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REVIEW ARTICLE

PRODUCING A BEAUTIFUL BODY: A STUDY ON CONSUMPTION OF MEN'S BEAUTY PRODUCTS AND BEAUTY SERVICES

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ABSTRACT

The forms that the body allows to sculpt seem to diversify as opportunities to transform their own appearance. Thus, aging seems to escape the desirable body pattern that a contemporary society values. There are many as requirements for a society which expresses meant and establishes relations with the medium to which one wishes to belong. This research aims to analyze how the consumption practices of beauty products for men, seeking to establish relationships between meanings and practices of care. The results bring considerations about the use and forbidden that appear to be limited as practices for the man who show interest in being vain. This includes the prejudice that other men and / or women may come to about any behavior that deviates from the proper attitudes of men. But by way of exception, some men feel ashamed to consume beauty products and services, others seem to fall ill for the ideal of beauty, consume without limits, and when they are not their desires develop physical and emotional illnesses. Finally, in the conclusion, the results provide information that can help the management of operations on how to generate a product (packaging, colors, names and scents) that differentiate the consumption of men and women.

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INTRODUCTION

The importance given to the beauty predominantly comprised a significant percentage of female audience, after all, it was expected the woman to take care not only to attract the attention of the opposite sex, but also, the female audience as a way of marking the beauty premium that belongs only to those who assiduously follows the trends of what is considered beautiful and acceptable in society (Jablonski 2010, Strehlau *et al.*, 2010). But in this race against time, women do not seem to be the only ones worried about their image, men even been spending more time and resources to achieve the ideals of beauty imposed by society (Davis 2002, Dunne *et al.*, 2006, Fontes *et al.*, 2012, Garcia 2004, Guasch 2012). It can be seen that although care beauty are culturally associated with women (Borelli and Casotti, 2010, Wood and Eagly, 2015), recent research on gender, body and beauty as well as the data of the personal hygiene, perfumery and cosmetics have shown that men's participation in consumer products and beauty services has become more significant (Sources *et al.*, 2012, Garcia 2004, Goldenbeg 2005, 2011a, 2011b, Guasch 2012, Sauerbronn *et al.*, 2005, Silva 2006). With regard to the

consumption of beauty products and services worldwide, Brazil is third in the ranking of sales in this segment, behind only the US and Japan (Globo Universidade 2014). In Brazil, for example, male beauty products sales registered only in 2014 a turnover of R\$ 11.1 billion according to the Brazilian Association of Personal Hygiene Industry Perfumery and Cosmetics (Abihpec 2015). A justification of this behavior may be that men also feel nervous about their bodies and are used in various strategies like, plastic surgery, cosmetic and physical activities to achieve the standard of beauty imposed by society, is slowing the signs of aging or correcting imperfections in their bodies (Borelli and Casotti, 2010). In this context, companies in the personal care segment, perfumery, cosmetics and beauty as Avon, L'Oreal, Johnson & Johnson, Natura, Mary Kay and others began to adapt their products and services to the needs of this new model of man, so which already has become common to find in the market product lines totally focused on the male audience. When analyzing the marketing literature and consumer behavior in relation to the participation of men in consumer products and beauty services, we can see that there is still a gap in our understanding of the consumption practices of mature men and meanings they attach to this practice, since studies are preponderantly focused on the actions of young consumers (Cupolillo 2007, Dunne *et al.*, 2006, Fontes *et al.*, 2012, Goldenberg 2005, Guasch 2012) Based on research literature,

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this study aims to analyze the practices of consumer products and beauty services for men, trying to understand what relationships they establish with these products. Thus, they sought to understand how heterosexual men between 40 and 65 years of age perceive their bodies and are related to consumer products and beauty services during this tenuous time in their lives. The choice of this period of middle adulthood is justified by the fact that the first signs of aging in the body become more evident, "characterized by Papalia and Feldman (2013) as middle-aged". It is pertinent to note that this study also sought to understand the view of consumers, such as companies in the cosmetic industry, perfumery and hygiene have been working to provide products and services that are increasingly compatible with the male needs.

