

A Work Project, presented as part of the requirements for the Award of a Master's degree in Management, from the Nova School of Business and Economics.

Modern Men, Makeup, and Authenticity: How Makeup Affects Perceived Authenticity of Salesmen and Purchase Intentions – The Moderating Role of Gender Stereotypes

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06-06-2022

Abstract: This research aims to investigate whether makeup on salesmen can influence perceived authenticity and respectively also purchase intention and how the results may differ between endorsers and non-endorsers of gender stereotypes. It was predicted that an endorser would hold negative perceptions towards male makeup, resulting in lower perceived authenticity and purchase intention, while a non-endorser would hold positive ones, resulting in higher perceived authenticity and purchase intention. The results of the experiment showed that the internalization of gender stereotypes does not influence the proposed framework. Nonetheless, contrary to prior research on makeup, it was concluded that makeup has activated perceived authenticity more than no makeup and that higher perceived authenticity positively influences purchase intention.

Keywords: Marketing, Sales, Consumer Behavior, Beauty Work, Makeup, Gender Stereotypes, Perceived Authenticity.

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

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1. Introduction

The cultural and social changes of the previous years have resulted in an ever-growing emphasis on beauty and external appearance. This phenomenon can also be perceived in the context of business and employment (Shtudiner 2019, 2254). Managers often devote great attention to physical attributes and consequently impose grooming standards on their personnel. This applies predominantly to employees involved in the sales and retail sectors, which require a great deal of customer contact as well as personal interactions (Nickson, Warhust, and Dutton 2005, 196). Moreover, the engagement of people with a certain aesthetic look can even be part of the overall marketing strategy of a company, especially in-store context (Bello 2004; Pettinger 2004). In the opinion of employers but also of customers, sales staff can directly represent a brand's identity (Gammoh, Mallin, Pullins 2014, 550), and moreover, it has the power to create a realm between companies and customers (Ahearne and Rapp 2010). Additionally, face-to-face encounters with salespeople are often the only opportunity for brands to engage in direct human interactions with clients (Arditto et al. 2020, 1). In this regard, shop representatives can depict an essential element in the decision-making process of consumers (L. Babin, B. Babin, Boles 1999, 92), while eventually even impacting final purchase decisions (Arribas et al. 2014). Consequently, their appearance has the potential to affect a company's revenue growth as well as long-term sales success (Ahearne, Gruen, and Jarvis 1999, 280). Given that just a couple of milliseconds can suffice to make a first impression (South Palomares and Young 2017), the ability to recognize, utilize and optimize these opportunities for influence in the context of physical appearance is essential for businesses (Nickson, Warhust, and Dutton 2005). However, which proven advantages do attractive people hold?

Several studies have commonly concluded that fair-looking people are uniformly attributed a variety of desirable personality traits, which their less attractive counterparts are deprived of (Ahearne, Gruen, and Jarvis 1999, 269). Among others, they are recognized as

more likable (Yeh et al. 2020, 8), intelligent (Kanazawa 2011), and motivated (Dipboye et al. 1977, 290). In the literature, this occurrence is confessed as the ‘beauty premium’ (Li et al. 2019; Rosenblat 2008), which is caused by the ‘halo effect’ (Etcoff et al. 2011, 1). This phenomenon states that verdicts about unknown features are cognitively influenced by a general impression (Nisbett and Wilson 1997), such as appearance (Watkins and Johnston 2000, 76). However, in today's world, one's beauty and attractiveness level is no longer a biological fixed trait (Mulhern et al 2003) and can thus be easily artificially altered through various self-presentation strategies (Osborn 1996), namely ‘beauty work’ (Samper, Yang, and Daniels 2017). In this field, makeup represents one of the most prominent treatments to manipulate one's attractiveness level (Kwan and Trautner 2009), as it is transient (Samper, Yang, and Daniels 2017, 16), and accessible (Mafra et al. 2020, 1).

Before the turn of the millennium, beauty and cosmetics predominantly tended to be feminine-oriented themes within society (Montell, 2020) and according to the gender roles theory, they were inappropriate activities for men (Pompper 2010, 683). However, this underwent a substantial socio-cultural shift in the last years as more men are challenging traditional gender stereotypes by becoming more concerned about their perceived appearance. A reason for this change, among others, represents their fear that an unkempt appearance may result in potential deleterious outcomes in their social, love, and professional life (Morosini 2021). As a result, the men grooming market has been undergoing a fast-growing upward trend (Statista 2022). In 2020, it imposed the value of 53.56 billion U.S. dollars and in fact, it is forecasted to increase by a compound annual growth rate of 4.27 percent, resulting in 74.82 billion U.S. dollars by 2028 (VerifiedMarketResearch 2021). In this regard, scientists slowly have become engaged in the study of male beauty usage and consumption (Hall, Gough and Seymour-Smith 2012; Lau 2018). However, studies examining how male beauty work can potentially influence an individual's perception, especially in the sales context are scientifically

nearly uncovered. Mittal and Silvera (2020, 275) are among the few that explored this subject by focusing on the sensed trustworthiness of made-up men. They discovered that greater makeup on salesmen causes less trustworthiness since visible makeup, similar to in the case of women, can be considered as putting on a mask, from which customers tend to shy away.

Based on this, exploring how a customer's perception of salesmen wearing makeup behaves in the sense of perceived authenticity represents a further topic of interest. Generally, perceived authenticity reflects how authentic an individual feels (Rivera et al. 2019, 114) and thus appears to others. (Peterson 2005). In fact, authenticity is known as a beneficial trait in the sales and service context (Schäfer and Pettijohn 2006). Moreover, prior studies focused on women and makeup commonly yield that visible makeup can be perceived as inauthentic (Smith, Vandellen and Ton 2021). Hence, it is worth asking how this would result for men and how the internalization of gender stereotypes regarding masculinity and femininity may influence this perception. Furthermore, it can be critical for managers to explore the status-quo regarding the perception of male makeup to enhance marketing and sales strategies in terms of personnel appearance. Consequently, this study will build on extant literature covering physical appearance and beauty work with respect to men, the concept of gender as well as authenticity. Hypotheses are presented in relation to gender stereotypes, the usage of male makeup, perceived authenticity, and purchase intention. The methodology is outlined in the succeeding section and is followed by a discussion about the conducted data analysis and results. Finally, the contribution of this study to the current theory is highlighted, recommendations for practitioners are provided, and suggestions for further research are made.

2. Literature Review

2.1 The Rise of the Male Makeup Industry

With more men growing interest in cultivating image-conscious identities (Hall 2015, 16), a transformation in the consumer behavior of males has occurred (Sankaranarayanan and

Mekoth, 2014, 119). A study executed by Frederick et al. (2016) revealed that men, same as women, are also likely to suffer from insecurities about their appearance. This lack of confidence is claimed to be affected by various reasons such as preventing aging, career advancement, societal popularity, and sexual attractiveness (Hall 2015). As a result, men have become more content with spending on their appearance (Holmes and Dautel 2014; Roubal and Cirklová 2020), which transforms the men grooming industry into a multi-billion-dollar business (Imarcgroup 2021). Basic grooming, as well as hairstyle products, have represented the standard repertoire in many men's bathrooms (Khatib 2020). However, for a few years, slowly the same pattern is happening regarding makeup (Holmes and Dautel 2014). According to a study executed by Euromonitor (2014), every second man worldwide claims to use at least one cosmetic product, ranging from very basic ones such as lip balms to more striking ones like nail polish and mascara. Hence, for the first time in many decades, makeup is no longer deemed a purely feminine affair anymore (Jairath and Daima 2021, 1638), as the stigma around men using makeup has started to decrease (O'Grady 2021).

This change in consumer awareness and demand has also caused a growing number of large makeup brands to enter the male makeup niche market (Patel 2022). In 2014, Tom Ford introduced as one of the first companies a collection purely dedicated to men, which among others, included a concealer, a lip balm, and a bronzing gel (Dold 2013). Later, Chanel Beauty also launched a makeup line exclusively designed for men, named 'Boy de Chanel' (Niven-Phillips 2018). According to Chanel's former public relations manager, beauty comes not from gender, but style for the luxury brand. Hence, Chanel is known to publicly empower men to apply makeup to freely alter their appearance and thereby feel more confident and self-assured (Leigh 2018). Additionally, the cosmetic company War Paint was launched in 2018, and unlike others, it is only specialized in serving male consumers (Neate 2020).

In Eastern countries such as South Korea, male makeup has long since arrived in society

and moreover, the nation is often regarded as the forerunner in the subject of male beauty (Baruah 2021). In fact, the country is ranked highest in terms of male cosmetics sales, and in the early 2000s already, South Korean men confidently started wearing makeup products such as BB creams, eyeshadows, and eyeliners (Han and Choi 2022, 2). This development can primarily be attributable to the influence of the nation's K pop stars, who are known to play with gender-typical norms. Furthermore, the same phenomena also spread to Japan, where the 'genderless Kei' introduced a new approach to looking at fashion and beauty regardless of the concepts of masculinity and femininity but therefore in line with joy and authenticity (Patel 2022). Within the Western culture, the new movement of male makeup has especially been boosted by male beauty influencers on social media (Ajmera 2021; Mahdawi 2020). Beauty gurus such as Jeffree Star, with a count of 24.1 million subscribers on the video-sharing platform YouTube (YouTube 2022), and James Charles, with 23.1 million followers on the social network Instagram (Instagram 2022), are well known to challenge traditional gender stereotypes. Moreover, through their on-demand content (Benissan 2021), they also further popularize the social-cultural concept of 'metrosexuality' (Montell, 2020).

