

MAKE ME BEAUTIFUL JAPANESE MEN'S PERSONAL GROOMING PRODUCTS' CONSUMPTION AND BRAND SELECTION

by
Caroline SueLin TAN*

Abstract

Physical attractiveness is an important determinant of a person's success and fortune in life. This study delves into the underlying factors that drive the consumption of personal grooming products (including skincare and color cosmetics) among Japanese men consumers set against the backdrop of a prevalent metrosexual culture. A qualitative study was undertaken in soliciting consumer emotions, experiences and perceptions as well as in understanding the drivers that lead to purchase decisions and brand choices. The study also reflected that consumerism can develop from popular (and traditional) culture. The findings indicated that brand loyalty does not completely exist as brand choices are made based on convenience and the strong influence from the women. Hence, this presents further opportunities for corporations and brands to work on and develop strategies to fully capture the market.

Introduction

On 31st October 2005, a young Asian man applying mascara graced the cover of TIME Asia. The feature story was about the growing number of Asian metrosexuals. Today men have adopted a different outlook and have become part of modern consumerism as women (Bocock, 1993; Davies and Bell, 1991; Firat, 1993;). The changes in lifestyle and consumption habits have led to growth in various product sectors such as personal grooming.

Body image is of high importance in our society. Society has constructed beauty standards with further reinforcement from the mass media (Kilbourne, 1999; Quart, 2004; Wolf, 2002) Conforming to the prescribed societal norms of beauty is a constant quest for both men and

women alike as beauty is spelt as a prerequisite for success and fortune (Dimitrius & Mazzarella, 2001; Jeffes, 1998; Hatfield & Sprecher, 1986; Patzer 2006). Based on the very construct of attaining beauty (according to societal standards and definition), individuality and self-identity are highly encouraged and celebrated. The concept of being a beautiful individual is identified as the key to success (Irons, 2001; Peiss, 1998).

This has fueled the growth in men's grooming sector.

Evidently, dynamism in men's grooming products especially in skincare has been identified as one of the core prospect products sectors (Euromonitor, 2007).

According to the estimates of Euromonitor international Men's grooming products has been forecasted to experience a surge by 67% to \$19.5

*Caroline SueLin TAN holds an MBA from the University of Portsmouth, UK. Currently, she is a Doctoral student in the Graduate School of Media and Governance, Keio University, Japan.

billion between now and 2008 (TimeAsia, 2005). Meanwhile, data from the Yano Research Institute in Tokyo indicates that men's beauty care market has doubled in the past six years and in 2006, raking in annual revenues totaling \$248 million (Tashiro, 2006). In Japan, the promising growth has led to many players entering the male grooming market from products such as cleansers, lotions and bronzers to services for instance men's aesthetic salons and spas (China Daily, 2007; Manila Times, 2005).

Beauty is essentially a sensory experience (Berg, 2001; Morgan, 1998). The attaining of 'beauty' or the ideal image is all about senses and emotions (Black, 2004; Lee, 1999; Rosen & Ablaza, 2006). This leads to feeling good about oneself and the building of self confidence and self-esteem.

This study examines the basic factors that drive male consumption and loyalty to specific brands of personal grooming products with a focus on Japanese male consumers. It seeks to provide an insight into the underlying reasons that govern purchase decisions. A qualitative research approach using interviews forms the foundation of data gathering. The findings derived from the study indicated that consumption decisions were driven by societal and cultural factors. An interesting finding was that brand choice was found to be formed by the influence of women as well as sheer convenience. It is pertinent to note that these findings are to serve as a flavor of the consumer minds. This provides a platform to delve further using larger-scaled data collection activities.

Background

Popular culture, or better known as pop culture, refers to the culture of the masses (Martinez, 1998). It is derived from the daily lives of the majority in society. Hence, this includes the daily aspects of life such as entertainment, media, music, sports, fashion and clothing. Japan has al-

ways been known as a major 'player' in generating popular culture for instance cute culture or better known as the 'kawaii' (可愛い) culture, アニメ (Anime), 漫画 (manga) and コスプレ (cosplay) which have all taken the world by storm (Craig, 2000; Craft, 2005; Rowley, Tashiro, Dawson & Ihlwan; 2005).

