

الجمهورية الجزائرية الديمقراطية الشعبية
République Algérienne Démocratique et Populaire

Ministère de l'Enseignement Supérieur
et de la Recherche Scientifique

Ecole Nationale Supérieure de Management
Koléa



وزارة التعليم العالي و البحث العلمي

المدرسة الوطنية العليا للمناجمت
القلعة

GRADUATION DISSERTATION

To obtain a Professional Master degree

« In Marketing Management »

**The influence of psychological, social, and marketing
factors on purchase intention of skincare products by
Algerian Men**

Case: Laboratoires Venus

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Academic year 2025/2026

Abstract

In today's increasingly competitive personal care market, understanding consumer behavior has become essential for brands seeking to develop effective positioning strategies and build long-term relationships with customers. While the men's skincare industry is expanding worldwide, the purchase of skincare products by men remains influenced by psychological, cultural, and social factors, particularly in more traditional markets such as Algeria. As consumer identities evolve and digital media reshape perceptions of masculinity and self-care, it becomes necessary to examine the determinants that drive Algerian men's intentions to purchase skincare products. This study investigated the impact of self-image, masculinity, and influencers endorsement on Algerian men's purchase intention toward skincare products, with a focus on the mediating roles of attitude and subjective norms within an extended Theory of Reasoned Action framework. The study adopted a quantitative research approach through an online survey administered to a sample of Algerian male respondents. Data were analyzed using IBM SPSS Statistics for descriptive analysis and SmartPLS4 for structural equation modeling and hypothesis testing. The findings revealed that self-image has a positive significant effect on attitude, masculinity has a significant positive effect on subjective norms and a significant negative effect on purchase intention, while influencers endorsement has a strong positive effect on purchase intention. However, attitude, subjective norms, and the proposed indirect effects were not statistically significant. These results suggest that Algerian men's skincare purchase intention is shaped more by identity-related barriers and digital influence than by traditional attitudinal or social norm mechanisms, providing valuable insights for marketers targeting this emerging segment.

Key words: Men's skincare, Purchase intention, TRA, Self-image, Masculinity, Influencers endorsement.

Résumé

Dans un marché des soins personnels de plus en plus concurrentiel, la compréhension du comportement des consommateurs est devenue essentielle pour les marques souhaitant développer des stratégies de positionnement efficaces et bâtir des relations durables avec leurs clients. Si le secteur des soins pour hommes est en pleine expansion à l'échelle mondiale, l'achat de produits de soin par les hommes reste influencé par des facteurs psychologiques, culturels et sociaux, notamment sur des marchés plus traditionnels comme l'Algérie. Face à l'évolution des identités des consommateurs et à la transformation des perceptions de la masculinité et des soins personnels par les médias numériques, il est nécessaire d'examiner les déterminants qui motivent l'intention d'achat de produits de soin chez les hommes algériens. Cette étude a analysé l'impact de l'image de soi, de la masculinité et du soutien des influenceurs sur cette intention, en s'intéressant particulièrement au rôle médiateur des attitudes et des normes subjectives dans le cadre d'une théorie de l'action raisonnée élargie. L'étude a adopté une approche quantitative, via un questionnaire en ligne administré à un échantillon d'hommes algériens. Les données ont été analysées à l'aide d'IBM SPSS Statistics pour l'analyse descriptive et de SmartPLS4 pour la modélisation par équations structurelles et la vérification des hypothèses. Les résultats ont révélé que l'image de soi influence positivement et significativement l'attitude, la masculinité influence positivement et significativement les normes subjectives et négativement et significativement l'intention d'achat, tandis que le soutien d'influenceurs influence fortement et positivement cette dernière. Cependant, l'attitude, les normes subjectives et les effets indirects proposés ne sont pas statistiquement significatifs. Ces résultats suggèrent que l'intention d'achat de soins pour hommes en Algérie est davantage déterminée par les barrières liées à l'identité et l'influence numérique que par les mécanismes traditionnels d'attitude ou de normes sociales, offrant ainsi des perspectives précieuses aux spécialistes du marketing ciblant ce segment émergent.

Mots-clés : Soins pour hommes, Intention d'achat, Théorie de l'action raisonnée (TRA), Image de soi, Masculinité, Soutien d'influenceurs.

ملخص

في سوق العناية الشخصية المتزايد التنافسية اليوم، بات فهم سلوك المستهلك ضروريًا للعلامات التجارية الساعية إلى تطوير استراتيجيات فعالة لتحديد المواقع وبناء علاقات طويلة الأمد مع العملاء. وبينما يشهد قطاع العناية الشخصية للرجال نموًا عالميًا، لا يزال شراء الرجال لمنتجات العناية بالبشرة متأثرًا بعوامل نفسية وثقافية واجتماعية، لا سيما في الأسواق التقليدية كالجزائر. ومع تطور هويات المستهلكين وإعادة تشكيل وسائل الإعلام الرقمية لمفاهيم الرجولة والعناية الذاتية، يصبح من الضروري دراسة العوامل المؤثرة في نوايا الرجال الجزائريين لشراء منتجات العناية بالبشرة. استقصت هذه الدراسة تأثير الصورة الذاتية والرجولة وتأييد المؤثرين على نية الرجال الجزائريين لشراء منتجات العناية بالبشرة، مع التركيز على الدور الوسيط للموقف والمعايير الذاتية ضمن إطار نظرية الفعل المبرر الموسعة. اعتمدت الدراسة منهجًا بحثيًا كميًا من خلال استبيان إلكتروني وُزِعَ على عينة من الرجال الجزائريين. وتم تحليل البيانات باستخدام برنامج IBM SPSS Statistics للتحليل الوصفي وبرنامج SmartPLS4 لنمذجة المعادلات الهيكلية واختبار الفرضيات. كشفت النتائج أن الصورة الذاتية لها تأثير إيجابي كبير على الموقف، وأن للرجولة تأثيرًا إيجابيًا كبيرًا على المعايير الاجتماعية، وتأثيرًا سلبيًا كبيرًا على نية الشراء، في حين أن لتأييد المؤثرين تأثيرًا إيجابيًا قويًا على نية الشراء. مع ذلك، لم تكن المواقف والمعايير الاجتماعية والتأثيرات غير المباشرة المقترحة ذات دلالة إحصائية. تشير هذه النتائج إلى أن نية شراء منتجات العناية بالبشرة للرجال الجزائريين تتأثر بشكل أكبر بالعوائق المتعلقة بالهوية والتأثير الرقمي أكثر من تأثيرها بآليات المواقف أو المعايير الاجتماعية التقليدية، مما يوفر رؤى قيمة للمسوقين الذين يستهدفون هذه الشريحة الناشئة.

الكلمات المفتاحية: العناية بالبشرة للرجال، نية الشراء، نظرية الفعل المعقول، الصورة الذاتية، الرجولة، تأييد المؤثرين.

ACKNOWLEDGMENTS

First and foremost, I would like to express my sincere gratitude to my supervisors, Dr. El MOKRETAR and Dr. BOUCHETARA, for their guidance, availability, and constructive feedback throughout this research journey. Their academic rigor and insightful recommendations were instrumental in shaping this work into what it is today.

I would also like to extend my appreciation to Pr. ZAROUTI, whose valuable assistance with the statistical tests and analytical procedures contributed significantly to the methodological quality of this study. His support was both generous and essential.

I am equally grateful to the entire family of ENSM for the academic foundation and intellectual environment they provided over the course of these two years.

I am equally grateful to the team at Laboratoires Venus for their openness and cooperation. Their willingness to share information about the company, its products, and its organizational structure provided this research with a concrete and meaningful professional context.

To my mother and my brother, thank you for your unconditional support, your patience, and for always believing in me even when I doubted myself. Your presence made every difficult moment easier to carry, and this work is as much yours as it is mine.

To my dearest friends Ibtissem, Hannane, Hassna, Amina, and Nesrine, words fall short of describing what your company has meant throughout this journey. You turned what could have been an overwhelming experience into something I will look back on with a smile. Thank you for the laughter, the late nights, the shared stress, and everything in between. These two years were infinitely more bearable, more joyful, and more memorable because of you.

And lastly, to myself. To Ferial, who chose a topic no one had explored before, who stayed up late when it was hard, who kept going when it felt impossible, and who refused to settle for less than her best. This work is the proof that you are capable of more than you sometimes believe. You earned every page of this.

Ferial.

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List of Abbreviations and Acronyms:

APA: American Psychological Association

AVE: Average Variance Extracted

CB-SEM: Covariance-Based Structural Equation Modeling

CR: Composite Reliability

EV: Expectancy-Value Model

f²: F-Square (Effect Size)

HTMT: Heterotrait-Monotrait Ratio

ISO: International Organization for Standardization

PLS: Partial Least Squares

PLS-SEM: Partial Least Squares Structural Equation Modeling

PSI : Parasocial Interaction

PSR : Parasocial Relationship

R²: R-Square (Coefficient of Determination)

S.A.P.E.CO : Société Algérienne de Produits d'Entretien et Cosmétiques

SARL : Société à Responsabilité Limitée

SD : Standard Deviation

SEM: Structural Equation Modeling

SPSS: Statistical Package for the Social Sciences

SRMR: Standardized Root Mean Square Residual

TRA: Theory of Reasoned Action

UV: Ultraviolet

VIF: Variance Inflation Factor

INTRODUCTION

1. Context and research problem

The personal care industry has undergone a profound transformation over the past two decades. Once considered an exclusively feminine domain, grooming and skincare have gradually expanded into the male consumer market, driven by shifting cultural attitudes, growing awareness of personal appearance, and the rise of social media as a mirror of evolving masculine ideals. Today, maintaining one's appearance is perceived as an expression of confidence, professionalism, and social competitiveness (Simanjuntak et al., 2025). This evolution has opened a new and rapidly growing frontier for cosmetic brands worldwide.

According to Custom Market Insights, the men's skincare market has responded to this shift with sustained growth. Between 2016 and 2020, the sector expanded at a compound annual growth rate of approximately 3.5%, led by developed markets in North America and Western Europe (Ota et al., 2023). In 2024, the market was valued at USD 16.5 billion and is projected to reach USD 17.6 billion in 2025, with forecasts indicating it will grow to USD 30.9 billion by 2034, at a compound annual growth rate of 6.5%. This trajectory places men's skincare among the fastest-growing segments of the global beauty and personal care industry (Kadam, 2026).

This momentum has since spread to emerging markets across Asia, Latin America, and the Middle East, where a new generation of men is increasingly embracing skincare as part of their daily routine (Kadam, 2026). Major cosmetic brands have not missed this opportunity, global players such as L'Oréal Men Expert, Nivea Men, and Bulldog Skincare have developed dedicated men's product lines, while luxury brands including Clinique and Lab Series have positioned men's skincare as a premium lifestyle choice. In parallel, the rise of male beauty influencers on platforms such as Instagram, TikTok, and YouTube has accelerated the normalization of skincare among younger male audiences, making digital endorsement one of the most powerful tools for reaching this emerging consumer segment.

Algeria is no exception to this broader regional trend, though its market dynamics carry distinct characteristics shaped by local economic and cultural realities. The Algerian skincare market is projected to expand at a CAGR of 5.3% through 2030, driven by converging socioeconomic forces that are gradually reshaping consumer beauty routines. Key growth drivers include Algeria's youthful demographic profile, growing health

consciousness that extends beyond aesthetics, and the accelerating role of digital transformation, creating demand for more sophisticated skincare regimens (StrategyHelix Group, 2025). The market's development reflects a broader cultural shift where skincare is transitioning from basic hygiene to an expression of personal and professional identity.

Critically, the Algerian skincare market remains overwhelmingly oriented toward female consumers, with male consumers representing a demographically large and digitally active population that remains structurally underserved, commercially unexplored, and academically understudied. Understanding what motivates or prevents Algerian men from purchasing skincare products is therefore not only an academic question but a strategic business opportunity for brands positioned to lead this emerging segment.

Algerian men remain divided between acceptance and rejection of skincare practices, creating genuine uncertainty for cosmetic brands considering entering this segment. Venus Laboratoires, an Algerian private company founded in 1981 and one of the country's leading personal care manufacturers, sits at precisely this strategic crossroads, holding existing market penetration in men's grooming categories such as shampoo and deodorant, while considering the development of a dedicated men's skincare line. Understanding what drives or prevents Algerian men from purchasing skincare products is therefore not only an academic question but a business critical one for a brand positioned to lead this market.

To address this question, this study draws on the Theory of Reasoned Action (TRA), originally developed by Fishbein and Ajzen (1975), which explains behavioral intention as the result of personal attitudes toward the behavior, and perceived social pressure from important referents known as subjective norms (Nickerson, 2022). TRA has been widely applied in consumer behavior research and extended across multiple cultural contexts in the men's skincare market, with self-image consistently identified as the dominant belief shaping men's attitudes toward skincare (Eng, 2018; Souiden & Diagne, 2009; Sukato & Elsey, 2009), and social norms around masculinity identified as the primary source of normative resistance to grooming adoption (Duarte et al., 2025; Simanjuntak et al., 2025). More recently, influencers endorsement has emerged as a significant external marketing force capable of directly shaping male consumers' purchase intentions, particularly in collectivist societies where peer influence and role model identification carry strong persuasive weight (GATCHA & RAMDANI, 2026; Jain, 2022).

Despite the richness of this body of research, a significant geographical and cultural gap remains. Existing extensions of TRA in the men's skincare domain have been concentrated in Southeast Asian markets with virtually no empirical evidence from North African or Arab-majority societies. No prior study has examined how self-image, masculinity, and influencers endorsement jointly shape Algerian men's skincare purchase intentions, leaving both the academic community and local cosmetic brands without the evidence base needed to understand or respond to this emerging market. Furthermore, the specific cultural construction of masculinity in Algeria, shaped by collectivist values, postcolonial identity, and strong peer conformity mechanisms, has never been examined in a consumption context, despite its likely significant role in generating the normative resistance that keeps many Algerian men away from the skincare aisle.

This research aims to bridge this gap by proposing and empirically testing an extended TRA model that incorporates self-image and masculinity as antecedents of attitudes and subjective norms respectively, and influencers endorsement as a direct external predictor of purchase intention. This study seeks to clarify the psychological, social, and marketing forces that shape men's skincare consumption in Algeria, providing Venus Laboratoires and similar brands with an evidence-based foundation for their market entry and communication strategies. In doing so, it contributes original empirical and theoretical insights to the men's skincare literature by offering the first context-specific examination of skincare purchase intention among Algerian men.

2. Research question

To what extent do self-image, masculinity, and influencers endorsement influence Algerian men's purchase intention of skincare products, through the mediating of attitudes and subjective norms?

To address the main research question, five sub-questions were formulated, each targeting a specific relationship within the proposed model. The first two focus on the psychological dimension:

- To what extent does self-image shape Algerian men's attitudes toward skincare products?
- How do these attitudes subsequently influence their purchase intention?

- Does attitude mediate the relationship between self-image and purchase intention of skincare products among Algerian men, and if so, to what extent does this mediation explain the psychological pathway from self-image concerns to purchasing behavior?

The third and fourth sub-questions examine the social dimension:

- How do masculinity beliefs and cultural norms influence subjective norms in the Algerian context?
- How do these perceived social pressures translate into purchase intention?
- Do subjective norms mediate the relationship between masculinity and purchase intention of skincare products among Algerian men, and if so, to what extent does perceived social pressure transmit the constraining effect of masculine identity beliefs onto purchasing behavior?

Finally, the fifth sub-question addresses the marketing dimension:

- What is the direct impact of influencers endorsement on purchase intention?

Together, these sub-questions decompose the main research question into measurable and theoretically grounded paths, allowing for a systematic examination of the psychological, social, and marketing forces that shape men's skincare consumption in Algeria.

3. Hypothesis

Taking into account the proposed conceptual model and the literature review conducted, a set of hypotheses was developed to explain the relationships between the variables of this research. It was hypothesized that self-image, masculinity, and influencers endorsement influence Algerian men's purchase intention toward skincare products, either directly or indirectly through the mediating roles of attitude and subjective norms. In this context, self-image was expected to positively shape consumers' attitudes toward skincare products, while masculinity was expected to influence both subjective norms and purchase intention. Influencers endorsement was also assumed to positively affect purchase intention.

In order to answer our central research question and based on the works of previous studies related to consumer behavior, men's skincare, social influence, and the Theory of Reasoned Action (ADNANE, 2023; Charlotte P. Castillo, 2023; Duarte et al., 2025; Ferroudj, 2017;

Gupta, 2013; Jain, 2022; Khuong & Duyen, 2016; Ota et al., 2023; Seguer, 2024; Simanjuntak et al., 2025; Souiden & Diagne, 2009; Sukato & Elsey, 2009; Vaddepally & Poornachandrika, 2025; Ziouache, 2022) , the following hypotheses were proposed:

H1: Self-image has a positive impact on attitude toward purchasing skincare products.

H2: Attitude has a positive impact on purchase intention.

H3: Self-image has a positive impact on purchase intention.

H4: Masculinity has a positive impact on subjective norms.

H5: Subjective norms have a positive impact on purchase intention.

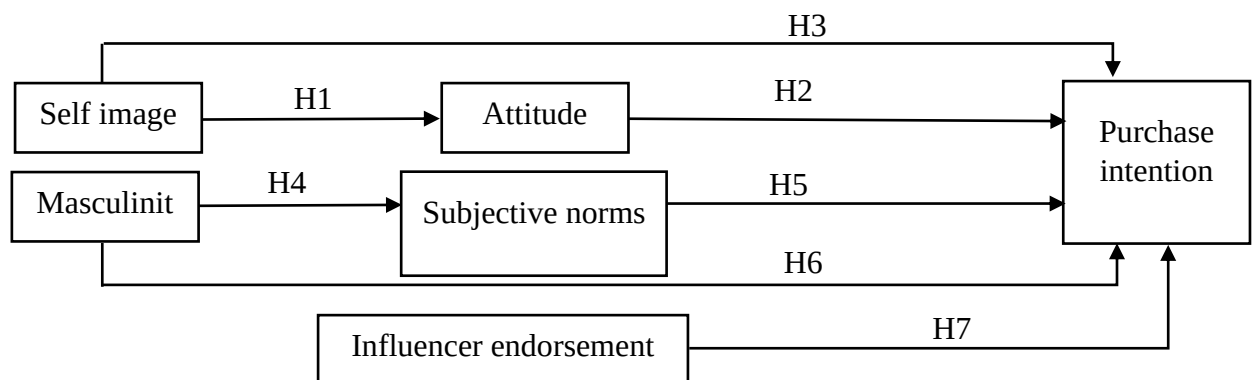
H6: Masculinity has a negative impact on purchase intention.

H7: Influencers endorsement has a positive impact on purchase intention.

Hm1: Attitude mediates the relationship between self-image and purchase intention.

Hm2: Subjective norms mediate the relationship between masculinity and purchase intention.

Figure 1: The adopted analysis model formally declaring the anticipated relationships between



Source: Elaborated by the Author

4. Research objectives

- To examine the determinants of purchase intention among Algerian men in the skincare sector, by identifying and analyzing the psychological, social, and marketing factors that shape consumer decision-making in this emerging market.
- To integrate these variables into the TRA framework The research intends to adapt TRA by incorporating self-image and masculinity as antecedents of attitudes and norms, while adding celebrity endorsement as an external marketing influence, thereby testing the model's explanatory power in the Algerian context.
- To determine whether Algerian men's perception of their self-image significantly shapes their attitudes toward using skincare products, thereby influencing purchase intention.
- The study aims to explore how masculinity beliefs and stereotypes affect perceived social expectations, and how these subjective norms guide Algerian men's intention to purchase skincare products.
- To assess the direct impact of influencers endorsement on purchase intention, investigating whether endorsements by influencers directly affect Algerian men's purchase intention.
- To contribute to the academic literature by addressing a geographical gap, by focusing on Algeria, where no prior empirical studies have examined men's skincare consumption in general, this study provides original insights into Algerian consumer behavior and enriches the broader understanding of men's skincare practices.

5. Relevance of research

5.1. Theoretical relevance

This study extends the Theory of Reasoned Action beyond its original formulation by incorporating self-image and masculinity as antecedents of attitudes and subjective norms respectively, and influencers endorsement as an external marketing variable with a direct path to purchase intention. While TRA has been widely applied across various consumer contexts, its extension to the men's skincare market remains limited, and its application in the Algerian context is virtually absent. By testing this enriched model on Algerian male consumers, this research addresses a significant geographical and cultural gap in the existing literature, where prior extensions of TRA in the men's skincare domain have been

concentrated in Southeast Asian markets such as Thailand, Malaysia, Indonesia, and the Philippines, with limited representation from North African or Arab-majority societies.

Second, this study contributes to the growing body of research on masculinity and consumer behavior by operationalizing masculinity not as a demographic characteristic but as a measurable belief construct that generates normative social pressure. This conceptualization allows for a more precise examination of how deeply embedded gender norms moderate men's willingness to engage in grooming practices, adding theoretical depth to the understanding of how cultural identity shapes consumption decisions.

Third, by positioning influencers endorsement as a direct predictor of purchase intention alongside the mediated pathways of attitude and subjective norms, this study responds to calls in the literature for integrating digital marketing variables into classical behavioral models, thereby contributing to the modernization of TRA as an analytical framework in the age of social media.

5.2. Managerial relevance

Beyond its academic contributions, this research carries significant practical implications for brands operating in or seeking to enter the Algerian men skincare market. The findings of this study are particularly relevant to Venus Laboratoires, an Algerian brand with existing market penetration in personal care products, as it considers the strategic development of a dedicated men's skincare line.

Understanding the relative weight of self-image, masculinity beliefs, social norms, and influencers endorsement in shaping purchase intention provides Venus and similar brands with an evidence-based foundation for their marketing strategies. If self-image is confirmed as a significant driver of attitude and purchase intention, advertising campaigns should speak to what skincare does for a man's sense of self, not merely what it does for his skin.

If masculinity is confirmed as a force that generates restrictive subjective norms, marketers face the strategic challenge of repositioning skincare as compatible with, rather than threatening to, Algerian masculine identity.

Finally, if influencers endorsement is confirmed as a significant direct predictor of purchase intention, this study provides actionable guidance on digital marketing investment. Brands

should prioritize partnerships with credible, relatable male influencers whose audience demographics align with the target market.

6. Announcement of the plan

The structure of this document is organized as follows:

The introduction provides an overview of the context and relevance of the topic, the research objectives, the problem statement, as well as the hypotheses developed for the study.

Chapter I presents the theoretical framework divided into two sections, the first section reviews the literature related to consumer behavior, men's skincare products, self-image, masculinity, influencers endorsement, attitude, subjective norms, and purchase intention, while the second section focuses on the conceptual framework of the study and the proposed research model.

Chapter II presents the methodological framework, including the research approach, data collection method, questionnaire design, sampling procedure, and the statistical tools used for data analysis. It also introduces the host organization, Venus Laboratoires.

Chapter III presents the results of the quantitative study obtained through SmartPLS analysis, followed by a discussion and interpretation of the findings in light of previous literature and the Algerian context.

Finally, the Conclusion summarizes the main elements addressed in the thesis and the principal findings. It ends with a presentation of the research limitations, managerial implications, and recommendations for future research.

CHAPTER I: THEORETICAL FRAMEWORK

I. Literature review

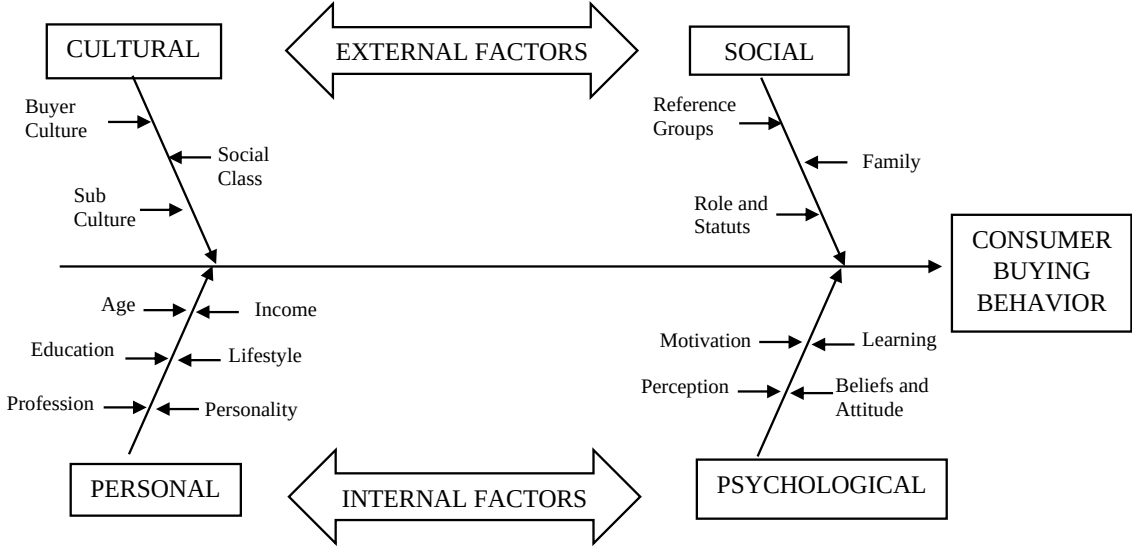
1.1. Consumer behavior and decision-making process

Consumer behavior refers to the psychological and behavioral processes that an individual engages in while acquiring, using, and evaluating products, services, or ideas. It involves the decision process to allocate his or her available resources, compare alternatives, and form judgments in order to satisfy their needs and desires (T.K, 2014).

The first step of the consumer decision-making process is problem recognition, where an individual recognizes a need or a desire to purchase something. After this, the consumer starts gathering information either from friends and peers' recommendations or by relying solely on self-research. The gathered information is then compared in the evaluation stage, where the consumer compares available options and decides which one to choose. The next stage is the purchase stage, where the chosen product or service is acquired. The final and most significant stage is post-purchase, during which the consumer evaluates their experience with the product or service to determine whether it meets their expectations (Bekimbetova, 2024).

Understanding how consumers behave and make decisions remains a complex task. Jisana (2014) states that "Knowing consumers' are not that simple. It is almost impossible to predict with accuracy how consumers will behave in a given situation", due to the influence of various factors classified into two major categories: internal and external. Internal factors refer to personal (age, gender, lifestyle, economic status, and family) and psychological (motivation, perception, beliefs, attitude, and personality) factors (Bekimbetova, 2024).

Figure 2: Internal and External Factors Affecting Consumer Buying Behavior



Source: (Bekimbetova, 2024)

1.2. Theory of Reasoned Action in consumer behavior

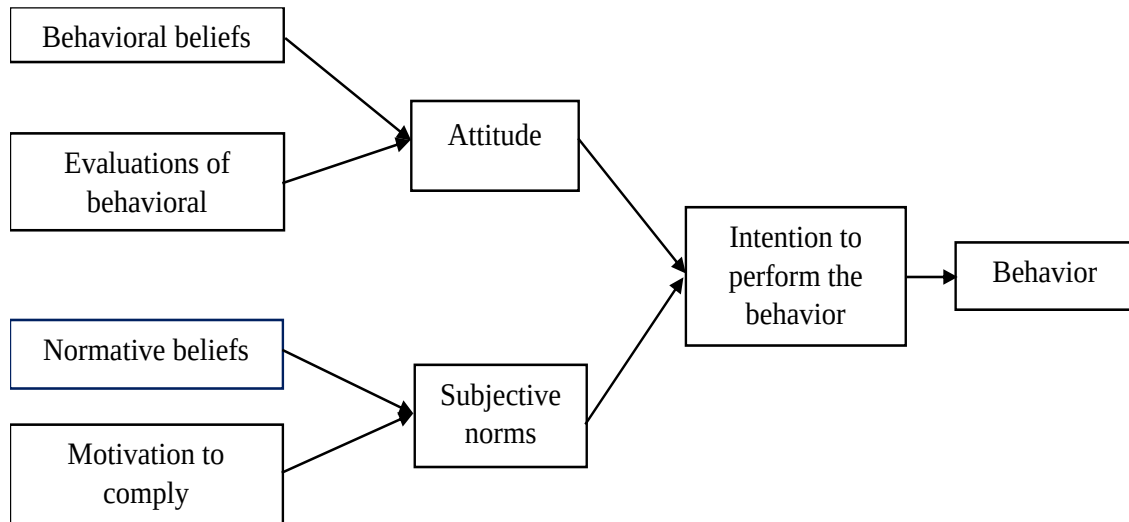
This complexity pushed researchers to go beyond simply describing the decision-making process and to develop theoretical models capable of explaining why consumers form the intentions they do, and how the interplay between personal evaluations and social influences ultimately drives behavior (Manuere et al., 2022).

In 1975, Martin Fishbein and Icek Ajzen proposed the Theory of Reasoned Action that treats decisions as the consequences of rational processes rather than impulsive thoughts. It states that consumers engage in a specific behavior according to their intentions toward it (Karnowski et al., 2018).

TRA integrates the internal dimension captured through attitude, and the external captured through subjective norms, the two categories of factors that consumer behavior research had long identified as decisive. According to this model, intention, which is the individual's willingness to perform a certain behavior under their own will, is formed through evaluating

outcomes and considering others' expectations (Wilson & Edelyn, 2022). If both attitude and social approval align, the person is more likely to follow through.

Figure 3: Theory of Reasoned Action (TRA)



Source: (Montano et al., 2002)

While consumer behavior researchers identified internal and external factors as components of behavior, the Theory of Reasoned Action provided structure by formalizing a bridge between the internal world of beliefs and attitudes and the external world of social pressure, placing behavioral intention at the center as the strongest predictor of action.

A systematic review of TRA applications in the marketing field by Prachaseree et al. (2021) reveals how consistently the theory has been used across several industries, cultures, and consumer contexts, from green food consumption in Algeria by Troudi and Bouyoucef (2020), internet banking adoption in Jordan (Al-Majali, 2011) and Malaysia (Nor, Shanab, and Pearson, 2008), Islamic rural bank usage in Indonesia (Effendi et al., 2020), to green consumption (Coleman et al., 2011) and retail channel migration (Pookulangara et al., 2011) in the USA.

