidence play a role in how Thai male consumers care for their appearance?

IQ 5: Does self-esteem or self-confidence play a role in how you should care for your appearance?

The result revealed that all male respondents (100%) believed that self-esteem or self-confidence played a significant role in getting them to take care of their self-image and appearance. Moreover, there tended to be two significant benefits that male participates received from the increasing self-confidence and self-esteem. These were an enhancement of opportunities in career or business and the chance of involvement in a social context.

RQ 2: To what extent do sociocultural factors influence Thai male consumers’ consumption of male cosmetic products?
**RQ 2 (a):** How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?

**IQ 6:** Do you think that Thai society currently accepts the use of cosmetic products by men presently?

The result discovered that all informants in this group agreed that Thai society indeed accepted the consumption of male cosmetic products by Thai males. In addition, male participants provided the factors that motivate Thai society to admit this consumption, which had been seen as traditional women’s behaviour. Firstly, male respondents suggested that media advertising of male cosmetic products, presented by several different channels provided by manufacturers was a significant factor. These advertisements provide knowledge for Thai society so that they perceived cosmetic products as no longer only women’s products, and suggest it is appropriate for men to use them.

Secondly, there appeared to be a need for men to concern themselves with taking more care of their appearance than ever. It can be said that those males are likely to benefit from enhancing their self-image by using male cosmetic products and have increased opportunities in career or business deals. Thirdly, several males claimed that an acceptance of Western culture through media such as movies, magazines as well as the Internet seemed to impact Thai society to be increasingly accepting of the consuming of cosmetic products by Thai males.

**RQ 2 (b):** How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases?

**IQ 7:** Are you concerned about how others may perceive you because you are using cosmetic products?

It was interesting that most males in this group (BBNM) were not concerned at being perceived unusual or homosexual because they used male cosmetic products (92 per cent), while only 8 per cent reported being concerned at being perceived as homosexual by others when using a lot of cosmetic products.

**RQ 2 (c):** How do Thai males perceive the influence of Thai society and Thai workplaces on how Thai males should care for their appearance?
IQ 8: Does society or the environment in your workplace play a role in how you should care for your appearance?

The findings revealed that most male respondents (93%) agreed that society or the workplace environment was perceived as an external factor that played a significant role in their attitude towards having much more concern with appearance. Only one male respondent (7%) disagreed that this factor had an influence on his attitude and behaviour with regard to taking care of his self-image. Moreover, male respondents identified three benefits, which these males need that are influenced by the workplace environment. These included the need to make a first impression when they are seen in public, the desire to be in accordance with society or the environment in which they engage, and the increase of business or career opportunities.

RQ 3: How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?

IQ 9: Does advertising (TV, magazine, radio etc.) influence you in buying male cosmetic products? How?

The outcome for this question demonstrated that most Thai male participants in this group (85 per cent) believed they were influenced by male cosmetic advertising, whereas only 15 per cent claimed that they were not influenced by any commercials regarding their decisions to purchase particular cosmetic product and brands. The impact of advertising among male respondents caused an increase in the consumption of cosmetics, by increasing brand awareness of particular brands and getting participants to recognise a new product when it was launched into the Thai market. Moreover, some males indicated that there was a positive relationship between seeing a favourable presenter who presented the product, and increasing consumption of that particular brand. However, males who indicated that advertising totally not impact them regarding purchasing decision due to they were more likely to emphasise on searching information with regard to male cosmetics by other ways such as the Internet or reference group, rather than relying on advertising provided by manufacturers.

IQ 10: Do promotion campaigns of male cosmetic product manufacturers (free sample, discounts, gift coupons etc.) influence you in buying male cosmetic products? How?

The finding showed that male respondents in the BBNM group were more likely to be impacted by promotion campaigns offered by manufacturers. More than a half of all
respondents (69 per cent) agreed that some campaigns such as discounts was able to encourage them to spend more money than usual on cosmetic products. However, 31 per cent of all males claimed they were unaffected by any promotion campaigns. The main reason mentioned by these males, was they avoid purchasing cosmetic products, which made offers like buy 1 get 1 free, because they believed that if they keep and store the products a long time before using them, it effects the quality of the products.

IQ 11: Can you describe how salespeople influence you in buying cosmetic products?

The outcome of this question had a positive result in terms of effective sale representatives being an effective marketing strategy. The findings showed that most male respondents (77%) accepted that they were influenced by salespersons regarding their decision to purchase cosmetic products. Additionally, these males explained in detail that a high quality of service and explicit product knowledge of the sales representative were the most important attribute that male participants required. Moreover, a high quality service and service attitude by the salesperson was another significant factor, which was mentioned by these male respondents. Nonetheless, 23 per cent of all males claimed that salespeople did not influence them in terms of their purchasing decision. Further, these males provided as their reason for believing the sales person was unnecessary, that they tended to search information about particular brands or kind of products, which they needed before went to store.

RQ 4: What criteria are used by Thai male consumers when making a purchasing decision on cosmetic products?

IQ 12: Do you think quality or price of male cosmetic products is an important factor in purchasing, and are there any other factors that influence you when you make a decision to buy cosmetic products?”

Most Thai male respondents (77 per cent) agreed that quality of male cosmetic products was the main factor, which they considered when they purchased cosmetic products. Only 8 per cent of all respondents claimed that they perceived the price of the product as the most important factor in selecting male cosmetic products, because they believed that there was no obvious difference in terms of the products’ quality among male cosmetics. However, some male respondents reported that both the quality and the price of product were equally important when making a decision on male cosmetic products (15 per cent).
RQ 5: How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, spend?

IQ 13: Do you use any male cosmetic products? How long have you used male cosmetic products? What kind of male cosmetic products do you apply in daily life?

The results indicated that all male respondents have regularly applied male cosmetic products. Moreover, the findings demonstrated that nearly half of all male respondents in this group (46 per cent) have constantly used male cosmetic products for more than ten years, while 39 per cent of males have used it for five to ten years, and only 15 per cent said that they have used some kinds of male cosmetics for less than 5 years. In addition, it was evident from the outcome in this question that male respondents have applied various types of cosmetic products in their daily life as the result shown in Table A9.

Table A9 Summary of male cosmetic product types used daily

<table>
<thead>
<tr>
<th>Cosmetic product types</th>
<th>Respondents who indicated using these products in daily (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deodorant or spray and aftershave</td>
<td>100</td>
</tr>
<tr>
<td>Shaving products (pre-shave, shaving gel and foam and post shave)</td>
<td>100</td>
</tr>
<tr>
<td>Face moisturiser and cream</td>
<td>69</td>
</tr>
<tr>
<td>Face cleanser</td>
<td>100</td>
</tr>
<tr>
<td>Hairstyle gel and spray</td>
<td>46</td>
</tr>
<tr>
<td>Fragrance or perfume</td>
<td>77</td>
</tr>
<tr>
<td>Sun protection (face and body)</td>
<td>54</td>
</tr>
<tr>
<td>Body lotion, moisturizer, and cream</td>
<td>39</td>
</tr>
<tr>
<td>Whitening cream</td>
<td>15</td>
</tr>
<tr>
<td>Facial treatment mask</td>
<td>8</td>
</tr>
</tbody>
</table>

Note: Some types of male cosmetic products applied by Thai male respondents in this research were excluded from this table and the results, as they were perceived to be general products that were applied by all consumers, such as shampoo and conditioning shampoo.

IQ 14: How often do you buy cosmetic products? And where do you usually buy cosmetic products?
The findings show that more than a half of male respondents in this group (BBNM) have purchased cosmetic products approximately every 1 – 2 months (or 6 – 12 times a year) (54 per cent), while 39 per cent of all respondents purchased this product every 3 - 6 months on average. However, only 7 per cent claimed that they purchased cosmetic products less often than once every 6 months.

General department stores were the most frequent place in which males in the BBNM group purchased cosmetic products (54%). While the second largest group of male respondents reported that they normally purchase male cosmetic products at skincare clinics (15%). However, male respondents in this group also tended to buy these products from different channels, including pharmaceutical stores (7%), duty free shops (7%), online shops (7%), and from direct sales channel (7%).

**IQ 15:** How much do you spend on average purchasing male cosmetic products each time?

Regarding the amount of money spent on cosmetic products, the results revealed that 62 per cent of all respondents spent 1,000 Baht to 5,000 Baht per time (that is, on a single visit to the shops). Another 15 per cent of males spent around 5,00 – 8,000 Baht on male cosmetic products and another 15 per cent claimed that they spent approximately 8,000 – 12,000 Baht per time on these products. Further, only 8 per cent of males in this group reported spending less than 1,000 Baht per time. Moreover, it was interesting that some males in this group claimed that they were heavy users who spent much more money on cosmetic products, namely they usually spent at least 12,000 Baht when buying cosmetic product at one time (15 per cent) as shown in Table A.10.
Table A.10 Summary of the findings for interview question 15

<table>
<thead>
<tr>
<th>Income Range</th>
<th>BBNM (13 males)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1,000 Baht / time</td>
<td>8% (1 males)</td>
</tr>
<tr>
<td>1,001 – 5,000 Baht / time</td>
<td>62% (8 males)</td>
</tr>
<tr>
<td>5,001 – 8,000 Baht / time</td>
<td>-</td>
</tr>
<tr>
<td>8,001 – 12,000 Baht / time</td>
<td>15% (2 males)</td>
</tr>
<tr>
<td>Over 12,000 Baht / time</td>
<td>15% (2 males)</td>
</tr>
</tbody>
</table>

1C - MBM group (Thai men who migrated to Bangkok and hold managerial positions)

This section provides the results of the analysis of the third group of male respondents, who migrated to Bangkok city and hold managerial position in organizations. The MBM group comprises twelve male informants who were between the ages of 29 and 42 and the average age of males in the MBM group was 33.5. Males in this group mostly hold a Bachelor’s degree and a Master’s degree or higher, and they were mainly employed in private sector companies. Also, most of these males had a monthly income of more than 50,000 Baht. The next section will present the demographic profile of these males in detail.

The demographic profile of male respondents

The following section will be allocated into seven categories, which provide male respondents’ descriptive profile statistics, including age, education, marital status, employment sector, career positions in organisations, monthly income, as well as an original place of birth and the purpose of migration to Bangkok city.

I. Age

Half of the male informants in the MBM group (50%) were between 31 and 35 years old, followed by the age group of 36 – 40 years (25%), while 17 per cent of males in this group were between 26 and 30 years old and. The smallest age group of male respondents was between 41 and 45 years old (8%).

265
I. Educational level
Almost half (42 per cent) of the MBM group completed a Bachelor’s degree and 42 per cent also completed a Master’s degree or higher. A small group (8 per cent) of male respondents attended high school only, and 8 per cent had a lower college or vocational college degree.

