

# Gender-induced Differences while Choosing Cosmetics for Men: A Case of Lithuania

The paper discusses peculiarities of gender-induced differences in consumer choice behaviour. The problem solved in the paper is addressed as: what are gender-induced differences in the consumer's decision while choosing cosmetics for men? The patterns of consumer behaviour while choosing cosmetics for men are determined by applying qualitative and quantitative research methods.

**Keywords:** choice behaviour, cosmetics, gender differences, market segmentation.

Straipsnyje nagrinėjama skirtingų lyčių atstovų elgsena renkantis produktą. Nagrinėjama problema – kokie lyties nulemti skirtumai išryškėja vartotojui priimant sprendimą, renkantis vyrams skirtą kosmetiką? Siekiant nustatyti skirtingų lyčių vartotojų elgsenos ypatumus, renkantis kosmetikos priemones, taikomi kokybiniai ir kiekybiniai tyrimo metodai.

**Raktiniai žodžiai:** kosmetikos priemonės, lyčių skirtumai, pasirinkimo elgsena, rinkos segmentavimas.

## Introduction

Since the emergence of marketing as a distinct field of knowledge in the early 20th century, various authors have provided their ideas and left their 'footmarks' in the history of this discipline. Marketing philosophies have changed during the century; fields of focus were approved and denied. However, in a framework of ever-changing environment, some stable marketing pillars were established. One of such pillars, undoubtedly, is marketing mix (initially mentioned by Neil Borden in 1949 and further developed into a form of 4 P's by Jerome McCarthy in

1960s). The other significant 'footprint' in a history of marketing thought also established as a marketing pillar is market segmentation. The article presenting market segmentation by Wendell R. Smith from the July 1956 issue of *Journal of Marketing*, won journal's Alpha Kappa Psi Award as the most significant practical marketing article of that year. According to W. R. Smith (1956), *segmentation is based upon developments on the demand side of the market and represents a rational and more precise adjustment of product and marketing effort to consumer or user requirements and consists of viewing a heterogeneous market as a number of smaller*

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*homogeneous markets in response to differing product preferences among important market segments.* Also, the idea of market segmentation was further developed by various marketing scholars (e.g., Y. Wind and S. P. Douglas (1972) provided possible bases for segmenting international markets; P. M. Doyle (1972) as a way for market segmentation suggested using factor analysis; S. Dibb and L. Simkin (1997) provided a program for implementing market segmentation, etc.).

According to G. Wills (1985), segmentation can be devised on a geographic, demographic, sociographic or psychographic basis. Also, for segmentation to be effective, six criteria – identifiability, substantiality, accessibility, stability, responsiveness and actionability – have to be met by each segment defined in the market (Wedel, Kamakura, 2000). Resuming the research on market segmentation based on demographic criteria, H. F. Ezell and W. H. Motes (1985) suggest that differences between male and female shoppers in terms of shopping behaviour and attitudes might exist.

Consumer decision making is one of the most relevant topics in marketing. Therefore, organizations endeavour to create their products in a way that correspond their customers' needs and preferences. An assumption can be made that market can be segmented into men and women, where based on consumer gender different factors might play an important role for consumer choice.

Therefore, this paper contributes to a scientific discussion on market segmentation by endeavouring to determine gender-induced differences in consumer choice behaviour. Particularly, choice differences between men and women were

analysed. As an exemplar market, Lithuanian cosmetics industry was chosen for the research. **The problem** solved in the paper is: what are gender-induced differences in consumer's decision while choosing cosmetics for men? Accordingly, **the object of research** is gender-induced differences in consumer's decision while choosing cosmetics for men and **the aim of research** is to determine the gender-induced differences which affect a consumers' decision while choosing cosmetics for men.

**Research methods.** Achieving to obtain a holistic picture of Lithuanian cosmetics market, both qualitative and quantitative methods were applied. As a qualitative stage, two focus group discussions were provided to determine cosmetics products most commonly used by men, most common factors affecting a choice of cosmetics for men products, possible buying habits by men and women. The results of focus groups discussions were generalized and summarized in form of a questionnaire for the quantitative survey.