All the studies covered in this systematic review used the fundamental logic of TRA, consumers form intentions through personal attitudes and perceived social expectations, and those intentions predict behavior. Despite the different contexts, TRA remains a reliable model that is simple and flexible, yet structured enough to remain meaningful wherever it is used.

However, what this body of research also reveals is something equally important, researchers across disciplines recognized that every consumption context carries its own specific forces that the original model was not designed to capture. Advanced scholars used an "extended version of TRA" by adding new constructs as antecedents to attitude or subjective norms, integrating complementary theories, or introducing additional factors influencing behavioral intention. This approach has produced some of the most contextually sensitive and empirically productive consumer behavior research of the past two decades (Prachaseree et al., 2021).

In the context of Islamic banking in Pakistan, Ali et al. (2015) added religious obligation and government support as forces shaping both attitudes and intentions. In the field of mobile advertising in Egypt, Fawzy and Salam (2015) extended TRA with emotion about advertising, location-based factors, and perceived control, addressing the emotional dimension of the consumer experience, all of which were found to shape both attitudes and intentions. In all cases, the core framework held, but the context demanded more.

1.3. TRA in the male's consumption behavior

Like other markets, researchers in the men's cosmetics and personal care market began to recognize that the grooming market presented a complex behavioral context that the original model of TRA alone could not fully explain. Men's decisions to purchase skincare products are related to personal as well as social considerations, they are shaped by how a man sees himself, what he believes others expect of him, and by the marketing forces that populate his daily environment. These are precisely the dimensions that researchers tend to expand with each study in this field. After applying TRA in several contexts around the world, a common finding emerged, TRA's core structure held, but the men's skincare context consistently demanded more. Self-image, social norms around masculinity, celebrity influence, health concerns, and aging anxieties kept surfacing as forces that attitude and subjective norms alone could not fully account for. Each study added a new layer of understanding to why men do or do not reach for a skincare product. The following section reviews these extensions, tracing how researchers across different cultural contexts adapted TRA to understand the purchase intention of men.

In Bangkok, Sukato and Elsey (2009) proposed a modified TRA model by introducing self-image as a new construct, arguing that identity and self-presentation were decisive in men's

grooming choices. Based on a survey of 422 Thai male consumers, the results revealed that beliefs, self-image, normative influences, and attitudes all significantly impacted purchase intention and behavior. Self-image and normative influences emerged as the strongest predictors, highlighting the dual importance of personal identity and social expectations in Thailand's skincare market.

A subsequent study on Bangkok males by Jain (2022), employing cluster sampling and shopping mall intercept techniques to collect quantitative data through a questionnaire administered to Thai male customers aged between 21 and 50, confirmed that self-image, lifestyle, celebrity endorsement, and aging concerns were influential factors in shaping attitudes and purchase behavior. Celebrity endorsement was introduced as a marketing variable, where consumers observe and imitate role models, transferring the credibility and attractiveness of celebrities onto the products they use. Jain (2022) demonstrated that endorsement strategies could directly influence purchase intention, showing TRA's flexibility to integrate external influences beyond traditional beliefs and norms.

In a conceptual review assessing the factors that predict Malaysian male consumption behavior in purchasing skincare products, Ota et al. (2023) added self-image as an important element that Malaysian men take into consideration when dealing with skincare products. The study turned attitudes and subjective norms into mediating variables that shape purchase intention, and ultimately purchase behavior. The researchers found that self-image was significantly related to both attitudes and normative influences as the belief construct influencing them, which in turn affected purchase intention and purchase behavior. Men who perceive skincare as reinforcing their confidence and attractiveness are more likely to hold favorable attitudes toward its use. At the same time, self-image plays a major role in men's social life, meaning that normative influences from family, peers, and colleagues reinforce or challenge grooming practices. In the Malaysian context, the growing awareness of men's external appearance is explained by the influence of Korean and Japanese pop culture, making self-image a decisive factor in this grooming sector.

Simanjuntak et al. (2025) tested an enriched version of the model on a sample of 1,994 Indonesian men. The researchers introduced four additional antecedents, healthcare concerns, perceived physical benefits, aging effects, and subjective norms, positioning them as forces that shape attitude toward the behavior, which in turn predicts purchase intention. The results validated the extended framework with exceptional strength. What made this

study particularly significant was the dominant role of subjective norms, which emerged as the strongest predictor of both attitude and purchase intention, confirming how the social dimension of TRA matters in the male personal care context. For men, the perceived expectations of their social environment actively shape the attitudes that precede purchase intention. This study stands as one of the strongest empirical confirmations that extending TRA with context-specific personal and social variables increases its explanatory power in the men's skincare market, and directly informs the framework adopted in the present research.

Charlotte P. Castillo (2023) produced the most comprehensive single application of an extended TRA model in the men's skincare field to date. Conducted in the Philippines, it combined all key factors suggested in past research, self-image, aging effects, physical attractiveness, healthcare, social beliefs, lifestyle, social media advertising, celebrity endorsement, online purchase situation, and price value, and tested them together as predictors of attitude and purchase intention. The results confirmed attitude as a central mediating variable, linking personal and social influences to purchase intention, while social beliefs shaped subjective norms which in turn influenced intention, just as TRA predicts.

1.4. Attitudes towards the behavior: the role of self image

Attitude is defined as a learned tendency to respond to a particular object, behavior, or concept in a favorable or unfavorable manner (Simanjuntak et al., 2025). Within the Theory of Reasoned Action, attitudes are formed through beliefs and the evaluation of outcomes (Ajzen, 2014). Self-image, on the other hand, refers to the general perception individuals have of what they look like, how their physical appearance is perceived, as well as other attributes such as personality and skills (Jain, 2022).

In the context of men's skincare consumption, skincare products are not only functional items but symbolic tools that reinforce identity, confidence, and attractiveness (Ota et al., 2023). As a result, customers who hold an internal belief that cosmetics will positively change their external appearance will develop a positive attitude toward purchasing cosmetics (Eng, 2018). This influence extends to psychological effects, as Souiden and Diagne (2009) state that cosmetic products improve men's confidence level about their self-image.

For Canadian men, self-image was found to be the main personal factor motivating them to consume and purchase cosmetic products. Souiden and Diagne (2009) surveyed 223 men across Montreal and Paris, examining the influence of personal, socio-cultural, and marketing factors on attitudes toward cosmetics and subsequent purchasing behavior. For the surveyed Canadians, the desire to maintain and project a favorable self-image was the single most powerful driver of both attitude formation and purchase behavior; men evaluate skincare products in terms of how they support their desired self-presentation. Anti-aging creams, moisturizers, and cleansers are not merely judged for their technical attributes, but for their ability to sustain youthfulness, attractiveness, and professional confidence. In this way, self-image becomes the evaluative lens through which attitudes are formed, and these attitudes, in turn, predict purchase intention.

This result was not only found with Canadians, but also with Pakistani and Chinese men. Imran Khan, Han Dongping, Muhammad Abdullah, Zeeshan Ahmad, Tauqir Ahmad Ghauri and Sidra Ghazanfar (2017) compared the purchase intention of Pakistani and Chinese men regarding grooming products, confirming that self-image was an impactful factor shaping intention in both countries, where physical attractiveness formed an additional force on Pakistani men. This study confirms that self-image and other concepts related to how men perceive themselves play a major role in adopting skincare products and forming high purchase intention.

The situation is not different for Indian men, as Gupta (2013) demonstrate in their study on urban male consumers in Delhi that self-image is the most dominant factor influencing the consumption of male cosmetics. Such behaviors as frequently checking their appearance, using grooming products, and deliberately choosing clothing and cosmetics were all aimed at maintaining a presentable image and constructing an intended identity. Moreover, feelings of embarrassment when not looking their best highlight the psychological importance of appearance in shaping attitudes and consumption patterns.

In Portugal, the studies on men's skincare purchase intention were approached from a distinct angle, by including self-image not as a determinant of attitude, but as a direct predictor of purchase intention. The results support the positive influence of self-image concerns on men's purchase intention for skincare products. Paulo Duarte, Susana Silva, and Maria Joana Carvalho (2025) did not stop here; they studied the mediating role of self-image between social media use and purchase intention, and revealed that men's exposure to idealized

images online contributes to a worse perception of self-image due to social comparison, which increases their concerns about how they are perceived by society.

A man's perception of himself could be an important asset in his personal and professional life. In an urban environment with modern jobs, activities, and strong social interactions, developing a positive self-image is essential. According to Khuong and Duyen (2016), men in Vietnam are more driven by the desire to refresh and maintain their self-image than by paying attention to their health, having an attractive body, or keeping a younger look. The authors explained these results with the fact that Ho Chi Minh City is a dynamic metropolis where appearance is closely tied to career advancement and social recognition. In such a competitive environment, men clearly understand that projecting a confident and appealing image is essential to succeed professionally, while also strengthening personal relationships. For younger generations, the development of self-image is among the top concerns, whether in the pursuit of romantic partners or in the effort to improve family ties, making skincare consumption not only a matter of physical maintenance but a symbolic tool for identity construction and social acceptance.

Career advancement and social acceptance concerns continue to be the main reasons men purchase and consume skincare products. In Suwon city, South Korea, men developed a positive attitude toward skincare because of a growing awareness that skincare products can support their performance and career. Similarly, for Indonesian men in Bandung, self-image appeared as a decisive factor in motivating consumption. The authors explain that well-known brands and the fear of aging reinforce the importance of maintaining a strong self-image, as men seek to improve impressions in front of others and strengthen their social standing. This highlights that, while normative influences dominate in Suwon, self-image plays a central role in Bandung, confirming the cultural differences in how men perceive and justify their skincare consumption (Mandal & Gupta, 2024).

No prior empirical study has directly examined the relationship between self-image, attitude, and skincare purchase intention among Algerian men, constituting the primary geographical gap this research addresses. The broader Algerian consumer behavior literature provides consistent evidence that attitude is a significant predictor of behavioral intention across multiple sectors, establishing the contextual validity of TRA's attitudinal pathway in the Algerian setting.

Ziouache (2022) conducted a study of 382 Algerian business professionals and confirmed that attitude significantly and positively predicted intention to adopt metaverse technology, demonstrating that the attitudinal mechanism of TRA operates within Algerian professional and technological consumption contexts. Seguer (2024) surveyed 391 Algerian adults on their intention to purchase Turkish clothing brands and found that attitude was a direct and significant predictor of purchase intention, further showing that culture shaped attitude formation. A finding that underscores the importance of cultural context in determining how attitudes toward products are formed and acted upon. In the food delivery sector, Makhlouf and Mouloudj (2024) confirmed attitude as a significant predictor of intention to use mobile applications, reinforcing TRA's attitudinal pathway in a digital consumption context. Ferroudj (2017), studying counterfeit purchasing behavior in Constantine, found that attitudinal factors significantly predicted purchase behavior, though his study adds a critical nuance, religiosity and perceived behavioral control moderated the attitude–intention relationship, suggesting that in the Algerian context, attitudes do not translate into intentions in a simple linear fashion but are subject to moderating cultural forces.

Collectively, these studies paint a coherent picture, that in Algeria, attitude consistently predicts behavioral intention regardless of sector, confirming the transferability of TRA's core attitudinal pathway to the Algerian consumer context. However, a critical gap remains. None of these studies examine attitude in a gender-coded consumption context where the product itself carries social stigma, and none of them test self-image as the antecedent belief that generates attitude. The question of whether Algerian men's self-image concerns generate favorable attitudes toward skincare, and whether those attitudes translate into purchase intention in the face of cultural masculine norms, remains entirely unaddressed in the literature, and constitutes the precise empirical and theoretical contribution of the present study.

1.5. Subjective norms and purchase intention: the role of masculinity

Subjective norms are defined as the pressure that an individual perceives from important referents regarding performing a behavior or not, and his motivation to comply with those referents. If the person believes that his referents think that he should perform the behavior and he is motivated to meet their expectations, he will hold a positive subjective norm. Conversely, if he thinks that his referents believe he should not perform the behavior and he is also motivated to comply with them, he will have a negative subjective norm. If he is not

motivated to meet their expectations, he will have a neutral subjective norm (Montano et al., 2002).

Traditional masculinity is not a single trait but a combination of multiple subjective norms that surround male behavior (Bukhari, 2025) . According to Victoria Baranov, Ralph De Haas, Pauline Grosjean, Ieda Matavelli (2024), masculinity is a set of attributes and behaviors associated with boys and men. It is a social construct that varies across cultures and historical periods.

These norms often create boundaries around consumption choices and discourage men from engaging in grooming practices that are perceived as feminine, such as using skincare routines (Duarte et al., 2025). The following section discusses how masculine and social norms define men's purchase intention in different contexts.

- **Global market:**

According to Dr. Rachita Ota, Dr. Sushree Sangita Ray, and Ms. Simran Jena (2023), even though men's care for appearance and their growing comfort in using grooming products have been strongly demonstrated, the prevailing mindset still reflects traditional masculinity norms that restrict skincare and makeup to women. Their exploratory study on 60 Indian males revealed that men were more positive about the use of deodorants and perfumes in the category of grooming products than the beard-related products, skincare products, and haircare products. The authors argued that men's skincare usage is an "invisible" form of consumption where men did not want to be seen practicing such behavior. This pattern suggests that the issue is not rooted in hygiene or beauty itself, but rather in gender behaviors and common social beliefs about masculinity and what is considered "manly".

Men who were personally interested in grooming still felt the weight of this social script, and consistently framed their grooming practices in masculine terms to avoid being perceived as stepping outside the boundaries of acceptable male behavior (Ota et al., 2023).

As mentioned in Baranov et al.'s (2024) definition of traditional masculinity, these norms and beliefs are not fixed and cannot be generalized; they vary across cultures.

For example, in Asia, the young look is perceived as a sign of good health. Young boys learn from their parents to protect their skin from UV radiation and dye their grey hair to give a

fresh image. These cultural beliefs about masculine behavior explain the popularity of sunscreens and hair coloration among Asian men (Lagardère, 2017).

However, in Portugal, skincare is not widely embraced by Portuguese men, as prevailing notions of masculinity tend to discourage its use. Despite the positive influence of health-related concerns, traditional masculine values exert a stronger negative effect on men's intention to purchase skincare products, reinforcing the perception that such practices are incompatible with culturally defined male identity (Duarte et al., 2025).

This conflict between traditional masculinity values and the desire to purchase skincare products to construct a polished self-image and appearance is driven by the demand to be socially accepted, as people live and act within their cultural environment (Duarte et al., 2025; Ota et al., 2023).

The aim for social acceptance is demonstrated in several studies where the approval of important referents has a significant positive influence on individual behavioral intention. For instance, Simanjuntak et al. (2025) found that Indonesian men who perceive that others in their social environment view purchasing skincare as a positive behavior reported a positive impact on their purchase intention, aligning with the previous study by Ota et al. (2023) that men will accept using and purchasing skincare products if this action does not cause any social judgement and prevents them from being perceived as violating masculinity norms.

On the other hand, a study by Souiden and Diagne (2009) at Laval University, Quebec, Canada, under the title "Canadian and French men's consumption of cosmetics, a comparison of their attitudes and motivations," investigated the impact of males' attitudes toward the consumption and purchase of men's cosmetic products formed by personal, socio-cultural, and marketing factors, and revealed that societal beliefs tend to have no significant influence on the purchasing decision in both countries.

The contradiction between Canada, France, and India reveals a broader tendency, subjective norms are decisive in collectivist societies but weak in individualist ones. In individualist societies like Canada and France, masculinity is treated more as a personal choice independent of social pressure, whereas in collectivist societies, masculinity is tied to conformity and group expectations.

After analyzing this literature, it can be argued that masculinity and subjective norms are strongly related to each other and form a significant impact on purchasing or using skincare products by men. This influence is not universal, as it relates to the cultural environment and the beliefs linked to being a man, as well as the importance of social conformity and belonging, confirming that the relationship between masculinity, subjective norms, and skincare consumption must be analyzed within its specific cultural context rather than assumed from universal patterns.

- **Algerian market:**

The influence of subjective norms on behavioral intention has been consistently confirmed within the Algerian consumer context across multiple sectors. Ziouache (2022) surveyed 400 Algerian business professionals on their intention to adopt metaverse technology and found that subjective norms significantly and positively predicted behavioral intention, demonstrating that social approval and cultural expectations in Algeria are important drivers of consumption decisions, reinforcing the idea that subjective norms strengthen both attitudes and purchase intentions in contexts where identity and social acceptance are highly valued.

In the clothing sector, Seguer (2024) showed that social expectations from family, peers, and colleagues significantly shape consumer behavior in purchasing Turkish clothing brands. These results were also found in the food delivery sector, where usage intention of mobile food delivery applications was found to be significantly predicted by subjective norms (Makhlouf & Mouloudj, 2024). Most revealing for the present study is the work of Ferroudj (2017), who operationalized subjective norms as perceived social conformity, defined as adjusting what a person thinks, does, or believes to match the people around him (Staff, 2026), to study counterfeit purchasing behavior in Constantine. His work revealed that perceived social conformity was a significant predictor of purchase behavior.

This operationalization is particularly relevant to the present study, as it reframes subjective norms from a passive perception of others' opinions into an active social pressure to conform. This dynamic is important in a consumption context as socially sensitive as men's skincare, where purchasing such products risks being perceived as a deviation from social norms. However, Ferroudj (2017) study remains limited to the counterfeit goods sector in a single city, and does not address gender-coded consumption categories, leaving open the question

of whether the same conformity pressure operates when the stigma attached to the behavior is not legal but social and related to identity.

Across these studies, subjective norms consistently emerge as a significant driver of Algerian consumer behavior. What others think matters, and social expectations form an active force in shaping consumer intentions. Yet confirming norm sensitivity in Algeria is only the first layer of analysis. What the global literature further reveals is that in the men's skincare market specifically, normative pressure does not come from social expectations in general, but from a particular social belief, namely the association of skincare with femininity and its perceived incompatibility with masculine identity (Duarte et al., 2025; Lagardère, 2017; Ota et al., 2023; Simanjuntak et al., 2025). The critical question is therefore not only whether Algerian men respond to social norms, but whether the specific masculine beliefs embedded in Algerian culture generate normative resistance to skincare consumption.

Masculinity in Algeria is not a common subject of direct empirical study. The few works that exist tend to analyze cultural productions, particularly films related to the Algerian War, focusing on how masculinity is represented and negotiated in cinematic narratives rather than in everyday consumer practices. Quinan (2017) argues in her analysis of *Postcolonial Memory and Masculinity in Algeria* that the violent assertion of colonial masculinity during the French-Algerian war, and the subsequent struggle to process its legacy, created deep-seated anxieties around manhood, confirming the strong adherence of Algerians to these norms. This study highlights masculinity as a symbolic construct tied to national identity, resistance, and historical trauma, but these studies do not address its role in consumption behavior.

One notable exception is Babou's (2026) sociolinguistic study on smoking among Algerian adolescents, which demonstrates how smoking functions as a performative act of masculinity, signaling toughness and social belonging. This work provides rare empirical evidence of how masculine norms shape individual practices, yet it remains disconnected from the grooming and skincare domain.

Babou's (2026) results reveal that masculinity, as understood by middle school and high school students aged 13 to 17, is an active, socially demanding performance that must be proven, rather than a passive identity. It was something that should be validated by society and peers, and declared verbally, so smoking is a performative act to assert toughness, risk-

taking, and social belonging, encapsulated in the statement "How can I say that I am a man if I don't smoke?".

Smoking in this context functions as what Bourdieu (1986) would call "masculine capital," a behavioral currency that builds social hierarchies, secures group membership, and signals alignment with hegemonic masculine norms centered on risk-taking, emotional toughness, anti-authoritarianism, and the deliberate rejection of anything associated with femininity or weakness.

The study identifies several recurring themes across its interview data, each of which illuminates a different dimension of how masculinity operates as a social force among Algerian youth.

First, participants established smoking as a condition to be perceived as men, and created that sense of manhood, with statements such as "I cannot feel that I am a man if I do not smoke" reflecting a deep internalization of hegemonic norms (Babou, 2026). They do not simply fear social judgement, but genuinely believe that certain behaviors are conditions of manhood.

Second, peer group conformity and social exclusion anxiety reveals that smoking is experienced not as a personal choice but as a rule of group membership. Even when this internal belief is absent, the fear of being excluded from the group is sufficient to override personal judgment. Participants noted that "all my friends smoke and I cannot comply with the rules of our group" (Babou, 2026).

Another significant finding is that participants demonstrated clear awareness that smoking is harmful, yet this knowledge did not prevent them from continuing to smoke. This paradox is theoretically significant beyond the smoking context. It directly challenges the foundational assumption of the Theory of Reasoned Action, which states that behavior is guided by rational deliberation (Nickerson, 2022), by demonstrating that in contexts of strong normative pressure, rational evaluation is not simply weighted against social expectations, but systematically overridden by them. Algerian teenagers in Babou's (2026) study did not lack the cognitive capacity to evaluate the consequences of their behavior; what they lacked was social permission to act on that evaluation. Knowledge without social validation is, in this context, insufficient to produce behavioral change.

Together, these mechanisms create a powerful and self-reinforcing system. Masculine norms are both believed and enforced, making deviation from them simultaneously an identity threat and a social risk.

According to the same study, behavior serves as a boundary between men and women; the inability to hold a cigarette is linked to being young, weak, and feminine, constructing smoking as the behavioral marker that separates men from women and boys from men (Babou, 2026).

Based on this study, it can be concluded that in Algeria, masculinity is not something one simply feels internally but something that must be externally demonstrated through specific acts and symbols that peers recognize and validate as authentically masculine.

These insights carry a direct implication for the skincare market. An Algerian man may be fully aware that skincare products benefit his health, his appearance, and his professional image, which the global literature identifies as primary drivers of skincare adoption, yet still refuse to purchase them, not because he doubts their utility, but because the social cost of being seen doing so outweighs the personal benefit. This is not a failure of information or product quality, but a failure of social permission. In the Algerian men's skincare market, attitude alone may be insufficient to generate purchase intention when subjective norms rooted in masculine identity exert a countervailing force.

However, no prior research has investigated how masculinity interacts with subjective norms to influence purchase intention. This contradictory dynamic fundamentally challenges TRA's assumption of rational deliberation, and this context calls for a culturally sensitive extension of the model.

1.6. Influencers endorsement and purchase intention

In marketing, endorsement refers to the practice by which a celebrity or influential authority promotes, recommends, and supports a brand through various actions, usually as part of a marketing or communications campaign, by using the endorser's influence, reputation, or credibility to build consumer trust or loyalty toward the endorsed item (BOITMOBILE, 2016).

Before the existence of social media, men were influenced by the figures they admired, whether athletes, actors, or public personalities. Figures who publicly associated themselves with grooming products had a measurable effect on male consumers' attitudes and purchase intentions (Ota et al., 2023).

The effectiveness of celebrity endorsement in shaping consumer behavior has long been recognized, and existing research has identified two major psychological processes underlying this influence. First, the identification with the endorser, where consumers adopt the attitudes and behaviors of figures they admire or wish to resemble. Second, the perceived endorser credibility, where the expertise, trustworthiness, and attractiveness of the endorser transfer onto the endorsed product, increasing its perceived value in the consumer's mind (Schouten et al., 2020). These two mechanisms remain the foundational pillars of endorsement effectiveness regardless of the channel through which they operate.

In the digital age, these mechanisms are activated by a different type of figures called influencers. The Influencer Marketing Hub defines an influencer as "someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience." According to the same source, social media influencers have built their following by being present on social media platforms such as Facebook, YouTube, X, TikTok, and Instagram, and by creating content to share their knowledge and expertise on a specific topic (Hub, 2017).

This shift from institutional celebrity to peer-like digital personality has fundamentally changed the nature of the social relationship between consumers and endorsers. Whereas traditional celebrity influence operates through aspiration and distance, influencers endorsement operates through perceived authenticity, Parasocial intimacy, trust, and imitation (Schouten et al., 2020). Two complementary theoretical frameworks capture this transformation.

Parasocial Interaction Theory, originally proposed by Horton and Wohl (1956) and later elaborated by Stever (2017), describes the one-sided emotional relationships that audience members develop with media figures. Unlike real social interactions, these relationships are not reciprocated, meaning the media figure is unaware of the individual follower's existence, yet they feel psychologically real, generating feelings of familiarity, intimacy, and trust that closely resemble those of genuine personal relationships.

According to Stever (2017), in celebrity endorsement research, the emotional closeness followers feel toward an influencer intensifies identification with the endorser, making consumers more likely to adopt the influencer's behaviors and product choices, while the perceived authenticity and accessibility of the influencer strengthens endorser credibility, making their recommendations more persuasive than those of a distant celebrity. It is precisely this dual amplification that explains why influencers have progressively displaced traditional celebrities as the more effective endorsement vehicle in personal care and grooming markets.

While Social Learning Theory by Bandura (1977) explains how observing an admired figure perform a behavior normalizes that behavior and increases the likelihood of imitation, particularly when the observer identifies with the model's identity (McLeod, 2025). Together, these frameworks establish the theoretical foundation for understanding how influencers endorsement shapes men's skincare purchase intention, and why the identity of the endorser, not merely their reach, is the critical condition of effectiveness.

- **Global market:**

Public figures endorsing facial products shape the conative, affective, and cognitive attitude of men; it affects their evaluation memory and purchase intention (Ferry & Astuti, 2021). Charlotte P. Castillo (2023) states that the physical attractiveness and popularity of these endorsers, as well as their credibility, are the sources of the positive impact on men's purchase intention. According to the same source, this popularity and credibility do not always guarantee a purchase intention. In the Philippines, celebrities do not influence the attitude and purchase intention of Filipino men. Therefore, targeting males in the skincare sector through public figures may not always be effective. The same results were found in the Indonesian market, where the role of celebrities in marketing skincare products does not have a positive influence on male consumers' attitudes, indicating a limitation in using public figures for targeting Indonesian males (Ferry & Astuti, 2021).

Credibility and alignment of celebrity personalities with brands were the main reasons to explain the limited influence on both Filipino and Indonesian males (Charlotte P. Castillo, 2023; Ferry & Astuti, 2021).

From a Parasocial Theory perspective, endorsement effectiveness depends on the degree of the bond formed (Giles, 2002). When followers feel genuine intimacy, familiarity, and trust toward an influencer, their recommendations carry the persuasive weight of personal advice. When this bond is absent, as in the misaligned celebrity cases of the Philippines and Indonesia, the credibility transfer is undermined and the endorsement loses its effectiveness.

However, for Indian consumers, celebrity endorsement is one of the key factors influencing male purchasing decisions toward skincare products. When a celebrity speaks positively about a product, it raises the product's credibility in the eyes of Indian consumers, making them more likely to assess its benefits and form a purchase intention. Furthermore, consumers also tend to recognize the symbolic connection between the celebrity and the product, and they transfer the celebrity's perceived image and values onto the product itself (Jain, 2022). This suggests that selecting the right celebrity to represent a men's skincare brand can be a powerful and effective marketing strategy, particularly in a competitive market where social influence heavily shapes consumer behavior.

A study of 170 male consumers in India revealed that 55% of them made skincare purchases influenced by social media influencers. Product reviews and testimonials proved to be more persuasive than celebrity endorsements, which convinced only 9.7% of respondents. Furthermore, more than half of the respondents linked an influencer's trustworthiness to their follower count, suggesting that perceived social proof has replaced traditional celebrity status as the primary driver of influence (Vaddepally & Poornachandrika, 2025).

Research confirmed that the decision of male consumers to purchase skincare products based on influencers is shaped by a set of specific and measurable influencer attributes. In Jordan, trustworthiness, expertise, and information quality are the three core attributes that significantly influence both consumers' overall brand attitudes and their purchase intentions. When consumers perceive an influencer as honest and reliable, they become far more receptive to the content and product recommendations that influencer shares, aligning directly with the findings of Vaddepally & Poornachandrika (2025) in India (Al-Mu'ani et al., 2023).

Beyond trust, an influencer's perceived expertise plays a meaningful role in validating product claims, making consumers more confident in their purchasing decisions. When content is informative, original, and detailed, consumers are more likely to view the

recommendation as genuinely valuable rather than purely promotional. When an influencer successfully conveys trustworthiness, knowledge, and high-quality content, consumers develop a favorable attitude toward the brand being promoted, which ultimately translates into a purchase decision (Al-Mu'ani et al., 2023).

- **Algerian market:**

The attributes identified in Al-Mu'ani et al.'s (2023) study form important factors impacting Algerian purchasing behavior. In a study that surveyed 426 consumers in Algeria on the impact of social media influencers on consumer buying behavior across Facebook, Instagram, TikTok, and Twitter, credibility had the strongest influence on pre-purchase behavior, followed closely by expertise and attractiveness. This suggests that how credible and knowledgeable the influencer appears is highly consequential in shaping consumers' initial interest and intention to purchase (GATCHA & RAMDANI, 2026). In the context of the men's skincare market, these attributes become powerful tools for brands seeking to convert digital engagement into real consumer action.

Mandal and Gupta (2024) provide a conceptual exploration of how social media influencers shape skincare buying decisions. The study highlights that influencers act as brand ambassadors who build trust and credibility with audiences through authentic product reviews, personal narratives, and interactive content. Skincare is a highly personal product category, and consumers are cautious about safety and efficacy, making influencer credibility even more critical.

In alignment with the previous results, ADNANE (2023) demonstrated that half of Algerian respondents confirmed that they make purchasing decisions based on what influencers recommend, due to the trust influencers convey to them. Based on a study mentioned in the same article, this influence is more effective in fashion and beauty products than in utilitarian products. This suggests that influencers could have a strong influence in promoting skincare products to men.

However, no prior research has examined whether influencers endorsement maintains its persuasive power in consumption contexts where masculinity norms actively suppress purchase behavior. The existing literature treats influencer credibility, expertise, and attractiveness as universally effective drivers of purchase intention, without asking whether

these attributes are sufficient when the endorsed product is culturally coded as feminine. In Algeria specifically, no study has tested the effect of influencers endorsement on men's skincare purchase intention, leaving unanswered the fundamental question of whether digital influence can penetrate the normative resistance that defines this market. This gap calls for an empirical investigation that places influencers endorsement within the broader social and cultural framework governing Algerian men's grooming decisions, which is precisely what this study addresses.