Mark Simpson (1994) coined the term metrosexual and defined the typical metrosexual as a man who spends resources (in terms of monetary and time) in his appearance and lifestyle. The metrosexual spends a lot of time and money in ensuring that he looks good and enjoys the finer things in life; being pampered in the spa, getting a manicure and a facial. The rise and popularity of metrosexuality has led to the establishing of another 'genre' of pop culture in Japan. According to figures compiled by Japan's Economy, Trade & Industry Ministry, domestic sales of men's cosmetics, boosted by skincare products, are up 30% since 2001 and have advanced 12% from 2005 to \$124 million (Tashiro 2006).

The use of cosmetics dates back to 10,000 BC in Egypt where they were in the forms of scented oils, dyes, paints and henna (Cohen, Kozlowski & Vienne 1998; Johnson 1999). Perez (1998) stated that in early Japan during the Heian period (794-1185), men and women both used cosmetics, textiles, perfumes, textures, colors and nature imagery to express their emotions. Male cosmetic treatment of the eyebrows has a long history, dating to at least the Heian period; where refined eyebrows are seen on many of the early Buddha statues such as the Chugu-ji in Nara (Tsuda, 1985). The Heian-period classic written by Lady Murasaki Shikibu, 'The Tale of Genji' described the transformation of male beauty that reflects beautiful young men or known as 美少年 ('bishonen') (Hirota, 1997). The cultural acceptance of 'bishonen' is witnessed today displayed in various forms of everyday life; for instance in art (manga, anime), media and entertainment (su-

perstars and icons), style and fashion. During the Tokugawa era (1600-1868), male actors set the trends in clothing, hairstyle, makeup, dance and even behavior of women today; as the Kabuki like Noh were performed by only men (Perez, 1998). The Meiji era (1868-1912) witnessed the advertising of cosmetics product category include body products for both men and women such as 'Bigan Sui', a 'face wate' for clearing up and beautifying the skin (Machida 1997). The mid 1990s not only saw the chapatsu (fad for brown hair) trend being a huge hit with both men and women, leading to soaring sales of hair care products, but skincare and nail-care as well (Miller, 2006).

Today as men play an bigger and active role in modern consumerism (Bocock, 1993; Davies & Bell, 1991; Firat, 1993) they now look to identity construction, achieved through the style of dress and body care, image, carrying the 'right look' (Bococok, 1993). The consumption of products has been identified as the contributing factor to the creation and attainment of desired self-image, identity and self- concept (Featherstone, 1993; Firat, 1993; Kellner, 1992; Mort, 1988; Schouten, 1991; Thompson & Hirschman, 1995). The trend for Japanese men to spend resources in their physical looks and appearances began in the 1980s when Japanese women began to feel more empowered after labor laws called for equality in the workplace (SkinInc, 2006). The collapse of the bubble economy in the 1990s and end of life-long job security that made Japanese men realize they should look beyond conformity and merely focus on work. This spurred the interest in looking after and pampering themselves (Manila Times, 2005). Various industry reports and data present the increase in beauty & grooming product consumption for both men and women consumers (DataMonitor, 2006; Euromonitor International, 2007; Fuji Kezai, 2006; Mintel, 1995). A myriad of factors have been indicated to contributing to the increase in sales such as, changes in the eco-

nomic system (Kondo, 1988; Miller, 2006), peer pressure (Ono, 1999) and the advancement of consumer capitalism (Firat, 1993; McCracken, 1988; Simmel, 1957). Clammer (1997) maintained that purchasing has become central to the pursuit and experience of leisure. From a societal and cultural perspective, Japanese ladies were found to have a preference for 'bishonen' men (Hirota, 1997; Mitsui, 1993; Time Asia, 2005) and being 'beautiful', men would experience better, improved relationships with women (Tanaka, 2003). This has not only propelled the sales and consumption of cosmetics and increased male beauty education but, has also led to the birth of the 'Visual Kei' (Visual 视觉系) popular culture (Miller, 2006).

The 'Visual Kei' movement witnessed the usage of cosmetics; especially color cosmetics among men, popularized by bands and singers such as Gackt, Hide, Dir en grey and L'Arc-en-Ciel. This movement had inspired the interest in eyebrow shaping, skin care, various grooming products as well as beauty works (Shogakukan, 1999). The definition of well-groomed young men is changing to the point of pampering their skin and tweezing their eyebrows (Ono, 1999). Young men in Japan have become a lot more conscious of their appearance than before.

