Identifying factors that influence purchasing behaviour of black metrosexual facial skincare products in Gauteng

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ABSTRACT

Consumer behaviour aims to provide businesses with the intelligence that will enable growth and development. Several factors influence consumers in their purchasing decision-making. This study aims to identify factors that influence purchasing behaviour of facial skincare products of black metrosexual men residing in Gauteng. Three seminal consumer behaviour models were used as theoretical base; Howard-Sheth, Engel, Kollat and Miniard, and the Black box model. The study is an exploratory purchasing behavioural study and followed a qualitative research design. Interviews were conducted with nine black metrosexual males to collect the data. The results were analysed using the coding method; the identification, description and mapping resulted in nine core themes of buying influences. The results of the study have found that metrosexual in Gauteng are influenced by nine core themes when they purchase facial skincare. These are family, social, promotion and marketing, effectiveness, quality, price, research, reputation, and product formulation. The study also found that while family as a factor plays a significant role in the broader aspect of consumer behaviour, it played a minimal role in black metrosexual buying facial skincare products.

Key terms: consumer behaviour, metrosexual, facial skincare, male, buying behaviour, South Africa.

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CHAPTER 1

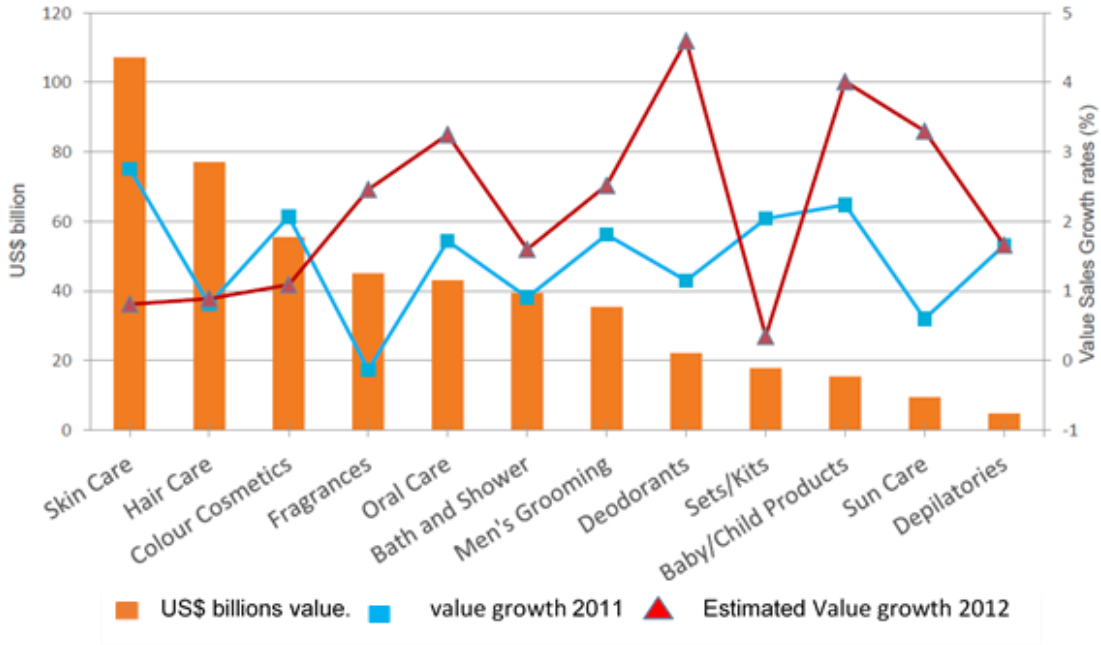
NATURE AND SCOPE OF THE STUDY

1.1 INTRODUCTION

The skincare retail financial year 2011/12 indicated that the global retail value of the male skincare market was estimated as between US$ 30 and 36 billion with an expected growth rate of seven percent across 80 global markets until 2017 (Loh, 2014). The retail growth and the new trend where men are showing more interest in taking care of their appearances in especially their skin have been covered extensively by online media both internationally and locally (Nkosi, 2014). Here Abbas (2017) indicated that the total of value sales in 2016 reflected an 8.5% growth.

In a Euromonitor International Report, male grooming is no longer captured only as the activity of shaving; it also incorporated personal and skincare preference (Euromonitor International Report, 2012, 2016). According to said Euromonitor reports, it has become more socially acceptable for South African men to spend more time and money on personal grooming and skincare products (Euromonitor International, 2012, 2016). Figure 1 shows the segments of the market of the global male grooming sector which is valued at almost US$ 36 billion between 2011 and 2012.

Figure 1: Global and beauty growth 2011- 2012



Source: Loh (2014)

The sales growth rate for that year was recorded just below the 2% mark. In 2011, the male grooming sales growth rate was projected to increase to up to 2.5%. Here Douglas (2013) states that the growth in sales of male skincare products is as a result of the resounding growth in the phenomenon of the "new man". The phenomenon of the "new man" also referred to as, metrosexual, refers to a young male with a high disposable income, living or working in the city. Here the specification of the residing area in the definition of the term was vital because that is where all the "best shops" are found".

The rapid growth in male skincare sales both internationally and in Africa indicates that the traditional notion of men's identity is changing drastically (Euromonitor International Report, 2016). As a strategic way to grow the business a great deal of cosmetic companies that traditionally focused on manufacturing female cosmetic products have invested resources towards research and development of skincare products specifically aimed at men as well as taking some strides in expanding into the African market (Douglas, 2013). A typical example dating back to 2012/13 is the East African subsidiary company of the cosmetic product L'Oréal who announced that it had acquired the healthcare and beauty business of Kenyan firm *Interconsumer Products* as a strategic thrust to expand its market presence in Africa (Douglas, 2013). The global beauty market has seen an estimate of between 1-4 % year-on-year growth

in recent years. Growth was experienced despite several adverse economic conditions (Łopaciuk & Sklodowska, 2013:1080). Owing to the impact of globalisation and the global village effect, South Africa has also seen a significant growth in the male cosmetic and personal care market in the last seven of years (DTI, 2010).

The South African skincare market even earned a special title in the Euromonitor International Report (2016), and was named “grooming is booming”. This highlights the increase of black males in the country that regard personal care (including skincare) as one of the trends that will highly shape and influence the beauty market in 2016 going forward for the country (Euromonitor International Report, 2016). This “grooming is booming” trend refers to the growth seen in the previous years predominantly in the black personal care products market. The black male grooming category of the skincare market is, at present, not properly developed and could be a lucrative market segment to develop further (Euromonitor International Report, 2016). Therefore, this study sought to shed light on the exact factors that influence or impact the consumption behaviour of black metrosexuals on skincare products by black metrosexuals. The study focuses on men resident in Gauteng.

1.2 RESEARCH OBJECTIVES

The primary objective of this study is to determine the factors of buying behaviour that black metrosexuals take into consideration when they buy facial skincare products.

The secondary objectives are to:

- Compile a demographic profile of the respondents;
- Identify which factors potentially influence the decision-making process of black metrosexuals when purchasing facial skincare products;
- Report on the importance of these factors in buying behaviour; and
- Investigate which products and brands are used by the study population.

1.3 PROBLEM STATEMENT

Both the international and local beauty market experience strong growth in the male skincare market. However, how does the South African market growth fare? This study

is interested in analysing whether there is a significant growth noted from South African black men when it comes to the consumption of skincare products. Also, this study aims to investigate and explore the buying behaviour factors that stimulate and sway the behaviour of black metrosexuals when it comes to purchasing skincare products. Therefore, what factors do black metrosexuals take into consideration when purchasing facial skincare products?

1.4 BENEFITS OF THE STUDY

The study has four potential benefits in its contribution to the body of knowledge and the stakeholders in the market concerned. These benefits are:

- Market information or intelligence that results from investigating black metrosexual attitudes towards skincare products should allow a better understanding of their buying behaviour.
- The South African cosmetic companies within the industry should be able to make calculated decisions on where to focus their research and development on emphasising in targeting black metrosexual males using cosmetic products.
- The results of the study could act as a stimulus for the growth of new entrants in the form of Small Medium and Micro Entrepreneurs (SMME) to partake in this industry's growth.
- This research study could also increase awareness of the importance of black men in South Africa to take care of their skin.

1.5 DELIMITATIONS AND ASSUMPTIONS

The scope of this research study is limited to investigating and exploring factors influencing black metrosexuals' perspective toward skincare products in Johannesburg. The reason for this decision is based on accessibility of participants outside Johannesburg and to narrow down the population. In addition to this, the focus on black metrosexuals is informed by the various market research reports that highlight the growth in black men as consumers. This is based on the current economic trend that has enabled black consumers in South Africa, especially the male consumer, more spending power. The primary data collection method will be an in-depth interview. Intimate interviews are relatively unstructured, extensive in nature,

where the researcher asks the respondent many questions without leading the respondent on.

1.6 DEFINITION OF KEY TERMS

The terminology of the metrosexual male as a market segment is not new in economic terms. Back in 2008, a *Metrosexual male* was defined as:

> *A young male with a high disposable income, living or working in the city.*
> (Janowska, 2008).
>
> *A heterosexual urban man who enjoys shopping, fashion, and similar interests traditionally associated with women; he is sexually attracted to women* (Oxford Dictionary, 2017)

Important in these definitions is the specification of the residing area (namely "urban" and "city"). This is vital because that is where all the "best shops" and major shopping experiences are found. Furthermore, in the definitions two distinctive characteristics of a metrosexual are highlighted; those being that they are commodity fetishist and that they are collectors of fantasies about the "perfect males" which are sold to them by advertising. Metrosexual refers to a prosperous and successful urban male, who is known to spend a significant portion of their income on personal grooming. Here two relevant concepts come to the fore:

- *Skincare* is the series of practices that support skin integrity, maintenance and treatment. These practices may include nutrition, limiting excessive sun exposure, and appropriate use of skin products that enhance appearance (Draelos & Thaman, 2006:32).
- *Grooming,* the practice of making one's appearance clean and neat, for example, brushing your hair. For the purpose of this study, grooming and male grooming will refer to bath products, deodorants, hair care (shampoo, conditioner, treatments, styling products, hair colour and others), shaving products, lotions/balms, disposable razors/shavers, manual shavers, electric shavers, others and skincare products (MarketResearch, 2009).

1.7 SUMMARY

This chapter provided an insight into the background of the study. It also clearly defines the problem statement as well as the study's core research question. Firstly, an introduction was provided on the skincare market, whereafter the primary objective, namely to find elements that affect the decision-making the process of black metrosexuals when purchasing facial skincare products, was stated with the secondary objectives that followed.

The main research question was: What factors do black metrosexuals take into consideration when purchasing facial skincare products? This chapter briefly discusses the limitations and benefits of this study and provides definitions to the study's key terms. The literature relevant to this study is reviewed and discussed in the following chapter.

CHAPTER 2

LITERATURE STUDY

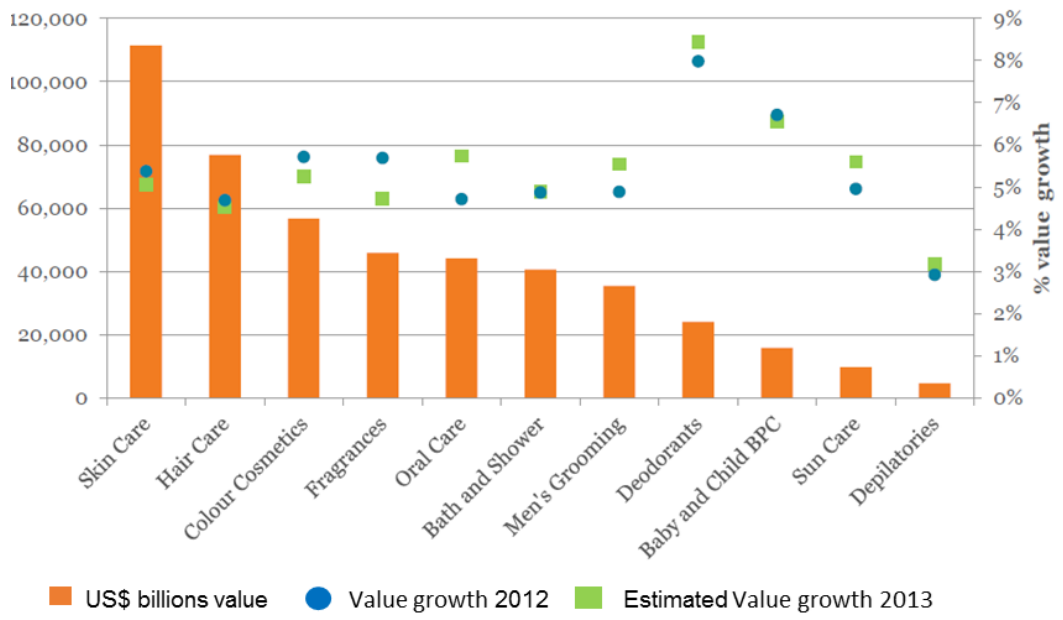
2.1 INTRODUCTION

An article in the New York Times states that young girls start showing interest in cosmetic products as early as 12 years old (Chang, 2014). This article supports findings made by Coulter *et al.* (2003) who stated that, at an early stage in young girls' lives, they are encouraged to create their femininity through consumption especially through spending on beauty care products. This has led to the social norm that skincare products are targeted at females and shopping for those that have a strong feminine tag attached to it. This emphasises the point that manufacturers of cosmetics have successfully leveraged this market and have a sustainable growing market for female cosmetic products.

However, in the last ten years, the research and development of the male skincare market globally have experienced a shift towards male consumers. The shift is as a result of a latest cultural trend where it is no longer a taboo for men to be concerned about their appearance, skincare and routinised grooming (Nkosi, 2014). A large number of market-leading female personal care product manufacturers (such as Nivea and L'Oréal) started to target the male market since 2004 (Mitchell & Lodhia, 2017). In 2004 L'Oréal launched its comprehensive men's range, Nivea followed suit in 2007 with a launch of their *Nivea for Men* product range.

The shift in terms of sales and value growth in the male grooming market is evident as shown in Figures 2 above and 3 below. As highlighted in Chapter 1, figure 1, the global value growth rate of the male grooming market was expected to increase from 2% to 2.5% between 2011 and 2012. Figure 2 indicates a higher value growth rate when compared to the 2011 forecasted value. In figure 2 the value growth rate for the male grooming market in 2012 was in fact around the 5% range of the total beauty and cosmetic market globally. Once again, the forecasted growth for this market was 0.5% for 2013 meaning the forecasted growth rate was expected to be 5.5% year on year. The growth trend in this market has been consistent as the 2016 growth rate indicates an 8.5% growth in this market this is shown in figure 4.

