

FACTORS INFLUENCING THE EMERGENCE OF THE METROSEXUAL

by

AMANDA ALISON CONSEUR

(Under Direction of Jan Hathcote)

ABSTRACT

The purpose of this study was to investigate male college students in terms of their metrosexual behavior and identify factors contributing to this current trend in society. The variables of self-esteem, the role of the media and shift to egalitarianism were tested as possible predictors of metrosexual behavior. A total of 219 surveys were used as the sample for this study. A Pearson Correlation analyses tested relationships among the variables and linear regression was used to further test the nature of the relationships identified. Results indicated that the role of the media and self-esteem regarding appearance are significant factors, yet the shift to egalitarianism in the family is not. Mean scores indicated that the sample was not strongly metrosexual. Limitations and implications are discussed.

INDEX WORDS: Metrosexual, Fashion, Self-Esteem, Media, Egalitarianism, Men

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AMANDA ALISON CONSEUR

B.A., Rollins College, 1999

A Thesis Submitted to the Graduate Faculty of the University of Georgia in Partial Fulfillment of
the Requirements for the Degree

MASTER OF SCIENCE

2004

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By

AMANDA ALISON CONSEUR

Approved:

Major Professor: Jan Hathcote

Committee: Patricia Hunt-Hurst

Leslie Simons

Soyoung Kim

Electronic Version Approved:

Maureen Grasso
Dean of the Graduate School
The University of Georgia
May 2004

ACKNOWLEDGEMENTS

This thesis would not be possible without the help of several people. I would like to thank my advisor, Dr. Jan Hathcote, for her constant support and guidance throughout the past two years. I have learned so much from working with her. I would also like to thank my committee members who have been so wonderful in contributing to my success; Dr. Patricia Hunt-Hurst for her incredible knowledge of fashion history, Dr. Leslie Simons for her insight onto the metrosexual and the family and Dr. Soyoung Kim, for her statistical knowledge and constant encouragement. I would also like to acknowledge the professors who allowed me to come into their classrooms and survey their students, as well as the males who participated in this research. Thanks also go to Rhett Crowe for her assistance with my model and Simon Zhang for his help with the statistical analysis of the data. Lastly, I would like to thank my family who has always encouraged me to achieve my goals and to Jeremy for his constant support.

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CHAPTER 1

INTRODUCTION

The term “metrosexual,” first defined in 1994 by Mark Simpson, has become the buzzword of the year. Defined as, “a narcissist in love with not only himself but his urban lifestyle; a straight man who is in touch with his feminine side” (Wordspy, 2004), metrosexuals have been identified as men who enjoy shopping, fashion and beauty products. This is a new subculture of men that are going mainstream with their lifestyle which includes excessive grooming and interest in fashion, which have typically been regarded as feminine behaviors.

The topic has been the focus of extensive media attention. Articles have appeared in a variety of periodicals, ranging from the Economist to the cover of the New York Times Sunday Style section (St. John, 2003). Television programs have helped popularize this trend, with television programs such as “Queer Eye for the Straight Guy” helping men adopt the metrosexual lifestyle through proper grooming and shopping trips (Veith, 2003). There is now even a book titled, “Metrosexual Guide to Style” (Flocker, 2003). Thus, the importance of appearance, once mainly a women’s issue, has now come to the forefront for men.

Metrosexuals are especially of interest to marketers as traditional men, “don’t, respond to consumer capitalism as much as the new breed of man who is more interested in his body image” (Seely, 2003, p.55). A new market is emerging and marketers are responding fast. According to Competitive Media Reporting, 118% more dollars were

spent by marketers in magazine advertising for men's haircare, fragrance and other grooming products when compared to the previous year (Cardona, 2000). This is important as the grooming market for men in North America was worth \$8 billion last year and is rapidly growing ("Real Men," 2003). Details magazine, which has been called the guidebook for metrosexuals ran 37% more advertisements in 2000 when compared to the previous year, most featuring fashion and male grooming products (Cardona, 2000). Furthermore, two new magazines dedicated solely to fashion and shopping are slated to begin publication in 2004. *Vitals* and *Cargo* will compete with each other to attract metrosexual readers who want shopping information (Carr, 2003).

The fashion apparel market is seeing an increase in male consumers as, "more young men than ever...say they like shopping (27%) or they love it (10%)" (Cotton Inc., 2002). Age is an important factor in the increase in male fashion consumption as a survey conducted by America's Research Group found that, "men between the ages of 18 and 24 were driving apparel spending" (Torres, Summers & Belleau, 2001, p.209). Men are more visible than ever in traditional venues such as department stores and specialty stores and the number of men shopping on the internet jumped 9.2% from 2001 to 2002 (Cotton Inc., 2004). Men are increasingly spending money on appearance related products as well, including plastic surgery. According to the American Society of Plastic Surgery, there has been an 80% increase in the number of plastic surgery procedures performed on men in the last five years (American Society of Plastic Surgery, 2004). Thus, the market for men in traditionally unmasculine areas is growing fast.

While shopping, grooming and preoccupation with appearance have long been associated with women, blurring gender roles in society are making male vanity socially

acceptable (Cardona, 2000). It also has become acceptable for men to exhibit other feminine characteristics including sensitivity, devotion and showing emotions (“Are You,” 2003). These men have, “embraced customs and attitudes once deemed the province of women” (“Are You,” 2003). Factors including media, changing family roles, the women’s movement and shifting agents in self-esteem development are contributing to this trend in which traditional notions of gender roles are bending and a new man is emerging.

Purpose

The growing number of men in traditionally female markets is evident. While marketers and advertisers are quickly responding to this emerging market, there has not been much published research focusing on why this trend is occurring. This research attempts to identify factors influencing gender role blurring in society. For example, the role of the media in changing attitudes about gender roles. The results of this study will help retailers and marketers better understand this emerging market and therefore aid them in appealing to and targeting this growing segment of society.

Objectives

The main objectives of this study are:

1. To establish if there is a relationship between self-esteem factors and the emergence of the metrosexual man.
2. To establish if there is a relationship between the role of the media and the emergence of the metrosexual man.
3. To establish if there is a relationship between egalitarian ideology and the emergence of the metrosexual man.

4. To determine if there is a link between certain demographic characteristics and the metrosexual man.

Significance of the Study

This study will provide marketers and retailers with information regarding the rapidly growing male market. In examining the factors that may contribute to this trend, retailers will gain a better understanding of this segment of the market and be better able to meet their customers needs. This is especially important, as there is a lack of research on male shopping behavior and thus, little is known regarding this area. This is an important market that is growing every day.

Definitions of Selected Terms

1. *Gender*: “A term used to describe characteristics a society ascribes to persons of one sex or the other” (Craig, 1992, p.2).
2. *Masculine*: “The traits, behaviors and interests that society has assigns to the male gender role. A masculine trait is self-confidence; a masculine behavior is aggression; and a masculine interest is watching sports” (Helgeson, 2002, p.4).
3. *Feminine*: “The traits, behaviors and interests that a society assigns to the female gender role. A feminine trait is emotional; a feminine behavior is helping someone; and a feminine interest is cooking” (Helgeson, 2002, p.4).
4. *Metrosexual*: “Twenty-first century trendsetter; straight urban man with heightened aesthetic sense; man who spends time and money on appearance and shopping; a man willing to embrace his feminine side” (Flocker, 2003, p.1).
5. *Gender Transcendence*: “The transcendence of gender-role norms and boundaries and the development by individuals of psychological androgyny in accordance with their inner needs and temperaments” (Davidson & Gordon, 1979, p.15).
6. *Self-esteem*: “Our feelings of self worth” (Kaiser, 1985, p.118).