The nation has also witnessed the mushrooming of men's aesthetic salons nationwide. TBC, a beauty salon for women, opened a Tokyo branch just for men in 1999 and saw sales shoot up after running a television commercial featuring British soccer hero and popular 'metrosexual' icon, David Beckham (Manila Times, 2005). Meanwhile, Dandy House, a men's beauty chain offering various 'beauty services' from trimming eyebrows to removing body hair to weight-loss programs, plans to expand from 54 salons to 100 by 2010 (Manila Times, 2005). The clientele is not only the young and trendy but also Japanese corporate workers who are realizing that the classic suit and

tie won't cut it in the age of women's empowerment (Agenda Inc, 2005).

Magazines and magalogs such as Non-No, Leon and Men's Club (the male-equivalent of Cosmopolitan, Vogue and Elle) flood the market; bookstores and convenient stores alike. Product offerings for men have grown in diversity; where hair care products were once touted as the main beauty & grooming product for men, the market now witnesses a huge shift and a diverse portfolio of offerings from skincare, nail care right to cosmetics (JeanPaul Gaultier launched *Tout Beau*; a men's line of cosmetics in 2003). Cosmetic companies have aggressively launched products exclusively *Pour Homme*. Shiseido launched their men's skincare brand, *Shiseido Men* in May 2005 and have witnessed the sales doubling beyond expectation. Leading department store Isetan renovated its men's fashion building in Tokyo in September 2003, adding a vast section of fragrances, ointments and other toiletries. Skin Inc (2006) reported that sales for the first year surged 20 percent year on year to 37.7 billion yen (\$362.5 million). The apparent growth in the consumption of cosmetics and grooming products & services sets the backdrop in which the study is undertaken.

Study Overview

The main thrust of the study was to determine the factors that drive brand loyalty and brand choice in the marketing of cosmetics to men in Japan. Factors that led to the consumption and usage, right from the first usage and purchase point to continual consumption were both examined. A qualitative research method was adopted as it provides subjective and intuitive analysis that center upon what individual people actually think and feel during the consumption process (Mariampolski, 2006; Walle, 2001). Moreover, listening to consumers and B2B customers talk about brand experiences reveals not only the ra-

tional product attributes that impress them, but also the emotional reactions (McEwan, 2005). Individual 'depth' or intensive interviews were conducted guided by a semi-structural framework in addressing the main topics and key areas (Sampson, 1986).

Sampling selection was made based on purposeful critical sampling strategy with participants recruited via a snowball or chain process. Interviewees who were already in the workforce were selected as to ensure that there was sufficient spending power (versus that of college students). This would reduce the likelihood that purchase choices were made based on economic reasons alone. A total of 57 working, Japanese males within the age range of 25-31 participated in this study. They were from various industries; such as investment banking, auditing, sales and consulting. All 57 interviewees have and are using personal grooming products (such as hairstyling goods and skincare).

Discussions were focused on asking probing questions and initiating free and open discussion and debates about men's cosmetics (color cosmetics and skincare). Open ended questions were primarily used as they allowed individuals to respond without setting boundaries or providing clues and influencing the answers (Krueger & Casey, 2000; Stewart, Shamdasani & Rook, 2006). Laddering technique was also utilized to derive to the core of issues and emotions as it aids discovering the benefits of the products as well as the emotional connections (Bystedt, 2003). Each session lasted between 45 minutes to an hour and a half and was recorded (using an IC recorder) and transcribed. Observations and the discussion were also noted and recorded down during the sessions.

Generally, the key areas that were explored in the interview could be grouped into five main topics that essentially address the driving factors that led to product selection and consumption choices. Emotions and perceptions about men's vanity products as well as products' and usage

merits were also solicited. Consumption experiences were delved into as interviewees shared various accounts arising from product usage; from the very first act of consumption to continual, repeated usage. Here, the participants' responses and feedback guided this conversation style interview (Sayre, 2001). The findings were then analyzed using the interpretative phenomenological analysis which is concerned with how participants make sense of their personal and social world (Smith, 2003).

Findings

The findings showed an interesting interplay among societal standards, culture and the role and influence of women in shaping the purchase patterns and brand choices amongst the interviewees. The findings are categorized into four sub-headings namely societal expectations, cultural influence, the female role and the convenience factor.

