CHAPTER – II
REVIEW OF LITERATURE

2.1 Cosmetics Concept
2.2 Cosmetics and Consumer Buying Behaviour
2.3 Summary
Introduction

A literature review\(^1\) is a body of text that determines the aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. The review of relevant literature is nearly always a standard chapter of a thesis or dissertation. The review forms an important chapter in a thesis where its purpose is to provide the background to and justification for the research undertaken. Bruce\(^2\), who has published widely on the topic of the literature review, has identified six elements of a literature review. These elements comprise a list; a search; a survey; a vehicle for learning; a research facilitator; and a report.

According to Cooper\(^3\) ‘a literature review uses as its database reports of primary or original scholarship, and does not report new primary scholarship itself. The primary reports used in the literature may be verbal, but in the vast majority of cases reports are written documents. The types of scholarship may be empirical, theoretical, critical/analytic, or methodological in nature. Second, a literature review seeks to describe, summarize, evaluate, clarify and/or integrate the content of primary reports.’

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2.1 Cosmetics Concept

The word ‘Cosmetics’ is known to human race since ages. At the same time, desire to look good and attractive for every individual also can be identified as the psychological need having been given the upper place in hierarchy for ages. However, it will be relevant to understand the exact meaning of the word ‘cosmetic’ from various sources at the outset.

According to the U.S. Food and Drug Administration[^4] under U.S. Department of Health & Human Services, ‘cosmetics’ are referred by their intended use, as “articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance” [FD&C Act, sec. 201(i)]. Among the products included in this definition are skin moisturizers, perfumes, lipsticks, fingernail polishes, eye and facial makeup preparations, shampoos, permanent waves, hair colors, toothpastes, and deodorants, as well as any material intended for use as a component of a cosmetic product.” To identify the ‘intended use,’ the FDA has remarkably given certain explanation. According to it, product’s intended use can be established on the following basis:

*Claims stated on the product labeling, in advertising, on the Internet, or in other promotional materials:* Certain claims may cause a product to be considered a drug, even if the product is marketed as if it were a cosmetic. Such claims establish the product as a drug because the intended use is to treat or prevent disease or otherwise affect the structure or functions of the human body. Some examples are claims that products will restore hair growth, reduce cellulite, treat varicose veins, or revitalize cells.

*Consumer perception, which may be established through the product’s reputation:* This means asking why the consumer is buying it and what the consumer expects it to do.

*Ingredients that may cause a product to be considered a drug because they have a well known (to the public and industry) therapeutic use:* An example is fluoride in toothpaste.

Manufacturing, distribution and sale of cosmetic products in India are regulated by the provisions under Drug and Cosmetics Act\(^5\), 1940. Cosmetics were brought within the purview of Drug Act and the name of the act was changed to Drug and Cosmetic Act 1940. However implementation came into effect in the mid 1960, when the rules relating to import and manufacturing of cosmetics were formed by the government of India in 1964. Then rules have been amended from time to time to achieve the intended purpose under the act. Drugs and Cosmetics Act, 1940 defined cosmetic as ‘any article intended to be rubbed, poured, sprinkled or sprayed on, or introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and includes any article intended for use as a component of cosmetic.’ Earlier, soap was excluded, but since 1982, toilet soaps have been covered under the definition of cosmetics.

Standard for finished cosmetics were not prescribed under rules for long time. In early 80’s the standards formed by Indian Standards Institution (ISI) now known as Bureau of Indian Standard (BIS) were adapted standards and more cosmetics were adopted under it. Now, as many as 20 cosmetics have been placed under the schedule ‘S’ of cosmetics and are required to comply with the prescribed standards. These are Skin powders, Skin powders for infants, Tooth powders, Tooth paste, Skin creams, Hair oils, Shampoos, Soap based shampoos, Synthetic detergent-based hair creams, Oxidation hair dye liquids, Cologne, After shave lotion, Nail polish, Pomades and Brilliantines, Chemical depilatories, Shaving creams, Cosmetic pencils, Lipsticks, Toilet soaps, Transparent toilet soaps, Shaving soaps, Liquid toilet soaps, Baby toilet soaps, Liquid powder hair dye, Liquid blanch, Kokum powder, Henna powder.

In European legislation, a *cosmetic product*\(^6\) is any substance or preparation intended to be placed in contact with the various external parts of the human body

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(epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odors and/or protecting them or keeping them in good condition.

According to dictionary.reference\textsuperscript{7} published on websites, the word ‘cosmetic’ is a noun and includes “powder, lotion, lipstick, rouge or other preparation for beautifying the face, skin, hair, nails etc.” The second meaning in noun category is “cosmetics: superficial measures to make something appear better, more attractive or more impressive.” When used as an adjective, it refers to as the “serving to beautify; imparting or improving beauty, esp. of the face;” Second adjective meaning of cosmetics means “used or done superficially to make something look better, more attractive of more impressive.”

The free dictionary website\textsuperscript{8} refers cosmetics as noun in two ways: Firstly, “A preparation, such as powder or skin cream, designed to beautify the body by direct application.” Secondly, “it is something superficial that is used to cover deficiency or defect.” As an adjective it refers to “Serving to beautify the body, especially the face and hair.” For cosmetic surgery, it refers to “Serving to modify or improve the appearance of a physical feature, defect or irregularity”.


Male Cosmetics Concept

Technically, there is no differentiation between female and male cosmetics products. It is only a marketing gimmick done by the marketers who have developed a different segment for their existing products. Moreover, the law does not distinguish between cosmetics intended for use by women and those intended for use by men. Indeed, many cosmetics, such as shower gels and shampoos are used by women and men, as well as children. *All are subject to the same requirements to be safe for consumers under labeled or customary conditions of use and to be properly labeled*⁹ and hence researcher has not found any related literature describing the concept of male cosmetics products.

But the researcher is intended to give the operational definition of male cosmetics products as ‘the cosmetics products which are made to attract male consumers and the products which are promoted as a male cosmetic intended to be used by the male gender exclusively.’

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2.2 Cosmetics and Consumer Buying Behaviour

I. Beliefs in Product Attributes

Research paper titled as “Thai Consumers’ Perception on Herbal Cosmetic Products: A Comparative Study of Thai and Imported Products” published by Rojanadilok Thanisorn, Nanagara Byaporn and Bunchapattanasakda Chanchai investigated the factors that influence perception of Thai consumers on facial herbal cosmetic products in Thailand. This study revealed that most of the interviewees were female with age between 26-30 years, casual worker, bachelor degree being the highest education and salary from 10,000-15,000 baht ($285-430) per month. According to study, the marketing mix was the key factors influencing Thai consumers’ perception on facial herbal cosmetic products.

A research paper published by Kambiz Haidarzadeh Hanzaee and Leila Andervazh labeled “The influence of brand loyalty on cosmetics purchase intention of Iranian female consumers” resulted that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, design, promotion, and service quality and store environment) with cosmetics purchase intention.

A research titled “Study of consumption pattern of cosmetic products among young males in Delhi” by Abdhullah Bin Junaid and Dr. Reshma Nasreen inspected that purpose of using a skin care product is not affected by age group, the place of buying skin care product has no significance with the income of a person and cosmetic consumers income doesn’t play any role while choosing a brand.