7. *Role of the media*: “ The idea that gender is constructed through the media (presented) as if it were direct knowledge of a real object (as if it were representation)” (Saco, 1992, p.25).
8. *Egalitarian Ideology*: “Maintains that power is distributed equally between men and women and that men and women identify equally with the same spheres” (Helgeson, 2002, p.102).
“Goals include: emotional growth of men through nurturing father work, optimum development of children through child centered parenting, and equal rights for women through equitable marriages” (Coltrane & Allan, 1994, p.95).

CHAPTER 2

REVIEW OF LITERATURE

The review of literature begins with a look at men's historical interest in fashion. Current research regarding male apparel consumption is then discussed. Various theories of gender formation are then identified, and Joseph Pleck's theory of gender transcendence (1975) is introduced. This framework is then used to explain the gender fusing occurring today by addressing the main elements affecting changing gender roles in society.

Men's Historical Interest in Fashion

Although the metrosexual appears to be a new trend, history proves otherwise. Historically, men's clothing has been at least as decorative and elaborate as women's attire, and men have had a strong interest in fashion, grooming and appearance (Steele, 1989). Thus, the current trend of men interested in feminine areas of fashion and grooming is really not so modern.

Throughout history there have been times in which fashion and grooming were of the utmost importance and interest to men. "As late as the 17th and 18th centuries, men wore silk stockings, cosmetics, long curled and perfumed hair" (Steele, 1989 p.15). Men were very attentive to their appearance at this time and grooming rituals included the use of rouge, heavy perfume oils and skin lighteners (Tortora & Eubank, 2000). Fashions for men at this time included high-heeled shoes and stockings. Clothing was usually elaborately decorated with embroidery in bright colors and ribbons (Nunn, 1984).

At the beginning of the 19th century, “Dandies” exemplified a trend quite similar to the current metrosexual phenomenon. Dandies were a group of men who were very interested in fashion. They were, “overt and active consumers of appearances and related products” (Edwards, 1997, p.92). Dandies were very concerned with the fit and tailoring of their clothing as well as with the elaborateness of their neckwear, namely stocks and cravats (Laver, 1969). They were extremely concerned with their appearance and, “some dandies were alleged to spend a whole morning in the arrangement of their cravats” (Laver, 1969 p.160). Thus, the extreme fashion interest of this group of men is evident, and quite similar to the current trend of men’s fashion interest today. Therefore, it seems what we are witnessing today is not so much a new phenomenon, but a revival of traits that were once part of the masculine persona.

The question then, is how this came to be? Historians have many explanations as to why fashion itself became effeminate. Some believe that this idea is linked to the French Revolution when the French wanted to disassociate themselves from the elaborate styles of courtly dress and the new masculine ideal became the English country gentleman (Kidwell, 1989). Most historians conclude that the notion of fashion as feminine is based on economics and the industrial revolution, as women were usually in the home while men worked outside of the home (Craik, 1994; Laver, 1969). Women were the market for fashion since they were the consumers of the family. Men’s fashion became plain and simplistic in order to portray a more serious image for work. Men’s fashions during the 19th century were very somber and, “it was considered ungentlemanly to wear anything striking” (Laver, 1969, p.170). This is when men’s wear became associated with the dull, gray suit (Edwards, 1997). Thus, the idea that fashion is feminine comes from, “assumptions that women are decorated and men are not” (Edwards, 1997, p.36).

The look and tone of men's wear remained serious through the middle of the 20th century. The focus of fashion remained on women. Yet, in 1948, *Esquire* magazine introduced the "Bold Look". It involved greater coordination between accessories, suit and shirt (Tortora & Eubank, 2000). This was not a major change from what men were already wearing, but it drew attention to a fashion "look" for men. It wasn't until the late 1950's that fashion designers started designing for men. This led the way to what *Esquire* called, the "peacock revolution" in the late 1960's (Tortora & Eubank, 2000). This was, "a crusade to brighten men's clothes" (Nunn, 1984, p.219). Men's fashion became more elaborate and colorful and there was, "an upsurge of interest in fashion for men" (Tortora & Eubank, 2000, p.478). The bright colors of this period faded, and the suit returned in the 1980's, "with a vengeance against all forms of soft-focus effeminacy" (Edwards, 1997, p.21). Men's wear was heavily influenced by the corporate culture of society, yet television shows such as *Miami Vice*, "redefined masculinity as appearance" (Hanke, 1994, p.188), emphasizing style and presentation in men's attire. Fashion, once the sole dominion of women, again included men. Thus, the historical relationship between men and fashion lends insight to the current trend of the metrosexual, and the reconstruction of masculinity occurring today.

Male Apparel Consumption

Although men have become more visible consumers in fashion and vanity markets, there is little research published in the area of male consumer behavior. Men have long been visible consumers in areas such as electronics and sports equipment, and are now entering the apparel market in large numbers (Edwards, 1997). Thus, further research on this growing market is necessary (Torres, Summers & Belleau, 2001).

Despite the lack of research on male apparel consumer behavior, there is a common perception of how men shop. Otnes and McGrath investigated the validity of male shopping stereotypes in their research titled, “Perceptions and realities of male shopping behavior” (2001). They found that the males in their study did not follow the stereotypical behaviors and engaged in behaviors quite contrary. The men were active consumers rather than solely accompanying their partners. They were observed browsing, bargaining and shopping together. The authors explain this as a result of Pleck’s theory of gender transcendence (1975) as well as a, “venue for achievement” (Otnes & McGrath, 2001, p.134), in which the men achieve identity fulfillment. In other words, “identity is in large part created through his carefully chosen wardrobe” (Otnes & McGrath, 2001, p.131). Thus, the new perceptions of male consumers are revealed in this study and insight is gained into the motivations of male apparel shoppers.

In another study on male consumer behavior, Galilee (2002) researched middle class young men. He questioned whether men were really active consumers of fashion and set out to understand male apparel choices. His interviews with 35 young men led him to the conclusion that while men may be fashion conscious; they are reluctant to discuss fashion. The men interviewed were influenced by individuality, quality and fashion when choosing apparel, yet they were hesitant to talk about their fashion interest. Galilee found their knowledge came from forms of visual media, the Internet and street observations. Thus, although the men were choosing apparel based on its fashionability; the men may be, “still lacking the rhetoric to discuss fashion and their bodies” (Galilee, 2002, p.51)

In another study on young male shoppers, Torres, Summers and Belleau (2001) were interested in assessing the degree of satisfaction experienced by young men when shopping for apparel and to understand the store attributes that are important. They found that store attributes

of quality, price and selection are important to all men and especially important to men aged 18-25. They also found that employee knowledge was an important factor contributing to their level of satisfaction. This is important as, “males under 25, ...enjoy shopping, like to buy clothes, have money to spend on apparel, and think about and spend time on their wardrobes” (“Data Shows,” 1999). Therefore, sales associates that can offer information on current trends and different brands can better meet the needs of young male consumers.

The relationship with male apparel consumption and body satisfaction has also been explored in research (Shim, Kotsiopulos & Knoll, 1991). In their study, Shim, et al., studied the associations between clothing attitude, body satisfaction and shopping behavior. They found that males with the greatest body satisfaction and clothing attitudes appeared to have the most positive clothing and shopping behavior. Males with negative clothing attitudes and low body satisfaction were found to be the opposite with low interest in apparel shopping. Thus, this study indicated that males with greater clothing attitudes and body satisfaction, “seem to be key consumers because they are more inclined to be fashion leaders, have a positive disposition to apparel retail products, and spend more on clothing” (Shim, et al., 1991, p.42).

