# AN INVESTIGATION INTO THE ATTITUDES OF SERVICE PROVIDERS TOWARDS MEN SEEKING BEAUTY AND HAIR SERVICES IN MOMBASA KENYA

**BY**

**KRISTIAN MUSUNDI**

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**SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI**

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## DECLARATION

This research project is my own original work and has not been presented for award of Masters of Business administration degree in any other University.

Sign: ……………………………………… Date: …………………………..

**Kristian Herem Musundi**
**D/61/P/7652/2003**

## DECLARATION BY SUPERVISOR

This research project has been submitted for examination with my approval as a University Supervisor.

Sign: ………………………………………. Date: ……………………………

**Mrs.Kinoti**
Lecturer
University Of Nairobi, Nairobi, Kenya

## DEDICATION

To my parents Mr and Mrs Zedekiah Shieshia. My sisiters Mildred, and Caroline. Brother in law Brian. My best friend Grace and Moses. For their endless love, guidance, encouragement and support. May this be an inspiration to you to strive for even greater heights.

To you all,

I dedicated this work.

## ACKNOWLEDGEMENT

My special thanks go to my supervisor Mrs. Kinoti for her invaluable support and insightful contribution that have enriched the results of this study. Her uncompromising stance to quality and details served to enrich quality, scope and contents of this study.

Profound thanks and appreciation go to my family for their unfailing support. To Grace whose constant encouragement kept me focused. You were all a true source of my inspiration and moral support. Your patience for me was of tremendous value and has borne worthy fruits. I will eternally be grateful to you all.

To all the lecturers of the faculty of marketing who were involved in the noble task of imparting knowledge and to all my colleagues in the MBA class, I sincerely thank each one of you.

To God Almighty, thank you very much for making this possible.

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## ABSTRACT

Despite the fact that the cosmetic industry is traditionally associated with women; there is an increasing demand for cosmetics by men. The male niche cosmetic market is growing at a fast pace and is gradually representing an important opportunity for all stakeholders in the industry.

The study was descriptive and limited to Mombasa city. The population included all beauty and hair services registered by the Mombasa Municipal Council in Mombasa city. Questionnaires were the main mode of data collection. The study utilized a questionnaire set out in a likert scale to get responses from the sample population. The data was analysed and the study expected to find the attitudes of service providers towards men consumption of beauty and hair services in the city.

The study found out that service providers have a positive attitude towards men using beauty and hair services. As a way of recommendation, special marketing considerations must be realized to facilitate these purchases since men are still hesitant to browse through the local store’s beauty aisle.Companies producing beauty and hair products should adopt market segmentation. Men products are specific to men and they should be separated from that of the women. Men have different needs and priorities. Issues that are important to all men include convenience, a “male friendly” environment and services targeting men.

Companies marketing men’s beauty and hair products should invest more in marketing and advertising, since advertising has a strong impact on consumers, marketers should take into consideration the factors such as the desire of men to increase their self-images, be physically attractive and convey a youthful appearance when formulating their advertising programs.

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# CHAPTER ONE: INTRODUCTION

## 1.1 Background to the Study

Service providers of beauty and hair services in any country have played a crucial role in the fashion industry. This has contributed greatly towards job creation, economic development and growth of the industry. These service providers are both women and men. For the past decade, men's grooming has been billed as an important source of growth for the beauty industry. To date, however, the sector has failed to deliver gains as large as anticipated. Yet recent innovations, including men's makeup, have put the sector firmly back into the headlines, and unlocking potential in developing markets is high on manufacturers' agendas. In the mature personal care market, manufacturers are always looking for a new niche to help grow their business. Sometimes these niches are just a passing trend in the market but sometimes they turn into a constant, viable segment that manufacturers can depend on for the long term. As more men than ever before take the extra time to tend to their appearances, it looks like the men's grooming market is here to stay. For a long time the men's grooming market basically only comprised razors and shaving cream. Therefore, men who were inclined to take their grooming habits a step further were forced to shop in the female-oriented beauty aisles for their personal care products. This has changed in the past several years, however, as more companies are recognizing the importance of the male consumer to their bottom lines.

Despite the fact that beauty is traditionally associated with women; there is an increasing demand for cosmetics by men. The male niche cosmetic market is growing at a fast pace and is gradually representing an important opportunity for all manufacturers in the industry. According to a survey conducted by L'Oreal; a key player in the cosmetic business; in 1990, only four per cent of men claim to regularly use a facial care product, compared to 21 per cent in 2001. In 2015, this percentage is expected to increase to 50 per cent. Recent figures also show that in Western countries, skin care products for men represent more than 30 per cent of the whole cosmetic market. More specifically, about 40 per cent of men in France use high-end skin care products, in the UK, they spend £100 million a year on cosmetics; while their counterparts in the US spend as much as US$2.3

billion on skin care each year (Euromonitor International, 2007). Sales are predicted to grow by 18 per cent globally between 2006 and 2011, when the market is expected to be worth $25 billion. Another market research estimated that the US and European men's cosmetic markets will grow from $31.5 billion in 2003 to $37.6 billion in 2008 (Datamonitor, 2005). All these figures indicate the increasing importance that male grooming products currently have in the cosmetic industry. Following this trend, several cosmetic corporations have switched their focus to the male consumer in order to increase their market shares. Furthermore, companies are no longer opting to produce the stereotypical male toiletries products, such as shaving foam and razors, but are now focusing increasingly on developing niche products. Indeed, major cosmetic companies have created dedicated products for men such as face creams, anti-wrinkle creams, bronzing products, hair coloring and toning gels.

### 1.1.1 The Concept of Attitude

The concept of attitude was a central theme when social psychology emerged, and it is one of the field’s major topics today (Eagly&Chaiken, 1993). Attitudes are commonly viewed as “evaluative summaries” (Fazio, 1989, p. 155) in relation to entities (persons, objects, behaviors). Allport (1935) took the view that attitudes are one of the most powerful determinants of behavior and, therefore, are an indispensable construct for understanding and predicting human judgment and decision making. This notion dominated during the rise of social psychology and henceforth has motivated a considerable amount of research on attitude formation and change.

In the early days of attitude research, psychologists were still interested in the unconscious processes underlying attitude formation. It was investigated, for instance, whether attitudes can be established by classical conditioning (Staats & Staats, 1958). With the fall of behaviorism in the middle of the last century, cognitive processes shifted into the focus of attention in all areas of psychology. Subsequent research spotlighted mainly the explicit part of cognition; that is, processes that can be mentally controlled and verbalized by the subjects. Theories emerged that described attitude change in terms of an expectancy-value model, a notion that closely dovetails with the subjective-expected-utility approach in decision research (Ajzen & Fishbein, 1980; Fishbein &

Ajzen, 1974; Rosenberg, 1956; Wyer, 1973). Subsequent approaches, such as the dual-process models (e.g., Chaiken, 1980; Petty & Cacioppo, 1986) placed more emphasis on shortcut strategies in attitude formation but still focused primarily on explicit processes.

Attitude is described as the psychological tendency of a person to respond, or behave in a consistently positive or negative manner with respect to a stimulus (Engel et al., 1995). An attitude can also be defined as a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (Schiffman, 2004). Schiffman et al (1992) explains that attitudes are outcomes of psychological processes. They are not directly observable but can be inferred from what people say or from their behavior. An attitude is learned from interactions with the environment or previous experiences with a similar situation. It hence motivates or propels the person to a certain behavior. Attitudes however are not permanent but change with the changing exposure, influences and perceptions.

