

## REFERENCES

- A world-wide approach to beauty rituals.* (n.d.). Retrieved October 14, 2013, from L'Oréal: <http://www.loreal.com/research-innovation/when-the-diversity-of-types-of-beauty-inspires-science/a-world-wide-approach-to-beauty-rituals.aspx>
- Aida Ahmad. (2014, May 2). Rise of the metrosexual. *The Star*. Retrieved from <http://www.thestar.com.my/News/Community/2014/05/02/Rise-of-the-metrosexual/>
- Akcay, O., Dalgin, M. H., & Bhatnagar, S. (2011). Perception of Color in Product Choice among College Students: A Cross-National Analysis of USA, India, China and Turkey. *International Journal of Business and Social Science*, 2(21), 42 - 48. Retrieved from [http://www.ijbssnet.com/journals/Vol\\_2\\_No\\_21\\_Special\\_Issue\\_November\\_2011/6.pdf](http://www.ijbssnet.com/journals/Vol_2_No_21_Special_Issue_November_2011/6.pdf)
- Alreck, P. L. (1994). Commentary: A New Formula for Gendering Products and Brands. *Journal of Product & Brand Management*, 3(1), 6 - 18. doi: 10.1108/10610429410053059
- Anderson, K. N. (2008). From Metrosexual to Retrosexual: The Importance of Shifting Male Gender Roles to Feminism. (Paper presented at *Thinking Gender 2008 Conference*). *Thinking Gender Papers* (pp. 1 - 10). Los Angeles: UCLA Center for the Study of Women, UCLA.
- Annual Report 2013.* (2013). Retrieved from [http://www.loreal-finance.com/\\_docs/pdf/rapport-annuel/2013/LOREAL\\_Rapport-Activite-2013\\_GB.pdf](http://www.loreal-finance.com/_docs/pdf/rapport-annuel/2013/LOREAL_Rapport-Activite-2013_GB.pdf)
- Aslam, M. M. (2006). Are You Selling the Right Colour? A Cross-cultural Review of Colour as a Marketing Cue. *Journal of Marketing Communications*, 12(1), 15-30. doi:10.1080/13527260500247827
- Barber, K. (2008). The Well-Coiffed Man : Class, Race, and Heterosexual Masculinity in the Hair Salon. *Gender & Society*, 22(4), 455 - 476. doi:10.1177/0891243208321168
- Beaglaich, C.O., Sarma, K.M., & Morrison, T. G. (2013). New Directions in Gender Role Conflict Research. In J. Gelfer, *Masculinities in a Global Era* (pp. 17 - 52). New York: Springer.
- Bell, P., & Milic, M. (2002). Goffman's Gender Advertisements revisited: combining content analysis with semiotic analysis. *Visual Communication*, 1(2), 203-222. doi:10.1177/147035720200100205s
- Bird, K. (2009, March 17). *Male grooming market has enormous potential, says Datamonitor*. Retrieved October 17, 2013, from [cosmeticsdesign.com: http://www.cosmeticsdesign.com/Market-Trends/Male-grooming-market-has-enormous-potential-says-Datamonitor](http://www.cosmeticsdesign.com/Market-Trends/Male-grooming-market-has-enormous-potential-says-Datamonitor)

- Blommaert, J. (2010). Historical bodies and historical space. In *Working Papers in Urban Language & Literacies*. Retrieved May 2, 2014, from <http://www.kcl.ac.uk/sspp/departments/education/research/ldc/publications/workingpapers/57.pdf>
- Blue Most Popular Colour Worldwide, Finds Dulux Paints Survey. (2011, September 23). *Donna Magazine*. Retrieved from <http://kakonged.com/2011/09/23/blue-most-popular-colour-worldwide-finds-dulux-paints-survey/>
- Bourn, J. (2010(a), December 15). *Color Meaning: Meaning of The Color Black*. Retrieved November 20, 2013, from Bourn Creative: <http://www.bourncreative.com/meaning-of-the-color-black>
- Bourn, J. (2010(b), November 5). *Color Meaning: Meaning of The Color Gold*. Retrieved November 23, 2013, from Bourn Creative: <http://www.bourncreative.com/meaning-of-the-color-gold/>
- Bourn, J. (2010(c), October 30). *Color Meaning: Meaning of The Color Silver*. Retrieved November 23, 2013, from Bourn Creative: <http://www.bourncreative.com/meaning-of-the-color-silver/>
- Bourn, J. (2011(a), January 15). *Color Meaning: Meaning of The Color Blue*. Retrieved November 20, 2013, from Bourn Creative: <http://www.bourncreative.com/meaning-of-the-color-blue>
- Bourn, J. (2011(b), February 16). *Color Meaning: Meaning of The Color Orange*. Retrieved September 20, 2013, from Bourn Creative: <http://www.bourncreative.com/meaning-of-the-color-orange>
- Bourn, J. (2011(c), February 25). *Color Meaning: Meaning of The Color Red*. Retrieved November 10, 2013, from Bourn Creative: <http://www.bourncreative.com/meaning-of-the-color-red/>
- Bumrungrkitjareon, T. & Tanasansopin, S. (2011). *Purchasing Intentions of Young Thai Male towards Men's Skin Care Products*. (Master's Thesis, Mälardalen University). Retrieved from <http://mdh.diva-portal.org/smash/get/diva2:425726/FULLTEXT01>
- Butler, A. (2013, March 2). *Orange You Glad Orange is Good for Marketing?* Retrieved November 20, 2013, from Bluleadz Inbound Marketing: <http://www.bluleadz.com/blog/bid/94843/Orange-You-Glad-Orange-is-Good-for-Marketing>
- Cameron, D. (2005). Language, Gender, and Sexuality: Current Issues and New Directions. *Applied Linguistics*, 26(4), 482-502. doi:10.1093/applin/amio27
- Chand, P., & Chaudhary, S. (2012). Advertising discourse: Studying creation and perception of meaning. *International Journal of English and Literature*, 3(2), 40-49. doi:10.5897/IJEL11.070
- Chandler, D. (2007). *Semiotics: the basics* (2nd ed.). New York: Routledge.

