

Cosmetics Consumption among Young Males in the Greater Helsinki Region

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<p>Abstract:</p> <p>The study was conducted to investigate Finnish young men's current consumption behavior and attitudes towards cosmetics. The research first sought to explore how different variables influence Finnish male consumers' cosmetics purchasing decisions. The secondary research aim was to analyze how metrosexuality was applied in Finland. Last to seek for identifying what are the key determinants in Finnish young men's cosmetics purchasing behaviors.</p> <p>Introduction sought to present a foundation of the thesis. Theoretical framework sought to provide the most relevant theoretical background. In this section, a brief overview of cosmetics markets, the key concepts of the self, the relationship between cosmetics and self-concept, and core theories on consumption behavior have been discussed. This part was mainly based on the review of previous supportive studies.</p> <p>The empirical research was conducted using a quantitative method. The sample was limited to 18-28 aged males who live in the greater Helsinki region. Primary data was obtained by the usage of questionnaires, an instrument for collecting information about Finnish men's consumption behaviors and attitudes towards cosmetics.</p> <p>The result indicated that Finnish young men's cosmetics purchasing behaviors are strongly influenced by cultural and personal factors. The main determinants in purchasing behaviors are hygiene functions, features and fragrance of the product, and price-quality relationship. Although the relatively higher average reflected their positive attitudes towards the purchase of cosmetics, they still maintain traditional consumption behaviors. It is crucial for marketers to develop their awareness through employing appropriate marketing communicating tools.</p>	
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FOREWORD

I want to give my thanks to my supervisor and all my teachers. I also want to thank my family for encouraging and supporting me during the whole study. Finally I want to thank my beloved, for helping me throughout the studying period.

1 INTRODUCTION

1.1 Background

In today's modern and equal societies, beauty is no longer only meant for women. As copious studies indicated, the shifting sex-roles, the global trend of metrosexuality, the influence of media and various marketing stimuli, to a large degree, have inspired men to adapt themselves to new lifestyles and attitudes. It is an undeniable fact that men have presented their increasing demands for higher living standard, well being, and healthiness. Meanwhile, physical attractiveness is essential to everyone since it always plays an essential role in enhancing self-confidence level and in effectively tracking careers. An increasing number of men become more aware about how they could be in line with their ideal appearances. In this context, with the aim of enhancing and maintaining desirable looks, men tend to be no longer hesitating to strategically opt and utilize cosmetics. This rising attention is the keystone of the worldwide phenomenal boom of men's grooming market.

Although compared with women's cosmetics industry the Finnish male cosmetics market is a specialized niche, still the competition among different brands is keen due to the market's diversity and growing potential. A significant number of popular brands have successfully built their positions based on their own differential advantages. Nonetheless, in despite of the worldwide remarkable growing of male-target cosmetics market, Finnish men are still seemingly too modest to invest money in grooming products in comparison with consumers in other European countries. In recent years, the Finnish men's grooming market has not grown rapidly as estimated.

It is believed that "understanding consumer behavior is good business." (Kolter, et al., 2005) However limited research has been conducted in the domain of Finnish men's consumption behaviors and attitudes towards grooming products. For some cosmetics companies, the sales of male targeted range failed to achieve expected growth due to the lack of studies on consumer behaviors. It has motivated the author to identify Finnish men's behaviors and attitudes towards the consumption of cosmetics.

Moreover, it is of great interest to assume that thanks to the Finnish outstanding national welfare system and equal environment, the Finns are formed to be well-educated and open-minded individuals with cheerful tempers. In this sense, Finnish men are supposed to be active, keen on fashion, and enthusiastic about how to effectively manage their self-images. Nevertheless, the fact is that Finnish men are quite different from people in other western countries. They are generally shy, modest, and taciturn. (Lewis, 2005) Seemingly even young males in Finland still maintain their traditional attitudes towards cosmetics or other beautifying items. The Finns' unique value and characteristics have triggered my interest to investigate how social-cultural factors and marketing variables influence Finnish men's consumption of cosmetics, so as to figure out whether Finnish men have closely tracked the global trend of metrosexuality.

1.2 Research Aim

The thesis was conducted for the purpose of investigation of Finnish young men's current consumption behaviors and attitudes towards cosmetics. The aim was to explore how different variables influence Finnish male consumers' cosmetics purchasing decisions. The secondary aim was to analyze how metrosexuality was applied in Finland. The last aim was to identify what are the key determinants in Finnish young men's cosmetics purchasing behaviors.

Research questions 1:

What are Finnish young males' attitudes towards cosmetics?

Research question 2:

What are their current cosmetics consumption behaviors?

1.3 Thesis Structure

Introduction seeks to present a foundation of the thesis. The background, motivation, and research aims are briefly laid out in this section. In addition, thesis structures, limitation of the study, and research method are presented as well.

Theoretical framework seeks to provide the most relevant theoretical background. In this section, a brief overview of cosmetics markets, the key concepts of the self, the relationship between cosmetics and self-concept, and core theories on consumption behavior have been discussed. This part is mainly based on the review of previous supportive studies.

Findings section contains statistical analysis of gathered empirical data. Basic results of cosmetics consumption and attitudes towards cosmetics are outlined in this part.

Discussion section draws the conclusions on research questions through summarizing research findings.

1.4 Limitation of the Study

First, due to the time and financial limitation, the research was only focused on young men who live in the greater Helsinki region (Helsinki, Espoo, Vantaa, Kauniainen). Although the target group may be considered as the most representative one, accuracy of the results might be influenced to examine Finnish men's cosmetics consumption as a whole.

Second, due to the linguistic barrier, limited information sources are available to the author (who does not speak Finnish language) when analyzing the current situation of Finnish cosmetics market.

1.5 Research Method

Secondary and Primary research were used for the purpose of answering research questions. Secondary data was derived from bibliographic and internet sources. The empirical research was carried out by the author in April 2011 in Helsinki. Quantitative method was used in the research. Primary data was obtained by using questionnaires as an instrument for collecting information about Finnish men's consumption behaviors and attitudes towards cosmetics. The sample was limited to 18-28 aged males who live in the greater Helsinki region. 14 closed descriptive research questions and 1 open question were included in the questionnaire. The questions cover ground of respondents'

purchasing behaviors and attitudes towards cosmetics, brand choices, and different motivators on buying decisions.

2 THEORETICAL FRAMEWORK

2.1 Cosmetics Markets

2.1.1 The cosmetics market in Finland

In recent years, the cosmetics market in Finland has experienced a big change. In years 2002-2007, Finland saw a steady increase on an average of 5.8 % in domestic sales of cosmetics, (TY, 2002-2007) solidly in keep with growth in per capita disposable income. (Global insight, 2007) Especially in 2006, the growth reached a peak of 9%. (TY, 2006) However due to the economic downturn and increasing unemployed levels a slight decline of 0.3 % occurred in 2008. (TY, 2008) Then following the slump the sales began to rise again.

In 2009, Finland was placed eighteenth in the ranking of European cosmetics consumption. (Colipa, 2009) Sales of perfumes, cosmetics and toiletries reached €416 million, bringing about 1.7% growths. (TY, 2009) On the entire Finnish market 14% of cosmetics were produced in Finland whereas in 1994, 40% were domestic origin. (TY, 2009) In the same year, the leading players in Finnish cosmetics market include L'Oreal S.A., Lumene Group and Procter & Gamble Company. (Datamonitor, 2010) In 2010, there was still a slight increase of 2.0%. (TY, 2010) Accordingly it is predicted that a slow recovery may be well-founded for the Finnish cosmetics sector.

In Finland, the average annual per capita spending on cosmetics is €150 in recent years. Out of the total sum, consumers spend €51 on hair care, €40 on skin care, merely €7 on fragrances, and €52 on other categories. Accordingly hair care and skin care products garnered most of consumer spending and Finnish consumers are more likely to purchase fragrance-free products. (Karine, 2009) In recent years, skin care market was the fastest-growing one in Finland and other EU countries. (Global insight, 2007) What is worth mentioning is that facing the fierce competition among domestic and foreign companies, the Lumene Group still could lead skin care segment with its 20% retail value share in 2009. (Euromonitor, 2010) Comparatively “Finnish consumers prefer local products and this has helped the country’s smaller domestic manufacturers to compete with large international players.” (Euromonitor, 2008) However the overall skin care sales declined

by over 2% in the same year. This trend shows some consumers became more sensitive to the prices; their minds have been changed to select more economical and essential products. It is predicted that skin care will reach €223 million in sales in 2014. As the continuing economic woes strike growth, the estimated growth rates will remain modest. (Euromonitor, 2010)

2.1.2 The global male cosmetics market

Although it is expected to show the most potential going forward, male personal care is still a niche and far smaller sector in comparison with women's beauty industry around the world. As Mintel Group stated in a 2006 report that "Men's toiletries have failed to achieve the explosive growth anticipated since the late 1980s." (Mintel, 2006, quoted in Tungate, 2008, p. 13) However many studies argued that an increasing number of male consumers have changed their attitudes to pay more attention to their physical appearances. In addition, advanced products innovation, more effective promoting manners, and new product launches have contributed to a continuing growing of global male cosmetics market.

The global men's grooming reached a value of \$21.7 billion, accounting for 8% of global cosmetics and toiletries market as a whole in 2006. The same year, shaving and deodorants category led the total market, accounting for a share of 79%. (Davies, 2007) In 2008, global men's grooming was valued at \$26 billion, accounting for 8% of the entire global cosmetics and toiletries market. In this year the U.S. was the largest single market for male cosmetics with sales of \$4.7 billion. Moreover the Western European market for men's care impressively had a value of \$8.5 billion, accounting for 31% of the total market were Procter & Gamble Company, Unilever Group and Energizer holding Inc. (See table 1)

Company	Share %
Procter & Gamble Co	36.1
Unilever Group	10
Energizer Holding Inc	5.5
Beiersdorf	4.9
Others	43.5

Table 1: Men's grooming global company shares 2008

Source: Euromonitor (2010)

In 2009, the global men's toiletries market was valued at around \$18.1 million with a growth rate of 3.9%. (Datamonitor, 2010) According to Datamonitor, in years 2004-2009 the global men's toiletries market grew at a compound annual growth rate of 4.2%. During this period the male razors and blades category dominated the entire market, accounting for a share of 75.8%. As the capital player Procter & Gamble Company occupied nearly one third of market shares. (Datamonitor, 2010) In 2010, for sales of men's grooming products not all regions saw a marked increase as foretold. For instance, the average American males spent 10.2% less on drugstore skin care products in this year. Despite UK is fast increasing in population, the British male cosmetics market has only experienced a modest increase of 3% over the last 3 years. (Industry report: Male grooming 2011)

According to Euromonitor, it is predicted that global sales of men's grooming will increase by \$3.5 billion by 2011. (Davies, 2007) Moreover Datamonitor Group forecasts that by 2014, the male toiletries market at a global level will reach a value of \$22.1 million, an increase of 22% since 2009. (Datamonitor, 2010) Overall, the general trend is that the global male cosmetics market is continuing growing and developing. It is crucial for marketers to explore men's needs and behaviors towards personal care products in order to seize potential marketing opportunities and to manage competitive businesses.