According to Schiffman et al (1992), attitudes exhibit the following traits:
Attitudes are Learned Predispositions. This means that they are formed as a result of direct experience with the product, information acquired from others, and exposure to mass media such as advertising. It’s important to note that while attitudes may result from behavior, they are not synonymous with behavior. They reflect a favorable or an unfavorable evaluation of the attitude object. As a predisposition, attitudes have a motivation quality, that is, they might propel or repel a consumer away from a particular behavior. Attitudes Have Consistency, that is, attitudes are relatively consistent with the behavior they reflect. However, attitudes are not necessarily permanent. Though consistent, they do change. Attitudes occur within and are affected by the situation i.e. the events or circumstances at a particular point in time influence the relationship between an attitude and behavior. A specific situation can cause consumers to behave in ways seemingly inconsistent with their attitudes. Due to this factor, when measuring attitudes, it’s prudent to put into consideration the situation in which the behavior takes place to avoid misinterpreting the relationship between attitudes and behavior.

Attitudes relevant to consumer behavior are formed as a result of direct experience with the product, exposure to mass media advertising, word of mouth information acquired from others, the internet and other forms of direct marketing (Schiffman, 2007). Attitudes are not synonymous with behavior; they reflect either a favorable or an unfavorable evaluation of the attitude object. Kibera (1998) indicates that the more favorable a customer's attitude towards a product, the higher the usage rate and vice-versa.

### 1.1.2 Global beauty industry

In 2008, men's grooming was worth $26 billion globally, accounting for 8% of the total global cosmetics and toiletries market, and this total is set to rise (Euro monitor, 2008). While the more mature markets, such as the U.K., are beginning to show signs of reaching maturity, the rise of the Yuppies in emerging markets is fueling sales. Recognizing this shift, multinationals have been focusing their efforts increasingly on men's lines in a bid to counteract ailing sales in other categories of their personal care product portfolio—and are starting to look for opportunities in new markets (John, 2005).

For the past decade, men's grooming has been billed as an important source of growth for the beauty industry. To date, however, the sector has failed to deliver gains as large as anticipated. Yet, recent innovations, including men's makeup, have put the sector firmly back into the headlines, and unlocking potential in developing markets is high on manufacturers' agendas.

At a value of $21.7 billion, according to Euromonitor International, the global men's grooming sector is sizeable, although it accounts for only 8% of value sales in the cosmetics and toiletries market as a whole and is smaller than price-pressured commodity sectors (oral hygiene and bath and shower products, for example). In terms of dynamism, the sector grew 5% in fixed exchange rate terms in 2006—approximately on par with the entire cosmetics and toiletries market. Maturation in the traditional men's grooming areas of shaving products and deodorants, which accounted for 79% of total sector sales in 2006, is holding back growth. Even burgeoning demand from the emerging markets and the niche appeal of newer men's grooming subsectors—such as moisturizers, exfoliators and hair styling products—is proving insufficient to halt the slowdown.

Although men's grooming has not delivered the dramatic growth heralded in 2000, Euromonitor International forecasts that the category will increase by $3.5 billion, at a global level, by 2011, and the potential offered by emerging regions is clear. In developed markets, products are becoming both increasingly segmented and sophisticated (Euromonitor, 2008)

With sales of $4.7 billion, the U.S. is by far the largest single market for men's care, and has nearly doubled in value size during the past 10 years, rising from around $2.7 billion in 1999, according to Euromonitor International. Many male grooming brands that have been present in Western Europe for many years, such as Axe, have recently moved into the U.S. market, and this has helped grow acceptance of European concepts of male grooming among American men.

The Japanese male grooming market is the largest in Asia—five times bigger than China's, despite the latter's much larger population while its disposable income remains only a third lower. The difference is largely due to the strong acceptance of male grooming habits in Japan, and male-only beauty stores/salons are commonplace in the country.

### 1.1.3 Beauty industry in Kenya

The size of the hair and beauty industry in Kenya has today grown into a major industry with over 5,000 saloons country-wide generating business valued at Kshs 13 billion. Despite the hair and beauty industry offering employment to over 300,000 people, this is the only industry of this magnitude that has no formal program for management training and lacks resources. In the year 2008, Equity Bank entered into a partnership with Pivot Point and Haco Industries to empower women in the hair and beauty industry to better manage their businesses. The bank will provide a complimentary module in financial literacy as part of a Salon management course to be offered by Pivot Point. Through this contribution, the Bank aimed at sensitizing the hair and beauty entrepreneurs on fundamental issues of managing their finances in order to make their businesses profitable (Muhia, 2008).

The beauty industry in Kenya has generally improved with the continued liberalisation of the economy. There has been increased demand for cosmetics as consumers have become more affluent and better informed through advertising and marketing. 2008 was another good year for the industry with strong value growth, just slightly slower than 2007 as the market continued to develop. High inflation, however, continued to hamper progress, as the high value growth was also driven by notable price increases (Euromonitor, 2009).

Within the industry, skin care is the most dynamic sector mainly due to increased activities, which include new entrants, promotions, advertisements and outdoor marketing. Anti-aging products are emerging with good prospects in the market, especially among affluent consumers. These products have contributed to the strong growth of overall skin care. It is becoming more common for both men and women to use anti-aging products to enhance their looks (Euromonitor, 2009).

For the industry supermarkets is the most popular distribution channel in Kenya mainly because of its wide availability across the country. Most brands produced by local companies are mass and thus distributed widely. The number of supermarkets has improved with existing ones opening branches countrywide and new ones entering. In rural areas and low market areas, the absence of the more specialised distribution channels, such as beauty specialist retailers or health and beauty retailers has made the existence of supermarkets/hypermarkets and kiosks important (Euromonitor, 2009).

### 1.1.4 Beauty Industry in Mombasa

Beauty industry in Mombasa is at the forefront of emerging industries. Even in mature markets, the approach of using trend forecasting and the emphasis on short product lifecycles allows for continuous growth and development within the industry. The consumer's appetite for variety has lead to increased rates of product introduction, product proliferation and shortened product cycles. This means that many companies offering beauty and fashion services in Mombasa have to respond much faster to rapidly changing markets. In the last decade women were the most dominant clients in this industry but the market seem to have suddenly changed in terms of gender ratio in demand for the services. Men are now offering and clients in the beauty industry. Many people have adopted the western culture of beauty and fashions. However it has been asserted that we may observe similar product preference, beauty styles, fashion and a general trend towards uniformity in the global economy; however, cultural differences will still remain. There are arguments that although consumers in different countries may have some things in common, many consumers' attitudes and behaviours still vary because cultural traditions are deeply ingrained in people's values and attitudes. This is clearly seen in Mombasa when the majority community is mainly Muslims who are strict on beauty and fashions.

**1.2 Statement of the Problem**

In the mature personal care market, manufacturers are always looking for a new niche to help grow their business. Sometimes these niches are just a passing trend in the market but sometimes they turn into a constant, viable segment that manufacturers can depend on for the long term. As more men than ever before take the extra time to tend to their appearances, it looks like the men’s grooming market is here to stay. Every major consumer products company in the world wants to be in the men’s category. It’s growing very fast and once you present a high quality product to these consumers, they continue to use it (Ang 2001)

During the past several years, the men’s grooming market has expanded tremendously, both in sales and product offerings. Companies are launching skin care products, hair styling products, hair color products and fragrances targeted toward men at amazing rates. Men are a lot more comfortable with grooming because people are more modern. They are influenced by entertainment and sports and see these men using more styling and grooming products. Men are really learning how to tell the difference between these products (Happi, 2010).

Several studies have been done in the area of attitude. However no studies have been done on the attitudes of services providers towards men seeking beauty and hair services. For instance, Namusonge, (1983) did a study on manufacturers’ attitudes toward government price controls and their administration in Kenya; Mburu, (2003) did a study on the attitudes toward Personal Identification Numbers (PIN) and its operations: a case study of employees in organizations using Personal Identification Number (PIN) in Nairobi; Wanjoga, (2002) conducted a survey on consumer attitudes towards online advertising. The case of internet users in Nairobi while Njenga, (2003) did a study on the attitudes of selected stakeholders towards growth strategies followed by large scale retailers in Kenya. The case of Uchumi supermarkets. It is for this reason that this research. The research in an attempt to fill the knowledge gap will answer the following research questions.