II. Marital status
More than half of male respondents were single (67%), whereas the rest of these males were married (33%).
III. Employment sector
The employment sector of male respondents in the MBM group showed they were mostly private sector employees (93%), and only 7 per cent had their own business.

IV. Career positions in an organisation
The occupational positions in organisation held by male participants in this group were classified into two groups. Eleven were general managers, and one man was a senior manager.

V. Monthly income
A majority of male informants in the MBM group earned a monthly income more than 50,000 Baht (59%), while 25 per cent of these males had an income between 40 and 50,000 Baht per month. However, two small groups of male participants (8%) earned a monthly income of 20 - 30,000 Baht and 30 - 40,000 Baht.

Figure A12 Monthly income of male respondents (MBM)

I. Original place (provinces) of birth and reason for migrating to Bangkok city
Thai respondents in this group were males who moved to Bangkok city with different reasons. Table A11 shows original places of birth and the purpose for which these males migrated to Bangkok city.
Table A11 Places of birth and purpose of moving to Bangkok city

<table>
<thead>
<tr>
<th>Male participants</th>
<th>Place (provinces) of birth</th>
<th>Purpose of moving to Bangkok city</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBM 1</td>
<td>Narathiwat</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 2</td>
<td>Phetchabun</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 3</td>
<td>Songkhla</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 4</td>
<td>Rayong</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 5</td>
<td>Trang</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 6</td>
<td>Chon Buri</td>
<td>Employment</td>
</tr>
<tr>
<td>MBM 7</td>
<td>Sukhothai</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 8</td>
<td>Rayong</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 9</td>
<td>Lop Buri</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 10</td>
<td>Lampang</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 11</td>
<td>Khon Kaen</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBM 12</td>
<td>Kalasin</td>
<td>Education and employment</td>
</tr>
</tbody>
</table>

4.2.3.2 MBM group’s male participant’s responses to interview questions

This section will provide the analysis of the male respondents’ interview responses, which related to each interview question, and will present the finding that addressed each research questions as well.

RQ1: To what extent do psychological factors influence Thai male consumers’ consumption of male cosmetic products?

RQ 1 (a): Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly in the first purchase?

IQ1: What factors influenced you when you used male cosmetic products the first time?

Thai male respondents indicated that there were two significant factors, which motivated them to use male cosmetic products the first time. These were reference groups including their family, friends or girlfriend (50%), and a personal motivation that they needed to improve the health of their skins (33.3%). However, some males in this group mentioned that
problem solving in terms of fixing existing skin problems was a motivation to use male cosmetic products as well (16.7%) (Table A12).

**Table A12 Summary of the findings for interview question 1**

<table>
<thead>
<tr>
<th>Factors</th>
<th>MBM (12 males)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The recommendation to use cosmetic products from reference groups (family, friends, girlfriends)</td>
<td>50% (6 males)</td>
</tr>
<tr>
<td>The personal desire to have a good appearance and improve their self-confidence.</td>
<td>0% (0 males)</td>
</tr>
<tr>
<td>The personal desire relative to sexual attractiveness.</td>
<td>0% (0 males)</td>
</tr>
<tr>
<td>Problem-solving or medical reason in terms of fixing existing skin problems.</td>
<td>16.7% (2 males)</td>
</tr>
<tr>
<td>The personal desire with regard to improving healthy skin or personal hygiene.</td>
<td>33.3% (4 males)</td>
</tr>
</tbody>
</table>

**RQ 1 (b):** What level of importance do Thai male consumers attach to the consumption of cosmetic products?

**IQ 2:** Please describe how important it is to you to use cosmetic products?

It was the finding from two questions that those Thai males in the MBM group strongly perceived the importance of using male cosmetic products in their life. However, these males have slightly different attitude in terms of level of importance of using male cosmetic products. That was, more than a half of all males in this group indicated their use of cosmetic products in daily life as ‘very important’ for them (58%), while several males in this group implied that they regularly used cosmetic products and they focused on its benefit as ‘quite important’ (42%).

Moreover, Thai males indicated that applying male cosmetic products were more likely to enhance their self-confidence, self-image and appearance, and improving their self-confidence also gave them a positive advantage in terms of competition in their careers.
RQ 1 (e): How do Thai men perceive their masculine identity?

IQ 3: Generally, how would you describe the characteristics of masculinity that you perceive as important to you?

The result from male respondents in the MBM group indicated the three most important images of masculinity for them, were *success, self-confidence, and the denial of aggression and violence*.

**Success**

Most of the males in the MBM group (75%) agreed that the image of success was the most important aspect of masculine identity, which they needed to display as a man in Thai society as shown in Table A13. This outcome was similar to the findings for the two previous groups of Thai male respondents (BBM and BBNM), who also said that success was the most important masculine quality. However, it was interesting that males in MBM group said that the most important aspect of masculinity was occupying a high status position and having acceptance in a social context, followed by than financial achievement and professional achievement respectively. This view contradicts those males in the BBM and BBNM groups, who preferred to be financially successful than to have a high level of acceptance in social culture.

**Table A13 Summary of findings for interview question 3**

<table>
<thead>
<tr>
<th>Masculine identities</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Success</strong></td>
<td>75% = (1)</td>
</tr>
<tr>
<td><strong>Self-confidence</strong></td>
<td>58.3% = (2)</td>
</tr>
<tr>
<td><strong>The denial of aggression and violent characteristic or behaviour</strong></td>
<td>38.5% = (3)</td>
</tr>
</tbody>
</table>

*Note:* The percentage, which is shown in the table, is calculated by aggregating numbers of respondents that identify that masculine identity as the most important for them and divide by total numbers of respondents in that group. Then, the number in bracket is identified relying on how much percentage of that masculine identity representing, which indicate the three most important images of masculinity.

**Self-confidence**

The second important image of masculinity mentioned by male respondents was self-confidence (58.3%). Several males stated that self-confidence was significantly important, in
particular in their career or job. This can be explained by noting that most males in this group hold managerial position in various organisations and they have several subordinates and colleagues who have to follow them and take instructions, so the manager needs to have self-confidence. In addition, self-confidence can portray strong masculine identity to others in society.

*The denial of aggression and violent characteristic or behaviour*

It was evident from the results that Thai male respondents in the MBM group mentioned that they rejected the image of an aggressive or violent man as being part of their image of being a man in the current time, particularly in Thai society (38.5%). Several male respondents suggested that traditionally, being aggressive was part of a man’s character, because by being aggressive he was able to control other men or women. This was true of very highly ranked public servants for many decades. However, presently Thai males no longer need to present this image, because they accepted ideas of social equality, and men are likely to see aggression or violence as negative behaviour.

**RQ 1 (d): To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?**

**IQ 4: How would you describe the importance of self-image and appearance for men?**

From the score of relative importance on a five-level scale (1-5), the results indicated that most Thai male respondents in the MBM group focused strongly on the importance of self-image and appearance, and rated them ‘very important’ (with a rating of 5 out of 5) (83%). These males also mentioned the benefits they would get from their image and appearance. Firstly, enhanced opportunities in business deals, and possibly getting advancement in careers as well as maintain to promote their creditability and trustworthiness due to their career obligation, was described as the most important factor (83%). Secondly, the development of social engagement was mentioned as another benefit that they expect from improving and maintaining their appearance (67%). Finally, Thai males implied that sexual attractiveness was also a desirable aspect, in which they would get an advantage from emphasising their body and image (25%).

**RQ 1 (e): To what extent does self-esteem or self-confidence play a role in how Thai male consumers care for their appearance?**
IQ 5: Does self-esteem or self-confidence play a role in how you should care for your appearance?

The result showed that all Thai male respondents in MBM group (100%) agreed that self-confidence or self-esteem influenced them to take care and concern for their self-image and appearance. For self-confidence and self-esteem, the respondents reported that these factors play a significant role for in causing them to take more care of their self-image and appearance. These Thai males implied that they would benefit from enhancing their self-confidence by increasing their attention on their appearance, which would benefit their career and help development their social engagement.

RQ 2: To what extent do sociocultural factors influence Thai male consumers’ consumption of male cosmetic products?

RQ 2 (a): How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?

IQ 6: Do you think that Thai society currently accepts the use of cosmetic products by men presently?

These males also identified that Thai society nowadays accepts the consumption of male cosmetic products among Thai males. As well, these male respondents implied that heavy advertising of male cosmetic products through several channels in Thai society was the significant factor that allows people in society to change their attitude towards using cosmetic products by males, when previously cosmetics have traditionally been women’s products.

RQ 2 (b): How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases?

IQ 7: Are you concerned about how others may perceive you because you are using cosmetic products?

Most males in this group also agreed that they did not have any concern with having a homosexual image as perceived by the public owing to using male cosmetic products.

RQ 2 (c): How do Thai males perceive the influence of Thai society and Thai workplaces on how Thai males should care for their appearance?
IQ 8: Does society or the environment in your workplace play a role in how you should care for your appearance?

The findings indicated that all Thai male respondents in this group agreed that Thai society and the workplace where they are working influence them to much more take care their self-image and appearance. However, there happened to be two significant reasons, which motivated these males. These were the need to fit in with people in a workplace where the people in that workplace regularly pay much more attention to their self-image and appearance by using male cosmetic products, as well as the need to get an advantage with regard to business opportunities.

RQ 3: How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?

IQ 9: Does advertising (TV, magazine, radio etc.) influence you in buying male cosmetic products? How?

The answers of the male respondents indicated that male cosmetic advertising provided by manufacturers positively impacted these males relative to their decisions to purchase. Seventy-five per cent of all males indicated that advertisements about male cosmetic products influenced them in several ways such as maintaining brand awareness of particular products and brand names, recognising brand-new product launched in the market, as well as well-known presenters presenting some brand of male cosmetic products and persuading them to purchase particular male cosmetic. However, 25 per cent of all males claimed that they were not influenced by any advertising, in terms of decision-making on cosmetic products.

IQ 10: Do promotion campaigns of male cosmetic product manufacturers (free sample, discounts, gift coupons etc.) influence you in buying male cosmetic products? How?

It was interesting that more than a half of Thai male respondents in the MBM group reported that they were not impacted by promotional campaigns offered by male cosmetic companies (58 per cent), while around 42 per cent of all males agreed that they were influenced by those promotional campaigns. The reasons that were mentioned by these male respondents who said they were not influenced by campaigns seemed to be that they had a low view of the quality of the products that offer too often promotional campaigns, and several males implied that they have a loyalty to a particular brand, and were satisfied with its quality.
However, a price discount and free sampling were mentioned to be the significant marketing strategy in terms of promotion campaign that are more likely to convince male respondents to spend more money on male cosmetic products.

