

# FACTORS THAT MOTIVATE MEN TO BUY COSMETIC PRODUCTS

Sarah Lagardère

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Supervisor:  
Prof. Álvaro Rosa, ISCTE Business School, Departamento de Marketing, Operações e  
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## **Abstrato**

Dado o desenvolvimento do mercado de produtos cosméticos para homens, esta pesquisa explora as motivações dos consumidores masculinos para comprar esses produtos. Esta dissertação responderá a esta problemática: a mudança de comportamento e atitude são os únicos fatores que motivam os homens a comprar produtos cosméticos? Na revisão da literatura, analisamos os fatores pessoais ligados ao comportamento mutável dos homens que os influenciam. Além disso, outros fatores foram encontrados: técnicas de marketing usadas por marcas de cosméticos para chamar a atenção desses consumidores serão desenvolvidas. Nossa parte de investigação é baseada em uma pesquisa dirigida aos homens franceses. Os resultados mostram que uma parte significativa deles usa produtos de cuidados com a pele e que eles estão conscientes de que existem muitos fatores externos que influenciam a tomada de decisão de compra sobre os produtos de cuidados da pele.

Por um lado, esta pesquisa demonstra que o desenvolvimento do mercado cosmético masculino é devido à evolução dos homens, da sociedade, do estilo de vida e da importância crescente das mídias sociais. Por outro lado, veremos graças ao mix marketing que as marcas desenvolveram muitas estratégias para responder às necessidades dos homens e apostar muito na promoção parte do desenvolvimento do produto para atraí-los. Devido ao aumento do interesse dos homens em produtos cosméticos, as marcas de cosméticos parecem ter um futuro brilhante.

***Palavras-chave:*** consumidores masculinos, mudança de comportamento, estratégias de marketing, mercado francês

***JEL Classificações:*** M31 Marketing - O35 Inovação Social

## **Abstract**

Given the development of the cosmetic products market for men, this research explores the motivations of the male consumers to buy these products. This dissertation will answer to this problematic: *Are the change in behaviour and attitude the only factors that motivate men to buy cosmetic products?*

In the literature review, we analyse the personal factors linked with the changing behaviour of men that influence them. Also, other factors have been found: marketing techniques used by cosmetic brands to draw the attention of these consumers will be developed.

Our investigation part is based on one survey addressed to French men. The results show that a significant part of them use skincare products, and that they are aware that there are a lot of external factors that influence their purchase decision-making concerning the skincare products.

On the one hand, this research demonstrates that the development of the men cosmetic market is because of the evolution of men, society, lifestyle and the increase importance of social media. On the other hand we will see thanks to the mix marketing that brands developed a lot of strategies to answer to the needs of men and bet on a lot on the promotion part of the product development to attract them.

Due to the increase of the interest of men about cosmetic products, cosmetic brands seem to have a bright future.

**Keywords:** *male consumers, changing behaviour, marketing strategies, French market*

**JEL Classifications:** *M31 Marketing - O35 Social Innovation*

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## Chapter 1. Introduction

Recent studies shown that there is an increase of the interest of cosmetics products by male consumers. Indeed there is a growth in this industry. For the future, this market is supposed to reach 166 billion of euros in 2022 with a « boom » of skin creams products (Allied Market Research, 2016). This shows that there is a changing behaviour of men regarding cosmetic products and there is the emergence of new kind of men.

It is undeniable that the cosmetics world is not only limited for women, because today male give prominence to the use of cosmetics care products.

Comparing to women products, men cosmetic products are few. Some brands seen this market as a niche, and started to develop specific product for men. L'Oréal was the first brand to develop this idea by creating in 80's the first range of product for men: « Biotherm Homme » . L'Oreal was the pioneer in the development of this segment by launching this line and make the men understand that they need to take care of their skin and look after them (Jones, 2010).

In 90's, Nickel created its own line exclusively for men, like superior brand as Vichy and Clarins after 2002. Famous brand understand the potential growth of this market and started to line for male as Nivéa for Men.

Few years ago, men were not used to take care of them. Indeed brands focused only on the launch of skin care product for women and paid attention only on this segment. Over time, there was a changing behaviour of men. There was a reduction of the gap between men and cosmetic products; they want to take care of their skin for their wellness and to stay young by using cream or facial treatment that can help them (Cole, 2008).

Thus the **problematic** studied in this dissertation is:

**Are the change in behaviour and attitude the only factors that motivate men to buy cosmetic products?**

Indeed this is interesting to study if the development of the male cosmetic market is only because of the emanation of new needs from men.



The male cosmetic market consists of hair care (shampoo, conditioner, gel, spray, cream, hair coloration and coloring), shaving (shaving gel or cream, aftershave and pre-shave lotion), oral care, hygiene products, skincare products, makeup and nail's care (Shandradeep, 2016). Razors and blades take part of the men grooming market in general but they are not considered as cosmetic products.

For this dissertation the focus will be mainly for one segment of the cosmetic market: skincare products; that mean body and face creams or make up (except for the general presentation of the grooming market in the first part).

The aim of this dissertation is to discover and analyse factors that motivate men to buy cosmetic products and especially skin care brands, and understand what are the marketing strategies used by brands to attract them.

In the literature review, in a first part of the report the general grooming market (including razors and blades) will be analysed.

Then, all the personal and socio cultural factors (linked with the changing behaviour of men) that motivate them to the use of cosmetic products will be developed.

Finally in a third part, new factors that influence men to the consumption of skincare products will be highlighted. This part will be about the marketing techniques used by brands to attract these new consumers. The analysis will be done through the variables of the mix marketing.

This study will be completed with an investigation part in order to complete the arguments of the literature review. A quantitative research and analysis on the motivations of the male consumers to buy skincare products will be developed. The focus will be on the French market.

## Chapter 2. Aims and objectives

The aim of this dissertation is to discover and analyze what are the factors that influence men in the purchase decision. Are there only personal and socio cultural factors? Do the marketing strategies influence men to buy cosmetic products especially skin care brands? The goal is to also find the techniques used by the brands to attract this new target.

There are many objectives for this study. Firstly, understand the men's changing behavior regarding cosmetics products: discover the personal and socio cultural. Then analyze marketing factors that motivate men to buy cosmetics products. Finally, understand why men are attracted and interested to use cosmetic products with an investigation made in the French market.

Hypotheses to analyze for this dissertation:

***H1:** Changing behavior of men motivates them to use cosmetics products*

***H2:** Changing behavior do not motivates men to buy cosmetic products*

***H3:** There are other factors that influence this purchase decision*

## **Chapter 3. Literature Review**

### **3.1 Men Grooming Market**

The men beauty market is the fourth market in the world in the beauty sector just after skincare, hair care products and make up for women. The growth during these five last years was about 26% (L'Oréal, 2016). According to Mintel agency (2014), there was a strong growth in this market between 2012 and 2014 with the increase in sales of men cosmetics of 70%.

The countries where the men consume the most skincare products are the countries from Asia. Indeed, according to Gregory Benoit, International marketing director of L'Oréal Men expert, Korean men consume almost twenty five hygiene and skincare product everyday whereas French men use seven products maximum. In China they use a lot of skincare products. Indeed this is a cultural and environmental phenomenon because there is a strong pollution and a lot humidity that weaken Chinese skin.

In France, French men who are older than 18 years old are willing to spend more money than French women to take care of them. They spend twenty six to fifty euros for their beauty and men are ready to spend fifty one to one hundred euros (Le Figaro, 2016).

Data from the men grooming market in general will be analyzed next (razors and blades are included in the analysis). The figures are from 2015 and are extracted from market researches published in 2016.

Year	\$ million	€ million	% Growth
2011	17,998.7	16,222.4	
2012	17,951.2	16,179.5	(0.3%)
2013	18,373.7	16,560.4	2.4%
2014	18,722.0	16,874.3	1.9%
2015	18,394.2	16,578.9	(1.8%)
CAGR: 2011–15			0.5%

SOURCE: MARKETLINE

MARKETLINE

**Table 1 - Market value of men grooming market in million of dollars, 2011-2015 (Marketline, 2016)**

Between 2011 and 2015 there is a positive growth of 1,8% in this market. The market value reach is 16,578.9 million of euros in 2015. The growth is stable and shows an evolution of this market.

Category	2015	%
Men's Disposable Razors & Blades	12,101.6	65.8%
Pre-shave Cosmetics - Men's	2,519.7	13.7%
Aftershaves & Colognes	2,088.2	11.4%
Post-shave Cosmetics - Men's	1,684.7	9.2%
Total	18,394.2	100.1%

SOURCE: MARKETLINE

MARKETLINE

**Table 2 - Market segmentation of men grooming product in million of dollars, 2015 (Marketline, 2016)**

This table stands out the fact that Razors and blades is the most important segment in the men grooming market with 65,8% of the total of the market value. The Post-shave cosmetics, which can be assimilate here for the skincare products represent 9,2% of this total market.

## Factors that motivate men to buy cosmetic products

Geography	2015	%
Europe	6,680.0	36.3
United States	5,012.9	27.3
Asia-Pacific	2,358.1	12.8
Middle East	347.2	1.9
Rest of the World	3,996.1	21.7
<b>Total</b>	<b>18,394.3</b>	<b>100%</b>

SOURCE: MARKETLINE

MARKETLINE

**Table 3 - Men grooming market in the world, 2015 (Marketline, 2016)**

This is interesting to see here that the biggest men grooming market in 2015 is Europe with 36,3% and that Asia-Pacific is in the third place. This is certainly explained by the fact that the market research is about all the grooming products. Indeed the consumption of razors and blades, which is the first segment, is really important in Europe. As it is explained earlier, Asia is the first country in the consumption of skincare products because of cultural habits.

Geography	2015	%
United Kingdom	992.1	14.9
Germany	870.7	13.0
France	817.1	12.2
Italy	728.1	10.9
Spain	554.8	8.3
Rest of Europe	2,717.1	40.7
<b>Total</b>	<b>6,679.9</b>	<b>100%</b>

SOURCE: MARKETLINE

MARKETLINE

**Table 4 - Men grooming market in Europe, market shares 2015 (Marketline, 2016)**

If the focus is only in Europe, United Kingdom is the most important market as they account for 14,9% of the European market. The French market is in the top three.

Company	% Share
The Procter & Gamble Company	51.5%
Energizer Holdings, Inc.	10.1%
Beiersdorf Ag	3.9%
Societe Bic	2.9%
Other	31.5%
Total	100%

SOURCE: MARKETLINE

MARKETLINE

**Table 5 - Main players in the men grooming market, market shares (Marketline, 2016)**

Regarding the companies that offer men grooming products, this is interesting to see that Procter & Gamble is incontestably the leader company in this market. It generates half of shares of the market value (51,5%).

Channel	% Share
Hypermarkets & Supermarkets	39.7%
Health & Beauty Stores	17.1%
Convenience Stores	13.1%
Drug stores & Pharmacies	12.9%
Other	17.2%
Total	100%

SOURCE: MARKETLINE

MARKETLINE

**Table 6 - Distribution channels in the men grooming market, % share by value, 2015 (Marketline, 2016)**

Hypermarkets and supermarkets are the most important distribution channel for this market in the world. Men are more comfortable in the supermarket than in beauty stores for example. The reasons that explain this result will be developed in the marketing part.

The changing in the way of living, the increase of the compensations and the innovation are responsible of the increase of the evolution of this market. The large offer of products is also a criterion that affects positively the growth of this market. Moreover the bigger and bigger importance of e-commerce and health consciousness will give opportunity to brands. But According to the forecast of Allied Market Research (AMR), the brands will have to deal with the increase in the packaging cost.

Furthermore, according to this research, skincare products represent the biggest part of the cosmetic market in 2015 (razors and blade are not considered as cosmetic product but as part of the grooming market in general). This segment will stay the most important until 2022 with a growth of 4,5% (Men Corner, 2016).

### **3.2 Factors that affect men's purchasing behaviour regarding cosmetic products**

#### **3.2.1 Decision making process**

Male consumers are influenced by some variables that will influence the purchasing process. There are 5 stages in the customer decision-making (Askegaard et al, 1999):

- Problem recognition

Concerning the cosmetic problems, men are concerned about their appearance, so the use of cosmetics products can improve or repair their skin problems.

- Information search

Men receive information about these products most of the times with ads make by brands (Prakask & vinith, 2007)

- Evaluation of alternatives

Men will evaluate all product choices they have

- Product choice

Male consumer will choose the product

- Outcome

It affects the purchase repetition. Indeed after using the products during a while if the consumer is satisfied he will repeat the purchase.

Factors that motivate them to go until the buying act will be analysed in the following parts.

#### **3.2.2 Changing behaviour of men**

The evolution of lifestyle and social norms, the increase of the importance of self image and success, the emancipation of women, the democratisation of the gay culture and

the access to new values and ideals of beauty, impact a lot the men status regarding his masculinity, virility and his behaviour with his body.

Indeed, for example this changing behaviour was affected by the women's evolution. Nowadays, women do not only stay at home to take care of their children, they also do studies, are interested in sports. Some of them do male jobs like police officer, which influence the masculine and feminine role by reducing the gap between them (Twenge, 1997). Men are now more likely to adopt grooming products.

Men, in occident resist to cosmetic products for a long time. In the Judeo-Christian time, body and spirit were separated. In the 18e century men were interested in beauty. They used powder for the face and lot of perfumes. Even if it was maybe to mask odours, they assumed to do that even if it was not considered as virile.

Recently in the 90s there was the apparition of new kind of men: metrosexual. For these men it was really important to take care of them by going to the gym, be fashion with clothing and use cosmetics to communicate a good image. Most of the time they had money to spend. Metrosexual term explained the new behaviour of men with beauty.

Moreover, during this time, men who tried to use cosmetics products were considered like homosexual and had social troubles (Hakala, U. 2006). However, metrosexual does not mean homosexual or androgynous; they considered themselves as virile people who have a new lifestyle (Souiden & Diagne, 2009).

In 2017, the term metrosexual is obsolete; the men grooming market is not a niche market anymore. Moreover, in urban and peri-urban cities, every kind of men use cosmetic products from several years (Premium Beauty News, 2014). The man in 2017 is independent, conquering and very masculine. The beard trend illustrates that. For example L'Oréal, with its brand Men Expert named Eric Cantonna as ambassador; he is a very virile top athlete (La Depeche, 2016).

According to Mintel, six out of ten (65%) of European men take care of them and for half of them the priority is to be attractive. Only 15% of them considered that grooming products are only for women (Premium beauty news, 2015). Men are more and more demanding with their appearance.

Sothys, the French specialist of care products in Spas, segment this consumers in three different groups: "the beginner", who use the strict minimum of cosmetics products; "the amateur" who use men care products but also sometimes their wife's products. And



finally “the confirmed” who are looking for the more innovating products (Premium Beauty News, 2014)

In the following parts, different variables that explain the changing behaviour of men regarding the beauty world will be developed. These variables are considered as factors that motivate men to go until the buying act. They will be regrouped in two categories: Personal variables and Socio Cultural variables.

### ***3.2.2.1 Personal factors***

#### ***3.2.2.1.1 Self-image***

The man self-image can be considered as a stimulus to purchase cosmetic products. The components of the self-concept, which are social, physical and psychological attributes, can be influenced by the male’s ideas, beliefs, attitudes and habits (Souiden & Diagne, 2009).