## 1.3 Objective of the study

To determine the attitude of the service providers towards men seeking beauty and hair services in Mombasa

## 1.4 Importance of the Study

The study will help them to recognize the emergent target markets, and tailoring products and services to meet their needs. The research findings will also assist them understand the impacts of the rising trend on consumption of their products and its influence on both consumer and non-consumer attitudes.

The study will benefit future researchers by adding to literature on the attitudes of consumer and non-consumer attitudes towards fashion.

The study will also be a source of reference material for future researchers on other related topics; it will also help other academicians who undertake the same topic in their studies. The study will also highlight other important relationships that require further research.

# CHAPTER TWO: LITERATURE REVIEW

## 2.1 Introduction

This chapter will introduce the literature about the subject matter of the study. For this case the different aspects about attitude will be explained in detail.

## 2.2 Attitude

An attitude is a hypothetical construct that represents an individual's degree of like or dislike for an item. Attitudes are generally positive or negative views of a person, place, thing, or event which are often referred to as the attitude object. Attitude is described as the psychological tendency of a person to respond, or behave in a consistently positive or negative manner with respect to a stimulus (Engel et al., 1995). Attitude hence predisposes certain behavior towards the stimuli or situation (Kamau, 2001). Schiffman et al (1992) explains that attitudes are outcomes of psychological processes. They are not directly observable but can be inferred from what people say or do from their behavior. According to Schiffman (1994), an attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object.

An attitude is learned from interactions with the environment or previous experiences with a similar situation. It hence motivates or propels the person to a certain behavior. Attitudes however are not permanent but change with the changing exposure, influences and perceptions. Attitudes can be revealed not only in the behavior but also by the individual’s thoughts and by feelings, the strength of which demonstrates the extent to which the attitude is a core peripheral construct (La Piere, 1934).

According to his studies he found that there is a complete contradiction between public and private attitudes. He thus concluded that attitudes can not be seen, but they can only be inferred. In addition, attitudes are often shared within organizations and as such are embodied in the culture of organization. This may be described as how attitudes are formed by people towards products, brands or services, and is of vital importance in understanding consumer behavior.  The knowledge of how attitudes are formed enables those in marketing to understand and influence consumer attitude or behavior in a desired way.

### 2.2.1 Characteristics of Attitude

According to Schiffman et al (1992), attitudes exhibit the following traits:

Attitudes are Learned Predispositions. This means that they are formed as a result of direct experience with the product, information acquired from others, and exposure to mass media such as advertising. It's important to note that while attitudes may result from behavior, they are not synonymous with behavior. They reflect a favorable or an unfavorable evaluation of the attitude object. As a predisposition, attitudes have a motivation quality, that is, they might propel or repel a consumer away from a particular behavior.

Attitudes have consistency, that is, attitudes are relatively consistent with the behavior they reflect. However, attitudes are not necessarily permanent. Though consistent, they do change. Attitudes occur within and are affected by the situation i.e. the events or circumstances at a particular point in time influence the relationship between an attitude and behavior. A specific situation can cause consumers to behave in ways seemingly inconsistent with their attitudes. Due to this factor, when measuring attitudes, it's prudent to put into consideration the situation in which the behavior takes place to avoid misinterpreting the relationship between attitudes and behavior (Schiffman *et al*, 1992).

### 2.2.2 Attitudes and Consumer Behavior

Within the context of consumer behavior, attitude research has been used to study a wide range of strategic marketing issues such as; Determination of whether consumers will accept proposed ideas of new products, gauging why a firms' target audience may not react as desired or more favorably to a new promotional theme, or learning how the target consumers are likely to react to a proposed change in the firm's packaging brand name or product size.

For routine brand choice, consumers appear to rely upon habit and past experience, rather than on the collection and evaluation of all available information, in order to reduce their "cost of thinking" (Ehrenberg, 1974; Olshavsky & Grambois, 1979). The same applies to the high – involvement purchases, consumers appear to make use of their existing value systems and often display quite limited information research (Wasson, 1979).

Furthermore, extensive empirical evidence in the context of consumption choice has supported the correlation between attitudes and behavior in terms of mutual reinforcement and consistency, rather than casualty (Attitudes and Behavior). According to Assael (1998), attitudes are developed based on the consumer personality, family or peer group influence or based on information and experience. Kotler (2001) observes that a buyer's preference for consuming a product will increase if someone he/ she respect favors the same product strongly. However, the influence of others becomes complex when several people close to the buyer hold contradictory opinions and the buyer would like to please them all. Attitudes have three dimensions: cognitive, affective, and behavioral. Affective dimension includes feelings, moods, emotions, and remembered sensations. Behavioral dimension includes overt actions and intentions to act toward the attitude object. Cognitive dimension involves beliefs about an object. The tendency towards ambivalent attitudes that express both positive and negative feelings, thoughts, and behaviors varies across consumers and cultures (Arnould *et al.*, 2004).

### 2.2.3 Attitudes in Consumer Research

Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (such as a product, brand, service or a retail establishment). Attitudes are an outcome of psychological processes, as such they are not directly observable but must be inferred from what people say or do. Consumer researchers assess attitudes by asking questions or by making inferences from behaviors. For example, if a researcher determines that an individual consistently buys Kimbo cooking fat and recommends it to friends, the researcher is likely to infer that the consumer possesses a positive attitude towards the product.

In the context of consumer behavior, an attitude may be defined as a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object. This definition describes properties of attitudes critical in understanding the role of attitude in consumer behavior.

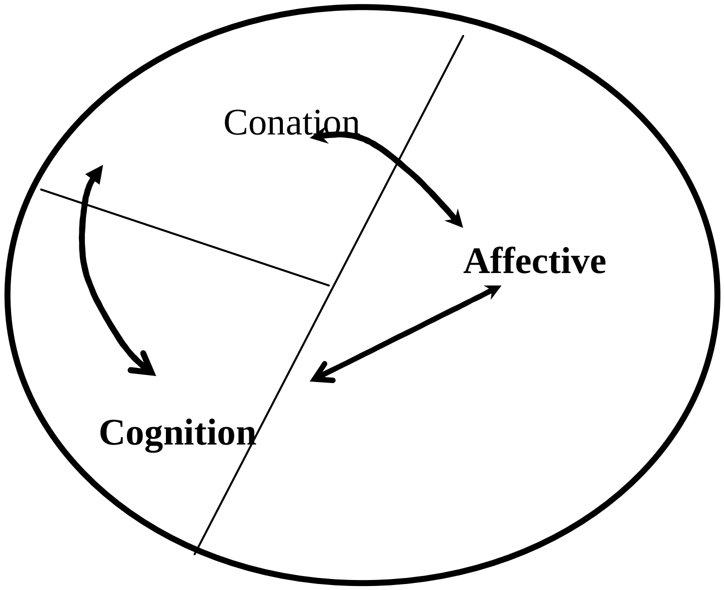
The attitude object broadly includes specific consumption or marketing related concepts e.g. products, brands, adverts, price, medium or retailer. Attitudes research is object specific e.g. to learn shoppers attitudes towards soap our objects might include Cussons Imperial Leather, Fa, Dettol and Geisha.

### 2.2.4 Attitude Models

The commonly held view about the structure of attitude is that it comprises of three components referred to as Tricomponent Attitude Model or ABC model of Attitude: Affective, Conation and Cognition (Assael, 1998). Affective component refers to evaluation, liking or preference towards something. Attention focuses on the component and involves assessing the positive or negative feelings towards it. Behavior component refers to action tendencies such as intentions, trails or purchases. Cognitive component refers to awareness, comprehension, knowledge or belief about an object, process, etc. Attitude measurements are hence based on those components and are developed by personality (personal traits), family influence, peer group pressure, information and experience (Assael, 1998).