**IQ 11:** Can you describe how salespeople influence you in buying cosmetic products?

The result demonstrated that more than half of Thai male respondents were influenced by salespersons when buying male cosmetic products (67%), whereas the rest of the males (33%) were not impacted by sale representative in their decisions to purchase these products. The most important attribute of salespeople, which was expected from these male respondents, was a comprehensive product knowledge of male cosmetics. This seemed to be the factor which is able to encourage those males to purchase a particular product or brand. This might be explained that although Thai male consumers have used it regularly and for long time, but cosmetic products still are a new product for men, thus male consumers really demand salesperson to inform them with explicit product knowledge. Nonetheless, the negative attitudes regarding salesperson that not impact male consumers’ purchasing behavior in terms of cosmetic products was male consumers were likely to deem that information relate to particular product or brand given by sale representative was untrue because the main purpose of those salesperson was only to persuade consumers to purchase their products. Furthermore, some males pointed out that sales assistant who normally informs product knowledge in particular brand was unnecessary due to these male consumers usually done with product information searching particularly type of products or brand in which they are interested before went to the store.

**RQ 4:** What criteria are used by Thai male consumers when making a purchasing decision on cosmetic products?

**IQ 12:** Do you think quality or price of male cosmetic products is an important factor in purchasing, and are there any other factors that influence you when you make a decision to buy cosmetic products?

It was clear from the result that most male respondents (75%) relied more on the quality of the product than their prices in making decisions about buying male cosmetic products. Nonetheless, some males in this group agreed that both factors - quality and price - of male cosmetic products were involved when they decided to purchase such products (25%).
RQ 5: How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, spend?

IQ 13: Do you use any male cosmetic products? How long have you used male cosmetic products? What kind of male cosmetic products do you apply in daily life?

The findings demonstrated that Thai male participants in the MBM group have used male cosmetics for different periods. The majority of males in this group have regularly applied cosmetic products for more than ten years (59%), while around one third of all male respondents indicated they have used cosmetic products between 5 and 10 years (33%), and only one male in this group indicated that he has used cosmetic products for less than 5 years. Thai males in the MBM group have selected numerous types of cosmetic products which they use in daily life, and the results are summarised in Table A14 below.

<table>
<thead>
<tr>
<th>Cosmetic product types</th>
<th>Respondents who indicated using these products in daily (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The deodorant or spray and aftershave</td>
<td>100</td>
</tr>
<tr>
<td>Shaving products (pre-shave, shaving gel and foam and post shave)</td>
<td>100</td>
</tr>
<tr>
<td>Face moisturiser and cream</td>
<td>83</td>
</tr>
<tr>
<td>Face cleanser</td>
<td>75</td>
</tr>
<tr>
<td>Hairstyle gel and spray</td>
<td>58</td>
</tr>
<tr>
<td>Fragrance or perfume</td>
<td>75</td>
</tr>
<tr>
<td>Body lotion, moisturizer, and cream</td>
<td>17</td>
</tr>
</tbody>
</table>

Note: Some types of male cosmetic products applied by Thai male respondents in this research were excluded from this table and the results, as they were perceived to be general products that were applied by all consumers, such as shampoo and conditioning shampoo.

IQ 14: How often do you buy cosmetic products? And where do you usually buy cosmetic products?
The results were that a majority of males in MBM group purchased male cosmetic products every 3 – 6 months (2 - 4 times per year) (59%), while 33 per cent of males reported buying male cosmetics every 1 – 2 months (6 - 12 times per year) and only 8 per cent indicated that they purchase it less than once every six months. The general department store was a place that most males in this group purchased cosmetic regularly (83%). Moreover, some males reported that they purchased cosmetic products through direct sales channel (8%) as well as pharmaceutical stores (8%).

**IQ 15:** How much do you spend on average purchasing male cosmetic products each time?

For money spent on male cosmetic products, a majority of males in this group indicated that they spent money on these products of between 1,000 and 5,000 Baht in one purchase (42%). This was followed by males spending between 5,001 and 8,000 Baht per time (25%). Two groups of these males indicted spending between 8,000 and 12,000 Baht and less than 1,000 Baht equally (17%).

**1D - MBNM group (Thai men who migrated to Bangkok and hold non-managerial positions)**

The following section provides the analysis of the fourth group of Thai male respondents, who migrated to Bangkok city and hold non-managerial positions in their organisations. MBNM group consists of twelve male respondents who were between the ages of 23 and 34, and the average of this group’s age was 27.7. Most Thai male informants graduated with a Bachelor’s degree, and all males identified themselves as single. Eleven males in this group were private sector employees, and a majority of males earned a monthly income between 10 and 40,000 Baht. The next section will discuss the male demographic profiles for several categories such as age, education, etc.

**4.2.4.1 Analysis of the demographic profile of respondents**

This part will be separated into seven categories, including age, education, employment sector, career positions in organisations, monthly income earned, their places of birth, and the reasons they migrated to Bangkok city.

I. Age
The majority of male respondents (42 per cent) were within the age group 26-30, and 33 per cent of participants were between 21 and 25 years old, while 25 per cent of respondents were within the 31 – 35 age group.

**Figure A13 Age of male respondents (MBNM)**

II. Educational level

Most male respondents in this group (75 per cent) indicated that a Bachelor’s degree was their highest level of education, while 17 per cent of these males graduated with a Master’s degree or higher. Only 8 per cent of participants completed a College or Vocational Diploma.

**Figure A14 Educational Level of Male Respondents (MBNM)**

III. Marital status

All Thai male respondents in MBNM group identified themselves as single.
IV. Employment sector
A greater number of male informants were employees in private sector companies (92 per cent), and only 8 per cent of all respondents were employed in government sector.

Figure A15 Employment sector of male respondents (MBNM)

V. Career positions in organization
Thai male respondents in this group hold diverse positions, which were all classified as non-managerial positions such as private company officer, manufacturing engineer or programmers. Table A15 provides the career positions of male respondents in their organisations.

Table A15 Career positions in an organization of male respondents

<table>
<thead>
<tr>
<th>Career positions</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private company officer</td>
<td>4</td>
</tr>
<tr>
<td>Industrial analyst</td>
<td>1</td>
</tr>
<tr>
<td>Lawyer</td>
<td>1</td>
</tr>
<tr>
<td>Manufacturing engineer</td>
<td>1</td>
</tr>
<tr>
<td>Programmer</td>
<td>4</td>
</tr>
<tr>
<td>Musical tutor</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>
Male respondents in this group provided details of their monthly income. The greater number of male participants (59 per cent) earned a monthly income of between 10 and 20,000 Baht, and 33 per cent had an income of 20-30,000 Baht per month. Moreover, only 8 per cent of all males in this group had a monthly income between 30 and 40,000 Baht per month.

**Figure A16 Monthly Income of Male Respondents (MBNM)**

VII. Place (provinces) of birth and the purpose for which they migrated to Bangkok city

Male respondents in this group migrated to Bangkok city for several reasons. Table A16 below shows their places of birth and the reasons that these males moved to Bangkok city.

**Table A16 Places of birth and a purpose of moving to Bangkok City of male respondents**

<table>
<thead>
<tr>
<th>Male participants</th>
<th>Places (provinces) of birth</th>
<th>Purposes of moving to Bangkok city</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBNM 1</td>
<td>Uthaithani</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBNM 2</td>
<td>Lampang</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBNM 3</td>
<td>Ranong</td>
<td>Employment</td>
</tr>
<tr>
<td>MBNM 4</td>
<td>Tak</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBNM 5</td>
<td>Udonthani</td>
<td>Education and employment</td>
</tr>
<tr>
<td>MBNM 6</td>
<td>Chiangrai</td>
<td>Employment</td>
</tr>
<tr>
<td>MBNM 7</td>
<td>Chanthaburi</td>
<td>Employment</td>
</tr>
<tr>
<td>MBNM 8</td>
<td>Chiangrai</td>
<td>Education and employment</td>
</tr>
</tbody>
</table>
**MBNM group’s male participants’ responses to interview questions.**

The next section provides the outcome of the analysis of male respondents’ interviews.

**RQ1**: To what extent do psychological factors influence Thai male consumers’ consumption of male cosmetic products?

**RQ 1 (a)**: Which motivating factors influence Thai male consumers when purchasing cosmetic products, particularly in the first purchase?

**IQ1**: What factors influenced you when you used male cosmetic products the first time?

The results indicated that there were four significant factors, which motivate male respondents to use male cosmetic products for the first time, which shows in Table A17 below. Firstly, there was the personal inspiration with regard to the need to present a good appearance and a need to improve self-confidence (41.7%). Secondly, there was a personal desire regarding sexual attractiveness (33.3%). Thirdly, problem solving was mentioned by several males as an influence which caused them to use cosmetic products for the first time (16.7%). Finally, some males said that they were advised by friends or a member of their family to use cosmetic products for the first time (8.3%).

**Table A17 Summary of the findings for interview question 1**

<table>
<thead>
<tr>
<th>Factors</th>
<th>MBNM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(12 males)</td>
</tr>
<tr>
<td>The recommendation to use cosmetic products from reference groups (family, friends, girlfriends)</td>
<td>8.3%</td>
</tr>
<tr>
<td></td>
<td>(1 males)</td>
</tr>
<tr>
<td>The personal desire to have a good appearance and improve their self-confidence.</td>
<td>41.7%</td>
</tr>
<tr>
<td></td>
<td>(5 males)</td>
</tr>
<tr>
<td>The personal desire relative to</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

280
sexual attractiveness. (4 males)

Problem-solving or medical reason in terms of fixing existing skin problems. 16.7% (2 males)

The personal desire with regard to improving healthy skin or personal hygiene. 0% (0 males)

RQ 1 (b): What level of importance do Thai male consumers attach to the consumption of cosmetic products?

IQ 2: Please describe how important it is to you to use cosmetic products?

The results indicated that most males in the MBNM group perceived that applying male cosmetic products in daily life was ‘very important’ for them (75%), while a minority of these males (25%) considered the using of cosmetic products as ‘quite important’. Further, most male respondents implied that applying male cosmetic product in daily was able to enhance their self-confidence with regard to their appearance and self-image. Moreover, the enhancement of self-confidence was inclined to offer these males a positive outcome related to their career advancement.

RQ 1 (c): How do Thai men perceive their masculine identity?

IQ 3: Generally, how would you describe the characteristics of masculinity that you perceive as important to you?

The male respondents in the MBNM group identified several images of masculinity, however the three most important masculine identities were success, self-confidence, and the denial of aggressive and violent behaviour.