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Research paper titled “Evaluate the effectiveness of the Natural Cosmetic Product compared to Chemical-based Products” by Qiushi Chen\textsuperscript{13} reveals that the natural cosmetic has grown to be great trend in recent years, the future developing tendency of cosmetic industry should be more environment friendly. The paper also explores the positive aspect of natural cosmetic’s overweigh advantages over chemical-based products.

A study done by Mert Topoyan and Zeki Atil Bulut\textsuperscript{14} states in the research paper titled “packaging value of cosmetics products: an insight from the view point of consumers” that consumers expect more sophisticated packages from known brands. Consumers are willing to pay more on better packages and better packaging designs positively influence customer satisfaction.

“Of Senses and Men’s Cosmetics: Sensory Branding in Men’s Cosmetics in Japan” by Caroline S.L. Tan\textsuperscript{15} delves into the application of Sensory & Emotional Branding in Japanese Men’s cosmetics following the growing metrosexual market segment. The study reflected that consumerism can develop from popular and traditional culture. The findings indicated that both sensory and emotional branding strategies were not fully exploited by the brands which would mean that there is plenty of room for corporations and brands to work on and develop strategies to fully capture the market fueling the disturbing growth of consumerism and commercialism.

\textsuperscript{13} Chen, Qiushi. "Evaluate the effectiveness of the Natural Cosmetic Product compared to Chemical-based Products." \textit{International Journal of Chemistry} 1, no. 2 (2009): 5-59.


According to research paper of Dr. Vinith Kumar Nair and Dr. Prakash Pillai R\textsuperscript{16} titled “A Study on Purchase Pattern of Cosmetics among Consumers in Kerala”, male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop. Male consumers tend to spend more on cosmetics i.e. Rs. 301- 500 per month when compared to females and that is mainly due to the demand for men’s hair care, deodorants, razors and blades.

Paper titled “Consuming Constructions: A Critique of Dove’s Campaign for Real Beauty” by Lauren Dye\textsuperscript{17} focuses on promotional strategies on product promises which influences buying behaviour with special reference to Dove’s campaign in the United States. Researcher argues that the message of Dove’s Campaign for Real Beauty is not only contradicted by its product-line, but that Dove exploits women’s desire for such an inclusive message. The appeal of the campaign works to create a deep brand loyalty that covers up its own inherent flaw: that Dove itself upholds the beauty myths and expectations it claims to aim to reverse, expectations that are both consuming and consumed.

A research titled ‘Application of an environmental psychology model to in-store buying behaviour’ by Susan H. C. Tai and Agnes M. C. Fung\textsuperscript{18} inspected that environment-induced emotional states in the store are positively related to in-store shopping behaviour.

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**Gap Identification:**

While going through the above-referred literature, the researcher has noted the following aspects relating to the cosmetic consumption in India and abroad.

I. As per the paper on Thai Consumers, it was observed by the authors that Thai consumers’ perception was influenced by all the P’s related to the marketing mix. Moreover, the study was mainly related to the facial herbal cosmetic products. This study implied more female members of Thai society than the male consumers. At the same time, attributes of each element of marketing mix were not considered in the study.

II. A paper on brand loyalty of Iranian females concluded that brand loyalty had positive relationship with the cosmetics purchase intention. This paper also has limitations like study related to female consumers only. Moreover, the study belonged to Iranian females with diversified environment.

III. The researcher has undergone the research paper on ‘consumption pattern of cosmetic products among young males in Delhi wherein it was found that the study concentrated on skin care products. The study was limited to the relationship of income of the consumer and its relationship with the use of cosmetics brands. Other attributes that influence buyer behaviour were not considered for this study.

IV. A paper written by Qiushi Chen argued that the natural cosmetic consumption has been increasing as compared to the chemical based products. In this research paper more weightage has been given to the natural contains in the cosmetics leaving aside other product attributes, psychological and demographic factors.

V. Mert Topoyan and Zeki Atil Bulut in their paper considered the packaging attributes of the product and its effect on customer satisfaction; thus the study was limited to only single attribute.

VI. In his paper titled “Of Senses and Men’s Cosmetics: Sensory Branding in Men’s Cosmetics in Japan”, Caroline S.L. Tan emphasized on the sensory branding of men’s
cosmetics and concluded that sensory and emotional branding strategies were not fully exploited by the marketers in Japan as far as men cosmetic brands are considered. The paper has been directed towards consumerism than specific attributes of male cosmetics products.

VII. A study conducted in Kerala on ‘Purchase Pattern of Cosmetics’ focused on the various attributes like quality, place of purchase and income. However, the study was directed more on comparison of male and female consumers. Exclusive study on male consumers was not conducted by the researchers.

VIII. The study conducted by Lauren Dye with special reference to Dove, focused on the promised effect and its positive influence on customer loyalty. However, the study did not consider other attributes like store location, packaging, innovativeness, etc. Moreover, the study revolved around the female respondents in United States.

IX. A paper titled ‘Application of an environmental psychology model to in-store buying behaviour’ by Susan H. C. Tai and Agnes M. C. Fung has focused on impact of retail environment on consumer buying behaviour however it was not related to any typical product category.
II. Normative Influences

The study conducted by Jiang Yan-mei, Zhu Ya-nan and Zhao Wen-ping\(^\text{19}\) titled “Decision model research of customers' first online shopping based on reference group influence” shows that reference group influence of choosing and using website positively affects their perceived ease of use, attitude toward using, behavioral intention to buy and actual online purchase; reference group influence of choosing product positively affects their behavioral intention to buy; reference group influence of value expressing positively affects their perceived ease of use, perceived usefulness, attitude toward using and behavioral intention to buy.

“Little Emperors grown up: a case study of cosmetic usage” by Tracy Scelzo and Dawn Lerman\(^\text{20}\) portrayed that the unique pressures of growing up as a Little Emperor (is an aspect of China’s one-child policy where only children gain seemingly excessive amounts of attention from their parents and grandparents) in a changing society were widely reflected in product usage and ways in which to ease the tension and anxiety associated with the pressure of maintaining expectations from friends, family, and society.

The study titled as “Social reference group influence on mobile phone purchasing behaviour: a cross-nation comparative study” conducted by Jiaqin Yang, Xihao He and Huei Lee\(^\text{21}\) reveals that among the three reference group influence examined, only the utilitarian influence has resulted in statistically significant difference between China and US mobile phone buyers, and another two reference group influences, informational and value-expressive, have relative insignificant impacts.


According to Laurent Bertrandias and Ronald E. Goldsmith\textsuperscript{22} study titled “Some psychological motivations for fashion opinion leadership and fashion opinion seeking” inspected that consumer need for uniqueness and attention to social comparison information were positively related to fashion opinion leadership. Attention to social comparison information was also positively related to fashion opinion seeking, but consumer need for uniqueness was negatively related to fashion opinion seeking.