- Cheng, F. S., Ooi, C. S., & Ting, D. H. (2010). Factors affecting consumption behavior of metrosexual toward male grooming products. *International Review of Business Research Papers*, 6(1), 574-590. Retrieved April 7, 2013, from <http://www.bizresearchpapers.com/40.Hooi-One.pdf>
- Cheong, B. (2012, September 24). Personal grooming habits of Malaysian men exposed. *The Star*. Retrieved from <http://thestar.com.my/lifestyle/story.asp?file=/2012/9/24/lifeliving/12050996>
- Cheong, B. (2013, March 7). Male enlightenment. *The Star*. Retrieved from <http://thestar.com.my/lifestyle/story.asp?file=/2013/3/7/lifeliving/12487906&sec=lifeliving>
- Choi, N., Fuqua, D. R., & Newman, J. L. (2009). Exploratory and confirmatory studies of the structure of the Bem Sex role Inventory short form with two divergent samples. *Educational and Psychological Measurement*, 69(4), 696-705. doi: 10.1177/0013164409332218
- China - Tortured Beauties*. (2013, June 3). (Documentary with video and transcript). Retrieved October 13, 2013, from Journeyman Pictures: <http://www.journeyman.tv/?lid=65252>
- Clichy. (2012, April 12). *Financial News Releases*. Retrieved November 12, 2013, from L'Oréal: <http://www.loreal-finance.com/eng/news-release/first-quarter-2012-sales-806.htm>
- Collins, L. (2011). Chapter 10: Fashion Dolls and Feminism: How Do You Solve a Problem like Barbie? In J. Wolfendale, & J. Kennett (Eds.), *Fashion - Philosophy for Everyone: Thinking with Style* (pp. 151 - 166). Oxford, UK: John Wiley & Sons.
- Color Meanings in Business*. (n.d.). Retrieved November 20, 2013, from empower-yourself-with-color-psychology.com: <http://www.empower-yourself-with-color-psychology.com/color-meanings-in-business.html>
- Connell, R. W., & Messerschmidt, J. W. (2005). Hegemonic Masculinity: Rethinking the Concept. *Gender & Society*, 19, 829-859. doi:10.1177/0891243205278639
- Costa, M. (2011, September 15). Interest rate in male beauty brands rises. *Marketing Week*. Retrieved from <http://www.marketingweek.co.uk/interest-rate-in-male-beauty-brands-rises/3030118.article>
- Coupland, J. (2007). Gendered discourses on the 'problem' of ageing: consumerized solutions. *Discourse & Communication*, 1(1), 37 - 61. doi:10.1177/1750481307071984
- Diversities*. (n.d.). Retrieved October 14, 2013, from L'Oréal: <http://www.loreal.com/commitments/diversities.aspx>
- Djonov, E., & Van Leeuwen, T. (2011). The semiotics of texture: from tactile to visual. *Visual Communication*, 10(4), 541 - 564. doi:10.1177/1470357211415786

- Dolan, A. (2008, March 17). Why men prefer fair-skinned maidens and women like dark, handsome strangers. *Daily Mail*. Retrieved from <http://www.dailymail.co.uk/sciencetech/article-535828/Why-men-prefer-fair-skinned-maidens-women-like-dark-handsome-strangers.html>
- Elks, J. (2013, October 23). *L'Oréal Announces Ambitious Sustainability Commitment for 2020*. Retrieved November 29, 2013, from Sustainable Brands: [http://www.sustainablebrands.com/news\\_and\\_views/communications/jennifer-elks/loreal-announces-sharing-beauty-all-its-new-sustainabili](http://www.sustainablebrands.com/news_and_views/communications/jennifer-elks/loreal-announces-sharing-beauty-all-its-new-sustainabili)
- Ellis, L., Hershberger, S., Field, E., Wersinger, S., Pellis, S., Geary, D., et al. (2013). *Sex Differences: Summarizing More than a Century of Scientific Research*. Psychology Press.
- Environment Trophy for L'Oréal*. (n.d.). Retrieved November 20, 2013, from L'Oréal: <http://www.loreal.com/who-we-are/awards-recognitions/environment-trophy-for-loreal.aspx>
- Farquharson, P. (2008, January/ February). *Gateway to Asian Beauty*. Retrieved October 29, 2013, from [beautypackaging.com](http://www.beautypackaging.com): <http://www.beautypackaging.com/articles/2008/01/gateway-to-asian-beauty>
- Foo, S. Y. Y. (2010). *The Beauty Trap: how the pressure to conform to society's and media's standards of beauty leave women experiencing body dissatisfaction*. (Doctoral thesis, Auckland University of Technology). Retrieved from <http://aut.researchgateway.ac.nz/bitstream/handle/10292/1046/FooS.pdf;jsessionid=DC3F8ADC04948A0A769BF3AF5E3CD02A?sequence=3>
- Francis, B. (2010). Gender, toys and learning. *Oxford Review of Education*, 36(3), 325-344. doi: 10.1080/03054981003732278
- Gee, J. P., & Handford, M. (2012). Introduction. In J. P. Gee, & M. Handford (Eds.), *The Routledge Handbook of Discourse Analysis* (pp. 1 - 6). Routledge.
- Godwin, R. (2014, March 25). Yummy money: how the Young Urban Male is set to save the global economy. *London Evening Standard*. Retrieved from <http://www.standard.co.uk/lifestyle/london-life/yummy-money-how-the-young-urban-male-is-set-to-save-the-global-economy-9214122.html>
- Gottschall, J., et al. (2008). The "Beauty Myth" is No Myth: Emphasis on Male-Female Attractiveness in World Folktales. *Human Nature*, 19, 174-188. doi: 10.1007/s12110-008-9035-3
- Gregorio-Godeo, E. d. (2009). British men's magazines' scent advertising and the multimodal discursive construction of masculinity: a preliminary study. *Estudios Ingleses de la Universidad Complutense*, 17, 9-36.
- Grey*. (2013). Retrieved November 20, 2013, from Collins Dictionary.com: <http://www.collinsdictionary.com/dictionary/english/grey?showCookiePolicy=true>