Success

The theme of success was the most important image of masculinity, which emerged among male respondents in the MBNM group (66.7%) as shown in Table A18. They implied that the success characteristic was important in Thai culture, which expects every man to be successful and show leadership in their family. However, these male respondents mentioned that they were more likely to focus on career or professional achievement in this stage of their life, than on other aspects of success such as money or having a high social status. Thus,
male respondents in this group rated career achievement as the most important, followed by financial success, and having a high status in their community or society. The underlying reasons given by male consumers in this group regarding preferring career achievement as it was able to represent an inherent capacity of being a man involves competition in several aspects of life, such as sport, women etc. But the most important attribute of being a man is a rivalry in the workplace environment. Success in the workplace is definitely able to portray a real man or show power to other men and people in society.

Table A18 Summary of findings for interview question 3

<table>
<thead>
<tr>
<th>Masculine identities</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Success</td>
<td>66.7% = (1)</td>
</tr>
<tr>
<td>Self-confidence</td>
<td>66.7% = (1)</td>
</tr>
<tr>
<td>The denial of aggression and violent characteristic or behaviour</td>
<td>50% = (3)</td>
</tr>
</tbody>
</table>

Note: The percentage, which is shown in the table, is calculated by aggregating numbers of respondents that identify that masculine identity as the most important for them and divide by total numbers of respondents in that group. Then, the number in bracket is identified relying on how much percentage of that masculine identity representing, which indicate the three most important images of masculinity.

The self-confidence characteristic

Self-confidence was another of the most important images of being a man that was mentioned by these male respondents (66.7%). Several men in the MBNM group identified that self-confidence was an important characteristic of being a man. These males agreed that a self-confident image was a characteristic that made a difference between being a woman and a man, by which they meant that men usually have higher self-confidence than women. In addition, these males implied that self-confidence was an aspect of masculinity, which helps them to be outstanding in the workplace environment.

The denial of aggressive and violent behaviour

An aggressive or violent characteristic was rejected by several males in this group as being a part of masculine identity (50%). Although, in fact, an aggressive manner has seemed to be a
foundation of being a man, and proving oneself to be a ‘real’ man for many decades. But male respondents, in the present research, and in the MBNM group in particular, did not accept aggressive behaviour, and these males believed that aggression or violence should not continue to be an image of masculinity in the future. Male informants also suggested that aggressive or violent behaviour, which was displayed by some men in society, might be explained by those men needing to conceal their inside vulnerability from others.

**RQ 1 (d):** To what extent do self-image and appearance affect Thai male consumers’ consumption of male cosmetic products?

**IQ 4:** How would you describe the importance of self-image and appearance for men?

The respondents were asked to give a score to the relative importance of self-image on a five-level scale (1-5). The results revealed that male respondents were likely to place great emphasis on the importance of self-image and appearance. That was, 58 per cent of all male respondents rated self-image as ‘very important’ (a rate of 5 out of 5), while 42 per cent rated self-image as ‘quite important’ (4 out of 5). Moreover, all male respondents indicated that their self-image and appearance would give a significant benefit for them with regard to opportunities in business deals and careers (100 per cent). In addition, 42 per cent of these males implied that the development of social engagement was an expected benefit for them from focusing on their appearance. However a few males in the MBNM group concentrated on the benefit of increased sexual attractiveness (16 per cent).

**RQ 1 (e):** To what extent does self-esteem or self-confidence play a role in how Thai male consumers care for their appearance?

**IQ 5:** Does self-esteem or self-confidence play a role in how you should care for your appearance?

The results revealed that male respondents, who migrated to Bangkok city and hold non-managerial positions in their organisation, believed that internal factor such as self-esteem and self-confidence in terms of appearance play a significant role in causing them to take care of their self-image and appearance. Further, with respect to internal factors (self-esteem), they believed that an improvement of self-confidence with regards to their self-image and appearance could directly benefit them both areas, namely their career and social engagement.
RQ 2: To what extent do sociocultural factors influence Thai male consumers’ consumption of male cosmetic products?

RQ 2 (a): How accepting of Thai males’ consumption of male cosmetic products, is Thai society, according to Thai males?

IQ 6: Do you think that Thai society currently accepts the use of cosmetic products by men presently?

Regarding Thai society’s perspective with regard to the use of cosmetic products among Thai men, the results indicated that all male respondents agreed that in the present time, Thai society was indeed accepting the idea of cosmetic products for Thai men and their did not seem to be a tension among Thai males to over this issue. Further, the significant increasing of male cosmetic product’s advertising that has been made by several companies, seemed likely to be an important factor that stimulates the acceptance of cosmetic products by Thai culture. Moreover, these male respondents also suggested that the increase of personal needs among Thai men regarding to concern themselves with their self-image and health in terms of appearance played a significant role to encourage Thai society to accept male behaviour regarding the use of cosmetics, which was traditionally a women’s action. In addition, some males indicated that the influencing of different culture regarding the changing stereotype and style of male image such as Western or Korean which was increasingly assimilated into Thai culture was an important factor so that encourage Thai culture to more accept men to use cosmetic products. Finally, the high level of workers’ competition in organisation particularly urban area (Bangkok city) seemed likely to be another stimulation to drive Thai men consumers progressively using cosmetic products as regular and cause Thai society perceives the consumption of cosmetic by men as common as used by women.

RQ 2 (b): How concerned are Thai males with others’ perceptions of Thai males’ cosmetic product purchases?

IQ 7: Are you concerned about how others may perceive you because you are using cosmetic products?

Regarding the public perception of these products, most male respondents (75%) indicated that they were not concerned that people would see them as engaging in unusual behaviour or being homosexual. However, a minority of male informants (25%) commented that sometime
they were concerned about how they were perceived by others when they were using too many cosmetic products.

RQ 2 (c): How do Thai males perceive the influence of Thai society and Thai workplaces on how Thai males should care for their appearance?

IQ 8: Does society or the environment in your workplace play a role in how you should care for your appearance?

The findings revealed that all Thai males in this group perceived that their workplace environments influence them to more care about their appearance. Moreover, there happened to be three aspects of the external factor, which motivated these males to focus more on their self-image. These included a high level of competition among workers in the workplace, particularly in an urban area like Bangkok city; the need to be in accordance with a particular group that they engage with, where people in that group pay attention to their appearance; and the enhancement of opportunities in business deals and advancement in their career.

RQ 3: How do Thai male consumers of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?

IQ 9: Does advertising (TV, magazine, radio etc.) influence you in buying male cosmetic products? How?

The results for this question revealed that more than half of male respondents agreed that advertising of male cosmetic products by manufacturers through several channel such as TV, magazine, and radio, as well as the Internet, significantly impacted them regarding their attitude towards the products and their purchasing behaviour (67 per cent). While 33 per cent of male respondents did not perceive that any advertisements of cosmetic products had an impact on them in terms of making a decision to buy these products. In addition, several males indicated that the impact of male cosmetic products’ advertising influenced them in many ways including an increase of awareness of particular brands as well as getting participants to recognise a new product, when it was launched on the Thai market, frequent on air in media allows them to be more confidence using it, and well-known presenters presenting particular male cosmetic brand allows males to recognise that brand and motivate them to try out.
IQ 10: Do promotion campaigns of male cosmetic product manufacturers (free sample, discounts, gift coupons etc.) influence you in buying male cosmetic products? How?

The result showed that more than a half of Thai male respondents in the MBNM group agreed that promotions such as gift sets or ‘buy 1 get 1 free’, influenced them to spend more money on cosmetic products (58 per cent). Moreover, some males identified that sometimes promotion campaigns encouraged them to switch to buy other brands. However, 42 per cent of these males disagreed that they were influenced by any promotions, which were offered by cosmetic product companies in terms of switching brands. Several males implied that they have a high loyalty to particular products, and they never change to other brands, as long as that product still makes them satisfied. Furthermore, some males in this group reported that they were concerned with the quality of the product, and that if the product needed a lot of promotional campaigns, it must be because it was not selling on the basis of its quality.

IQ 11: Can you describe how salespeople influence you in buying cosmetic products?

It is interesting from the results that the effective sale representative of male cosmetic product was not perceived by more than a half of male respondents (58 per cent) to impact them with regard to their attitude and behaviour in purchasing these products. The reasons given by these males in terms of salespeople being ineffective were that those male informants have always searched information for themselves regarding particular products that they need to buy. In addition, they valued their privacy, and didn’t like being approached by sale representatives. Nonetheless, 42 per cent of male respondents agreed that a salesperson could influence them to purchase some products or brands, if the sales person had good, specific knowledge of the product and presented it well.

RQ 4: What criteria are used by Thai male consumers when making a purchasing decision on cosmetic products?

IQ 12: Do you think quality or price of male cosmetic products is an important factor in purchasing, and are there any other factors that influence you when you make a decision to buy cosmetic products?

The outcome indicated that most male respondents in the MBNM group emphasized the quality of the products more than price when they purchased male cosmetic products. That was, 67 per cent of these males said that the quality of male cosmetic was their main concern when making a decision to buy, while 33 per cent of all male respondents indicated that they
considered both the quality and price of the product when they purchased male cosmetic products.

**RQ 5:** How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, spend?

**IQ 13:** Do you use any male cosmetic products? How long have you used male cosmetic products? What kind of male cosmetic products do you apply in daily life?

The findings demonstrated that all male informants have regularly applied male cosmetic products in their life, however these men have been using cosmetic products for different lengths of time. A majority of males in this group have used male cosmetic products for five to ten years (50 %), while 33 per cent of all males have used the products for more than 10 years. Only 17 per cent of males in MBNM group have used cosmetic products for less than 5 years. In addition, Table A19 below shows a summary of male cosmetic product types, which male respondents have used in daily life.

**Table A19 Summary of male cosmetic product types used daily**

<table>
<thead>
<tr>
<th>Cosmetic product types</th>
<th>Respondents who indicated using these products in daily (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deodorant or spray and aftershave</td>
<td>100</td>
</tr>
<tr>
<td>Shaving products (pre-shave, shaving gel and foam and post shave)</td>
<td>100</td>
</tr>
<tr>
<td>Face moisturiser and cream</td>
<td>75</td>
</tr>
<tr>
<td>Face cleanser</td>
<td>100</td>
</tr>
<tr>
<td>Hairstyle gel and spray</td>
<td>67</td>
</tr>
<tr>
<td>Fragrance or perfume</td>
<td>50</td>
</tr>
<tr>
<td>Body lotion, moisturizer, and cream</td>
<td>50</td>
</tr>
<tr>
<td>Sun protection (face and body)</td>
<td>8</td>
</tr>
</tbody>
</table>

*Note:* Some types of male cosmetic products applied by Thai male respondents in this research were excluded from this table and the results, as they were perceived to be general products that were applied by all consumers, such as shampoo and conditioning shampoo.
**IQ 14:** How often do you buy cosmetic products? And where do you usually buy cosmetic products?

