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YOUNG RUSSIAN MEN AS COSMETICS CONSUMERS

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Title

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Abstract

The study was conducted to investigate Russian young men's attitudes towards cosmetics products and their current consumption behavior. The research aim was to find out which factors were behind young Russian male consumers' cosmetics purchasing decisions.

The introduction sought to present a foundation for the thesis. The theoretical framework aimed to provide a relevant background on the topic. In this section a brief overview of the portrayal of men is given with the help of cultural examples about masculinity. The theoretical framework also provides brief information about both global and Russian male cosmetics markets as well as their future perspectives. Core theories and concepts concerning consumption behavior are also discussed. This section consisted mostly of previous supportive research findings.

The empirical research was conducted by using a quantitative method. The sample consisted of male university students in St. Petersburg mainly aged 18-20. The primary research data was obtained by using a questionnaire to help gather data and information about young Russian men's attitudes towards cosmetics products and their current consumption behavior as well as factors influencing it.

The results showed that young Russian men have an open attitude towards cosmetics products, as the majority of the respondents mentioned using some products even on a daily basis. However, the importance of advertising seemed to be less notable than the recommendations of family members and previous experiences, as the supporting studies suggested. Cosmetics products are used mainly for hygiene reasons and even though the attitudes towards using cosmetics are more open, the respondents opted for traditional products over more specifically targeted ones.

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# 1 INTRODUCTION

## 1.1 Background

The common attitude towards cosmetics and improving one's looks is that they are only meant and designed only for women. Throughout years men have been seen as masculine so that a man with a desire to look more attractive with the help of cosmetic products has been perceived as unnatural with a hint of homosexuality. Unkempt hair, over grown facial hair, blood, sweat and tears of hard work have symbolized the male species. However, cultures have been changing towards a different stereotype of men during the last few decades, a happening that has helped the male cosmetics industry to grow.

As taking care of one's looks still provokes certain suspicion among other men, not everyone has adopted the new behavior and many probably never will. It has to be taken into account that especially during economic instability also men are challenged to make a lasting impression on the job markets while the opponents are often younger, better looking and well groomed. Therefore, the attitudes have had to be altered just to be able to compete. Having successful sportsmen, masculine actors and appealing rock stars as role models has helped to grow the sales of men's cosmetics products. Marketing is not the only factor affecting male buying behavior. With their known tendency to not think as complicatedly as women, men value facts and simplicity: what is in the product for them, is it easy to use and does it work.

The thought of buying cosmetics, whether or not the cosmetics stand is on the other side of the department store than women's, remains rather unappealing for men, and therefore it is women after all who buy the products often: mothers, girlfriends and wives. When it comes to gathering advice about different products, their formulas and effectiveness, the opinions of females count more than the ones written in the advertisements.

## **1.2 Research aim**

The aim of the research was to investigate the general attitudes of young Russian men towards cosmetics and their current cosmetics consumption habits as well as the factors influencing their buying decision making process. The secondary aim was to find out if the attitude environment in Russia has already adapted to the ever-growing global metrosexuality phenomenon. This research aims to answer the following two research questions:

1. What are the attitudes of young Russian men towards cosmetics?
2. What are their cosmetics consumption behavior patterns like?

## **1.3 Thesis outline**

The theoretical framework creates the basis for this research. With the help of literary sources a narrow introduction about portrayal of men and the role of masculinity cultural-wise is given. A brief overview of the current situation of both global and Russian male cosmetics markets is presented as well and also the future perspectives of those markets are discussed. The last part of theoretical framework covers the basic characteristics of consumer behavior in general and that of male customers, as well as the factors influencing the buying decision process. The theoretical framework is mainly based on previous supporting studies.

In the chapter following the theoretical background, the research methods, tools, sample, as well as the reservations of the study are discussed. After that the results are presented. The last chapter provides conclusions and suggestions for further studies.

#### **1.4 Definition of cosmetics**

In the U.S., the Food and Drug Administration (FDA) define cosmetics in their Federal Food, Drug and Cosmetic Act as “articles --- for cleansing, beautifying, promoting attractiveness, or altering the appearance”. (FDA 2012) Under this definition, the FDA includes products such as skin moisturizers, perfumes, makeup, nail polishes, shampoos, hair colors and deodorants – a variety of products to rub, pour, sprinkle, spray or otherwise apply to the human body. Only the original and actual soap is considered as a product group of its own and not as a part of cosmetics. (FDA 2012) In this research the term cosmetics includes facial care (cleansing, moisturizing), skin care, hygiene products (deodorant, aftershave) as well as products designed for protecting skin from the harmful effects of the ultraviolet radiation of the sun. However, actual makeup products were also given as an option in the questionnaire.

## 2 THEORETICAL FRAMEWORK

### 2.1 Portrayal of Men: Masculinity and culture

This chapter is based on Beverley Skegg's article "Theorizing Masculinity" (part of the compilation *Mieheyden tiellä* 1993). In this chapter the portrayal of men, masculinity and culture are discussed with the help of popular culture examples. Skeggs states that in the beginning of previous century eroticism for men was seen as a potential threat for masculinity and the social order as a whole. Therefore, dressing of the body became a way to express masculinity. Later this idea was applied to labor process in terms of body movement, thus enabling more productivity. Masculine behavior and masculinity became linked to functionalism, standardization and control. Through movies, in the 1920's new visual ideas of masculinity became visible for the audience. This caused, however, growing anxieties among men: "not only did they have to police their appearance but also their economic and sexual performance" (*Mieheyden tiellä* 1993, 19). As real as they were, these anxieties were also parodied by, for example, Charlie Chaplin.

The twenties film industry introduced romantic heroes (e.g. Valentino), whereas on the thirties the dominating portrait of men was completely different:

**"Clark Gable was the earthy, ordinary guy, swaggering with sexual self-confidence. Gary Cooper became the strong, silent hero --- alongside Henry Fonda ---. Cary Grant and Fred Astaire were the smooth, successful American sophisticates with romantic license." (Mieheyden tiellä 1993, 19.)**

As much as the presented roles changed, the control and anxiety over the opposite sex remained. In the forties the codes of honor between men were introduced and buddy relationships were seen as important providing security into men's lives. In the fifties a more realistic portrait of men was seen on the silver screen, played by the likes of Marlon Brando and James Dean. Their characters were complex, disturbed men with many anxieties about their masculinity, main-

ly empowered by the tension caused by the sexual division of labor. (*Mieheyden tiellä* 1993.) In the sixties the advertising continued to raise concern among men about their masculinity and overall performance in different fields. It was then when size became a matter of worry for men. The bigger the better, and therefore advertisers managed to create a way to reach men by offering consumption options to heal the concerns about ability to perform well enough. The ideal type of man was a young businessman – high performance implied masculinity. It all culminated in the seventies with James Bond, a man who “had everything --- was long lasting, hard, strong and in control” (Skeggs 1993, 20). According to Skeggs (1993), Bond actually created a base for marketing male vanity. However, the machismo was to be emphasized as the femininity had to be as distant as possible.

