



How Seo Could Improve Male Engagement in the Beauty Industry In The UK

Maria Jose Sulca Cortez
majos7229@yahoo.com

Abstract

Marketers face the evolution of new methods of approaching the target audience for their business. This research examines the potential impact of Search Engine Optimization (SEO) in improving male engagement in the beauty industry in the United Kingdom. There is still a significant gap between male and female participation in the beauty sector, despite the growing prominence of the male consumer. This study explores the growing dynamics of male beauty consumption and the current state of SEO in the sector through a deeper literature analysis. By applying a mix of qualitative and quantitative methods, such as surveys and data analysis in IBM SPSS, the research aims to explore the key features that have the most to male consumer behaviour in the beauty industry and analyse the effectiveness of SEO in closing the engagement gap. The study proposes the measurement of the level of agreement related to male participation in the beauty industry and the measurement of the level of importance of SEO features by Likert scales, aiming to establish a positive relationship between these two variables.

This research aims to promote a more inclusive and diverse beauty business that meets the changing needs and preferences of male consumers by understanding and enhancing the SEO features.

Keywords: SEO, SEO feature, *male beauty consumption, Customer engagement,*



Introduction

It used to be thought that men only needed traditional grooming products for shaving and personal care, such as 2-in-1 shower gel for hair and body. According to Ross Goldstein, a psychologist and head of Generation Insights, a consumer trend forecasting company, explained: "Traditionally, men have perceived women's products as ineffective and expensive" (Radice, 1997). Currently, however, men are becoming more conscious of their appearance and have adopted or changed their perceptions of beauty. Recent research has confirmed that the majority of men born in the 90s admire big football stars such as David Beckham, who is concerned about his appearance and uses serums as part of his skincare regime (Broeke, 2023). In addition, with the advent of digital media and the constant flow of video content, new beauty paradigms have emerged (Henriques & Patnaik, 2020). This suggests that men are influenced by these social behaviours, which impact their belief that looking good makes them feel better and is a way of promoting self-confidence and mental and physical health.

In this historically female-dominated sector, there is a growing opportunity for companies to reach male audiences. According to Statista (Petruzzi, 2022), between 2015 and 2017, the market value of men's grooming in the UK increased by approximately £100 million. A possible explanation for these rising figures is that this trend in the men's grooming market is extending to other types of products to address male needs, including skin care, body moisturisers and lip oil products. Furthermore, in the 21st century, the expansion of the Internet of Things (IoT) and by extension Digital Marketing, has become essential for customer engagement. Search engine optimisation (SEO) is crucial in determining product online visibility and consumer interaction (Erdmann et al., 2022). The purpose of this dissertation is to investigate the potential of SEO to promote male participation in the UK beauty industry. According to Allen (2023), the new trend "Get Ready with Me" (GRWM) is one possible factor in growing the involvement of male customers in grooming and self-care practices in the beauty business. Thanks to social media and by extension, video content; information is on its way to everyone. The latest hashtag on Instagram such as #mensgrooming, has been used 3.3 million times (Allen, 2023). Social media sites such as TikTok, YouTube, Meta and others are full of videos of men trying to show off their grooming essentials



products, skincare routines, hairstyles, where to find a trusted hairdresser and even how to use make-up. According to the basis of the customer journey and the AIDA model, if the consumer has an awareness of the product from the social media video, the next sensible behavioural step is “consideration”, which consists of looking at different options for the product of interest in their main browser (Villegas & Vollrath, 2021).

Based on the statistics, men are currently becoming more aware of their skin protection by adopting complex men's skincare routines to feel more confident about their beauty aspects. Social media largely influence men's perceptions and behaviours towards physical appearance. According to a survey of 83 men in the United Kingdom, men who spend more time on social media are significantly more involved in grooming behaviours than infrequent users (Hamshaw & Gavin, 2022).

The SEO approach is to get the brand to appear at the top of the page, or at least on the first page, when a search term is entered into a search engine (Ahmad et al, 2022). Online entrepreneurs and any business must recognise the importance of relying on an SEO strategy when launching new marketing campaigns in order to increase the visibility of the brand, catch the attention of the target audience over the competition, and by extension generate more leads and enhance the level of customers' engagement.

his research project has four objectives:

1. To investigate men's sentiments towards the beauty industry in the United Kingdom.
2. To examine the current male engagement in the beauty industry in the UK.
3. To determine which SEO features are the most important to male audiences.
4. To propose creative SEO-based activities that explicitly target and resonate with male audiences.

This research aims to identify SEO strategies or techniques that could successfully bridge the men's beauty industry gap and capitalise on this emerging market trend through customer engagement.

This study addresses the gender imbalance in the beauty industry, and how personal care brands could enhance male engagement through SEO strategies. Assuming that the current market does not adequately meet male needs there is a potential to open up new business opportunities in the United Kingdom and promote inclusion and inclusivity in the beauty sector.

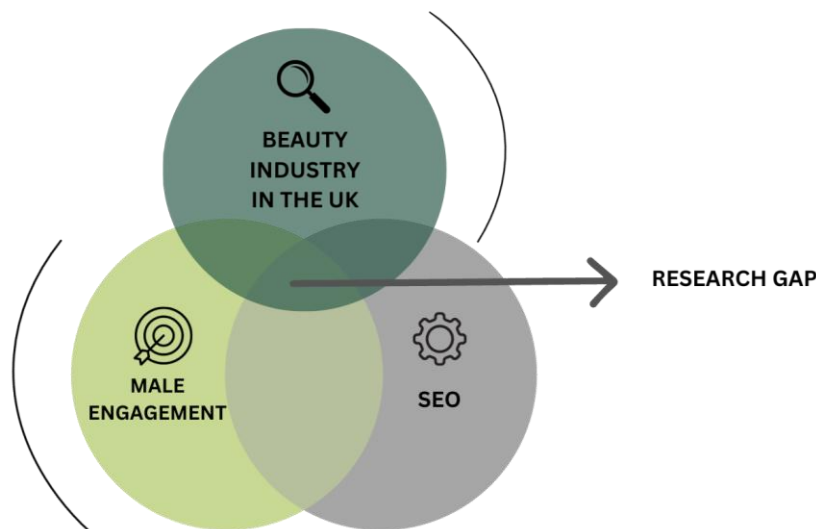


FIGURE 1: RESEARCH SCOPE

SOURCE: SELF-CREATED

Review of The Literature:

This construct evaluates the connection between male customers' attitudes, perceptions, and behaviour towards the beauty industry, with technical SEO features and how they would influence men's engagement. It is essential to understand the concepts of the two variables involved in the investigation (Customer Engagement - SEO). There are several conceptualisations and terminologies to categorise the level of customer engagement related to a product, brand, or service (Hunt, 2011). For a deeper comprehension of the implications of this research, it is critical to understand the theoretical conceptualisation as it provides insights to approach the empirical level, this methodology approach involves collecting data by conducting experiments and making



observations with first-hand information from the participants to evaluate the real-world data related to attitudes, behaviours, opinions, or other relevant variables to test hypotheses that are based on theories (Nair et al., 2017). For a better understanding of the categorisations of customer engagement is critical to comprehend the customer experience throughout the customer journey. Richardson (2010) defines the customer journey as a map that illustrates the steps a consumer takes when engaging with a company, including products, online experiences, services, or any combination of these.

According to Haven et al. (2007), in the theoretical explanation there exist four main components that determine customer engagement:

1. Involvement:

As an individual behaviour variable which occurs based on the interest, rationale and functionality of a product or service (Brodie et al., 2013). According to Laurent and Kapferer (1985), there are 5 types of involvement:

- ☐ Risk importance: the concern about the negative consequences of having chosen the wrong product.
- ☐ Risk probability: The expected probability of making a wrong decision.
- ☐ Interest: A personal connection or personal relevance to a product or service.
- ☐ Sign: the symbolic value that better represents the individual.
- ☐ Pleasure: Decisions based on hedonic motivations to bring pleasure or delight.

The risk importance and interest are part of cognitive behaviour, related to customers' perceptions and thoughts towards an object. Whereas sign and pleasure are related to an affective connection, emotions and feelings with the product or service (Parihar et al., 2019).

2. Interaction:

This level of interaction can offer valuable insights into consumer behaviour concerning the brand. It assesses events such as requests for further product information, which may include the exchange of personal contact details. While the involvement stage is the extent of touchpoints, and the relief of a necessity, the interaction stage measures actions (Haven et al., 2007). These actions



encompass various metrics such as clicking on a webpage link, leaving blog comments, making completed purchases, posting and commenting on social media, and using hashtags and mentions in instant stories, resulting in a more comprehensive and measurable level of engagement. At this stage of engagement, existing data can be measured and analysed objectively to inform decision-making and develop future marketing strategies. All these features provide a more comprehensive understanding of the expansion of interaction. By implementing them, the brand could elevate its engagement to the next stage.

3. Intimacy:

This stage extends beyond involvement and interaction to encompass feelings and sentiments (positive or negative) towards the brand, product, or service (Haven et al., 2007). The individuals share their perspectives and viewpoints on a particular matter. In the context of the beauty industry, a widely discussed issue pertains to animal testing of products. Based on the consumers' position, the brand assesses the level of agreement with this topic. Accordingly, the brand can determine the relevance of this feature to the consumer and measure their sentiments towards it.

4. Influence:

Customers at this level are primarily interested in the rationale behind the brand rather than the features of the product. Their involvement and inspiration come from their alignment with the brand's vision and mission. They are co-motivated due to their shared beliefs, values, and social or cultural ideals, which are reflected in their use of the product.