Theoretical Framework

The terms sex and gender are often used interchangeably. However, sex usually categorizes males and females based on biological differences. It is considered stable and not easily changed (Helgeson, 2002). Gender, on the other hand, is influenced by culture and is a much more variable category. Gender categories are, “distinguished from one another by a set of psychological features and role attributes that society has assigned to the biological category of sex” (Helgeson, 2002, p.3). Therefore, sex is universally constant while gender is defined differently from culture to culture. Focusing on gender

rather than sex is emphasizing the cultural characteristics of men and women, rather than their biological differences.

Gender roles have been defined as, “socially developed or encouraged differences between the two sexes”(Davidson and Gordon, 1979, p.2). How these roles are formed has been the topic of extensive research (Chodorow, 1978; Freud, 1924, 1925; Mischel, 1966, 1970; Pleck, 1975). The Social Learning Theory and the Cognitive Development Theory are two models developed to explain the acquisition of gender roles in our society. Behavior is learned in two ways according to Social Learning Theory; reinforcement and modeling (Bandura & Walters, 1963; Mischel, 1966, 1970). With reinforcement the idea is that we reward girls for exhibiting feminine behaviors and boys for exhibiting masculine behaviors. This consequentially influences whether or not they behave this way again (Helgeson, 2002).

Modeling, the second way behavior is learned according to this theory especially applies to developing gender roles. Modeling is how gender roles are developed by observational learning and, “the tendency for a person to reproduce the actions, attitudes, and emotional responses exhibited by real life or symbolic models”(Mischel, 1966, p.57). In this theory gender roles can be constructed by exposure to new and different models from exposure to television, books and people. Thus, as the roles of men and women change in our society, so do the construction of gender roles. A child growing up today will have a different idea of gender roles when compared to a child growing up in the 1920’s (Bandura & Walters, 1963).

Social Learning Theory stresses the environment and outside influences on the development of gender role behavior. Cognitive Development Theory (Kohlberg, 1966),

explains gender role development as quite the opposite. In this theory, gender roles are acquired as, “he organizes his role perceptions and role learning’s around his basic conceptions of his body and his world” (Kohlberg, 1966). Therefore what is learned is cognitively organized based on what is observed rather than what is reinforced or modeled. There are two steps to this theory; gender identity and gender constancy. Gender identity is where children learn gender labels and apply them based on “superficial characteristics” (Helgeson, 2002, p.171). The second stage, gender constancy is where the child can categorize themselves as male or female and learn that they cannot change this (Kohlberg, 1966).

In both the Social Learning and Cognitive Development theories, once formed, gender roles are permanent categories. They both maintain that if male you exhibit only male characteristics, and if female only female characteristics. Joseph Pleck’s theory of gender transcendence (1975) expands on both of these theories and deals with the issue of the permanence of these categories.

In Pleck’s theory of gender identity there are three phases. The first runs parallel with the Cognitive Development idea of developing gender identity. In the second phase, the children learn and conform to gender roles. The third stage is where the individual may exhibit both masculine and feminine characteristics, regardless of their learned gender role. Pleck defines this as gender transcendence of gender role norms and boundaries and the “development of psychological androgyny in accordance with their inner needs and temperaments” (Pleck, 1975, p.172). Therefore, according to this theory, gender related rules are flexible and individuals can use them to adapt to situations where opposite sex characteristics may be more desirable. It is possible for an individual to exhibit both

masculine and feminine characteristics simultaneously (Davidson & Gordon, 1979).

Individuals learn that they can be more successful by applying both masculine and feminine characteristics.

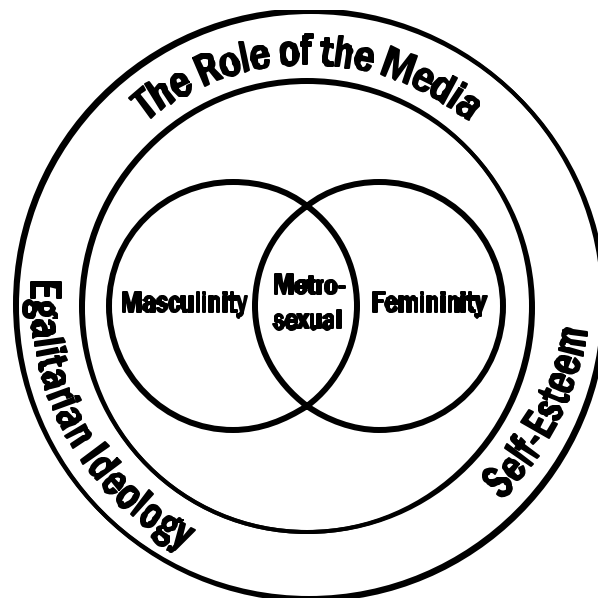
The notion of what is feminine and what is masculine has been, “generated from theories attributed to public and private domains” (Firat & Dholakia, 1998, p.16) since the middle of the 20th century. In relation to consumption and production, women were the consumers and men were the producers. This is traditional gender role ideology. Thus, consumption and the act of consuming has historically been linked to females and femininity, as it was considered, “a passive moment...sensual and emotional rather than rational” (Firat & Dholakia, 1998, p.76). Masculinity, on the other hand was associated with production not consumption and this, (the man’s occupation) was the source of male identity.

Currently, there is a shift in society as men are becoming more involved in the act of consumption. Firat (1994) explores this metamorphosis in his article, “Transcending the Feminine”. He theorizes that this change is because marketing, advertising, film, etc. have changed the meanings attributed to consumption. The change in the significations of gender have been aided by various social and cultural movements, such as urbanization, the women’s movement and postmodernism (Otnes & McGrath, 2001). These new meanings have made it acceptable for males to consume. Firat asserts that males need to be involved in consumption because it is a new means of identity. The traditional role of the male as the producer is no longer the source of his identity. People now represent themselves through what they consume; “what one has, wears, drives, does during periods of leisure and so on” (Firat, 1994, p.217).

Firat maintains that there are still gender categories in society. Yet, corresponding to Joseph Pleck's theory of gender transcendence is his notion that there is a current shift to a culture that is accepting of both sexes involved in roles and meanings "attached to both gender categories" (Firat, 1994, p.217). Therefore, as in Pleck's theory, Firat believes we can now find men exhibiting traditional feminine behavior, for example interest in fashion and grooming products, and women exhibiting traditional male characteristics, such as aggression. At different times and in different circumstances in their life, men and women represent the masculine and feminine accordingly. Rather than two distinct gender categories, there is now a blurring of the two in order to succeed in our current society (Firat, 1994).

Model 1 illustrates the proposed relationship between the variables of Self-Esteem, The Role of the Media and Egalitarian Ideology on gender roles.

Model 1



Self-Esteem

Self-esteem has been defined as, “our feelings of self worth” (Kaiser, 1985, p.118). It is how we feel about who we are. One of the ways our self-esteem is affected is by the way we are perceived by others (Kaiser, 1985). Clothing and personal appearance are important factors in how others perceive us, therefore they indirectly impact our self-esteem (Kaiser, 1985). Research has indicated that self-esteem is related to fashion consumption (Rosenfeld & Plax, 1977), and that clothing may “provide an important social function in enhancing one’s evaluation of self” (Kaiser, 1985, p.119).

Research on self-esteem and body image has previously focused primarily on women (Garner, Garfinkel, Schwartz, & Thompson, 1980). In recent years, self-esteem studies have brought attention to the fact that this is not a gender specific issue.

In their research on how men feel about their bodies, Mishkind, Rodin, Silverstein & Streigel-Moore (1986) assert that the body is central to men’s self-esteem. They found that men are increasingly concerned with their body image and that a significant number of men are dissatisfied with their body shape and size. They argue that there is a changing attitude towards the male body in our society and attribute this to, “the ambiguity of current male female sex roles” (Mishkind et.al, 1986, p.97).