In the seventies male vanity was marketed with the concept of being irresistible only when using certain products. Later on this androgynous male, created by David Bowie, caused some problems in the traditional marketing. Judging now, it probably helped to open new markets for men’s cosmetic products. The 80’s brought money back to the pedestal – now wealth was the ultimate measure for performance and ability. As the appearance became an issue for men, a fright of inverted narcissism aroused. According to Skeggs (1993, 20), “Through the appropriation of homo-erotic imagery men became the objects of their own desire.” As imagery in advertising has changed, the basic themes have remained: performance, control and measurement. When it comes to masculinity as a whole, a linear development is less likely to be seen than a movement between progression and regression, states Skeggs.

According to Skeggs (1993), direct articulation of vulnerability does not fit into the traditional concept of masculinity, and neither does excessive self-expression with words. Regulating emotional expressions is often seen empowering, as it blocks exposure. Men do, however, express their emotions also in popular culture, but in these examples they opt for anger and rage over softer feelings. Previously mentioned Brando and Dean, with their inarticulateness were seen as emotionally intense, as closed up in themselves as they were. “In Westerns there is a conflict established between those who speak and those



who act – the hero just knows.” (Skeggs 1993, 21.) But also masculine men are allowed to express their emotions in popular culture, even by crying, though only if their masculine credentials are established, often with the help of women.

Skeggs states that men hate feeling powerless, but so do women: “Control over the feminine is closely policed and expressed through homophobic behavior and the degradation of women.” (Skeggs 1993, 22.) In the movie “The Wild Bunch” a struggle over narcissism, a feminine characteristic, is depicted. Narcissism has, however, been used in marketing purposes as well with the idea of “the new man”, to balance the “macho requirements of performance with objectification; narcissism was used to signify enhanced knowledge, status and success.” (Skeggs 1993, 23.)

Men themselves are the ones to exercise the need of control through masculinity. They are known to have so called power relationships; “codes of honor” and “loyalty” in action – concepts widely used cultural themes among heterosexual male-to-male relationships. Skeggs states that it is difficult for men to look at other men. In popular culture this is prevented by for example with violence or using sunglasses to be “seen without being seen”. Violence offers an objective purpose for the body to be looked at. Sports works the same way as well, as it consists of all the elements linked to masculinity: “containment, damage control, anxiety, camaraderie, codes of honor, competition, distinction, hierarchy and legitimate emotion.” (Skeggs 1993, 23.)

## **2.2 Cosmetics Markets**

In this chapter, the previous, current and future trends of both global and Russian male cosmetics markets are discussed.

### 2.2.1 Global Male Cosmetics Market

As a result from the economic crisis of 2008, a new culture of male pampering emerged. The global male cosmetics market has been able to grow during the years of economic instability (cf. Table 1) and therefore has remained somewhat recession-proof. The male cosmetics market is known to mimic trends in the wider market as a whole. Therefore, the current trends in women's cosmetics may be a coherent indicator of the future development of the male grooming. The differences between cosmetics designed for men and women are not as wide as it might be perceived. Often the functionality of male cosmetics, as well as the ingredients, is nearly identical to the women's versions. Only the packaging and marketing differ remarkably. For example the packages are often *male colored* (blue, white, silver). (Lennard 2009.)

According to GCI Magazine's report, the U.S. remains as the largest single market. In Asia, Japan dominates the markets as the male grooming habits are more strongly accepted. While predicting the future direction of the cosmetics market, the slow growth of already developed markets continues to rival the vibrant sales in emerging regions, such as Eastern Europe and Latin America (cf. Table 2). The Middle East and Africa remain hard markets to penetrate, as the attitudes towards men using cosmetics are highly traditional. The major players are keen to focus on the emerging regions. On this field the BRIC countries – Brazil, Russia, India and China – play a significant role. (Lennard 2009.)

Globally the brand leaders have become more and more competitive. (Lennard 2009) To keep their current positions in the market or trying to aim higher, the leading brands are constantly developing their products and the markets. One of the biggest players on the cosmetics field, Beiersdorf, is especially known for their history and new innovations that have helped them to grow their business and expand the target market from women-only to men as well. Beiersdorf's brands include for example Nivea and Eucerin. Nivea was the first major brand to launch their Nivea for Men –line to the mass markets. The secret behind Beiersdorf's success in the cosmetics field does not only rely on Nivea, but also the other brands under the same Beiersdorf "brand umbrella", such as aforemen-

tioned Eucerin, Atrixo and Elastoplast, all of which help to reach even wider audience than just one major brand would. (Times 100.)

While trying to conquer new markets in emerging regions, a special method of sachet packet marketing is also used. As it is unnecessary to sell expensive goods in large amounts, among consumers with lower incomes than in wealthier nations sachet packets help grow sales as they reach price-conscious men in those developing markets. It increases the products familiarity and helps to get rid of the cultural stigma using cosmetics has on men. Even though goods are sold in smaller packages, the sales are larger and therefore give the seller the needed profit as well. (Trendwatching 2004)

Table 1. Men's grooming market sizes: Retail value / US\$m

<b>World</b>	<b>2009</b>	<b>±% 08/09</b>
<b>Men's grooming</b>	<b>26633</b>	<b>5.1</b>
<b>Shaving</b>	<b>14084.7</b>	<b>4.1</b>
Post-shave	1127.3	2.4
Pre-shave	2560.3	4.1
Razors & blades	10397	4.3
<b>Toiletries</b>	<b>12548.4</b>	<b>6.3</b>
Bath & shower	1299.1	3.4
Deodorants	6564.7	7.6
Hair care	2894.2	4.0
Skin care	1790.4	7.4

Source: Cosmetics Business 2010 (Original source: Euromonitor International)

Table 2. Men's grooming market sizes: Retail value / US\$m

<b>Men's grooming</b>	<b>2009</b>	<b>±% 08/09</b>
<b>Men's grooming</b>	<b>26633</b>	<b>5.1</b>
<b>World</b>	<b>26633</b>	<b>5.1</b>
<b>Asia Pacific</b>	<b>4370.5</b>	<b>5.6</b>
<b>Australasia</b>	<b>454.9</b>	<b>6.6</b>

<b>Eastern Europe</b>	1959.4	3.1
<b>Latin America</b>	4866.6	14.6
<b>Middle East &amp; Africa</b>	1153.7	14.4
<b>North America</b>	5358.8	1.1
<b>Western Europe</b>	8569.1	1.9

Source: Cosmetics Business 2010 (Original source: Euromonitor International)

### 2.2.2 Male Cosmetics Market in Russia

According to Euromonitor International's report, Russian men rarely buy new products that are not currently in their use and therefore often opt to buy products they are already familiar with. In 2011, Gillette Group, brand originally owned by Procter & Gamble, continued its leading position in male grooming brands with a 41% value share in 2011. (Euromonitor 2012.) Success in Russian cosmetics market is based on strong brands, innovation investments and marketing campaigns. In the future the target audience for grooming and cosmetics products is expected to keep growing as it men will eventually broaden the number of products they use. (Euromonitor 2012) Due to global financial instability, also urban Russian men have become more and more concerned about their looks while struggling on the job market to either keep their current positions or to gain higher incomes, as their opponents and rivals are often younger. (GCI Magazine 2009.)