This terminology is becoming more widely known, and even created a new type of job, the 'influencer'. These strong feelings influence people's behaviour and their desire to be more like their idols. The aim is to motivate others with their endorsement in becoming part of the community.

Currently, in the digital era, everything can be measured, even sentiments and feelings by the language and the content used when expressing an opinion on various social platforms, blogs, and forums (Haven et al., 2007). Each stage has SEO metrics that can be tracked, allowing the company to make better decisions and improvements to its strategies based on numbers and probabilities.



EMPIRICAL CONCEPTUALISATION RELATED TO THE LEVELS OF CUSTOMER ENGAGEMENT

This section addresses the level of customer engagement on a general marketing scale based on the empirical level of agreement on a scale of 1 to 5 measuring with different statements in a quantitative methodology approach.

1. Enthusiasm participation

Enthusiasm is commonly associated with developing a sense of ownership. Individuals feeling enthusiastic are more likely to lead their engagement with a product or service fostering a more personal connection to those things which interest them and making them more committed to interaction. According to Glassman and McAfree (1992), enthusiastic people have a willingness to take risks; this is translated into increased participation and experimentation with products such as trying advanced features and experimenting with different aspects of a product or service.

Enthusiastic consumers align with active participation. They actively engage with what is being offered. This active involvement can play an essential role in the creation of a positive experience for both the consumer and the brand, proving mutually beneficial. Furthermore, it is these enthusiastic consumers who develop a sense of resilience when it comes to overcoming obstacles or difficulties while handling the product as well as a willingness to learn and customize products. In general, enthusiasm participation may cause a positive change in consumers' behaviour which results in benefits for brands.

2. Conscious attention

Conscious attention plays an important role when it comes to consumer engagement. Through this, the audiences focus their attention on a product or service. This deliberate focus made by consumers allows them to not only have a better understanding main messages and features provided by the site but also internalise these features for contemplating them and making a decision whether to purchase the product or not.



Engaging consciously requires involvement. When potential consumers are interested in a product or service, they abandon their role of passive observers and instead, they start to explore and consider the details of the product. This active search enhanced by cognitive engagement provides them a deeper understanding of what is offered.

Conscious attention also impacts consumers' memory and emotions. Consumers who are consciously engaged in a product, and those who have invested their mental energy in evaluating a brand are more likely to remember and recognize it in the long term, increasing brand recall and, therefore, loyalty as a deep emotional connection is developed.

3. Involvement (Passive participation)

Current literature suggests that customer engagement is initiated through customer involvement as it is the first point of contact with a product; generating interest, thoughts, and motivation to make a purchase (Brodie et al., 2013; Leckie et al., 2016). This theory proposes that customer engagement may start during the initial phase of the customer journey, namely Awareness, as explained above (Table 1).

Involvement is defined as "the perceived relevance of an object based on the inherent needs values, and interests" (Zaichkowsky, 1985). Its application has been studied in different domains such as sports, products, shopping or literature. It has been developed as a psychological construct that predicts behaviours in these areas, shopping decisions being one of them.

The level of involvement can be influenced by personal characteristics as well as the individual's environment which increase the relevance of an object to the person and influence the level of involvement. Some of the consequences for involved consumers include increased attention and understanding, motivation to access information, increased interaction and a higher likelihood of repurchase.

There are different concepts of involvement. These range from a state of activation and interest to a cognitive and motivational construct that indicates the state of perceived relevance of an object. These conceptualizations enable marketers to better understand consumer behaviour. An increased level of consumer involvement has a positive effect on the subsequent actions associated with their



behaviour, i.e. consumers may start an external search, have a better understanding of the product and develop loyalty to the product offered.

I. THEORETICAL CONCEPTUALISATION OF SEO FEATURES

1. Niche point of differentiation

The Niche Point of Differentiation refers to the use of a variety of techniques that are targeted to a specific customer group. This allows the marketers to show potential customers the complete features of their product and how these meet their needs and requirements. This differentiation enables better results for brands at lower prices since these strategies focus on giving customers the best virtual experience possible while finding a product they want. Furthermore, the recognition of the brand from their competition in the market is also enhanced as the unique features of their niche seem to make the brand evidently different from others catching the attention of that specific audience.

According to (Ahmad, Mahdee, & Abu Bakar, 2022), another factor to consider is that the differentiation of niche markets is closely linked to the brand's position within a search engine. This is used to seek new strategies that can give their target audience a more personalized experience for consumers in order to improve their visibility in the search engine. Not only do brands which differentiate within their niche become more competitive in branding and marketing apart from a higher online positioning, but they also obtain extra benefits from this as the brand's presence online increases its reputation and customers are more likely to recognize them easily which makes this process essential for brands to have online presence and improve sales.

2. Valuable content

An updated page with relevant and quality content is considered valuable. According to (Sahu, 2016), relevant content contains the information that a user was looking for when he or she entered a query into the search engine. Therefore, a page is more likely to be chosen by consumers since they tend to prioritize those sites that offer all the content they require from reliable sources. Those



sites which offer valuable content tend to gain higher credibility and are also linked to other quality content pages. Possessing content which fits within a bigger context and links to related topics, and meeting different quality metrics are some features that help content to be considered valuable.

Another important factor for content value is the frequency of updates. The frequency of the content gives a “bonus mark” to the search engine (Ahmad, Mahdee, & Abu Bakar, 2022). That means, in the current role that the internet and social media play in digital marketing, the regularity in updating a site with new and quality information enhances higher chances of gaining more relevance compared to their competitors. Not only is this regularity essential for valuable content, but also the way this information is displayed on the site as this can influence human decision-making processes by affecting the ease with which decisions are made (Wenyu Dou, 2010). By using frequent posting and placing information in a logical, organized way, brands increase their visibility and relevance among their competition.

3. Targeted keywords

According to Yoo (2014), online users tend to use search engines with a specific objective or goal in mind (hence, they are goal-oriented), and their search objectives are typically reflected in keywords and phrases, which further prime their search task and evaluation of search results. That is to say, understanding users’ motivations to search a certain topic, also known as Search Intent, which is defined by Pavlik as the reason why someone is searching for a particular term and what they hope to achieve from their search results (Pavlik, 2023). This is essential to link their ads, meet their needs and enhance the online brand positioning.

Pavlik suggests that the best keywords for SEO should strike the right balance between being popular on the one hand and easy to rank for on the other (Pavlik, 2023). This means that the effective use of targeted keywords must contain at least these two features: being part of a popular search and the need for keywords to be simple in order to be ranked in a high slot and gain visibility. Ziakis agrees that websites with optimized and targeted keywords are ranked higher by search engines like Google (Christos Ziakis, 2019), which allows us to conclude that it should be



a brand's goal to constantly discover frequently searched keywords to use them in their favour with fresh, relevant content in order to get more exposure and improve the brand's online presence.

4. Scalable link building

Scalable link building refers to the process of a consumer moving from a general search topic and having the possibility to narrow it according to the consumer's demands within the same website. Ziakis states that building quality backlinks that are referenced from a high number of websites is extremely important to achieve a high ranking (Christos Ziakis, 2019). Therefore, through the establishment of useful links inside and outside the webpage to other retailers, a more interconnected web is made which is beneficial for consumers as well as for brands since their sites gain visibility and recognition.

Lopezosa suggests that the authority of the sites from which the links come, the anchor text of the links, and the context in which that link is included are the most important pillars in link building (Lopezosa, Codina, & Gonzalo-Penela, 2019). That is to say, reliable sources, the keywords used, and the appropriate location of the links are what link building is successful as they become useful navigational tools across the web improving their results and ranking in Google's algorithm.

5. On-page optimisation

Lyons (2023), defines on-page optimisation as the process of optimizing webpages and their content for both search engines and users. It can help rank pages higher on Google and drive more organic traffic (Lyons, 2023). These elements are all related to enhancing the digital experience of users. Features such as unique, structured content, strategic keywords, optimized links and pictures, make the experience worth it for potential customers.

Furthermore, there are more advanced characteristics that can improve the experience; the speed and performance of the site is an essential one. According to Clay and Jones (2022), server issues impact search engine ranking, from the type of server you use to how well it performs. Fast servers, popular page links, quality content, secure and easy payment methods are some of the features that will enhance the quality of the time users spend on the site. Optimizing all the mentioned elements within the site will provide users with a better experience and increase the site's rank and visibility.