II. Conceptual Framework

2.1. Attitudes toward the behavior

2.1.1. Definition of attitude

Attitude is a concept that has been defined from multiple angles, with each author emphasizing a different dimension of its nature. Together, these definitions converge on a shared understanding while revealing the richness and complexity of the construct.

Madichie (2012) establishes the foundational characteristics of attitude from a consumer behavior perspective, defining attitude as "a lasting, general evaluation of people (including oneself), objects, advertisements, or issues," highlighting its durability as an evaluative disposition that is applicable across a wide range of attitude objects, from products to brands to behaviors.

The American Psychological Association (2018) adds a second dimension, describing attitude as a relatively enduring and general evaluation of an object, person, group, issue, or concept, ranging from negative to positive. According to this definition, attitudes provide summary evaluations of target objects and are assumed to be derived from specific beliefs, emotions, and past behaviors associated with those objects (APA Dictionary of Psychology, 2018). This definition emphasizes the experiential and cognitive origins through which attitudes are formed and sustained.

Ajzen (2014) completes this picture by specifying the directional nature of attitude as "the tendency to respond to an object with some degree of favorableness or unfavourableness," shifting the focus from evaluative content to its directional nature.

These three definitions converge on a single fundamental point: attitude is a belief-based evaluative reaction toward an object, where the person's expectations and beliefs about that object form the core of their attitude, making it central to the Theory of Reasoned Action.

Manuere et al. (2022) and Sukato and Elsey (2009) explain that the Theory of Reasoned Action was first developed by Martin Fishbein and Icek Ajzen in 1975 to study beliefs and attitudes as determinants of consumer purchasing behavior, stating that a product generates a set of beliefs about its outcomes, and the person's evaluation of those beliefs forms their attitude toward purchasing it.

2.1.2. Components of attitude

Attitude is not a simple, one-dimensional reaction but a complex evaluative response. To understand how it is expressed and formed, Eagly and Chaiken (1998) developed the three-component structure known as the ABC model, identifying affect, behavior, and cognition as the three fundamental dimensions through which attitude manifests.

- **The affective component**

It is the emotional dimension of attitude, the set of feelings, emotions, and sensory reactions an individual develops toward an object, person, issue, or behavior. These emotional responses may range from love to hate, comfort to disgust, or pride to embarrassment. They are rooted in deep-seated memories and personal experiences, and they directly shape the individual's behavioral tendencies toward the attitude object (Mcleod, 2023).

In the skincare context, the affective component captures how an Algerian man feels about using grooming products, whether that feeling is one of confidence and self-assurance, or discomfort and social anxiety.

- **The cognitive component**

It is the mental dimension of attitude, the set of beliefs, thoughts, and attributes an individual associates with an object or behavior. It influences the affective component as well as the likelihood of adopting the behavior (Mcleod, 2023).

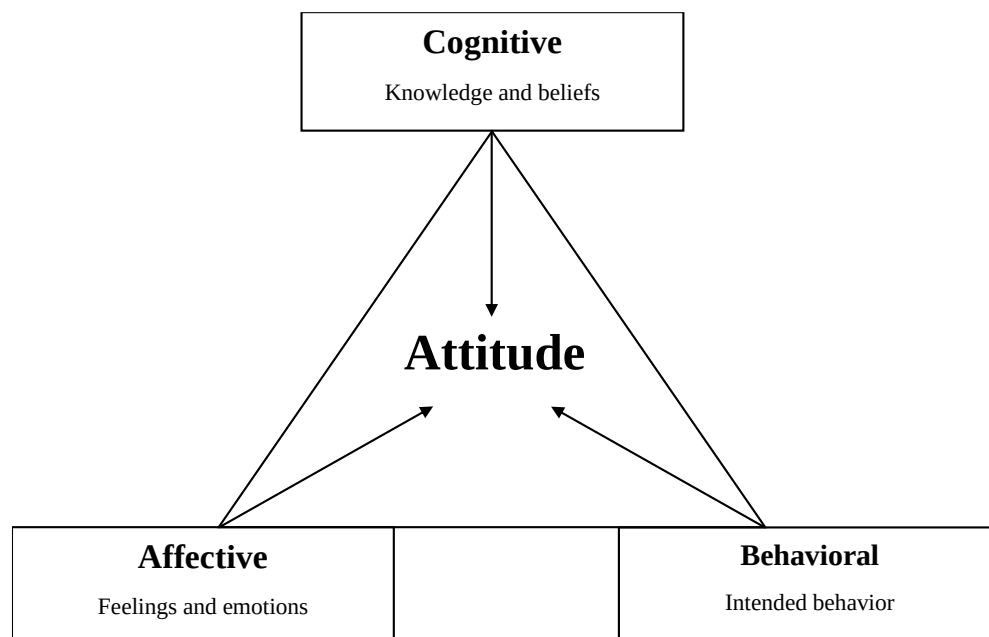
In the skincare context, the cognitive component captures what an Algerian man believes about skincare products, whether he perceives them as beneficial, unnecessary, identity-enhancing, or incompatible with masculine norms.

- **The behavioral component**

It is the behavioral dimension of attitude, the observable outcome of the affective and cognitive components, where internal evaluations translate into external action (Mcleod, 2023).

In the skincare context, the behavioral component is expressed through purchase intention: the likelihood that an Algerian man will act on his attitude by seeking out and buying skincare products.

Figure 4: ABC model - Components of attitudes



Source: (Lee et al., 2015)

These three components are important and should all be taken into consideration when identifying a person's attitude. However, the impact of each is not fixed; it varies based on the product, purchase situation, desire, and other factors. Therefore, attitude researchers developed the concept of a hierarchy of effects, each of which specifies that a fixed sequence of steps takes place to achieve an attitude (Madichie, 2012).

2.1.3. Hierarchy of effects

Researchers developed the concept of hierarchy of effects, which specifies that the three components are activated in a particular sequence depending on the type of decision being made (Madichie, 2012). Three distinct hierarchies have been identified:

- **Cognition-Affect-Behavior [C-A-B]**

The consumer first forms beliefs and evaluates information about an object, then generates an affective response, which in turn produces a behavioral intention. In this case, expected outcomes win over emotions, creating what is called the "learning hierarchy" (Niosi, 2021).

- **Affect-Behavior-Cognition [A-B-C]**

Describes emotionally driven decisions. The process starts from a feeling developed by the consumer regarding the desire, followed by action which is acquiring the object. Finally, the consumer learns about the object through experience. This sequence produces what is referred to as impulsive purchase behavior, creating what is called the "emotional hierarchy" (Niosi, 2021).

- **Cognition-Behavior-Affect [C-B-A]**

This hierarchy is referred to as the low-involvement hierarchy. It describes routine or habitual decisions where the consumer acts with minimal prior evaluation, forms beliefs through experience, and develops affect as a result of that experience (Niosi, 2021).

2.1.4. Functions of Attitude Theory

Beyond its structural components, attitudes serve psychological functions that explain why individuals adopt or resist certain evaluations. The functional theory of attitudes suggests that attitude plays an important role in shaping the bridge between internal needs and the external environment (*Functions of Attitude Theory*, 2023). In other words, an individual evaluates an object based on how well it satisfies a particular need, and the resulting attitude serves a function that helps the person manage this relationship.

Katz's functional theory (1960) identifies four primary functions: utilitarian, ego-defensive, value-expressive, and knowledge. Each of these functions provides insight into how

Algerian men's attitudes toward skincare are formed and how they translate into purchase intentions.

- **Knowledge function**

Attitudes help in structuring information and making sense of the world. By organizing and storing beliefs, perceptions, and thoughts, attitude serves as a filter facilitating the processing of information, making the world more predictable and manageable (*Functions of Attitude Theory*, 2023). For example, if a man holds an attitude that skincare is essential for maintaining a healthy and confident appearance, it helps him organize his behaviors and decisions related to grooming and self-care. He will be more likely to choose a moisturizer over ignoring dryness, or prefer to cleanse his face after a long day instead of going to bed without washing.

- **Value-expressive function**

The value-expressive function is related to the individual's self-concept and self-identity. Attitudes serve as a way for people to define themselves and communicate their values, beliefs, and what they stand for to others. For example, a person who values confidence and modern self-presentation might hold and express a positive attitude toward skincare. This attitude is a reflection of their internal values and it helps the individual communicate to others what is important to him or her. The value-expressive function of attitudes is particularly salient when it comes to publicly expressed attitudes on appearance and identity (*Functions of Attitude Theory*, 2023).

- **Adaptive function**

The adaptive function explains that individuals often hold certain attitudes in order to gain social acceptance and approval from significant others. The need for social belonging motivates people to express attitudes that may not fully reflect their personal preferences, but that align with the expectations of valued groups.

For example, a man may outwardly express a negative attitude toward skincare practices, even if he personally values them, because doing so allows him to be accepted by peers who do not value grooming and appearance. This illustrates how the adaptive function connects

internal needs for belonging with external expressions of attitude, reinforcing the role of attitudes as tools for social adjustment (*Functions of Attitude Theory*, 2023).

- **Ego-defensive function**

This function aligns with the adaptive one, as it posits that attitudes are psychological tools individuals use to protect their self-esteem and justify actions that might otherwise provoke guilt or social judgment. These attitudes serve as defense mechanisms, shielding the individual from acknowledging facts about themselves or the world that may be uncomfortable to admit (*Functions of Attitude Theory*, 2023).

For example, a man who feels insecure about his appearance or fears being judged for engaging in grooming practices may develop a negative attitude toward skincare, dismissing it as "unnecessary" or "feminine." This stance provides a socially acceptable justification for avoiding skincare, while simultaneously protecting his self-esteem from the discomfort of confronting insecurities about aging, acne, or overall presentation.

2.2. Self-image

2.2.1. Definitions

Based on the Random House Unabridged Dictionary, self-image is "the idea, conception, or mental image one has of oneself". The Mountain State Centers for Independent Living elaborates that self-image reflects the accumulated self-impressions formed over time through personal experiences, which can be positive, fostering confidence in one's thoughts and actions, or negative, generating self-doubt (Ackerman, 2018)

Khuong and Duyen (2016) define self-image as "the mental image someone has about himself (herself), based on experiences of their lives or on the internalization of others' senses." They explain that self-image is not a fixed or objective reality but a subjective and dynamic construct that evolves through life experiences, social interactions, and self-reflection.

Taken together, these definitions establish self-image as a subjective, experience-based, and socially shaped perception of oneself that carries direct motivational consequences. Unlike objective measures of appearance, self-image is an internal construct. It reflects not how a

person actually looks, but how they believe they look and how they believe others perceive them.

2.2.2. Components of self image

Self-image is not a single, unified perception but a multi-dimensional construct composed of four distinct yet interrelated components:

Figure 5: Components of self-image

Component	Explanation
Actual self	Refers to how individuals currently perceive themselves, including their physical appearance, personality traits, abilities, and social roles as they genuinely believe them to be at a given moment (Bandaru, 2025).
Ideal self	Represents how individuals aspire to be, the traits, appearance, and characteristics they aspire to possess, regardless of whether they currently embody them (Bandaru, 2025). The gap between the actual self and the ideal self functions as a motivational tension that drives individuals to seek out products, behaviors, and experiences that bring them closer to their desired self-image (Graeff, 1996)
Social self	Captures how individuals believe others currently perceive them. It is the image they think they project in social interactions, professional settings, and everyday encounters (Bandaru, 2025).
Ideal social self	Represents how individuals would like to be perceived by others. It is the impression they aspire to create in the eyes of their social environment, peers, and significant others (Bandaru, 2025).

Source: Elaborated by the Author

2.2.3. Dimensions of self image

In addition to these elements, self-image can also be decomposed into several dimensions that reflect different areas of self-evaluation (Ackerman, 2018):

- The physical dimension: relates to how individuals assess their appearance, attractiveness, and physical condition.

- The psychological dimension: refers to perceptions of personality traits such as confidence, self-esteem, and emotional stability.
- The intellectual dimension: captures how individuals evaluate their cognitive abilities and intelligence.
- The skills dimension: reflects perceived social, interpersonal, and practical competencies.
- The moral dimension: concerns personal values, ethics, and principles.
- The sexual or gender dimension: reflects how individuals perceive their conformity to societal expectations of masculinity.

2.3. Subjective norms

2.3.1. Definitions

The concept of subjective norms was formalized by Fishbein and Ajzen in the development of the Theory of Reasoned Action (1975), which was designed to explain behaviors under volitional control by asserting that behavioral intention is the most proximate predictor of action. The inclusion of the subjective norm as a separate and equal determinant of intention was a theoretically significant step, explicitly acknowledging that human behavior is not solely driven by personal evaluative beliefs but is simultaneously shaped by external social expectations (Looti, 2025).

Subjective norms are formally defined as the perceived social pressure an individual feels from significant referents regarding whether to perform a given behavior, weighted by their motivation to comply with those referents. As Solomon et al. (2006) summarize, subjective norms create a platform through which TRA acknowledges the power of other people in influencing behavior. This formulation explicitly recognizes that the predictive power of TRA is moderated by the extent to which the individual is motivated to comply with others' views (Montano et al., 2002).

2.3.2. Components and Measurement

Subjective norm is constructed as the sum of products, multiplying the strength of each normative belief by the individual's motivation to comply with the corresponding referent (Looti, 2025). This formulation ensures that only the opinions of referents the individual genuinely cares about contribute meaningfully to the normative pressure experienced.

In practice, subjective norms can be measured through two distinct approaches:

- **The direct measure**

It uses a Likert scale to determine the general perceived social pressure, by asking respondents how strongly they feel that people important to them think they should perform the behavior. This provides a concise summary assessment of the normative environment (Looti, 2025).

- **The indirect measure**

This approach, which is more theoretically grounded, involves a two-step elicitation process: first, identifying the specific individuals or groups whose opinions matter to the respondent regarding the behavior, and then assessing both the normative belief about each referent's expectation and the motivation to comply with each referent. The products of these two scores are summed across all relevant referents to yield the final subjective norm score (Looti, 2025).

In this study, the direct measurement approach is adopted, consistent with established practices in TRA-based consumer behavior research, where summary assessments of perceived social pressure are widely used and validated.

2.3.3. Types of subjective norms

Contemporary social psychology distinguishes between two types of social norms that operate through different mechanisms and exert distinct influences on behavior (Psychology Town, 2024):

- **Injunctive norms**

Refer to perceptions of what behaviors are morally approved or disapproved of by others, in other words, what one ought to do according to the expectations and values of one's social group. They operate through social rewards and punishments, through the acceptance of conformity and praise for compliance, and criticism of deviation. Injunctive norms are particularly powerful because they tap into the fundamental human need for social belonging and the avoidance of shame (Psychology Town, 2024).

- **Descriptive norms**

Refer to perceptions of what behaviors are commonly performed by others in the social environment, that is, what people actually do, regardless of whether those behaviors are considered right or wrong. They influence behavior through informational social influence: if many people engage in an action, it is perceived as effective, appropriate, or safe. Research has shown that when injunctive and descriptive norms conflict, for example when people endorse a behavior but few actually perform it, descriptive norms often exert a stronger influence on actual behavior, highlighting the importance of measuring both components separately (Psychology Town, 2024).

The measurement of subjective norms in this study focuses on injunctive norms, for two theoretically grounded reasons. First, injunctive norms align directly with the original conceptualization of subjective norms in TRA, which centers on perceived social approval and motivation to comply rather than on the observation of others' behavior (Montano et al., 2002). Second, in a socially sensitive consumption context such as men's skincare in Algeria, the perceived approval or disapproval of significant referents, family, peers, and friends, is likely to exert a stronger normative influence than the mere observation of what others do, given that skincare adoption among Algerian men remains limited and therefore offers few observable descriptive norms to draw from.

2.4. Masculinity

2.4.1. Definitions

Scholars approached masculinity from multiple angles, each emphasizing a different dimension of its nature, from its biological roots to its social construction. They all shared the same understanding: that masculinity is not a fixed or universal trait, but a dynamic and context-dependent social construction.

At its most fundamental level, masculinity refers to the set of attributes, behaviors, and practices that a given society associates with and considers appropriate for men (Baranov et al., 2024). Bukhari (2025) explains that it varies with time, historical context, and cultural environment, thereby producing different forms of masculinity. This variability signals that masculinity cannot be treated as a biological given but must be understood as a socially constructed phenomenon.

The social construction of masculinity is grounded in the theoretical tradition of gender constructionism. According to Oakley (1974), social gender roles are culturally produced. It is the culture of a society that exerts the decisive influence in creating masculine and feminine behavior (Ashraf, 2018).

This position is reinforced by Connell (1995), who argues that there are many different ways of being masculine, and that masculinity is not something one passively is or has but something that is actively performed and reproduced through everyday activities (Ashraf, 2018). Masculinity is therefore not an internal essence but an external performance that is socially learned, culturally regulated, and continuously reproduced through social interaction.

2.4.2. Process of learning masculinity

Socialization is the process through which masculinity is learned and internalized. According to Walby (1990), this process begins in childhood, from color-coded clothes to toys, activities, TV programs, and behavioral associations characterized by being action-oriented, assertive, and tough for boys, and being passive, cooperative, and gentle for girls, creating anxiety about appearing masculine and a deep fear of anything associated with femininity (Ashraf, 2018).

Social media also plays a major role in creating and spreading stereotypes and stigma around men, portraying women as attractive, glamorous, and popular, and men as successful and powerful individuals. Furthermore, individuals' behavior, family interactions, and institutional expectations in schools and workplaces, in addition to the broader societal structures, reproduce gendered divisions across all domains of social life (Ashraf, 2018).

2.4.3. Types of masculinity

Since masculinity is socially constructed and therefore culturally specific, it does not manifest randomly; it is organized into a hierarchical system of recognized masculine forms, each occupying a different position in the social order. Bukhari (2025) argues that the unfixed nature of masculinity creates different forms that coexist within the same society and interact with one another in a structured way.

The most widely adopted framework for understanding these types is Connell's (1995) theory of masculinities, which identifies four primary forms, hegemonic, complicit, marginalized, and subordinate masculinity.

- **Hegemonic masculinity**

It is the dominant form of masculinity, reflecting qualities of toughness and emotional suppression that serve to legitimize men's authority and reinforce traditional gender hierarchies (Bukhari, 2025). This form is the most prominent in Algeria. It is deeply rooted in historical narratives of resistance, toughness, and collective identity, particularly shaped by the legacy of the Algerian War and its portrayal of men as protectors and fighters. This hegemonic model continues to exert influence in everyday life, framing expectations of male behavior and discouraging practices perceived as feminine, such as skincare consumption (Perego, 2024).

In the consumption context, hegemonic masculinity functions as a regulatory force, establishing which products, behaviors, and practices are compatible with masculine identity and which are not (Bukhari, 2025). Skincare and grooming practices, coded as feminine through cultural association, typically fall outside the boundaries that hegemonic masculinity permits, creating a symbolic barrier to their adoption among men who have strongly internalized this masculine ideal.

- **Complicit masculinity**

Refers to men who may not fully embody the ideals of hegemonic masculinity but benefit from its dominance and the order it sustains. These men do not necessarily display overt toughness, authority, or resistance, yet they align themselves with the system by accepting its privileges and avoiding direct challenges to its norms. This form of masculinity highlights how the system is maintained not only by those who dominate but also by those who passively support and profit from it (Bukhari, 2025).

- **Marginalized masculinity**

This form refers to men who are disadvantaged or excluded from the dominant cultural hierarchy. These men's identities are often overshadowed by the hegemonic model that sets the cultural standard. Despite this, marginalized masculinities still exist as lived realities,

reflecting the diversity of male experiences and showing how power and recognition are unevenly distributed among men (Bukhari, 2025).

- **Subordinate masculinity**

Describes men who are positioned lower in the hierarchy because they fail to conform to the dominant expectations of strength, authority, or resistance (Bukhari, 2025). This can be seen in men who adopt practices or behaviors that are perceived as less aligned with traditional masculine ideals, such as prioritizing aesthetics or showing vulnerability. While not necessarily stigmatized in every context, these forms of masculinity are often devalued compared to the hegemonic model, reinforcing the cultural dominance of hegemonic masculinity and sustaining the hierarchy of male identities.

It is within this subordinate category that the figure of the metrosexual male finds its theoretical place.

2.4.4. The metrosexual and skincare

Following the subordinate masculinity, a new term has emerged to describe men in relation to skincare practices: "metrosexual." According to Ota et al. (2023), metrosexual refers to "a straight man who is not so concerned with the negative boundaries of masculinity but embraces the positives," referring to it as a "new criterion" allowing men to express themselves and overriding hegemonic masculinity.

Donna and Brune (2004) describe the metrosexual as a straight man who is interested in fashion and beauty and indulges himself in grooming products. For Simpson (2003), it is a "dandyish narcissist" who is in love with himself and his urban lifestyle, comfortable engaging with his feminine side (Lau et al., 2018).

Others defined the metrosexual as an urban male with a high disposable income who is willing to invest significant time and resources in his appearance and lifestyle. The emergence of the metrosexual as a recognized masculine identity represents a cultural challenge to hegemonic norms. By encouraging men to embrace their feminine side and care more consciously about their appearance, this new masculine identity is a clear challenge to hegemonic masculinity (Lau et al., 2018)

In the skincare market, the metrosexual figure represents the consumer profile most likely to adopt grooming products without experiencing the identity conflict that hegemonic masculinity generates (Ota et al., 2023), and it signals the direction in which evolving masculine norms may be moving, particularly among younger, urban, and digitally connected male consumers.

2.5. Influencers Endorsement

2.5.1. Definition of Endorsement

Emory S. Daniel Jr., Elizabeth C. Crawford Jackson & David K. Westerman (2018) define endorsement as the practice of associating a brand or product with a public figure to influence consumer attitudes and purchase intentions. Endorsement is not a recent phenomenon.

2.5.2. Social media influencers

The concept of the social media influencers has been approached from multiple angles, with each definition emphasizing a different dimension of the phenomenon. Together, these definitions converge on a shared understanding while revealing the richness and complexity of this emerging figure in the marketing landscape.

The Influencer Marketing Hub (2017) provides the most widely cited operational definition, describing an influencer as someone who has the power to affect the purchasing decisions of others because of their authority, knowledge, position, or relationship with their audience. This definition emphasizes the capacity of the influencer to convert attention into consumer action, grounded in four distinct sources, authority, knowledge, position, and relationship.

Duffy (2020) approaches the concept from a broader social and economic perspective, defining social media influencers as a subset of digital content creators characterized by their significant online following, distinctive brand persona, and patterned relationships with commercial sponsors. This definition highlights the structural dimension of influencer identity, the combination of audience scale, personal branding, and commercial integration that distinguishes influencers from ordinary content creators.

Albadri (2023) emphasizes the behavioral dimension, defining influencers as people who use social media to spread their ideas and opinions through text, video posts, or live

broadcasts, and who have followers who are affected by them and change their behavior accordingly, positively or negatively.

Ahmed (2024) situates the influencer within the contemporary digital landscape, describing them as modern-day celebrities who shape trends and consumer behavior across platforms such as Instagram, TikTok, and YouTube, emphasizing the cultural and societal reach of influencer impact beyond its purely commercial dimension.

From a strategic communication perspective, Freberg et al. (2011) define social media influencers as third-party endorsers who shape attitudes through blogs, tweets, and other social media platforms, positioning influencers not merely as content creators but as external actors who establish relationships of specific quality with organizational stakeholders and influence them through content generation, dissemination, and personal appearance on the social web (Daniel et al., 2018).

Taken together, these definitions reveal that the social media influencer is simultaneously a content creator, a personal brand, a commercial actor, and a social figure whose power derives not from institutional recognition but from the quality of the relationship they cultivate with their audience. It is precisely this relational foundation, built on authenticity, trust, and perceived proximity, that distinguishes influencers endorsement from traditional celebrity endorsement, and that makes it a theoretically distinctive and practically powerful marketing tool.

2.5.3. Characteristics of influencers

Beyond their definitional features, social media influencers share a set of distinctive characteristics that explain both their appeal to followers and their effectiveness as marketing instruments. Understanding these characteristics is essential to understanding how and why influencers endorsement works as a persuasive mechanism:

- **Niche expertise**

Influencers typically establish themselves within specific content domains, fitness, beauty, gaming, fashion, or lifestyle, rather than claiming general celebrity status. This specialization generates a highly targeted and engaged follower base composed of individuals who share

the influencer's interests and who perceive their content as directly relevant to their own lives and consumption decisions (Ahmed, 2024).

In the men's skincare context, this niche specialization is particularly significant. A man skincare influencer who consistently produces content about skincare routines, product reviews, and appearance management signals to followers that skincare is a legitimate masculine practice, normalizing the behavior through repeated domain-specific content.

- **Authenticity and relatability**

Unlike traditional celebrities who are perceived as distant and unattainable, influencers are perceived as ordinary people who have built their following through genuine self-expression rather than institutional recognition. This perceived authenticity is strategically cultivated through self-disclosure, personal narratives, and the deliberate integration of brand promotions into existing content in ways that feel organic rather than commercial (Ahmed, 2024; Duffy, 2020). The result is a persuasive environment where product recommendations are perceived as trusted personal advice rather than paid advertising, dramatically increasing their effectiveness.

- **Community engagement**

Successful influencers do not merely broadcast content; they actively interact with their audience through comments, direct messages, and live sessions, creating a sense of ongoing dialogue and mutual recognition. This interactive dimension transforms the follower relationship from passive viewership into active participation, deepening the emotional bond between influencer and audience and amplifying the trust and identification mechanisms that make endorsement effective (Ahmed, 2024).

- **Trust and content credibility**

Influencers build their authority through consistent, high-quality content that followers perceive as reliable and informative. Research confirms that content attributes, including status, experience, and informational value, positively affect social relationships with influencers and subsequently lead to higher purchase intention. Credibility, in particular, has been identified as the attribute that affects purchase intention more than any other influencer

characteristic, surpassing even attractiveness and popularity in its predictive power (Ahmed, 2024; Daniel et al., 2018).

- **Self-branding and strategic self-presentation**

Influencers operate as personal brands, carefully managing their online persona across multiple platforms to maintain a coherent and recognizable identity. This self-branding practice is central to their commercial viability, ensuring that followers can identify and connect with a consistent personality, and that brands can select endorsers whose identity aligns with their product positioning (Duffy, 2020). In the men's skincare market, the self-branding choices of male influencers, particularly whether they present themselves as conventionally masculine, metrosexual, or identity-fluid, directly determine whether their skincare endorsements will be perceived as congruent or incongruent by male followers navigating masculine identity concerns.

2.5.4. Effectiveness of endorsers

Early research on endorsement effectiveness identified four psychological processes underlying this influence:

- **Physical attractiveness**

The endorser's physical appearance, grooming, style, and overall attractiveness can positively influence consumer perceptions and draw attention to the advertisement. Attractive endorsers are often associated with desirable qualities such as confidence, success, health, and status, which may transfer to the promoted brand or product (Duffy, 2020).

- **Likability**

The endorser must be likable, approachable, and positively perceived by the target audience, as a negative public image can adversely affect both the celebrity's market value and the brand's perception. Consumers are more receptive to messages delivered by personalities they admire or enjoy following, which increases trust, attention, and emotional connection (Duffy, 2020).

- **Credibility**

According to Ohanian (1991), the expertise, trustworthiness, and attractiveness of the endorser transfer onto the endorsed product, increasing its perceived value and legitimacy in the consumer's mind. According to the same source, perceived credibility produces longer-lasting attitudinal effects than attractiveness alone. This is attributed to the integration of endorsement into the celebrity's existing content, leading to increased authenticity and a higher probability of convincing the audience of the value of the endorsed brand or product (Daniel et al., 2018; Duffy, 2020).

- **Identification with endorser**

Basil (1996) explains that consumers adopt the attitudes and behaviors of figures they admire or wish to resemble, a process grounded in the consumer's desire to align their self-concept with the perceived identity of the public figure. This identification will not be effective unless there is a match between the celebrity's public persona and the endorsed product. As Daniel et al. (2018) explain, when this congruence is absent, the endorsement fails to activate either identification or credibility transfer, rendering the campaign ineffective.

In the skincare market, the last two mechanisms constitute the foundational pillars of endorsement effectiveness regardless of the channel or figure through which they operate (Al-Mu'ani et al., 2023). The identification with the endorser condition is particularly consequential in this market, where the gender identity of the endorser determines whether the product is perceived as masculine or feminine, and therefore whether its adoption is normalized or stigmatized.

2.5.5. Types of influencers

Social media influencers are not a homogeneous category. They vary substantially in terms of audience size, content focus, and the nature of their relationship with followers, variations that have direct implications for their effectiveness as endorsers in different product categories and cultural contexts.

The most widely used classification system organizes influencers by follower count into four tiers:

- **Mega-influencers**

Mega-influencers, typically with audiences exceeding one million followers, occupy a position closest to traditional celebrities. Their reach is vast, but their relationship with followers tends to be less intimate and their perceived authenticity lower, as their commercial intent is more visible (Duffy, 2020).

- **Macro-influencers**

With followings between 100,000 and one million, macro-influencers combine significant reach with stronger niche authority and are frequently used for broad brand awareness campaigns (Duffy, 2020).

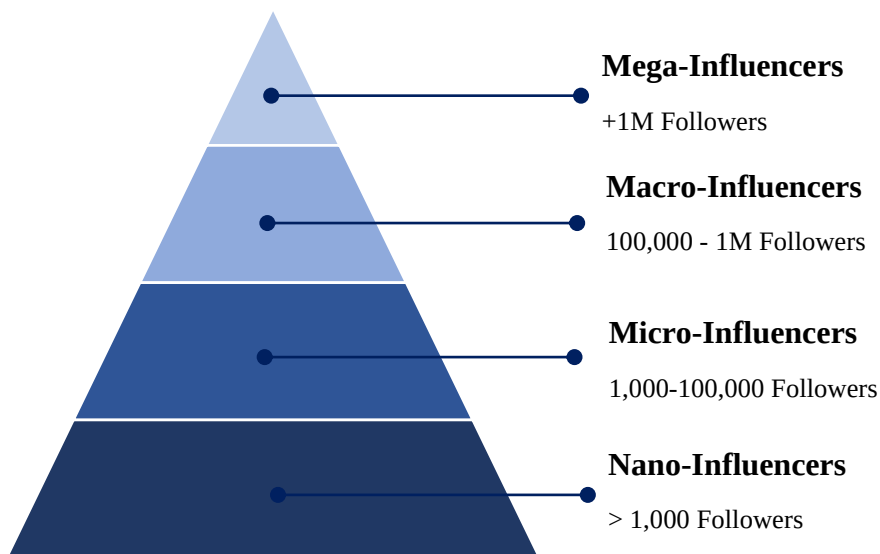
- **Micro-influencers**

With followings between 10,000 and 100,000, micro-influencers are characterized by highly engaged, trust-based communities within specific niches. Research consistently shows that they achieve higher engagement rates and stronger purchase influence than macro-influencers or celebrities, because their smaller scale allows for more authentic interaction and their recommendations carry greater personal weight (Duffy, 2020).