### 2.2.3 Future Perspectives for Male Cosmetics Market

So far the male cosmetics market has performed well and seemed almost recession-proof during the recent economic hardships. As the lifestyles remain hectic under pressure, men often turn to junk food to win time with a lack of effort. It leads to men having less time but more skin-related problems. While discussing the current and future trends of global male cosmetics market, quite often the term *generation Y* is mentioned. It includes men between ages 17 and

34 with a different attitude: Maximize spending today rather than invest for tomorrow. (GCI Magazine 2012.)

Currently the global sales are split between shaving and toiletries. In 2013 it is predicted that toiletries will take over and help to double the revenue of men's shaving products between 2012 and 2016. Deodorant will remain as the single most sold product. The opportunities of male cosmetics are broad: as for women, multi-functional products for specific skin issues are targeted also for men. The effort put on marketing, advertising campaigns with celebrity role models showing an example continues to grow. Product ranges will be expanded, as it is likely for men to widen the products they use on a daily basis. (GCI Magazine 2012.)

### **2.3 Consumer Behavior**

Understanding the factors behind consumers' buying behavior is crucial but complex. While marketing researches may help to find out what, where, how much and where customers buy, but the *why's*, the reasons behind those decisions are harder to figure out. In this chapter Kotler & Armstrong's book, *Principles of Marketing* (2007) is used as a main reference.

As traditional market researches do not answer the question why people are buying, even some experimental methods have been established, such as neuromarketing, which is a concept developed by marketing specialist Martin Lindstrom. In his research medical examination equipment MRI and SST were used to gather information on the genuine reasons behind purchasing decisions. According to Lindstrom's research, when filling out a traditional questionnaire for a market research, people tend to overthink their responses as in how the researcher wants them to answer, instead of giving the honest response that may not be suitable or desired. (Lindstrom 2009, 36–39.) Using the neuromarketing, as expensive and controversial it is might give a peek into customers' mind – the kind that has remained rather unknown so far.

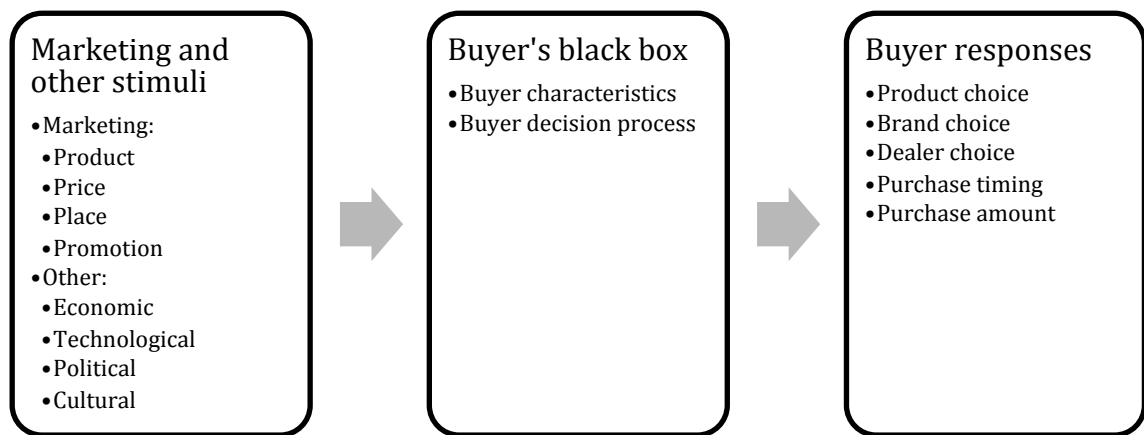


Figure 1. Model of buyer behavior.

Source: Adapted from Kotler & Armstrong, 2007, p. 130

According to Kotler & Armstrong, certain universal factors explaining consumers' buying behavior are known. As seen in Figure 1, the process starts from marketing and other stimuli, whereas marketing stimuli includes the marketing mix - four P's – product, price, place and promotion. Other stimuli consist of economic, technological, political and cultural factors present in the buyer's living environment. According to Kotler and Armstrong, these stimuli are then adjusted to a concept called buyer's black box, including characteristics and decision process itself attached to the buyer and changed afterwards into decisions. (Kotler & Armstrong 2007, 130–131.)

### 2.3.1 Characteristics Affecting Consumer Behavior

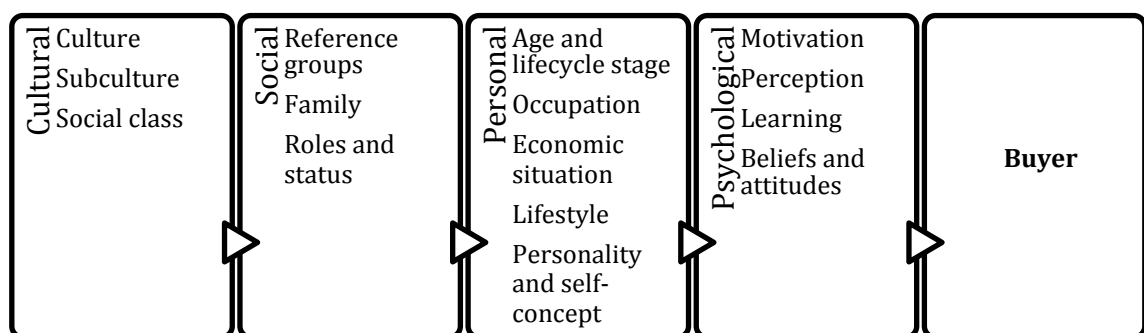


Figure 2. Factors influencing consumer behavior.

Source: Adapted from Kotler & Armstrong 2007, 131

The most basic factors influencing consumers buying behavior are cultural. Culture, as described by Kotler & Armstrong, is a "set of basic values, perceptions, wants, and behaviors learned by a member of society from family and other important institutions." Cultural shifts offer a perspective for marketers to bring products to the markets that might be wanted. Each culture consists of smaller subcultures, such as nationalities, religions and racial groups. Marketers often tailor their marketing campaigns to satisfy each subculture's unique needs. Social class of the consumer is also a part of the cultural factors. According to Kotler & Armstrong, social class is a "relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors." (Kotler & Armstrong 2007, 134)

Among social factors there are groups, family, roles and status. Especially reference groups are important for marketers while trying to understand their target market better. According to Kotler & Armstrong, "people often are influenced by reference groups to which they do not belong". These reference groups introduce new lifestyles to consumers and that way have an effect on the person's self-concept. The importance of group influence and its pressure differs among products and brands. In this sense, so-called opinion leaders and their influence are crucial to reach. Kotler & Armstrong define these opinion leaders as consisting of people inside the reference group who have special skills and the knowledge to have a social impact on others. In order to reach the audience of these opinion leaders, marketers often try to market their products directly to them with, for example, the help of buzz marketing so that they would "spread the word about their brands". Social networks are powerful tools in this use; as the information about what is good and what is bad is easy to let the acquaintances of opinion leaders, as well as the wider audience, know. (Kotler & Armstrong 2007, 135.)

