

Purchase Intention of Grooming Products: The Value-Attitude-Behaviour (VAB) Model

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Abstract

Grooming products are now one of the daily necessities needed in human life. Not only women who use grooming products, but the majority of men also need grooming products to improve their appearance. The urgency of this research is to explore the values that influence the attitudes of men in Indonesia towards grooming products and their intention to purchase these grooming products, using the Value-Attitude-Behaviour (VAB) model. The research instrument used a questionnaire that was distributed online via WhatsApp and Telegram groups during June-July 2021, which resulted in 111 responses. Hypothesis testing was carried out using a variant-based Structural Equation Modeling (SEM) called Partial Least Square (PLS) and the SmartPLS application version 3.0 as a tool to analyze it. The results showed that self-concept (self-image and self-consciousness) and product involvement had a positive and significant effect on men's attitudes towards grooming products and their intention to purchase these products. Furthermore, the effect of men's attitudes towards grooming products on their intention to purchase products also obtained significant result. The results of this study illustrate that self-concept and product involvement have an important role in determining men's attitudes towards grooming products, which in turn will have an impact on their intention to purchase care products to improve their appearance. For further research, it is better to increase the number of samples that are able to represent the entire population and also refer to other factors that influence the purchase intention of grooming products and the use of other approaches in predicting purchase intention such as the TRA model. This study is expected to contribute to the development of male grooming product industry in the country by providing an overview to marketers about the important role of self-concept and product involvement in determining men's attitudes towards grooming products, which in turn will have an impact on their intention to purchase these products to improve their appearance.

Keywords: *Grooming Products, Self-Concept, Product Involvement, Attitude towards Products, Purchase Intention*



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INTRODUCTION

Nowadays, changes in technology, especially in the field of communication, have brought a shift in people's lifestyles which are reflected in consumer behavior. This condition is caused by the ease of obtaining information about the culture and lifestyle in various countries which can then be adopted by people who get the information. One of the products that had experienced a significant change was men's grooming products. A decade ago, men generally still 'borrow' skin grooming products or treatments from their family or friends. But nowadays, more and more men are starting to pay special attention to their appearance, so that grooming products are no longer products that are only intended for women (Kumar et al., 2020). Grooming products are now one of the daily

necessities that are needed not only by women, but the majority of men also need grooming products to improve their appearance. Purchasing grooming products is now also a priority for men and grooming products purchased are generally in the form of fragrances and other skin grooming products (Khan et al., 2017). Thus, it can be said that grooming products are included in the focus of attention on male purchasing behavior.

Marketers focus on consumer purchasing behavior in order to be able to segment and thus marketers can target and position their products into certain consumer groups by anticipating consumer wants and needs (Leng, 2016; Roe & Bruwer, 2017). Most of the previous research on the consumption of grooming products had focused on female consumers, while men were taken into account in this regard. However, there seems to be a shift in men's behavior towards the purchase and use of grooming products in recent years (Leng, 2016). In exploring men's purchasing behavior towards grooming products, it can be done by combining individual consumer characteristics (ie self-concept) and product involvement (Kumar et al., 2020; Roe & Bruwer, 2017). This is because consumers generally purchase products that match their self-concept and product involvement (Kumar et al., 2020).

Self-concept and product involvement are variables that are considered to be able to confirm men's attitudes towards grooming products, which in turn will have an impact on their intention to purchase grooming products to improve their appearance. Several previous studies had proven this. Research by (Kumar et al., 2020) showed that individual self-concept, which was built by self-image and self-consciousness, contributed positively to men's attitudes towards grooming products, which would positively affect men's intention to purchase grooming products. Then, a study conducted by (Khan et al., 2017) also showed that self-image was able to act as a stimulator of male consumers' purchasing attitudes towards grooming products. Furthermore, (Lam & Yee, 2014) found that the stronger the sense of self-concept in a consumer and the higher the involvement of the consumer, would bring the positive influence on the increase in product purchases.

Based on the description above, we focus on the discussion of consumers' purchase intentions by using the Value-Attitude-Behavior (VAB) model to explore the values that influence the attitudes of men in Indonesia towards grooming products and their impact on their intention to purchase these grooming products. We believe that men with high self-concept coupled with their involvement in grooming products will lead to positive attitudes towards grooming products, which in turn will lead to their intention to purchase these grooming products. This study is expected to contribute to the development of the male grooming product industry in the country by providing an overview to marketers about the important role of self-concept and product involvement in determining men's attitudes towards grooming products which in turn will have an impact on their intention to purchase these products to improve their appearance.