2.1.3 The male cosmetics market in Finland

Finnish lifestyle advertisements play a significant role in changing male consumers' attitudes and behavior towards cosmetics products. They also have an impact on an increase of sales for men's grooming products. The market expansion occurred since 2004 after an increasing number of international brands continuously came to Finland. (TY, 2006) In 2005, Finland showed a positive trend in sales of men's grooming products. It is forecasted that men's products show the most potential going forward. (Euromonitor, 2008)

In 2009, the marginal current value growth rate of Finnish men's grooming was leveled off with the total sales of €46 million. The same year, men's grooming was continuing led by Procter & Gamble Finland Oy with its 36% retail value share. The following leading players were Unilever Finland Oy and Beiersdorf Oy, occupying 11% and 10% retail value share respectively. Euromonitor forecasts men's grooming of Finland to reach a steady value CAGR of 3% as sales are expected to reach €52 million in 2014. (Euromonitor, 2010)

2.2 Literature Review

2.2.1 The self

According to Purkey (1988) self concept can be defined as "the totality of a complex, organized, and dynamic system of learned beliefs, attitudes and opinions that each person holds to be true about his or her personal existence." (Purkey, 1988) The self concept summarizes the beliefs a person holds about his own attributes and how he evaluates the self on these qualities. (Solomon, 2009) It is a multi-dimensional conception with regard to a person's perception of "self" related to numerous traits including academics (and non-academics), gender roles and sexuality, racial identity, and many others. (<http://en.wikipedia.org/wiki/Self-concept>) As Burns argued self concept theory and research makes it known that one's attitudes to self have impacts on behavior and provide discernments to a person's needs, perception and goals. (Burns, 1979) Thereby in daily life consumers' attitudes towards themselves are reflected by their self-concepts. Kolter presented that the basic self concept premise refers to a person's possessions

contribute to and reflect his identities. Hence in order to understand consumer behavior, marketers are supposed to firstly understand the relationship between consumer self concept and possessions. Many purchasing decisions will be influenced by those attitudes. (Kolter, et al., 2005) Numerous psychologists and sociologists have made essential contributions to the research of self concept theory. Until now the most influential view in self concept theory was that of Carl Rogers who described self concept as:

May be thought of as an organized configuration of perceptions of the self....It is composed of such elements as the perceptions of one's characteristics and abilities; the percepts and concepts of self in relation to others and to the environment; the value qualities which are perceived as associated with experiences and objects; and goals and ideals which are perceived as having positive or negative valence." (Rogers, 1951, p. 136, quoted in Burns, 1979)

2.2.1.1 Self-esteem

Self-esteem refers to a term used in mirroring individual's overall evaluation of his/her own value. (<http://en.wikipedia.org/wiki/Self-esteem>) The original definition of self-esteem has been given by James and he initially pointed the way with a formula to explain the principle of self-esteem "as a ratio found by dividing one's successes in areas of life of importance to a given individual by the failures in them or ones 'success/prentensions.'" (James, 1890, quoted in Burns, 1979)

$$\text{Self-esteem} = \frac{\text{Successes}}{\text{Pretensions}}$$

He stated that "our self-feeling in this world depends entirely on what we back ourselves to be and do. It is determined by the ratio of our actualities to our supposed potentialities; a fraction of which our pretensions are the denominator and the numerator our success." (James, 1890, p. 64, quoted in Burns, 1979) According to James it is argued that self esteem will be determined by the position people holds in the world contingent on his success or failure. (Burns, 1979) Coopersmith (1967) also described self-esteem as "the evaluation that the individual makes and customarily maintains with regard to himself," and in a nutshell it refers to "a personal judgment of worthiness that is expressed in the attitudes the individual holds." (Coopersmith, 1967) According to

Burns, Self esteem is the making of conscious appraisal refers to the essential of oneself or of aspects of oneself. A person's attitudes towards self esteem originated from being keeping with specified criterions, reward for meeting his own and others' desires for him. (Burns, 1979) Persons with high self esteem accept themselves generally whereas those with low self esteem have little acceptance of themselves, and they tend to perform imperfectly or attempt to avoid failure, embarrassment, or rejection. (Solomon, 2009)

Consumer's self-esteem could be affected by marketing communications. Here comes the term of social comparison that an individual attempts to evaluate himself in comparison to outside artificial images (Festinger, 1954, quoted in Burns, 1979), which could be sparked by exposure to ads. Marketers tend to gain potential consumers' attentions or change their attitudes towards products by providing them with idealized images of positive, attractive people who just happen to be using their products. (Solomon, 2009)

2.2.1.2 Body image

Body image refers to an evaluated picture of one's physical self; it involves an estimation and evaluation of the physical apparatus in terms of social norms and appraisals from others. For any person the body is the most visible and sensed part of him, hence compared to other elements of self conception, the body image is more open to private and public evaluation. (Burns, 1979) A person's satisfaction with his physical appearance depends on how closely he thinks the image corresponds to his own learned cultural norms and stereotypes. (Solomon, 2009) And their ideal body images shifts among various cultures at times. (Burns, 1979) For instance Solomon stated that "our culture's stereotype of the ideal male is a tough, aggressive, muscular man." Moreover through a statistically elaborate study, Mahoney and Finch (1976) found that "voice, chest and facial features explained most of the variance of self esteem for men." (Mahoney & Finch, 1976, quoted in Burns, 1979) In general it seems that physical attractiveness always plays a significant role in creating a positive and better-adjusted man who has received a lot of positive acceptances and appraisals from others.

2.2.2 Consumer behavior

Consumer behavior is defined as “the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.” (Solomon, 2009) All exchanging issues could affect the consumer before, during, and after a purchase. A consumer refers to “a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three consumption process.” (Solomon, 2009) Good business requires marketers to understand the role of consumption activities in the daily lives of consumers. (Arnould. et al., 2004)

2.2.2.1 Characteristics affecting consumer behavior

Purchasing behavior is the result of the complex interaction of all the cultural, social, personal and psychological characteristics. These characteristics are essential for marketers to identify interested purchasers and to satisfy their needs better. In this context, to develop marketing strategies, marketers are supposed to understand many of those factors to understand consumers with unique cultural backgrounds, and needs of consumers in various markets. (Kolter. et al., 2005)

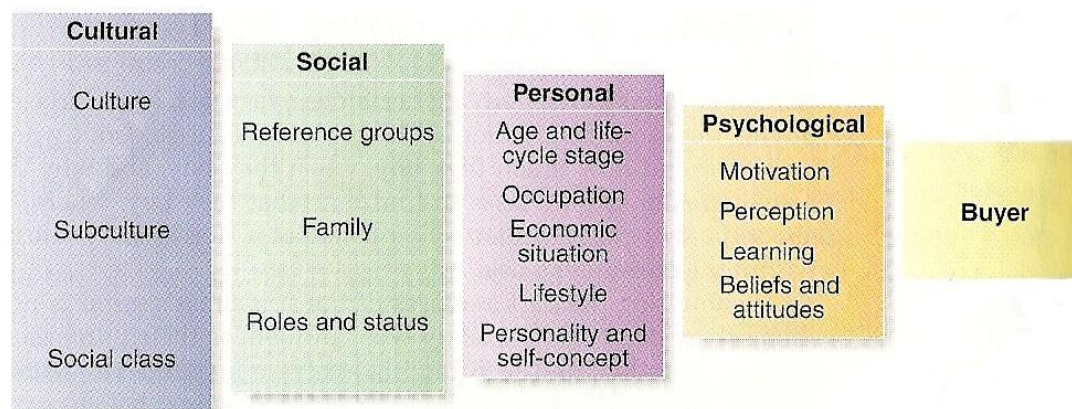


Figure 1: Factors influencing behavior

Source: Kolter, P. et al. (2005)

- **Cultural factors**

In the broadest sense, consumer behavior is deeply influenced and shaped by cultural factors. It is crucial for marketers to understand the role played by the buyer's culture, subculture and social class.

- *Culture*

Culture is the keystone of an individual's wants and behavior. Kolter presented culture as "the set of basic values, perceptions, wants and behaviors learned by a member of society from family and other important institutions." (Armstrong & Kolter, 1997) Solomon described culture as the accumulation of shared meanings, rituals, norms and traditions among the members of an organization or society. (Solomon, 2006) According to Arnould, et al. (2004), a society's culture is "dynamic blueprints for action and interpretations that enable a person to operate in a manner acceptable to other members of the culture." (Arnould, et al., 2004) The concept of culture has crucial impacts on consumers' attitudes. On the one hand, most of priorities a consumer attaches to different products are determined by his culture. On the other hand, the consumer's culture determines the success or failure of new products or services. (Solomon, 2009) Furthermore marketers attempt to track cultural shifts that might suggest new way to serve customers. Hence only could marketers have a good understanding of consumer behavior if they consider the cultural context in which they are made. (Kolter, et al., 2005)

- *Subculture*

Group memberships within the society may strongly affect consumers' lifestyles. Cultures are comprised of those subcultures or groups of people with shared value systems basing on common life experiences and situations. (Kolter, et al., 2005) Each consumer belongs to many subcultures. And we distinguish memberships among nationalities, age, racial background, or a strong identification with an activity or art form. (Solomon, 2006) In addition, essential market segments are made up of different subcultures which may provide more marketing opportunities for companies. (Kolter, et al., 2005) Especially in many European heterogeneous societies, consumers belong to various cultures tend to make efforts in maintaining their sub-cultural identification from being sank into the mainstream of the dominant society. (Solomon, 2009)

- *Social class*

Social class is defined as society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors. (Kolter, et al., 2005) Consumers' distinctive occupations, income, education, wealth and other variables determine which position they occupy in the social structure. Meanwhile the position is also an essential determinant of their access to resources such as education, consumer products and housing. (Solomon, 2006) What is more, people within a given social class have similar product and brand preference. (Armstrong & Kolter, 1997)

- **Social factors**

Many theorists claimed that those social factors such as different groups each of us belongs to, family and social roles and status have a strong impact on a person's behavior. Marketers also consider social factors as significant implications when they design marketing strategies.

- *Groups*

Each person belongs to many different groups and many of a person's buying decisions are primarily motivated by his desire to adapt to or to identify with desirable groups. (Solomon, 2009) A reference group is defined as "an actual or imaginary individual or group conceived of having significant relevance upon an individual's evaluations, aspirations, or behaviors." (Whan & Parker, 1997, quoted in Solomon, 2009) Marketers always attempt to figure out how group memberships shape consumers' preferences and to determine the target markets. Generally reference groups affect individuals in three manners. First, they could expose a group member to new behaviors and lifestyles. Second, those groups could have an impact on one's attitudes and self-concept. Moreover they may influence a person's product and brand choices. (Kolter, et al., 2005)

When members are strongly influenced by reference groups, the opinion leaders who possess specific characteristics, knowledge or capabilities will undoubtedly play a crucial role in shaping their attitudes and opinions. In marketers' views, an opinion leader is also "the person who offers informal advice or information about a specific product or product category, such as which of several brands is best or how a particular product may be used." (Schiffman, et al., 2010) Hence many marketers attempt to identify opi-

nion leaders' characteristics and their communicating channels to track the information of their product and brand choices. (Kolter, et al., 2005)

- *Family*

Traditionally, family is defined as “two or more persons related by blood, marriage, or adoption who reside together.”(Arnould, et al., 2004) It is found that family members may exert a mutual influence on each other's behavior. For instance, children's future consumption attitudes will be strongly affected by their parents. It is also common that in daily life both husband and wife have a direct impact on each other's buying behavior. Nevertheless, their involvement in purchases varies widely by purchasing process and by product category. (Kolter, et al., 2008)

- *Roles and status*

According to Kolter, a role consists of activities an individual is desired to perform in accordance to persons around him. Each of the person's roles will have an impact on his purchasing behavior. Additionally status is defined as “the general esteem given to a role by society.” Consumers tend to select products that reflect their status in society. (Kolter, et al., 2005)

- **Personal factors**

A consumer's buying behavior is also influenced by his unique personal characteristics. For instance, youngsters' consumption attitudes differ from those of elder people; retired people purchase differently from young married couples. These personal characteristics include a consumer's age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept. (Kolter, et al., 2005)

- *Age and life-cycle stage*

There is no denying that an individual's needs and wants change at any given time over his lifetime. Consumers with different ages have various interests of goods and services. Hence age is treated as a significant factor in developing marketing segmentation, targeting, and product positioning strategies. In addition, marketers determine target markets in accordance to life-cycle stages. It is also important for marketers to pay attention to the life-transition, which is defined as “socially recognized changes in status.” Since

adults will go through specific transformation in lifetimes, it is required to develop specific products and services to meet their certain needs and wants and to match these adults transformation. (Arnould, et al., 2004)

- *Occupation*

A person's occupation also has an impact on buying behavior. Marketers sometimes design products based on consumers' occupational needs. Some products are even developed to meet certain occupational groups' needs. (Kolter, et al., 2005) In addition, marketers think more to define their target markets for the products or broader occupational categories according to consumers' specific occupations. (Schiffman, et al., 2010)

- *Economic situations*

Consumers' attitudes towards money and economic circumstances vary around the world. Some people manage money well, whereas some are poor of saving. Especially under the shadow of financial crisis, most of us become sensitive to pay for expensive goods. That is why marketers try to follow the trend of personal income, saving and interest rates. (Kolter, et al., 2005)

- *Lifestyle*

In a common sense, people select distinct products and services that reflect their unique lifestyles. According to Kolter, life style is an individual's pattern of living as displayed in his interests, behaviors and opinions. Marketers apply psychographics as the technique that helps to measure lifestyles and to understand consumer attitudes and how they select to spend money. Furthermore marketers use lifestyle concept to develop market segmentation strategies and to understand how consumer values influence purchasing behavior. (Kolter, et al., 2005) Last, consumption patterns change over time. It indicates that marketers should continually track and monitor the social landscape in order to predict where the changes will lead. (Solomon, 2009)

- *Personality and self-concept*

Personality is defined as "the distinctive and enduring patterns of thoughts, emotions, and behaviors that characterize each individual's adaptation to the situations of his or her life." (Arnould, et al., 2004) This is a significant concept since consumers can be

categorized into different groups basing on one or some of their characteristics. Additionally a person's personality is seen as consistent and eternal. These qualities of personality are vital for marketers to discover and analyze consumer behavior for specific products choices. Nevertheless personalities may be changed under certain situations such as marriage or a shift of occupation. (Schiffman, et al., 2010)