II. RELATIONSHIP BETWEEN CONCEPTS/VARIABLES

After explaining the relevant terminology for the two variables, it is crucial to identify the SEO features that impact each level of engagement. The SEO features were expanded into web page characteristics based on their appearance or how customers perceive or visualize them on web pages. These characteristics include discounts, sales, delivery options, personalized recommendations, payment methods, and others (Ahmad et al., 2022), as shown in the conceptual model below (See Figure 2):

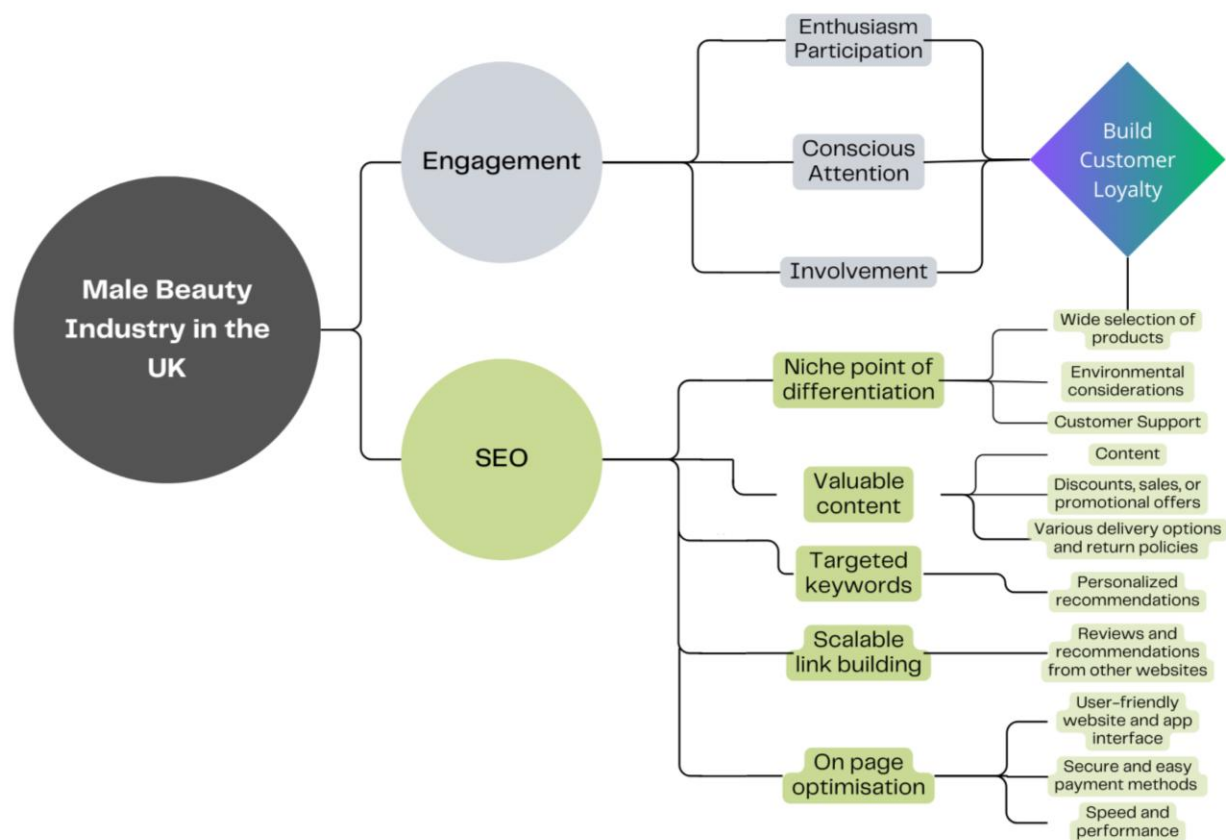


FIGURE 2: CONCEPTUAL MODEL

SOURCE: SELF-CREATED

The literature suggests that Enthusiasm Participation is related to customers' feelings and sentiments. Conscious attention to interaction means the measurement of customers' actions, such

as comments and clicks, is also important. Finally, Involvement fulfils a necessity. According to Vivek (2019), a company's operations should begin with an understanding of the customer's value. This allows for the creation of an innovative relationship marketing (RM) strategy that focuses on customer-company connections through customer loyalty. For each level of engagement there are specific RM activities reflected in the extended characteristics of SEO features such as easy-to-navigate, unique products, customer service and others, which provide a positive experience to consumers, according to Ahmad et al. (2022) who explain in the table below (*See Table 2*)

Enthusiasm participation Feelings – Sentiments (Intimacy and Influence)	Niche point of differentiation	In order to reach Niche point of differentiation at this point, it is necessary for brands to incorporate distinctive elements to set the brand apart from others. When brands exceed consumers' expectations in terms of quality, personalized customer service, distinctive and valuable products among other features that can enhance the product to stand out, for instance, a timely and personalized delivery. These characteristics can attract committed consumers at this level.
	Valuable content	There are some features which content should provide to achieve enthusiasm participation from consumers. First, a user-friendly, easy-to-navigate website which provides a positive experience to consumers. Second, the use of unique, original, and captivating product images that, unlike competitors, show more than just a simple image of the product. Finally, consistent, meaningful appearances of the product which may contribute to build trust and excitement towards the product.
	Targeted keywords	Targeted key words play an important role when it comes to reaching enthusiasm participation. Employing those keywords that are not commonly used by competitors is essential to increase consumers' attention and interaction with the product. Besides, the choice of words which describe the uniqueness of the product and what it offers also engages consumers more easily making them willing to explore and understand what makes the product distinctive.



	Scalable link building	For scalable link building to reach enthusiasm participation from consumers, several features can be implemented: First, relevant influencers or bloggers who are aligned with the brand and their vales who can express enthusiasm for the brand and transmit it to consumers. Second, driven interactions between consumers and the company which can create a sense of community and consumer's voices to be heard. Third, presence in multiple online platforms that consumers can access and be part of an environment that allows people to participate with enthusiasm.
	On page optimisation	One of the most important aspects for enhancing enthusiasm participation in consumers is a transparent payment process. This makes customers feel confident about the process and builds trust to the brand and its site encouraging them to purchase with no concerns.
Conscious attention (Interaction) (Measures actions:blog comments, clicks, time on the webpage)	Niche point of differentiation	There are some features align conscious attention with niche point of differentiation. These consist of the creation of different experiences for consumers. One of them is the use of a strong and unique colour palette for the product giving it brand identity and making it distinctive from other products. Another element is the use of personalized emails to contact customers which leads to a higher engagement. Finally, a brand could tell stories that narrate cases in which the product's uniqueness in described drawing the attention of consumers.
	Valuable content	Some of the features that valuable content should include to reach conscious attention from consumers are stating the product's final price with no charges as it eliminates uncertainties, transparent and detailed information about the components of the product which makes consumers trust the product, and showing the proper ways of usage and consumption which can help them to make the most of the product.



	Targeted keywords	Targeted key words can enhance conscious attention through different ways. One of them it the use of catchy words that appeal consumers' long-term memory as they are more likely to remember them later and associate it with the brand. Another aspect is the use clear, non-confusing words that prioritize understanding. Finally, the number of keywords should be limited. The use of few, relevant key words allow the brand to tailor the information for the target audience.
	Scalable link building	For brands to achieve successful scalable link building at the conscious attention level, there are some ideas to carry out. First, by allowing consumers to share their opinions and suggestions about the product in a community-driven environment on blogs or social media. Second, by getting feedback from surveys taken by users in different platforms generating valuable links through different channels. Third, by providing users with useful content they can download and later use in different sites also enhances link building expanding the brand's reach.
	On page optimisation	A friendly website and app interface are essentials for on page optimisation to reach conscious attention from consumers. These features capture they conscious attention making their navigation experience more pleasant. Friendly website elements include design methods, appropriate layouts, and clear navigation.
	Niche point of differentiation	There are some features that could align Niche point of differentiation and involvement. One of them is an original, hyper-visual design; this allows users to engage with the site as they explore and find solutions to their needs. Another feature is the creation of a messaging system that can answer all the specific questions consumers may have making them feel accompanied in the process. One last feature is the offer of a selection of products that meet the needs and requirements of that specific audience enhancing engagement and making consumers feel more involved with the brand.



Involvement (Relief of a necessity)	Valuable content	In order for valuable content to reach involvement from consumers, marketers must show discounts transparently which helps to their decision-making process, use customer-friendly vocabulary which improves clarity and simplicity enhancing understanding, and make use of bold messaging that conveys a short specific message that speaks directly to consumers' concerns and needs.
	Targeted keywords	Involvement can be achieved with targeted keywords through different strategies. First, the words used must be easy to remember as doing this helps to simplify the process. Second, the keywords must be related to the exploration of unique offerings of the product. Third, the incorporation of commonly searched words by customers giving the site a higher exposure. Finally, the keywords used should aim at fitting in the context of customers meeting their conditions and needs creating a dynamic engagement level.
	Scalable link building	To reach involvement from consumers via scalable link building, there are some aspects to consider. One of them is linking products information with videos which provide a multi-modal understanding of what is offered boosting consumers' involvement. Another aspect is to connect multiple platforms valid links which can provide all the necessary information and tools for consumers in their search. Finally, giving consumers the opportunity to share their product experiences enhances involvement for both, those who share their experience contributing with valuable content and those who seek reassurance on what they are searching.
	On page optimisation	On-page optimization a brand can carry out to achieve involvement from customers is to provide them with a fast, high-performance website. Consumers who do not experience delays and interruptions in the site have proved to be more engaged with the brand and the purchase process which can be achieved when they have an improved overall user experience.

TABLE 1: CONNECTION BETWEEN CUSTOMER ENGAGEMENT AND SEARCH ENGINE OPTIMIZATION FEATURES

Research Framework And Formulation Of The Thesis Statement And Hypotheses

According to Dolen (2022), there is an empirical theory about the relationship between the customer journey and customer engagement. These findings suggest that brand online positioning plays a crucial role when the customer is in the pre-purchase phase, the moment that the potential consumer is evaluating the options in the marketplace. This research aims to evaluate the relationship between the use of SEO strategies and the level of male engagement in the beauty industry in the UK (fig 3).