2.2 Metrosexuality, Masculinity, and Gender Stereotypes

The term metrosexuality refers to heterosexual males displaying some stereotypically feminine characteristics, such as having good taste in grooming (Ervin 2011, 58), fashion (Coad 2008, 117), and cooking (Hall, 2015, 209). Hence, these sorts of men, often residing in urban areas (Flocker 2003), are known to spend a considerable amount of time and effort on their physical looks (Pompper 2010,684). The concept of metrosexuality has become fairly mainstream nowadays (Ervin 2011). In fact, the average man is more eager to embrace his feminine side (Flocker 2003), and thereby, he is much evoked by the content of magazines like GQ and Men's Health (Mitchell and Lodhia 2017, 350). Furthermore, the emulation of celebrities who indulge in a metrosexual lifestyle including global soccer stars such as David Beckham and Cristiano

Ronaldo (Hall and Gough 2011, 70) as well as singers that blend the boundaries of masculinity and femininity like Harry Styles only boost this normalization (Jairath and Daima 2021, 1639). In the literature, metrosexuality is known to represent a feminized and soft version of masculinity that still preserves an elemental differentiation between the biological sexes of male and female (Lertwannawit, Aurathai, and Gulid 2010, 85). As a result, metrosexual men overall retain certain masculine traits (Jairath and Daima 2021, 1643), but their as partly female stigmatized behavior allows the hegemonic notions of masculinity to be challenged (Ervin 2011). Hence, metrosexuality is linked to a diminished degree of masculinity, and therefore sometimes also to gender identity confusion (Mitchell and Lodhia 2017, 359). However, what is the traditional definition of masculinity and why does it contradict metrosexuality?

Masculinity represents a fluid conception of what is expected to be a man but can be summarized as having a specific psychological identity, cultural script, social role, and position in the workforce (Pompper 2010, 683). As femininity, masculinity belongs to the theory of gender identity (Bano and Sharif 2016, 115). In definition, gender is a multifaceted concept that imposes varying roles, liabilities, and boundaries and is sensitive to context as well as subject to change. It is based upon biological sex, which is divided into men and women. Hence, sex is biological in nature (Poels et al. 2005, 5), while gender represents a social construction resulting from culture and social values (Stets and Burke 2000, 2). Until 1970, scholars viewed masculinity and femininity on the opposing ends of a single-dimension gender scale (Bem 1997, 155), resulting in the concept of ‘gender binary’ (Hyde et al. 2019). One could either be feminine or masculine and based on the biological sex, the proper category was chosen. Moreover, a traditional view of masculinity assumes that men share personality attributes including authority, competitiveness, aggressiveness, and dominance (Bem 1997, 156). Other approaches to masculinity indicate that it is more about self-reliance and achievement status (Levant et al. 1992, 335-336). Hence, the apprehension of femininity, meaning the experience

of adverse feelings toward stereotypical feminine norms and behaviors presents an underlying topic in the field of masculinity (Blazina 1997). Hence, it is evident that metrosexuality contrasts with traditional masculinity, while social norms form the basis for gender stereotypes.

Generally, stereotypes have an adaptive role, enabling onlookers to both classify and oversimplify their observations by forming preconceptions about others (Fiske and Taylor 2013). In the context of gender, stereotypes emerge from the divergent allocation of males and females across social gender roles that exist for instance in the household and workplace. Hence, gender stereotypes are generalized ideas as well as preconceived notions of how men and women should be (United Nations Human Rights n.d.), and commonly, there is a strong consensus about them (Koenig and Eagly 2014, 371). However, this can occur as problematic, especially if one only relies on people's gender to make judgments, instead of also considering other relevant information about them (Ruble and Martin 2006). Moreover, gender stereotypes may not only serve to define others but are also utilized for self-stereotyping (Bem, 1997, 159). This process can shape a person's identity into stereotype-congruent manners as stereotypical traits will become part of a person's self-perception (Wood and Eagly 2015, 465). In this sense, humans tend to learn since their birth how to act and limit their behavior towards the attributed mannerisms associated with their gender identity (OliFFE et al 2012). Moreover, gender stereotypes can become detrimental when they restrict women and men in their ability to cultivate individual capabilities, pursue certain careers, and make general decisions about their lives and identities (United Nations Human Rights n.d.). Nonetheless, some stereotypes are fairly common. Within social sciences, the dominant theory holds that men are anticipated to live up to their agentic role by being assertive, while women are supposed to fill in their communal role, by being caring, nurturing, and compliant (Poels et al 2005, 3). Moreover, men stereotypically are not interested in their looks and clothes while women tend to be more engaged in their self-presentation (Negrin 2000, 97; Pompper 2010, 690). In 2009, a study

confirmed that narrative with children, as they would unconsciously connect jewelry, cosmetics, and long hair with girls and battling and sports with males (Miller et al. 2009, 8).

Regarding the internalization of gender stereotypes, people can actively endorse them (Big et al. 2015) or not. As stereotypes often falsely help draw oversimplified assumptions about others (Devine and Sharp 2009), endorsers of gender stereotypes will rather tend to erroneously assess people based on outlying generalizations of societal groups, than reflecting on a person's most unique attributes (Fiske and Taylor 2013). If one applies this behavior to the domain of male beauty, it can then be assumed that a gender stereotype endorser would perceive a man with makeup rather negatively, since traditional gender stereotypes are built on the concept of masculinity which avoids femininity (Levant et al. 1992). Moreover, non-endorsers of gender stereotypes can be assumed to perceive a man with makeup as rather positive, as they likely do not believe in the concept of gender binary in connection with specific masculine and feminine norms (Hyde et al. 2019). However, how could this assumption be interpreted in the case of perceived authenticity?

2.3 Perceived Authenticity, Sales, and Makeup

Naumann et al. (2009) stated in their study that humans can conclude a person's personality simply based on their external appearance. Consequently, a person's perceived authenticity may also be influenced by external appearances. The concept of authenticity has been widely explored in the literature (Beverland and Farrelly 2010) and corresponds to a rather broad concept. However, most scholars agree that authenticity applies to what is real, genuine, or true (Dutton 2003, 1). Moreover, there is a consensus within social and behavioral science that entities, regardless of being individuals, collectives, or objects, are perceived authentic (Trilling 1973) if a claim made by them or on their behalf is accepted by a relevant third party (Peterson 2005). Another definition by Kahn (1992, 321) conceives authenticity as the expression of various internal values such as undisguised and unconstrained beliefs, ideas, and feelings,

resulting in behavior without pretense. Within the areas of marketing and sales, the concept of authenticity is also far from new, yet it is an ongoing concern. People demand an unprecedented level of authenticity regarding the products they use (Lewis and Bridger 2004) as well as the marketing communications they encounter. Moreover, studies have also revealed that consumers can desire authenticity from salespeople with whom they have personal contact Winsted (1999). This is the case for Americans who demand authentic behavior in interactions with sales personnel since self-expression represents a high priority within their society (Schäfer and Pettijohn 2006, 25). Moreover, this is caused by the fact that people hold trust deficits with salespeople, as they are perceived to use inauthentic and manipulative sales behavior (Saxe and Weitz 1982), meaning that they would say or do anything to close a sale, regardless of a customer's interest (Schäfer and Pettijohn 2006, 25).

In the literature, the effect of makeup on perceived authenticity and other imperceptions has repeatedly been examined by several scholars, however mostly regarding women. Notably, Negrin (2000) looked at how cosmetics can impact women's perceived authenticity. She summarized that women wearing makeup can be perceived as inauthentic since they are often portrayed as hiding their true selves through 'masquerading'. Smith, Vandellen, and Ton (2021) performed studies that were in line with Negrin's (2000) research. However, their study approach centered around the question of whether the motivation for applying makeup influences the perceived authenticity of women. They concluded that the knowledge of a woman's motivation to apply makeup represents a determining factor in how a woman is judged by others. Hence, the motivation for self-enhancement was viewed negatively as hiding behind a mask, while the motivation for self-expression resulted in women being perceived as more authentic. In addition, some studies addressed different levels of makeup in relation to other perceived attributes such as morality (Samper, Yang, and Daniels 2017) and trustworthiness (Etcoff et al. 2011; Mittal and Silvera 2020). Samper, Yang, and Daniels (2017) noted, that

women who wear extensive, meaning truly visible makeup, can give the impression of masquerading, resulting in lower perceived morality. Moreover, Etcoff et al. (2011) discovered that makeup can lead to lower levels of trustworthiness among observers. In line with these findings, Mittal and Silveira's (2020) study resulted in the same outcome, namely the more visible makeup a woman applies, the less trustworthy she is perceived. In addition, they conducted the same experiment on men, which yielded a similar negative result. Nevertheless, since their study represents the only one that has linked male makeup to a perceived characteristic, the results should not unprovenly be applied to others. Hence, it is worth investigating further how perceived authenticity might be influenced by men wearing makeup.

3 Development of Hypotheses

As a result of the literature findings, the following framework (*Figure 1*) and hypotheses were defined. It can be assumed that a gender stereotype endorser would perceive a man wearing makeup as inauthentic (**H1**), as for this person, men are strictly related to masculinity, while the practice of makeup is traditionally associated with femininity. Therefore, made-up men might be perceived as rejecting their real masculine selves by hiding behind a false mask of makeup (masquerading). In the case of non-endorers of gender stereotypes, it can then be assumed that they would perceive a man with makeup as authentic (**H2**), as they might acknowledge people who decide to not follow traditional gender stereotypes and rather listen to their own beliefs than just blindly conforming to society. In both cases, it is also assumed that perceived authenticity will influence purchase intention, namely negatively in terms of inauthenticity (**H1**) and positively in the case of authenticity (**H2**).