LITERATURE REVIEW

Value-Attitude-Behaviour (VAB) Model

Value-Attitude-Behavior (VAB) model is a cognitive hierarchy that represents the relationship between values, attitudes, and behavior. The VAB model proposes that consumer values indirectly influence behavior through the mediating role of attitudes (Kumar et al., 2020). The VAB model has

been widely used by researchers in studying behavioral studies. (Lee et al., 2019) studied online consumer purchasing behavior intentions in relation to internet memes using the VAB model. They used the value-attitude-behavior model as their theoretical core and discussed how the values formed by consumers under the influence of internet memes could affect their purchasing behavior through their attitudes. Meanwhile (Kang et al., 2015) examined the value of individual health in influencing interest in healthy food, positive outcome expectations, hedonic expectations, and behavioral intentions. In the study, they used expectation as an intervening variable because the aim was to test who was more likely to choose healthy food in restaurants. Not all consumers who value their health would purchase healthy menu items, but the possibility of consumption could increase along with increasing consumer expectations. Furthermore, (Kumar et al., 2020) adopted the Value-Attitude-Behaviour (VAB) hierarchical model to understand the attitudes and behavior of men's consumption of grooming products. Their research explained the influence of values on men's attitudes and behavior towards grooming products. In this study, we also adopt a VAB model that focuses on the purchase intention of male consumers towards grooming products through attitudes by exploring the values that influence these attitudes.

Self Concept

Self-concept is one aspect that is able to influence consumer desires for the benefits of certain products (Roe & Bruwer, 2017). Consumers generally often purchase products according to their self-concept as a means to express themselves (Lam & Yee, 2014). In particular, self-expression in shopping is defined as the degree to which consumers think shopping activities are an important part of their self-concept in viewing themselves as having made progress towards realizing their best potential through shopping (Sirgy et al., 2016). In his research, (Sirgy et al., 2016) examined the effect of self-expression in shopping on shoppers' overall life satisfaction and found that the perceived impact of shopping did contribute to life satisfaction. In addition, studies that examine consumer behavior through self-concept have been carried out by many researchers. Such as (Giovannini et al., 2015), which highlighted the luxury fashion consumption behavior of Generation Y consumers, who were seen as new entrants to the US luxury goods market, viewed from a self-concept perspective. Then (Roe & Bruwer, 2017), which examined wine purchasing behavior by exploring self-concept relative to consumer age groups and consumption levels. Meanwhile, (Kumar et al., 2020) chose self-concept as value in the VAB model that affect the consumption of men's grooming products indirectly through attitudes. In his research, (Kumar et al., 2020) explained the self-concept of an individual through two aspects, namely self-image and self-consciousness, which will also be used in this study.

Self-Image

Self-image is how people judge and define themselves, generally a reflection of their self-esteem and self-confidence (Kumar et al., 2020). Psychological research supported that there was a significant and positive relationship between metrosexual concerns about self-image and their consumption of men's grooming products, resulting in the global market of men's cosmetics had grown significantly in recent years (Elsner, 2012). Thus, men who care more about their image

would encourage them to start dressing up on their own. By dressing up and using cosmetics, a man could not only improve his physical image but also his psychological image because he was more confident with his appearance (Leng, 2016). (Kumar et al., 2020) in his research also found that self-image showed a positive contribution to attitudes in purchasing men's grooming products, which had a positive effect on purchase intention of men's grooming products. Therefore, self-image plays a big role in attracting the attention of male consumers to purchase grooming products. Based on the literature mentioned above, the following hypotheses can be developed:

H1: Self-image affects men's attitudes towards purchasing grooming products.

H2: Self-image affects men's intention to purchase grooming products.