“Revisiting Normative Influences on Impulsive Buying Behavior and an Extension to Compulsive Buying Behavior” study by Hyokjin Kwak, George M. Zinkhan, Denise E. Delorme and Trina Larsen\textsuperscript{23} resulted that the relationship between buying impulsiveness and impulsive purchase decisions is moderated by subjective norms.

Study conducted by Sangeeta Singh\textsuperscript{24} titled ‘Cultural differences in, and influences on, consumers' propensity to adopt innovations’ indicates that consumers coming from different national cultures are going to vary in their susceptibility to normative influences and interpersonal communications.

“A study of normative and informational social influences upon individual judgment” by Morton Deutsch and Harold B. Gerard\textsuperscript{25} resulted that when normative social influence in the direction of an incorrect judgment is largely removed (as in the


anonymous situation); more errors are made by stooges in experimental groups than by stooges making their judgments when alone.

The study conducted by Florian v. Wangenheim and Tomas Bayon\textsuperscript{26} titled ‘The effect of word of mouth on services switching: Measurement and moderating variables’ explored that the strength of word-of-mouth influence is determined by perceived communicator characteristics. Perceived risk dimensions, in turn, moderate these effects.

Research conducted by Oswald A. J. Mascarenhas and Mary A. Higby\textsuperscript{27} titled “Peer, parent, and media influences in teen apparel shopping” indicated that teens receive significantly more parental influences during special shopping than ordinary shopping; parent- and media-informative influences exceed almost all others whereas media-normative influence is dominated by almost all other influences.

The study ‘Consumer behaviour in Tourism’ by Moutinho Luiz\textsuperscript{28} deals with determinants of behaviour, culture and reference group influences, the relationships between individuals and their environments, perceived risks, and family decision processes.

**Gap Identification:**

I. The study conducted by Jiang Yan-mei, Zhu Ya-nan and Zhao Wen-ping shows that the reference group influences of choosing product positively affects their behavioral intention to buy. However, the present study was based on online purchase behaviour


and moreover the study is neither focusing on male cosmetics products nor on any such product category.

II. Jiaqin Yang, Xihao He and Huei Lee in their paper inspected the impact of social group influences on mobile phone purchasing behaviour. The study shows the significant relationship of social group influences on informational and value expressive categories but the present study is limited to mobile phone purchasing behaviour and social group influences can be studied in other buying behaviour scenarios.

III. Research paper published by Laurent Bertrandias and Ronald E. Goldsmith expresses the role of fashion opinion leadership and its impact as psychological motivation. However, the study was mainly related to the fashion opinion seekers and same theory can also be applicable to consumer buying behaviour for various products like male cosmetics.

IV. A paper titled ‘Revisiting Normative Influences on Impulsive Buying Behavior and an Extension to Compulsive Buying Behavior’ reveals the impact of subjective norms on impulsive purchase decisions. The study is not focusing on any particular product and thus it resulted in to a general study which is applicable to all the product categories.

V. The study titled ‘Cultural differences in, and influences on, consumers' propensity to adopt innovations’ emphasizes on impact of normative influences on adoption of innovative products however study was not gender specific.

VI. The study by Morton Deutsch and Harold B. Gerard indicated the insignificant relationship between normative social influences and individual judgment. However the study was conducted under anonymous situation and limits itself. Besides, this concept is tested for buying behaviour and can be applicable under various circumstances.
VII. The conclusion drawn by Florian v. Wangenheim and Tomas Bayon in the study should be regarded as tentative, in light of several factors. There are numerous factors which simultaneously affects on service switching but nevertheless the impact of opinion leader can be denied on switching and buying behaviour.

VIII. A study conducted by Oswald A. J. Mascarenhas and Mary A. Higby examined positive significance between parents’ influences and teens shopping behaviour. Similarly, impact of such normative groups can be studied for the products like male cosmetics.

IX. The study conducted by Moutinho Luiz failed to consider the fundamental dimensions of consumer behaviour like purchase intention, self image, attitude, etc. Further the determinants under this particular study can also be applicable in scenarios like purchase of cosmetics products.
III. Self-Image

Paper titled “the effects of male age and physical appearance on evaluation of attractiveness, social desirability and resourcefulness” by Arthur Peruni, Angela Marcello and Ward Pundey²⁹ demonstrate that attractive male targets, whether younger or older, were rated similarly in social desirability to unattractive targets; moreover elderly males were seen as equally desirable as younger males. Ascriptions of resourcefulness to male targets were affected by the age of the female judge, rather than by male target. Young compared to elderly, judges also perceived the male targets to be “younger looking”. This clearly states the importance of male grooming in the society.

The research paper titled “Factors affecting consumption behaviour of metrosexual toward male grooming products” by Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Ting³⁰ investigated the effect of self image, social expectation and celebrity endorsement on the consumption of metrosexuals toward male grooming products in Malaysia. Study also attempts to determine the moderating impacts of perceptions on the relationship between the variables and consumption behavior. However, this study only researches on the consumption of male grooming products as a whole. Therefore, the study may not be applicable to all the male grooming product categories available in the market. There are many categories of male grooming products which include aftershave, cosmetic, gel etc.

Ilevbare Femi’s³¹ study investigates “Influence of gender differences on shopping orientation of consumers in Ibadan Metropolis”. The outcome of his study has shown that ethnicity was not responsible in deciding consumers shopping orientations and


gender was not found to have a significant influence on consumers shopping orientation in Ibadan metropolis. The fact that the study was limited to Ibadan metropolis was also a handicap, though; Ibadan appears to be a commercial and heterogeneous city in Nigeria.

“Understanding consumer purchase behaviour in the Japanese personal grooming sector” by Caroline SueLin TAN\textsuperscript{32} demonstrates that complexity involved in the consumer decision-making processes is shaped by the interaction of various forces, such as culture, self perception, emotions and the emotional and psychological state and needs of the individual. As corporations seek to develop products and services that trigger purchase behavior and consumption, their focus is on understanding the driving forces behind consumer decision-making. However, on the consumer’s end there is a need to understand why we buy and consumes products and services as a means to address the concerns of the ‘consuming society’ issues that have surfaced in the recent decades.

In the study “A sex difference in facial contrast and its exaggeration by cosmetics” done by Richard Russel\textsuperscript{33} display typical application of cosmetics was found to increase the contrast between the eyes, lips, and the rest of the face; precisely the manipulation capable of making the face appear more feminine. It is extremely unlikely that this would happen by chance. Parts of the face could be lightened or darkened in many different spatial patterns, but only this particular pattern is related to how male and female faces differ. Further, there is a direction to the spatial pattern of increasing the contrast makes the face appear more feminine, but decreasing it makes the face appear more masculine.


Dr. Nuntasaree Sujato and Dr. Barry Elsey\textsuperscript{34} have examined the phenomena of male consumer behaviour in buying skin care products in “A model of male consumer behaviour in buying skin care products in Thailand”. Fishbein and Ajzen’s theory of reasoned action model is employed as a theoretical framework and modified by adding the self-image construct. According to Dr. Nuntasaree Sujato ans Dr. Barry Elsey study, \textit{Theory of Reasoned Action} can be successfully applied to Thai male consumers, particularly in Bankog. Further, this modified theory of reasoned action with additional construct “Self-image” appears to fit in a Thai context in terms of explaining or predicting male consumer behaviour in buying specific cosmetic products. In the aspect of normative influences, family and friends were related to self-image. There are some limitations as follows. Firstly, there is a national limitation. The findings of the study were confined to Bangkok metropolitan in Thailand. As a result, generalizing the results reported in this research to other countries should be done carefully. Secondly, the sampling frame was Thai male consumers aged 21 to 50 years old. With the sample, it is limited to the scope of this study with regard to reflection of other male age groups such as teenagers.