Cosmetics products can be for male a way to improve their self-image. Indeed, for example if a man has a stain in his skin, it can decrease its self-esteem. The cosmetics creams will increase not only his physical appearance but also will have positive psychological effects: he will have a higher level of confidence.

According to Sturrock & Pioch (1998), the development of the self-image is one of the main factor that influence men to buy cosmetics. There are more and more men’s magazines that show nice men and that can increase the desire to improve the self-image (Bakewell et al., 2006).

Furthermore, the technologic revolution influenced a lot the consumption of skincare products. The digital era influence a lot people, men are more and more connected and want to work on their image especially in the social network. This is what we call: “the Selfie effect” (L’Oréal, 2016). There is a significative part of men in the social network: 51% of 18-34 year olds (L’Observatoire des Cosmétiques, 2015). Every age bracket is concerned: young people with cleaner and senior who use more and more anti ageing products. This dramatization of the self-image on Internet will ensure a good growth of the cosmetic industry.

To conclude, the more a man wants to improve his self-image the more he uses skincare products.

#### 3.2.2.1.2 Physical attractiveness

“The meanings of physical beauty are dominated by what can be seen externally; these includes visible features such as face, body proportions, body shape and visible traits such as poise, grace, and presence.” (Diagne & al., 2009)

Men want to be more attractive. This factor is born with socio-cultural pressures and with the increase numbers of nice men images in advertising. They do not want to grow more attractive but take care of their skin. For the new generation take care of the appearance increase their well-being. Have a healthy skin; a nice haircut is an important advantage in the play of seduction for example. Even if the hygiene notion is always important, the moisturization and the wrinkles prevention are more and more important for men (Vincent, 2014).

They want to conform themselves to the models they see in magazines by buying cosmetic products (Wienke, 1998). Indeed, the over use of these perfect models to promote grooming products, increase the importance of the appearance.

The more a man attaches importance to physical attractiveness the more he consumes cosmetic products.

#### 3.2.2.1.3 Ageing effects

According to some studies, men were less concerned than women about the effect of the age in their bodies, so it had less impact in their self-esteem (Halliwell & Dittmar, 2003).

This idea changed, especially in western culture where men attach importance to stay young (Coupland, 2007). 49% of European think that the 30s are the new 20s (ACNielsen, 2006 ou diagne). As people live older, the age considered as young is older that 20 years ago. Half of the European consider the 60s as the middle age.

Now for men, the body is an important indicator of the self and they are more and more trying to slow the aging effect. This idea of staying young is really present in the

advertisings. They show that a man is more desirable when he is young and the importance to eliminate or hide wrinkles for example.

To conclude, the fact of purchasing grooming product is too because of the desire of staying young.

#### 3.2.2.1.4 About health

Men awareness about the importance of having a good health is increasing (Aoun et al, 2002). Indeed, some medias like magazines encourage men to take care of them by using cream products for example. A healthy skin reflects a good health and creams for example can enhance or hide some skin problems and protect too against health problems. Appear healthy is a motivation to use skincare product.

#### 3.2.2.1.5 A different type of skin

Men start to understand that for being attractive and nice, they have to take care of their skin. They are demanding for specific products.

Indeed, man skin has some particularities that justify the conception of specific products adapted for their skin:

- They have a more irritated skin than woman. 57% of men shave everyday; the hydrolipidic film is destabilized and it is important to apply soothing product, hydrating after shave and exfoliating product to prepare the skin (Premium Beauty News, 2012).
- They have a pH more acid than woman, that is why they need more moisturization (L'Observatoire des Cosmétiques, 2013)
- They have a skin that is thicker than woman: 25% more thick. This characteristic makes the man skin less sensible and more resistant. They need less skincare than woman. They are more able to support sun exposure for example but their skin have also sometimes some weaknesses that require adapted skincare (Vincent, 2013)
- They have a skin with oil and dilated pores. In fact, testosterone increase sebum secretion. The sebaceous gland that produce this sebum is active until 80 years old.

In contrary for woman, the production of androgen, which is responsible for the sebum, decrease after the menopause. Man skin suffers from impurities all his life and need to use cleaner, purifying product and hydrating product (L'Observatoire des Cosmétiques, 2013).

- They have a skin with marked relief and which is aging. Men have a higher level of collagen and have a skin more elastic and tighter. Thanks to this particularity they often have wrinkles later but when they appear they are more profound.

The specific characteristics of the man skin are another factor that motivate men to consume cosmetics products.

### ***3.2.2.2 Socio-cultural factors***

#### ***3.2.2.2.1 Beliefs***

Culture has an important impact in the male behaviour concerning skincare product consumption. Indeed, when a man buys a cosmetic product he will choose the product that can meet his needs; needs, which are influenced by his culture. Indeed, needs are different across culture. In Asia the increase year after year of the men consumption regarding grooming product is because of cultural factors. In this part of the world the little boy learn from their parents to protect their skin from the UV radiations, this is more a healthy reflex than a beauty habit. Also, to have grey hair is considered as a sign of bad health, that is why men from Asia are very interested in hair coloration (Les Echos, 2010). Take care of his beauty is also a help to succeed socially. Korean people use around 25 products of hygiene and skincare product in their everyday program against 7 products for the French men. In China two-thirds of the men beauty market is about skincare face products; in this country there is pollution and humidity that damage their skin (L'Oréal, 2016). So this is because of cultural and environmental conditions.

In some cultures masculinity and cosmetics products do not do a good match. However, there is more advertising with “macho men” who are using grooming products. This shows that it can be compatible with the masculinity and men will keep it by using cosmetic products.

The society is changing and men need to find the right place in their private life and in the work place. In the family sphere men are more involve in their father role with their children (L'Observatoire des Cosmétiques, 2015). Moreover the generation Y is different. In fact women have now the abilities to manage their private life and succeed in their work life. A lot of women succeed better at work than men and they are in men's light. Women are seen as competitors and these new men from the generation Y see in the cosmetic products a way to stay competitive.

### 3.2.2.2.2 Lifestyle

Social class and status influence male consumer for the purchase of cosmetic products. The aspect of narcissism and self-image are more important in managerial function. Indeed, people who have money like manager are more concerned about their appearances, so they are more likely to try to improve their looks by using cosmetics (Liu, 2006). As for these jobs the competition between men is greater. Men need now to have a really good image, a young appearance because it helps a lot to evolve in a company or for recruitment for example. Moreover people living in big cities are more likely to use cosmetic products to follow the trends than people living in rural area.

We have seen that this changing behaviour of men has consequences in the purchase of beauty products. This research allowed to find other factors that motivate men to the consumption of beauty products: these are marketing factors.

### **3.2.3 Brands marketing strategies**

With the new trends from the male press and the desire to stay young and dynamic, men are more and more demanding.

Brands understood that men do not want to use their wife's beauty products anymore; they want to consume specific products and specially product created and designed only for men. Multinationals have most of the time created first feminine range of beauty products and after men brands. Original brands that focus from the beginning only on beauty products for men have a really interesting "playing card".

### ***3.2.3.1 The Gender marketing***

Gender marketing means making a difference between men and women. This is a strong strategy used by brands. This strategy is a consequence of the evolution of the society. Indeed brands follow this evolution to adapt their message and answer to the needs of consumers to face to the competition. This segmentation of the target is also a way to achieve an increase of sales (Grohmann, 2009).

For example, in supermarket it is not rare to have a corner dedicated to men and a corner for women. This segmentation is a way to create new needs and the consumer can identify itself to one gender; new products appear then in the market.

Since the creation of one product until the communication campaign, the gender marketing is an effective strategy. The advertising campaign will be different if the target is men or women.

The gender-marketing concept increases the need of men regarding the use of beauty products. Thanks to this strategy men are also more familiarised with grooming products. Moreover, according to Zegai (2014) from the French Senate, the gender marketing allows brands to increase sales. Indeed, in the same family each person men and women will have its own products. So the volume sold for each kind of products will be more important. With this strategy men have more and more the desire to use cosmetics.

To convince this target, brands first change the appearance of the beauty products (packaging). Then, the communication and the advertisings used masculine codes and a new language that corresponds to men. They also worked on the brand naming.

In more details, we will see thanks to the Mix Marketing, how cosmetic brands try to attract men and meet their needs. That means how they sell, distribute and promote the men cosmetic products.

### ***3.2.3.2 Mix marketing: Analysis of the brands strategies***

### 3.2.3.2.1 PRODUCT

Aesthetic products have always attracted women whereas men are more likely to buy functional products (Diagne & al., 2009).

Men do not spend a lot of time in the bathroom to take care of them. That is why they need products easy to use and multi-task. Men want products that will make their life easier; for them using beauty products is not really a pleasure but a way to reach some results in their skin (Men Corner, 2016). Their consumption habits are completely different from women, as they did not have the opportunity in their childhood to follow the example of their mother as girls.

Creams for men cannot be like women cream. Indeed men and women do not have the same skin and the same characteristics. They need cream with different ingredients, features and quality, something designed especially for them, and something easy to use with quick absorbance and less odour (Hopkins, 2010).

For example, Beauticontrol brand tried to enter the male cosmetic products market by creating a line for men with new products that have new features, new packaging. It adopts new strategies and did not do the same as their women line. Effective, practical, easy to use are the criteria that men are expecting from a cosmetic product.

#### *a) Packaging*

The packaging is an important variable to attract men in order to create a strong interaction between the product and the targeted consumers. This is the first thing the customers see. So this is something that needs to attract them and that the brands can use to get their attention. They need to work on the design that means on the form, the material and the colours.

The design of the products becomes more masculine. Colours and size associated with men are used: blue, black, metallic that reflect science and technology (Vincent, 2014). Something huge, dark, blue is more male than something small and pink. (Desbordes & Kimmel, 2002).

For example, L'Oréal extended its female line L'Oréal Paris to a male line L'Oréal Men

Expert. They tried to bring masculinity through its branding with a new brand name. They created new visuals, which are more masculine (colour and shape) and a new packaging that have a masculine visual impact (Huey & Surinderpal, 2015).

They dare to put a touch of orange, fun and vitamin. This is very important because lot of men are reluctant to use skincare products because they are too feminine; the word “make up” and the colour “pink” has to be avoided (Premium Beauty News).

Regarding the size, brands use more pump dispenser “two in one”, always to facilitate men’s life and also to deliver the right dose of product.

#### *b) Galenic: technical characteristics of the product*

Regarding the perfume brands made conclusions: men want products with less perfume than woman products. Man do not like product that is sweet and fruity, they want a smell that evaporates. They prefer discreet perfume (Dubuc, 2014). Odour close to fern, woody, marines and fresh are really appreciated.

Furthermore, men are more likely to use a beauty product if this one penetrates fast. They are looking for something invisible. Brands, like Clarins, developed product with light and fluid texture that matify the face (as men have most of the time an oily skin).

Another example, L’Oreal adapts itself to the male target. They developed formulation with transparent gel (not white cream for example) for barber skincare in order to avoid white residue in the barber. The textures of all their products for men are aqueous and gelled for a quick absorption in order to answer to the needs of men (L’Oréal, 2016).

#### *c) Marketing speech*

As seen previously, men and women are different in a dermatological plan and regarding the use of cosmetic products. That is why brands have adapted their marketing speech for the presentation of products. For example for the feminine skincare, the term of “beauty routine” is used whereas for the men this is the term “program”. Another example, for a man-exfoliating product the term “cleanser” is used. Whereas in the spirit of women this word refer to sponge (Le Figaro, 2016).



The speech is also more virile. Words are scrupulously chosen to touch the passion of men. For example to remember the motor industry, marketing can use the words “turbo” or “boost” as a marketing speech to sell the product (L’Oréal, 2016). The beauty for men has to be sold with lot of explanations, pedagogy, clear and simple illustrations; for an energizing skincare, the battery can be used as an illustration.

Regarding the marketing claims, brands use: soothing, anti-irritant, moisturization, detoxifying, stimulating, firming up, anti wrinkle, anti ageing properties for the man skincare products (L’Observatoire des Cosmétiques, 2013).

### 3.2.3.2.2 PRICE

Concerning cosmetics products, there are various ranges of prices; there are products for all kind of budget. Brand companies can choose to follow two strategies: the intensive distribution of products or the selective distribution.

For the first one, the cosmetic products are distributed in many retails outlet as possible (supermarket, internet, drugstore...). This way, the male consumer will see the product everywhere (Lamb et al, 2008).

The pricing strategy adopted for intensive distribution is *penetration-pricing strategy*; the price of the product is low in order to have more market shares and to do a high volume of sales. This strategy works if buyers are price sensitive (Hirschey, 2009).

For example Nivéa uses this strategy by selling their product at low prices in a lot of places in order to achieve a deep market penetration of their products.

Secondly brands that choose a selective distribution, adopt the *skimming pricing strategy*. Cosmetic brands sell their products at high prices to maximize their profits before that an equivalent of their product is launching in the market. This is for men who are less sensitive prices (Brown, 2006). The product is distributed in few outlets, in specific places like perfumery and drug stores.

### 3.2.3.2.3 PLACE

For a long time, it was the role of women to buy cosmetic products for men. For several years, men are more likely to buy their own grooming products. They are more and more comfortable with the idea of buying themselves skincare products (Diagne & Al, 2009). The distribution, the environment of the store, the outlet etc. influence men decision making to buy cosmetics (Weber & Villebone, 2002). There are different kinds of distribution channel, which are different across countries. For example, in France the distribution is mainly done through outlets in perfumeries and department stores.

Brands need to think strategically about how they will sell or distribute their products to male consumers. The main distribution channel, which are supermarket, cosmetic counter, perfumery, drug store and Internet will be analysed.

#### *a) Physical points of sales*

##### *Supermarket*

This is an accessible place where everybody, men and women, are used to go. As explained before, cosmetic brands present in supermarket adopt a low price strategy, and sometimes there are some promotions. There are brands like Nivea for men, L'Oréal for men or Garnier.

##### *Cosmetic counter*

Some cosmetic brands have their own counters with their own experts who can give advices to customers. For the skincare products, advices from the experts are considered as very important criteria that encourage men to go in store to buy cosmetic products for 39% of GQ reader (L'Express Entreprise, 2014). Lancôme Men, Clinique for Men, Clarins for men and Shiseido for men use this strategy.

*Perfumery and drugstore*

They focus on the distribution of high quality and more expensive cosmetic products. In these places male consumers can expect to have advices and test the product. Men can find specific products more expensive for skin problems for example: anti wrinkle in drug store. These kinds of store are for men who are looking for high quality product, want to spend money and want more advices.

The success of brands depends on their abilities to adapt themselves to these new consumers. Indeed a part of men are still reluctant to enter in point of sales perceived as too much feminine place. That is why brands do the maximum they can to avoid men to feel like a loss of virility. Big multinationals create corners completely dedicated for men with all the toiletry they need (Nieto, 2017). Everything is done by the brand to create a good atmosphere and made the act of purchase easier. The challenge is biggest for the retailers. Indeed as the market increase everyday, brands try to find more space for the men cosmetic products in stores but they have to find the good environment. In the United States, big stores like Nordstrom created big space dedicated for men (Premium Beauty News). Also, the brand Kiehl's builds shave bars in their stores to respond to this new trend.