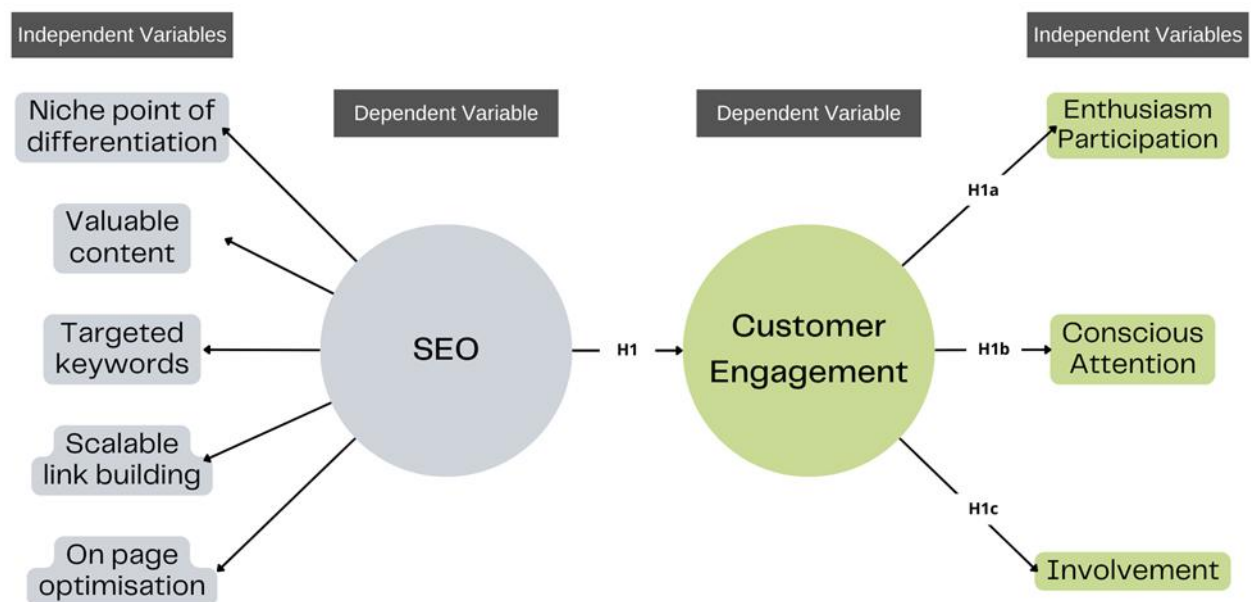


Figure 3 : Theoretical framework

This research develops four hypotheses based on this theoretical framework (fig3):

- H1 There is a positive relationship between SEO and Customer Engagement.
- H1a There is a significant correlation between SEO to influence Enthusiasm Participation
- H1b There is a significant correlation between SEO to influence Conscious Attention
- H1c There is a significant correlation relationship between SEO to influence Involvement design along with comparative will be used, as data from last ten years will be studied and compared with the industry.



Research methods:

Quantitative data from questionnaires and analytics will be used to evaluate engagement measures and the level of importance of SEO features in a website. This research pretends to get 100 responses from a male audience between 18 - 65 years old residing in the UK. In a deductive approach, initial codes are drawn from the existing literature on the topic of inquiry or what is known about the phenomenon of inquiry, aided by the research aims and research questions (Theophilus, 2018). That means the deductive approach is used to formulate hypotheses based on existing knowledge and observations on the topic and then test them. In the current research, the hypothesis states that SEO could improve male engagement in the beauty industry and the collection of existing information on the topic has been made to understand the potential impact of these features. Besides, a survey of 100 males with agreement scales of customer engagement has been applied to gather information to support or refute the initial hypothesis using the deductive approach, which is aligned with the testing of hypotheses and drawing conclusions from the data obtained. In order to collect empirical data, it is necessary to use statistical analysis and quantitative questionnaires, as the research aims to establish a correlation between two variables. A pre-test survey was conducted among UK males aged 19 to 60. A total of 44 men completed the pre-test survey. The participants were from the United Kingdom and ranged in age from 18 to over 55, with the majority falling between the ages of 26 and 45.

Findings and Discussion:

This research proposes to bridge this gap through the use of SEO strategies by analysing male behaviour, and decision-making factors for online purchases and by extension improve male engagement in the beauty industry.

Based on this data, 64.2% of men feel that the beauty industry is not adequately addressing their needs. And 63% of men who feel this way, 80% chose 'researching online for the best product option (e.g. special offers, reviews and suggestions)' as their best option when considering a grooming product purchase. These findings suggest that applying the proper SEO strategies could have a high potential to bridge the sense of imbalance in the beauty industry, as men tend to search online first to buy a specific grooming product for the 'pain point' they are experiencing at the time.

Reliability Analysis (α) and Collinearity

According to Cohen (2022), items are acceptable and consistent if Cronbach's alpha is closer to 1. The IBM SPSS analysis tool also calculates and predicts Cronbach's alpha values when one or more of the items are removed. When the analysis was carried out, Cronbach's alpha did not change significantly. Therefore, all items were retained (Table 2 and table 3).

Customer Engagement			
Enthusiasm Participation (EP)	Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. I spend a lot of my discretionary time on men's grooming products.	EP1	.592	.951
2. I am heavily into men's grooming products.	EP2	.553	.952
3. I try to fit my grooming routine into my schedule.	EP3	.687	.950
4. I am passionate about men's grooming products.	EP4	.663	.950
5. My days would not be the same without men's grooming products.	EP5	.716	.950
6. Men's grooming products are an important part of my life.	EP6	.719	.950
Conscious Attention (CA)			
1. I like to know more about men's grooming products.	CA1	.591	.951
2. I like events that are related to men's grooming products.	CA2	.575	.951
3. I pay attention to anything about men's grooming products.	CA3	.638	.951
4. I keep up with things related to men's grooming products.	CA4	.667	.950
5. Anything related to men's grooming products grabs my attention.	CA5	.698	.950
6. I notice information related to grooming products.	CA6	.739	.950
Involvement (I)			
1. I am aware of men's grooming products.	I1	.458	.952
2. I have basic knowledge of men's grooming products.	I2	.467	.952
3. I participate in grooming care discussions.	I3	.382	.953
4. I notice new men's grooming products.	I4	.337	.953

TABLE 2: CRONBACH'S ALPHA ANALYSIS OF CUSTOMER ENGAGEMENT



SEO Features				
Niche Point of Differentiation (NPD)	Item	Corrected Item-Total Correlati	Cronbach's Alpha if Item Deleted	Collinearity Tolerance
Wide selection of products and brands	NPD1	0.79	0.949	0.189
Environmental considerations, such as eco-friendly packaging or sustainable products	NPD2	0.672	0.95	0.331
Customer support	NPD3	0.768	0.949	0.123
Valuable Content (VC)				
Content	VC1	0.622	0.951	0.296
Various delivery options such as fast shipping or free shipping thresholds	VC2	0.724	0.95	0.21
Discounts, sales, or promotional offers	VC3	0.732	0.95	0.24
Targeted Keywords (TK)				
Personalized recommendations based on your preferences	TK1	0.705	0.95	0.325
Scalable Link Building (SLB)				
Reviews and recommendations	SLB1	0.652	0.951	0.297
On page Optimization (OPO)				
User-friendly website and app interface	OPO1	0.679	0.95	0.229
Speed and performance	OPO2	0.696	0.95	0.236
Secure and easy payment methods	OPO3	0.616	0.951	0.271

Table 3 SEO Features

Hypotheses Testing

SEO features for Male customer Engagement

To answer this objective, multiple linear regression was used, as this objective aims to determine which of the five main SEO features have a greater impact on CE, in other words, this regression model has five inputs (NPD, VC, TK, SLB, OPO) and one output (CE), and this linear analysis allows to do this data procedure. It is important to first analyse whether the regression model is significant, i.e. whether the five SEO models entered have any effect on customer loyalty. Once this condition is met, it is then possible to determine which of the SEO features are most important to the male audience in the sample analysed. that the SEO features can explain 37.9% (R Square) of the variation in CE. This suggests that the combination of the five SEO features in the model explains a significant amount of the variation in CE (see Table 4). Furthermore, α indicates that the regression model is statistically significant because it is less than the p-value. This suggests that SEO features have a statistically significant impact on Customer Engagement. In order to analyse which SEO feature has the greatest impact on men, the significance must be $\alpha < 0.05$. This means that the niche point of differentiation is the most important feature for male audiences when searching for and purchasing grooming products.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.482	.210		7.067	<.001		
AverageNPD	.249	.128	.354	1.953	.050	.166	6.029
AverageVC	.181	.163	.241	1.114	.268	.116	8.592
AverageOPO	-.012	.111	-.017	-.110	.912	.232	4.311
TK1	.104	.084	.153	1.232	.221	.353	2.835
SLB1	-.065	.082	-.100	-.796	.428	.344	2.904

a. Dependent Variable: AverageCE

TABLE 4 : SEO features for Male customer Engagement

SEO and Customer Engagement.

H1 There is a positive relationship between SEO and Customer Engagement.

According to Kuckartz et. al (2013), there is a high relationship between the two variables when $r > 0.5$ based on Pearson correlation theory. H1 is statistically significant as $\alpha < .001$, therefore the alternative hypothesis is accepted as the analysis shows a positive linear relationship due to the coefficient is 0.592, which is significantly different from 0. The null hypothesis is rejected (see Table 5).

Correlations

		CE	SEO
CE	Pearson Correlation	1	.592**
	Sig. (2-tailed)		<.001
	N	120	120
SEO	Pearson Correlation	.592**	1
	Sig. (2-tailed)	<.001	
	N	120	120

Table 5: Correlation is significant at the 0.01 level (2-tailed).

SEO and Enthusiasm Participation

H1a There is a significant correlation between SEO to influence on Enthusiasm Participation

The overall regression model is statistically significant, meaning that the combination of 11 items from the SEO features can explain 31.6% (R Square) of the variation in Enthusiasm Participation. The alternative hypothesis is accepted as it fulfils the condition. In other words, when the SEO features are combined, they can significantly predict Enthusiasm Participation. To analyse which SEO feature influences the most enthusiastic participation, the significance must be checked in the table below, testing using $\alpha < 0.05$ (see table 6).