Multi-attribute attitude models portray consumers' attitudes with regard to an attitude object as a function of consumers' perception and assessment of the key attributes or beliefs held with regard to the particular attitude object. The attitude – toward – object model is especially suitable for measuring attitudes toward a product (or service) category or specific brands. According to this model, the consumer's attitude toward a product or specific brands of a product is a function of the presence or absence and evaluation of certain product – specific beliefs and/ or attributes. The attitude – toward – behavior model is designed to capture the individual's attitude toward behaving or acting with respect to an object rather than the attitude toward the object itself. The appeal of the attitude – toward – behavior model is that it seems to correspond somewhat more closely to actual behavior than does the attitude – toward – object model

**Figure 2.1 A Simple Representation of the Tricomponent Attitude Model**




Source: Assael, 1998

The Tri-component Attitude Model indicates that attitudes consist of three major components:

(a) A cognitive component.

(b) An affective component

(c) A conative component

The cognitive component constitutes a person's cognitions, that is the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and the resulting perceptions commonly takes the form of beliefs, that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes.

The affective component constitutes a consumer's emotions or feeling about a particular product or brands constitute the affective component of the attitude. These emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature; that is they capture an individual's direct or global assessment of the attitude object.

The conative component is the final component of the tri-component attitude model and is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. In marketing and consumer research, the conative component is frequently treated as an expression of the consumer's intention to buy.

## 2.3 Attitude measurement

Attitude is a behavioural disposition which is part of the structure of human perception. It is an enduring organisation of motivational, emotional, perceptual and cognitive processes with respect to some aspects of the individual's world. It is an enduring system of one's belief, feeling and action tendencies.

Since there is not any physical component of attitudes, so it is substantially difficult to measure these as compared to measuring of physical characteristics like weight, length and volume. However, it can be measured in five different ways: Inferences based on self reports of beliefs, feelings, and behaviours, Inferences drawn from observations of overt behavior, Inferences drawn from responses to partially structured stimuli, Inferences drawn from performances of objective tasks, and inferences drawn from the psychological reaction to the attitudinal objects (Mishra, 2010).

Many of the questions in a marketing research survey are designed to measure attitudes. Attitudes are a person's general evaluation of something. Customer attitude is an important factor for a number of reasons. First, attitude helps to explain how ready one is to do something. Attitudes do not change much over time. They also produce consistency in behavior. Attitudes can be related to preferences.

Attitudes can be measured using the following six procedures. Self-reporting - subjects are asked directly about their attitudes. Self-reporting is the most common technique used to measure attitude. Observation of behavior - assuming that one's behavior is a result of one's attitudes, attitudes can be inferred by observing behavior. For example, one's attitude about an issue can be inferred by whether he/she signs a petition related to it. Indirect techniques - use unstructured stimuli such as word association tests. Performance of objective tasks - assumes that one's performance depends on attitude. For example, the subject can be asked to memorize the arguments of both sides of an issue. He/she is more likely to do a better job on the arguments that favor his/her stance. Physiological reactions - subject's response to a stimuli is measured using electronic or mechanical means. While the intensity can be measured, it is difficult to know if the attitude is positive or negative. Multiple measures - a mixture of techniques can be used to validate the findings, especially worthwhile when self-reporting is used (McQuarrie, 2007).

There are several types of attitude rating scales: Equal-appearing interval scaling - a set of statements are assembled. These statements are selected according to their position on an interval scale of favorableness. Statements are chosen that has a small degree of dispersion. Respondents then are asked to indicate with which statements they agree. Likert method of summated ratings - a statement is made and the respondents indicate their degree of agreement or disagreement on a five point scale (Strongly Disagree, Disagree, Neither Agree Nor Disagree, Agree, Strongly Agree). Semantic differential scale - a scale is constructed using phrases describing attributes of the product to anchor each end. For example, the left end may state, "Hours are inconvenient" and the right end may state, "Hours are convenient". The respondent then marks one of the seven blanks between the statements to indicate his/her opinion about the attribute. Stapel Scale - similar to the semantic differential scale except that 1) points on the scale are identified by numbers, 2) only one statement is used and if the respondent disagrees a negative number should marked, and 3) there are 10 positions instead of seven. This scale does not require that bipolar adjectives be developed and it can be administered by telephone. Q-sort technique - the respondent if forced to construct a normal distribution by placing a specified number of cards in one of 11 stacks according to how desirable he/she finds the characteristics written on the cards (McQuarrie, 2007).

### 2.3.1 Thurstone Scale

Thurstone scale was one of the first formal techniques for measuring an attitude. It was developed by Louis Leon Thurstone in 1928, as a means of measuring attitudes towards religion. It is made up of statements about a particular issue, and each statement has a numerical value indicating how favorable or unfavorable it is judged to be. People check each of the statements to which they agree, and a mean score is computed, indicating their attitude.

The Thurstone attitude measurement procedure is generally more consistent with empirical characteristics of disagree-agree responses, It is constructed by the method of equal-appearing intervals, in which a large pool of candidate statements about an attitude object, ranging from strongly negative (Abortion is never justified) through neutral (There are arguments both for and against abortion) to strongly positive (Abortion is every woman's right), are sorted by a group of judges into eleven categories. They are assumed to appear equally spaced on the attitude continuum, according to how favorable the statements are towards the attitude object. Items that yield the highest level of agreement among the judges as to their scale position, and that collectively represent an adequate range of contents and scale positions, are then selected for the final scale. Respondents to the scale endorse just those items with which they agree, and an individual respondent's score is calculated as the mean (or occasionally median) of the items endorsed, such scores being assumed to lie on an interval scale of measurement. It is also called an equal-appearing interval scale.

Thurstone was one of the first and most productive scaling theorists. He actually invented three different methods for developing a unidimensional scale: the method of equal-appearing intervals; the method of successive intervals; and, the method of paired comparisons. The three methods differed in how the scale values for items were constructed, but in all three cases, the resulting scale was rated the same way by respondents.

### 2.3.2 Guttman Scale

It is a type of attitude scale which is named after the US (later Israeli) psychologist Louis H. Guttman (1916–87). The items of which can be arranged in a hierarchical order such that agreement with any particular item implies probable agreement with all those below it in the hierarchy, as would apply to the following (non-attitudinal) items: I am over 5 feet tall; I am over 5 feet 6 inches tall; I am over 6 feet tall; I am over 6 feet 6 inches tall. It is constructed by the method of scalogram analysis in which a large pool of candidate statements about an attitude object (such as Euthanasia is morally wrong; Euthanasia should be legalized, and so on) are administered to a group of respondents who mark just those items with which they agree, and from these responses a set of items is selected that can be arranged into a hierarchy with as few errors (deviations from a perfect linear hierarchy) as possible, a satisfactory Guttman scale having relatively few errors as indexed by a reproducibility (Rep) of at least 0.90, implying that the scale is unidimensional, measuring only one major attitude variable. The process of constructing a Guttman scale is called scalogram analysis. A simple example of a Guttman scale is a social distance scale.

In statistical surveys conducted by means of structured interviews or questionnaires, a subset of the survey items having binary (e.g., YES or NO) answers forms a Guttman scale if they can be ranked in some order so that, for a rational respondent, the response pattern can be captured by a single index on that ordered scale. In other words, on a Guttman scale, items are arranged in an order so that an individual who agrees with a particular item also agrees with items of lower rank-order. For example, a series of items could be (1) "I am willing to be near ice cream"; (2) "I am willing to smell ice cream"; (3) "I am willing to eat ice cream"; and (4) "I love to eat ice cream". Agreement with any one item implies agreement with the lower-order items.