Societal Expectations

The main driver for cosmetics consumption was found to be due to societal expectations. Societal expectations gave rise to the need for men to look good and presentable in order to ascertain a better future (Brand, 2000; Miles, 1999; Patzer, 2006.). This had propelled the participants to address their looks and image, using products to counter their problem areas (such as oily skin, hairloss).

"I had oily skin and I wanted something to make it better." (Kenichi)

Participants shared stories of how they felt pressured to look good at all times as not only was it required of them at work but also on a social level; else they do not appeal to the opposite sex.

"I remembered seeing all the girls going crazy over well-groomed men and

superstars....I realized to be successful I have to look good. So, I started using grooming products." (Tanaka)

This led them to take the first step in 'maintaining' their appearances via personal grooming products. In terms of effectiveness of the products, twenty six participants actually saw that continual usage had actually addressed their 'problem areas' and there were improvements. As for the remaining participants, they continued usage as they identified it as the routine to 'maintain' their looks.

"I have never thought of stopping usage. Sometimes I wonder about the real effectiveness as I do not seem to see much difference but I don't want to stop because it will be too scary to imagine if I stopped and my appearance gets bad." (Koji)

Cultural Influence

93% of the participants shaped their eyebrows and used eyebrow kits frequently. They felt it was perfectly acceptable to use eyebrow kits in shaping their eyebrows, which is linked to the cultural aspects and practices of shaping eyebrows (Tsuda, 1985).

"Defined eye-brows give character to men." (Taro)

73% of this group of respondents cited that they would use make-up to enhance their looks (however, it has to be a more natural look rather than an outright cry that there is make-up on their faces).

"As long as it makes me look better but has to be natural..no funny colors." (Akira)

"I might give it a try if I can look good...maybe colored lip care or something like that." (Inoue)

According to Ono (1999), in a focus group

discussion conducted by Shiseido, men were even interested in foundation makeup. After all, the acceptance of beautiful men 美少年 (bishonen) could be traced back to the Heian period (Hirota, 1997).

The Female Role and Influence

In terms of brand selection, the top two main reasons were attributed to influencing or determining brand choices; namely, family/ friends and convenience in purchase (availability). Family/ friends here basically were wives, girlfriends, platonic female friends and mothers. The women feedback and recommendation were pertinent when it came to the participants brand decision-making. Basically, those whose decisions were shaped by family/ friends had either received the products as gifts (and has since continued using the same brand) or received recommendations from family/ friends (ie. WOM - word-of-mouth).

"My girlfriend insisted that I look after my skin. So, she gave me a gift set and I have been using the same brand since..she is a girl..she knows these sort of stuff."(Nobu)

"My mother gave me a set of skincare and asked me to use it." (Koji K.)

"If it is recommended by my girlfriend or friends, I will try it." (Yanagi)

"Using (grooming products) was a means to look better and be popular with the girls.....they (girls) prefer groomed guys.....so I got my female friends to make recommendations." (Ryu)

The introduction, selection and recommendation of products and brands by women have been viewed positively hence, the interviewees felt no pressing need to scout for and change brands.

The Convenience Factor

The second most quoted factor for brand selection was the convenience factor. This was cited by about 38% of the participants. Generally, they stick to brands that are conveniently available; where they can find in most drugstore/ department stores or convenience stores.

"I use this (specific brand) because it is easy to find in convenience stores...no need to take too much trouble to find it." (Atsushi)

Insufficient information on male grooming products (other than hairstyling) as well as the lack of interest in conducting 'research' on the 'differences' between various brands (as what female consumers would generally do) have led to them buying whichever brands are conveniently available. Should their 'regular' brand be suddenly unavailable at the drugstore, the participants stated that they would have no qualms in purchasing whatever 'substitute' brands are available on the shelves.

"Why should I use a brand that is hard to find? It is just skincare.. not like buying a car." (Masa)

The interviewees felt that there was no necessity to spend too much time on trying to track down the brand and product as they wanted it to be available as and when they require it.

Discussion and Conclusions

The endless desires and wants of man have continually fuel consumerism and spending and have led to the introduction of new products, fads and trends (Graaf, Wann & Naylor 2002; Schor 2005; Stearns, 2001). Against this backdrop the rise and popularity of the metrosexual culture has opened a new door in the creation of male consumerism. When in the past, men's 'hot' products have only been skewed towards cars, sports and gadgets. Today, metrosexuality adds new realms of fashion, cosmetics and services to the

equation.