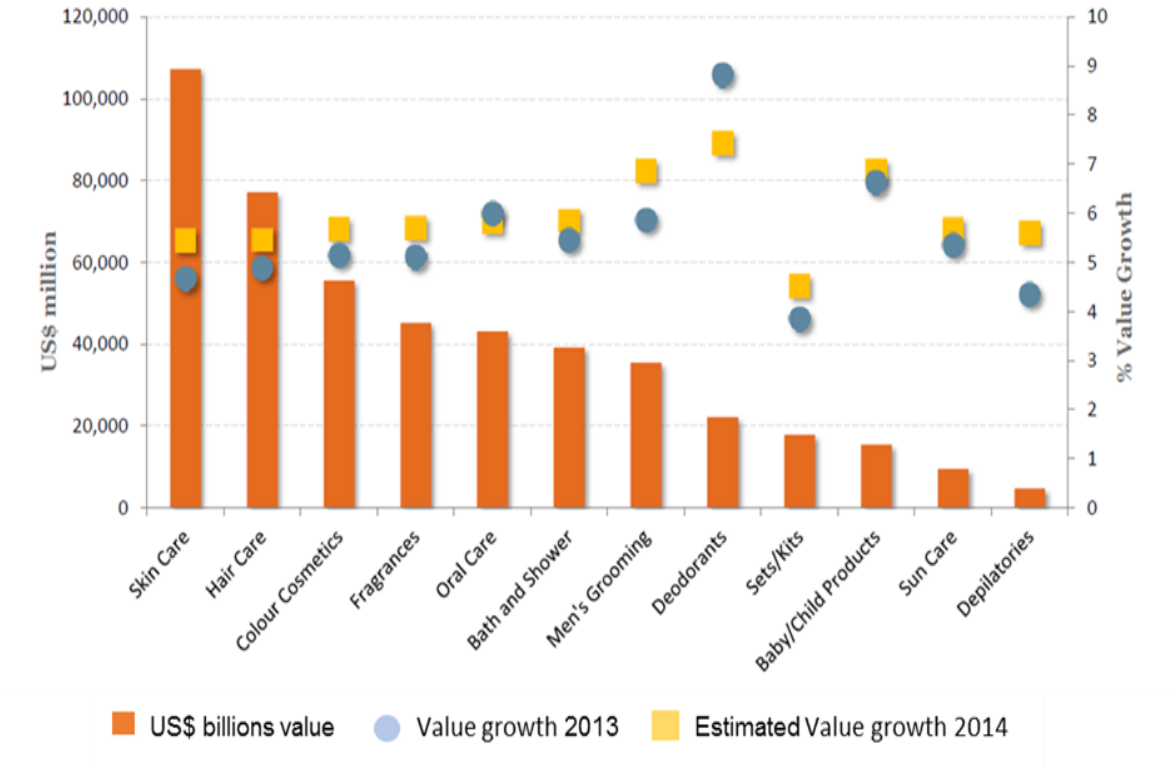
Figure 2: Global and beauty growth 2012-2013



Source: Loh (2014).

However, figure 3 below provides insight on the possible underestimation of this market by the analyst. The final 2013 growth value rate for the male grooming market at the end of the 2013 financial year was an estimate of 6% indicating a 1% increase from 2012. From a growth value rate of below 2% in 2011, the global male grooming market has shown very substantial growth (Szalai, 2014). This trend continued into 2016 with a recorded growth rate of more than 8% (Abbas, 2017). It is based on this briefly discussed growth that the study aims to explore the factors that drive the male consumer especially the black metrosexual consumer in Gauteng in the consumption of products within the male grooming market sector. Nkosi (2014) highlights that the growth in the male skincare market in Africa is because of sustained economic growth on the continent that has enabled men greater disposable income.

Figure 3: Global and beauty growth 2013-2014

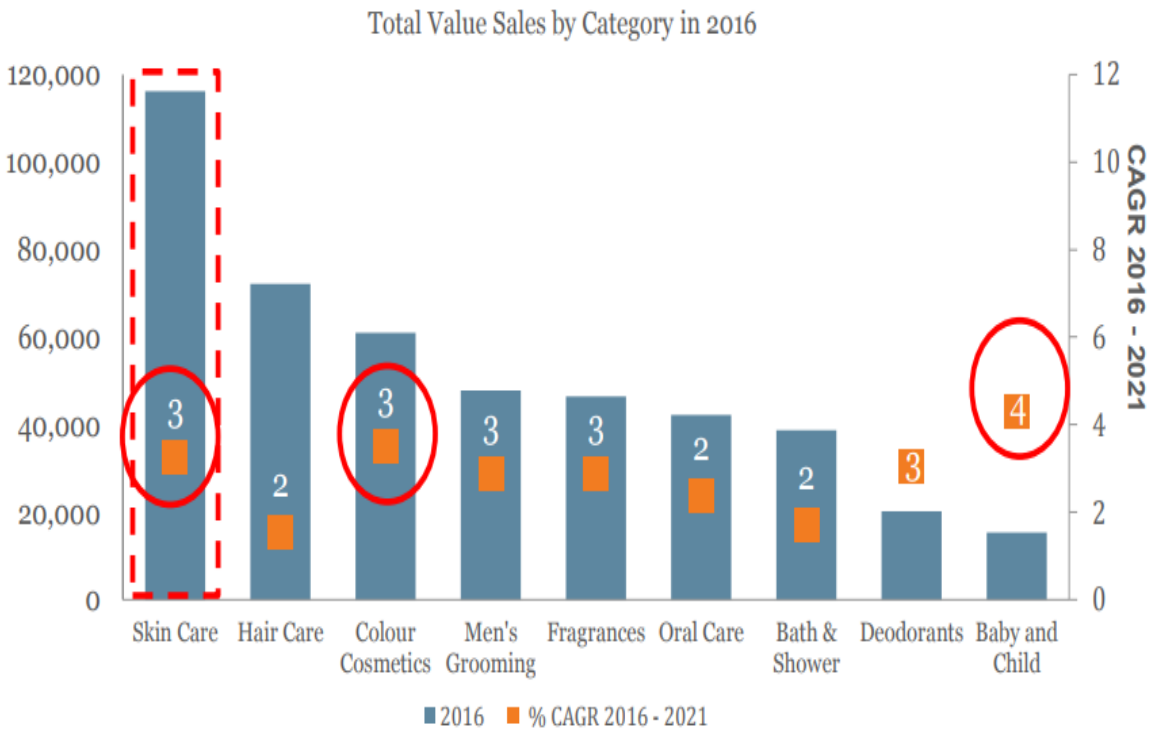


Source: Szalai (2014).

Based on a 2015 report by market research company Datamonitor Consumer (2015), Africa, and in particular South Africa, has witnessed a surge in the numbers of black men who are interested in purchasing and using skincare products. At the end of 2015, the global men grooming market was valued at US$ 46 Billion which indicated a 10% growth rate when compared to the 2014 market value in figure 3 above. Figure 4 below indicates 2016 total value sales that reflect an 8.5 % growth rate (Abbas, 2017).

The 2016 global male grooming market was valued at US$ 50 Billion as shown in figure 4 below. Even though the male grooming market had a 1.5% decline between 2015 and 2016, the growth rate is still within the projected Compounded Annual Rate of Growth (CARG) of 5.2% as projected by market analysts. The figure also shows that skincare is clearly the biggest market segment of the cosmetic market among black metrosexual males.

Figure 4: Global and beauty growth 2016



Source: Abbas (2017)

According to the Datamonitor Consumer Report (2015), it can be noted that a potential shift in the supply and demand of skincare products is predicted; specifically, those products formulated for black men taking into consideration the skin type, common skincare problems and geographical area. Independently to the report, recent moves by industry leaders indicated an imminent growth of the black male cosmetic market. In this regard, acquisitions and the increment in the allocation of resources toward research and development by major role-players in the personal care and beauty industry (such as L'Oreal, Estee Lauder, Unilever and P&G) support the emergence and growth of the black male cosmetic market (Yeomans, 2015).

2.2 CONSUMER BEHAVIOUR

The study of consumer behaviour is believed to have begun more than 300 years ago with Nicholas Bernoulli, John von Neumann and Oskar Morgenstern leading the research on the analysis of the basis of consumer decision-making (Siddiqui & Agarwal (2017:366). According to Siddiqui and Agarwal (2017:368), the initial

approach on consumers focused solely on the economic perspective and the act of purchase. It was from this approach that the “Utility Theory” came about. This theory suggested that consumer choices are motivated by the expected outcomes. The “utility theory” perceive consumers as rational and economic from an economistic perspective.

However, as the body of knowledge around consumer behaviour increased, scholars noted that consumer behaviour consisted of a wider range of aspects such as consumption activities over and beyond just purchasing (Zalega, 2014:64). From the concept of the utility theory, scholars of consumer behaviour have based their research more on understanding the consumer decision-making process on both the individual and collective levels. Furthermore, the utility theory enabled consumers to create a ranking of alternatives based on the rational customer’s preference; hence they can prioritise the alternatives on the market.

In general, studies on consumer behaviour focus on individual consumer characteristics such as demographics and behavioural variables in an attempt to understand what exactly consumers require. The study of consumer behaviour mostly focuses on individuals or organisations and the way in which consumers conduct themselves in buying behavioural situations. In addition to the individual consumer, consumer behaviour is also concerned about how and which processes are being used by consumers to gain knowledge, choose, use and dispose of products and services (Kanagal, 2016).

Consumer behaviour research provides valuable information to companies so that they can improve and increase their current marketing intelligence on consumers. This enables them to understand their consumers’ purchasing motives and buying behaviour rate of recurrence. It also allows companies to plan for product enhancement, new product development, business strategies and sales forecasting (Schiffman & Kanuk, 2007:653). Consumer behaviour focuses solely on issues related to consumers, and consumer research focuses on understanding underlying needs and motives that influence the buying decision-making process, and learning and attitude formulating processes (Kanagal, 2016). One of the existing fundamental assumptions in consumer behaviour research is that individuals often purchase products for their (subjectively) perceived values rather than their primary functions

(Stávková, Stejskal & Toufarova, 2008). Frequently, consumers do not rate products according to their core attributes such as the primary effectiveness the products provide. However, products are rated by the so-called real product that refers to a particular product's qualities and the extended product (Lodhi & Shoaib, 2017:90).

Here, Lodhi and Shoaib (2017: 90) continue and note that the attributes of the real product represent a set of intangible factors that confer a desired perceived advantage for the consumer; these can include brand image, consultancy, and after-sales service. Therefore, consumer behaviour is a multifaceted concept that is influenced by several factors and cannot only be based on the core attributes that a product or service offers.

2.3 CONSUMER BEHAVIOUR DEFINITIONS

Different researchers place different emphases on consumer behaviour. Table 1 below provides several definitions with the concept of consumer behaviour. The table also shows how the development of the discipline changed the definitions thereof since 1977 up to 2017.

Table 1: Definitions of consumer behaviour

Authors	Definitions
Faison & Edmund (1977)	The assumption that people have a series of needs, which lead to desired state.
Kotler (1994)	Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy.
Engel *et al.* (1995)	Those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts.
Schiffman & Kanuk (2007: 653)	the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.

Persner (2017)	The study of individuals, groups, or organisations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

All the definitions of consumer behaviour in the table seem to be centred on an action taken by a consumer to purchase a good or service to satisfy a specific need. The purchasing actions are inclusive of the mental and social processes that lead and follow the actions. From the definitions in Table 1, it is evident that consumer behaviour is entrenched in the marketing mix theory; this has a market-oriented focus that involves ensuring satisfying market and/or customers' needs (Jisana & Malappuram, 2014). In addition to the actual act of buying, the notion of consumer behaviour also focuses on the "how" embedded in the consumer's decision-making process.

The phenomenon of the consumer behaviour concept is interested in how consumers decide to spend their resources such as time and money on goods and services (Wiese, 2008). Siddiqui and Agarwal (2017:362) reinforce Wiese (2008) view on elements that make up the consumer decision-making process. The Oxford English Dictionary (2017) defines a decision as a "conclusion or resolution reached after consideration". This means that the consumer is required to choose an option from some alternatives presented to him/her. While decision-making is defined as a "process or sequence of activities involving stages of problem recognition, search for information, the definition of alternatives and the selection of an actor of one from two or more alternatives consistent with the ranked preferences" (Oxford English Dictionary, 2017). Siddiqui and Agarwal (2017:362) state that fundamental decisions that are taken by consumers relate to four aspects, namely:

- What to buy (products and services)?
- How much to buy (quantity)?
- Where to buy (place)?
- When to buy (time)?
- How to pay (payment terms)?

Constant research of consumer behaviour has led to some scholars defining the phenomenon in several ways. Regardless of the various definitions of consumer behaviour that are found in the body of knowledge about consumer behaviour the main concept that are central to understanding the phenomenon are based on four key aspects namely:

- Problem;
- Need;
- Consideration; and
- Actions.

Consumer behaviour is dynamic and dependant on psychological and socio-cultural factors. Several models try to draw a clear explanation of the chronological steps and factors involved in consumer behaviour. Here Schiffman and Kanuk (2007:652), state that a model is described as a basic representation of reality designed to demonstrate the relationships between the various elements of a system or process. Historically, the seminal consumer buyer behaviour model by Engel, Kollat and Blackwell (1995) specified all elements portrayed within the consumer behaviour phenomenon and epitomised the nature of the relationships among these elements.

Later Berman and Evans (2001) stated that consumer behaviour models point out the structure of consumer behaviour and buying behaviour as well as how it is represented in the decision-making process. Consumer behaviour models refer to varying orientations and perspectives with which consumers approach the marketplace and how or why they behave as they do (Schiffman & Wisenblit, 2014:165). Besides just identifying, listing and indicating the interdependency relationship between consumer behaviour variables, consumer behaviour models play a significant role in understanding the consumer decision-making process.

A study conducted by Siddiqui and Agarwal (2017:366) concludes that these models take into account the several psychological and sociological factors that describe how consumers are influenced by what is on sale and who else is already buying. Some models have been proposed, scholars of consumer behaviour have come up with acceptable models of consumer buying behaviour that are suitable for all kinds of products and services. In these models, scholars have tried to draw the ultimate direction of buying decisions whether programmed or non-programmed and its

relevance (Siddiqui & Agarwal, 2017:366). Scholars of consumer behaviour have identified various consumer behaviour and decision-making models. However, for this study only the information processing, economic and sociological models are briefly noted and serve as background information for the subsequent section. In general, three types of consumer behaviour models exist, namely:

- **Information processing models** focus on the socio-economic fact that influence the consumer's decision making. The four most prominent information processing models are the Jackson model, the Chapman model, the Litten model and the Hossler and Gallagher model (Schiffman & Wisenblit, 2014:167). According to Viksne *et al.* (2016:233) information processing models' customers obtain information, interpret and evaluate it, and then make a particular choice. However, in the 21st century, the information processing models are seen as being too general and vague.

- **Economic models** are focused on specific characteristics of consumers, with the presumption that consumers always look to maximise the value from a product or service by using some cost-benefit analysis (Mostert, 2006). In the case of skincare products direct and indirect costs such as the price of a product, which retailer is selling the products and the geographic area of such retailers will form part of consumers cost-benefit analysis.

- **Sociological models** consider aspects such as family background, significant others, health consciousness, and more, in consumers. These models focus on the identification and interaction of the variables, in this study male consumers, use when selecting a skincare product (Mostert, 2006).

2.4 APPROACHES OF CONSUMER BEHAVIOUR

Petrauskaite (2014:36) states that several scholars of consumer behaviour have presented numerous consumer behaviour approaches. However, five main

approaches seem to be universal throughout the body of knowledge on the concept of consumer behaviour. These approaches are highlighted next.

2.4.1 Behaviourist approach

The behaviourist approach is described as learnt behaviour from external influencers or experiences. It is linked to the effects of external events that influence the development of certain behavioural habits. Based on this approach consumer behaviour is partially influenced by unconscious biological factors (Petrauskaite, 2014: 36). According to Foxall *et al.* (2011:3) state that the behaviourist approach to consumer behaviour emerges at the point where the consumers' learnt behaviour meets the consumer setting. This process displays the practical and informational consequences related with consumption-related actions.