Regarding male respondents in this group, the result showed that 50 per cent of these males commonly purchased male cosmetic products every 1 – 2 months (or 6 – 12 times a year), and another 50 per cent of these males bought such products every 3 – 6 months on average (or 2 – 4 times per year). Moreover, a half of male participants in this group indicated that they normally purchased cosmetic products at general department stores, where they and their family went to shopping (50 per cent). In addition, several males implied that they always bought cosmetic products at pharmaceutical stores such as BOOTS and WATSON (25 per cent). Moreover, duty free shops (8 per cent), online shops (8 per cent), and from direct sales channels (8 per cent), were mentioned as channels to purchase male cosmetic products.

**IQ 15:** How much do you spend on average purchasing male cosmetic products each time?

In terms of money spent on cosmetic products, a greater number of Thai males in this group claimed that they usually spent on these products approximately 1,000 Baht to 5,000 Baht per time (58 per cent), while 25 per cent of these males commonly spent between 8,000 – 12,000 Bath per time (that is, on one visit to a store). However, there were some males who spent on less than 1,000 Bath per time (8 per cent). It is interesting that one male respondent claimed that he is a heavy user who spent more than 12,000 Bath per time on male cosmetic products (8 per cent).
APPENDIX 2- SELECTED PARTICIPANT RESPONSES

Appendix 2A-BBM group (Thai men who were born in Bangkok and hold managerial positions)

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Interview Questions</th>
<th>Participant Codes</th>
<th>Selected Participant Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>RQ 1 (a)</td>
<td>1</td>
<td>BBN 2</td>
<td>‘From my experience, the first time using these products I was advised by my family, that was my mum who suggested me to use cosmetic products, so as to take care of my skin particularly my face’</td>
</tr>
<tr>
<td>RQ 1 (a)</td>
<td>1</td>
<td>BBM 9</td>
<td>‘Absolutely sure, the thing that encouraged me to use cosmetic products the first time was the need to be an attractive man among women (sex appeal). At that time I was around 20 or 21 years old and I wanted to be good-looking in order to be outstanding and be attractive to particular women’</td>
</tr>
<tr>
<td>RQ 1 (b)</td>
<td>2</td>
<td>BBM 8</td>
<td>‘In the current time, cosmetic products are very or extremely important for me, which means I have used them every day. Even if I went to the market, which is not far from my house, I have to use hairstyle gel because I feel lacking self-confidence if I do not use it’.</td>
</tr>
<tr>
<td>RQ 1 (b)</td>
<td>2</td>
<td>BBM 10</td>
<td>‘For me, nowadays I rate the importance of these products (cosmetic) as the same as many products such as clothing or underwear and personally they are no longer extra or additional products - that means they are necessary stuff for men’</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBM 1</td>
<td>‘I strongly believe that success is very important in every man’s life’. “I believe that Thai culture still expects men to be the breadwinner. It also forces Thai males to acquire success in their life in order to support their family well.” ’ For me, I focus on the role of the man who takes the responsibility with their family, and I still think that traditional Thai culture expects men should be the head of the family and work in order to provide money for their partner and children’. ‘For me, I think in the current time, Thai males should increase an acceptance of sharing opinions particularly from women, which I might call a new modern leadership of masculinity’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBM 5</td>
<td>‘For me, money is the first thing that comes to mind, and is an important idea in terms of a masculine image that men should have, because I think if you have a lot of money, you are able to do many things. For example, establish your own business, and it could produce and bring several different types of success to your life such as power, and status in society as well’. ‘Beyond money which was already mentioned, a career achievement is important for men, and also signifies an exceptional manly characteristic’. ‘An ideal image of being a man in Thai culture in the present time, is that money is the most thing which males should acquire, and it doesn’t matter whether it came from your family or if you earned it by yourself. The reason is the same as in the previous question (IQ 1), that acquiring much more money would give you a huge opportunity to do everything you want in life’. ‘In addition to financial accomplishment, an occupational success was also another ideal of masculinity that most men in Thai society should achieve, because it is undeniably congruent with how much money you are able to acquire. Moreover it is able to demonstrate to people surrounding you how intelligent you are’.</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBM 4</td>
<td>‘When there is a comparison between earning a lot of money such as working in the private business sector and having a lot of power in society, or respect from the public such as working in the government sector, so that I have to choose one, for me I appreciate having much more money than having power or a high status in society, because presently it would be said that money is a significant factor more than any other for living in Thai culture’. ‘The responsibility to family is very important for my life because I have always thought that men have to support their family in terms of money, and they are able to assist numbers of their family with any problems.’</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBM 3</td>
<td>‘The success in terms of occupational achievement is important for me, namely now I am working as a senior manager, in particular in banking, and many people around me think that I am already successful, however I still need to advance in my career as much as I can, so that I am able to display my masculinity’. ‘Absolutely, leadership characteristic is another image of masculinity (beyond success and being a family man) that it is important for me, because I think it clearly manifests being a man, and it is likely to distinguish between the images of men and women’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>BBM 5</td>
<td>‘For me, self-image and appearance is extremely important, so I give it five points because you know I am working as a senior manager. That means I have had many subordinates and I also work with lots of colleagues, thus my appearance and image has been displayed to many people in the workplace. Therefore I feel I am always focusing on my image’.</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>BBM 7</td>
<td>‘Beyond knowledge or work skills, self-image and appearance are quite important for me and other males in this time, as we are living in a new era and environment, which means that a good personality is no longer crucial only for women but also for men. It’s also important that they should take care and have more concern for their appearance in their job. For example, I have focused strongly on the first impression I make on others when I engage in society’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>BBM 10</td>
<td>‘From my experience, I strongly believe that a good personality or self-image is able to get me many more opportunities in terms of business, and also it definitely assists you in professional advancement’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>BBM 12</td>
<td>‘Personally, in most businesses or occupations, particularly selling products or in a service industry, self-image or personality should be focused on by everyone involved. For instance, I always advised my subordinates to take care of their self-image because they are salespersons and I always decided to promote them by exterior personality, along with their ability with regards to their job skills’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>BBM 3</td>
<td>‘I always emphasise my image and personality that relate to my job, because I am a banker and I have to participate with lots of customers every day. Thus, creditability is very necessary and it can be displayed by exterior characteristics such as good image or appearance’.</td>
</tr>
<tr>
<td>RQ 2 (b)</td>
<td>7</td>
<td>BBM 3</td>
<td>‘No, I am not concerned to be perceived as gay or dissimilar with other people, on the contrary, I feel happy to use them (cosmetic products) and I did not care what anyone thought because they are very useful. Moreover, you see many cosmetic’</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>RQ 2 (c)</td>
<td>8</td>
<td>BBM 6</td>
<td>‘Social environment particularly, the workplace environment has an intense impact on my appearance, because I am a relatively young senior manager among many older senior managers in my organisation. Thus, I have to amend my personality and appearance to be more believable through clothing style and manner’.</td>
</tr>
<tr>
<td>RQ 2 (c)</td>
<td>8</td>
<td>BBM 1</td>
<td>‘When I moved to a new workplace environment, I always compare myself with colleagues with regards to personality and appearance, such as how they are dressing or using any products, and I adapt myself in order to be consistent with them. However altering my style doesn’t change any core personality or any aspect of my mind’.</td>
</tr>
<tr>
<td>RQ 2 (c)</td>
<td>8</td>
<td>BBM 9</td>
<td>‘The social environment plays a significant role in my concern with my appearance, and I focus on business opportunities because now, I have my own business, and I usually have contact with customers or suppliers. Thus, the business environment influences me to have more concern with my image. So I use many male cosmetic products so as to develop my appearance and positively impact on my personality in terms of creditability’.</td>
</tr>
<tr>
<td>RQ 2 (c)</td>
<td>8</td>
<td>BBM 12</td>
<td>‘Self-confidence in terms of appearance or personality is a significant attribute for me because I have been an insurance representative more than 20 years. Thus I strongly believe that increasing self-confidence will positively support you when you communicate with customers, and will help you to get a good result’.</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
</tbody>
</table>
| RQ 3               | 10,11               | BBM 11            | ‘Personally I don’t see any campaigns that influence me to buy these products (male cosmetics). I have some belief that products that always offer promotions must be not selling well. Thus the company had to discount the price or provide a campaign to get customers’.  
‘Personally I do not want to get helped by the salesperson. I already acquired much more information and I knew what I want and never changed my mind. In other words, I was quite loyal to a particular brand’. |
| RQ 4               | 12                  | BBM 10            | ‘When I needed to purchase cosmetic products, the product’s quality was the most important thing I was concerned with, because these products were normally used on visible areas of the face or body and I have to make sure that it does not negatively affect my skin, thus, for me its quality was a focus rather than price’. |
| RQ 4               | 12                  | BBM 2             | ‘Absolutely, the quality of these products (male cosmetic) was an important factor for me, however when I bought it I usually needed some suggestion from my friends whom I think have expertise regarding cosmetic products’. |
| RQ 5               | 13                  | BBM 1             | ‘For me, I have used male cosmetic products for at least ten to eleven years. I think I began use them as a fourth year student in university’ |
Appendix 2B - BBNM group (Thai men who were born in Bangkok and hold non-managerial positions)

