

Article

Bibliographic Cluster Analysis and Qualitative Research of Male Consumer Trend Groups in Hungary

Kata FÖLDI¹ (Hungary)
Róbert Sándor SZÚCS¹ (Hungary)
Katalin VARGÁNÉ CSOBÁN² (Hungary)

Citation: Földi, K., Szúcs, R. S., & Vargáné Csobán, K. (2025). Bibliographic cluster analysis and qualitative research of male consumer trend groups in Hungary. *Cross-Cultural Management Journal*, XXVII (1), 41-53. <https://doi.org/10.70147/c274153>

Received: 4 April 2025

Revised: 25 May 2025

Published: 26 May 2025



Copyright: © 2025 by the authors. Published by SEA Open Research.

This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

Abstract: This study investigates the evolving perceptions of masculinity and the resulting male consumer trend groups in Eastern Hungary. It explores the changing roles of men, who increasingly embrace non-traditional attributes and redefine masculinity in response to social and economic shifts. The originality of the research lies in its combination of bibliographic cluster analysis and in-depth qualitative interviews, offering a novel understanding of male trend groups through a multi-method approach. The study identifies key consumer segments, such as metrosexuals, ubersexuals, and LOHAS men, while also uncovering the complexities of modern masculinity. Analyzing these groups highlights how work, health, and risk management influence men's consumer behaviours. The results emphasize the need for businesses to adapt their marketing strategies to reflect the nuanced identities of male consumers. Practical applications include targeted marketing efforts that align with specific trend groups, enabling businesses to engage this evolving demographic effectively. The study's innovative approach contributes valuable insights for marketing professionals and researchers in gender studies.

Keywords: Male Consumer Trend Groups, Evolving Masculinity, Bibliographic Cluster Analysis, Qualitative Research, Marketing Strategies, LOHAS Men,

Classification-JEL: M31,

¹ University of Debrecen, Faculty of Business and Economics, Marketing and Commerce Institute

² University of Debrecen, Faculty of Business and Economics, Institute of Rural Development and Functional Management

The country of origin of each author is specified in parentheses

INTRODUCTION

The perception of men is evolving, with diverse representations and conflicting expectations placed upon them. Men are now seen as individuals who can handle various tasks, such as caring for infants, purchasing furniture, and preparing meals. However, the image of dominant masculinity has diminished, and the concept of masculinity is experiencing a crisis of identity and authority. Men seek stability and express their feelings and emotional identities, challenging the notion that they must always be strict and rational. As a result, new views are emerging for men, allowing them to develop attributes and utilize skills that challenge their masculinity. Men also embrace feminine qualities, but the challenge lies in maintaining strength to ensure women feel secure and aligned with their desires. This new situation is unsustainable long-term, as it places excessive expectations on men.

LITERATURE REVIEW

International literature review

Kang and Kim (2019) examined the behaviour of male consumers who identify with the LOHAS value system, focusing on their purchase intentions regarding "slow fashion". Using a quantitative research method, the authors analyzed how environmental awareness, a healthy lifestyle, and social responsibility influence male consumers' fashion-related decisions. The results indicate that LOHAS orientation positively correlates with the willingness to purchase slow fashion, mediated by consumers' environmental and ethical sensitivity (Kang & Kim, 2019). Souiden and Diagne (2009) compared male cosmetic usage habits and attitudes among Canadian and French men. Their research combined qualitative and quantitative data to explore the motivations that drive men to use cosmetic products, such as aesthetic expectations, increased self-confidence, or social recognition. The study emphasizes cultural differences: French men tend to be more open to cosmetics, while Canadian men exhibit more scepticism toward such products. These findings are also relevant for developing marketing strategies (Souiden & Diagne, 2009). The research by Holt and Thompson is exciting in this context. The authors argue that American culture promotes an ideal known as the "man-of-action hero" - a hybrid of two older masculine models: the breadwinner (responsible, rule-following provider) and the rebel (independent, anti-authority figure). This ideal helps men navigate the identity tensions created by socioeconomic shifts, such as job

