Grooming Products Purchase Intention:
Using the Value-Attitude-Behaviour Model

Thivashini B. Jaya Kumar
Tang Renee
Goh See Kwong
Yip Kwok Keong
Foong Chee Haur
Nan Jiang

Taylor’s Business School, Taylor’s University

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Abstract: Men’s grooming market has been one of the fastest-growing segments in terms of value and volume. The purpose of this research to examine men’s motivation and attitude towards the purchase of grooming products in Malaysia, by adopting a Value–Attitude–Behaviour (VAB) hierarchy model. Data were collected among male consumers in Malaysia using a mall-intercept survey. The total number of 170 valid responses were generated and structural equation modelling (SEM) was employed using partial least squares (PLS) path-modelling analysis to assess measurement and structural model. The findings show that the self-concept (self-image and self-consciousness) and product involvement positively affect consumers’ attitude toward purchasing male grooming products. The results also show that opinion leaders moderate the relationship between self-image and product involvement with the attitude towards purchasing male grooming products. The findings reveal new insights into the little-studied area of the male grooming industry. The authors shed light on the construction of self-concept, involvement, opinion leadership and the relative importance on the attitude towards purchasing male grooming products.

Key words: self-concept, product involvement, opinion leaders, value-attitude-behaviour (VAB) model.

1. INTRODUCTION

A decade ago, it used to be men ‘borrowing’ skincare or grooming products from their counterpart or even mothers whereby at most their very second exposure was sun protection moisturiser. Today, beauty and cosmetics products are no longer exclusively for women, as more men are paying special interest in their appearance. The booming of male grooming market is chiefly attributed to increased societal
attention on physical appearances (McNeil and Douglas, 2011) and elevation of availability of male grooming products in the market (Khan et al., 2017). The male niche cosmetic market is increasing with a flying leap and is representing an important opportunity for manufacturers of this industry (Souiden and Diagne, 2009). Cosmetics companies are no longer producing only male toiletries products, such as shaving foam and razors but have switched their focus on developing more niche products for men, such as face creams, toning gels and hair colouring (Khan et al., 2017). Men’s grooming market has been one of the fastest-growing segments in terms of value and volume (McNeil and Douglas, 2011). However, despite the increasing importance of the male cosmetic segment, little attention is given to research on the attitude of males toward the purchase of grooming products. The dearth in this domain has initiated our interest to identify men’s motivation and attitude towards the purchase of grooming products in Malaysia.

Some studies have demonstrated that men are more involved in retail channels, particularly more upfront to openly shopped and consume for grooming products (Barry and Philips, 2016; Shephard et al., 2016; Strubel and Petrie, 2016; Souiden and Diagne, 2009). Factors, which formerly have been associated more with female shopping behaviour, are now being examined in men. In particular, fashion consciousness (Barry and Philips, 2016; Lam and Yee, 2014), fashion leadership (Kinley et al., 2010; Shephard et al., 2016; Workman and Cho, 2012), degree of involvement (Kinley et al., 2010; Strubel and Petrie, 2016), personal variables (Chiu et al., 2019; Khuong and Duyen, 2016; Souiden and Diagne, 2009) and socio-cultural variables (Khan et al., 2016; Strubel and Petrie, 2016) have been examined towards the effect of men’s attitude towards consumption of fashion/grooming products. Therefore, there is a need to understand the male’s consumption attitude towards grooming so to capitalise on this growing market.

Consumers often purchase products corresponding to their self-concepts and product involvement. Prior studies have pointed out the importance of self-concept theory towards the consumption of fashion/cosmetics (Han et al., 2017; Lam and Yee, 2014; Giovannini et al., 2015). Self-image acts as a stimulus for product consumption, and it is used as a tool to boost self-concept whereas self-consciousness exerts a strong impact on consumer behaviour and decision-making process. Besides that, prior researches have also highlighted the importance of involvement theory in consumer consideration of a product (Hourigan and Bougure, 2012; Gitimu et al., 2013; Strubel and Patrie, 2016). According to and Roe and Bruwer (2017), involvement is a product category-specific phenomenon with different products arousing different levels of involvement. Lastly, studies done by Cho and Workman (2011) and Kinley et al. (2010) shows the importance of social exchange theory in consumer purchase behaviour. Opinion leaders are information suppliers involved in the process of interpersonal information exchange of a product.
Current research is an effort to explore the factors associated with the purchase of grooming products by male customers with the consideration of the theory of self-concept, involvement theory and social exchange theory. By adopting a Value-Attitude-Behaviour hierarchy (VAB) model, this study aims to (1) examine the influence of self-image, self-consciousness and product involvement on men’s attitude towards consumption of grooming products and (2) examine the moderating impact of opinion leadership on men’s attitude towards consumption of grooming products.

This study contributes to academic literature in three ways. First, this study focuses on male consumption of grooming products. Research on gender differences has been quite extensive in the context of consumption-related behaviour. Results from studies that have focused on the effect of gender on appearance-related attitudes and behaviour show that men and women process information differently with regard of their consumption of products (Shepard et al., 2016; Souiden and Diagne, 2009). Traditionally, the consumption of cosmetics has been confined to female consumers since grooming products are considered as a pervasive element of women’s culture (Chang, 2018). Moreover, there are many types of research done on female consumption behaviour but men’s shopping behaviour has received less attention (Khan et al, 2017). Previous studies have examined men shopping behaviour in term of fashion/clothing purchase (Barry and Philips, 2016; Lam and Yee, 2014; Kinley et al., 2010; Shepherd et al., 2016; Strubel and Petrie, 2016) but men shopping behaviour towards grooming products has received scant attention. Thus, this study is expected to contribute to the literature on men consumption behaviour of grooming products.