2.4.2 Cognitive approach

Foxall *et al.* (2011: 4) describe the cognitive consumer behaviour approach as the ability of consumers to process information. Based on this approach consumers receive a lot of information from both the social and environmental experiences and this redefined processed information influences consumer behaviour. Furthermore, according to Petrauskaite (2014:38), the cognitive consumer behavioural approach assumes that consumers make their decisions based on rational and logical reasoning.

2.4.3 Psychodynamic approach

According to the psychodynamic approach, consumers consider behaviour from a viewpoint of being driven by "instincts". Instinct, in this case, refers to the natural, innate impulse or tendencies that influence consumers' behaviour unconsciously (Petrauskaite, 2014:37). The nature and category of a purchase play a significant role in the psychodynamic approach. There are two purchase categories in this approach namely routine and impulse, and based on these two scholars of consumer behaviour

believe that every consumer's action is meaningful and that purchase behaviour have been formed during the consumers early days of childhood (East *et al.*, 2013:167).

2.4.4 Economic man approach

As discussed in the Utility Theory, the economic man approach is a concern with the consumer deciding to purchase a good or service because they would maximise the utility of the product. This approach of consumer behaviour suggests that consumers are aware of all the alternatives available to them, and based on the rating given to each alternative the consumer will choose a product that shows most optimum value (Petrauskaite, 2014: 37).

2.4.5 Humanistic approach

Sammons (2013) states that the humanistic consumer behaviour approach focuses on the individual consumer's experience with a product or service in comparison to the general assumption. This approach places focus on the role-played by the customer's emotions when deciding on what to purchase. In addition to the emotions, the approach is a concern with the consumer's intent to purchase rather than the outcome of the purchase (Sammons, 2013).

2.5 CONSUMER BEHAVIOUR MODELS

In the analysis of the various consumer models, three models have been identified as the more relevant ones about the objectives of this study to understand the behaviour of black men as cosmetic consumers. These models are discussed below.

2.5.1 The Howard-Sheth consumer behaviour model

The Howard-Sheth model is the most commonly referenced consumer behaviour model (Prasad & Jha, 2014:339). According to the Howard-Sheth model, consumers

are in one of the three stages of decision-making. These stages correspond to the initial three stages of the product lifecycle. At the introduction stage of the product lifecycle the corresponding decision-making stage is called the extensive problem solving which is followed by the growth stage that correlates to limited problem solving, the maturity stage; in this stage the decision-making state is called the routine problem-solving stage (Mostert, 2006:75). The final stage is the decline stage.

At the introduction stage, the consumer has no basic information about the brand and does not have any specific preference. Therefore, the consumer will search for information about the various brands in the market (Prasad & Jha, 2014:339). Prasad and Jha (2014:339) state that the second stage referred to as the limited problem solving is a where consumers have a limited base of information about the products in the market. This means that the consumer has some perception about the product category, but has not conceptualised new brands that fall into a familiar product category.

The final stage is called the routine problem solving or habitual response behaviour at this stage the consumer is well-informed of the numerous products and brands in the market. This, therefore, implies that the consumer has conceptualised both the product category and the other product brands in this particular category (Mostert, 2006:76). The next stage in this model assumes that the consumer is aware of the physical characteristics of the brand leading to the final stage of decline.

In addition to this Prasad and Jha (2014:340) point out that it is at this point of the consumer behaviour process where a consumer can recognise the brand amongst others in the market and have the confidence to judge the quality of this particular brand.

The Howard-Sheth model is based on four significant sets of variables namely: inputs, perceptual and learning constructs, outputs and exogenous constructs.

a) Input Variables

Input variables are environmental motivations that consumers are exposed to, and they form a vital part of the consumer's surroundings. These variables are made up of three types of information sources also referred to as stimuli that form a vital part of the consumer's surroundings. Input variables according to

the Howard-Sheth model are the significative stimuli whereby product or brand information is given to consumers through physical brand characteristics. According to Orji (2013), significative stimuli are the tangible features of a particular brand or product that the consumer confronts.

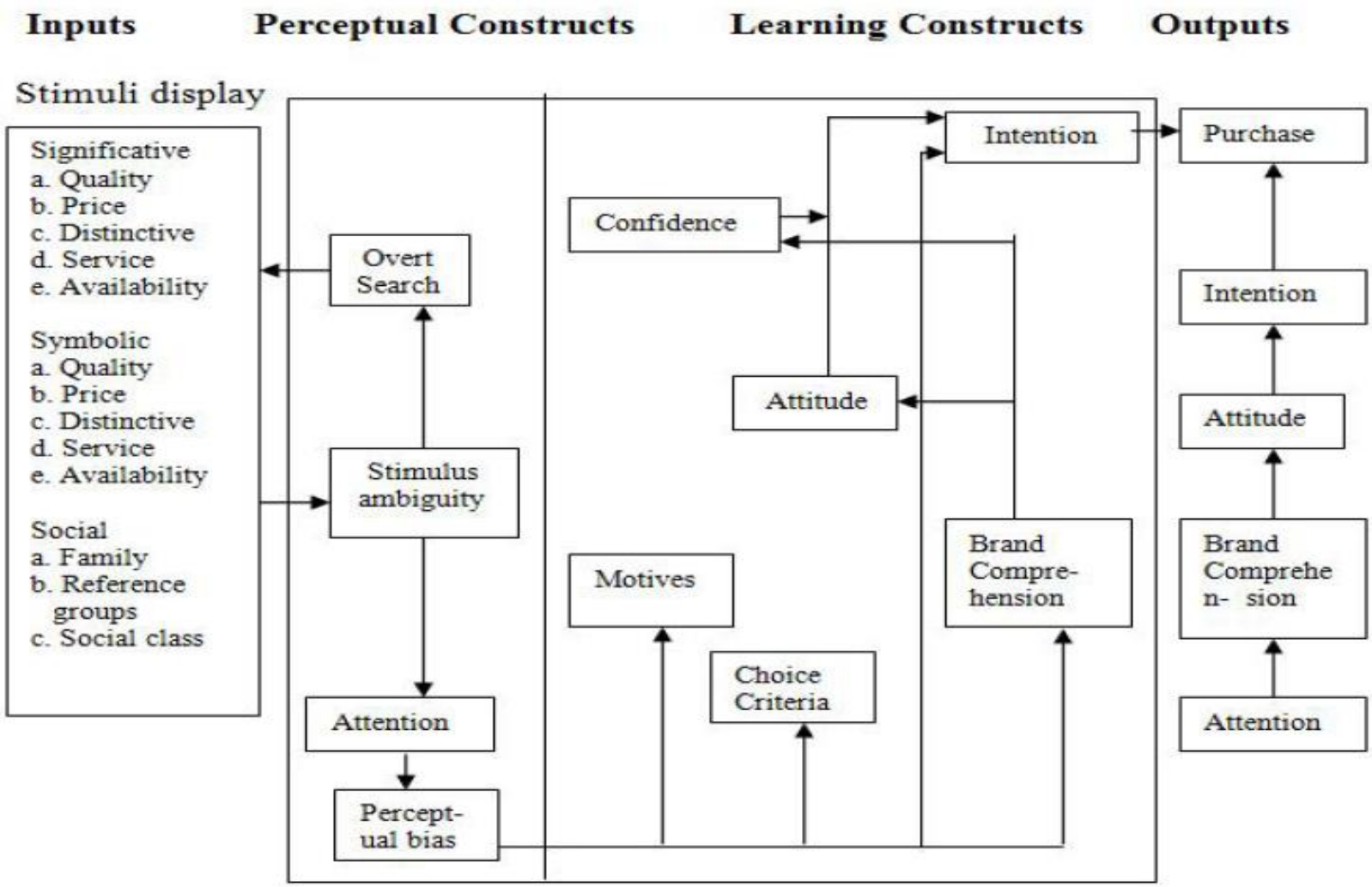
The second variable is the symbolic stimuli which refer to the perception constructed through marketing and advertising that indirectly influences the consumer. Prasad and Jha (2014:340) further describe symbolic stimuli as verbal and visual features of a product. Social stimuli, which consists of family, friends, reference groups and social class, is the third type of the Howard-Sheth model input variables. Internalising plays a crucial role in the effectiveness of social stimuli during the decision-making process (Orji, 2013).

b) Perceptual and learning constructs

Perceptual and learning constructs are a concern with the psychological variables that play a part in the decision-making process of consumers. The second part of the Howard-Sheth model describes how most of the variables on the consumer behaviour process are perceptual and a mostly focused on the way in which the consumer codes and decodes information received from the input stimuli (Prasad & Jha, 2014:341).

Furthermore, it is important to note that there are challenges that may occur in this part of the process. Whereby stimuli vagueness occurs, consumers misunderstand the messages from the environment, and the distortion of information received. With that said, the model takes cognisant fact is the level of learning during this part of the process.

Figure 5: The Howard-Sheth Consumer Behaviour Model



Source: Howard and Sheth (1969:32)

The learning constructs, in this case, is a concern with consumers' knowledge about various brands, consumer's objectives, the evaluation of substitutes, preferences and intention to make a purchase all play a significant role (Orji, 2013).

c) Outputs

Outputs are fundamental outcomes of the perceptual and learning variable discussed above, as well as the consumer's response to other variables that constitute the model.

d) Exogenous Variables

Exogenous also referred to as external variables according to Prasad and Jha (2014:339) do not have any direct influence or effect on the consumer decision-making process. Nonetheless, Orji (2013) argues that even though this might be the case there are a small number of elements with the external environment that play a vital role and these are the personal traits of a consumer, religious affiliation and possible time pressures.

With that said, it is worth noting that even though not much correlation is given on how, for example, religious affiliation forms part of the external variables influence consumer behaviour it can be concluded that the Howard-Sheth model of consumer behaviour does take into consideration a lot of the interrelated factors that play an important role in the conceptualizing of consumer behaviour. An important factor of this model is that it highlights the importance of inputs to the consumer purchasing process while also providing ways in which a consumer orders these inputs to reach their final decision (Prasad & Jha, 2014:339).

The notion of brand understanding or brand comprehension highlighted in the last stages of the model is referred to as the ABC of marketing by Howard. The ABC of marketing encompasses brand recognition, attitude and brand confidence, which makes up the brand image (Mostert, 2006:76). As indicated in Figure 5 above, the Howard-Sheth model describes the consumer decision-making process as a concept that is made up of six interrelated elements,

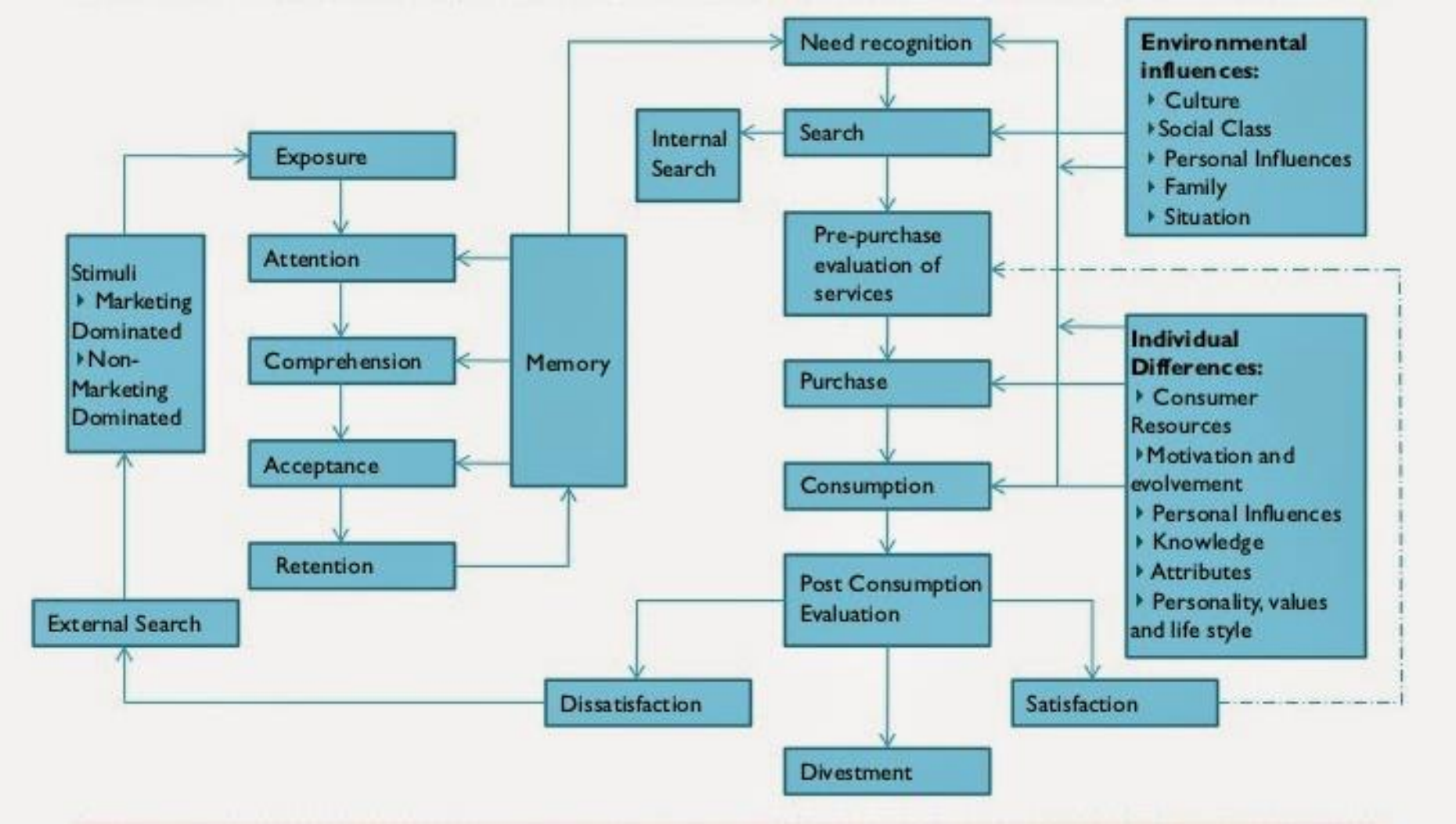
namely information, brand recognition, attitude, confidence intention and purchase.

2.5.2 The Engel, Blackwell and Miniard Model

The second model to be discussed is the Engel, Blackwell and Miniard model (also referred to as the EBM model). Although the model originated from the Engel, Kollat and Blackwell model, for this study their 1995 revised model is discussed. The EBM model provides a comprehensive discussion of the possible factors influencing consumer behaviour, and more specifically the role-played by these influencers on the different stages of the consumer decision-making process. The model suggests that the consumer decision-making process is influenced by several factors. These factors are categorised into three extensive categories namely; individual differences, environmental influences and psychological processes (Engel *et al.,* 1995:147-154).

Individual difference factors consist of consumer resources, knowledge, attitudes, motivation, personality, values and lifestyle, while the environmental influences impacting on consumer behaviour are indicated as a culture, social class, personal influences, family and the situation. The psychological processes in this model consist of consumers' decision process behaviour as well as the environmental influences and individual differences, and the combination of these factors according to the model explicitly shows the relationship between consumer behaviour and decision-making Engel *et al.* (1995:154).

Figure 6: The Engel, Blackwell and Miniard model



Source: Engel *et al.* (1995:147)

The model also highlights the five steps that are significant in the consumer decision-making process. Overall these steps are made up of the need for recognition, information searches, evaluating alternatives, outlet selection and purchase and finally the post-purchase process.