- Grohmann, B., Giese, J. L., & Parkman, I. D. (2012). Using type font characteristics to communicate brand personality of new brands. *Journal of Brand Management*, 20(5), 389 – 403.
- Gupta, S. (2013). *Use Mapping to Position Your Brand*. (MOOC Course from Canvas Network).
- Harrison, C. (2008). Real men do wear mascara: advertising discourse and masculine identity. *Critical Discourse Studies*, 5(1), 55-73. doi:10.1080/17405900701768638
- Herdiyanti, N., & Titus, A. (2013). Research on Market Trends and Consumer Behavior in Male Grooming Products (Especially Face Cleanser Category) in Indonesia. *The Indonesian Journal of Business Administration*, 2(6), 663-671.
- Holmes, E. (2012, April 26). Dude, Pass the Exfoliator. *The Wall Street Journal*. Retrieved from <http://online.wsj.com/article/SB10001424052702304811304577365902173161004.html>
- Huang, H. H., Mitchell, V., & Rosenaum-Elliott, R. (2012). Are Consumer and Brand Personalities the Same? *Psychology & Marketing*, 29(5), 334 - 349. doi:10.1002/mar.20525
- Insider Interview: author, journalist and 'motherfather' of the metrosexual Mark Simpson*. (2011, July 18). Retrieved October 15, 2013, from The Grooming Guru: <http://groomingguru.co.uk/2011/07/18/insider-interview-author-journalist-and-motherfather-of-the-term-metrosexual-mark-simpson/>
- Jaya Ranees Shanmugam. (2002). *Stereotypes in the Language of Beauty Product Advertisements*. (Unpublished master's dissertation). University of Malaya, Kuala Lumpur.
- Jerome, C. (2008). Men and Masculinity in Men's Stylish Lifestyle Magazine. *k@ta*, 10(2), 113-128.
- Kaye, J. (2009). Twenty-First-Century Victorian Dandy: What Metrosexuality and the Heterosexual Matrix Reveal about Victorian Men. *The Journal of Popular Culture*, 42(1), 103–125. doi:10.1111/j.1540-5931.2009.00573.x
- Khoo, M., & Karan, K. (2007). Macho or Metrosexual: The Branding of Masculinity in FHM Magazine in Singapore. *Intercultural Communication Studies*, 16(1), 34 - 45.
- Kilmartin, C. T. (2007). *The Masculine Self* (3rd ed.). New York: Sloan Publishing.
- Knight, D. (2014, April 5). 'Yummy' men overtaking metrosexuals. Retrieved May 10, 2014, from [stuff.co.nz: http://www.stuff.co.nz/life-style/fashion/9906564/Yummy-men-overtaking-metrosexuals](http://www.stuff.co.nz/life-style/fashion/9906564/Yummy-men-overtaking-metrosexuals)