Coefficients^a

Model	Unstandardize d Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero- order	Partial	Part	Tolerance	VIF
1 Constant	1.251	.317		3.942	<.001					
NPD1	.458	.164	.513	2.788	.006	.528	.260	.223	.189	5.298
NPD2	.136	.117	.162	1.164	.247	.435	.112	.093	.331	3.021
NPD3	-.126	.198	-.145	-.637	.526	.460	-.061	-.051	.123	8.130
VC1	.045	.124	.053	.361	.719	.327	.035	.029	.296	3.379
VC2	.033	.158	.037	.212	.833	.437	.020	.017	.210	4.757
VC3	.190	.145	.214	1.310	.193	.460	.126	.105	.240	4.169
TK1	-.085	.128	-.093	-.661	.510	.406	-.064	-.053	.325	3.074
SLB1	-.011	.129	-.013	-.089	.929	.381	-.009	-.007	.297	3.364
OPO1	.148	.151	.163	.977	.331	.365	.094	.078	.229	4.369
OPO2	-.114	.143	-.131	-.798	.427	.367	-.077	-.064	.236	4.230
OPO3	-.175	.140	-.192	- 1.252	.213	.305	-.120	-.100	.271	3.685

Table 6. SEO and Enthusiasm Participation

Based on the significance of the model, the coefficient $\alpha < .006$ tends to lean towards the feature of niche point of differentiation, specifically the item NPD1 which is a 'Wide range of products and brands'. These results support the answer to the first objective already analysed. This finding suggests that men who are enthusiastic participants in the UK beauty industry do so because the online marketplace offers a "wide range of products and brands".

SEO and Conscious Attention

H1b There is a significant correlation between SEO to influencing Conscious Attention.

The overall regression model is statistically significant, meaning that the combination of 11 items from the SEO features can explain 35.9% (R Square) of the variation in Conscious Attention. The alternative hypothesis is accepted as it fulfils the condition (see Table 6). In other words, when the SEO features are combined, they can significantly predict Conscious Attention .

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.578	.297		5.315	<.001					
	NPD1	.531	.154	.616	3.460	<.001	.509	.317	.268	.189	5.298
	NPD2	.140	.109	.172	1.279	.204	.408	.123	.099	.331	3.021
	NPD3	-.363	.185	-.433	-1.962	.050	.382	-.186	-.152	.123	8.130
	VC1	.072	.116	.088	.621	.536	.272	.060	.048	.296	3.379
	VC2	-.167	.148	-.190	-1.125	.263	.343	-.108	-.087	.210	4.757
	VC3	.413	.136	.481	3.041	.003	.467	.282	.235	.240	4.169
	TK1	.046	.120	.052	.380	.705	.436	.037	.029	.325	3.074
	SLB1	-.029	.121	-.034	-.240	.811	.320	-.023	-.019	.297	3.364
	OPO1	.109	.142	.124	.769	.443	.298	.074	.060	.229	4.369
	OPO2	-.079	.133	-.094	-.593	.554	.305	-.057	-.046	.236	4.230
	OPO3	-.213	.131	-.242	-1.630	.106	.259	-.156	-.126	.271	3.685

Table 6 SEO and Conscious Attention



Based on the significance of the model, the coefficients $\alpha < .001$; .050; .003 tend to lean towards the features of niche point of differentiation and valuable content, specifically the items NPD1, NPD3 and VC3 which are a 'Wide range of products and brands', 'Customer support' and 'Discounts, sales, or promotional offers'.

SEO and Involvement

H1c There is a significant correlation between SEO to influence Involvement

The overall regression model is statistically significant, meaning that the combination of 11 items from the SEO features can explain 32.3% (R Square) of the variation in Involvement. The alternative hypothesis is accepted as it fulfils the condition. In other words, when the SEO features are combined, they can significantly predict Involvement (see Table 7).

Model		Unstandardize		Standardize	t	Sig.	Correlations			Collinearity	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.558	.285		5.467	<.001					
	NPD1	-.257	.147	-.320	-1.745	.084	.364	-.166	-.139	.189	5.298
	NPD2	.045	.105	.059	.427	.670	.352	.041	.034	.331	3.021
	NPD3	.116	.178	.149	.655	.514	.442	.063	.052	.123	8.130
	VC1	.011	.112	.014	.094	.925	.412	.009	.008	.296	3.379
	VC2	.321	.142	.392	2.262	.026	.436	.214	.180	.210	4.757
	VC3	-.205	.130	-.256	-1.574	.118	.321	-.150	-.125	.240	4.169
	TK1	.242	.115	.293	2.103	.038	.434	.199	.167	.325	3.074
	SLB1	-.116	.116	-.146	-1.000	.320	.337	-.096	-.080	.297	3.364
	OPO1	.222	.136	.272	1.634	.105	.477	.156	.130	.229	4.369
	OPO2	.018	.128	.023	.140	.889	.425	.014	.011	.236	4.230
	OPO3	.080	.126	.097	.637	.505	.411	.061	.051	.271	3.685

Table 7 SEO and Conscious Attention

Based on the significance of the model, the coefficients $\alpha < .026$ and $.038$ tend to lean towards the features of valuable content and targeted keywords, specifically the items VC2 and TK1 which are ‘Various delivery options such as fast shipping or free shipping thresholds’ and ‘Personalized recommendations based on your preferences’.

Optimising SEO Strategies for Male-Centric Targeted Keywords

The behaviour of men corresponds to the opposite of a hedonistic buyer, like women (see (Elgar, 2022)). Currently, digital marketers have a wide range of software available to support and improve the performance of their websites and marketing campaigns in real-time based on customer data trends. SEMrush is a free online software that provides marketers with valuable information about keyword metrics such as volume, keyword difficulty %, and intent (commercial, informational, transactional, or navigational) (SEMrush, n.d.), among other important parameters that sum up at the moment when Google evaluates website performance.

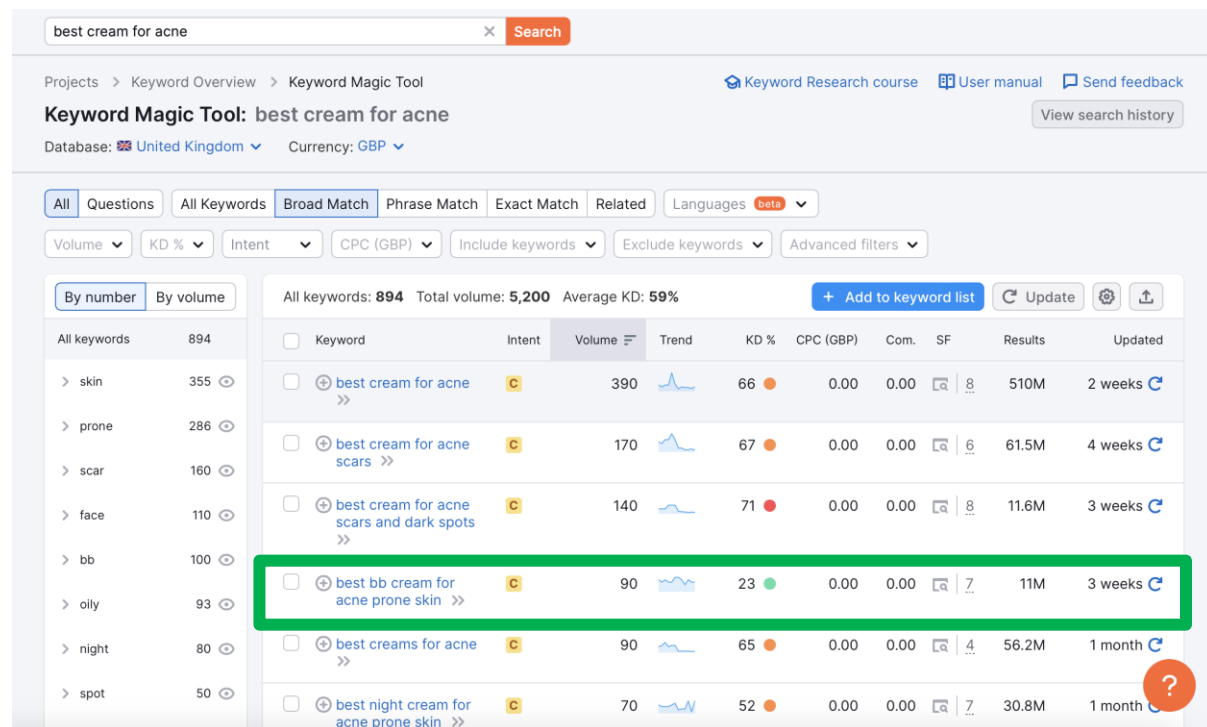


FIGURE 5: PERFORMANCE OF BEST KEYWORDS SOURCE: SEMRUSH

Some research suggests that men are more engaged with the product rather than the name of a brand. This insight and the performance of best keywords evidence (See Figure 5) suggest that men tend to type the pain to relief instead of the name of the specific brand. This is the

opportunity that male beauty brands have to promote their product visibility online and demonstrate the wide selection of products focused on men's needs.