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Interview Questions</th>
<th>Participant Codes</th>
<th>Selected Participant Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>RQ 1 (a)</td>
<td>1</td>
<td>BBNM 10</td>
<td>‘The first time I used male cosmetic products around two years ago, came from my personality, as I needed to improve the health of my skin, because I felt that my face was getting more wrinkled, which was caused by smoking and drinking too much, thus I began looking for some male cosmetics to solve this problem’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBNM 13</td>
<td>‘Success is the most important characteristic for me because in Thai culture men have to be the leader in their family, that means they should be a successful person in terms of money, as well as in their occupation (which are related to each other) in order to take care of their family’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBNM 8</td>
<td>‘Achievement in terms of profession is the most important characteristic for me, and I have to acquire it, because from my view, particularly in Thai culture, career success is able to give you two benefits, namely it definitely brings you a lot of money, and at the same time it provides you with prestige and power’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBNM 3</td>
<td>‘Being seen as a leader is important for me and I think for males, particularly in this time of my life, because I have to get advancement in several aspects in my life, such as my profession or family status, thus a leadership image particularly as perceived by others is crucial, and this encourages me to strive for a higher level in terms of my job’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBNM 1</td>
<td>‘For me, self-confidence is the most important quality that I identify in my personality, and it’s important in my life because I think that if a man has no self-confidence, he may lose everything in life. I think the distinction between men and women is self-confidence. That means that this characteristic is a core part of the image of masculinity’.</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>BBNM 9</td>
<td>‘For me, the most important character that men should own, is being a family man, or their responsibility to their family, as well as to other groups such as society, because I see it as a basic aspect of masculinity or of being a man, and Thai society also expect men to acquire this image’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>BBNM 9</td>
<td>‘Absolutely, self-image or appearance is extremely important for me, particularly in my job as a lecturer in university. You know, I have to be in front of my students five days per week and around five to six hours a day, thus I am much more concerned to take care of my appearance in order to be always good looking’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>BBNM 2</td>
<td>‘I place much more emphasis on the importance of appearance and self-image, that is why I rated it five on the scale. Because I had an experience when I started working in my first year in particular company, my boss told me that he was going to promote one worker to be an assistant manager for many reasons, however one factor was that he was good looking and many customers give him positive feedback relevant to his appearance’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>BBNM 10</td>
<td>‘The workplace environment influenced me to develop more concern for my appearance. For instance I am a lawyer and work in a law firm. There are other lawyers in this place, they are quite smart and have a good appearance. So that that motivated me to turning to use cosmetic such as perfume or moisturizer’.</td>
</tr>
<tr>
<td>RQ 2 (a)</td>
<td>6</td>
<td>BBNM 8</td>
<td>‘I think there are many factors which currently encourage Thai culture to accept men using cosmetic products. For me, the important motivation is the acceptance by the media, which is influenced by the media from other cultures such as Korea or even the West. This can change the perception of people in society, particular previous generations like my father or grandfather, and get them to accept the new lifestyle of another generation’.</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>RQ 3</td>
<td>9</td>
<td>BBNM 2</td>
<td>‘Male cosmetic advertisements are the significant factor in opening up new perceptions and attitudes in Thai society, so that society perceives the consumption of such products by Thai men as being no longer unusual. In addition, it also lifts up male confidence to use these products more than ever’.</td>
</tr>
<tr>
<td>RQ 3</td>
<td>9</td>
<td>BBNM 5</td>
<td>‘Yes, it (advertising) had a significant impact on me in causing me to recognise some brand of cosmetic and also some presenter who I liked (like Mr ’Dome’). He encouraged me to purchase that product, because he was the presenter’.</td>
</tr>
<tr>
<td>RQ 3</td>
<td>10</td>
<td>BBNM 7</td>
<td>‘For me, promotion campaigns offered by cosmetic product companies such as if my purchase reaches 5,000 Baht I get discount of 500 Baht, can significantly motivate me to more spending money on it, and as well, it is likely to establish a loyalty and keep me continuing to buy that brand’.</td>
</tr>
<tr>
<td>RQ 3</td>
<td>11</td>
<td>BBNM 10</td>
<td>‘My personal style is that a high quality of service or service attitude from salesperson was very important. For instance, if the sale representative did not take care or look after me well enough or in the way I expected, no matter how efficient their products are, I never decide to purchase it, and I had a negative view of this brand as well’.</td>
</tr>
<tr>
<td>RQ 4</td>
<td>12</td>
<td>BBNM 9</td>
<td>‘For cosmetic products, I focused on quality than more price, because I think most products were used with my face and some part of my body, thus I was more concerned with how effective it is or making sure it did not make my skin allergic’.</td>
</tr>
</tbody>
</table>
Appendix 2C - MBM group (Thai men who migrated to Bangkok and hold managerial positions)

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Interview Questions</th>
<th>Participant Codes</th>
<th>Selected Participant Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>RQ 1 (a)</td>
<td>1</td>
<td>MBM 7</td>
<td>‘The first time I used cosmetic products started with my female friend. She introduced me to a male cosmetic product, which was quite a new product, and I had never used it before that time. My female friend also suggested some products that she thought were suitable for me’.</td>
</tr>
<tr>
<td>RQ 1 (b)</td>
<td>2</td>
<td>MBM 6</td>
<td>‘You know I am a flight attendant and also have another part-time job as speaker for some direct sales products. Self-confidence in terms of physical image is very important for my career, thus cosmetic products are important and are crucial instruments to sustain my self-esteem. Moreover, not even cosmetic products I regularly use are enough, but I also use some tools like a face laser that is quite expensive. I have to do it in order to maintain my good appearance’.</td>
</tr>
<tr>
<td>RQ 1 (b)</td>
<td>2</td>
<td>MBM 2</td>
<td>‘Male cosmetic products are important, so I use it every day. But if you ask me how important is it for me, I give it a 4 out of 5 scale (quite important), because although I feel happy and not hesitant to use it, I am not upset if I don’t use it every day. In other words, I think it is an extra or addition requirement product, than something that is compulsory for my life’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>MBM 12</td>
<td>‘Success is the most important idea for me when we are talking about what is the representative of being a man, because I think if men are successful, they can support their family, and also help other people in society, thus success has to come first in terms of identity. Anyway, success in my view is high prestige and respect from people in society. However, in many past years I used to focus only on money, but now I have changed my view, because personally, high acceptance or respect from other people in public is able to demonstrate that you are a person who has worth or merit, and that is more important than having a lot of money’.</td>
</tr>
</tbody>
</table>
RQ 1 (c) 3 MBM 8 ‘Self-confidence is another image of masculinity, which is important for me beyond success, because you know I am an engineer and I am working in a manufacturing company with more than two hundred workers under me. Because of this, I must show self-confidence, otherwise I could get many problems in terms of not being able to control my subordinates’.

Family man is an ideal character of being a man for Thai males, though it seems that presently men and women are more equal. However for me, I was born in a family in which my father was the family leader, and worked so as to prepare everything for the family. Thus I was familiar with this image and it played a significant role in constructing my idea as well as being a blueprint for me to follow’.

‘Leadership and respect from the public is an essential part of the ideal image of being a man, because when we are thinking about what are the different characteristic between man and women, the first image that comes to me is the leadership image. That is rooted in a man’s character, and Thai society also supposes every man to have it’.

RQ 1 (c) 3 MBM 12 ‘I absolutely don’t accept aggression as part of the male image in this era because, in the current world, men don’t want to express violent behaviour in order to maintain their masculine identity, rather men should be more sensitive or caring with regard to women’.

RQ 1 (c) 3 MBM 1 ‘For me, success comes as a number one when we are talking about the ideal of masculinity with Thai men, because you know Thai society seems likely to focus and expect men to be successful. This success includes several aspects such as money, social status or career. However, in my view of success I focused on prestige in society more than money, because my family lives in the countryside of Thailand. People in that community normally emphasize the person’s reputation in terms of being highly regarded in society, such as men in particular working in the government sector rather than in a private company’.
<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Interview Questions</th>
<th>Participant Codes</th>
<th>Selected Participant Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>MBM 10</td>
<td>‘First impressions or good self-image is very important not only for me, but for all men in this time, because it is able to support you in several aspects of life. For example, I focus on my social environment, in which I always need to develop or engage in a new society or association, thus a good self-image is definitely necessary’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>MBM 12</td>
<td>‘You know, Thai society always judges people by their external appearance or first impressions, rather than what is inside the person. This is traditional behaviour. Thus self-image and good appearance is important in terms of my occupation, as I often give lectures in front of many audiences. Because of this, I need to project credibility and trustfulness through my exterior image, and I focus on this strongly’.</td>
</tr>
<tr>
<td>RQ 1 (e)</td>
<td>5</td>
<td>MBM 9</td>
<td>‘For me, self-confidence in terms of self-image is significantly lifted up when I feel that I pay lot of attention to my appearance, thus I always use many kinds of cosmetic products in my life. It also gives me a positive outcome with regard to my career, because I have to sell products and also service my customers and I think that my clients expect me to have a good personality as well’.</td>
</tr>
<tr>
<td>RQ 2 (c)</td>
<td>8</td>
<td>MBM 2</td>
<td>‘Absolutely yes, because I strongly believe that people develop or adjust themselves to the environment that they engage with. For instance, if I work among labourers, self-image or good appearance is definitely unnecessary for me. But in contrast, now I work in an environment in which many guys look good and always take care of themselves, so I have to do the same thing and be consistent with this workplace, if I want to be a part of it’.</td>
</tr>
<tr>
<td>RQ 3</td>
<td>9</td>
<td>MBM 5</td>
<td>‘For me the presenter is important to get me to buy particular brands of male cosmetic products, for instance I used a face cleanser of ‘Vaseline’ brand because Mr. Kent (one of the most famous actors in Thailand) is a presenter, and I need to be smart like him, even I know I can’t. But I still use it’.</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>RQ 3</td>
<td>10</td>
<td>MBM 9</td>
<td>‘Any promotion campaigns offered by other brands of male cosmetic products can’t influence me to switching brands, because I have a strong loyalty to the brand I always use and I don’t change to other brands’.</td>
</tr>
<tr>
<td>RQ 3</td>
<td>11</td>
<td>MBM 12</td>
<td>‘Clearly product knowledge of salesperson is the most important factor, which encouraged me to spending money on particular brand that she/he was presenting because you know although I have used it regularly and for long time, but cosmetic products still are a new product for me and men, thus those persons (salespeople) must inform us with explicit product knowledge’.</td>
</tr>
<tr>
<td>RQ 5</td>
<td>14, 15</td>
<td>MBM 12</td>
<td>‘Normally, I have purchased male cosmetic products around every 1 – 2 months and I think I am a heavy user because I spend more than 10,000 Baht each time. The cosmetic product which I like to buy is perfume. I have lots of it and you know it is quite expensive, particular good brands like Polo or Giorgio Armani’.</td>
</tr>
</tbody>
</table>
Appendix 2D - MBNM group (Thai men who migrated to Bangkok and hold non-managerial positions)

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Interview Questions</th>
<th>Participant Codes</th>
<th>Selected Participant Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>RQ 1 (a)</td>
<td>1</td>
<td>MBNM 9</td>
<td>‘For me, the first time that I used cosmetic products, was because I needed to be attractive to women. That was the only reason I used them’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>MBNM 4</td>
<td>‘When we are talking about an image of masculinity, I initially think of success, particularly career accomplishment. Because, you know, I have only been working for 3 – 5 years, thus I need to develop as much as I can with regard to my profession’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>MBNM 11</td>
<td>‘The most important image of masculinity for me is success relative to professional achievement. Because I think that an inherent capacity of being a man involves competition in several aspects of life, such as sport, women ect. But the most important attribute of being a man is a rivalry in the workplace environment. Success in the workplace is definitely able to portray a real man or show power to other men and people in society’.</td>
</tr>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>MBNM 3</td>
<td>‘For me, self-confidence is a characteristic of being a man, particularly in the present time, because in the workplace environment, there is a high level of competition between workers, both between men and between men and women. Thus I think that self-confidence is a crucial attribute that can enhance men and help them to be outstanding in their careers’. ‘For my view, aggression should be excluded from the basic presenting characteristics of being a man in the present time. In fact, for decades, most men have long been familiar with some men’s aggression or violence through history or movies because in ancient times, men, particularly soldiers, required some kind of aggressive or violent tendency so as to protect their country from enemies. However, presently our society does not want this behavior. Conversely, an aggressive manner seems to cause several problems in society, such as'</td>
</tr>
</tbody>
</table>
the problem of family violence’.