Berman and Evans (2001:233) state that the five step process is influenced by internal factors such as demographics, perception, learning, motivation, personality, emotions and attitudes. The external factors that influence the process consist of culture, social class, reference groups, family and organisations' marketing efforts.

2.5.3 The Black Box consumer model

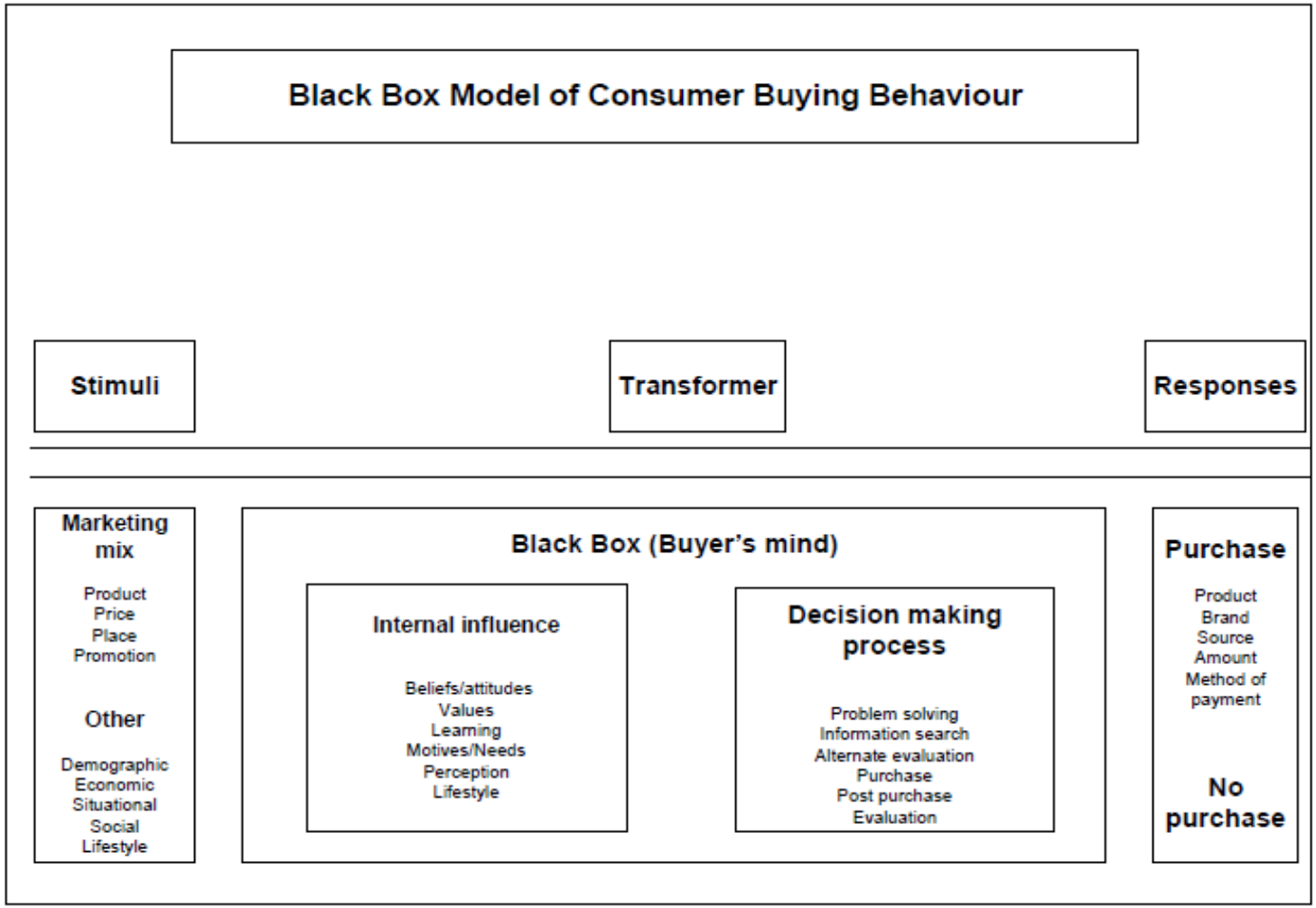
The Black Box consumer behaviour model is concerned with the motivation that drives buyer's behaviour. This model aims to explain what happens to the consumers as they are exposed to marketing stimuli that lead to the decision to purchase a product (Kotler, 2004:55). According to the Black Box model, marketing and other stimuli enter the customer's "Black Box" and produce certain responses. In the model, the "black box" refers to the consumer's mind. Therefore, marketing and other elements such as brand image, family and social perceptions enter the Black Box. However, the consumer's characteristics influence how he/ she perceive the stimuli. The decision-making process, on the other hand, governs what action regarding the buying behaviour will be undertaken. The Black Box model states that the initial stage in understanding consumer behaviour is to pay attention to factors that determine the consumer's characteristics (Furaiji, Łatuszyńska & Wawrzyniak, 2012:74).

Based on the model consumers go through a five-stage decision-making process whenever they have to purchase a new or unfamiliar product. However, when it is a routinised purchase they tend to omit or reverse some of the stages indicated in Figure 7 below. Routine purchase or response is when a consumer purchases frequently used products or services. These are usually inexpensive goods that require minimal information search and decision-making efforts.

Routinely purchased products include but are not limited to milk, eggs, bread and socks; consumers rarely need to consult family and friends for their input on making such purchases (Furaiji *et al.*, 2012:73). According to Pride and Ferrell (2007:179), the

purchasing process starts with a problem or need recognition. This is the stage where a consumer recognises a particular problem or need. The second phase of the process is the determination of the amount of information that is required (in any) to make a decision. Should the identified problem or need be urgent and at that point there is a product or service that meets the consumers need then a purchasing decision is expected to be taken immediately. Figure 7, depicts how a consumer is likely to respond from external stimuli that have entered the Black Box.

Figure 7: The Black Box model



Source: Keegan *et al.* (1992:193)

The previous section covered the general phenomenon of consumer behaviour and consumer behaviour models; the next section focusses on the general metrosexual consumer market, as well as black metrosexuals' skincare or grooming products market. Although consumer behaviour is dynamic and ever changing, the various factors that make up the three consumer behaviour models discussed above are still relevant in understanding consumer behaviour today. According to a study conducted by Anute *et al.* (2015) on consumer buying behaviour towards cosmetic products, some 63% of the sample participants were male. Based on previous definitions of metrosexual males, such as on age, level of disposal income, geographic location and the preference they take in their appearance, these respondents can be classified as metrosexuals. They responded to cosmetic products after being exposed to television advertising.

Based on this finding it can be concluded that consumers that purchase cosmetic products go through the following elements of Howard's model namely brand recognition; the consumer is first exposed to the product using marketing and advertising. A perception or attitude is created based on the depiction of the advertisement. Based on the personal perception and the message of the advert by-product producer's confidence are then created about the quality of the product and the brand. The last elements are the intention to purchase which leads to the final element which is the actual purchase of a product.

Similarly, to the Howard-Sheth consumer behaviour model, the Engel, Blackwell, Miniard model (which is the evolved Engle, Kollat and Blackwell model) has elements that are still relevant in the 21st-century in identifying factors that influence consumer behaviour. As discussed previously the Engel, Blackwell and Miniard model states that consumer behaviour is influenced by three factors namely the individual, environmental and psychological factors.

The individual factors that consist of consumer resources, knowledge, attitudes, motivation, personality, values and lifestyle, are still significant as factors that influence consumer behaviour based on the study conducted by Anute *et al.* (2015). The effects of television advertising based on the *consumer buying behaviour towards cosmetic products* study results do indicate that attitudes towards a particular product, motivation to purchase the product and lifestyle are appropriate in the study of consumer behaviour at present. Based on table 2, on a scale of 1 to 5 (1 = least important, 5 = most important), men consider peer/family influence moderately important in their decision to purchase

skincare products. Family influence makes up the environmental factors that impact consumer behaviour based on the Engel, Blackwell and Miniard model.

Table 2: Average of factors important for males when purchasing cosmetic products

	Price	Packaging	Fashion	Availability or Place	Brand	Quality	Promotion	Peer or Family influence
Hair Care	4.09	2.31	2.40	3.11	3.99	4.30	3.81	3.01
Skincare	3.46	2.58	2.43	3.11	3.97	4.25	3.18	2.98
Fragrance	4.17	2.26	2.50	3.15	3.96	4.32	3.32	3.12

Source: Anute *et al.* (2015)

Furthermore, based on the Black Box model where the major influences on consumer behaviour are based on external factors derived from the marketing mix (price, promotion, place and product) are a significant influencer of consumer behaviour towards purchasing of skincare. Table 2, shows that participants of consumer buying behaviour in the cosmetic products industry study rate price, promotion, availability (place) and the quality of the product as moderately important. Most of the rating given to these factors are rated above 3 (1= least important, 5 = most important).

Other elements of the Black Box model are similar to those of the other two models discussed above. These elements are the attitudes towards the product, knowledge of product, motivation to purchase as well as the perception of the product or brand.

Based on the results of Anute *et al*. (2015) study it is evident that a significant number of elements that make up the Howard-Sheth, the Engel, Blackwell and Miniard, and the Black Box consumer behaviour model are still relevant in today's means to understand consumer behaviour in especially towards the purchasing of skincare products.

2.6 METROSEXUAL CONSUMER BEHAVIOUR

The male skincare market is relatively new with trends that have a great growth potential. As mentioned before, the cosmetics or skincare market has for years been focused on producing products for female consumers.

This has in the past decades enabled cosmetic companies to leverage on this market and over the years have targeted younger girls to use cosmetic products (Bolotin *et al*., 2014:10). According to Bolotin *et al.* (2014), based on research done by biologists historically physical beauty for women has been an evolutionary advantage that could lead to biological success by attracting a mate. However, Brizendine (2011) explains that the male species over millions of years have been biologically selected to focus on finding "fertile females" with traits that show youngness and health. It is this stereotypical depiction that has been used over decades by cosmetic companies to focus on female beauty specific products (Bolotin *et al*., 2014:10).

According to Bano and Sharif (2016), the male skincare market is seeing the upward improvement and growth due to changes in the new masculine generation, appearance of "metrosexual", social liberalisation of homosexuals, and the fact that men want to stay young. With more men using grooming and skincare products, skincare manufacturers have started placing more focus on this emerging market. This market has proved to be very profitable: Clarins Men has reached 170% of its projected forecast in 2002 (Bano & Sharif, 2016). According to StatsSA (2017), the South African retail trade value of cosmetics and toiletries was valued at R19 billion for the May 2016-July 2017 period. This was a 9.6% increase from the 2016 retail value (Statistics South Africa, 2017).

In a study conducted by Mintel in 2008, the total of 3600 new personal care products for men was found on the global market (Bano & Sharif, 2016). According to the Datamonitor Consumer's Product Launch Analytics Tool, 21% of the new male grooming products globally were from the United States. The United Kingdom accounted for 17% of new products that were launched in the global market (Matthews, 2015). Even though the metrosexual cosmetics market around the globe is still in the structuring phase when compared to the female cosmetic market, there are three types of role-players that are evidently visible and trying to make sure they gain the competitive advantage of this newly niche market (Matthews, 2015). The role-players are discussed below.

- **Industry leaders**

  These role-players are made up of powerful companies in the market, which have been doing business for several years. Global industry leaders include Procter & Gamble, L'Oréal and Unilever (Matthew, 2015). Most brands that are leading in South Africa in the male grooming sector are housed under Proctor and Gamble (P&G) and Unilever.

- **Independent cosmetics' makers**

  According to Pan and Jamnia (2015), independent cosmetic makers are smaller emerging cosmetic producers. The producers do not have the power, influence or financial resources when compared to the industry leaders. Regardless of the fact that independent producers can stimulate the market with the innovate products, most of the independent producers' products have a significant impact on the major role-players (Pan & Jamnia, 2015). Some South African independent cosmetics makers include Sorbet, Lipidol and Bio Oil.

- **Care / Spa universe actors**

  The care or spa market is made up of pharmacies, institutes' spas, several brands (especially from independent producers), and this market benefits directly from the increasing demand of metrosexual male cosmetic market who now also enters into the care market. Here the brand *Sorbet* serves as a South African example of a brand that understood and used the advantages of the growth in the care market (Matthews, 2015).

  This significant growth in the male skincare market can be attributed to the growth in the phenomenon of metrosexuals' masculinity. Subsequently, to the increased buzz around the term metrosexual mainstream media such as newspapers, magazines and blogs have tried to understand the phenomenon and its impact on various societies. This is evident as the researcher found that the term "metrosexual" has over two million hits in an internet search on Google (2017).

  Pan and Jamnia (2015) refer to metrosexual as self-absorbed and aesthetic oriented male who love shopping, spending money and time on their appearance; men that are considered or consider themselves as metrosexual believe that their appearance is extremely important especially when it comes to making an impressive first impression. These men spend considerable amounts of money on their appearance to enrich their self-image (Oliveira & Leão, 2012). According to Bano and Sharif (2016), some new

possibilities around male consumerism have emerged, and this is largely as a result of the increased prominence of the metrosexual ethos.

Matthews (2015) states that the reason why the male skincare market is continuously evolving is so that the market needs of men which differ from women need to be met at a level and quality of women's cosmetics. For this reason, the purchase and consumption patterns of male skincare products globally have been impacted and influenced by various factors. While the growth in metrosexual men and their skincare consumption trends are an interesting topic to uncover, for this study the focus will be specifically on the emergence of the black metrosexual consumer.

Table 3: Definitions of metrosexuals

Author	Definitions
Parmar, Richard and Steinberg (2006)	Refers to men who take an extreme pleasure in the way they look.
Janowska (2008)	A young male with a high disposable income, living or working in the city.
Moungkhem and Surakiatpinyo (2010)	A group of men who pay substantial consideration on their appearance by going to gym, focusing on fashion and using grooming products, and more
Pan and Jamnia (2015)	Refers to a narcissistic and aesthetic oriented man who enjoys shopping and is willing to spend money and time on their appearance.
Mitchell and Lodhia (2017)	Metrosexual refers to men that are concerned with three dimensions namely; trendiness, concern with appearance, and use of grooming practices.

It is evident that the above-mentioned definitions of metrosexual all refer to men that are concerned about their appearances and are willing to look for products that will satisfy their needs as well as spend money on those.

2.7 BLACK METROSEXUAL CONSUMER MARKET

Previously before the looming of metrosexual men and the notion of men taking care of their skin one would only see several skincare products targeted for women of all skin types and all ages. According to Aaron Wallace, the owner of Shear & Shine cosmetics the skincare market in the United States, until recently, did not cater for black men and their skincare needs (Wells, 2016).

These were the same sentiments shared by South African entrepreneur Tsakani Mashaba, founder of Michael Mikiala Men. Upon starting her own cosmetic range specifically targeted at black men, Mashaba saw a need in the South African beauty market for skincare products that cater specifically for South African black men. According to Mashaba the products that were already on the market were generic products and were not effective in dealing with black men skin issues such as razor bumps (Madikwa, 2011). In an interview conducted by The Sowetan, Mashaba's company was initially met with resistance by the South African male grooming market.

According to Mashaba:

"The retail market was very resistant towards our brand. They said that there was no need for our product. But when we went to the streets there was a lot of excitement from black consumers, who liked the product and its results. The problem is that the retail market was predominantly white and now retail buyers do not understand the black market. The black market is huge, but there are not a lot of cosmetic brands aimed at blacks."

