



The differences between the Male Gender and the Female Gender in the purchase intention of Cosmetic Products

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Abstract

The male gender participation in the cosmetic industry has grown significantly in the recent years. This tendency can be attributed to a shift on the gender social norms attributed to men and woman that has led to an increasing concern for the physical appearance from the male gender. Consequently, due to this increase of interest of the male gender in the purchase of cosmetic products it is important to study more about this emerging segment.

Since the Online channel provides more privacy to the consumer when on the act of purchasing because it can be done with no interaction with other people, it would be expected for the male gender to prefer to engage in the purchase of stereotypical products of the female gender online instead of in-store. The literature, as it is further developed during this thesis, supports this claim, however the results obtained show that this might not be the case.

It would also be expected that individuals of the female gender would be more likely to purchase cosmetic products in-store since the literature supports that this gender seems to be more concerned with factors such as websites keeping their costumer profile, compared to man. The data proves that this is the case however not for all the products studied.

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Keywords: cosmetic products; female gender; male gender; stereotypical products; gender neutral products; online; in-store; purchase intention

Resumo

A participação do género masculino na indústria cosmética tem vindo a aumentar de forma significativa nos tempos recentes. Esta tendência pode ser atribuída a uma mudança nas regras sociais de género atribuídas a mulheres e homens que levou a um aumento relativo da preocupação com a aparência física por parte do género masculino. Consequentemente, devido a este aumento de interesse por parte do género masculino na intenção de compra de produtos cosméticos, é importante estudar mais sobre este segmento emergente.

Visto que comprar online providencia mais privacidade para o consumidor aquando do ato da compra sendo que a compra pode ser efetuada sem ter contacto com outras pessoas, seria de esperar que indivíduos do género masculino preferissem interagir com a compra de produtos estereotípicos de género feminino online em vez de em loja.

Seria também de esperar que indivíduos do género feminino seriam mais predispostos a comprar produtos cosméticos em loja devido à literatura apoiar que este género mostra mais preocupação com fatores tais como websites manterem o seu perfil de consumidor, comparado com homens. Os dados recolhidos mostram que isto é o caso, no entanto, não para todos os produtos.

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Palavras-chave: Produtos de cosmética; género feminino; género masculino; produtos estereotípicos; produtos género neutro; online; em loja; intenção de compra

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Introduction

It is known and it will be explored during this thesis that the participation of the male gender in the cosmetic industry has been increasing in the recent times. The male gender is now more interested and open to the idea of purchasing and using cosmetic products, with this in mind the aim of this thesis is to understand more about the behavior of consumers, in particular the behavior of consumers from the male gender towards cosmetic products. As it will be discussed in the chapter of Literature Review as well as further stressed during the thesis, there are some psychological factors that can be at the core of consumer decision making when planning on purchasing cosmetic products.

Some of the psychological factors and binary gender social norms that will be studied include chauvinism and concern with others opinions of the self. Accordingly, this thesis aims to understand if these factors can lead to preferring one of the two channels available when planning on purchasing cosmetic products, the channels can be identified as the online channel and the in-store channel.

In order to apply or implement the correct Marketing strategy, or to know to which targeted audience to adapt each sales channel to, it is important for the companies on the cosmetic industry to understand the interests of the consumers. This is why this thesis focus on the consumers purchase intention both through the in-store and the online channel, in order to help cosmetic companies managers and marketers to better segment their target population. This thesis will only focus on segmenting by the female gender and the male gender as the primary mode of segmentation. However, previous authors have stated that there are other reasons behind this decision making, such as, cultural factors that will not be deeply explored in this study, (Solomon, Marshall, & Stuart, 2010). Focusing on the Female gender and the Male gender for the following studies as seemed to be important since, nowadays and as the time passes this pattern/tendency has been increasing, the male gender is becoming more open to purchase the more diverse products, (Kuruvilla, Joshi, & Shah, 2009). Nevertheless, not that long ago the difference between female gender and the male gender were still extremely accentuated in society, this included women being the one gender responsible for the shopping, (Kuruvilla, Joshi, & Shah, 2009).

Therefore, it is also relevant to explore, in this case for the cosmetic industry, if stereotypes are still important for the population and how individuals act upon them. In this case, it will be explored between different cosmetic products which ones are still considered stereotypical of gender and which ones are, in another hand, nowadays considered gender neutral. After this,

relating if there is a different purchase intention for the products that are considered stereotypical of gender and for the products that are considered gender neutral.

Academic and Managerial Relevance

As it will be explored, there are still many differences in the way the Female gender purchases cosmetic products compared to the way the Male gender purchases cosmetic products. Therefore, this thesis will focus on some of these differences and on how this can translate into a preference for purchasing online or in-store cosmetic products by each gender, in particular for the population living in Portugal. This will help responsible personal of companies of the cosmetic industry to target and segment with more precision their sales channels available. Moreover, it will also help Marketing responsible personal to understand to whom and how to focus and implement Marketing campaigns for cosmetic products.

Problem Statement

Moving on to the problem statement, this thesis focus on understanding how genders differ on their purchase intention of cosmetic products and prefer the in-store channel or the online channel. Specifically questioning if/how stereotypes related to each cosmetic product would lead to a stronger purchase intention online compared to in-store from the male gender, a reason for this would be for example a matter of privacy. And, in another hand, if the female gender would not show the same tendency.

Scope of Analysis

The scope of analysis present on this thesis coincides with the increasing participation of the male gender on the industry of cosmetics. Accordingly, this thesis will focus on the purchase intention of the male gender towards cosmetic products that are considered stereotypical of gender or that are considered gender neutral, through the online and in-store channels.

Thesis Organization

The first chapter of this section corresponds to the Introduction that gives a general view on the reason behind the choice of aims of this thesis, this chapter includes different sections, giving

an insight on the reasons behind the problem chosen for relevance, followed by the alignment of the problem to the reader.

Moving on to the next chapter that is the Literature Review where the relevant work from previous authors leads to an understanding of the Research Questions that are there stated, and the hypothesis formulated. This chapter includes some main factors that lay out the base for the research questions and hypothesis formulated. Including the growing participation of the male gender in the cosmetic industry, the online behavior of the male gender and the online behavior of the female gender, as understanding and exploration of gender social norms as well their influence on the individuals behavior. It is also included the influence that psychological factors such as concerns with others opinion and chauvinism might play on the individuals. And how product gender stereotypes might influence purchase intention.

It is then presented a new chapter that is Methods, this chapter begins by explaining the methods used for the studies conducted as well as the materials used for each test, as for example the scales that were used to measure each question that was made to the participants of each test. It is explained the general procedure and organization for each test, such as, the scenarios and stimuli that were developed for the participants in each test. Finally, this thesis goes deeply into the results obtained on each test.

The final chapter is attributed to Conclusions and Recommendations where it is identified the main insights that were taken from the results of each test and relate them with the hypothesis previously made. Moreover, some recommendations are given to whom might want to pursue this topic or to who are working in the cosmetic industry and might want to implement some changes according with the conclusions obtained on these studies. Finally, these studies have faced limitations that are important to be recognized and as such that is laid out as that might help future researchers to have a beginning point to further develop related studies in the topics approached.

Literature Review

According to Ahssen (2018), in 2018 Europe remained the main cosmetics market in the world, with 77,6 thousand million euros registered in 2017 (and 77 thousand million euros registered in the previous year) weighted on the market of cosmetics and personal hygiene in Europe. This number was 67,2 thousand million euros for the United States and 43,4 thousand million euros for China. The leading countries were Germany, France, and the United Kingdom with 13,6, 11,3 and 11,1 thousand million euros respectively. This implies that the cosmetic industry has an important role not only for the consumers in Europe but also for the economy and for many companies in Europe that are directly or not directly involved with the industry of cosmetics.

In Western societies gender social norms continue to have a strong impact in society, and this impact seems to be greater in the core of private families, (Klesment and Bavel, 2022). Despite the fact that in the recent years the differences on the expectations towards the female gender and the male gender have been weakening and the opportunities for both genders are becoming less unequal, “In these countries, couples in which the wife has a higher education than her husband now outnumber couples in which the husband is more highly educated”, (Klesment and Bavel, 2022). There are differences that remain in society when comparing one gender to the other. The reasons behind those inequalities remain underexplored, “critics argue that the distribution of resources is unable to explain persistent gender inequalities”, (Klesment and Bavel, 2022). It is important to clarify that many authors claim that there is now a proximity on the female and male gender to have access to the same opportunities, however, despite this, the role attributed to women in a family and the role that is expected from the men in the family continues to be quite different. Even though it is a complex topic to be understood, it seems “men or women, or both, continue ‘doing gender’ ” (West and Zimmerman, 1987).

Moreover, gender social norms are often linked to traditional binary gender stereotypes that often lead to inequalities between the female and the male gender, when not complying with the expectation that is originated from those gender stereotypes, the result is often to be in some way excluded by other individuals in society. In other words, “violations of gender stereotypes are met with various forms of punishment and devaluation, many of which appear to stem from their perspective quality”, (Prentice and Carranza, 2002).

Furthermore, with gender differences as a base for development it was possible to develop the following research questions:

Research Questions

- What are the psychological factors preventing the male gender from purchasing female stereotypical cosmetic products?
- In what conditions could the differences between the genders purchase intention be reduced?
- Could the in-store vs online context play a role on reducing these differences between genders? If so, what are some of the reasons behind this impact?