*b) Internet*

Nowadays men do not necessarily want to spend the weekend in cosmetic stores. Moreover, they can be uncomfortable with the idea of buying cosmetic products. In this case Internet can be used to facilitate purchases. According to Mintel Agency (2013), the ease of online shopping attracts 60% of men between 18 and 34 years old. Moreover, 37% of them are more likely to do impulse purchase online. Furthermore, 73% of young men think that buying online can avoid waste of time. Indeed people going online, can shop everyday of the week and during all the day, there are no hours. Buying cosmetic products online is also a way to shop products considered as "embarrassed" items, like anti ageing product, hair-loss prevention product, self-tanning or hair coloration that answer to a real needs (L'Oreal, 2016).

Brands invest online because they want to take advantage of the interest of young people in technology. They improve the experience online with the creation of new features or the development of mobile applications. All these creation can be very useful because for example it is possible to use some filters and help them to choose products with the consideration of their needs (L'Observatoire des Cosmétiques, 2015). Online, each product has a really detailed description with: the benefits and the claims, application advices, some tips regarding the products, the composition. All these details can enable brand to win men's trust.

Skincare, perfume and make up are the products the most bought online; these products are more expensive, they have a longer lifetime so for men this is not a problem to wait for the delivery of these products (Mintel, 2013). Online, men can also find specific products that they do not find where they live because for example they do not have big stores in their city. Another reasons that explain the enthusiasm of men to buy online is to find the better price. 58% of men who buy grooming products have a look online to see if the products they seen in the store are less expensive than on Internet (Mintel, 2013). Indeed, sometimes there is offer discount on Internet, for the first purchase for example.

Internet became an important way to buy cosmetic products. Indeed it can be easier and more convenient for men to buy them online due to other people's opinion. TheMetroMan.com is one of the website really used by man to buy cosmetic products (Hannah, 2010).

### *c) In France*

The mass-market circuit represent almost 400 million of euros that means more than 85% of the market (Vincent, 2014). The drugstores represent 20 million and the perfumery 30 million of euros (Vincent, 2014). A lot of specialized websites and drugstores websites are developed with lot of promotion.

In France the selective distribution channel has an image too much feminine. So, drugstores have a real potential because they are convenience stores and men can beneficiate of advices. Indeed the product distributed has credibility and the customers

trust these products. Men go more easily to drugstores, a neutral space compared to the perfumery.

Cosmetic creams products are distributed in a lot of places. The problem is that there are not a lot of places, which put men at their ease because, most of the time, they are not really designed for them. However, some brands are trying to focus on that now by creating an environment where the male will be comfortable to buy cosmetic products (Meunier, 2004).

#### 3.2.3.2.4 Promotion

Even if men grooming market has a great potential, brands still has to find the best way to communicate with the male consumers. Most of the brands do not build communication strategy for men and it is possible to see, especially in selective distribution channel where the selling space is really feminine oriented.

The quality of the brand's communication is really important in the beauty world, as every speech marketing have been built around women. Brands cosmetics for men need to educate this target and help them to feel confident in the points of sales if they want to increase the sales in this market.

For L'Express Entreprise Magazine (2014), companies use several strategies to seduce men and to communicate with them:

- First this is important to explain to men that have to be themselves. This is important in the communication strategy to avoid cliché with the men in suit like in the 80s because men do not dream about that anymore. Moreover expensive items like cigar, big car or luxurious watch cannot be used to show the social success. Companies use the courage of staying yourself as a factor of success. People succeed in life when they can be autonomous and have liberty and go on adventure. To express that, companies use humour, the pleasure men can have by taking care of themselves and the life after work.

- Secondly, brands try to inspire men to other lives. Indeed work is not something that brands can use to sell anymore. Modern men have a lot of centre of interest, passions. A man needs to look great, be in good shape for itself. For example Nickel company which is a specialist in skincare brands use technology and humour for their ads. Humour is also used for the denomination of their products.
- Thirdly, this is important to encourage man to take care of him in order to feel good and improve itself image. He can uses skincare products for its pleasure and not by obligation. For example Clarins for men use different models for its campaign, with different age. They seem to be blossomed and healthy.
- Then, the image of the family man is something that flatters men. Indeed, show this father as guarantor of values, respect and knowledge sharing.
- Finally brands, stand out the emotional abilities and the sensitivity of men. They try to bet on the emotions and sensoriality.

*a) Branding*

Regarding branding, companies need to differentiate from others and differentiate their products by using the right word and masculinity to create the brand name. For example, Biotherm Men and Nivea for men are clear, simple and effective in the naming of their products for men.

*b) Advertising*

The other big way to promote cosmetic products for men is the advertising. There is different kind of communication strategies adopted by companies to promote their products. They need first to identify their target to choose the right strategy.

Firstly, they can use media communication (press, radio, cinema, tv, internet...)

Indeed, the press for example can enable them to reach potential customers. Indeed men can see an article or something about a cosmetic brand in the magazine like Maxim for example, and it can create a demand for the product advertised (Meunier, 2004).

The magazine GQ works on this problematic to find the good tones. When they talk about beauty in their magazines, they always try to associate this subject with men's way of life; for example they do a subject for skincare products to people are doing sports (Harscoët, 2013). They also realize big folders with one theme but split in different articles because men will not read all the folders. For the photos they choose "wild casting" more than models. They also use humour for title of articles.

Moreover, cosmetic brands can communicate through television by creating TV spots.

With the development of the e-commerce, Internet is a good marketing tool to attract men who prefer to do anonymous shop online. Several brands like Clarins uses their website by giving accurate advices and suggestions to male consumers; in this way they can choose the good product according to their type of skin.

Secondly, there is the non-media communication (sales promotion, sponsoring...). Sales promotions are developed in the retail outlet and can accelerate the male act of purchase. Brands like Pierre Fabre prefer to do advertising in the outlet (Barbeau, 2005). Sponsoring is another non-media communication. Brands sponsored sports events for example in order to reach customer awareness. Sportsmen and celebrities are chosen to endorse the brand in order to reach the target market. The male consumers can be influenced by these celebrities and use the cosmetic products represented by the celebrity.

### *c) Role of Ambassador*

Brands use the strategy of ambassadors to attract men. Indeed men have ambassadors with whom they can compare themselves as Ryan Reynolds for Men Expert L'Oréal Paris, or Camille Lacourt for Clarins Men. Another brands, Sothys has developed a new line simple and very functional for men; they recruited Vincent Clerc, an international rugby player (Premium Beauty News, 2012).

Biotherm has done a really interesting marketing stunt; David Beckham is the new ambassador of the line Aquapower Gel and Force supreme. David will also in 2017

develop his own complete line of cosmetics with Biotherm. The goal of this partnership with this celebrity is to make evolve mentality and behaviour of men regarding skincare. Indeed, young men are influenced by the endorsement of brands by David Beckham who admitted to use skin care products. Using him for advertisings can positively change attitudes of men regarding cosmetics and make them comfortable with the idea of using them.

#### *d) Beauty Influencers*

Depending how they use social media, people have more or less followers. If they have a lot of followers they can become influencers. From few years, we have the emergence of beauty influencers; they have a certain visibility and there are people who are following them everyday on the social media or blogs. Influencers can use different format: Instagram, Youtube, blogs...Then they can influence their audience. That is why brands are interested in these influencers; they became very important in the digital marketing strategy of a company. The contract between the influencer and the brand is interested for both protagonists. Indeed, the beauty influencer who presents the product of the company in Instagram or in one article will receive compensation. And the brand will take advantage of the publications of the beauty influencer by increasing the visibility of the product on Internet and reach new customers.

The more the influencers have followers the more the products will be share and discussed on the social media. Also, brands want to influence the purchase decision of the net surfers by working with beauty influencers. The goal for the brands is to target young people but there are also older people who follow influencers. Brands bet on these Beauty influencers to promote their products. This trend is really important and brands prefer to communicate through influencers than magazines now.

Most of people think that beauty influencers are only girls that promote skincare products. But on Youtube there is the apparition of men influencers who give lifestyle advices and who talk about the last trends in Beauty (skincare or make up). There are more men beauty influencers in the United States and they have million of followers in their youtube channel. They are specialized in Make up tutorial (Antidote, 2016). According to some of them, the make up is genderless.



Even if they are few in the beauty world, they accumulate million of views on Youtube. The French influencers James Charles accumulate 15 million of views only one year after the opening of his youtube channel (Antidote, 2016).

This phenomenon attracts the curiosity of brands. For example Maybelline chose some of these Men American influencers in order to be the ambassadors of new mascara in the United States. The goal is to promote genderless make up, to inspire millions of fans and especially reach potentially million of clients. Other brands created mixed beauty line as the brands Make-Up geek or M.A.C cosmetics that developed a partnership also with influencers for the creation of a mixed skincare brands.

#### *e) Sportive Sponsorship*

Sponsorship is a technique of communication that helps brands to make known the company, the brand, and products in order to have positive fallouts regarding the brand image (Derbaix, 1994). In the case of sponsorship, the sponsor gives financial support, equipment or knowledge to the sport entity. In the other way the sport entity can bring a better image and notoriety to the sponsor. Modern brands want to be linked with the emotions and passions of consumers. They also want to increase their sales quickly, increase the notoriety and build a strong brand image. Sportive sponsorship can bring all these values, emotions and help the brands to reach their objectives.

So, sportive sponsorship can help a brand to the construction of a good brand image. The brand image corresponds to what the consumer think about the product and the brand. Sponsorship allows to the company to create the brand image they want through the sports values. Each sports benefeciate of a well establish image. For example in France, Clarins Men is a sponsor of a rugby team (Racing 92) of the Top 14 for the new rugby season. Clarins men share a big passion for this sport. The brands like the values that the rugby creates: discipline, respect, creativity, team spirit and pleasure. For this new season, Clarins Men will follow the players during the trainings, match and in the locker-room (Garcia, 2016).

Moreover sponsorship allows brands to highlight the performance of their products. They can show the reliability of their product by putting them in real situation of use. Indeed, for example Biotherm Homme is a sponsor of the Aquapower expedition, which is a sailing across the ocean to protect the Ocean. The race is about 72 days and it happened in very extreme conditions. The participants of the race tested Biotherm Homme products, which is the main sponsor of the race (Aquapower expedition, 2015). The product tested is the new Aquapower 72h. This product keeps the skin hydrated during 72 hours whatever the conditions and temperatures.

Finally sponsorship increases the notoriety of the brands. Nivea is a sponsor of the football team Paris Saint-Germain (PSG) from 2012. The goal was to increase the notoriety and reach 1 million of people in 3 years. It was a success because they succeed to reach 700 000 new consumers the first year of the sponsorship in 2012 (Le Parisien, 2015). This sportive sponsorship allows to Nivea Men to be the second brand in the French market; they want to be the number one in 2018 in the skincare segment. They also use the best players of this team for different campaign of communications in order to increase also their notoriety.

## Chapter 4. Research Methodology

### 4.1 Research Objectives

The goal of our research is to understand what factors influence the male consumers to buy skincare cosmetic products with the use of non-academic sources. We will focus in the French market.

In the first part of the dissertation we tried to answer to the problematic with the use of academic and research papers. The problematic is: *Are the change in behaviour and attitude the only factors that motivate men to buy cosmetic products?*

The literature review helped to answer to the hypotheses developed in Chapter 2:

**H1:** *Changing behavior of men pushes them to use cosmetics products*

**TRUE.** We have seen in the first part that several personal factors (self image, physical attractiveness, ageing effects, health) and external factors like culture and beliefs motivate men to use cosmetics products.

**H2:** *Changing behavior do not motivate men to buy cosmetic products*

**FALSE**

**H3:** *There are other factors that influence this purchase decision*

**TRUE.** Brands are aware that men are more and more interesting in the skincare products. They took the opportunity by using marketing techniques that we developed before to attract them and push them to realize the act of purchase.

All the lectures and findings done before helped us to find new hypotheses that we will study in this investigation part.

**H4:** *Self-image has a big impact in the interest of men regarding skincare products*

**H5:** *Product features have a positive impact on men*

**H6:** *Internet is the distribution channel the most used*

**H7:** *Celebrity ambassadors and sponsoring have positive effects on the motivation of men to buy one brand*

**H8:** *Social media are really important in the French men everyday life*

## 4.2 Method of research

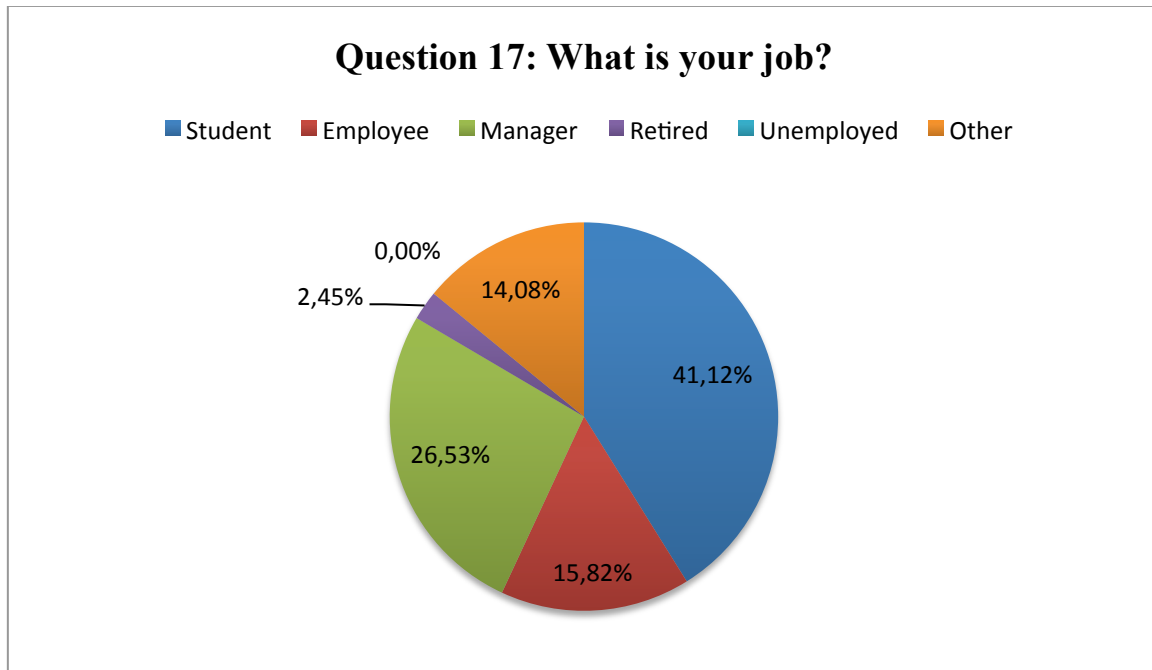
### 4.2.1 Quantitative research method

In order to have interesting and accurate results and data, it has been chosen the most relevant method for this research, which is the quantitative method through the use of one survey. The quantitative method is *“Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)”* (Aliaga & Gunderson, 2000).

This method allows measuring and describing the behavior of male consumers regarding creams products. Survey method has been elected in order to have a maximum answers as possible from different generation of men: young, senior etc.