H1: *An endorser for gender stereotypes will perceive a salesman with makeup as less authentic, resulting in lower purchase intention.*

H2: *A non-endorser for gender stereotypes will perceive a salesman with makeup as authentic, resulting in higher purchase intention.*

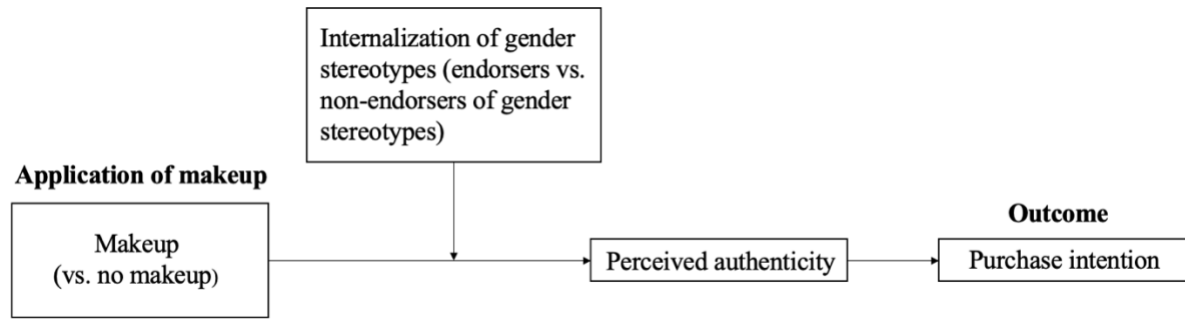


Figure 1. Proposed Conceptual Framework.

4 Methodology

4.1 Sample Collection

The initial sample was collected via the snowball technique and comprised 262 attendees, who voluntarily answered an online survey via Qualtrics. Each participant was randomly allocated to either condition of the independent variable (makeup versus no makeup). Among these, 10 were excluded due to their failure to satisfy the attention-check question ([Appendix B.14](#)). Following the process of elimination, the final sample contained 252 participants ($N=252$), representing a total of 38 different countries of origin. The leading nationality by far represented Germany with 145 participants accounting for 57.5%, followed by Portugal with 6% and Italy with 5.2% ([Appendix A.1](#)). Among the participants, 69% identified themselves as female, 25% as male, and the remainder 0.8% as non-binary/third gender ([Appendix A.2](#)). Regarding the age distribution, most participants concentrated within the range of 18-24 years, representing 47.3% of the sample. The age range 25-34 represented the second-largest concentration with 36.3% ([Appendix A.3](#)).

4.2 Survey Design and Procedure

The experiment ([Appendix B](#)) employed a one-single factor (makeup vs. no makeup) between-subject design. It consisted of one brief introductory section, stating its purpose, regulations, and possible contact details ([Appendix B.1](#)), as well as two distinct main parts, which were all presented in English. While the first main part outlined a scenario that the participants were

instructed to imagine themselves being in ([Appendix B.2](#)), the second part was comprised of different follow-up question clusters related to the specific scenario. The study adopted the scenario design approach utilized by Mittal and Silvera (2020, 273-274), who researched in a similar field. Hence, participants encountered a scenario in which they had recently booked a vacation and therefore intended to purchase an outdoor music box. They were then asked to imagine themselves entering a nearby electronics store to search for the best product option. On-site, they were welcomed by a salesman named “Oliver”, who would advise them during their decision-making process. The attendees encountered a frontal picture of his face and were instructed to envision how interacting with him might be. In the no makeup condition, the salesman’s face was presented without any type of applied makeup ([Appendix B.3](#)). Hence, the seller was shown in his natural presence, and it was only anticipated that he would have a standard level of grooming that is conventional for professionals interacting closely with customers (Eyring 2014). In the makeup condition, the face was shown with makeup, ([Appendix B.4](#)) in compliance with Mittal and Silvera’s (2020, 274) approach to tamper a makeup application. The image was virtually altered through the application ‘You cam makeup’ and the salesman was presented with a male makeup look inspired by articles published by Vogue (Wheeler 2021) and L’Oréal Paris (Kaplan 2022). Hence, he was shown with visible makeup and his appearance was altered through foundation, bronzer, eyeshadow, eyebrow color, and mascara. Besides this, the pictures of the salesman remained unchanged.

Perceived Authenticity. After encountering the picture of the salesman, the respondents were asked to answer a six-item authenticity scale to record their immediate perceptions ([Appendix B.5](#)). The statements selected are derived from a final elaborated twelve-item scale by Wood et al. (2008, 399) and had been adapted to the purpose of this research. The scale is divided into three coherent categories and comprises the aspects of 1) ‘*self-alienation*’, 2) ‘*authentic living*’ and 3) ‘*accepting external influence*’. For a balanced approach, every two

statements of the chosen six-item scale refer to one area of the tripartite construct. These items were presented as such: 1) *'The salesman Oliver feels connected to the real him'*; *'He feels as if he knows himself very well'*; 2) *'Oliver is strongly influenced by the opinions of others'* (reverse coded); *'Oliver feels like he needs do what other people expect him to do'* (reverse coded) and 3) *'He believes it is better to be himself than being popular'*; *'Oliver lives in accordance with his own values and believes'*. In the survey, the participants were invited to indicate their opinion about the respective items on a 7-point Likert scale (1: Strongly disagree 7: Strongly agree).

Purchase Intention. Followed the perceived authenticity capture, a music box available in five different colors was selected by the salesman and presented to all participants ([Appendix B.6](#)), to directly measure their purchase intention ([Appendix B.7](#)). For a realistic immersion with the respective scenario, the product was visually displayed and labeled under 'Outdoor X Music Box Pro'. For both makeup conditions, the presented music box was the same to hold the variable constant in the experiment. The items chosen to assess the participants' purchase intention were adapted from Spear and Singh's (2004, 60) purchase intention study. Hence, the attendees were asked whether they agreed with the four items on the same 7-point Likert scale (1: Strongly disagree 7: Strongly agree). 1) *'The likelihood that I would buy the Outdoor X Music Box Pro is very high'*; 2) *'I would be very interested in purchasing the Outdoor X Music Box Pro'*; 3) *'I would definitely intend to buy the Outdoor X Music Box Pro'* and 4) *'Chances are, I would not intend to purchase the Outdoor X Music Box Pro'* (reverse coded).

Control Variables. In addition to the main study, the survey involved nine different control variables. These were employed to investigate whether the inheritance of the study and the associated effects on the outcome purchase intention was solely influenced by perceived authenticity or perhaps by other items too ([Appendix B.10](#)). The same 7-point Likert scale (1: Strongly disagree 7: Strongly agree) was used for this examination. In the literature, there is

much consent about the importance of attractiveness in the context of sales (Ahearne, Gruen, and Jarvis 1999). Hence, the first item included was about the salesman's attractiveness, namely: 1) '*Oliver is attractive*'. Moreover, researchers view certain personality characteristics regarding an overall personable style such as trustworthiness and friendliness (L. Babin, B. Babin, Boles 1999, 92) as relevant factors that can influence purchase intention in a face-to-face sale situation. Accordingly, participants were invited to evaluate the following statements about the perceived character of the salesman: 2) '*He is trustworthy*'; 3) '*Oliver is self-confident*'; 4) '*He is friendly*' and 5) '*Oliver is charismatic*'. Furthermore, the participants' impressions of the salesman's professional skills were also assessed using another four items. These components were used as previous research has demonstrated that a salesperson's demonstrated skills can significantly affect purchase intention (Gautam, Agarwal and Kumar 2021) Hence, the study included: 6) '*Oliver is competent*'; 7) '*Oliver is intelligent*'; 8) '*He is professional in his job*' and 9) '*Oliver is skillful*'. Moreover, demographics such as age, gender, and country of birth plus male makeup points of contact were also queried ([Appendix B.13](#)).

Makeup Manipulation Check. For examining and validating whether the application of makeup (vs. no makeup) on the salesman was observed positively, an item regarding the manipulation of makeup was included in the survey ([Appendix B.11](#)). Consequently, the participants were queried to answer the statement: 1) '*Oliver applied makeup to his face*' on the same 7-point Likert scale (1: Strongly disagree 7: Strongly agree).

Internalization of Gender Stereotypes. Ultimately, the participants' possible internalization of gender stereotypes was measured to examine whether it acts as a moderator in the proposed framework and thereby influences the perception of a salesperson's authenticity regarding the makeup manipulation ([Appendix B.12](#)). On purpose, this potential influencing parameter was assessed at the end of the survey to prevent any bias caused by the participant's knowledge about the study topic. The items employed partly follow a list developed by Alan,

Ertac and Ipek (2017, 52) and are stated as follows: 1) *'It is the man's responsibility to earn a living in a family and its the woman's one to take care of the children.'*; 2) *'Being a nurse is a suitable profession for women, not a man.'*; 3) *'Man cannot sew well, even if they try hard to learn it.'*; 4) *'Men are better at math than women.'*; 5) *'It is more natural for girls to help with housework than boys'*; 6) *'Men have better judgment compared to women, hence they are better leaders.'*; 8) *'Men are better at making financial decisions compared to women.'*. Moreover, item 7) *'Long hair for women and short hair for men is the appropriate hairstyle.'* was developed by Pm and Jayaraman (2020, 55). It was further included in the scale to provide one stereotypical item regarding appearance. Hence, the scale comprises a total of eight statements and the same 7-point Likert scale was utilized (1: Strongly disagree 7: Strongly agree).