insecurity and the changing role of women. Rather than simply compensating for lost masculine identity (as the "compensatory consumption thesis" suggests), men actively use consumer choices - like hobbies, sports, or media preferences - to enact a version of heroic masculinity. This ideal blends responsibility with autonomy and risk-taking, enabling men to see themselves as modern-day heroes in everyday life. The study also shows that how men pursue this ideal varies by social class. For example, a middle-class man might express heroic masculinity through competitive hobbies like auto racing, while a working-class man might do so through acts of care or creative rebellion (Holt & Thompson, 2004). Kimmel's book presents a historical analysis of American masculinity, showing how men have responded to various social crises (e.g., industrialization, feminism, immigration) with anxiety and attempts to assert control. Kimmel traces how masculinity has been shaped by ideals like self-control, exclusion, and opposition to femininity. He debunks myths about a stable, nostalgic past for men and demonstrates how masculinity is socially constructed and continually shifting (Kimmel, 1996). Messner's book focuses on contemporary men's movements, analyzing eight different types (from the Promise Keepers to gay male liberation). Messner evaluates their goals and ideologies, exploring how they respond to changes in the gender order and their roles in social justice. He emphasizes the importance of building inclusive, multiracial feminist coalitions (Messner, 1997). Coltrane praises both books for being well-researched and accessible, offering valuable insights for teaching and research on gender, masculinity, and social movements (Coltrane, 1998). The paper by Hentschel et al. (2019) explores how men and women perceive themselves and each other in terms of agency (e.g., assertiveness) and communality (e.g., empathy). Women are still seen as more communal, while views on agency vary: women see themselves as less assertive, men as less empathetic. The study shows that gender stereotypes persist but are becoming more nuanced (Hentschel et al., 2019). Visually colored and transforming man's image expands the boundaries of masculinity and becomes the basis for individualization of the male cultural image. Contemporary culture generates new types of masculinity, which is revealed in consumer fashion for individual ("male") products, visual practices, interactions and subcultures that visualize new types of masculinity (Igaeva & Shmeleva, 2019).

Hungarian literature review

Research on male trend groups in the dimensions of the pace of life and value orientation is relevant and important for several reasons. One reason is social

changes, as the roles and expectations of men in society are changing significantly in the 21st century. The traditional image of men is transforming, and men are increasingly showing their emotions, which creates new trends and consumer segments (Tari, 2019). The other reason is value orientation, as value changes affect consumer behaviour and lifestyle. Understanding men's value orientation helps businesses reach them more effectively as a target group and better meet their needs and demands (Töröcsik et al., 2019; Németh, 2018). The fourth reason is the pace of life and digitalization, as the accelerating pace affects workplaces and relationships. Research on male trend groups helps understand how they adapt to these changes and their preferred lifestyle (Töröcsik et al., 2019). The fourth reason is market opportunities: Identifying new trend groups creates opportunities for business actors to turn to new target groups or target existing ones more effectively, which can result in increased revenue (Németh, 2018).

According to Fojtik and Kövér (2009), the related literature approaches "food trends" differently. Lehota (2004) presents current and expected food consumer behaviour trends in the light of the macro- and micro-environment affecting the key players of the marketing model. In contrast, Töröcsik (2007, a) depicts the emerging new phenomena in the dimensions of the fast and slow pace of life, as well as modern and traditional value orientation, if we examine the trends and countertrends experienced in the social environment (Töröcsik 2006, 2007a, Töröcsik & Szűcs, 2021),

Töröcsik first used the term trend group in 2006 in his work entitled Consumer Behavior Trend Research, and then in 2007, he mentioned LOHAS as a new consumer trend group in Hungary (Töröcsik, 2007, b) and examined the trend groups (Töröcsik, 2007, a) about the food product group.

If men are the target group, then we need to know that we need to understand them differently, reach them differently, and address them differently than consumers in general or women (Töröcsik & Szűcs, 2021).

Lampeck et al. (2014) approached male trend groups from the perspective of health behaviour. They identified four primary segments: the trend group, the countertrend group, the active, balanced group, and the excluded traditionalists.

Gergátz (2019) examined trend groups regarding consumer attitudes towards technology use.

Figure 1 presents the male trend groups identified by the TrendInspiration Workshop in the dimensions of the pace of life and value orientation, and table 1-4 describe the characteristics of trend groups.

METHODOLOGY OF RESEARCH

Bibliographic research with cluster analysis

Before conducting the planned consumer survey in the future, we consider it essential to explore how internationally relevant literature views the relationship between men, trend and marketing. For the literature review and analysis, we used the Web of Science database. The investigation took place in April 2025. During the survey, we conducted a search on the Web of Science platform using the term "men trend marketing." This search yielded 1415 results on the Web of Science platform. I used VOSViewer version 1.6.18 to explore the interconnections among the scientific articles listed, through the exportation of bibliographic data from the results list (Visualisation of Similarities - VOS). VOSViewer is a data mining application capable of visually displaying various citation statistics and their relationships based on publication and citation structures of specific journals, leading authors, institutions, countries, and even keywords. Essentially, the methodology is a bibliometric analysis, which examines bibliographic sources using quantitative methods (Martínez-López et al., 2018). In addition to text mining, the software is also suitable for clustering tasks.

Qualitative research - in-depth interviews

According to Babbie (2004), qualitative research can reveal explanatory (causal) relationships and patterns. Among qualitative research methods, I chose the expert in-depth interview because it is suitable for a deeper exploration of the justification for a specific problem area, in this case, belonging to Hungarian male trend groups. According to Steinar (2005, p. 63), the qualitative interview is a research method that allows a privileged insight into our fundamental experiences of the lived world. Nowadays, qualitative interviews are widespread for predicting and controlling consumer behaviour, according to Steinar (2005).