The self-concept strongly affects consumption behavior. Many studies demonstrated that self-concept and consumer behaviors are interrelated closely, since consumption could precisely communicate respects of self to others. (Arnould, et al., 2004) In this case marketers might employ "identity marketing" strategy where consumers change some respects of the selves to promote for branded products. On the other hand, the self-concept and social identity of a person can also be shaped by products. (Solomon, 2009)

- **Psychological factors**

Consumer behaviors are further shaped by four significant psychological forces: motivation, perception, learning and beliefs and attitudes. (Kolter, et al., 2005)

- *Motivation*

The identification of consumer motives is an essential step to ensure that consumers' certain needs will be satisfied by products. Motivation refers to the processes that lead people to behave as they do. It occurs when a need arises that a consumer wishes to satisfy. (Solomon, 2009) Marketers try to develop strategies on the basis of consumer goals, drives, and wants. A consumer's goal is end or aspiration that directs actions. (Schiffman, et al., 2010) Drive refers to a need which is sufficiently pressing to direct the person to seek satisfaction. (Kolter, et al., 2005) Want is a demonstration of a consumer's need created by personal and cultural aspects. (Solomon, 2009)

Many theories have explained why individuals behave the means they do. According to Solomon, motivation could be described in terms of its strength-the reinforcement that exerts on consumers, and direction-the specific manner a consumer try to reduce motivational tension. Most of consumer goals could be achieved by many means. The specific manner a need is met relies on a person's own background, learning experiences, and his cultural environment. (Solomon, 2009)

A number of psychologists have also made effort to classify human needs. Maslow's hierarchy of needs demonstrated that people must initially satisfy fundamental needs before progressing up the ladder. Whenever physiological needs have already been met, the consumer's involvement degree of the product must be considered. It implies that the same product could meet different needs, depending on the consumer's condition at the time. (Solomon, 2009)

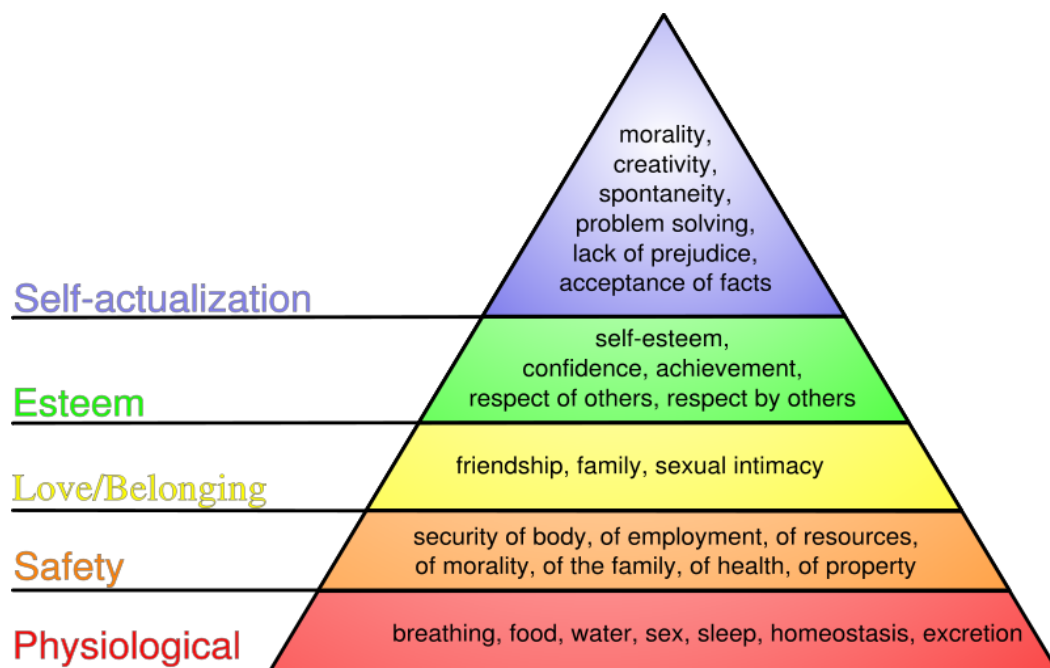


Figure 2: Maslow's Hierarchy of Needs

Source: <http://dinamehta.com/blog/2010/01/12/twitter-maslows-hierarchy-of-needs-nay-hierarchy-of-tweets/>

Nevertheless, consumers might not be motivated to the same extent. Involvement refers to the degree of perceived personal significance or interest aroused by stimuli under a certain circumstance. In this context, marketers consider degree of involvement as a means in use of segmenting market and developing strategies. (Solomon, 2009)

- *Perception*

Solomon defined sensation as the instant response of a person's sensory receptors to such basic stimuli as light, color, sound, odors, and textures. Each of these sensations is essential in use of marketing decisions. Numerous marketers work at supplying advertisements, product packages, radio and television commercials, and billboards to stimu-

late our sense. As a result consumers then deal with the shock of sensations by following closely to some stimuli or paying no mind to others. (Solomon, 2009)

Perception is “the process by which these sensations are selected, organized, and interpreted.” As figure 3 shows, the perceptual process consists of three stages: exposure, attention, and interpretation. Generally marketing stimuli have significant sensory characteristics. For instance, marketers rely heavily on such visual elements as a product’s color, size, and styling in advertising, packaging, and store decoration. Consumers could also be attracted by scented clothes, scented cosmetics products, and scented advertisements. In addition, advertising background music might influence a consumer’s feeling and enhance brand awareness. (Solomon, 2009)

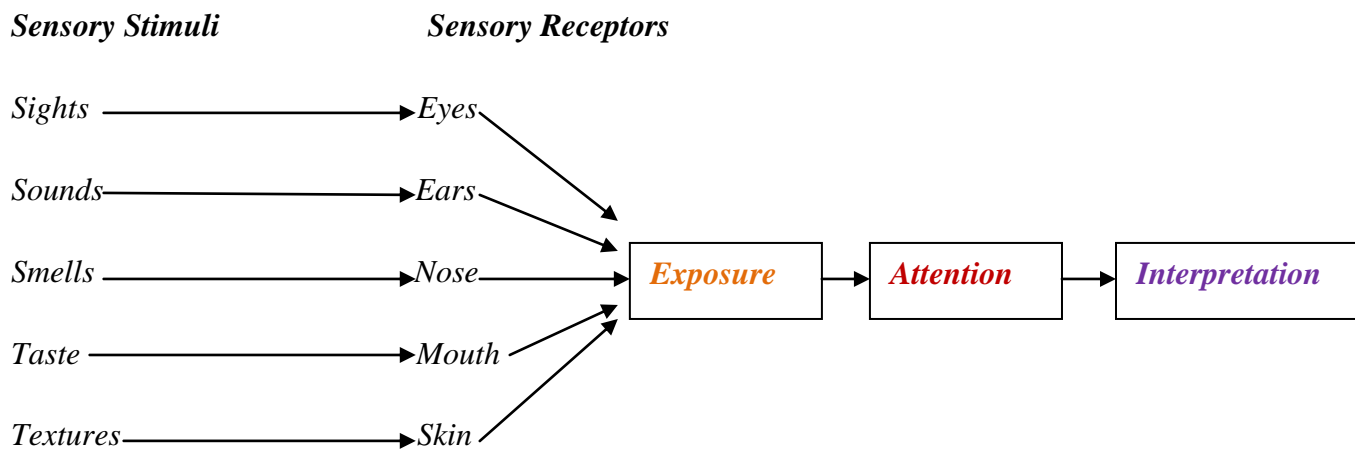


Figure 3: An overview of the perceptual process

Source: Adapted from Solomon (2009) p. 79

○ *Learning*

Learning refers to a relatively enduring alteration in behavior which is caused by experience. (Solomon, 2009) Many studies demonstrated that most of human behavior is learned. Learning may occur via the interaction of drives, stimuli, cues, responses and reinforcement. (Kolter, et al., 2005) Learning is also an ongoing process. The knowledge and information a person possesses might be continually modified when he is exposed to new stimuli and gains ongoing feedback. (Solomon, 2009)

Behavioral learning theories have been discussed for many times in order to understand how consumers learn. The theories suppose that learning occurs as the result of responses to external events. Classical conditioning takes place “when a stimulus that elicits a response is paired with another stimulus that initially does not elicit a response on its own.” Over time, this conditioned stimulus comes to cause the response as well. Some marketing strategies such as repetition, licensing, and family branding are created on the basis of this theory. The other perspective of behavioral learning is that of instrumental conditioning. This shape of conditioning takes place when a person learns to perform behaviors that produce positive results and avoid those that lead to negative outcomes. One example of marketing application regarding this theory would be brand equity. What is more, cognitive learning takes place as the consequences of a person’s mental process. For instance, observational learning occurs when a person performs a behavior as the consequence of watching others performing it and being rewarded for it. (Solomon, 2009)

- *Beliefs and attitudes*

After learning, individuals will acquire their beliefs and attitudes. Both of them might shape consumers’ purchasing behaviors. A belief is defined as a descriptive idea in mind that an individual holds about something. In marketers’ views, consumers tend to formulate about particular products or services, and their consumption behaviors will be influenced by those product and brand images made up by beliefs. (Kolter, et al., 2005)

Consumers’ attitudes towards products, services, and their environments are essential for marketing decisions. An attitude is an individual’s enduring evaluations, feelings, and tendencies to an object or thought. (Kolter, et al., 2005) Daniel Katz argued that attitudes cover the following functions: utilitarian, value-expressive, ego-defensive, and knowledge. Attitudes are also relevant to an individual’s association with his social environment. In addition, many studies demonstrated that an attitude has three fundamental component parts: affect (the way a person feels), behavior (a person’s intentions to act), and cognition (what a person believes). As figure 4 shows attitudes may also arise from three hierarchies of effects relying on a person’s level of involvement and certain situations. They help to foresee the consequences of various attitudes circumstances.

(Solomon, 2009) Last, attitudes are hard to change. Hence difficult revision in many others might be required to change one attitude. (Kolter, et al., 2005)

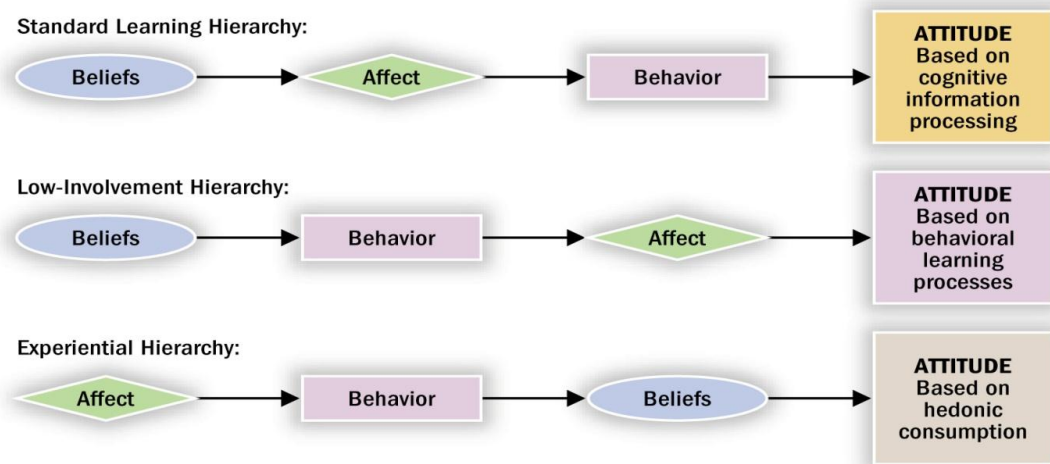


Figure 4: Three hierarchies of effects

Source: Solomon (2009) p. 285

2.2.2.2 The buyer decision process

Most buyers pass through a series of stages to reach a purchasing decision. According to Kolter, as figure 5 shows typically five steps are involved in consumption decision process: need recognition, information search, and evaluation of alternatives, purchase decision and post purchase behavior. This model implies that marketers should pay attention to the whole purchasing process rather than just purchase decision. Moreover as some purchase decisions are less significant, some of these steps might be skipped by a consumer. On the contrary sometimes a decision is one where a big amount of efforts are required to put into. (Kolter, et al., 2005)



Figure 5: Buyer decision process

Source: Adapted from Kolter. et al. (2005) p. 279

Buyer decision-making could be identified through two main approaches. In the first place, a person who is highly involved in a purchase is thought to move through the process as figure 6 shows. Information search is seen as the most significant part of the high-involvement decision-making process. Thus marketers are suggested to utilize a great deal of media sources and various communicating manners to serve potential consumers. (Fill, 2002)