- **Nano-influencers**

With fewer than 10,000 followers, nano-influencers operate within hyper-local or highly specialized communities and are perceived as the most authentic and trustworthy of all influencer types, though their reach is limited (Duffy, 2020).

Figure 6: Types of Influencers



Source: Elaborated by the Author

Beyond follower count, influencers can also be classified by content niche. Research identifies lifestyle, beauty, fitness, gaming, entertainment, education, social issues, and religious content as the primary categories within which influencers have established significant audiences (Albadri, 2023). In the context of men's skincare, beauty and lifestyle influencers are the most directly relevant niches. The finding that lifestyle and beauty content ranks among the most consumed influencer content categories positions skincare endorsement as a domain with demonstrated audience receptivity.

A particularly important distinction within the influencer typology is the difference between macro-celebrities and niche-based micro-celebrities. As Daniel et al. (2018) document, niche-based influencers are recognized and credible within a specific community of interest rather than the general public. They tend to generate stronger Parasocial bonds and higher credibility scores than macro-celebrities, precisely because their expertise is perceived as genuine rather than commercially motivated. For brands targeting men's skincare consumers in Algeria, this suggests that niche-based men's skincare influencers with moderate but highly engaged followings may be more effective endorsers than high-profile celebrities, as their credibility and identity alignment with the target audience are more readily perceived.

2.5.6. Parasocial Interaction Theory

Parasocial Interaction Theory, originally proposed by Horton and Wohl (1956), describes the one-sided emotional relationships that audience members develop with media figures they follow regularly. These relationships are non-reciprocal, the media figure is unaware of the individual follower's existence, yet they feel psychologically real, generating feelings of familiarity, intimacy, and trust that closely resemble those of genuine personal relationships (Daniel et al., 2018). Horton and Wohl (1956) describe Parasocial interaction as a simulated face-to-face relationship between spectator and performer, in which a media figure can become part of a viewer's social network through factors such as commitment and identification.

Parasocial theory was later expanded to explain imagined social relationships with distant figures who do not reciprocate communication, yet are perceived in ways similar to friends, romantic partners, or trusted acquaintances. Caughy (1984) suggests that fans often describe celebrities using the same relational categories used in real life, such as "friend," "father figure," or romantic partner, demonstrating how Parasocial bonds mirror interpersonal relationships (Stever, 2017).

Two primary dimensions characterize Parasocial interaction and explain its persuasive power. The first is the sense that the influencer reminds followers of their personal relationships, filling a social role analogous to that of a trusted friend. The second is personal identity, the process through which followers use the influencer's situations and behaviors as a framework for understanding their own lives, creating a self-reflexive bond that in some cases generates a higher perceived closeness than actual friendships (Daniel et al., 2018). Together, these two dimensions explain why influencer product recommendations are experienced as personal advice rather than advertising, the Parasocial relationship transforms the commercial message into a social signal from a trusted figure.

Later studies by Hartmann and Goldhoorn (2011) and Klimmt et al. (2006) distinguished between Parasocial interaction (PSI) and Parasocial relationships (PSR). PSI refers to the one-sided perception of interaction occurring during actual media exposure, while PSR refers to a more stable and enduring emotional bond that continues beyond the moment of viewing (Stever, 2017). This distinction is especially relevant in social media environments

where repeated exposure to influencers can gradually transform temporary interactions into lasting relational attachments.

Cummins and Cui (2014) state that studies also show that affective connection with a media figure increases the persuasive influence of their message, leading to higher buying intentions and behavioral responses. Media personalities often deliberately use direct eye contact, conversational language, and audience-oriented communication to strengthen Parasocial bonds and increase influence (Stever, 2017). This mechanism is highly visible in influencer marketing, where creators speak directly to followers in intimate and personalized formats.

In the men's skincare context, Parasocial bonds are particularly consequential because they lower the perceived social risk of product adoption. When a male consumer feels a genuine Parasocial connection with a male influencer, that influencer's use of skincare products is perceived not as a distant celebrity's behavior to be admired from afar, but rather as a trusted peer's recommendation to be considered and acted upon. This mechanism transforms endorsement from a marketing message into a social signal, making it a potentially powerful tool for overcoming the normative resistance to skincare adoption.

Furthermore, Parasocial relationships may be especially relevant for male consumers in conservative cultural settings, where skincare use may conflict with traditional masculine norms. In such contexts, influencers who embody relatable masculinity while openly practicing skincare can normalize the behavior through repeated mediated exposure, reducing stigma and encouraging behavioral acceptance (Stever, 2017).

2.5.7. Social Learning Theory

Social Learning Theory, developed by Bandura (1977), proposes that individuals learn and adopt behaviors by observing and imitating others, particularly those they admire, identify with, or perceive as credible models. Unlike behavioral theories that require direct personal experience to produce learning, Social Learning Theory establishes that vicarious learning through observation is sufficient to normalize a behavior and increase the likelihood of its adoption (McLeod, 2025).

The theory identifies four processes through which observational learning operates:

Table 1: Process of observational learning

Process	Description
Attention	The person must first notice the model's behavior and pay attention to it. People usually pay more attention to popular, respected, or interesting models (McLeod, 2025).
Retention	The person must remember what they saw by keeping it in their memory for later use (McLeod, 2025).
Reproduction	The person must be able to copy the behavior, meaning they need the skills or ability to do it (McLeod, 2025).
Motivation	The person needs a reason to copy the behavior, often because they see the model being rewarded or getting positive results (McLeod, 2025).

Source: Elaborated by the Author

In the influencer's endorsement context, Social Learning Theory explains how repeated exposure to an admired figure performing a behavior such as using skincare products gradually normalizes that behavior and increases the observer's likelihood of adopting it. Each time a follower observes a trusted influencer incorporating skincare into their routine, reviewing a product, or discussing its benefits, the behavior is reinforced in the follower's cognitive framework as a legitimate, desirable, and achievable practice. Over time, this repeated observational exposure shifts the behavior from unfamiliar to normal, a process that is particularly significant in the men's skincare market, where the primary barrier to adoption is not lack of information but lack of social permission.

Critically, however, Social Learning Theory specifies that the effectiveness of observational learning depends on the degree of identification between the observer and the model, the more the observer perceives the model as similar to, or aspirationally aligned with, their own identity, the stronger the imitation effect (McLeod, 2025). This condition introduces a gender dimension that is particularly consequential in the Algerian men's skincare market. When the endorsing figure is a masculine role model, the act of using skincare is reframed not as a feminine practice but as a masculine one, simultaneously normalizing the behavior and neutralizing the identity threat that masculine norms associate with grooming products. A masculine influencer therefore does not merely recommend a product; he redefines its

symbolic meaning, transforming skincare from a feminized consumption practice into an acceptable and even desirable expression of modern masculine identity (Schouten et al., 2020).

Taken together, Social Learning Theory and Parasocial Interaction Theory provide a comprehensive explanation of the persuasive power of influencers endorsement. Social Learning Theory explains that consumers are more likely to imitate behaviors demonstrated by models they perceive as similar, credible, or aspirational, making masculine influencers particularly effective in normalizing skincare use among Algerian men by reframing it as compatible with masculine identity rather than femininity (McLeod, 2025; Schouten et al., 2020). At the same time, Parasocial Interaction Theory explains that repeated exposure to influencers creates feelings of familiarity, trust, and emotional closeness, causing followers to perceive recommendations as personal guidance rather than commercial promotion (Ahmed, 2024; Albadri, 2023; Daniel et al., 2018; Duffy, 2020). Consequently, the influencer's skincare practices are not only observed and imitated, but also accepted as authentic and socially legitimate. In this sense, the two theories are complementary. Social Learning Theory explains the behavioral mechanism of imitation and normalization, while Parasocial Theory explains the relational mechanism of trust and emotional attachment. Together, they clarify why influencers endorsement can be especially powerful in shaping attitudes and purchase intentions in the Algerian men's skincare market.

2.6. Hypotheses

Within the Theory of Reasoned Action, attitude is formed through evaluative beliefs, the individual's assessment of whether a behavior will lead to valued outcomes (Ajzen, 2005). The most chronically accessible and personally important belief in the men's skincare domain is self-image. Therefore, self-image operates as the primary evaluative lens through which Algerian men interpret the symbolic and functional benefits of skincare consumption. A man who holds a strong positive self-image belief, perceiving skincare as a tool for enhancing his appearance, reinforcing his confidence, and improving his social presentation, will form a correspondingly favorable attitude toward purchasing it. Conversely, a man whose self-image is threatened by the feminization stigma attached to grooming will form a negative or suppressed attitude, mediated by the ego-defensive and adaptive functions identified in section.

This self-image to attitude pathway has been consistently confirmed across diverse cultural contexts in the men's skincare literature. In Bangkok, Malaysia, Indonesia, and Canada, researchers confirmed that self-image was the dominant belief-forming force generating favorable attitudes toward men's skincare products, with men evaluating skincare not for its technical attributes alone but for its capacity to sustain attractiveness, confidence, and social recognition (Eng, 2018; Jain, 2022; Souiden & Diagne, 2009; Sukato & Elsey, 2009; Wilson & Edelyn, 2022). This convergence of cross-cultural evidence establishes self-image as the primary antecedent of attitude in the present model, justifying the following hypothesis:

H1: Self-image has a significant positive influence on attitude toward skincare products.

Once a favorable attitude toward skincare is formed, TRA posits that it constitutes one of the two primary determinants of behavioral intention, meaning that men who develop positive evaluative stances toward skincare purchasing are more likely to translate those stances into actual purchase intentions. This attitude-to-intention pathway is among the most consistently supported relationships in the TRA literature, confirmed across multiple consumer behavior contexts including men's skincare markets in Bangkok, Indonesia, Malaysia, and Canada (Eng, 2018; Gupta, 2013; Jain, 2022; Khuong & Duyen, 2016; Ota et al., 2023; Simanjuntak et al., 2025; Souiden & Diagne, 2009), and within the Algerian consumer context across multiple sectors (Ferroudj, 2017; Makhlouf & Mouloudj, 2024; Seguer, 2024; Ziouache, 2022), establishing its applicability to the present study's context:

H2: Attitude positively influences purchase intention.

Beyond these two direct paths, the positioning of attitude as a mediating construct between self-image and purchase intention introduces an additional theoretical dimension. Self-image does not only influence purchase intention directly but also shapes intention indirectly through the attitude it generates. This mediated pathway reflects the full causal chain whereby self-image beliefs activate the cognitive component of attitude through the Cognition-Affect-Behavior hierarchy, generating an evaluative stance that subsequently translates into behavioral intention. The mediation hypothesis therefore captures the complete mechanism through which self-image operates within the TRA framework in this study:

Hm1: Self-image influences purchase intention through the mediating role of attitude.

Previous studies conducted in Pakistan, India, Portugal, Vietnam, and Indonesia consistently highlight self-image as a decisive factor shaping men's skincare purchase intention. Across these diverse contexts, skincare is not perceived merely as functional but as a means to reinforce confidence, attractiveness, and social presentation (Duarte et al., 2025; Gupta, 2013; Khan et al., 2017; Khuong & Duyen, 2016; Maulina & Chan, 2017). This convergence of evidence supports the following hypothesis:

H3: Self-image has a significant positive impact on purchase intention of skincare products.

The explanatory weight of subjective norms is not uniform across cultures and consumption contexts. In individualist societies, where consumption decisions are treated as personal choices independent of social scrutiny, subjective norms tend to exert weaker influence on purchase intention. In collectivist societies, where group belonging and social conformity carry greater cultural weight, subjective norms consistently emerge as among the strongest predictors of behavioral intention (Simanjuntak et al., 2025; Souiden & Diagne, 2009). Men's skincare in Algeria presents precisely the conditions under which subjective norms are expected to exert maximum influence, it is a socially sensitive consumption category embedded in a collectivist cultural context where group expectations actively regulate individual behavior. The perceived approval or disapproval of family, peers, and social circles is therefore not peripheral to Algerian men's skincare purchase decisions, it is central to them. This justifies the following hypothesis:

H5: Subjective norms significantly influence purchase intention.

However, subjective norms do not emerge in a vacuum. They are generated by specific and deeply embedded social belief systems that define the boundaries of acceptable behavior within a given cultural context. In the men's skincare market, the dominant belief system generating normative pressure is masculinity, specifically, the hegemonic masculine norms that associate skincare with femininity and render its adoption socially risky for men who wish to maintain their masculine standing. Algerian masculinity is organized around a hegemonic model that equates authentic manhood with strength, emotional restraint, and the deliberate rejection of practices coded as feminine (Babou, 2026; Baranov et al., 2024;

Duarte et al., 2025; Ferroudj, 2017; Makhoulf & Mouloudj, 2024; Ota et al., 2023; Seguer, 2024; Simanjuntak et al., 2025; Souiden & Diagne, 2009; Ziouache, 2022).

Masculinity therefore operates on purchase intention through two distinct pathways. First, it shapes subjective norms, establishing an indirect path. Second, masculinity may exert a direct influence on purchase intention independently of perceived social pressure, as men who have deeply internalized hegemonic masculine norms develop an automatic psychological resistance to feminized consumption categories that does not require the mediation of explicit peer judgment. A man who has fully internalized the belief that skincare is incompatible with masculine identity may resist purchase even in private, because the barrier is not social but psychological. This system is represented in the present model through the following hypotheses:

H4: Masculinity has a significant impact on subjective norms in Algerian society.

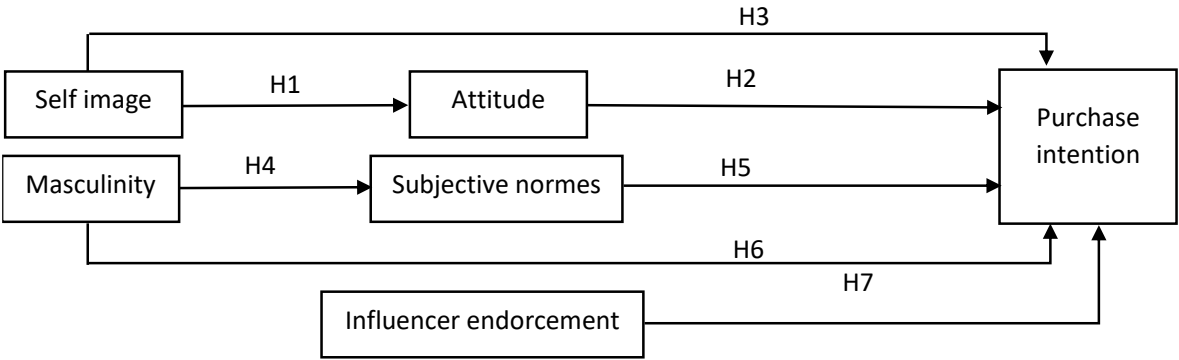
H6: Masculinity has a significant direct effect on purchase intention.

Hm2: Masculinity influences purchase intention through the mediating role of subjective norms.

Social media influencers have become a powerful force in shaping male consumer behavior in the grooming market. Through Parasocial relationships built on trust, authenticity, and perceived closeness, influencers carry the persuasive weight of personal recommendations rather than advertising. Research consistently confirms that influencer credibility, expertise, and identity alignment are the core attributes driving male consumers' purchase intentions toward skincare products. In the Algerian context specifically, influencer credibility has been confirmed as the strongest driver of consumer purchase behavior, with this effect being particularly strong in beauty and personal care categories. Beyond driving purchase intention directly, influencers endorsement carries an additional strategic function in the men's skincare context. When a masculine role model publicly uses skincare products, he reframes grooming as compatible with masculine identity, reducing the social stigma that the masculinity literature identifies as the primary barrier to men's skincare adoption (ADNANE, 2023; Al-Mu'ani et al., 2023; GATCHA & RAMDANI, 2026; Jain, 2022; Schouten et al., 2020; Vaddepally & Poornachandrika, 2025). This leads to the following hypothesis:

H7: Influencers endorsement has a significant positive impact on purchase intention of skincare products.

Figure 7: Adopted analysis model formally declaring the anticipated relationships between variables



source: Elaborated by the Author

CHAPTER II: METHODOLOGICAL FRAMEWORK

I. Methodological Framework

1.1. Epistemological posture

This research adopts a positivist epistemological posture, grounded in the belief that social phenomena such as consumer behavior can be studied objectively through observable data and measurable constructs. Positivism assumes that reality exists independently of the researcher and can be captured through systematic inquiry. As Ouafae Belharar, Bouchra Laamrani, and Abdellatif Chakor (2023) state, "for positivists, reality exists in itself, outside and independent of the researcher, and they focus mainly on capturing it." In the context of Algerian men's skincare consumption, this means that attitudes, subjective norms, self-image, masculinity, and influencers endorsement are treated as quantifiable variables whose relationships can be empirically tested.

This study employs a hypothetico-deductive reasoning approach, beginning with a clearly defined research problem and expressing it through hypotheses derived from the Theory of Reasoned Action (TRA), emphasizing hypothesis testing, causal relationships, and generalizable findings, thereby ensuring that the conclusions drawn are supported by statistical evidence.

This positivist posture is particularly suited to the present study, which seeks to clarify the mechanisms through which self-image, masculinity, and influencers endorsement shape Algerian men's attitudes and subjective norms, and ultimately their purchase intention toward skincare products.

1.2. Methodological approach

The purpose of this research is to test whether psychological, social, and marketing factors, specifically self-image, masculinity, and influencers endorsement, act as causes that shape Algerian men's attitudes and subjective norms, and ultimately lead to the effect of purchase intention of skincare products. In other words, the study seeks to verify cause-and-effect relationships by measuring whether changes in these antecedents produce measurable changes in consumer intention.

To achieve this, the study adopts an exploratory quantitative approach, consistent with the positivist epistemological stance of a hypothetico-deductive nature. Hypotheses derived from the Theory of Reasoned Action (TRA) are tested through a structured survey

administered to a representative sample of Algerian men. The questionnaire items were adapted from validated scales in prior studies and measured using Likert-type scales (5-point), allowing respondents to express their level of agreement with statements related to self-image, masculinity, attitudes, subjective norms, influencers endorsement, and purchase intention.

1.3. Methods and Instruments of Data Collection

1.3.1. Measurement instrument

To ensure the reliability and validity of the findings, this research employed a structured questionnaire as the instrument of data collection. The questionnaire was designed to operationalize the constructs under investigation, self-image, masculinity, influencers endorsement, attitudes, subjective norms, and purchase intention, by translating them into measurable items.

1.3.2. Designing the Questionnaire

The questionnaire serves as the principal instrument for data collection, designed to capture Algerian men's perspectives on skincare consumption and purchase intentions. It is organized into several thematic sections that align with the constructs under investigation. The survey is segmented into the following parts :

- **Skincare Use:** introductory filter questions identifying whether respondents use skincare products, the types they consume, and their frequency of use.
- **Venus Product Usage:** questions targeting awareness and usage of Venus skincare products, serving as a brand-specific eligibility criterion.
- **Self-Image:** items measuring how skincare use influences confidence, perceived attractiveness, and self-assurance.
- **Attitude Toward Skincare Purchase:** statements assessing respondents' evaluative judgments and favourability toward buying men's skincare products.
- **Masculinity:** items exploring societal perceptions of skincare in relation to men's identity, encompassing cultural norms and acceptance of men's grooming practices.
- **Subjective Norms:** questions evaluating perceived social pressure from family, friends, and society regarding skincare use.
- **Influencers Endorsement:** items examining the impact of social media influencers and masculine role models on skincare purchase decisions.

- **Purchase Intention:** statements measuring respondents' likelihood of buying or continuing to use Venus products, as well as their openness to new product extensions.
- **Demographic Information:** questions collecting age, region, education level, and occupation to profile respondents.

1.3.3. Measurement scale

All construct-related items are measured using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." The scales for Self-image, Attitude, Masculinity, Subjective Norms, Influencers Endorsement, and Purchase Intention are adapted from validated marketing literature to ensure methodological rigor and comparability with prior studies:

Figure 8: Measurement items

Variables	Items	Author(s)
Self-image	Applying skin care products give me confidence	(Duarte et al., 2025; Sukato & Elsey, 2009)
	Using skincare products improves my image in other people's eyes	
	I feel more self-assured when I use skincare products	
	I think using skincare product gives me a better look	
Attitude	I feel that buying skincare products for men is favorable	(Duarte et al., 2025 ; Simanjuntak et al., 2025)
	In my opinion, using skincare products for men is a wise choice	
	In my opinion, using skincare products for men is a wise choice	
Masculinity	In Algerian society, using skincare products makes a man appear less masculine	(Duarte et al., 2025)
	In our society, a man can use skincare products	

	In our culture, skincare is considered a woman's interest rather than a man's	
	There is a growing acceptance in Algerian society of men using skincare products	
Subjective norms	People important to me will approve of my buying skincare products	(Simanjuntak et al., 2025; Ziouache, 2022b)
	I think my family will judge me for using skincare products	
	Social judgement will prevent me from buying skincare products	
Influencers endorsement	An influencer using skincare products would influence me to buy them	(Duarte et al., 2025; Ota et al., 2023)
	If I see an influencer i love using skincare products, I will look for them	
	An influencer who explains the benefits of skincare products makes me more likely to try them	
	When a masculine role model uses skincare products, I am more likely to consider it normal	
Purchase intention	I intend to buy venus skincare products in the future	(Simanjuntak et al., 2025)
	I will likely buy or continue to use venus skincare products in the future	
	I will actively seek venus skincare products	
	If Venus Laboratoires expanded its men's range beyond the current cleansing gel, serum, and sun protection SPF, I would intend to buy the new products	

Source: Elaborated by the Author

1.4. Sample and Survey Implementation

1.4.1. Study population

The population of this study is composed of Algerian men who currently use or have previously used skincare products. The target population includes men of different age

groups, educational levels, and regions across Algeria. This diversity ensures that the sample reflects the variety of social backgrounds and cultural contexts in which masculine identity and consumer behavior are formed.

Participants in the study were required to meet a specific criterion, namely the use of Venus skincare products. This condition ensured that the sample consisted of individuals with direct experience of the brand, allowing for a focused analysis of their attitudes, social beliefs, and exposure to influencers marketing.

1.4.2. Sampling method

Given the exploratory nature of this study and the absence of a defined sampling frame, a non-probability convenience sampling method was adopted. The target population, Algerian men who use Venus skincare products, cannot be identified or enumerated in advance, as no official registry or list of such consumers exists. Furthermore, given the sensitive nature of the studied behavior, probability-based sampling methods are impractical in this context.

To overcome these limitations and encourage honest participation, data were collected through a self-administered online questionnaire, ensuring full anonymity and confidentiality. Anonymity is particularly critical in this study, as the sensitive nature of men's skincare consumption may discourage honest responses in face-to-face settings. The online format removes this social barrier and increases the likelihood of obtaining candid and representative responses. This approach is consistent with established practices in exploratory consumer behavior research, where convenience sampling is widely recognized as an appropriate method when the target population is undefined, hard to reach, and when time and resources are limited.

1.4.3. Sample size

Given that the total population of Algerian men who use skincare products cannot be enumerated, this study relied on a sample size estimation formula adapted to unknown population sizes. Following the formula for estimating proportions in unknown populations, the required sample size was calculated as follows:

$$n = \frac{t^2 \times p \times (1 - p)}{e^2}$$

t: represents the Z-score associated with the chosen confidence level, set at a 95% confidence interval, corresponding to a value of 1.96.

p: represents the estimated prevalence of the studied characteristic. Given that no prior data exist on the exact proportion of Algerian men's skincare users, the most conservative estimate of $p = 0.5$ was adopted, as it maximizes the sample size and minimizes estimation error.

e: represents the accepted margin of error, set at 7% (0.07), which is considered acceptable in exploratory consumer behavior studies where the population is undefined and hard to reach.

Applying these values :

$$n = \frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{(0.07)^2} = \mathbf{196}$$

The formula indicated a minimum required sample of 196 usable responses. Given that the questionnaire includes screening questions designed to filter ineligible respondents (non-use of skincare products), a 20% surplus was added to the minimum required sample, following standard practice in survey-based research (Saunders et al., 2019). This adjustment yielded a total target of:

$$196 \div 0.80 \approx \mathbf{245 \text{ responses}}$$

Consequently, the survey was distributed broadly across online channels to collect a minimum of 245 total responses, ensuring that the final usable sample met the statistically required threshold of 196 observations for reliable analysis using PLS-SEM.

1.5. Practical modalities of the survey

1.5.1. Mode of administration

The survey was administered online through a self-administered digital questionnaire, designed and distributed via Google Forms. This mode of administration was selected for several reasons.

First, given the socially sensitive nature of the researched behavior, the online format ensures complete anonymity. Algerian men may feel reluctant to openly acknowledge their interest in or use of skincare products due to the cultural stigma associated with such practices, and anonymity significantly reduces this social desirability bias, increasing the likelihood of honest and candid responses.

Second, it enables rapid data collection and automatic recording of responses, reducing the risk of transcription errors and facilitating efficient data management.

The questionnaire was made available in both English and Arabic, ensuring accessibility for respondents across different educational and linguistic backgrounds. Participants were reached through purposive sharing on social media platforms, primarily Facebook, Instagram, and LinkedIn. The link was shared through personal networks, student groups, and community pages.

1.5.2. Survey period

The data collection process was conducted over a period of approximately one week, from 22 April 2026 to 28 April 2026. This timeframe was deemed sufficient to collect an adequate number of responses while remaining within the practical constraints of the research timeline.

1.5.3. Data processing and analysis method

The analysis of the collected questionnaire data was conducted using two complementary software tools: IBM SPSS Statistics for preliminary data preparation and descriptive analysis, and SmartPLS 4 for structural equation modeling and hypothesis testing. The analysis followed a sequential procedure organized into the following steps:

- **Step 1: Data Cleaning and Preparation**

The raw questionnaire data were first imported into Excel for initial cleaning and preparation, then exported to IBM SPSS Statistics to verify the absence of missing values across all valid responses, to check the consistency of coding across all variables, and to apply reverse scoring to negatively worded items in order to ensure directional alignment within each construct. The normality of the data was then assessed through skewness and

kurtosis statistics for all 22 measurement items via SmartPLS 4, confirming that the data met the distributional requirements for subsequent multivariate analysis.

- **Step 2: Descriptive Analysis**

Frequencies and percentages were calculated to describe the characteristics of the sample, including demographic variables, skincare usage patterns, Venus product usage, and frequency of use, using IBM SPSS Statistics. Graphical representations were produced using Excel for each variable to facilitate visual interpretation. Additionally, mean scores and standard deviations were computed for each construct and its individual items, accompanied by line charts illustrating the distribution of responses across items, providing a comprehensive univariate overview of respondents' attitudinal and behavioral profiles.

- **Step 3: Measurement Model Assessment**

The measurement model was assessed using the PLS Algorithm in SmartPLS 4. This step served three purposes: to evaluate the overall fit of the model through fit indices including SRMR and NFI; to assess the reliability and validity of all constructs through outer loadings, Composite Reliability, Cronbach's alpha, and Average Variance Extracted; and to verify discriminant validity through the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio.

- **Step 4: Hypothesis Testing**

The structural model and all hypotheses were tested through the Bootstrapping procedure in SmartPLS 4. Path coefficients, T-statistics, and P-values were examined for each hypothesized relationship. In addition, specific indirect effects were analyzed to assess the mediating roles of Attitude and Subjective Norms, testing hypotheses Hm1 and Hm2, respectively. The explanatory power of the model was evaluated through R-square values for each endogenous construct.

1.5.4. The use of PLS-SEM

Structural Equation Modeling (SEM) is a multivariate statistical technique that examines complex relationships between observed variables and latent constructs simultaneously, combining the logic of factor analysis with that of multiple regression in a single integrated

framework (Hair et al., 2019). Among the available SEM approaches, this study adopts Partial Least Squares SEM (PLS-SEM), executed through SmartPLS 4, for several reasons.

First, the research model is complex, incorporating multiple constructs and mediation paths, conditions under which PLS-SEM demonstrates clear methodological advantages over covariance-based SEM (Hair et al., 2019).

Second, PLS-SEM places no strict distributional assumptions on the data, making it particularly appropriate for attitudinal survey research where perfect normality cannot always be guaranteed (Hair et al., 2019).

These characteristics make PLS-SEM the most appropriate and rigorous analytical method for the research objectives and model structure of this study (Hair et al., 2019).

II. Organisationnel Context

2.1. Company Presentation

Venus Laboratoires is an Algerian private company specializing in the manufacturing, distribution, and commercialization of cosmetic and personal care products, founded in October 1981 by Mr. Mourad Moula, who remains its President and General Director.

The company is a family-owned enterprise headquartered in the industrial zone of Ouled Yaïche, Blida, and officially known as S.A.P.E.CO (Société Algérienne de Produits d'Entretien et Cosmétiques).

