



Perceptions and Influencing Factors among Male Consumers in Availing Aesthetic and Wellness Services: Implications for Marketing Strategy

Tanya Lemos M. Minlay, MBA

Central Colleges of the Philippines

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ABSTRACT

This study aimed to examine the perceptions and factors influencing male consumers in availing aesthetic and wellness services in the National Capital Region (NCR). Specifically, it analyzed male consumers' perceptions, identified influencing factors across different segments, assessed the impact of social, psychological, and cultural variables on attitudes, evaluated marketing factors affecting decisions, and formulated strategies to effectively target male consumers.

A descriptive-correlational research design was employed, utilizing a structured questionnaire distributed to 300 male respondents selected through stratified random sampling. The respondents included students, working professionals, and middle-aged men. Data were analyzed using frequency and percentage distribution, factor analysis, Kruskal–Wallis test, Spearman correlation, and ordinal logistic regression.

The findings revealed that male consumers generally have positive perceptions toward aesthetic and wellness services, primarily driven by psychological benefits such as improved self-confidence and mental well-being. Factor analysis identified four key dimensions: self-confidence, intrinsic well-being, social acceptability, and masculinity compatibility. Among these, self-confidence emerged as the most influential factor. Results also showed that there are no significant differences among consumer segments, indicating consistent preferences across students, working professionals, and middle-aged men.

Further analysis revealed that psychological factors significantly influence attitudes, while social and cultural factors have minimal impact. In terms of marketing factors, price or value of services and loyalty programs were found to be the most significant predictors of consumer decisions, whereas social media advertisements, promotional campaigns, and celebrity endorsements showed limited influence. Cluster analysis identified two distinct groups of consumers: Wellness Advocates and Cautious Observers, each requiring different marketing approaches.

Overall, the study concludes that male consumers are increasingly open to aesthetic and wellness services, with decisions largely driven by internal motivations and perceived value. The findings provide valuable insights for businesses to develop targeted, value-driven, and psychologically oriented marketing strategies to effectively attract and retain male consumers.

Keywords: Male Consumers, Perceptions, Influencing Factors, Aesthetic and Wellness Services, Marketing Strategy

INTRODUCTION

Aesthetic and wellness is a concept that covers beauty treatments and overall well-being. It emphasizes not only maintaining a good physical appearance but also caring for mental and emotional health. Research has shown that these practices can positively affect self-esteem and overall health (Skwirczyńska et al., 2022).

Traditionally, aesthetic and wellness services have been associated mostly with women. Many women seek cosmetic procedures because they believe these treatments will improve both their looks and their self-confidence, ultimately enhancing their quality of life (Hoffman & Fabi, 2022).

However, this trend is slowly changing. More men are beginning to adopt aesthetic and wellness services, such as nail care, skincare treatments, and spa services. Social media platforms like Facebook and Instagram have played a role in this shift, with male influencers highlighting the benefits of self-care and personal grooming (Muacevic & Adler, 2024). In the Philippines, many people use social media to find reviews and information before trying new services, and promotions and celebrity endorsements have further encouraged male consumers to explore these offerings (Castillo et al., 2022).

Market research supports this growing interest. Globally, the men's skincare market was valued at USD 11.6 billion in 2019 and is projected to reach USD 18.92 billion by 2027 (Grand View Research, 2020). In the Philippines, the beauty and personal care market, which includes both men and women, is expected to generate USD 6.79 billion in revenue by 2025 (Statista, n.d.). These figures suggest a growing opportunity for businesses to engage male clients, highlighting the importance of understanding this market segment.

Observing these trends firsthand at my clinic, AV Aesthetics and Wellness in Sampaloc, Manila, sparked my curiosity. Over three years of managing the clinic, I noticed that very few clients are male. Most men accompany their female partners or only seek basic services like pedicures or foot spas. Facials, laser treatments, and other services are rarely availed by men. This aligns with Philippine reports showing that Filipino men are increasingly investing in grooming and skincare, yet remain underrepresented in clinical aesthetic services (Philstar, 2023). This suggests that cultural perceptions, awareness, and comfort levels may influence men's decisions to avail aesthetic and wellness services in urban areas like Manila. This raised questions about what barriers exist for male consumers whether due to perceptions that these services are "for women," lack of awareness, or discomfort in visiting aesthetic clinics.

The main purpose of this study is to explore how male consumers perceive aesthetic and wellness services and to identify the factors that affect their decisions to avail or avoid them. The study aims to understand their attitudes, motivations, concerns, and the possible barriers faced by different groups of men such as students, working professionals, and middle-aged individuals.

This study employed a quantitative research method through structured survey questionnaires given to male respondents. The responses will be analyzed using descriptive and statistical treatments to determine how social, psychological, cultural, and marketing factors influence men's attitudes and decisions regarding aesthetic and wellness services. The findings of this study can help aesthetic and wellness businesses better understand the needs of male consumers and create more inclusive marketing and service strategies.

This study focused on male consumers in Quezon City, Makati, and Manila and examines the factors that influence their decisions to use aesthetic and wellness services like facials, nail care, and spa treatments. It includes students, working professionals, and middle-aged men who have tried, are aware of, or are interested in these services.

The study is limited to respondents from the NCR, so the results may not apply to men from other regions. Since the data are based on self-reported surveys, answers may contain personal bias. The study also covers only selected services, not the full range of aesthetic treatments. Despite these limitations, the study provides meaningful insights into how men view and decide on aesthetic and wellness services.

LITERATURE REVIEW

Keyword 1: Male Consumers

The participation of male consumers in the aesthetic and wellness industry has increased significantly over the past decade due to changing perceptions of masculinity, greater health consciousness, and the growing influence of digital media. Traditionally, aesthetic and wellness services were primarily associated with women; however,

recent studies indicate that men increasingly perceive grooming and self-care as essential components of personal well-being, confidence, and professional image (Kotler & Keller, 2022; Solomon, 2021).

The expansion of the men's skincare and grooming market further demonstrates this shift. Increased exposure to social media, online product reviews, and male influencers has normalized self-care practices among men, encouraging them to invest in aesthetic and wellness services without the stigma previously associated with such behaviors (Research and Markets, 2024; Muacevic & Adler, 2024). Younger consumers, particularly Millennials and Generation Z, have become more receptive to grooming routines, viewing them as part of a healthy lifestyle rather than expressions of vanity (Vaddepally & Poornachandrika, 2025).

Despite these developments, the participation of Filipino men in professional aesthetic and wellness services remains relatively limited compared with female consumers. Existing evidence suggests that although awareness of grooming has increased, cultural expectations and traditional masculine norms continue to influence men's willingness to utilize aesthetic services (Castillo et al., 2022). Understanding the characteristics and motivations of male consumers therefore provides valuable insights for businesses seeking to expand this growing market.

Keyword 2: Perceptions

Consumer perception plays an essential role in shaping attitudes toward aesthetic and wellness services. Previous studies indicate that male consumers increasingly associate these services with self-confidence, personal development, and overall well-being rather than merely improving physical appearance (Hollister, 2022). Positive perceptions are strengthened when aesthetic services are viewed as contributing to better self-image, healthier lifestyles, and enhanced professional presentation.

Nevertheless, negative perceptions remain evident among some male consumers. Cultural stereotypes continue to portray aesthetic treatments as primarily intended for women, creating hesitation among men who fear social judgment or being perceived as less masculine (Connell, 2020; Buhiliga et al., 2024). Such perceptions often discourage potential consumers despite increasing awareness of the health and psychological benefits associated with aesthetic services.

Recent research also highlights the role of digital media in reshaping these perceptions. Male influencers, educational content, and online communities have contributed to reducing stigma by presenting grooming and self-care as normal aspects of modern masculinity (Everything-PR, 2022). As a result, younger generations generally demonstrate more favorable attitudes toward aesthetic and wellness services than older consumers.

Keyword 3: Influencing Factors

Several psychological, social, cultural, and marketing factors influence male consumers' decisions to avail themselves of aesthetic and wellness services. Among these, psychological factors consistently emerge as the strongest determinants. Self-confidence, self-image, and the desire for personal improvement motivate men to invest in grooming and aesthetic treatments that enhance both physical appearance and emotional well-being (Khuong & Duyen, 2016; Hollister, 2022).

Social influences also contribute significantly to consumer behavior. Recommendations from family members, friends, peers, and social media personalities encourage men to explore aesthetic services and reduce uncertainty regarding treatment outcomes (Tuminah & Nuvriasari, 2025). Digital platforms have become important sources of information, allowing consumers to evaluate services before making purchasing decisions.

Cultural factors likewise shape male consumer behavior. Although societal attitudes toward male grooming continue to evolve, traditional beliefs regarding masculinity still discourage some men from openly utilizing aesthetic treatments (Connell, 2020). However, recent studies indicate that changing cultural norms and increasing acceptance of self-care have gradually weakened these barriers, particularly among younger consumers (Pikoos & Buchanan, 2025).

Marketing-related variables further influence purchasing decisions. Previous research suggests that perceived value, affordability, service quality, and loyalty programs exert stronger effects on consumer behavior than celebrity endorsements or conventional advertising. Marketing strategies emphasizing confidence, wellness, and practical benefits appear to resonate more effectively with male consumers than appearance-centered promotional campaigns (Kotler & Keller, 2022; Euromonitor, 2022).

Keyword 4: Aesthetic and Wellness Services

Aesthetic and wellness services encompass a broad range of treatments intended to improve physical appearance, relaxation, and overall well-being. These services include facial treatments, skincare procedures, spa therapies, nail care, laser treatments, and other non-invasive cosmetic procedures. Recent studies indicate that men increasingly regard these services as investments in health, confidence, and quality of life rather than discretionary luxury expenditures (Lim, 2022).

