

# **Effects of Socio-cultural and Marketing Factors on Consumer Purchase Intention towards Skin Care Products: Evidence from Bangladesh**

**Md. Mahiuddin Sabbir\***

**Samir Das\*\***

## **Abstract**

The purpose of this paper is to investigate the effects of socio-cultural and marketing factors on consumer purchase intention towards skin care products. A self-administered questionnaire was developed and administered to a simple random sample of 307 students, job holders, businessmen and housewives. Factor analysis, Pearson correlation and multiple regression analysis were used to analyze data. The findings of this research indicated that all factors namely social belief, lifestyle, celebrity endorsement, purchase situation and advertising have significant impact on consumer purchase intention towards skin-care products. In addition, celebrity endorsement and lifestyle have more influence on consumer purchase intention towards skin care products. This study confirms the growing importance of socio-cultural and marketing factors in purchasing skin-care products in Bangladesh and also provides insights for marketers to understand and influence consumer purchase intention towards skin-care products.

**Keywords:** *Social belief, Lifestyle, Celebrity endorsement, Purchase situation, Skin-care products.*

## **1. Introduction**

Skin care is a range of practice to keep smooth and attractive skin. The Bangladeshi market for skin care products is growing at a faster rate. In the past few years, the Bangladeshi market for skin care product has changed largely due to the changes in the perception of consumers towards the skin care products. Moreover, market size for skin care products in Bangladesh is increasing due to the changes in socio economic condition of this country. Today, women are

\*Assistant Professor, Department of Marketing, University of Barishal

\*\*MBA (Thesis), Department of Marketing, University of Barishal

more powerful because of changing economic condition and men are more conscious about their outlook and these are the main causes of expansion of skin care related products in Bangladesh. Customers have different choices, and they show different behavior when they purchase skin care products and understanding this behavior is the key to success for skin care product marketers (Jalalkamali and Nikbin, 2010). According to Antignac *et al.* (2011), there has been a rapid and dramatic growth in personal care products across the world. Today women are liberal, more active, and they are taking part in every walk of life; therefore, they became more concerned of their looks and appearance. Beside women, men are interested in using skin care products. According to Datamonitor (2010), global toiletries market for men grew at a compound annual growth rate of 4.2 percent from 2004 to 2009. People are more conscious of beauty, hygiene and better lifestyle because they have more discretionary income with increasing number of dual earning (Souiden and Diagne, 2009). According to Vang (2010), for skin care products mainly women are targeted. But this dogmatic concept no longer exists. Consumers need and demands are increasing at a faster rate for skin care products and companies are meant to meet them and provide the products according to the demands of the people. However, people use skin care products for various purposes. Some use them for sexual attractiveness, social and professional acceptability.

Since skin care products is a growing business in Bangladesh, it would be worthwhile to study consumer purchase intention towards skin care products in Bangladesh. Moreover, consumer intention towards skin care products is influenced by different factors, therefore, this research aims to investigate the effects of socio-cultural and marketing factors on consumer purchase intention towards skin care products.

## **2. Literature Review**

Purchase intention towards skin care products is the activities or tendencies of obtaining and using skin care products to keep smooth skin. The concept that skin care products are associated with women no longer exists as true in this world. Advancement of different fashion magazines for male is increasing day by day (Souiden and Diagne, 2009). According to Souiden and Diagne (2009), consumer purchase intention for skin care products is influenced by socio-cultural factors, marketing factors and personal factors. Socio-cultural factors are customs, lifestyles and values that characterize a society. People live and behave in the way which is

supported by the cultural environment. Every individual has different set of habits, beliefs and principles which he or she develops from his family status and background. On the other hand, marketing factors can be advertising, situational factors and celebrity endorsement.

## **2.1 Socio-cultural Factors:**

### ***2.1.1. Social belief***

Social beliefs are the beliefs by which groups in a community identify themselves. When consumers buy a product, their main motivations are to fulfill their needs which are influenced by their cultures and own social beliefs. Social beliefs are statistically highly significant explanatory variable showing the substantial positive impact on men's attitude toward consumption of grooming products (Khan *et al.*, 2017). Social belief has a significant impact on consumption of skin care products because it shapes individuals' behavior (Weber and de Villebonne, 2002). But according to the findings of Souiden and Diagne (2009), social beliefs do not have significant influence on consumer purchase intention towards skin care products. According to Nickel (2004), people have a social desire to be beautiful and this leads a person to use skin care products. On the other hand, Caroline (2005) found that consumers use skin care products due to friends and workplace environmental pressure. Based on this discussion the following hypothesis can be developed.