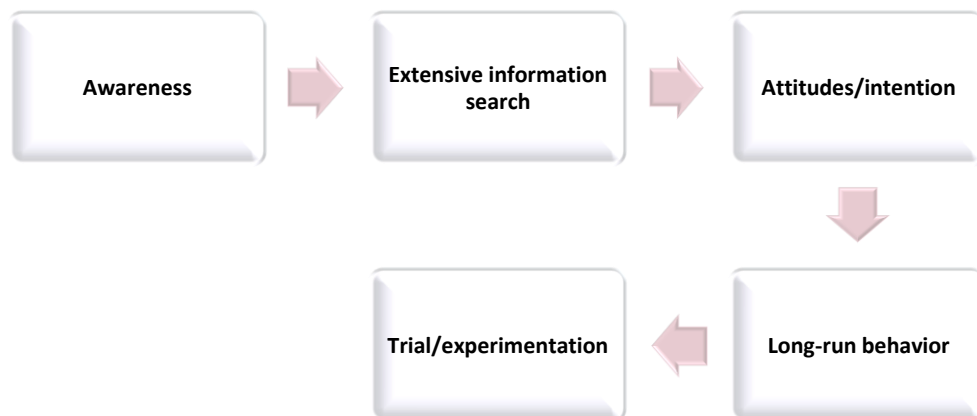


Figure 6: High-involvement decision-making process

Source: Adapted from Fill. C. (2002) p. 101

Besides, a person who has a low involvement in a purchase is thought to move through the process as figure 7 shows. Marketing communications could also help to develop consumers' awareness in the low-involvement decision-making process. In this context some tips are vital for marketers: first, it is more effective to use shorter messages and

less information; second, broadcast is a good channel to spread information of products or services; last, repetition is significant. In low-involvement purchases, marketers tend to employ a combination of price, packaging and point-of-purchase displays, and promotions to stimulate consumers into trying their products or services. (Fill, 2002)

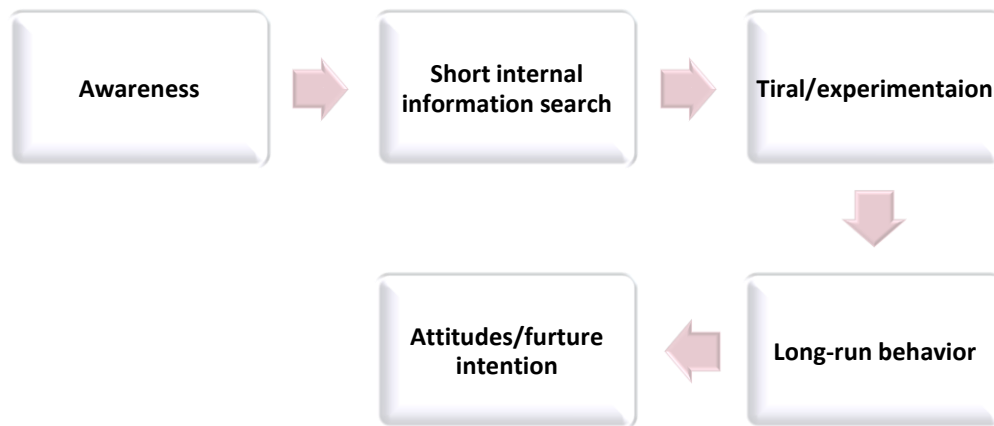


Figure 7: Low-involvement decision-making process

Source: Adapted from Fill. C. (2002) p. 103

2.2.2.3 Male consumer behavior

In a common sense, gender plays an essential role in the study of consumer behavior. Gender identity is always linked to those differences in psychological characteristics, norms, attitudes, and behaviors. (Arnould, et al., 2004) In western societies, people stereotypically linked such sex-typed characteristics as aggressive, tough, muscular, dominating, instrumental, (Burns, 1979) independent, assertive, and competitive with males. (Arnould, et al., 2004) Further, traditionally it was strongly believed that men and women think and behave in quite different ways. For instance it seems that physical attractiveness plays a significant role in creating a happier and better-adjusted man via the obtainment of many positive feedbacks and acceptance of others. (Burns, 1979) Nonetheless in women's eyes, appearance is not regarded as the most essential attribute applied in judging whether a man is attractive or not. Their ideal men are supposed to possess financial stability, emotional strength, loyalty, security, and a good sense of humor. (Tungate, 2008)

Sex role is in terms of a person's conceptualization of his own degree of masculinity or femininity. (Burns, 1979) It is learned through social communications and affected by various cultures and societies. Purchasing is deeply influenced by sex roles. Many studies found that men tend to achieve agentic goals while women are more likely to pursue communal goals. (Solomon, 2009) That is why male's purchasing is strongly driven by functionality and performance of products. (Tungate, 2008) In addition patterns of responses to market stimuli may be shaped by differences in sex-role orientation. (Solomon, 2009)

As time goes on, evolution of sex roles occurs with continuous change of societies. In the past, people regarded males and females as producing and consuming ones respectively. Within a family, women were traditionally playing the main purchasing roles while men were expected to work hard, create values, and achieve goals. (Tungate, 2008) With the rise of feminism, women gradually obtained more opportunities to work outside. Obviously nowadays they are turning more independent due to their growing economic power. Consequently men are more involved in housework and family's purchasing. Not surprisingly as many studies proved that man also shows more feminine-associated interests in shopping and looking good. It implies that a trend towards behavior around the world might be caused by shifts in sex roles. Additionally Solomon argued that western's cultural definition of masculinity is "evolving as men try to redefine sex roles while they stay in a 'safe zone' of acceptable behaviors bounded by danger zones of sloppiness at one extreme and effeminate behavior at the other." (Solomon, 2009) Further, the sex role association is diminishing for many traditional male or female-oriented products. (Schiffman, et al., 2010)

In recent years, the word metrosexual, which refers to a straight and urban guy who is keen on fashion, home-design, gourmet cooking, and personal concerned products, is mostly in use of defining new types of males. (Solomon, 2008) The term was original coined by a British gay writer named Mark Simpson in 1994. (Tungate, 2008) Media and advertisements then were broadly employed by marketers in portraying an ideal metrosexual model. As a result this type of non-traditional male has at a time been the main objective for marketers to target.

In the real world today, as Enter Genevieve Flaven stated “men have entered a great period of exploration.” (Tungate, 2008) Many studies proved that males want to maintain their traditional manliness, but they also attempt to adapt themselves to new lifestyles and attitudes. Moreover according to Mintel “Today’s men are far more likely to adopt a regular grooming routine consisting of shave, shower, deodorize, hair styling and fragrance than ever before.” (Tungate, 2008) It is convinced that men are more concerned about their appearances. However there are still some problems marketers need to consider when they create marketing strategies. First, men are found to be loyal to products and they feel averse to try new brands. So familiarity is a crucial driver when it comes to male cosmetics purchasing. (Tungate, 2008) Second, men prefer straightly doing the buying job rather than browsing in shopping malls. Besides, men prefer simply packaged products to complexly packaged ones. Last but not least, women’s suggestions are still significant for men to select and purchase personal care products.

3 EMPIRICAL RESEARCH

3.1 Method

Quantitative approach was employed in the research. Quantitative research seeks to gain objective results of research problem through analyzing statistical data gathered from questionnaires. (Burns & Bush, 2000) The mean is standard and reliable. It is popular in different scientific fields because: 1. numerical analysis ensures the accuracy and validity of the research; 2. the responses of a smaller population could indicate the public tendency as a whole. The questionnaire-based survey was conducted for the purpose of interpreting the theory and answering research questions.

3.1.1 Population and sample

The target population comprises of 18-28 aged men who live in the greater Helsinki region. The sampling was mainly conducted at Arcada and Haaga-Helia. Convenience sampling-a non profitability method was employed to collected information. Out of 120 responses on the survey, 105 have been used in discussion. Due to the limitation of age and living place, 15 responses could not be used in the analysis.

3.1.2 Instrument

The survey instrument was built in the form of questionnaire. The questionnaire was presented as fivefold. First, question 1-4, 7, and 9 were designed to measure respondents' cosmetics consumption behaviors. Followed by question 5, 6, 12 sought to measure respondents' attitudes towards cosmetics. Third, question 8 and 11 were posed to measure respondents' purchasing choices on cosmetics brands. Fourth, question 10 was presented to measure group influence in cosmetics consumption. Last, question 12-15 were given to figure out characteristics of respondents.

3.2 Findings

The questionnaire is attached in Appendix.

Figure 8 presents the geographic characteristics of the respondents. Out of 105 respondents participating in the survey, 102 (97.1%) live in the greater Helsinki region (Helsinki, Espoo, Vantaa, and Kauniainen).

Do you live in the greater Helsinki region (Helsinki, Espoo, Vantaa, Kauniainen)?

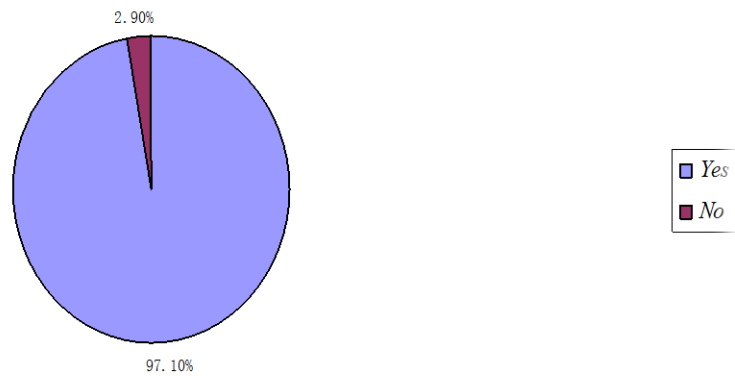


Figure 8: basic statistic 1

Figure 9 shows the age distribution of the respondents. The majority (47.6%) of the respondents are 23-25 years old, 29.5% aged 18-22, 20% at 26-30. Those aged over 30 only take up of 2.9%.

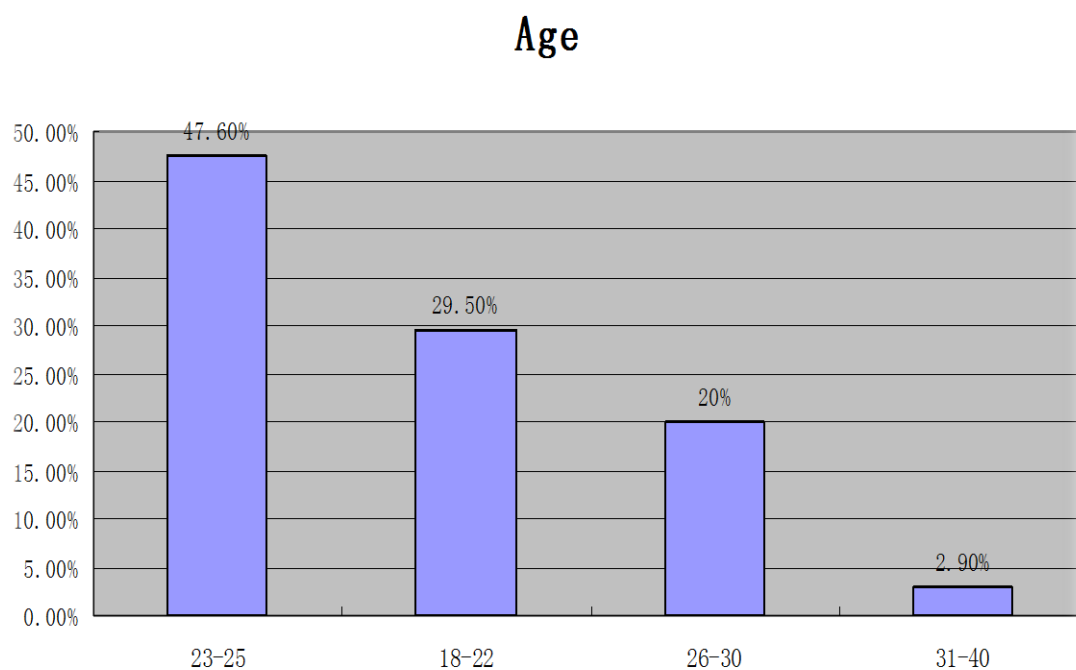


Figure 9: Basic statistic 2-Age groups

Age	Count
23-25	50
18-22	31
26-30	21
31-40	3

Table 2: Respondents by age groups

Out of 105 respondents, 64 (61%) are student, 36 (34.3%) are both student and working, and only 5 (4.8%) are working.