The concept of Guttman scale likewise applies to series of items in other kinds of tests, such as achievement tests, that have binary outcomes. For example, a test of math achievement might order questions based on their difficulty and instruct the examinee to begin in the middle. The assumption is if the examinee can successfully answer items of that difficulty (e.g., summing two 3-digit numbers), s/he would be able to answer the earlier questions (e.g., summing two 2-digit numbers). Some achievement tests are organized in a Guttman scale to reduce the duration of the test.

By designing surveys and tests such that they contain Guttman scales, researchers can simplify the analysis of the outcome of surveys, and increase the robustness. Guttman scales also make it possible to detect and discard randomized answer patterns, as may be given by uncooperative respondents. The Guttman scale is used mostly when researchers want to design short questionnaires with good discriminating ability. The Guttman model works best for constructs that are hierarchical and highly structured such as social distance, organizational hierarchies, and evolutionary stages.

Guttman scaling is also sometimes known as cumulative scaling or scalogram analysis. The purpose of Guttman scaling is to establish a one-dimensional continuum for a concept you wish to measure. What does that mean? Essentially, we would like a set of items or statements so that a respondent who agrees with any specific question in the list will also agree with all previous questions. Put more formally, we would like to be able to predict item responses perfectly knowing only the total score for the respondent. For example, imagine a ten-item cumulative scale. If the respondent scores a four, it should mean that he/she agreed with the first four statements. If the respondent scores an eight, it should mean they agreed with the first eight. The object is to find a set of items that perfectly matches this pattern. In practice, we would seldom expect to find this cumulative pattern perfectly. So, we use scalogram analysis to examine how closely a set of items corresponds with this idea of cumulativeness.

### 2.3.3 Likert Scale

The Likert scale was introduced as a scale of attitudes in Likert's "A Technique for the Measurement of Attitudes," It was a bipolar scale running from one extreme through a neutral point to the opposite extreme. The Likert technique presents a set of attitude statements. Subjects are asked to express agreement or disagreement of a five-point scale. Each degree of agreement is given a numerical value from one to five. Thus a total numerical value can be calculated from all the responses.

A Likert scale is a psychometric scale commonly used in questionnaires, and is the most widely used scale in survey research. When responding to a Likert questionnaire item, respondents specify their level of agreement to a statement. The scale is named after Rensis Likert, who published a report describing its use.

## 2.4 Direct and Past Experience

The formation of consumer attitudes is strongly influenced by personal experience, the influence of family and friends, direct marketing and mass media. For instance, As we come into contact with others, especially family, close friends and admired individuals (e.g. a respected teacher) we form attitudes that influence our lives. The family is an extremely important source of formation of attitude – for it is the family that provides us with many values and a wide range of central beliefs e.g. young children who are "rewarded" for good behavior with sweets often retain a taste for (a positive attitude towards) sweets as adults.

Marketers are increasingly using highly focused direct marketing programs to target small consumer niches with products and services that fit their interests and lifestyles. They very carefully target customers on the basis of their demographic or psychographic profiles with highly personalized product offering messages that show they understand their special needs and interest. In a country like Kenya where people have easy access to newspapers, a variety of magazines, radio and TV, and other forms of mass media, consumers are constantly exposed to new ideas, products, opinions, and advertisements. All these provide an important source of information that influences the formation of consumer attitudes.

# CHAPTER THREE: RESEARCH METHODOLOGY

## 3.1 Introduction

This section sets out the research methodology that will be adopted to meet the objectives of the study. The research setting, population of study, data collection instruments, data analysis and data analysis techniques are discussed.

## 3.2 Research Design

The proposed study was a descriptive survey. It sought to describe the attitude of service providers towards men seeking beauty and hair services. A descriptive survey was carried out with specific objectives and hence it resulted in definite conclusions (Panneerselvam, 2006). A study concerned with finding out who, what, when, where, which, and how of a phenomenon is a descriptive research design. Since the proposed study sought to investigate the attitude of service providers towards men seeking beauty and hair services, it fitted the specifications of a descriptive study.

## 3.3 Target Population.

The target population of interest for this study consisted of all beauty and hair services in Mombasa city. A list of Hair saloons in Mombasa according to registration by the city council formed the sampling frame of this study. There were 220 beauty and hair service providers registered by Mombasa city council by 30$^{th}$ June 2010.

## 3.4 Sample size and sampling methods

A sample of 73 hair and beauty service providers were selected through stratified sampling, and interviewed at their beauty parlors and recreation centers. The target areas considered for the study were equally identified through a random sample process using estates, recreational center and beauty parlors. The respondents consisted of the managers/owner per service provider. The total number of the respondents was therefore adding up to 73.

Figure 3.1: Sample Population

| Category | Target population | Sample size | Percentage |
|---|---|---|---|
| Up Market service providers | 100 | 33 | 45% |
| Middle Class service providers | 120 | 40 | 55% |
| **Total** | **220** | **73** | **100%** |

Source: Author, 2010

### 3.5 Data Collection Methods

Primary data was collected using a semi-structured questionnaire. The questionnaire was administered to the service providers within the designated areas through drop and pick later method.

### 3.6 Data Analysis and Interpretation

Data was analyzed using descriptive statistics. Mean scores and frequencies were used to measure the attitude of services providers towards men seeking beauty and hair services. Standard deviations were used to determine the varying degrees of the difference in which personal experiences, the influence of family and friends, direct marketing and mass media influence service providers' attitude towards men seeking beauty and hair services.

# CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION OF THE FINDINGS

## 4.1 Introduction

This chapter documents and presents the findings on the attitudes of service providers towards men seeking beauty and hair services in Mombasa. The study findings are based on a response rate of 77%.

## 4.2 Analysis of Background Information

### 4.2.1 Gender

The study sought to establish the gender of employees. From the study, 56% of the respondents were male while 44% were female as shown by table 4.1 below

**Table 4.1: Gender**

| Gender | Percentage (%) |
|---|---|
| Female | 44 |
| Male | 56 |
| Total | 100 |

### 4.2.2 Age of the respondents

The study revealed that most of the respondents (45%) were aged between 30 to 39 years while 44.16% were aged between 20 to 29 years. This shows that majority were aged between 20 to 39 years of age as shown by table 4.2

**Table 4. 2: Age of the respondents**

| Age bracket | Percentage (%) |
|---|---|
| 40 – 49 years | 5.19 |
| 30 – 39 years | 45 |
| 20 – 29 years | 44.16 |
| Below 20 years | 5.19 |
| Total | 100 |

### 4.2.3 Education level

The study revealed that 51.95% of the respondents had a diploma as their highest qualification, 31.17% had degrees, and 9.09% had studied upto the KCSE level as shown by table 4.3 below

**Table 4. 3: Education level**

| Educational level | Percent (%) |
|---|---|
| KCSE/ O level | 9.09 |
| Diploma | 51.95 |
| Degree | 31.17 |
| Master | 5.19 |
| Other | 2.6 |
| Total | 100 |

### 4.2.4 Experience of respondents in providing beauty and hair services

The study established that the experience of respondents in providing beauty and hair services, 38.96% had provided the service for 3 to 5 years, 31.17% between 6 to 8 years, 16.88% for less than two years and 12.99% for over nine years as shown by table 4.4 below

**Table 4. 4: Experience of respondents in providing beauty and hair services**

| Experience of respondents in providing beauty and hair services | Percentage (%) |
|---|---|
| Less than two years | 16.88 |
| 3 – 5 years | 38.96 |
| 6 – 8 years | 31.17 |
| Over 9 years | 12.99 |
| Total | 100 |

### 4.2.5 Type of clients

From the study, the researcher established that 59% of the respondents clients were females compared to 41% who were male clients as shown by table 4.5 below