***H1: Social Belief has positive and significant impact on consumer purchase intention towards skin care products.***

### ***2.1.2. Lifestyle***

Lifestyle can be defined as a pattern of consumption appearing in a person's choice of spending time and money (Solomon, 2006). People must represent themselves to the world so that their fellow, friends and other surrounded people will be interested in remaining a close contact with them (Askegaard *et al.*, 2002). The consumer is interested in changing their outlook like a woman to become modern (Firat *et al.*, 1995). Despite people's similarities, their lifestyle can differ radically and companies are more involved and connected with customer to identify their lifestyle. Male customers purchase grooming products because of lifestyle determinants in many countries. Career oriented men and women tend to be more concerned about their good looking

and lifestyle because of this they are turning to use skincare products and use beauty treatment to improve their looks (Liu, 2006). According to Coley and Burgess (2003), social class, values and personality are determinants of lifestyle and these have huge impact on how people behave toward the consumption of products. People who are living in urban areas are more conscious about their looking and use more skin care products (Liu, 2006). Based on above discussions following hypothesis has been developed.

***H2: Lifestyle has positive and significant impact on consumer purchase intention towards skin care products.***

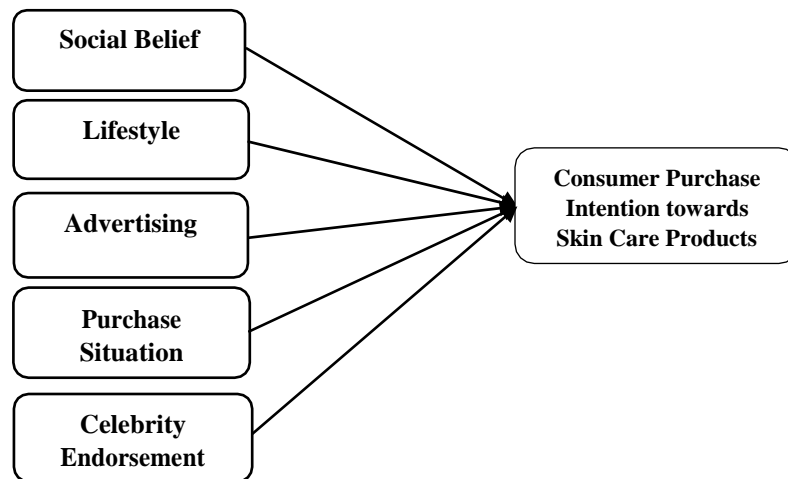
## **2.2 Marketing Factors:**

### ***2.2.1. Advertising***

Kotler and Armstrong (2012) defined advertising as the promotion of ideas, goods or services by an identified sponsorship. Advertisements reflecting “cultural values” are more persuasive than those that exclude them (Hans and Shavvitt, 1984). Advertising is seen as the foremost means of associating cultural meanings with a brand. Research done in the past few years has revealed that consumption communities, written reviews, blogs by consumers, news reports, and expert columns also influence the consumer opinions about a brand (Thompson, 2004).

Compared to the female target market, people do not hear much about male’s skin care products advertising but this situation has changed in the last twenty years and males are increasingly targeted by the marketers. Recently, media is increasingly targeting the men’s products through communicating messages to increase the sales of skincare products for male and advertising through mass media has set beauty standards in our society (Souiden and Diagne, 2009). Moreover, in advertisement regarding men’s skin care products, male celebrities are used more frequently (Iida, 2004). Based on previous discussion, the following hypothesis can proposed.

***H3: Advertising has positive and significant impact on consumer purchase intention towards skin care products.***



**Figure 1:** Proposed model of the study.

#### **2.2.2. Purchase Situation**

Situational influences are temporary conditions that affect how buyers behave. They include physical factors such as a store's locations, layout, music, lightings and even scent. While purchasing skin care products, customers are sometimes influenced by some situational factors like location of purchase, salesperson, and store environment (Weber and de Villebonne, 2002). The environment of buying situation or retail store is a caring function for attracting and keeping the customer interested in the shopping experience, and it has a significant effect on the moods of customers. Literature shows that purchase situation positively influences purchase intention (Grimmer *et al.*, 2016). The store environment plays a key role by providing significant cues and these may be important in developing positive purchase intentions (Chao and Schor, 1998). Therefore, the study put forward the following hypothesis.