This thesis will focus on the shopping behavior of the population regarding cosmetic products and more specifically regarding the purchase behavior/purchase intention of cosmetic products. Some authors, continue to stress differences between genders in different perspectives. Fugate and Phillips (2010) state in their piece “Product gender perceptions and antecedents of product gender congruence” that “Sex is one of the most fundamental of demographic categorizations and can be found in every nearly every area of social and behavioral research”.

Many authors refer in their studies that the female and male gender identity have in common seeking for a certain status when purchasing, (Otnes & McGrath, 2001). As Sheehan (1999), states on a previous article there are significant differences between the female gender and the male gender in an online shopping scenario. As the author points out, when comparing the female and male gender, the male gender is less worried regarding websites keeping information regarding the customer profile or websites selling this same information. In the same article, the author continues to reveal differences between the online shopping behaviors between genders, suggesting that prior to the purchase women are more concerned regarding the brand having an offline presence such as a physical store compared to man. The author also notes an effect that perhaps could go against common sense, that is, even though the evidence points out to women being more concerned about online privacy assurance when shopping online, men seem to be more likely to take actions when faced with online privacy concerns. These actions might go from filling in a complain to simply not purchase on that same platform again.

Some of the difference in attitudes between the female and the male gender pointed out by other authors might help to explain this last phenomenon. For instance, previous studies claim that individuals of the male gender tend to be more focused on problem solving, seeing an unfortunate situation as a problem, and focusing on solving that same problem (Bakshi, 2012).

Furthermore, we had seen above that there had been pointed clear differences between the online behavior of the female and the male gender, many of these differences can lead to a preference from the female gender towards an in-store scenario and not such a great disposition to purchase on the online scenario. It has also been discussed that gender differences continue to play a role in society and even though there seems to be an apparent tendency for this to eventually change in the future, the past and the present times suggest that there is space in the current society to criticize the male gender if the individual of this gender tries to assume behaviors that would be likely to be attributed from binary social norms to the female gender. This thesis applies this reasoning to the cosmetic industry, if individuals of the male gender would be socially criticized for adopting certain behaviors attributed to the female gender, this can include using cosmetic products that are associated with the female gender. As Roehling et al. (2007), studied “women were over 16 times more likely than men to say they suffered employment related discrimination because of their weight.”, suggesting that appearance is discriminated based on genders and it continues play an important role for the individuals even at work. Furthermore, there are clear differences on what is expected from man and what is expected from women when it is related to beauty standards, it would be expected for this to reflect in a difference of the purchase intention of cosmetic products between the two genders. “The number of online shoppers in six key European markets has risen to 31.4 percent from 27.7 percent last year” Monsuwe et al., (2004). The authors previously stated develop a study focused on the reasons behind the increase interest from consumers to purchase online, from this study the authors concluded that there are many variables explaining this phenomenon, those are “ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping”, Monsuwe et al., (2004).

Pitman (2013) explored these reasons further, explaining that the majority of men chooses to purchase cosmetic products online due to a lack of willingness to browse in physical cosmetic stores and preferring the ‘anonymity’ offered by the online channel for this type of purchase.

Accordingly after having this data, it will be possible to test a hypothesis, that will be the first hypothesis of this thesis, as it follows for hypothesis one:

H1: Individuals of the Male gender are more likely to purchase female gender stereotypical cosmetic products Online compared to in-store.

Applying what this thesis had previously discussed to the purchase intention, individuals as consumers choose to purchase products that are associated by binary gender social norms with their own gender as a tool to protect their 'gender image integrity' (Fugate and Phillips, 2010). Also, individuals of both female and male gender have a tendency to not feel comfortable in what regards the usage of products that seem to be made for the opposite gender (Fugate and Phillips, 2010).

Some authors point out to the self-congruence theory to explain this phenomenon, (Fugate and Phillips, 2010). Explaining that consumers tend to "use products that are in some way reflective of their own image or identity", (Fugate and Phillips, 2010), and that the purchase intention is based in the symbolism of the product in this way mirroring the individual self-concept rather than being only based on the functionality of the product. However, in the same article it is recognized that the roles and stereotypes attributed to each gender has been changing in the more recent times which means that the products attributed to the female and male gender might be changing or blending, (Fugate and Phillips, 2010).

Having in consideration that the 'social rules' are constantly changing. In the cosmetic industry particularly, there are many stereotypes associated to the majority of products. There are products that are associated to the female gender independently of their characteristics being as useful for the individuals female gender as they are for individuals of the male gender.

The reasoning behind the hypothesis number two can also be explained by some psychological factors that will be measured during the study that will be further included in this thesis. First of all, the male participation on the cosmetic market as a consumer has been increasing. Leading to many cosmetic companies to develop products that were in the past times dedicated entirely to women to now be adapted men. Some examples of this are anti-wrinkle creams or hair coloring and toning gels (Souiden and Diagne, 2009). However, studies also claim that even though women and men have distinct ways of approaching product consumption information, "men and women have the same degree of susceptibility to impulse purchases" (Souiden and Diagne, 2009). In reality, these behaviors have blended together and/or shifted in a way that currently men are the main consumers of some cosmetic companies since they are normalizing buying their own cosmetic products. The key to these changes in behavior is often attributed to sociocultural pressures. (Souiden and Diagne, 2009). Dunning 2007, also proposes that the

anonymity of the online channel would unblock the purchase motivations that would otherwise be prevented by social norms on an in-store context.

Following this, if social cultural pressures are indeed reflecting on the way costumers behave regarding buying cosmetic products, that might be only associated to the cosmetic usage. In what regards cosmetic products that are used as personal hygiene products or products that are considered gender neutral, they must have social pressure to purchase and use these products, in this case the channel from which these products are bought must be a case of pure convenience. In these hypotheses, factors such as chauvinism might have a significant role.

Consumers that might be more chauvinistic might not have as much tendency to purchase cosmetic products that are stereotypical feminine in-store since other people might see and judge this behavior. Between other reasons that would include, for example, a complex system of beliefs, this might be explained as some authors state by the reasoning that decisions are influenced by emotions and “Any number of beliefs can bias people to initially favor one alternative over others, and often those beliefs are logically irrelevant to the decision being made or inappropriate to consider.”, (Dunning, 2007).

There are other psychological factors that can play an important role, such as self-image. Dunning (2007) explains that self-image can also influence purchase decision making. In this article the author stresses that individuals choose also based on type of person they want to appear to be to others, or, better explaining, how they wish for others to perceive them. In this case, it is important to the individuals the opinion that others might create of them based on their choices. Once again, the online scenario takes some of this pressure off the consumer, since in the privacy of their home they can make the purchase without being exposed to other people such as other consumers purchasing or even the people working at the store, this means that their masculinity would not be questioned when purchasing cosmetic product associated to the female gender by society, however the individuals would continue to be able to acquire the products that they wish to have despite the gender stereotypes associated to the products.

The same article states that people are often motivated to purchase, not only to impress themselves but to impress others. Applying this theory to the context of this thesis, if taking the example of anti-aging hair wax that is usually used to hide the areas that have less hair, especially for people with short hair cuts. In this context consumers of this product will purchase the product mainly to impress others on an attempt for others to not notice their lack of hair in certain areas. This would mean that in an online context people are less likely to know that the consumer bought that product and consequently is less likely to know of that ‘issue’ that the consumer wants to hide in their physical appearance. In this case it would be expected that the

consumer is more likely to follow this purchase online instead of in-store in order for the purchase to go unnoticed.

On other hand, the same author explains that people are also, often concerned not so much on what people will think of that purchase but more on how that product can hide certain aspects that the individual does not like. In this case, with the example of the anti-aging hair wax, the purchase would be more focused on the individual and less on impressing the others. Even if the result was also to impress others, the impression caused to themselves would be a priority and in this case the hypothesis of this thesis would be less likely to be significant.

It is based in this logic that the second hypothesis is now formulated.

H2: Individuals of the male gender are more likely to purchase cosmetic products online compared to individuals of the female gender.

Concludingly, it was explored that with a relevant increase of the male gender individuals in the cosmetic industry and growing tendency to purchase cosmetics products, it is relevant to further study the behavior of the male gender in the cosmetic industry. There were discussed different psychological factor such as concern with other people opinions of the self and chauvinism that can influence the way the male gender behaves in this industry. Moreover, it was also discussed that some theories might play a role in this behavior, as the self-congruency theory where individuals seem to be affected if others associate them with characteristics of other gender there is not the one with which they identify. Other factors such as binary gender social norms seem to be at the core if the issues stated and as such it is relevant to explore them. Furthermore, it was stated that gender stereotypes continue to be present in society even though there seem to be a decrease on the inequality of opportunities based on gender. As such, the two hypotheses that follow were formulated in order to explore these issues and further understand these behaviors.

H1: Individuals of the Male gender are more likely to purchase female gender stereotypical cosmetic products Online compared to in-store.

H2: Individuals of male gender are more likely to purchase cosmetic products online compared to individuals of the female gender.

Methods

Methods pre-test

In order to further answer the research questions proposed for this thesis. Two tests were run. Firstly, a pre-test that aimed to pre-test the materials for the main test. In particular, the pre-test tested from a range of different products the ones that the participants would identify as stereotypically feminine, stereotypically masculine and gender neutral in order to further include on the main test according to how they were stereotypically classified for the participants on the pre-test.

Ahssen (2018), shows evidence consistent with the consumption of cosmetic products in Europe been growing from the past years to the recent years. An original list of products will include products that can be more attributed to personal hygiene and that would be expected to be more gender neutral, such as Shampoo, and should also include cosmetic products that are considered more used for cosmetic reasons, such as appearance and less as used for personal hygiene, an example of these products might be makeup. Following a commonsense bases reasoning, I expect to see in the results that consumers see personal hygiene products as gender neutral compared to cosmetic products that I expect to be considered more gender stereotypical. The pre-test counted 39 participants that volunteered to take the online survey through engaging on social media posts that would give them access to the survey.