Self-Consciousness

Self-consciousness can be understood as the extent to which people are consciously aware of themselves and their interactions or relationships with others. Self-consciousness is a key ingredient in understanding self-concept and has been studied extensively in its impact on consumer behavior (Peters et al., 2011). Self-consciousness can have a strong influence on consumer behavior and also the decision-making process to consume products (Giovannini et al., 2015). From the research conducted by (Shephard et al., 2016), fashion awareness came from self-consciousness. Women applied their fashion awareness to their outward appearance, which was reinforced by purchasing fashionable clothes. The results of the study by (Zhang & Kim, 2013) also showed that brand awareness played an important role in predicting Chinese consumers' attitudes towards purchasing luxury fashion goods (Zhang & Kim, 2013). Furthermore, research by (Lam & Yee, 2014) found a positive relationship between fashion awareness and attitudes towards products or brands and had a positive effect on intention and purchase behavior of fashion products among male consumers. Then, (Kumar et al., 2020) in their research also found that self-consciousness, as well as self-image, also showed a positive contribution to attitudes in purchasing men's grooming products, which in turn would have a positive impact on the purchase intention of men's grooming products. Based on the literature mentioned above, the following hypotheses can be developed:

H3: Self-consciousness affects men's attitudes towards purchasing grooming products.

H4: Self-consciousness affects men's intention to purchase grooming products.

Product Involvement

As part of consumer behavior research, academics and practitioners have long tried to better understand how consumers interact with or engage with products or services. Engagement is defined as a person's perceived relevance of an object based on inherent needs, values, and interests. This can be applied to advertising, products, or consumer purchasing decisions (Campbell et al., 2014). In short, product involvement refers to consumers' understanding or recognition of a particular product (Kumar et al., 2020). In his research, (Kumar et al., 2020) showed that consumer product involvement increases attitudes towards purchasing men's grooming products. The results showed that consumers form attitudes based on their involvement. Furthermore, research by

(Campbell et al., 2014) found that people consider several factors in determining their willingness to pay for a product beyond the specific attributes of the product itself, whereas if people felt more emotionally attached to the product, they were more likely to pay for a product or purchase the product. In this study, we also adopt product involvement as a value in the VAB model that can influence the purchase intention of male consumers through attitudes towards grooming products. Based on the literature mentioned above, the following hypotheses can be developed:

H5: Product involvement affects men's attitudes towards purchasing grooming products.

H6: Product involvement affects men's intention to purchase grooming products.

Attitude Towards Products and Purchase Intention

Consumer attitudes towards products are responses to consumer feelings that can be feelings of liking or disliking a particular product. Attitudes play a central role in consumer studies because they influence the most important thoughts, feelings, and decision-making processes of consumers (Das, 2014). The decision-making process and consumer attitudes towards products also have a direct influence on behavior as reflected in consumer purchase intentions (Zhang & Kim, 2013). Several previous studies conducted had shown that attitudes affect consumers' purchase intentions. Research by (Das, 2014) showed that attitudes towards retailers had a significant positive effect on purchase intentions from retailers. Therefore, retailers had to take appropriate action against the factors that were responsible for creating a positive attitude towards their brand. In addition, research by (Zhang & Kim, 2013) also found that Chinese consumers' purchase intentions for luxury fashion items were influenced by their attitude towards purchasing luxury fashion items. Furthermore, research by (Lee et al., 2019) proved that utilitarian and hedonic attitudes had a positive and significant impact on purchase intention. Then, the results of the study by (Kumar et al., 2020) also showed that attitudes towards the purchase of men's grooming products significantly increased the purchase intention of men's grooming products. Based on the literature mentioned above, the following hypothesis can be developed:

H7: Men's attitude towards purchasing grooming products affects men's intention to purchase grooming products.

RESEARCH METHOD

This research was conducted with a causal quantitative approach to study the purchase intention of male consumers towards grooming products using the Value-Attitude-Behavior (VAB) model. The population in this study were all male consumers in Indonesia. The sample size was determined based on the purposive sampling method, where the selected sample members were male consumers who used grooming products to improve their appearance in their daily lives. The research instrument used was a questionnaire that was distributed online via WhatsApp and Telegram groups during June-July 2021, which resulted in 111 responses. The operational definition of variables consists of endogenous variables and exogenous variables (see table 2). In

testing the hypothesis, we used a variant-based Structural Equation Modeling (SEM) called Partial Least Square (PLS) and the SmartPLS application version 3.0 as a tool to analyze it.