**H4:** *Purchase situation have positive and significant impact on consumer purchase intention towards skin care products.*

### **2.2.3. Celebrity Endorsement**

Celebrity endorsement has been defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good (Byrne and Breen, 2003). Celebrity endorsement is used to offset the negative attributions that are associated with skincare products (Souiden and Diagne, 2009). Well-connected celebrity must be using the best quality available on the market, and women are quick to buy the products when a celebrity claims to use it. Although the products always do not meet consumer's expectations, consumers are interested to buy the next products being endorsed by a celebrity (Begoun, 2010). Increasing endorsement of celebrities in skincare product publicize that men can make themselves look better with the product. Moreover, celebrity endorsement contributed to the thinking that skin care is making men more comfortable and positively changing the men's attitude toward the idea of consuming skincare products (Coley and Burgess, 2003). This leads us to suggest the following hypothesis.

***H5: Celebrity endorsement has positive and significant effect on consumer purchase intention toward skincare products.***

## **3. Methodology**

### **3.1. Research Approach**

This research described the consumer purchase intention towards skin care products. So, this is descriptive in nature. For measurement and scaling a Likert scale was used, ranging from 1 to 5 (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree).

### **3.2. Data Collection and Data Analysis**

Data were gathered through survey. The collected data was analyzed by factor analysis, Pearson correlation and multiple regression analysis using the statistical analysis tool SPSS 20.0.

### **3.3. Population and Sampling**

Data were collected from three major cities: Dhaka, Barishal, and Khulna of Bangladesh. For this research, target population was all the people who purchase and use skin care products. Data were collected from 307 sample respondents because Tabachnick and Fidell (2007) suggested that it is good to have at least 300 samples for factor analysis. Samples had been

chosen based on convenience sampling technique because previous study (Souiden and Diagne, 2009) found it least expensive and least time consuming method.

### **3.4. Questionnaire**

To gather data a questionnaire with some standardized questions was used. These questions were drawn from prior research in this field. For the measurement of consumer purchase intention towards skin-care products, three items were adopted from the studies of Han (1987), Coley (1999), Youn (2000), and Beatty and Ferrell (1998). Social belief was measured by four items which were extracted from Coulter *et al.* (2002) and Bakewell *et al.*'s (2006) studies. Three items from Bakewell *et al.* (2006) and one item from Coulter's *et al.* (2002) studies were considered to measure lifestyle and two items from Mueller and Taylor (2010) were used to measure advertising. To measure purchase situation variable, three items were used from Lee *et al.* (2005) and one item from Bakewell *et al.* (2006). To gather data about celebrity endorsement, three items were drawn from Ohanian's (1990) study.

## **4. Analysis and Findings**

### **4.1. Demographic of the Respondents**

The summary on the distribution of the sample was tabulated in the **Table I**. The total number of the respondents was 307. The gender distribution of the respondents was 52.12% males and 47.88% females and they were aged between 15 to over 39 years old. As seen in the table, most of the respondents were aged from twenty-one to twenty-six (47.23%). The majority of the respondents were university graduates (53.42%) and university post graduates were 28.66%. The 67.75% of the respondents were student, and job holders constituted 19.22% of the total respondents, while rest of them were businessman (6.84%) and housewife (6.19%). Only 8.79% of the respondents' monthly income was above BDT 35,000, and most of the respondents had monthly income less than BDT 20,000 and it was 60.26%.

**Table I: Profile of the respondents**

	Description	Frequency	Percentage
Gender	Male	160	52.12
	Female	147	47.88
Age	15-20	40	13.03
	21-26	145	47.23
	27-32	75	24.43
	33-38	28	9.12
	Over 39	19	6.19
Education	HSC	55	17.92
	Graduate	164	53.42
	Post Graduate	88	28.66
Occupation	Businessman	21	6.84
	Job Holder	59	19.22
	Student	208	67.75
	Housewife	19	6.19
Income (Monthly)	Less than BDT 20,000	185	60.26
	BDT 20,001- BDT 35,000	95	30.95
	Above BDT 35,000	27	8.79