The participants ranged from 18 to 54 years old (table 1), the majority of the participants identified with the female gender (table 2 and 3) and are currently living in Portugal (table 4).

Materials pre-test

There were six representatives of product domains (shampoo, body lotion, transparent fortifying nail polish, lip balm, makeup and hair wax). The participants were requested for each product domain to state their likelihood of using the product; likelihood of purchase; likelihood of purchase online and to rate how stereotypically feminine or masculine.

In addition, to measure the extent to which people might shape their behavior according to how they want to be seen by others, the participants were requested to indicate on a continuous scale ranging from 1 (Not at all) to 7 (Extremely) (Cronbach Alpha) ($\alpha = .928$) how much they agree

with the following statements, “I’m concerned with what others might think of me”, “I’m concerned with conform with general social norms”, “I’m concerned with the impression my appearance causes of me to other people”.

To measure the likelihood of using the product; likelihood of purchase and likelihood of purchase online, the participants were asked to rate the likelihood of having those behaviors toward each product on a scale ranging from 1 (Not likely at all) to 7 (Extremely likely) (Cronbach Alpha). Please see on the Figure 1 below the Alphas reported.

Alpha for likelihood of purchase	Alpha for likelihood of purchase Online	Alpha for likelihood of usage
.764	.899	.793

Figure 1

Finally, participants were asked to rate the extent to which they would find the product as more stereotypically feminine, or masculine, or gender neutral, the participants were asked to rate this on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine) where 4 would be considering the product gender neutral (Cronbach Alpha) ($\alpha = .646$).

Following the analysis of the ratings related to how stereotypical of gender the participants considered each product, four products were included in the test, as it will be further explored, two products were considered gender neutral in the pre-test by the participants and the other two were considered gender stereotypically feminine by the same participants.

Procedure pre-test

At the beginning of the survey, participants were assured of the confidentiality of the data collected and informed that they would be participating in a study that aims to understand consumer perceptions of cosmetic products.

All the participants had access to the same questions and by the same order. Firstly they were asked regarding the likelihood of using the product, secondly regarding the likelihood of purchase, after regarding the likelihood of purchase online and finally to rate if they find the product more stereotypically feminine, masculine or gender neutral . This was in the same order for each product. The order of the products was shampoo, body lotion, transparent fortifying nail polish, lip balm, makeup and hair wax. After this, participants were asked to rate the level

of agreement with the statements previously presented in this document. At the end of the survey, participants were asked to state their age, and how much they identify with the feminine and masculine gender on a scale ranging from 1 (not at all) to 7 (extremely). The last question asked the participants if they were currently living in Portugal.

Design pre-test

This was a within participants design, where the measures likelihood of using the product, likelihood of purchase, likelihood of purchase online and considering the product more stereotypically feminine, masculine or gender neutral were repeated 6 times, once for each product.

Results pre-test

In regards to the pre-test, the participants identified with the male gender $M = 3.74$, $SD = 2.24$ (table 6), and for the female gender $M = 6.03$, $SD = 1.44$ (table 5). The age of the participants ranges from 18 to 54 years old (table 8), with the majority being 23 and 25 years old.

The age of the participants ranges from 18 to 54 years old (table 4), with the majority being 23 and 25 years old. The majority of the participants are currently living in Portugal 36.3% (table 7).

As expected in the pre-test, there were significant differences between how stereotypical the products were seen for the participants, the results from a paired-sample t-test shown in tables 13 and 14 reveal that there are two products considered gender neutral and 4 products considered gender stereotypical. In this case, shampoo $M = 4.02$, $SD = 1.18$ and hair wax $M = 4.12$, $SD = 1.61$ are considered gender neutral. Accordingly, these two products will be included in the main test. It is also reported that the four remaining products are considered stereotypically feminine, makeup $M = 5.42$, $SD = 1.32$, transparent fortifying nail polish $M = 5.31$, $SD = 1.23$, body lotion $M = 4.94$, $SD = 1.28$, lip balm $M = 4.48$, $SD = .95$. Considering that from the four products that were classified as gender stereotypical by the participants, makeup and transparent fortifying nail polish are the two products considered more gender stereotypically feminine these products will be used on the main test.

Furthermore, in table 15 you can see that there is no significant difference between the likelihood of usage of the two products considered gender neutral, shampoo usage $p = .011$, hair wax usage $p = < .001$.

Afterwards, in table 16 we see that between the likelihood of usage of makeup and transparent fortifying nail polish there is reported a significant difference ($p < .001$), This suggests that shampoo and hair wax are treated by the participants in the same way for the effect studied, similarly to makeup and transparent fortifying nail polish.

Moving on to the results from the pre-test with the variables “likelihood of purchase” vs “likelihood of purchase online”. First of all, table 25 shows that the values between the pairs are not statistically significant.

Finally, when asked regarding social concerns, the participants from the pre-test showed moderated concern with others opinion of themselves and with conform with gender social norms (table 50), “I'm concerned with what others might think of me” $M = 4.02$, $SD = 2.03$; “I'm concerned with conform with general social norms” $M = 3.74$, $SD = 1.99$; “I'm concerned with the impression my appearance causes of me to other people” $M = 4.09$, $SD = 2.32$.

Methods

Methods test

For the main study, an online survey was run that counted on 121 participants. Around 40 participants were selected at random and approached in the street, presented with the online survey and asked to complete it, and the remaining participants were achieved by engaging in social media posts requesting to completed the online survey.

The participants ages ranged from 18 to 64 years old (table 5). The majority, 42,7% of the participants were female and 20% were male (table 6) and currently living in Portugal.

Materials test

In the main test, there were two conditions used to manipulate the participants purchase intention in a shopping context. In-store purchase intention and Online purchase intention. In-store purchase intention was presented to the participants with stimuli “Please imagine yourself in the following scenario. Imagine you are considering buying certain cosmetic products. You go to a cosmetic store and put the items you want into the basket. After that you go to the till and the purchase is completed. In this context please answer the following questions.”. Online purchase intention was presented to the participants with stimuli “Please imagine yourself in the following scenario. Imagine you are considering buying certain cosmetic products. You go to an online cosmetic store and put the items you want into the virtual basket. After that you select the payment method and the purchase is completed. In this context please answer the following questions.”.

The test aimed to understand how this behavior would change according to the cosmetic products presented to the participants.

The products used in the test were shampoo, transparent fortifying nail polish, makeup and hair wax.

The same measures were used for each product and for both in-store and online scenarios. The participants were firstly requested to rate how likely they were to purchase each product in each scenario on a scale ranging from 1 (Not likely at all) to 7 (definitely likely).

Afterwards they were asked to rate how likely they would be to accept a free sample of each product both in an in-store and online scenario on a scale ranging from 1 (Not likely at all) to 7 (definitely likely).

I also measured how chauvinism could play a role in this decision process by including a scale previously discussed by the authors Careja and Harris, (2022). This scale asks participants to rate their level of agreement on a scale ranging from 1 (strongly agree) to 7 (strongly disagree) with a number of gender behavioral statements, the statements included were “I speak up when I witness gender inequality”; “I actively encourage female colleagues to take on leadership roles”; “A woman should have the same job opportunities as a man”; “Men make better leaders”; “Women should have as much sexual freedom as men”; “Women should worry less about their rights and more about becoming good wives and mothers”; “If I were to have a child I would treat a daughter in the same way as a son”.

Additionally, and similarly to the pre-test, participants were requested to rate on a scale ranging from 1 (not at all) to 7 (extremely concerned), how concerned they would be with the statements “I’m concerned with what others might think of me”; “I’m concerned with conforming with general social norms”; “I’m concerned with the impression my appearance causes of me to other people”.

Furthermore, participants were requested to rate on a scale ranging from 1 (not likely at all) to 7 (extremely likely), how likely they are to buy cosmetic products online and in-store.

In order to understand the frequency of usage, participants were asked to indicate how frequently they use each one of the four cosmetic products included in the test, on a scale of “Everyday”/”2 to 6 times a week”/”Once a week”/”Only in special occasions (parties/gatherings)”/”On the weekends”/”On week days”/”Never”.

At the end of the block the participants were asked to rate on a scale ranging from 1 (not at all) to 7 (extremely) the easiness of imagining the online scenario and the easiness of imagining the in-store scenario.

Finally, regarding the demographics, the participants were asked to firstly state their age, after this the participants were asked to state gender from “Female”/”Male”/”Transgender”/”Nonbinary”/”Prefer not to say” and to state if they are currently living in Portugal from “Yes”/”No”.

Procedure test

In the main test, participants were assured at the beginning of the survey the confidentiality of all data collected and informed that they would be participating on a study regarding cosmetic products.

All the participants were assigned to all categories by the same order. They would firstly be directed to an in-store scenario and requested to answer how likely it would be for them to buy each product in that scenario and after how likely it would be for them to accept a free sample of each product in that scenario, and then requested to answer how easy it was for them to imagine the scenario presented. Afterwards they would move on to the same questions for each product in an online scenario. Thirdly, they were asked to rate how likely it is for them to buy cosmetic products online and how likely it is for them to buy cosmetic products in store. Finally, they were asked to indicate how frequently they use each product.

After this the participants answered the chauvinism scale previously stated and after this the concern with other people's opinions and vision of them.