In addition to reference groups, family, roles and status also play a remarkable role in consumer behavior. Family members and their choices easily influence a person's own buying behavior for example when it comes to brands. According to Kotler & Armstrong, the importance of family as a factor influencing consumer behavior has been researched widely since "Marketers are interested in the

roles and influence of the husband, wife, and children on the purchase of different products and services” (Kotler & Armstrong 2007, 138). As lifestyles are changing, the roles of husbands and wives have changed, and therefore marketers have adjusted their marketing campaigns to reach the opposite sex instead of the other, for example in car sales. Children also influence a family’s purchasing decisions, thus being as exposed to the marketing as adults are. Kotler & Armstrong (2007) mention, that since children often have their say on issues such as where the family should spend their vacation in, marketers have also launched kids’ TV-channels for their advertising. As for roles and status of a consumer, a person may have different ones in different surroundings and groups, be it aforementioned family, working place or other institutions:

**“A role consists of the activities people are expected to perform according to the persons around them. Each role carries a status reflecting the general esteem given to it by society” (Kotler & Armstrong 2007, 139).**

According to Kotler & Armstrong, people often choose products that are applicant to their current existing roles and status.

Personal factors, i.e. characteristics such as age, occupation, personality and lifestyle also have an effect on persons buying behavior. As people grow older, their taste in products changes along their lifestyles. The lifecycle of a person’s family also influences the buying choices: it makes a difference to be single or to have a family behind consuming decisions. As Kotler & Armstrong state, family lifecycles are efficient tools for defining the target audience for products and services and for adjusting the already existing ones to fulfill the needs and wants of different stages. Obviously also the person’s occupation has its influence on consuming behavior. Kotler & Armstrong give a simple example on clothes: “Blue-collar workers tend to buy more rugged clothes, whereas executives buy more business suits.” Marketers try to find out occupational groups with an “above-average” interest in their products and services. (Kotler & Armstrong 2007, 139.)

Naturally a person’s economic situation also affects their spending habits: Someone who earns 25,000 per year is most likely to have different spending patterns than someone who earns 250,000 annually. As the times have been



tough for many industries, the marketers of goods from “income-sensitive” groups have paid attention to the trending of incomes and savings. On the other hand some marketers have emphasized their marketing efforts on those with high incomes with no effect from the economic downturns. A perfect example of this is mentioned by Kotler & Armstrong (2007, 140): “Rolex positions its luxury watches as a “tribute to elegance, an object for passion, a symbol of all time.”

Income has a significant influence on the lifestyles of a consumer. Lifestyle, as described by Kotler & Armstrong, means “A person’s pattern of living as expressed in his or her activities, interests, and opinions.” Activities in Kotler & Armstrong’s description include work, hobbies, shopping, social events, sports; interests food, fashion, family and recreation; opinions about themselves, social issues, business and products. Lifestyle as a concept includes more than personality or social class. Kotler & Armstrong (2007) suggest that in case the marketers want to better understand the changing values and their effect on buying behavior, researching lifestyles helps to unveil the secrets behind them.

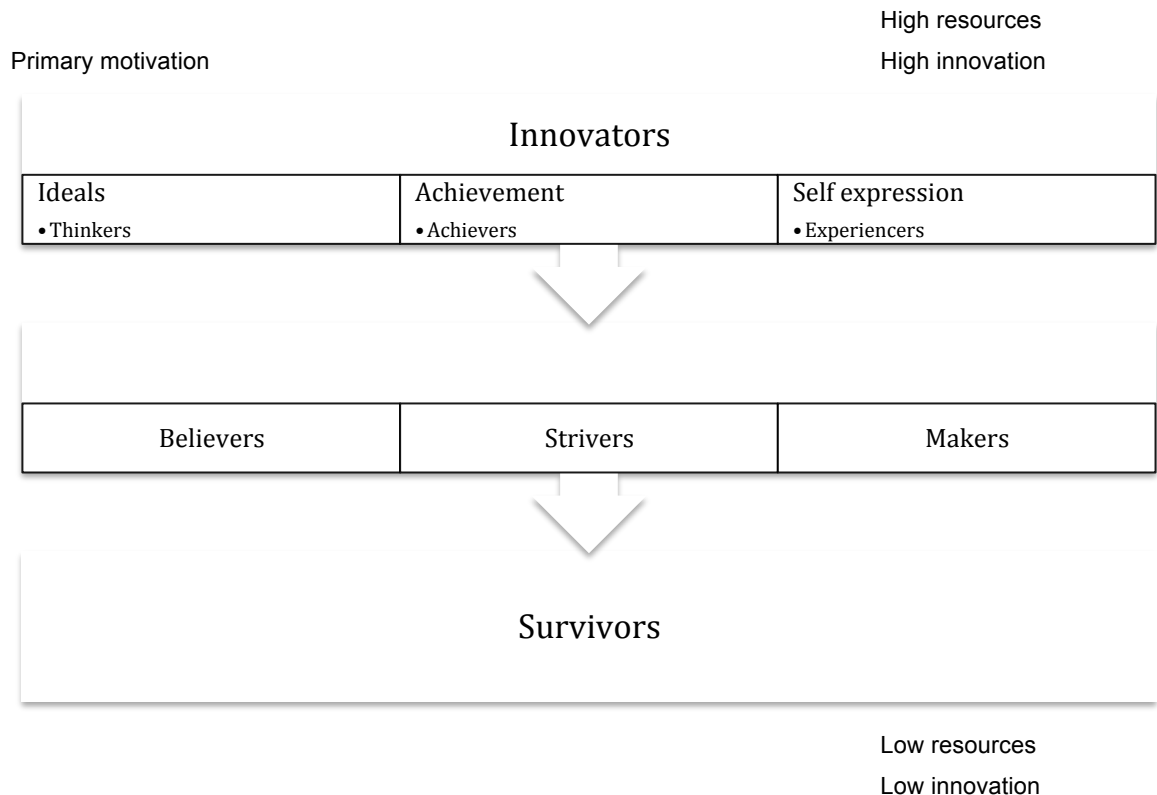


Figure 3. VALS <sup>TM</sup> lifestyle classifications

Source: Adapted from Kotler & Armstrong 2007, 140

Figure 3 displays one variation of lifestyle classifications, created by SRI Consulting Business Intelligence, used for marketing research purposes. VALS divides people into different groups by psychological characteristics and demographics correlating their buying behavior. Each of the eight groups is based on two dimensions: primary motivation and resources. Primary motivations consist of ideals, achievement and self-expression, as can be seen in Figure 3. Within each orientation people are then divided into groups of high resources and low resources, depending on such factors as their income, education and self-confidence.

**“Innovators are people with so many resources that they exhibit all three primary motivations in varying degrees. In contrast, Survivors are people with so few resources that --- they must focus on meeting needs rather than fulfilling desires” (Kotler & Armstrong 2007, 141).**

According to Kotler & Armstrong, there are four major psychological factors having a significant influence on people’s buying behavior: motivation, perception, learning, and beliefs and attitudes. “A motive is a need that is sufficiently pressing to direct the person to seek satisfaction of the need” (2007, 142). One of Sigmund Freud’s theories is cited on *Principles of Marketing*. According to that person’s buying behavior is affected by subconscious motives that may be unfamiliar and unknown to the person itself. Abraham Maslow also tried to explain these particular needs at certain time. His answers are presented in the hierarchy displayed in Figure 4. They serve to enlighten which needs are more pressing than others, as people strive to fulfill the most important need first. (Kotler & Armstrong 2007, 142.)