5 Data Analysis

Preparation of Data Set. The data set was analyzed using IBM SPSS statistics software, version 28.0.1.1. No missing data was detected during the data set preparation process. In advance of the reliability analysis, the reverse coded items number three and four within the authenticity scale and number four within the purchase intention scale had been decoded in the right direction. Cronbach's alpha was applied as a reliability measurement to obtain correlation information between items as well as their internal consistency. This step was essential as the measures for perceived authenticity, purchase intention, and internalization of gender stereotypes are comprised of several items, ultimately constituting the scales. Under Cronbach's alpha, a scale can be regarded as reliable if the reliability statistic yields an $\alpha > .70$ (Peterson 1994). No reliability analysis for the makeup manipulation scale was done, as it only included one item. All above-mentioned scales, namely perceived authenticity ($\alpha=.888$), purchase intention ($\alpha=.932$), and internalization of gender stereotypes ($\alpha=.920$), exceeded a

Cronbach alpha coefficient of 0.7, resulting in verified reliabilities ([Appendix C.1](#)). Subsequently, an average of the items for each of the scales was calculated.

Makeup Manipulation Check. To test whether respondents of the two makeup conditions indeed perceived the makeup manipulation, an Independent Samples Test (T-test) was performed ([Appendix C.2](#)). The results indicated that the makeup manipulation was effective. Attendees of the group without makeup considered the possibility of applied makeup on the salesmen to be lower ($M_{\text{no makeup}}=2.76$, $SD=1.535$) while attendees of the group with makeup perceived it as higher ($M_{\text{makeup}}=6.04$, $SD=1.077$), $t(207)=-19.095$, $p<.001$. By statistical standards, significance can be assumed if the p-value is less than .05 (Pillemer 1991).

Perceived Authenticity. A moderation analysis based on Hayes' process model 1 (Hayes 2013) was employed to examine the effects of makeup as well as the internalization of gender stereotypes on perceived authenticity ([Appendix C.3](#)). The makeup condition (makeup: 1; no makeup: 0) represented the independent variable within the multiple regression analysis, while the internalization of gender stereotypes served as the moderator (endorsers of gender stereotypes vs. non-endorsers of gender stereotypes). The perceived authenticity of the salesman appeared as the dependent variable. The result indicated that there is a negative main effect of gender stereotypes on authenticity ($B=-.3116$, $SE=.0814$, $t=-3.829$, $p<.0002$), as well as a positive main effect of makeup on authenticity ($B=.9032$, $SE=.3563$, $t=3.525$, $p<.0005$). However, in terms of the interaction effect ($B=.0624$, $SE=.1156$, $t=.5395$, $p<.5901$), the findings showed that there is no significant moderation effect between the makeup level, the internalization of gender stereotypes, and its effect on perceived authenticity. Hence, it is evident that different internalizations of gender stereotypes did not cause different perceptions of authenticity within the two makeup conditions. However, to examine how perceived authenticity was generally influenced by makeup, another T-test ([Appendix C.4](#)) was performed. According to the results, the salesman was perceived as more authentic with

makeup ($M_{\text{makeup}}=5.2617$, $SD=1.157$) than without ($M_{\text{no makeup}}=4.4852$, $SD=1.098$, $t(250)=-5.461$, $p<.001$).

Purchase Intention. Given the results of the moderation analysis, Hayes' process model 4 instead of 7 was employed to measure the outcome purchase intention ([Appendix C.5](#)). Hence, a mediation analysis was conducted (Hayes 2013, *Figure 2*) to investigate the inter-relationships between the two makeup conditions and whether perceived authenticity acts as a mediator. Within this mediation model, purchase intention may be effected through three possible dimensions. First, makeup might directly impact purchase intention. Second, makeup only indirectly influences purchase intention through perceived authenticity. Third, purchase intention might be directly and indirectly influenced, resulting in only partial mediation.

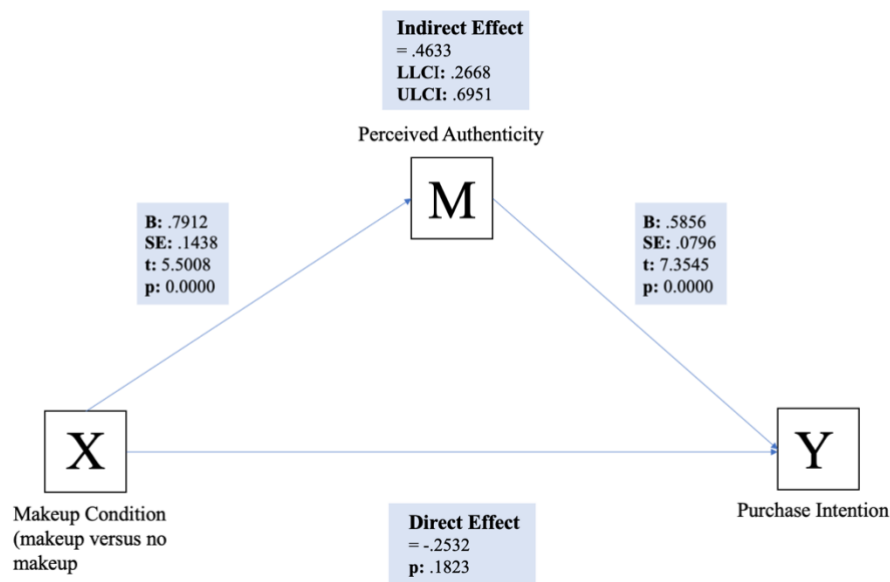


Figure 2. Results of Hayes' Process Model 4

Direct Effects. The mediation analysis revealed that the two makeup conditions do not have a direct effect on purchase intention ($=-.2532$, $SE=.1893$, $t=-1.3376$), as the p-value is greatly above .05 ($p<.1823$). Hence, the possibility of a partial mediation is excluded.

Indirect Effects. In line with the results of the T-test for perceived authenticity, the mediation analysis indicated that there is a positive effect of makeup on perceived authenticity ($B=.7912$, $SE=.1438$, $t=5.5008$, $p<0.0000$). Furthermore, the result also significantly revealed that

perceived authenticity holds a positive effect on purchase intention ($B=5.856$, $SE=0.796$, $t=7.3545$, $p<.0000$). In addition, the positive indirect effect of makeup on purchase intention through perceived authenticity was also tested as significant ($=.4633$, $SE=1.124$, 95%, $LLCI=.2668$, $ULCI=.6951$), as the lower and the upper limits of the confidence interval must not intersect with 0 to be evaluated as significant (Pillemer 1991, 16).

Control Variables. To examine whether there are any differences in the perceived character, attractiveness level, and the salesman's skills between both makeup groups, another T-test with the nine queried control variables was conducted. As [Appendix C.6](#) indicates, the only control variable that showed a significant effect between the two makeup conditions represents *self-confident* ($t(235)=3.584$, $p<.001$). In this sense, the makeup group perceived the salesman's *self-confidence* as significantly higher ($M_{\text{makeup}}=5.55$, $SD=1.132$) than the no makeup group ($M_{\text{no makeup}}=5.01$, $SD=1.221$). Consequently, the control item *self-confidence* was included as a covariate in Hayes' process models 1 and 4, to determine whether it would influence the prior outcomes. Additionally, *age*, *gender*, and *points of contact with male makeup* were also incorporated as control variables. The moderation analysis revealed that *age* ($p<.0089$) as well as *self-confidence* ($p<.0000$) are the only two variables that showed a significant effect on perceived authenticity. Thus, when participants perceived the salesman as more self-confident, he also appeared more authentic ($B=.3443$, $SE=.0532$, $t=6.471$). However, the older the participants were, the less authentic the salesman appeared to them ($B=-.1892$, $SE=.0717$, $t=2.639$). Furthermore, the results of the mediation analysis ([Appendix C.8](#)) supported these findings, as *age* negatively ($B=-.2254$, $SE=.0768$, $t=6.131$, $p<.0000$) and *self-confidence* positively ($B=-.3506$, $SE=.0572$, $t=2.639$, $p<.0089$) effected perceived authenticity. However, no significant effect on purchase intention was found. Moreover, even with the included control variables, the significance of the prior results of the moderation and mediation analysis remained the same. In Hayes' model 4 ([Appendix C.8](#)), the direct effect still appeared

insignificant ($=-.3404$, $SE=.1971$, $t=-1.7269$, $p=0.855$), while the indirect effect ($=.3580$, 95%, $SE=.1161$, $LLCI=.1726$, $ULCI=.6231$) was reconfirmed. In Hayes model 1 ([Appendix C.7](#)), the interaction effect ($B=.0201$, $SE=.1054$, $t=1907$, $p=0.8489$) remained insignificant too.