A research paper titled “Brief Report: The Effects of Women’s Cosmetics on Men’s Approach: An Evaluation in a Bar” by Nicolas Gueguen\textsuperscript{35} found that cosmetics do improve female facial attractiveness when judgments were made based on photographs. Perhaps the present study also states that makeup affected men’s behaviour because beautification has enhanced the facial symmetry and the skin texture of the women confederates. Furthermore, Nicholas suggests that women can successfully employ cosmetics to increase their attractiveness and to encourage men to establish contact with them.

\textsuperscript{34} Sujato, Dr. Nuntasaree, and Dr. Barry Elsey. "A Model of Male Consumer Behaviour In Buying Skin Care Products In Thailand." \textit{abc journal} 29, no. 1 (2009): 39-52.

The study conducted by Rebecca Nash, George Fieldman, Trevor Hussey, Jean-Luc Lévêque and Patricia Pineau\(^\text{36}\) tilted “Cosmetics: They influence more than Caucasian female facial attractiveness” explored that women presented wearing cosmetics were perceived as healthier as and more confident than when presented without. Contributors also awarded women wearing makeup with a greater earning potential and with more prestigious jobs than the same women without cosmetics. The study also suggest that women can successfully employ cosmetics to manipulate how they are assessed, which may be advantageous in social situations where women may be judged on their appearance, such as job interviews.

As stated by Pascal Huguet, Jean-Claude Croizet and Juliette Richetin\(^\text{37}\) in their research paper ‘Is “What Has Been Cared For” Necessarily Good? Further Evidence for the Negative Impact of Cosmetics Use on Impression Formation’ the use of cosmetics provides evidence that facial makeup can have negative effects on perceived personality, especially for young targets. As such, they run against Graham and Jouhar’s (1981) hypothesis of a cosmetic stereotype that would be necessarily positive. Second, and more consistent with these authors’ perspective, they reveal that cosmetic effects can be direct or independent of physical attractiveness.

The study conducted by Juliette Richetin and Jean-Claude Croizet\(^\text{38}\) titled “Facial Make-up Elicits Positive Attitudes at the Implicit Level: Evidence from the Implicit Association Test” proved that make-up was associated with positive traits and high-status professions at the implicit level.


The results of the study titled ‘Objects, decision considerations and self-image in men’s and women’s impulse purchases’ by Helga Dittmar, Jane Beattie and Susanne Friese\(^39\) reveal that some consumer durables are more likely to be bought on impulse than others, and there may be gender differences in object choices, differences will emerge in the buying considerations (e.g., functional, emotional, symbolic) that are used for impulse and planned buying, and magnitude of self-discrepancies will predict relative impulse buying frequency and the buying considerations used, if the individual uses consumption as a self-completion strategy.

Outcome of study “Effects of Cosmetics Use on the Physical Attractiveness and Body Image of American College Women” by Thomas F. Cash, Kathryn Dawson and Pamela Davis\(^40\) indicated more positive body-image cognitions and affect in the cosmetics-present than the cosmetic-absent condition. The more makeup typically worn, the greater the body-image differences between the cosmetics conditions.

Complementary approaches are proposed for understanding and targeting fashion consumers by Martin Evans\(^41\) in his research paper titled ‘Consumer behaviour towards Fashion’. The study was concentrating especially on innovation theory and self-concept theory. Innovation theory and self-concept theory were seen as being two potentially relevant approaches as fashion is concerned with “newness”, therefore introducing new products and ideas is logically important, and because fashion buying could have much to do with projecting images of how buyers see themselves or would like to be seen and


because there is evidence to suggest that buying in younger markets is related strongly to
the expression of self.

“Resume Evaluation and Cosmetics Use: When More Is Not Better” by Cathryn L. Cox and William H. Glick⁴² investigates the relationship between employment evaluations of women and one aspect of their appearance under the individual’s control - the use of varying degrees of cosmetics. The study explicates positive relationship between cosmetics use with perceived attractiveness, femininity and sexiness. This study has also found that cosmetics use has negative effect on the expected performance of female applicant for a gender-typed position, but no effect on the expected performance of female applicant for a nongender-typed position.

A research paper published by Graham Jean Ann and A. J. Jouhar⁴³ labeled “The effect of cosmetics on person perception” reported that the use of cosmetics leads to more favorable appearance by both males and females. The study further reported that the use of cosmetics leads to more favorable ratings of personality as perceived by others.

**Gap Identification:**

I. The conclusion drawn by Arthur Peruni, Angela Marcello and Ward Pundey in the study should be regarded as tentative, in light of several factors. The respondents were restricted to a single country, one that is a part of a Western culture in which perception of social desirability and resourcefulness may be cultural specific.

II. Limitations of the study conducted by Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Ting should be considered when interpreting the obtained results. There are other unexamined issues and limitations that can be translated into future research direction to further improve and enhance the understanding of metrosexuals’


consumption behaviors toward male grooming products. The majority of the respondents drawn for this study are the Chinese counterparts rather than an equal distribution of respondents from different races and occupations that would better represent the population in its entirety.

III. The study conducted by Ilevbare Femi’s is limited to Ibadan metropolis rather than an equal distribution of respondents from different races and occupations that would better represent the population in its entirety.

IV. The study titled ‘Understanding consumer purchase behaviour in the Japanese personal grooming sector’ does not focus on purchase and consumption patterns that can be segmented according to an array of segmentation areas such as demographics, psychographics and culture.

V. The study demonstrated by Richard Russel indicates that there is the existence of a sex difference in facial contrast. But the study failed to demonstrate the buying behaviour and intention to purchase the cosmetics products and provides the scope for the further study.

VI. The findings of the study ‘A model of male consumer behaviour in buying skin care products in Thailand’ were confined to Bangkok metropolitan in Thailand. As a result, generalizing the results reported in this research to other countries should be applied cautiously. Secondly, the sampling frame was Thai male consumers aged 21 to 50 years old. With the sample, it is limited to the scope of this study with regard to reflection of other male age groups.

VII. A research paper presented by Nicolas Gueguen explains the Effects of Women’s Cosmetics on Men’s Approach. Similarly the study can be done keeping in view the effects of men’s cosmetics on societal approach.

VIII. The conclusion drawn by Rebecca Nash, George Fieldman, Trevor Hussey, Jean-Luc Lévêque and Patricia Pineau in the study was restricted to a single gender and same theory also can be applicable to men.
IX. As revealed by Pascal Huguet, Jean-Claude Croizet and Juliette Richetin that the use of cosmetics may not always result in the expected positive effects and that its influence may depend on the targets’ age as well as the perceivers’ group membership. There are other unobserved issues and potential investigation is necessary to identify the conditions under which cosmetics use offers some benefits to men.