This theoretical essay (Meneghetti, 2011) is part of the preliminary stage of a field of research that, in future, aims to understand how cultural, social and subjective factors influence men in their consumption practices in the segment of products and beauty services. For this purpose, the authors as Arnould and Thompson (2005, 2007), Davis (2002) and Dunne *et al.* (2006) as well as Rocha and Barros (2006), Rocha and Rocha (2007) and Fontes *et al.* (2012) They were fundamental to the understanding and development of the results of this study. Besides this introduction, the article is divided into the following sections: a) theoretical framework bringing theoretical contributions on the themes body and aging, and to discuss the consumption of beauty products in Brazil and also highlighting the relationship between men, consumption goods and services beauty; b) method, which describes the methodological ways that enabled the achievement of the objective; c) the conclusion, the results show how consumers, men perceive the products and beauty services. This information can help management operations for how to generate a product (packaging, colors and smells) and names that differentiate male and female consumption.

MATERIALS AND METHODS

This research, developed according to the theoretical test model proposed by Meneghetti (2011), is part of the preliminary stage of a field of research that, in future, aims to understand how cultural, social and subjective order factors can influence practices consumption of men in the product segment and beauty services. For this, it was chosen as the resort city of Teresina, state of Piauí, Northeast Brazil, with a population of 814,230 inhabitants, where 380,612 are men and 433,618 are women. Still, it is emphasized that this population, only 46,978 people attend higher education and the capital also ranks 5th in the standings in greater quantity of illiterates in the Northeast (IBGE 2010). The interest in researching this audience arises from the assumption that stereotypes associated with care and use of services and beauty products are specifically feminine nature that are rooted in culture and macho talk of the town. Initially, realizing the relationship between beauty and aging in the female and then male universe, this research sought to be based on studies that observed consumption as a practice governed by a much broader cultural and complex system able to establish rules between permitted and prohibited and fleeing to the logic of consumption (Rocha and Barros, 2006, Arnould and Thompson, 2005, 2007). For this preliminary study, we used items found in access to regular bases. To filter specific issues and / or associated with the object of study, searches were made from keywords such as consumer behavior, male beauty,

body, aging, beauty, gender, Brazilian culture, social representations, sexuality, marriage, masculinity and executive women. Items collected are mostly publications of the last five years, while another part refers to classical authors that could not be discarded. Initially, for a greater understanding of the problem of this research, searches were made by international articles classic authors like Arnould and Thompson (2005, 2007), Davis (2002) and Dunne *et al.* (2006), and national items like Rocha and Barros (2006), Rocha and Rocha (2007), among others who excel in their studies clearly consumer behavior governed by a cultural system that evades explanation of logic consumption and also argue about the influence of this system in men in the consumption of services and beauty products. From these authors, as well as other studies on the consumption practice within the segment services and beauty products, such as Fontes *et al.* (2012), comes the interest in researching the meaning that the male audience attaches to the consumption of such services. So for this test, we used 30 articles.

Body, stage of time: aging scenario

The importance that has been given to the body, especially between urban and lower middle layers of the population, Goldenberg (2011a, 2014), comes to demarcate this appreciation to the body as a capital in contemporary society and not only physical capital, but also a symbolic, economic and social capital, this because it is from that social relationships are established, which affective and loving relationships are promoted and that people are classified as social groups or economic classes (Fontes *et al.*, 2012; Goldenberg, 2011b). In this context, people crave for reaching, with much effort and sacrifice the young body, standardized and socially acceptable (Goldenberg, 2011b). For this, live with this constant and rigorous search for the ideal body, which implies, among other things, not to allow the manifestation of the first signs of time on their bodies. This may be because aging is seen as a decay phase, marked by the loss of the young body, beautiful and healthy. Thus, it seems escape the established beauty standard (Goldenberg, 2011a). This period also shows the body as belonging not to be where the individual does not hold the ability to stop the effects of time, the body goes beyond the existence of man and reveals its finitude (Lima and Rivemales, 2013). The study by Lopes *et al.* (2007) reveals the influence of culture on perceptions of old age. From childhood we observe the appreciation of the body young, healthy and beautiful associated with positive personality, a good and naive person, as the old man would be closely linked to negative personality, a poor, sick and ugly. Examples are the representations of fairy tales or cartoons that feature young characters and beautiful positively and generally how victimized protagonists and as the old characters antagonists, most of the time wizards and evil, which aim to achieve eternal youth and consequently obtain the benefits this period can offer. Another way to spread the appreciation of the body would be closely linked to superheroes who never grow old characters are strong, holds strength and are socially accepted accounting standards of beauty and character to follow (Dunne *et al.*, 2006). Brazilian studies such as Goldenberg (2011a, 2011b) and Casotti *et al.* (2008) show that the young body seems to favor also other forms of capital, as the labor market, marriage and sex. This realization awakens the desire for acquisition of this body by the prestigious imitation, which are taken as follows standards bodies that have succeeded and social benefits, are representations of these