6 Discussion

6.1 Summary of Findings

Based on the results of the current study, the internalization of gender stereotypes was not found to function as a moderator within the proposed framework. Hence, endorsers of gender stereotypes versus non-endorsers did not significantly differ in how authentic they perceived the salesman with a varying makeup condition. This also remained significant in the case of employed control variables within the process model. Hence the first part of **H1**, as well as **H2**, was not supported by statistical evidence. However, the results further indicated that higher perceived authenticity generally exerts a positive effect on purchase intention in the sales context. This finding also remained significant while including control variables within the study and it is in line with insights from prior research, that emphasize the importance of authentic salespeople, as manipulative sales behavior is generally connected to inauthenticity (Schäfer and Pettijohn 2006). Consequently, the second part of **H1** and **H2** was greatly supported by statistical evidence. Moreover, one can conclude that the salesman with applied makeup was perceived as more authentic than without makeup. Interestingly, these findings are not consistent with other studies related to makeup and perceived attributes, as these unexceptionally indicate that visible makeup is likely to result in negative perceptions among observers, both in the case of men (Mittal and Silvera 2020) and women (Etcoff et al. 2011; Mittal and Silvera 2020; Samper, Yang, and Daniels 2017; Smith, Vandellen, and Ton 2021). A possible reason for this represents the thought that male makeup still counteracts traditional societal norms (Jacobs 2019) and that therefore, men who listen to their inner beliefs instead of conforming to a social category are generally seen as more authentic since they do not let

themselves be influenced by their environment. Therefore, one might conclude that men are not perceived as masquerading through makeup (Mittal and Silvera 2020, 275; Negrin 2000) but that they show their true selves with the help of makeup. In this sense, it could also be the case that male makeup generally is rather perceived as a self-expression strategy, than a self-enhancement one. If this is true, the results would be in line with the finding of Smith, Vandellen and Ton (2021) who stated that a self-expression motivation can positively influence perceived authenticity with visible makeup. In addition, one of the nine control variables, namely *self-confidence*, was perceived more greatly for the makeup versus the non-makeup group. Together with *age*, the mediation and moderation analysis showed that *self-confidence* had a significant effect on perceived authenticity. Previous research on the subject concluded that there is a connection between authenticity and self-esteem (Wang and Li 2018) and, as both clusters relate to the field of self-concepts, a connection may be linked. Moreover, research in the field of authenticity indicates that people believe a person's authenticity increases over age (Seto and Schlegel 2016). Hence, one possible explication for decreased perceived authenticity with increased age might be the fact that the salesman was younger than the participants of the older groups themselves. In conclusion and based on *Figure 2*, makeup on men increases perceived authenticity, which consequently increases purchase intention by acting as a mediator. Hence, the findings contribute to the current status quo of makeup about perceived authenticity and indicate, that makeup on men might be respected differently than on women and that although perceived trustworthiness decreases for made-up men (Mittal and Silvera 2020, 275), perceived authenticity increases.

6.2 Management Implications

The results of this study can provide useful insights for the retail industry, especially for any level manager who directs employees who are much involved in face-to-face encounters with customers. Since sales representatives constitute an asset for retailers, they should be leveraged

and strategically used to build better customer relationships. Customers seem to be well-minded towards male makeup and authenticity and moreover, perceived authenticity is evident to positively influence purchase intention and respectively also sales success. Hence, it would be suggestive for retailers to prime their salesmen's perceived authenticity solely by their appearance through makeup. This might then also translate into overall positively perceived sales practices and judgments of the salesmen. In this sense, companies should gradually introduce measures, especially internally but also externally, to demonstrate that male makeup is supported by the company at all levels. The purpose of this is to empower salesmen who hold interests in makeup to start wearing it, to potentially benefit from the advantages of perceived authenticity without introducing a general makeup dress code for men. This is particularly important since male makeup is still not considered a complete social normality today. Therefore, it can be assumed that there are in fact more salesmen who would like to wear makeup or are at least interested in the subject but are reluctant to wear it publicly. This restraint can be explained through the still ongoing societal stereotypes about masculinity that do not only influence people to judge others externally but to also judge themselves internally. Furthermore, it would also be attractive for salesmen who already wear makeup privately but have consciously avoided it in their professions. As a solution, the equal treatment of male and female makeup should be firmly anchored within the dress code and corporate culture of a company. In this regard, firms could offer internal workshops to promote inclusivity by openly communicating about male makeup. There could be specific ones for the management level, to declare that salesmen who wear makeup are quite likely to have positive effects on purchase intention and consequently also revenue. Following this, the briefed managers can then hold workshops for the ground force, to openly promote the practice of male makeup and to make the workplace a safe space where everyone, if suitable, can embrace their inner authentic self through their appearance. Another possible action represents gradually conducted marketing

actions, to publicly communicate a company's values in terms of diversity. Here, any corporate communication could be employed to present salesmen with makeup or other more feminine-associated practices. This could give companies a competitive advantage in several aspects. First, it could showcase the employees' lived authenticity to potential customers to prime them, and second, it could also attract new sales employees who feel attracted by the shown workforce. However, ultimately the concept of authenticity in terms of makeup must be considered as a whole and should always be consistent with a company's overall identity.

7 Limitations and Future Research

Certain limitation aspects need to be addressed for this study. First, the sample ($N=252$) was nondiverse in terms of age and nationality, as 57,5% indicated as German and 83,4% were between 18-34 years old. As this factor increases the difficulties to universalize the study results, it would be of utmost interest for future research to employ a more diverse sample regarding those demographic factors. This might be especially relevant, as male beauty ideals, the opinion of men using makeup, the endorsement of gender stereotypes as well as perceived authenticity in the context of sales may much vary across different demographics. Second, studies that are conducted through an online questionnaire are generally limited (Tanner 2018), and moreover, the fact that the participants were only able to imagine the provided scenario requires much cognitive effort, which cannot always be guaranteed (Van Gelder et al. 2019, 454). Accordingly, it is suggested that for future studies, in-person field or behavioral labs should be used to generate more realistic results as well as more feasible management recommendations. Third, this study only involved one specific scenario, meaning a single product type paired with one salesman example. This may make the results limited and future research could consider different product types as well as pictures of several salesmen to receive more diverse insights. This is important, as, in the case of a music box, authenticity leads to higher purchase intention, but for other product categories in the same or also in other industries

this might not be the same. Fourth, when the participants answered the gender stereotype scale, the way how they self-reported their internalization might have been biased (Ertl, Luttenberger and Paechter 2017, 8). The disbanding of traditional gender binary in connection with traditional norms is a rising topic in today's world (Morgenroth and Rayn 2020). Hence, it can be assumed that holding beliefs in something that has become outdated (Clifton 2021), may be judged as wrong by others. This can increase the possibility that some participants did not admit their truth, which may have distorted the results of the study. Fifth, it is important to mention that many different gender stereotype scales could have been employed for this study. On purpose, items were chosen that cover gender stereotypical roles and abilities. However, future studies could also use a scale that is solely about gender-stereotypical attributes such as the one elaborated by Deux and Lewis (1984). This could also make the intention of the questions less obvious. Sixth, the study only examined the difference between makeup versus no makeup on men, even if the makeup condition was intended to be perceived as extensive. Consequently, future research could change the makeup condition to no versus natural versus extensive to better compare the results with prior findings. However, it might be worthwhile to do a pre-test to significantly determine what and how much makeup is still considered natural on men, as mascara, for instance, could already fall within the extensive category. Seventh, it is evident that makeup on women can lead to more attractiveness as it emphasizes their feminine features (Negrin 2000, 85; Marfa et al. 2020). However, what would the optimal makeup level for men be to increase their attractiveness level, and could it lead to benefiting from the beauty premium? Moreover, must makeup in the case of men solely enhance masculinity to activate the beauty premium, and would the enhancement of rather feminine aspects exercise negative effects on it? Lastly, like Smith, Vandellen and Ton's (2021) research, future studies could solely focus on the motivation of men applying makeup and thereby investigate whether self-expression and self-enhancement also result in different outcomes as it is for women.

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Appendix A: Sample Results

Appendix A.1 Nationality Distribution

Statistics

Country you were born in

N	Valid	252
	Missing	0

Country you were born in

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		13	5.2	5.2	5.2
	Argentina	1	.4	.4	5.6
	Australia	1	.4	.4	6.0
	Austria	7	2.8	2.8	8.7
	Belarus	2	.8	.8	9.5
	Brazil	6	2.4	2.4	11.9
	Canada	2	.8	.8	12.7
	Chile	1	.4	.4	13.1
	China	1	.4	.4	13.5
	Colombia	2	.8	.8	14.3
	Czech Republic	1	.4	.4	14.7
	Finland	1	.4	.4	15.1
	France	1	.4	.4	15.5
	Germany	145	57.5	57.5	73.0
	Guatemala	1	.4	.4	73.4
	India	3	1.2	1.2	74.6
	Iran	1	.4	.4	75.0
	Italy	13	5.2	5.2	80.2
	Japan	2	.8	.8	81.0
	Kenya	1	.4	.4	81.3
	Mexico	2	.8	.8	82.1
	Norway	1	.4	.4	82.5
	Poland	3	1.2	1.2	83.7
	Portugal	15	6.0	6.0	89.7
	Prefer not to say	1	.4	.4	90.1
	Romania	1	.4	.4	90.5
	Russia	2	.8	.8	91.3

Singapur	1	.4	.4	91.7
Slovenia	1	.4	.4	92.1
South Korea	2	.8	.8	92.9
Sweden	4	1.6	1.6	94.4
Switzerland	1	.4	.4	94.8
Thailand	1	.4	.4	95.2
The Netherlands	2	.8	.8	96.0
Turkey	1	.4	.4	96.4
UAE	1	.4	.4	96.8
Ukraine	1	.4	.4	97.2
United Kingdom	1	.4	.4	97.6
Uruguay	1	.4	.4	98.0
USA	5	2.0	2.0	100.0
Total	252	100.0	100.0	