X. The study conducted by Juliette Richetin and Jean-Claude Croizet is limited to implicit level of attitudes and the study provides the scope for future research as to specify how the interaction between such explicit and implicit attitudes affects people's judgment and behavior.

XI. The study conducted by Thomas F. Cash, Kathryn Dawson and Pamela Davis is limited to American Women rather than an equal distribution of respondents from different events and livelihoods that would better represent the population in its entirety.

XII. Research paper published by Cathryn L. Cox and William H. Glick investigates the relationship between employment evaluations of women and one aspect of their appearance under the individual’s control - the use of varying degrees of cosmetics. However, the study was only related to the specific gender i.e. females and same study can also be conducted to males; as males are one of the major consumers for cosmetics.

XIII. Study titled ‘Consumer behaviour towards Fashion’ has simply focused on two dimensions of consumer behaviour and not taken into consideration the fundamental dimensions like normative influences, purchase intention, attitude, etc.

XIV. The study titled ‘Objects, decision considerations and self-image in men’s and women’s impulse purchases’ by Helga Dittmar, Jane Beattie and Susanne Friese was only focused on consumer durables and the study can also be applicable for fast moving consumer goods like cosmetics.
XV. The study reported by Graham Jean Ann and A. J. Jouhar forms part of an investigation of what psychological benefits, if any, exist for the user of cosmetics. This study is resulted in to a general study which is applicable to all the product categories and thus the similar study can be conducted to very specific product categories like male cosmetics products.
IV. Attitude

Nicolas Gueguen and Celine Jacob\textsuperscript{44} stated in the paper titled “Enhanced female attractiveness with use of cosmetics and male tipping behaviour in restaurants” that the makeup conditions were associated with a significant increase in the tipping behaviour of male customers. It was also found that the effect of makeup on tipping behaviour was mediated by the perception of the physical attractiveness of the waitress, but only when considering male customers. Thus the study has found that cosmetics improve female facial attractiveness.

A study “The dual impact of traditional and national cultural values on expatriate ethnic groups attitude and willingness to buy” by Yamen Koubaa, Gaellee Ulvoas and Patricia Chew\textsuperscript{45} disclosed the dual influence of traditional Chinese and national Singaporean cultural values on the attitude towards skin beauty and the purchase intention relating to skin care cosmetics among Chinese Singaporean women. The components of the traditional Chinese values (Buddhism, Daoism and Confucianism) and national Singaporean values were found to have differing impact on the attitude towards skin beauty and the purchase intention of skin care cosmetics among Singaporean women. Confucianism was found to have a very strong impact on skin fairness and whitening, national Singaporeans' values were found to have a strong impact on skin anti-ageing, and Buddhist values were found to have moderate impact on attitude towards skin smoothness and skin fairness and on the willingness to buy skin smoothening and skin whitening cosmetics.

Research paper titled “Research of Female Consumer Behavior in Cosmetics Market: Case Study of Female Consumers in Hsinchu Area Taiwan” by Chang-Tzu


Chieng and Wan-Chen Yu\textsuperscript{46} states that the rapidly changing social situation in the latter part of the 20th century, such as revolutionary movement for women’s equal rights, significantly affects the women consumer behaviors as well as improves their social status. The awakening of female consumer’s consciousness during the recent years leads to alteration of consumer behavior, and influences the women’s usual conception for pursuing fashion and cosmetics application, in fact, the makeup practice has already been regarded as a social politeness and necessary requirement for interpersonal activities. The limitation of the study is that this research is only limited to female consumers however male are also consumers for the cosmetics products and male might be going through the same practices what female must be going through.

Nizar Souiden and Mariam Diagne\textsuperscript{47} examined the attitude of males towards the consumption and purchase of men’s cosmetic products in the research paper titled “Canadian and French men’s consumption of cosmetics: a comparison of their attitudes and motivations.” The research clarified the impact of personal variables (i.e. self-image, consciousness, aging effects, physical attractiveness, state of health), socio-cultural variables (i.e. beliefs, lifestyle), and marketing variables (i.e. advertising, purchase situation) on the attitude of males toward the purchase and consumption of men’s cosmetics.

A research paper published by Claudio R. Nigga, Sonia Lippkeb and Jason E. Maddocka\textsuperscript{48} labeled ‘Factorial invariance of the theory of planned behavior applied to physical activity across gender, age, and ethnic groups’ reported that measures like

\textsuperscript{46} Chiang, Chang-Tzu, and Wan-Chen Yu. "Research of Female Consumer Behavior in Cosmetics Market Case Study of Female Consumers in Hsinchu Area Taiwan." \textit{IBusiness} 2, no. 1 (2010): 348-353.


\textsuperscript{48} Nigga, Claudio R., Sonia Lippkeb, and Jason E. Maddocka. "Factorial invariance of the theory of planned behavior applied to physical activity across gender, age, and ethnic groups." \textit{Psychology of Sport and Exercise} 10, no. 2 (2009): 219-225.
attitude, subjective norms, product beliefs and intention to purchase apply over a range of population sub-groups, and should be consider broadly when designing interventions.

According to a study commissioned by the Society for Rational Psychology in Munich\(^{49}\), the “new man” is health conscious, pays attention to fitness, seeks a relationship based on partnership and regularly spends money on both scents and cosmetic care products. The man of the new millennium is “metrosexual” giving way to his feminine side without being homosexual. He cares about his appearance to be different from people in the crowd or puts off a self-confident attitude to his own body aesthetics.

**Gap Identification:**

I. The conclusion drawn by Nicolas Gueguen and Celine Jacob from their study is limited to use of cosmetics products by females to enhance the attractiveness. However, even men are users for cosmetics products, attitude of males are seen to be positive and even they use cosmetics to look attractive.

II. The study conducted by Yamen Koubaa, Gaellee Ulvoas and Patricia Chew were restricted to a single country, one that is a part of a Asia culture and in which attitude for cosmetics may differ with demographic change.

III. Research paper titled “Research of Female Consumer Behavior in Cosmetics Market: Case Study of Female Consumers in Hsinchu Area Taiwan” is providing scope to test impact of demographic variables, lifestyle, value and attitude of male towards cosmetics products.

IV. Study by Nizar Souiden and Mariam Diagne reveals major variables that affect men’s behavior and attitude toward the consumption of cosmetic products but the

respondents were restricted to select countries and same theory can be tested with other men with different countries.

V. The study demonstrated by Claudio R. Nigga, Sonia Lippkeb and Jason E. Maddocka can demonstrate the buying behaviour and intention to purchase the cosmetics products by male members and provides the scope for the further study.

VI. Study conducted by Muller and Schill presents positive attitude of men towards cosmetics and same study can be perform in diverse demographics.
Market Reports:

Male consumers across the globe are spending more of their hard-earned income than ever before on image and health enhancing products, according to a new report from Euromonitor International\textsuperscript{50}, “Spending choices: Discretionary Income Patterns to 2015.”