Second, this study verified the significant effects of self-concept theory, involvement theory and social exchange theory on male’s consumption of grooming products. Self-concept is how people perceive themselves, which includes self-image and self-consciousness while involvement is a consumer’s understanding or recognition of a specific product. Social exchange theory centres on the concept of reciprocity (Blau, 1964). Opinion leader’s knowledge and interest in a particular product class provide them with the opportunity to satisfy individuation needs (Bertrandias and Goldsmith, 2006). Extant research indicated the effect of self-concept on a purchase of branded fashion accessories (Soiuden et al., 2011; Sugitani, 2018), clothing (Lam and Yee, 2014) and the effect of involvement on the purchase of clothing (Kinley et al., 2010; Strubel and Petrie, 2016). Some studies have also shown the effect of fashion leadership on clothing purchase (Kinley et al., 2010; Shephard et al., 2016). Although most of the studies are based on fashion shopping behaviour, a study by Khan et al, 2017 showed that self-concept effect on men’s attitude towards consumption of cosmetics. Therefore, this study examines the effect of self-concept and involvement as well as the moderating role of opinion leaders on male consumption of grooming products.
Lastly, this study adopts Value-Attitude-Behaviour hierarchy (VAB) model to understand the male’s consumption attitude and behaviour towards grooming products. Homer and Kahle (1988) have tried to integrate the interrelationships between values, attitudes, and behaviours by proposing a causal model on the influence between them. Their study result showed that value dimensions would influence attitudes toward natural food, which, in turn, would influence shopping behaviours among natural-food consumers. While the Value-Attitude-Behaviour model has been expanded and applied to other topics including ecological behaviour (Chiu et al., 2014; Milfont et al., 2010), healthy food consumption (Kang et al., 2015), airport travellers’ shopping decision (Chung, 2015) and consumers’ mall shopping behaviour (Cai and Shannon, 2012), but the model has yet to be applied to purchase of grooming products. It is necessary to understand what motivates men to make grooming product choices. To better understand men consumption of grooming products, this study employed the Value-Attitude-Behaviour (VAB) hierarchy model, which explains the influence of value on men attitudes and behaviours toward grooming products.

2. LITERATURE REVIEW

2.1. Value-Attitude-Behaviour (VAB) model

Value-Attitude-Behaviour (VAB) model is a cognitive hierarchy representing the relationship between values, attitudes, and behaviours. VAB model proposes that consumers’ values indirectly influence behaviour through the mediating role of attitudes. According to Tudoran et al. (2009), values in the VAB model are organized in a cognitive hierarchy, in which it influences behaviour indirectly through attitudes. Homer and Kahle (1988) first applied this model to the context of natural food shopping behaviour. Their study found that the causal sequence from abstract cognitions (values) to mid-range cognitions (attitudes) which in turn influence and lead to specific behaviours. Homer and Kahle (1988) also stated that internal values exert power on an individual’s decision such as what to buy and where to buy.

Homer and Kahle (1988) pointed out the necessity of the expansion of Value-Attitude-Behaviour (VAB) model beyond the context of natural foods to additional products and industrial situations. Although significant progress has been made in terms of utilizing and testing the VAB model, more research is needed to examine the relationship between individuals’ values and more specific attitudes (Kiatkawsin and Han, 2017). Prior studies have proven the principle of the VAB approach by adding or excluding certain constructs. For example, Cai and Shannon (2012) employ personal values to examine the relationships with attitudes and mall shopping behaviour. Chiu et al. (2014) point out the importance of perceived value
and activity involvement by tourists in ecological behaviour. Tudoran et al. (2009) include hedonic expectations while Kang et al. (2015) include health value toward foods choice and perceptions of healthiness. In responding to the needs outlined by prior researchers, the application of Value-Attitude-Behaviour (VAB) model in the current study is necessary to focus attitudes related to consumption of male grooming products.

2.2. Self-concept theory and involvement theory

Self-concept theory explains how people perceive themselves (Morse and Gergan, 1970). According to Morse and Gergan (1970), this theory combines the ideal self-concept (the way an individual would like to be) and real/actual self-concept (how an individual perceives himself). Consumers often purchase products corresponding to their self-concepts as a means of self-expression (Nam et al., 2007; Lam and Yee, 2014; Souiden et al., 2011). Prior studies have pointed out the importance of self-concept theory towards the consumption of fashion/cosmetics. For example, Souiden and Diagne (2009) employ self-image as a part of personal variables to examine the effect of men’s attitude towards consumption of cosmetics. Lam and Yee (2014) and Shephard et al. (2016) examined the impact of self/fashion consciousness on buying intention as well as the shopping behaviour of men. On the other hand, involvement theory is the degree to which some individuals were more concerned and thought more deeply about some things than others (Lesschaeve and Bruwer, 2010). The higher level the consumer consideration of the product is called high involvement and the lower level, low involvement. Furthermore, it is generally agreed that involvement is a product category-specific phenomenon with different products arousing different levels of involvement (Roe and Bruwer, 2017). A study done by Kinley et al. (2010) showed that the degree of involvement with shopping for clothing affects the purchase decision. These two theories have played a significant role in testing to examine fashion/cosmetics consumption behaviour. Therefore, this study chooses these theories’ construct as values in VAB model in which it influences the consumption of men’s grooming products indirectly through attitudes.