<table>
<thead>
<tr>
<th>Research Questions</th>
<th>Interview Questions</th>
<th>Participant Codes</th>
<th>Selected Participant Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>RQ 1 (c)</td>
<td>3</td>
<td>MBNM 9</td>
<td>‘In my personal view, some men who show extreme violence or aggressive behaviour are sometimes doing it as they need to hide their emotional weakness, and that is not the behaviour of a real man’.</td>
</tr>
<tr>
<td>RQ 1 (d)</td>
<td>4</td>
<td>MBNM 7</td>
<td>‘First impressions in terms of a good appearance is very important with regard to getting more opportunities in your career, such as when you are going to an interview for a new job. For instance, I got this job, I think, because of my personality: I looked quite well dressed compared to other candidates who came to the interview at that time’.</td>
</tr>
<tr>
<td>RQ 1 (e)</td>
<td>5</td>
<td>MBNM 2</td>
<td>‘When I am using cosmetic products such as face cleanser and moisturizer or perfume, it quite gives me self-confidence, and it positively affects me in the area of my profession. For instance, when I have to contact or communicate with my customers, I always wear a nice perfume’.</td>
</tr>
<tr>
<td>RQ 2 (a)</td>
<td>6</td>
<td>MBNM 12</td>
<td>‘For my perceptive, two important factors encourage men to significantly increase my consumption these products (male cosmetics) and it impacts on the acceptance of using them in Thai culture. Firstly, the high frequency of advertising allows males to be confident to use them. Secondly the internal personal need among Thai men to be increasingly concerned about their self-image and appearance’.</td>
</tr>
<tr>
<td>RQ 2 (b)</td>
<td>7</td>
<td>MBNM 1</td>
<td>‘Sometimes I used to be concerned when I used cosmetic products too much, though presently male cosmetic products are commonly accepted for use among men, and most men surrounding me use them. But I think that it is in the nature of a man, that they don’t pay too much attention to their appearance, which is the opposite of women’s behaviour’.</td>
</tr>
<tr>
<td>Research Questions</td>
<td>Interview Questions</td>
<td>Participant Codes</td>
<td>Selected Participant Descriptions</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
<td>-------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>RQ 2 (c)</td>
<td>8</td>
<td>MBNM 5</td>
<td>'For me, an external factor such as a new workplace or a new community was a significant motivation to change my behaviour with regards to taking more care of my self-image and appearance. For instance, you know I was born in the countryside of Thailand, and moved to study and work in an urban area like Bangkok city, where there is extreme competition in my profession. In addition, many males in the city area (in Bangkok) seem to be good-looking and concerned with their image, thus I had to change my attitude and behaviour in order to be consistent with my new associations.'</td>
</tr>
<tr>
<td>RQ 3</td>
<td>9</td>
<td>MBNM 12</td>
<td>'Advertising quite impacted me in terms of recognising a new product, when it was offered by manufacturers.'</td>
</tr>
<tr>
<td>RQ 3</td>
<td>10</td>
<td>MBNM 1</td>
<td>'For my personal view, an effective product in terms of good quality should sell well without any promotional campaigns, thus I normally am not impacted by campaign offers by cosmetic companies because I am worried about the quality of the product.'</td>
</tr>
</tbody>
</table>
| RQ 3               | 11                  | MBNM 9            | 'An effective salesperson who can persuade me to purchase a particular product or brand that they are presenting would be a salesperson with a lot of knowledge with regard to the cosmetic product that they are selling. They can clearly address the important questions that I need to know - such as the attributes of the products, how to properly use it etc'.
### APPENDIX 3 – Example of coding emergent themes from participants’ responses

**Table 1: Emerging codes from participants’ responses**

<table>
<thead>
<tr>
<th>Responses</th>
<th>Codes/units of meaning</th>
<th>Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘My mum who suggested me to use cosmetic products’</td>
<td>Recommendation from family member</td>
<td>External factors</td>
</tr>
<tr>
<td>‘I need to be an attractive man among women (sex appeal)’</td>
<td>Need for sexual attractiveness</td>
<td>Internal factors</td>
</tr>
<tr>
<td>‘I felt that my face getting more wrinkled and I need to improve the health of my skin’</td>
<td>Need for improving skin</td>
<td>Internal factors</td>
</tr>
<tr>
<td>‘My close female friend she introduce me to a male cosmetic product and she also suggests some products that were suitable for me’</td>
<td>Recommendation from friend</td>
<td>External factors</td>
</tr>
<tr>
<td></td>
<td>Relying on female friend</td>
<td></td>
</tr>
<tr>
<td>‘I need to be attractive to women’</td>
<td>Need for sexual attractiveness</td>
<td>Internal factors</td>
</tr>
<tr>
<td>‘When I have acne on my face, I feel don’t want to go outside’</td>
<td>Lacking self-confidence because of particular problem towards self-image</td>
<td>Internal factors</td>
</tr>
<tr>
<td>‘When I was 20 year old my face appeared many acnes and I went a doctor and he recommended me to star using some kinds of cosmetic’</td>
<td>Need to solve skin problem</td>
<td>Internal factors</td>
</tr>
<tr>
<td>‘When I entrance to the first year of university, I feel lacking self-confidence due to many friends in there almost were smart or handsome than me’</td>
<td>Feel to lack self-confidence</td>
<td>External factors</td>
</tr>
<tr>
<td>‘Only one way to start using cosmetics for me was when I was interested one’</td>
<td>Need to be attractive for women</td>
<td>Internal/external</td>
</tr>
</tbody>
</table>
girl in class and I needed to be attractive for her’

‘Honestly, I had never been interested in myself, I means self-image but one day I saw my friend using facial cream and he suggested me to use it that it was the day I thought to try it’

‘When I began to work after graduated from university, I felt that good image or appearance was more important than ever, thus, I found some way to improve my appearance that cosmetic products was my answer.

‘When I finished from a university and I was finding a job I thought that good appearance might help me to be attractive when doing an interview. Thus, I started to use cosmetic products in that time’

‘When I am getting 35 year old I felt that my skin, especially facial skin so day and I need my skin to be better’

Table 2: Reducing emerging codes to categories relating to interview question

<table>
<thead>
<tr>
<th>Categories/themes</th>
<th>Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The recommendation to use grooming products from reference groups (family, friends, girlfriends)</strong></td>
<td>Recommendation from family member/Recommendation from friend/ Relying on female friend</td>
</tr>
<tr>
<td><strong>The personal desire to have a good appearance and improve their self-confidence.</strong></td>
<td>Lacking self-confidence because of particular problem towards self-image/Feel to lack self-confidence/Need to improve self-appearance/</td>
</tr>
<tr>
<td>Problem-solving or medical reason in terms of fixing existing skin problems.</td>
<td>Need to solve skin problem</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>The personal desire relative to sexual attractiveness.</td>
<td>Need to be attractive for women/ Need for sexual attractiveness</td>
</tr>
<tr>
<td>The personal desire with regard to improving healthy skin or personal hygiene.</td>
<td>Need to improve healthy skin/ Need for improving skin</td>
</tr>
</tbody>
</table>

Table 3: The important categories/themes represented by percentage (BBM group)

<table>
<thead>
<tr>
<th>Themes</th>
<th>Frequency (males indication)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The recommendation to use grooming products from reference groups (family, friends, girlfriends)</td>
<td>5</td>
<td>35.7%</td>
</tr>
<tr>
<td>The personal desire to have a good appearance and improve their self-confidence.</td>
<td>3</td>
<td>21.4%</td>
</tr>
<tr>
<td>The personal desire relative to sexual attractiveness.</td>
<td>3</td>
<td>21.4%</td>
</tr>
<tr>
<td>Problem-solving or medical reason in terms of fixing existing skin problems.</td>
<td>2</td>
<td>14.3%</td>
</tr>
<tr>
<td>The personal desire with regard to improving healthy skin or personal hygiene.</td>
<td>1</td>
<td>7.1%</td>
</tr>
</tbody>
</table>
APPENDIX 4 – INFORMATION SHEET

Researchers must use the current Southern Cross University letterhead as above.

INFORMATION SHEET

Name of project

Male image, masculinity and the future of the male cosmetic market in Thailand: A case study of Bangkok city

Introduction

My name is Sorachat Rangkaputi, I am studying for a Doctor of Business Administration in School of Business at Southern Cross University, Australia. I am conducting research as part of requirement for a Doctor of Business Administration program. My research project is titled ‘Male image, masculinity and the future of the male cosmetic market in Thailand: A case study of Bangkok city’

What is this research?

The main purpose of this research is to examine the concept of masculinity and perception of self-image of Thai males and how these influence the purchase behaviour towards cosmetic products. This research also explores the factors that affect the increasing demand of consumption of male cosmetic products among Thai males.

What does this research involve?

This research uses in-depth interview for purpose of gaining rich information. Researcher will utilised a semi-structured interview protocol with questions to stimulate an open-ended conversation between researcher and participants. Participants are expected to answer and describe the questions following the interview instrument.

The questions asked participants are divided in to 4 sections in order to clearly understand for participants. These sections include section A – general information and socio-demographic characteristic of participants; section B - aims to understand how Thai men conceptualise the perception of masculinity, ideals of masculinity, self-image, metrosexual definition of masculinity and the idea of egalitarianism; section C - aims to understand the consumption behaviour of men as regards to cosmetic products and male attitude about applying cosmetic products and section D – final comment or additions.

The process of interview will be only one participant at a time in an interview session with the researcher. The interview process will take place in the interviewees’ offices or locations the interviewees think suitable. The interview procedure will take about 45 minutes to 1 hour and each participant will be informed prior to the
commencement of each session. Information from the interview will be recorded in to a digital device such as digital recorder if participants agree. Researcher hope to understand how Thai men perceive perception of self-image and how Thai image of masculinity change due to the moving of population from rural to urban areas (Bangkok city) in order to seek a job. Researcher also hopes to discover the factors that influence male consumer behaviour towards the consumption of male cosmetic products.

My responsibilities to my participants.