Appendix A.2 Gender Distribution

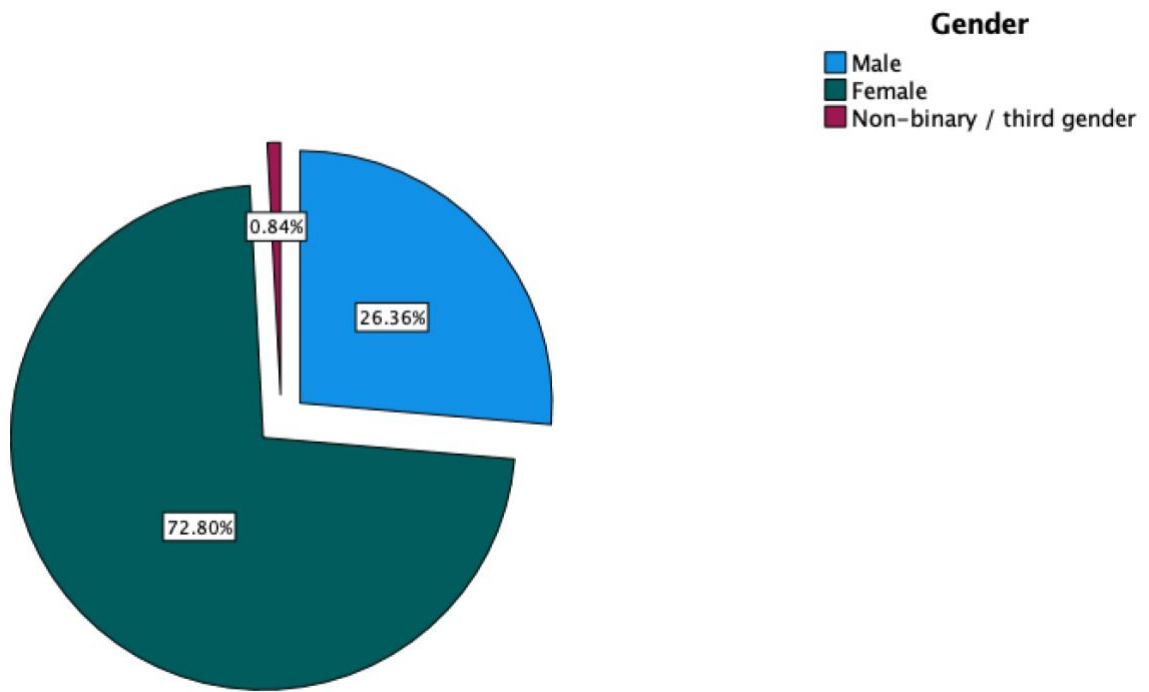
Statistics

Gender

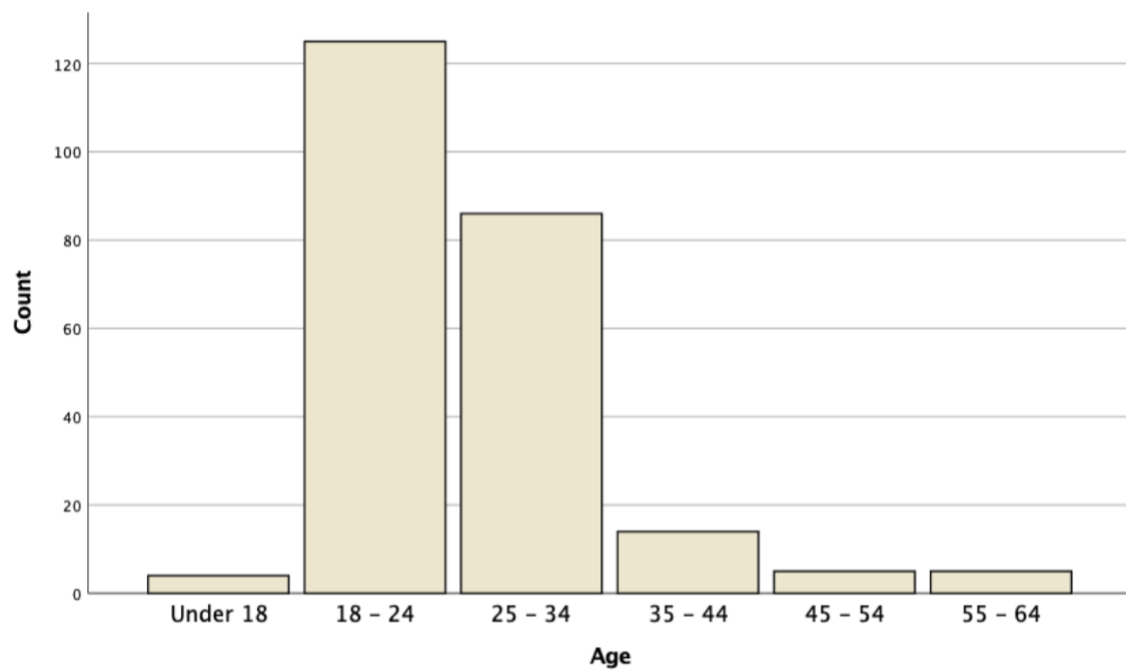
N	Valid	239
	Missing	13
Mean		1.74
Median		2.00
Mode		2
Range		2
Minimum		1
Maximum		3

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	63	25.0	26.4	26.4
	Female	174	69.0	72.8	99.2
	Non-binary / third gender	2	.8	.8	100.0
	Total	239	94.8	100.0	
Missing	System	13	5.2		
Total		252	100.0		



Appendix A.3 Age Distribution



Statistics

Age

N	Valid	239
	Missing	13
Mean		2.61
Median		2.00
Mode		2
Range		5
Minimum		1
Maximum		6

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	4	1.6	1.7	1.7
	18 - 24	125	49.6	52.3	54.0
	25 - 34	86	34.1	36.0	90.0
	35 - 44	14	5.6	5.9	95.8
	45 - 54	5	2.0	2.1	97.9
	55 - 64	5	2.0	2.1	100.0
	Total	239	94.8	100.0	
Missing	System	13	5.2		
Total		252	100.0		

Appendix B: Survey Construction

Appendix B.1 Introduction



Dear participant,

Welcome and thank you for participating in this survey!

My name is Denise Janson and I am a MSc's in Management student at Nova School of Business and Economics. The following questionnaire aims to collect data for the purpose of my Master Thesis in marketing and consumer behavior.

Your participation in this research study is voluntary. You may choose not to participate. If you decide to participate, you may withdraw at any time. Moreover, the survey is anonymous and will remain that way, so no identifying information such as your name, email address or IP address will be collected.

The procedure of completing the survey will take approximately 5 minutes. I highly appreciate your feedback! The survey is split into two parts. First, you will be given a short scenario. Based on this, you will then be asked different questions in the second part.

Please take your time to read the scenario and instructions carefully, as you might be not able to go back to the previous page. Click the blue button below to get started, I hope you enjoy it.

Thank you very much in advance for your help.

For any additional information please feel free to reach out to me by the following email address: 47954@novasbe.pt



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Appendix B.2 Scenario Introduction



In this research study, you will be asked to imagine yourself in a specific scenario and answer several questions subsequently. Please read and look at the following scenario carefully.



Appendix B.3 Scenario without Makeup Manipulation



Imagine that you just booked your next vacation. You plan to participate in a lot of outdoor activities and therefore, you decide to buy an outdoor music box. To make a good purchase decision, you go to a nearby electronics store. When entering the store, you are greeted by Oliver, a salesman who works there. He wants to help by advising you which music box is your best option to buy.

This is how Oliver looks like:



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Appendix B.4 Scenario with Makeup Manipulation



Imagine that you just booked your next vacation. You plan to participate in a lot of outdoor activities and therefore, you decide to buy an outdoor music box. To make a good purchase decision, you go to a nearby electronics store. When entering the store, you are greeted by Oliver, a salesman who works there. He wants to help by advising you which music box is your best option to buy.

This is how Oliver looks like:



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Appendix B.5 Perceived Authenticity Measurement



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Please state your personal opinion about the following sentences.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The salesman Oliver feels connected to the real him.	☐	☐	☐	☐	☐	☐	☐
He feels as if he knows himself very well.	☐	☐	☐	☐	☐	☐	☐
Oliver is strongly influenced by the opinions of others.	☐	☐	☐	☐	☐	☐	☐
Oliver feels like he needs do what other people expect him to do.	☐	☐	☐	☐	☐	☐	☐
He believes it is better to be himself than being popular.	☐	☐	☐	☐	☐	☐	☐
Oliver lives in accordance with his own values and believes.	☐	☐	☐	☐	☐	☐	☐

←
→

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Appendix B.6 Product Presentation



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After you explained Oliver what features are important to you, he suggests you buying the following product available in different colors:



←
→

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Appendix B.7 Purchase Intention Measurement



Please indicate your opinion about the previous shown Outdoor X Music Box Pro that Oliver suggested you.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The likelihood that I would buy the Outdoor X Music Box Pro is very high.	☐	☐	☐	☐	☐	☐	☐
I would be very interested in purchasing the Outdoor X Music Box Pro.	☐	☐	☐	☐	☐	☐	☐
I would definitely intend buying the Outdoor X Music Box Pro.	☐	☐	☐	☐	☐	☐	☐
Chances are, I would not intend purchasing the Outdoor X Music Box Pro.	☐	☐	☐	☐	☐	☐	☐



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Appendix B.8 Second Presentation of Oliver without makeup



Do you still remember Oliver?

Please have again a closer look at him, as you will not be able to click back to this picture.



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Appendix B.9 Second Presentation of Oliver with makeup



Do you still remember Oliver?

Please have again a closer look at him, as you will not be able to click back to this picture.