The essential purpose of in-depth interviews is to explore, learn, and understand. I could link the answer to a respondent, and there was no social pressure on the respondent to identify with the group's opinion, so the results were created during the free exchange of information (Malhotra & Simon, 2008). Expert in-depth interviews allowed for thorough questioning of expert and competitor respondents and were suitable for deeper exploration of purchasing habits, store selection, and satisfied and regular customers. In the in-depth interviews, I used a semi-structured approach, prepared questions on the main topics of the research area, which I asked the respondents, and followed and deepened each research topic with several interrelated

questions (Lehota, 2001). According to Rubin and Rubin (1995, p. 43), a qualitative interview plan is flexible, iterative, and continuous rather than pre-prepared and set in stone. Therefore, I adapted the order of questions within and between topics to the responses of the in-depth interviewees.

Steinar (2005) discusses five main approaches to interview analysis: meaning categorization, meaning condensation, meaning structuring through narratives, meaning interpretation, and ad hoc methods of meaning generation. Of these approaches, I used meaning condensation, which transformed the main points of the interviewees into short forms. Categorization structures extensive and complex interviews and provides an overview. I structured long texts into diagrams using Word Cloud software with this method. Steinar (2005, p. 201) mentions Miles-Huberman's (1994) 13 tactics in the context of ad hoc reporting, among which he approaches counting as a well-known way of seeing "what is there". Therefore, I also used this method in my interview analyses. According to Steinar (2005, p. 279), interview studies are a hypothesis of group differences. Allows hypotheses to be tested (Steiner, 2005, p. 194). Babbie (2004, p. 421) cited Glasser and Strauss (1967, p. 101) when creating the codes, who emphasized the hypothesis testing generated by the previous theory as the purpose of coding. The goals of the qualitative research were that the male interviewees would identify the 2-3 male trend groups to which they considered themselves to belong and justify their choices with a few sentences. The female interviewees would identify and justify their belonging to their male trend groups, primarily their male family members, friends or colleagues.

The number of in-depth interview subjects was 50, of which 20 were men and 30 were women. As researchers, we chose more female interviewees to explore the objectivity of the external observer to a greater extent about male trend groups.

The in-depth interviews were conducted between October 2024 and February 2025. We conducted 50 in-depth interviews based on preliminary telephone appointments. We used the word cloud method to process the in-depth interviews, which was assisted by the word cloud creation program on the website <https://wordart.com/create>.

The interviewees learned the names and characteristics of the male trend groups in Hungary, and the interviewee then provided them with a paper copy for a more accurate choice.

The word cloud method helped with the content analysis of the responses. Even though we applied it to all in-depth interview questions, we only displayed it for the choice and justification of the male trend group.

The thematic distribution of the interview question outline is illustrated in Table 5.

CONCLUSIONS

During the processing, the first step involved bibliographic preprocessing, followed by clustering and merging contents using metrics applied to matrices describing the contents/documents. The analysis parameters were co-occurrence - full-counting - keyword plus, and we requested one occurrences of a given expression ("men trend marketing") in the corpus. The setting resulted in 1145 keywords. The co-occurrence map reveals the total number of keyword occurrences across all documents. It identifies the "hot spots" in the specialities, in our case, in writings concerning men, trend and marketing. Figure 2. shows the relationships between the keywords of the publications examined in the paper. Each keyword is color-coded by group, with larger circles representing the most occurrences of a keyword. Shorter distances between clusters indicate stronger relationships, while greater distances between clusters symbolize weaker relationships.

Figure 2. shows that the keyword "men" is connected to various themes, such as age, work, health, and risks. These connections highlight how men's workplace roles, health status, and risk-taking tendencies significantly influence their lifestyles and decision-making processes. The links to "employment" and "retirement" emphasize a career's importance and the life cycle's different stages. These associations shed light on how the world of work shapes men's daily routines, well-being, and decision-making patterns. Job security, career opportunities, and the timing of retirement play a significant role in determining men's quality of life and ability to adapt to changes in the consumer market. We also consider it important to examine which keywords are most closely related to the term "trend". Results can be found in Figure 3.

The keyword "trend" is closely linked to themes such as "inequality," "health," and "work." This suggests that current social and economic trends - such as the relationship between work and health - strongly influence men's behaviour and preferences. The keyword "health" is connected to factors like "risk" and "mortality," emphasizing the importance of health preservation and risk management in men's lives. Health status not only affects personal well-being but also impacts work capacity and consumption habits. For instance, a more health-conscious man is likelier to choose higher-quality, health-oriented products, which can significantly influence marketing strategies.