2.3. Social exchange theory

Social exchange theory centres on the concept of reciprocity (Blau, 1964). According to this theory, an individual supply rewarding services to another while the second person must furnish benefits to the first. Gatignon and Robertson (1986) consider interpersonal influence as an exchange process and focus on both opinion leaders (information suppliers) and opinion seekers (information demanders). In the context of information exchange, opinion leaders aim at standing out in-group and differentiating themselves by giving advice or information (Coulter et al., 2002). Opinion leader’s knowledge and interest in a particular product class provide them with the opportunity to satisfy individuation needs (Bertrandias and Goldsmith,
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2006). Cho and Workman (2011), Coutler et al. (2002) and Kinley et al. (2010) employed social exchange theory in their studies to examine clothing purchase behaviour. Hence, this study chooses this theory to understand men’s opinion leadership in grooming products purchase behaviour.

2.4. Self-image

Self-image is how people value and define themselves, generally a reflection of their self-esteem and confidence. Men’s self-image is the prime stimulus or activator for men to opt for grooming products consumption (Souiden and Diagne, 2009). The components of self-concept encompass of physical, psychological besides social attributes in which has an impact on an individual's affective, behavioural and cognitive components (attitudes, beliefs, and values). Literature shows that consumers purchase fashion/cosmetics products through thoughts and images for the development of self-image (Lam and Yee, 2014; Han et al., 2017). The notion of self-concept thus elevates the needs of grooming as one of the fundamental tools that men can use to enhance and mitigate their physical appearance and outlook; further boosting one’s masculinity and manliness. A good illustration would be a stain on the skin often leads to discomfort and awkward situations, which in turn it diminishes and tarnishes an individual’s self-esteem (Cash and Pruzinsky, 2002). Hence, it is undeniable fact that the construction of a man’s identity can be achieved through proper body care; image and the utmost ‘perfect desired look’ to avoid any potentially awkward situations. Besides that, grooming products may not only improve men’s physical appearance but also it helps to improve the psychological image by increasing the confidence level about their appearance. Souiden and Diagne (2009) supported this opinion and reported that one of the main stimuli for the consumption of male grooming products is the production of a desired identity and self-image. Higher positive attitude towards the consumption of grooming products is achieved when the more the man is willing to boost his self-image. Confirming this view, Khan et al. (2017) stipulated that male consumption of grooming products contributes to the creation, development and maintenance of a self-image. Based on this, the following hypothesis is developed:

H1: Self-image concern is positively associated with the Men’s attitude toward grooming products consumption.

2.5. Self-consciousness

According to Abe (1996) self-consciousness is the extent to which the self-system is readily activated, so that an individual while interacting becomes concerned with the reactions of others to himself. Self-consciousness is a key ingredient in understanding self-concept and has been extensively studied in its impact on consumers’ behaviour (Peters et al., 2011; Xu, 2008). Self-consciousness would exert a strong impact on consumer behaviour and decision-making process, such as acquisition and consumption of products (Giovannini et al., 2015). According to
Giovannini et al. (2015), individuals who have high self-consciousness are more concerned about their social identity. Bunkrant and Page (1981) proposed that individuals with high self-consciousness are more inclined to use consumer goods to create favourable impressions than those with low self-consciousness. Confirming this view, Giovannini et al. (2015) specified that individuals who have high self-consciousness are more concerned about their social identity. The study done by Giovannini et al. (2015) reported that level of self-consciousness an individual has positively impacted their brand consciousness. Fernandez (2009) also concluded that consumers preferred to purchase brand name clothing because they were concerned with how their peers viewed them. Therefore, the more concerned an individual is with how others see him/her, the higher the level of attitude towards product/brand. According to Shephard et al. (2016), fashion consciousness stems from being self-conscious. Previous studies have shown the positive relationship between fashion consciousness and attitude towards product or brand (Bakewell et al., 2006; Lam and Yee, 2014; Shephard et al., 2016; Workman and Cho, 2012) but self-consciousness has received less attention. Based on this, the following hypothesis is developed:

**H2:** Self-consciousness concern is positively associated with the Men’s attitude toward grooming products consumption.

### 2.6. Product Involvement

Product involvement defines the relationship between a customer and a product that has a degree of importance or tendency to stimulate feelings of interest in that product (Strubel and Patrie, 2016). In short, product involvement refers to the consumer’s understanding or recognition of a specific product. The higher level of consumer consideration of the product results in high-level involvement and lower level, low involvement. Zaichkowsky (1985) defined involvement as personal demand and interest evoked by a specific stimulus in degrees of perceived personal relevance toward an object. According to Josiam et al. (2016), level of involvement affects consumer’s attitude and behaviour formation as well the way they make decisions. In reviewing prior research on product involvement, it was revealed that consumers with high levels of product involvement are positively influenced in their purchase intention and shopping experience due to their high level of interest in products/services (Campbell et al., 2014; Prendergast et al., 2010; Zhang and Kim, 2013). Research has shown product involvement leads to confidence in clothing purchase decisions (Hourigan and Bougure, 2012; Gitimu et al., 2013). Strubel and Patrie (2016) studied the relationship between product involvement and men clothing purchase. Applying this concept to the consumption of grooming products, men are willing to pay more attention and interest under high involvement conditions when purchasing grooming products. Based on this, the following hypothesis is developed:
H3: Product involvement is positively related to attitude towards purchasing grooming products.