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Appendix B.10 Control Variable Measurement



Please rate the following attributes about Oliver.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Oliver is attractive	☐	☐	☐	☐	☐	☐	☐
He is trustworthy	☐	☐	☐	☐	☐	☐	☐
Oliver is self-confident	☐	☐	☐	☐	☐	☐	☐
He is friendly	☐	☐	☐	☐	☐	☐	☐
Oliver is charismatic	☐	☐	☐	☐	☐	☐	☐
Oliver is competent	☐	☐	☐	☐	☐	☐	☐
Oliver is intelligent	☐	☐	☐	☐	☐	☐	☐
He is professional in his job	☐	☐	☐	☐	☐	☐	☐
Oliver is skillful	☐	☐	☐	☐	☐	☐	☐



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Appendix B.11 Makeup Manipulation Check



Please state your personal opinion about the following statement

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Oliver applied makeup to his face.	☐	☐	☐	☐	☐	☐	☐



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Appendix B.12 Internalization of Gender Stereotype Measurement



Please state your personal opinion about gender in the following sentences.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
It is the man's responsibility to earn a living in a family and its the woman's one to take care of the children.	☐	☐	☐	☐	☐	☐	☐
Being a nurse is a suitable profession for a women, not a men.	☐	☐	☐	☐	☐	☐	☐
Man cannot sew well, even if they try hard to learn it.	☐	☐	☐	☐	☐	☐	☐
Men are better at math than women.	☐	☐	☐	☐	☐	☐	☐
It is more natural for girls to help with housework than boys.	☐	☐	☐	☐	☐	☐	☐
Men have better judgement compared to women, hence they are better leaders.	☐	☐	☐	☐	☐	☐	☐
Long hair for women and short hair for men are the appropriate hair style.	☐	☐	☐	☐	☐	☐	☐
Men are better at making financial decisions compared to women.	☐	☐	☐	☐	☐	☐	☐



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Appendix B.13 Demographic Measurement



Please state your personal opinion about the following statement

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I am often exposed to men who use some type of make up products (e.g. through different media channels or in my daily life)	☐	☐	☐	☐	☐	☐	☐

Please indicate your age

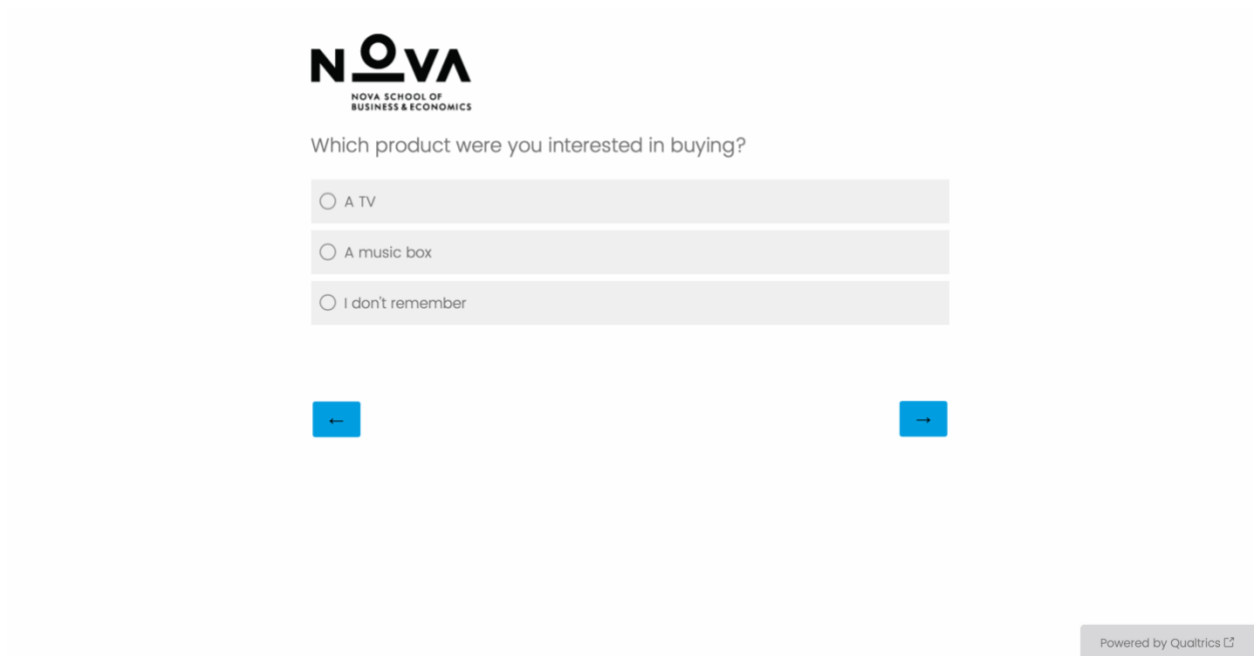
- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74
- ☐ 75 - 84
- ☐ 85 or older

Please indicate in which country you were born in



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Appendix B.14 Attention Check Measurement



The survey interface for Appendix B.14 features the NOVA School of Business & Economics logo at the top left. Below the logo, the question "Which product were you interested in buying?" is displayed. Three radio button options are listed: "A TV", "A music box", and "I don't remember". At the bottom of the question area, there are two blue square buttons with white arrows pointing left and right. A "Powered by Qualtrics" logo is located in the bottom right corner of the survey area.

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Which product were you interested in buying?

☐ A TV

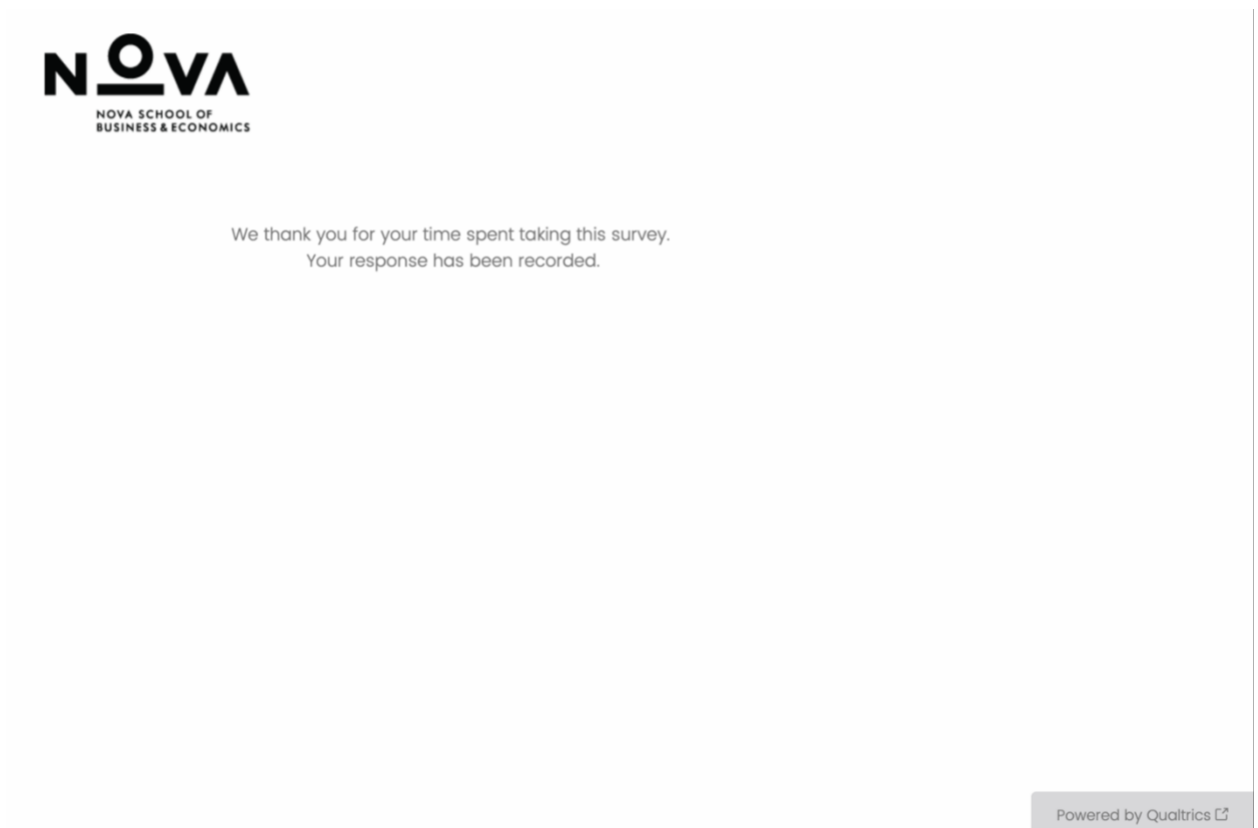
☐ A music box

☐ I don't remember

← →

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Appendix B.15 End of Survey



The survey interface for Appendix B.15 features the NOVA School of Business & Economics logo at the top left. Below the logo, the text "We thank you for your time spent taking this survey. Your response has been recorded." is displayed. A "Powered by Qualtrics" logo is located in the bottom right corner of the survey area.

NOVA
NOVA SCHOOL OF
BUSINESS & ECONOMICS

We thank you for your time spent taking this survey.
Your response has been recorded.