**Table 4. 5: Type of clients**

| Type of clients | Percentage (%) |
|---|---|
| Female | 59 |
| Male | 41 |
| Total | 100 |

### 4.2.6 Number of male clients served

The study found out that 37.66% of the respondents served between 10 to 30 clients and 30 to 40 clients. However, 15.58% served between 5 to 10 clients while 9.09% served above 50 clients as shown by table 4.6 below. This shows that the respondents serve between 10 to 40 clients

**Table 4. 6: Number of male clients served**

| Number of male clients served | Percentage (%) |
|---|---|
| 5 – 10 clients | 15.58 |
| 10 – 20 clients | 37.66 |
| 30 – 40 clients | 37.66 |
| Over 50 clients | 9.09 |
| Total | 100 |

### 4.2.7 Increase of male clients

From the study, 92% of the respondents said that their male clients have been increasing as shown by table 4.7 below

**Table 4. 7: Increase of male clients**

| Increase of male clients | Percentage (%) |
|---|---|
| Yes | 92 |
| No | 8 |
| Total | 100 |

## 4.3 Attitudes of service providers towards men seeking beauty and hair services.

The study sought to seek the level of agreement on the attitudes towards men seeking beauty and hair services today. A Likert scale of 1-5 was used. A score of "strongly agree" is represented by a mean score equivalent to 4.1 to 5, ($4.1 \leq$ strongly agree $\leq 5.0$) "agreed" a mean score, equivalent to 3.1 to 4.0, ($3.1 \leq$ agree $\leq 4.0$). 'Neutral' a mean score of 2.1 to 3.0 on the Likert scale ($2.1 \leq$ neutral $\leq 3.0$). "Disagree" represented a mean score of 1.1 to 2.0,($1.1 \leq$ disagree $\leq 2.0$) and "strongly disagree" represented by a mean score of 0.1 to 1, ($0.1 \leq$ strongly disagree $\leq 1.0$)
The results are as shown below.

Table 4.1 Attitude of service providers

| | | Minimum | Maximum | Mean |
|---|---|---|---|---|
| 1 | Men seeking beauty and hair services are easy to satisfy | 1.00 | 5.00 | 4.1558 |
| 2 | It is difficult to know if clients are unhappy or have a problem with the services we offer them | 1.00 | 5.00 | 1.5325 |
| 3 | It is difficult to know if clients are happy with the services we offer them. | 1.00 | 5.00 | 1.8312 |
| 4 | I am aware of the gender perception that people may have on men seeking beauty and hair services | 1.00 | 5.00 | 3.6610 |
| 5 | Men seeking beauty and hair services are viewed positively by the society | 1.00 | 5.00 | 4.1948 |
| 6 | I feel comfortable dealing with a male client | 1.00 | 4.00 | 3.6623 |
| 7 | Men who seek beauty and hair services look much younger | 1.00 | 5.00 | 4.1560 |
| 8 | I have a preference for servicing men seeking beauty and hair services. | 1.00 | 4.00 | 3.8623 |
| 9 | I am comfortable working with male clients seeking beauty and hair services | 1.00 | 5.00 | 3.6517 |
| 10 | There is little to offer male clients seeking beauty and hair services | 1.00 | 5.00 | 1.3247 |
| 11 | Some beauty and hair services tend to be unsuccessful with male clients. | 1.00 | 5.00 | 1.7895 |
| 12 | Male clients seeking beauty and hair services are better off with a male beauty provider. | 1.00 | 4.00 | 2.9675 |
| 13 | Male clients seeking beauty and hair services are better off with a female provider | 1.00 | 5.00 | 2.4675 |
| 14 | All beauty and hair services in general practice usually produce a satisfactory result to all clients regardless of gender | 1.00 | 5.00 | 4.3221 |
| 15 | If special beauty and hair services for men were readily available, it would be more beneficial than it is now for most clients. | 1.00 | 5.00 | 3.8623 |
| 16 | Men seeking beauty and hair services are viewed favourably by most service providers | 1.00 | 4.00 | 3.7922 |
| 17 | Male clientele who seek beauty and hair services have a desirable experience | 1.00 | 5.00 | 4.1590 |
| 18 | Men seeking beauty and hair services have an ego. | 1.00 | 5.00 | 2.6494 |
| 19 | Men seeking beauty and hair services give more importance to personal appearance. | 1.00 | 5.00 | 4.2545 |
| 20 | Men seeking beauty and hair services get their hair cut by stylists rather than by a barber. | 1.00 | 5.00 | 4.1135 |
| 21 | Men seeking beauty and hair services seek out related services such as facials and manicures. | 1.00 | 5.00 | 4.0247 |
| 22 | Men seeking beauty and hair services like to be listened to. | 1.00 | 5.00 | 2.0909 |

The study established the attitudes towards men seeking hair and beauty services today. From the table above the respondents strongly agree to the following statements; Beauty and hair services in general practice produce satisfactory results regardless of gender (mean 4.3221). Men seeking beauty and hair services give more importance to personal appearance (mean 4.2545) and are viewed positively by the society (mean 4.1948).They have a desirable experience (mean 4.1590) and look much younger (mean 4.1560). They are easy to satisfy (mean 4.1558) and prefer to get their hair cut by stylists (mean 4.1135).

The respondents agreed to the following statements; Men seeking beauty and hair services seek out other related services such as facials and manicures (mean 4.0247) and if special services for men were readily available, it would be more beneficial than it is now for most clients (mean 3.8623).The respondents have a preference for servicing men seeking these services (mean 3.8623) and they are viewed favorably (mean 3.7922). The respondents are comfortable dealing with male clients (mean 3.6623) and are aware of the gender perception people may have towards men seeking beauty and hair services (mean 3.6610).They are comfortable working with male clients seeking these services (mean 3.6517).

In addition, respondents were neutral on whether men seeking beauty and hair services are better off with a male provider (mean 2.9675), have an ego (mean 2.6494) or are better off with a female provider (mean 2.4675).

The respondents disagreed to the following statements; Men seeking beauty and hair services like being listened to (mean 2.0909).It is difficult to know when they are happy with the services offered (mean score 1.8312) and some beauty and hair services tend to be unsuccessful to men (1.7895). It is difficult to know if clients seeking beauty and hair services are unhappy or have a problem with services offered (mean 1.52325). There is little to offer male clients seeking beauty and hair services (mean 1.3247).

# CHAPTER FIVE: SUMMARY, DISCUSSION, CONCLUSION AND RECOMMENDATIONS

## 5.1 Introduction

This chapter presents the discussion of the study findings, conclusion and recommendations. The following are the subsections that guided the study;

## 5.2 Summary

From the study, majority of the respondents were male. The study revealed that most of the respondents were aged between 30 to 39 years. It was also realized that majority of the respondents had diploma as their highest qualification. The study established that the experience of respondents in providing beauty and hair services was between 3 to 5 years. The study further established that most of the respondents had a high percent of females clients as compared to male clients. Most of the respondents revealed that their male clients have been increasing over time.

The study established the attitudes of the respondents strongly agreed that beauty and hair services in general practice produce satisfactory results regardless of gender. Men seeking beauty and hair services give more importance to personal appearance and are viewed positively by the society; they have a desirable experience and look much younger. They are easy to satisfy and prefer to get their hair cut by stylists.

Further, respondents agreed that, men seeking beauty and hair services seek out other related services such as facials and manicures and if special services for men were readily available, it would be more beneficial than it is now for most clients, they have a preference for servicing men seeking these services and they are viewed favorably. The respondents are comfortable dealing with male clients and are aware of the gender perception people may have towards men seeking these services. They are comfortable working with male clients seeking these services.

The study established the attitudes of the respondents were neutral on whether men looking for beauty and hair services have an ego and whether male client are better off with male providers or female providers.