(Madikwa, 2011).

However, since this remark by Madikwa in 2011, the past six years have experienced significant research efforts to better understand and target the black market in South Africa. Here the major leaders in the male grooming product sector in South Africa have also gone to great lengths to expand their offering. A study by Larsen (2013) Unilever introduced its Dove Men and Care range in South Africa after it experienced excellent performances in the global market. Unilever further introduced a new skincare product under its Vaseline Men umbrella brand which is specifically developed for African men.

By viewing Unilever's expansion move, there is a market for skincare products targeted specifically at black men in South Africa with a potential to grow significantly.

However, there are three issues that need to be addressed in skincare products for black men in South Africa.

- Firstly, seeing that large corporations introduce products to the South African market after they are successful and well received by global consumers as these products are formulated for black men skin issues or a mere generic formulation as indicated by Mashaba.
- Secondly, what influence or impact does black male consumer behaviour have on the consumption of these products?
- Lastly, which factors do black men, specifically black metrosexuals, consider when it comes to skincare products.

2.8 SUMMARY

This chapter provided the literature that is available in the body of knowledge concerning male grooming and skincare. As means to attain the study's objectives as stipulated in the first chapter, it is imperative that the work that has been done done the topic is reviewed and taken into consideration as a means to build a meaningful study. The above chapter gives an insight into concepts that are important in the overall study. The concepts covered in chapter two include consumer behaviour and its various elements. There is also a brief discussion on the relevancy of the three consumer behaviour models that are elaborated on in this chapter. In addition to this, the core consumer market is discussed at length as means to link the research question, its objectives and the literature. Due to challenges about the limitation of information available on the Rand value of the cosmetic market in especially the black male grooming market in South Africa the global value of the market was used.

The next chapter presents the empirical study.

CHAPTER 3

EMPIRICAL STUDY

3.1 INTRODUCTION

This chapter focuses on the primary theoretical framework of the research methodology, which the research study is based on. The fundamental methods and techniques used to conduct the study are described concerning the underlying rationale and appropriate applicable literature to support. Research methodology forms an integral part of scientific research studies as it explicitly specifies the identification, selection of the research and sampling design. The chapter comprises two sections namely research design regarding the research approach. Where the research methods namely the research setting, researcher's role, sampling, methods used for the collection of data and data analysis. The second part of this chapter focuses on the assessment of interviews findings with identified participants.

3.2 RESEARCH DESIGN

Parahoo (2014:45) states that research design refers to a plan that specifically describes the when, where and how data will be collected and analysed, while Labaree (2013:9) views research design as more than a work plan. He concurs that a research design is a method used to ensure that results from a particular study will allow and enable the researcher to answer the initial research question of the study. On the other hand, Dana *et al.* (2013:514) define a research design as a plan, a structure and a strategy of investigation that is developed to obtain answers to research questions or problems. In addition to this definition Dana *et al.* (2013:514) state that the concept of research design refers to the researcher's operational plan that is used to obtain objectives accurately.

Bearing this in mind in designing this study, the researcher ensured that:

- The study's results are accurate although it cannot be regarded as a consistent representation of the total study population;

- The results are consistency, stability and accuracy of the tests as per data collection instrument (interviews); and
- The data collection and analysis are valid and consistent throughout the study.

The nature of the research is such that qualitative methods are applied. Denzin and Yvonna (2011:66) define qualitative research as a research method that involves an interpretive, naturalistic approach that attempts to make sense of the interviews. Qualitative research comprises a set of explanatory practices that enable the domain to become apparent, while changing the domain into sequences of demonstration, interviews, conversations and recordings (Coetzee, 2016:48).

According to Denzin and Yvonna (2011:67), qualitative research methods are used in many different academic disciplines, traditionally in the social sciences, but also in market research. The objectives of a researcher that uses qualitative methods are to collect comprehensive information that will enable him/her the understanding of the human behaviour and the influences of certain behavioural traits. Oun and Bach (2014:253) further state that qualitative research methods scrutinise and answers questions of how, where, what, when and why a person would act in a certain way toward a specific matter.

This study used exploratory, descriptive qualitative methods to identify, analyse and describe factors that influence black metrosexual males purchasing behaviour when it comes to facial skincare products. Exploratory research thoroughly scrutinises significant factors to reach as what can be perceived as an applicable description of the truth of the existing situation (Hair *et al.*, 2015:104). A descriptive design is used for the creation of theory, identification of problems with existing practices, and the justification of such existing practices (Hair *et al*., 2015:110).

The primary purpose of using the descriptive design is to provide perceptions and views of respondents (Burn & Grove, 2011:186). The qualitative paradigm uses an interpretative approach; the methods are ideological and thus holistic in nature. The approaches and methods objectives are mainly to understand social life and the meaning that people attach to decisions in daily life (De Vos *et al*., 2011:64). The study used a qualitative, explorative design to address the study objectives. A qualitative approach enables the researcher to conduct exploratory discussions on cosmetic buying behaviour. This allowed the results to reflect a participant's experiences on skincare products (Hennick *et al.*, 2011:24). According to Bryman *et al.* (2015:51), a qualitative methodology allows the study to provide results based on the participants' viewpoints.

Dana *et al.* (2013:513) refer to this approach of analysis as “unstructured” which its main objective is to explore the nature of the study research problem. Therefore, the researcher believes that this approach allows the researcher to identify a trend, buying decision influencers and opinions about certain products. As stated before, the study was conducted using semi-structured individual phenomenological interviews; this method enables the researcher to probe participants in addressing issues about possible beliefs within the black male population about skincare, skincare products and possible brand favouritism. The researcher has considered the qualitative exploratory and descriptive approach as suitable as means to obtain a better understanding of which factors play a role in black metrosexual consumer behaviour specifically to facial skincare products.

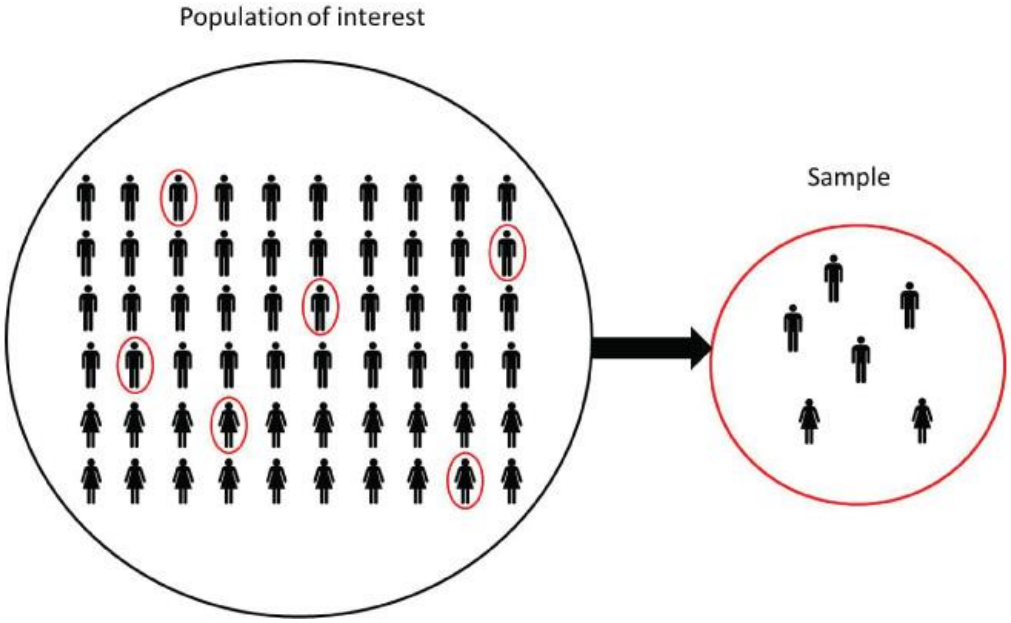
3.3 RESEARCH POPULATION

Zikmund (2013:369) refers to a complete group of people that share some set of characteristics, while Hair *et al.* (2015:210) define populations as the entire group of persons or subjects that follow a set of specifications that are of interest to the researcher. The research population for this study comprised of black metrosexual between the ages of 18 to 44 residing in the Gauteng province. Eligibility criteria for this study are that respondents have to be black males between the ages of 18 and 44, had to have been using facial skincare products in the last year or six months, had to be residing in Johannesburg in the Gauteng province and had to consider themselves metrosexual and had to be willing to participate in the study.

3.4 SAMPLING

According to Zikmund (2013:385) sampling is defined as the process of using small numbers of items or parts of a larger population to conclude the entire population. Figure 8 below illustrates how a sample is drawn from a large population of interest.

Figure 8: Population sampling illustration



Source: Zikmund (2013:385).

It is important that the sample is representative of the population group; in a sense, this means that each unit needs to exhibit the characteristics of the entire population. In scientific research, there are two sampling approaches that need to be considered; these are probability sampling (also referred to as random sampling) and non-probability sampling (also referred to as non-random sampling) (Latham, 2007).

The choice of which approach to use, namely either probability or non-probability sampling, often depends on the objectives of the research. The probability sampling approach can be meticulously analysed to determine possible bias and possible error (Latham, 2007). On the other hand, non-probability sampling does not provide the advantage of meticulous analysis of data but is useful for researchers to achieve particular objectives of the research at hand.

There are four types of probability sampling that are multidisciplinary. Table 4 below briefly highlights the difference between these approaches.

Table 4: Probability Sampling Methods

Type of Sampling	Selection Strategy
Simple	Each member of the study population has an equal probability of being selected.
Systematic	Each member of the study population is either assembled or listed; a random start is designated, then members of the population are selected at equal intervals.
Stratified	Each member of the study population is assigned to a group or stratum; then a simple random sample is selected from each stratum.
Cluster	Each member of the study population is assigned to a group or cluster, then clusters are selected at random, and all members of a selected cluster are included in the sample.

Source: Latham: 2007

As mentioned above non-probability sampling, unlike probability sampling, does not allow for the vigorous analyses of data to determine possible bias and possible error. However, non-probability sampling does provide some advantages. Non-probability sampling allows for a convenient way for the researcher to gather a sample. Non-probability is a good method to employ when a researcher wants to question a group who may have sensitivity to the research question. The argument in the literature between scholars is mainly based on the naming of the elements. Table 5 below briefly shows the various elements by various scholars of non-probability (Latham, 2007).

Table 5: Types of Non-probability Sampling

Author	Types of Non-probability Sampling
Babbie (1990)	• Purposive or judgmental sampling • Quota sampling • Reliance of available subjects (Convenience)
Fink (1995)	• Convenience • Snowball sampling • Quota sampling • Focus groups
Henry(1990)	• Convenience samples • Most similar/most dissimilar samples (purposive) • Typical case samples (purposive) • Critical case samples (purposive) • Snowball samples • Quota samples
MacNealy	• Convenience sampling • Purposeful sampling • Snowball sampling

Source: Latham, 2007

As discussed above non-probability or convenience sampling refers to the selection of a representative of a sample selected on the basis of personal judgement or convenience; the sample for this research was identified based on geographical convenience. This study was conducted using the non-probability approach. The sample was selected conveniently. According to Latham (2007) convenience sampling includes participants who are readily available to participate in a study. However, scholars argue that there is no excuse for messiness with the collection of the data, and that researchers should take care to ensure quality data are collected using proper methods (Latham, 2007). The selection strategy for non-probability is also important in informing whether the correct

approach is selected to the benefit of the study. Table 6 below highlights the strategy that a researcher can employ when using non-probability approach.

Table 6: Non-probability Sampling Methods

Type of Sampling	Selection Strategy
Convenience	Select cases based on their availability for the study.
Purposive	Select cases that were judged to represent similar characteristics.
Snowball	Group members identify additional members to be included in the sample.
Quota	Interviewers select a sample that yields the same proportions as the population proportions on easily identified variables.

Source: Etikan *et al.* (2016)

For this study, the convenient sampling, also referred to as accidental sampling, was used. This is because the sample of the targeted population was easy accessibility in terms of geographical proximity, availability at a given time, and the willingness to participate in the study. The lack of census or list of all black metrosexual males in Gauteng, not every black metrosexual that resides in Gauteng had an opportunity to be included in the sampling. As a result, the researcher had no sampling frame where a sample could be randomly drawn to ensure representation. It is based on these reasons that the researcher has used the convenience sampling method. The participants of this study are selected from local gymnasiums, workplace and male grooming areas. Interviews were conducted up to a point where the interviewee shared all knowledge required from him for this study. This study does not claim saturation because it explores metrosexual men's cosmetic buying behaviour and saturation would have required a substantial number of interviewees; this was just not practical nor economical to do.

3.5 DATA COLLECTION

Qualitative research methods rely heavy on the process of data collection; this process determines the volubility of the research (Oun & Bach, 2014:253). Data collection is defined as the process of collecting information that can be used to achieve a specific goal (Tisdall *et al.*, 2009:75). In qualitative research methods can be used during data collection and are characterised in two ways. Firstly, is the direct interaction with participants, while secondly, it is the direct interaction with a group of participants. These interactions could be in group discussions also referred to as focus groups, observations and individual interviews (Oun & Bach, 2014:253).

The primary data collection method used in this study was a focused individual interview. When conducting a qualitative study using individual interviews, the researcher can structure and design these interviews in three ways, namely in-depth interviews are mainly unstructured. In in-depth interviews, the researcher aims to discuss several issues with participants. Secondly, the focused interview is referred to as semi-structured, these interviews have little structuring. The questions asked during the data collection process were more open-ended. These types of interviews are relatively semi-structured, extensive interview, where the researcher asks the respondent some non-leading questions (Oun & Bach, 2014:253).

Based on Oun and Bach (2014:257), individual interviews are a popular form of data collection as these are seen as having a conversation in a natural setting. Mansourian (2007:279) states that the semi-structured data collection method will allow “both the interviewee and the interviewer to discuss anything which they might find useful or related to the topic”. Therefore, to satisfy the requirements of an exploratory, descriptive qualitative research design the data for this study was collected through one-on-one interviews.

Edwards and Holland (2013:29) define interviews as social relationships that are designed to assist with the exchange of information between researcher and participant. The researcher’s creativity plays an important role in the quality and quantity of the information exchanged during these interviews. Oun and Bach (2014:257) support this view and states that semi-structured provides the opportunity to discuss details but within the boundaries of the topic, and allows the researcher to be free to direct the interview based on the quality of the answers from the interviewee.

All interviews with the study's participants were recorded with the consent of the participants to ensure that the data collected were on record. A detailed explanation was discussed with the participants on the reasons why it was important for the interviews to be voice recorded. Furthermore, participants were assured that the information gathered from these interviews were treated as confidential and that the information would be used only for the sole purpose of this study. The point of saturation was reached by the ninth interview. According to Oun and Bach (2014:257), saturation is when a researcher observes similarities in the data, where some themes and subthemes are repeatedly observed and that make them empirically confident that their categories are saturated. During nine interviews that were conducted, all necessary aspects about the research objective where addressed. The use of this method allowed for less interference with the respondents' answers. Furthermore, the method enabled the researcher to quickly quantify the findings through the assistance of transcribing (Sunday & Van Wyk, 2015).