At the end the demographics previously stated were collected.

Design test

The main test was a within participants design, where the measures to measure the likelihood of purchase of each product and of accepting a free sample, as well as the ease to imagine the scenario were repeated twice, once for the in-store scenario and once for the online scenario, for the 4 product domains explored.

Results test

Regarding the main survey, as shown in table 6 of the appendix 42.7% were female, 20% were male, .5% were transgender, 1.1% prefer to not state their gender (table 9). The age of the participants ranged from 18 to 64 years old, however, the majority was 24 years old (table 8) and currently living in Portugal 58.9% (table 10).

In the main test, regarding the frequency of usage of each product (table 17) Shampoo $M = 1.52$, $SD = .71$, Hair Wax $M = 4.78$, $SD = 2.40$, Makeup $M = 3.81$, $SD = 2.13$, Transparent Fortifying Nail Polish $M = 4.93$, $SD = 1.981$. In table 18 it is shown that the p-value for these

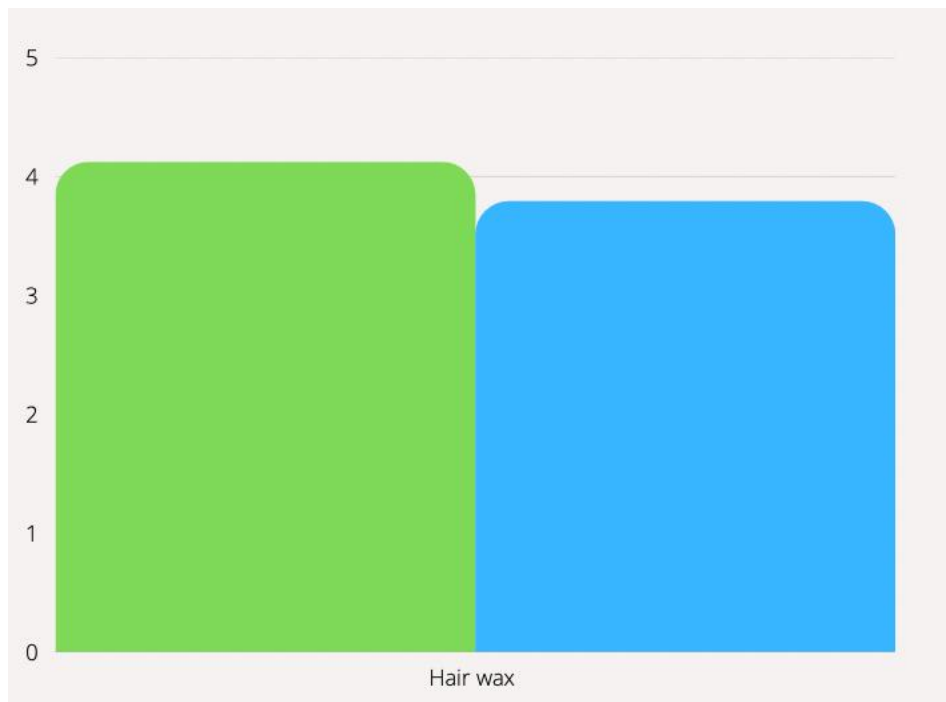
results is $p < .001$ for each of them. This variable was recoded into 1-everyday; 2- 2_to_6_times_week; 3- once_week; 4- special_ocasions; 5- weekends; 6- week_days; 7- never. Regarding the concerns with what people think of the participants, table 19 shows that to the concerns that the appearance might cause of the participants $M = 4.03$, $SD = 2.10$, in what concerns the importance to conforming with the gender social norms $M = 4.23$, $SD = 1.77$, and the concern with others opinions of them $M = 3.38$, $SD = 1.86$.

Regarding the chauvinism scale used on the survey, the results (table 21) show that to the statement “If I were to have a child I would treat a daughter in the same way as a son” $M = 5.98$, $SD = 1.61$. To the statement “Women should worry less about their rights and more about becoming good wives and mothers” $M = 1.92$, $SD = 1.47$. To the statement “Women should have as much sexual freedom as men” $M = 6.17$, $SD = 1.44$. To the statement “Men make better leaders” $M = 2.22$, $SD = 1.48$. To the statement “A woman should have the same job opportunities as a man” $M = 5.61$, $SD = 1.60$. To the statement “I actively encourage female colleagues to take on leadership roles” $M = 5.49$, $SD = 1.53$. To the statement “I speak up when I witness gender inequality” $M = 5.35$, $SD = 1.53$.

Moving on to the participants attitude regarding in-store and online purchase intention, there seems to be no significant difference between the likelihood of buying cosmetic products online or in-store. As table 24 shows, likelihood of online purchase $M = 5.23$, $SD = 1.82$ and likelihood of in-store purchase $M = 5.30$, $SD = 1.56$.

At the end of the blocks regarding online purchase and in-store purchase of the selected cosmetic products, the participants were asked regarding the ease of imagining each scenario. As shown in table 23 of the appendix for this variable, online context $M = 6.48$, $SD = 1.13$, in-store context $M = 6.31$, $SD = 1.25$.

For the same product and for each product on the online vs the in-store scenario (table 24) only the interaction between the online vs in-store purchase of hair wax is significant $p = .028$, this was tested through a t-test. For this product there seems to be a preference for purchasing online $M = 4.12$, $SD = 2.34$ compared to in-store $M = 3.79$, $SD = 2.04$. (Graphic 1).



Graphic 1

Green: Online ; Blue: In-store

Furthermore, analyzing how likely are the participants to accept or not accept free sample of the four products used in the main survey, the data has shown a statistically significant effect in these variables in-store and online for hair wax $p = .032$, for makeup $p = .021$ and for transparent fortifying nail polish $p = .013$. It is slightly more likely for participants to accept free samples of Hair Wax in an online context (in-store context $M = 5.36$, $SD = 2.00$) (online context $M = 5.65$, $SD = 2.08$). In the case of Makeup, it is more likely for participants to accept free sample in an online context as it was expected (in-store context $M = 5.21$, $SD = 2.27$) (online context $M = 5.62$, $SD = 1.91$). For Transparent Fortifying Nail Polish (in-store context $M = 5.32$, $SD = 2.08$) (online context $M = 5.74$, $SD = 1.79$) (Table 28). Concludingly, participants are more likely to accept free sample of the three products online compared to in-store.

Furthermore, when comparing the same product in the online vs in-store scenarios the interaction between context and gender is statistically significant $p < .001$ and the male gender seems to be more likely to purchase online any of the gender neutral products compared to in-store, for purchase intention of hair wax online $M = 5.90$, $SD = 1.94$, in-store $M = 5.00$, $SD = 1.77$. For purchase intention of shampoo online $M = 5.96$, $SD = 1.96$, in-store $M = 5.15$, $SD = 2.01$. When analyzing these results for the female gender, in the case of hair wax purchase intention online $M = 3.21$, $SD = 2.03$, in-store $M = 3.17$, $SD = 1.93$. While for shampoo the

results are as expected shampoo is preferred by the female gender to be purchased in-store, online $M = 5.12$, $SD = 2.01$, in-store $M = 5.75$, $SD = 1.59$.

Running the same analysis for female gender stereotypical products (makeup and transparent fortifying nails polish) there is a statistically significant interaction between the context of purchase in-store vs online $p = .006$. Regarding the purchase intention for this products in-store, as it was expected, the female gender shows more predisposition for purchasing this products in-store. For Makeup the female gender $M = 5.21$, $SD = 1.53$ while the male gender $M = 2.57$, $SD = 1.53$. For transparent fortifying nail polish the female gender $M = 4.18$, $SD = 2.21$ while the male gender $M = 2.71$, $SD = 1.70$.

Analyzing these data for the online scenario, there is also interaction between the two variables for each product $p = .003$. In this scenario, for the purchase intention of makeup online the female gender $M = 5.02$, $SD = 1.83$ while the male gender $M = 3.59$, $SD = 1.73$. For the purchase intention of transparent fortifying nail polish online, however, the female gender $M = 4.05$, $SD = 2.10$ while the male gender $M = 4.09$, $SD = 2.23$.

Moreover, when comparing the products purchase intention in the online vs in-store scenarios for the female gender stereotypical products the interaction between context and gender continues to be statistically significant $p < .001$. As predicted by the hypothesis elaborated on this thesis, the male gender shows more willingness to purchase female gender stereotypical products online rather than in-store, makeup online by male gender $M = 3.59$, $SD = 1.73$ while makeup in-store by male gender $M = 2.65$, $SD = 1.59$. For transparent fortifying nail polish online by male gender $M = 4.09$, $SD = 2.23$ while in-store $M = 2.81$, $SD = 1.73$. Analyzing these results for the female gender, purchase intention of makeup in-store $M = 5.18$, $SD = 1.55$, purchase intention of makeup online $M = 5.00$, $SD = 1.85$. For transparent fortifying nail polish in-store $M = 4.28$, $SD = 2.18$, online $M = 4.01$, $SD = 2.10$. The female gender showing more willingness to purchase the products studied in-store compared to online.

Discussion:

From the results it is possible to understand that regarding the concerns with gender binary social norms, the participants appeared to be moderately concerned with this matter $M = 4.23$, $SD = 1.77$. The same was observed for concerns with others opinions of the self $M = 3.38$, $SD = 1.86$ and concerns with what people might think of them based on their appearance $M = 4.03$, $SD = 2.10$. For these variables, as the analysis shows, the participants have chosen more neutral position (4 is the neutral point of the scale) instead of going for more extreme position such as 1 or 7. From the standard deviations it is possible to understand that there is a slightly bigger dispersion of opinions regarding the impact of their appearance on the opinions of the others regarding themselves, however in a general matter the values of the standard deviations do not give reason to believe that there would be a great dispersion of the participants opinions regarding the mean presented.