*(Source: Authors' Calculations)*

#### 4.2. Exploratory Factor Analysis (EFA)

Before testing individual hypothesis for the study, exploratory factor analysis (EFA) with varimax rotation was conducted to evaluate validity and reliability of dependent variable and independent variables. Based on factor analysis, items with loadings greater than .60 and factors with eigenvalues greater than 1.0 were retained. Because factor loadings less than 0.4 are weak and minimally accepted and factor loading greater than or equal to 0.6 are strong (Gorsuch, 1983). Extracted variables using principle component analysis (PCA) showed that six factors contributed more than 70 percent of the total variance. And six items had the KMO index of 0.772 and the Sig. of Bartlett's test of  $0.000 < 0.05$ . According to Kaiser (1974), a minimum acceptable score for KMO test is 0.5. Therefore, the sample size was adequate for factor analysis. All the nineteen items had loadings greater than 0.60 which illustrated the high correlation among each item and corresponding extracted components. Therefore, by examining all the underlined variables of a particular factor and placing emphasis on those variables with higher loadings, the authors' attempted to assign a name or label to a factor that accurately reflects the variables as shown in the **Table II**. Therefore, all the independent variables (F1, F3, F4, F5, and F6) were named as; Social Belief, Lifestyle, Celebrity Endorsement, Purchase Situation and Advertising. Besides these, F2 was named as Consumer Purchase Intention.

**Table II:** Summary of the Dependent and Independent Variable with Factor loadings and Reliability Coefficient

Component Name	Items	Component						Cronbach's Alpha
		1	2	3	4	5	6	
Social Belief (SB)	SB3	.828						.786
	SB1	.745						
	SB2	.724						
	SB4	.703						
Consumer Purchase Intention (CPI)	CPI2		.841					.861
	CPI1		.821					
	CPI3		.805					
Lifestyle (LS)	LS1			.785				.749
	LS2			.781				
	LS3			.751				
Celebrity Endorsement (CE)	CE2				.803			.725
	CE3				.773			
	CE1				.755			
Purchase Situation (PS)	PS1					.773		.700
	PS3					.770		
	PS2					.770		
Advertising (AD)	AD2						.934	.888
	AD1						.919	

➤ All items have factor loading > 0.60

➤ KMO index = 0.772 and Sig. of Bartlett's test = 0.000

➤ Total variance explained = 70.43%

(Source: Authors' Calculations)

Moreover, data obtained from the respondents seemed to be reliable because all the variables had Cronbach's Alpha greater than or equal to 0.70. The Cronbach's Alpha ranged from 0.70 to 0.888. The EFA output had been further used as an input of multiple regression analysis. Before that correlation among the variables had been analyzed using Pearson correlation matrix.

### 4.3. Pearson Correlation

**Table III** showed the positive relationships among each socio-cultural and marketing factors with consumer purchase intention towards skin-care products. Among these significant relationships, lifestyle ( $r = .392$ ,  $p = .000$ ), celebrity endorsement ( $r = .381$ ,  $p = .000$ ) and social belief ( $r = .332$ ,  $p = .000$ ) had the strongest correlation with consumer purchase intention.

**Table III: Correlation among Variables**

	SB	LS	AD	PS	CE	CPI
SB	1					
LS	.376**	1				
AD	.230**	.173**	1			
PS	.284**	.230**	.062	1		
CE	.116*	.169**	.187**	.116*	1	
CPI	.332**	.392**	.238**	.294**	.381**	1

\*\*Correlation is significant at the 0.01 level (2-tailed).

(Source: Authors' Calculations)

Whereas, purchase situation ( $r = .294$ ,  $p = .000$ ) and advertising ( $r = .238$ ,  $p = .000$ ) had the moderate correlation with consumer purchase intention. This means two socio-cultural factors namely lifestyle and social belief had high correlation with consumer purchase intention for skin care products because Bangladeshi people pay homage to rituals and social beliefs and their purchase decision influenced by these factors. On the other hand, one marketing factor namely celebrity endorsement had high correlation with purchase intention towards skin care products.