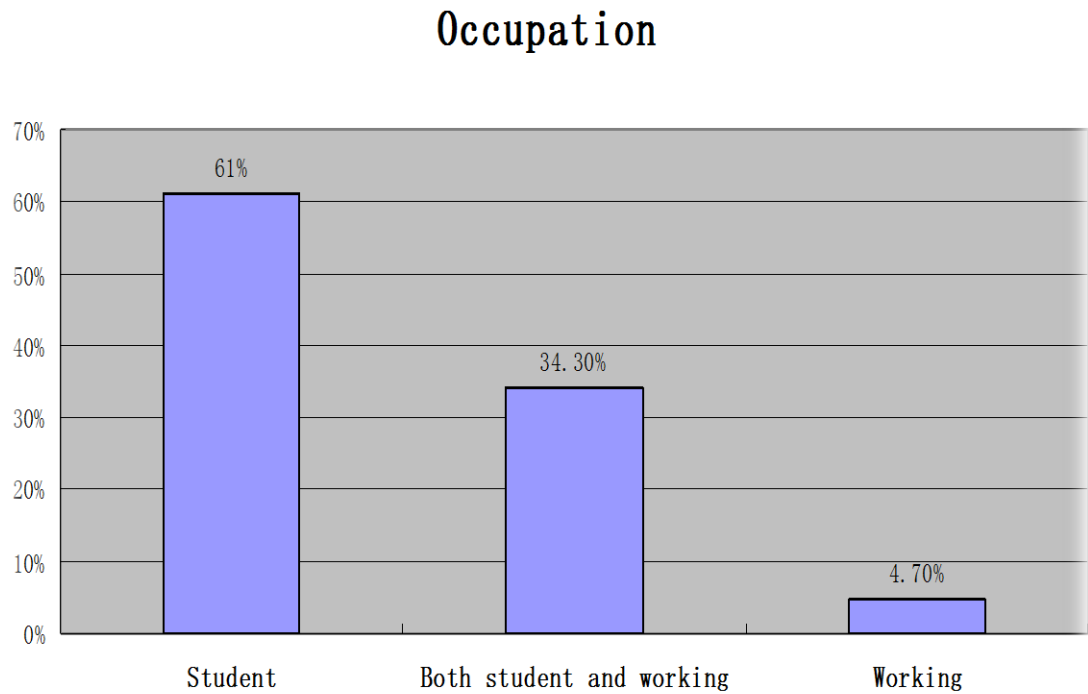


Figure 10: Basic statistic 3-Occupation groups

Occupation	Count
Student	64
Both student and working	36
working	5

Table 3: Respondents by occupation groups

Out of 105 respondents participating in the survey, the large majority, 85 (81%) stated to use cosmetics whereas 20 (19%) do not. Those non-users clearly explained the reasons for not using cosmetics as presented in question 12. It is not to say they are unconscious of their life hygiene. They may regularly use soap or women products which are standing on the shelf below the bathroom mirror.

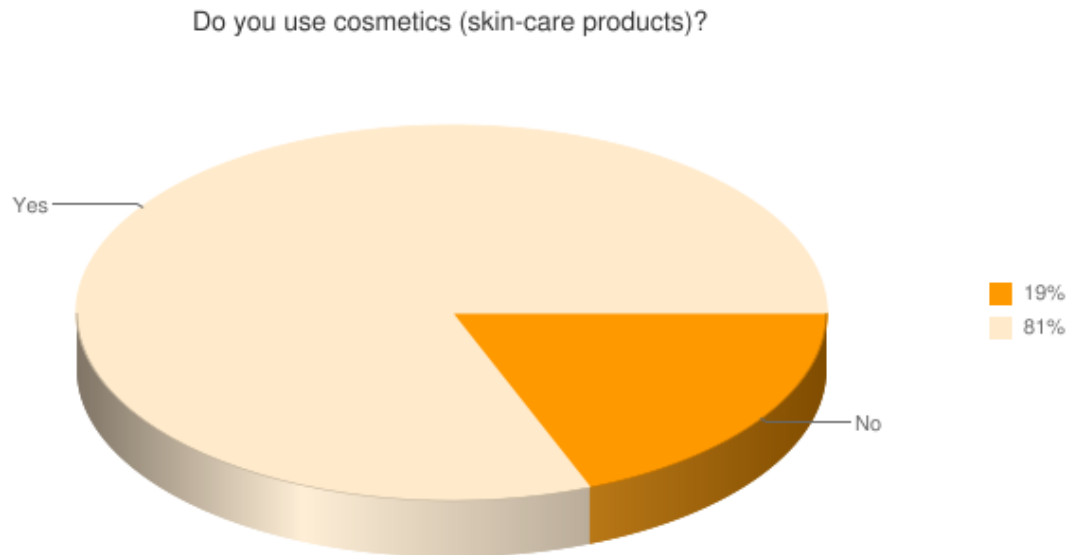


Figure 11: Question 1

As showed in figure 12, the majority (94.1%) of those 85 cosmetics users make the purchase by themselves. Some of the purchases are made by girlfriends (24.7%) or by parents (21.2%). Only 5 (5.9%) respondents choose friends as their cosmetics buyer.

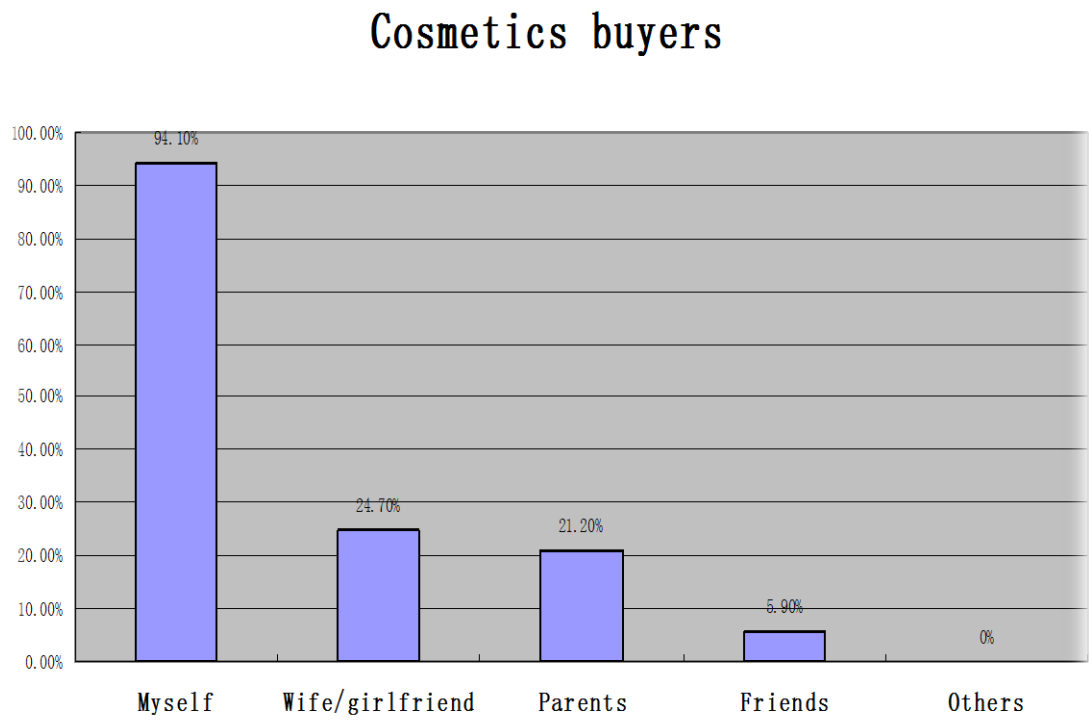


Figure 12: Question 2

Figure 13 displays the frequency of cosmetics usage. The majority (78.9%) use shower gel on a regular basis, followed by deodorant at 67.1% and hair care at 37.6% that are used every day by most respondents. On the contrary, mask at 92.9%, together with anti-aging cream at 91.8% (it could be explained by the target group of young males) and make up at 90.6%, are the products that come out to be high on the list for least frequently used. The large majority (91.8% on an average) of respondents claimed that they never use these three kinds of products. Likewise, a large number (75 out of 85) of respondents see eye cream as the least important product for frequently used cosmetics.

Frequency of usage for the following products

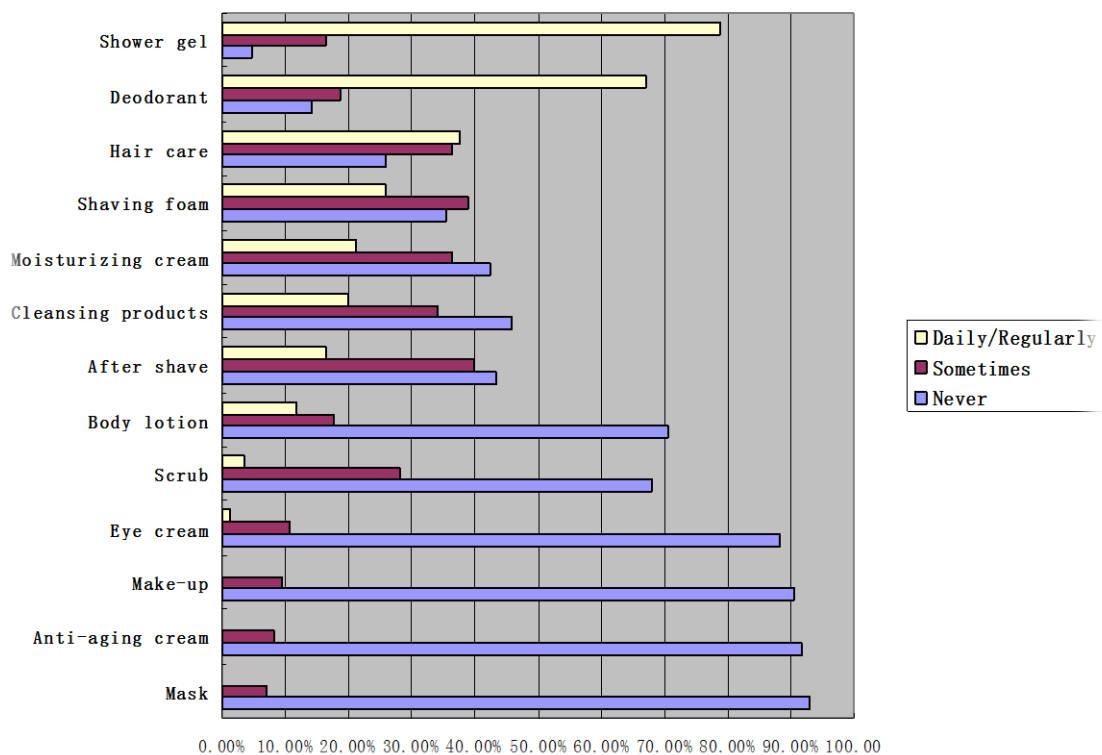


Figure 13: Question 3

As this chart exhibited that out of 85 cosmetics users, the majority (47.1%) claimed to use cosmetics since more than 3 years, followed by 40% since ever and 12.9% since between 1 and 3 years, which means the Finnish male cosmetics market has obtained a number of new consumers and the market is growing now.

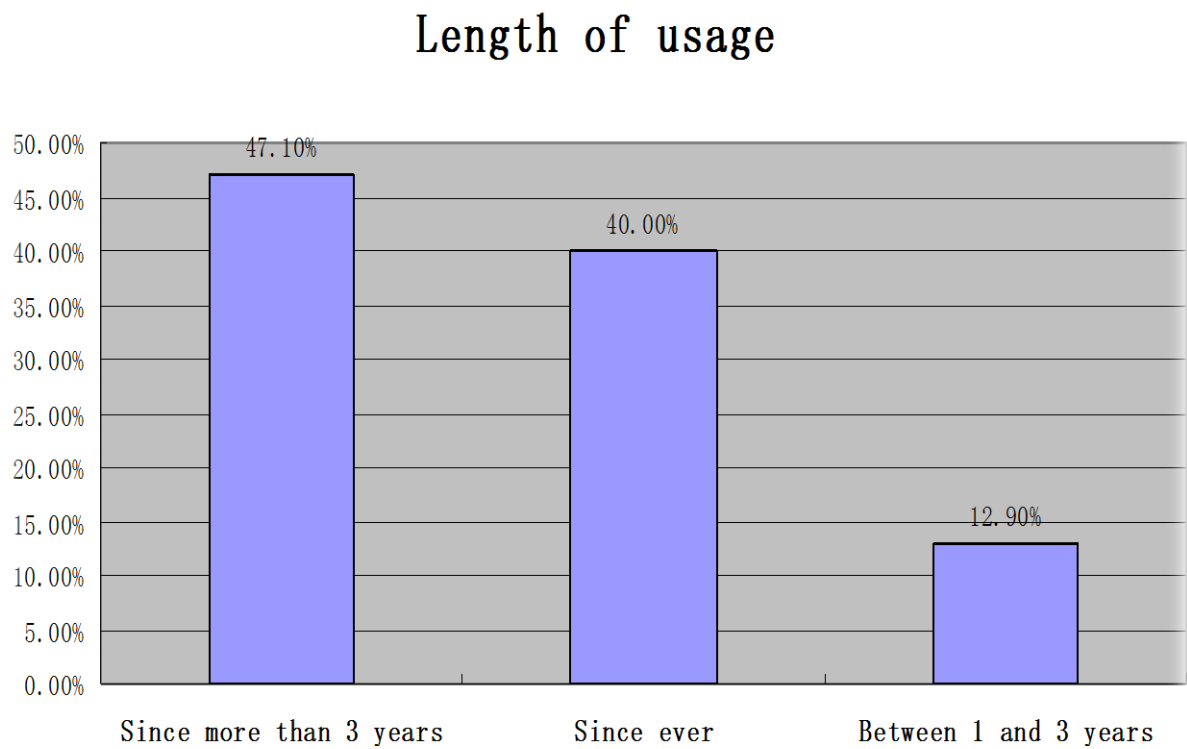


Figure 14: Question 4

Figure 15 offers an evaluation of the value placed on physical appearance. The majority (60%) of respondents regard their physical appearance as important. This is followed by 22.4% treat it as less important and for 17.6%, it is very important. It is excited for marketers that none of them regards their appearance as not important. This result proved again that males are becoming more concerned with their appearance as many studies argued.