Country Report – Beauty and Personal Care in India\textsuperscript{51} states that beauty and personal care witnessed the trend of products becoming increasingly gender-specific during 2011. This was driven by the desire to meet the needs of urban men, who were becoming increasingly appearance conscious and looked for male-specific products.

Male Grooming Consumer Research\textsuperscript{52} conducted by Opinium Research firm shows the increasing trend that men are just as aware about their appearance as women, and like to take care of the way they look. The research also claims the most popular products that male cosmetics users use include hair dye, eye creams, anti-ageing products, eye liner and face powder. James Endersby, Managing Director at Opinium Research commented that ‘we are living in an age where male celebrities can be seen to be wearing ‘manscara’ and ‘guyliner’ and everybody takes it as the norm. It looks like the metrosexual man is here to stay.’


A report by Kline\textsuperscript{53} titled “Male grooming market exhibits incredible growth” inscribe that as recently as a few years ago, only certain men were open to using anti-wrinkle creams, scrubs, or face washes. However, in 2012, men across all demographic groups are embracing the use of male grooming products. Furthermore, Kline's consumer research has found that some ethnic groups are using non-essential grooming items more regularly than others. Men's grooming products have gone typical with more men adopting an enhanced grooming regimen as a part of their daily lifestyle. According to research the key drivers contributing to the market's growth involve a wider range of consumers opening up to and becoming comfortable with the idea of male grooming, a number of new entrants in the market, technologically advanced products, innovative packaging, and clever marketing strategies targeting the male consumers exclusively. A number of leading men's magazines such as Men's Health, GQ, and Maxim are sporting celebrity-endorsed male grooming product advertisements, a practice long adopted by the female-centric marketers.

According to a new study, the Men’s Grooming Market Grows at Rapid Pace conducted by The NPD Group\textsuperscript{54}, one of the leading market research companies, over 9 in 10 men (ages 18+) are using some sort of grooming product today which can include facial and body skincare, shaving, hair care, and fragrance.


“Blokes grooming: Cosmetics and toiletries for men Downunder” by Market Research World on Euromonitor International clarifies that grooming for men is becoming big business. Credited with men’s newfound involvement in the beauty market is the rise of metro-sexuality, a consciousness of image and appearance that is driving many affluent young city dwelling males to experiment with products traditionally reserved for women.

Consumer demand for natural ingredients and an increased desire for healthy lifestyles are directly affecting the market for personal care. Cosmetics and toiletries products containing natural ingredients are reviving growth in maturing cosmetics markets, according to a report from by Leonie Tait in Euromonitor International - "The Growth of Natural Ingredients".

The poor performance of the body care market is likely due to the prolonged period of economic uncertainty that has consumers adjusting their use of nonessentials, said by Molly Maier who is a senior analyst at Mintel. Further Mally added that the product affordability is the most important attribute right now, therefore keeping products within a medium or low price point will be key in maintaining consumer participation.


According to Indian Cosmetic Industry at Glance\textsuperscript{58} in 2011-12 report the Indian cosmetics industry witnessed a strong growth in the recent years. It has emerged as one of the markets holding immense growth potential. With the rising beauty concerns among both Indian men and women, the Indian cosmetics sector would continue to expand remarkably in near future. New product launches catering to consumers' growing requirements would fuel growth in the industry, for which the future outlook seems exceptionally bright.

“A study of the European Cosmetic Industry final report” by prepared for European Commission, Directorate General for Enterprise and Industry prepared by Global Insight\textsuperscript{59} found unique trends in buying pattern. The study discovered a widespread and growing diversity of cosmetics products for men – especially men’s fragrance – and a growing demand for natural / organic products in most countries.

Cosmetics companies, health clubs, retailers and travel companies all look set to profit from the changing male image, as men become more image-conscious. The macho male image is also diminishing as more men not only adopt more traditionally feminine skills but also aspire to have, what some consider, a more feminine lifestyle. As such, it is becoming increasingly acceptable for men to express themselves through fashion and cosmetics\textsuperscript{60}.


Nica Lewis, Global Skincare Analyst at Mintel\textsuperscript{61}, said that men show a huge interest in keeping young looking which has fuelled demand for skincare products that combat signs of fatigue, stress and ageing. An increase in information about male grooming in the media, the availability of a wider range of products, and the wider usage of celebrities to endorse brands has benefited the male grooming category in the past five years.

As a recent Euromonitor International\textsuperscript{62} survey among men suggests, beside star performers such as nail polish and, unsurprisingly, anti-agers, men’s grooming has once again come to the spotlight and seen a flurry of activity both in terms of increased marketing and advertising efforts, as well as many brands expanding their product ranges with more targeted offerings. Perhaps unsurprisingly, the identical markets also rank highest in men’s skin care expenditure. So while not a true testament, some clear assumptions are safe to be made as to the changing buying habits and attitudes towards fashion and beauty among men, particularly in the premium segment.

Male grooming is no longer confined to the much-vaunted "metrosexual" or to David Beckham, according to a survey released by market researcher SPA Future Thinking\textsuperscript{63}. However, while grooming is becoming the norm for any self-respecting fella, men still like traditionally "masculine" or "sporty" brands such as and they will reject brands which they see as "too feminine" or as "cosmetics" brands.

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Vivienne Rudd\textsuperscript{64}, Head of Beauty Research at Mintel said that the physical changes associated with aging can act as a catalyst to mid-life crisis and Mintel research has discovered that men become less content with their appearance after the age of 45. As ages, men will have to work into older age, bringing them into direct competition with younger colleagues. As a result, older people may feel the need to try to maintain appearance and therefore bring a future boost to the male grooming market.

A report “Indian Cosmetic Sector 2007-08” by ‘emmeplus’\textsuperscript{65} suggests that the Indian market is becoming increasingly sophisticated, with increasing consumer interest in skin care products particularly anti-aging and skin whitening formulations. “Country focus India: An overview of the cosmetic and beauty market” by ISCC\textsuperscript{66} proposed that the Indian male consumers is demanding products specially made for them.

Market overview by U.S. Department of Commerce’s services for U.S. exporters\textsuperscript{67} states the reasons for the growing demand for cosmetics products in India as a greater access to television which has created a growing awareness of the western world, second, increased advertising in general and third, greater product choice and availability.


The key findings from the 2007 Global Report by Diana Dodson\(^{68}\) states the fact that the trend towards natural and organic ingredients is coming into conflict with ethical consumerism and sustainability issues, and the prediction that the pace of new product development in the industry will slow as manufacturers look to extend product lifespan by putting more time and money into delivering true innovations.

As reported by Euromonitor International – New Aesthetes\(^{69}\), the desire of consumers to preserve their health and looks for longer is only likely to increase in the future, as pressure to adhere to the 'ideal' body shape and look ten years younger grows. This will continue to drive niches associated with health, beauty and fitness, as manufacturers develop new and innovative products that meet consumers' ever growing demands. Euromonitor International predicts that this trend will become increasingly apparent in developing markets such as China and India, as consumers become more affluent and can spend more money on self-improvement. Euromonitor International's research shows that while a buoyant economy and the rising number of mature and affluent class have heightened demand for anti-ageing products.