2.7. Opinion leadership

Opinion leaders refer to the tendency to ascendancy over other consumers others in consuming products based on the credibility of the product expertise (Flynn et al., 1996). According to McNeill and Douglas (2011), opinion leaders are individuals with the ability to exert an imbalance amount of influence over the decisions made by others. In this paper, opinion leaders are referring to those consumers who are more interested in fashion than other consumers and who are more confident in their taste. The concept of opinion leadership in male consumption of fashion/grooming products has also not been extensively addressed in the literature (Cho and Workman, 2011; Koksal, 2014). High in product expertise would feel confident in their ability to make any individual product choice and would feel little need to consult others before product selection due to a large store of knowledge. On the contrary, consumers with less product expertise are more likely to doubt their own ability to make good product choices and therefore are likely to feel compelled to ask others for product advice (Coutler et al., 2002; Koksal, 2014). Studies have shown different results on opinion leadership factor influencing attitude and causing a purchasing decision (Bansal and Voyer, 2016). For example, Tejavibulyaa and Eiamkanchanalai (2011) reported a negative relationship between opinion leaders and attitudes while Coutler et al., (2002) stated that high opinion leadership group was significantly more involved than others. Based on this, the following hypothesis is developed:

H4: Opinion leadership moderates the relationship between values and attitude towards purchasing grooming products.

Darden and Reynolds (1972) profile opinion leaders for men's apparel fashions and found that characteristics such as fashion interest or fashion consciousness are related to opinion leadership. According to Koksal (2014), male fashion leaders are more fashion conscious and care about their appearance than other male consumers. Their study also indicated that male fashion leaders are interested in fashion; increase their social status and to boost their self-image. Kim et al. (2015) also stated that consumers with opinion leadership tendencies are more likely to emphasize personal value than those with non-leaders.

H4a: Opinion leadership moderates the relationship between self-image and attitude towards purchasing grooming products. The relationship between self-image and attitude towards purchasing grooming products is stronger for opinion leaders.

H4b: Opinion leadership moderates the relationship between self-consciousness and attitude towards purchasing grooming products. The relationship between self-consciousness and attitude towards purchasing grooming products is stronger for opinion leaders.

Cho and Workman (2011) stated that consumers who are high in opinion leadership engage more often in fashion consumption than those who are low in
opinion leadership. Their study further mentioned that opinion leaders spend more money on fashion; show more interest and involvement in fashion and are more likely to engage in purchase behaviour. Kim et al. (2015) suggested that opinion leadership is a consequence of a consumer’s interest and involvement in a product. Prior studies of opinion leadership supported a positive relationship between opinion leaders and product involvement towards purchase intention (Cho and Workman, 2011; Kim et al., 2015; Wei and Meng, 2016).

**H4c: Opinion leadership moderates the relationship between product involvement and attitude towards purchasing grooming products. The relationship between product involvement and attitude towards purchasing grooming products is stronger for opinion leaders.**

### 2.8. Men’s attitude towards grooming products

Consumer attitude is viewed as an assessment of the degree to which an individual favourably or unfavourably execute the behaviour (Finlay et al., 2002). An individual is more willing to undertake certain behaviour when they perceive a positive mindset and attitude (Das, 2014). According to Zhang and Kim (2013), an attitude towards behaviour has a direct impact on behavioural intention during the decision-making process. Further supported by Yoo and Lee (2009) that consumer’s positive attitude towards purchasing counterfeits result in positive buying intention. Prior studies found a positive relationship between attitude and purchase intention across different products and services (Chung, 2015; Das, 2014). For example, Valaei and Nikhashemi (2017) found that attitude towards purchasing fashion apparel influences the buying intention of young shoppers. Zhang and Kim (2013) concluded that consumers’ attitude towards purchasing luxury fashion goods positively affect their purchase intent of luxury fashion goods. Thus, the following hypothesis is developed:

**H5: Attitude towards purchasing male’s grooming products is positively related to the purchase intent of male’s grooming products**

Based on the review of the literature and hypotheses developed, the following Value-Attitude-Behaviour (VAB) model is proposed (see Figure 1).
Understanding Male Consumers Grooming Products Purchase Intention: Using the Value-Attitude-Behaviour Model

Figure 1: Proposed Value-Attitude-Behavior (VAB) model

3. METHODOLOGY

To test the hypotheses, a mall-intercept survey was used to collect data among male consumers in Malaysia. This study adopted judgment sampling, which is a type of purposive sampling whereby the sample members are selected based on confirmation to some criterion, pre-made by the researcher’s judgment (Cooper et al., 2006).