Similarly, in their research on self-esteem and men and women, Martin and Kennedy (1994) found that physical attractiveness appears to be an important factor in determining male’s levels of self-esteem. They found the media to play a role in reinforcing the standard of attractiveness, which impacts the way men felt about themselves.

Confidence has been linked to body image (Grogan & Richards, 2002). In their study on body image of boys and men, Grogan and Richards (2002) found through a focus group methodology that men clearly linked confidence in social situations with positive body image. Although previous research has asserted that men are concerned with body image more for function (Ogden, 1992), the findings of this study were contrary. The men in this study identified lean and muscular as their ideal body type and their reasons for wanting to achieve this were, “primarily cosmetic” (Grogan & Richards 2002, p.230). The men maintained that looking good gave them an edge over other men and increased their self-confidence. Thus, how men feel about themselves and their levels of assurance are related to how they look.

Positive self-esteem in males has previously been linked to their perceived levels of masculinity (Helgeson, 2002). However, Davis, Dionne and Lazarus (1996) found that young men related positive self-esteem to “possessing attributes that have been traditionally female”(p.502). They attribute this to social changes in gender equality. Studies have also found that males associate femininity with enhanced ego development (Bursik, 1995).

The Role of the Media

Cultivation theory states that the media provides images of normative behavior (Gerbner, 1999). Thus, this can aid in our understanding of how ideas of gender role norms are shaped and continuously changing in society. In the case of men, “images of gender in the media become texts on normative behavior, one of the many cultural shards we use to construct notions of masculinity”(Kimmel, 1987, p.20). Our ideas of what is masculine and what is feminine are greatly shaped by this powerful vehicle encompassing among other things, television, advertising and print.

The effect of the media on women's appearance ideals has been widely explored (Wolf, 1991, Gunter, 1986). Research has recently begun to focus on men as there has been an increase in the objectification of men in advertising (Bordo, 1999; LaFrance, 1995). In a study on the media's representation of gender roles, Sommers-Flanagan, Sommers-Flanagan & Davis (1994) analyzed MTV videos and found that men and women were equally subjected to objectification. As gender role exclusions have eased, many advertisers are including unclear gender behavior in their advertisements (Bordo, 1999). As a result, through advertising and marketing, men are increasingly subjected to the same appearance standards as women (Bordo, 1999). The effect of this on men has led to a growing dissatisfaction with their bodies and behavior including, "manicures and facials, dyeing their hair, concealing blemishes and spending millions on plastic surgery (Rohlinger, 2002, p.70). Thus, as the media is emphasizing the importance of appearance for men, more men are paying attention to their looks.

Likewise, in an analysis of fashion advertisements published in *GQ* and *Vogue* over a thirty year span, Thompson (2000) found that both men and women were increasingly objectified. Although sexually explicit advertisements of women were found in the earliest ads analyzed, Thompson found no similar images of men until 1984. Thus, since this time, "renegotiations of gender boundaries has occurred to the extent that capitalist culture...is unlikely to limit sex objectification to women's bodies" (Thompson, 2000, p.181). Since sexual appeal ads have been successful using women to sell products, the use of men became essential.

Similarly, reading health and fitness magazines was related to dissatisfaction with appearance (Botta, 2003). When men are exposed to images in magazines, they engage in social comparison with the models and feel that they need to improve their appearance (Botta, 2003). In a study on men's fashion magazines, Petrie, Crowley, Johnson, Lester, Rogers, Turner & Walbrick (1996) examined articles and advertisements in fashion magazines from 1960 through 1992. They found that men have been increasingly exposed to images of strength and

muscularity through health and fitness articles and advertisements. Thus, the authors assert that the socio cultural expectations for men today are to be fit and muscular and involved in fitness activities.

Likewise, in a study on body image and adolescents, it was found that there has been an increase in male body image concerns (Jones, 2002). This was attributed to social comparisons to both same-sex peers and media celebrities and models as these are, “both relevant sources for judging the self and gathering information especially about physical attractiveness attributes” (Jones, 2002, p.658). Thus, the effect of the media in shaping men’s image seems to be focusing greatly on appearance and aesthetic factors.

The media also has helped blur the roles between men and women in regards to family roles. In a study on the representation of fathers in television advertising, Coltrane and Allan (1994) found that by the 1980s there were more fathers than mothers in television commercials engaging in childcare activities. They found more fathers holding and caring for children in commercials, when compared to mothers portrayed. Similarly, they found men in television comedies at the time were increasingly portrayed as loving fathers who took care of the housework as well. These portrayals of men in traditionally feminine roles help break down traditional gender stereotypes.

The Role of Children’s Media

The effect of the media on children has been a topic of research because of the importance of social conceptions formed during the early years. It is important in understanding changing gender roles in society as the media “plays an important role in modeling gender specific behavior” (Ramafedi, 1990 p.59).

In a study of gender roles in cartoons, Thompson and Zerbinos (1995) compared the portrayal of male and female characters in the 1990s to a study of the same topic in the 1970s. They found that although the portrayal of male and females are still quite stereotypical, they have changed considerably over the past 20 years. Changes in the portrayal of females include increasing leadership and bragging activity. Changes in the males portrayal include evidence of gossiping and carrying out domestic tasks. Thus, less stereotypical behavior is evident in both portrayals.

Similarly, Kortenhaus and Demarest (1993) found a reduction of gender role stereotyping in children's literature when compared to an earlier study. They found males and females to be represented more equally, with examples of females exhibiting masculine (instrumental) characteristics and males acting more feminine (passive). Stereotypical portrayals of males and females also have been found to be on the decrease in the Sunday comics, when compared to twenty years ago (Brabant and Mooney, 1997). (Coltrane 1998) Nursery rhymes also are less stereotypical (Coltrane, 1998). This is important because children use the media to get information about the roles they will fill as adults (Durkin, 1984).

Egalitarian Ideology

Since the 1970's we have witnessed less traditional gender roles among men and women (McBroom, 1986). Both men and women today now agree that it is appropriate for men to be more involved with domestic labor and for women to be employed outside of the home. The family is a major institution of our society and changes within this sphere have implications for the society as a whole. Thus, this change of gender roles in the family can help explain the blurring of these roles in society.

One of the factors influencing this change in ideology is the employment of women outside the home. There are more dual-career families than ever before (Jump &

Haas, 1987) and one major consequence of this is the, “breaking down of rigid sex roles” for men and women (Jump & Haas, 1987). As an increasing number of women are working outside of the home traditional roles of femininity and masculinity are blurring inside the home (Gerson, 1987). Research on changing roles has found that more than 75% of female high school students and 65% of male high school students agreed that if a woman is employed outside of the home, the man should take on more domestic work (Thornton 1989; Grisby, 1992). Thus two career families are changing the notions of gendered spheres and turning men and women into equal partners in the home (Coltrane, 1998). This is also affecting the man’s perception of masculinity as his role as the breadwinner has traditionally been the source of his identity (Firat, 1994).

The effect on the children in the modern family also has been explored. In a study on nontraditional gender ideology, Myers and Booth (2002) studied the effects of parent’s nontraditional gender ideology on the ideology of the children raised in the home. They found the parents gender ideology to be very important in the formation of the children’s gender ideology. Other factors influencing the children’s nontraditional gender ideology included the father’s high involvement in the household, the mother’s limited involvement in the household and low religious involvement.