The study further established the attitudes of the respondents disagreed on whether men seeking beauty and hair services like being listened to. It is difficult to know when they are happy with the services offered and some beauty and hair services tend to be unsuccessful to men  It is difficult to know if clients seeking beauty and hair services are unhappy or have a problem with services offered There is little to offer male clients seeking beauty and hair services

**5.3 Discussion**

From the study it was evident that men’s use of beauty and hair services has been on the increase. This is in line with the Global Facial Care report published by Datamonitor (2006), which said that the market volume forecast was expected to hit USD$ 22.4B in 2010; an increase of 14.6 percent (from 2005). The growth dynamism in men’s beauty and hair products especially the skincare range has been identified as one of the core prospect products sector (Euromonitor 2007). According to the estimates from Euromonitor, from 2005 to 2008, men’s grooming products is said will surge by 67percent to $19.5 billion (Time Asia 2005).

From the study, it came out that men, who used beauty and hair services, were easily satisfied, were viewed positively and that they gave more importance to personal appearance. According to Featherstone 1993, Bocock 1993, Thompson and Hirschman 1995, Men’s consumption of beauty and hair products has been attributed to the desires to create, develop and maintain identity and self-image. Today, the same needs and desires are reflected in the modern male movement, referred to as the metrosexual which places importance on image and presentation (Simpson 1994).

The study also established that men were seeking both manicure and pedicure services. According to Bocock, 1993, Firat, 1993, Nixon, 1992, Davies and Bell, 1991, today’s men have adopted a different outlook. The consumption of mens beauty and hair products has been found to contribute to the production of desired self-image, identity and self-concept (Thompson and Hirschman, 1995, Featherstone 1993, Firat 1993, Kellner 1992, Schouten, 1991, Mort, 1988).

From the study, it came out clearly that man who used beauty and hair services had a desirable experience, were easily satisfied and viewed positively. They looked much younger and they gave more importance to personal appearance. There is no end in sight to the desires, wants and needs of man that continues to witness the introduction of new products, fads and trends that endlessly fuel consumption and spending (Schor 2005, Graaf, Wann and Naylor 2002, Stearns 2001).

## 5.4 Conclusion

From the discussions of the study, the researcher makes the following conclusion;

Men beauty and hair personal care items have become ubiquitously offered in retail outlets. The number of male clients visiting beauty and hair salons has been increasing greatly. Men are now catching up to women with demand for men's beauty and hair services having now taken off, decades after the women's boom. Very large numbers of men are much more interested in their appearance than previously and interested in a different way than was the case.

Service providers have a positive attitude towards men using hair and beauty services. From the discussions, service providers prefer these men clients to women clients. They find these clients comfortable to work with. To the service providers, these men look younger and easily satisfied.

### 5.5 Recommendations from the study

From the discussion and conclusion of the study, the following recommendations are made;

Companies marketing beauty and hair products should employ special marketing efforts to facilitate increased purchases of men's consumption of beauty and hair products since men are still hesitant to browse through the local store's beauty aisle. Although the market is there companies marketing these products should increase that demand.

Companies producing beauty and hair products should adopt market segmentation. Men products are specific to men and they should be separated from that of the women. Men have different needs and priorities. Issues that are important to all men include convenience, a "male friendly" environment and services targeting men.

Companies marketing men's beauty and hair products should invest more in marketing and advertising, since advertising has a strong impact on consumers, marketers should take into consideration the factors such as the desire of men to increase their self-images, be physically attractive and convey a youthful appearance when formulating their advertising programs. For instance, an advertising message that emphasizes youthful appearance might attract Kenyan male consumers.

#### 5.5.1 Recommendations for further research

It would be interesting to expand this research in other cities in Kenya 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 in order to further shed light on the importance of the men's beauty market and examine the behavior and attitude of consumers belonging to those societies.

#### 5.5.2 Limitations of the study

Due to time and financial resources this study was limited to investigating beauty and hair salons located in Mombasa town. The study was also limited to beauty and hair services providers registered by Mombasa city council by 30$^{th}$ June 2010.

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## APPENDICES

## ATTITUDES OF SERVICE PROVIDERS TOWARDS MEN SEEKING BEAUTY AND HAIR SERVICES

### Appendix I: Research Questionnaire

**Instructions**

This is a questionnaire seeking to establish the attitude of service providers towards men seeking beauty services. Kindly tick or write as appropriate in the spaces provided. The following key will help you to fill section B.

**KEY**

| | |
|---|---|
| Strongly Agree | SA |
| Agree | A |
| Neutral | N |
| Disagree | D |
| Strongly Disagree | SD |

### SECTION A: Background Information

1. Indicate your gender below:

   Male [ ]

   Female [ ]

2. What is your age bracket?

   Below 20 years [ ]

   20 to 29 years [ ]

   30 to 39 years [ ]

   40 to 49 years [ ]

   Above 50 years [ ]

3. Indicate your qualification and some of the certifications you have

   KCSE/O level [ ]

   Diploma [ ]

   Degree [ ]

Master [ ]

Other [ ]

4. How long have you been providing the hair and beauty services?

Less than 2 years [ ]

3-5 years [ ]

6-8 years [ ]

Over 9 years [ ]

5. Between the male and female clients from whom do you get the highest percentage?

Male [ ]

Female [ ]

6. How many male clients do you have?

5-10 clients [ ]

10-20 clients [ ]

30-40clients [ ]

Over 50 clients [ ]

7. Has the male clientele been increasing overtime?

Yes [ ]

No [ ]

**SECTION B: Attitude of service providers**

Below is a list of statements on your attitude towards men seeking beauty and hair services today. In this section you are required to indicate the extent to which you agree with the following statements in a scale of 1 to 5 where 1 is strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly disagree.

| | **Statement** | **Strongly agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 |
| 1 | Men seeking beauty and hair services are easy to satisfy. | | | | | |
| 2 | It is difficult to know if clients are unhappy or have a problem with the services we offer them. | | | | | |
| 3 | It is difficult to know if clients are happy with the services we offer them. | | | | | |
| 4 | I am aware of the gender perception that people may have on men seeking beauty and hair services. | | | | | |
| 5 | Men seeking beauty and hair services are viewed positively by the society | | | | | |
| 6 | I feel comfortable dealing with a male client. | | | | | |
| 7 | Men who seek beauty and hair services look much younger | | | | | |
| 8 | I have a preference for servicing men seeking beauty and hair services. | | | | | |
| 9 | I am comfortable working with male clients seeking beauty and hair services | | | | | |
| 10 | There is little to offer male clients seeking beauty and hair services | | | | | |
| 11 | Some beauty and hair services tend to be unsuccessful with male clients. | | | | | |
| 12 | Male clients seeking beauty and hair services are better off with a male beauty provider. | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| 13 | Male clients seeking beauty and hair services are better off with a female provider. | | | | | |
| 14 | All beauty and hair services in general practice usually produce a satisfactory result to all clients regardless of gender | | | | | |
| 15 | If special beauty and hair services for men were readily available, it would be more beneficial than it is now for most clients. | | | | | |
| 16 | Men seeking beauty and hair services are viewed favourably by most service providers | | | | | |
| 17 | Male clientele who seek beauty and hair services have a desirable experience | | | | | |
| 18 | Men seeking beauty and hair services have an ego. | | | | | |
| 19 | Men seeking beauty and hair services give more importance to personal appearance. | | | | | |
| 20 | Men seeking beauty and hair services get their hair cut by stylists rather than by a barber. | | | | | |
| 21 | Men seeking beauty and hair services seek out related services such as facials and manicures. | | | | | |
| 22 | Men seeking beauty and hair services like to be listened to. | | | | | |