3.6 DATA ANALYSIS

According to Sunday and Van Wyk (2015) data analysis reduces, consolidates and adds meaning to the data collected. After the data collection process has been completed, the researcher can be able to describe, map out and identify themes from the participants' responses (Hennink *et al*., 2011:101). The data collected were analysed using the coding method. A code is defined as a qualitative inquiry mostly a word or short phrase that representatively assigns a summative, significant attribute for a position of language-based or visual data (Saldana, 2009:3).

Descriptive coding was used to build themes and subthemes based on results. This method is the preliminary interpretative process by which raw research data is systematically analysed and characterised by the researcher and to obtain consensus (Sunday & Van Wyk, 2015). Furthermore, the analysing technique to be used for the analysis of the data was determined by the information requirements of management, research design characteristics and the nature of the data collected. The researcher used the seminal works by Miles and Huberman (1994) on the conception matrices method of qualitative data analysis to analyse data and to organise the respondents' perceptions meaningfully. In addition to this, the Lincoln and Guba (1985) framework to ensure trustworthiness was employed.

3.7 RESEARCH ETHICS

The study was registered and classified by the Ethics Committee of the Faculty of Economic and Management Sciences at the North-West University (Potchefstroom Campus). The study is a low-risk study, hence required no formal ethics number. Also the researcher adhered to the following ethical considerations:

- Privacy and Confidentiality

  The researcher ensured that the information provided by the participant was treated with privacy and confidentiality. Secondly, the researcher ensured that the information was not disseminated during the completion of the study for other use besides the completion of the study.

- The right to self-determination

  According to Burns and Grove (2011), the researcher must ensure that participants are given the correct information about the study that is being conducted. This was adhered to, and in practice, it meant that the researcher did not give misleading or false information to the participants. A consent form (Annexure B) was signed by the participants to provide permission to the researcher to commence with the research.

3.8 SUMMARY

Chapter three captures and provides perceptions on the methods and approaches that were used while the study was conducted. The chapter highlights that the study was of a qualitative nature applying the explorative design. Furthermore, the sample population, as well as the data collection and analysis, are comprehensively discussed in this chapter. This chapter covers all theoretical and practical requirements regarding the research approach to complete this study.

CHAPTER 4

EMPIRICAL RESULTS

4.1 INTRODUCTION

The previous chapter discussed the methods of analyses that were used during the empirical study. The objective of this chapter is to apply the methodology discussed in the previous chapter as means to produce the results for this study. This chapter focuses on the description of the findings from the empirical data collected through the one-on-one interviews with the participants. Miles and Huberman's (1994) matrices were used to analyse the collected data. The first part of this chapter is the breakdown of the demographic profile of the respondents. The subsequent part of this chapter focuses on the categories and subcategories that were forthcoming during the data collection. The chapter concludes with the analysis of the findings based on the categories and subcategories identified during the collection of the study.

4.2 RESULTS

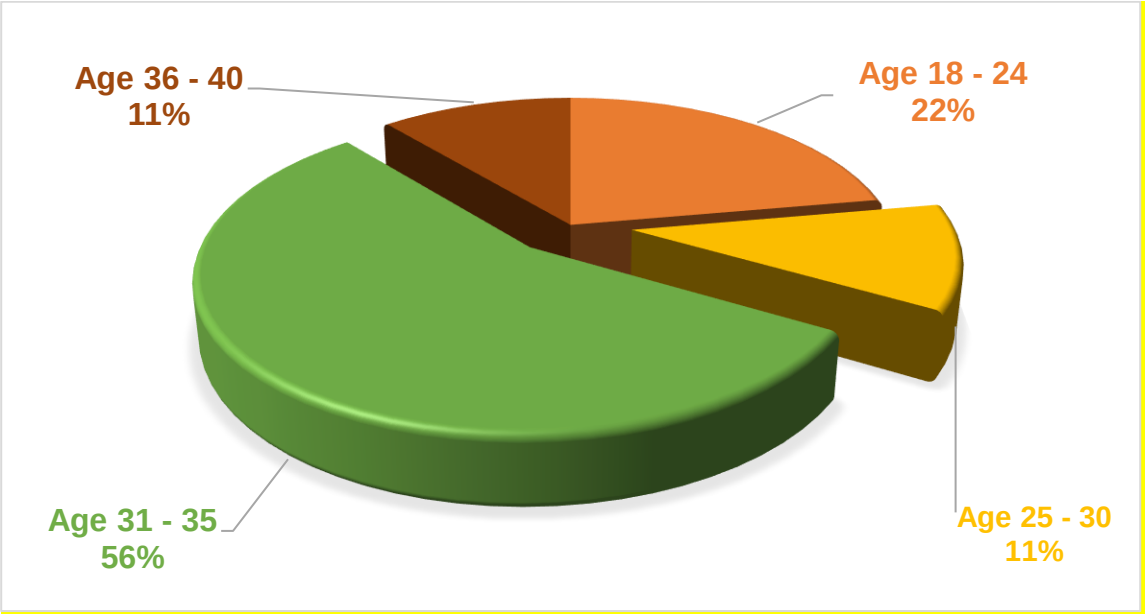
The results consist of a demographic profile and consumer behaviour of the metrosexual male in the cosmetic market.

4.2.1 Demographic profile

The demographic profile of the participants is shown from Figures 9 to 12. The participants were classified according to age, income levels, the industry of employment and academic qualifications.

Figure 9 below shows the age profile composition of the study's participants. The respondents who participated in this study between the ages of 18-35 accounted for 56%, while 44% of the participants were between the ages 35-49. According to Solomon *et al*. (2013:247) age plays a significant role in the process of consumer buying behaviour. Factors such as life-cycle stage determine which products consumers are inclined to purchase.

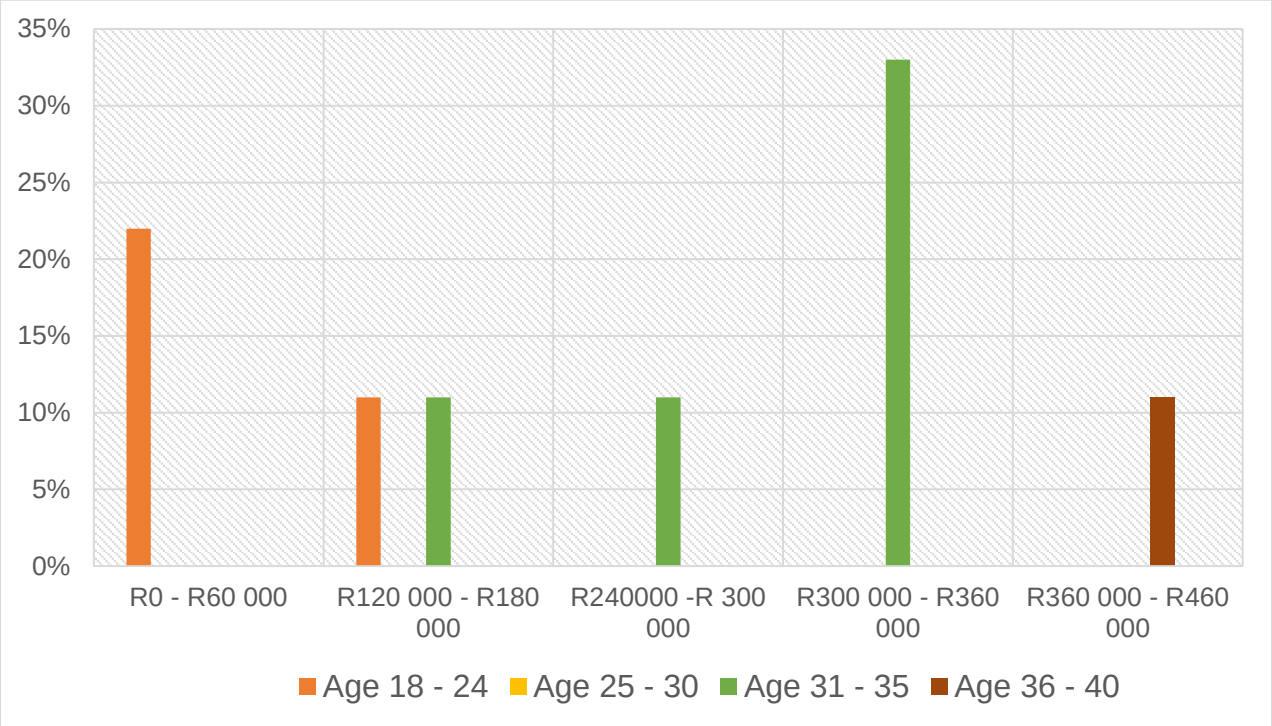
Figure 9: Age Profile



The annual income earned per age is shown in Figure 9. Based on the figure, the participants between the ages of 18-24 (22% of the study's participants), earned an average net income between up to R180 000 per annum. Based on figure 10 below, the participants between the ages of 18-24, which made up 33% of the study's participants, earned an average net income of up to R180 000 per annum. Some 56% of the participants were between the ages of 31-35 and they earned R120 000 to R360 000 net income per annum.

Some 11% of the rest of the study sample earned an average net income of between R360 000-R460 000 annually. This average income by the majority of the participants (56%) shows that the participants were financial secured. Most of participants indicated financial security provides useful insight. Here Kim *et al.* (2005:295) support the concept that high earners are relatively impacted by economic fluctuations and can, therefore, gain access to a larger variety of consumer brands.

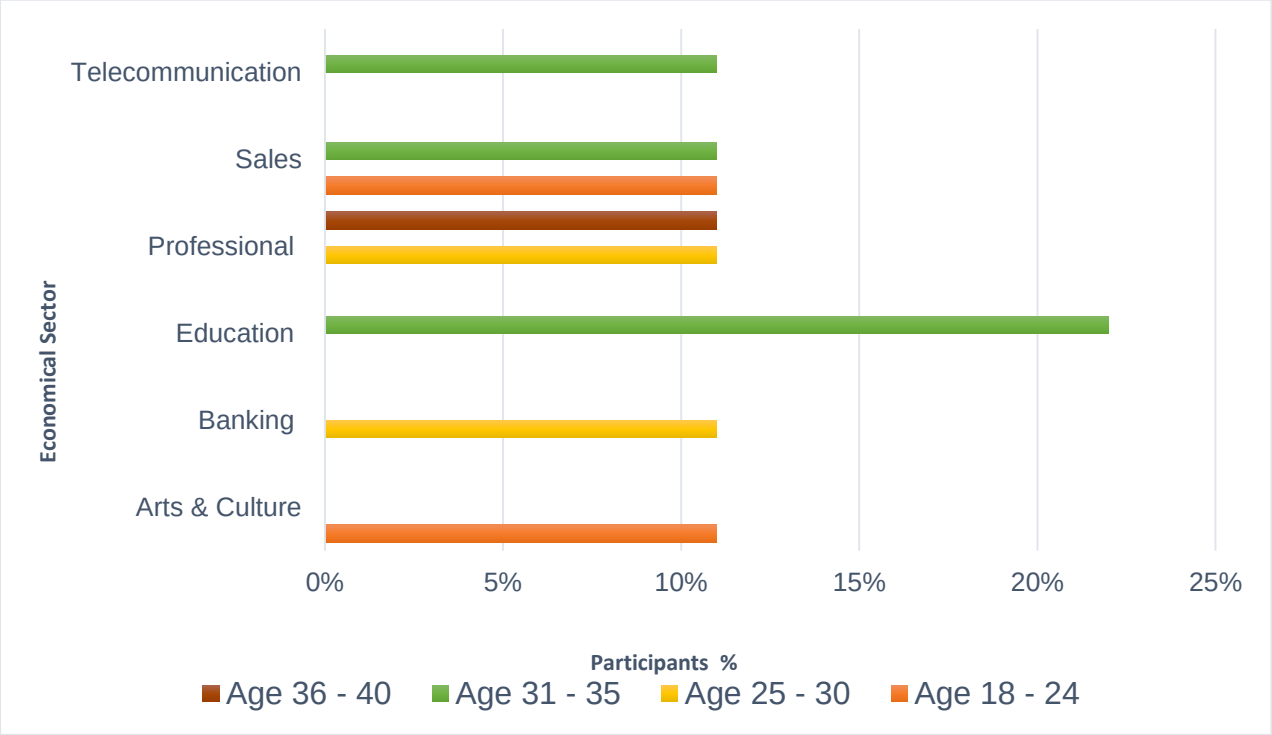
Figure 10: Annual Income per age



Furthermore, the observation by Kim *et al*. (2005:296) was supported by a study conducted by Moolla (2010:172) where he found that product choice and income are positively related. Solomon *et al.* (2013:246) also state that the buying power of consumers is primarily based on the income where higher personal income results in more expenditure on "other" items and vice-versa.

The industries at which the participants of the study are employed are of diverse economic sectors as displayed in figure 11 below. The most prominent sectors that were represented during the study are education, professional and sales sectors. According to Moolla (2010:172), the representation of these industries is a sample presentation from the professional, skilled and semi-skilled workforce who exhibited different buying behavioural patterns towards consumer goods and brands.

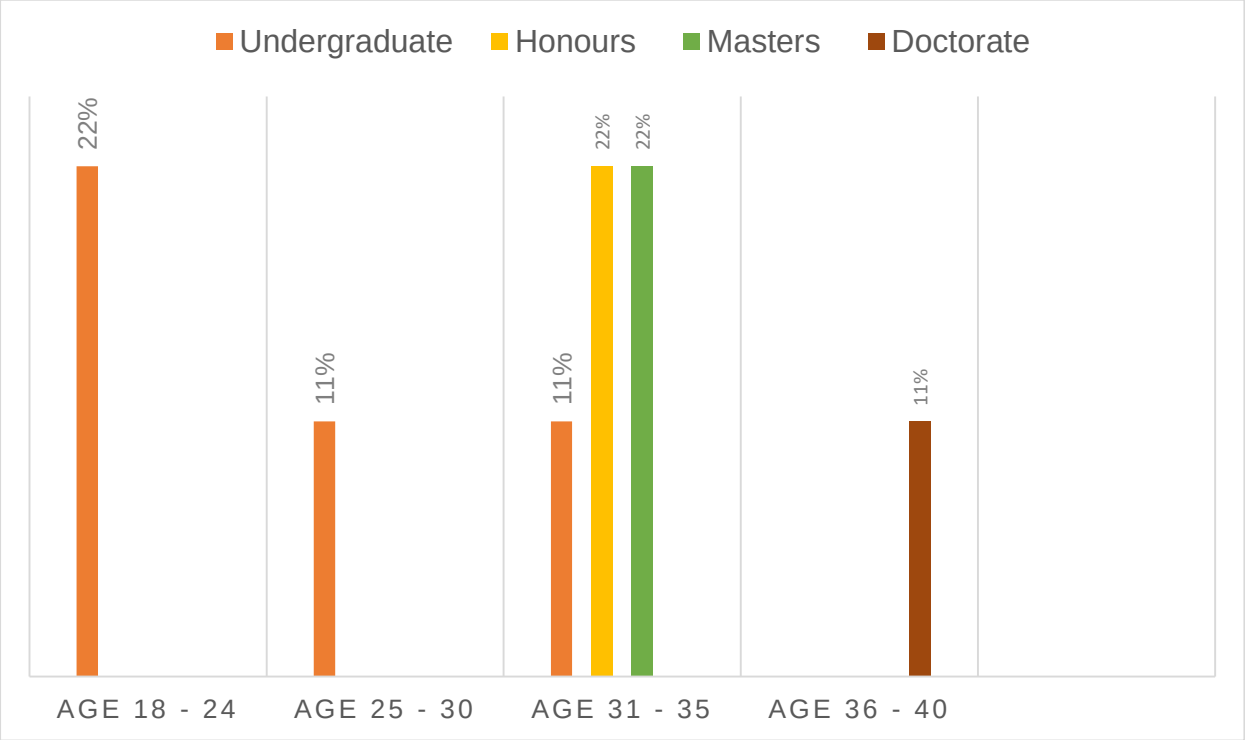
Figure 11: Industry of employment



The role played by an individual's occupation is significant in the process of consumer buying behaviour. Solomon *et al*. (2013:246) also corroborate this where product choice and buying pattern are influenced by the type of employment an individual holds. Consumers are inclined to purchase products and services that advocate their profession and role in the society. This means that lawyers, doctors and business owners will have different buying behaviour than their lower income counterparts.