## Theoretical substantiation

Out of all the factors that influence customers decision making behavior, one of the major factor is the gender (Bakshi, 2012). J. Banytė, A. Rūtelionė, and A. Jarusevičiūtė (2015) emphasize that until the 1980s most of the shopping-related studies were devoted to female behaviour and its comparison to the characteristics of male behaviour. However, after providing a comparative analysis of male and female consumer decision making styles, Bakewell and Mitchell (2006) come to a conclusion that men are an important

target group for retailers and are likely to have different decision-making styles to women. In the earlier studies, male shoppers were described as the ones who spend fairly little time doing shopping (Banytė, Rūteliūnė, Jarusevičiūtė, 2015). Analysing the segment of Millennials, V. Funches, A. Yarber-Allen, and K. Johnson (2017) note that shopping done by men is rising and that encourages retailers to pay more attention to male consumers.

C. Bakewell and V.-M. Mitchell (2006) emphasize that many product categories, once seen as female, for example, cosmetics, skin-care and fashion magazines, now have male products. Nowadays, male shoppers are recognized as an important and distinctive market segment (Brosdahl, Carpenter, 2011). Actually, men and women approach shopping with different motives, perspectives, rationales, and considerations (Vijaya Lakshmi, Aparanjini Niharika, Lahari, 2017). Therefore, there might be made the following assumptions:

- a) By men and women, same products might be understood as having different importance. Males and females want different products due to their different upbringing and socialization along with various other factors like social, psychological etc. (Bakshi, 2012; Vijaya Lakshmi, Aparanjini Niharika, Lahari, 2017).
- b) Different factors might play an important role while choosing products in male and female segments. Band and Shah (2013) argued that achieving to profitably fulfil customers' wishes companies have to determine the aspects of their product and service which are most valued by their customers. According to S. Bakshi (2012), men and women work differently with

different types of stimuli and use different parameters of evaluations.

- c) Different buying habits of the same product might occur in male and female segments. According to V. Vijaya Lakshmi, D. Aparanjini Niharika and G. Lahari (2017), male and female are likely to have different ways of thinking about obtaining products. For example, women seem to have satisfaction and find pleasure while they shop whereas men appear to be more disdain towards shopping (Bakshi, 2012).

V. Vijaya Lakshmi, D. Aparanjini Niharika and G. Lahari (2017) emphasize that it is evident in our daily life that both genders are completely different in decision making whether it was a personal life, professional life and even if it was eating or shopping decisions both the genders differ completely in all the stages of decision making.

## Research methodology and results

The aim of research was to determine the gender-induced differences which affect the consumer's decision while choosing products of cosmetics for men. Specifically, an assumption was made that men and women might be affected by different factors while choosing the same product. Considering the variety of brands in the same products category competing for the customer attention and share of wallet, knowing the factors for consumer attraction might result in a measurable competitive advantage among the rivals. In order to reach the aim of the research, three general research questions were established:

- What products of cosmetics for men are the most popular in the Lithuanian market?
- What factors are important while choosing cosmetics for men?
- What are buying habits of cosmetics for men in Lithuania?

The research was provided in Spring of 2017. Achieving to clearly answer the research questions, empirical research was provided in two stages: focus group discussion and questionnaire survey. Both stages were necessary: the first has laid a background for the next one, and enabled to formulate conclusive statements.

As a preparation for the research, 10 most frequently found cosmetics brands in most popular supermarket chains in Lithuania (in a framework of this research the assortments of five supermarket chains were analysed: Maxima, IKI, Rimi, Norfa, and Šilas. One of the popular supermarkets in Lithuania 'Lidl' was excluded from the research because of its emphasis on the own private label and low acceptance of other brands) were established. To establish the brands for further research such quantitative criteria as number of different products offered by a brand; shelf space in the supermarkets; possibility to be found in different-level shops were analysed. Also, the price range was set as 'average', meaning that budget and premium-priced products were not considered for the research. The research results enabled naming three brands provided by Lithuanian and seven brands provided by foreign producers. Therefore, *it can be argued that Lithuanian consumers of cosmetics for men products have a wide choice possibility, either of national or international level products.*

## Focus group discussions

Achieving to better understand the cosmetics for men buying habits in Lithuanian market and determine the factors that affect a particular product or brand choice, qualitative research in a form of focus group discussion was provided. Considering the possible gender-induced differences in consumer choice of cosmetics for men products, it was decided to compose two homogenous focus groups based of gender criterion. Therefore, one focus group was composed of six male and the other of six female participants. All the remaining demographic criteria of the participants were considered as unimportant (having no distinctive influence) in a framework of this research. Therefore, the age range of the research participants was between 20 and 60; the monthly income varied between less than 200 to more than a 1000 Euro per family member. As a limitation it can be mentioned that all the participants were town citizens; therefore, the results provided by rural citizens might be different. Moreover, the nationality of all the participants was Lithuanian; therefore, the results of the discussions might not reflect some nationality-induced differences of consumer choice. Other demographic factors, such as social status or a level of education of the participants were not analysed presuming them as having no or minor impact on results in a framework of this research.