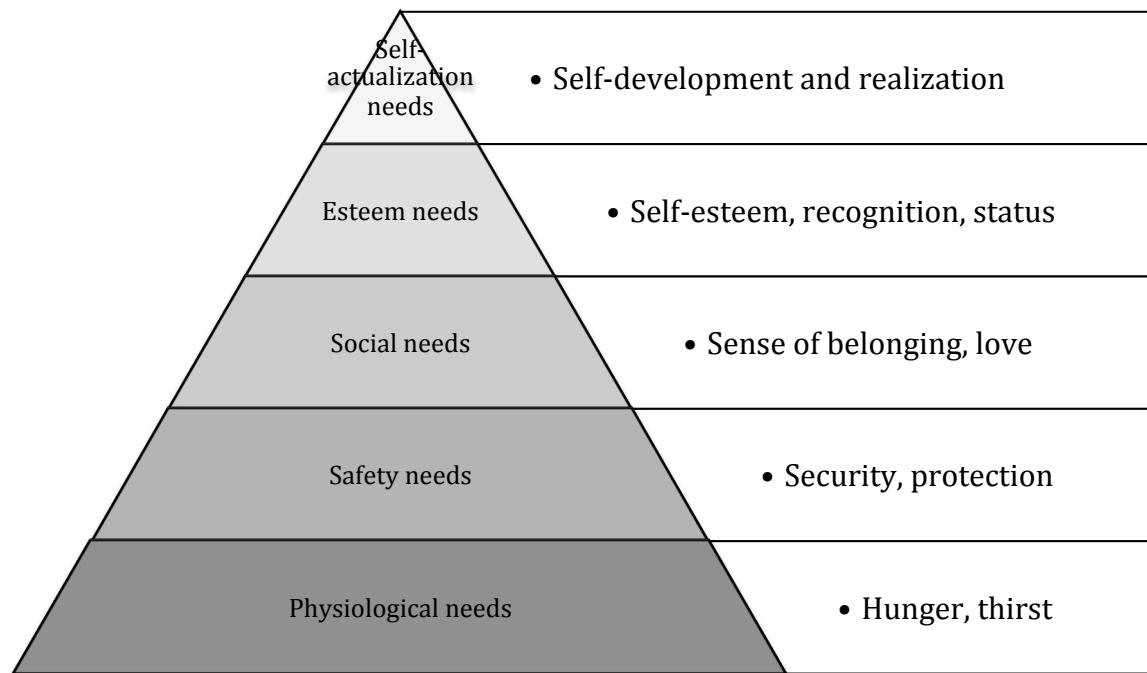


Figure 4. Maslow's hierarchy of needs.

Source: Adapted from Kotler & Armstrong 2007, 143

A motivated person is ready to act. That is where perception comes into play. Perception, as described by Kotler & Armstrong, is “the process by which people select, organize, and interpret information to form a meaningful picture of the world.” Kotler & Armstrong also state that people can create different perceptions due to selective attention, distortion and retention. (2007, 143.) Selective attention creates difficulties for marketers, as they have to put more effort on their marketing to reach as wide audience as possible, as people tend to filter out the excess informative stimuli. In some cases even more carefully planned marketing is not enough, as sometimes the given information is not perceived as intended. (Kotler & Armstrong 2007, 143.)

In addition to previously mentioned psychological factors learning, beliefs and attitudes also have an effect on one's purchasing behavior. By acting people learn and “learning describes changes in an individuals behavior ---” (Kotler & Armstrong 2007, 144). Learning itself is a result of experiences, and thus rewarding buying experiences motivate people to repeat the experience the next time they are in the same situation, say Kotler & Armstrong. (2007, 144.) According to Kotler & Armstrong, a belief is “a descriptive thought that a person

has about something”, whereas attitude is described as “person’s relatively consistent evaluations, feelings, and tendencies toward an object or idea”. (2007, 144.)

### 2.3.2 The Buying Decision Process

At its simplest, the buying decision process begins with recognizing the need (cf. Figure 5). The need itself can be triggered either by an internal or external stimulus, as stated by Kotler & Armstrong. (2007, 145.) After recognizing the need the consumer starts to search for information about solutions to fulfill their need, be it a product or service. Naturally after gathering information from e.g. advertisements, next step is to evaluate the given different alternatives. The evaluation process is not as excessive at all times, as often people tend to make their purchase decision based solely on intuition and therefore opt on buying impulsively. The final purchase decision, after comparing the alternatives to each other is often affected by the attitudes of other people and/or so called unexpected situational factors, such as, as suggested by Kotler & Armstrong, expected price and expected product benefits, all of which are sensitive for changes. (Kotler & Armstrong 2007, 148.)

However, the marketer’s work is not entirely over after people have made their purchasing behavior. One’s post-purchase behavior informs if they are satisfied with their decision or not. According to Kotler & Armstrong, the basis for customer satisfaction is the result between the expectations and the actual performance of the product or service. (2007, 149.)

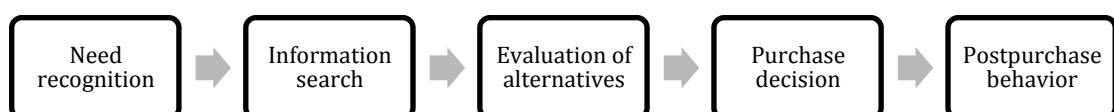


Figure 5. Buyer decision process.

Source: Adapted from Kotler & Armstrong 2007.

### 2.3.3 Male Consumer Behavior

According to Linder (2012), men, as a rather reluctant demographic to using cosmetics products, are at a great risk for skin cancer and other dermal conditions, since the risk for both of them grows if the skin is not properly taken care of and protected. The structure of the skin of men differs from the one of women, as higher androgen testosterone levels cause increasing hair growth and sebum production, which may result into bigger chance of developing skin problems, such as acne. In addition to the fact that men's skin produces more oil than women's, it also has more collagen, blood vessels and facial hair and therefore makes the skin better hydrated and 25% thicker. That is the main reason men begin to have visible signs of aging later than women, thus making the importance of proper skin care easier to ignore. (Linder 2012.)

Linder (2012) states that since there still are some psychological boundaries to be broken, creating and maintaining a strong base of loyal male customers succeeds only if the advertising and marketing of cosmetics products are done in a right way. As using cosmetics, especially sunscreen and other products designed to protect the skin; it should be taken into account that the traditional men do not want to be known for their vanity. Therefore, it should be emphasized in the advertising, that using cosmetics is not an act of vanity but an act of self-preservation. According to Linder, men are known for their problem-solving nature, the key to a successful cosmetics product is to market them as a solution for a certain problem, such as wrinkles and acne, since men do not buy items or products they do not *need*.

### 3 METHODS

#### 3.1 Research method

Both primary and secondary data were used while performing the research. Primary source for research data was gathered by an empirical research based on the quantitative research method. A questionnaire was sent to St. Petersburg, Russia, in late October. In December the research data, a total of 30 replies, was received from the students of University of Natural Resources for analysis. The questionnaire consists of 17 questions concerning the attitudes of young Russian men towards cosmetics, their cosmetics consumption behavior and the background factors influencing their buying decision making process. Bibliographic and Internet sources were used to gather supporting secondary data for the research.

#### 3.2 Sample

The majority, 25 out of 30 (83%), respondents use cosmetics. As for the statistics about the respondents, the majority of them were between age groups 18 or younger and 21 – 30 (see Table 3).