Kumar (2013:28) states that an education qualification plays an influence on consumer behaviour. Furthermore, highest education gives consumers access to the professional and social aspiration that directly influence consumption levels. All participants of this study have high, but diverse, education qualifications. About 50% of the participants have an undergraduate degree; while 20% have a honours or master's degree. One of the participants even has a doctorate; this is shown in figure 12.

Figure 12: Educational Profile



4.2.2 Background of respondents

During the data collection phase, the participants revealed a number of factors that they considered to be important in their purchasing and consumption behaviour. These factors were grouped into themes and subthemes as means to determine what factors influenced the buying behaviour of facial skincare products by this particular population sample.

Interviewee 1: He resides in the West of Johannesburg. He is 33 years old and a full-time lecturer at one of Gauteng's Universities and currently enrolled for his Master's degree.

Interviewee 2: Resides in Central Pretoria and is 35 years old. He recently graduated obtaining his Master's degree and is employed as a Senior Human Resource manager.

Interviewee 3: A 23-year old, who is currently enrolled for his undergraduate degree in Media Studies and works as a sales representative at a retail shop on a part-time basis.

Interviewee 4: Is a 25-year old, with an undergraduate diploma in banking and is employed in the banking industry. Interviewee 4 resides in the Johannesburg CBD but is originally from the South of Johannesburg.

Interviewee 5: A 20-year-old from Pretoria. He is a fine arts undergraduate student who is employed in the Arts and Culture industry.

Interviewee 6: 33-year-old from the North of Johannesburg. He is employed as a senior sales representative at a car dealership.

Interviewee 7: A 38-year-old black male who lives in the North of Pretoria. He is employed as an engineer.

Interviewee 8: A 35-year-old part-time dancer and modeller and employed as an administrator at a University in Gauteng.

Interviewee 9: 34-year-old who has an undergraduate degree in marketing. He is employed in the telecommunications industry.

4.2.3 Views of respondents

Interviewee 1, does not purchase the products himself and also mentioned that he barely chose the brands that he uses on his face, however these decisions are made by his spouse. His first encounter with facial skincare products was when his spouse introduced him to Spa treatment. Interviewee 1, also mentioned that he was not entirely influenced by promotions or marketing by various brand producers. This could be attributed to the fact that he does not decide on the products or the brand that he consumes. Interviewee 1 further states that even though he does not make the purchasing decisions, he still feels that the effectiveness of the products is important to him.

Interviewee 2, indicated that he is very involved in the decision of which products and what brand he uses. Interviewee 2, during the interview, highlighted that growing up he was taught indirectly by his local barber to use methylated spiritus after he shaved his head. This showed evidence of the family or social factor as a consumer behaviour-influencing factor. Magazine adverts and word of mouth were highlighted as strong influencers of which product was consumed. Furthermore, interviewee 2 was quoted saying, "*If I spent more than R1000.00 or more in skincare products then he should have skin like the David Beckham*". This is a clear indication that price plays are a major role

in this participant's purchasing behaviour and his consumption behaviour. Interviewee 2 also highlighted that he sought to use "*African ingredients*" this indicates that seeking information was a factor in the decision-making process for this participant. In addition to seeking specifically formulated products, interviewee 2, stated that he had changed from premium brands in recent years and started using a more affordable product and the effecacy of the products was the same.

During the interview, interviewee 3 indicated that he was extremely involved in the choosing of the products and brands he consumes. Interviewee 3, is much more influenced by how well the products catered for his needs and the cost of the products. The participant does not embark on any research before purchasing a product but is more prone to being convinced by an in-store sales representative and advertising. Interviewee 3 had used other brands before but did not prove to provide the results they had hoped for. He also stated that he trusted more recognisable brands more than those brands that have been in the market for a short period.

Similar to interviewee 3 above, interviewee 4 indicated that how much the product costs, whether it provides the promised results, the ingredients, and the name of the brand of the product were very important in which products he was more inclined to purchase. Interviewee 4, only started using skincare products as a result of family members advice during his university years and due to the specific skin type he would do an online search of product ingredients before purchasing this would be after being exposed to an advertisement or campus promotion drive.

Interviewee 5 to an extent agrees with the factors indicated by interviewee 3 and 4. This interviewee is driven by the price of the product and where the product is sold. Growing up Interviewee 5 used to use skincare products that are targeted at women, and this was because they were easily available, the products were inexpensive and they aided with his acne problems. On the other hand, Interviewee 6 stated that he was not open to marketing and promotion and used products that he had researched. Because of his line of work, manufacturer reputation takes precedence in his product choice. In contrast to interviewee 6, interviewee 7 is only concerned with the effectiveness of the product. For interviewee 7 the quality of a product is a primary factor that influences purchasing behaviour. The views of interviewee 7, are also shared by interviewee 8; 35-year old employed in the education sector, also a professional model who stated that he is loyal to the current product he is using and will not be willing to change the brand or the products his currently using. Interviewee 8 was first introduced to the product he is

currently using at a Spa as part of his modelling job. He believes that the product is worth its selling price. The views of interviewee 9 encompasses most of the factors identified by the other eight interviewees. Interviewee 9 states that he will not pay unnecessary amounts of money for products because of the perceived image that may come with a specific brand Interviewee 9, has a concern with the effectiveness of the product, how much the product costs and specifically formulated for the user.

4.2.4 Responses by the interviewees

Table 7: Interviewee responses on buying involvement

INTERVIEWEES' RESPONSE WHEN ASKED ABOUT THEIR LEVEL OF INVOLVEMENTS IN PURCHASING FACIAL SKINCARE PRODUCTS
Interviewee 1: "I just use whatever my wife gets me, she knows these things because she works at a Spa, so I use what she gives me."
Interviewee 2: "I buy my own skincare products, I choose what I want to use."
Interviewee 3: "My wife is usually there when I buy my products, but she has no say on what I decide on".

Based on a study conducted by Russell and Tyler (2002) because of how society has labelled the buying of skincare products as being feminine, a significant number of men in this study did not necessarily purchase skincare products themselves. This, however, is not the case with the participants of this study. This study found that 8 of the 9 participants are highly involved in the choosing and purchasing of the skincare they consume. Findings of this study corroborate the findings of Souiden and Diagne (2009) where male participants in that study indicated an increase in the number of men buying their own skincare and personal care products.

Table 8: Interviewee responses on how they were introduced to the product they use

INTERVIEWEES' RESPONSE ON HOW WERE THEY INTRODUCED TO PRODUCTS THEY USE.
Interviewee 1: "My wife got me the products I am currently using".
Interviewee 2: "I used to use Dermalogica, and it did not cater for my needs as I expected, so I was shopping around for an alternative at a more cost-effective product this is when I was introduced to L'Oréal after I had conducted an online search of alternative products."
Interviewee 6: "Growing up I had acne, and I have used several products from then, when I first encountered the current products I am using it was during my vacation to the UK, and a salesperson gave me a 5ml sample of the face wash and moisturiser".
Interviewee 8: "I grew up as a model, so we were always encouraged to take care of our skin, I am currently using Dermalogica as I first experienced it during a facial Spa treatment."
Interviewee 9: "I won a Nivea hamper from GQ magazine."

Table 9: Interviewee responds on what influences their consumption behaviour

INTERVIEWEES' RESPONSE ON WHAT INFLUENCES THEIR CONSUMPTION BEHAVIOUR
Interviewee 2: " It has to be the price and whether it's formulated specifically for my skin type."
Interviewee 5: "How much the product costs, where they are sold is very important me".
Interviewee 6: "There are some non-negotiable things like, how much is a facewash and who manufacturs it, I will not use a product that is manufactured by a company that is not known".
Interviewee 7: Pricing, ingredients, and general review from people I know on how the product has improved my skin.

Over the years, cosmetic products producers have managed to ensure that the female market is always highly engaged in the products they consume (Petrauskaite, 2014:39). However, this has not been the case with the male skincare market. Petrauskaite (2014:40) has found that men do not give much consideration to a new skincare product. Signifying that men who consume skincare and other personal care products are loyal to what they know and do not consider alternative products available in the market.

Furthermore, findings of a survey conducted by Data-Monitor (2015) and Petrauskaite (2014:50) found that male respondents in both the studies believed the price was a significant influencer in their decision of skincare products purchasing behaviour. This factor was subsequently followed by the preference of a particular brand, which was driven by the product perceived quality. The above findings are corroborated by the finding of this study as depicted in table 9 above.

Table 10: Interviewees' responses on product pricing

INTERVIEWEES' RESPONSE ON PRODUCT PRICING
Interviewee 2: "If I spend R1000.00 or more I must look like David Beckham."
Interviewee 8: "I have tried cheap products, and they are not good for my skin, those products burnt my skin".
Interviewee 9: "You cannot use cheap products, good products are not cheap."

Table 11 below captures the most prominent themes and subthemes collated during the data analysis phase. The subthemes are made up of phrases or words that were repeatedly observed during the interviews with the participants. From these subthemes, the researcher created a theme that is represented by a single word that captures the essence of the subthemes.

Table 11: Summary of Themes and subthemes of results

THEMES	SUBTHEMES
Family/ Social	• Spa treatment • Aunt's Advise • Gift from wife • Barber after shaving • Using methylated spirits • Grew up as model
Promotion/ Marketing	• Competition • Sales reps in store • Good advertising • Magazine advertisements • Word of mouth

Effectiveness/ Quality	• Cater for needs • No major changes on skin • You can feel the difference • Flawless skin • Cheap products were not good for my skin • Two-toned skin • Enhance skin
Price	• Spending • Affordability • If I spend R1000.00 or more, I must look like David Beckham • Costly • Good quality is not cheap
Research	• Seeking information • You can see by the direction at the back of the product • I usually Google ingredients of products
Reputation of brand	• A known brand • Manufacturer • Will not change my brand • Good quality manufacturer does not advertise such as the product I am using
Specifically formulated	• I used black soap and rose-hip oil • I look for products with ingredients such as Shear butter, charcoal • I am sceptical of using a product where the model used I cannot relate to regarding skin requirements.

Table 12 below provides insight into the frequency of participant's mention of the factors or themes briefly discussed in table 8 above. This is done by signifying the number of times the theme was mentioned by participants. Table 9, also shows based on the frequency the ranking of these factors based on the study participants.

Table 12: Analysis and ranking of influencing factors

Factors	Frequency during data collection *(**based on how many participants mentioned factor)*	Ranking
Effectiveness/ Quality	100%	1
Reputation of brand	100%	1
Specifically formulated	89%	2
Promotion/ Marketing	56%	3
Family	44%	4
Research	33%	5

4.2.3 Discussion of factors identified

In 1993, Keller (2003) coined the term customer-based brand equity (CBBE) which refers to the reaction that consumers have based on the various levels of knowledge that they have on products. Brand knowledge allows the consumer to have confidence in a particular brand. Brand confidence that consumers place on a brand makes it easier and more acceptable for consumers to pay high prices for a brand (Zhang, 2015). According to Zhang (2015) brand confidence stems from five factors namely; whether the brand performs its functions designed, the social image that is associated with the owning or purchasing of the brand, sentimental attachment that consumers have for the brand, the balance between the value of the brand and product functionalities and trust in the brand.

These are a few factors that were prominent during the data collection and analysis phase. Khaniwale (2015:278) states that the purchasing process involves giving a thought on what product should be purchased, the effectiveness and quality of the

product, the reputation of the brand, the cost of the product and the frequency of buying the product.

During the analysis the more important factors identified are discussed and confirmed by literature on consumer behaviour. The purchasing behaviour of the study's participants showed that internal factors these include age, education, profession and income played a significant role in consumer behaviour.

According to Khaniwale (2015:280), consumers consider their income and expenditure before making any decision to purchase products. In addition to this Khaniwale (2015:280) confirms what Anute *et al.* (2015) concluded during a study of male consumer behaviour of cosmetic products were consumers that searched for economical deals. During the study by Anute *et al.* (2015) participants were found to be influenced highly by the economic conditions and the study concluded that the black metrosexual men considered their economic condition as being very good, usually bought premium brands. However, during this study, it was found that the majority of the participants, especially those that would be considered middle-class, were not open to premium brands.

In fact, only 11% of the study's participants were using and willing to pay a high price for premium quality. The study also notes that the product brand varied between the different age groups where those with an undergraduate degree below the age of 30 used brands that were cheaper in comparison to those that were above the age of 30 with more than an undergraduate degree or more prefer value products. Even though personal factors were evidently influencers in this study's participants was influenced more by the price of the facial skincare products.

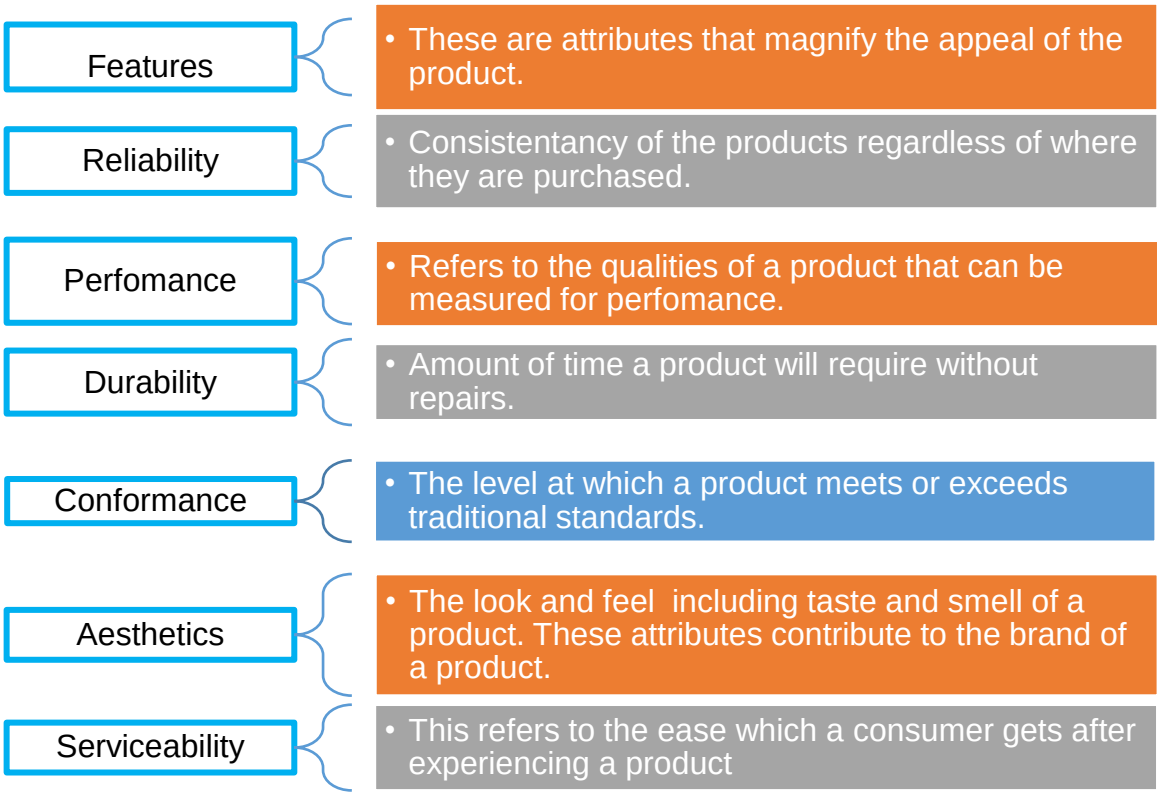
The second significant factor identified during the study was the role played by brand reputation and brand image on consumer behaviour of the metrosexual males. Here Keller's concept of CBBE means that brand image and brand awareness are the basis and sources of brand equity. A positive brand image is formed by the ability of the product to connect its brand association with the consumer (Zhang, 2015:59). Furthermore, Zhang (2015:60) states that if consumers have a high level of confidence in a brand or product, they will be more willing to pay a high price. The study found that the participants made their decision based on both the brand image and the product.