The focus groups discussions were provided in a neutral environment for the research participants, achieving to establish a comfortable atmosphere for a conversation. The duration of the discussions was similar: the discussion in men group

lasted for 1 hour and 20 minutes, while the discussion in women group took five minutes more and lasted for 1 hour and 25 minutes. All the primarily established research questions were answered and discussed during the time.

The general aim of the focus group discussion was to collect the most of information about cosmetics for men products choice patterns in both groups: male and female. Based on the collected information, the questionnaire for further (quantitative) research will be composed. Therefore, the four general questions were established before the discussion, anticipating the possibility for their specific explanation and broadening during the process.

The discussions started with a general question about personal hygiene-related habits of the participants: what are the common daily hygiene-related rituals of the participants; what rituals are the most important; what personal hygiene-related actions they like and do not like; how often are the cosmetics products used? Con-

sequently, the discussions came to the first key research question. The question was slightly different in both groups: the men group had to discuss the *most often used* cosmetics products in their daily routine; while the women group had to provide their opinion about what cosmetics products male *should use* in their daily routine. The results of most important products are provided in Table 1 below.

As it can be seen in Table 1, only one product was approved as necessary to be used by men. All the participants of both groups agreed that in contemporary society a man is supposed to use an antiperspirant or deodorant as his daily hygiene-related product. This product was named in the second position in men group, and indisputably accepted in both groups.

Considering the body-related personal hygiene, three products were mentioned: 1) Universal cleanser (face / body / hair); 2) Shower gel, and 3) Body cream/lotion. Despite the fact that universal cleanser was named first in a men group, only four men and three women agreed that it has

**Table 1. The cosmetics products most often used/supposed to be used by male consumers**

Product*	Men opinion	Women opinion
Universal cleanser (face / body / hair)	4	3
Antiperspirant / deodorant	6	6
Shower gel	5	6
Face cleanser	2	4
Shaving gel/foam	5	6
Aftershave products	4	6
Hair shampoo	2	4
Facial cream	3	5
Body cream/lotion	2	4
Facial tonic	1	2
Hair conditioner/balsam	1	1

\* The order of products in the table represents the sequence of their mentioning during the discussion in the men group.

to be used by men daily for their personal hygiene. Instead of universal cleanser, shower gel and face cleanser were named. However, despite the agreement in men group that using a regular shower gel is better than the universal one, the face cleanser was approved only by two out of six. In the women group, the consensus was gained about the superiority of a regular shower gel in comparison to a universal one. The main idea was that products serving multiple purposes often are lower quality in comparison to products dedicated to only one function. Talking about the usage of body cream/lotion, only two men indicated its usage. Moreover, only one of them was using it regularly. Therefore, an assumption can be made that this product has a low importance for male shoppers. However, according to the results of women discussions, even four out of six indicated that it should be used on a daily basis.

Controversial results were also obtained about the usage of shaving and aftershave products. In the women group, participants came to a consensus that these products are indispensable for a male daily hygiene. However, in a group of men as a target user only five indicated using cosmetics for shaving and only four of them use aftershave products.

The two least important products for both groups of participants were found to be facial tonic and hair conditioner. In the men group, the explanation of low usage of facial tonic was the usage of aftershave products; however, in women group facial tonic was considered unnecessary for a men daily hygiene. Therefore, a scope for marketers can be found in promoting this product as necessary for a men daily care. Another unpopular product in both

groups appeared to be hair conditioner. Evidentially, it can be explained by shorter male hair-dressing. However, even in this case this product might be promoted as essential.

The second key research question which was discussed within the focus groups was related with the consumer experience regarding cosmetics for men. The question was different for both groups: the men group was asked to discuss how they acquire cosmetics products; while the women group had to discuss the occasions when cosmetics for men were bought.

In the women group firstly the discussion took course about the recipients of the purchase. It was decided that women often buy cosmetics for men for their: sons, husbands / boyfriends, fathers, or friends / colleagues. Considering the occasions for a purchase of such kind of product, one participant indicated that she has never bought any cosmetics for men product. Two participants indicated that men themselves are not "wise shoppers" at this product category, therefore, often need women assistance. Four participants agreed that mothers are often responsible for educating their growing sons of personal hygiene and its related products. The consensus was reached that the discussed product category might be a decision while choosing a present or a gift.