Any information that is obtained in connection with this research and that can be identified with subjects will remain confidential and anonymous. Interviews will be tape recorded only after obtaining you approval. Taps and transcription will be locked in a secure and safe location. The tapes will be erased and transcriptions will be shredded in the time prior determined by the ethics committee of this university. Finally, the researcher must respect the privacy, confidentiality and anonymity of subject, and protect the confidentiality of any sensitive information.

Your participants’ responsibilities for this research.

Researcher would appreciate it if you would fully disclose any information, which could affect the value of the research. If you decide to participate, you are free to withdraw you consent and to discontinue participants at any time. As this study is of a voluntary nature and a participant in the research you have decided to volunteer your time and assist in the research. The interview process will take time around 45 minutes to 1 hour and you may stop the interview at any time if you do not wish to continue. Any audio recording will be erased and the information provided will not be included in the study.

The likelihood and form of dissemination of the research results, including publication.

The results of this study may be published in a peer-reviewed journal and presented at conferences, but only group data will be reported. Data obtained from this study will be kept in the researcher office and will be disposed of after 7 years retention as a University research material.

Participant’s Consent – Is consent to this research implicit or explicit?

All participants are required to return the consent form to the researcher before the interview is conducted.

Inquiries

If you have any questions, we expect you to ask us. If you have any additional questions at any time please ask:

**Supervisor** detail
Dr. Veerappan Jayaraman
Phone: (61) 2 81142500 or vjayaraman@scbit.edu.au

**Researcher** detail
Sorachat Rangkaputi
Phone: (61) 3 93482546 or s.rangkaputi.10@scu.edu.au
Feedback

All participants are entitled to receive feedback from this study. If you intend to receive a summary of the result of this study, please provide your email and address on the consent form.

Has this research been approved by Southern Cross University? (Include the following statement)

This research is conducted as part of the requirement of DBA program.

Complaints about the research/researchers

If you have concerns about the ethical conduct of this research or the researchers, the following procedure should occur.

Write to the following:

The Ethics Complaints Officer
Southern Cross University
PO Box 157
Lismore NSW 2480
Email: ethics.lismore@scu.edu.au

All information is confidential and will be handled as soon as possible.
APPENDIX 5 – CONSENT FORM

The Consent Form is given to and retained by the Southern Cross University researcher for their records. The Information Sheet is kept by the participant.

The participant may request a copy of their consent form.

Title of research project: Male image, masculinity and the future of the male cosmetic market in Thailand: A case study of Bangkok city

Name of researcher: Sorachat Rangkaputi

Tick the box that applies, sign and date and give to the researcher

I agree to take part in the Southern Cross University research project specified above. Yes ☐ No ☐

I understand the information about my participation in the research project, which has been provided to me by the researchers. Yes ☐ No ☐

I agree to be interviewed by the researcher. Yes ☐ No ☐

I agree to allow the interview to be *audio-taped and/or *video-taped. Yes ☐ No ☐

I agree to make myself available for further interview if required. Yes ☐ No ☐

I understand that my participation is voluntary and I understand that I can cease my participation at any time. Yes ☐ No ☐

I understand that my participation in this research will be treated with confidentiality. Yes ☐ No ☐

I understand that any information that may identify me will be de-identified at the time of analysis of any data. Yes ☐ No ☐

I understand that no identifying information will be disclosed or published Yes ☐ No ☐

I understand that all information gathered in this research will be kept confidentially for 7 years at the University. Yes ☐ No ☐
I am aware that I can contact the researchers at any time with any queries. Their contact details are provided to me.  

Yes ☐  No ☐

I understand that this research project has been approved by the SCU Human Research Ethics Committee  

Yes ☐  No ☐

Participants name: ______________________________________________________

Participants signature: ___________________________________________________

Date: ______________________

☐ Please tick this box and provide your email or mail address below if you wish to receive a summary of the results:

Email: ________________________________________________________________
Dear Sir,

My name is Sorachat Rangkaputi. I am a Doctor of Business Administration candidate at School of Business, Southern Cross University, Australia.

As part of my doctoral research, I am conducting research on the topic of “Male image, masculinity and the future of the male cosmetic market in Thailand: A case study of Bangkok city”. This is part of my candidate fulfillment to obtain my degree. This study is concerned with examining the concept of masculinity and perception of self-image of Thai males and how these influence the purchase behaviour towards cosmetic products. This study also explores the factors that influence the consumption of male cosmetic products among Thai males. In order to explore this study, I would like to conduct an in-depth face-to-face interview. The interview process will take about 45 minutes to 1 hour and it will take place in the interviewees’ offices or location that interviewees think suitable.

I would very much appreciate your assistance in my research and I strongly believe that your experience can contribute greatly to this study and they will be valuable to the successful completion of my degree.

I look forward to hearing from you shortly. If there is any further query or need more information, please feel free to send me an email at s.rangkaputi.10@scu.edu.au or contact me at +61 421 984 309, +61 393 482 546

Thank you for your time.

Yours sincerely,

Sorachat Rangkaputi
APPENDIX 7 - RESEARCH AND INTERVIEW QUESTIONS

Interview instrument

“Male image, masculinity and the future of the male cosmetic market in Thailand: A case study of Bangkok city”

Research Questions

1. What is the perception of Thai male consumers on their purchasing behavior and the consumption of male cosmetic products?
2. How do Thai men perceive their masculine identity?
3. How do Thai men understand the importance of self-image and appearance?

This semi-structured interview consists of 4 sections.

Section A: General information and socio-demographic characteristics of participants.

1. Age:
   - 21 – 25 years
   - 26 – 30 years
   - 31 – 35 years
   - 26 – 40 years
   - 41 – 45 years
   - above 46

2. What level of education have you completed?
   - High school graduate or lower
   - College / Vocational / Diploma
   - Bachelor degree
   - Master degree or higher

3. Marital status:
   - Single
   - Married
☐ Divorced
☐ Widower

4. Occupation:
☐ Government employee
☐ Private sector employee
☐ Own business
☐ Freelance
☐ Others______________________________

5. What is your position in an organization currently:
_____________________________________________

6. Monthly income:
☐ Less than 10,000 Baht
☐ 10,001 – 20,000 Baht
☐ 20,001 – 30,000 Baht
☐ 30,001 – 40,000 Baht
☐ 40,001 – 50,000 Baht
☐ More than 50,000 Baht

7. Where were you born?
☐ Bangkok city
☐ not in Bangkok city
Which city: _____________________

8. Can you tell me what are reasons for you to move to Bangkok city?
______________________________________________________________________
______________________________________________________________________
### Section B: Interview guide and questions

<table>
<thead>
<tr>
<th>RQs</th>
<th>Interview questions</th>
<th>Interview question number</th>
</tr>
</thead>
<tbody>
<tr>
<td>RQ 1</td>
<td>What factors influenced you when you used male cosmetic products the first time?</td>
<td>IQ 1</td>
</tr>
<tr>
<td>(a)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RQ 1</td>
<td>Please describe how important it is to you to use cosmetic products?</td>
<td>IQ 2</td>
</tr>
<tr>
<td>(b)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RQ 1</td>
<td>Generally, how would you describe the characteristics of masculinity that you perceive as important to you?</td>
<td>IQ 3</td>
</tr>
<tr>
<td>(c)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RQ 1</td>
<td>How would you describe the importance of self-image and appearance for men?</td>
<td>IQ 4</td>
</tr>
<tr>
<td>(d)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RQ 1</td>
<td>Does self-esteem or self-confidence play a role in how you should care for your appearance?</td>
<td>IQ 5</td>
</tr>
<tr>
<td>(e)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RQ 2(a)</td>
<td>Do you think that Thai society currently accepts the use of cosmetic products by men presently?</td>
<td>IQ 6</td>
</tr>
<tr>
<td>RQ 2(b)</td>
<td>Are you concerned about how others may perceive you because you are using cosmetic products?</td>
<td>IQ 7</td>
</tr>
<tr>
<td>RQ 2(c)</td>
<td>Does society or the environment in your workplace play a role in how you should care for your appearance?</td>
<td>IQ 8</td>
</tr>
<tr>
<td>RQ 3</td>
<td>How do Thai male consumer of cosmetic products view the impact of marketing strategies on their information search for male cosmetic products?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Does advertising (TV, magazine, radio etc.) influence you in buying male cosmetic products?</td>
<td>IQ 9</td>
</tr>
<tr>
<td></td>
<td>How?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Do promotion campaigns of male cosmetic product manufacturers (free sample, discounts, gift coupons etc.) influence you in buying male cosmetic products?</td>
<td>IQ 10</td>
</tr>
<tr>
<td></td>
<td>How?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Can you describe how salespeople influence you in buying cosmetic products?</td>
<td>IQ 11</td>
</tr>
<tr>
<td>RQ 4</td>
<td>What criteria are used by Thai male consumers when making a purchasing decision on cosmetic products?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Do you think quality or price of male cosmetic products is an important factor in purchasing, and are there any other factors that influence you when you make a decision to buy cosmetic products?</td>
<td>IQ 12</td>
</tr>
<tr>
<td>RQ 5</td>
<td>How can the male cosmetic purchases by Thai male consumers be characterised in terms of duration of purchase, types of cosmetics purchased, frequency and place of purchase, spend?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Do you use any male cosmetic products? How long have you used male cosmetic products?</td>
<td>IQ 13</td>
</tr>
</tbody>
</table>

316
<table>
<thead>
<tr>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>What kind of male cosmetic products do you apply in daily life?</td>
</tr>
<tr>
<td>How often do you buy cosmetic products? And where do you usually buy</td>
</tr>
<tr>
<td>cosmetic products?</td>
</tr>
<tr>
<td>How much do you spend on average purchasing male cosmetic products</td>
</tr>
<tr>
<td>each time?</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
HUMAN RESEARCH ETHICS COMMITTEE (HREC)
HUMAN RESEARCH ETHICS SUB-COMMITTEE (HRESC)

NOTIFICATION OF APPROVAL

To: Dr Veerappan Jayaraman / Sorachat Rangkaputi
Graduate College of Management
s.rangkaputi.10@scu.edu.au,vjayaraman@scbit.edu.au

From: Secretary, Human Research Ethics Committee
Division of Research, R. Block

Date: 11 November 2011


Approval Number ECN-11-249
The Southern Cross University Human Research Ethics Committee has established, in accordance with the National Statement on Ethical Conduct in Human Research – Section 5/Processes of Research Governance and Ethical Review, a procedure for expedited review by a delegated authority.

This has been approved by the Chair of the HREC Professor Bill Boyd.

This approval is subject to the usual standard conditions of approval. Please see over.

Sue Kelly / Helen Wolton
HREC Administration
Ph: (02) 6626 9139
E. ethics.lismore@scu.edu.au

Professor Bill Boyd
Chair, HREC
Ph: 02 6620 3569
E. william.boyd@scu.edu.au