- Koller, V. (2008). 'Not just a colour': pink as a gender and sexuality marker in visual communication. *Visual Communication*, 7(4), 395 – 423. doi:10.1177/1470357208096209
- Kress, G., & Van Leeuwen, T. (2002). Colour as a semiotic mode: notes for a grammar of colour. *Visual Communication*, 1(3), 343 – 368. doi:10.1177/147035720200100306
- Kress, G., & Van Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design* (2nd ed.). New York: Routledge.
- Krishen, A. S., LaTour, M. S., & Alishah, E. J. (2009). Asian Females in an Advertising Context: Exploring Skin Tone Tension. *Journal of Current Issues and Research in Advertising*. (forthcoming). Retrieved September 15, 2013, from [http://faculty.unlv.edu/anjala/Krishen\\_JCIRA\\_2010f1.pdf](http://faculty.unlv.edu/anjala/Krishen_JCIRA_2010f1.pdf)
- Krupnick, E. (2012, November 13). Valeria Lukyanova Is A Real-Life Barbie Doll. *The Huffington Post*. Retrieved from: [http://www.huffingtonpost.com/2012/04/22/valeria-lukyanova\\_n\\_1444169.html](http://www.huffingtonpost.com/2012/04/22/valeria-lukyanova_n_1444169.html)
- Kuijstermans, E. (2010). *Attitude toward the ad: How to optimize Gender Marketing*. (Master's thesis, the Amsterdam Business School, University of Amsterdam). Retrieved from <http://dare.uva.nl/document/183349>
- Kumar, D. (2006, May 6). *Role of Packaging in Marketing Product and Organisation*. Retrieved March 11, 2013, from [IndianMBA.com: http://www.indianmba.com/Faculty\\_Column/FC337/fc337.html](http://www.indianmba.com/Faculty_Column/FC337/fc337.html)
- Labrecque, L. I., & Milne, G. R. (2012). Exciting red and competent blue: the importance of color in marketing. *Journal of the Academy of Marketing Science*, 40(5), 711-727. doi:10.1007/s11747-010-0245-y
- Lacey, M. D. (2012, November 15). Death of the metrosexual? As men embrace fashion and grooming more than ever, it is no longer considered effeminate to look well-turned out. *Daily Mail*. Retrieved from <http://www.dailymail.co.uk/femail/article-2232921/Death-metrosexual-As-men-embrace-fashion-grooming-longer-considered-effeminate-look-turned-out.html>
- Leong, S. (2006). Who's the Fairest of Them All? Television Ads for Skin-whitening Cosmetics in Hong Kong. *Asian Ethnicity*, 7(2), 167 - 181. doi:10.1080/14631360600736215
- Lertwannawit, A., & Gulid, N. (2010). Metrosexual Identification: Gender Identity And Beauty-Related Behaviors. *International Business & Economics Research Journal*, 9(11), 85 - 92.
- Life And Style: Metrosexual Vs Homosexual. (2008, December 13). *Sin Chew Daily*. Retrieved from <http://www.mysin Chew.com/node/19008>

- London, B. (2013, July 2). Metrosexual men cost their partners £230 every YEAR in beauty products ... and it's all David Beckham's fault! *Daily Mail*. Retrieved from <http://www.dailymail.co.uk/femail/article-2352279/Metrosexual-men-cost-partners-230-year-beauty-products-bid-look-groomed-like-David-Beckham.html>
- Lorber, J. (2009). The Social Construction of Gender. In E. Disch, *Reconstructing Gender: a multicultural anthology* (5th ed., pp. 112 - 119). New York: McGraw-Hill. (Reprinted from *Paradoxes of Gender*, by J. Lorber, 1994, New York: Yale University Press)
- L'Oréal Malaysia Men's Grooming Report*. (n.d.). Retrieved November 1, 2013, from L'Oréal Malaysia:  
[http://www.loreal.com.my/\\_ms/\\_my/index.aspx?direct1=00006&direct2=00006/0005](http://www.loreal.com.my/_ms/_my/index.aspx?direct1=00006&direct2=00006/0005)
- L'Oréal Men Expert*. (2013, October 17). Retrieved November 13, 2013, from Prezi:  
<http://prezi.com/0kbnk1hbapvg/loreal-men-expert/> (Presentation slides uploaded by Ludovic Cao)
- L'Oréal Men Expert Malaysia*. (n.d.). Retrieved November 1, 2013, from Facebook:  
<https://www.facebook.com/LOrealMenExpertMalaysia>
- Market Research Report*. (2012 - 2013). Retrieved March 10, 2013, from Companies and Market.com:  
<http://www.companiesandmarkets.com/Market/Static/RelatedReports?code=RPT907476&sector=Consumer-Goods&type=Market-Research&page=3>
- Maheshwari, S. (2014, March 25). *Bank Coins "Yummy" As Totally Awful New Term To Refer To Young Men*. Retrieved May 10, 2014, from BuzzFeed Business:  
<http://www.buzzfeed.com/sapna/bank-coins-yummy-as-totally-awful-new-term-to-refer-to-young>
- McDougall, A. (2012, June 26). *Death of the metrosexual? Kline claims male grooming is more mainstream*. Retrieved March 10, 2013, from cosmeticsdesign.com:  
<http://www.cosmeticsdesign.com/Market-Trends/Death-of-the-metrosexual-Kline-claims-male-grooming-is-more-mainstream>
- McElhinny, B. (2003). Theorizing Gender in Sociolinguistics and Linguistic. In J. Holmes, & M. Miriam (Eds.), *The Handbook of Language and Gender* (pp. 21 - 42). MA, USA: Blackwell Publishing Ltd
- McIntyre, M. P. (2011). The Gendered Bottle: Meaning-Making in Luxury Packaging. In M. Fredriksson (Ed.), *Current Issues in European Cultural Studies* (pp. 343 - 353). Norrköping, Sweden: Linköping University Electronic Press. Retrieved May 18, 2013, from <http://www.ep.liu.se/ecp/062/ecp11062.pdf>
- McNeill, L. S., & Douglas, K. (2011). Retailing masculinity: Gender expectations and social image of male grooming products in New Zealand. *Journal of Retailing and Consumer Services*, 18(5), 448-454. Retrieved from <http://dx.doi.org/10.1016/j.jretconser.2011.06.009>