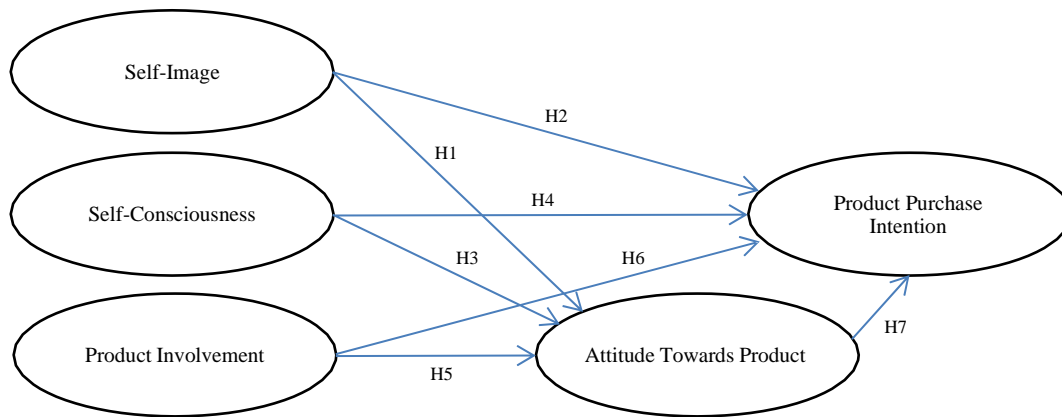


Figure 1. Conceptual Framework

FINDINGS AND DISCUSSION

Demographic Profile

The questionnaire was distributed online via WhatsApp and Telegram groups which resulted in 111 responses. The distribution of questionnaires is carried out online to reach a wider range of respondents and considering the current Covid-19 pandemic. Of the 112 data collected, only 111 data are considered valid for this study. The majority of respondents are in the range of 18-30 years (40.54%) and 31-40 years (36.94%) with the majority of marital status being married. Then, it is known that respondents are dominated by master's education level (36.94%) with the type of work as private employee (23.42%) and professional (25.23%). Results should be clear and concise. The results should summarize (scientific) findings rather than providing data in detail. Please highlight differences between your results or findings and the previous publications by other researchers.

Table 1. Demographic Characteristics of Respondents

Category	Items	Frequency	Percentage (%)
Age (years)	18-30	45	40.54
	31-40	41	36.94
	41-50	11	9.91
	>50	14	12.61
Marital Status	Single	47	42.34
	Married	64	57.66
Education	Senior High School	33	29.73
	Diploma	2	1.80
	Bachelor	27	24.32
	Master	41	36.94
	Doctorate	8	7.21
	College Student	25	22.52
	Entrepreneur	13	11.71

Occupation	Civil Servant	13	11.71
	Private Employee	26	23.42
	Professional	28	25.23
	Unemployed	6	5.41

Outer Model Measurement

The validity test was proven based on the results of convergent and discriminant validity. For convergent validity, the value of each indicator variable for self-image, self-consciousness, product involvement, attitude towards products, and product purchase intention was above 0.7 for loading factor and above 0.5 for Average Variance Extracted (AVE). These results indicated that most of the variance was explained by constructs. Thus, convergent validity for the measurement scale items was achieved. Then, for discriminant validity, the cross-loading value of each variable was above 0.7 which indicates acceptable discriminant validity. Furthermore, the value of composite reliability and the value of Cronbach's alpha obtained for each variable was above 0.70. This showed a satisfactory level of internal consistency and high reliability for assessing each construct. Seen from the R-square of attitude towards products, a value of 0.730 was obtained, which showed that overall the ability of exogenous variables in explaining attitude towards products was moderately high. Furthermore, the R-square value was 0.818 for product purchase intention, this showed that overall the ability of exogenous variables in explaining product purchase intention was high (Ghozali, 2014).

Table 2. Validity, Reliability, and R-Square Test

Variables	Item	Loading Factor	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Self-Image	Willing to spend time to get ideal hairstyle	0.747	0.626	0.909	0.880
	Use grooming products to make me more presentable	0.794			
	Frequently check my appearance	0.801			
	Purchase clothes that would make me look my best	0.816			
	Try different products to create the image I want	0.775			
	Very concerned about my appearance	0.811			
Self-Consciousness	Concerned about my style of doing things	0.836	0.681	0.895	0.844
	Concerned about the way I present myself	0.840			
	Concerned about making a good impression	0.824			
	Concerned about what other people think of me	0.800			
Product Involvement	Part of my self-image	0.870	0.760	0.950	0.937
	Portray an image of me to others	0.868			