Economic changes - such as job insecurity or access to healthcare - can also be decisive factors. The keyword "marketing" is associated with "consumer behaviour" and "risk," which supports the idea that marketing strategies and campaigns must consider men's risk tolerance and purchasing habits. Marketing approaches need to reflect men's specific needs and how they evolve - such as how they respond to market trends and what products they are more interested in. The link between "consumer behaviour" and "marketing" indicates that marketers must be sensitive to demographic variables such as age, health status, and economic situation. Men have different needs and shopping habits at various life cycle stages, which should be considered in marketing strategies. The elements of "inequality" and "work" connected to the keyword "trend" highlight the interrelation between economic and social dynamics. As an influencing factor, socioeconomic status can shape men's consumer decisions - for example, where they shop and what types of products and services they prefer.

A deeper understanding of inequalities is essential for creating targeted marketing campaigns that acknowledge these differences. This analysis underlines the importance of considering the complex interconnections between work, health, and social trends to better understand men's lifestyles and consumer behaviour. For marketing professionals, this insight is crucial in developing effective targeted strategies. The connections and keywords shown in the diagram enable marketers to understand male behaviour and preferences better and design more relevant messages and campaigns accordingly.

Based on our qualitative research results, the most common male trend groups are as follows:

1. Metrosexuals – Men with well-groomed, fashion-oriented, sophisticated tastes concerned with appearance and lifestyle.
2. Ubersexuals – Similar to metrosexuals, they are demanding but less narcissistic, with a stronger masculine character.
3. Modern dandy – Elegant, sophisticated men who follow a classic style, representing modern elegance.
4. Narcissists – Men who pay great attention to their appearance and lifestyle and can often be classified as metrosexuals and wimpsters.
5. Eternal child/Peter Pan group – Men who do not want to grow up often stay with their parents ("Hotel Mama") or live as "parasitic singles".
6. Best-age group – Older, well-off men who care for themselves and enjoy life. The "self-conscious" and "out-of-the-box" groups appear separate within this.

7. Retrosexuals – Representatives of traditional male values who reject metrosexual and modern trends, the embodiment of the "primitive man" type.

8. Creative avant-garde – Men who follow an artistic and unique lifestyle and prioritize creativity (e.g., in 40% of the research).

9. LOHAS men – Followers of the "Lifestyle of Health and Sustainability" (LOHAS), who prioritize sustainable lifestyle and health awareness.

The most prominent categories are metrosexuals, ubersexuals, modern dandies, as well as the eternal child and best-age groups. This is illustrated in Figure 4.

The selection of "Self-admirers: metrosexuals and wimpsters" stands out from the interviewees' responses, as the interviewee presents the characteristics of the trend group in detail, clearly separating metrosexuals and wimpsters. Using the example of a specific person (Csaba), he illustrates the behaviour, habits and consumption preferences of those belonging to the group. He analyzes the group from a social and marketing perspective, giving the explanation a broader context.

The "Man of Today" male trend group summarises today's men's social and cultural situation and is the most comprehensive category. This group can also include other trends, as today's men combine different roles and values. They can be metrosexuals, ubersexuals, best-age men or even Peter Pan types, depending on the social, economic and cultural influences that have shaped them.

"Negotiators" (metrosexuals and wimpsters) are a specific trend group that explains the driving forces of most other categories and are, therefore, the most comprehensive. This is because one of the key issues of modern masculinity is how much an individual turns towards his appearance, life and self-realization or how much he remains in traditional male roles.

Most interviewees took advantage of the option to choose a maximum of 3 male trend groups provided by the interviewer; some even justified that two trend groups would not be enough for their complex character. One interviewee even determined in percentage form the extent to which the three male trend groups are present in their social and cultural effects.

In order to select the most precise justification, we considered it important to compare the characteristics of the given trend groups with the subjects' presented lifestyle and way of thinking. Therefore, we chose the answers of four interviewees, of which the justification could have been further specified for two.

The most accurate explanation would be the "hypersexual" category, as the quoted text emphasizes assertiveness, masculinity, grooming,

and persuasiveness, which are key in business and sales. Hypersexual men are intelligent, honest, and seek deeper relationships, which is consistent with the person pursuing serious, meaningful goals in their work and relationships. The explanation supports that these values are defining for the person, making this category the most appropriate choice.

In the case of a father:

- The "best-age" dropout category fits him best because he is at the peak of his career but increasingly focuses on family and a simpler lifestyle.

- At the same time, the "self-care" category also fits him because he is consciously paying attention to his health, has changed his lifestyle, goes to the gym, and is important to him in looking youthful.

Based on the description, a mixture of the two categories can be observed, but the self-preservation attitude was present earlier, while the existing approach has strengthened recently. Therefore, the justification is strong, but it would be more accurate to emphasize the temporal shift between these two trends.