- Messerschmidt, J. W. (2012). Engendering Gendered Knowledge: Assessing the Academic Appropriation of Hegemonic Masculinity. *Men and Masculinities*, 15(1), 56 - 76. doi: 10.1177/1097184X11428384
- Mohammad, S. (2011). Colourful Language: Measuring Word–Colour Associations. *Proceedings of the 2nd Workshop on Cognitive Modeling and Computational Linguistics*, 97 – 106.
- Mohd Khushairi Tohiar (2011). *Speech Patterns and Styles of Young Malaysian Metrosexuals*. (Master's dissertation, University of Malaya). Retrieved from <http://studentsrepo.um.edu.my/id/eprint/3090>
- Montague-Jones, G. (2008, December 2). *Beauty industry must help men be men, says study*. Retrieved October 10, 2013, from cosmeticsdesign-asia.com: <http://www.cosmeticsdesign-asia.com/Market-Trends/Beauty-industry-must-help-men-be-men-says-study>
- Morris, A. (2013, May 21). *Marketing Tips: The Psychology of Color Manipulation for Advertising*. Retrieved November 20, 2013, from Yahoo.com: <http://voices.yahoo.com/marketing-tips-psychology-color-manipulation-12142220.html>
- Moss, G. (2009). *Gender, Design and Marketing: How Gender Drives Our Perception of Design and Marketing*. Gower Publishing, Ltd.
- Moungkhem, C., & Surakiatpinyo, J. (2010). *A Study of Factors Affecting on Men's Skin Care Products Purchasing, Particularly in Karlstad, Sweden*. (Master's dissertation Karlstad University). Retrieved from <http://kau.diva-portal.org/smash/get/diva2:328065/FULLTEXT01.pdf>
- New Range Just for Him*. (2007, July 20). *The Star*. Retrieved from <http://clovetwo.com/articles/story.asp?file=/2007/7/20/loreal/18289483&sec=loreal>
- Newman, E. (2007, July 9). Strategy: Beauty Companies Sniff Out Men's Grooming Sales. *Brandweek*. Retrieved from [http://login.vnuemedia.com/bw/eseach/article\\_display.jsp?vnu\\_content\\_id=1003608544](http://login.vnuemedia.com/bw/eseach/article_display.jsp?vnu_content_id=1003608544)
- Nordquist, R. (n.d.). *The American Dialect Society's Words of the Year*. Retrieved October 10, 2013, from About.com: <http://grammar.about.com/od/words/a/amdiwordsyet.htm>
- Nørgaard, N. (2009). The Semiotics of Typography in Literary Texts: A Multimodal Approach. *Orbis Litterarum*, 64(2), 141–160.
- Norris, S., & Jones, R. (Eds.). (2005). *Discourse in Action: Introducing Mediated Discourse Analysis*. New York : Taylor & Francis Inc.
- Our approach to promoting diversities*. (n.d.). Retrieved October 14, 2013, from L'Oréal: <http://www.loreal.com/commitments/diversities/our-approach-to-promoting-diversities.aspx>



- Ourahmoune, N. (2009). Intimacy-related male consumption and masculine identity construction: A consumer point of view. *Advances in Consumer Research*, 8, 130 - 136.
- Pan, E. (2013). *Beautiful White: An Illumination of Asian Skin-Whitening Culture*. (Distinction honors thesis, Duke University). Retrieved from <http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/7559/Elysia%20Pan,%20Beautiful%20White.pdf?sequence=1>
- Pantin-Sohier, G. (2009). The Influence of the Product Package on Functional and Symbolic Associations of Brand Image. *Recherche et Applications en Marketing (English Edition)*, 24, 53-71. doi:10.1177/205157070902400203
- Pitman, S. (2005, October 13). *Which colour packaging will be big in 2006?* Retrieved October 10, 2013, from Cosmetics design-europe.com: <http://www.cosmeticsdesign-europe.com/Packaging-Design/Which-colour-packaging-will-be-big-in-2006>
- Popescu, B.-S. (2009). *Dandyism and Metrosexuality: High or Low?* (Online article, The Stefan cel Mare University, Suceava). Retrieved October 13, 2014, from [http://litere.usv.ro/pagini/Volume\\_manifestari\\_studentesti/CONSENSUS%20lucrari/09.pdf](http://litere.usv.ro/pagini/Volume_manifestari_studentesti/CONSENSUS%20lucrari/09.pdf)
- Popescu, G., Iosim, I., & Iancu, T. (2010). Consumer Behaviour in Packaging Design. *Bulletin of University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca. Horticulture*, 67(2), 288.
- Pruekchaikul, K., & Kangkun, P. (2010). Metrosexual Men in Advertisements: a Contrastive Study. *The 11th Graduate Research Conference 2010*, (pp. 1094 - 1104). Thailand.
- Raczka, R. (2014, March 27). *Are you a Yummy?* Retrieved May 10, 2014, from Boston.com: <http://www.boston.com/lifestyle/fashion/2014/03/27/are-you-yummy/71VeVRCP42fVxxwBug4GWO/story.html>
- Radford, B. (2013, August 2). *Real-life Barbie doll wants to get the facts*. Retrieved October 12, 2013, from Mother Nature Network (MNN): <http://www.mnn.com/lifestyle/natural-beauty-fashion/stories/real-life-barbie-doll-wants-to-get-the-facts-straight>
- Raynor, S. (2009). My First Black Barbie: Transforming the Image. *Cultural Studies <=> Critical Methodologies*, 9, 179 - 185. doi:10.1177/1532708608326607
- Rise of the metrosexual: Men now spend longer getting ready to go out than women*. (2010, February 10). *Daily Mail*. Retrieved from <http://www.dailymail.co.uk/femail/article-1249709/Rise-metrosexual-Men-spend-longer-getting-ready-women.html>
- Ritnamkam, S., & Sahachaisaeree, N. (2012). Cosmetic Packaging Design: A Case Study on Gender Distinction. *Procedia - Social and Behavioral Sciences*, 50, 1018 – 1032. doi:10.1016/j.sbspro.2012.08.102