International evidence demonstrates increasing male participation in aesthetic treatments, particularly in countries where self-care has become socially acceptable. Improvements in service accessibility, technological advancements, and growing public awareness have contributed to expanding the male consumer market (Park et al., 2019). Likewise, research conducted in the Philippines suggests that men who utilize aesthetic services often report enhanced confidence, improved self-esteem, and greater satisfaction with their overall appearance (Cammayo et al., 2024).

Despite these encouraging trends, utilization remains relatively low among Filipino men compared with women, indicating opportunities for aesthetic clinics to develop services and communication strategies that specifically address male consumers' preferences and concerns.

Keyword 5: Marketing Strategy

Marketing strategy plays a crucial role in encouraging male consumers to utilize aesthetic and wellness services. Studies consistently demonstrate that effective marketing extends beyond promotional activities by emphasizing consumer education, personalized communication, and practical benefits that align with male preferences (Kotler & Keller, 2022).

Digital marketing has become particularly influential because social media platforms allow consumers to access reviews, compare services, and observe treatment outcomes before making purchasing decisions. Educational content, customer testimonials, and authentic experiences contribute to building consumer confidence while reducing uncertainty regarding aesthetic procedures (Ruprich & Sobczyk-Kolbuch, 2023).

Price and perceived value likewise remain important determinants of consumer behavior. Loyalty programs, service quality, professional staff, and positive customer experiences significantly increase satisfaction and encourage repeat patronage (Ma et al., 2025). Furthermore, personalized marketing strategies tailored to men's lifestyles, motivations, and demographic characteristics have proven more effective than generalized promotional approaches (Schiffman & Wisenblit, 2020).

Overall, previous studies suggest that marketing strategies emphasizing confidence, wellness, affordability, and service quality are more likely to influence male consumers than traditional beauty-focused advertising.

METHODS

Research Setting

The study was conducted in the National Capital Region (NCR), Philippines, particularly in Quezon City, Makati City, and Manila. These locations were selected because they represent highly urbanized areas with a significant concentration of aesthetic and wellness clinics and a diverse population of potential male consumers.



Participants

A total of 300 valid male respondents participated in the study. The respondents consisted of students, working professionals, and middle-aged men residing in the National Capital Region. A stratified random sampling technique was employed to ensure adequate representation across the three respondent groups. Participants were recruited from universities, business districts, fitness centers, and areas near aesthetic and wellness clinics. Eligible participants were male individuals aged 18–60 years who had previously availed of, were aware of, or expressed interest in aesthetic and wellness services and voluntarily provided informed consent.

Research Instrument

Data were collected using a researcher-developed structured questionnaire based on an extensive review of related literature. The instrument consisted of four sections: (1) demographic profile, (2) perceptions toward aesthetic and wellness services, (3) psychological, social, and cultural influencing factors, and (4) marketing factors affecting consumer decisions. Responses were measured primarily using a five-point Likert scale, where higher scores indicated stronger agreement.

Prior to the main survey, the questionnaire underwent pilot testing with 30 respondents to assess clarity, reliability, and validity. Necessary revisions were made before its administration to the final sample.

Data Collection Procedure

Data collection was conducted through face-to-face and online survey administration. Participants were informed of the purpose of the study, and voluntary participation was emphasized before obtaining informed consent. Completed questionnaires were screened for completeness and consistency before encoding for statistical analysis. Of the initial responses collected, 300 valid questionnaires were included in the final analysis.

Statistical Analysis

Data were analyzed using IBM SPSS Statistics. Descriptive statistics (frequency, percentage, mean, and standard deviation) summarized the respondents' characteristics and perceptions. Exploratory factor analysis identified the underlying dimensions of consumer perceptions. The Kruskal–Wallis test examined differences among respondent groups, while Spearman's rank correlation assessed relationships among variables. Ordinal logistic regression identified significant predictors of consumer decisions to avail aesthetic and wellness services. Cluster analysis classified respondents according to behavioral characteristics.

RESULTS AND DISCUSSION

Table 4.1 Summary of the Demographic Profile of the Respondents

Variable	Frequency	Percentage
<i>Occupation Profile</i>		
Middle-aged / other	80	26.67%
Student	92	30.67%
Working professional	128	42.67%
<i>Monthly Income</i>		
Less than ₱10,957	88	29.33%
₱9,520 – ₱21,194	64	21.33%



₹21,194 – ₹43,828	68	22.67%
₹43,828 – ₹76,669	37	12.33%
₹76,669 – ₹131,484	32	10.67%
₹131,484 – ₹219,140	8	2.67%
At least ₹219,140	3	1.00%
<i>Educational Level</i>		
High School	8	2.68%
Bachelor's Degree	143	47.83%
College / Undergraduate	137	45.82%
Master's Degree	10	3.34%
Doctorate Degree	1	0.33%
<i>Age Bracket</i>		
18–24	112	37.33%
25–34	63	21.00%
35–44	41	13.67%
45+	84	28.00%

The data show that working professionals comprised the largest group (42.67%), followed by students (30.67%) and middle-aged/other respondents (26.67%). Monthly income varied widely, with the majority earning less than ₹43,828. Most respondents held a bachelor's degree or were college undergraduates. The largest age group was 18–24 years old (37.33%), reflecting the substantial presence of students in the sample.

Table 4.2 Engagement in E-commerce Platforms for Aesthetic and Wellness

Variable	Frequency	Percentage
<i>Availment of Aesthetic or Wellness Services</i>		
Never	18	6.00%
Rarely (1–2 times/year)	162	54.00%
Occasionally (3–6 times/year)	91	30.33%
Frequently (monthly or more)	29	9.67%
<i>Type of Services that Would Likely to be Availed</i>		



Facials / Laser / Skincare	80	22.04%
Full Wellness Packages (All-in-One Services)	250	68.87%
Nail Services	33	9.09%

The data indicate that most male consumers engage with aesthetic and wellness services only occasionally or rarely. More than half of the respondents (54%) use these services just 1–2 times a year, and about 30% avail them 3–6 times annually. Only a small portion (9.67%) uses them frequently, while 6% have never tried these services. This suggests that although male consumers are open to wellness and aesthetic services, regular engagement is not yet common.

When looking at the types of services they prefer, it becomes clear that full wellness packages are the most popular, with nearly 69% of respondents indicating interest. Services like facials, laser, and skincare treatments were next at 22%, while nail services were the least popular at just over 9%. This shows a clear preference for comprehensive wellness experiences, rather than single or specialized treatments.

Overall, these insights suggest that e-commerce platforms and service providers may attract more male consumers by offering holistic packages, promotions, and flexible options that encourage more frequent use.

Perceptions of male consumers toward aesthetic and wellness services

This section explores how male consumers perceive aesthetic and wellness services, considering aspects such as social acceptance, self-confidence, masculinity, and health or wellness motivation. The results are presented below, highlighting the key trends and interpretations.

Social Acceptance

Table 4.3: Distribution of Perceived Social Acceptance Toward Aesthetic and Wellness Services

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Interpretation (mode)
Aesthetic and wellness services for men are becoming more common.	3 (1%)	4 (1.33%)	45 (15%)	114 (38%)	134 (44.67%)	Strongly Agree
I feel comfortable discussing aesthetic & wellness treatments with other men	6 (2%)	8 (2.67%)	77 (25.67%)	108 (36%)	101 (33.67%)	Agree
I think men who use aesthetic or wellness services are accepted by the people around them.	4 (1.33%)	11 (3.67%)	59 (19.67%)	110 (36.67%)	116 (38.67%)	Strongly Agree
My friends would approve if I availed aesthetic/wellness services.	3 (1%)	6 (2%)	57 (19%)	128 (42.67%)	106 (35.33%)	Agree
Society generally views men using wellness services positively.	3 (1%)	6 (2%)	67 (22.33%)	131(43.67 %)	93 (31%)	Agree

The majority of respondents strongly agree that aesthetic and wellness services for men are becoming more common (44.67%). Similarly, most agree that they feel comfortable discussing these services with other men (36%), and believe that men who use these services are generally accepted by those around them (38.67%). Friends' approval and broader societal views were also positively perceived, with most respondents agreeing that people around them would approve (42.67%) and that society views men using wellness services positively (43.67%).

These findings indicate a growing social acceptance of male engagement in aesthetic and wellness services. Men feel increasingly comfortable talking about these services and believe that using them is not socially frowned upon, suggesting a shift in cultural perceptions toward male self-care.

Self-Confidence

Table 4.4: Distribution of Perceived Self-Confidence Toward Aesthetic and Wellness Services

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Interpretation (mode)
Aesthetic and wellness services boost my social confidence.	2 (0.67%)	6 (2%)	39 (13%)	110 (36.67%)	143 (47.67%)	Strongly Agree
Aesthetic and wellness services help me feel good about myself.	3 (1%)	5 (1.67%)	25 (8.33%)	116 (38.67%)	151 (50.33%)	Strongly Agree
Aesthetic and wellness services improve my personal appearance satisfaction.	2 (0.67%)	6 (2%)	26 (8.67%)	116 (38.67%)	150 (50%)	Strongly Agree
Using aesthetic and wellness services makes men feel more confident.	2 (0.67%)	7 (2.33%)	28 (9.33%)	127 (42.33%)	136 (45.33%)	Strongly Agree
Using these services contributes to a positive self-image.	2 (0.67%)	7 (2.33%)	30 (10%)	127 (42.33%)	134 (44.67%)	Strongly Agree

Most respondents strongly agree that these services boost social confidence (47.67%), help them feel good about themselves (50.33%), and improve satisfaction with their personal appearance (50%). Similarly, respondents feel that using these services increases confidence (45.33%) and contributes to a positive self-image (44.67%). The data suggest that male consumers view aesthetic and wellness services as important tools for enhancing confidence and self-esteem. These services are not only about appearance but also contribute to overall psychological well-being and personal satisfaction.