In the case of the 39-year-old man:

- The subject experiences internal struggles against modern social expectations. At the same time, he clings to the traditional, retrosexual image of a man but feels the pressure of the outside world, and as a result, he experiences anxiety and frustration.

- Aspects of the "eternal child" and "bunny" categories appear because he cannot find his place in the world of work and has difficulty coping with new challenges.

The justification here is appropriate, but which internal conflict stems from which trend could be more clearly separated? For example, the contrast between the retrosexual value system and the expectations of the modern world would be worth highlighting.

In the case of his brother:

- The "best-age dropouts" classification is appropriate, as he has traded city life for a rural one, is facing new challenges, and has chosen a more conscious, slower lifestyle.

- The reasoning here can be said to be accurate, as it clearly explains the background to his decision.

In summary, in the case of the father, the combined self-preservation-dropout profile would be more accurate; in the case of the 39-year-old man, the eternal child and bunny categories together describe his situation, and in the case of his brother, the best-age dropout category fits perfectly.

The most accurate justification is to assign his brother to the trend group because it is clear and well-supported. In the case of the father and the 39-

year-old man, the justification is reasonable but may need refinement to clarify the dual effects.

The men's trend groups reflect social changes, the redefinition of masculinity, and different responses to the challenges of modern life. The changing male trend groups demonstrate that masculinity is not a fixed concept but is constantly evolving. Social and economic factors created each group, contributing to the fact that male identity today encompasses a much broader spectrum than in the past.

FUTURE RESEARCH AND LIMITATIONS

Future research

The study opens several avenues for future research. One potential direction is exploring how male trend groups evolve in response to further socioeconomic changes, such as economic recessions or shifts in cultural norms. Future studies could also investigate how digitalization and social media influence these evolving trends and their corresponding consumer behaviours. Additionally, cross-cultural comparisons of male trend groups could provide further insight into how global and local factors impact perceptions of masculinity and related consumer choices. Finally, longitudinal research tracking the behaviour of these groups over time could reveal trends in male identity shifts more comprehensively.

Limitations

The study's limitations include the sample size and scope, based on interviews with only 50 participants from Eastern Hungary. The findings may not be generalizable to men in other regions or countries. The research also relied heavily on self-reporting, which could introduce bias due to participants' subjective views or social desirability. Moreover, while qualitative methods like in-depth interviews offer rich insights, they may not fully capture the broader population's trends and behaviours, limiting the generalizability of the results. Further quantitative research would complement these findings and provide a more robust understanding.

Biographical sketch

Kata Dr Földi's professional background encompasses a robust academic career in commerce and marketing, with a focus on consumer behaviour and market trends. Her research interests are centred on consumer perception, particularly in the context of private-label products in Hungary. Her work is characterized by a commitment to empirical research and a deep understanding of marketing dynamics, making her a valuable contributor to

marketing and consumer research.
foldi.kata@econ.unideb.hu

Dr. Róbert Sándor Szűcs is an economist with a Ph.D. in Management and Business Administration and a habilitated associate professor. His main research area is the study of consumer behaviour, with special attention to consumer awareness. He regularly conducts large-scale consumer surveys. E-mail: szucs.robort.sandor@econ.unideb.hu

Katalin Csobán is a senior lecturer at the Department of Tourism and Hospitality Management at the University of Debrecen, Hungary. She obtained her BA in tourism and hotel management at the College of Commerce, Hospitality and Tourism in Budapest and her Ph.D. in business and management at the University of Debrecen. She has been awarded research grants to conduct research at Indiana University, USA, as well as at Oxford Brookes University, UK. Her research interests focus on sustainable tourism development, visitor management and rural development.