### 4.2.2 Sample

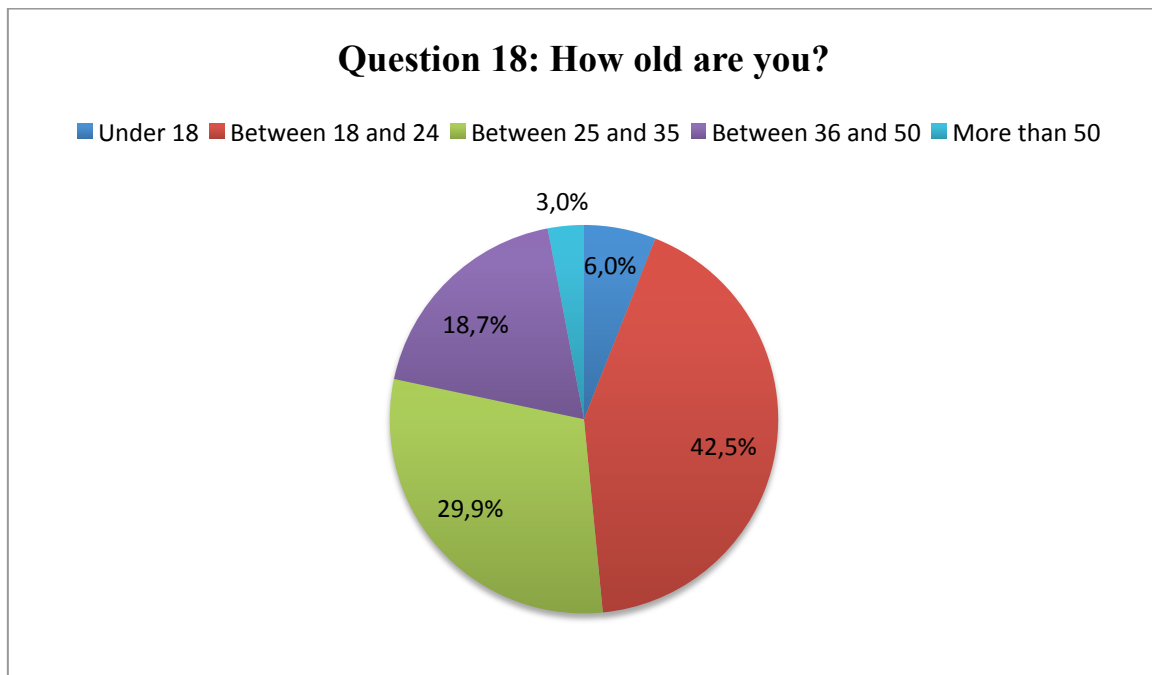
The sample is composed of 306 men. Thanks to the question asked in my survey (Appendix 1), their job and their age can be analyzed.



**Figure 1 - Jobs of the men interviewed**

40% of the persons interviewed are students, but there are people with different situations

like managers and employees.



**Figure 2 - Age of the men interviewed**

The majority of men interviewed are young adult between 18 and 35 years old with 70%.

#### **4.2.3 Questionnaire**

The survey is complete and accurate to really understand the factors which influence the consumers and why. The aim was to have more than 300 answers in order to make a good analyze and do objective and realistic conclusions and recommendations. It allows us to meet the problematic and can be useful for cosmetics companies. This is why in the conclusion some recommendations to the cosmetic companies will be made.

For the creation of the survey Google was used (Google forms). The questions of the survey can be found in the appendix in French and in English. (See appendix 1 and appendix 2.)

#### **4.2.4 Method of investigation**

The survey was sent to French male only because it was easier for the investigator who lives in France. In addition, this is interesting to study the behavior of French male concerning cosmetic products and focus only in one market.

The survey was posted online:

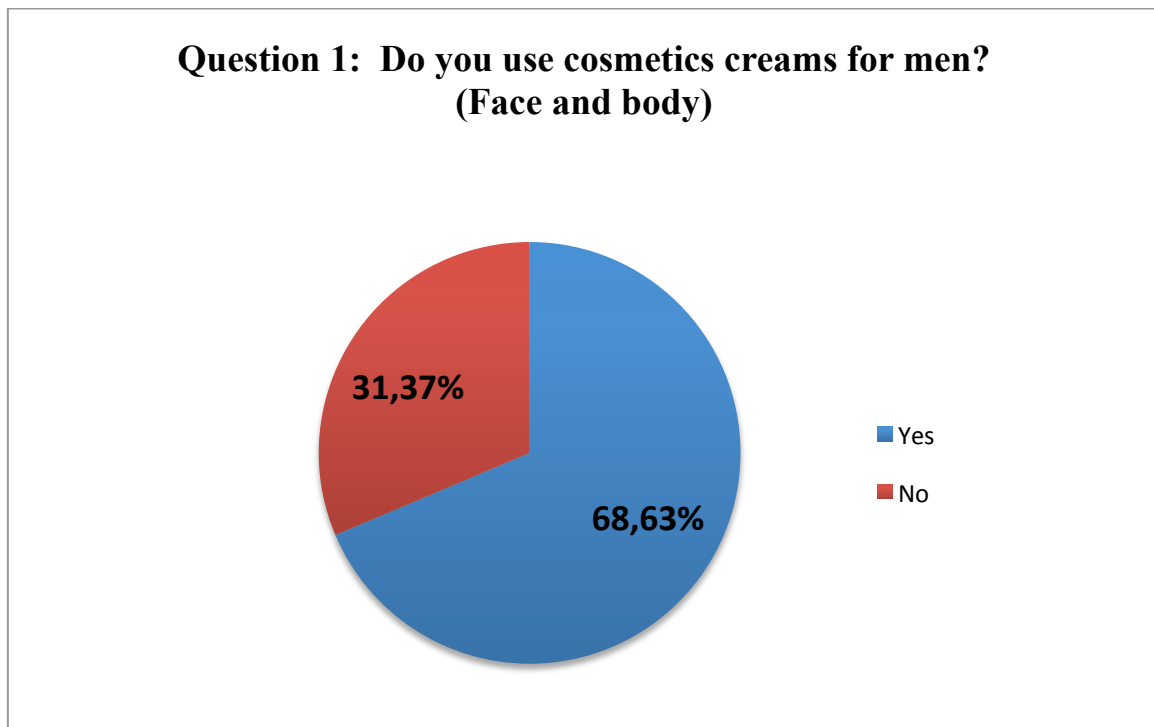
- On the different Facebook groups of my school: to reach the maximum students and teachers as possible
- On the Facebook group of the former graduate of the school: to reach managers category of people with a higher purchasing power
- Sent by emails to my entourage: to have also employees and retired

The goal was to have diversity in the sample; it was easier to young adults.

## Chapter 5. Data Results and Analysis

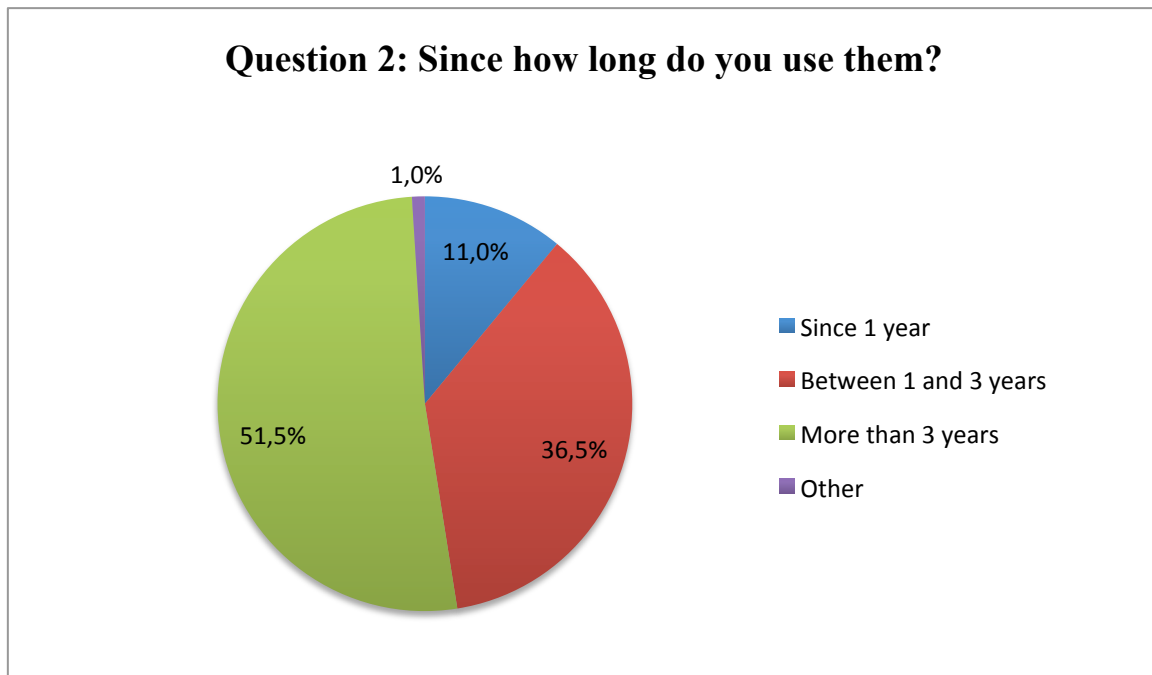
The goal of the investigation is to understand the factors that motivate men to use cosmetic products. Also the objective is to answer to the hypotheses thanks to an exploratory research with the French male consumer (There are 306 answers to analyze)

The questions will be analyzed one by one with the use of diagrams and graphics made thanks to answer of the Google forms.



**Figure 3 - Use of the cosmetic creams by the sample**

The graph shows that around 2/3 of people interviewed use creams products for men. This shows that in 2017 a lot of men use cosmetic products to take care of them. So, men are potential consumers of skincare products and cosmetics seem to be in the French men habits.

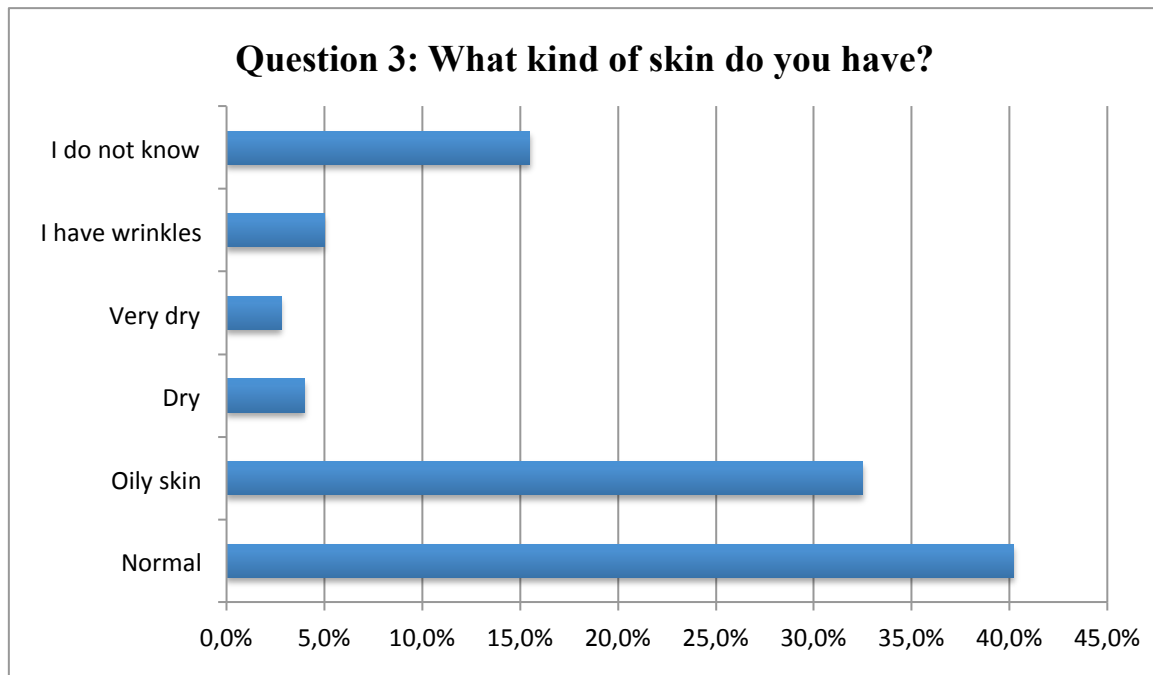


**Figure 4 - Since how long the sample use skincare products?**

They are 51,5% to use cosmetic products for more than 3 years that means that half of them are used to consume this kind of products, this in their habits now. Another big part, 36,5% of them is relatively new users because they use creams for less than 3 years.

The idea of using cream products is considered as normal in the male mind for several years. Nevertheless, an important part of them are new users. This is maybe thanks to the development of new men line by brands, which start to understand the needs of men and thanks to the use of massive marketing techniques to attract them.

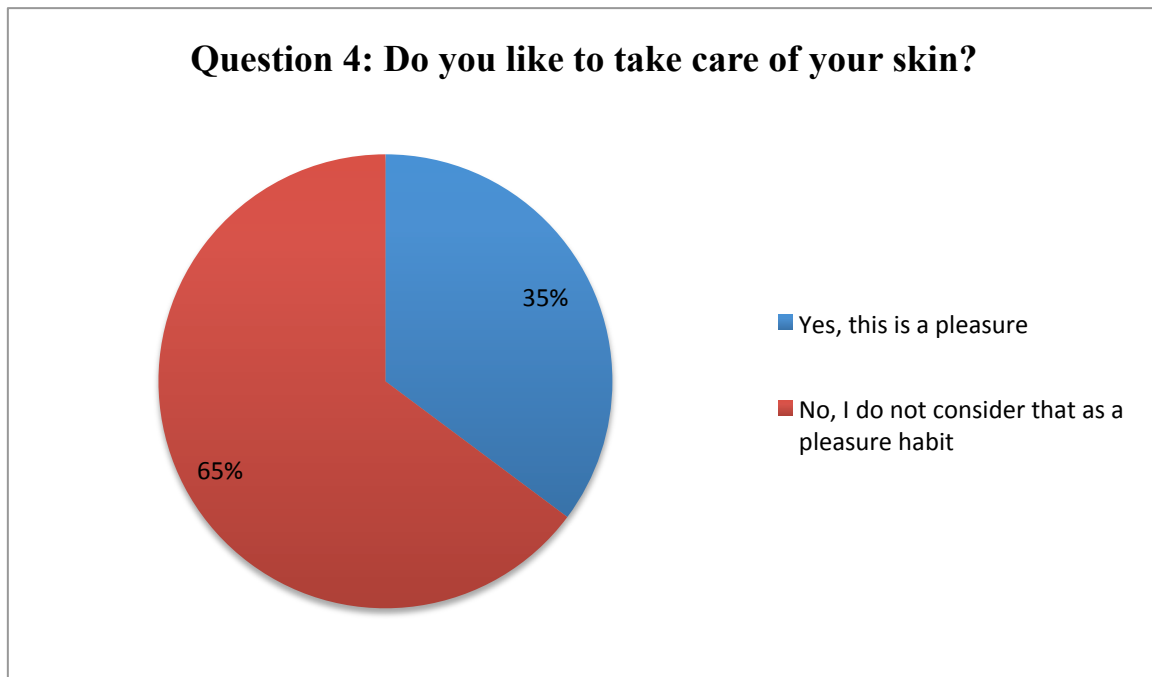




**Figure 5 – Quality of skin of the sample**

Around 40% of the people interviewed consider having a normal skin. Whereas almost 35% of them have an oily skin, which is a characteristic of the men skin as we have seen in the literature review. Indeed the testosterone increase the sebum secretion and men have dilated pores and more imperfections. Which is interesting to notice is that more than 15% of the respondents have no clue about the type of skin they have.