In another study on gender formation in the family the authors compared gender awareness in egalitarian and traditional families (Fagot & Leinbach, 1995). They found that whether the father was traditional or not made a difference in the child’s understanding of gender. The children from the nontraditional families adopted gender labels later than the children from traditional families. Likewise, children raised by fathers who are highly involved in the home develop more balanced gender expectations (Biller, 1993; Radin, 1994). This is an important finding as the amount of time fathers are spending with children in the home is increasing (O’Connell, 1993), thus the effects

are meaningful.

In another study on children raised in egalitarian families, Risman (1998) found that the parent's gender ideologies greatly influenced the children. The children in these families believed men and women were equals and that jobs should not be determined by sex. Although they did develop gendered selves, they also transcended gender boundaries, with the boys developing feminine characteristics and vice versa. Children in traditional families also crossed gender boundaries, yet it was more apparent in the egalitarian families.

Research Questions:

Is there a relationship between Self-esteem factors and the metrosexual?

Is there a relationship between the Role of the Media and the metrosexual?

Is there a relationship between Egalitarian Ideology and the metrosexual?

Is there a relationship between Demographic Characteristics and the metrosexual?

CHAPTER 3

METHODOLOGY

Sample

The population for this study consisted of male University of Georgia students. A sample of 253 males was chosen in classes within four schools in the University. The method of selection involved the researcher contacting Associate Deans of various colleges within the University, in order to get a cross section of males at the University. The Associate Deans responding to the researcher then referred faculty members who would allow the survey to be administered in their class, which the researcher then confirmed with each professor.

Construction and Description of Instrument

Permission to collect data was obtained from the Institutional Review Board. The data for this research was collected using a survey questionnaire (see Appendix A). The survey was created using suitable questions modified from related research and individual questions formed by the researcher. The survey was comprised of 43 questions, which were related to the participant's level of self-esteem, the role of the media in their lives, their gender ideology as well as questions used to identify participants exhibiting metrosexual behaviors (Table 1). The survey also included demographic questions.

Table 1
Survey Description

Variable	Questions
Demographic Information	1, 2, 3, 4, 5, 6
Self-esteem	Rosenberg Scale: 7-16 Self-esteem relating to appearance: 22, 23, 27, 30, 39.
The Role of the Media	21, 25, 26, 29, 34.
Egalitarian Ideology	24, 28, 31, 36, 40.
Metrosexual	17, 18, 19, 20, 32, 33, 35, 37, 38, 41, 42, 43.

The first section of the survey was used to collect demographic information about the participants. Participants were asked their age, level of education, occupation or aspired occupation, marital status, sexual orientation and race. The second section of the survey was comprised of the Rosenberg Self-Esteem Scale (Rosenberg, 1989). This section was included to assess the participant's true level of self-esteem, as it is the most published method of doing so. The next section of the survey consisted of items used to identify metrosexual behavior in the

participants. The final section of the survey further identified metrosexual behavior in the participants, as well as assessed the participant's levels of self-esteem, use of the media and gender ideology. The level of each variable was assessed using a five-point scale with responses ranging from "Strongly Agree" to "Strongly Disagree". The participants were given a "Neutral" option in case they did not have an opinion on an item.

Operational Definition of Terms

Self-Esteem- Self-esteem was measured in two ways. This assured that both a standard measure of self-esteem, as well as an adapted measure of self-esteem were collected. First, The Rosenberg Self-esteem Scale (1989) was used to measure the participants overall level of self-esteem. This is one of the most published methods for assessing self-esteem and therefore was relevant to this research. Ten of the fifteen questions in the survey were adapted from this scale. The remaining five questions were created by the researcher, based on published research (Grogan & Richards, 2002; Martin & Kennedy, 1994; Mishkind et.al, 1986) which measured the participant's self-esteem as it relates to physical appearance. These scales were used both together and separately to measure their effect on metrosexual behavior.

Egalitarian Ideology- The shift to egalitarianism in the family was measured in this research by assessing gender ideologies of the participants. Four of the five questions regarding this variable were adapted from the Attitudes about Women scale (Spence & Helmreich, 1978). The researcher created the remaining question.

The Role of the Media- The role of the media was measured by questions devised by the researcher as well as questions adapted from previous research (Jones, 2002).

Metrosexual- The current research defined a metrosexual based on behaviors and attitudes currently evident in popular literature and society. This is due to the fact that there is a lack of published research on the metrosexual and therefore, no valid scale of measuring behaviors exists. Therefore, questions assessing this variable were created by the researcher.

Administration of the Instrument

After receiving permission from four professors at four different colleges or schools within the University, the researcher distributed the survey at the beginning of each approved class (see Table 2). The distribution of surveys by the researcher assured that all of the participants were male University of Georgia students. Participants were given time to respond and then the researcher collected the surveys. There were no incentives offered for participating in the research.

Data Analysis

Before the data could be statistically analyzed, there were modifications to be made to the values collected. Eleven questions had reverse scoring so they required restoration to the regular scoring order (see Table 3). Also, twelve questions in the survey had a 4.0 scale. They were rescaled to a 5.0 point scale (through multiplication) so that they would be comparable with the 5.0 scale of the remaining questions (see Table 3).

Data were taken from each survey returned to the researcher and then inserted into an Excel file. The data file was then run on the Statistical Analysis Software (SAS) program for analysis.

Table 2
Survey Distribution

Survey #	Class	Date Collected
Surveys 1-40	LAND 4560	Collected 02/05/04
Surveys 42-72 and 83-104	HACE 5900	Collected 01/09/04
Surveys 74-81 and 106-118	STAT 2000	Collected 02/11/04
Surveys 211-421	RMIN 4000	Collected 02/11/04

Table 3
Scoring modifications

Modification	Survey Questions
Reverse scoring	8, 11, 12, 14, 15, 17, 18, 19, 23, 28 and 40.
Modify from 4.0 scale to 5.0 scale	7 – 19.

CHAPTER 4

RESULTS

Of the 253 surveys distributed, 221 were completed and returned resulting in an 87.36% response rate. The high response rate was due to the distribution and collection of the survey by the researcher, within the same time period. Among the returned surveys, two were discarded, being incomplete, and the remaining 219 served for the sample of this study. Data collected were analyzed using SAS software. The results of the survey are as follows:

Participant Demographics

Table 4 shows a summary of the participants' demographic characteristics. All of the respondents were male. This was assured by the fact that surveys were only distributed and collected from male participants. Overall, 94% of the respondents were heterosexual, and 91% were Caucasian. All of the respondents were college students, which was determined by the fact that the survey was distributed and collected in university classrooms. Almost all of the respondents (95.43%) were between the ages of 18 – 24. The demographic characteristics of the sample is very representative of the student body at the University of Georgia where 86.48% is Caucasian, 5.60% is African American, 4.35% is Asian and more than two thirds (77.13%) are between the ages of 18-25 (Office of Institutional Research, Fall, 2003). The University does not collect information regarding sexual orientation.

Table 4

Participants' Demographic Characteristics

Respondents Characteristics	N	%
Age		
18-24	209	95.43
25-34	9	4.11
35-49	1	.46
Education		
High School	8	3.65
Some college	201	91.78
College graduate	9	4.11
Master's degree	1	.46
(Aspired) Occupation		
Manager	103	47.47
Nurse	1	.46
Professional	66	30.42
Sales	13	5.94
Artist	4	1.84
Other	30	13.83
Marital Status		
Single	209	95.87
Married	9	4.13
Sexual Orientation		
Bi-sexual	2	.91
Heterosexual	207	94.52
Homosexual	8	3.65
No comment	2	.91
Race/Ethnicity		
African American	15	6.85
Asian	1	.46
Caucasian	198	90.41
Hispanic	2	.91
Other	3	1.37

All percents may not add up to 100% due to rounding

Table 5 shows the mean Metrosexual score from the demographic questions with the most representation among the sample. Responses of two or less were collapsed and reported as “Other”. When looking at the aspired occupation of respondents’, “Artists” scored the lowest at 28.31, (yet it is important to note that the lower the score, the more metrosexual). “Other” was next at 31.57, followed by “Sales”. Sexual orientation was also noteworthy, with “Other” scoring the most metrosexual at 28.00. When looking at Race/Ethnicity, “Other” scored the most Metrosexual at 31.05, followed by African Americans (31.93). The characteristics of education, marital status and age were not adequately represented in the sample and therefore the means for these factors are not reported.