The findings of the study reveal that skincare has become a norm in the daily grooming ritual. A prevalent theme that emerged from the discussions was the participants selected the types of products to use based on perceived 'problem' areas as opposed to female consumers' which is fueled not just by problem areas (Begoun, 2002; Berg, 2001).

Participants gave various accounts providing reasons for using cosmetics. However, the underlying common thread that ran through all these was that consumption was found to have been driven by societal factors. Society has placed importance on the physical attributes; the 'prettier' or more 'handsome a person, the higher the chances of attaining success and 'favorable treatment' in life (Calton, 2001; Etcoff, 2000; Irons, 2006; Peiss, 1998).

This study has also reflected the intricate relationship between culture both traditional and popular and consumption. The findings show that participants were more opened to being 'beautiful' owing to the '*bishonen*' roots that have long existed in the Japanese culture. Hence, this provided a background conducive to sales increase of men's grooming products.

The findings revealed that the main drivers for the participants' brand choices and preferences mainly stemmed from factors such as convenience or availability and word-of-mouth. Women were found to play an undeniably important role in creating 'brand loyalty' and 'product consumption'. They were the determinants of 'first brand and product' introduction which later just naturally evolved into continual usage of the certain products and brands. This reflected that participants did not perceive cosmetics as 'valuable' products as they would rather not go through the hassle of trying and purchasing products from exclusive (and limited) outlets. Basically, the participants stated that they could not really tell apart the different brands based on product 'features' and consumption experiences.

The consumption of cosmetics is built on the foundation of societal standards of beauty, image and presentation. Generally, the participants were inclined to using cosmetics as they wanted to fit the societal image of a well-groomed person; with flawless complexion and well-presented. Brand loyalty however has not been fully attained among this consumer base as majority would not hesitate to purchase a different brand (out of convenience and availability at the store).

An interesting theme that rose from this was the message that we, the society have been sending out. The continual reinforcement of beauty and its positive relationship with success has unconsciously spurred the consumption of cosmetics. This leads to a concern in the marketing and product messages that are sent out. The call to be more self-indulgent as a means to enjoying life and achieving self-actualization has changed not only gender roles, but has also contributed to changes in family and society dynamics at large. The using of celebrities and superstars as the spokesperson advocating metrosexuality both culture and products (such as Beckham, Brad Pitt and Kimura Takuya) have seen a rise in tween consumerism and a new growing concern of values, materialism and importance of physical appeal among the young.

In a nutshell, this study provides the basic understanding of men's grooming products' brand choices which would pave the way for further research in designing brand strategies that would lead to attaining 'true' loyalty from male consumers. On the flip side of the coin, the present findings are a part of a larger picture of the growing concerns about consumerism and the development of consumer self-indulgence. Another area for future research would be in generating 'corporate socially responsible' marketing strategies.