This technique is used to select respondents, who would best answer the questionnaire items as the questionnaire is designed in English language and only shoppers who made the purchase were approached. This ensures that participants...
shared responsibility in grooming product shopping. Male retail shoppers were approached as they left Watson in a well-known shopping mall located in Kuala Lumpur. A total of 176 male consumers completed the survey but only 170 respondents were used in this study. The remaining 6 consumer respond were incomplete and deemed to be unusable were excluded from the analysis.

The questionnaire encompasses six demographic (age, marital status, ethnicity, education level, current income/allowance, occupation) items and a total of 34 items for six factors (self-image, self-consciences, product involvement, opinion leadership, attitude towards consumption of male’s grooming products and purchase intention of men towards male’s grooming products).

The variable self-image has been measured using eight items developed by Cheng et al. (2010) while four items for the construct self-consciousness have been taken from Giovannini et al. (2015) study. Nine items for product involvement and six items for opinion leaders have been taken from Coutler et al. (2002) study. Lastly, for items for attitude and three items for purchase intention were adopted from Tang et al. (2011). All of the items in this study were rated on a 5-point Likert-type scale in which 1 represented “strongly disagree” and 5 represented “strongly agree.”

From the sample, 82.4% of the respondents (n=140) were single and more than half the respondents (66.5%) were of age between 21 and 30 years. In terms of educational background, 60% were of had at least an undergraduate level. Concerning occupation, 53.5% (n=91) were students, 47.5% (n=79) were employed for wages. Table 1 reports the description of the final sample.
To analyse the data, a partial least squares (PLS) approach to structural equation modelling (SEM) was used to test the various relationships. Specifically, SmartPLS 3.0 program was used to estimate the model's parameters (Ringle et al., 2015). According to Hair et al (2011), PLS-SEM does not rely on normality assumptions and it is a component-based approach that can be used to predict key target variables. PLS path modelling becomes an essential method in empirical research (Rezaei, 2015; Sarstedt et al., 2011). PLS-SEM is preferred over covariance-based SEM (CB-SEM) as the model is complex, and if we assume that measured variance is useful for explanation/prediction of structural relationships (Hair et al., 2013). Therefore, PLS-SEM was found suitable in this study to conduct and assess
measurement and structural model and test the proposed research arguments using SmartPLS software developed by Ringle et al. (2005).

First, confirmatory factor analysis (CFA) was conducted to assess the measurement model. Structural equation modelling (SEM) was performed to assess the structural model. Though the measurements used in this study have mostly been verified in previous research, there may be common method bias. This study is tested common method bias with Harman’s single factor test (Podsakoff et al., 2003). An exploratory factor analysis was also performed. Results showed the first factor explained 40.22% of the total variance; lower to the suggested 50% threshold. These tests did not indicate a single factor structure that accounted for most of the variances, suggesting common method bias is not a major issue in this study.

4. RESULTS

The two-step modelling approach recommended by Anderson and Gerbing (1988) was used to assess the constructs' measurement properties (the outer model) and the structural (the inner) model. Measurement properties were examined first to assess reliability and validity, after which the structural model was estimated. The structural model was used to test hypotheses H1-H5.

4.1. Confirmatory factor analysis (CFA) and constructs' measurement properties

At first, the confirmatory factor analysis (CFA) was conducted to test the validity of the model. All of the loadings were satisfactory (Cronbach's a greater than 0.7) and statistically significant (p < 0.01), shown in Table 2. Two loadings, product involvement (PI2) and (PI9) was not satisfactory and was dropped from further analysis. A Cronbach coefficient alpha and composite reliability test was tested on every one of the constructs to test the reliability of all item variables. Cronbach coefficient is to decide the internal consistency of the scale utilized while composite reliability takes into account that indicators have different loadings. Table 3 provides Cronbach’s α and composite reliability values. The variables were found to have an alpha coefficient estimation of 0.7 or more, which is an adequate level of reliability. Therefore, the measurement scale is internally consistent and reliable. Convergent validity and discriminant validity were examined for the validity of the data. Convergent validity signifies that a set of items represent the same construct, which can be demonstrated through their unidimensionality. According to Fornell and Larcker (1981), average variance extracted (AVE) value more than 0.5 indicates sufficient convergent validity, meaning that a latent variable can explain more than half of the variance of its items on average. Table 3 presents the AVE measurements, the outcomes demonstrated that the scores surpassed the threshold of 0.50 indicates
strong support for convergent validity. Further, discriminant validity was established, as the average variance extracted for each construct was greater than its shared variance with the model's other constructs (Fornell and Larcker, 1981).