Regarding the chauvinism scale used, once again the participants have opted for less extreme positions and the same can be understood for this variable regarding the standard deviation, there does not seem to be a significant dispersion on the participants opinion in relation to the mean.

Even though from the literature it could be expected that these variables could show more extreme values, from common sense it is possible to understand and expect that the participants, even if showing more social concerns or chauvinism in their daily activities, might have difficulties on admitting that to themselves when confronted with those questions.

When analyzing the general purchase intention of cosmetic products in-store vs online, the results show that there is not significant difference between the preference shown by the participants in relation to the two scenarios. Nevertheless, when testing how the products tested would cause on the participants a higher purchase intention online vs in-store, in the case of hair wax there was a significant difference on purchase intention online vs in-store with the participants showing a preference for the online scenario, preference for purchasing online $M = 4.12$, $SD = 2.34$ compared to in-store $M = 3.79$, $SD = 2.04$.

Regarding the willingness to accept free samples the participants responses showed that in the case of hair wax participants are likely accept free samples of this product in both the online and the in-store context even though they show a slight preference for accepting this online (in-store context $M = 5.36$, $SD = 2.00$) (online context $M = 5.65$, $SD = 2.08$). The same was observed for makeup (in-store context $M = 5.21$, $SD = 2.27$) (online context $M = 5.62$, $SD = 1.91$) and

for Transparent Fortifying Nail Polish (in-store context $M = 5.32$, $SD = 2.08$) (online context $M = 5.74$, $SD = 1.79$). For Shampoo the results show that there it was not verified a significant effect of this variable.

When bringing gender to the analysis, the male gender seems to be more likely to purchase online any of the gender neutral products compared to in-store. While for the female gender this preference for the online channel was only observed for the purchase intention of hair wax, while for shampoo the female gender revealed a higher purchase intention in-store, contrary to the male gender. For the female stereotypical products, in another hand, firstly, the female gender shows higher purchase intention in-store compared to the male gender. Secondly, for the online scenario, through separated ANOVAS the results showed that females show higher purchase intention compared to the male gender however the opposite is observed for transparent fortifying nail polish where man show higher purchase intention online compared to woman.

As the literature had suggested and it was predicted on the hypothesis of thesis, the results support that the male gender shows more willingness to purchase female gender stereotypical products online rather than in-store and the female gender shows more willingness to purchase the products in-store compared to online.

Conclusions and Recommendations:

In this chapter of the thesis there will be identified some of the main conclusions that can be taken from the studies that were conducted and there will be made some recommendations that can be adopted by companies of the cosmetic industry.

Conclusions:

From the pre-test it was possible to understand that individuals tend to categorize different cosmetic products as more stereotypical feminine, as more stereotypical masculine or as gender neutral.

The participants have identified Shampoo and Hair Wax as gender neutral products. Simultaneously identifying Body Lotion, Transparent Fortifying Nail Polish, Lip Balm and Makeup as gender stereotypical products.

As it was shown on the results from the test, often when asked directly regarding the purchase intention Online or purchase intention In-store regarding cosmetic products, participants do not differentiate or identify a preference between the two scenarios as much as if they are asked directly regarding a product domain in specific.

Regarding H1:

H1: Individuals of the Male gender are more likely to purchase female gender stereotypical cosmetic products Online compared to in-store.

According to the data, the male gender, this hypothesis is validated by the study conducted, as previously stated the male gender shows more willingness to purchase female gender stereotypical products online rather than in-store.

Hypothesis two of this thesis analysis the Online and In-store scenario in a rather different perspective.

H2: Individuals of male gender are more likely to purchase cosmetic products online compared to individuals of the female gender.

As previously stated individuals of the female gender more likely to purchase hair wax online compared to in-store, consequently, even though this part of the hypothesis is confirmed in the remaining products, this is not the case for all the products studied. As it is stated on the section results, this was validated in the case of hair wax, shampoo and transparent fortifying nail polish online, however the same effect was not observed for makeup from what this hypothesis cannot be generalized to all the products included on the study of this thesis.

Recommendations:

The first recommendation would be for companies on the cosmetic industry to understand within their target audience how the individuals see the products available, if more stereotypical feminine, more stereotypical masculine or as gender neutral in order to give each category a different treatment in what regards Marketing purposes.

A suggestion would be to when studying the target audience asking directly regarding the likelihood of purchase a certain product domain or, even, a specific product, the participants from the survey seem to better identify the difference in their preference purchase Online vs purchasing In-store if directly asked regarding a certain product domain.

Managers in the cosmetics industry that might be interested in understanding this data, could consider be of important to conduct repeated tests in order to understand if there might be a pattern for hypothesis two giving that only one product did not follow the same pattern.

Finally, additional measures for chauvinism and social concerns could be implemented in order to understand to what extent these variables might play a role on the consumers purchase intention.

Limitations and Future Research:

The percentage of women that participated in the study was significantly higher compared to the percentage of man that participated in the study. I believe it would be of interest to conduct this model of study with a population of participants that can fairly and equally represent both the Female gender and de Male gender in order to obtain more truthful data and conclusions.

Second of all, Online survey was the only type of study conducted, it would be interesting to use other type of study, such as interviews to cosmetic products consumers and also to non-consumers of cosmetic products in order to further develop the research questions and understand if the participants would respond differently. For example, if psychological factors such as chauvinism or concerns with societal gender social norms would play a role by being more or less accentuated on the participants responses.

Furthermore, it would also be of interest to understand, in particular from the male gender participants point of view, what are the main phycological characteristics of both, the male gender participants who purchase cosmetic products in-store, who purchase cosmetic products online and who claim to not purchase cosmetic products at all. This would give data behind each action and truly help to identify if there is a significant difference between the online and the in-store scenario.

Moreover, it would also be interesting to conduct this study with a list of cosmetic products representatives of other domains and understand if there is a pattern between the product that are found to be stereotypically feminine, stereotypically masculine and gender neutral by the participants. I believe the best way to conduct this would be through repeated measures in order to confirm that data was not obtained by chance but instead the results obtain from the studying of the different products would be coherent with each other or not.

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Appendix:

Please state your age

	Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	5	12,8	12,8	12,8
18	2	5,1	5,1	17,9
19	2	5,1	5,1	23,1
21	1	2,6	2,6	25,6
22	3	7,7	7,7	33,3
23	5	12,8	12,8	46,2
24	3	7,7	7,7	53,8
25	5	12,8	12,8	66,7
26	1	2,6	2,6	69,2
27	1	2,6	2,6	71,8
28	1	2,6	2,6	74,4
39	2	5,1	5,1	79,5
40	2	5,1	5,1	84,6
41	1	2,6	2,6	87,2
42	1	2,6	2,6	89,7
43	1	2,6	2,6	92,3
51	1	2,6	2,6	94,9
53	1	2,6	2,6	97,4
54	1	2,6	2,6	100,0
Total	39	100,0	100,0	

Table 1

How much do you identify with a gender? – Male gender stereotype

	Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	1,00	7	17,9	25,9
	2,00	3	7,7	11,1
	3,00	4	10,3	14,8
	5,00	6	15,4	22,2
	6,00	3	7,7	11,1
	7,00	4	10,3	14,8
	Total	27	69,2	100,0
Omisso	Sistema	12	30,8	
Total		39	100,0	

Table 2

How much do you identify with a gender? – Female gender stereotype

	Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	2,00	1	2,6	3,3
	3,00	2	5,1	6,7
	4,00	1	2,6	3,3
	5,00	5	12,8	16,7
	6,00	3	7,7	10,0
	7,00	18	46,2	60,0
	Total	30	76,9	100,0
Omisso	Sistema	9	23,1	
Total		39	100,0	

Table 3

Are you currently living in Portugal?

		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	Yes	29	36,3	82,9	82,9
	No	6	7,5	17,1	100,0
	Total	35	43,8	100,0	
Omisso	Sistema	45	56,3		
Total		80	100,0		

Table 4

Please state your age

		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido		69	37,3	37,3	37,3
	18	1	,5	,5	37,8
	19	4	2,2	2,2	40,0
	20	5	2,7	2,7	42,7
	21	2	1,1	1,1	43,8
	22	1	,5	,5	44,3
	23	4	2,2	2,2	46,5
	24	8	4,3	4,3	50,8
	25	6	3,2	3,2	54,1
	26	3	1,6	1,6	55,7
	27	2	1,1	1,1	56,8
	28	6	3,2	3,2	60,0
	29	6	3,2	3,2	63,2
	30	3	1,6	1,6	64,9
	31	4	2,2	2,2	67,0
	32	2	1,1	1,1	68,1
	33	2	1,1	1,1	69,2
	34	3	1,6	1,6	70,8
	36	3	1,6	1,6	72,4
	37	2	1,1	1,1	73,5
	38	2	1,1	1,1	74,6
	39	4	2,2	2,2	76,8
	40	5	2,7	2,7	79,5
	41	2	1,1	1,1	80,5
	42	3	1,6	1,6	82,2
	43	5	2,7	2,7	84,9
	44	1	,5	,5	85,4
	45	3	1,6	1,6	87,0
	46	4	2,2	2,2	89,2
	47	2	1,1	1,1	90,3
	48	4	2,2	2,2	92,4
	49	2	1,1	1,1	93,5
	51	3	1,6	1,6	95,1
	52	1	,5	,5	95,7
	54	1	,5	,5	96,2
	55	3	1,6	1,6	97,8
	56	1	,5	,5	98,4
	60	1	,5	,5	98,9
	61	1	,5	,5	99,5
	64	1	,5	,5	100,0
Total		185	100,0	100,0	

Table 5

Please state your gender

		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	Female	79	42,7	66,4	66,4
	Male	37	20,0	31,1	97,5
	Transgender	1	,5	,8	98,3
	Prefer not to say	2	1,1	1,7	100,0
	Total	119	64,3	100,0	
Omisso	Sistema	66	35,7		
Total		185	100,0		

Table 6

Are you currently living in Portugal?