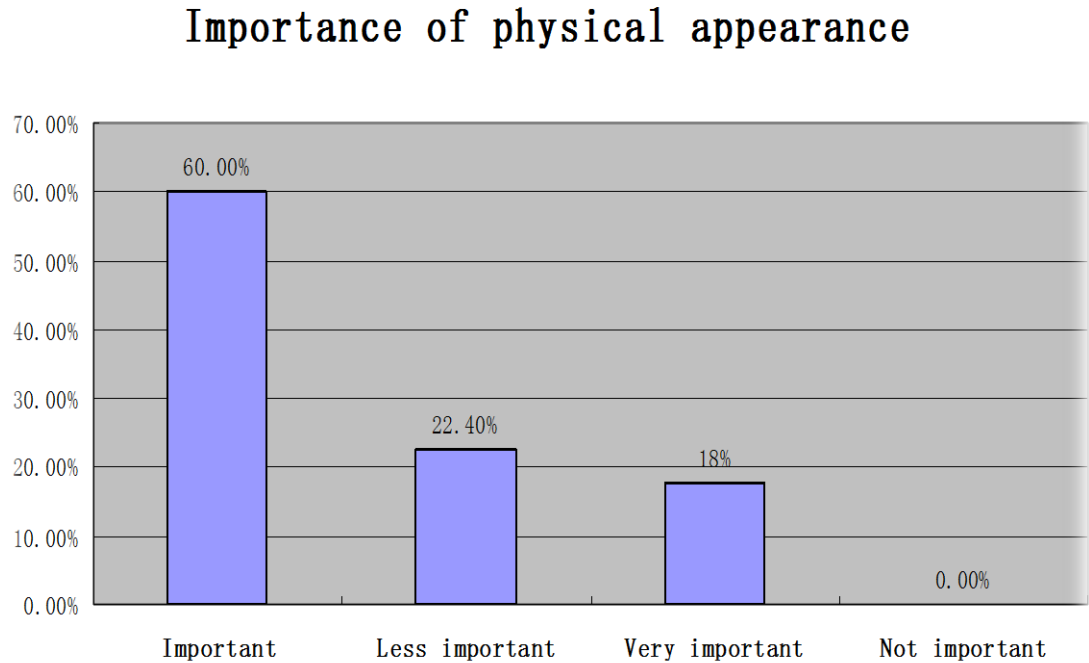


Figure 15: Question 5

Figure 16 illustrates the reasons for using cosmetics. The most significant reason, selected by 63.5% of respondents, is for feeling better, followed by 49.4% for taking care of their skin, 47.1% claim they expect to improve self-image seen by others. Minority (12.9%) use cosmetics for keeping young (it could also be explained by the target group of young males) and occupational requirements.

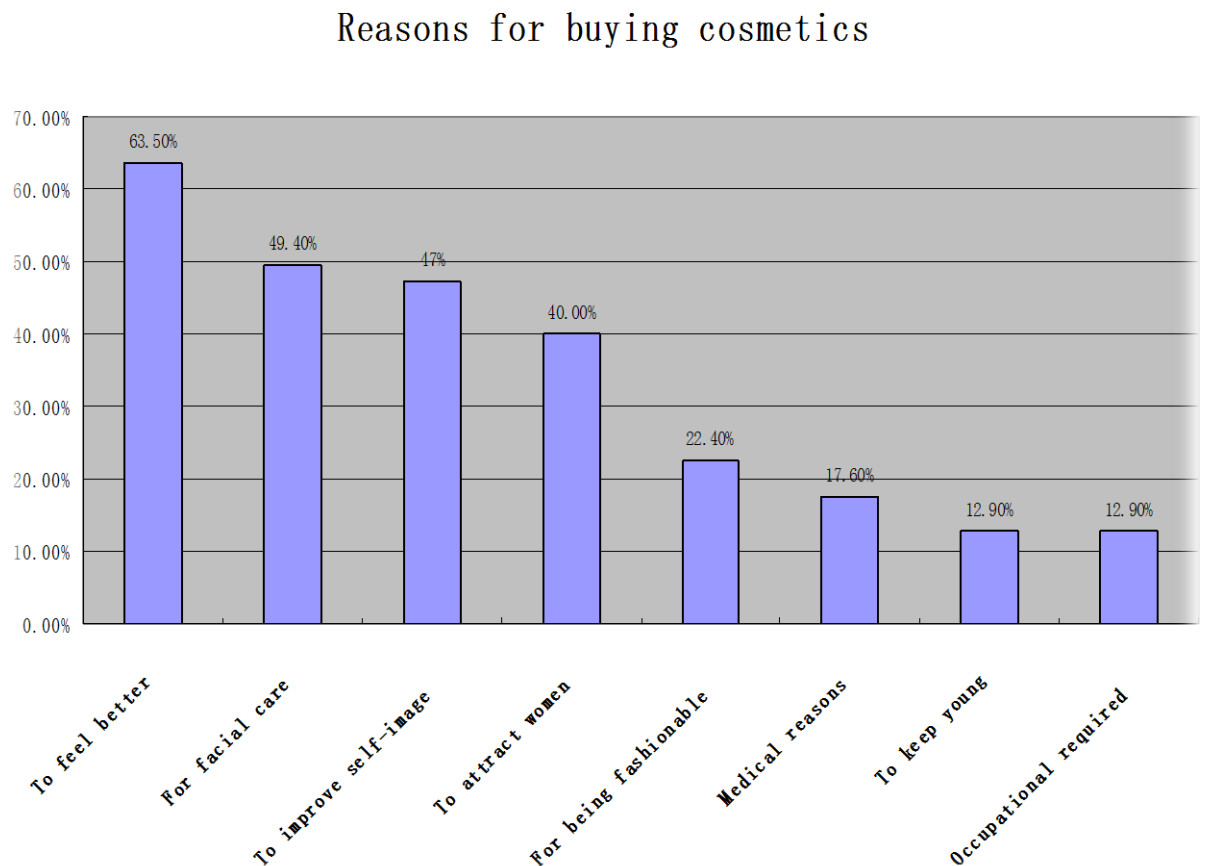


Figure 16: Question 6

Figure 17 represents the expenditure on male cosmetics. It limited the research here that there were 24.7% (21 out of 85) of respondents have not given the answers about how much in average they spend on cosmetics per month. The result obviously reflected a disadvantage of this type of self-administered survey: it is possible that some respondents will not totally complete the survey due to the interviewer's absence. According to the survey, the average monthly expenditure on cosmetics is 22.1€. Most (46.9%) of respondents spend 0-15€ on cosmetics per month, 39.1% appraise their monthly expenditure to be 16-30€ and only 14.7% estimate that they may spend 31€ or more per month on cosmetics. The estimated yearly expenditure on male cosmetics would be 265.2€.

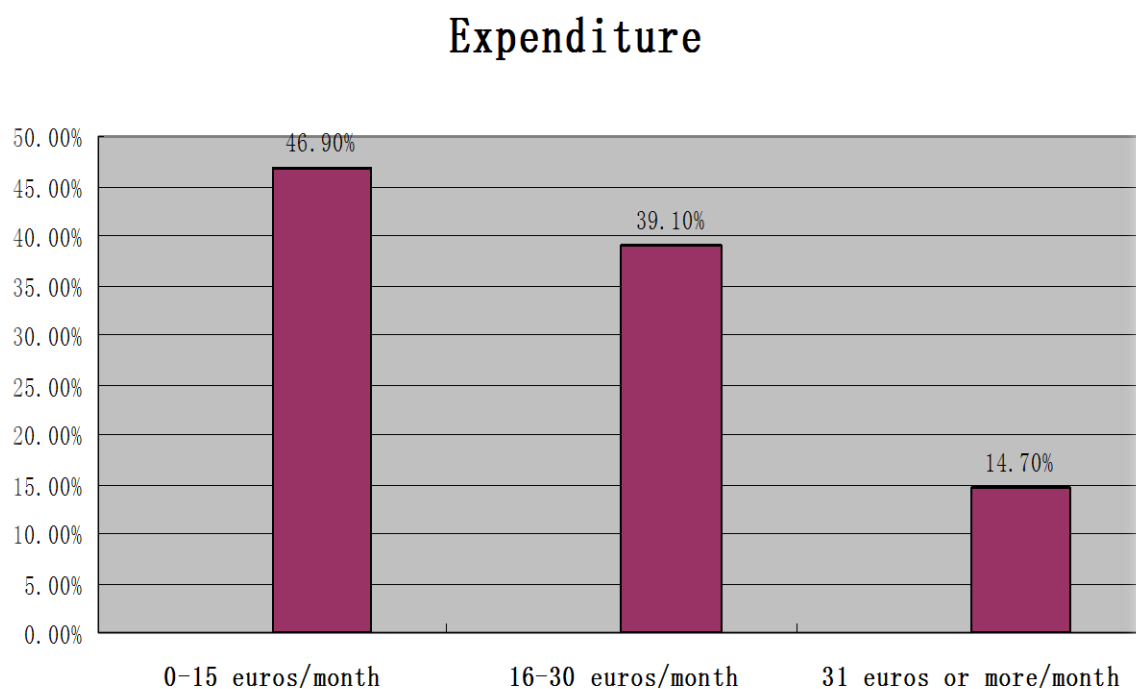


Figure 17: Question 7

The main characteristics that influence the purchasing choice are features of the products, smell, and price. 75.3% of respondents regard features of products as very important and important, followed by 62.4% and 60% respectively treat smell and price as significant factors. Moreover more than a half of respondents think it is also crucial whether the product can be easily used. Conversely, minority (only 5.9%) consider celebrities' recommendation about products as significant. Likewise, factors as advertising and packaging are seen as less important in buying behavior.