vargane.csoban.katalin@econ.unideb.hu

REFERENCE LIST

- [1] Babbie, E. (2004). *A társadalomtudományi kutatás gyakorlata*. [The practice of social science research]. Budapest: Balassi Kiadó. Hatodik átdolgozott kiadás
- [2] Coltrane, S. (1998). Review of Manhood in America: A Cultural History; Politics of Masculinities: Men in Movements, by M. Kimmel & M. A. Messner. *Gender and Society*, 12(6), 758–760. <http://www.jstor.org/stable/190517>
- [3] Fojtik J., & Kövér J. (2009). A falusi lakosság affinitása az egészségtudatos élelmiszerfogyasztás iránt. [The rural population's affinity for health-conscious food consumption]. *Jelenkori társadalmi és gazdasági folyamatok*, 4(3-4), 64-169.
- [4] Gergátz, I. (2019). Az 50+ generáció ICT kapcsolatainak vizsgálata (II. rész). [Examining the ICT connections of the 50+ generation (Part II)]. *Marketing & Menedzsment*. 43(4), 4–11. <https://journals.lib.pte.hu/index.php/mm/article/view/603>
- [5] Glaser, B., & Strauss, A. (1967). *The Discovery of Grounded Theory: Strategies for Qualitative Research*. Chicago: Aldine
- [6] Hentschel, T., Heilman, M. E., & Peus, C. V. (2019). The Multiple Dimensions of Gender Stereotypes: A Current Look at Men's and Women's Characterizations of Others and Themselves. *Frontiers in Psychology*, 10, ISSN1664-1078, DOI=10.3389/fpsyg.2019.00011
- [7] Holt, D. B., & Thompson, C. J. (2004). Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption. *Journal of Consumer Research*, 31(2), 425–440. <https://doi.org/10.1086/422120>
- [8] Igaeva, K. V., & Shmeleva, N. V. (2019). Typology of masculinity in fashion studies, *Journal "Vestnik of Minin University"*, 7(2), 14. <https://doi.org/10.26795/2307-1281-2019-7-2-15>
- [9] Kang, J., & Kim, H. Y. (2019). Investigating male consumers' lifestyle of health and sustainability (LOHAS) and slow fashion purchase intentions. *Journal of Retailing and Consumer Services*, 49, 120–128., DOI: 10.1016/j.jretconser.2019.03.018
- [10] Kimmel, M. (1996). *Manhood in America: A Cultural History*. New York: Press,
- [11] Lampek, K., Kivés, Zs., & Töröcsik, M. (2014). Férfiégészség. Szolgáltatási kézikönyv vállalatoknak. [Men's health. Service manual for companies] In: Töröcsik, M. (eds.) (2014), *TÁMOP-4.1.1.C-12/1/KONV-2012-0010 Gépészeti mechatronikai hálózati kutatás és képzési együttműködés projekt Vállalati szolgáltatások alprojekt 5.3.1. Vállalkozási szolgáltatási igények és követelményjegyzék, illetve szolgáltatási kézikönyvek kidolgozása*. [Mechanical Mechatronics Network Research and Training Cooperation Project Corporate Services Subproject 5.3.1. Development of corporate service needs and requirements list, and service manuals]. Pécs, PTE-ETK
- [12] Lehota, J. (2001). *Élelmiszer-gazdasági marketing*. [Food and Agriculture Marketing]. Budapest: Műszaki Könyvkiadó
- [13] Lehota, J. (2004). Az élelmiszerfogyasztói magatartás hazai és nemzetközi trendjei. [Hungarian and international trends in food consumer behavior]. <http://www.taplalkozasmarketing.hu/2004/food-nutrition-marketing-2004-02-Lehota.pdf>
- [14] Malhotra, N. K. & Simon, J. (2008). *Marketingkutatás*. [Marketing research]. Budapest: Akadémiai Kiadó
- [15] Martínez-López F. J., Merigó J. M., Valenzuela-Fernán-Dez L., & Nicolás C. (2018). Fifty years of the European Journal of Marketing: a bibliometric analysis. *European Journal of Marketing*, 52(1/2), 439-468. doi: <https://doi.org/10.1108/EJM-11-2017-0853>
- [16] Messner, M. A. (1997). *Politics of Masculinities: Men in Movements*. Thou Oaks, CA: Sage, 135 pp.

- [17] Miles, M. B. & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Sage Publications Ltd.
- [18] Németh P. (2018). Férfi vásárlói generációk élelmiszervásárlási helyszínekről hozott döntései doktori disszertáció. [Decisions made by male generations of shoppers about grocery shopping locations doctoral dissertation]. Pécsi Tudományegyetem Közgazdaságtudományi Kar
- [19] Rubin, H. I., & Rubin, R. (1995). *Qualitative Interviewing: The Art of Hearing Data*. Thousand Oaks, CA, Sage
- [20] Souiden, N., & Diagne, M. (2009). Canadian and French men's consumption of cosmetics: A comparison of their attitudes and motivations. *Journal of Consumer Marketing*, 26(2), 97–109. DOI: 10.1108/07363760910940465
- [21] Steinar, K. (2005). *Az interjú. Bevezetés a kvalitatív kutatás interjútechnikáiba*. [The interview. Introduction to interview techniques in qualitative research.]. Budapest: Jászöveg Műhely Kiadó
- [22] Törőcsik M. (2006). *Fogyasztói magatartástrendek*. [Consumer behavior trends]. Budapest: Akadémiai Kiadó
- [23] Törőcsik M. (2007a). *Vásárlói magatartás*. [Buyer behavior]. Budapest: Akadémiai Kiadó
- [24] Törőcsik M. (2007b). A tudatos fogyasztást és az egészséget preferáló új fogyasztói trendcsoport a LOHAS csoport megjelenése Magyarországon. [The new consumer trend group that prefers conscious consumption and health is the emergence of the LOHAS group in Hungary]. *Élelmiszer, Táplálkozás és Marketing*, 4(1), 41–45.
- [25] Törőcsik M. (2007c). Food-trendek és vásárlói trendcsoportok. [Food trends and customer trend groups.]. *Acta Oeconomica Kaposvariensis*, Kaposvári Egyetem Gazdaságtudományi Kar, 2007b. 1–2. 51–65.
- [26] Törőcsik M., & Szűcs K. (2021). *Fogyasztói magatartás. Mintázatok, trendek, alkalmazkodás*. [Consumer behavior. Patterns, trends, adaptation]. Budapest: Akadémiai kiadó
- [27] Törőcsik, M. (2011). *Fogyasztói magatartás - Insight, trendek, vásárlók*. [Consumer Behavior - Insight, Trends, Customers]. Budapest: Akadémiai Kiadó