		Frequência	Porcentagem	Porcentagem válida	Porcentagem acumulativa
Válido	Yes	109	58,9	92,4	92,4
	No	9	4,9	7,6	100,0
	Total	118	63,8	100,0	
Omisso	Sistema	67	36,2		
Total		185	100,0		

Table 7

Estatísticas Descritivas

	N	Mínimo	Máximo	Média	Desvio padrão
How much do you identify with a gender? - Male gender stereotype	27	1,00	7,00	3,7407	2,24624
N válido (de lista)	27				

Table 8

Estatísticas Descritivas

	N	Mínimo	Máximo	Média	Desvio padrão
How much do you identify with a gender? - Female gender stereotype	30	2,00	7,00	6,0333	1,44993
N válido (de lista)	30				

Table 9

Teste de uma amostra

Valor de Teste = 4

	t	df	Significância		Diferença média	95% Intervalo de Confiança da Diferença	
			Unilateral p	Bilateral p		Inferior	Superior
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) - Gender Shampoo	,141	35	,444	,889	,02778	-,3725	,4280
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) - Gender Body Lotion	4,351	34	<,001	<,001	,94286	,5025	1,3833
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) - Gender Nail Polish	6,315	34	<,001	<,001	1,31429	,8913	1,7372
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) - Gender Lip Balm	3,022	34	,002	,005	,48571	,1591	,8124
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) - Gender Makeup	6,181	32	<,001	<,001	1,42424	,9549	1,8936
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) - Gender Hair Wax	,431	32	,335	,669	,12121	-,4516	,6940

Table 10

Estatísticas de uma amostra

	N	Média	Desvio Padrão	Erro de média padrão
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) – Gender Shampoo	36	4,0278	1,18288	,19715
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) – Gender Body Lotion	35	4,9429	1,28207	,21671
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) – Gender Nail Polish	35	5,3143	1,23125	,20812
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) – Gender Lip Balm	35	4,4857	,95090	,16073
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) – Gender Makeup	33	5,4242	1,32359	,23041
Considering binary gender social norms, this product is: (on a scale ranging from 1 (Definitely stereotypically masculine) to 7 (Definitely stereotypically feminine)) – Gender Hair Wax	33	4,1212	1,61550	,28122

Table 11

Correlações de amostras emparelhadas

		N	Correlação	Significância	
				Unilateral p	Bilateral p
Par 1	How likely would it be for you to use this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Likelihood of using Hair Wax & How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Likelihood of purchase Shampoo	34	,393	,011	,022
Par 2	How likely would it be for you to use this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Likelihood of using Hair Wax & How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Likelihood of purchase Hair Wax	33	,966	<,001	<,001

Table 12

Correlações de amostras emparelhadas

		N	Correlação	Significância	
				Unilateral p	Bilateral p
Par 1	How likely would it be for you to use this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Likelihood of using Nail Polish & How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Likelihood of purchase Nail Polish	34	,721	<,001	<,001
Par 2	How likely would it be for you to use this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Likelihood of using Makeup & How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Likelihood of purchase Makeup	33	,903	<,001	<,001

Table 13

Estatísticas de amostras emparelhadas

		Média	N	Desvio Padrão	Erro de média padrão
Par 1	Sahmpoo_usage_	1,52	120	,710	,065
	hair_wax_usage_	4,78	120	2,403	,219
Par 2	Makeup_usage_	3,81	116	2,130	,198
	nail_polish_usage_	4,93	116	1,981	,184

Table 14

Teste de amostras emparelhadas

		Diferenças emparelhadas						Significância		
		Média	Desvio Padrão	Erro de média padrão	95% Intervalo de Confiança da Diferença		t	df	Unilateral p	Bilateral p
					Inferior	Superior				
Par 1	Sahmpoo_usage_ – hair_wax_usage_	-3,258	2,251	,205	-3,665	-2,851	-15,856	119	<,001	<,001
Par 2	Makeup_usage_ – nail_polish_usage_	-1,121	2,418	,224	-1,565	-,676	-4,992	115	<,001	<,001

Table 15

Estatísticas Descritivas

	N	Intervalo	Mínimo	Máximo	Média	Desvio padrão
To what extent are you concern with the following statements: (on a scale ranging from 1 (not concerned at all) to 7 (extremely concerned)) - I'm concerned with the impression my appearance causes of me to other people	105	6,00	1,00	7,00	4,0381	2,10733
To what extent are you concern with the following statements: (on a scale ranging from 1 (not concerned at all) to 7 (extremely concerned)) - I'm concerned with conforming with general social norms	112	6,00	1,00	7,00	4,2321	1,77054
To what extent are you concern with the following statements: (on a scale ranging from 1 (not concerned at all) to 7 (extremely concerned)) - I'm concerned with what others might think of me	109	6,00	1,00	7,00	3,3853	1,86045
N válido (de lista)	102					

Table 16

Estatísticas Descritivas

	N	Intervalo	Mínimo	Máximo	Média	Desvio padrão
Please rate your level of agreement with the following statements: (on a scale ranging from 1 (not at all) to 7 (definitely)) - I'm concerned with what others might think of me	34	6,00	1,00	7,00	4,0294	2,03731
Please rate your level of agreement with the following statements: (on a scale ranging from 1 (not at all) to 7 (definitely)) - I'm concerned with conform with general social norms	31	6,00	1,00	7,00	3,7419	1,99946
Please rate your level of agreement with the following statements: (on a scale ranging from 1 (not at all) to 7 (definitely)) - I'm concerned with the impression my appearance causes of me to other people	33	6,00	1,00	7,00	4,0909	2,32330
N válido (de lista)	30					

Table 17

Estadísticas Descriptivas

	N	Intervalo	Mínimo	Máximo	Média	Desvio padrão
To what extent do you agree with the following statements (On a scale ranging from 1 (Strongly disagree) to 7 (Strongly agree) - If I were to have a child I would treat a daughter in the same way as a son	118	6,00	1,00	7,00	5,9831	1,61183
To what extent do you agree with the following statements (On a scale ranging from 1 (Strongly disagree) to 7 (Strongly agree) - Women should worry less about their rights and more about becoming good wives and mothers	103	6,00	1,00	7,00	1,9223	1,47322
To what extent do you agree with the following statements (On a scale ranging from 1 (Strongly disagree) to 7 (Strongly agree) - Women should have as much sexual freedom as men	117	6,00	1,00	7,00	6,1709	1,44610
To what extent do you agree with the following statements (On a scale ranging from 1 (Strongly disagree) to 7 (Strongly agree) - Men make better leaders	109	6,00	1,00	7,00	2,2202	1,48672
To what extent do you agree with the following statements (On a scale ranging from 1 (Strongly disagree) to 7 (Strongly agree) - A woman should have the same job opportunities as a man	118	6,00	1,00	7,00	5,6186	1,60618
To what extent do you agree with the following statements (On a scale ranging from 1 (Strongly disagree) to 7 (Strongly agree) - I actively encourage female colleagues to take on leadership roles	100	6,00	1,00	7,00	5,4900	1,53409
To what extent do you agree with the following statements (On a scale ranging from 1 (Strongly disagree) to 7 (Strongly agree) - I speak up when I witness gender inequality	116	6,00	1,00	7,00	5,3534	1,53936
N válido (de lista)	87					

Table 18

Estadísticas Descriptivas

	N	Intervalo	Mínimo	Máximo	Média	Desvio padrão
How likely are you to purchase cosmetic products online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase	117	6,00	1,00	7,00	5,2308	1,82598
How likely are you to purchase cosmetic products in store? (on a scale ranging from 1 (not at all) to 7 (definitely)) - In store purchas	118	6,00	1,00	7,00	5,3051	1,56625
N válido (de lista)	116					

Table 19

Estadísticas Descriptivas

	N	Intervalo	Mínimo	Máximo	Média	Desvio padrão
Please indicate how easy was it for you to imagine this scenario (on a scale ranging from 1 (not easy at all) to 7 (Extremely easy)) - Easy	118	5,00	2,00	7,00	6,4831	1,13780
Please indicate how easy was it for you to imagine this scenario (on a scale ranging from 1 (not easy at all) to 7 (Extremely easy)) - Easy	138	6,00	1,00	7,00	6,3116	1,25449
N válido (de lista)	117					

Table 20

Estatísticas de amostras emparelhadas

		Média	N	Desvio Padrão	Erro de média padrão
Par 1	In-store	3,7981	104	2,04503	,20053
	Online	4,1250	104	2,34702	,23014
Par 2	How likely would it be for you to purchase Shampoo? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Shampoo in stor	5,6579	114	1,68191	,15753
	How likely would it be for you to purchase Shampoo? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Shampoo onlin	5,3947	114	1,93074	,18083
Par 3	How likely would it be for you to purchase Makeup? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Makeup in stor	4,4554	112	1,92606	,18200
	How likely would it be for you to purchase Makeup? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Makeup onlin	4,5804	112	1,92489	,18188
Par 4	How likely would it be for you to purchase Transparent Fortifying Nail Polish? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Transparent Fortifying Nail Polish in stor	3,9000	110	2,17133	,20703
	How likely would it be for you to purchase Transparent Fortifying Nail Polish? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Transparent Fortifying Nail Polish onlin	4,0545	110	2,13677	,20373