patterns, models, actresses and / or actors, show hosts and players, individuals influencing fashions, contributing to the rejuvenation of aged appearance. Thus, they observe the contributions of communication networks, such as television, the spread of this young body that stigmatizes aging (Goldenberg, 2014).

Products consumption and beauty services

The consumer products and beauty services has grown significantly worldwide. Brazil is the world's third largest market with active participation in sales of toiletries, perfumes and cosmetics, losing in competition, only to the United States and Japan, ahead of China (Magazine Exame, 2013). The sector of beauty products and services is growing about 10% a year, well, beauty is perceived as a good business field, benefiting also generate jobs for about 5.6 million people (Globo.com 2014). The growth of this sector is not justified only by beauty issues, men and women realize that you need to take care of their appearance, because it is through the body image that identity is constructed (Borelli and Casotti, 2010), and also, promote social mobility (Goldenberg 2011b) and love relationships (Fontes *et al.*, 2012). In this context, men and women are easy targets in the ideological discourse of image reconstruction (Lopes *et al.*, 2007). Thus, the consumer begins to take ownership of functions that enable the process of construction and reconstruction of the ideal body, following standards of beauty imposed by culture (Lima and Rivemales, 2013). Thus, the body loses its natural essence to become artificial, but perceived positively and accepted by the social environment to which it is inserted (Borelli and Casotti, 2010). For the transition of a real body for optimal body (Borelli and Casotti, 2010) are necessary tools that allow such changes, it is in this context that the companies products and beauty services act, favoring the purchase of beauty that is no longer a divine gift or work of nature but something to be conquered as much dedication (Fontes *et al.*, 2012). Avon, L'Oreal, Johnson & Johnson, Natura, Mary Kay are some of the companies that cater to all audiences, but recently has offered a more precise attention to the male audience (Magazine Exame, 2013). Perhaps the need to launch new products that will meet the demands of a new definition of man (Abeoc Brazil, 2013). In addition to this follow-up meeting from the public childhood to old age, the culture of beauty requires innovations companies that allow personal achievements related to body dissatisfaction that men and women manifest often not necessarily associated with aging, but the suffered bodily changes changes in adolescence (Borelli and Casotti, 2010).

Men, consumption, beauty products and services

In the media every day are ideal models projects to follow. Man, for example, has become a target in the (de) construction of its traditional role, necessarily, that looks devoid of vanity, to build up in a nice image guided consumption instruments to enable this process (Garcia, 2004). In this context, a new concept of masculinity arises where man ceases to be a mere spectator and becomes the target of attention in the field of beauty. However, the inner desires related to the care of appearance and stereotypes that undermine their masculinity promote a conflict between cultural imposition of beauty and traditional remnants that defined the concept of man (Silva, 2006). He seeks thus build their image through denial of everything that joins the woman. It proferivel, for this audience, that there is a boundary between the permitted and

the forbidden, so the concern for good body shape - Beauty - becomes something almost unimportant, but there are still men who quietly consume beauty products, but place restrictions on their care. For them, take a supposed vanity, jeopardizes the image of "real masculine man." He seems to walk a fine line between what can and what to consume (Fontes *et al.*, 2012). Silva (2006) and Garcia (2004) state that the man is a regular consumer who has gained a significant space in the consumer products and beauty services, but feel insecure or embarrassed to take her vanity. Sauerbronn *et al.* (2005) state that man as a being in essence, has inner desires that do not reflect the conscience, but when they try to take their motivations feel repressed and shamed. Despite the man still seem uncomfortable in worrying about their looks, perceive beauty as a facilitator of social relations, especially emotional, this man also seems to reveal a greater concern in delaying aging, fearing stereotypes that refer to old age as a time of loneliness and isolation (Papalia and Feldman, 2013).