The cosmetics for men related buying habits were also discussed in a men group. Only four participants out of six indicated that they are choosing and purchasing the used cosmetics products by themselves. One participant was joking that this kind of products "somehow by mystery appears at home". All the six participants agreed that often wife, or girlfriend, or mother is the one who takes care about the products they often use for their daily hygiene.

Also, all the six participants indicated that cosmetics for men products are common birthday or Christmas presents.

Considering the results of focus group discussions, two general managerial implications might be envisioned:

- 1) The target segment for cosmetics for men are women. Therefore, successful promotional campaigns have to follow “women thinking” and have to emphasize product features which would be important to women.
- 2) The male segment has to be educated about the cosmetics for men in terms how to choose, what products to use, where to buy, etc.

The third key question of the research was related to the factors which are/might be important while choosing cosmetics for men products. The participants in both groups were asked to mark at least five factors which they consider (or would consider) while choosing a product of this category. The results of discussions are provided in Table 2.

As it can be seen in Table 2, the most important factor affecting cosmetics for

men product choice appeared to be price. Even ten research participants out of twelve indicated the price as being important for their choice. An interesting result was obtained about promotion: only two participants in a men group and four participants in the women group indicated that promotion might be a factor leading to the product choice of cosmetics for men. Such results might be explained by the formulation of a question: participants had to indicate the factors that guide their choice, not to evaluate the factors provided in advance. Therefore, possibly some of participants did not recall promotion as a possible factor affecting their choice.

A category of important factors affecting product choice appeared to be communication related factors: advertising and recommendations. The research results indicate that even four out of six participants in a men group trust advertising and make related decisions. Therefore, an implication for marketers here is that creative advertising campaigns might encourage male audience to acquire the product. Also, considering men group

*Table 2. The factors important while choosing cosmetics for men*

Factor	Men opinion	Women opinion	Total
Price	5	5	10
Brand	5	3	8
Advertising	4	3	7
Recommendations	3	4	7
Scent	2	5	7
Promotion	2	4	6
Packaging	3	2	5
Ingredients	2	3	5
Habit	3	-	3
Purpose (e.g., for dry skin, anti dandruff, etc.)	2	1	3
Country of origin	-	2	2

responses, packaging plays an important role in promoting cosmetics for men products.

In the women group, discussion about packaging occurred. Packaging was mentioned by two participants, and both of them wanted to explain their choice. The discussion showed that the word 'packaging' might be interpreted differently: one participant wanted to indicate that nicely created and attractive packaging attracts consumers to acquire a product; on the other hand, other participant explained that she is choosing products based on the convenience of its usage. Finally, it was jointly agreed that both characteristics might be considered as important and might encourage consumers' choice.

Another discussion occurred with regard to a country of origin. This product characteristic was not mentioned in a men group; however, in the women group it was mentioned twice. Once again, it was found that participants meant different things related to a country of product origin. One participant indicated that there are few countries of avoidance for her choice; the other participant indicated that she is often trying to purchase product with Lithuanian origin. Two participants argued that Lithuanian origin for a cosmetics product is more a demerit than an advantage. The discussion did not come to a consensus; therefore, the question remains open and is transmitted to a next stage of the research – questionnaire survey.

Another few product-related characteristics which have to be discussed are the scent of a product and product purpose. The scent of a product as an important factor was mentioned by even five women (out of six) and only two men. It might have occurred the same situation as with

the factor of 'promotion'; male consumers pay attention and prefer different things in comparison to women. However, after announcing the results all the six participants of men group agreed that smell is a very important attribute of a product which might affect their choice. Considering the purpose of a product, only three participants out of twelve mentioned that it's important for their choice. Therefore, the purpose of a product will also be included to further research as a factor that might be important while choosing cosmetics for men products.