Table 3. Respondents by age groups

Age	Count	%
18 or younger	9	30 %
19-20	16	53 %
21-30	4	13 %
31-40	0	0 %
41 or older	1	4 %
Total: 30		

The majority of the respondents (76%) who use cosmetics are single and 92% of them earn annually less than 400,000 rubles (about 10,000 Euro). As for the educational background, 35% of the respondents have completed comprehensive school, 10% either high school or vocational school and 55% have accomplished a university degree.

### **3.3 Reservations of the study**

As the main resource for research data was the questionnaire, some limitations were applied to the study. As the sample consists of 30 replies from university students in St. Petersburg, it is obvious that the final results do not necessarily reflect the attitudes of majority of young Russian men, but still manages to give some perspective to compare with the background research and global trends. As the primary audience for questionnaire was university students, the research does not provide information about attitudes towards cosmetics within a wider age group. Another limitation was obviously the lack of coherent background research material for this certain topic. Bibliographic sources were often mainly focused on art history rather than cultural and behavioral aspects towards men and cosmetics. Therefore the emphasis was on the Internet sources of which credibility was to be constantly evaluated during the process.

## 4 RESULTS

### 4.1 Reasons of using cosmetics

The reasons behind using cosmetics for the majority of the respondents were not, quite surprisingly, attracting the opposite sex (80%), maintaining youthful skin (83%) or feeling more confident (71%), as cosmetics products were mainly used for hygiene (92%) and medical reasons (46%). The rest of respondents do not use cosmetics products mainly because the lack of need, the perception that cosmetics are only a waste of money, the evaluation that they do not have enough information about them and, as expected, that in their opinion cosmetics products are only meant for women.

### 4.2 Cosmetics usage frequency

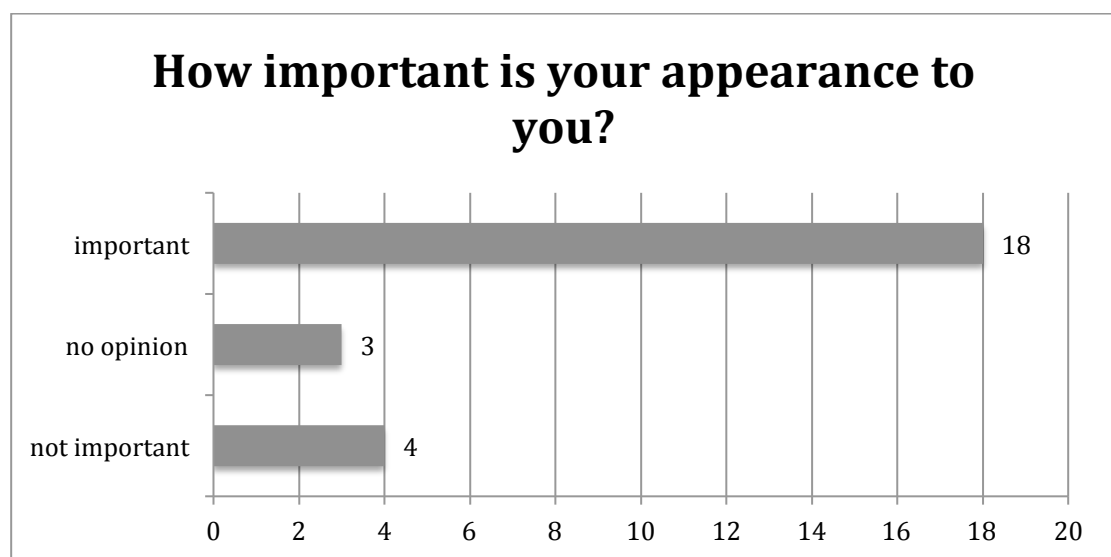


Figure 6. How important is your appearance to you?

Although the majority of the respondents (72%) find their own appearance important (cf. Figure 6), 48% of them never use cleansing products, whereas 24% use them only rarely. Moisturizing products were also quite rarely used among the respondents. Shaving foam, deodorant, shower gel and soap were the most used products in all their simplicity. As expected, the young respondents did not use anti aging products at all. Body lotions, eye creams, masks, scrub, tanning



products and actual make up remained unpopular within the received responses. Also sunscreen was only rarely, if at all, used.

### 4.3 Cosmetics expenditure

The average amount of money per month the respondents use to buy cosmetics was 1340 rubles (about 33 Euro). According to Lonely Planet's information about St. Petersburg the average monthly income in St. Petersburg is 15.000 rubles (about 363 Euro). Therefore the research findings suggest that the amount of money monthly used to cosmetics is quite big, 9%, if related to the average income. As the target audience of this study was university students, the reliability of the average monthly consumption remains suspect.

### 4.4 Purchasing motivators

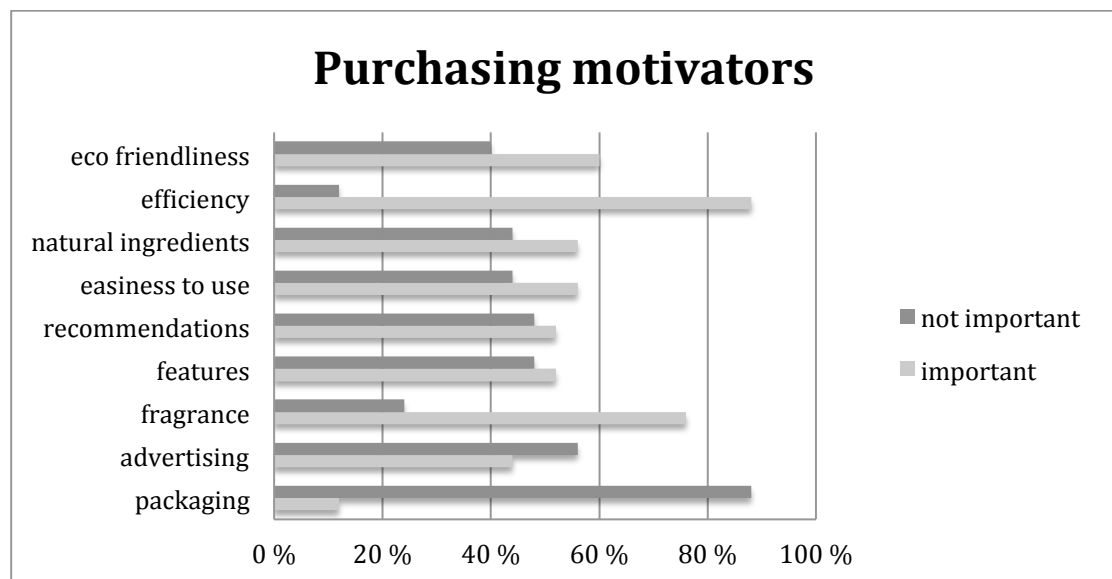


Figure 7. Purchasing motivators.

When it comes to the buying of cosmetics products, 88% of the respondents said that the packaging of the products does not play a significant role in their buying behavior (cf. Figure 7). 56% of the respondents did not rate advertising as an important factor either. 76% of the respondents agreed that fragrance of the product is important. Features and recommendations were rated as equally important components by 52% of the respondents, whereas 56% of the an-

swers claimed that easiness to use and natural ingredients were essential for a good cosmetics product. As expected, 88% of the respondents implied that efficiency of the product is the single most prominent factor behind their buying motives. Eco friendliness was also rated quite important among the replies, as 60% of the respondents insisted on it.