Personalised Valuable Content to address male concerns

According to a study by Forbes (Kestenbaum, 2022): "Men respond differently to the terminologies men's cosmetics and men's grooming products." There is a significant negative perception among men who said that they would never consider buying any cosmetics. Beauty companies should think carefully about the content that is shown on the webpage and how it refers to the products that are being sold, as well as the targeted keywords that resonate the most with men. For instance, women are more familiar with complex and detailed products called 'Moisturising Base Foundation', but for men, this is just a 'tinted cream'. As is shown in the images below (See Fig 6 & 7), the keyword difficulty shows how difficult it could be for a website to get into the top 10 organically. The higher the percentage, the harder it is to reach the top of the rankings (SEMrush, n.d.).

Companies should focus on content that is tailored to men's needs, with an emphasis on age group, for younger men's concerns such as acne, redness and dark circles, and for older men's concerns such as wrinkles (Kestenbaum, 2022).

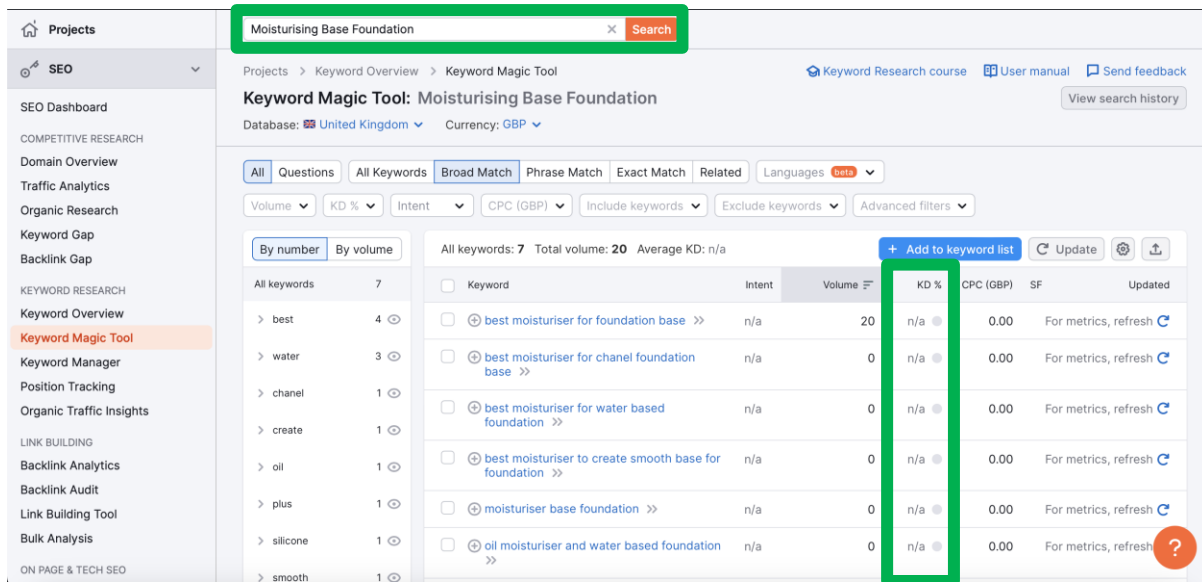


FIGURE 6: EXAMPLE 1 OF KEYWORD ANALYSIS SOURCE: SEMRUSH

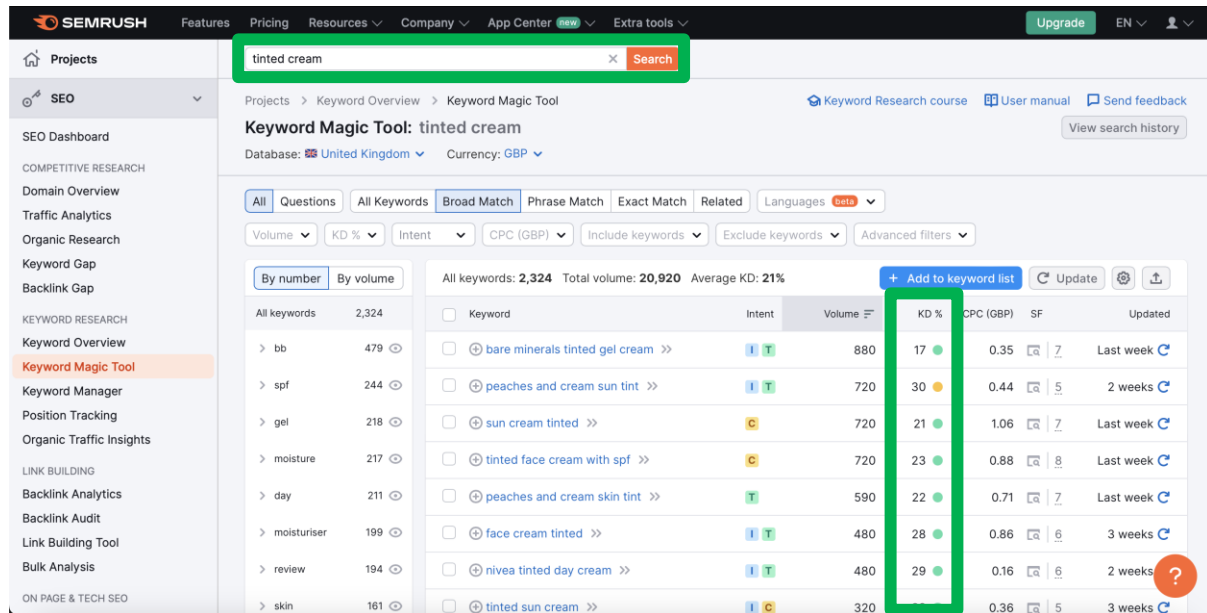


FIGURE 7 : EXAMPLE 2 OF KEYWORD ANALYSIS SOURCE: SEMRUSH

As was exposed in previous chapters, the Niche point of differentiation was the most important feature for male audiences. Companies should focus on enhancing:

- Wide selection of products and brands
- Environmental considerations, such as eco-friendly packaging or sustainable products
- Customer support.

Furthermore, shopping online gives the brands the advantage of having measurement data to enhance their performance constantly supported by numbers.

Customer Journey Of Shopping In Person In A Pharmacy Or Retail Store:

. Customer Journey suggests what the buyer persona goes through when pretending to purchase, by proposing actions, thoughts, and emotions, depending on the customer's behavioural choices (TABLES 9 10 & 11) . Based on an example of this model, this research aims to demonstrate the advantages of using SEO and how it impacts male behaviour and predict some positive outcomes of shopping online (e-shopping, table 11).

Background:

Name: ABC
Age: 34
Nationality: Spanish
Place of residence: London – UK
Education Level: International Business
Master's degree

Pain Points:

- I have just discovered several pimples and blackheads on my face, which have become more noticeable as my skin has become red.
- I have to fight myself not to 'clean out' the blackheads or squeeze the areas as



<p>Job Role: Sales Account Manager Annual income: £40,376 (Indeed, 2024) Relationship: Single</p>	<p>this could aggravate them and leave permanent scars (NHS, 2023)</p> <ul style="list-style-type: none">• I do not know what type of skincare products are best for my skin.• I have noticed that people feel uncomfortable when they try to greet me with a kiss on the cheek. In my Spanish culture, we usually do a double-cheek kiss.
<p>Bio: I work as a full-time sales account manager; my position requires a high level of commitment, as I must meet monthly sales targets. As a result, I am constantly under pressure and stressed (Kraft et al., 2019). I have to prioritise my time between work, family, and myself. I love going to the park with my dog "Pepe" and reading science fiction literature while eating chocolate, delicious pastries, and cappuccinos. Personality: Extrovert, pet-friendly, adventurous, open-minded (Elgar, 2022). Internet Use: Social media platforms, flights and hotel bookings, sales software, e-mail.</p>	<p>Goals:</p> <ul style="list-style-type: none">• I want to feel more confident about my appearance.• I would like to reduce the redness of my skin.• I wish I felt more comfortable with myself when people greet me with a kiss on the cheek.

Table 9 Buyer / Customer Persona Details

	Awareness	Consideration	Decision/ Purchase	Customer Loyalty / Post Purchase
User Action	<p>1. ABC has been observing some pimples and zits on his face.</p> <p>2. Recently he took a selfie and noticed that the acne was getting red and worse.</p>	<p>3. ABC has to go to the pharmacy and ask for help.</p> <p>4. ABC' cousin recommends using a full line of skincare products for a better outcome.</p>	<p>5. ABC does not know where the men's skincare section is.</p> <p>6. I do not want people to watch me looking at the women's section.</p>	<p>8. ABC starts using the cream, but he feels it is not enough.</p>



			7. ABC is in the queue for payment for the only product he has.	
Thoughts	1. I wish I had more time to take care of my physical appearance. 2. What products could fit better for my type of skin and needs?	3. Sometimes the pharmacist is not polite and not happy to help. 4. Sometimes, pharmacy staff do not understand my accent. 5. Hopefully, I am going to find the whole line of products that I need.	6. There is a long queue to pay for just one thing. 7. There is no self-service checkout	8. I do not want to do it all over again. 9. What else should I buy to fix this skincare concern?
Emotions	Concerned	Anxious	Frustrated	Neutral
Touchpoints (Interaction Points)	Social media platforms	Pharmacy	Pharmacy	Search Engine

TABLE 9: TRADITIONAL CUSTOMER JOURNEY

E-Shopping:

	Awareness	Consideration	Decision/ Purchase	Customer Loyalty / Post Purchase
User Action	1. ABC has been observing some pimples and zits on his face. 2. Recently he took a selfie and	3. ABC search online about his skin concern. 4. He found valuable information and	6. ABC found it easy to buy online. After buying the anti-acne cream, it suggests automatically	9. ABC started using the full range of skincare products every day and noticed an improvement

	noticed that the acne was getting red and worse.	a wide selection of products and brands. 5. He checked some reviews from other people who have the same concern	buying the anti-acne facial toner, the anti-acne facial cleaner and the special make-up without oil effect to cover the redness. 7. He took the 10% off for the first purchase. 8. He took the free standard delivery on orders over £40	in his skin in just two weeks. 10. He is satisfied with his purchase. He is going to recommend his friends and also post a review on the website
Thoughts	1. Because going shopping is time-consuming, I prefer to search online. 2. Having a full line of skincare products will be useful and efficient.	3. I am happy to find full-line products for male skin concerns in one online marketplace. 4. Because other men have the same concerns, I do not feel different from them.	5. Discounts are amazing, they always can be used when the opportunity comes. 6. I am happy with my purchase and cannot wait to use the products.	7. The best thing is I do not have to order again; the website gives me the chance of Auto replenishment options to automatically send my grooming products every 2, 3 or 6 months.
Emotions	Concerned	Relief	Delighted	Joyful
Touchpoints	Google Amazon	Search Engines Webpage reviews	Purchase Webpage Paypal	Webpage reviews Word of mouth

TABLE 10: E-SHOPPING CUSTOMER JOURNEY

By comparing the same scenario of awareness but with different actions, thoughts and emotions in the consideration stage, decision, and post-purchase; the customer journey suggests that shopping in a retail store involves more time (Farak et al.,2006) limited selection of products and



brands, crowded shopping centre (Agarwal et al., 2022), frustrated emotions, and anxious thoughts than shopping online.

Discussion of the Findings and the Results

This research aimed to evaluate the relationship between SEO and customer engagement. As well as how SEO features can influence male participation in the beauty industry in the UK. One of the fundamental theories in marketing and sales is to know the target audience to whom the product or service is being sold. That is why it is fundamental to understand how the customer thinks and behaves so that companies can build an accurate strategy to reach them in the most efficient possible manner. Based on the results of this research, male customers respond differently to SEO features depending on their level of engagement, as explained in the table number 8 below:

Accepted Hypotheses	IV (X)	DV (Y)	Results
H1	SEO - CE	SEO - CE	There is a positive relationship between SEO and Customer Engagement.
H1a	OPO3, NPD2, VC3, VC1, TK1, SLB1, OPO2, OPO1, VC2, NPD1, NPD3 ^b	Enthusiasm Participation	1. Wide selection of products and brands.
H1b	OPO3, NPD2, VC3, VC1, TK1, SLB1, OPO2, OPO1, VC2, NPD1, NPD3 ^b	Conscious Attention	1. Wide selection of products and brands. 2. Discounts, sales, or promotional offers. 3. Customer support.
H1c	OPO3, NPD2, VC3, VC1, TK1, SLB1, OPO2, OPO1, VC2, NPD1, NPD3 ^b	Involvement	1. Various delivery options such as fast shipping or free shipping thresholds. 2. Personalized recommendations based on your preferences.

Table 8 : Findings summary of the research



Men at the 'Enthusiastic Participation' level are not interested in discounts, free shipping or special offers. They want to find a wide range of products and brands in the online marketplace that they are looking for. This suggests that they already know the pros or cons of the product and just want to reorder it or find the same product but a different brand, regardless of the implications of other features.

On the other hand, men at the 'Conscious Attention' level are more attracted to multiple product options, promotional offers and customer service. This suggests that they have more needs to satisfy and more stages to consider before buying the product. Finally, men who are 'Involved' are more motivated by different delivery options such as free or fast shipping and personalised recommendations. This suggests that they need guidance before purchasing the product and it is better if they can save money on other processes that do not directly affect the quality of the product.

This academic research supports the existing literature that suggests that 'Enthusiasm Participation' is related to customers' feelings and sentiments (Vivek, 2019). It can be assumed that men are already in a loyalty programme because they place more importance on different product and brand choices. This means that they have a deeper connection with the product, regardless of implications such as price or delivery options.

Furthermore, according to Vivek (2019), 'Conscious Attention' is related to interaction, which means that customers are willing to share their thoughts, leave reviews and invest time to interact with the website. According to the research findings, men at this level value customer support more, as well as a wide range of products, discounts and offers. This means that interaction with the brand is critical to keeping them engaged.

Finally, men in the 'Involvement' stage are focused on fulfilling a need (Vivek, 2019), which is why men are more likely to lead to personalised recommendations, and multiple delivery options such as free or fast shipping are also important to them as a complement.

Overall, this academic research supports the previous literature, in addition, this investigation gives more details based on significant statistics data validation.

Conclusions:

According to the statistics explained in the previous section, there is a high correlation between SEO features and male customer engagement. This helps companies to put more effort into their digital marketing strategies to attract more potential male customers in the beauty industry. In addition, based on the results of this research, male customers respond differently to SEO



features depending on their level of engagement, challenging companies to carefully consider marketing strategies to improve males' perceptions at each level of engagement.

Research Implications/ Recommendations/ Contributions

This research is the result of combining two previous studies. One focuses on the design of an optimal survey to measure customer engagement. To discriminate the statements in the survey, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were used in IBM SPSS to measure customer engagement as accurately and efficiently as possible (Vivek, 2019). On the other hand, the study "Search Engine Optimisation (SEO) Strategy as Determinants to Enhance Online Brand Positioning" measures the level of importance of SEO in the company perception (Ahmad et al., 2022). The unique contribution of this research is the combination of two marketing phenomena to focus on an industry and a target audience which are not commonly associated. As mentioned earlier, it is important to understand customer behaviour, thoughts, and perceptions in order to improve business performance. In a digital world, everything is moving towards automation and electronic processes. Everything in the business world is changing fast and brands need to be in a constant state of improvement. For this reason, this research proposes to evaluate the impact of SEO on improving male engagement in the beauty industry in the United Kingdom. The industry and they enjoy good credit payment terms (even after low current and quick ratio). Unilever manage their cash flow very efficiently as they receive money faster from debtors in respect to paying their creditors. The inventory holding period is higher than the industry as well and they turn their inventory more times than the industry. It can be seen that the recession has not impacted the long term financial over view of Unilever and it has recovered well from any effects of recession. The behaviour of men corresponds to the opposite of a hedonistic buyer, like women (see (Elgar, 2022)). Men focus on optimising time and resources and invest more effort in their personal growth, feel confident and discover new experiences. Research suggests that the reason why men feel that the beauty industry does not cater for their needs is because they have different perceptions of the meaning of the words cosmetics and personal care products. It would be interesting to start by analysing men's perceptions of these terms.

Future research could also include the variables income, education, and occupation as discriminant parameters to analyse the level of engagement. This academic study also has limitations, one of which is the language barrier, the data sample collection could be wider, however, some men who were willing to participate did not understand the idiom chosen for the research.

References



- Agarwal, J., Das, G., & Spence, M. (2022). Online group buying behavior: A study of experiential versus material purchases. *Psychology & Marketing*, 39(10), 1946–1963.
- Ahmad, U., Mahdee, J., & Abu Bakar, N. (2022). Search engine optimisation (SEO) strategy as determinants to enhance the online brand positioning [version 1; peer review: 1 approved, 1 approved with reservations]. *F1000Research*, 11-714.
- Allen, J. (2023, April 11). *TikTok's #GRMW trend is encouraging men to try make-up and skin care*. Retrieved from Cosmetic Business: https://www.cosmeticsbusiness.com/news/article_page/TikToks_GRMW_trend_is_encouraging_men_to_try_make-up_and_skin_care/208075
- Ardilly, P., & Tille, Y. (2006). *Sampling methods : exercises and solutions*. New York: Springer.
- Aynew, D. (10 de 12 de 2022). *Ethical Considerations – Types & Examples*. Obtenido de Bachelor Print: <https://www.bachelorprint.com/methodology/ethical-considerations/#1669121683162-40f8d49d-016c>
- Black, P. (2004). *The Beauty Industry*. New York: Routledge.
- Brand Vision. (2023, November 2). *Breaking Barriers: Fenty Beauty's Marketing Strategy Case Study*. Retrieved from Brand Vision: <https://www.brandvm.com/post/fenty-beautys-marketing#:~:text=Fenty%20Beauty%27s%20Marketing%20Strategy%20Revealed&text=Fenty%20Beauty%27s%20Chief%20Marketing%20Officer,show%2C%20don%27t%20tell>
- Brodie, R., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: an exploratory analysis. *Journal of Business Research*, 66, 105-114.
- Brooke, T. V. (2023, July 19). *Male grooming is booming. Here's why*. Retrieved from CNN Style: <https://edition.cnn.com/style/male-grooming-industry-booming/index.html>
- Chauhan, P. (2021, June 25). *SEO for The Beauty Industry That Wins Customers*. Retrieved from RVS Media: <https://www.rvsmedia.co.uk/blog/seo-for-beauty-industry/>
- Christos Ziakis, M. V. (2019). Important Factors for Improving Google Search Rank. *Future Internet*, 11-32.
- Clay, B., & Jones, K. B. (2022). *Search Engine Optimization All-in-One For Dummies*. New Jersey: For Dummies.
- Cohen, J. (2022). *Applied multiple regression/correlation analysis for the behavioral sciences*. New York: Routledge.
- Connor, S., & Reimers, S. (2019). Comparing the use of open and closed questions for Web-based measures of the continued-influence effect. *Behavior Research Methods*, 51, 1426–1440.
- Denison, G. (24 de October de 2023). *Ethical considerations in research: Best practices and examples*. Obtenido de Prolific: <https://www.prolific.com/blog/ethical-considerations-in-research-best-practices-and-examples>
- Dolen, W., Weltevreden, J., & Demmers, J. (2020). Consumer Engagement with Brand Posts on Social Media in Consecutive Stages of the Customer Journey. *International Journal of Electronic Commerce*, 24, 53-77.
- Elan, P. (2021, March 3). *'Zoom ready': male demand for cosmetic procedures rising*. Retrieved from The Guardian: <https://www.theguardian.com/fashion/2021/mar/03/zoom-ready-male-demand-for-cosmetic-procedures-rising>