LIST OF TABLES

Table 1.
Fast/modern trend men

Trend group name	Trend group characteristics
Ubersexual subtypes: Ubersexual, the self-designer	<ul style="list-style-type: none"> - a more mature version of the former metrosexual man, - at once assertive, masculine, stylish and an unwavering believer in quality, - a heterosexual man, - not ashamed to show his feelings, - sophisticated in appearance, a good conversationalist
Mesh e-man	<ul style="list-style-type: none"> - a die-hard "gadget maniac", - a former "remote control fetishist", - escapes into technology to relieve the stress of his everyday life. Expands his possibilities with web2.
Super Daddy subtypes: - virtual dads - ex-pat dads	<ul style="list-style-type: none"> - he does everything he can to be a perfect father, alongside his responsible job, - new tasks present them with new difficulties, - they give each other advice and are happy to accept advice from each other (see dad blogs), creative avant-gardes = laptop nomads - members of a new generation who require greater freedom and flexibility in their work, - They like to work when they think they are most effective, and this does not coincide with the framework of "normal" working hours, - They prefer to work regardless of place and time,
Laptogs (Living apart together)	<ul style="list-style-type: none"> - motto: together, yet apart, - have difficulty making commitments because they do not give up their apartment even during their relationship, - are distrustful, comfort-oriented, - live together while maintaining two single households, - enjoy participating in leisure activities,- they have an extensive circle of friends, so spending free time separately is also typical,
Parasitic singles	<ul style="list-style-type: none"> - they are happy to take advantage of the opportunity of family hospitality: despite their independent income, they live with their parents, - The reason for their stay at home is partly obviously convenience, partly financial benefit, - a "child" enjoys the freedom that adults have,

Source: Töröcsik-Szűcs, 2021

Table 2.
Fast/Traditional Trend Men

Trend group name	Trend group characteristics
Retrosexuals	<ul style="list-style-type: none"> - rejects all feminine allure, - spends as little money and time as possible on his appearance or even consciously stylizes his appearance as neglected, thus distinguishing himself markedly, - represents a traditional perception of values at the level of today, - belongs to modern men, - only rejects feminine features of appearance,
Best age Their subtypes: Care-man, Selfness-man	<ul style="list-style-type: none"> - they feel they have already put something on the table; they no longer need to prove themselves to women and competitors, - they pay attention to themselves, their feelings and their health, - their actions are primarily motivated by their inner motivation, - they are charismatic, they have a significant impact on their environment,
Motherly fathers	<ul style="list-style-type: none"> - pays more attention to his family, puts them before work, - does child-rearing and housework in equal proportion with women, - family men experience new roles as a challenge; it does not cause them identity problems or frustration,

Source: Töröcsik-Szűcs, 2021

Table 3.
Slow/modern men

Trend group name	Trend group characteristics
LOHAS	<ul style="list-style-type: none"> - they embrace feminine values – such as tolerance, communication, cooperation, - they strive for cooperation with their partner and their environment, - they are concerned with environmental protection, they strive for a healthy lifestyle,
Patchwork	<ul style="list-style-type: none"> - experiences the conquest of postmodern values as a new kind of freedom, - thinks of himself as a modern, carefree man, considers traditional gender roles to be outdated - tolerant, but not at all costs, - understanding, but if his individual goals dictate it, he can behave dominantly and decisively, - just like a traditional man, - always confident and sovereign, - does not want to conform to women, the centre of his behaviour and values is himself,
Target switches– Fruppies frustrated urban professionals	<ul style="list-style-type: none"> - former yuppies in late middle age, often in crisis, - their careers were significant, they put their lives on it, - the content of their careers has now become empty, so they have to look for new goals, - well-educated men from big cities with adequate financial backgrounds, mature demands,
"Playful" men, a group of adventurous Peter Pans	<ul style="list-style-type: none"> - borderline based on judgment and position, - if this does not reach an excessive level, then it is lovable, but beyond a certain point, it is self-destructive and family-destroying, - a healthy mixture of emotion and rationality, in which a tough man and a playful little boy become one person, - a game scene, for example, the motorsports-technology triangle, online games (such as poker),