The majority of the respondents implied that the external advice about buying cosmetics is unnecessary. The results show that only the opinion of family members plays a significant role on the respondents' buying behavior. Internet is not an important source for information about new and existing cosmetics products for 74% of the respondents, and neither are magazines or TV.

As for the purchasing places, traditional and easier-to-access supermarkets and pharmacies conquered online shopping in this study, as half of the respondents claimed to buy their cosmetics product from a supermarket or a pharmacy. Only the obvious minority, less than 9%, answered that they purchase their cosmetics from the Internet.

#### **4.5 Favorite cosmetics brands**

Brand-wise the two biggest players on the cosmetics industry field were also neatly presented in the results. The majority of the respondents (72%) preferred Beiersdorf's brand leader Nivea and 52% trusted on Unilever's worldwide known brand Axe. Other brands mentioned in the replies were Amway, Unilever's Dove and Rexona, Adidas and Gillette – brands of Procter & Gamble – and some more sophisticated brands of designer fashion labels, such as Dolce & Gabbana, Gucci, Armani and Versace. These other brands were preferred by 64% of the respondents, even though versatile brand options were already given in the questionnaire form.

## 5 CONCLUSIONS

The research was conducted to investigate the attitudes of young Russian men have towards cosmetics products and what their current consumption behaviors are like. The aim of the study was to explore the reasons affecting young Russian male consumers' purchasing decisions. The theoretical framework gathered from several sources offered a brief overview on cultural aspects of masculinity over the years with examples from pop culture. Both global and Russian male cosmetics markets and their future perspectives were also discussed. Core theories and concepts from the field of marketing provided a coherent tool to study the well-known universal factors influencing people's buying behavior. The empirical research itself was executed using a quantitative method and a questionnaire as the source for primary data. The instrument was sent to the University of Natural Resources in St. Petersburg. A total of 30 replies provided a brief introduction into the attitudes the respondents have on cosmetics and their current consumption behavior patterns.

The end results showed that the attitude environment towards cosmetics is open among young Russian men, as the majority of the respondents answered that they do indeed use cosmetics. However, even though globally the metrosexuality phenomenon is alive and well, according to this study young Russian men opt for more traditional cosmetics products than for example for actual makeup products. Marketers should try to innovate new and better ways to make the cosmetics products more intriguing for men to fill the gap there obviously still is between products designed for women and for men. The products are used mainly for hygiene reasons and not to attract the opposite sex. Even though appearance is important for majority of the respondents, many of them do not use e.g. facial cleansers on a daily basis. Shaving foam, deodorant, shower gel and soap were the most used products in all their simplicity.

As expected, young respondents did not admit using anti aging products, which could, however, attract older men. That could be a consumer segment to be further explored in future researches in this field since it is known from the pre-

vious researches that the pressure is hard on older men especially now when the times are unstable economically. The rivals on the job market are becoming younger every day and therefore one's looks play a significant role on choosing the right person with right qualities.

This research shows that young Russian men tend to trust on their previous experiences when it comes to buying cosmetics products. Also the opinion of family members is important, but the role of advertising on TV, magazines or Internet remains quite surprisingly very little. In this sense the theory of post-purchase behavior, as introduced by Kotler & Armstrong, comes into play. However, the marketers need to figure out better ways to reach wider audience and new customers as even these younger respondents rather opt on products they are already familiar with rather than trying out new ones.

To understand the general state of Russian male cosmetics market better and to explore the future perspectives of it more thoroughly, obviously more research has to be done within a wider age group and with a sample that consists of people from different regions, income groups and people with various educational backgrounds.

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## Appendix 1 1 (4)

Dear recipient,

This survey is aimed to gather information about men's attitudes and consuming habits towards cosmetics products for a thesis I am doing for North Karelia University of Applied Sciences. Your opinion is important! The survey takes approximately 10 minutes to complete. Your responses will be strictly confidential and used only for research purposes.

Greetings,

Heini-Carita Lautamäki

[heini-carita.lautamaki@edu.pkamk.fi](mailto:heini-carita.lautamaki@edu.pkamk.fi)

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

☐ Yes ☐ No (if "No", go to question 11)

**2. How often do you use the following products?**

	Never	Rarely	Once a week	3 to 5 times a week	Daily
Cleansing products	1	2	3	4	5
Moisturizing cream	1	2	3	4	5
Shaving foam	1	2	3	4	5
Aftershave / Cologne	1	2	3	4	5
Deodorant / Body spray	1	2	3	4	5
Shower gel	1	2	3	4	5
Soap	1	2	3	4	5
Body lotion	1	2	3	4	5
Eye cream	1	2	3	4	5
Anti-aging cream	1	2	3	4	5
Scrub	1	2	3	4	5
Mask	1	2	3	4	5
Make-up	1	2	3	4	5
Sunscreen	1	2	3	4	5
Self-tanning products	1	2	3	4	5
Other, what?					
_____	1	2	3	4	5

## Appendix 1 2 (4)

**3. How long have you been using cosmetics?**

- ☐ Less than a year      ☐ 1 to 3 years      ☐ 3 years or longer

**4. How important is your physical appearance to you?**

- ☐ Unimportant      ☐ Fairly unimportant      ☐ No opinion      ☐ Fairly important      ☐ Important

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

- ☐ Hygiene reasons  
☐ To feel more confident  
☐ Medical reasons (e.g. skin condition)  
☐ To maintain youthful skin  
☐ To attract the opposite sex

**6. In average, how much money do you spend on cosmetics per month?**

\_\_\_\_\_ €

**7. When deciding to purchase a product, how important are the following factors?**

	Unimportant	Fairly unimportant	No opinion	Fairly important	Important
<b>Price</b>	1	2	3	4	5
<b>Packaging</b>	1	2	3	4	5
<b>Fragrance</b>	1	2	3	4	5
<b>Features</b>	1	2	3	4	5
<b>Brand</b>	1	2	3	4	5
<b>Advertising</b>	1	2	3	4	5
<b>Easy to use</b>	1	2	3	4	5
<b>Efficiency</b>	1	2	3	4	5
<b>Friends'</b>					
<b>Recommendations</b>	1	2	3	4	5
<b>Eco friendliness</b>	1	2	3	4	5
<b>Hypo-allergenic</b>	1	2	3	4	5
<b>Natural ingredients</b>	1	2	3	4	5



## Appendix 1 3 (4)

**8. Where do you tend to buy your cosmetics products?**

- ☐ Department store                      ☐ Supermarket   ☐ Internet                      ☐ Direct sales  
☐ Beauty salon / spa                      ☐ Specialist stores (e.g. The Body Shop)                      ☐ Pharmacy  
☐ Other outlets (e.g. clothes shop)  
☐ Other, (please specify) \_\_\_\_\_

**9. Where do you obtain advice or learn about cosmetics products?**

- ☐ Friends                                      ☐ Family                                      ☐ Beauty salon   ☐ Dermatologist  
☐ Magazines                                      ☐ TV                                      ☐ Internet  
☐ Other, (please specify) \_\_\_\_\_