Concern About Masculinity

Table 4.5: Distribution of Perceived Concern in Masculinity Toward Aesthetic and Wellness Services

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Interpretation (mode)
I feel confident that using these services is compatible with masculinity.	4 (1.33%)	12 (4%)	67 (22.33%)	132 (44%)	85 (28.33%)	Agree



I might worry about what people around me think if I use aesthetic and wellness services.	172 (57.33%)	73 (24.33%)	35 (11.67%)	14 (4.67%)	6 (2%)	Strongly Disagree
It is socially acceptable for men to use aesthetic and wellness services such as facial, laser or any skincare services.	5 (1.67%)	3 (1%)	65 (21.67%)	138 (46%)	89 (29.67%)	Agree
Some men think aesthetic and wellness services are seen as less masculine or less “manly.”	168 (56%)	59 (19.67%)	39 (13%)	22 (7.33%)	12 (4%)	Strongly Disagree
Using aesthetic and wellness services does not conflict with my sense of masculinity.	3 (1%)	11 (3.67%)	61 (20.33%)	123 (41%)	102 (34%)	Agree

Most respondents agree that using these services aligns with their sense of masculinity (44%) and that it is socially acceptable for men to use services such as facials, laser, or skincare treatments (46%). Likewise, they agree that using these services does not conflict with their personal sense of masculinity (41%). Conversely, a smaller proportion indicated concern about others viewing these services as less “manly,” but this perspective is held by a minority (around 56% strongly disagreed that this applies to them).

Overall, these results demonstrate that while traditional concerns about masculinity still exist, most male consumers do not see using aesthetic and wellness services as a threat to their masculine identity. There appears to be a positive trend toward redefining masculinity, making self-care acceptable and normalized for men.

Health and Wellness Motivation

Table 4.6: Distribution of Perceived Health and Wellness Motivation Toward Aesthetic and Wellness Services

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Interpretation (mode)
Aesthetic and wellness services help maintain my health.	5 (1.67%)	1 (0.33%)	47 (15.67%)	133 (44.33%)	114 (38%)	Agree
Aesthetic and wellness services improve my overall mental well-being.	3 (1%)	5 (1.67%)	46 (15.33%)	122 (40.67%)	124 (41.33%)	Strongly Agree
I consider aesthetic and wellness treatments as part of self-care.	2 (0.67%)	3 (1%)	27 (9%)	128 (42.67%)	140 (46.67%)	Strongly Agree
I use aesthetic and wellness services to reduce stress.	4 (1.33%)	5 (1.67%)	51 (17%)	124 (41.33%)	116 (38.67%)	Agree
Using aesthetic and wellness services improves my quality of life.	3 (1%)	2 (0.67%)	46 (15.33%)	129 (43%)	120 (40%)	Agree

Most respondents agree that aesthetic and wellness services help maintain health (44.33%), improve mental well-being (41.33%), and are part of personal self-care (46.67%). Many also use these services to reduce stress (41.33%) and enhance quality of life (43%).

These findings suggest that male consumers view aesthetic and wellness services as more than just a means of improving appearance—they also see them as essential for mental and physical well-being. The focus on health, stress reduction, and overall quality of life highlights the growing role of wellness services in supporting a balanced lifestyle.

From the combined analysis of social acceptance, self-confidence, masculinity, and health/wellness motivation, it is clear that male consumers have positive perceptions of aesthetic and wellness services. They increasingly see these services as socially acceptable, confidence-boosting, compatible with masculinity, and beneficial for overall health. This suggests a cultural shift toward normalizing male self-care and provides a strong foundation for marketing strategies that emphasize both appearance and wellness benefits.

Factor Analysis of the Perceptions of Male Consumers Toward Aesthetic and Wellness Services

To uncover the latent structure of these perceptions, factor analysis was employed. This method identifies key dimensions that explain how consumers think and feel about these services, providing insight into the psychological and social drivers of their engagement.

Table 4.7: Bartlett's Test for Sphericity

X²	df	p-value
5928.982	190	<0.0001

Bartlett's Test of Sphericity was conducted to determine whether the correlation matrix among the perception items was suitable for factor analysis, specifically by testing if the variables are sufficiently interrelated. The results showed a statistically significant outcome ($\chi^2 = 5928.982$, $df = 190$, $p < 0.0001$), indicating that the null hypothesis of an identity matrix can be rejected. This implies that meaningful correlations exist among the variables, and these relationships are unlikely due to chance. Therefore, the data gathered by the researcher satisfies a key assumption for factor analysis, confirming that the items share enough common variance to justify the extraction of underlying factors.

Table 4.8: Measures of Sampling Adequacy

Item	MSA	Interpretation
I think men who use aesthetic or wellness services are accepted by the people around them.	0.93	Acceptable MSA
My friends would approve if I availed aesthetic/wellness services.	0.96	Acceptable MSA
Society generally views men using wellness services positively.	0.93	Acceptable MSA
Aesthetic and wellness services for men are becoming more common.	0.97	Acceptable MSA
I feel comfortable discussing aesthetic & wellness treatments with other men	0.96	Acceptable MSA
Using aesthetic and wellness services makes men feel more confident.	0.97	Acceptable MSA
Aesthetic and wellness services improve my personal appearance satisfaction.	0.96	Acceptable MSA



Aesthetic and wellness services help me feel good about myself.	0.94	Acceptable MSA
Aesthetic and wellness services boost my social confidence.	0.96	Acceptable MSA
Using these services contributes to a positive self-image.	0.95	Acceptable MSA
Some men think aesthetic and wellness services are seen as less masculine or less “manly.”	0.54	Low MSA
Using aesthetic and wellness services does not conflict with my sense of masculinity.	0.98	Acceptable MSA
I might worry about what people around me think if I use aesthetic and wellness services.	0.65	Low MSA
It is socially acceptable for men to use aesthetic and wellness services such as facial, laser or any skincare services.	0.94	Acceptable MSA
I feel confident that using these services is compatible with masculinity.	0.93	Acceptable MSA
I use aesthetic and wellness services to reduce stress.	0.94	Acceptable MSA
Aesthetic and wellness services improve my overall mental well-being.	0.95	Acceptable MSA
Aesthetic and wellness services help maintain my health.	0.94	Acceptable MSA
I consider aesthetic and wellness treatments as part of self-care.	0.95	Acceptable MSA
Using aesthetic and wellness services improves my quality of life.	0.93	Acceptable MSA

The Measure of Sampling Adequacy (MSA) was employed to assess whether individual items were appropriate for inclusion in the factor analysis, based on the extent to which they share variance with other variables. Results revealed that the majority of items demonstrated acceptable MSA values (≥ 0.70). This suggests that the items are sufficiently correlated and contribute meaningfully to the underlying factor structure. However, two items can be observed to yield low MSA values (below 0.70), indicating weak relationships with other variables and limited contribution to common factors. To increase the robustness and validity of the analysis, these items were excluded prior to factor extraction, resulting in a refined set of 18 items that are more suitable for identifying coherent latent constructs.

Table 3.9: Kaiser-Meyer-Olkin Measure of Sampling Adequacy

Overall Sampling Adequacy
0.95

The Kaiser-Meyer-Olkin (KMO) measure was used to evaluate the overall sampling adequacy of the dataset and determine whether the pattern of correlations is compact enough to produce reliable factors. The computed KMO value of 0.95 indicates excellent adequacy, based on Kaiser’s (1974) criteria. This suggests that the variables share a high proportion of common variance and are well-suited for factor analysis. Such a high KMO value reinforces the appropriateness of proceeding with factor extraction, as it implies that the resulting factors are likely to be distinct and reliable representations of the underlying constructs.

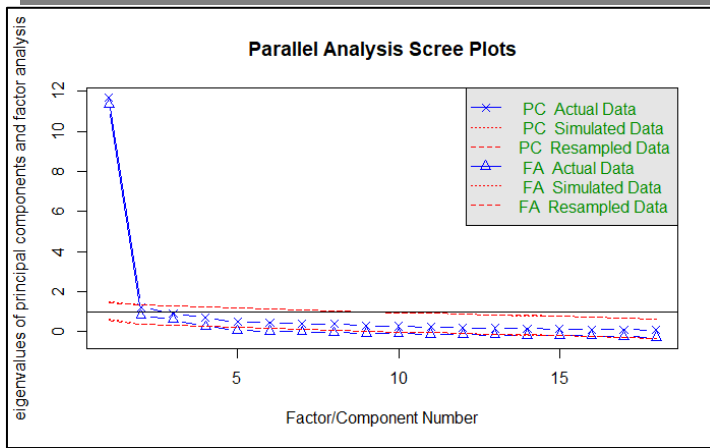


Figure 4.1: Scree plot for determining the number of factors

To identify the optimal number of factors to be used in this study, multiple criteria were considered, including the scree plot, parallel analysis, Velicer’s Minimum Average Partial (MAP), and Kaiser’s rule. The scree plot suggested the presence of three to four factors, as indicated by the point where the eigenvalues begin to level off. Parallel analysis further supported a four-factor solution, as these factors exceeded the eigenvalues generated from random data, indicating that they capture meaningful variance. Although other criteria suggested varying numbers of factors, a four-factor solution was ultimately selected after careful evaluation of both statistical evidence and theoretical interpretability. This number of factors provided the most coherent and conceptually meaningful structure while maintaining the validity and integrity of the measurement scale.