Table 2: Construct loadings

<table>
<thead>
<tr>
<th>Construct/Measurement items</th>
<th>λ</th>
<th>t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-Image</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SI1: I am willing to spend time in front of the mirror to get the ideal hairstyle</td>
<td>0.802</td>
<td>27.905</td>
</tr>
<tr>
<td>SI2: I use grooming products to construct an image that makes me more presentable</td>
<td>0.745</td>
<td>20.327</td>
</tr>
<tr>
<td>SI3: I frequently check my appearance in the mirror</td>
<td>0.767</td>
<td>21.561</td>
</tr>
<tr>
<td>SI4: I usually buy clothes that would make me look my best</td>
<td>0.704</td>
<td>10.848</td>
</tr>
<tr>
<td>SI5: I try different products to create the image in my mind of what I wanted</td>
<td>0.706</td>
<td>15.221</td>
</tr>
<tr>
<td>SI6: I am very concerned about my appearance</td>
<td>0.784</td>
<td>17.001</td>
</tr>
<tr>
<td>SI7: I would feel embarrassed if I was around people and didn’t look my best</td>
<td>0.700</td>
<td>14.079</td>
</tr>
<tr>
<td>SI8: Looking at my best is worth the effort</td>
<td>0.775</td>
<td>18.492</td>
</tr>
<tr>
<td><strong>Self-Consciousness</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SC1: I'm concerned about my style of doing things.</td>
<td>0.769</td>
<td>19.748</td>
</tr>
<tr>
<td>SC2: I'm concerned about the way I present myself.</td>
<td>0.796</td>
<td>22.178</td>
</tr>
<tr>
<td>SC4: I usually worry about making a good impression.</td>
<td>0.782</td>
<td>18.526</td>
</tr>
<tr>
<td>SC5: I'm concerned about what other people think of me.</td>
<td>0.743</td>
<td>18.880</td>
</tr>
<tr>
<td><strong>Product Involvement</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PI1: Are a part of my self-image</td>
<td>0.834</td>
<td>30.488</td>
</tr>
<tr>
<td>PI3: Portray an image of me to others</td>
<td>0.794</td>
<td>21.325</td>
</tr>
<tr>
<td>PI4: Are fun to me</td>
<td>0.829</td>
<td>28.985</td>
</tr>
<tr>
<td>PI5: Are fascinating to me</td>
<td>0.837</td>
<td>40.883</td>
</tr>
<tr>
<td>PI6: Are important to me</td>
<td>0.824</td>
<td>28.166</td>
</tr>
<tr>
<td>PI7: Are exciting to me</td>
<td>0.845</td>
<td>35.904</td>
</tr>
<tr>
<td>PI8: Tell others about me</td>
<td>0.799</td>
<td>22.949</td>
</tr>
<tr>
<td><strong>Opinion Leadership</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OP1: My family, friends and neighbours often ask my advice about grooming products</td>
<td>0.864</td>
<td>35.479</td>
</tr>
<tr>
<td>OP2: I sometimes influence the types and brands of grooming products that my friends and family buy</td>
<td>0.842</td>
<td>29.764</td>
</tr>
<tr>
<td>OP3: My friends come to me more often than I go to them for information about grooming products</td>
<td>0.895</td>
<td>44.224</td>
</tr>
<tr>
<td>OP4: I feel that I am generally regarded by my friends,</td>
<td>0.869</td>
<td>30.358</td>
</tr>
</tbody>
</table>
family and neighbours as a good source of advice about grooming products

| OP5: I can think of at least two people whom I've told about some grooming products or brand in the last six months | 0.841 | 30.426 |
| OP6: In general I talk a lot about grooming products with my friends, family and neighbours | 0.849 | 33.580 |

<table>
<thead>
<tr>
<th>Attitude towards grooming products</th>
</tr>
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<tbody>
<tr>
<td>ATT1: Purchasing grooming product is wise</td>
</tr>
<tr>
<td>ATT2: Purchasing grooming product is good</td>
</tr>
<tr>
<td>ATT3: Purchasing grooming products is sensible</td>
</tr>
<tr>
<td>ATT4: Purchasing grooming products is rewarding</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purchase Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRC1: I intend to purchase (or repurchase) grooming products</td>
</tr>
<tr>
<td>PRC2: I expect that I will purchase (or repurchase) grooming products</td>
</tr>
<tr>
<td>PRC3: I intend to buy (or re-buy) grooming products</td>
</tr>
</tbody>
</table>

Notes: λ – first order factor loadings, All t-values > 1.96 are significant at p < 0.05.

Table 3: Cronbach coefficient alpha (α), Composite reliability, Average variance extracted (AVE)

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach’s α</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Image</td>
<td>0.888</td>
<td>0.911</td>
<td>0.561</td>
</tr>
<tr>
<td>Self-Consciousness</td>
<td>0.775</td>
<td>0.856</td>
<td>0.597</td>
</tr>
<tr>
<td>Product Involvement</td>
<td>0.921</td>
<td>0.936</td>
<td>0.678</td>
</tr>
<tr>
<td>Opinion Leadership</td>
<td>0.930</td>
<td>0.945</td>
<td>0.740</td>
</tr>
<tr>
<td>Attitude Towards Grooming Products</td>
<td>0.901</td>
<td>0.931</td>
<td>0.771</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>0.934</td>
<td>0.958</td>
<td>0.883</td>
</tr>
</tbody>
</table>

4.2. The structural model

A bootstrapping procedure with 500 resamples was used to estimate the paths' significance (Hair et al. 2011) in the structural model. The estimated model was evaluated using several indices, including R2 values, path coefficients, bootstrapping critical ratios and redundancy analysis. The usefulness of the model was established by combining predictive relevance and the strength of the path coefficients. The variance explained by the model in terms of R2 is 0.614 for attitude towards grooming products and 0.495 for purchase intention. Hence, the R2 for attitude
towards grooming products can be classified as moderate while R2 for purchase intention as weak. For the completed model, we obtained an SRMR value of 0.082 and NFI value of 0.788. SRMR values of less than 0.10 (Hu and Bentler, 1999) are considered a good fit. The results suggest the model was a good fit to the data. The individual path coefficients of the PLS structural model can be interpreted as standardized beta coefficients of ordinary least squares regressions. The results of the structural model analysis are shown in Figure 2 and presented in Table 4 as well as an overview of results in Table 5.
Table 4: Structural model results