- Robinson, A. (2011, September 23). An A to Z of Theory Roland Barthes and Semiotics. *Ceasefire Magazine*. Retrieved from <http://ceasefiremagazine.co.uk/in-theory-barthes-1/>
- Rose, J., Mackey-Kallis, S., Shyles, L., Barry, K., Biagini, D., Hart, C., & Jack, L. (2012). Face it: The Impact of Gender on Social Media Images. *Communication Quarterly*, 60(5), 588 - 607.
- Rossolatos, G. (2012). Applying structuralist semiotics to brand image research. *The Public Journal of Semiotics*, 4(1), 25 - 82.
- Rusling, A. (2009 - 2010). Cosmopolitan Man: Discussion and Analysis of Gender in Male Writing for *Cosmopolitan Magazine*. *Innervate Leading Undergraduate Work in English Studies*, 11, 392 - 399.
- Sable, P., & Akcay, O. (2010). Color: Cross Cultural Marketing Perspectives as to What Governs Our Response to It. *ASBBS Annual Conference*, 17(1), pp. 950 - 954. Las Vegas. Retrieved from <http://asbbs.org/files/2010/ASBBS2010v1/PDF/A/Akcay.pdf>
- Schwartz, L. (2013, July 26). *Adapting Package Design to Shopper Gender: Nonsense or Necessity*. Retrieved February 12, 2014, from PKG BLOG: <http://pkgbranding.com/adapting-package-design-to-shopper-gender-nonsense-or-necessity/>
- Scollon, R. (2001). *Mediated Discourse: The nexus of practice*. New York: Routledge.
- Scollon, R. (2004, February 29). *Mediated Discourse Analysis*. Retrieved May 10, 2013, from <http://personal.cityu.edu.hk/~enrodney/mda/index.htm>
- Scollon, R., & Scollon, S. W. (n.d.). *Nexus Analysis: A practical fieldguide for mediated discourse analysis*. Retrieved May 15, 2013, from [http://personal.cityu.edu.hk/~enrodney/intercultural\\_communication/Readings/Nexusanalysisfieldguide.doc](http://personal.cityu.edu.hk/~enrodney/intercultural_communication/Readings/Nexusanalysisfieldguide.doc).
- Scollon, R., & Scollon, S. W. (2005). Lighting the stove: Why habitus isn't enough for Critical Discourse Analysis. In R. Wodak, & P. Chilton (Eds.), *A New Agenda in (Critical) Discourse Analysis: Theory, Methodology and Interdisciplinarity* (Vol. 13, pp. 101 - 117). Amsterdam/Philadelphia: John Benjamins Publishing Company.
- Scollon, S. W., & de Saint-Georges, I. (2012). Mediated Discourse Analysis. In J. P. Gee, & M. Handford (Eds.), *The Routledge Handbook of Discourse Analysis* (pp. 66 - 78). Routledge.
- Serafini, F., & Clausen, J. (2012). Typography as Semiotic Resource. *Journal of Visual Literacy*, 31(2).
- Shin, M. J., Westland, S., Moore, E. M., & Cheung, V. (2012). Colour preferences for traditional Korean colours. *Journal of the International Colour Association*, 9, 48-59.