Table 4.10: Factor Structure and Loadings

	Factor 1	Factor 2	Factor 3	Factor 4
Aesthetic and wellness services boost my social confidence.	1.0026	-0.0025	0.0355	-0.1316
Aesthetic and wellness services help me feel good about my self.	0.8902	0.0197	0.0175	0.0229
Using these services contributes to a positive self-image.	0.8781	0.0284	0.0220	0.0058
Aesthetic and wellness services improve my personal appearance satisfaction.	0.8517	0.0089	0.0129	0.0574
Using aesthetic and wellness services makes men feel more confident.	0.7502	0.0924	0.1181	-0.0091
Aesthetic and wellness services help maintain my health.	-0.0175	0.9870	0.0294	-0.0875
I use aesthetic and wellness services to reduce stress.	-0.0800	0.9555	0.0046	-0.0227
Aesthetic and wellness services improve my overall mental well-being.	0.0393	0.8602	0.0222	0.0013
Using aesthetic and wellness services improves my quality of life.	0.1068	0.8295	0.0376	-0.0663
I consider aesthetic and wellness treatments as part of self-care.	0.1222	0.6432	-0.0318	0.1229



I think men who use aesthetic or wellness services are accepted by the people around them.	0.0103	-0.0417	0.9792	-0.0889
Society generally views men using wellness services positively.	-0.0020	0.0311	0.7713	-0.0286
Aesthetic and wellness services for men are becoming more common.	0.0824	0.0282	0.7630	-0.0781
My friends would approve if I availed aesthetic/wellness services.	0.0963	0.0676	0.6974	0.0304
I feel comfortable discussing aesthetic & wellness treatments with other men	-0.0523	0.0121	0.6434	0.2606
I feel confident that using these services is compatible with masculinity.	-0.0571	-0.0691	-0.0495	1.0647
It is socially acceptable for men to use aesthetic and wellness services such as facial, laser or any skincare services.	0.1926	0.1276	0.0993	0.4453
Using aesthetic and wellness services does not conflict with my sense of masculinity.	0.1889	0.1744	0.0616	0.3556

Factor analysis was conducted to identify the underlying dimensions that explain male consumers' perceptions toward aesthetic and wellness services. Table 3.10 presents the factor structure and corresponding loadings, which indicate how strongly each statement is associated with a particular factor. Higher factor loadings signify a stronger relationship between the item and the factor, meaning the item is a good representation of that underlying dimension. The results reveal a clear four-factor structure, with items clustering meaningfully based on shared themes.

The first factor can be labeled Self-Confidence Booster. This factor includes items related to improved social confidence, feeling good about oneself, positive self-image, and satisfaction with personal appearance. The factor loadings for these items are consistently high, ranging from 0.7502 to 1.0026, indicating a very strong relationship with the factor. This suggests that these statements are closely tied to a common idea, which is the improvement of self-perception and confidence through the use of aesthetic and wellness services. Minimal loadings on the other factors further confirm that these items uniquely represent this dimension.

The second factor may be best described as Intrinsic Wellbeing. The items under this factor focus on maintaining health, reducing stress, improving mental well-being, improving quality of life, and viewing these services as part of self-care. The factor loadings, which range from 0.6432 to 0.9870, indicate that these items are strongly connected and collectively represent a health-centered perspective. The relatively low cross-loadings across other factors suggest that this dimension is distinct from self-confidence or social influences. This implies that male consumers also perceive aesthetic and wellness services as beneficial for their overall physical and mental well-being, not just for outward appearance.

The third factor can be labeled Social Acceptability. This factor captures perceptions related to societal approval, peer acceptance, increasing normalization, and comfort in discussing these services with others. The factor loadings for these items range from 0.6434 to 0.9792, demonstrating a strong association with the factor. These results indicate that social context plays a significant role in shaping perceptions, as respondents consider how others view and react to men who avail of such services. The presence of moderate to high loadings suggests that this factor reflects the influence of evolving social norms and peer validation on consumer attitudes.

The fourth factor is identified as Masculinity Compatibility. This factor includes items that assess whether using aesthetic and wellness services aligns with or conflicts with traditional notions of masculinity. The item including

the aesthetic and wellness being compatible with masculinity shows a very high loading of 1.0647, indicating that it is the core element defining this factor. Other items, such as social acceptability and the absence of conflict with masculinity, show moderate loadings ranging from 0.3556 to 0.4453, suggesting that they contribute meaningfully but with slightly less strength. The relatively lower loadings compared to other factors may indicate that perceptions of masculinity are more nuanced and vary among respondents. Nevertheless, this factor underscores that considerations related to masculinity remain relevant in shaping attitudes toward these services.

Table 4.11: Factor Loadings and Variability

Factors	SS Loadings	Proportion Variance	Cumulative Variance	Proportion Explained	Cumulative Proportion Explained
1	4.46	0.25	0.25	0.33	0.33
2	4.12	0.23	0.48	0.3	0.63
3	3.44	0.19	0.67	0.25	0.88
4	1.6	0.09	0.76	0.12	1

Factor analysis was further examined by assessing the amount of variance explained by each extracted factor, as well as the strength of the items associated with each dimension. Based on the table above, the cumulative variance of 0.76 indicates that the factor solution explains most of the variance, hence the variables and the factors included are appropriate. The first factor explains 25% of the total variance, followed by the second factor at 23%, the third factor at 19%, and the fourth factor at 9%. Collectively, the four-factor solution explains 76% of the total variance, which is considered substantial in social science research. This high cumulative variance suggests that the extracted factors provide a strong and reliable representation of male consumers' perceptions, indicating that the variables included in the model are appropriate and meaningful in capturing the underlying constructs.

According to Peñaloza and Mish (2019), men's decisions to engage in personal care or wellness services are strongly influenced by psychological benefits such as confidence and self-esteem, which aligns with the prominence of the Self-Confidence Booster factor in this study. Similarly, the Intrinsic Wellbeing factor reflects the importance of health and mental wellness in motivating male consumers, consistent with findings by Doss and Robinson (2020) that men consider physical and mental well-being when choosing wellness services. Social Acceptability, the third factor, underscores the role of societal and peer influence, which supports earlier research by Connell (2005) and Robinson et al. (2018), who note that men often evaluate self-care practices in light of social norms. Finally, the Masculinity Compatibility factor highlights that some men remain cautious about wellness services that may conflict with traditional ideas of masculinity, echoing findings by Mahalik et al. (2003) that gendered expectations can shape self-care behaviors.

Overall, the four factors provide a meaningful understanding of male consumers' perceptions, showing that confidence, well-being, social acceptance, and masculinity are all important considerations when availing aesthetic and wellness services.

Table 4.12: Self-Confidence Booster Factor and Associated Items

Item	Factor Loadings	Communality
Aesthetic and wellness services boost my social confidence.	1.0026	0.8663
Aesthetic and wellness services help me feel good about myself.	0.8902	0.8774
Using these services contributes to a positive self-image.	0.8781	0.8496

Aesthetic and wellness services improve my personal appearance satisfaction.	0.8517	0.8340
Using aesthetic and wellness services makes men feel more confident.	0.7502	0.8296

Self-Confidence Booster, accounts for the largest share of variability at 25%. This indicates that this factor is the most dominant dimension influencing perceptions. The items under this factor exhibit very high factor loadings, ranging from 0.7502 to 1.0026, which signifies a strong relationship between the statements and the underlying construct. This means that these items consistently reflect the idea that aesthetic and wellness services enhance confidence, self-image, and personal satisfaction. The communality values, which range from 0.8296 to 0.8774, further indicate that a large proportion of each item's variance is well explained by the factor model. This suggests that the items are highly reliable indicators of this dimension. This result highlights that self-confidence and personal enhancement are primary drivers shaping male consumers' perceptions, emphasizing the importance of internal psychological benefits.

This finding is consistent with Hollister (2022), who reported that confidence and self-image are among the primary motivations for men seeking aesthetic services. Likewise, Hoffman and Fabi (2022) found that aesthetic procedures positively influence appearance satisfaction and psychosocial well-being, supporting the importance of psychological benefits in shaping male consumers' decisions.

Table 4.13: Intrinsic Wellbeing Factor and Associated Items

Item	Factor Loadings	Communality
Aesthetic and wellness services help maintain my health.	0.9870	0.8681
I use aesthetic and wellness services to reduce stress.	0.9555	0.7781
Aesthetic and wellness services improve my overall mental well-being.	0.8602	0.8243
Using aesthetic and wellness services improves my quality of life.	0.8295	0.7970
I consider aesthetic and wellness treatments as part of self-care.	0.6432	0.6650

The second factor, which is named Intrinsic Wellbeing, explains 23% of the total variance, making it the second most influential dimension. The items grouped under this factor focus on health maintenance, stress reduction, mental well-being, quality of life, and self-care. Factor loadings for these items range from 0.6432 to 0.9870, indicating strong and consistent associations with the factor. Meanwhile, the communality values, which fall between 0.6650 and 0.8681, suggest that these items are well represented within the overall model. This implies that respondents clearly perceive aesthetic and wellness services as contributing not only to outward appearance but also to their internal state of well-being. The relatively high proportion of variance explained by this factor underscores the importance of holistic health benefits in shaping consumer attitudes.

According to Doss and Robinson (2020), men consider physical and mental well-being when choosing wellness services, which aligns with the prominence of the Intrinsic Wellbeing factor in this study. This suggests that male consumers perceive aesthetic and wellness services not only as tools for appearance enhancement but also as important for maintaining health, reducing stress, and improving overall quality of life.