Source: Töröcsik-Szűcs, 2021

Table 4
Slow/Traditional Men

Trend group name	Trend group characteristics
Bunny	<ul style="list-style-type: none"> - has already shaken off the usual routine, senses the change of roles, but does not know what to do with the new situation, - does not reinvent himself, does not know where to go - does not recognize new opportunities, or if he does, does not dare to use them, - his uncertainty completely takes over him, and he cannot get out of the stressful situation on his own, which causes him frustration
Laddish	<ul style="list-style-type: none"> - typical of extremely traditional men, - a possible but radical solution to the crisis of masculinity is the re-experiencing of primal masculinity, the extreme reinterpretation and extreme exaggeration of all qualities considered masculine, - some modern men, in response to the stress caused by changes, cling to masculinity, overemphasizing it and taking an offensive position, - they rebel with their behaviour, reject the constraints of decency, drink in public, and a lot, their communication is hurtful, loud and impudent,
Marginalized	<ul style="list-style-type: none"> - they are in crisis and can no longer change it, - they are helpless; they cannot keep up with the events around them, - they lose their previous company or cannot find any companions, - their continuous failures push them further and further to the edge of the abyss,
Forced singles	<ul style="list-style-type: none"> - they only dream of demanding women, but they will never meet their high demands, so they stay alone, - they do not live alone of their own free will but are forced to do so. Their failure causes constant frustration, which makes their lives bitter, and thus, they move even further away from their goal, - a vicious circle is formed from which they cannot break out,

Source: Töröcsik-Szűcs, 2021

Table 5.
Question areas and number of questions

Question	Number of questions
Warm-up	2
Customers, shopping habits	7
Male trend group selection	1
Justification for choosing a male trend group	1
Closure	1
all	12

Source: own editing

LIST OF FIGURES

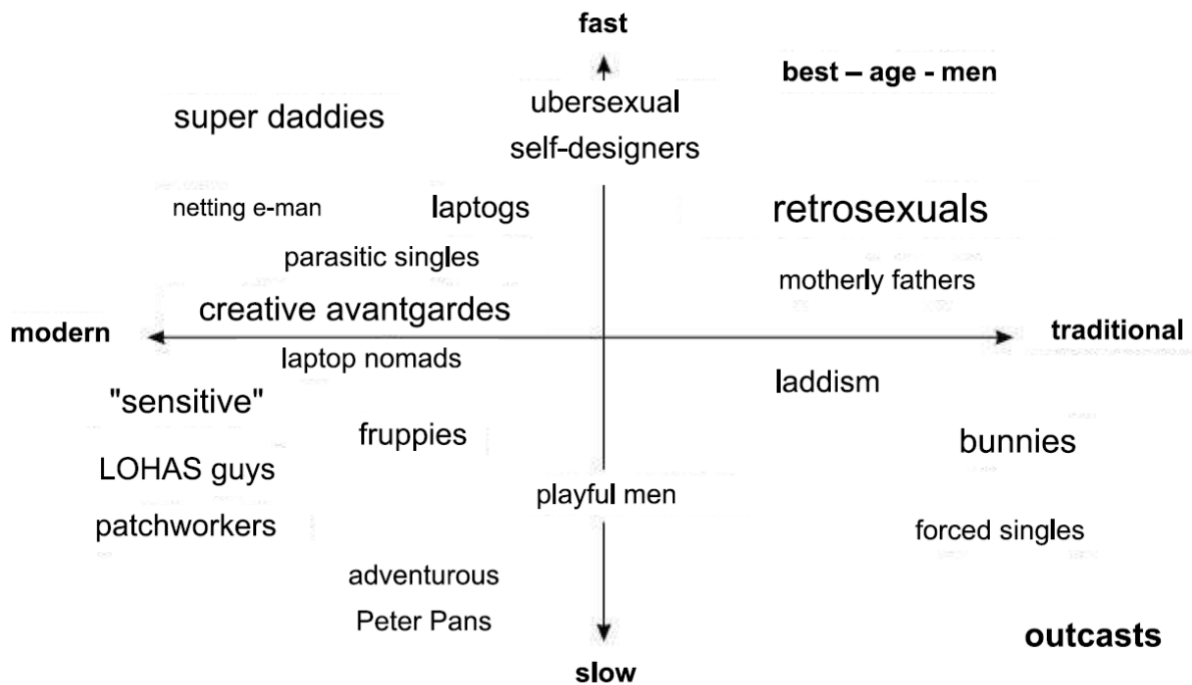


Figure 1.

Male trend groups within the framework of the LifestyleInspiration model

Source: *The New Man 2010. TrendInspiration Workshop and Törőcsik, 2011a*