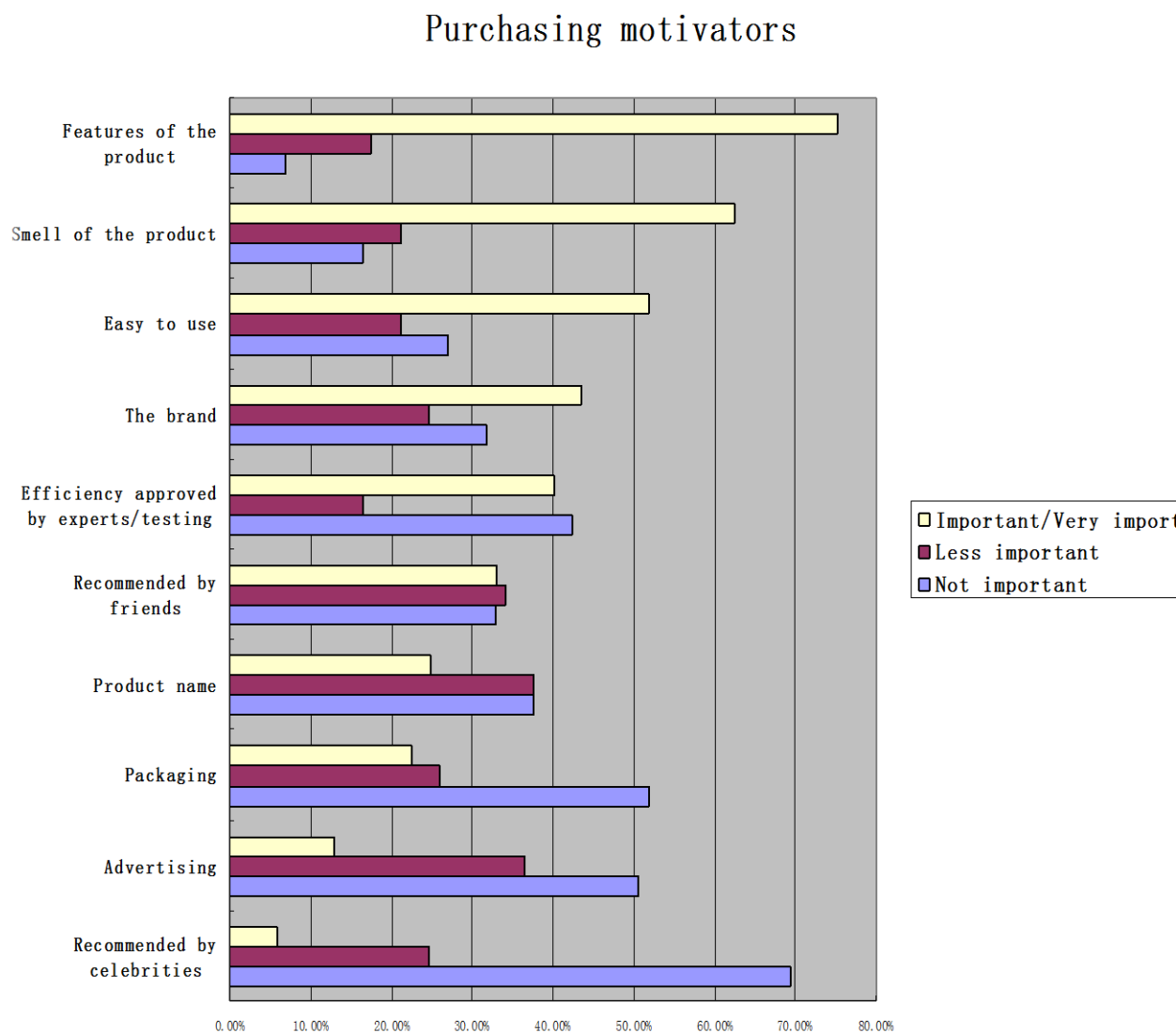


Figure 18: Question 8

The large majority, 74.1% normally buy cosmetics in the super department store, 34.1% would prefer cosmetics department and 15.3% in pharmacies. Minority (only 5.9%) choose to buy their cosmetics via internet.

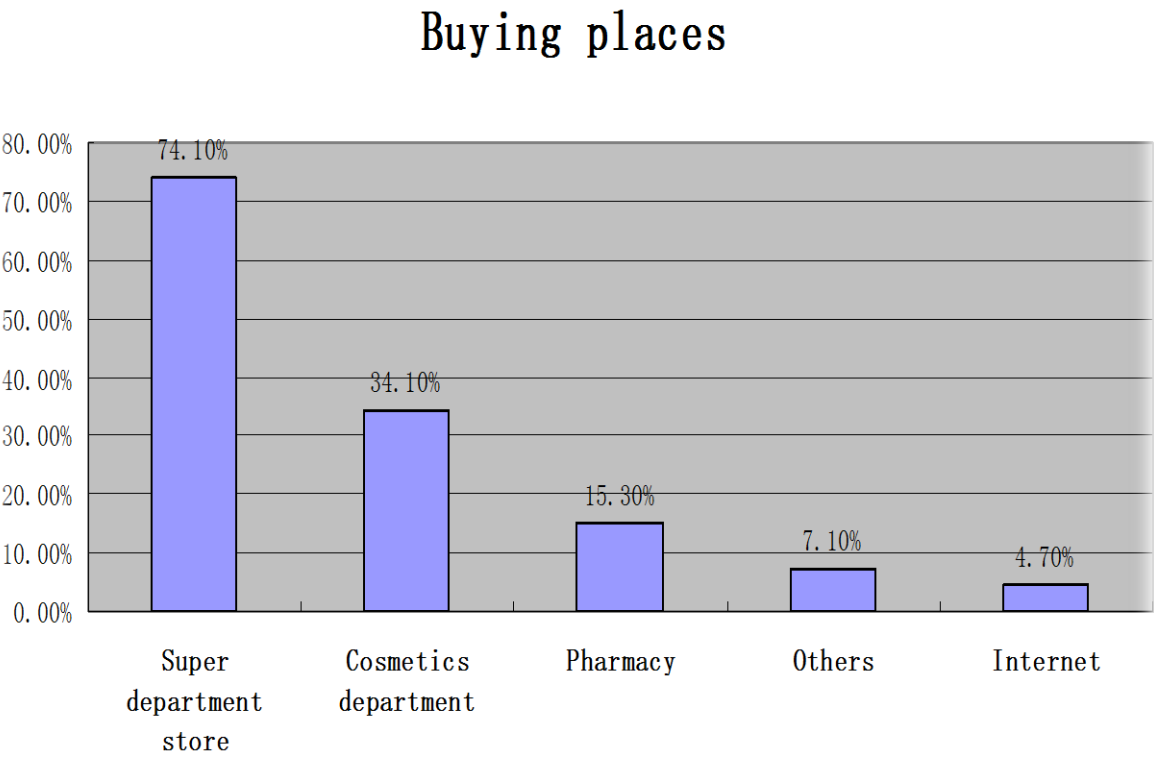


Figure 19: Question 9

It is clearly visible that most (63.5%) of respondents make purchasing decision by themselves. 24.7% select to adopt their wife/girlfriends' advisements and 20% choose male friends as their buying advisors. It seems doctors, parents, and others do not play a significant role in males' purchasing behavior.

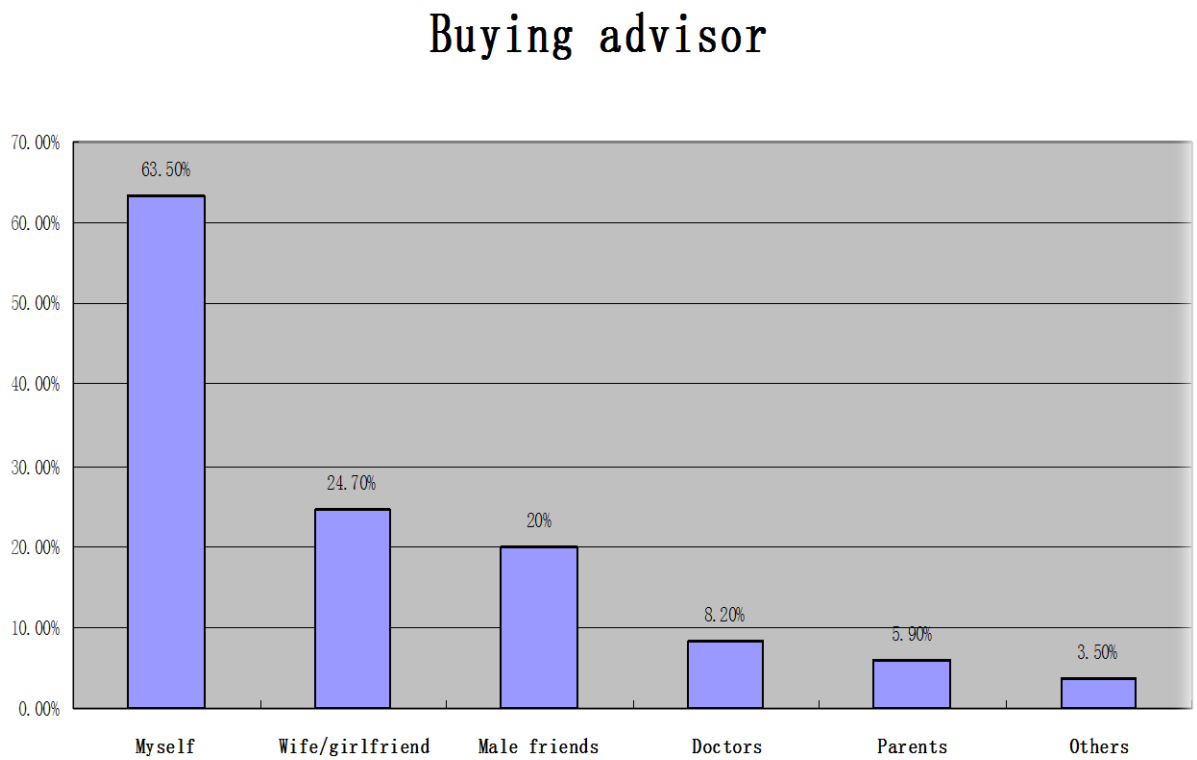


Figure 20: Question 10

Figure 21 displays respondents' preferences in cosmetics brands. The most popular brand according to 38.8% of respondents would be Nivea, followed by other brands with 37.6%. Axe is the third most popular brand that is chosen by 36.5% of respondents. Next, comes L'Oréal with 17.6%, Biotherm with 12.9%, Lumene with 10.6%, and both Nickel and Clarins with 4.7%. Apparently we can see luxury brands are not popular in Finnish young male cosmetics market. Additionally as the original Finnish cosmetics brand, Lumene is not as popular as in women's cosmetics market.

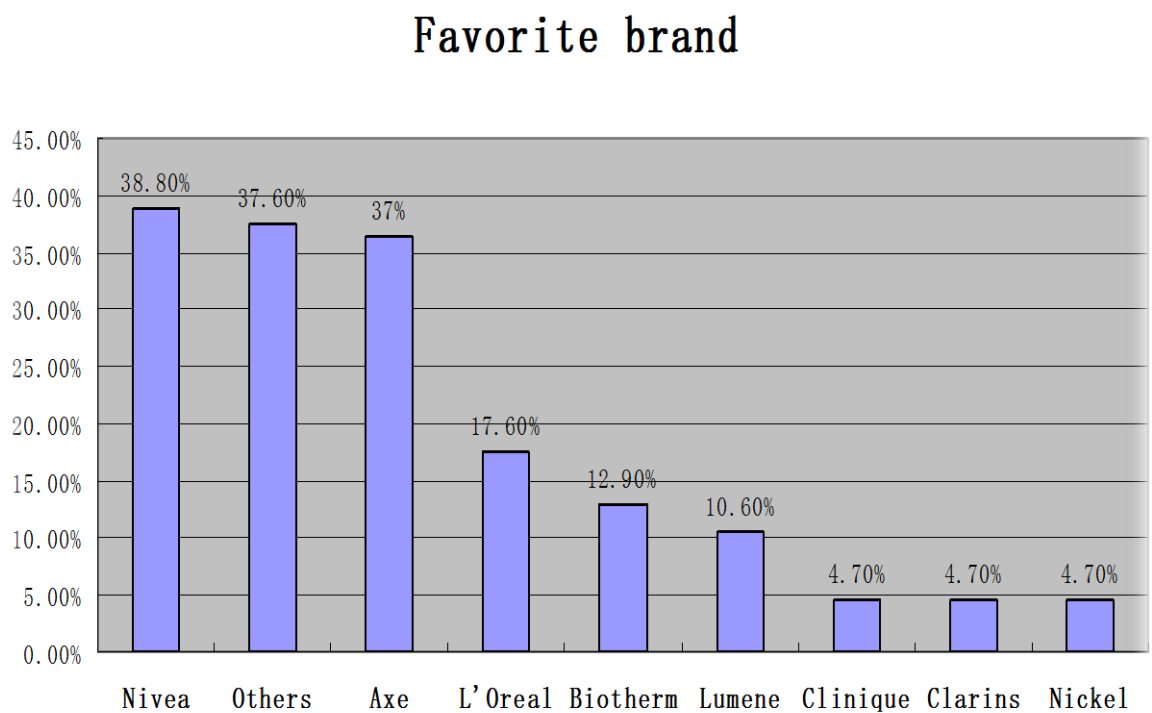


Figure 21: Question 11

Figure 22 exhibits the reason for not using cosmetics. Clearly the main reason is because for most of non-users, cosmetics are not seen as a necessity in daily lives. At least currently they do not need to use them. The second important reason is that 35% of non-users think using cosmetics may waste their time. Besides, 25% claimed cosmetics are only meant for women, 20% think cosmetics are unaffordable to them, and 15% have no adequate knowledge about males' cosmetics.