Attitude Towards Products	Fun to me	0.896	0.757	0.926	0.893
	Fascinating to me	0.903			
	Important to me	0.845			
	Tell others about me	0.845			
Product Purchase Intention	Purchasing grooming product is wise	0.860	0.799	0.941	0.916
	Purchasing grooming product is sensible	0.851			
	Purchasing grooming product is good	0.878			
	Purchasing grooming product is very useful	0.890			
Purchase Intention	Looking for information about grooming products	0.865			
	Planning to purchase grooming products	0.931			
	Intend to purchase grooming products	0.900			
	Will purchase grooming products in the future	0.877			

Discriminant Validity

	Attitude Towards Products	Product Involvement	Product Purchase Intention	Self-Consciousness	Self-Image
Attitude Towards Products	0.870				
Product Involvement	0.781	0.872			
Product Purchase Intention	0.836	0.834	0.894		
Self-Consciousness	0.782	0.715	0.792	0.825	
Self-Image	0.768	0.794	0.810	0.725	0.791

R-Square

	<i>R-square</i>	<i>R-square Adjusted</i>
Attitude Towards Products	0.730	0.723
Product Purchase Intention	0.818	0.811

Hypothesis Test

To prove the hypothesis testing, a significance test was carried out to determine the relationship between the exogenous variables and the endogenous variable. The significance criterion was seen from the p-value. With a significance level of 5%, if the p-value between the exogenous variables and the endogenous variable is less than 0.05, the exogenous variables significantly affect the endogenous variable. In contrast, if the value is higher than 0.05, it means that the exogenous variables do not have a significant effect in building the endogenous variable. The results of the hypothesis test are presented in Table 3 below:

Table 3. Hypothesis Result

Path	β	t-Statistics	P-Value	Result
Direct Path				
Self-Image \rightarrow Attitude Towards Products (H1)	0.237	3.209	0.001	Supported
Self-Image \rightarrow Product Purchase Intention (H2)	0.200	2.477	0.014	Supported
Self-Consciousness \rightarrow Attitude Towards Products (H3)	0.380	4.624	0.000	Supported
Self-Consciousness \rightarrow Product Purchase Intention (H4)	0.208	2.194	0.029	Supported
Product Involvement \rightarrow Attitude Towards Products (H5)	0.321	3.733	0.000	Supported
Product Involvement \rightarrow Product Purchase Intention (H6)	0.309	4.051	0.000	Supported
Attitude Towards Products \rightarrow Product Purchase Intention (H7)	0.279	2.756	0.006	Supported
Indirect Path				
Self-Image \rightarrow Attitude Towards Products \rightarrow Products Purchase Intention	0.066	1.974	0.049	Supported
Self-Consciousness \rightarrow Attitude Towards Products \rightarrow Products Purchase Intention	0.106	2.307	0.021	Supported
Product Involvement \rightarrow Attitude Towards Products \rightarrow Products Purchase Intention	0.090	2.189	0.029	Supported

The results of testing the first hypothesis (H1), which predicted the effect of self-image on attitude towards products, was supported ($\beta = 0.237$, $t = 3.209$, $p < 0.05$). The second hypothesis (H2), which predicted the effect of self-image on product purchase intention, was supported ($\beta = 0.200$, $t = 2.477$, $p < 0.05$). The results of testing the third hypothesis (H3), which predicted the effect of self-consciousness on attitude towards products, was supported ($\beta = 0.380$, $t = 4.624$, $p < 0.05$). The fourth hypothesis (H4), which predicted the effect of self-consciousness on product purchase intention, was supported ($\beta = 0.208$, $t = 2.194$, $p < 0.05$). The results of testing the fifth hypothesis (H5), which predicted the effect of product involvement on attitudes towards products, was

supported ($\beta = 0.321$, $t = 3.733$, $p < 0.05$). The sixth hypothesis (H6), which predicted the effect of product involvement on product purchase intention, was supported ($\beta = 0.309$, $t = 4.051$, $p < 0.05$). Then, the test results also supported the seventh hypothesis (H7), which predicted the effect of attitude towards products on product purchase intention ($\beta = 0.279$, $t = 2.756$, $p < 0.05$). Tests on indirect impacts were also carried out to test the mediating effect of attitude towards products. Table 3 shows the results of self-image ($\beta = 0.066$, $t = 1.974$, $p < 0.05$), self-consciousness ($\beta = 0.106$, $t = 2.307$, $p < 0.05$), and product involvement ($\beta = 0.090$, $t = 2.189$, $p < 0.05$), this indicated that the attitude towards products was indeed able to mediate the influence of self-image, self-consciousness and product involvement on product purchase intention.