One more factor which led to a further discussion was the composition of a product. Only two men and three women indicated that product ingredients are important while choosing a cosmetics product. During the discussion even three men indicated that they have never checked products ingredients while choosing any kind of products. One of male participants stated that ingredients are important only for food, but not for cosmetics. Finally, all the participants of a men group agreed that ingredients are important as much as they depend on price – if the price increases in relation to some ingredient, participants choose to pay less. Also, the discussion about the ingredients occurred in a women focus group. However, the results were obtained different. At the end of the discussion the consensus was reached in regard to product naturalness: all the women group participants agreed that it is worth to pay a surplus for product naturalness, because it has a direct relation to one's health. Therefore, summarizing the results of focus group discussions it can be argued that, such factors as naturalness and the country of origin have a potential to be converted to a competitive

advantage (for a more precise substantiation see also Pilelienė, Liesionis, 2014; Pilelienė, Šontaitė-Petkevičienė, 2014).

### Questionnaire survey

Based on the results of the exploratory research and focus group discussions, the questionnaire for a survey was composed. The aim of the survey was to substantiate certain buying habits by Lithuanian cosmetics products consumers and to approve factors important while choosing cosmetics for men. The questionnaire was composed of 13 questions. The first question of the questionnaire was the filter asking respondents to indicate their gender. After this filter-question male respondents were directed to men-specific questions (questions No. 2-6) and female respondents were directed to women-specific questions (questions No. 7-11). Questions No. 2-11 were provided in a form of statements, and respondents were

asked to indicate their opinion in a 5-point Likert-type scale (where 1 meant absolute disagreement with a statement, 5 meant absolute agreement with a statement, and 3 meant respondents indifference). Two final questions were demographic, asking to indicate respondent's age and a range of income per one member of household. Therefore, two buyer gender-based samples were chosen for the research: men and women. The questionnaire survey was provided in April of 2017; the simple random sampling method was applied. During the period, 281 respondents (142 women) participated in a survey; such sample size satisfies a confidence level of 99 percent, and a confidence interval of 7.7. The sample was composed proportionally to reflect the opinion of Lithuanian urban habitants: the research was provided personally by questioning respondents at the entrance to major supermarkets in six biggest towns of Lithuania (Vilnius – 111 respondents, Kaunas – 70 respondents, Klaipėda –

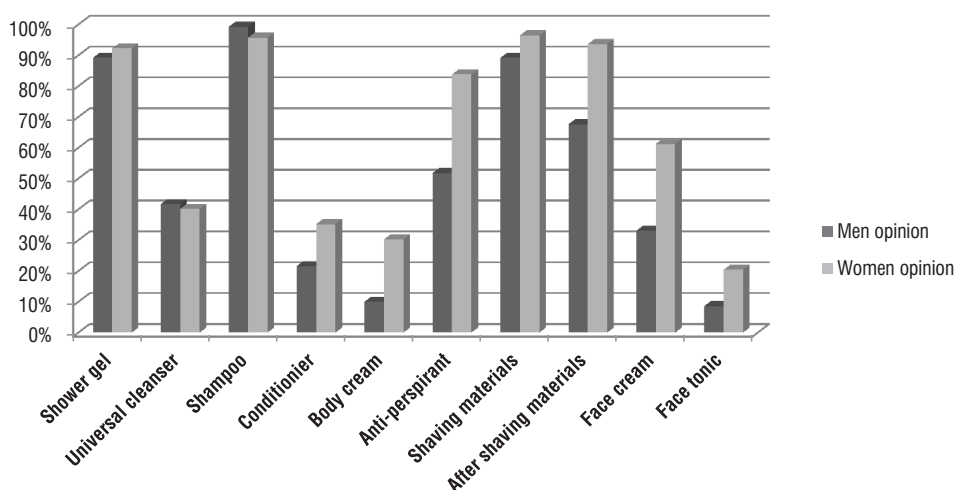


Fig. 1. The cosmetics products most often used/supposed to be used by male consumers

40 respondents, Šiauliai – 25 respondents, Panevėžys – 20 respondents, and Alytus – 15 respondents). Respondents indicated their age being in a range of 20 to 55 years old.

Based on the results of the questionnaire survey, in men opinion, cosmetics products most often used by men are shower gel, shampoo, and shaving materials (see Figure 1). In women opinion, cosmetics products supposed to be used by male consumers are shower gel, shampoo, and shaving materials as well. Nevertheless, in women opinion, cosmetics products supposed to be used by male consumers also contain antiperspirant, after shaving materials, and face cream. Hence, women would prefer men using more of the cosmetics products. The least often used/supposed to be used cosmetics products by male consumers, in both men's and women's opinion, are body cream, face tonic, and conditioner.