Table 5

Significant Demographic Metrosexual Means.

	Aspired Occupation	
Description	N	Mean (Metrosexual)
Manager	103	35.83
Professional	66	35.38
Sales	13	32.81
Artists	4	28.31
Other	5	31.57

	Sexual Orientation	
Description	N	Mean (Metrosexual)
Heterosexual	207	35.54
Other	12	28.00
	Race/Ethnicity	
Description	N	Mean (Metrosexual)
African American	15	31.93
Caucasian	198	35.47
Other	6	31.05

Descriptive Findings

The data for the variables of Metrosexual, Self-esteem, the Role of the Media and Egalitarian Ideology were condensed by taking the average score of all items measuring each variable. A Pearson Correlation test was used to analyze the condensed data and determine if relationships existed between the independent variables of Self-Esteem, the Role of the Media, and Egalitarian Ideology. Descriptive statistics were generated by SAS for each variable and are found in Table 6.

Table 6
Descriptive Statistics

Variable	N	Mean	Std. Dev.	Minimum	Maximum
Metrosexual	215	35.12	6.86	14.50	49.75
Self-esteem	217	26.49	5.53	18.75	40.00
Self-esteem - Appearance	219	10.78	2.60	5.00	20.00
Media	219	15.86	3.85	5.00	25.00
Egalitarian Ideology	217	10.58	3.06	5.00	20.00

Due to missing data a total of 215 responses were analyzed for Metrosexual behavior. The mean score was 35.12 with a standard deviation of 6.86. The Metrosexual variable ranged from 14.5 to 49.75. It is important to note that the higher the score, the less “Metrosexual” the respondent. Therefore the mean score suggests that overall the respondents fell slightly below the middle of the scale.

The questions used to measure Self-Esteem were divided into two scales after preliminary analysis proved that the Rosenberg Self-Esteem scale was not highly correlated with the Self-Esteem questions related to appearance. From this point on, the Rosenberg Scale is referred to as “Self-Esteem”, and the five remaining questions are referred to as “Self-Esteem – Appearance”.

Table 7

Pearson Correlation Test

	Metrosexual	Media	Family	Self-esteem	Self-esteem - Appearance
Metrosexual	1.00	0.69***	0.17*	-0.06	0.57***
Media	0.69***	1.00	0.06	-0.20	0.44***
Egalitarian Ideology	0.17*	0.06	1.00	0.10	0.33***
Self-esteem	-0.06	-0.20**	0.10	1.00	0.00
Self-esteem - Appearance	0.57***	0.44***	0.33***	0.00	1.00

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

The correlation between all of the variables was then examined using the Pearson Correlation test, and multiple regression analysis was used to further determine the nature of each relationship in order to build a final model. See Table 7 for details

Self-Esteem/ Self-Esteem – Appearance

The results of the Pearson Correlation test confirmed that the questions comprising the Rosenberg Scale and the questions created by the researcher to measure Self-Esteem related to appearance were not correlated. The results of the Pearson correlation test further revealed that there is no significant relationship between the Metrosexual and Self-Esteem. Likewise, the results of the multiple regression analysis, when testing the self-esteem scale, were not significant at a 0.05 level of significance. This result indicates that Self-Esteem is not a good predictor of metrosexual behavior. However, the results of the Pearson Correlation test also show that there is a strong correlation between Self-Esteem – Appearance and the Metrosexual. The results of the multiple regression analysis similarly show a strong relationship between this

variable and the Metrosexual variable at a 0.05 level of significance (Table 8). Therefore, the results indicate that Self-Esteem is not a good predictor of Metrosexual variance but Self-Esteem– Appearance is.

The Role of the Media

The results of the Pearson Correlation test revealed that there is a strong positive relationship between the Role of the Media and the Metrosexual. The correlation value is 0.69, which is the highest correlation among any of the independent variables and the Metrosexual (see Table 7).

The results of the multiple regression analysis show that the overall model is significant at a 0.05 level (Table 8). Further, the coefficient of 0.96 indicates that if the Role of the Media increases one unit the Metrosexual will increase 0.96 unit. Therefore, the variable of the Role of the Media is a significant predictor of Metrosexual behavior.

Egalitarian Ideology

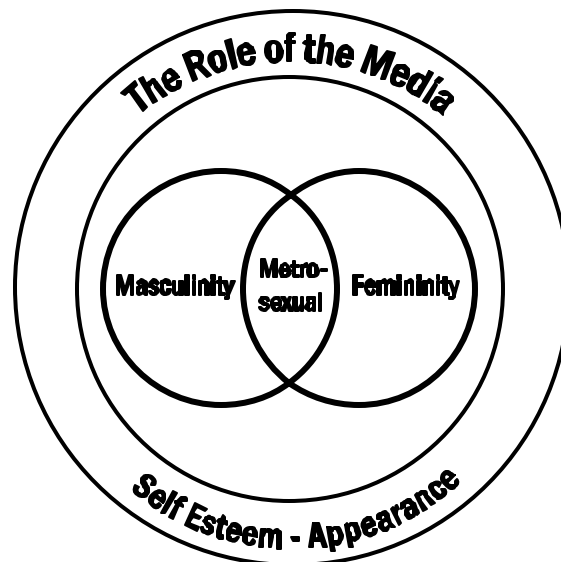
The results of the Pearson Correlation test show that there is a significant relationship between Egalitarian Ideology and the Metrosexual (see Table 7). However, the correlation value of 0.17, is weak. Therefore, it is hard to determine the nature of the relationship between the variables

The results of the multiple regression analysis indicate similar findings. Although there is a significant relationship between the variables, the low coefficient of 0.07 indicates that the variable of Egalitarian Ideology is not a good predictor of Metrosexual behavior

Final Model

In order to build a final model, all of the independent variables were tested simultaneously in a multiple regression model (See Table 8). The results of the multiple regression indicated which variables would be useful and the SAS methods of backward and stepwise were used to select the independent variables to be included in the regression analysis for the final model at a 0.10 and 0.15 significance level. Both methods resulted in the same final model.

Model 2



The final model shows that both Self-Esteem – Appearance and the Role of the Media have a positive significant effect on the Metrosexual. Although the correlation among the two variables was the highest among the independent variables, multicollinearity was not a problem, as the global F-test showed that at least one variable was significant and the p-values showed that both were significant. Further, when both were used, the model was a better fit than when the variables were run independently. The R-Square value .57, indicates that 57% of Metrosexual

variance can be explained from this model. The F-value of the final model was 139.53 and the p-value was still less than .001 (see Table 9). Therefore, the overall model is very significant.

Table 8

Regression Model for all Variables

	<u>Metrosexual</u>
Self-esteem	0.05
Self-esteem –Appearance,	0.84*
Media	0.96*
Egalitarian Ideology	0.07*
Adjusted R ²	0.56

*p<.05

Table 9

Regression Model for Self- Esteem - Appearance and Media

	Metrosexual
Self-Esteem Appearance	0.97*
The Role of the Media	0.86*
Adjusted R ²	0.57
F Value	139.53

*p<0.05

CHAPTER 5

DISCUSSION

This chapter will discuss the findings of the current study by each research question. A conclusion, implications and suggestions for future research will also be included.