Table 21

Teste de amostras emparelhadas

		Diferenças emparelhadas					t	df	Significância	
		Média	Desvio Padrão	Erro de média padrão	95% Intervalo de Confiança da Diferença				Unilateral p	Bilateral p
					Inferior	Superior				
Par 1	In-store – Online	-,32692	1,72048	,16871	-,66151	,00767	-1,938	103	,028	,055
Par 2	How likely would it be for you to purchase Shampoo? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Shampoo in store – How likely would it be for you to purchase Shampoo ? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Shampoo onli	,26316	2,28133	,21367	-,16015	,68647	1,232	113	,110	,221
Par 3	How likely would it be for you to purchase Makeup? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Makeup in store – How likely would it be for you to purchase Makeup ? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Makeup onli	-,12500	1,77635	,16785	-,45760	,20760	-,745	111	,229	,458
Par 4	How likely would it be for you to purchase Transparent Fortifying Nail Polish? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Transparent Fortifying Nail Polish in store – How likely would it be for you to purchase Transparent Fortifying Nail Polish ? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Transparent Fortifying Nail Polish onli	-,15455	1,79799	,17143	-,49432	,18523	-,901	109	,185	,369

Table 22

Teste de amostras emparelhadas

		Diferenças emparelhadas						Significância		
		Média	Desvio Padrão	Erro de média padrão	95% Intervalo de Confiança da Diferença		t	df	Unilateral p	Bilateral p
					Inferior	Superior				
Par 1	How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Likelihood of purchase Shampoo - How likely would it be for you to purchase this product online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase Shampoo	,94118	1,93753	,33228	,26514	1,61721	2,832	33	,004	,008
Par 2	How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Likelihood of purchase Hair Wax - How likely would it be for you to purchase this product online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase Hair Wax	,26667	1,08066	,19730	-,13686	,67019	1,352	29	,093	,187
Par 3	How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Likelihood of purchase Nail Polish - How likely would it be for you to purchase this product online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase Nail Polish	,77419	1,72645	,31008	,14092	1,40746	2,497	30	,009	,018
Par 4	How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Likelihood of purchase Makeup - How likely would it be for you to purchase this product online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase Makeup	,83871	1,59367	,28623	,25415	1,42327	2,930	30	,003	,006

Table 23

Estadísticas de amostras emparelhadas

		Média	N	Desvio Padrão	Erro de média padrão
Par 1	How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Likelihood of purchase Shampoo	4,5882	34	1,81104	,31059
	How likely would it be for you to purchase this product online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase Shampoo	3,6471	34	2,01332	,34528
Par 2	How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Likelihood of purchase Hair Wax	3,5333	30	2,16131	,39460
	How likely would it be for you to purchase this product online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase Hair Wax	3,2667	30	1,94641	,35536
Par 3	How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Likelihood of purchase Nail Polish	4,1935	31	1,99030	,35747
	How likely would it be for you to purchase this product online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase Nail Polish	3,4194	31	2,01286	,36152
Par 4	How likely would it be for you to purchase this product? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Likelihood of purchase Makeup	4,8710	31	2,17167	,39004
	How likely would it be for you to purchase this product online? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Online purchase Makeup	4,0323	31	2,24327	,40290

Table 24

Teste de amostras emparelhadas

		Diferenças emparelhadas						Significância		
		Média	Desvio Padrão	Erro de média padrão	95% Intervalo de Confiança da Diferença		t	df	Unilateral p	Bilateral p
					Inferior	Superior				
Par 1	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Hair Wax – In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Hair Wax	-,29204	1,65660	,15584	-,60081	,01674	-1,874	112	,032	,064
Par 2	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Makeup – In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Makeup	-,41228	2,13613	,20007	-,80865	-,01591	-2,061	113	,021	,042
Par 3	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Shampoo – In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Shampoo	-,13158	1,88385	,17644	-,48114	,21798	-,746	113	,229	,457
Par 4	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Transparent Fortifying Nail Polish – In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Transparent Fortifying Nail Polish	-,42342	1,97507	,18747	-,79494	-,05191	-2,259	110	,013	,026

Table 25

Estatísticas de amostras emparelhadas

		Média	N	Desvio Padrão	Erro de média padrão
Par 1	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Hair Wax	5,3628	113	2,00028	,18817
	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Hair Wax	5,6549	113	2,08211	,19587
Par 2	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Makeup	5,2105	114	2,27520	,21309
	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Makeup	5,6228	114	1,91589	,17944
Par 3	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Shampoo	6,1228	114	1,60828	,15063
	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Shampoo	6,2544	114	1,55610	,14574
Par 4	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Transparent Fortifying Nail Polish	5,3243	111	2,08964	,19834
	In this context please indicate how likely are you to accept the following product domains in the following scenarios: (on a scale ranging from 1 (not likely at all) to 7 (definitely likely)) – Accept a free sample of Transparent Fortifying Nail Polish	5,7477	111	1,79123	,17002

Table 26

Fatores dentro-sujeitos

Medida: MEASURE_1

Neutral	Variável dependente
1	Hair_wax_purchase_instore
2	shampoo_purchase_instore

Table 30

Fatores entre sujeitos

	Rótulo de valor	N
gender_	1 female	72
	2 male	36
	3 transgender	1
	5 prefer_not_to_say	2

Table 31

Estatísticas Descritivas

	gender_	Média	Estatística do teste Padrão	N
How likely would it be for you to purchase Hair Wax? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Hair Wax in store	female	3,0000	1,91363	72
	male	4,7500	1,94753	36
	transgender	7,0000	.	1
	prefer_not_to_say	4,0000	,00000	2
	Total	3,6216	2,08481	111
How likely would it be for you to purchase Shampoo? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Shampoo in store	female	5,7778	1,55846	72
	male	5,3056	1,95404	36
	transgender	7,0000	.	1
	prefer_not_to_say	6,0000	1,41421	2
	Total	5,6396	1,69380	111

Table 32

Testes de efeitos dentro-sujeitos

Medida: MEASURE_1

Origem		Tipo III Somados Quadrados	df	Quadrado Médio	Z	Sig.	Eta parcial quadrado
Neutral	Esfericidade considerada	9,225	1	9,225	3,283	,073	,030
	Greenhouse-Geisser	9,225	1,000	9,225	3,283	,073	,030
	Huynh-Feldt	9,225	1,000	9,225	3,283	,073	,030
	Limite inferior	9,225	1,000	9,225	3,283	,073	,030
Neutral * gender_	Esfericidade considerada	61,315	3	20,438	7,274	<,001	,169
	Greenhouse-Geisser	61,315	3,000	20,438	7,274	<,001	,169
	Huynh-Feldt	61,315	3,000	20,438	7,274	<,001	,169
	Limite inferior	61,315	3,000	20,438	7,274	<,001	,169
Erro(Neutral)	Esfericidade considerada	300,667	107	2,810			
	Greenhouse-Geisser	300,667	107,000	2,810			
	Huynh-Feldt	300,667	107,000	2,810			
	Limite inferior	300,667	107,000	2,810			

Table 33

Fatores dentre-sujeitos

Medida: MEASURE_1	
Variável dependente	
Neutral	
1	hairwax_onlinePurchase
2	shampoo_onlinepurchase

Tabela 34

Fatores entre sujeitos

	Rótulo de valor	N
gender_	1 female	69
	2 male	32
	3 transgender	1
	5 prefer_not_to_say	2

Table 35

Estatísticas Descritivas

	gender_	Média	Estatística do teste Padrão	N
How likely would it be for you to purchase a Hair Wax? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Hair Wax onlin	female	3,2029	2,01158	69
	male	5,9063	1,94039	32
	transgender	7,0000	.	1
	prefer_not_to_say	2,5000	,70711	2
	Total	4,0577	2,34346	104
How likely would it be for you to purchase Shampoo? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Shampoo onlin	female	5,1739	2,05051	69
	male	5,9687	1,69410	32
	transgender	7,0000	.	1
	prefer_not_to_say	4,0000	2,82843	2
	Total	5,4135	1,97858	104

Table 36

Testes de contrastes dentre-sujeitos

Medida: MEASURE_1

Origem	Neutral	Tipo III Somados Quadrados	df	Quadrado Médio	Z	Sig.	Eta parcial quadrado
Neutral	Linear	4,039	1	4,039	2,069	,153	,020
Neutral * gender_	Linear	40,760	3	13,587	6,962	<,001	,173
Erro(Neutral)	Linear	195,159	100	1,952			

Table 37

Fatores dentre-sujeitos

Medida: MEASURE_1	
Variável dependente	
neutral	
1	hairwax_onlinePurchase
2	Hair_wax_purchase_instore
3	shampoo_purchase_instore
4	shampoo_onlinepurchase

Table 38

Fatores entre sujeitos

	Rótulo de valor	N
gender_	1 female	64
	2 male	32
	3 transgender	1
	5 prefer_not_to_say	2