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Appendix C: Data Analysis Results

Appendix C.1 Cronbach's Alpha Results

Perceived Authenticity

Case Processing Summary

		N	%
Cases	Valid	252	100.0
	Excluded ^a	0	.0
	Total	252	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.888	6

Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	245	97.2
	Excluded ^a	7	2.8
	Total	252	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.932	4

Gender Stereotypes

Case Processing Summary

		N	%
Cases	Valid	240	95.2
	Excluded ^a	12	4.8
	Total	252	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.920	8

Appendix C.2 Independent T-test–Makeup Manipulation Result

Group Statistics						
	New_Makeup_Manipulation_Check	N	Mean	Std. Deviation	Std. Error Mean	
Oliver applied makeup to his face.	NoMakeup	117	2.76	1.535	.142	
	Makeup	124	6.04	1.077	.097	

Independent Samples Test											
Levene's Test for Equality of Variances					t-test for Equality of Means						
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Oliver applied makeup to his face.	Equal variances assumed	33.133	<.001	-19.285	239	<.001	<.001	-3.280	.170	-3.615	-2.945
	Equal variances not assumed			-19.095	206.786	<.001	<.001	-3.280	.172	-3.618	-2.941

Appendix C.3 Hayes' Model 1–Moderation Analysis Result

Model = 1

Y = Authentici

X = New_Make

M = Gender_S

Sample size
240

Outcome: Authentici

Model Summary

R	R-sq	F	df1	df2	p
.4897	.2398	24.8148	3.0000	236.0000	.0000

Model

	coeff	se	t	p
constant	5.0816	.1870	27.1813	.0000
Gender_S	-.3116	.0814	-3.8289	.0002
New_Make	.9032	.2563	3.5246	.0005
int_1	-.0624	.1156	-.5395	.5901

Interactions:

int_1 New_Make X Gender_S

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0009	.2910	1.0000	236.0000	.5901

Conditional effect of X on Y at values of the moderator(s)

Gender_S	Effect	se	t	p
.7092	.8589	.1916	4.4837	.0000
1.8813	.7858	.1353	5.8099	.0000
3.0533	.7127	.1913	3.7248	.0002

Values for quantitative moderators are the mean and plus/minus one SD from mean

***** ANALYSIS NOTES AND WARNINGS *****

NOTE: Some cases were deleted due to missing data. The number of such cases was:
12

----- END MATRIX -----

Appendix C.4 Independent T-test–Perceived Authenticity Result

Group Statistics

	New_Makeup_Manipulation_Check	N	Mean	Std. Deviation	Std. Error Mean
Authenticity_Average	NoMakeup	124	4.4852	1.09817	.09862
	Makeup	128	5.2617	1.15710	.10227

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Authenticity_Average	Equal variances assumed	1.238	.267	-5.461	250	<.001	<.001	-.77650	.14219	-1.05655	-.49645
	Equal variances not assumed			-5.465	249.896	<.001	<.001	-.77650	.14208	-1.05632	-.49668

Appendix C.5 Hayes' Model 4–Mediation Analysis Result

Model = 4

Y = Purchase

X = New_Make

M = Authentici

Sample size

245

Outcome: Authentici

Model Summary

R	R-sq	F	df1	df2	p
.3328	.1107	30.2587	1.0000	243.0000	.0000

Model

	coeff	se	t	p
constant	4.4861	.1027	43.6641	.0000
New_Make	.7912	.1438	5.5008	.0000

Outcome: Purchase

Model Summary

R	R-sq	F	df1	df2	p
.4318	.1865	27.7365	2.0000	242.0000	.0000

Model

	coeff	se	t	p
constant	1.8710	.3793	4.9330	.0000
Authenti	.5856	.0796	7.3545	.0000
New_Make	-.2532	.1893	-1.3376	.1823

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p
-.2532	.1893	-1.3376	.1823

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Authenti	.4633	.1124	.2668	.6951

Appendix C.6 Independent T-test–Control Variables Result

Group Statistics					
	New_Makeup_Manipulation_Check	N	Mean	Std. Deviation	Std. Error Mean
Oliver is attractive	Makeup	125	4.69	1.322	.118
	NoMakeup	117	4.80	1.295	.120
He is trustworthy	Makeup	125	5.14	1.117	.100
	NoMakeup	117	5.33	.983	.091
Oliver is self-confident	Makeup	125	5.55	1.132	.101
	NoMakeup	117	5.01	1.221	.113
He is friendly	Makeup	125	5.95	.923	.083
	NoMakeup	117	5.92	.842	.078
Oliver is charismatic	Makeup	125	5.30	1.157	.104
	NoMakeup	117	5.19	1.106	.102
Oliver is competent	Makeup	125	5.00	1.157	.103
	NoMakeup	117	5.15	1.080	.100
Oliver is intelligent	Makeup	125	4.87	1.085	.097
	NoMakeup	117	5.03	.987	.091
He is professional in his job	Makeup	125	4.95	1.156	.103
	NoMakeup	117	5.15	1.132	.105
Oliver is skillful	Makeup	125	4.84	1.043	.093
	NoMakeup	117	4.97	1.050	.097

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means					
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Oliver is attractive	Equal variances assumed	.418	.519	-.685	240	.247	.494	-.115	.168	-.447	.216
	Equal variances not assumed			-.686	239.507	.247	.493	-.115	.168	-.447	.216
He is trustworthy	Equal variances assumed	.928	.336	-1.455	240	.073	.147	-.197	.136	-.464	.070
	Equal variances not assumed			-1.461	239.097	.073	.145	-.197	.135	-.463	.069
Oliver is self-confident	Equal variances assumed	.022	.881	3.593	240	<.001	<.001	.543	.151	.245	.841
	Equal variances not assumed			3.584	235.266	<.001	<.001	.543	.152	.245	.842
He is friendly	Equal variances assumed	.475	.492	.254	240	.400	.800	.029	.114	-.195	.253
	Equal variances not assumed			.255	239.846	.400	.799	.029	.114	-.195	.253
Oliver is charismatic	Equal variances assumed	.671	.413	.741	240	.230	.459	.108	.146	-.179	.395
	Equal variances not assumed			.742	239.894	.229	.459	.108	.145	-.179	.395
Oliver is competent	Equal variances assumed	.972	.325	-1.068	240	.143	.287	-.154	.144	-.438	.130
	Equal variances not assumed			-1.070	239.998	.143	.286	-.154	.144	-.437	.129
Oliver is intelligent	Equal variances assumed	2.084	.150	-1.150	240	.126	.251	-.154	.134	-.417	.110
	Equal variances not assumed			-1.154	239.806	.125	.250	-.154	.133	-.416	.109
He is professional in his job	Equal variances assumed	.002	.965	-1.313	240	.095	.190	-.193	.147	-.483	.097
	Equal variances not assumed			-1.314	239.514	.095	.190	-.193	.147	-.483	.096
Oliver is skillful	Equal variances assumed	.016	.900	-.935	240	.175	.351	-.126	.135	-.391	.139
	Equal variances not assumed			-.935	238.716	.175	.351	-.126	.135	-.391	.139

Appendix C.7 Hayes' Model 1–Moderation Analysis with Control Variables Result

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Beta Release 120212 *****

Written by Andrew F. Hayes, Ph.D. <http://www.afhayes.com>

Model = 1

Y = Authent

X = New_Make

M = Gender_S

Statistical Controls:

CONTROL= Q8__Gend Q7__Age Q6_Point Q3__Cont

Sample size

239

Outcome: Authent

Model Summary

R	R-sq	F	df1	df2	p
.6249	.3906	21.1476	7.0000	231.0000	.0000

Model

	coeff	se	t	p
constant	4.3674	.4607	9.4807	.0000
Gender_S	-.3218	.0736	-4.3731	.0000
New_Make	.6205	.2380	2.6070	.0097
int_1	-.0201	.1054	-.1907	.8489
Q8__Gend	-.1483	.1391	-1.0664	.2873
Q7__Age	-.1892	.0717	-2.6390	.0089
Q6_Point	-.0645	.0366	-1.7614	.0795
Q3__Cont	.3443	.0532	6.4718	.0000

Interactions:

int_1 New_Make X Gender_S

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	.0001	.0364	1.0000	231.0000	.8489

Conditional effect of X on Y at values of the moderator(s)

Gender_S	Effect	se	t	p
.7109	.6062	.1793	3.3810	.0008
1.8844	.5826	.1276	4.5662	.0000
3.0579	.5590	.1761	3.1737	.0017

Values for quantitative moderators are the mean and plus/minus one SD from mean

***** ANALYSIS NOTES AND WARNINGS *****

NOTE: Some cases were deleted due to missing data. The number of such cases was:
13

Appendix C.8 Hayes' Model 4–Mediation Analysis with Control Variables Result

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Beta Release 120212 *****

Written by Andrew F. Hayes, Ph.D. <http://www.afhayes.com>

Model = 4

Y = Purchase
X = New_Make
M = Authent

Statistical Controls:
CONTROL= Q8__Gend Q7__Age Q6_Point Q3__Cont

Sample size
239

Outcome: Authent

Model Summary

R	R-sq	F	df1	df2	p
.5366	.2880	18.8483	5.0000	233.0000	.0000

Model

	coeff	se	t	p
constant	3.5313	.4669	7.5627	.0000
New Make	.6169	.1372	4.4980	.0000
Q8__Gend	-.0120	.1470	-.0818	.9349
Q7__Age	-.2254	.0768	-2.9342	.0037
Q6_Point	-.0542	.0394	-1.3762	.1701
Q3__Cont	.3506	.0572	6.1316	.0000

Outcome: Purchase

Model Summary

R	R-sq	F	df1	df2	p
.4570	.2089	10.2099	6.0000	232.0000	.0000

Model

	coeff	se	t	p
constant	1.5485	.7184	2.1554	.0322
Authenti	.5803	.0903	6.4249	.0000
New_Make	-.3404	.1971	-1.7269	.0855
Q8__Gend	.2937	.2027	1.4491	.1487
Q7__Age	-.1336	.1078	-1.2390	.2166
Q6_Point	.0557	.0545	1.0226	.3076
Q3__Cont	.0048	.0850	.0567	.9548

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p
-.3404	.1971	-1.7269	.0855

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Authenti	.3580	.1161	.1726	.6231