Research Questions

1) Is there a relationship between Self-esteem factors and the Metrosexual?

The first research question was originally designed with Self-Esteem as a single variable. However, as reported in the previous chapter, the questions measuring self-esteem were divided into two separate scales: “Self-Esteem” and “Self-Esteem – Appearance”. As noted in the previous chapter, there was no significant relationship between Self-Esteem and the Metrosexual. However, there was a significant relationship between Self-Esteem – Appearance and the Metrosexual. The result is puzzling considering that each scale is designed to measure self-esteem. A possible explanation is that factors in male self-esteem development are changing to include appearance. Therefore, the questions designed by the researcher were more specific in how the participants’ appearances related to their self-esteem, while the Rosenberg scale measured the participants overall feelings of self-worth.

Although the effect of self-esteem on appearance had previously focused on women (Garner et al., 1980), the current uncertainty in male/female sex roles has affected factors determining self-esteem (Mishkind et al, 1986). For example, in their research, Mishkind, et al. found that men are increasingly concerned with their appearance. They attribute this to the changing

attitude towards men in society. In the present study, the Self-Esteem Appearance mean fell below the middle of the scale indicating that the average respondent attributed positive feelings about himself to looking good (see Table 6). Thus, this research supports the outcome that men attribute looking good with feelings of self-worth.

Similarly, Grogan and Richards (2002) found that men attributed looking good to positive feeling about themselves. The men in their study attributed a positive appearance to having confidence. This is further supported by Martin and Kennedy (1994), who found that physical attractiveness and appearance are especially important in shaping self-esteem levels in males. Thus, self-esteem appears to be increasingly determined by men's perception of their appearance.

Research by Pope, Phillips and Olivardia (2000) on "the Adonis Complex" also supported the findings of the current study. This complex has been described as an obsession among males with their appearance, and the authors asserted that in current society, "body appearance has become the dominant basis – and ultimately the only basis – for his self-esteem" (Pope, et al., 2000, p.13).

Further, the effects of appearance on self-esteem are compounded as men, "are trapped between impossible ideals on the one side and taboos against feeling and talking about it on the other...boys and men are suffering" (Pope, Phillips, & Olivardia, 2000, p. 5). It is still difficult for men to verbalize feelings about their appearance insecurities and many feel, "prohibited from talking about it" (Pope, et al., 2000, p.5). Since men do not feel free to talk about this, they rarely acknowledge the extent that their self-esteem is linked to their appearance concerns. This has led to an increase in men "pursuing a form of individual legitimization through body enhancement, ...an exercise regime, plastic surgery or face creams" (Whitehead, 2002, p.182).

Without an outlet, men are internalizing their fears and are becoming obsessed with their appearance. Therefore, the relationship between changing self-esteem factors and the emergence of the metrosexual seems hardly coincidental.

2) Is there a relationship between the Role of the Media and the Metrosexual?

As reported in the previous chapter, there is a strong relationship between the role of the media and the metrosexual man. The relationship between the two variables was the strongest between the independent variables and the metrosexual. Although there is a lack of research in the area of the metrosexual, the findings of the current study support previous arguments that the media is socially constructing masculinity (Kimmel, 1987; Gauntlett, 2002).

The effect of men's lifestyle magazines has been the topic of discussion. Gauntlett (2002) argues that the emergence of male lifestyle magazines, such as *GQ*, *Maxim* and *Men's Health* has become more popular in the past decade because, "in the modern climate...the fact that gender roles can and do change...men have started to need magazines about how to be a man today" (Gauntlett, 2002, p.170). The focus of these magazines is frequently on the external aspects of males, and this "provides men with images that would make them think twice about their appearance" (Gauntlett, 2002, p.179).

The findings of the present study are supported by research on the increasing objectification of men in the media. Research in this area has found that this increasing objectification of men has led to less rigid gender role definitions in society (Rohlinger, 2002). Men are now subject to the same standards as women regarding appearance and "are suffering the psychological consequences that are a side effect of consumer culture" (Rohlinger, 2002, p.70). Thus, the

current trend of the metrosexual may be “in response to images of the perfect male” (Rohlinger, 2002, p.70).

The present study is also supported by Jones (2002) who found that social comparisons to media celebrities, models and peers were important sources of information regarding the importance of appearance attributes. The findings of the current study indicate that the larger the role of the media, the more metrosexual the behavior. Thus, the current importance on male appearance in the media (Seely, 2003) appears to be a factor in the emergence of the metrosexual.

3) Is there a relationship between Egalitarian Ideology and the Metrosexual?

The correlation analysis performed to answer this question showed there was no significant relationship between Egalitarian Ideology and the Metrosexual. It is important to note that the Egalitarian Ideology variable scale ranged from 5 to 20, with a mean of 10.576 and a standard deviation of 3.064. This is noteworthy because the mean fell below the middle of the scale indicating that the average respondent held more egalitarian views about roles in the family. This is concurrent with research, which finds that men and women are becoming equal partners in the home, and the long-standing, gendered spheres of “public” and “private” are breaking down (Coltrane, 1998).

A possible explanation for the lack of a relationship between this ideology and the metrosexual man is that this view is becoming more typical. This is supported by research that found that 65% of high school students agreed that the males should take on domestic work if the woman is employed outside of the home (Thornton 1989; Grisby, 1992). Therefore, it seems the

view that roles within the family should be more egalitarian is becoming more prevalent among the young people in society.

Although research indicates a change in the attitudes about gender roles in the family, there appears to be a lack of evidence of actual changing roles. Whitehead (2002) argues this is because the changing attitudes are not supported in societal institutions as, “men’s relative absence from the private sphere is further embedded in and validated by a performative work culture and government policies” (Whitehead, 2002, p.154). He argues that men do not receive enough support for their increasing role in the private sphere of the family and this hinders their involvement. Thus, although notions of gender roles in the family appear to be changing, the manifestation of these beliefs within family roles remains to be seen.

The results of the current study measure only the respondent’s opinions about the shift to egalitarianism in the family and not the respondents’ actual behaviors. Therefore, it is hard to assess whether a relationship actually exists. In the scope of the current findings it appears that no relationship exists between the respondent’s position on the shift to egalitarianism in the family and the emergence of the metrosexual.

4) Is there a relationship between Demographic Characteristics and the Metrosexual?

Although preliminary analysis indicated there maybe a relationship between the demographic characteristics of Aspired Occupation, Sexual Orientation and Race and the metrosexual man, further analysis proved that the variables were not significant. A possible reason for this is the lack of representation among the sample.

Sexual orientation has long been linked to the importance of appearance and aesthetics (Rohlinger, 2002). Previous research on sexual orientation and appearance ideals has found that

gay men may be less satisfied with their appearance than straight men (Pope, et al., 2000). However, most men today feel the need to look good among all occupations and races (Edwards, 1997), and the current male appearance obsession, “extends across race, nationality, class and sexual orientation” (Pope, et al., 2000, p.26). Therefore, due to the small representation in the sample and the results of previous research, no assertions can be made from the present research regarding the relationship between demographic characteristics and the emergence of the metrosexual.

Conclusion

Men are noticeably taking an interest in their appearance. Through fashion and grooming and even plastic surgery men are spending more time and more money on how they look. The term “metrosexual” has become a popular term to describe this phenomenon, and it has been considered a phenomenon because society does not expect men to focus on their appearance. Fashion, beauty and image enhancement have long been the domain of women, yet it has become increasingly accepted for men to enter this territory. The purpose of this research was to identify factors that contributed to this trend where gender roles and norms are shifting in our society.