References

- Agenda Inc., Pop Culture and Brand Strategy. (2005). Retrieved November 9, 2005 from <http://news.agendainc.com/mt-agenda/content/archives/2005/01/13/>
- Begoun, P. (2002). *The Beauty Bible: The Ultimate Guide to Smart Beauty*, 2nd Edition. Washington: Beginning Press
- Berg, R. (2001). *Beauty, The New Basics*. New York: Workman Publishing.
- Black, P. (2004). *The Beauty Industry: Gender, Culture, Pleasure*. London: Routledge.
- Bocock, R. (1993). *Consumption*. London: Routledge.
- Brand, P.Z. (2000). *Beauty Matters*. Bloomington, Indiana: Indiana University Press.
- Bystedt, J. (2003). *Moderating to the Max: A Full-Tilt Guide to Creative Insightful Focus Groups and Depth Interviews*. New York: Paramount Market Publishing.
- Calton, V.L. (2001). *You Can Be All That!: A Guide to Beauty and Success*. Highland City, FL: Rainbow Books.
- Clammer, J. (1997). *Contemporary Urban Japan: A Sociology of Consumption*. Oxford: Blackwell Publishers Ltd.
- Cohen, M., Kozlowski, K., & Vienne, V. (1998). *Read My Lips: A Cultural History of Lipstick*. San Francisco: Chronicle Books.
- Craft, L. (2005). "Japanese Style Goes Pop; Tokyo becomes trailblazer for trendy fashion, culture". *The Washington Times*. Retrieved January 11, 2006, from <http://www.wpherald.com/storyview.php? StoryID=20050807-030608-2858r>
- Craig, T. (2000). *Japan Pop! Inside the World of Japanese Popular Culture*. New York : M.E.Sharpe, Inc.
- Datamonitor Plc. (2006). *Facial Care Industry Profile: Global*. London: Datamonitor Plc.
- Davies, G., & Bell, J. (1991). "The grocery shopper - is he different?" *International Journal of Retail & Distribution Management*, 19(1), 25-28.
- Dimitrius, J.E., & Mazzearella, M. (2001). *Put Your Best Foot Forward: Make a Great Impression by Taking Control of How Others See You*. New York: Simon & Schuster.
- Etcoff, N. (2000). *Survival of the Prettiest*. USA: Anchor.
- Euromonitor. (2007). *Cosmetics and Toiletries - World*. London: Euromonitor International.
- Featherstone, M. (1993). *Consumer culture and Postmodernism*. London: Sage.
- Firat, F.A. (1993). "Gender and Consumption: Transcending the feminine?" In J. Costa (Ed.), *Gender Issues and Consumer Behavior*, (pp.106-126). London: Sage.
- Fuji Keizai.(2006). *Marketing Handbook of Cosmetics Vol. 3*. Tokyo: Fuji Keizai.
- Graaf, J.D., Wann, D., & Naylor, T.H. (2001). *Affluenza: The All-Consuming Epidemic*. San Francisco, California: Berrett-Koehler Publishers.
- Hatfield, E., & Sprecher, S. (1986). *Mirror, Mirror: The Importance of Looks In Everyday Life*. New York: University of New York Press.
- Hirota, A. (1997). "The Tale of Genji: From Heian classic to Heian comic". *Journal of Popular Culture*, 31 (2),29-68.
- Irons, D. (2001). *Insider Beauty*. New York: International Image Press.
- Jaffes, S. (1998). *Appearance Is Everything: The Hidden Truth Regarding Your Appearance Discrimination*. Pittsburgh: Sterlinghouse Publisher.
- Japanese Men Join Metrosexual Trend. (2006). Retrieved January 6, 2006 from <http://www.skininc.com/news/1340916.html>.
- Japanese Men Turn To Cosmetics. (2007) Accessed at http://www.chinadaily.com.cn/lifestyle/2007-08/13/content_6024492.htm on 15 August 2007.
- Johnson, R. (1999). "What's That Stuff?" *Chemical & Engineering News*, 77(28), 31. Re-