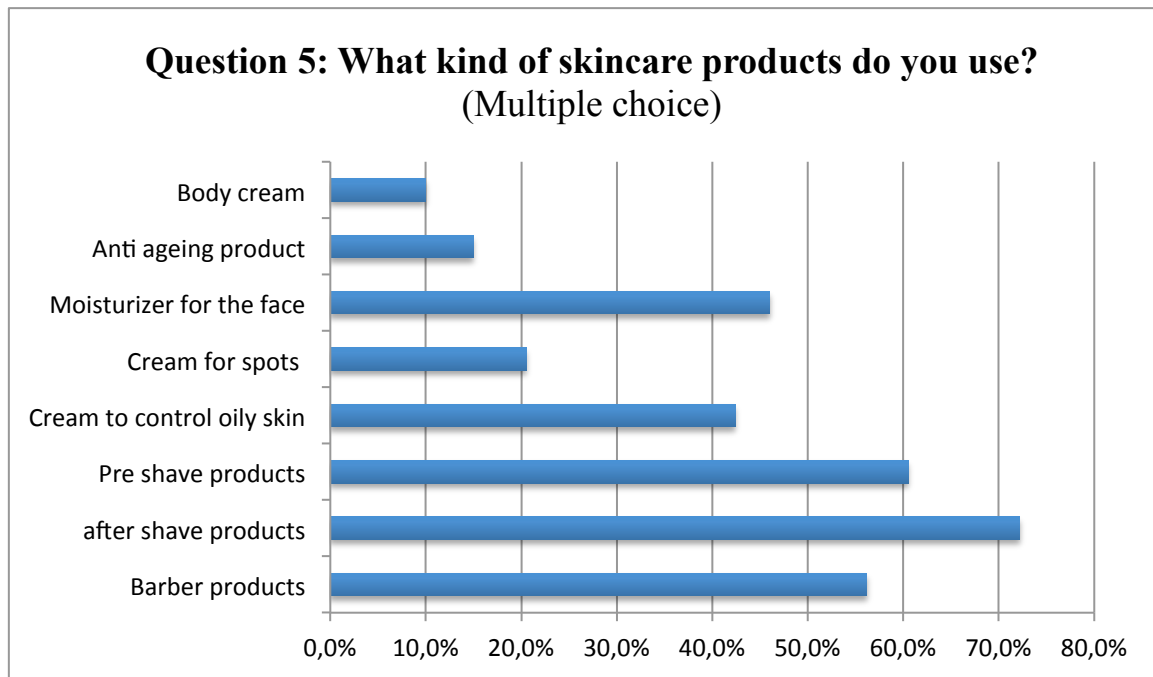
We can say that maybe most of the respondents have no clue of the skin they have. Maybe with the answer “normal” the respondents did not understand what that means. In fact they maybe understand the first sense like “my skin is normal and I do not have problems” and not the sense “normal skin” as it is a quality of skin. We can conclude, if this supposition is true, that more than half of the respondents do not know the quality of skin they have which is not really convenient when they choose their skincare products (as there are different products for different skin).



**Figure 6 – Habits of the sample regarding their skin**

We can notice that 65% of the sample considers that taking care of themselves is not a pleasure. As we have seen earlier men want products effective, easy and quickly to use.

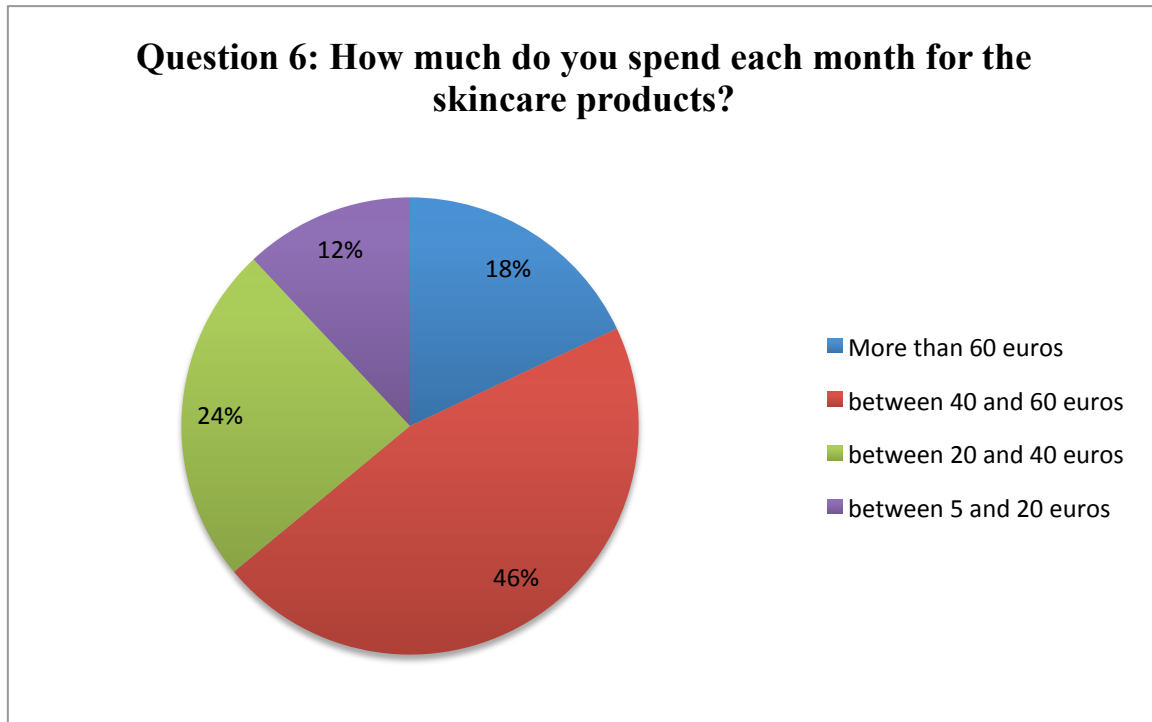
We can understand that they do not want to waste time with that and that they are taking pleasure in other things in life and not in beauty. 35% take pleasure, maybe in this 35% there are men going to spa, institute to take care of them.



**Figure 7 - Kind of skincare used by the sample**

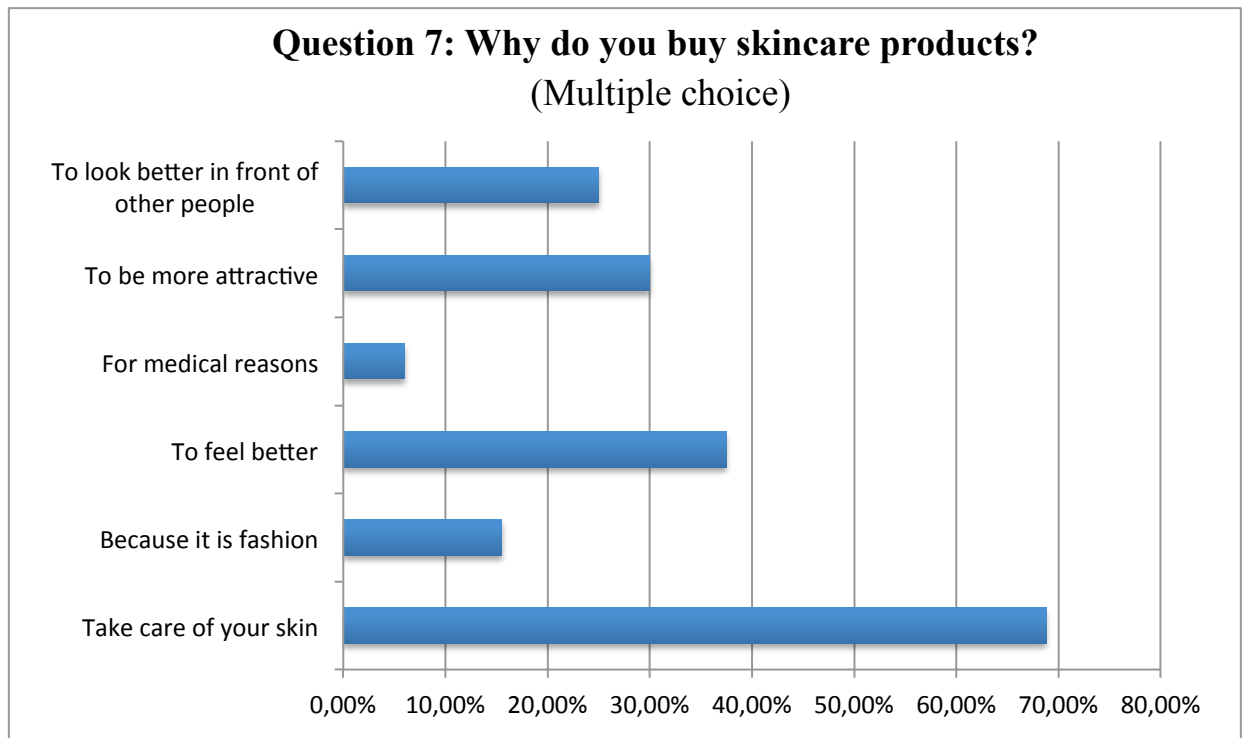
With the French men interviewed we can see that the top 3 is composed of products related to barbers. Indeed there is an important trend regarding barbers in France. Men are willing to spend a lot for that.

Another explication is that after-shave and pre shave products are the first products that a man uses as cosmetics and skincare products. As this trend is important in France, there a more and more product for pre shave and after shave products that prepare the skin, improve the barber, nourish the barber and the after shave is now a moisturizer. This is not the basic product as years ago. Then almost half of the sample uses a moisturizer for the face. Moisturizer seems to have a bright future in France.



**Figure 8 - Money spends by the sample**

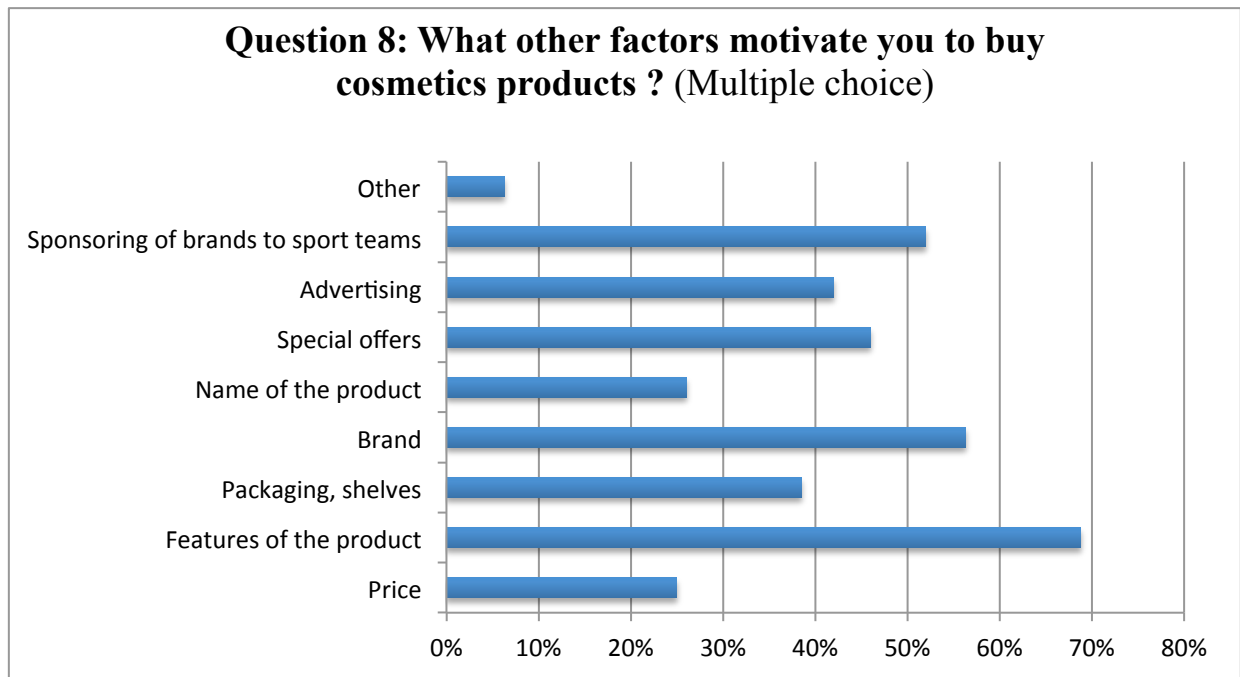
Half of the sample spend between 40 and 60 euros each month which a good average. Indeed it shows that men are willing to pay and to have a certain budget to improve themselves.



**Figure 9 - Personal factors that motivate men to buy skincare products**

Almost 70% of the French male of the survey buy creams in order to take care of their skin. It is visible that there is a desire of men to take care of them in France and the creams are not only just for women. Men need also to moisturize their skin, repair the ageing effect with special products different from women products, in order to feel better for 40% of them.

Secondly, the social pressure push them to buy these products in order to be more attractive and for more than 20% of them, and look better in front of people. The desire of looking good is because of the importance of the self-image, and the desire of being attractive is because of the social pressure on men, to look at people in magazines.



**Figure 10 - Marketing factors that motivate men to buy skincare products**

The two most important marketing factors that the male interviewed pay attention when they buy a product are the features of them and the brand.

French male consumers seems to be loyal to the brand they like and have a look first to the features of the product, to see if it is easy and rapid to use. Moreover they want to know if the product can repair their problems and what results they can expect for their skin.

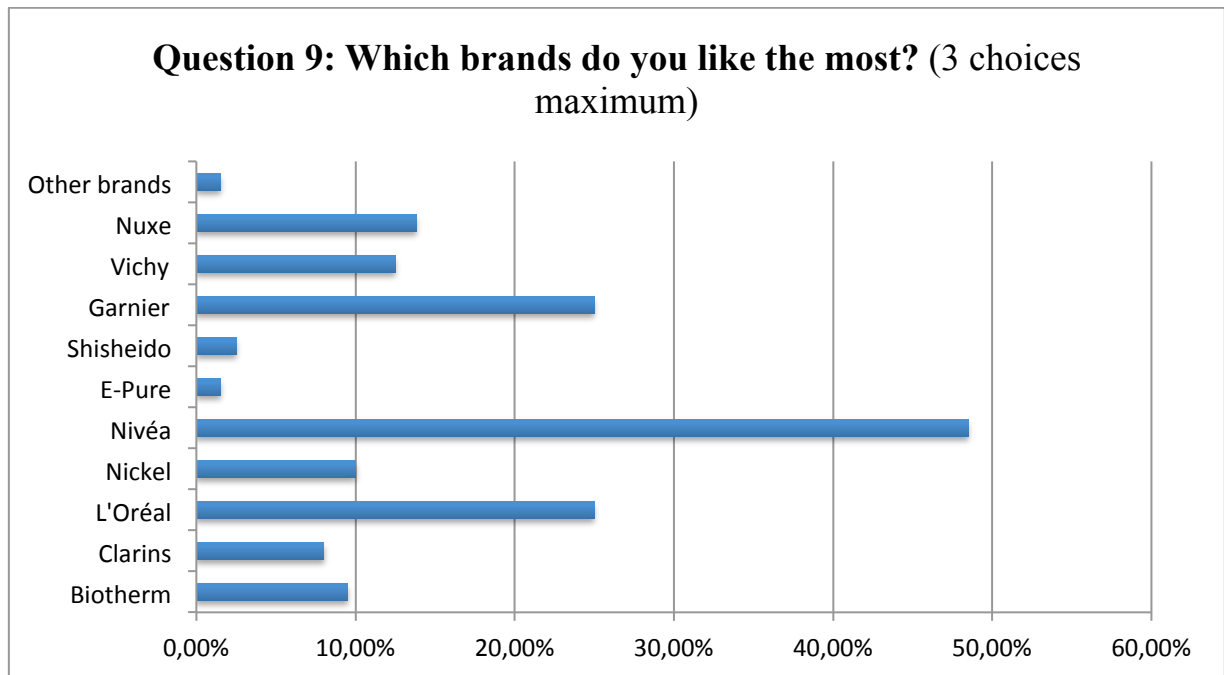
For more than 50% sponsoring influences them. Indeed the sponsoring strategy from brands should influence people passionate of sport. Cosmetic brands associate their brands with rugby, football team, race etc. in order to reach people that follow this teams or race, to show the values they share with this association and also to prove the efficiency of their product like Clarins Men.