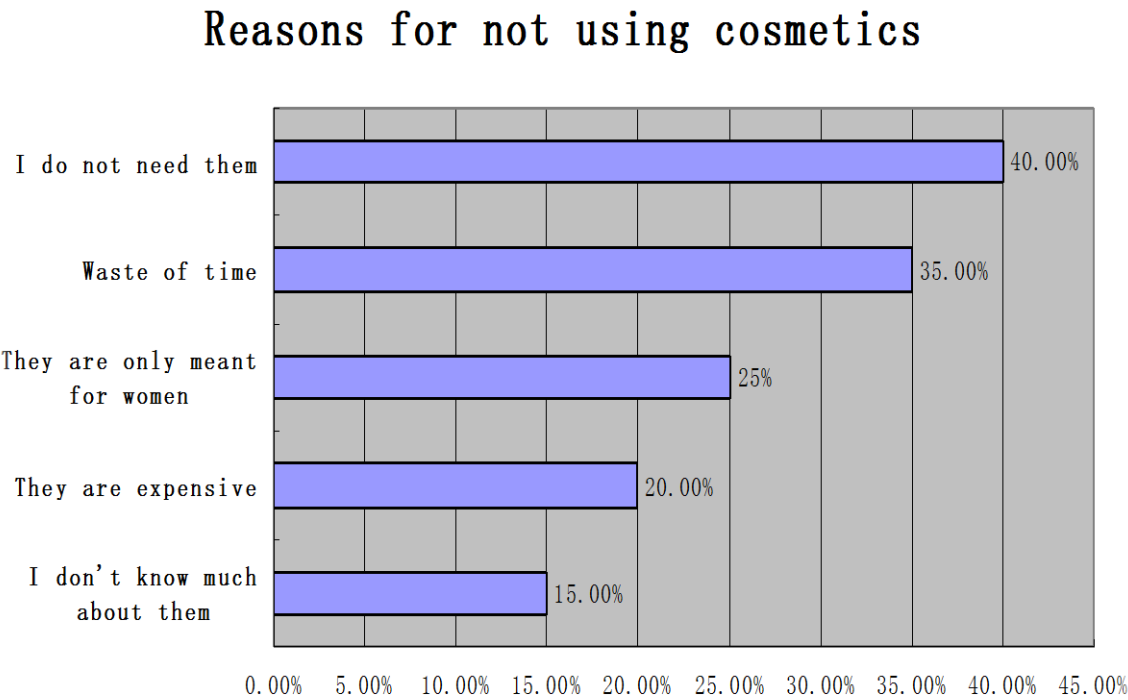


Figure 22: Question 12

4 DISCUSSION

4.1 Cosmetics usage frequency

For Finnish young men shower gel and deodorant are the most essential cosmetics products for daily use. Nonetheless the large majority of them feel reluctant to try different cosmetics products. The result revealed such cultural characteristics as shyness and modesty that hold by Finnish men. As most respondents claimed to never use such female-oriented products as mask, make-up, and body lotion, it is believed that most Finnish males still maintain their old attitudes and consumption behaviors. In their eyes, those beautifying products are only meant for women. Consequently for them, cosmetics are traditionally considered as only functional tools and hygiene items that could keep fresh and clean. The hypothesis that Finnish men seem to slow react with the global tendency of metrosexuality has been confirmed here.

Traditionally shaving products are seen as the most essential ones that take on a masculine image. This is why in recent years Procter & Gamble Company occupied most of market share in Finland. However according to the research most Finnish young men are found to be non- or medium-users of shaving foam and after shave. It may be because their shaving rituals are different from those of older men or they prefer using other substitutive products for shaving. Additionally since the Finns are keen to participating in outdoor activities and sports, so hair style is undoubtedly essential for them. As the research found that most Finnish young men are heavy-users of hair care products, it is confirmed again that hair care garnered most of consumer spending in Finland.

4.2 Cosmetics buyers

Finnish males' independence and sense of separateness are clearly mirrored by the result of question 2: The large majority of respondents buy their cosmetics by themselves. It supported the theories again that consumer behavior is strongly influenced by culture. From another perspective, the result also reflected the diminishment of sex role association, inasmuch as an increasing number of men show their autonomy to choose and buy their private products without women's helps. Nevertheless there are also some respon-

dents choose wives or parents as their cosmetics buyers. It means in despite of the decrease of women's roles, the sub cultural factor-family should still be considered when explore Finnish men's consumption behaviors.

4.3 Length of usage

Obviously the market has acquired new customers, since more than 10% respondents claimed that they started to use cosmetics since no more than 3 years ago. This is the implication of the growing of Finnish male cosmetics market. The attractiveness is partly due to the diversity of the market. In recent years, Finnish male consumers have obtained more opportunities to access to their preferred products due to the continuously appearance of new brands and products in the market. Moreover, the majority of researched men have used cosmetics for more than 3 years. The result similarly showed that Finnish male cosmetics market has undergone an expansion since 2004 after an increasing number of international brands continuously came to Finland.

4.4 Reasons of using cosmetics

More than a half of respondents claimed to use cosmetics for feeling better. The answer revealed Finnish men's strong self-consciousness. Finnish men are significantly independent and their strong self-consciousness is tightly tied to the Finn's value of individualism. In daily lives the most essential role cosmetics played is to satisfy their own needs of keeping fresh and well-being. It supported the theory again that consumers' attitudes are shaped by their cultures. However still there are a significant number of interviewees stated to use cosmetics for improving their self images seen by others. It from the other side confirmed the theory that one's self-esteem could be indirectly improved by highly expressive products like cosmetics. Cosmetics are definitely vital in involving men in the process of impression management.

4.5 Cosmetics consumption

According to question 7, the researched men estimated to use on an average 22.1 € on cosmetics. Here a linkage could be made with the result of previous study that the

Finn's average monthly spending on cosmetics is 12.5 €. The higher consumption implied that young men are more interested in investing in their impression management. The research also found that most of interviewees spend 15 € or less on cosmetics per month. This is because the target population is comprised of young males aged 18-28 who are mostly students. Nevertheless still there are some respondents claimed to spend very significant budget. These men also claimed to frequently use those female-oriented products like eye cream and scrub. Apparently they belong to the fast-growing market segment which mainly consists of metrosexuals.

4.6 Purchasing motivators

As the result of question 8 revealed, Finnish young men's decision making is predominantly driven by such product attributes as features and fragrance. Besides, the factor of price also plays the key role in their cosmetics consumption. Obviously it is seen that marketing cosmetics to Finnish young men is principally based around the relationship between price and quality. The result also represented Finnish men's highly sensitive to the fragrance of products. As held true by prior studies, it should be wiser for marketers selling fragrance-free products to Finnish consumers. Moreover, easy-to-use was also regarded as a strong buying motor by more than half of respondents. It is convinced that men prefer cosmetics products that are effective but simple. Surprisingly, only 12.9% of interviewees treated advertising as a significant factor that affects purchasing behavior. It did not support the prior study that advertisements play an important role in sales of Finnish men's grooming products. Seemingly Finnish young men's purchasing towards cosmetics may mostly rely on other product attributes that have been tested and approved by themselves or other advisors. Since familiarity is a crucial drive, their attitudes towards particular products and brands could not be easily shaped by advertising. To some extent, the result also reflected men's loyalty to brands. It suggested new marketers must find appropriate promoting ways in introducing their cosmetics products and engaging with Finnish men. Last, only 5.9% of respondents regarded celebrities' recommendation as significant. It is seen that reference groups and opinion leaders had no essential influence on Finnish young men's cosmetics purchasing.

4.7 Cosmetics purchasing places

As demonstrated by prior study, Finnish consumers are becoming more sensitive to the prices than before. Especially most young men who are poor of saving dislike investing too much on luxury or expensive cosmetics products. It helps to understand why the large majority of interviewees buy their cosmetics in super department stores where popular brands are sold with acceptable prices. The result of question 9 also revealed that as a significant number of Finnish young men still maintain their old purchasing behaviors, the mean of online shopping has not been universally applied by them.

4.8 Cosmetics buying advisors

According to the result of question 10, neither family nor group has big affect on Finnish young men's cosmetics purchasing. The large majority choose themselves as their buying advisor. They may make buying decision basing on their own knowledge about different cosmetics brands. It again represented Finnish males' personality of independence. Nonetheless women's influence could not be underestimated. As still some of them see their wives/girlfriends' advice as crucial.

4.9 Favorite cosmetics brands

Luxury brands are not popular in Finnish young men's market due to two major reasons. First, as analyzed previously cosmetics are regarded as only functional tools and hygiene items that could keep fresh and clean. Thus there is no need to spend a significant budget on expensive products. Second, most young men whose consuming capacities are relatively weak could hardly afford those expensive products. As generally for most Finnish young men, the ideal image of a brand should be linked to the following words: healthiness, freshness, sporty, simple, anti-perspiration, virility, and fair-price.

5 CONCLUSION

The purpose of the research was to provide insights into Finnish young men's current consumption behaviors and attitudes towards cosmetics. The research aim was to explore how different variables influence Finnish male consumers' cosmetics purchasing decisions. The idea was to identify what are the key determinants in Finnish young men's cosmetics purchasing behaviors.

A background was laid to introduce the author's motivation and the problem regarding the topic. The theory framework presented analysis of the cosmetics markets, the self-concept theories, and the consumer behavior. On the basis of literature review, it is convinced that cosmetics play a crucial role in developing self-esteem and in enhancing self-confidence level. Moreover, men are found to be more aware about improving their self-image. Nonetheless many of them still maintain their old attitudes and behaviors towards consumption of cosmetics and other beautifying products.

Empirical research was conducted to find answers of the research questions. Primary data was collected through employing questionnaires. Quantitative method was used in the research. In comparison with the limited knowledge regarding Finnish males' cosmetics consumption gathered from prior studies, the research results have presented differences and provided new information that could help to better understand male consumers' attitudes towards cosmetics. In general, Finnish young men's cosmetics purchasing behaviors are strongly influenced by cultural and personal factors. The relatively higher average spending reflected their positive attitudes towards the purchase of cosmetics. Due to the attractiveness of the market and the acquisition of many new consumers, the increase of sales for men's grooming products could be expected. Nevertheless, Finnish young men are identified to be too moderate to react with the global tendency of metrosexuality. The research also found that their traditional consumption behaviors could hardly be changed –a number of men have a low involvement in the purchase of cosmetics. In this case, it is crucial for marketers to develop their awareness through employing appropriate marketing communicating tools. Moreover, marketing efforts should be made to persuade Finnish men to use new products and brands. In the Finnish market, the most popular male cosmetics products are only basic hygiene items. The main determinants in purchasing behaviors are hygiene functions, features and fra-

grance of the product, and price-quality relationship. It suggests that instead of trying different segmentation variables, new companies should figure out their own capabilities and segment smaller markets. The way definitely helps to better serve this target group with specific offers.

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APPENDICES

Appendix – Questionnaire

Thesis Survey on Male Cosmetics Consumption

Hello and thanks a lot for your time to participate in my survey. This questionnaire is designed with the aim of gathering information for my thesis. The purpose of the research is to investigate Finnish male consumption attitudes towards cosmetics products. All the information gathered will only be used for the purpose of the research.

1. Do you use cosmetics (skin-care products)?

☐ Yes

☐ No (if "no", go directly to question 12)

2. If yes, who buys you cosmetics?

☐ Myself

☐ Wife/Girlfriend

☐ Parents

☐ Friends

☐ Others

3. How frequently do you use the following products?

	Never	Sometimes	Daily/Regularly
Purifying and cleansing products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moisturizing cream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shaving foam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After shave	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shower gel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Body lotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deodorant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye cream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Anti-aging cream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scrub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mask	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hair care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. For how long do you use cosmetics?

☐ Between 1 and 3 years ☐ More than 3 years ☐ Since ever

5. How important do you think of your physical appearance?

☐ Not important ☐ Less important ☐ Important ☐ Very important

6. Why do you use cosmetics (choose as many as you like)?

- ☐ For facial care
- ☐ To feel better
- ☐ To keep young
- ☐ To attract women
- ☐ To improve self-image seen by others
- ☐ Occupational required
- ☐ Medical reasons
- ☐ For being fashionable

7. How much in average do you spend on cosmetics per month?
_____ €

8. How much do the following factors influence on your purchasing choice?

	Not important	Less important	Important	very important
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smell of the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Features of the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efficiency approved by experts/testing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommended by a well-known star	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommended by friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Where do you buy the products?

- ☐Cosmetics department
 ☐Super department store
 ☐Internet
 ☐Pharmacy
 ☐Others

10. Who is your buying advisor?

- ☐Myself
 ☐Male friends
 ☐Wife/girlfriend
 ☐Parents
 ☐Doctor
 ☐Others

11. Which of the following brands do you like best?

- ☐Lumene
 ☐Axe
 ☐Nickel
 ☐Biotherm
 ☐L'Oréal
 ☐Clarins
 ☐Nivéa
 ☐Clinique
 ☐Others

12. If you do not use cosmetics, why?

- ☐ I do not need them ☐ They are expensive ☐ I don't know much
about them ☐ They are only meant for women ☐ Waste of time

13. Do you live in the greater Helsinki region (Helsinki, Espoo, Vantaa, Kauniainen)?

- ☐ Yes
☐ No

14. Your age?

- ☐ 18-22 ☐ 23-25 ☐ 26-30 ☐ 31-40

15. Occupation?

- ☐ Student
☐ Working
☐ Both student and working