Euromonitor's Diana Dodson\(^{70}\) explains that the fragrances market has strong potential for growth if manufacturers can find ways to pull customers towards 'quality', rather than selling on image alone. As part of this move towards premium products, ingredients will play a more central role.

\(^{68}\) Dodson, Diana. "New Cosmetics and Toiletries Global Report highlights changes to the segmentation trend." Market Research World.  

\(^{69}\) "Aesthetics drive health and beauty." Market Research World.  

\(^{70}\) Dodson, Diana. "Celebrity fragrances have limited shelf life." Market Research World.  
"Maintaining good personal hygiene and feeling fresh and clean are the two central planks of men's grooming routine. In contrast to women, men are more likely to opt for more practical and functional products rather than products for the sake of pampering. This suggests that, for men, 'it works' rather than 'because you're worth it' is likely to hit the right emotional buttons," comments James McCoy\(^1\), Senior Market Analyst at MINTEL.

Dissertations:

A report on “Behavior and attitude of male consumers towards cosmetic products” by Lalit Singh\(^\text{72}\) highlights that men cosmetics are seen as a health and hygiene products and not as beauty tools. The report also explores the relationship of price and quality when men have to buy cosmetics.

The results of study – “Cosmetics consumption among young males in the Greater Helsinki Region” by Xin Gou\(^\text{73}\) indicated that young men’s cosmetics purchasing behaviour are strongly influenced by cultural and personal factors. The main determinants in purchasing behaviour are hygiene functions, features and fragrance of the product, and price-quality relationship.

A study by Chanintorn Moungkhem and Jiraporn Surakiatpinya\(^\text{74}\) labeled “A study of Factors Affecting on Men’s Skin Care Products Purchasing, Particularly in Karlstad, Sweden” revealed that the main reasons behind men’s using skin care products are for improving skin, personal care, attractiveness and self confident orderly. As a result, principally men’s skin care products purchasing obtain the effects of the interaction between their personal demographics and attitude, the emergence of metrosexual and marketing mix (especially quality and attribute of products, price, product’s ingredient, product brand and package of products). In contrast with men who do not use skin care products, there are two main reasons behind. Firstly, products are not necessary in their point of view and secondly, this kind of products is expensive and lavish.

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A project titled “The customer behaviour in the men’s cosmetics market” by Blanchin Audrey, Chareyon Cyrielle and Levert Quentin exposed that apart from hygiene reasons, men are mostly using cosmetics “for them” and to “improve the image - people see of them”. Their self confidence is also improved: that lead to the idea that the individualism is a core concept when talking about cosmetics.

As mentioned by Pauliina Tiainin in his research work, men’s attitudes were quite positive towards the use of cosmetics, especially among young men; they found it useful. However, they were still mainly interested in easy-to-use products for antiperspiration, shaving and basic cleaning because the general belief was that if no problems with the skin existed; there was no need for more specific skin care products. This mainly explains the non usage.

Thesis titled “A study of brand loyalty and its effect on buying behaviour in case of selected cosmetics products in the state of Gujarat” by Chitralekha Dhashal observed that women buyers are loyal to their favorite brands of skincare cosmetics products. The researcher has found the significant difference between the levels of agreement of brand loyal and brand switchers regarding the meaning of brand loyalty. The study has proven the significant relationship between a women’s brand loyalty for skincare cosmetics products and the resultants brand buying behaviour.

The study titled “Male Cosmetics Advertisements in Chinese and U.S. Men’s Lifestyle Magazines” by Wei Feng indicates that male cosmetics advertisements

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replicated men’s stereotypical image. This study found that the majority of the advertisements featured males in non working setting, indicating that men are now more willing to do something different. Cold and neutral colors were the main colors displayed in men’s cosmetics advertisements, reflecting the impression about male stereotype as individual and independent image. Regarding the degree of nudity of models, male models tended to wear more in male cosmetics advertisements.

A report by I-Jinu Cheng79 titled “The examination of brand switching behaviour in cosmetic industry” stated that word-of-mouth advertising was considered to be the most effective determinant for brand switching behaviour. Most consumers response that word of mouth was the most reliable source in comparison with advertisements since information provided from advertisements are generally biased and incomplete. In this regard, word of mouth was the most influential factor in consumers brand choices. In addition, information from word of mouth was stated to be more trustworthy owing to the fact that the sources are originated from close friends or beauty experts who are more experienced and professional.

Articles:

According to article “Market booms for men’s cosmetics – but don’t call it makeup” by Shan Li\textsuperscript{80} published in Los Angeles Times, states that with the growth of men’s cosmetics in the marketplace, more and more guys are willing to drop good money to care for their skin.

Article published by Brad Tuttle\textsuperscript{81} tilted “Odd Spending: Hey buddy, got any eye shadow I can borrow?” in TIME Business & Money states that the idea of makeup products for men sounds laughable and yet men’s cosmetics and grooming products are among the fastest-growing segments in the beauty industry. According to this article the key word to raise sales is the ‘\textit{M}’ word that was never mentioned before.

Article published in ‘Gender Studies’\textsuperscript{82} states that cosmetic is not only a simple tooling that is used by women to beautify them. Both males and females are now using it even more widely. Something that is used as a maker in most cultures to distinguish the both sexes, cosmetic is now seen to cross some qualities that the female category possesses over to the male category.

Article published with ‘Times of India’ by Vinita Dawra Nangia\textsuperscript{83} marks that the feeling goes beyond the squeaky cleanliness that a good grooming session gives one. A sloppy person gives the impression of not being control of his life while a well-groomed person looks capable of moving mountains! Another article published with ‘Times of India’


\textsuperscript{83} Nangia, Vinita Dawra . "You can be beautiful too!" \textit{Times of India} (Pune), September 2, 2012, sec. Living.
India’ by Namrata Singh\textsuperscript{84} reveals that men are rapidly converting to using products that were hitherto considered the domain of women. High on the spirit of vanity, the male personal care category is growing faster than the overall category growth rates in skin creams, hair colour and even toilet soaps where such products have failed to take off in the past.

With the cosmetics industry earning record revenues, with niche sectors, such as “men’s” and “organics” rapidly gaining market share, and with social media, eco-consciousness and cause-based consumerism greatly impacting product purchasing decisions, the cosmetics industry is an ever-changing behemoth\textsuperscript{85}.

Article published with Las Angeles Times by Barbara Thomas\textsuperscript{86} inscribes that ‘in a man's world, appearances are becoming more and more important. Newer men's magazines, such as Details and Detour, have joined traditional ones such as GQ in focusing on men's fashion and grooming. Even health publications, such as Men's Health, are reporting on how to look--as well as feel--better.’