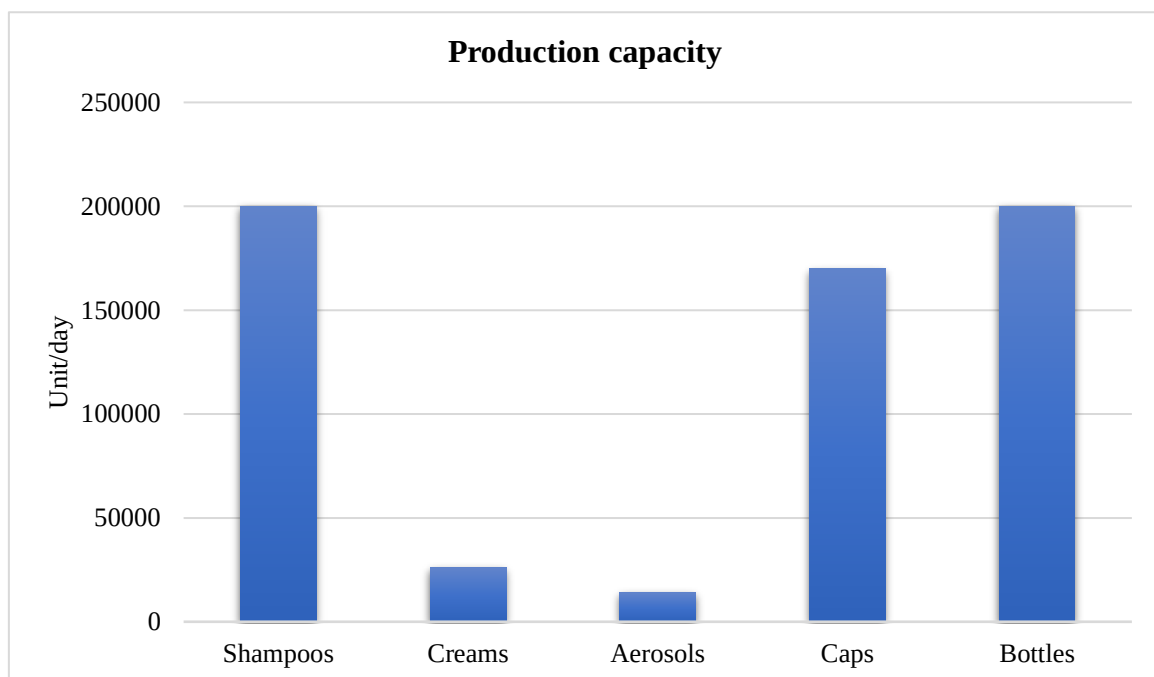
2.2. Origins and History

The origins of Venus trace back to the 1970s, when the Moula family operated a wholesale distribution business for cosmetic products under the name "Grossisterie MOULA." The ambition to shift from distribution to manufacturing gradually took shape, leading to the formal establishment of Laboratoires Venus (S.A.P.E.CO) in 1981. At the time of its creation, the company employed only ten people and produced only three varieties of shampoo. Over the following decades, Venus expanded considerably, diversifying its product portfolio to encompass more than 180 references across multiple personal care categories. Today, the company employs 606 people, representing a growth of over 6,000% in its workforce since inception.

2.3. Infrastructure and Production Capacity

Venus currently operates five production sites. Four are located within the Ouled Yaïche industrial zone, covering a total land area of 16,000 m², of which 3,300 m² is built surface and 10,104 m² is floor space. A fifth site is located in the Atlas industrial zone. The company's production capacity is substantial. The first two sites handle the manufacturing and packaging of shampoos (200,000 units/day), creams (26,000 units/day), and aerosols (14,000 units/day). The fourth site is dedicated to the production of hair dye products, while the fifth site (Afric-Plast) specializes in plastic packaging, producing 170,000 caps and 200,000 bottles per day. To ensure product quality, Venus maintains two quality control laboratories for physicochemical, microbiological, and metrological analyses, as well as a reverse osmosis water production station used in the manufacturing process.

Figure 9: Laboratoires Venus Manufacturing capacity



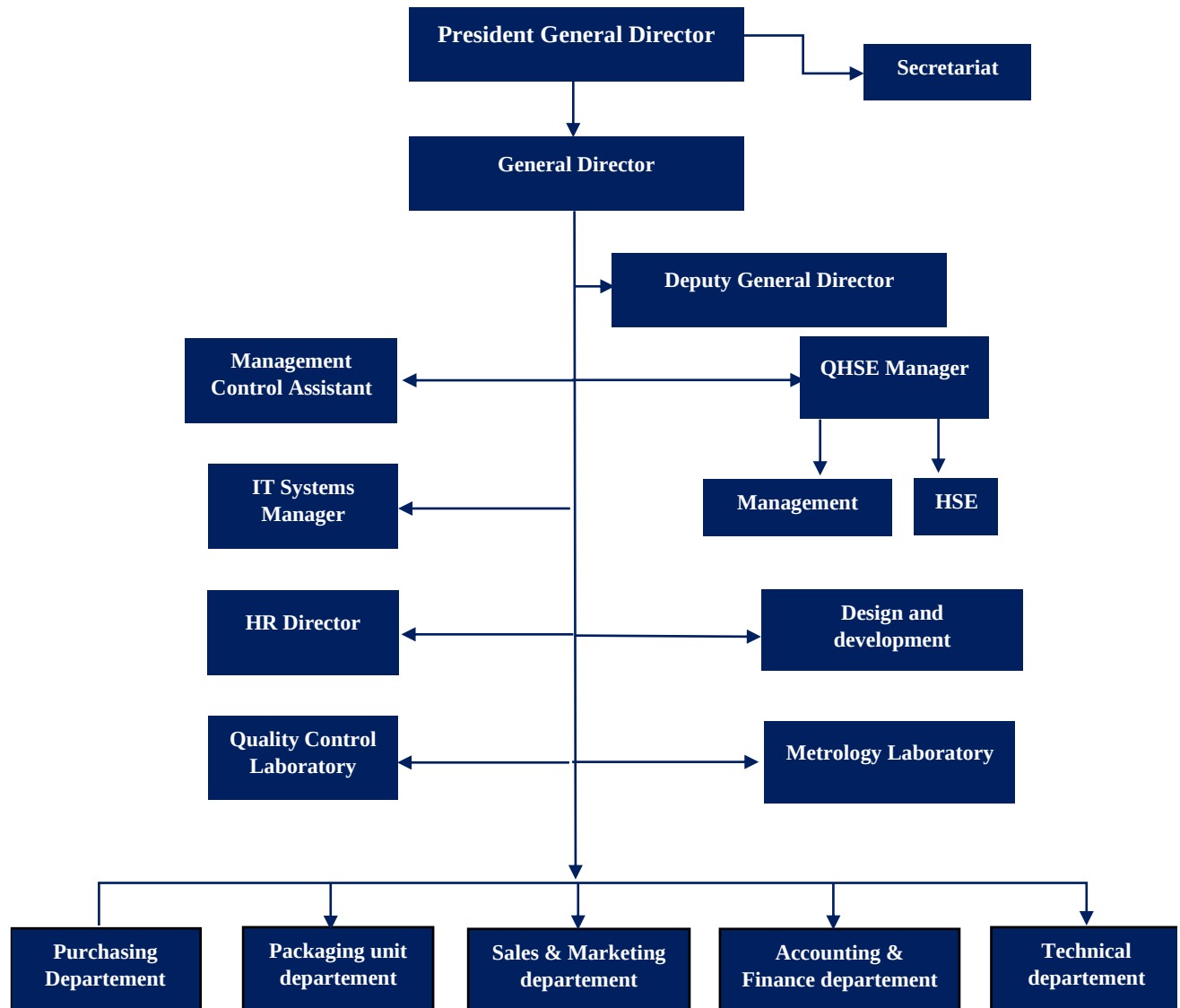
Source: Developed by the Author from internal documents

2.4. Legal and Organizational Structure

Venus operates as a Société à Responsabilité Limitée (SARL), equivalent to a limited liability company. The organizational structure is divided into several key directorates:

General Management, Administration and Finance, Purchasing, Sales and Marketing, and Production.

Figure 10: Laboratoires Venus Organizational Structure



Source: Developed by the Author from internal documents

2.5. Certifications and Awards

Venus has consistently demonstrated its commitment to quality and environmental responsibility.

- The company has been certified ISO 9001 (Quality Management) and ISO 14001 (Environmental Management) since May 2008, operating under an integrated Quality and Environmental Management System.

This commitment has been recognized through several national awards:

- In 2003, the General Director received the Performance Award for Best Manager of the Year.
- In 2008, Venus received an encouragement prize for exports to foreign markets.
- In 2012, the company won the First Prize for Innovation for SMEs awarded by the Ministry of Industry.
- In 2015, it received the Quality Prize from the Ministry of Industry.

2.6. Sales and Marketing Department

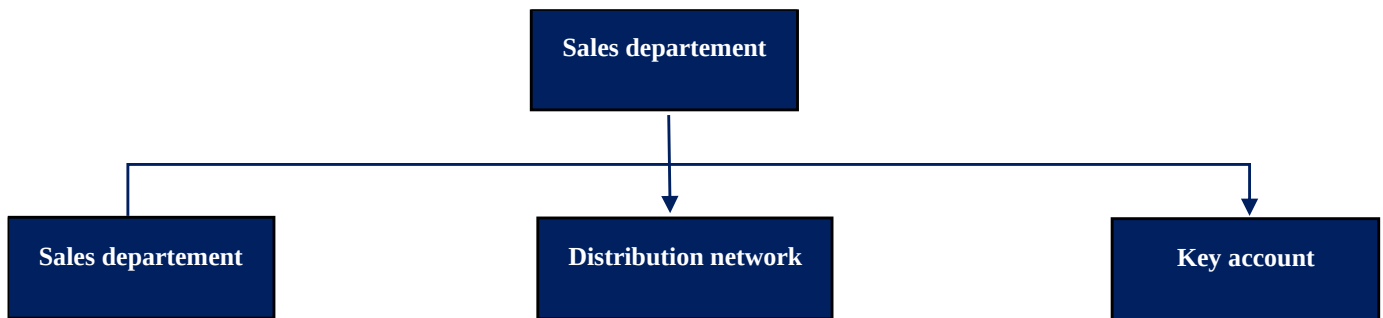
The Sales and Marketing directorate plays a central role in the company's growth strategy, overseeing market research, product development, commercial negotiations with distributors, and digital communication across social media platforms.

2.6.1. Sales department

The Sales Directorate is responsible for managing all activities related to the distribution and commercialization of Venus products across the national territory. It operates through three main sub-departments :

- **Commercial Service:** oversees all activities directly related to sales operations, including analyzing market offers, negotiating contracts with distributors, supervising and managing the sales team, and monitoring the revenue performance of each product reference.
- **Distribution Network:** manages the chain of actors responsible for channeling Venus products from the production sites to the end consumer. This network ensures product availability across different regions of Algeria.
- **Key Accounts:** dedicated to managing strategic commercial relationships with the company's most significant clients and distribution partners.

Figure 11: Sales department Structure



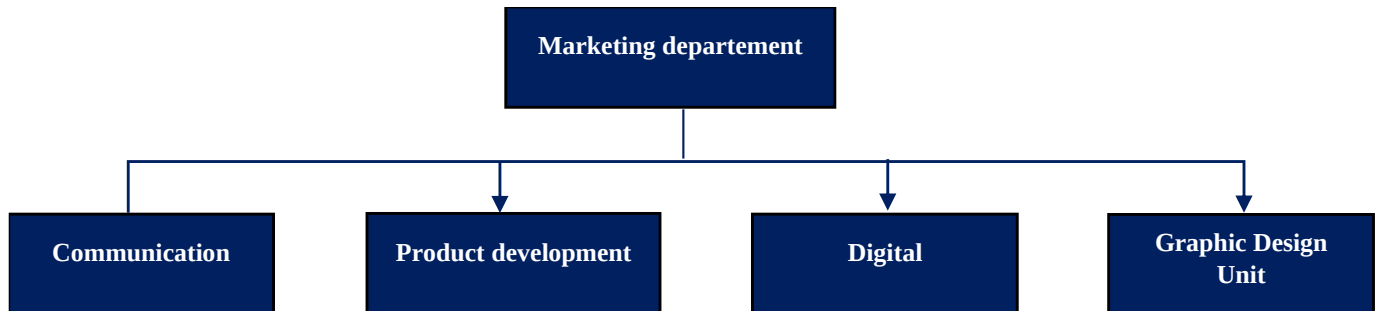
Source: Developed by the Author from internal documents

2.6.2. Marketing departement

The Marketing Directorate is responsible for building and maintaining the Venus brand, developing new products, and managing the company's communication across all channels. It operates through four specialized sub-departments:

- **Communication Service:** oversees all marketing communication activities undertaken to support the sale and promotion of Venus products. This includes planning and executing advertising campaigns across both traditional and digital channels, managing relationships with advertising agencies, and ensuring consistency between the brand's messaging and its visual identity.
- **Product Development Service:** responsible for the ideation and development of new products, managing every visual and functional dimension from concept to market launch. This includes designing packaging, creating labels, defining the visual identity of new product lines, and selecting colors and formats that align with both consumer expectations and brand positioning.
- **Digital Service:** manages all aspects of Venus's online presence and social media activity. This includes content creation and publication across Facebook, Instagram, and LinkedIn, managing the company's official website, running paid digital advertising campaigns, and monitoring online engagement and community growth.
- **Graphic Design Unit:** provides the creative and visual production support that underpins all of Venus's communication and product development activities. The unit is responsible for conceptualizing visual identities, creating logos, designing marketing materials, and producing layouts for both print and digital use.

Figure 12: Marketing department structure



Source: Developed by the Author from internal documents

2.7. Product Lines

Venus Laboratoires organizes its portfolio of more than 180 products into several distinct product lines, each targeting a specific consumer need and marketed under a dedicated brand name. These product lines can be broadly divided into two strategic categories: a general range primarily oriented toward female consumers, and a men's line, marketed under the Venus Men brand, which targets male consumers with products specifically formulated and positioned for masculine grooming needs. This dual-market structure reflects Venus's ambition to serve the full spectrum of Algerian consumers, while simultaneously acknowledging the growing importance of the male personal care segment as a distinct and expanding market.

2.7.1. Female product lines

Hair care line: marketed under three brands, Hair Excell, Coiffix, and Illiov, this line represents the company's largest range, offering 33 varieties of shampoos, conditioners, styling creams, lacquers, serums, masks, and hair colorants, making it the cornerstone of Venus's product offering since its earliest years of production.

Hair coloring line: marketed under the My Color brand, offers 26 color shades complemented by 4 oxidant varieties, providing consumers with a complete coloring system from a single local brand.

Figure 13: Hair care and coloring brands



Source: Retrieved from www.laboratoiresvenus.com

Dermocosmetic and skincare line: marketed under the Viderm brand, constitutes Venus's most premium range, encompassing 20 varieties including micellar water, moisturizing creams, cleansing gels, anti-aging treatments, depigmenting care, solar protection, and skin-regulating products. This line is particularly relevant to the present study, as it represents Venus's existing foothold in the skincare segment and its potential to extend toward a dedicated men's skincare offering.

Figure 14: Dermocosmetic and skincare brand



Source: Retrieved from www.laboratoiresvenus.com

Deodorant and body fragrance line: offers the widest variety within the Venus portfolio, with 36 references spanning perfumed deodorants, roll-on deodorants, alcohol-free deodorants, and eau de parfum.

Body care line: includes 16 varieties of shower gels, complemented by 7 varieties of liquid soaps.

Figure 15: Body care & liquid soap brands



Source: Retrieved from www.laboratoiresvenus.com

Dental care line: marketed under the Dentomint brand, currently consists of a single reference.

Figure 16: Dental care brand



Source: Retrieved from www.laboratoiresvenus.com

Baby care line: 4 dedicated references formulated for infant skin and hygiene.

2.7.2. Men's products line

The men's grooming line: marketed under the dedicated Venus Men brand. Venus Men is positioned as a complete men's personal care line, structured around four product categories: shampoos, shower gels, deodorants, and body sprays. The line currently comprises more than 20 references across these categories, organized under the Energy product range which serves as its main identity.

Figure 17: Men's grooming brand



Source: Retrieved from www.laboratoiresvenus.com

hair care: Venus Men offers a range of 5-in-1 anti-dandruff shampoos in four variants, Spirulina, Charcoal, Ginger, and Peppermint.

Body care category: anchored by the Energy 3-in-1 shower gels, also available in three active ingredient variants: Spirulina, Ginger, and Peppermint extract.

Deodorant category: the most developed within Venus Men, offering three formats targeting different usage preferences.

- Roll-on deodorants are available under both the classic range (Perfect, Elegant, Cool for Men) and the newer Energy Boost range (Wild, Style, Boost).
- Aerosol deodorants complement the range, including a Sport variant.
- Body sprays in three fragrances, Perfect, Elegant, and Cool for Men, providing a full grooming experience from hair to body.

2.8. Men's Skincare Consumption Within the Venus Range

Beyond the formally dedicated Venus Men line, direct communication with the company's marketing department revealed an emerging and largely undocumented consumer behavior within the broader Venus range. Algerian male consumers have been observed purchasing and using three skincare references from the Viderm line, that are not officially marketed toward men:

- The facial cleansing gel.
- The facial serum.
- The solar protection cream.

The fact that this pattern was identified and acknowledged internally by the marketing department constitutes a meaningful signal of latent demand for men's skincare products among Algerian consumers.

This observation is particularly significant in the context of the present study, as it suggests that a segment of Algerian men are already engaging with skincare practices, even when products are not explicitly positioned for them, driven by personal motivations that may include self-image concerns, health awareness, or peer influence. This spontaneous consumption behavior, occurring outside any dedicated men's marketing effort, reinforces

the relevance of examining the psychological and social factors that shape Algerian men's skincare purchase intentions, and underscores the potential impact that a well-positioned men's skincare line from Venus could have in formalizing and expanding this nascent demand.

CHAPTER III: ANALYSIS AND DISCUSSION OF RESULTS

I. Presentation of the results

1.1. Preliminary tests

1.1.1. Missing values

The dataset was carefully examined for missing values using IBM SPSS. In this study, the total number of collected questionnaires was $n = 268$. A filter question (Q101) at the beginning of the survey ensured that only respondents who reported using skincare products were retained, reducing the effective sample to $n = 205$ valid cases.

The third question asked specifically about the use of Venus products (Q103); respondents who answered "No" were automatically directed to skip the subsequent item asking which Venus products they used, while continuing with the rest of the questionnaire. As a result, the subsample for the Venus product usage question comprised $n = 143$ respondents.

This design created structural missing values that were expected and systematically coded as user-defined missing in SPSS, so that they would not bias statistical outputs. Apart from these conditional skips, the dataset contained no random missing values, with all other variables showing complete responses ($n = 205$).

1.1.2. Normality

The normality of the data distribution was assessed for all measurement items, referring to the extent to which responses are symmetrically distributed around the mean. In the context of quantitative research, verifying normality is an essential preliminary step, as it ensures that the data meet the statistical assumptions required for multivariate analysis and that findings can be generalized beyond the sample (Hair et al., 2019)

Normality was assessed using skewness and excess kurtosis indicators in SmartPLS 4. Skewness measures the symmetry of the data distribution. Acceptable normality is confirmed when skewness values fall between -2 and +2.

Kurtosis measures the peakedness or flatness of the distribution relative to a normal curve. Acceptable normality is confirmed when excess kurtosis values fall between -10 and +10.

These results confirm that the data distribution of all 22 items falls comfortably within the accepted thresholds of normality, satisfying the assumptions for proceeding with PLS-SEM analysis.

Table 2: Normality test

	Excess kurtosis	Skewness
ATT1	0.202	-0.830
ATT2	-0.262	-0.544
ATT3	-0.201	-0.593
INF1	-0.624	-0.591
INF2	-0.376	-0.443
INF3	-0.380	-0.503
INF4	-0.276	-0.798
MASC1	1.202	-1.006
MASC2_RR	0.171	-0.810
MASC3	0.593	-0.559
MASC4_RR	-0.140	0.273
PI1	-0.966	-0.379
PI2	-0.250	-0.617
PI3	-0.653	-0.455
PI4	-0.516	-0.602
SI2	-0.697	-0.214
SI3	-0.599	-0.425
SI4	-0.358	-0.616
SN1_RR	-0.559	-0.668
SN2	0.353	-0.314
SN3	-1.152	-0.194
SI1	-0.550	-0.464

Source: Based on analysis used in SmartPLS4

1.1.3. Multicollinearity test

Multicollinearity refers to the condition in which two or more indicators within the same construct are so highly correlated with each other that it becomes statistically impossible to isolate their individual contributions to the construct they are measuring. When multicollinearity is present, the estimates of outer loadings and path coefficients become unstable and unreliable, threatening the validity of the entire model (Hair et al., 2019).

Multicollinearity is detected using the Variance Inflation Factor (VIF). The outer VIF values were obtained through the PLS Algorithm in SmartPLS 4. It quantifies how much the variance of an estimated coefficient is inflated due to correlation with other indicators. As VIF values increase above 1, the degree of multicollinearity intensifies. Following the guidelines of Hair et al. (2019), VIF values below 5.0 are considered acceptable in PLS-SEM, while values below 3.3 are considered conservative evidence of no multicollinearity. VIF values exceeding 5.0 indicate a serious multicollinearity problem requiring corrective action, such as item removal or construct reconceptualization.

All 22 indicator VIF values fall well below the maximum threshold of 5.0, ranging from a minimum of 1.010 to a maximum of 3.341. This confirms the absence of problematic multicollinearity across all measurement items in the model.

Table 3: Multicollinearity test

	VIF
ATT1	1.942
ATT2	2.055
ATT3	2.132
INF1	2.106
INF2	2.372
INF3	2.341
INF4	2.165
MASC1	1.038

MASC2_RR	1.069
MASC3	1.034
MASC4_RR	1.060
PI1	3.341
PI2	2.871
PI3	3.241
PI4	2.149
SI1	2.963
SI2	1.751
SI3	2.533
SI4	2.620
SN1_RR	1.010
SN2	1.255
SN3	1.244

Source: Based on analysis used in SmartPLS4

1.2. Descriptive analysis of the study

1.2.1. Respondent's profiles

Table 4: Respondent's profiles

Variables	Categories	Frequency	Percentage
Age	Under 18	1	0,5%
	18-25	110	53,7%
	26-33	93	45,4%
	34 and above	1	0,5%
Region	Northern Algeria	80	39,0%
	Eastern Algeria	79	38,5%
	Western Algeria	43	21,0%

	Southern Algeria	3	1,5%
Level of education	High school or below	2	1,4%
	Bachelor's degree	73	35,6%
	Master's degree	127	62,0%
	Doctorate	3	1,5%
Occupation	Student	73	35,6%
	Employed	131	63,9%
	Unemployed	1	0,5%

Source: Based on analysis used in SPSS 27

The table above presents the socio-demographic characteristics of the study sample, including age, region, level of education, and occupation, based on responses collected from 205 valid participants.

Regarding age distribution, the sample is composed of young adults, with the majority of respondents falling within the 18–25 age bracket (53.7%), followed closely by the 26–33 age group (45.4%). Respondents aged under 18 and those aged 34 and above together represent only 1% of the sample.

Concerning the geographical distribution of respondents, the Northern region recorded the highest representation with 39.0%, followed closely by the Eastern region with 38.5% of respondents. The Western region accounted for 21.0%, while the Southern region was the least represented with only 1.5%.

For the level of education, the dominant category is Master's degree holders, representing 62.0%, followed by Bachelor's degree holders with 35.6%. Respondents holding a Doctorate degree account for only 1.5% of the sample, while those with a high school diploma or below represent only 1.5%.

Finally, regarding occupational status, the majority of respondents are employed (63.9%), followed by students (35.6%), and only (0.5%) reported being unemployed.

- **The use of skincare products**

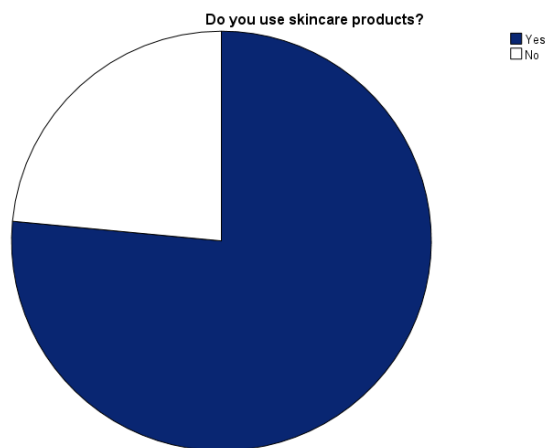
Q101: Do you use skincare products?

Table 5: Use of skincare products

Modalities	Frequency	Percentage
Yes	205	76,5%
No	63	23,5%
Total	268	100%

Source : Based on analysis used in SPSS 27

Figure 18: Use of skincare products



Source: Based on analysis used in SPSS 27

Table 5 presents the distribution of respondents according to their current use of skincare products. This question served as the primary screening criterion of the survey, ensuring that only men with direct experience of skincare consumption were retained for the analysis. Respondents who answered "No" were automatically redirected to the end of the questionnaire and excluded from further analysis.

A total of 205 respondents confirmed that they use skincare products, out of a total of 268 respondents who accessed the survey, representing 76.5% of the total. The remaining 23.5% were consequently filtered out. The final valid sample was 205 respondents, representing the dataset upon which all subsequent analyses are based.

- **Skincare products used by respondents**

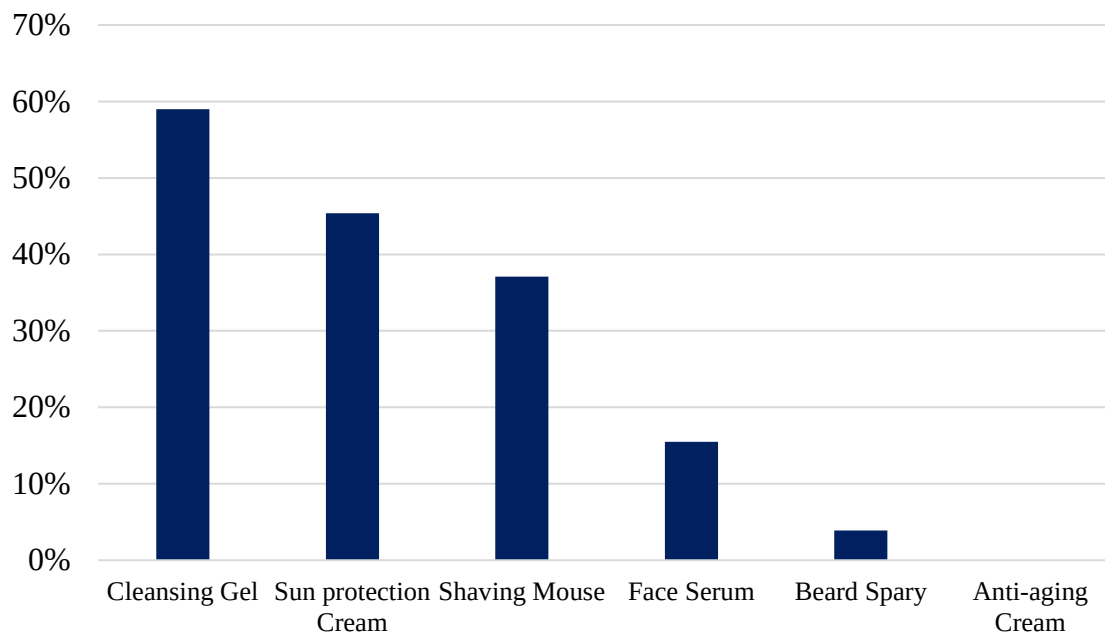
Q: Which of the following skincare products do you currently use?

Table 6: Skincare products used by respondents

Modalities	Frequency	Percentage
Cleansing Gel	121	59%
Sun protection Cream	93	45,40%
Shaving Mouse	76	37,10%
Face Serum	38	15,50%
Beard Spary	8	3,90%
Anti-aging Cream	0	0%

Source: Based on analysis used in SPSS 27

Figure 19: Skincare Products Used by Respondents



Source: Based on analysis used in Excel

Table 6 presents the distribution of skincare product types currently used by the 205 valid respondents. As this question allowed multiple selections, the cumulative percentage exceeded 100%, reflecting the diversity of grooming routines among the sample.

Cleansing gel emerged as the most widely used skincare product, with 59.0% of respondents reporting its use, making it the only product used by more than half of the sample. Sun protection cream ranked second at 45.4%, followed by shaving mousse with 37.1%. Face serum was reported by 18.5% of respondents. Anti-aging cream recorded the lowest usage at 0.0%, while beard spray recorded 3.9%.

- **The use of Venus skincare products**

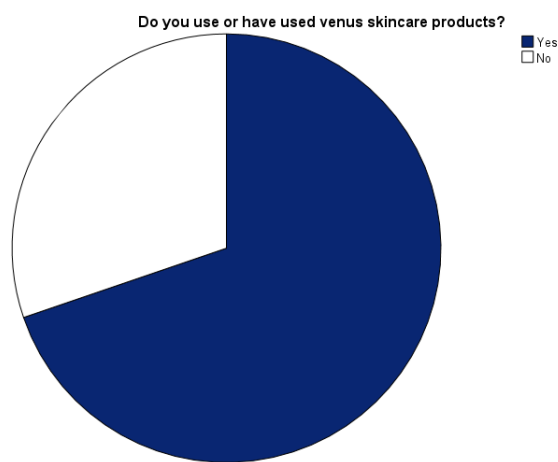
Q: Do you use or have used Venus skincare products?

Table 7: Use of Venus skincare products

Modalities	Frequency	Percentage
Yes	143	69,8%
No	62	30,2%

Source : Based on analysis used in SPSS 27

Figure 20: The use of Venus skincare products



Source: Based on analysis used in SPSS 27

Table 7 presents the distribution of respondents according to their use of Venus skincare products.

The majority of respondents (143 out of 205) confirmed that they currently use or have previously used Venus skincare products, representing 69.8%, while the remaining 30.2% indicated that they did not use Venus products specifically, despite being active skincare consumers who used other brands.

- **Venus Skincare products used by respondents:**

Q: What Venus skincare products do you use?