- Siddharth Shriram Shimpi & D.K. Sinha. (2012). A Factor Analysis on Attitude Characteristics of Consumer Buying Behaviour for Male Cosmetics Products in Pune City. *International Journal of Marketing, Financial Services & Management Research*, 1(11). Retrieved from <http://indianresearchjournals.com/pdf/IJMFSMR/2012/November/7.pdf>
- Simpson, M. (1994/2013). Here Come the Mirror Men. In M. Simpson, *Metrosexy: A 21st Century Self-Love Story* (pp. 2 - 4). CreateSpace Independent Publishing Platform. (The article was originally published in the Independent in 1994).
- Simpson, M. (2002/2013). Meet the Metrosexual. In M. Simpson, *Metrosexy: A 21st Century Self-Love Story* (pp. 5 - 9). CreateSpace Independent Publishing Platform. (The article was originally published in Salon.com in 2002).
- Simpson, M. (2003/2013). Beckham, the Virus. In M. Simpson, *Metrosexy: A 21st Century Self-Love Story* (pp. 2 - 4). CreateSpace Independent Publishing Platform. (The article was originally published in the Salon on June 28, 2003).
- Simpson, M. (2006/2010/2013). *Sporno*. In M. Simpson, *Metrosexy: A 21st Century Self-Love Story* (pp. 60 - 65). CreateSpace Independent Publishing Platform. (The article was originally published in Out Magazine in 2006 and marksimpson.com in 2010).
- Simpson, M. (2011(a), June 1). How the new New Man won. *The Independent*. Retrieved from <http://www.independent.co.uk/arts-entertainment/books/features/how-the-new-new-man-won-2291367.html>
- Simpson, M. (2011(b), August 6). *Mark Simpson's Metrosexual Reflections*. Retrieved September 13, 2013, from Out: <http://www.out.com/news-commentary/2011/06/08/mark-simpsons-metrosexual-reflections?page=full>
- Simpson, M. (2013). *Metrosexy: A 21st Century Self-Love Story*. CreateSpace Independent Publishing Platform.
- Skin-whitening big business in Asia*. (2009, March 30). *Public Radio International*. Retrieved from <http://pri.org/stories/2009-03-30/skin-whitening-big-business-asia>
- Slayen, G. (2011, August 4). The Scary Reality of a Real-Life Barbie Doll. *The Huffington Post*. Retrieved from [http://www.huffingtonpost.com/galia-slayen/the-scary-reality-of-a-re\\_b\\_845239.html](http://www.huffingtonpost.com/galia-slayen/the-scary-reality-of-a-re_b_845239.html)
- Smith, K. (n.d.(a)). *All About the Color BLACK*. Retrieved November 24, 2013, from Sensational Color: <http://www.sensationalcolor.com/color-meaning/color-meaning-symbolism-psychology/all-about-the-color-black-4382#.UpHZsrT4I1o>
- Smith, K. (n.d. (b)). *The Characteristics of Color*. Retrieved November 24, 2013, from Sensational Color: <http://www.sensationalcolor.com/understanding-color/color-theory/characteristics-of-color-5150#.UpHab7T4I1o>
- SOMMAIRE*. (2007, April 4). Retrieved November 13, 2013, from [data4.blog.de/media/680/1447680\\_ea3ceb8c11\\_d.doc](http://data4.blog.de/media/680/1447680_ea3ceb8c11_d.doc)

- Sustainable Packaging. (2010, June). *Sustainability Factsheet*. Retrieved November 23, 2013, from <http://sustainabledevelopment09.loreal.com/pdf/topics/Packaging.pdf>
- Talbot, M. (2010). *Language and Gender* (2nd ed.). Cambridge: Polity Press.
- Tan, P. C. L. (2010). *A Critical Discourse Analysis of the Construction of the Ideal Woman's Body Image in Print Advertisements*. (Unpublished master's dissertation). University of Malaya, Kuala Lumpur.
- Tekvar, Sirma Oya (2008). Gender Signs In Magazine Advertisements: A Compared Semiotic Analysis of FHM and Cosmopolitan Advertisements. *6th International Symposium "Communication In the Millennium"*. Volume I, pp. 227 - 238. Ankara: Lazer Ofset.
- The Color Blue: The color blue is the color of trust and responsibility*. (2013, November 24). Retrieved from [empower-yourself-with-color-psychology.com: http://www.empower-yourself-with-color-psychology.com/color-blue.html](http://www.empower-yourself-with-color-psychology.com/color-blue.html)
- The Color Gray: The color of detachment, indecision and compromise*. (n.d.). Retrieved November 24, 2013, from [empower-yourself-with-color-psychology.com: www.empower-yourself-with-color-psychology.com/color-gray.html](http://www.empower-yourself-with-color-psychology.com/color-gray.html)
- The Color Orange: The color of adventure and social communication*. (n.d.). Retrieved November 24, 2013, from [empower-yourself-with-color-psychology.com: http://www.empower-yourself-with-color-psychology.com/color-orange.html](http://www.empower-yourself-with-color-psychology.com/color-orange.html)
- The Color Silver: The color of illumination and reflection*. (n.d.). Retrieved November 24, 2013, from [empower-yourself-with-color-psychology.com: http://www.empower-yourself-with-color-psychology.com/color-silver.html](http://www.empower-yourself-with-color-psychology.com/color-silver.html)
- The ever misleading concept of metrosexuality*. (2008, November 16). *The Jakarta Post*. Retrieved from [www.thejakartapost.com/news/2008/11/16/the-ever-misleading-concept-metrosexuality.html](http://www.thejakartapost.com/news/2008/11/16/the-ever-misleading-concept-metrosexuality.html)
- Toyad, J., & Gopinath, A. (2012, June 29). A Sharper Image. *The Edge Malaysia*. Retrieved from <http://www.theedgemaalaysia.com/features/215652-a-sharper-image.html>
- Tungate, M. (2008). *Branded Male: Marketing to Men*. Kogan Page Publishers.
- Tungate, M. (2011). *Branded Beauty: How Marketing Changed the Way We Look*. PA: Kogan Page Publishers.
- Turner, P., & Turner, S. (2011). Is stereotyping inevitable when designing with personas? *Design Studies*, 32(1), 30 – 44.
- Valdillez, K. (2012). *Color and Brand Design for Multicultural Packaging*. (Master's dissertation, California Polytechnic State University). Retrieved from <http://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1069&context=grcsp>