Table 4.14: Social Acceptability Factor and Associated Items

Item	Factor Loadings	Communality
I think men who use aesthetic or wellness services are accepted by the people around them.	0.9792	0.8046

Society generally views men using wellness services positively.	0.7713	0.5954
Aesthetic and wellness services for men are becoming more common	0.7630	0.6271
My friends would approve if I availed aesthetic/wellness services.	0.6974	0.7180
I feel comfortable discussing aesthetic & wellness treatments with other Men	0.6434	0.6678

Social Acceptability contributes 19% of the total variance. This reflects the role of external influences on perception. The items associated with this factor emphasize societal approval, peer acceptance, increasing normalization, and openness in discussing these services. Factor loadings ranging from 0.6434 to 0.9792 indicate that these items strongly define the factor, although slightly lower compared to the first two factors. Communality values between 0.5954 and 0.8046 suggest that the items are reasonably well explained by the factor structure, though with slightly more variability, which is expected given the subjective nature of social perceptions. This factor highlights that social norms and peer influence play a meaningful role in shaping attitudes, as men consider how their actions are perceived by others.

According to Connell (2005) and Robinson et al. (2018), men often evaluate self-care practices based on social norms and peer expectations. This aligns with the Social Acceptability factor in this study, highlighting that male consumers consider societal approval and peer validation when deciding to avail aesthetic and wellness services. The results suggest that social influences are an important driver of behavior, alongside personal and health-related motivations.

Table 4.15: Masculinity Compatibility Factor and Associated Items

Item	Factor Loadings	Communality
I feel confident that using these services is compatible with masculinity.	1.0647	0.8827
It is socially acceptable for men to use aesthetic and wellness services such as facial, laser or any skincare services.	0.4453	0.6246
Using aesthetic and wellness services does not conflict with my sense of masculinity.	0.3556	0.5054

Lastly, the Masculinity Compatibility, explains the smallest portion of variance at 9%, indicating that while it is still relevant, it is less dominant compared to the other factors. This factor includes items related to the alignment of aesthetic and wellness services with masculinity. The communality values, ranging from 0.5054 to 0.8827, show that while some items are well explained, others are only moderately represented in the model. This pattern suggests that perceptions related to masculinity are more varied and less consistent among respondents. Despite explaining a smaller portion of variance, this factor remains important as it reflects underlying cultural and gender-related considerations that may influence decision-making.

According to Mahalik et al. (2003), gendered expectations influence men's self-care behaviors, with some men avoiding wellness services that may conflict with traditional notions of masculinity. This aligns with the results of the Masculinity Compatibility factor, showing that cultural and gender-related considerations still play a role in shaping attitudes toward aesthetic and wellness services. Despite its smaller share of variance, this factor highlights that men evaluate self-care choices not only in terms of personal or social benefits but also in relation to perceived masculinity norms.

Factors that influence male consumers in different segments, such as students, working professionals, and middle-aged men, in availing these services.

After establishing the core perceptions, this section investigates the differences in influencing factors among male consumer segments, including students, working professionals, and middle-aged men. The Kruskal-Wallis test was applied to determine whether significant differences exist between these groups, highlighting which factors are more salient for each segment in their decision to avail aesthetic and wellness services.

Before examining the differences across segments, affordability is first analyzed as a key factor influencing male consumers' willingness to avail aesthetic and wellness services. Price-related considerations, such as discounts, perceived value for money, and the availability of student-friendly rates, play a crucial role in shaping consumer decisions. Table 3.16 presents the distribution of respondents perceived willingness to avail these services based on affordability.

Table 4.16: Distribution of Perceived Willingness to Avail Aesthetic or Wellness Services based on Affordability

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Interpretation (mode)
Affordable pricing or discounts encourage me to try aesthetic/wellness services.	2 (0.67%)	3 (1%)	30 (10.03%)	135 (45.15%)	129 (43.14%)	Agree
I would pay a little more for aesthetic and wellness services if I knew the quality was good.	4 (1.34%)	8 (2.68%)	58 (19.4%)	139 (46.49%)	90 (30.1%)	Agree
If services are offered with more affordable price (student friendly, if student), I would be encouraged to try them.	3 (1%)	1 (0.33%)	32 (10.7%)	143 (47.83%)	120 (40.13%)	Agree
Price is the most important factor in my decision to avail wellness services.	4 (1.34%)	3 (1%)	48 (16.05%)	138 (46.15%)	106 (35.45%)	Agree

The results indicate that affordability significantly influences male consumers' willingness to avail aesthetic and wellness services. A majority of respondents agreed that affordable pricing, discounts, and student-friendly offers encourage them to try these services. Furthermore, many respondents expressed willingness to pay higher prices if the quality of service is assured, suggesting that while price is an important factor, perceived value also plays a critical role in decision-making.

Overall, the findings highlight that pricing strategies can effectively attract and retain male consumers across different segments. This aligns with previous research showing that both pricing strategies and perceived value are key determinants of consumer decisions in personal care and wellness services (Smith & Jones, 2020; Kumar et al., 2018).

Table 4.17: Composite Mean Score on Factors Influencing Male Consumers in Different Segments

Factors	Middle-aged	Students	Working Professionals
Peer influence/Friends' recommendations	3.66	3.65	3.66
Cultural influence	3.19	3.32	3.31

Personal attitude toward self-care	4.08	4.23	4.11
Price/affordability	4.15	4.23	4.05
Discounts or promotional offers	4.25	4.35	4.12
Convenience/location of service centers	4.32	4.35	4.26

Legend: 1: Not Influential, 2: Slightly Influential 3: Moderately Influential 4: Influential, 5: Highly Influential

Table 4.17 presents the composite mean scores of factors influencing male consumers across different segments: students, working professionals, and middle-aged men. Overall, convenience or the location of service centers consistently scored highest across all segments (4.26–4.35), indicating that accessibility is a key consideration when men decide to avail aesthetic and wellness services. Discounts or promotional offers and price/affordability also received high mean scores across segments, emphasizing that cost-related factors play a major role in influencing consumer decisions.

Personal attitude toward self-care was another influential factor, with mean scores ranging from 4.08 to 4.23, suggesting that intrinsic motivation and valuing self-care are important drivers for men in all segments. Peer influence and friends’ recommendations had moderate scores (3.65–3.66), indicating that social input has some effect but is less critical than practical or intrinsic factors. Cultural influence showed the lowest scores (3.19–3.32), highlighting that while cultural norms are relevant, they are not primary determinants in this context.

The data suggest that male consumers across different segments tend to prioritize convenience, price, and personal attitude toward self-care when considering aesthetic and wellness services, with social and cultural influences playing secondary roles. This narrative helps set the stage for Table 3.18, which tests whether these observed differences are statistically significant.

Table 4.18: Significance Testing on Factors Influencing Male Consumers Across Different Segments

Factors	Test Statistic	p-value	Interpretation
Peer influence/Friends’ recommendations	0.0690	0.9660	Not Significant
Cultural influence	2.1310	0.3445	Not Significant
Personal attitude toward self-care	4.0370	0.1328	Not Significant
Price/affordability	3.9040	0.1420	Not Significant
Discounts or promotional offers	5.7180	0.0573	Not Significant
Convenience/location of service centers	1.4740	0.4784	Not Significant

The differences in factors influencing male consumers across segments were examined using the Kruskal–Wallis test to determine whether students, working professionals, and middle-aged men vary significantly in their motivations for availing aesthetic and wellness services. This nonparametric test is appropriate given that the data are ordinal in nature and involve comparisons across more than two independent groups. Table 3.18 shows that all computed p-values are greater than the 0.05 level of significance. Thus, the null hypothesis that there is no significant difference is not rejected. This indicates that there are no statistically significant differences across the three segments for any of the identified factors. For instance, peer influence ($p = 0.9660$), cultural influence ($p = 0.3445$), and personal attitude toward self-care ($p = 0.1328$) all yielded non-significant results, suggesting that these factors are perceived similarly regardless of segment. Even for discounts or promotional offers, which obtained the highest test statistic (5.7180), the p-value (0.0573) remains slightly above the threshold, indicating that any observed differences are not strong enough to be considered statistically meaningful.

Table 4.19: Effect Size of Factors Influencing Male Consumers Across Different Segments

Factors	Kruskal-Wallis χ^2
Peer influence/Friends' recommendations	-0.0031
Cultural influence	0.0038
Personal attitude toward self-care	0.0102
Price/affordability	0.0097
Discounts or promotional offers	0.0158
Convenience/location of service centers	0.0015

In support of these findings, the effect size values presented are all extremely small, ranging from -0.0031 to 0.0158, which indicates negligible practical differences among the groups. Effect size measures the magnitude of differences beyond statistical significance, and values close to zero suggest that the variation in responses across segments is minimal. This further reinforces the conclusion that the three segments does not substantially influence how these factors are perceived. Therefore, even if there are slight numerical differences in mean scores, these differences are too small to have real-world relevance.

Despite the lack of statistically significant differences, Table 4.17 shows that all three groups consistently rated personal attitude toward self-care, price or affordability, discounts, and convenience as influential factors, with mean scores generally falling within the “influential” to “highly influential” range. This consistency suggests that male consumers, regardless of life stage or occupation, share similar priorities when deciding to avail of aesthetic and wellness services. In particular, convenience and promotional offers appear to be among the most influential across all segments, while cultural influence tends to receive relatively lower ratings, though still within the moderate to influential range.

Influence of Social, Psychological, and Cultural Factors

This section assesses the extent to which social, psychological, and cultural factors affect male consumers' attitudes toward availing aesthetic and wellness services. An ordinal logistic regression was conducted to identify the predictors that significantly shape positive attitudes, while correlation analysis provided initial insights into the strength and direction of these relationships.