- trieved July 20, 2006, from [http://pubs.acs.org/cen/whats thatstuff/stuff/7728scit2.html](http://pubs.acs.org/cen/whats%20thatstuff/stuff/7728scit2.html)
- Kellner, D. (1992). "Popular Culture and the construction of postmodern identities." In S. Lash & J. Friedman (Eds.), *Modernity and Identity* (pp.141-177). Oxford: Blackwell.
- Kondo, M. (1988). *88 Nen Trend ga mietakuru*. (88 Trends). Tokyo: Kodansha.
- Krueger, R.A., & Casey, M.A. (2000). *Focus Groups: A Practical Guide for Applied Research*, 3rd edition. Thousand Oaks, California: Sage Publications, Inc.
- Lee, H. (1999). *Tao Of Beauty*. New York: Broadway.
- Machida, S. (1997). *Jintan wa, naze nigai? (Why is Jintan bitter?)*. Tokyo: Boranteia Joho Nettowaku.
- Mariampolski, H.Y. (2006). *Ethnography For Marketers. A Guide To Consumer Immersion*. Thousand Oaks: Sage Publications.
- Martinez, D.P. (1998). *The Worlds of Japanese Popular Culture*. Cambridge: Cambridge University Press.
- Matsui, M. (1993). "Little girls were little boys: Displaced femininity in the representation of homosexuality in Japanese girls' comics". In S. Gunew & A. Yeatman, *Feminism and the Politics of Difference*, Boulder, CO: Westview Press.
- McCracken, G. (1988). *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*. Bloomington: Indiana University Press.
- McEwan, W.J. (2005). *Married to The Brand*. New York: Gallup Press.
- Metrosexual Hype Continues: Japanese Beauty Industry Begins to Eye Men. (2005). Retrieved December 17, 2005, from <http://www.manilatimes.net/national/2005/jan/13/yehey/enter/mainent.html>
- Miles, M.R. (1999). *Plotinus on Body and Beauty: Society, Philosophy and Religion in Third-Century Rome*. Oxford: Blackwell Publishing Limited.
- Miller, L. (2006). *Beauty Up. Exploring Contemporary Japanese Body Aesthetics*. Berkeley: University of California Press.
- Mintel. (1995). "Men's Toiletries", *Marketing Intelligence*. Mintel International Group: London.
- Mirror Mirror: "The Making of the Modern Male". (2005, October 31). *Time Asia*, p.39-43.
- Morgan, R. (1998). *The End of the Art World*. New York: Allworth Press.
- Mort, F.(1988). "Boy's own? Masculinity, style and popular culture." In R. Chapman & J. Rutherford (Eds.), *Male Order: Unwrapping Masculinity* (pp.193-224). London: Lawrence and Wishart.
- Ono, Y. (1999, March 11), Beautifying The Japanese Male. *Wall Street Journal*, p.B1-B8.
- Patzer, G.L. (2006). *The Power and Paradox of Physical Attractiveness*. Florida: Brown Walker Press.
- Peiss, K. (1998). *Hope In A Jar: The Making of America's Beauty Culture*. New York: Metropolitan Books.
- Perez, L.G. (1998). *The History of Japan*. Westport, Connecticut: Greenwood Press
- Quart, A. (2004). *Branded. The Buying and Selling of Teenagers*. Cambridge,MA: Basic Books.
- Rosen, A.D., & Ablaza, V.J. (2006). *Beauty in Balance*. USA: MDPress.Inc.
- Rowley, I., Tashiro, H., Dawson, C., & Ihlwan, M. (2005). "The Anime Biz". *BusinessWeek*. Retrieved June 29, 2005, from http://www.businessweek.com/magazine/content/05_26/b3939013.htm
- Sampson, P. (1986). "Qualitative Research and motivation research". In R.M. Worcester, & J. Downham (Eds.), *Consumer Market Research Handbook*. 3rd Ed., Amsterdam, The Netherlands: Elsevier Science Publishers B.V.
- Sayre, S. (2001). *Qualitative Methods for Marketplace Research*. London: Sage Publications.

- Schor, J.B. (2005). *Born to Buy: The Commercialized Child and the New Consumer Culture*. New York: Scribner.
- Schouten, J. (1991). Selves in transition-symbolic consumption in personal rites of passage and identity reconstruction. *Journal of Consumer Research*, 17, 412-425.
- Shogakukan. (1999). *Detaparu: Saishin joho, yogo jiten*. Tokyo: Shogakukan.
- Simmel, G. (1957). *Fashion*. *American Journal of Sociology*, 62 (6), 541-558.
- Simpson, M. (1994, November 15). "Here come the mirror men". *The Independent*: London.
- Smith, J. (2003). *Qualitative Psychology: A Practical Guide to Research Methods*. London: Sage Publications Ltd.
- Stearns, P.H. (2001). *Consumerism In World History: The Global Transformation of Desire*. London: Routledge
- Stewart, D.W., Shamdasani, P.N., & Rook, D.W. (2006). *Focus Groups: Theory and Practice (Applied Social Research Methods)*. Thousand Oaks, California: Sage Publications, Inc.
- Tanaka, K. (2003). "The Language of Japanese Men's Magazines: Young Men who Don't Want To Get Hurt". In B. Benwell (Ed.), *Masculinity and Men's Lifestyle Magazine*, Oxford: Blackwell Publishing.
- Tashiro, H. (2006). "Japan Raises the Male Beauty Bar". *Business Week*. Retrieved January 6, 2007, from http://www.businessweek.com/globalbiz/content/dec2006/gb20061208_594250.htm?chan=globalbiz_asia_today's+top+story
- Thompson, C., & Hirschman, E. (1995). "Understanding the socialized body: A post-structuralist analysis of consumers' self-conceptions, body images and self-care practices". *Journal of Consumer Research*, 22, 139-153.
- Tsuda, N. (1985). *Mayu no bunkashi (A cultural history of eyebrows)*. Tokyo: Pora Bunka Kenkyukai.
- Walle III, A.H. (2001). *Qualitative Research in Intelligence and Marketing: The New Strategic Convergence*. Westport, Connecticut: Quorum Books.
- Wolf, N. (2002). *The Beauty Myth: How Images of Beauty Are Used Against Women*. New York: Harper Perennial.