**Thank you.**

**Appendix II: List of Beauty Services Providers in Mombasa**

1. Faswals Beauty Salon
2. Gemini Hair Salon and Beauty and parlour
3. Island Complex Mombasa
4. Touch and Go beauty and barbershop
5. Links centre
6. Regent Hairdressing Saloon
7. Lasifa Hair Salon
8. Studio Intercoiffure
9. Sunny;s Takin Heads Salon
10. Ashas Hair and Beauty Studio
11. Zuleikhas Salon
12. Cynthia's Salon
13. Ellussions Beauty Section
14. Face Place parlour
15. Gorgia Equipment Salon & Boutique
16. Liz Salon & Boutique
17. Dainty Hair Saloon Beauty Salons
18. Coast Massage Salon
19. My Red Rose Salon & Boutique
20. Nuru Beauty Salon and Photoshop
21. Pink N' Blue Beauty Salon
22. Prime Time Beauty Parlour
23. Risper Hair Beauty Hair Care Mombasa
24. Rizfar Hairdressing College and Beauty Saloon
25. Sense of New Generation College & Saloon
26. Shampoo Hair & Beauty Salon
27. Snip's Salon
28. Somani Nuru Photoshop
29. Twins Penny Barbar shop
30. Leos salon
31. Beauty base and barber clinic
32. Hi-tech barber Clinic
33. Zukus barbershop
34. Mukaa barbershop
35. Blossoms hair salon
36. Shiro salon
37. Fasial hair Salon
38. Baby
39. Rafikis beauty salon
40. Gentle touch and barber clinic
41. Precious Hair Dressers and Boutique
42. Kelvis barber and beauty parlour
43. Ebony barber and beauty parlour

44. Romic beauty Clinic
45. Toto;s Salon
46. Elle Beauty Shop
47. Nyamwezi Hair dressers
48. Blacky Beauty Shop
49. Gifted Hands Hair Palour
50. Hawa,s Beauty Shop
51. Heads r us Barbershop
52. Sheer waves Stylists
53. Headliners barber clinic
54. Weavers Spot Stylists and barber shop
55. Fahari Beauty Palour and Spa
56. New image Cutz
57. Saloon Touch
58. Diva beauty salon
59. Style point Barbershop
60. Emeralds Beauty Parlour
61. Shallom Hair Dressers
62. Break thru Beauty Shop
63. Pambo hair care
64. Mnyamwezi Barbershop
65. Studio 73 Hair dressers
66. Unbwogable Cutz
67. Executive Saloon Carnival Mombasa
68. Resper Hair Beauty
69. Twins hair beauty
70. Hair Avate Beauty and Hair salon
71. Hair works Beauty shop
72. Masken beauty Paradise
73. Sensations hair salon beauty and barber clinic
74. Talebo hair care
75. His and hers hair salon
76. Majestic hair base
77. Studio 2 beauty salon
78. Slizycutz barbars
79. Kwetu hair and beauty salon
80. Divine touch beauty salon
81. Tashas Hair and Beauty Studio
82. Twins Barbars
83. Masken Beauty Paradise
84. Turdor Gents hairdressers
85. Sensations Hair Salon and Barber Clinic
86. Cutz and Curls
87. Golden scissors ltd
88. Farouk Barbers
89. Hair Razors

90. Hairview Salon
91. Jasmins Beauty Care
92. Unity Hair Salon
93. One Touch
94. Summerlink barbershop and Beauty Parlour
95. Blossoms beauty shop
96. Eva Saloon
97. Regent salon
98. Saloon Touch
99. The Hook barbershop and saloon
100. Jundan Barbers
101. Anitas Salon
102. Mimis Barbars Shop
103. Fradous Hair Beauty and Barbarshop
104. Glitters Kinyozi
105. Maz Gents Barbershop
106. S-Hair and beauty Salon
107. Rembo beauty Parlour
108. Bestlady Beauty Parlour
109. Angel hearts Beauty Parlour
110. Beautika hair Clinic
111. Blushes Hair and Beauty
112. Eden beauty Parlour
113. Afri Salon and Botique
114. Ashraf Beauty Salon and Barber Shop
115. Benny Boutique and Hair Saloon
116. Bliss Beauty and Hair Saloon
117. Fades Hair Salon
118. Shani Beauty Care
119. Fahari Boutique and Beauty Shop
120. Feminine Beauty Salon
121. Neelem Hair, Health and Beauty Salon
122. Oasis Berbers
123. Lubi Beauty Parlour and Salon
124. Montana Barber shop
125. Mbaruk barber shop
126. Ridor Salon and Barbershop
127. Shikara Beauty Parlour
128. Rio health and Beauty Parlour
129. Johns Executive Barber Shop
130. Jackies Beauty shop
131. Timeless Barbers and Beauty Salon
132. Tricas Salon
133. Zee Beauty Salon
134. Sallys Beauty Shop
135. Images Salon and Barber shop

136. Jucare Barber shop
137. Ridor Barbershop
138. Heat Fashions Boutique and Salon
139. Gergeous Collection Beauty and Hair Salon
140. Lorriene Beauty Shop and Hair Dressing
141. Belinda Beauty Clinc
142. Aristo Barber Shop
143. Bostons Lady and Gents Hairdressers
144. Charis Hair Salon
145. Legion Beauty Salon
146. Concepts Hair Studios
147. Liberty Hair Dressing Saloon
148. Tiffanys Beauty Shop
149. Roma Beauty Shop
150. Malibu 2002 Beauty salon and Barber Shop
151. Tops Beauty shop
152. Transcent Hair and Beauty Care
153. Valarie Fashions and Salon
154. Pebbles Hair Dressing
155. Shape and Style Hair Studio
156. Hiba Salon
157. Mumthaz Cutz Barber Shop
158. Salim Barbershop
159. Bella beauty Shop
160. Watoto Hair Salon
161. Majestic Hairbase Beauty Shop
162. Lasifa Hair Salon
163. Touch Class Beauty Care
164. Jenets Style Boutique and hair dressing
165. Manoj Cutz and Hair stylists
166. Johns Hair Lines
167. Choice Cuts Barbers
168. Clip Joint hair and beauty shop
169. Cliptomania Barbershop
170. Comb One Comb All beauty Parlour
171. Curl Up & Dye
172. A Cut Above barber shop
173. The Cutting Edge
174. Dye Hard barbers
175. Parting Ways hair dressers
176. Shear Delight Beauty Parlour and Salon
177. Shear Happiness salon
178. Upper Cuts clippers
179. Faizal barbers
180. Julius Scissor barbershop
181. Locks of Luck barbers

182. Fatuma hair dressers
183. Kaz hair Salon
184. Ladies Choice Saloon
185. Kasayas Beauty Shop
186. Reload Beauty Studio and Barbershop
187. Meb,s Barber Shop
188. Peters Cutz Barber Shop
189. Intrim Hair and Beauty Salon
190. Sarjim Hair Saloon
191. Next Hairdressing Salon
192. Irene Hair and Beauty Shop
193. Reload Cutz Barbershop
194. Trendyz Salon and Barbershop
195. Sparkling Bebbles
196. Cut lass beauty Parlour
197. Braidheart Hair Dressing
198. Ali Barber cutz hair and beauty salon
199. Combing Attractions
200. Soul Scissors barbershop
201. Majestic Hair Salon
202. Fine touch Beauty Shop
203. Khamis Barbers
204. Kibao Hair Dressers
205. Nyamu Cutz
206. Deluxe hair Dressing and Unisex Salon
207. Noor barbershop
208. Golden Scissors Beauty and hair Salon
209. Gemini Barbershop
210. Epok Sparkle Beauty and hair Salon
211. Debase cutz
212. Sylocks beauty parlour and hair dressers
213. Michigan Barbers Dotcom
214. Romano hair and beauty Salon
215. Salima hair dressers
216. Monicas beauty point
217. Halima Hair Salon
218. Exquisite beauty parlour
219. Le Chignon salon and barber shop
220. Salon Souad