Table 39

Estatísticas Descritivas

	gender_	Média	Estatística do teste Padrão	N
How likely would it be for you to purchase a Hair Wax? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Hair Wax onlin	female	3,2188	2,03516	64
	male	5,9063	1,94039	32
	transgender	7,0000	.	1
	prefer_not_to_say	2,5000	,70711	2
	Total	4,1111	2,35991	99
How likely would it be for you to purchase Hair Wax? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Hair Wax in store	female	3,1719	1,93181	64
	male	5,0000	1,77800	32
	transgender	7,0000	.	1
	prefer_not_to_say	4,0000	,00000	2
	Total	3,8182	2,05716	99
How likely would it be for you to purchase Shampoo? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Shampoo in stor	female	5,7500	1,59364	64
	male	5,1563	2,01781	32
	transgender	7,0000	.	1
	prefer_not_to_say	6,0000	1,41421	2
	Total	5,5758	1,74433	99
How likely would it be for you to purchase Shampoo? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Shampoo onlin	female	5,1250	2,01187	64
	male	5,9687	1,69410	32
	transgender	7,0000	.	1
	prefer_not_to_say	4,0000	2,82843	2
	Total	5,3939	1,95259	99

Table 40

Testes de efeitos dentre-sujeitos

Medida: MEASURE_1

Origem		Tipo III Soma dos Quadrados	df	Quadrado Médio	Z	Sig.	Eta parcial quadrado
neutral	Esfericidade considerada	12,034	3	4,011	1,645	,179	,017
	Greenhouse-Geisser	12,034	2,414	4,986	1,645	,189	,017
	Huynh-Feldt	12,034	2,559	4,702	1,645	,187	,017
	Limite inferior	12,034	1,000	12,034	1,645	,203	,017
neutral * gender_	Esfericidade considerada	136,111	9	15,123	6,202	<,001	,164
	Greenhouse-Geisser	136,111	7,241	18,796	6,202	<,001	,164
	Huynh-Feldt	136,111	7,678	17,727	6,202	<,001	,164
	Limite inferior	136,111	3,000	45,370	6,202	<,001	,164
Erro(neutral)	Esfericidade considerada	694,965	285	2,438			
	Greenhouse-Geisser	694,965	229,308	3,031			
	Huynh-Feldt	694,965	243,140	2,858			
	Limite inferior	694,965	95,000	7,315			

Table 41

Fatores dentre-sujeitos

Medida: MEASURE_1

	Variável dependente
1	makeup_purchase_instore
2	nail_polish_purchase_instore

Table 42

Fatores entre sujeitos

	Rótulo de valor	N
gender_	1 female	75
	2 male	35
	3 transgender	1
	5 prefer_not_to_say	2

Table 43

Estatísticas Descritivas

	gender_	Média	Estatística do teste Padrão	N
How likely would it be for you to purchase Makeup? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Makeup in stor	female	5,2133	1,53599	75
	male	2,5714	1,57715	35
	transgender	7,0000	.	1
	prefer_not_to_say	3,5000	2,12132	2
	Total	4,3805	1,97899	113
How likely would it be for you to purchase Transparent Fortifying Nail Polish? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Transparent Fortifying Nail Polish in stor	female	4,1867	2,21599	75
	male	2,7143	1,70762	35
	transgender	7,0000	.	1
	prefer_not_to_say	6,0000	,00000	2
	Total	3,7876	2,18539	113

Table 44

Testes de contrastes dentre-sujeitos

Medida: MEASURE_1

Origem	stereotypical	Tipo III Soma dos Quadrados	df	Quadrado Médio	Z	Sig.	Eta parcial quadrado
stereotypical	Linear	,847	1	,847	,427	,515	,004
stereotypical * gender_	Linear	26,271	3	8,757	4,412	,006	,108
Erro(stereotypical)	Linear	216,366	109	1,985			

Table 45

Fatores dentre-sujeitos

Medida: MEASURE_1

	Variável dependente
1	makeup_onlinePurchase
2	Nail_polish_onlinepurchase

Table 46

Fatores entre sujeitos

	Rótulo de valor	N
gender_1	female	73
gender_2	male	32
gender_3	transgender	1
gender_5	prefer_not_to_say	2

Table 47

Estatísticas Descritivas

	gender_	Média	Estatística do teste Padrão	N
How likely would it be for you to purchase Makeup? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Makeup onlin	female	5,0274	1,83313	73
	male	3,5938	1,73873	32
	transgender	7,0000	.	1
	prefer_not_to_say	2,0000	,00000	2
	Total	4,5648	1,93479	108
How likely would it be for you to purchase Transparent Fortifying Nail Polish? (on a scale ranging from 1 (not at all) to 7 (definitely)) - Purchase Transparent Fortifying Nail Polish onlin	female	4,0548	2,10746	73
	male	4,0937	2,23404	32
	transgender	7,0000	.	1
	prefer_not_to_say	3,5000	2,12132	2
	Total	4,0833	2,13614	108

Table 48

Testes de efeitos dentre-sujeitos

Medida: MEASURE_1

Origem		Tipo III Soma dos Quadrados	df	Quadrado Médio	Z	Sig.	Eta parcial quadrado
sstereotypical	Esfericidade considerada	,342	1	,342	,177	,675	,002
	Greenhouse-Geisser	,342	1,000	,342	,177	,675	,002
	Huynh-Feldt	,342	1,000	,342	,177	,675	,002
	Limite inferior	,342	1,000	,342	,177	,675	,002
sstereotypical * gender_	Esfericidade considerada	28,259	3	9,420	4,868	,003	,123
	Greenhouse-Geisser	28,259	3,000	9,420	4,868	,003	,123
	Huynh-Feldt	28,259	3,000	9,420	4,868	,003	,123
	Limite inferior	28,259	3,000	9,420	4,868	,003	,123
Erro(sstereotypical)	Esfericidade considerada	201,223	104	1,935			
	Greenhouse-Geisser	201,223	104,000	1,935			
	Huynh-Feldt	201,223	104,000	1,935			
	Limite inferior	201,223	104,000	1,935			

Table 49

Estadísticas Descriptivas

	N	Mínimo	Máximo	Média	Desvio padrão
Please rate your level of agreement with the following statements: (on a scale ranging from 1 (not at all) to 7 (definitely)) - I'm concerned with what others might think of me	34	1,00	7,00	4,0294	2,03731
Please rate your level of agreement with the following statements: (on a scale ranging from 1 (not at all) to 7 (definitely)) - I'm concerned with conform with general social norms	31	1,00	7,00	3,7419	1,99946
Please rate your level of agreement with the following statements: (on a scale ranging from 1 (not at all) to 7 (definitely)) - I'm concerned with the impression my appearance causes of me to other people	33	1,00	7,00	4,0909	2,32330
N válido (de lista)	30				

Table 50

Fatores dentro-sujeitos

Medida: MEASURE_1

Stereotypical	Variável dependente
1	makeup_onlinePurchase
2	makeup_purchase_instore
3	Nail_polish_onlinepurchase
4	nail_polish_purchase_instore

Table 51

Fatores entre sujeitos

	Rótulo de valor	N
gender_	1 female	71
	2 male	32
	3 transgender	1
	5 prefer_not_to_say	2

Table 52

Estatísticas Descritivas

	gender_	Média	Estatística do teste Padrão	N
How likely would it be for you to purchase Makeup? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Makeup onlin	female	5,0000	1,85164	71
	male	3,5938	1,73873	32
	transgender	7,0000	.	1
	prefer_not_to_say	2,0000	,00000	2
	Total	4,5377	1,94287	106
How likely would it be for you to purchase Makeup? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Makeup in stor	female	5,1831	1,55205	71
	male	2,6563	1,59858	32
	transgender	7,0000	.	1
	prefer_not_to_say	3,5000	2,12132	2
	Total	4,4057	1,95559	106
How likely would it be for you to purchase Transparent Fortifying Nail Polish? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Transparent Fortifying Nail Polish onlin	female	4,0141	2,10776	71
	male	4,0937	2,23404	32
	transgender	7,0000	.	1
	prefer_not_to_say	3,5000	2,12132	2
	Total	4,0566	2,13733	106
How likely would it be for you to purchase Transparent Fortifying Nail Polish? (on a scale ranging from 1 (not at all) to 7 (definitely)) – Purchase Transparent Fortifying Nail Polish in stor	female	4,2817	2,18556	71
	male	2,8125	1,73089	32
	transgender	7,0000	.	1
	prefer_not_to_say	6,0000	,00000	2
	Total	3,8962	2,16874	106

Table 53

Testes de efeitos dentre-sujeitos

Medida: MEASURE_1

Origem		Tipo III Soma dos Quadrados	df	Quadrado Médio	Z	Sig.	Eta parcial quadrado
Stereotypical	Esfericidade considerada	2,135	3	,712	,350	,790	,003
	Greenhouse-Geisser	2,135	2,352	,908	,350	,740	,003
	Huynh-Feldt	2,135	2,481	,860	,350	,751	,003
	Limite inferior	2,135	1,000	2,135	,350	,556	,003
Stereotypical * gender_	Esfericidade considerada	98,941	9	10,993	5,400	<,001	,137
	Greenhouse-Geisser	98,941	7,055	14,025	5,400	<,001	,137
	Huynh-Feldt	98,941	7,444	13,291	5,400	<,001	,137
	Limite inferior	98,941	3,000	32,980	5,400	,002	,137
Erro(Stereotypical)	Esfericidade considerada	623,019	306	2,036			
	Greenhouse-Geisser	623,019	239,855	2,597			
	Huynh-Feldt	623,019	253,096	2,462			
	Limite inferior	623,019	102,000	6,108			

Table 54