The man also feels dissatisfied with your body, the charge that they exercised in their maledominated, a thin woman, fit, seems to fall on them, as well as being uncomfortable with their appearance, women also require a good-looking in his amorous conquests. Thus, man must be vain, be in good shape, but be manly (Goldenberg, 2005, 2011a, 2011b). The responsibility of being beautiful and male lies so directly about this man that when the standard of beauty proposed is not achieved, physical and mental command diseases can be generated, body disformico disorder, eating disorders, impotence, severe depression are examples, it can also be caused by anabolic. These can be consequences of relentless pursuit by a natural beauty that enhances the body young, healthy and in good shape (Dunne *et al.*, 2006).

Conclusion

This research proposes further analysis within the area of consumer behavior, specifically, male, with respect to the membership services and beauty products. The interest in studying this group of consumers, arose from the perception that men (in) directly, began to worry more about their appearance, especially at the expense of the motivations of acceptance and social ease. Within the male universe, this research has focused on literature that discusses men aged between 40 and 65 years old. This period was chosen to be the moment when the signs of aging become more evident, so the tendency of people to engage in a process of delaying these signals is larger. Normally, beauty is associated with woman and professional success to man, thus, one complemented the other, the man attracted to beauty and women for success. However, this paradigm has been modified from the moment the woman started to participate in the labor market, obtaining career advancement and men to worry about their physical image. Some research in Brazil and other countries perceive in their results that gender roles seem to be reversed, that because man has become a frequent customer of the beauty market, because now in addition to being smart and successful, must be beautiful. In contrast, it is believed that the trend is that consumers do not prove to be as prone to the consumption of beauty, afraid as the judge of society, or consume, but discreetly and associated health form. It is noticed that the man's behavior, in general, is a social construct and that from the moment that is built modifies the environment. The male consumer has been influenced by a new concept of women, thus becoming a new man. And this new definition of man

gave rise to the metrosexual, media creation that features a heterosexual who identifies with cosmetics and designer clothes, but that their masculinity is unquestionable, despite being a gentler man. To break stereotypes, it is expected that men associate the consumer products and beauty services, hygiene, distancing their actions that the aesthetic market. Another strategy would be aimed at producing products with names and different packages that were directly associated with the new concept of man, really masculine. So they feel more comfortable in taking care of their appearance, without regard to stereotypes, as if his actions were similar to the female audience.

The man understands that beauty, rather, a good physical form, is a facilitator of social relationships, including loving, but still feels ashamed to worry about their appearance thus would be more research interest in this area, noting man as a being that has desires and dissatisfactions with respect to your body, but it does not feel free to meet. As a woman, it should feel good about yourself, watching the beauty as a concern for health. In this sense, future research can observe that the consumer relations man establishes between beauty and social relationships, checking the meanings attributed to this practice in the segment of consumer products and beauty services. The results may provide a more precise understanding in relation to this consumer that enable the creation of new satisfaction strategies to this emerging group. It can be seen that culture not only influences innovations in bodily representations of each individual, companies are also required to innovate its products to meet the grievances of its customers. Thus, specific spaces for each audience are created because just as there are specific locations for the female public consumption, for example, shops and salons, men also have their space in physical and virtual sites. It is expected that with the advancement of the discussions on this subject, the results to better understand the interfaces between the appearance of the first signs of aging in heterossexual men, and a possible influence on the process of beauty products consumption by maturity, or culture fact constitute a family do not seem to care about pre-established opinions and without prejudice assume their vanity. In contrast, these studies may have as limitation the strong social imposition that can influence the behavior of consumers as to set boundaries between what is socially permitted or prohibited. Thus, even with the appearance of the first signs of aging, the man follows the pattern that is imposed without question, repressing any desire related to its beauty.

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