However, these findings are contradicted by Zhang (2015:60) who found that the opposite was true. Zhang found that consumers based their purchasing decision on the brand image strongly and not so much on the actual product. The reputation of the

manufacturer, most participants, referred to this as using a product that is produced by a company that is known in the market. Secondly, the choice of which products to purchase is influenced by the ability of the brand or in these case products to deliver on the promise. About 66% of the participants have changed facial products that they have used in the past three years due to the lack of efficacy of products.

According to Petrauskaite (2014:32), this is referred to as perceived quality. Perceived quality is defined as the overall opinion that consumers have on the superiority of a product's quality. Furthermore, it is viewed as a distinctive association with a product, mainly because of brand association influences. Perceived quality is characterised by two distinctive factors product quality and service quality. This study also explored product quality as depicted in the seven dimensions described in figure 13 below.

Figure 13: Seven dimensions perceived quality



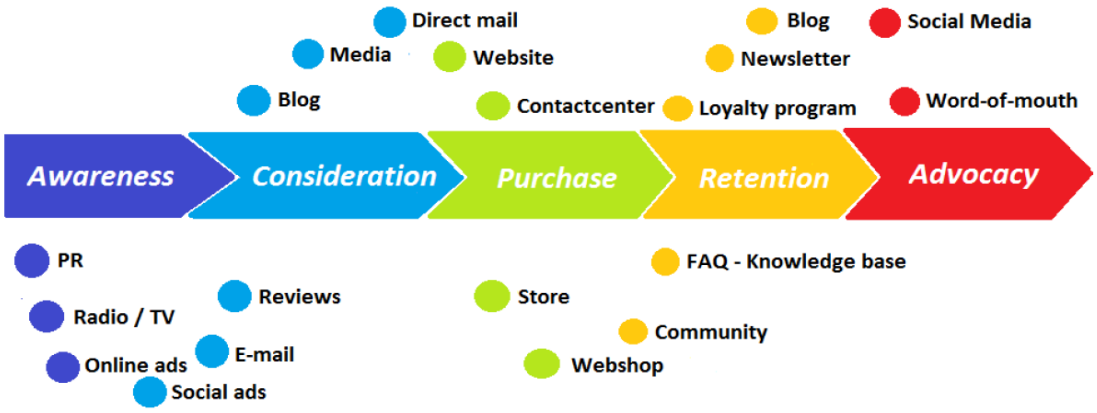
Source: Petrauskaite (2014:32)

The researcher is aware that some factors contribute to the reputation of a manufacturer however for this study perceived product quality and product promise was related as influencer towards brand reputation by participants. Therefore, this study supports the findings of Siddiqui and Agarwal (2017:364) and concludes that consumers weighed out

alternatives in the market based on the psychosocial and product functionality. These are because the functionality of the product is noticeable by the consumer.

Three factors that influence the buying behaviour of the study participants' influence which is interlinked are; information search, marketing and specifically formulated. Siddiqui and Agarwal (2017:364) argue that at the valuation of various alternatives consumers rank traits based on the level of importance. Some 33% of the participants actively searched for information on ingredients of product consumed. While 56% reported, they were likely to be influenced by promotion. Siddiqui and Agarwal (2017:366) corroborates the interrelationship process between these factors and is shown in figure 17 below.

Figure 14: Interlinked factors of consumer behaviour



Source: Siddiqui & Agarwal (2017:365).

A new factor based on the data gathered during the study that influences consumer behaviour of the participants are product ingredients. Specifically formulated facial skincare products were rated the second regarding importance by participants. This indicates that black metrosexual males consider the type of ingredients used in the formulation of the product when they purchase facial skincare products. During data gathering participants highlighted that they are more inclined to purchase a product with "African ingredients" such as Shea butter, Marula oil and black soap amongst other ingredients. Petrauskaite (2014:35) corroborates this and states that consumers select one product over another when they are informed and have some psychological attachment towards the place where the product is made.

Research or gathering of information also plays a role in choosing skincare products. The researcher noted that participants were more inclined to research for alternative products from the same manufacturer due to the importance this plays in their decision making. The impact of brand loyalty was also noted amongst the participants.

According to Petrauskaite (2014:31) brand loyalty is the ultimate objective of every marketer. Brand loyalty refers to the conscious and or the unconscious decision by a consumer to continuously repurchase a particular product. Actions of a consumer to continuously repurchase a product signify that the buying behaviour is highly dependent on the trust, quality and performance of the product (Petrauskaite, 2014:31; Chaudhuri & Holbrook, 2001). This study also found that participants were sceptical of changing the products they are currently using. This could be related to the trust they have built with the particular brands which are a result of the quality and performance of the products.

Even though marketing and other means of promotion as a factor are rated third, 44% of the participants did mention that even though they are open to some level of marketing regarding male magazine advertising and store sales representatives, they did not entirely trust in these methods of marketing. Based on the participants advertising in any form including in-store sales representatives were only promoting a certain product and advising on the use of a particular product for their own financial benefit and not necessarily for the benefit of the consumer. Marketing and promotion only convinced participants when they were given the opportunity to experience the product. This was in the form of promotional samples or products being used in a spa during a facial treatment. Therefore, the study found that unlike positive brand image being connected to marketing campaign as referred to by Keller (2003) and Zhang (2015) black metrosexual males in Gauteng would prefer a balance between the traditional means of marketing, in-store promotion and discounts.

For one participant this was in the form of promotional samples or products being used in a spa during a facial treatment. Therefore, the study found that unlike positive brand image being connected to a marketing campaign as referred to by Keller (2003) and Zhang (2015) black metrosexual males in Gauteng would prefer a balance between the traditional means of marketing, in-store promotion and experiencing a product before the commitment of purchasing a particular product. Family or social influence plays a less significant role as an influencer of consumer behaviour for these particular participants. This could be as a result of cultural upbringing.

4.3 SUMMARY

This chapter presented the study's results. The demographic analysis reflecting the specific demographic profile, age profile and income profile of the study's participants were presented. This was subsequently followed by the presentation of the analysis of the industry of employment and the education profile. The second part of this chapter presented the empirical themes and subthemes that were collected and observed during both the data collection and data analysis phases of the study.

A brief account of each interviewee's viewpoint is also discussed; this is followed by a brief account of interviewees' responses on their buying involvement, interviewee responses on how they were introduced to a product they are currently using, and interviewee responses on what influences their consumption behaviour. The chapter concludes with a discussion of the factors that were identified, as influencers of the participant's consumer behaviour are analysed. During the research study the findings were concluded:

- 88% of the participants were highly involved in the purchasing of the skincare products that they consume.
- 77% of the participants indicated stern brand loyalty and unwillingness to change brand they are currently consuming.
- 22% of participants buy or consumer facial skincare products because they had experienced the product at a spa or advised by a family member.
- 11% of participants are not involved in the purchase of skincare products.

The result indicated that a black metrosexual consumer residing in Gauteng is mostly influenced by external factors such as product quality and price. Knowledge of the product also plays a significant role in the consumption behaviour of black metrosexuals when it comes to facial skincare products. The next chapter provides conclusions and recommendations based on the results found by the study.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

Chapter five is the final chapter of the study. The chapter uses the results obtained from the theoretical and empirical research to draw conclusions and render recommendations. The chapter also investigates areas for future research. The conclusions of the chapter are based on the objectives formulated, and the recommendations follow the specific conclusions made.

5.2 CONCLUSIONS WITH REFERENCE TO STUDY OBJECTIVES

5.2.1 Objective 1

Determine the behavioural buying factors black metrosexuals take into consideration when they buy facial skincare products.

Regarding Objective 1 it can be concluded that:

- Product quality and brand reputation were ranked the most important influencing factor in the consumption behaviour for black metrosexuals in Gauteng.
- The research methodology resulted in data collected that have the ability of a product to provide tangible results play an important role in building loyalty.
- The ingredients used to formulate skincare product are important for metrosexuals, the participants highlighted that one interviewee was looking at products that have African ingredients in the products they consumed.
- Based on the previous point that black metrosexual consumers were in search of more targeted products.
- Marketing and promotion also influence black metrosexual consumer behaviour when it comes to skincare products.

5.2.2 Objective 2

Identify which factors influence the decision-making process of black metrosexuals when purchasing facial skincare products.

It can be concluded from the empirical research that the following factors are important to black metrosexuals when purchasing facial skincare products:

- Effectiveness and functionality of the products influences repeat usage and creates brand loyalty;
- Product quality enables consumers to trust products which is vital for purchasing decision;
- Family influences encourage the use of skincare products but play a minimal role is the specific selection of products;
- Promotion/marketing do play a role in the purchase decision-making of facial skincare products;
- Reputation of brand is another choice criteria when considering facial skincare products on offer;
- Product knowledge influences product choice and repeat purchase; and
- Specifically formulated products are stimuli for skincare consumption behaviour.

5.2.3 Objective 3

Measure the importance of these factors in buying behaviour process.

Here the following conclusion can be made.

The consumer influencers that are the most important ones are the effectiveness or quality of the product and the reputation of the brand. The second most important influencing factor is the formulation of the products. This refers to the ingredients used taking into consideration the specific needs of the consumer. The role of family is seen as important by one interviewee. The last factor based on the rate of importance is the consumer’s information search process on products.

5.2.4 Objective 4

Investigate which products and brands the participants uses:

- Facewash and Face moisturisers are the most used products:
  - four use Michael Mikiala Men;
  - two Nivea;
  - two of the participants use Dermalogica; and
  - one use Kiehl Skincare.

- Toners are the second most used products and two brands that stand out are Dermalogica and Michael Mikiala Men with one and two of the participants using the products respectively.
- Serums are the least used skincare products with only one of participants using it.
- All participants indirectly use sunscreen or sunblock as all brands mentioned above have SPF properties.

5.2.5 Objective 5

Compile a demographic profile of the respondents. Here the following conclusions are made:

- The average age of a metrosexual in this study that consumes facial skincare products in Gauteng is 30.6 years.
- The consumer's net income ranges from R60 000 to R360 000 per annum.
- Four of the consumers at least have an undergraduate degree, and one has a doctoral degree.
- The metrosexual consumers who use facial skincare products are employed in various economic industries including the higher education sector, sales, telecommunication and banking.

5.3 RECOMMENDATIONS

Based on the findings of this research the following recommendations are made:

1. The participants reveal that consumers are influenced by both external and internal factors; skincare manufacturers have to find means to deeply understand the level of each factor on consumers. This will assist in the forecasting of product future demand. Old products can be improved and reintroduced to retain customers before they decide to find alternatives from competitors.

2. A rise in consumers' activism has led companies to source and manufacture their products responsibly. This study results indicate that the formulation and ingredients used in the production of skincare products are significant to consumers. Therefore, skincare producers need to take into consideration the trends of buyer behaviour in the development stage of their products rather than at the selling stage of the product lifecycle.

3. The demographics for the participants show an average age of 30-years old. This means that marketers should develop their marketing strategies towards a young and upcoming black male market to appeal to the specific age generation.

4. Distributors of skincare products need to invest in making their products easily accessible by developing more online shops.

5. The study has proven that there is a market for products that are produced in South Africa for the South African market, therefore, government agencies such as DTI and NYDA could assist the industry to invest in small business start-ups that are looking to servicing this market. This will contribute to the economy and unemployment challenges of the country.

5.4 LIMITATION OF THE STUDY

The study was subjected to the following limitations:

- **Time and budget**

  The time and financial limitation hindered the study's ability to reach more consumers that would have been vital in the process of compiling a comprehensive list of factors of black metrosexual consumer behaviour.

- **Sample size**

  The sample size is a serious restriction of the study and the results cannot be generalised. It, however, provides insight into avenues for further reserach.

- **Geographic restriction**

  The geographic restriction of the study could have negatively affected understanding the target sample. Although this is a possibility, the results did not indicate any evidence in support. Future studies could expand the geographic area to operationalise the results better or to confirm findings in this study.

5.5 SUGGESTIONS FOR FURTHER RESEARCH

Some future studies come to mind. They are:

- There is an opportunity for this research to be duplicated in a wider geographic area, for example, the study can be expanded to the whole of Gauteng, or even to all provinces of South Africa.
- A further possibility for future research is that other researchers can apply the methods used in this study to confirm or not whether the same results in similar or even different areas where the metrosexual male operates and buys his products.
- The final suggestion is there is an opportunity for other researchers to employ different research methodology to explore in detail how consumers value each factor that has been identified in the results. The traditional quantitative research design is a possibility.

5.6 SUMMARY

This chapter presented the in detail the conclusion of this research study concerning the study objectives that were discussed in chapter one of this study. The execution of the

objectives of this study was attained through a series of five chapters as indicated and discussed below.

Chapter one presented the nature and scope of this research study. This was done through the discussion of the identified problem statement and the core research question. Furthermore, the objectives of the study were succinctly defined, followed by a discussion on the benefits of the study. Chapter one is concluded with the delimitations and limitations of the study and the definition of the key terms that are deemed important in the carrying out of this study.

In Chapter two a discussion on the five approaches to consumer behaviour followed. To enable the completion of the study various models of consumer behaviour were discussed and explained. This chapter further presented a view on metrosexual consumer behaviour subsequently followed by a discussion on the black metrosexual consumer market.

Chapter three presented results. The research methodology, design, the population of the study is covered in this chapter. The chapter further provides information on the sampling methods, and the data collection methods are discussed in detail.

Chapter four presented the discussion on the empirical results that the study found. An analysis of the demographic profile of the respondents is presented. The age profile, education qualification, annual net income and industry of employment are also discussed in this chapter as part of the demographic profile of the black metrosexual consumer used to conclude the study. Themes and subthemes that were identified during the data collection phase are discussed in detail. The chapter is concluded with a brief discussion of the interviewees' viewpoints on certain questions that are vital for the accomplishment of the study objectives.

Chapter five presented a discussion in detail of the factors black metrosexuals take into consideration when they buy facial skincare products. Secondly, the factors that are important for black metrosexuals and what influences their consumer behaviour were identified and discussed. The factors that were identified were also measured and rated regarding importance as indicated by the study's participants. A demographic profile of a black metrosexual consumer that resides in Gauteng was compiled.

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