Then more than 40% admit that they are sensitive and influenced by the advertising make by brands. The special offers are important for a big part that means that they look too at the price and will be interested in the product, which has a discount for example.

For almost 40% of them the packaging can push them to buy the product. That is why; the brands need to work on the colors, the form and the originality of the packaging and create shelves in store that can make them comfortable.

More than 20% are interested in the name of the product and the price. This is like the packaging and the brands need to stand out their creativity and work in the branding part.

The price takes part of the purchase decision but this is not the first thing that men look at according to the survey.

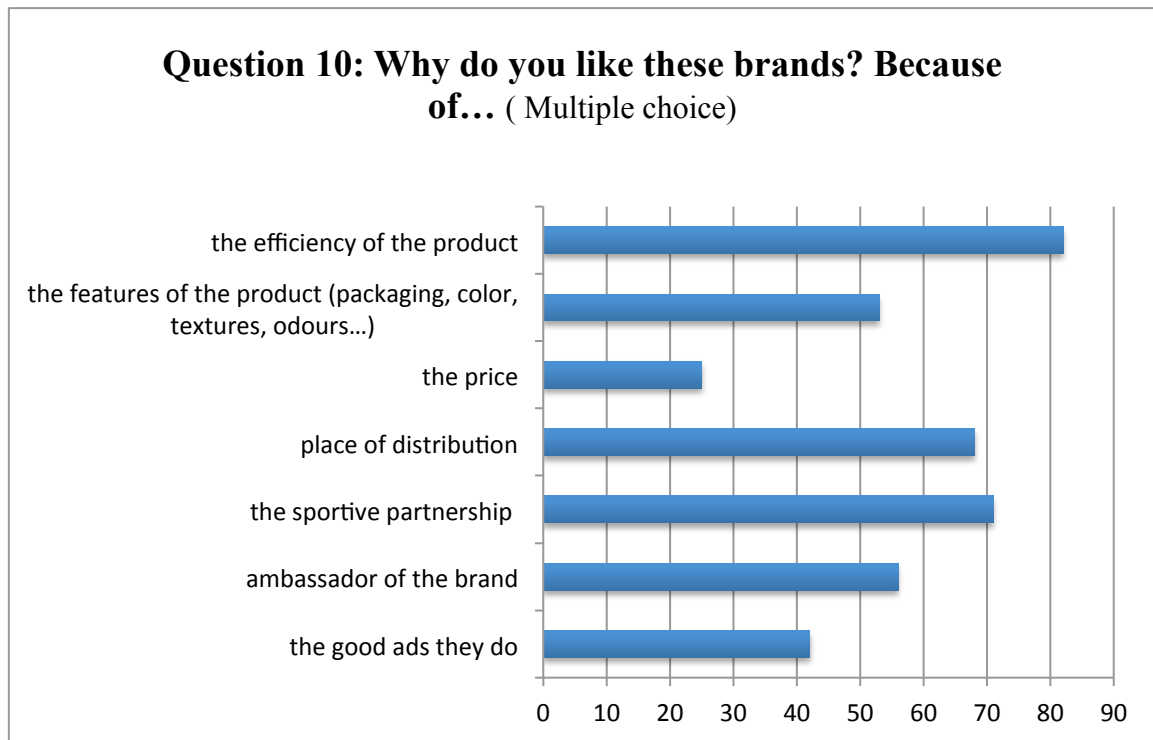


**Figure 11 - Brands that the sample likes the most**

We want to know what brands French male consumers use most of the time.

It can be noticed that the brands that stand out are Nivéa, Garnier and L'Oréal. As we have seen Nivea is a sponsor of the PSG, the biggest and most famous team in France with the biggest players. The notoriety of this team is huge so it certainly influences men to buy Nivea products. Nivéa, Garnier and L'Oréal are not really expensive products and they are in supermarket. That means that French men are more likely to go to supermarket to buy their skincare products.

However luxury brand have their clients and Nuxe, Vichy, Nickel and Clarins are appreciate by man who want to put more money on it and who are by deduction more likely to go to drugstores and perfumery and ask for advices.

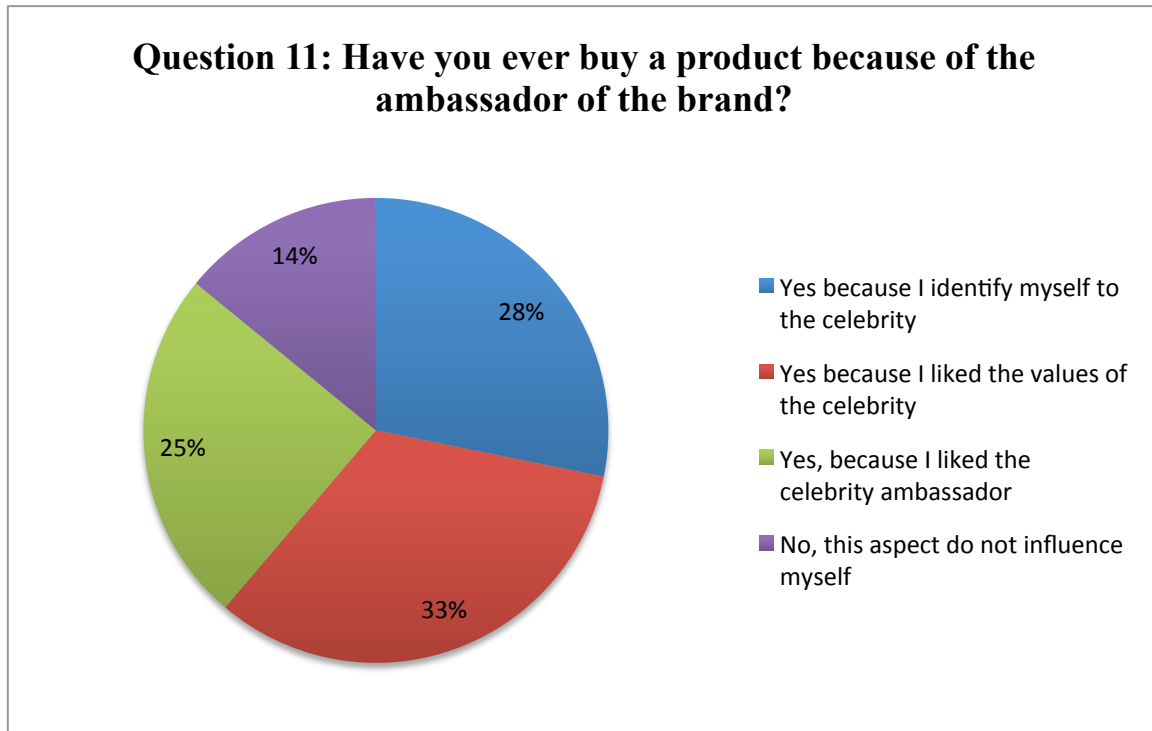


**Figure 12 - Factors that push the sample to buy their favorite brands**

These results confirm our suppositions from the previous question. Indeed the sportive sponsorship and the place of distribution motivate people to buy the brands they chose for the previous question. Moreover ambassador of the brand is another motivation. As David Beckham is the ambassador of L'Oreal Men Expert it seems to influence men in their choice for L'Oreal product.

We can highlight with this sample that the price is a leverage of the mix marketing not really useful and interesting for this target, as it seems to be the less important factor in the choice of their preferred products.

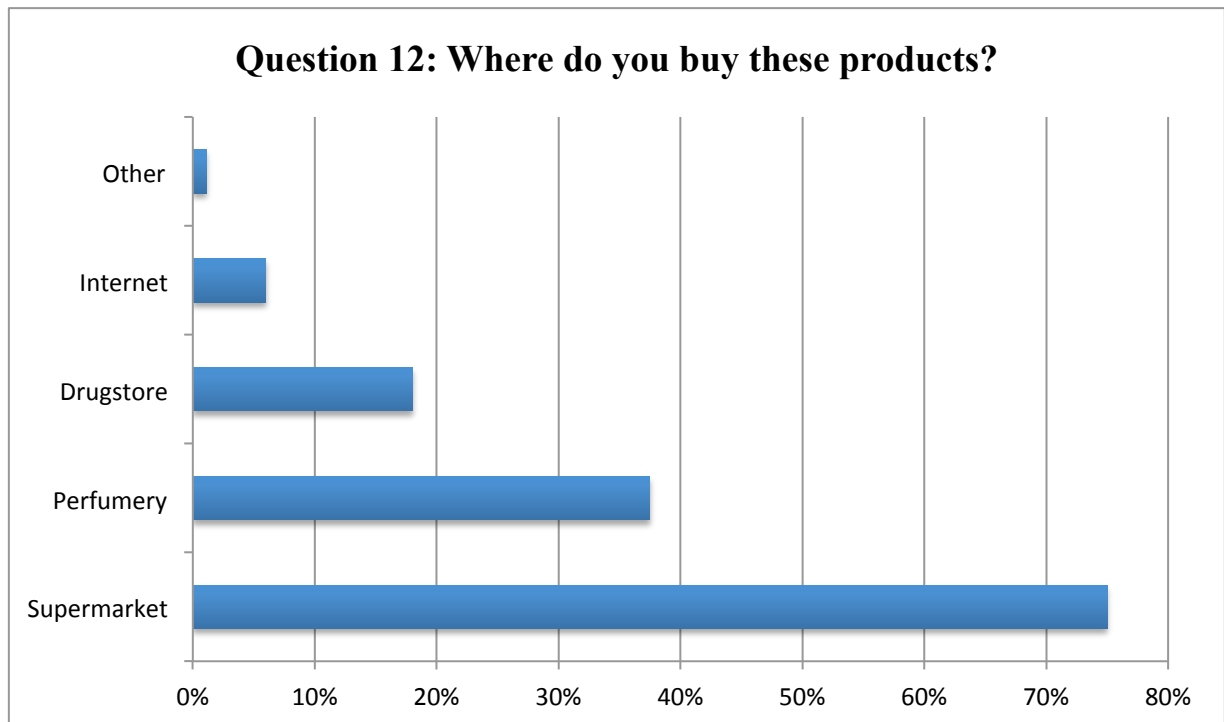




**Figure 13 - Impact of the ambassador of the brands**

For this question the objective was to see why the ambassador has impact in the purchase decision of the sample. That means what the ambassador helps them to the choice.

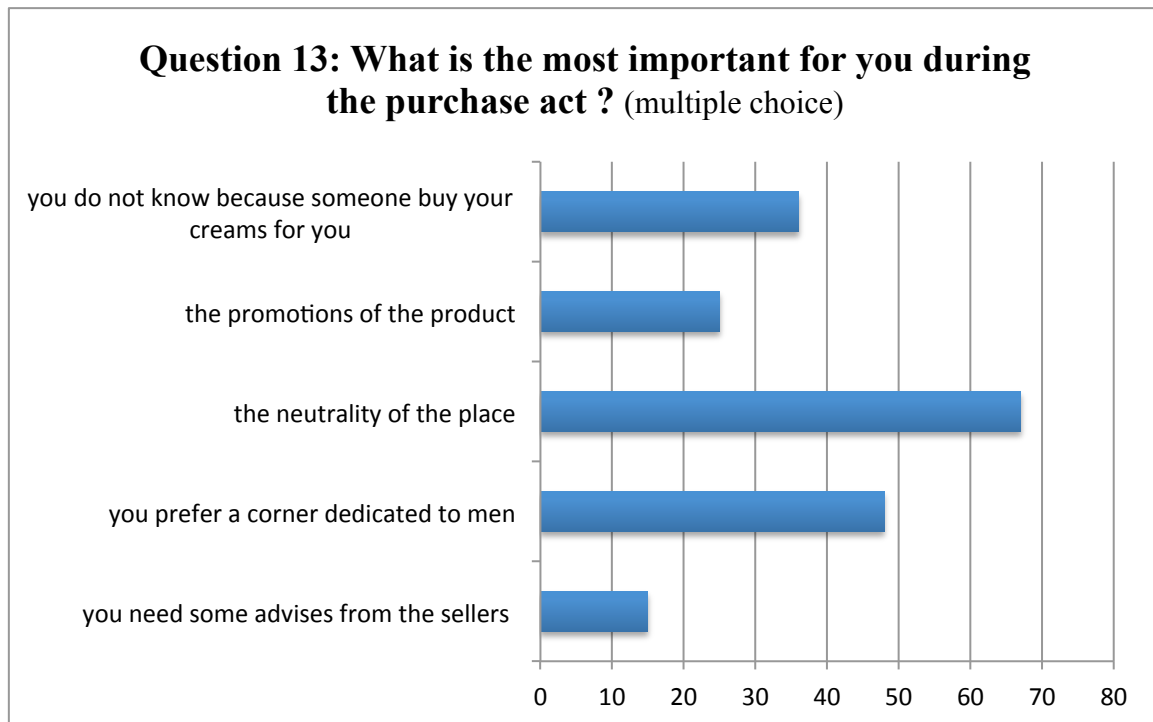
We can see that more than 80% of the sample has been influence by the ambassador at least one time in their life for the purchase skincare products. Among these 80%, it is interesting to see that men identify themselves to the celebrity, liked the celebrity and share values with this celebrity. There is not a reason that stands out more the others.



**Figure 14 - Place of purchase**

A large majority of men buy their creams products in supermarket, so it confirms what it has seen earlier. Indeed, for most of them it is easier to go to supermarket because of the neutrality of the place than going in a drug store or perfumery where there are a lot of sellers and more women than men.

However it is visible that an important part goes to the perfumery where you can buy more expensive and luxury product and almost 20% of them go to drugstore. But as we have seen in the literature review, drugstores thanks to this proximity, the advices that we can obtain and the neutrality of the place can become an important competitor to other distribution channel.