Table 4.20: Distribution of Perceived influence of Social, Psychological, and Cultural Factors

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Interpretation (mode)
Celebrity endorsements motivate me to try aesthetic and wellness services.	10 (3.33%)	32 (10.67%)	153 (51%)	73 (24.33%)	32 (10.67%)	Neutral
Cultural beliefs or traditions influence my decision to use aesthetic and wellness services.	9 (3%)	32 (10.67%)	117 (39%)	79 (26.33%)	63 (21%)	Neutral
I am influenced by social media trends when choosing	5 (1.67%)	20 (6.67%)	92 (30.67%)	147 (49%)	36 (12%)	Agree



aesthetic and wellness services.						
I feel that social expectations about masculinity affect my choice to avail aesthetic and wellness services.	40 (13.33%)	47 (15.67%)	110 (36.67%)	58 (19.33%)	45 (15%)	Neutral
I try aesthetic and wellness services to feel better about myself and more confident.	3 (1%)	1 (0.33%)	50 (16.67%)	138 (46%)	108 (36%)	Agree
I use aesthetic and wellness services to relax and reduce stress.	3 (1%)	7 (2.33%)	36 (12%)	140 (46.67%)	114 (38%)	Agree
My friends' opinions affect whether I try aesthetic and wellness services.	2 (0.67%)	15 (5%)	92 (30.67%)	148 (49.33%)	43 (14.33%)	Agree

The data in Table 4.20 present the distribution of respondents' perceptions regarding the influence of social, psychological, and cultural factors on their decision to avail aesthetic and wellness services. The results indicate that psychological factors are the most strongly perceived influences, as the majority of respondents agreed that they avail these services to feel more confident and to reduce stress. Social factors such as social media trends and friends' opinions also showed notable influence, with many respondents expressing agreement. In contrast, cultural beliefs and social expectations related to masculinity were generally perceived as neutral, suggesting that these factors have less impact on decision-making. Similarly, celebrity endorsements were also rated as neutral, indicating limited influence. Overall, the findings suggest that internal motivations are more prominent than external or cultural pressures in shaping male consumers' attitudes toward aesthetic and wellness services.

Table 4.21: Association of Social, Psychological, and Cultural Factors on Attitudes to Avail Aesthetic and Wellness Services

Variable	ρ	p-value	Interpretation
Social Media Trends	0.306	<0.0001	Significantly Weak
Celebrity Endorsements	0.201	0.0005	Significantly Weak
Friends	0.265	<0.0001	Significantly Weak
Self Confidence	0.487	<0.0001	Significantly Moderate
Mental Wellbeing	0.499	<0.0001	Significantly Moderate
Cultural Beliefs or Traditions	0.265	<0.0001	Significantly Weak
Social expectations about masculinity	0.143	0.0134	Significantly Very weak

Legend: 1.00-0.81 (Very Strong); 0.80-0.61 (Strong); 0.60-0.41 (Moderate); 0.40-0.21 (Weak); 0.20 – 0.01 (Very Weak); 0.00 (No relationship); Level of significance at $\alpha = 0.05$

Table 4.21 presents the Spearman correlation coefficients between social, psychological, and cultural factors and male consumers' attitudes toward availing aesthetic and wellness services. The results show that social media trends ($\rho = 0.306$, $p < 0.0001$), celebrity endorsements ($\rho = 0.201$, $p = 0.0005$), and friends' influence ($\rho = 0.265$,

$p < 0.0001$) are all significantly but weakly correlated with attitudes. This suggests that although social influences have a measurable relationship with male attitudes, they do not strongly determine decisions to avail these services. This finding is consistent with Mironica et al. (2024), who reported that social media exposure influences body image and increases awareness of aesthetic and wellness services. Similarly, Ruprich and Sobczyk-Kolbuch (2023) emphasized that digital marketing and online communication play important roles in promoting aesthetic services.

In contrast, psychological factors such as self-confidence ($\rho = 0.487$, $p < 0.0001$) and mental well-being ($\rho = 0.499$, $p < 0.0001$) demonstrate moderate positive correlations with attitudes toward availing aesthetic and wellness services. These stronger relationships indicate that men who feel these services improve their confidence and overall well-being are more likely to hold positive attitudes toward availing them. This finding is consistent with Hollister (2022), who found that self-confidence and self-image are major motivations for men seeking aesthetic services. Similarly, Hoffman and Fabi (2022) reported that aesthetic procedures contribute to improved psychological well-being.

Although cultural beliefs or traditions show a weak positive correlation ($\rho = 0.265$, $p < 0.0001$), and social expectations about masculinity exhibit a very weak correlation ($\rho = 0.143$, $p = 0.0134$), these relationships are still statistically significant. The weaker influence of cultural norms and traditional masculine expectations is consistent with findings by Connell (2020), who explained that changing concepts of masculinity influence men's attitudes toward grooming and self-care. Likewise, Pikoos and Buchanan (2025) found that contemporary men increasingly prioritize confidence and well-being over traditional masculine norms.

Overall, these correlations indicate that while social and cultural influences are related to male consumers' attitudes, psychological benefits especially confidence and mental well-being play a stronger role in shaping positive attitudes toward aesthetic and wellness services. This underscores the importance of internal motivations in consumer decision-making within this context.

Table 4.22: Ordinal Logistic Regression Results Predicting Attitudes on Availing Aesthetic and Wellness Services

Predictor	β	Standard Error	p-value
Social Media Trends	0.5048	0.1922	0.0091
Celebrity Endorsements	-0.4063	0.1987	0.0042
Friends	0.0982	0.2023	0.6277
Self Confidence	0.8491	0.2375	0.0004
Mental Wellbeing	0.6710	0.2269	0.0034
Cultural Beliefs or Traditions	0.0731	0.1529	0.6328
Social expectations about Masculinity	0.1392	0.1095	0.2045

Level of significance at $\alpha = 0.05$

To further assess the predictive effect of these factors on attitudes toward availing aesthetic and wellness services, an ordinal logistic regression was conducted. This method estimates the log-odds (β coefficients) that a respondent will have a higher level of positive attitude while controlling for other variables.

Social media trends ($\beta = 0.5048$, $p = 0.0091$) show a significant positive effect, indicating that higher engagement with social media increases the likelihood of holding a more favorable attitude toward these services. This aligns with prior research suggesting that social media exposure can influence men's self-care behaviors by shaping perceptions and awareness of wellness trends (Mironica et al., 2024; Ruprich & Sobczyk-Kolbuch, 2023).

Interestingly, celebrity endorsements ($\beta = -0.4063$, $p = 0.0042$) have a significant negative coefficient, implying that reliance on celebrities slightly decreases the likelihood of positive attitudes. This may reflect that male consumers prioritize personal experience and peer influence over celebrity opinion when evaluating wellness services, consistent with findings by Connell (2020) and Pikoos and Buchanan (2025), who reported that modern male consumers rely more on personal experiences and self-confidence than external social expectations.

Self-confidence ($\beta = 0.8491$, $p = 0.0004$) and mental well-being ($\beta = 0.6710$, $p = 0.0034$) are the strongest positive predictors. This indicates that men who perceive improvements in self-confidence and mental well-being from aesthetic and wellness services are substantially more likely to have positive attitudes. These results corroborate studies emphasizing the central role of psychological benefits in motivating men to engage in self-care and wellness practices (Hollister, 2022; Hoffman & Fabi, 2022).

In contrast, friends' influence ($\beta = 0.0982$, $p = 0.6277$), cultural beliefs ($\beta = 0.0731$, $p = 0.6328$), and social expectations about masculinity ($\beta = 0.1392$, $p = 0.2045$) are not statistically significant. This suggests that peer pressure, traditional norms, or cultural expectations have minimal effect on attitudes in this context, echoing prior studies that found men's self-care decisions are increasingly guided by intrinsic motivations rather than social or cultural pressures (Connell, 2020; Pikoos & Buchanan, 2025).

Table 4.23: Multicollinearity Diagnostics

Predictor	VIF
Social Media Trends	1.89
Celebrity Endorsements	2.34
Friends	1.85
Self Confidence	2.51
Mental Wellbeing	2.42
Cultural Beliefs or Traditions	1.50
Social expectations about Masculinity	1.32

Variance Inflation Factor (VIF) values range from 1.32 to 2.51, which is below the typical cutoff of 5. This indicates that predictor variables do not have problematic correlations among themselves, ensuring reliable regression estimates. This indicates that there are no multicollinearity concerns.

Table 3.24: Proportional Odds Ratio Diagnostics

Predictor	X ²	p-value
Omnibus	21.84	0.41
Social Media Trends	0.01	1.00
Celebrity Endorsements	2.36	0.50
Friends	0.13	0.99
Self Confidence	0.05	1.00

Mental Wellbeing	2.52	0.47
Cultural Beliefs or Traditions	0	1.00
Social expectations about Masculinity	0.26	0.97

H₀: Parallel Regression Assumption holds

The omnibus test and individual predictors all have non-significant p-values (Table 3.24), confirming that the parallel regression assumption holds. This validates the use of the ordinal logistic regression model.

Table 3.25: Effect size of Ordinal Logistic Regression Model

Predictor	Odds Ratio	Effect Size
Social Media Trends	1.6566	Large
Celebrity Endorsements	0.6661	Small
Friends	1.1032	Small
Self Confidence	2.3374	Large
Mental Wellbeing	1.9563	Large
Cultural Beliefs or Traditions	1.0759	Small
Social expectations about Masculinity	1.1494	Small

Legend: Small effect = OR < 1.20; Moderate effect = OR = 1.20–1.49; Large effect = OR ≥ 1.50

Effect sizes based on odds ratios further illustrate the practical impact of each factor. Men who perceive higher self-confidence from aesthetic and wellness services have 2.34 times higher odds of a positive attitude, while those who perceive better mental well-being have 1.96 times higher odds; both are considered large effects, highlighting the substantial influence of psychological benefits. Social media trends also showed a large effect (OR = 1.66), whereas celebrity endorsements, friends' opinions, cultural beliefs, and social expectations about masculinity exhibited small effects (ORs < 1.20), indicating minimal practical influence. These findings suggest that psychological benefits such as self-confidence and mental well-being are the primary drivers of positive attitudes, while social and cultural pressures play only a secondary or limited role.