The results of this study indicate that this trend has a strong connection to the role of the media. This is not surprising, considering the strong body of knowledge on the effects of the media on male appearance ideals. Through the media, men are increasingly exposed to images telling them, “you don’t look good enough” (Pope, et al., 2000, p.4), much as it has done to women for many years. It seems that now men are subject to the same appearance ideals as women. This is coupled with the fact that women are working outside the home, and thus men’s

role as provider in the family is in a state of flux. Therefore, men are now defining themselves through what they consume and their image, which is reinforced through the media images they are bombarded with. This, along with media images of men with more domestic responsibilities, has led to less rigid gender roles. Further, because men are not given the discourse to talk about their feelings of inadequacy, they internalize their feeling, which appears to negatively affect their self-esteem. Thus, the increasing importance placed on appearance through the media now appears to exclude no one.

Implications

The results of this research imply that the media is an effective tool in changing notions of gender roles in society. The importance of appearance is causing men to spend more money on appearance related products and therefore, effective marketing through the media is the key to attracting and retaining this growing demographic. Further, the blurring of gender roles in society may call for marketers to appeal to both men and women in a similar fashion. Retailers may try and place their products in television programs and movies as well as features in men's lifestyle magazines. Proper product placement in a reality based makeover program, for example, could prove to be very beneficial.

In addition, although gender roles appear to be relaxing regarding the consumption of appearance enhancing products, the lack of support for men to talk about their appearance insecurities may be negatively affecting their self-esteem. Therefore, in our image obsessed society, men may need reinforcement that their insecurities are not unusual, but central to the construction of masculinity today.

Future Research

Results of this study suggest that future research regarding the role of the media on changing factors of self-esteem would be beneficial in understanding the new fixation among men on their appearance. A link between the emergence of the metrosexual and Body Dysmorphic Disorder (BDD) would also be an interesting avenue to explore, as men with BDD are high consumers of image enhancing products (Pope et al., 2000).

Lastly, this study attempted to determine a relationship between the metrosexual trend and demographic characteristics. Although initial analysis showed a relationship did exist, the lack of representation in the sample did not allow for this relationship to be adequately determined. Perhaps a larger study of this relationship would better determine whether a relationship does in fact exist.

In summary, the current trend of the metrosexual highlights the idea that gender is a social construction. The findings of this study indicate the important roles of the media and shifting factors of self-esteem development, in this construction. Further research relating both of these variables to the contemporary identity of men as consumers is necessary as previous notions of masculinity are becoming obsolete.

Limitations

The current study has the following limitations:

1. Only University of Georgia males were studied in the current research.
2. The sample of males was limited to the classes in which the researcher had permission to survey.
3. Questions used to determine a male's level of metrosexuality were devised by the researcher and therefore did not have a valid scale to rely on.

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APPENDICES

Appendix A: CONSENT LETTER

To Whom it may concern;

The following survey is part of a study titled, "Male Apparel Consumption". The study is being conducted by Amanda Conseur of the Textiles, Merchandising and Interiors (TMI) department at University of Georgia, ((706) 549-4833) under the direction of Dr. Jan Hathcote (TMI, University of Georgia, (706) 542-4907). Activities related to this research may be published.

The purpose of the research is to identify factors contributing to the current trend occurring in society in which men are becoming more active consumers of apparel products. Participation in this research is voluntary and you may withdraw at any time without penalty or skip questions you feel uncomfortable answering. To withdraw from the study, simply submit the unfinished survey to the researcher. To partake in this research, please answer the survey questions and submit the survey to the researcher when you are done. The expected duration of this study is fifteen to twenty minutes. Participation in this research is anonymous and no names will be associated with the survey.

If you have questions do not hesitate to ask now or at a later date. You may contact Amanda Conseur at (706) 549-4833 or ac1363@uga.edu.

Thank you for your time.

Amanda Conseur

Graduate Student

Textiles, Merchandising and Interiors

University of Georgia

(706) 549-4833

ac1363@uga.edu

Appendix B: SURVEY

Demographic Information

1. What age bracket do you fall into?
 - 18-24
 - 25-34
 - 35-49
 - 50 +

2. What level of education have you completed?
 - High School graduate
 - Some college
 - College graduate
 - Master' degree
 - PHD, MD, JD or other advanced degree.

3. What is your occupation or occupational aspiration?
 - Manager, administrator, business person.
 - Homemaker.
 - Nurse, social worker, school teacher.
 - Professional with advanced degree.
 - Sales.
 - Technician.
 - Artist, writer.
 - Other

4. What is your marital status?
 - Single.
 - Married.
 - Divorced.

5. What is your sexual orientation?
 - Bi-sexual
 - Heterosexual.
 - Homosexual.
 - No comment.

6. What is your race/ethnicity?
 - African American.
 - Asian.
 - Caucasian.
 - Hispanic.
 - Other.

Please answer the following questions by circling the letter that matches your opinion.

SA= Strongly Agree A=Agree D=Disagree SD= Strongly Disagree

7. On the whole, I am satisfied with myself.
SA A D SD
8. At times I think I am no good at all.
SA A D SD
9. I feel that I have a number of good
qualities.
SA A D SD
10. I am able to do things as well as most other people.
SA A D SD
11. I feel I do not have much to be proud of.
SA A D SD
12. I certainly feel useless at times.
SA A D SD
13. I feel that I'm a person of worth.
SA A D SD
14. I wish I could have more respect for myself.
SA A D SD
15. All in all, I am inclined to think I am a failure.
SA A D SD
16. I take a positive attitude toward
myself.
SA A D SD

Please pick the answer that best describes you.

17. I use ___ grooming products (i.e. aftershave, moisturizer, hair products, etc.) per day.
 1-2.
 3-4.
 5-6.
 Over 6.

18. I own ____ pairs of shoes.

- 1-2.
- 3-4.
- 5-6.
- Over 6.

19. I own ____ different colognes.

- 1
- 2
- 3
- 4 or more.

Please answer all questions by circling the letter that matches your opinion.

SD= Strongly Disagree D= Disagree N= Neutral or no opinion
A= Agree SA= Strongly Agree

20. I enjoy men's magazines such a GQ, Maxim and Details.

SD D N A SA

21. I use men's magazines to keep up on current trends.

SD D N A SA

22. When I look good I feel good about myself.

SD D N A SA

23. My appearance is unrelated to how I feel about myself.

SD D N A SA

24. In a marriage, both the man and the woman should contribute to the family income.

SD D N A SA

25. I use television to keep up on top of what's in style.

SD D N A SA

26. I compare my appearance to male celebrities.

SD D N A SA

27. I feel more confident when I exercise.

SD D N A SA

28. A man's job is to earn money, a woman's job is to look after the home and family.

SD D N A SA

29. Male vanity is acceptable in television.

SD D N A SA

30. A successful man has both feminine and masculine characteristics.

SD D N A SA

31. A man and woman doing the same job should make the amount of money.

SD D N A SA

32. Clothing shopping is an enjoyable activity.

SD D N A SA

33. I work out multiple times per week.

SD D N A SA

34. Male vanity is acceptable in men's magazines.

SD D N A SA

35. I notice what other men are wearing when out.

SD D N A SA

36. Men can parent as well as women.

SD D N A SA

37. Fashion is a factor for me in selecting clothing.

SD D N A SA

38. Fashion is more important than comfort in selecting clothing.

SD D N A SA

39. In the business world, good grooming is essential for men.

SD D N A SA

40. Sons in the family should be given more encouragement to go to college than daughters.

SD D N A SA

41. Men's fashion is just as important as women's fashion.

SD D N A SA

42. I regularly read GQ, Maxim or Details magazine.

SD D N A SA

43. I am in touch with my feminine side.

SD D N A SA

Thank you!