- Valeo, T. (n.d.). Ubersexual: The New Masculine Ideal? *New Straits Times*. Retrieved from <http://men.webmd.com/features/ubersexual-new-masculine-ideal>
- Van Leeuwen, T. (2006). Towards a semiotics of typography. *Information Design Journal + Document Design*, 14(2), 139–155.
- Veera, S. (2012, October 10). Looking good, man. *New Straits Times*. Retrieved from <http://www.nst.com.my/life-times/style/looking-good-man-1.154740>
- Veg, N. (2007). *Brand gender and cross-gender extensions*. (Doctoral dissertation, Essec Business School). Retrieved from [HYPERLINK "http://www.dauphine.fr/fileadmin/mediatheque/edogest/pdf/CR364.pdf"](http://www.dauphine.fr/fileadmin/mediatheque/edogest/pdf/CR364.pdf)  
<http://www.dauphine.fr/fileadmin/mediatheque/edogest/pdf/CR364.pdf> .
- Verma, H. V. (2011). Skin 'Fairness' -- Culturally Embedded Meaning and Branding Implications. *Global Business Review*, 12(2), 193–211.
- Vilnai-Yavetz, I., & Koren, R. (2013). Cutting through the clutter: purchase intentions as a function of packaging instrumentality, aesthetics, and symbolism. *The International Review of Retail, Distribution and Consumer Research*, 23(4), 394–417. doi:10.1080/09593969.2013.792743
- Waldman, K. (2014, March 26). The Yummies Are Coming. *Slate Magazine*. Retrieved from [http://www.slate.com/blogs/xx\\_factor/2014/03/26/yummies\\_or\\_young\\_urban\\_males\\_are\\_redefining\\_the\\_luxury\\_retail\\_landscape.html](http://www.slate.com/blogs/xx_factor/2014/03/26/yummies_or_young_urban_males_are_redefining_the_luxury_retail_landscape.html)
- When the Diversity of Types of Beauty Inspires Science*. (n.d.). Retrieved October 14, 2013, from L'Oréal: <http://www.loreal.com/research-innovation/when-the-diversity-of-types-of-beauty-inspires-science.aspx>
- Whitelocks, S. (2013, February 2). Our childhood dreams shattered! Real-life Barbie and Ken meet for the first time but 'hate the sight of each other'. *Daily Mail*. Retrieved from <http://www.dailymail.co.uk/femail/article-2272066/Real-life-Barbie-Ken-Valeria-Lukyanova-Justin-Jedlica-meet-hate-sight-other.html>
- Williams, M. E. (2014, March 26). Move over metrosexuals, here comes the “yummy”. *Salon Magazine*. Retrieved from [http://www.salon.com/2014/03/25/move\\_over\\_metrosexuals\\_here\\_comes\\_the\\_yummy/](http://www.salon.com/2014/03/25/move_over_metrosexuals_here_comes_the_yummy/)
- Winter, K. (2013, May 22). Needy, vain, precious and weedy: Rise of the metrosexual leads to an increase in high-maintenance men. *Daily Mail*. Retrieved from <http://www.dailymail.co.uk/femail/article-2328953/Rise-metrosexual-leads-increase-high-maintenance-men.html>
- Winterman, D. (2009, March 6). What would a real life Barbie look like? *BBC News*. Retrieved from [http://news.bbc.co.uk/2/hi/uk\\_news/magazine/7920962.stm](http://news.bbc.co.uk/2/hi/uk_news/magazine/7920962.stm)
- Wisneski, K. (2007). *Maximizing Masculinity: a Textual Analysis of Maxim Magazine*. (Master's thesis, University of Massachusetts Amherst). Retrieved from <http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1087&context=theses>

&sei-  
redir=1&referer=http%3A%2F%2Fscholar.google.com%2Fscholar%3Foe%3Dutf-8%26rls%3Dorg.mozilla%3Aen-US%3Aofficial%26client%3Dfirefox-beta

- Wohlwend, K. (2013). Chapter 4: Mediated Discourse Analysis: Tracking Discourse in Action. In P. Albers, T. Holbrook, & A. Flint (Eds.), *New Methods on Literacy Research* (pp. 56 - 69). New York: Routledge.
- Wolf, N. (2002). *The Beauty Myth: How Images of Beauty Are Used Against Women*. New York: Harper Perennial. (Originally published in 1991).
- Wood, J. T. (2012). *Gendered lives: Communication, gender, & culture* (10<sup>th</sup> ed.). Boston, MA: Wadsworth Publishing Company.
- Woodward, K. (2004). *Questioning Identity: Gender, Class, Nation* (2<sup>nd</sup> ed.). London: Routledge.
- Wu, L., Klink, R. R., & Guo, J. (2013). Creating Gender Brand Personality with Brand Names: the Effects of Phonetic Symbolism. *Journal of Marketing Theory and Practice*, 21(3), 319–329. doi:10.2753/MTP1069-6679210306
- Yellow Most Popular Paint Colour Worldwide, Finds Dulux Paints Survey*. (2013, May 13). *Donna Magazine*. Retrieved from <http://kakonged.com/2013/05/13/yellow-most-popular-paint-colour-worldwide-finds-dulux-paints-survey/>
- Yeomans, M. (2012, August 22). *The rise of the male.....grooming sector*. Retrieved March 15, 2013, from Cosmeticsdesign-asia.com: <http://www.cosmeticsdesign-asia.com/Market-Trends/The-rise-of-the-male-grooming-sector>
- Zobaida Akhter. (2013, September 18). *Public Lecture on: Beauty Versus Women: Sociological and Cultural Impact: Camera Eye and Reinforced Patriarchy*. (Unpublished poster for the public lecture). University of Malaya, Kuala Lumpur.
- Zorra, M. (2008, May 3). The Metrosexual Male. *The Star*. Retrieved from <http://www.thestar.com.my/story.aspx?file=%2f2008%2f5%2f3%2flifeliving%2f21113117>