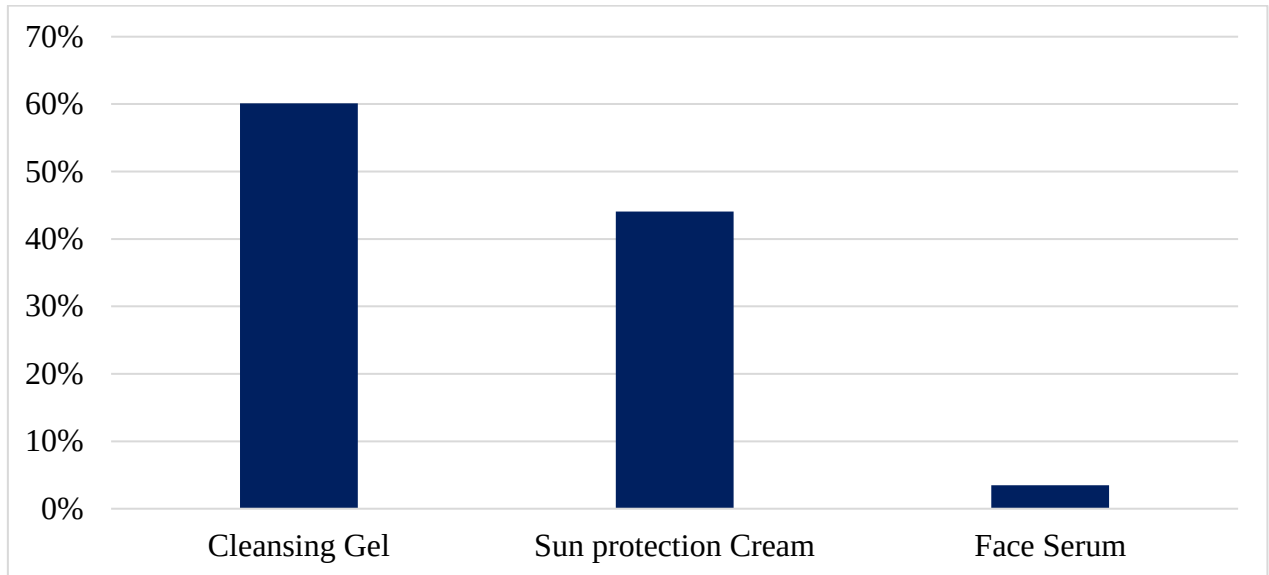
Table 8: Venus Skincare Products Used by Respondents

Modalities	Frequency	Percentage
Cleansing Gel	86	60,1%

Sun protection Cream	63	44,1%
Face Serum	5	3,5%

Source : Based on analysis used in SPSS 27

Figure 21: Venus Skincare Products Used by Respondents



Source: Based on analysis used in Excel

Table 8 presents the distribution of Venus skincare products used among the 143 respondents who confirmed using or having used Venus skincare products. As this question allowed multiple selections, the cumulative percentage exceeded 100%, reflecting the possibility of using more than one Venus product simultaneously.

Venus cleansing gel was by far the most widely adopted product within the Venus skincare range, used by 60.1% of respondents, representing the dominant product in the brand's men's skincare consumption profile. Venus sun protection cream ranked second with 44.1%, while Venus face serum recorded the lowest adoption by far with only 3.5%.

Overall, the Venus product usage pattern closely mirrors the general skincare adoption hierarchy observed across the sample, basic and functionally justified products led adoption while more sophisticated formulations remained marginal.

- **Frequency of use:**

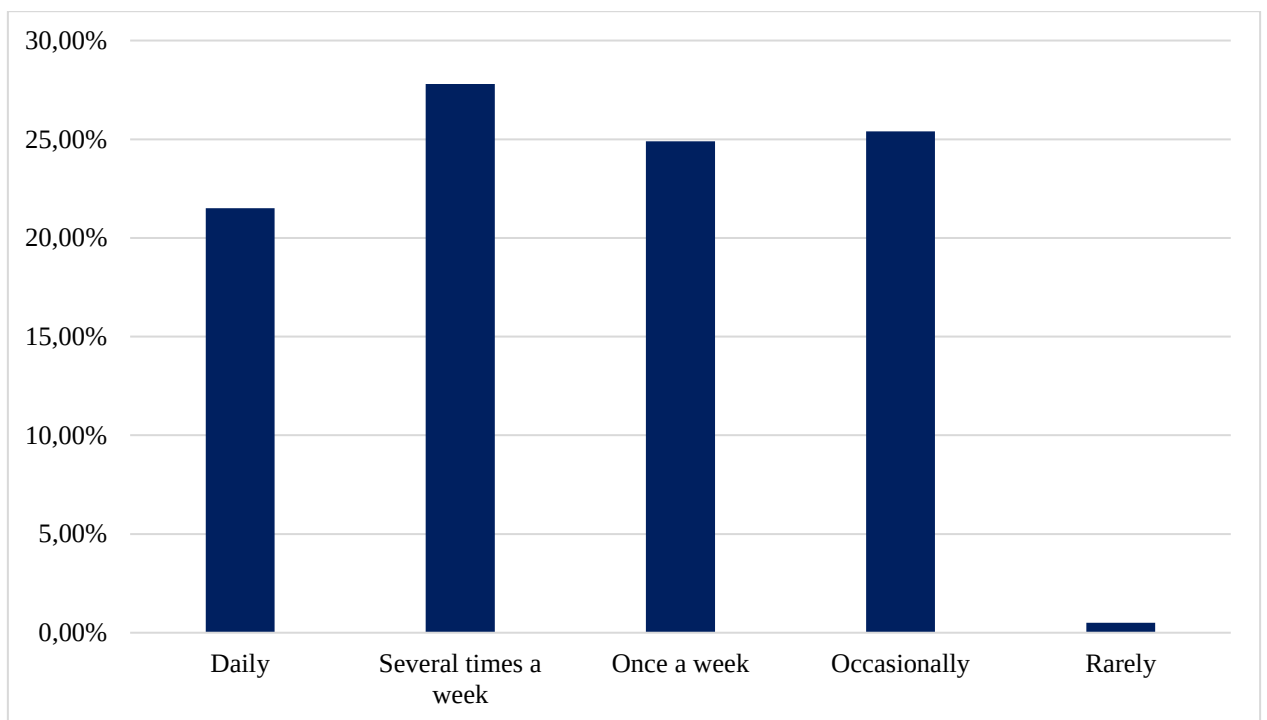
Q: How often do you use it?

Table 9: Frequency of use

Modalities	Frequency	Percentage
Daily	44	21,5%
Several times a week	57	27,8%
Once a week	51	24,9%
Occasionally	52	25,4%
Rarely	1	0,5%

Source : Based on analysis used in SPSS 27

Figure 22: Frequency of use



Source: Based on analysis used in Excel

Table 9 presents the distribution of respondents according to how frequently they use skincare products.

The frequency of skincare use is remarkably evenly distributed across the first four categories. Several times a week emerged as the most common frequency, reported by 27.8% of respondents, followed closely by occasionally with 25.4%, once a week with 24.9%, and daily use with 21.5%. The rarely category recorded only 0.5%.

1.3. Univariate descriptive analysis

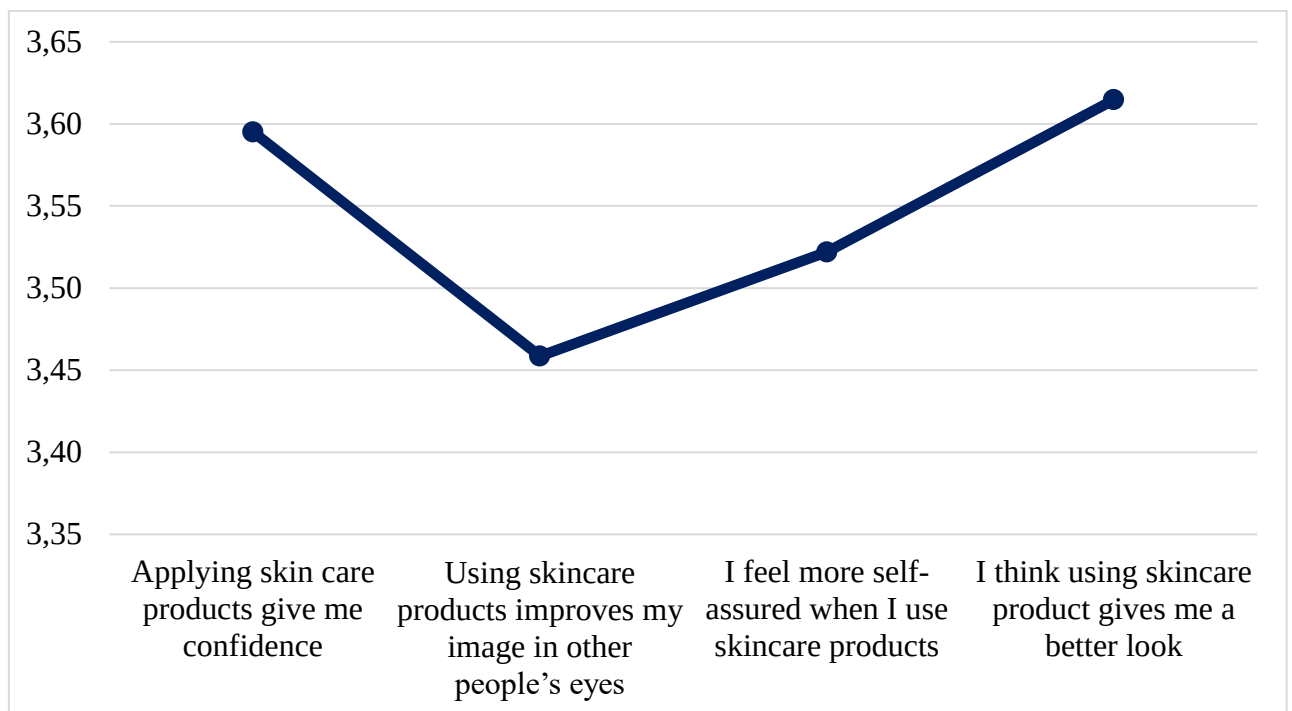
The following section presents the descriptive statistics of the six latent constructs measured in this study. Each construct was operationalized through multiple items measured on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

- **Self image**

Table 10: Descriptive Statistics for Self-Image Construct

	Frequency	Mean	Standard Deviation
Self_Image	205	3,54	0,91

Figure 23: Mean Scores of Self-Image Items



Source: Based on analysis used in Excel

Self-image was measured using four items capturing respondents' perception of how skincare contributes to their confidence, appearance, and social image. The overall construct mean is 3.54, falling within the agree range. The item mean scores ranged from 3.46 to 3.61, with the highest mean (3.61) recorded for the item "I think using skincare products gives me a better look."

These results indicate that Algerian male respondents generally associated skincare use with a positive self-image and viewed grooming products as tools for enhancing their personal appearance and confidence.

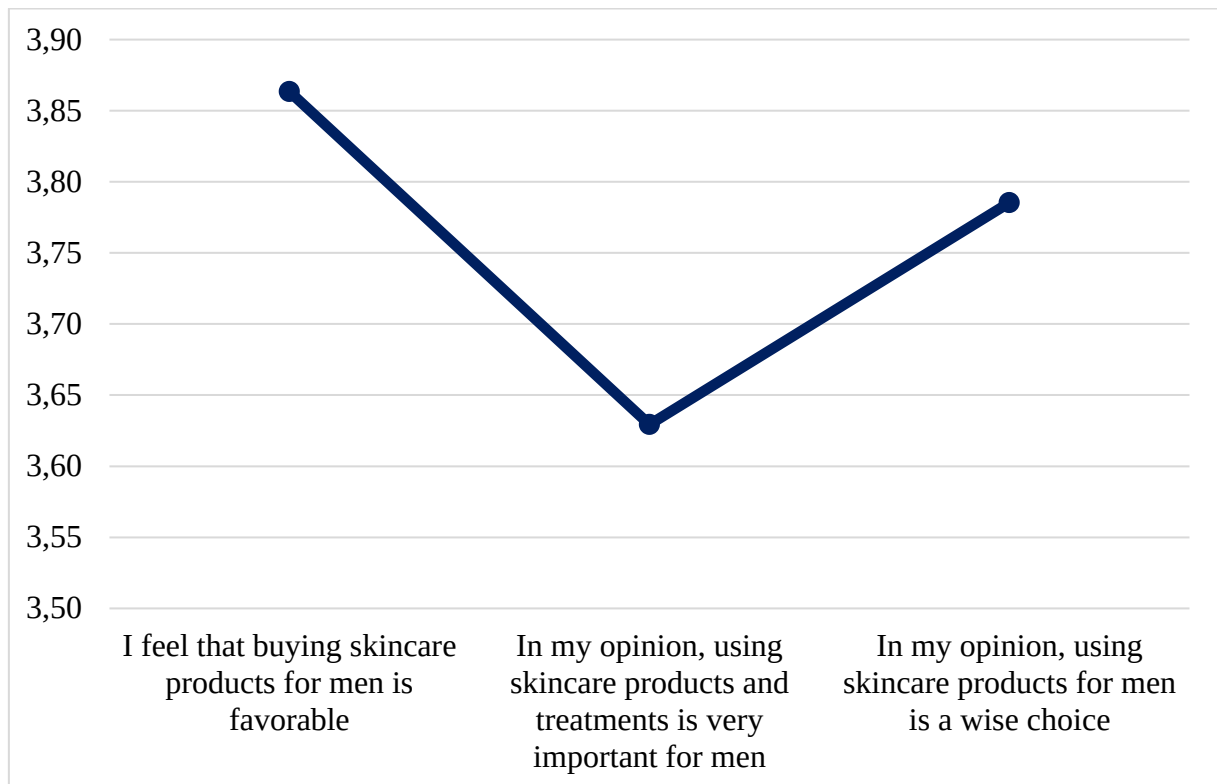
- **Attitude :**

Table 11: Descriptive Statistics for Attitude Construct

	Frequency	Mean	Standard Deviation
Attitude	205	3,75	0,88

Source : Based on analysis used in SPSS 27

Figure 24: Mean Scores of Attitude Items



Source: Based on analysis used in Excel

Attitude was assessed through three items reflecting respondents' overall evaluative stance toward buying skincare products as men. The overall construct mean of 3.76 falls within the agree range.

The item means ranged from 3.63 to 3.86, with the highest score (3.86) recorded for "I feel that buying skincare products for men is favorable," suggesting that the sampled Algerian men held a generally favorable attitude toward men's skincare purchasing.

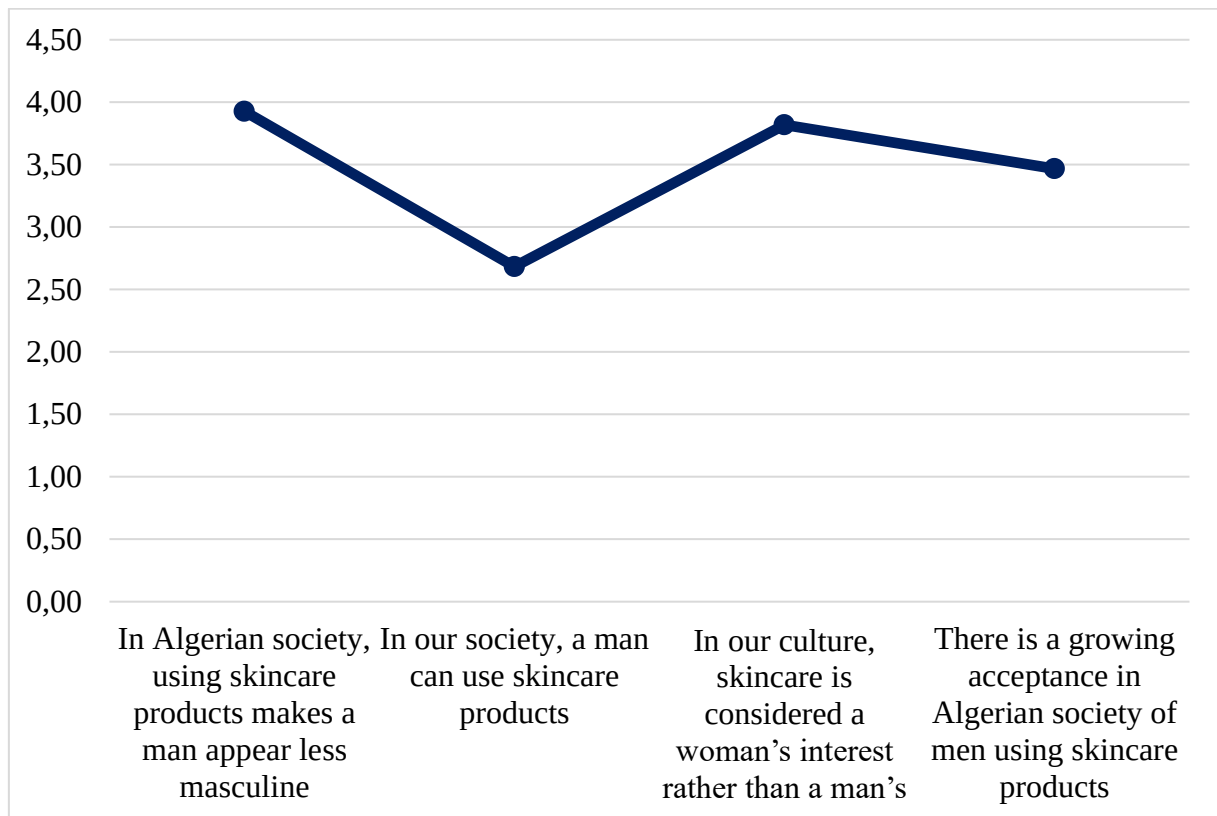
- **Masculinity :**

Table 12: Descriptive Statistics for Masculinity Construct

	Frequency	Mean	Standard Deviation
Masculinity	205	3,47	0,42

Source : Based on analysis used in SPSS 27

Figure 25: Mean Scores of Masculinity Items



Source: Based on analysis used in Excel

Masculinity norms were measured through four items capturing respondents' perceptions of how Algerian society frames skincare in relation to masculine identity. The overall construct mean of 3.48 falls at the boundary between neutral and agree.

The item means displayed the widest variation of all constructs, ranging from 2.68 to 3.94. The highest mean was recorded for "In Algerian society, using skincare products makes a man appear less masculine," indicating broad agreement that the traditional masculine stigma associated with skincare remained present. Conversely, the lowest mean corresponded to the item regarding social permission for men's skincare use in Algerian society, suggesting that such permission was perceived as limited.

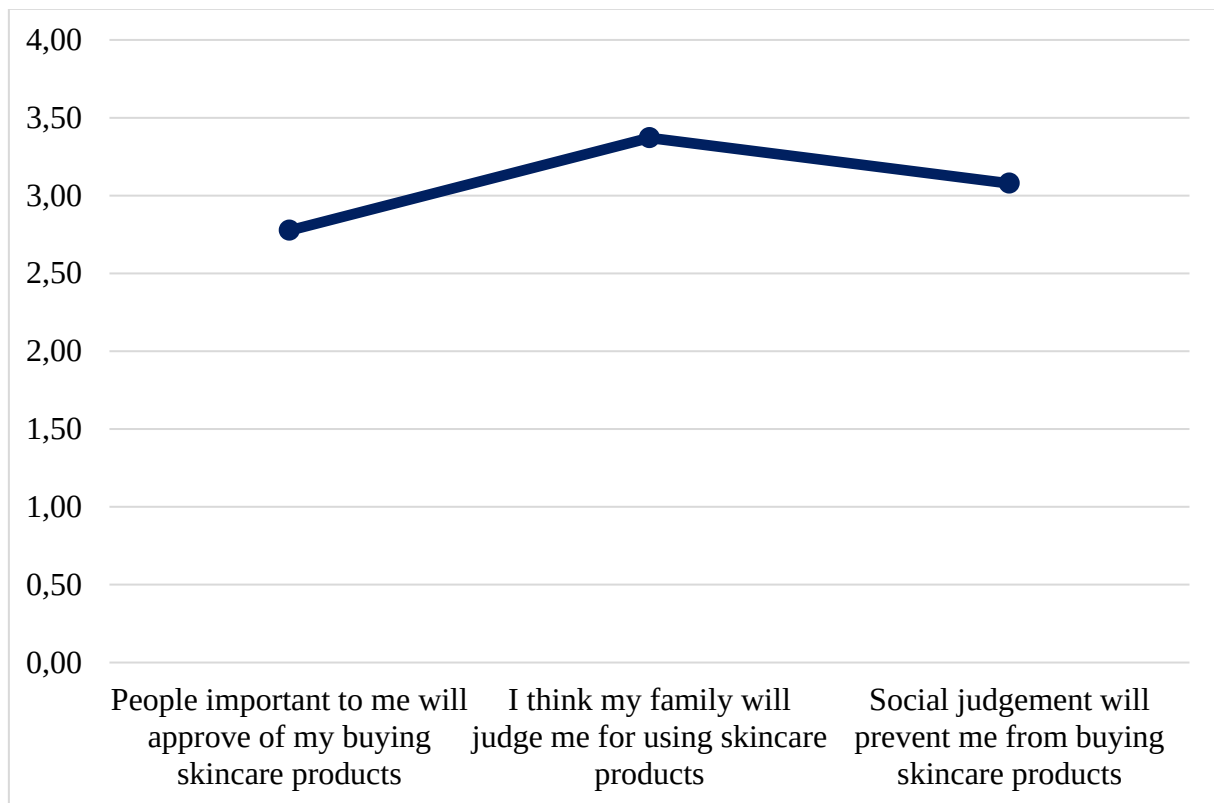
- **Subjective norms**

Table 13: Descriptive Statistics for Subjective norms Construct

	Frequency	Mean	Standard Deviation
Subjective_norms	205	3,07	0,66

Source : Based on analysis used in SPSS 27

Figure 26: Mean Scores of Subjective norms Items



Source: Based on analysis used in Excel

Subjective norms were measured through three items assessing the perceived social pressure from significant referents regarding men's skincare use. The overall construct mean of 3.06 falls within the neutral range.

The item means ranged from 2.78 to 3.34, with the highest mean recorded for "I think my family will judge me for using skincare products," suggesting that respondents perceived moderate but not overwhelming social pressure regarding skincare use from their immediate social environment. This finding indicated that while family and social judgment remained present concerns, they did not constitute an absolute barrier for the majority of respondents.

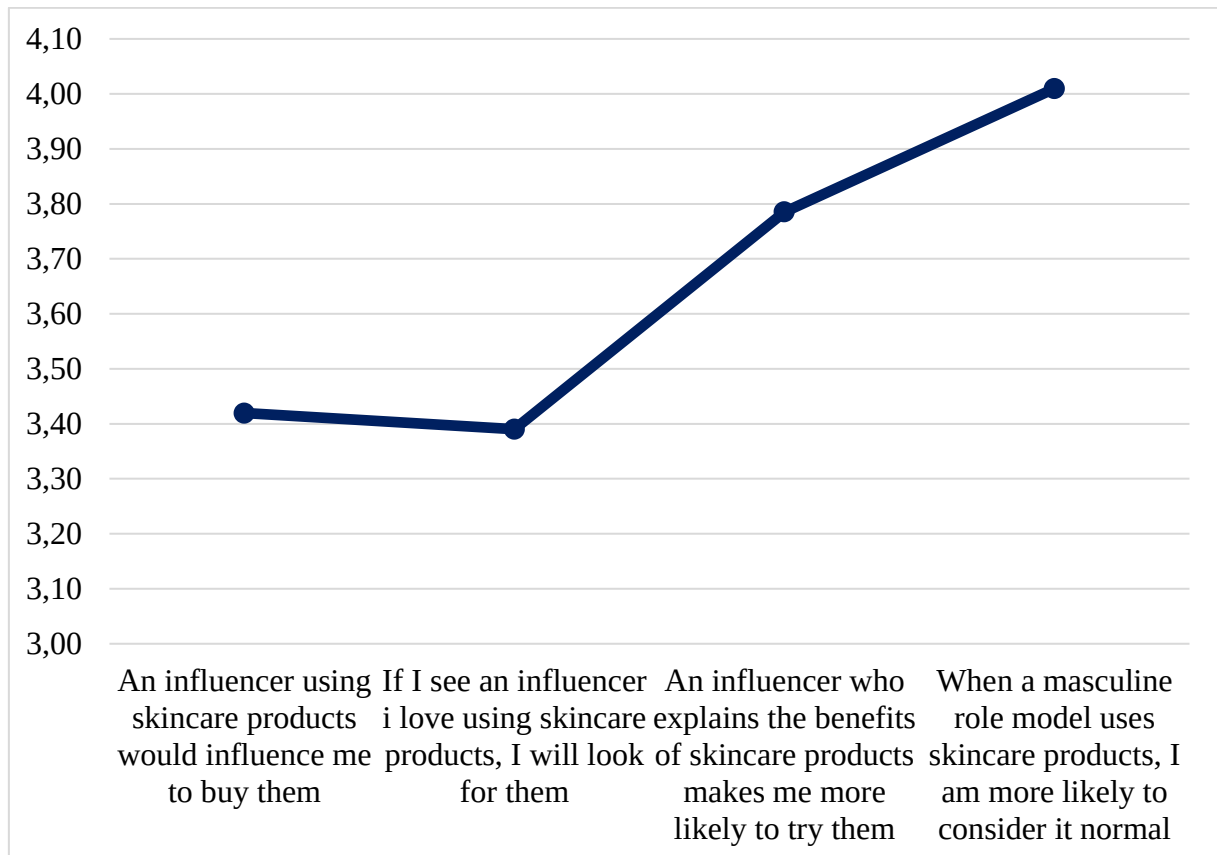
- **Influencers endorsement:**

Table 14: Descriptive Statistics for Influencers endorsement Construct

	Frequency	Mean	Standard Deviation
Influencers_endorsement	205	3,65	0,88

Source : Based on analysis used in SPSS 27

Figure 27: Mean Scores of Influencers endorsement Items



Source: Based on analysis used in Excel

Influencers endorsement was operationalized through four items measuring the extent to which social media influencers shape respondents' skincare purchasing decisions. The overall construct mean of 3.71 falls solidly within the agree range.

The item means ranged from 3.39 to 4.01, recording the highest construct-level means in the entire model. The highest scoring item was "When a masculine role model uses skincare products, I am more likely to consider it normal," which was a particularly significant finding suggesting that the framing of skincare within a masculine identity context was the most powerful influencers-related trigger for Algerian male consumers.

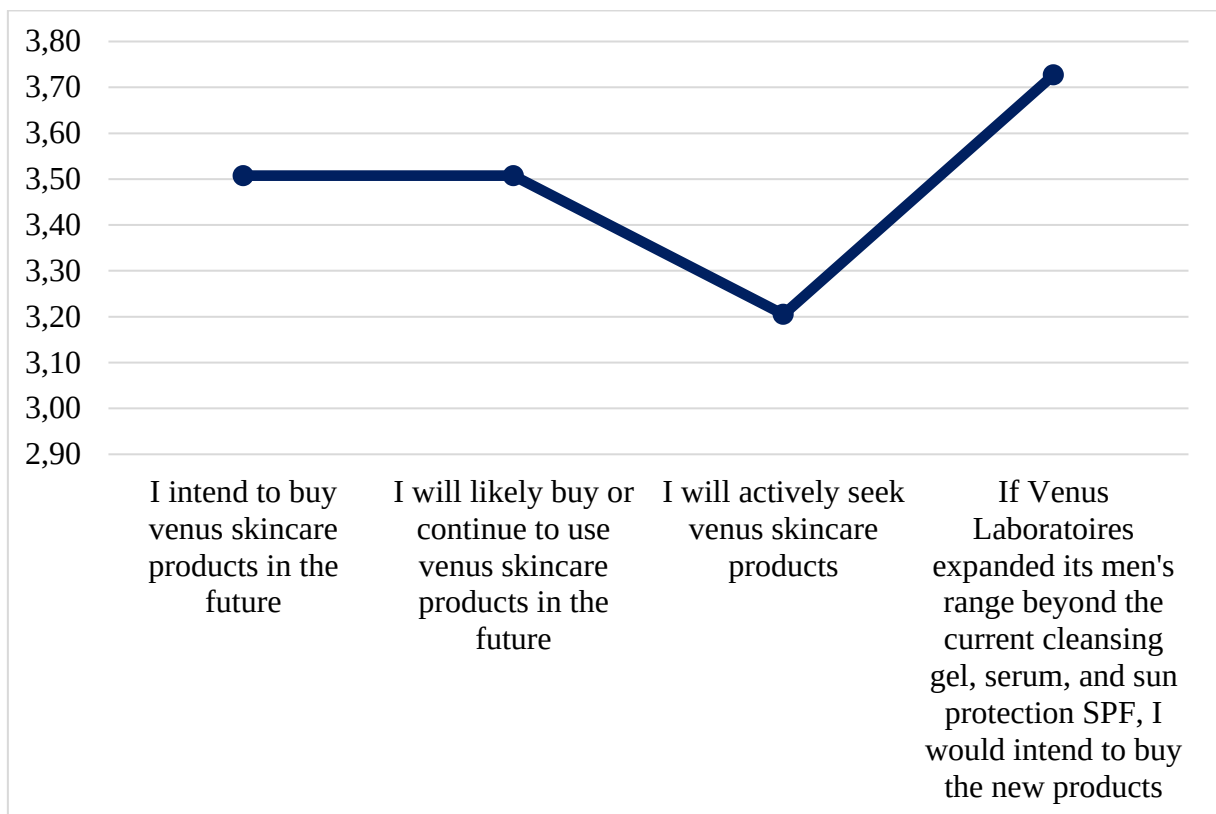
- **Purchase intention :**

Table 15: Descriptive Statistics for Purchase Intention Construct

	Frequency	Mean	Standard Deviation
Purchase_intention	205	3,48	0,99

Source : Based on analysis used in SPSS 27

Figure 28: Mean Scores of Purchase Intention Items



Source: Based on analysis used in Excel

Purchase intention was measured through four items capturing respondents' likelihood of buying Venus skincare products in the future. The overall construct mean of 3.49 falls within the agree range.

The item means ranged from 3.20 to 3.73, with the highest mean recorded for "If Venus Laboratoires expanded its men's range beyond the current products, I would intend to buy the new products," indicating a generally positive purchase intention among respondents. Notably, the lowest scoring item, "I will actively seek Venus skincare products," suggested

that while respondents were open to purchasing, active search behavior remained more limited.