The factors that are the most important while choosing cosmetics for men

are scent, price, purpose of the cosmetics, and discount. These factors are the most important for both men and women (see Figure 2). The factors that are the least important while choosing cosmetics for men are advertising, nice packaging, comfortable packaging, and the fact that cosmetics product is Lithuanian-made. These factors are the least important again for both men and women. Thus, research results deny an assumption that Lithuanian origin could serve as a competitive advantage for Lithuanian producers. It could be stated that factors important while choosing cosmetics for men are very similar despite the gender as the only one factor that is more important for men than women is habit.

When evaluating men purchasing patterns regarding cosmetics for men, it could be stated that men tend to choose and buy cosmetics themselves and get cosmetics for men as a present (see Figure 3). On the other hand, based on the analysis of the research results it could be stated

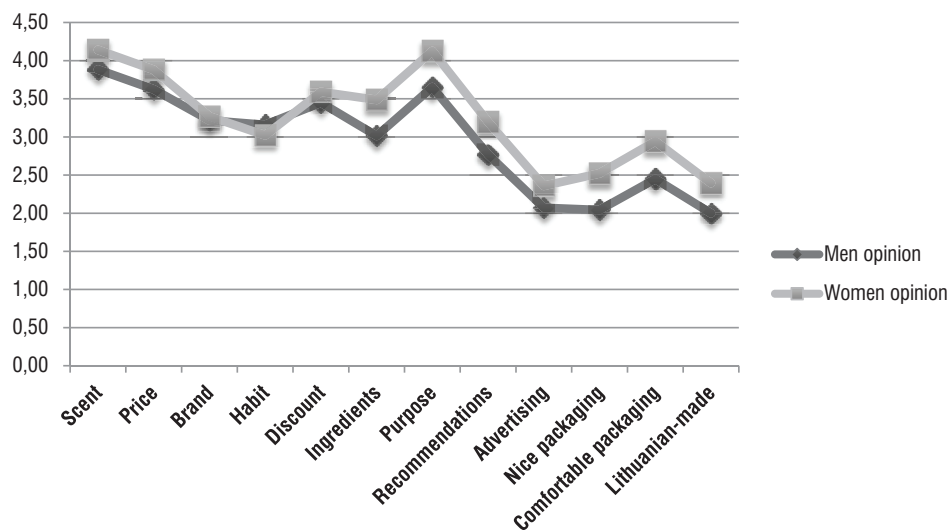


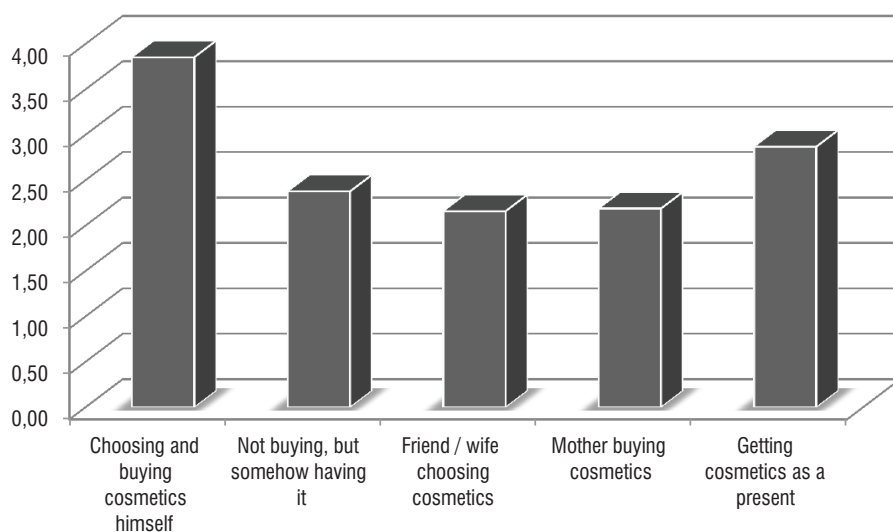
Fig. 2. The factors important while choosing cosmetics for men

that there is no obvious trend of friend / wife / mother buying cosmetics for men for her friend / husband / son.