- Elgar, G. (2022, November 4). *Beauty Marketing Audience Data: How Male and Female Personas Differ*. Retrieved from Foundation: <https://foundationagency.co.uk/blog/beauty-marketing-audience-data-how-male-and-female-personas-differ/>
- Erdmann, A., Arilla, R., & Ponzoa, J. (2022). Search engine optimization: The long-term strategy of keyword choice. *Journal of Business Research*, 650-662.
- Farag, S., Krizek, K., & Dijst, M. (2006). E-Shopping and its Relationship with In-store Shopping: Empirical Evidence from the Netherlands and the USA. *Transport Reviews*, 16(1), 43-61.
- Glassman, M. a. (1990). Enthusiasm: The Missing Link in Leadership. *S.A.M. Advanced Management Journal*, 3-6.
- Google. (2019, March). *14 unforgettable moments that played out on YouTube*. Retrieved from Think with Google: https://www.thinkwithgoogle.com/marketing-strategies/video/youtube-history/?_gl=1*vf9h6p*_up*MQ.*_ga*Nzg0MTU5Njc0LjE3MDEyNzQ1ODQ.*_ga_BXYLHC2HPB*MTcwMTI3NDU4NC4xLjAuMTcwMTI3NDU4NC4wLjAuMA..
- Hamshaw, R., & Gavin, J. (2022). Men's Perspectives on Their Grooming Practices and Appearance Concerns: A Mixed Methods Study. *The Journal of Men's Studies*, 251-270.
- Haven, B., Bernoff, J., & Glass, S. (2007, August 8). *Marketing's New Key Metric: Engagement*. Retrieved from Forrester: http://snproject.pbworks.com/f/NewMetric_Engagement.pdf
- Henriques, M., & Patnaik, D. (2020, September 21). *Social Media and Its Effects on Beauty*. Retrieved from Beauty - Cosmetic Science, Cultural Issues and Creative Developments: <https://www.intechopen.com/chapters/73271>
- Holbrook, M. (1994). *The Nature of Customer Value: An Axiology of Services in the Consumption Experience*. California: Sage.
- Hunt, J. (2011, 04 27). *Goals and Metrics – Measuring Customer Engagement on the Web*. Retrieved from SmartData Collective: <https://www.smartdatacollective.com/goals-and-metrics-measuring-customer-engagement-web/>
- Indeed. (2024, January 5). *Indeed*. Retrieved from Sales manager salary in United Kingdom: <https://uk.indeed.com/career/sales-manager/salaries>
- Kennedy, A.-M. (2017). Macro-Social Marketing Research: Philosophy, Methodology and Methods. *Journal of Macromarketing*, 37(4), 347-355.
- Kestenbaum, R. (2022, March 22). *How Men's Attitude Toward Grooming And Cosmetics Is Changing*. Retrieved from Forbes: <https://www.forbes.com/sites/richardkestenbaum/2022/03/22/how-mens-attitude-towards-grooming-and-cosmetics-is-changing/#>
- Kraft, F., Maity, D., & Porter, S. (2019). The salesperson wellness lifestyle, coping with stress and the reduction of turnover. *Journal of Business & Industrial Marketing*.
- Kuckartz, U., Radiker, S., Ebert, T., & Schehl, J. (2013). *Statistic: an understandable introduction*. Springer Verlag.
- Laksono, D., & Purwanegara, M. S. (2014). Male consumers' behaviour towards "for men" facial wash skincare product. *Journal of business and management*, 3(4), 468-474.
- Laurent, G., & Kapferer, J. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, 22, 41-53.



- Leckie, C., Nyadzayo, M., & Johnson, L. (2016). Antecedents of consumer brand engagement and brand loyalty. *Journal of Marketing Management*, 32, 558-578.
- Lopezosa, C., Codina, L., & Gonzalo-Penela, C. (2019). Off-page SEO and link building: General strategies and authority transfer in the digital news media. *El Profesional de la Informacion*, 5.
- Lyons, K. (15 de December de 2023). *On-Page SEO: What It Is and How to Do It*. Obtenido de Semrush: <https://www.semrush.com/blog/on-page-seo/>
- Millard, J. (2009). Performing Beauty: Dove's "Real Beauty" Campaign. *JSTOR*, 146-168.
- Nair, H., Acharya, A., Misra, S., Hornbuckle IV, W., & Mis, R. (2017). Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation. *Marketing Science*, 36(5), 699-725.
- NHS. (2023, January 03). *Acne*. Retrieved from National Health Service: <https://www.nhs.uk/conditions/acne/>
- Office for Open Research, Manchester University. (sf). *Research transparency*. Obtenido de Office for Open Research, Manchester University: <https://www.openresearch.manchester.ac.uk/resources/open-research-principles/research-transparency/>
- Parihar, P., Dawra, J., & Sahay, V. (2019). The role of customer engagement in the involvement-loyalty link. *Marketing Intelligence & Planning*, 37(1), 66-79.
- Pavlik, V. (24 de March de 2023). *Semrush blog*. Obtenido de https://www.semrush.com/blog/how-to-choose-keywords-for-seo/?kw=&cmp=UK_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=676232816802&kwid=dsa-2185834090016&cmpid=18352326857&agpid=149553965690&BU=Core&extid=105155384028&adpos=&gad_source
- Petruzzi, D. (2022, February 16). *Men's grooming and cosmetics market in the UK - Statistics & Facts*. Retrieved from Statista: <https://www.statista.com/topics/3995/men-s-grooming-and-cosmetics-market-in-europe/#topicOverview>
- Quantitative Specialists. (2014, October 15). *Multiple Regression in SPSS - R Square; P-Value; ANOVA F; Beta*. Retrieved from Quantitative Specialists: <https://www.youtube.com/watch?v=StGg0-vC5wY>
- Radice, C. (1997, April). Men's grooming: Redefining middle age. *The Progressive grocer*, 76 (4)(4), 123. Retrieved from EBSCO: <https://web.s.ebscohost.com/ehost/detail/detail?vid=0&sid=615b7bd0-2083-4d09-b02e-c3c456e2fe6e%40redis&bdata=JkF1dGhUeXBIPWNvb2tpZSxpcCxxaGliLHVpZCZhdXRodHlwZT1zaGliJnNpdGU9ZWwhvc3QtbGl2ZSZzY29wZT1zaXRI#AN=9704223843&db=buh>
- Richardson, A. (2010). Using customer journey maps to improve customer experience. *Harvard Business Review*, 15(1), 2 - 5.
- Salo, A. (2020, March). *Improving New Customer Acquisition with SEO*. Retrieved from Tampere University of Applied Science: https://www.theseus.fi/bitstream/handle/10024/336035/Salo_Aleksi.pdf?sequence=3



- Sahu, S. K. (2016). COMPARATIVE STUDY OF SEARCH ENGINES IN CONTEXT OF FEATURES AND SEMANTICS. *Journal of Theoretical and Applied Information Technology* , 212.
- SEMrush. (n.d.). *How to Use the Keyword Magic Tool*. Retrieved from SEMrush: <https://www.semrush.com/kb/617-keyword-magic-tool-manual#intent>
- Sheth, J., Newman , B., & Gross, B. (1991, March). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159-170.
- Statista. (2022, February 16). *Men's grooming and cosmetics market in the UK - Statistics & Facts* . Retrieved from Statista: <https://www.statista.com/topics/3995/men-s-grooming-and-cosmetics-market-in-europe/#topicOverview>
- Statista. (2023, November 16). *Attitudes towards online shopping in the UK 2023*. Retrieved from B2C E-Commerce: <https://www.statista.com/forecasts/997828/attitudes-towards-online-shopping-in-the-uk#:~:text=When%20asked%20about%20%22Attitudes%20towards,our%20online%20survey%20in%202023.>
- Tashakkori, A., Johnson, B., & Teddlie, C. (2021). *Foundations of mixed methods research : integrating quantitative and qualitative approaches in the social and behavioral sciences*. Los Angeles: SAGE.
- Theophilus, A. (2018). Qualitative research: deductive and inductive approached to data analysis. *Emerald Insight*, 383-400.
- Tong, S., Luo, X., & Xu, B. (2019). Personalized mobile marketing strategies. *Journal of the Academy of Marketing Science*, 48, 64-78.
- Villegas, S., & Vollrath, M. (2021). Avoiding digital marketing analytics myopia: revisiting the customer decision journey as a strategic marketing framework. *Journal of Marketing Analytics*, 106-113.
- Vivek, S. (2019). A scale of Consumer Engagement. *Research Gate*, <https://www.researchgate.net/publication/228798775>.
- Wenyu Dou, K. H. (2010). Brand Positioning Strategy Using Search Engine Marketing. *MIS Quarterly*, 261-279.
- Yoo, C. Y. (2014). Branding Potentials of Keyword Search Ads: The Effects of Ad Rankings on Brand Recognition and Evaluations. *Journal of Advertising*, 85-99.
- Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. *The Journal of consumer research*, 341-352.