1.4. Assessment of the Measurement Model

1.4.1. Model fit

Table 16: Model Fit Assessment

	Saturated model	Estimated model
SRMR	0.096	0.113
d_ULS	2.316	3.254
d_G	0.607	0.674
Chi-square	726.324	783.667
NFI	0.730	0.709

Source: Based on analysis used in SmartPLS4

The reported fit indices indicated that the estimated model did not achieve an optimal global fit with the observed data, as the SRMR values exceeded the recommended threshold of 0.08, the d_ULS and d_G discrepancy measures were relatively high, the Chi-square values were large, and the NFI values (0.730 and 0.709) remained below the conventional cutoff of 0.90. These results indicated limitations in the model's ability to accurately reproduce the covariance structure of the data.

However, in Partial Least Squares Structural Equation Modeling (PLS-SEM), global fit indices are considered less decisive than in covariance-based SEM, since PLS-SEM primarily focuses on prediction, variance explanation, and theory development rather than exact model fit. Therefore, despite these suboptimal fit statistics, the model can still be accepted and meaningfully interpreted provided that construct reliability and validity were established, and that key structural indicators such as path coefficients and R² values demonstrated satisfactory results (Hair et al., 2019). Accordingly, the model remained suitable for analysis, while acknowledging its fit limitations through transparent reporting.

1.4.2. Reliability and validity of the study

- **Verification of composite reliability CR**

Internal consistency reliability captures the degree to which the items assigned to a construct produce coherent and reproducible measurements of the same underlying concept. Two indicators are examined in this study to assess this dimension (Hair et al., 2019).

Cronbach's alpha represents the traditional approach to reliability estimation, derived from the average relationship between items within a construct. Its primary limitation, as pointed out by (Hair et al., 2019), is that it assigns equal importance to all items regardless of their actual contribution to the construct, which often led to an underestimation of true reliability. It therefore served as the lower bound of reliability.

Composite reliability addresses this limitation by incorporating each item's actual loading into the reliability calculation, producing a more construct-sensitive estimate. It was therefore the preferred reliability indicator in PLS-SEM and served as the upper bound (Hair et al., 2019).

According to Hair et al. (2019), reliability values between 0.60 and 0.70 are considered "acceptable in exploratory research," and values between 0.70 and 0.90 are considered "satisfactory to good."

For all three measures, Hair et al. (2019) set the acceptable minimum at 0.70 for confirmatory research contexts, with the range of 0.70 to 0.90 considered satisfactory to good. Values exceeding 0.95 signaled potential redundancy among items, which could reduce construct validity. In exploratory research settings, values between 0.60 and 0.70 are acceptable (Hair et al., 2019).

- **Verification of convergent validity AVE**

Convergent validity checks whether the items of a construct actually measure the same underlying concept. It was measured by the Average Variance Extracted (AVE), which showed the proportion of item variance explained by the construct. It was calculated as the average of all squared loadings for a given construct. The minimum required value is 0.50, meaning the construct must explain at least half of its items' variance. When AVE is below 0.50, measurement error explains more variance than the construct itself, which weakens the validity of the scale (Hair et al., 2019).

The reliability and validity assessment revealed that Attitude, Influencers Endorsement, Purchase Intention, and Self-Image achieved satisfactory levels, with all composite reliability values exceeding 0.8 and AVE values above 0.7.

The Composite Reliability values for Masculinity (CR = 0.615) and Subjective Norms (CR = 0.631) indicated moderate reliability, falling below the conventional threshold of 0.70. This suggested that the items used did not sufficiently capture their respective constructs, meaning that the measurement of these two variables lacked the internal consistency required for robust construct representation. The reasons underlying this result will be examined in the discussion section.

Table 17: Construct reliability and validity-Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude	0.846	0.849	0.907	0.764
Influencers endorsement	0.875	0.876	0.914	0.727
Masculinity	0.238	0.272	0.615	0.309
Purchase intention	0.910	0.911	0.937	0.788
Self image	0.884	0.890	0.920	0.743
Subjective norms	0.275	0.154	0.631	0.373

Source: Based on analysis used in SmartPLS4

1.4.3. Verification of discriminant validity

Discriminant validity refers to the extent to which a construct is empirically distinct from other constructs in the model. In PLS-SEM, discriminant validity is commonly assessed using two criteria: the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio of correlations (HTMT).

- **Fornell-Larcker Criterion**

The Fornell-Larcker criterion, proposed by Fornell and Larcker (1981), compares the square root of each construct's AVE against all correlations between that construct and the others. The square root AVE values are placed on the diagonal of the correlation matrix. Discriminant validity was confirmed when each diagonal value was higher than all values in its row and column. However, this test can miss discriminant validity problems when item loadings are similar across constructs (Hair et al., 2019).

Table 18: Discriminant validity-Fornell-Larcker criterion

	Attitude	Influencers endorsement	Masculinity	Purchase intention	Self image	Subjective norms
Attitude	0.874					
Influencers endorsement	0.633	0.852				
Masculinity	-0.410	-0.362	0.556			
Purchase intention	0.552	0.698	-0.372	0.888		
Self image	0.754	0.586	-0.260	0.522	0.862	
Subjective norms	-0.421	-0.423	0.517	-0.299	-0.305	0.610

Source: Based on analysis used in SmartPLS4

As shown in the matrix above, this condition was largely satisfied for Attitude (0.874), Influencers Endorsement (0.852), Purchase Intention (0.888), and Self-Image (0.862), whose square root AVE values exceeded their inter-construct correlations. However, Masculinity (0.556) and Subjective Norms (0.610) showed weaker diagonal values, consistent with their already-reported low AVE scores, raising initial concerns about their discriminant validity.

- **HTMT Criterion**

The Heterotrait-Monotrait ratio (HTMT), introduced by Henseler, Ringle, and Sarstedt (2015), is also used. It compares the average correlations between items of different constructs to the average correlations between items of the same construct. Hair et al. (2019) recommend keeping HTMT below 0.85 for clearly different constructs, and below 0.90 for

constructs that are theoretically close. Discriminant validity was confirmed when the upper limit of the 95% bootstrapped confidence interval remained below the relevant threshold.

Table 19: Discriminant validity Heterotrait-Monotrait ratio-Matrix

	Attitude	Influencers endorsement	Masculinity	Purchase intention	Self image	Subjective norms
Attitude						
Influencers endorsement	0.736					
Masculinity	0.637	0.582				
Purchase intention	0.627	0.778	0.646			
Self image	0.867	0.664	0.430	0.577		
Subjective norms	0.585	0.587	1.140	0.457	0.474	

Source: Based on analysis used in SmartPLS4

The HTMT results revealed that most construct pairs satisfied these thresholds. Notably, Self-Image and Attitude recorded an HTMT of 0.867, which approached but remained below the 0.90 threshold, suggesting that while these two constructs are closely related, theoretically consistent with the model's proposition that self-image directly shapes attitude, they remained empirically distinguishable.

However, a critical concern arose with the HTMT value between Subjective Norms and Masculinity, which reached 1.140, substantially exceeding the threshold of 0.90. A value above 1.0 indicates that the two constructs cannot be considered empirically distinct, meaning that respondents did not perceive a meaningful difference between items measuring masculinity and items measuring subjective norms. This finding will be further examined in the discussion section.

1.5. Test of hypothesis

1.5.1. Direct effect

Table 20: Path Coefficients-Mean, STDEV, T values, P values-Direct effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Attitude -> Purchase intention	0.075	0.079	0.085	0.880	0.379
Influencers endorsement-> Purchase intention	0.552	0.542	0.071	7.797	0.000
Masculinity -> Purchase intention	-0.127	-0.131	0.061	2.091	0.037
Masculinity -> Subjective norms	0.510	0.525	0.069	7.368	0.000
Self image -> Attitude	0.754	0.756	0.039	19.457	0.000
Self image -> Purchase intention	0.126	0.125	0.075	1.684	0.092
Subjective norms -> Purchase intention	0.050	0.040	0.082	0.606	0.545

Source: Based on analysis used in SmartPLS4

-The hypothesis **H1** suggested that self-image positively influences attitude. The findings revealed a very strong positive relationship between Self-Image and Attitude, as evidenced by the path coefficient of 0.754. This indicated that males with a stronger concern for their self-image were more likely to develop favorable attitudes toward skincare products. The standard deviation of 0.039 demonstrated a highly stable and reliable estimate. The t-value of 19.457 indicated extremely strong statistical significance. Moreover, the p-value of 0.000 confirmed that the relationship was highly significant. Therefore, the null hypothesis was rejected.

In conclusion, the analysis strongly supported the hypothesis that self-image was a major determinant of attitude toward skincare products among Algerian males.

-The hypothesis **H2** suggested that attitude positively influences purchase intention toward skincare products among Algerian males. The findings revealed a weak positive relationship between Attitude and Purchase Intention, as reflected by the path coefficient of 0.075. This indicated that a more favorable attitude toward skincare products was associated with only a slight increase in purchase intention. The standard deviation of 0.085 suggested moderate variation across the bootstrap samples. The t-value of 0.880 indicated that the relationship lacked sufficient statistical strength. Furthermore, the p-value of 0.379, which is above the threshold of 0.05, meant that the relationship was not statistically significant. Therefore, the null hypothesis could not be rejected.

In conclusion, the analysis did not support the hypothesis that attitude significantly influences purchase intention. This suggested that having a positive attitude toward skincare alone might not have been enough to motivate Algerian males to purchase such products.

-The hypothesis **H3** proposed that self-image positively influences purchase intention. The findings revealed a weak positive relationship between Self-Image and Purchase Intention, as shown by the path coefficient of 0.126. This suggested that greater self-image concern might slightly increase the intention to purchase skincare products. The standard deviation of 0.075 indicated acceptable consistency across the samples. However, the t-value of 1.684 did not reach the required significance level. Furthermore, the p-value of 0.092 is above 0.05, indicating that the relationship was not statistically significant. Therefore, the null hypothesis could not be rejected.

In conclusion, the analysis did not support the hypothesis that self-image significantly influences purchase intention directly. This may indicate that self-image affects purchase intention indirectly through attitude rather than directly.

-The hypothesis **H4** proposed that masculinity positively influences subjective norms. The findings revealed a strong positive relationship between Masculinity and Subjective Norms, as demonstrated by the path coefficient of 0.510. This suggested that stronger masculine values were associated with greater sensitivity to social expectations and norms regarding skincare use. The standard deviation of 0.069 reflected a stable estimate across samples. The t-value of 7.368 indicated strong statistical significance. In addition, the p-value of 0.000 confirmed that the relationship was highly significant. Therefore, the null hypothesis was rejected.

In conclusion, the analysis strongly supported the hypothesis that masculinity was a significant predictor of subjective norms. This meant that masculine identity might shape how Algerian males perceived social approval or disapproval toward skincare consumption.

-The hypothesis **H5** suggested that subjective norms positively influence purchase intention. The findings revealed a very weak positive relationship between Subjective Norms and Purchase Intention, as indicated by the path coefficient of 0.050. This indicated that perceived social pressure had minimal influence on skincare purchase intention. The standard deviation of 0.082 indicated some variability across the samples. The t-value of 0.606 was very low, suggesting no statistical significance. Furthermore, the p-value of 0.545 was well above the threshold of 0.05, meaning the relationship was not significant. Therefore, the null hypothesis could not be rejected.

In conclusion, the analysis did not support the hypothesis that subjective norms significantly influence purchase intention. This suggested that Algerian males might rely more on personal motivations than on social pressure when deciding to purchase skincare products.

-The hypothesis **H6** suggested that masculinity influences purchase intention. The findings revealed a negative relationship between Masculinity and Purchase Intention, as shown by the path coefficient of -0.127. This indicated that stronger adherence to traditional masculine norms was associated with lower intention to purchase skincare products. The standard deviation of 0.061 indicated consistency across the samples. The t-value of 2.091 exceeded the minimum acceptable threshold, showing statistical significance. Furthermore, the p-value of 0.037, which is below 0.05, confirmed that the relationship was significant. Therefore, the null hypothesis was rejected.

In conclusion, the analysis supported the hypothesis that masculinity significantly influences purchase intention, but in a negative direction. This suggested that traditional masculine perceptions might discourage Algerian males from buying skincare products.

-The hypothesis **H7** proposed that influencers endorsement positively influences purchase intention. The findings revealed a strong positive relationship between Influencers Endorsement and Purchase Intention, as demonstrated by the path coefficient of 0.552. This suggested that stronger exposure to or trust in influencers recommendations significantly increased consumers' intention to purchase skincare products. The standard deviation of

0.071 indicated a stable relationship across the examined samples. The t-value of 7.797 demonstrated strong statistical significance. Moreover, the p-value of 0.000, which is below 0.05, confirmed that the relationship was highly significant. Therefore, the null hypothesis was rejected.

In conclusion, the analysis strongly supported the hypothesis that influencers endorsement was a significant determinant of purchase intention. This highlighted the growing importance of social media influencers in shaping skincare buying behavior among Algerian males.

1.5.2. Indirect effect

In addition to direct relationships between constructs, Structural Equation Modeling (SEM) also allows the examination of indirect relationships through a mediating variable. Mediation occurs when an independent variable influences a dependent variable through another construct.

In this study, indirect effects were tested to examine whether Attitude mediated the relationship between Self-Image and Purchase Intention, and whether Subjective Norms mediated the relationship between Masculinity and Purchase Intention, tested using the bootstrapping procedure in SmartPLS 4.

Table 21: Path Coefficients-Mean, STDEV, T values, P values-Indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Self image -> Attitude -> Purchase intention	0.063	0.066	0.064	0.977	0.329
Masculinity -> Subjective norms -> Purchase intention	0.045	0.039	0.049	0.904	0.366

Source: Based on analysis used in SmartPLS4

-The hypothesis **Hm1** suggested that self-image positively influences purchase intention through the mediating role of attitude. The findings revealed a weak positive indirect relationship between Self-Image and Purchase Intention through Attitude, as reflected by the path coefficient of 0.063. This suggested that individuals with stronger self-image concerns

might slightly increase their purchase intention by developing a more favorable attitude toward skincare products. The standard deviation of 0.064 indicated an acceptable level of consistency across the bootstrap samples. However, the t-value of 0.977 did not reach the minimum threshold of 1.96 required for statistical significance. Furthermore, the p-value of 0.329, which is above the standard threshold of 0.05, indicated that the indirect effect was not statistically significant. Therefore, the null hypothesis could not be rejected.

In conclusion, the analysis did not support the hypothesis that attitude significantly mediates the relationship between self-image and purchase intention. Although self-image significantly affected attitude, this favorable attitude did not significantly translate into stronger purchase intention among Algerian males.

-The hypothesis **Hm2** proposed that masculinity influences purchase intention through the mediating role of subjective norms. The findings revealed a weak positive indirect relationship between Masculinity and Purchase Intention through Subjective Norms, as shown by the path coefficient of 0.045. This suggested that masculinity might slightly affect purchase intention by shaping individuals' perceptions of social expectations regarding skincare product usage. The standard deviation of 0.049 reflected a stable estimate across the samples examined. However, the t-value of 0.904 remained below the threshold required for statistical significance. In addition, the p-value of 0.366, which exceeded 0.05, confirmed that the indirect effect was not statistically significant. Therefore, the null hypothesis could not be rejected.

In conclusion, the analysis did not support the hypothesis that subjective norms significantly mediate the relationship between masculinity and purchase intention. Although masculinity significantly influenced subjective norms, these social perceptions did not significantly translate into stronger purchase intention among Algerian males.

Table 22: Test of hypotheses summary table

Hypothesis	Declaration	Result
H1	Self-image has a significant positive influence on attitude toward skincare products	Accepted
H2	Attitude positively influences purchase intention	Rejected

H3	self image has a positive impact on purchase intention of skincare products	Rejected
H4	Masculinity has a significant impact on subjective norms in Algerian society.	Accepted
H5	Subjective norms significantly influence purchase intention.	Rejected
H6	Masculinity has a significant direct effect on purchase intention.	Accepted
H7	influencers endorsement forms a significant impact on purchase intention of skincare	Accepted
Hm1	Self-image influences purchase intention through the mediating role of attitude	Rejected
Hm2	Masculinity influences purchase intention through the mediating role of subjective norms.	Rejected

Source: Elaborated by the Author

1.6. Explained variance

The predictive accuracy of the structural model was assessed using R^2 (R-square) and adjusted R^2 values, while the contribution of each exogenous construct was evaluated using f^2 (f-square) effect size.

Table 23: R-square - Overview

	R-square	R-square adjusted
Attitude	0.569	0.567
Purchase intention	0.528	0.516
Subjective norms	0.267	0.264

Source: Based on analysis used in SmartPLS4

Table 24: f-square- Overview

	f-square	T statistics (O/STDEV)	P values
Attitude -> Purchase intention	0.005	0.372	0.710

Influencers endorsement -> Purchase intention	0.354	3.000	0.003
Masculinity -> Purchase intention	0.032	1.146	0.252
Masculinity -> Subjective norms	0.365	2.528	0.012
Self image -> Attitude	1.321	3.998	0.000
Self image -> Purchase intention	0.012	0.715	0.474
Subjective norms -> Purchase intention	0.010	0.407	0.684

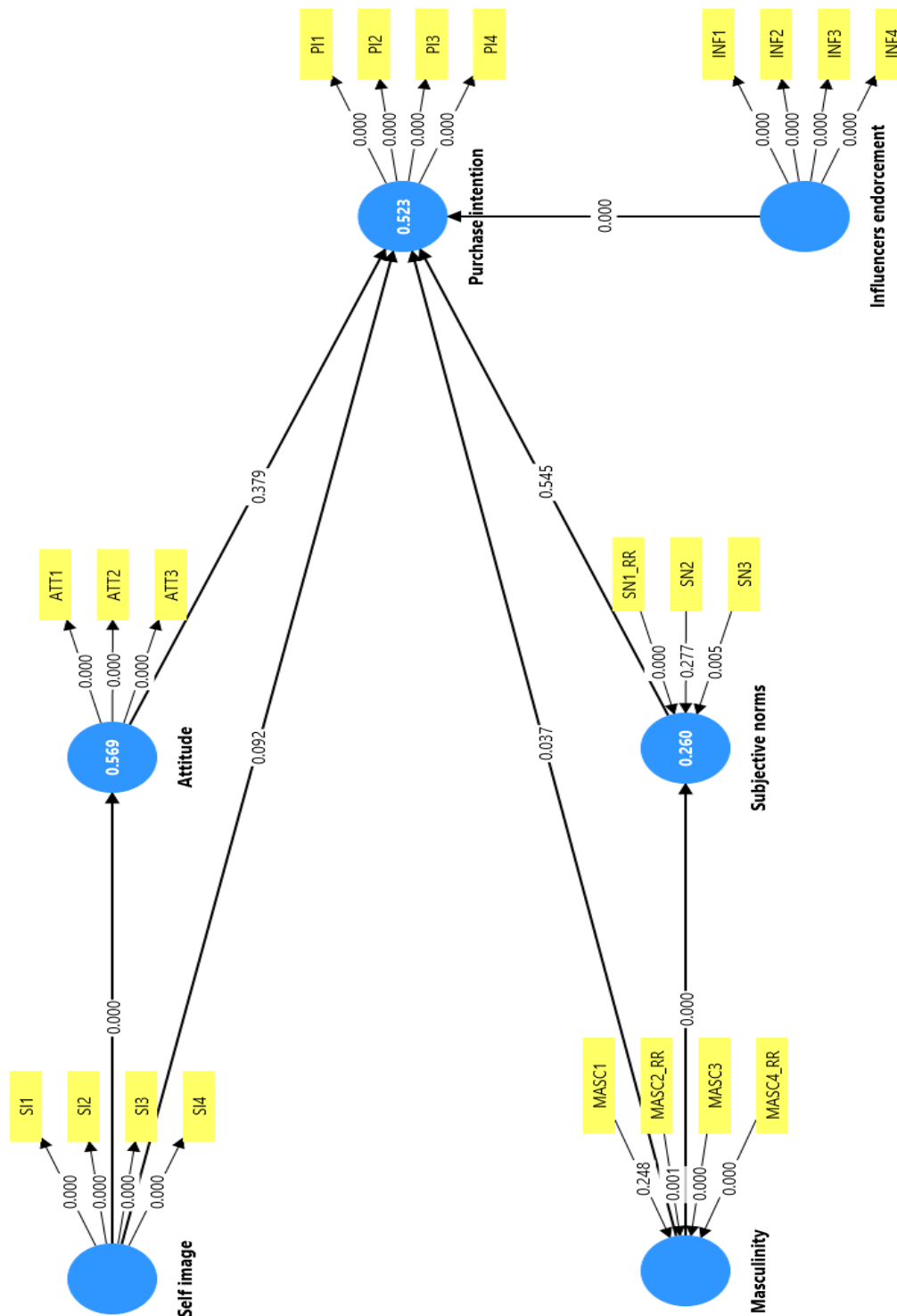
Source: Based on analysis used in SmartPLS4

The results indicated that Attitude achieved an R^2 of 0.569 and an adjusted R^2 of 0.567, showing that 56.7% of its variance was explained by Self-Image, with a very large effect on Attitude ($f^2 = 1.321$).

Subjective Norms showed an R^2 of 0.267 and an adjusted R^2 of 0.264, meaning that Masculinity explained 26.4% of its variance, demonstrating a large effect on Subjective Norms ($f^2 = 0.365$).

Purchase Intention recorded an R^2 of 0.528 and an adjusted R^2 of 0.516, indicating moderate explanatory power, with 51.6% of its variance jointly explained by Attitude, Influencers Endorsement, Masculinity, Self-Image, and Subjective Norms. While Influencers Endorsement had a large effect on Purchase Intention ($f^2 = 0.354$), Attitude, Self-Image, and Subjective Norms showed negligible effects on Purchase Intention. Overall, the model demonstrated satisfactory predictive relevance and highlighted the dominant influence of self-image and influencers endorsement in the context of skincare consumption among Algerian males.

Figure 29: Measurement model



Source: Based on analysis used in SmartPLS4

II. Discussion of results

The main objective of this quantitative study was to assess the impact of self-image, masculinity, and influencers endorsement on Algerian men's purchase intention toward skincare products, through the mediating roles of attitude and subjective norms, within an extended Theory of Reasoned Action (TRA) framework. Overall, the findings partially confirm the relevance of the proposed model. While some psychological and marketing drivers significantly influence purchase intention, several traditional TRA relationships were not supported, revealing important contextual specificities of the Algerian men's skincare market. These results suggest that purchase intention in this category is shaped not only by rational evaluations, but also by identity tensions and evolving cultural norms.

First, the results show that self-image has a strong positive and significant effect on attitude toward skincare products. This confirms H1 and validates the psychological pathway proposed in the model. Algerian men who believe that skincare improves their confidence, appearance, or how others perceive them are significantly more likely to develop favorable attitudes toward skincare products. Beyond statistical validation, this finding suggests that skincare is not perceived merely as a functional product, but also as a symbolic tool linked to identity construction, attractiveness, and self-presentation. In other words, men who associate skincare with a stronger version of themselves tend to evaluate it more positively.

These findings are consistent with prior studies conducted in Thailand, Malaysia, Canada, Pakistan, and Vietnam, where self-image was identified as a major driver of favorable attitudes and grooming consumption among men (Eng, 2018; Khuong & Duyen, 2016; Souiden & Diagne, 2009; Sukato & Elsey, 2009). The same studies concluded that skincare products are often consumed not only for practical reasons, but because they reinforce confidence and personal image. The present study therefore confirms that this mechanism also applies in the Algerian context, despite its distinct social norms.

However, attitude did not have a significant effect on purchase intention, leading to the rejection of H2. This non-significant relationship represents one of the most theoretically consequential findings of this study. Within the classical TRA framework, attitude is assumed to directly translate into behavioral intention under conditions of full volitional control. This assumption may not hold in consumption contexts where the behavior carries social stigma. In Algeria, where skincare use is culturally coded as feminine and masculine

identity is publicly regulated, men who personally evaluate skincare positively may still hesitate to purchase due to the anticipated social cost of doing so. This suggests that the attitude-intention relationship in this context is mediated by a social permission threshold that the original TRA model does not capture. Furthermore, a distinction must be made between attitude toward skincare as a concept and attitude toward purchasing skincare as a personal act. The items used in this study captured general evaluative favourability, which may not fully reflect the personal purchase decision. This finding aligns with Ajzen's later development of the Theory of Planned Behavior, which introduced perceived behavioral control precisely to account for situations where intention cannot be predicted from attitude alone (Ajzen, 2014; Madichie, 2012; Manuere et al., 2022). The Algerian men's skincare market appears to represent exactly such a situation.

This result differs from many international studies, where attitude significantly predicted purchase intention in Asian markets (Charlotte P. Castillo, 2023; Mandal & Gupta, 2024; Ota et al., 2023; Simanjuntak et al., 2025). It suggests that in Algeria, the translation of favorable attitudes into behavioral intention may be obstructed by stronger cultural or symbolic barriers.

Likewise, self-image did not have a significant direct effect on purchase intention, leading to the rejection of H3. Although respondents concerned with appearance and confidence tend to appreciate skincare more positively, these concerns alone are not sufficient to create a clear intention to buy. This indicates that self-image influences earlier evaluative stages more strongly than final purchase decisions.

One possible explanation is that many Algerian men may value looking good and appearing confident, but still satisfy these goals through other means such as clothing, fitness, perfume, hairstyle, or grooming products perceived as more socially acceptable than skincare. Thus, self-image exists as a motivation, but not necessarily one that directly benefits skincare products.

This finding partially contrasts with Duarte et al. (2025), Khan et al. (2017), Gupta and Arora (2013), and Khuong and Duyen (2016), who found self-image to be a direct predictor of purchase intention in other countries. It therefore appears that the symbolic meaning of skincare itself varies across cultures.

Regarding the social dimension, masculinity was found to have a strong positive and significant effect on subjective norms, confirming H4. Men who perceive that Algerian society holds strong traditional masculine beliefs are more likely to feel social pressure against skincare use. This makes theoretical sense, when an individual believes that their social environment collectively views skincare as feminine, they naturally anticipate disapproval from the significant referents in that environment. The masculinity construct therefore operates as the cognitive source of normative beliefs, representing the broader social belief system from which subjective norms are derived. This is consistent with TRA's normative belief component, where the strength of a normative belief depends on the individual's perception of what their referents think, which is itself shaped by their broader understanding of prevailing social values.

This result is coherent with the literature on hegemonic masculinity and gendered consumption. Babou (2026), Duarte et al. (2025), and Ota et al. (2023) highlighted that in many societies, especially collectivist environments, male identity is continuously validated through conformity to accepted masculine behaviors. In such contexts, skincare may be judged not simply as a product choice, but as a symbolic statement about manhood.

Surprisingly, subjective norms did not significantly influence purchase intention, leading to the rejection of H5. Although respondents recognize social expectations and potential judgment, these pressures do not significantly determine their intention to purchase skincare products.

In light of the masculinity construct's meaning, this non-significant result becomes more interpretable. If masculinity already captures the perceived societal belief system generating normative pressure, and it significantly predicts subjective norms, then the non-significant effect of subjective norms on purchase intention may reflect a redundancy or absorption problem. The normative pressure generated by societal masculine beliefs may already be fully captured by the direct effect of masculinity on purchase intention, leaving little additional variance for subjective norms to explain. In other words, masculinity and subjective norms may be measuring overlapping aspects of the same social reality in this context, which is also consistent with the critically high HTMT value of 1.140 between these two constructs identified in the measurement model assessment. The discriminant validity issue between masculinity and subjective norms is therefore not only a measurement problem but a theoretical one, in the Algerian men's skincare market, societal masculine

beliefs and perceived social pressure around skincare may be so conceptually intertwined that they cannot be cleanly separated empirically. This aligns with Babou's (2026) demonstration that masculinity in Algeria functions as a collectively enforced social performance rather than a purely internal identity, making it inseparable from the normative pressure it generates.

This result differs from studies in Indonesia and several Algerian sectors where subjective norms significantly predicted intention (Ferroudj, 2017; Makhoul & Mouloudj, 2024; Seguer, 2024; Wilson & Edelyn, 2022; Ziouache, 2022b). It suggests that social pressure in skincare may be more diffuse, inconsistent, or difficult to capture through conventional questionnaire items.

In contrast, masculinity had a direct and significant negative effect on purchase intention, confirming H6. Stronger adherence to traditional masculine values reduces men's intention to buy skincare products. This is one of the most meaningful findings of the study.

This is the most important reinterpretation. If masculinity measures perceived societal beliefs rather than personal identity, then the direct negative effect on purchase intention suggests that awareness of society's masculine norms alone is sufficient to suppress purchase intention, even before any explicit social pressure is experienced. This means the barrier operates at the cognitive perception level, a man who believes that Algerian society views skincare as feminine will reduce his purchase intention simply because he anticipates social incompatibility, regardless of whether he personally agrees with those norms or has actually experienced judgment. This is theoretically significant because it suggests that societal masculine beliefs function as an anticipatory deterrent rather than a reactive one. The mere awareness that one's social environment holds certain beliefs is enough to constrain behavior, which goes beyond what TRA's subjective norms component alone can capture.

This result strongly aligns with Portuguese findings by Duarte et al. (2025) and broader masculinity literature emphasizing how gender identity constrains consumption choices.

Finally, influencers endorsement had the strongest positive and highly significant effect on purchase intention, confirming H7. Exposure to credible and relatable influencers substantially increases Algerian men's intention to purchase skincare products.

This result suggests that influencers may currently be the most effective force for normalizing skincare among Algerian men. Unlike traditional advertising, influencers communicate through authenticity, routine visibility, and Parasocial trust. When male influencers publicly use skincare products, they not only recommend products, but also redefine skincare as socially acceptable and masculine-compatible.

These findings support Jain (2022), Al-Mu'ani et al. (2023), and Gatcha & Ramdani (2026), who emphasized credibility, expertise, and trustworthiness as key drivers of purchase intention in digital contexts.

Concerning indirect effects, neither mediation hypothesis was supported. Attitude did not significantly mediate the relationship between self-image and purchase intention (Hm1), and subjective norms did not significantly mediate the relationship between masculinity and purchase intention (Hm2). These results indicate that although self-image strongly shapes attitudes and masculinity strongly shapes subjective norms, these mediators do not successfully transmit their effects into intention.