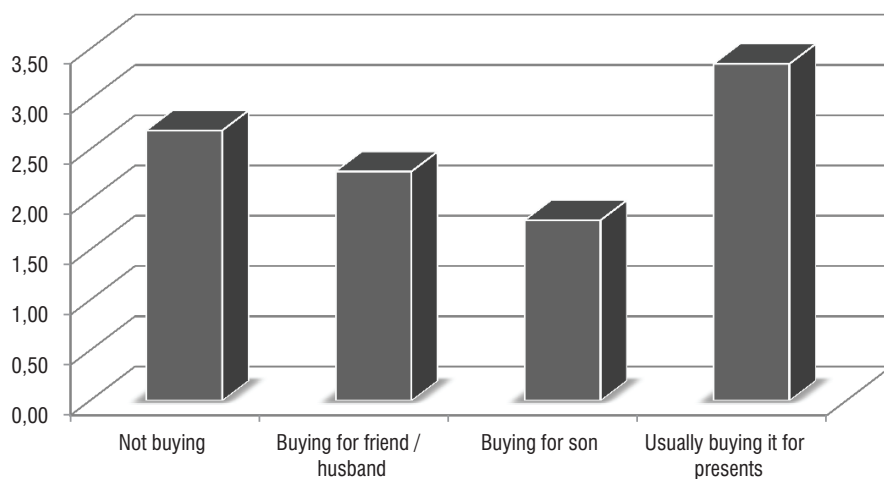
When evaluating the women's purchase reasons of cosmetics for men, it could be stated that women usually buy cosmetics for men for presents (see Figure 4). Hence, it substantiates previous

results revealing that men get cosmetics for men as a present and it could be stated that these cosmetics for men presents are usually given buy women.

Based on the analysis of the research results it could be stated that men tend to buy cosmetics for men themselves based on the factors such as scent, price, purpose



*Fig. 3. Men purchasing patterns regarding cosmetics for men*



*Fig. 4. Women's purchase reasons of cosmetics for men*

of the cosmetics, and discount. Based on the same factors, women are tending to buy cosmetics for men as a present. Cosmetics products that are most often used by men and bought by men themselves or by women as a present are shower gel, shampoo, and shaving materials. The other products of cosmetics for men are more likely to be bought by women as a present because women believe men should use more cosmetics products.

## Conclusions

After analysing scientific insights about gender-induced differences in consumer choice, empirical research has proved their existence. Empirical results indicated not only different reasons for a product choice (that would be evident based on the product essence) but enabled to name different factors affecting a choice of different gender customers.

The focus group discussions were provided to establish key milestones for further research. The analysis of qualitative results indicated the existence of fundamental differences among factors affecting cosmetic product choice in the segments of men and women. Primarily, different choice purposes were established; moreover, different importance of product-related factors and different buying motivations were indicated. Moreover, women are often those who take care about the products men use for their daily hygiene. Also, cosmetics for men products are common birthday or Christmas presents. Therefore, for marketers selling cosmetics for men to a women segment could be suggested to provide promo-

tional women education about the 'must have' products of male daily life. In such a way, a segment of caring mothers / wives / girlfriends will be attracted.

The results of questionnaire survey corrected the initial product-scape. The most popular cosmetics for men products in Lithuanian market were found to be traditional ones: shampoo, shower gel, and shaving materials. Moreover, qualitative as well as quantitative research results indicated that women agreed and would prefer men using more of the cosmetics products. Therefore, a previously stated implication to marketers for attracting women as a segment of cosmetics for men market can be approved. Also, it can be suggested that the male segment has to be educated about the cosmetics for men in terms how to choose, what products to use, where to buy, etc.

The main factors affecting a choice of cosmetics for men products were established based on both: qualitative and quantitative results. The most important factors while choosing cosmetics for men were found to be scent, price, discounts, and purpose of a product. Moreover, the only one factor that was more important for men than women was habit.

Analysing the purchase patterns indicated by quantitative results, it was proved that men usually buy cosmetics themselves or get it as a present, and women usually buy cosmetics for men as a present for someone. Also, the research results denied an assumption that the Lithuanian origin could serve as a competitive advantage for Lithuanian producers: cosmetics for men produced abroad was much more preferred by Lithuanian consumers.

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## LYČIŲ NULEMTI SKIRTUMAI, RENKANTIS VYRAMS SKIRTĄ KOSMETIKĄ: LIETUVOS ATVEJIS

### S a n t r a u k a

Vartotojų sprendimų priėmimas kaip pasirinkimo elgsenos dalis – viena iš dažniausiai nagrinėjamų temų marketingo srityje. Suvokdamos vartotojų sprendimo svarbą, organizacijos siekia kurti produktus, geriausiai atitinkančius vartotojų poreikius ir pirmenybes. Atsižvelgiant, kad dažnu atveju rinka būna nevienalytė, vienu iš segmentavimo pagrindų galima laikyti vartotojų lytį – galima daryti prielaidą, kad skirtingų lyčių atstovai, priimdami pirkimo ar vartojimo sprendimą, yra veikiami nevienodų veiksnių.