Discussion

With more and more men starting to use grooming products, this product has become one of the focuses in studying the purchasing behavior of male consumers. Several studies have been conducted in exploring consumer behavior in the men's grooming products industry, but the number is still limited, especially in Indonesia. For this reason, this study was designed to investigate how the influence of self-concept and product involvement on male consumers' intentions to purchase grooming products through male attitudes towards purchasing grooming products.

Self concept in this study was measured by using self-image and self-consciousness. These two aspects showed a positive and significant influence on men's attitudes towards the purchase of grooming products and also the intention of male consumers to purchase grooming products, either directly or indirectly. The results of this study were in line with the findings of previous studies which showed that self-image had a positive effect on individual attitudes and behavior (Kumar et al., 2020; Leng, 2016). In addition, it was also in line with previous research which found that self-consciousness showed a positive contribution to consumers' attitudes and purchase intentions (Giovannini et al., 2015; Kumar et al., 2020; Lam & Yee, 2014; Shephard et al., 2016; Zhang & Kim, 2013).

These results illustrated that men who cared about their appearance and were aware of their situation in interacting with other people tend to try to improve their appearance by showing a positive attitude towards grooming products and had the intention to purchase these products. This finding shows that the self-concept of male consumers which is reflected in self-image and self-consciousness needs to be considered by marketers in carrying out marketing strategies for men's grooming products. In marketing men's grooming products, marketers can emphasize how the product will be able to increase the self-esteem and confidence of the wearer so that they will be more confident both in dealing with themselves and interacting with others.

In addition to self-concept, product involvement is also a value that can influence individual attitudes and behavior towards a product. The results of this study also found that product involvement was able to make a positive and significant contribution to men's attitudes towards the purchase of grooming products and also the intention of male consumers to purchase grooming products either directly or indirectly. The result of this study was consistent with the results of previous studies which showed that the higher an individual's involvement with a product, the greater the influence on the formation of consumer attitudes towards a product and the higher their

intention to purchase the product (Campbell et al., 2014; Kumar et al., 2020). This finding indicates that male consumers who feel that grooming products are attractive and fun to use and are able to describe their self-image to others will feel that grooming products are important in their lives so that it will form positive attitudes from male consumers towards grooming products which lead to the intention to purchase these products. Thus, marketers can use brand ambassadors who can highlight the masculinity of men and show the pleasure that can be obtained when they use grooming products to increase male consumers' involvement in these grooming products.

The result also showed that men's attitudes towards the purchase of grooming products would determine their intention to purchase these products. This result supported the previous literature which found that consumers' purchase intention towards a product was influenced by their attitude towards purchasing the product (Das, 2014; Kumar et al., 2020; Lee et al., 2019; Zhang & Kim, 2013). This finding illustrates that when male consumers feel that purchasing grooming products will bring benefits to them and is a reasonable and wise thing, then they will show a positive attitude towards purchasing the product which has an impact on increasing their intention to purchase these grooming products. The results of the indirect influence test which show significant results also illustrate how important the role of attitude in influencing consumer value towards their purchase intentions. Therefore, in marketing men's grooming products, marketers need to emphasize the benefits of these grooming products and how male consumers decide to purchase grooming products is something wise and should be done by them. This can be done by making male consumers feel that the benefits they receive from grooming products will be commensurate or even far greater than the money they spend on purchasing these grooming products.

CONCLUSION

This study confirms that the seven hypotheses developed in this study can be accepted through the significant results shown by each hypothesis regarding the effect of self concept (self-image and self-consciousness) and product involvement on attitude towards products and product purchase intention as well as the influence of attitude towards products on product purchase intention. From a theoretical perspective, this study further enriches the current literature on consumer behavior research by using the Value-Attitude-Behavior (VAB) model that adopts self-concept theory and product involvement theory. Meanwhile, in terms of practical implications, the findings of this study are expected to contribute to the development of the men's grooming products industry in the country by providing valuable insight to marketers about the important role of self-concept and product involvement in determining men's positive attitudes towards the purchase of grooming products which leads to an increase in intention of male consumers to purchase grooming products. However, this study also had limitations like other studies. The sampling technique used was not fully representative of male users of grooming products in Indonesia. For further research, it is better to increase the number of samples so that they are more able to represent the entire population. In addition, future research should also refer to other factors that influence the purchase intention of grooming products and the use of other approaches in predicting purchase intention such as the TRA model.

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