### 4.4. Regression Analysis

The **Table IV** showed the results of multiple regression analysis for testing hypothesis of the research. Here simple multiple regression analysis was carried out by using five independent variables (Social Belief, Lifestyle, Celebrity Endorsement, Purchase Situation, and Advertising) as derived from EFA and consumer purchase intention as dependent variable. Standardized coefficient showed the impact of independent variables on the consumer purchase intention towards skin-care products. The analysis revealed that 32% of the variance of consumer purchase intention towards skin care product was explained by the following five factors as  $R^2$  value was 0.32. From the table, it was apparent that celebrity endorsement ( $\beta = 0.287$ ,  $p < 0.05$ ) and lifestyle ( $\beta = 0.235$ ,  $p < 0.05$ ) had the highest effect on consumer purchase intention towards skin-care products which was subsequently followed by purchase situation ( $\beta = 0.16$ ,  $p$

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$< 0.05$ ), social belief ( $\beta = 0.142$ ,  $p < 0.05$ ), and advertising ( $\beta = 0.101$ ,  $p < 0.05$ ). So, all these five factors had positive and significant impact on consumer purchase intention towards skin care products.

**Table IV: Summary of Regression Analysis**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.*
	B	Std. Error	Beta		
(Constant)	.045	.312		.144	.886
SB	.164	.062	.142	2.652	.008
LS	.242	.054	.235	4.492	.000
AD	.091	.044	.101	2.041	.042
PS	.189	.059	.160	3.181	.002
CE	.310	.053	.287	5.863	.000

- \*Coefficients are significant at the 0.05 level (2-tailed).
  - Dependent Variable: CPI
  - Independent Variables: SB, LS, AD, PS, CE
  - ANOVA:  $F = 28.307$ , Sig. = .000
  - Model Summary:  $R = .566$ ,  $R^2 = 0.320$ , Adjusted  $R^2 = 0.309$
- (Source: Authors' Calculations)

Therefore, the regression equation for socio-cultural and marketing factors affecting consumer purchase intention towards skin-care products could be stated as follows:

$$CPI = 0.287CE + 0.235LS + 0.16PS + 0.142SB + 0.101AD$$

As  $F = 28.307$  and  $p < .05$ , the entire regression equation was statistically significant at the 5% level of significance. This means that the above regression equation was deemed to accurately envisage the level of consumer purchase intention towards skin-care products.

**Table V: Result of Hypothesis testing**

Hypothesis	Hypothesized Relationship	Coefficients	t value	p value	Decision
<b>H1</b>	SB → CPI	.142	2.652	.008	Supported
<b>H2</b>	LS → CPI	.235	4.492	.000	Supported
<b>H3</b>	AD → CPI	.101	2.041	.042	Supported
<b>H4</b>	PS → CPI	.160	3.181	.002	Supported
<b>H5</b>	CE → CPI	.287	5.863	.000	Supported

(Source: Authors' Calculations)

The results of hypothesis of **Table V** generated from multiple regression analysis, ascertained that two socio-cultural factors namely Social Belief ( $p < 0.05$ ) and Lifestyle ( $p < 0.05$ ) had significant impact on consumer purchase intention towards skin care products. On the other hand, the three marketing factors namely Celebrity Endorsement ( $p < 0.05$ ), Purchase Situation ( $p < 0.05$ ) and Advertising ( $p < 0.05$ ) also had significant impact on consumer purchase intention towards skin care products. Therefore, all the hypotheses of the study were supported.

## 5. Discussion and Managerial Implications

This study investigated the impact of socio-cultural and marketing factors on consumer purchase intention towards skin-care products in Bangladesh. More specially, the research clarified the impact of Social Belief, Lifestyle, Celebrity Endorsement, Purchase Situation, and Advertising factors on the purchase intention of consumer towards skin-care products. The empirical results showed the level of each factor that had impact on purchase intention towards skin care products.

With the highest coefficient ( $\beta = 0.287$ ), the celebrity endorsement factor was the most influential factor which had the strongest impact on the level of consumer purchase intention. This had indicated that celebrity has more influence on Bangladeshi people when they intend to purchase skin-care products. This supports the findings of Cole (2008) who found that celebrity endorsement positively influence consumers' purchase intention toward skin care products. As people want to show themselves like their favorite persons who might be a media personality, footballer, cricketer or some other persons, skin care product providers should make an

association between products and celebrity to develop a positive purchase intention and thus influence the consumption of skin care products.

Besides, lifestyle is another important consideration for Bangladeshi consumer of skin care products as the result showed that it had second highest coefficient value ( $\beta = 0.235$ ). According to Souiden and Diagne (2009), lifestyle has a major impact on the purchase and consumption behavior of consumers. In another research conducted by Khan *et al.* (2017) where they made a comparison between Pakistani and Chinese consumers, found that Chinese are more conscious about their lifestyle. So findings of this paper have correspondence with previous research. People are more concerned about their lifestyle, and how people and society perceive them when they use skin care products. People are interested in changing their outlook so that they can represent themselves smartly to others. In promotional message, marketers should promote that their products will enhance their customer's lifestyle and make the concept believable to the customers that using skin care products will enhance their image among their friends, families and largely in the society in which they belong.