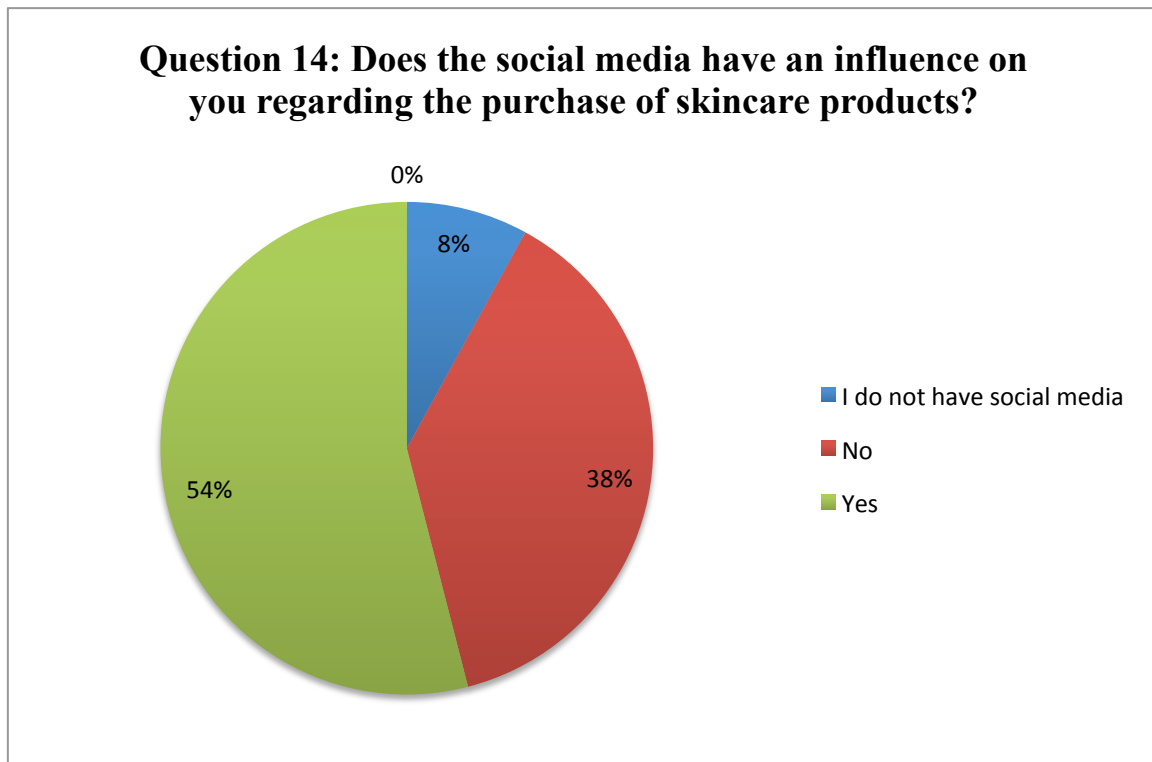


**Figure 15 - During the purchase act**

The neutrality of the place is really important for almost 70% of the sample. That explains why most of the sample prefers to go to the supermarket and it explains also why their preferred brands from supermarket. It also highlights the fact that drugstores will be an interesting place for men. As explained before, this place is neutral and the advantage compared to the supermarket is that medical and health professional are here to help them to chose the good product and maybe give them some tips. They can also analyze their skin and all that in a neutral, mixed and reassuring environment.

Almost of 50% would like to have a dedicated corner. As perfumery seems to be to feminine and French men do not assume to go to this kind of stores, drugstores seems again to be the good place. Indeed, in drugstores there are more and more men product and there is now dedicated corner for men.

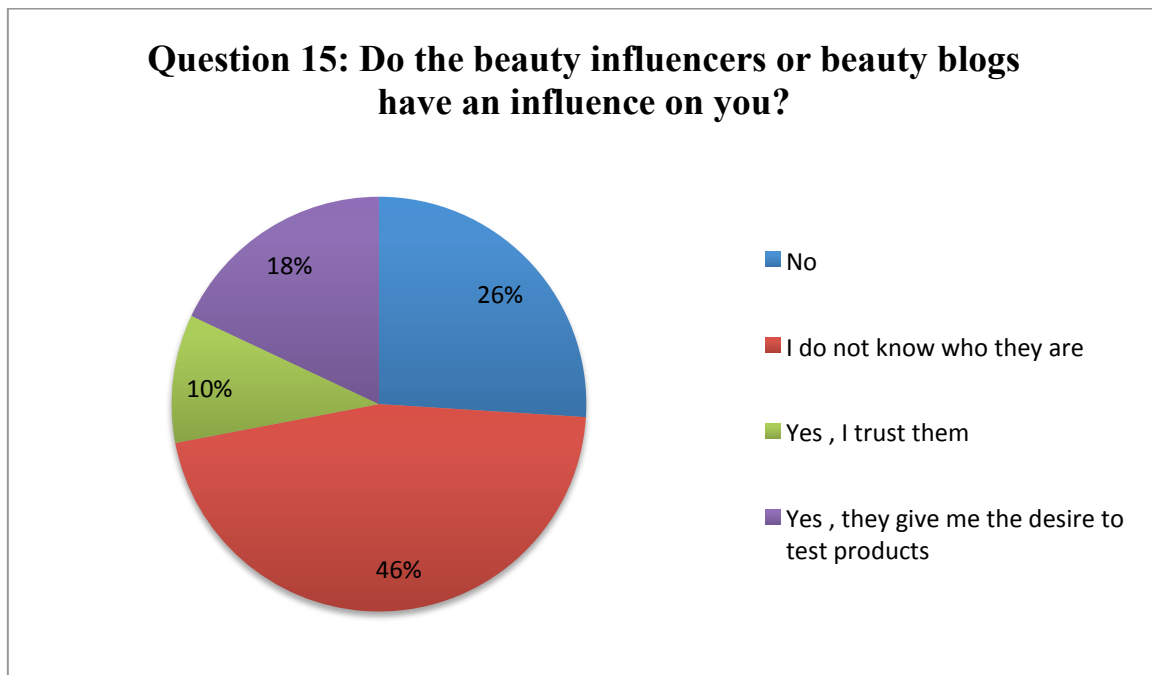
Which is also interesting to notice is that more than 30% answer that they do not go buy their products but this is someone that buy these products for them.



**Figure 16 - Social media influence on the sample**

The sample answers yes for 54%. Social media influences half of them. Indeed in all the social media we see perfect people, perfect faces and bodies and everybody want to show to its friends and to the rest of the world the best profile. This is the phenomenon of “selfie effect” (as we have seen in the first part). Men want to have the best skin and improve their beauty to be the nicest in the photo in their social media.

In another way social media can influence men because of brands. Indeed brands are present in social media; they present their new products, new ads, they create funny post and they do competition to win product.



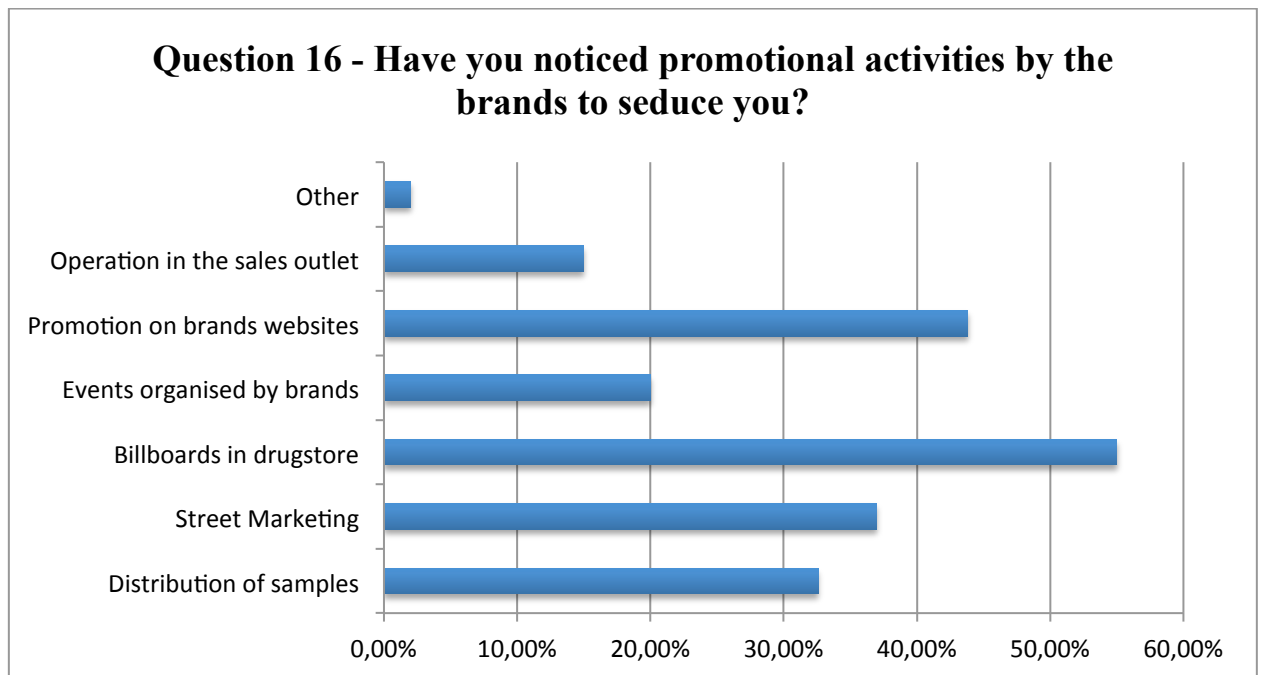
**Figure 17 - Beauty influencers and beauty blogs influence on the sample**

46% of the sample does not know who are beauty influencers or beauty bloggers. For the rest of the sample, 26% consider that they do not have influence on them. Only 28% of the sample considers that they are influenced because they trust them or because they give them the desire to test products.

Indeed beauty influencers or bloggers can give their opinions regarding one product or one brand. This opinion can have consequences for the brand. Indeed if the influencer has a lot followers and highlight one product that is really good for him, it will increase the notoriety and probably the sales of the products and the brands because the followers trust him. By the way, a good opinion about a product can give the desire to the followers to try the product. On the contrary if bloggers for example do an article about a product that disappointed him, it can have bad consequences for the product and the brand especially if the blog has a lot followers.

In this case, French men seem to be not really influenced by beauty bloggers or influencers. It can be explained by the fact that in France there are really few men doing these jobs and this is not in the men habits to follow men for beauty products. It is more

common in the United States for example.



**Figure 18 - Promotional activities by the brand**

The two main activities that the male consumers have noticed are the billboards in drugstore with more than 50% and the information on brands websites with more than 40%. Indeed in France all the drugstores have big billboards with big advertising about one product.

Moreover, more and more brands give detailed information about their products, advices in their websites. So, it became a useful tool for male consumers, because Internet is a really useful tool, quick and easy to use to get information.

Moreover according to the French male interviewed, brands do a lot of street marketing like (advertising in bus shelter) and distribution of samples to let them try their product and maybe provoke the buying act.

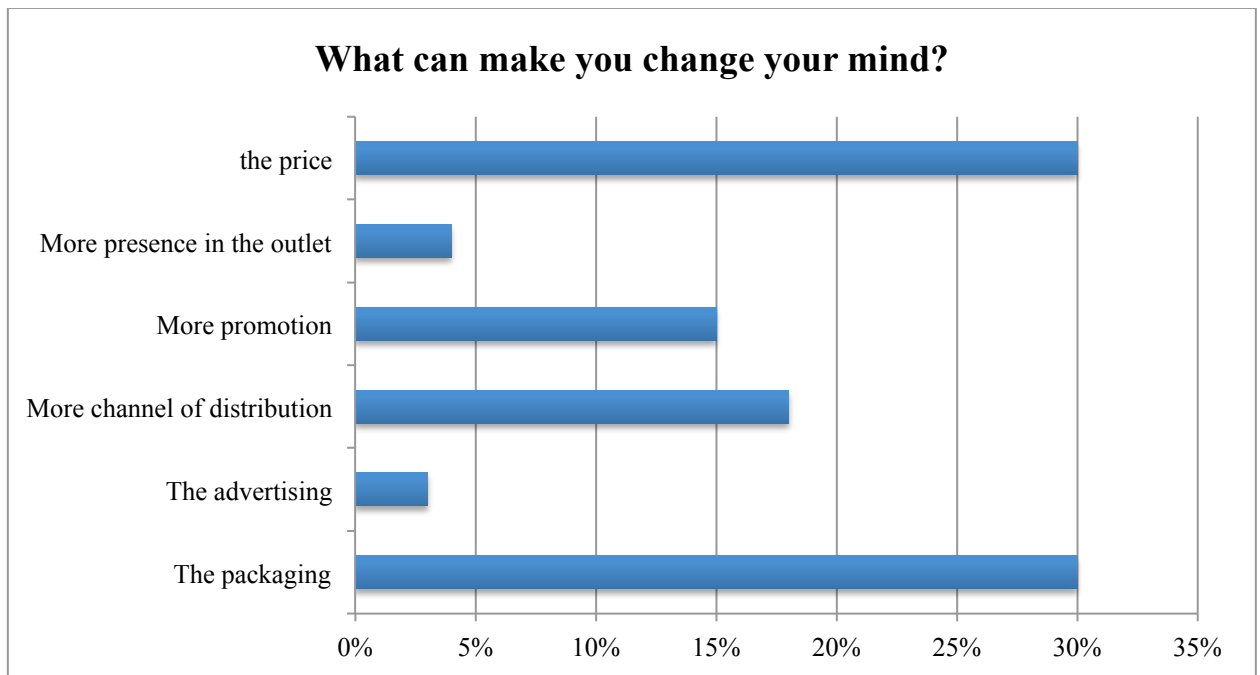
Then, around 15% have noticed seduction operation in the outlet and most of the men who have between 18 and 24 years old, reported that some brands organized events to promote them.

**Question 10- *what could brands do to attract you more?***

People interviewed give some advices to brands:

- Give more information about the benefits of the product
- Do “showy” packaging and make more effort on it
- Do more advertising on TV
- Organized more events to promote the product

**Question 11 & 12 - For people who do not use cosmetics:**



**Figure 19 - Variables that can change the mind of the non-users of skincare products**

For most of them the packaging is a variable to work on and the price can maybe prevent them to buy high cosmetic brands especially. This is interesting because for men who use cosmetics the price is not a variable that influence them for the purchase. Whereas this is important for people who do not use them. Maybe they look at products in perfumery that are expensive.

## **Conclusion of the analysis**

To conclude the analysis of the results, the new hypotheses and issues established thanks to the literature review will be analyzed. Indeed this is interesting to see if the hypotheses are true in the French market.

***H4:** Self-image is the biggest motivation for men to the use of skincare products*

**FALSE.** For the French men take care of their skin seems to be the principal motivation to the use of skincare products. Men are conscious that they need to take care of them in order to have a better skin, to look better certainly to avoid wrinkles also. Men want also to avoid and erase everything that show that they are going older. In France, 30% of the customers in aesthetic center for plastic surgery are men; they want to stay young because certainly of the social pressures (Elle magazine, 2017)

***H5:** Product features have impact on the choice of one product*

**TRUE.** For more than 70% the features of the products motivate them to buy the product. The product needs to be easy to use and practical. French men interviewed look for the efficiency for more than 80%.

***H6:** Internet is the distribution channel the most used.*

**FALSE.** In France, men prefer to go to the supermarket to buy cosmetic products for more than 70%. Indeed their top 3 favorite brands are brands that we can find in supermarket. During the purchase act, the neutrality of the place is the most important thing for them.

***H7:** Celebrity ambassadors and sportive sponsoring have positive effects on the motivation of men to buy one brand.*

**TRUE.** Sportive sponsoring is a marketing technique that motivates them to buy cosmetic products. For the person interviewed, 70% buy their favorite brand because of the sportive sponsorship and 50% because of the ambassadors. For example we have seen that in France Nivea is the favorite brand (according to the sample) and this brand is one of the sponsor of the PSG and use football players as ambassadors.

***H8:** Social media are really important in the life of French men.*



**TRUE.** Social media influence 54% of the sample in the decision of purchase of one skincare product. Indeed as we have there is the trend of the “selfie effect”. People want to have the best look and appear the nicest as possible in their social media. That is why cosmetics can help them to look good. Also, most of brands have social media and that can influence men and made them loyal to the brand.