<table>
<thead>
<tr>
<th>Path</th>
<th>$\beta$</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Direct Path</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SI $\rightarrow$ ATT</td>
<td>0.202</td>
<td>2.645</td>
<td>0.009</td>
</tr>
<tr>
<td>SC $\rightarrow$ ATT</td>
<td>0.307</td>
<td>3.867</td>
<td>0.000</td>
</tr>
<tr>
<td>PI $\rightarrow$ ATT</td>
<td>0.298</td>
<td>3.093</td>
<td>0.002</td>
</tr>
<tr>
<td>ATT $\rightarrow$ PRC</td>
<td>0.703</td>
<td>14.016</td>
<td>0.000</td>
</tr>
<tr>
<td><strong>Indirect Path</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SI $\rightarrow$ ATT $\rightarrow$ PRC</td>
<td>0.142</td>
<td>2.597</td>
<td>0.010</td>
</tr>
<tr>
<td>SC $\rightarrow$ ATT $\rightarrow$ PRC</td>
<td>0.216</td>
<td>3.672</td>
<td>0.000</td>
</tr>
<tr>
<td>PI $\rightarrow$ ATT $\rightarrow$ PRC</td>
<td>0.209</td>
<td>3.026</td>
<td>0.003</td>
</tr>
<tr>
<td><strong>Moderation Paths</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SI $\rightarrow$ OL $\rightarrow$ ATT</td>
<td>0.216</td>
<td>2.115</td>
<td>0.035</td>
</tr>
<tr>
<td>SC $\rightarrow$ OL $\rightarrow$ ATT</td>
<td>0.021</td>
<td>0.285</td>
<td>0.776</td>
</tr>
<tr>
<td>PI $\rightarrow$ OL $\rightarrow$ ATT</td>
<td>0.252</td>
<td>2.857</td>
<td>0.005</td>
</tr>
</tbody>
</table>

Note: All t-values > 1.96 are significant at p < 0.05

Table 5: Overview of results of SEM analysis

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>p-value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Self-image concern is positively associated with the Men’s attitude toward grooming products consumption.</td>
<td>0.009</td>
</tr>
<tr>
<td>H2</td>
<td>Self-consciousness concern is positively associated with the Men’s attitude toward grooming products consumption.</td>
<td>0.000</td>
</tr>
<tr>
<td>H3</td>
<td>Product involvement is positively related to attitude towards purchasing grooming products.</td>
<td>0.002</td>
</tr>
<tr>
<td>H4a</td>
<td>Opinion leadership moderates the relationship between self-image and attitude towards purchasing grooming products. The relationship between self-image and attitude towards purchasing grooming products is stronger for opinion leaders.</td>
<td>0.035</td>
</tr>
<tr>
<td>H4b</td>
<td>Opinion leadership moderates the relationship between self-consciousness and attitude towards purchasing grooming products. The relationship between self-consciousness and attitude towards purchasing grooming products is stronger for opinion leaders.</td>
<td>0.776</td>
</tr>
<tr>
<td>H4c</td>
<td>Opinion leadership moderates the relationship between product involvement and attitude towards purchasing grooming products. The relationship between product involvement and attitude towards purchasing grooming products is stronger for opinion leaders.</td>
<td>0.005</td>
</tr>
</tbody>
</table>

Hypothesis 1 predicted that self-image exerts a positive direct influence on attitude towards purchasing male-grooming products and was supported. Self-
Understanding Male Consumers Grooming Products Purchase Intention: Using the Value-Attitude-Behaviour Model

image demonstrated a significant association with the attitude towards purchasing male-grooming products ($\beta = 0.202, p < 0.05$). Hypothesis 2 predicted that self-consciousness exerts a positive direct influence on attitude towards purchasing male-grooming products and was supported. Self-consciousness demonstrated a significant association with the attitude towards purchasing male-grooming products ($\beta = 0.307, p < 0.05$). Hypothesis 3 predicted that product involvement exerts a positive direct influence on attitude towards purchasing male-grooming products and was supported. Product involvement demonstrated a significant association with the attitude towards purchasing male-grooming products ($\beta = 0.298, p < 0.05$). The results also support H5 suggested a positive relationship between attitude towards purchasing grooming products and purchase intention of grooming products. Attitude towards purchasing male-grooming products significantly increases the purchase intention of male grooming products ($\beta = 0.703, p < 0.05$). Hence, Hypothesis 1, 2, 3 and 5 were accepted. An assessment of indirect impact was performed to test the mediation effect. The results are given in Table 4. As observed, self-image ($\beta = 0.1423, p < 0.05$) and self-consciousness ($\beta = 0.216, p < 0.05$) had a significant indirect effect on purchase intention of male grooming products. Product involvement ($\beta = 0.209, p < 0.05$) showed an indirect effect on purchase intention of male grooming products that was significant.