The non-significant mediation of attitude between self-image and purchase intention suggests that the classical belief-attitude-intention chain of TRA breaks at its second link in this context. Self-image successfully activates the evaluative stage, men who care about their appearance form favorable attitudes, but this evaluative activation is not sufficient to overcome the cultural and identity barriers that prevent intention from forming. This implies that attitude functions in this study as a psychological response to self-image rather than as a behavioral trigger. The mediated path therefore exists cognitively but not behaviorally, which is theoretically significant, as it reveals that the barrier to men's skincare adoption in Algeria is located not at the evaluation stage but at the intention stage, where social and identity forces exert their greatest influence.

Given that masculinity measures societal beliefs rather than personal identity, the non-significant mediation suggests that the effect of perceived societal masculine norms on purchase intention does not operate through the explicit perception of social pressure, but rather through a more direct cognitive mechanism. When a respondent perceives that society views skincare as incompatible with masculinity, this perception directly reduces his purchase intention without requiring the intermediate step of feeling explicitly judged by specific referents. This implies that macro-level social beliefs, what society thinks in general,

have a more direct behavioral effect than micro-level normative pressure, what specific people in one's life think. This distinction is theoretically meaningful and suggests that future research should differentiate between societal-level masculine ideology and interpersonal normative pressure as distinct constructs with potentially different pathways to intention.

Overall, this study shows that not all determinants have equal power in explaining Algerian men's skincare purchase intention. Self-image strongly explains favorable attitudes, masculinity directly suppresses intention, and influencers endorsement strongly stimulates intention. By contrast, attitude and subjective norms appear weaker than expected as mediating mechanisms. This suggests that the Algerian market is undergoing cultural change, where traditional masculine resistance still exists, but new digital influences are rapidly reshaping consumer behavior.

2.1. Limitations of the Research

Like any empirical study, this research has several limitations. First, the sample size, although statistically usable, limits broader generalization to the entire Algerian male population.

Second, an important methodological limitation concerns the measurement of masculinity and subjective norms. In the Algerian social context, masculinity is deeply embedded in collective expectations, family judgments, peer codes, and symbolic identity. As a result, respondents may not clearly distinguish between their own masculine beliefs and the social pressure they perceive from others. This cultural overlap may have reduced the discriminant validity and accurate measurement of these constructs.

Finally, the study did not segment respondents by age, region, urbanization level, or skincare experience, variables that may significantly shape men's openness toward grooming products.

2.2. Recommendations for Future Research and Marketing Implications

The findings of this study carry direct and actionable implications for Laboratoires Venus as it considers expanding its product portfolio to include a dedicated men's skincare line. The results identify three strategic levers, self-image communication, influencers endorsement,

and masculine norm reframing, and two structural barriers, internalized masculine resistance and the attitude-intention gap, that Venus must account for in its market entry strategy.

- **Position the men's line around self-image, not skincare**

The strongest finding of this study is that self-image significantly drives favorable attitudes toward skincare among Algerian men. This means that Algerian male consumers are not resistant to the idea of looking better, they are resistant to the label of skincare. Venus should therefore build its men's line communication strategy around outcomes rather than products.

Rather than marketing a "facial cleanser" or a "moisturizer," Venus should communicate what these products deliver, a sharper appearance, a more confident professional image, a fresher look after physical activity. Campaign messaging should center on statements such as "present your best version," or "perform at your best", language that connects grooming to masculine aspirations of success, confidence, and social recognition, rather than to beauty or self-care routines coded as feminine.

This approach is particularly suited to the Algerian urban professional context, where appearance is increasingly tied to career advancement and social recognition, as identified in the literature on Vietnamese and Indonesian male consumers, dynamics that are equally present in Algerian metropolitan environments such as Algiers, Oran, and Constantine.

- **Build the men's line launch around influencers endorsement**

Influencers endorsement emerged as the single strongest predictor of purchase intention in this study. This finding has a direct and immediate implication for Venus, influencers marketing is not optional for this product category, it is the primary vehicle through which purchase intention can be generated.

Venus should develop a structured influencers partnership program specifically for the men's skincare launch, built around the following principles:

Select masculine credibility over reach: The most important finding regarding influencers effectiveness is that the highest-scoring item was "When a masculine role model uses skincare products, I am more likely to consider it normal." This means Venus should prioritize influencers who are perceived as authentically masculine, athletes, fitness content

creators, entrepreneurs, coaches, over beauty or lifestyle influencers. The influencer's masculine credibility is more important than their follower count.

Prioritize micro and macro-Algerian influencers over celebrities: Given that Algerian consumers respond most strongly to credibility and trustworthiness rather than star power, Venus should focus its budget on Algerian micro-influencers (10,000–100,000 followers) with highly engaged communities rather than expensive celebrity endorsements. These influencers generate stronger Parasocial bonds and are perceived as more relatable and honest, which directly aligns with the trust-based mechanism identified in this study.

Normalize through routine visibility rather than promotional campaigns: Rather than one-off paid promotions, Venus should structure influencers partnerships around long-term content integration, influencers incorporating Venus men's products into their daily routines, gym sessions, morning rituals, and professional preparation. This repeated observational exposure is precisely the mechanism through which Social Learning Theory predicts normalization occurs, and it is far more effective at shifting purchase intention than isolated advertising.

Leverage Venus's local identity as a strategic asset: As an Algerian brand, Venus carries a cultural proximity that international competitors cannot replicate. Influencers content should explicitly reference Venus's Algerian origins, framing the use of Venus men's products as a form of national pride and modern Algerian masculinity rather than an imported grooming trend. Messaging such as "made for us, by us" or "the Algerian man's grooming standard" can transform the brand's local identity from a perceived limitation into a competitive advantage.

- **Reframe masculinity rather than fight it**

The direct negative effect of perceived societal masculine beliefs on purchase intention reveals that Venus faces a specific cultural barrier, the widespread perception that Algerian society views skincare as incompatible with masculine identity. Attempting to ignore or directly contradict this perception is unlikely to be effective. Instead, Venus should pursue a masculinity reframing strategy, one that works within Algerian masculine culture rather than against it.

This means associating the Venus men's line with recognized markers of Algerian masculinity, discipline, physical performance, professional ambition, and social respectability. Product naming, packaging design, and communication tone should all signal masculine alignment, functional product naming (cleanser, protective cream, performance gel), and campaign imagery featuring active, professionally successful, or physically capable Algerian men would all contribute to repositioning skincare as a masculine practice rather than a feminine one.

Venus should also consider framing skincare as hygiene and performance rather than beauty. Research consistently shows that Algerian and other collectivist-culture men are more receptive to grooming products when they are positioned as functional necessities, products that maintain health, manage pollution, protect against sun damage, rather than cosmetic enhancements. This functional framing reduces the identity threat associated with purchase and lowers the psychological barrier identified in the H6 finding.

- **Close the attitude-intention gap through in-store and point-of-sale strategies**

The non-significant relationship between attitude and purchase intention (H2) revealed that favorable evaluations of skincare do not automatically translate into purchase behavior among Algerian men. This attitude-intention gap is a practical challenge that Venus must address through strategies that reduce the friction between positive evaluation and actual purchase.

Two approaches are relevant here. First, online purchasing channels should be prioritized in the launch strategy, as they remove the social visibility of the purchase act. An Algerian man who hesitates to pick up a facial cleanser in a pharmacy in front of others may have no such hesitation purchasing the same product through an e-commerce platform. Venus's existing digital infrastructure and social media presence make this a viable and immediate channel.

Second, product bundling with established masculine categories can reduce purchase friction. Placing the Venus men's skincare products alongside existing Venus grooming products, shampoos, deodorants, in both physical and digital retail environments normalize the purchase as part of a broader grooming routine rather than a distinct and stigmatized act. A man who already buys Venus shampoo is a significantly warmer prospect for Venus men's skincare than a cold customer.

- **Target the right segment first**

The demographic profile of this study's sample offers Venus a clear picture of its primary target segment. With 53.7% of respondents aged 18–25 and 45.4% aged 26–33, and with over 97% holding a Bachelor's degree or above, the data suggest that young, educated, urban Algerian men represent the segment most open to men's skincare adoption. This segment is digitally connected, exposed to international grooming trends through social media, and in a life stage where appearance is linked to career entry, romantic relationships, and social recognition.

Venus should therefore concentrate its initial launch efforts on this segment, because early adopters in this group will generate the descriptive norm pressure needed to gradually shift the broader market. When young, visible, socially active Algerian men are seen using Venus products, they create observable social proof that progressively normalizes the behavior for wider audiences.

Geographically, the Northern and Eastern regions, which together accounted for 77.5% of the sample, represent the most concentrated initial markets. These regions are more urbanized, have higher educational density, and are more exposed to digital content, all factors that increase receptivity to influencers-driven skincare marketing.

CONCLUSION

The men's skincare market in Algeria is expanding rapidly, yet Algerian men's decisions to purchase skincare products remain shaped by a complex interplay of psychological, social, and marketing forces that the existing literature had not yet examined in this specific cultural context. Drawing on the Theory of Reasoned Action (TRA) as its theoretical foundation, this study investigated how self-image, masculinity norms, and influencers endorsement influence Algerian men's purchase intention toward skincare products, through the mediating roles of attitude and subjective norms. To address this question, a quantitative survey was administered to 205 Algerian male consumers, and the data were analyzed using PLS-SEM via SmartPLS 4, testing a set of nine hypotheses derived from an extended TRA model developed in partnership with Laboratoires Venus.

The results confirmed that self-image is the primary psychological driver of attitude formation. Algerian men who associate skincare with confidence, a better appearance, and a stronger social image develop significantly more favorable attitudes toward purchasing skincare products, validating H1 and establishing self-image as the dominant belief-forming force in this consumption context. This finding is consistent with prior studies conducted in Thailand, Malaysia, Canada, Pakistan, and Vietnam, and confirms that the symbolic dimension of skincare, its role as a tool for identity construction and self-presentation, is not culturally specific but operates across diverse male consumer contexts, including Algeria.

However, several relationships that TRA would predict did not achieve statistical significance, and these non-significant findings are arguably the most theoretically important results of the study. Attitude did not significantly predict purchase intention (H2), and self-image did not directly predict purchase intention (H3). These results reveal that in the Algerian men's skincare market, the classical belief-attitude-intention chain breaks at its second link. Favorable evaluations of skincare exist and can be cultivated through self-image communication, but they are insufficient on their own to generate purchase behavior. This suggests the presence of a social permission threshold, rooted in cultural masculine norms, that prevents attitude from translating into intention, even when the evaluation is genuinely positive.

On the social dimension, masculinity, operationalized as the perception of how strongly Algerian society holds traditional masculine beliefs, significantly predicted subjective norms (H4), confirming that societal masculine ideology is the cognitive source from which

normative pressure against skincare is derived. Masculinity also exerted a significant and direct negative effect on purchase intention (H6), indicating that the mere awareness that one's society views skincare as incompatible with masculine identity is sufficient to suppress purchase intention, without requiring the explicit mediation of interpersonal social pressure. This finding positions perceived societal masculine beliefs as an anticipatory deterrent, a form of internalized cultural resistance that operates independently of specific peer judgment.

Subjective norms, by contrast, did not significantly predict purchase intention (H5), and the HTMT analysis revealed severe discriminant validity concerns between masculinity and subjective norms. These results collectively suggest that in the Algerian context, societal masculine beliefs and perceived interpersonal normative pressure are so conceptually and culturally intertwined that they cannot be cleanly separated either theoretically or empirically using conventional TRA-based scales. This represents both a measurement challenge and a theoretical insight, the Algerian men's skincare market requires culturally adapted constructs that better reflect how masculine ideology and social pressure merge into a single normative force.

The mediation hypotheses were not supported. Neither attitude (Hm1) nor subjective norms (Hm2) successfully transmitted the effects of self-image and masculinity into purchase intention. This indicates that the Algerian men's skincare market does not function through the sequential rational deliberation that TRA assumes, but rather through more direct symbolic mechanisms, self-image shapes evaluations, masculinity directly suppresses intention, and no intermediate construct successfully bridges the gap between psychological processing and behavioral decision.

Most strikingly, influencers endorsement emerged as the strongest predictor of purchase intention in the entire model. Crucially, the most powerful influencers-related item was not about product quality or brand trust, but about masculine role modeling: "When a masculine role model uses skincare products, I am more likely to consider it normal." This single finding encapsulates the central dynamic of the Algerian men's skincare market, the primary barrier to adoption is not lack of information, product quality, or price, but lack of social permission, and the most effective mechanism for granting that permission is the visible endorsement of a credible masculine figure.

For Laboratoires Venus, these findings translate into a clear strategic direction. The men's skincare line should be positioned around self-image outcomes rather than skincare benefits, launched primarily through Algerian masculine micro-influencers engaged in long-term content partnerships rather than one-off promotional campaigns, communicated through functional and performance-oriented language that reframes grooming as compatible with Algerian masculine identity, and distributed through online channels that reduce the social visibility of the purchase act. Venus's identity as an Algerian brand represents a competitive asset that international competitors cannot replicate, and it should be leveraged explicitly in campaign messaging to frame the men's line as a product of modern Algerian masculinity rather than an imported grooming trend.

Theoretically, this study makes several contributions to the consumer behavior literature. It extends TRA to a geographically underexplored context, and demonstrates that the model's core assumptions require cultural adaptation when applied to consumption categories that carry identity and gender significance. It introduces the distinction between societal-level masculine beliefs and interpersonal normative pressure as constructs with potentially different pathways to intention, offering a more nuanced understanding of how masculinity operates as a market barrier. It confirms the growing importance of influencers endorsement as a norm-shifting mechanism in culturally conservative markets, and establishes masculine role modeling as the specific influencer characteristic most relevant to skincare normalization among men.

Future research should address the limitations of this study by developing culturally adapted scales for masculinity and subjective norms in the North African context, adopting longitudinal designs to track the evolution of masculine norms and skincare intentions over time, and incorporating segmentation analyses to identify which groups of Algerian men are most and least receptive to men's skincare marketing. As the Algerian men's skincare market continues to develop, empirical research of this kind will be essential for both academic understanding and effective managerial practice.

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Appendix

APPENDIX A: DESCRIPTIVE ANALYSIS RESULTS

Table: Descriptive analysis for respondents' profile

		Statistics			
		Age	Region	Level of education	Occupation
N	Valid	205	205	205	205
	Missing	63	63	63	63

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	1	,4	,5	,5
	18-25	110	41,0	53,7	54,1
	26-33	93	34,7	45,4	99,5
	34 and above	1	,4	,5	100,0
	Total	205	76,5	100,0	
Missing	99	63	23,5		
Total		268	100,0		

		Region			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northern Algeria	80	29,9	39,0	39,0
	Eastern Algeria	79	29,5	38,5	77,6
	Western Algeria	43	16,0	21,0	98,5
	Southern Algeria	3	1,1	1,5	100,0
	Total	205	76,5	100,0	
Missing	99	63	23,5		
Total		268	100,0		

		Level of education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or below	2	,7	1,0	1,0
	Bachelor's degree	73	27,2	35,6	36,6
	Master's degree	127	47,4	62,0	98,5
	Doctorate	3	1,1	1,5	100,0
	Total	205	76,5	100,0	

Missing	99	63	23,5		
Total		268	100,0		

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	73	27,2	35,6	35,6
	Employed	131	48,9	63,9	99,5
	Unemployed	1	,4	,5	100,0
	Total	205	76,5	100,0	
Missing	99	63	23,5		
Total		268	100,0		

Table: descriptive analysis for skincare products used by respondents

Cleansing gel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	84	31,3	41,0	41,0
	Yes	121	45,1	59,0	100,0
	Total	205	76,5	100,0	
Missing	99	63	23,5		
Total		268	100,0		

Face serum					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	167	62,3	81,5	81,5
	Yes	38	14,2	18,5	100,0
	Total	205	76,5	100,0	
Missing	99	63	23,5		
Total		268	100,0		

Sun protection cream

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	112	41,8	54,6	54,6
	Yes	93	34,7	45,4	100,0
	Total	205	76,5	100,0	
Missing	99	63	23,5		
Total		268	100,0		

Beard spray

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	197	73,5	96,1	96,1
	Yes	8	3,0	3,9	100,0
	Total	205	76,5	100,0	
Missing	99	63	23,5		
Total		268	100,0		

Anti-ageing cream

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	205	76,5	100,0	100,0
Missing	99	63	23,5		
Total		268	100,0		

Shaving mousse

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	129	48,1	62,9	62,9
	Yes	76	28,4	37,1	100,0
	Total	205	76,5	100,0	
Missing	99	63	23,5		
Total		268	100,0		

Table: descriptive analysis for Venus skincare products used by respondents

Cleansing gel venus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	57	21,3	39,9	39,9
	Yes	86	32,1	60,1	100,0
	Total	143	53,4	100,0	
Missing	99	125	46,6		
Total		268	100,0		

Face serum venus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	138	51,5	96,5	96,5
	Yes	5	1,9	3,5	100,0
	Total	143	53,4	100,0	
Missing	99	125	46,6		
Total		268	100,0		

Sun protection cream venus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	80	29,9	55,9	55,9
	Yes	63	23,5	44,1	100,0
	Total	143	53,4	100,0	
Missing	99	125	46,6		
Total		268	100,0		

Table: descriptive statistics for variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Self_Image	205	1,25	4,75	3,5476	,91916
Attitude	205	1,33	5,00	3,7593	,88720
Masculinity	205	2,00	4,50	3,4744	,42257
Subjective_norms	205	1,33	5,00	3,0748	,66244
Influencers_endorsement	205	1,50	5,00	3,6512	,88889
Purchase_intention	205	1,25	5,00	3,4866	,99822
Valid N (listwise)	205				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Applying skin care products give me confidence	205	1	5	3,60	1,028
Using skincare products improves my image in other people's eyes	205	1	5	3,46	1,118
I feel more self-assured when I use skincare products	205	1	5	3,52	1,078
I think using skincare product gives me a better look	205	1	5	3,61	1,049
Valid N (listwise)	205				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I feel that buying skincare products for men is favorable	205	1	5	3,86	1,015
In my opinion, using skincare products and treatments is very important for men	205	1	5	3,63	1,029
In my opinion, using skincare products for men is a wise choice	205	1	5	3,79	1,001
Valid N (listwise)	205				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
In Algerian society, using skincare products makes a man appear less masculine	205	1	5	3,93	,816
In our society, a man can use skincare products	205	1	5	2,68	,799
In our culture, skincare is considered a woman's interest rather than a man's	205	1	5	3,82	,811
There is a growing acceptance in Algerian society of men using skincare products	205	1	5	3,47	,789
Valid N (listwise)	205				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
People important to me will approve of my buying skincare products	205	1	5	2,78	1,033
I think my family will judge me for using skincare products	205	1	5	3,37	,845
Social judgement will prevent me from buying skincare products	205	1	5	3,08	1,077
Valid N (listwise)	205				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
An influencer using skincare products would influence me to buy them	205	1	5	3,42	1,057
If I see an influencer i love using skincare products, I will look for them	205	1	5	3,39	1,100
An influencer who explains the benefits of skincare products makes me more likely to try them	205	1	5	3,79	,992

When a masculine role model uses skincare products, I am more likely to consider it normal	205	1	5	4,01	1,024
Valid N (listwise)	205				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
An influencer using skincare products would influence me to buy them	205	1	5	3,42	1,057
If I see an influencer i love using skincare products, I will look for them	205	1	5	3,39	1,100
An influencer who explains the benefits of skincare products makes me more likely to try them	205	1	5	3,79	,992
When a masculine role model uses skincare products, I am more likely to consider it normal	205	1	5	4,01	1,024
Valid N (listwise)	205				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I intend to buy venus skincare products in the future	205	1	5	3,51	1,074
I will likely buy or continue to use venus skincare products in the future	205	1	5	3,51	1,105
I will actively seek venus skincare products	205	1	5	3,20	1,195
If Venus Laboratoires expanded its men's range beyond the current cleansing gel, serum, and sun protection SPF, I would intend to buy the new products	205	1	5	3,73	1,122
Valid N (listwise)	205				

APPENDIX B : QUESTIONNAIRE

Survey on Men's Skincare Purchase Intention in Algeria

استبيان حول نية شراء منتجات العناية بالبشرة للرجال في الجزائر

This survey is part of an academic research project conducted at the National Higher School of Management (ENSM) in Koléa. It aims to explore the factors that influence Algerian men's intentions to purchase skincare products. Your participation is entirely anonymous, and all responses will be used strictly for academic research purposes. There are no right or wrong answers, only your personal opinion matters. Please answer honestly based on your experience and views. The questionnaire takes approximately 5–7 minutes to complete.

هذا الاستطلاع جزء من مشروع بحثي أكاديمي يُجرى في المدرسة الوطنية العليا للمناجمنت ويهدف إلى استكشاف العوامل المؤثرة على نوايا الرجال الجزائريين في شراء منتجات العناية بالبشرة. مشاركتكم سرية تمامًا، وسنستخدم جميع الإجابات لأغراض البحث الأكاديمي فقط لا توجد إجابات صحيحة أو خاطئة، فأياكم الشخصي هو المهم. يرجى الإجابة بصدق بناءً على تجربتكم وآرائكم يستغرق إكمال الاستبيان من ٥ إلى ٧ دقائق تقريبًا.

Section 01: Men's skincare use / استخدام منتجات العناية بالبشرة للرجال

هل تستخدم منتجات العناية بالبشرة؟ / Do you use skincare products?

- ☐ Yes
- ☐ No (end of questionnaire)

Section 02: The use of skincare products / استخدام منتجات العناية بالبشرة

Which of the following skinacre products do you currently use? (Select all that apply)

أي من منتجات العناية بالبشرة التالية تستخدمها حاليًا؟ (اختر جميع ما ينطبق) /

- ☐ Cleansing gel (Gel nettoyant) / جل التنظيف
- ☐ Face serum (Sérum) / سيروم للوجه
- ☐ Sun protection cream (Crème solaire SPF) / كريم الحماية من الشمس
- ☐ Beard spray (Spray barbe) / بخاخ اللحية
- ☐ Anti-ageing cream (Crème anti-âge) / كريم مضاد للشيخوخة
- ☐ Shaving mousse (Mousse à raser) / موس الحلاقة

هل تستخدم منتجات العناية بالبشرة من فينوس؟ / Do you use or have used venus skincare products?

- ☐ Yes
- ☐ No

Which of the following venus skinacre products do you use? (Select all that apply) / أي من منتجات فينوس للعناية بالبشرة التالية تستخدمها؟ (اختر جميع ما ينطبق)

- ☐ Cleansing gel (Gel nettoyant) / جل التنظيف
- ☐ Face serum (Sérum) / سيروم للوجه
- ☐ Sun protection cream (Crème solaire SPF) / كريم الحماية من الشمس

How often do you use it? / كم مرة تستخدمه؟

- ☐ Daily
- ☐ Several times a week
- ☐ Once a week
- ☐ Occasionally
- ☐ Rarely

Section 03: Self-image / صورة الذات

The following statements are about how you perceive yourself and the role of appearance in your life. Please indicate your level of agreement with each statement.

تتعلق العبارات التالية بكيفية إدراكك لذاتك ودور المظهر في حياتك. يرجى تحديد مدى موافقتك على كل عبارة.

Applying skin care products give me confidence / استخدام منتجات العناية بالبشرة يمنحني الثقة

1 (strongly disagree) – 5 (strongly agree)

Using skincare products improves my image in other people's eyes / استخدام منتجات العناية بالبشرة يحسن صورتني في نظر الآخرين

1 (strongly disagree) – 5 (strongly agree)

I feel more self-assured when I use skincare products / أشعر بمزيد من الثقة بالنفس عندما أستخدم منتجات العناية بالبشرة

1 (strongly disagree) – 5 (strongly agree)

I think using skincare product gives me a better look / العناية أعتقد أن استخدام منتجات العناية بالبشرة يمنحني مظهراً أفضل

1 (strongly disagree) – 5 (strongly agree)

Section 04: Attitude toward purchasing skincare products / الموقف تجاه شراء منتجات العناية بالبشرة

منتجات العناية بالبشرة

The following statements are about your personal opinion toward buying skincare products for men. Please indicate your level of agreement with each statement

تتعلق العبارات التالية برأيك الشخصي حول شراء منتجات العناية بالبشرة للرجال. يرجى تحديد مدى موافقتك على كل عبارة .

I feel that buying skincare products for men is favorable / أعتقد أن شراء منتجات العناية بالبشرة للرجال أمر مفيد

1 (strongly disagree) – 5 (strongly agree)

In my opinion, using skincare products and treatments is very important for men / في رأيي، استخدام منتجات وعلاجات العناية بالبشرة أمر مهم للغاية للرجال

1 (strongly disagree) – 5 (strongly agree)

In my opinion, using skincare products for men is a wise choice / في رأيي، استخدام منتجات العناية بالبشرة للرجال هو خيار حكيم

1 (strongly disagree) – 5 (strongly agree)

Section 05: Masculinity / الرجولة

These statements measure beliefs about masculinity and men's use of skincare products, focusing on how society perceives skincare in relation to male identity and gender norms.

Please indicate your level of agreement

تقيس هذه العبارات المعتقدات حول الرجولة واستخدام الرجال لمنتجات العناية بالبشرة، مع التركيز على كيفية نظر المجتمع إلى العناية بالبشرة وعلاقتها بهوية الرجل ومعايير الجندرية. يرجى تحديد مستوى موافقتك

In Algerian society, using skincare products makes a man appear less masculine / في المجتمع الجزائري، استخدام منتجات العناية بالبشرة يجعل الرجل يبدو أقل رجولة

1 (strongly disagree) – 5 (strongly agree)

In our society, a man can use skincare products / في مجتمعنا، يمكن للرجل استخدام منتجات العناية بالبشرة

1 (strongly disagree) – 5 (strongly agree)

In our culture, skincare is considered a woman's interest rather than a man's / في ثقافتنا، تُعتبر العناية بالبشرة اهتماماً خاصاً بالنساء وليس بالرجال

1 (strongly disagree) – 5 (strongly agree)

There is a growing acceptance in Algerian society of men using skincare products / هناك قبول متزايد في المجتمع الجزائري لاستخدام الرجال لمنتجات العناية بالبشرة

1 (strongly disagree) – 5 (strongly agree)

Section 05: Subjective norms / المعايير الذاتية

The following statements assess perceived social pressure from significant others (such as family and friends) regarding your use of skincare products. Please indicate your level of agreement with each statement /

تقيم العبارات التالية مدى الضغط الاجتماعي المتصور من الأشخاص المقربين (مثل العائلة والأصدقاء) فيما يتعلق باستخدامك لمنتجات العناية بالبشرة. يرجى تحديد مستوى موافقتك على كل عبارة

سيوافق الأشخاص / People important to me will approve of my buying skincare products

المهمون بالنسبة لي على شراي لمنتجات العناية بالبشرة

1 (strongly disagree) – 5 (strongly agree)

أعتقد أن عائلتي ستحكم عليّ / I think my family will judge me for using skincare products

لاستخدامي منتجات العناية بالبشرة

1 (strongly disagree) – 5 (strongly agree)

سيمنعني الحكم الاجتماعي / Social judgement will prevent me from buying skincare products

من شراء منتجات العناية بالبشرة

1 (strongly disagree) – 5 (strongly agree)

تأييد المؤثرين / Section 06: Influencer Endorsement

The following statements are about the influence of social media influencers on your skincare purchasing decisions. Please indicate your level of agreement with each statement

تتناول العبارات التالية تأثير المؤثرين على وسائل التواصل الاجتماعي على قراراتك الشرائية لمنتجات العناية بالبشرة. يرجى تحديد مدى موافقتك على كل عبارة.

إن استخدام أحد / An influencer using skincare products would influence me to buy them

المؤثرين لمنتجات العناية بالبشرة سيؤثر عليّ لشراؤها

1 (strongly disagree) – 5 (strongly agree)

إذا رأيتُ أحد / If I see an influencer i love using skincare products, I will look for them

المؤثرين الذين أحبهم يستخدم منتجات العناية بالبشرة، فسأبحث عنها

1 (strongly disagree) – 5 (strongly agree)

إن قيام أحد المؤثرين بشرح فوائد منتجات العناية بالبشرة يجعلني أكثر ميلاً لتجربتها / An influencer who explains the benefits of skincare products makes me more likely to try them

1 (strongly disagree) – 5 (strongly agree)

عندما يستخدم نموذج ذكوري يحتذى به منتجات العناية بالبشرة، فمن المرجح أن أعتبر ذلك أمراً طبيعياً / When a masculine role model uses skincare products, I am more likely to consider it normal

1 (strongly disagree) – 5 (strongly agree)

نية الشراء / Section 07: Purchase Intention

The following statements are about your intention to purchase personal care and skincare products. Please indicate your level of agreement with each statement / تتعلق العبارات التالية /
بنيتك شراء منتجات العناية الشخصية والعناية بالبشرة. يرجى تحديد مدى موافقتك على كل عبارة

أعتزم شراء منتجات فينوس للعناية بالبشرة / I intend to buy venus skincare products in the future
في المستقبل

1 (strongly disagree) – 5 (strongly agree)

I will likely buy or continue to use venus skincare products in the future / من المرجح أن
أشتري أو أستمر في استخدام منتجات فينوس للعناية بالبشرة في المستقبل

1 (strongly disagree) – 5 (strongly agree)

I will actively seek venus skincare products / سأبحث بنشاط عن منتجات فينوس للعناية بالبشرة

1 (strongly disagree) – 5 (strongly agree)

If Venus Laboratoires expanded its men's range beyond the current cleansing gel, serum, and sun protection SPF, I would intend to buy the new products / إذا قامت شركة
فينوس بتوسيع نطاق منتجاتها الرجالية لتشمل ما هو أكثر من جل التنظيف والسيروم وواقي الشمس الحالي، فسأعتزم شراء المنتجات الجديدة

1 (strongly disagree) – 5 (strongly agree)

Section08: Demographic Information / المعلومات الديموغرافية

Please provide some general information about yourself / يرجى تقديم بعض المعلومات العامة عن نفسك

Age:

- ☐ Under 18
- ☐ 18-25
- ☐ 26-33
- ☐ 34 and above

Region:

- ☐ Northern Algeria
- ☐ Eastern Algeria
- ☐ Western Algeria
- ☐ Southern Algeria

Level of education:

- ☐ High school or below
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate
- ☐ Other