## 2.3 Summary

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Source Name</th>
<th>Publication Year</th>
<th>Author</th>
<th>Topics Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information Management and Business Review</td>
<td>2012</td>
<td>Thanisorn, Rojanadilok, Nanagara Byaporn, and Bunchapattanasakda Chanchai</td>
<td>Perception on Herbal Cosmetic Products</td>
</tr>
<tr>
<td>3</td>
<td>International Journal of Research in Commerce, Economics and Management</td>
<td>2012</td>
<td>Junaid, Abdhullah Bin, and Dr. Reshma Nasreen</td>
<td>Significance of Age Group and Point-of-Purchase</td>
</tr>
<tr>
<td>4</td>
<td>Mintel</td>
<td>2012</td>
<td>Maier, Molly</td>
<td>Impact of affordability on cosmetics buying behaviour</td>
</tr>
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<td>5</td>
<td>Indianmirror</td>
<td>2012</td>
<td>NA</td>
<td>Beauty Concern by Men</td>
</tr>
<tr>
<td>6</td>
<td>Gate4india</td>
<td>2012</td>
<td>NA</td>
<td>Impact of Television in creating awareness</td>
</tr>
<tr>
<td>7</td>
<td>Euromonitor International</td>
<td>2012</td>
<td>Barbalova, Irina</td>
<td>Identical markets in men’s skin care expenditure.</td>
</tr>
<tr>
<td>8</td>
<td>Market Research World</td>
<td>2012</td>
<td>NA</td>
<td>Consumers spending on image and health enhancing products</td>
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<td>Source</td>
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<td>Los Angeles Times</td>
<td>2012</td>
<td>Li, Shan</td>
<td>Spending Intention by Men to Take care for Skin</td>
</tr>
<tr>
<td>10</td>
<td>Time Business &amp; Money</td>
<td>2012</td>
<td>Tuttle, Brad</td>
<td>Rise of Male Cosmetics Concept and its Acceptance</td>
</tr>
<tr>
<td>11</td>
<td>Gender Studies</td>
<td>2012</td>
<td>NA</td>
<td>Acceptance of Cosmetics by Men</td>
</tr>
<tr>
<td>12</td>
<td>Times of India</td>
<td>2012</td>
<td>Nangia, Vinita Dawra</td>
<td>Importance of Well Grooming</td>
</tr>
<tr>
<td>13</td>
<td>Times of India</td>
<td>2012</td>
<td>Singh, Namrata</td>
<td>Acceptance and Usage of Cosmetics by Men</td>
</tr>
<tr>
<td>14</td>
<td>E-Business and E-Government (ICEE)</td>
<td>2011</td>
<td>Yan-mei, Jiang, Zhu Ya-nan, and Zhao Wen-ping.</td>
<td>Impact of Reference Group on Shopping</td>
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<tr>
<td>15</td>
<td>Social Behaviour and Personality</td>
<td>2011</td>
<td>Peruni, Arthur, Angela Marcello, and Ward Pundey</td>
<td>Impact of Culture, Self-perception and Emotions</td>
</tr>
<tr>
<td>16</td>
<td>Journal of Cosmetic Science</td>
<td>2011</td>
<td>Gueguen, Nicolas, and Celine Jacob</td>
<td>Attractiveness and Perception by Others</td>
</tr>
<tr>
<td>18</td>
<td>Mintel</td>
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<td>Lewis, Nica</td>
<td>Men's eagerness to look young and demand for male cosmetics</td>
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<td>Summary</td>
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<td>2011</td>
<td>NA</td>
<td>Rejection of too Feminine Cosmetics by Men</td>
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<tr>
<td>21</td>
<td>Master's thesis, ARCADA</td>
<td>2011</td>
<td>Guo, Xin</td>
<td>Impact of Culture and Personal Factors</td>
</tr>
<tr>
<td>22</td>
<td>Master's Thesis, Karlstad University</td>
<td>2011</td>
<td>Moungkhem, Chanintorn &amp; Jirapor Surakiatpinya</td>
<td>Intention to Improve Skin, Personal Care, Attractiveness and Self Confident</td>
</tr>
<tr>
<td>23</td>
<td>Master's thesis, Hogskolan Halmstad</td>
<td>2011</td>
<td>Audrey, Blanchin., Chareyon Cyrielle &amp; Levert Quentin</td>
<td>Usage of Cosmetics for Hygiene and to Improve Self Image</td>
</tr>
<tr>
<td>24</td>
<td>SkinInc</td>
<td>2011</td>
<td>Myers, Nate, Ron Robinson</td>
<td>Usage of Organic Cosmetics by Men and Impact of Consumerism</td>
</tr>
<tr>
<td>26</td>
<td>Gender &amp; Behaviour</td>
<td>2010</td>
<td>Femi, Ilevbare</td>
<td>Impact of Ethnicity and Gender on Shopping Orientations</td>
</tr>
<tr>
<td>27</td>
<td>Journal of Yasar University</td>
<td>2010</td>
<td>TAN, Caroline SueLin</td>
<td>Importance of Culture, Self-perception, Emotions and Product Features</td>
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<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>28</td>
<td>IBusiness</td>
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<td>Chiang, Chang-Tzu, and Wan-Chen Yu</td>
<td>Improvement of Physical Attractiveness and Perception by Others</td>
</tr>
<tr>
<td>29</td>
<td>Mintel</td>
<td>2010</td>
<td>Rudd, Vivienne</td>
<td>Need and acceptance of Cosmetics by elder men</td>
</tr>
<tr>
<td>30</td>
<td>Master's thesis, Helsinki Metropolia University</td>
<td>2010</td>
<td>Tiainin, Pauliina</td>
<td>More Usage of Easy-to-use Products</td>
</tr>
<tr>
<td>31</td>
<td>Young Consumers: Insight and Ideas for Responsible Marketers</td>
<td>2009</td>
<td>Scelzo, Tracy, and Dawn Lerman</td>
<td>Usage of Cosmetics Products</td>
</tr>
<tr>
<td>32</td>
<td>International Journal of Chemistry</td>
<td>2009</td>
<td>Chen, Qiushi</td>
<td>Natural Cosmetics</td>
</tr>
<tr>
<td>33</td>
<td>abc journal</td>
<td>2009</td>
<td>Sujato, Dr. Nuntasaree, and Dr. Barry Elsey</td>
<td>Impact of Self-image and Normative Influence</td>
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<tr>
<td>34</td>
<td>Perception</td>
<td>2009</td>
<td>Russel, Richard</td>
<td>Applications of Cosmetics</td>
</tr>
<tr>
<td>35</td>
<td>Journal of Consumer Marketing</td>
<td>2009</td>
<td>Souiden, Nizar, and Mariam Diagne</td>
<td>Impact of Personal Variables, Sociocultural Variables and Marketing Variables</td>
</tr>
<tr>
<td>36</td>
<td>ISCC</td>
<td>2009</td>
<td>NA</td>
<td>Special Demand for Male Products</td>
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<td>Abstract</td>
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<tr>
<td>-----</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
<td>------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
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<tr>
<td>37</td>
<td>Doctoral dissertation, The Saurashtra University</td>
<td>2009</td>
<td>Dhashal, Chitalekha</td>
<td>Brand Loyalty and its effect on buying behaviour of cosmetics</td>
</tr>
<tr>
<td>38</td>
<td>Psychology of Sport and Exercise</td>
<td>2009</td>
<td>Nigga, Claudio R., Sonia Lippkeb, and Jason E. Maddocka</td>
<td>Impact of attitude, subjective norms, product beliefs on intention to purchase</td>
</tr>
<tr>
<td>39</td>
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