Marketing factors that affect male consumers' decisions regarding aesthetic and wellness services, focusing on social media marketing, celebrity endorsement, and price value.

This section evaluates the influence of marketing factors such as social media advertisements, celebrity endorsements, price/value of services, and loyalty programs on male consumers' decisions.

Table 4.26: Distribution of Perceptions of Male Consumers on the Marketing Factors

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Interpretation (mode)
Celebrity endorsements: I might try aesthetic and	12 (4%)	38 (12.67%)	148 (49.33%)	77 (25.67%)	25 (8.33%)	Neutral

wellness services if a celebrity I like recommends them.						
Loyalty programs or membership perks: Special offers, memberships, or loyalty perks encourage me to try aesthetic and wellness services.	3 (1%)	9 (3%)	39 (13%)	136 (45.33%)	113 (37.67%)	Agree
Price / value of services: I consider whether aesthetic and wellness services are worth the price when deciding to try them.	2 (0.67%)	5 (1.67%)	37 (12.33%)	141 (47%)	115 (38.33%)	Agree
Promotional campaigns: Sales, discounts, or promotions make me more likely to try aesthetic and wellness services.	2 (0.67%)	8 (2.67%)	37 (12.33%)	144 (48%)	109 (36.33%)	Agree
Social media advertisements: Ads I see on social media influence my choice to try aesthetic and wellness services.	5 (1.67%)	18 (6%)	104 (34.67%)	132 (44%)	41 (13.67%)	Agree

Table 4.26 presents the distribution of respondents' perceptions regarding the influence of marketing factors on their decision to avail aesthetic and wellness services. The results indicate that price or value of services, loyalty programs, promotional campaigns, and social media advertisements are generally perceived as influential factors, as reflected by the majority of respondents selecting "Agree." Among these, price or value of services and promotional campaigns received particularly strong agreement, suggesting that male consumers place high importance on affordability and perceived value when making decisions. Loyalty programs also emerged as an important factor, indicating that incentives and membership benefits can encourage engagement. In contrast, celebrity endorsements were rated as neutral by most respondents, implying that they have limited influence on consumer decisions. Overall, the findings suggest that male consumers are more responsive to practical and value-driven marketing strategies rather than image-based or celebrity-driven promotions.

Table 4.27: Association of Social, Psychological, and Cultural Factors on Attitudes to Avail Aesthetic and Wellness Services

Variable	ρ	p-value	Interpretation
Social media advertisements	0.28	<0.0001	Significantly Weak
Celebrity endorsements	0.17	0.0032	Significantly Very weak
Price / value of services	0.417	<0.0001	Significantly Moderate
Loyalty programs or membership perks	0.39	<0.0001	Significantly Weak
Promotional campaigns	0.44	<0.0001	Significantly Moderate

Legend: 1.00-0.81 (Very Strong); 0.80-0.61 (Strong); 0.60-0.41 (Moderate); 0.40-0.21 (Weak); 0.20 – 0.01 (Very Weak); 0.00 (No relationship); Level of significance at $\alpha = 0.05$

The spearman correlation coefficients (ρ) between marketing-related factors and male consumers' attitudes toward availing aesthetic and wellness services is displayed in the table above. Price or value of services ($\rho = 0.417$, $p < 0.0001$) and promotional campaigns ($\rho = 0.44$, $p < 0.0001$) show moderate positive correlations, indicating that higher perceived value and exposure to promotions are associated with more favorable attitudes towards availing the services. Loyalty programs or membership perks ($\rho = 0.39$, $p < 0.0001$) and social media advertisements ($\rho = 0.28$, $p < 0.0001$) exhibit weak positive correlations, while celebrity endorsements ($\rho = 0.17$, $p = 0.0032$) show a very weak correlation. These results suggest that pricing and promotional strategies are more influential on attitudes than social validation from celebrity endorsements.

Table 4.28: Ordinal Logistic Regression Results Predicting Attitudes on Availing Aesthetic and Wellness Services.

Predictor	β	Standard Error	p-value
Social media advertisements	0.3344	0.1911	0.0812
Celebrity endorsements	-0.0932	0.1707	0.5857
Price / value of services	0.6778	0.2079	0.0012
Loyalty programs or membership perks	0.5554	0.1820	0.0025
Promotional campaigns	0.1014	0.2293	0.6588

Level of significance at $\alpha = 0.05$

The ordinal logistic regression results in Table 28 further clarify the predictive power of these marketing factors. Price or value of services ($\beta = 0.6778$, $p = 0.0012$) and loyalty programs or membership perks ($\beta = 0.5554$, $p = 0.0025$) are the only statistically significant predictors, with positive beta coefficients indicating that higher perceived value and membership benefits increase the likelihood of a more favorable attitude toward availing services. Therefore, for every one-unit increase in the perceived price or value of services, the log-odds of having a more positive attitude toward availing aesthetic and wellness services increase by 0. 6778. Similarly, this increase also manifests in loyalty programs or membership perks.

Social media advertisements ($\beta = 0.3344$, $p = 0.0812$), celebrity endorsements ($\beta = -0.0932$, $p = 0.5857$), and promotional campaigns ($\beta = 0.1014$, $p = 0.6588$) were not significant predictors, suggesting that while they may correlate with attitudes, their effect is limited when controlling for other variables. It is also notable that the beta coefficient of celebrity endorsements are negative suggesting that while they are more exposed to these kinds of endorsements, the likelihood of availing the services decreases. The significant beta coefficients for price/value and loyalty programs highlight that perceived economic benefits are strong motivators for male consumers.

Table 4.29: Multicollinearity Diagnostics

Predictor	VIF
Social media advertisements	2.1035
Celebrity endorsements	1.9588
Price / value of services	2.0498
Loyalty programs or membership perks	1.7673
Promotional campaigns	2.4347

All VIF values are below 5, this indicates that there are no multicollinearity issues among predictors.

Table 4.30: Proportional Odds Ratio Diagnostics

Predictor	X ²	p-value
Omnibus	14.9	0.46
Social media advertisements	1.22	0.75
Celebrity endorsements	4.03	0.26
Price / value of services	1.36	0.71
Loyalty programs or membership perks	1.3	0.73
Promotional campaigns	1.39	0.71

H₀: Parallel Regression Assumption holds

The proportional odds assumption was also satisfied, as shown by non-significant chi-square results for the omnibus and individual predictors, supporting the appropriateness of the ordinal logistic regression model for the data.

Table 4.31: Effect size of Ordinal Logistic Regression Model

Predictor	Odds Ratio	Effect Size
Social media advertisements	1.3971	Moderate
Celebrity endorsements	0.911	Small
Price / value of services	1.9695	Large
Loyalty programs or membership perks	1.7427	Large
Promotional campaigns	1.1067	Small

Legend: Small effect = OR < 1.20; Moderate effect = OR = 1.20–1.49; Large effect = OR ≥ 1.50

Effect sizes based on odds ratios further illustrate the practical impact of each factor. Price or value of services (OR = 1.9695) and loyalty programs or membership perks (OR = 1.7427) have large effects, meaning that men perceiving higher value or receiving membership benefits are almost twice and 1.74 times more likely, respectively, to have a positive attitude toward availing aesthetic and wellness services. Social media advertisements show a moderate effect (OR = 1.3971), whereas celebrity endorsements and promotional campaigns have small effects (OR < 1.20), indicating minimal practical influence.

Marketing Strategy Implications

Cluster analysis was conducted to identify distinct segments among male consumers based on the factors influencing their perceptions and attitudes toward aesthetic and wellness services shown earlier. Cluster analysis using PAM (Partitioning Around Medoids) was employed to classify consumers into meaningful groups, allowing the researcher to tailor strategies to each segment's unique psychological and social profiles.

Table 4.32: Determining the Number of Clusters Using Selected Internal Validation Measures

Number of Clusters	Measure			
	Calinski-Harabasz	Average Silhouette	Davies-Bouldin	Dunn's Index
2	248.5332	0.4418	0.9759	0.0788
3	230.7595	0.342	1.0214	0.0435
4	208.652	0.3191	1.2725	0.0402
5	251.1635	0.3449	1.075	0.0725
6	233.2522	0.3608	1.2158	0.0725
7	217.66	0.3484	1.1869	0.0471
8	220.7505	0.3458	1.2855	0.0509
9	208.0912	0.3562	1.2037	0.0509
10	188.5731	0.3087	1.1935	0.0243

Table 4.32 presents the number of clusters along with their corresponding internal validation metrics. The Calinski-Harabasz and Dunn's Index indicate that five and ten clusters would be optimal, respectively. However, both the Average Silhouette and Davies-Bouldin recommended two clusters. Consequently, the researcher selected two clusters.

Table 4.33: Comparison of Male Consumer Types

Factor	Cluster 1	Cluster 2
Self-Confidence Booster	0.8469	-0.5339
Intrinsic Wellbeing	0.8284	-0.5222
Social Acceptability	0.8696	-0.5482
Masculinity Compatibility	0.8308	-0.5237

Cluster analysis using the PAM (Partitioning Around Medoids) method was conducted to identify distinct segments among male consumers based on the factors influencing their perceptions and attitudes toward aesthetic and wellness services. Table 3.33 presents the factor scores for each cluster across the four factors: Self-Confidence Booster, Intrinsic Wellbeing, Social Acceptability, and Masculinity Compatibility. Cluster 1 scored positively on all factors, indicating that these consumers perceive high psychological and social benefits from using aesthetic and wellness services. They are likely to feel more confident, experience improvements in mental and physical well-being, and view these services as socially acceptable while remaining compatible with their sense of masculinity. Given their positive engagement with these dimensions, cluster 1 can be named as Wellness Advocates, reflecting their proactive and favorable orientation toward aesthetic and wellness services.