Whereas, they are not influenced by bloggers or beauty influencer. As we have seen in France there are not a lot of men beauty influencers and men are not used to follow them to have some opinions or advices for one product.

## **Chapter 6. Limitations of the study**

This study has some limits. Indeed firstly, French people were interviewed because it was easier for the investigator. It could be interesting if there is more means, to interview men people in an other countries in an other continent like Asia where more and more men use cosmetics in order to do a comparison of the factors that influence men in two really different culture.

Then, another limitation is not having the mean to interview one manager of cosmetic brands in order to know what strategies they use to attract men consumer in their company. Some tries were done to contact some companies with no answers.

Finally, for another project or to go more deeper in the dissertation it could be interesting to make more investigation in stores to see where are cosmetic products for men, what are the packaging, what are the promotion in the outlets and maybe ask men about what they think of cosmetic products in the supermarket. But as the investigator is working in a cosmetic company and as brand manager in the marketing area it helps a lot for this dissertation.

## **Chapter 7. Conclusion and recommendations**

In conclusion, many factors influence male consumers to buy cosmetic products for men. Indeed there is a changing behavior of men today, they want to take care of them to improve their self-image and be more attractive because of culture, new lifestyle and because of the social media.

The results of the study show that two out three people interviewed use cosmetic products. The increasing number of perfect young male models in magazines create like a social pressure; men want more and more look like them and are ready to buy skin care products to stay young and look better, by eliminating for example the ageing effect. Moreover, they are aware that they need to take care of their skin and that their skins have different needs than women.

According to the results of French men interviewed, there are many reasons to use these products but the three most important are: to take care of their skin, feel better and be more attractive. Most of the people interviewed prefer low price brands like Nivea that means that they do their essential purchase in supermarket. They also like high price brands that we find in perfumery or drugstore.

The over-presence of advertising makes men more comfortable with the idea of using cosmetics products. Sponsorship and ambassadors with sport team and players is a really good strategy to attract men to the cosmetic products, make them change their mind regarding beauty and create a brand loyalty.

Brands use a lot of marketing and “play” on the price, the packaging, the place and the promotion to influence and attract male consumer. The results of the survey show that men have noticed that brands use billboard advertisings, street marketing and distribution of samples to promote them.

According to the investigation, the marketing factors that influence them more are the brand itself, the features of the product and the advertising.

Nowadays, men are potential consumers of cosmetic products. The use of them starts to be in the habits for some of them and the other are not reluctant about the idea of using them. Pressure in the society about having the perfect body and stay young push more and more men to use cosmetic creams. Brands, which launched a men line, try to use different strategies than women line to attract them. But, in order to build consumer loyalty and attract more men they need to develop more their strategies and their creativity.

Some recommendations can be made to the brands to convince more men to use cosmetics products according to the opinion of our sample of French men.

Some of the men interviewed, suggest to brands to give more information about the benefits of the products. Indeed for most of them, using cosmetics is relatively new, so maybe brands need to explain clearly the benefits. This is really important, as the features of the product are one major criterion that push them to buy one product more than another one. Then, cosmetic brands can work more on the packaging, to have something original to stand out and make understand to men that beauty can be mixed and not only a female thing.

There are a lot of advertisings on TV about women cosmetics products, and few for men. Male consumer admit that more advertising on TV can influence them, so brands need to start to think about it.

Finally, young men interviewed are demanding for more events, so maybe brands need to work more in the promotion for young men who use cosmetics products and create more promotional events that could interest them.

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## Chapter 9. Appendices

### 9.1 Appendix 1 – SURVEY (English Version)

#### SURVEY

##### **Cosmetics (skincare) products for men**

Student in Master in Management at ISCTE Business School, I have this year the opportunity to do some scientific investigations. The goal of the study is to analyze what are the personal and marketing factors that influence men to buy cosmetics products especially skin care brands.

I will use the answers of this survey to make some analysis, conclusions and recommendations about the French male consumers with the cosmetic products.

***The data will be used and analyzed. If you answer to the survey that means that you agree with that.***

The answer will be anonymous.

Thanks for your collaboration.

#### **1 - Do you use cosmetics creams for men? (Face and body)**

- ☐ Yes (go question 2)
- ☐ No (go question 11)

#### **2 - Since how long do you use them?**

- ☐ Since 1 year
- ☐ Between 1 and 3 years
- ☐ More than 3 years

Other :

#### **3- What kind of skin do you have ?**

## Factors that motivate men to buy cosmetic products

- ☐ Normal
- ☐ Oily skin
- ☐ Dry
- ☐ Very dry
- ☐ I have wrinkles
- ☐ I do not know

### 4- Do you like to take care of your skin ?

- ☐ Yes, this is a pleasure
- ☐ No, I do not consider that as a pleasure habit

### 5- What kind of skincare products to you use ?

- ☐ Anti ageing product
- ☐ Moisturization product for the face
- ☐ Cream for spots
- ☐ Cream to control oily skin
- ☐ Pre shave products
- ☐ after shave products
- ☐ Barber products

### 6 - How much do you spend each month for the skincare products?

- ☐ between 5 and 20 euros
- ☐ between 20 and 40 euros
- ☐ between 40 and 60 euros
- ☐ More than 60 euros

### 7 – Why do you buy skincare products ?

- ☐ To take care of your skin

## Factors that motivate men to buy cosmetic products

- ☐ Because it is a fashion
- ☐ To feel better
- ☐ for medical reasons
- ☐ To be more attractive
- ☐ Look better in front of other people

Please specify:

## 8 - What other factors motivate you to buy cosmetics products ?

- ☐ The price
- ☐ The place of purchase
- ☐ The features of the product
- ☐ The packaging
- ☐ The brand
- ☐ The ambassador of the brand
- ☐ The name of the product (title appealing, funny...)
- ☐ The special offers (discount...)
- ☐ The advertising made by the brand

## 9 - Which brands do you like most? (you can choose more than one)

- ☐ Biotherm
- ☐ Clarins
- ☐ L'Oréal
- ☐ Nickel
- ☐ Nivéa
- ☐ E-Pure
- ☐ Shisheido
- ☐ Garnier
- ☐ Vichy
- ☐ Nuxe

Other :

10- Why do you like these brands? Because...

- ☐ of the ads they do
- ☐ of the sportive partnership
- ☐ place of distribution
- ☐ of the price
- ☐ of the features of the product (packaging, color, textures, odours...)
- ☐ of the efficiency of the product

11- Have you ever buy a product because of the ambassador of the brand?

- ☐ No, this aspect do not influence myself
- ☐ Yes, because I liked the celebrity ambassador
- ☐ Yes because I liked the values of the celebrity
- ☐ Yes because I identify myself to the celebrity

12 - **Where do you buy these products?** (*Choose more than one*)

- ☐ Supermarket
- ☐ Perfumery
- ☐ Drugstore
- ☐ Internet

13- What is the most important for you during the purchase act ?

- ☐ You do not know because someone buy your creams for you
- ☐ the promotions of the product
- ☐ The neutrality of the place
- ☐ you prefer a corner dedicated to men
- ☐ you need some advices from the sellers

14- Does the social media have an influence regarding the purchase of skincare products?

## Factors that motivate men to buy cosmetic products

- ☐ I do not have social media
- ☐ Yes
- ☐ No

Why ?

15- Do the beauty influencers or beauty blogs have an influence on you?

- ☐ I do not know who they are
- ☐ Yes , they give me the desire to test products
- ☐ Yes , I trust them
- ☐ No

16 - **Have you noticed promotional activities by the brands to seduce you?**

- ☐ Distribution of samples (out of the clubs, concerts, restaurants...)
- ☐ Street Marketing (Distribution of Flyers, advertising in bus shelters..)
- ☐ Billboards in drugstores
- ☐ Events organized by major cosmetics brands
- ☐ On the brands websites
- ☐ Seduction operation on the sales outlets (promotions, development of radius..)

Other:

17- **What could brands do to attract you more?**

18 - For people who do not use cosmetics: Why do you not use cosmetics products?

- ☐ You do not need them
- ☐ You use other products
- ☐ They are expensive
- ☐ You are worried about the reaction of others

Other :

For people who do not use cosmetics: what can make you change your mind?

- ☐ The packaging
- ☐ The advertising
- ☐ More channel of distribution
- ☐ More promotion by the brands (events)
- ☐ More presence in the retail outlet
- ☐ The price

Other:

**19- What is your job?**

- ☐ Student
- ☐ Employee
- ☐ Manager
- ☐ Retired
- ☐ Unemployed
- ☐ Other:

**20 - How old are you?**

- ☐ Under 18 years old
- ☐ Between 18 and 24 years old
- ☐ Between 25 and 35 years old
- ☐ Between 36 and 50 years old
- ☐ More than 50 years old

## 9.2 Appendix 2 – SURVEY (French Version)

### SONDAGE

#### Cosmétiques (crèmes) pour hommes

Etudiante en Master en Management à ISCTE Business School, j'ai l'opportunité de faire des investigations scientifiques. Le but de cette étude est d'analyser quels sont les facteurs personnel et marketing qui influence les hommes pour acheter des cosmétiques et spécifiquement des crèmes. Je vais utiliser les réponses de ce sondage pour faire des analyses, des conclusions and des recommandations à propos des hommes français sur les cosmétiques.

*Les données seront utilisées et analysées. Si vous répondez au sondage, cela signifie que vous êtes d'accord avec cela.*

Le sondage sera anonyme

Merci pour votre collaboration

#### 1 - Utilisez-vous des crèmes ? (Visage et corps)

- ☐ Oui (go question 2)
- ☐ Non (go question 11)

#### 2 - Depuis quand les utilisez-vous ?

- ☐ Depuis 1 an
- ☐ Entre 1 an et 3 ans
- ☐ Plus de 3 ans

Autre :

#### 3 – Quel type de peau avez-vous ?

- ☐ Normal
- ☐ Peau grasse
- ☐ Sèche
- ☐ Très sèche



- ☐ Je ne sais pas

**4 – Aimez-vous prendre soin de vous ?**

- ☐ Oui c'est un plaisir
- ☐ Non, je ne fais ça car je dois le faire

**5- Quel type de crèmes utilisez-vous ? (Choix multiples)**

- ☐ Produit anti-âge
- ☐ hydratation
- ☐ crème pour les boutons
- ☐ crème pour contrôler les brillances
- ☐ Produits avant rasage
- ☐ Produits après rasage

**6- Combien dépensez-vous chaque mois pour les produits de soins ?**

- ☐ entre 5 et 20 euros
- ☐ entre 20 et 40 euros
- ☐ entre 40 et 60 euros
- ☐ plus de 60 euros

**7 – Quels sont les facteurs “personel” qui vous poussent à utiliser ces crèmes ?**

- ☐ Pour prendre soin de votre peau
- ☐ Parce que c'est à la mode
- ☐ Pour se sentir mieux
- ☐ Pour des raisons médicales
- ☐ Pour être plus attirant
- ☐ Pour renvoyer une bonne image

Plus de précision:

**8 – Quels sont les facteurs marketing qui vous influence quand vous achetez un cosmétique?**

## Factors that motivate men to buy cosmetic products

- ☐ Le prix
- ☐ Le lieu d'achat
- ☐ Les caractéristiques du produit
- ☐ Le packaging
- ☐ La marque
- ☐ L'ambassadeur de la marque
- ☐ Le nom du produit (titre attirant, drôle...)
- ☐ Les offres spéciales (reduction...)
- ☐ La publicité faite par la marque

### 9 - Quelle(s) marque(s) aimez-vous le plus ? (Vous pouvez cocher plusieurs cases)

- ☐ Biotherm
- ☐ Clarins
- ☐ L'Oréal
- ☐ Nickel
- ☐ Nivéa
- ☐ E-Pure
- ☐ Shiseido
- ☐ Garnier
- ☐ Vichy
- ☐ Nuxe

Autre :

### 10- Pourquoi aimez-vous ces marques ? A cause...

- ☐ des publicités qu'ils font
- ☐ de sponsoring sportif
- ☐ des chaînes de distributions
- ☐ du prix
- ☐ des caractéristiques du produit (packaging, texture, odeur...)
- ☐ de l'efficacité du produit

**11- Avez-vous déjà acheté un produit à cause de l'égérie de la marque?**

- ☐ non cela ne m'influence pas
- ☐ oui parce que j'aime la célébrité
- ☐ oui parce que j'aime les valeurs de la célébrité
- ☐ oui parce que je m'identifie à la célébrité

**12 - Où achetez-vous ces produits ? (Vous pouvez cocher plusieurs cases)**

- ☐ Supermarket
- ☐ Perfumery
- ☐ Drugstore
- ☐ Internet

Autre :

**13- Qu'est ce qui est le plus important pour vous dans l'acte d'achat ?**

- ☐ vous ne savez pas parce que quelqu'un les achète pour vous
- ☐ les promotions sur le produit
- ☐ la neutralité du lieu
- ☐ vous préférez vous rendre dans un lieu dédié aux hommes
- ☐ vous avez besoin de conseils

**14- Est-ce que les réseaux sociaux ont une influence sur votre décision d'achat ?**

- ☐ je n'ai pas de réseau social
- ☐ oui
- ☐ non

**15- Est-ce que les influenceurs beauté ou les blogs beauté ont une influence sur vous?**

- ☐ Je ne connais pas ces personnes
- ☐ Oui il me donne envie de tester les produits
- ☐ oui, je leur fais confiance
- ☐ Non

**16 - Avez-vous déjà remarqué des opérations de promotion de la part des marques pour vous séduire ?**

- ☐ Distribution d'échantillons (à la sortie des boîtes, des concerts, des restaurants...)
- ☐ Marketing de rue (Distribution de Flyers, publicité dans les abribus..)
- ☐ Panneaux vitrines dans les pharmacies
- ☐ Évènements organisés par les grandes marques de cosmétiques
- ☐ Sur les sites internet des marques
- ☐ Opération séduction sur les points de ventes (promotions, mise en valeur du rayon..)

Autre:

**17- Quel(s) conseil(s) donneriez vous aux marques pour attirer plus votre attention ?**

Pour ceux qui n'utilisent pas de cosmétiques: Pourquoi n'utilisez vous pas de cosmétiques ?

- ☐ Vous n'en n'avez pas besoin
- ☐ Vous utilisez d'autres produits
- ☐ Ils sont cher
- ☐ Vous avez peur de la reaction des autres

Autre :

Pour ceux qui n'utilisent pas de cosmétiques: Qu'est ce qui vous ferez changer d'avis ?

- ☐ Le packaging
- ☐ La publicité

## Factors that motivate men to buy cosmetic products

- ☐ Le mode de distribution
- ☐ Plus de promotion de la part des marques (événements)
- ☐ Plus de présence sur les points de ventes
- ☐ Le prix

Autre:

## 18- Quel est votre statut professionnel actuel,

- ☐ Etudiant
- ☐ Employé ou Ouvrier
- ☐ Cadre
- ☐ Retraité
- ☐ Sans emploi
- ☐ Autre:

## 19 – Quel âge avez-vous?

- ☐ Moins de 18 ans
- ☐ Entre 18 et 24 ans
- ☐ Entre 25 et 35 ans
- ☐ Entre 36 et 50 ans
- ☐ Plus de 50 ans