**10. Which of the following brands you tend to buy?**

- ☐ Lumene                                      ☐ Axe                                      ☐ L'Oréal                      ☐ Avon  
☐ Nivéa                                      ☐ Clarins                                      ☐ Biotherm                      ☐ Oriflame  
☐ Clinique                                      ☐ Nickel                                      ☐ Shiseido                      ☐ Dermalogica  
☐ Other, (please specify) \_\_\_\_\_

**11. If you do not use cosmetics, why?**

- ☐ I do not need them                      ☐ They are a waste of money                      ☐ They are a waste of time  
☐ I do not have enough information about them                      ☐ They are only meant for women  
☐ They are difficult to use  
☐ Other, (please specify) \_\_\_\_\_

**12. Age**

- ☐ 18 or younger  
☐ 19 – 20  
☐ 21 – 30  
☐ 31 – 40  
☐ 41 or older

**13. Working status**

- ☐ Working full-time  
☐ Working part-time  
☐ Student  
☐ Unemployed  
☐ Retired

**14. Level of Education**

- ☐ Comprehensive school  
☐ High school / Vocational school  
☐ University / Polytechnic

**15. Yearly income**

- ☐ < 10,000 €    ☐ 10,000 – 20,000 €                      ☐ 20,000 – 30,000 €                      ☐ > 30,000 €

## Appendix 1 4 (4)

**16. Marital status**

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Other, (please specify) \_\_\_\_\_

**17. Nationality**

---

## Appendix 2 1(4)

Уважаемый реципиент,

Следующий вопросник исследует привычки использования и отношение мужчин к косметике. Запрос является частью моей диссертации в Университете прикладных наук Карелия. Заполнение анкеты занимает около 10 минут. Ваше мнение очень важно!

Все ваши ответы будут рассматриваться конфиденциально и данная информация используется только в научно-исследовательских целях.

С уважением,  
Хейни-Карита Лаутамяки  
[heini-carita.lautamaki@edu.pkamk.fi](mailto:heini-carita.lautamaki@edu.pkamk.fi)

### 1. Пользуетесь ли вы косметикой (Продукцией по уходу за кожей)?

☐ Да ☐ Нет (если "Нет", переходите к вопросу номер 11)

### 2. Как часто бы употребляете эту продукцию?

	Никогда	Редко	Раз в неделю	3 - 5 раз в неделю	Ежедневно
Очищающая продукция	1	2	3	4	5
Увлажняющий крем	1	2	3	4	5
Пенка для бритья	1	2	3	4	5
После бритья /одеколон	1	2	3	4	5
Дезодорант /спрэй для тела	1	2	3	4	5
Гель для душа	1	2	3	4	5
Мыло	1	2	3	4	5
Лосьон для тела	1	2	3	4	5
Крем для глаз	1	2	3	4	5
Антивозрастной крем	1	2	3	4	5
Скраб	1	2	3	4	5
Маска	1	2	3	4	5
Макияж	1	2	3	4	5
Солнцезащитный крем	1	2	3	4	5
Средства для автозагара	1	2	3	4	5
Другое, что?					
_____	1	2	3	4	5

## Appendix 2 2(4)

**3. Как долго вы пользовались косметикой?**

- ☐ Менее 1 года                      ☐ От 1 до 3 лет                      ☐ 3 года или больше

**4. Насколько важен для вас ваш физический облик?**

- ☐ Не важен                      ☐ Не очень важен                      ☐ Нет мнений                      ☐ Довольно важен                      ☐ Важен

**5. Почему вы пользуетесь косметикой (выбирайте так много сколько хотите )?**

- ☐ Из гигиенических
- ☐ Чтобы чувствовать себя более уверенно
- ☐ Из медицинских соображений (в т.ч. состояние кожи)
- ☐ Чтобы поддержать молодость кожи
- ☐ Для привлечения внимания противоположного пола

**6. Сколько денег в месяц вы тратите на косметику (в среднем)?**

\_\_\_\_\_руб.

**7. Насколько важны для вас следующие факторы при принятии решения о покупке продукции?**

Не важные                      Не очень важные                      Нет мнений                      Довольно важные                      Важные

<b>Цена</b>	1	2	3	4	5
<b>Упаковка</b>	1	2	3	4	5
<b>Аромат</b>	1	2	3	4	5
<b>Особенности</b>	1	2	3	4	5
<b>Бренд</b>	1	2	3	4	5
<b>Реклама</b>	1	2	3	4	5
<b>Легко пользоваться</b>	1	2	3	4	5
<b>Эффективность</b>	1	2	3	4	5
<b>Рекомендация друзей</b>	1	2	3	4	5
<b>Экологически чистый</b>	1	2	3	4	5
<b>Гипоаллергенность</b>	1	2	3	4	5

## Appendix 2 3(4)

**Натуральные**

ингредиенты	1	2	3	4	5
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**8. Где вы обычно покупаете косметическую продукцию?**

- ☐ Универмаг   ☐ Супермаркет   ☐ Интернет   ☐ Прямые продажи  
☐ Салон красоты/спа   ☐ Специализированные магазины (например The Body Shop  
☐ Аптека   ☐ Другие аутлеты (например магазин одежды)  
☐ Другое, (пожалуйста перечисли)
- 

**9. Где вы получаете советы или информацию о косметической продукции?**

- ☐ Друзья   ☐ Семья   ☐ Салон красоты  
☐ Дерматолог   ☐ Журналы   ☐ Телевидение  
☐ Интернет  
☐ Другое, (пожалуйста перечисли)
- 

**10. Какой из следующих брендов вы обычно выбираете?**

- ☐ Lumene   ☐ Axe   ☐ L'Oréal   ☐ Avon  
☐ Nivéa   ☐ Clarins   ☐ Biotherm  
☐ Oriflame   ☐ Clinique   ☐ Nickel  
☐ Shiseido   ☐ Dermalogica  
☐ Другое, (пожалуйста перечисли)
- 

**11. Если ты не используешь косметику, то по какой причине?**

- ☐ Мне она не нужна   ☐ Она пустая трата денег   ☐ Она пустая трата времени  
☐ У меня нет достаточной информации о ней   ☐ Она только для женщин  
☐ Ею трудно пользоваться  
☐ Другое, (пожалуйста перечисли)
-

## Appendix 2 4(4)

**12. Возраст**

- ☐ 18 или моложе  
школа
- ☐ 19 – 20
- ☐ 21 – 30
- ☐ 31 – 40
- ☐ 41 или старше

**13. Рабочий статус**

- ☐ Работающий  
полный рабочий день
- ☐ Работающий  
неполный рабочий день
- ☐ Студент
- ☐ Безработный
- ☐ Пенсионер

**14. Степень образования**

- ☐ Средняя общеобразовательная
- ☐ Гимназия/ ПТУ
- ☐ Университет/ Институт

**15. Ежегодный доход**

- ☐ < 400 000 руб  
200 000 руб
- ☐ 400 000 – 800 000 руб
- ☐ 800 000 – 1 200 000 руб
- ☐ > 1

**16. Семейное положение**

- ☐ Не женат (не замужем)
- ☐ Женат (замужем)
- ☐ Разведённый
- ☐ Другое, (пожалуйста перечисли) \_\_\_\_\_

**17. Гражданство**


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