In contrast, Cluster 2 scored negatively across all factors, suggesting that these consumers are less influenced by the psychological benefits, less concerned about social validation, and more cautious about perceived threats to masculinity. They are likely hesitant or indifferent toward availing these services, and may require stronger



incentives or persuasion to engage. Cluster 2 can be named Cautious Observers, highlighting their reserved or skeptical attitude toward aesthetic and wellness services.

Marketing strategies can be tailored accordingly specifically to each type of consumers. Wellness Advocates can be targeted through campaigns emphasizing self-confidence and mental well-being, as they value these factors more while Cautious Observers may require messaging that addresses concerns about masculinity compatibility, value for money, and gradual engagement strategies. This targeted approach ensures that promotions resonate with the unique motivations and reservations of each consumer segment.

Table 4.34: Demographic Profile per Cluster

Variable	Wellness Advocates		Cautious Observers	
	Frequency	Percentage	Frequency	Percentage
Occupation Profile				
Middle-aged / other	43	37.07	37	20.11
Student	38	32.76	54	29.35
Working professional	35	30.17	93	50.54
Monthly Income				
Less than ₱10,957	39	33.62	49	26.63
₱9,520 – ₱21,194	19	16.38	45	24.46
₱21,194 – ₱43,828	17	14.66	51	27.72
₱43,828 – ₱76,669	20	17.24	17	9.24
₱76,669 – ₱131,484	17	14.66	15	8.15
₱131,484 – ₱219,140	3	2.59	5	2.72
At least ₱219,140	1	0.86	2	1.09
Availment of Aesthetic or Wellness Services				
Never	3	2.59	15	8.15
Rarely (1–2 times/year)	44	37.93	118	64.13
Occasionally (3–6 times/year)	43	37.07	48	26.09
Frequently (monthly or more)	26	22.41	3	1.63
Age Bracket				
18–24	43	37.07	69	37.5
25–34	20	17.24	43	23.37



35–44	9	7.76	32	17.39
45+	44	37.93	40	21.74

Table 4.34 presents the demographic characteristics of respondents across the two identified clusters: Wellness Advocates and Cautious Observers. The distribution shows that Cautious Observers are predominantly composed of working professionals, whereas Wellness Advocates are more evenly distributed across occupation groups. In terms of income, Wellness Advocates tend to have slightly higher representation in upper income brackets, while Cautious Observers are more concentrated in lower to middle income ranges.

In terms of service availment, Wellness Advocates exhibit higher engagement, with more respondents availing services occasionally or frequently, whereas Cautious Observers are more likely to use services rarely or not at all. Age distribution indicates that both clusters include a large proportion of younger respondents, although Wellness Advocates also show a notable presence among older age groups.

These findings suggest that demographic characteristics, particularly occupation, income, and service usage patterns, influence consumer segmentation and can guide the development of targeted marketing strategies.

To further support the development of targeted marketing strategies, the study also examined the relative importance of different factors influencing male consumers' choice of aesthetic and wellness services. Respondents were asked to rank key factors, including service quality, price, staff professionalism, brand reputation, marketing efforts, accessibility, and customer reviews. The results are presented in Table 4.35.

Table 4.35: Ranking of Factors Influencing the Choice of Aesthetic and Wellness Services

Factor	Mean	Rank	Percentage						
			1	2	3	4	5	6	7
Service quality	1.73	1	59.33	24	9	4	1.33	0.67	1.67
Price / value for money	2.3	2	32.67	31.33	21.67	7.33	3	2.33	1.67
Staff professionalism	3.65	3	7.67	18.33	26.67	16	15.67	11.33	4.33
Brand reputation	4.36	4	3.67	8.33	17.33	25	19	17.67	9
Marketing / advertisements	4.84	5	1.67	6	11.67	20.67	22	23.33	14.67
Accessibility / location	5	6	3.67	5.33	6.67	21.33	18.33	24	20.67
Customer reviews	5.54	7	2.33	4.67	9.33	7.67	15.33	17.33	43.33

The results show that service quality is the most important factor, followed by price or value for money, indicating that male consumers prioritize tangible outcomes and perceived value when selecting aesthetic and wellness services. Factors such as staff professionalism and brand reputation hold moderate importance, while marketing and advertisements, accessibility, and customer reviews were ranked lower. These findings suggest that consumers place greater emphasis on the actual service experience rather than external promotional efforts.

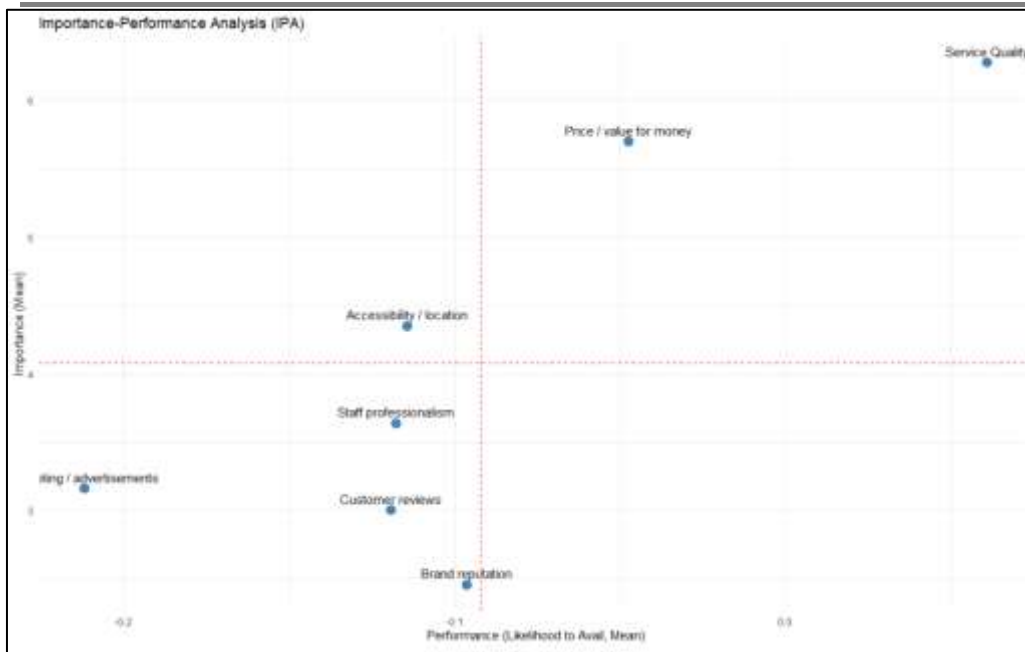


Figure 4.2: Importance-Performance Analysis (IPA)

The Importance-Performance Analysis (IPA) identifies service quality and price / value for money as the primary drivers of consumer choice, situated in the “Keep Up the Good Work” quadrant where high importance meets high performance. Conversely, accessibility / location falls into the “Concentrate Here” quadrant, indicating that consumers view this factor as important, representing a key area for strategic improvement. marketing / advertisements, staff professionalism, and customer reviews are categorized as “Low Priority,” as they currently hold lower importance in the decision-making process. Finally, Brand Reputation sits very near the “Possible Overkill” area, while still remaining in the “Low Priority Area” suggesting that further investment here may yield diminishing returns compared to improving more tangible factors like location and service delivery.

CONCLUSION

This study examined the perceptions and influencing factors affecting male consumers' decisions to avail aesthetic and wellness services in the National Capital Region, Philippines. The findings indicate that male consumers generally hold positive perceptions toward aesthetic and wellness services, with self-confidence, intrinsic well-being, social acceptability, and masculinity compatibility emerging as the primary dimensions shaping these perceptions. Among these, self-confidence was identified as the strongest influencing factor, suggesting that male consumers increasingly view aesthetic and wellness services as means of improving self-image, confidence, and overall well-being rather than merely enhancing physical appearance.

The study further revealed that psychological factors significantly influence male consumers' decisions, whereas social and cultural factors exert relatively limited effects. These findings indicate that internal motivations are stronger drivers of consumer behavior than external pressures or traditional beliefs regarding masculinity. Moreover, no significant differences were observed among students, working professionals, and middle-aged men, suggesting that male consumers exhibit relatively consistent attitudes and decision-making patterns regardless of demographic segment.

In terms of marketing, the findings demonstrate that value-oriented strategies are more effective than promotional approaches. Price, perceived value, and loyalty programs significantly influenced consumers' decisions, while celebrity endorsements and social media advertising showed limited effects. Cluster analysis further identified two distinct consumer segments—Wellness Advocates and Cautious Observers—highlighting the need for tailored marketing strategies based on consumer characteristics and readiness to engage in aesthetic and wellness services.

Overall, the study concludes that male consumers are becoming increasingly receptive to aesthetic and wellness services. Their decisions are primarily driven by psychological benefits, perceived value, and service quality rather than traditional social expectations. These findings contribute to the growing body of knowledge on male consumer behavior and provide practical insights for aesthetic and wellness businesses seeking to develop evidence-based marketing strategies that effectively attract and retain male consumers.

Practical Implications

The findings suggest that aesthetic and wellness businesses should position their services around confidence, well-being, and value rather than appearance alone. Marketing efforts should emphasize the psychological benefits of self-care while offering competitive pricing, loyalty programs, and personalized service packages. Segment-specific strategies may also be adopted to address the differing needs of Wellness Advocates and Cautious Observers, thereby improving customer acquisition and long-term retention.

Limitations and Future Research

This study was limited to male consumers residing in the National Capital Region, which may limit the generalizability of the findings to other geographic locations. In addition, the study relied on self-reported survey responses, which may be subject to response bias. Future research may include respondents from other regions of the Philippines, employ longitudinal or qualitative research designs, and investigate additional factors influencing male consumers' adoption of aesthetic and wellness services, such as service quality, digital engagement, and brand trust.

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