Šiuo straipsniu siekiama papildyti mokslinę diskusiją rinkos segmentavimo tema, nustatant lyčių sąlygojamus skirtumus vartotojų pasirinkimo elgsenoje, tyrimų lauku apibrėžiant vyrų ir moterų pasirinkimo skirtumus Lietuvos kosmetikos prekių rinkoje. Straipsnyje nagrinėjama problema – kokie lyties sąlygojami skirtumai išryškėja vartotojui priimančiam vyrams skirtos kosmetikos pasirinkimo sprendimą?

Siekiant detaliau apibrėžti Lietuvos kosmetikos produktų rinką, buvo pasitelkti kokybiniai ir kiekybiniai tyrimų metodai; empirinis tyrimas atliktas dviem etapais, kurių pirmajame buvo pasitelktas kokybinis, antrajame – kiekybinis tyrimo metodas. Kokybinio tyrimo etapo metu buvo įvykdytos dvi fokus grupių diskusijos, kurių pagalba siekta nustatyti populiariausius (dažniausiai naudojamus) kosmetikos produktus vyrų tarpe, pagrindinius veiksnius, darančius įtaką naudojamų produktų pasirinkimui, galimus vyrų ir moterų pirkimo įpročius, susijusius su vyrams skirtais kosmetikos produktais. Fokus grupių diskusijų metu gauti rezultatai buvo apibendrinti ir detalizuoti klausimyne, kuris vėliau pasitelktas atliekant kiekybinį tyrimą.

Siekiant struktūruoti tyrimo rezultatus, straipsnis yra padalintas į dvi dalis – teorinę ir empirinę. Teorinėje dalyje glaustai pagrindžiama rinkos segmentavimo lyties pagrindu galimybė, taip pat išryškinami ir analizuojami lyties sąlygojami skir-

tumai vartotojų pasirinkimo elgsenos kontekste. Teorinė dalis sudaro pagrįstas prielaidas atlikti empirinį tyrimą.

Antrąją straipsnio dalį sudaro du skyriai, atspindintys empirinio tyrimo eigą. Pirmame skyriuje pateikiami atliktų dviejų fokus grupės diskusijų rezultatai. Fokus grupių diskusijos pagrindė skirtumų tarp vyrų ir moterų pasirinkimo elgsenos egzistavimą. Diskusijų rezultate buvo nustatyti esminiai veiksniai, lemiantys vyrams skirtos kosmetikos produktų pasirinkimą vyrų ir moterų segmentuose. ir anketinę apklausą. Grindžiant fokus grupių diskusijų rezultatais buvo sudarytas antrajame tyrimo etape – anketinėje apklausoje – naudotas klausimynas.

Anketinės apklausos rezultatai parodė, kad populiariausi vyrams skirtos kosmetikos produktai Lietuvos rinkoje yra šampūnas, dušo želė ir skutimosi priemonės. Taip pat tyrimo metu nustatyta, kad moterys pageidauja, jog vyrai naudotų daugiau kosmetikos produktų. Analizuojant pirkimo įpročius nustatyta, jog vyrai dažniausiai kosmetikos produktus perka patys arba gauna dovanų, tuo tarpu moterys šias priemones dažniausiai perka kaip dovanas. Tyrimo rezultatai paneigė prielaidą, kad lietuviška produkto kilmė galėtų tapti konkurenciniu pranašumu Lietuvos kosmetikos produktų gamintojams – užsienyje pagamintiems vyrams skirtos kosmetikos produktams tyrimo dalyviai teikė pirmenybę.

Esminiai veiksniai, lemiantys vyrams skirtų kosmetikos produktų pasirinkimą buvo nustatyti remiantis abiejų – kokybinio ir kiekybinio – tyrimų rezultatais. Svarbiausi veiksniai, lemiantys Lietuvos vartotojų pasirinkimą vyrams skirtų kosmetikos produktų atžvilgiu, yra kvapas, kaina, nuolaidos ir produkto paskirtis. Pastebėtina, kad vyrų segmente kaip vienas iš svarbių veiksnių buvo įvardintas pirkimas „iš įpročio“.

Straipsnis užbaigiamas išvadomis ir rekomendacinėmis įžvalgomis.