Purchase situation ( $\beta = 0.160$ ) and social belief ( $\beta = 0.142$ ) had moderate influence on consumer purchase intention towards skin care products. This results partially correspond with Souiden and Diagne (2009) who found that purchase situation strongly affect consumer behavior and friendly store environment develop positive purchase intention but contradicts with the findings of Khan *et al.* (2017). According to Khan *et al.* (2017), social belief has strong influence on consumer behavior because people live in society and show respect to rules and regulations of the society but it contradicts with Souiden and Diagne (2009) who found that societal beliefs and consumers' cultural settings did not play a significant role in stimulating demand for skin care products. In Bangladesh, people are emotional and purchase situation works as convincing tool for purchasing skin care products. Young generation is more interested in purchasing skin care products and purchase situation is one of the main marketing tricks that influence the customers.

In addition, advertising factor tends to have low impact on consumer purchase intention towards skin care products in Bangladesh with coefficient value ( $\beta = 0.101$ ), and it has similarities with the findings of Souiden and Diagne (2009).

Finally, this study implicates that when marketers develop their marketing mix strategy for skin care products in Bangladesh, they should give more focus on lifestyle and celebrity

endorsement factors. As literacy rate of Bangladesh is increasing day by day, people become more conscious and fashionable than before. So here is an opportunity for marketers to get advantages by endorsing celebrities who have popularities among the Bangladeshi consumers and can gain trust among the people.

## **6. Research Limitations and Scope of Further Research**

Some limitations of this study may be considered. Firstly, number of the respondents could be increased. The majority of the respondents were drawn from students and it would be better if respondents were drawn from different occupations. It would be more convenient if it was done for specific skin care product category like cosmetics. Future studies may address specific category of skin care products and attention should be given on male and female separately.

## **7. Conclusion**

The Bangladeshi skin-care product industry is considered to be one of the fastest growing industries. So it is needed to understand consumer purchase intention towards skin care products. This research reveals that both socio-cultural and marketing factors are important for influencing consumer purchase intention towards skin care products. Celebrity endorsement and lifestyle are the main motivating factors for Bangladeshi consumers, and the reason behind this may be the increase of disposable income of the consumers and increase in awareness towards their looks. Moreover, the findings of this research will help in developing strategies for particular segments and help to grasp all possible opportunities from this growing market.

## Appendix A: List of Measures

Constructs	Items	Statement	Sources
Social Belief	SB1	In general, I am confident that I make good choices when I buy skin care products	Coulter <i>et al.</i> (2002); Bakewell <i>et al.</i> (2006)
	SB2	I'm confident that I buy good skin care products for the money I pay	
	SB3	I think carefully about the skin care products I use	
	SB4	I am conscious of the skin care products I use	
Lifestyle	LS1	Other people ask me what is fashionable/trendy	Bakewell <i>et al.</i> (2006); Coulter's <i>et al.</i> (2002)
	LS2	I usually notice what skin care products others are using	
	LS3	I switch among brands of skin care products just to try something new once in a while	
Celebrity Endorsement	CE1	Celebrity endorsers of skin care products are handsome and attractive	Ohanian (1990)
	CE2	Celebrity endorsers of skin care products are reliable and trustworthy	
	CE3	Celebrity endorsers of skin care products are experienced and knowledgeable	
Purchase Situation	PS1	I usually buy skin care products from the store which provide High-quality customer service	Lee <i>et al.</i> (2005)
	PS2	I usually buy skin care products from the store which have Friendly design layout	
	PS3	I usually buy skin care products from the store which have Spaciousness of internal layout	
Advertising	AD1	Advertisement about skin care products are believable	Mueller and Taylor (2010)
	AD2	Sometimes advertisement about skin care products are annoying	
Consumer Purchase Intention	CPI1	I always buy skin care products as I really like it	Han,(1987); Coley (1999); Youn (2000); Beatty and Ferrell (1998)
	CPI2	I feel a sense of thrill when I am buying skin care products	
	CPI3	I feel excited when making a purchase of skin care products.	

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