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Title	Masculinity on a Rollercoaster: Diffusion of Metrosexuality		
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Abstract

Femininity has been of academic interest for long, but masculinity has been considered as a self-evident fact. However, the turmoil in men and masculinities especially in the 1980's inspired sociologists to pay attention to changing men and men becoming more feminine, in particular. Men's consumption habits have changed and thus new masculinities interest marketers, too. The metrosexuals are (heterosexual) men who do not hesitate to use products that are traditionally attached to women and homosexual men, such as skin care products, hair styling and make-up. This thesis studies how the metrosexual phenomenon spreads to the culture at macro and micro levels by examining the popularity of and the attitudes toward grooming products. The sub-objectives are:

- 1) How does the consumption of male grooming products fit with the (individual) concept of masculinity?
- 2) How does metrosexuality diffuse among men? (i.e. micro level)
- 3) How does the metrosexual phenomenon emerge and where does the push come from? (i.e. macro level)

Firstly, the theoretical review starts with an exploration of men and masculinities as well as an overview to the recent change in masculinity, the feminization of men. Secondly, the manifestation of the feminization of men, the Metrosexual, is discussed thoroughly. Moreover, the metrosexual phenomenon is studied in terms of the diffusion of innovations and the theories of attitudes. The research approach is qualitative and the data is collected by conducting one-to-one interviews with ten purposefully chosen young men. The interviewing method is focused interviewing in order to let the interviewees express their opinions freely and thus gain a wide understanding of the research topic.

The interviewees were heterogenous in terms of the metrosexual phenomenon. Two innovators and opinion leaders and one laggard were identified; the rest of the respondents spread evenly in between them. Even though the respondents had traditional definitions about men and masculinity, all the respondents agreed that men do not have to express pure masculinity. The interviewees had noticed the feminization of men, but not all of them were pleased with metrosexuality. However, it seems that the phenomenon is going to continue and there is no return to the polarity of the traditional gender roles. More and more men will absorb male cosmetics as the combination of changing gender roles and expectations together with marketing and advertising create favorable conditions for the spread of metrosexuality. The metrosexuals are not going back to the closet.

Key words	masculinity, feminization of men, male grooming, metrosexuality, retrosexuality, übersexuality, diffusion of innovations
Further information	