4.3. Moderation analysis

Hypothesis 4 predicted a moderating relationship between values and attitude towards purchasing male-grooming products was partially supported. As indicated in Table 4, the results supported Hypothesis 4a, the relationship between self-image and attitude towards purchasing male-grooming products is stronger for opinion leaders ($\beta = 0.216, p < 0.05$) and Hypothesis 4c, the relationship between product involvement and attitude towards purchasing male-grooming products is stronger for opinion leaders ($\beta = 0.252, p < 0.05$). However, Hypothesis 4b was not supported; as the moderation effect of opinion leadership between self-consciousness and attitude towards purchasing male grooming products was not significant ($\beta = 0.252, p = 0.77$).

5. CONCLUSIONS

The premise of this study arises from prior studies that show that attitude towards purchasing products and purchase intention varies between self-concept (Souiden and Diagne, 2009) and product involvement (O’Cass, 2000). Moreover, the influence processes are proposed to differentiate between levels of opinion leadership (Coutler et al., 2002). However, we still have a limited understanding of how specific factors contribute to male grooming products. In particular, few
studies have examined consumer behaviour in the male grooming industry and how these particular factors are connected to attitude towards purchasing and purchase intention of male consumers. This research serves to contribute to this in-trend stream of research by finding the fundamental motivations that trigger men’s attitude towards consumption of grooming products. Thus, this study was designed based on the value-attitude-behaviour model to investigate male’s attitude towards consumption of male grooming products. More specifically, the research clarified the impact of self-concept (self-image and self-consciousness), involvement (product involvement) and social exchange (opinion leadership) on the attitude towards purchasing male grooming products. The effect of consumer attitude on purchase intent of male grooming products was further examined. The findings of this study provide valuable insights about male consumers who have a positive attitude towards purchasing grooming products. Conclusions are discussed based on the outcomes of this study.

The present study indicates that the self-concept of an individual is constructed by self-image and self-consciousness. Both dimensions contributed positively to the attitude toward purchasing male grooming products, which positively affects purchase intention of male grooming products. These results support previous findings that suggest a positive effect of self-image on individual attitude and behaviour (Lam and Yee, 2014; Khan et al., 2017) and effect of self-consciousness (Giovannini et al., 2015; Shephard et al., 2016). Such findings indicate that consumer attitude mainly is driven by self-concept. This study provides novel findings, indicating that the influence of self-concept on purchase intention is important in guiding the marketing strategies of the male grooming market. By marketing a product as having a personal connection with consumers, companies will attract consumers who are driven by self-oriented motivations. These consumers will also then have a high intent to purchase these products.

The study shows that consumers’ product involvement enhances the attitude towards purchasing male grooming products. The results suggest that consumers form attitudes based on their involvement. This finding is consistent with the previous literature by showing that in a consumer behaviour context, the higher that consumers’ product involvement is, the higher the level of interest in products and the greater the effect on attitude formation (Hourigan and Bougure, 2012; Gitimu et al., 2013; Strubel and Patrie, 2016). The results extend the current knowledge to the fundamental motivations that influence men’s attitude by showing that consumers’ product involvement strongly increases the level of interest with the product and therefore has the strongest effect on attitude formation.

Finally, prior evidence suggests that the level of opinion leadership influence attitude and causing a purchasing decision (Cho and Workman, 2011; Kim et al., 2015; Koksal, 2014). This study indicates that opinion leadership moderates’ attitude on self-image and product involvement. This result is supported by the previous study done by Coutler et al. (2002) that stated that high opinion leadership group
was significantly more involved than others. This result is explained by the fact that opinion leaders would feel confident in their ability to make any individual product choice. Since opinion leaders’ level of product expertise is high, they conduct little external search due to the large store of knowledge.

From the theoretical perspective, this study enriches the current literature on influential factors of male consumer attitude towards purchasing grooming products by adopting self-concept theory, involvement theory and social exchange theory. Notably, the theoretical relationships were empirically supported. The present study successfully confirmed the factors that influenced male consumers’ attitude towards purchasing grooming products and how those attitudes impact their purchase intention. Most importantly, the findings put emphasis specifically on the factors of self-image, self-consciousness, product involvement and opinion leaders on attitude and behavioural intention.

Along with the theoretical implications, several practical marketing campaign tactics for luxury fashion companies were suggested. The results also offer several important insights for marketing practitioners in terms of designing effective marketing strategies to capture the growing market, especially in the context of male grooming products. Consumption of grooming products are driven by male’s self-concept and product involvement; marketers must associate their core product’s offerings with the aptness to elevate ones’ self-esteem that is of expected by the society’s ‘beauty standard’. Stressing on unique self-creation (personalities) through products’ offering is something marketer can look into to differentiate it from competitors. To further enhance such impact, it will be advisable to utilize on the stereotypical male-models with their unique personality (celebrity endorsement). This will then guide the men in purchasing and consuming grooming products with susceptible social cues (Lee et al., 2005; Chang, 2018).

Some limitations of the current research should be considered when interpreting the results. The convenience sampling technique used in the present research does not indicate a fully representative profile of the population in Malaysia. From a statistical standpoint, samples may lack generalization power. To overcome this drawback, it would be interesting to expand this research in other cities in Malaysia and obtain a sample of respondents who better represent the population of the country. Also, it may be important to extend the research to some “conservative” societies to further shed light on the importance of the men’s grooming market and examine the behaviour and attitude of consumers belonging to those societies.

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References


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