

## **Female Buying Behaviour Related to Facial Skin Care Products**

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<p>This study examines the buying behaviour of Finnish women related to facial skin care products. The primary purpose of the study is to discover the similarities and differences in the buying behaviour of young and middle-aged women when purchasing facial skin care products. The objective is to study what kinds of factors affect the buying behaviour of both young (20 to 35 years old) and middle-aged (40 to 60 years old) women and then compare the findings from both groups. Furthermore, the aim is to discover what kind of attitudes Finnish women have towards facial skin care products containing natural ingredients. The objective is to also study the extent to which the using of natural ingredients in facial skin care products affects the buying behaviour of Finnish women.</p> <p>The theoretical framework of this study was based on consumer behaviour theories from various authors. For example according to Kotler and Keller (2009) cultural, social and personal factors affect consumer behaviour and these issues were discussed in the literature review. Theoretical information related to the scope of this thesis was also presented by Solomon, Bamossy, Askegaard and Hogg (2006) as well as Noel (2009) among others.</p> <p>The study was conducted by using quantitative research method. Data was collected through conducting an email survey compiled with Webropol. The questionnaire was sent to 505 women who had joined the cosmetics company Lumene's client club last spring while taking part in a competition. All together, 138 women who fit the two age categories studied in this thesis answered the research questionnaire.</p> <p>The results indicated that 20-35 and 40-60 year-old Finnish women were rather similar in terms of the factors affecting their buying behaviour related to facial skin care products. However, some differences were also found for example in the decision-making process. Regarding the attitudes toward the use of natural ingredients in facial skin care products, differences were found between different demographic groups. For example, women who had children were more favourable toward the use of natural ingredients than women who did not have children.</p> <p>In sum, the objectives of this thesis were met well. Although existing literature suggests that factors such as age have an impact on buying behaviour, the results showed that it does not have that big of an impact on the purchasing behaviour of Finnish women related to facial skin care products. However, the research findings of this study can definitely benefit the case company Lumene in their business actions.</p>	
<p><b>Key words</b> Consumer buying behaviour, facial skin care, natural ingredients, organic facial skin care</p>	

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# **1 Introduction**

This introductory chapter begins with the presentation of the research topic. The purpose and objectives of the study are also discussed. The research question along with four sub-questions is then presented. Furthermore, the case company for this study is also presented and their product lines related to the topic of this thesis are discussed.

## **1.1 Purpose and objectives of the study**

The purpose of this study is to examine the buying behaviour patterns of Finnish women related to facial skin care products. The aim is to compare the similarities and differences in the buying behaviour between young (aged 20 to 35) and middle-aged (aged 40 to 60) Finnish women. The study focuses on the factors that affect the buying decisions of female consumers. In other words, the research focuses on the factors that contribute to a certain purchasing decision over another. Furthermore, the objective is to get reliable and valid results that help the case company in planning their future business activities and marketing strategies.

This study is made in cooperation with a Finnish cosmetics company Lumene Oy. Because there is a growing trend towards using natural ingredients in cosmetics products, Lumene asked me to take this into consideration in my study. The objective is thus, in addition to comparing the differences in purchasing behaviour of young and middle-aged Finnish women, also to find out how consumers react and what kind of attitudes they have towards organic facial skin care products or products that consists of natural ingredients. Studying this is important because consumers are becoming more and more interested in what the skin care products they use are made of. With the help of my study, Lumene can get important information on what kind of factors affect consumers' buying decisions related to cosmetics and adjust their business and marketing activities accordingly.

## **1.2 Research question**

The following research question and sub-questions are formulated based on the research aim.

Research question:

*What are the similarities and differences between young and middle-aged women in buying behaviour when purchasing facial skin care products?*

One of the things that Lumene wants to find out is the extent to which natural and ecological ingredients in facial skin care products influence the buying behaviour of Finnish women. That is the reason why I have also taken the ecological aspect into consideration in this research in the form of sub-questions. From the main research question, four sub-questions are derived to conduct a more accurate study of the research topic. These sub-questions are:

1. What are the factors that affect the buying decisions of young Finnish women aged 20 to 35?
2. What are the factors that affect the buying decisions of middle-aged Finnish women aged 40 to 60?
3. What kind of attitudes do Finnish women have towards facial skin care products that are made of natural ingredients?
4. How natural ingredients in facial skin care products affect Finnish women's buying decisions?

### **1.3 Lumene Oy**

Lumene Oy is a Finnish cosmetics company that was established in 1948 to promote the fields of beauty and well-being. Lumene develops and produces both Lumene cosmetic products and Cutrin hair care products in Espoo, Finland. The company uses high technology and unique Arctic natural ingredients in their production. Innovative product development is the main reason for the company's success. (Lumene 2010a.)

Lumene Oy's own skin care and cosmetics brand "Lumene" was created in 1970. The establishment of the brand was inspired by the purity of a crystal clear lake, Lake Lummene, found in the heart of the Finnish Lake District. (Lumene 2010b.)

Lumene's vision is to be a holistic beauty and well-being operator. They want to be ultimate market leaders in Finland and brave challengers in the key markets offering skin care, color cosmetics and hair products based on Arctic nature. Lumene's mission is to improve beauty

and vitality in every day life with the power of plants and minerals found from the Arctic nature. (Lumene 2010c.)



Figure 1. Lumene Oy's values (Lumene 2010d)

As illustrated in figure 1, Lumene Oy's values are satisfied customer, mutual trust and respect, delivering results, innovation and adding value as well as responsibility (Lumene 2010d). These five values are symbolized by a cloudberry, Finland's most precious and valued wild berry. Cloudberry embodies well the Nordic nature and Arctic raw materials, which are the key elements of Lumene Oy's vision, mission and success. The cloudberry consists of little drupes, which illustrates also how Lumene as a company is made up of elements that complete and support each other: high-quality products, successful brands, clear business areas and good, professional employees. Like a cloudberry, Lumene wants to be a brand known for its Nordic exoticism, pure and natural raw materials as well as beauty, well-being and health. (Lumene 2010e.)

In 2001, Lumene was the first to introduce hand-picked, wild Arctic berries in beauty products and today, Lumene uses many unique natural ingredients in their products. These ingredients include for example white peat, linen, heather, birch and minerals, which have proven to be both safe and effective. The use of natural raw materials supports Lumene's belief in sustainable development and production, as well as preserving Finnish nature. (Lumene 2010a.)

## **Products**

Lumene's facial skin care product line has been designed so that there is something for every woman, whether she is 20 or 60 years old. Lumene's facial skin care products include such as day and night creams, special treatments, eye creams, facial masks, exfoliating cream, facial cleansers, make-up removers and toners. Lumene has different product lines for both young

women whose skin needs a lot of moisture and also older women who are concerned with aging. (Lumene 2010f.)

Lumene also has a sub brand called Lumene Natural Code. Natural Arctic plantain is used in Natural Code products which include not only make-up but also facial skin care products. The facial skin care products of Natural Code represent nature's own medicine and healing agent, the arctic plantain, and its purifying and balancing influence on skin. The products are directed to younger women who need their skin to be pure, matt and confident. (Lumene 2010g.)

In terms of this study, it is important to note the meaning of the concepts "organic" and "natural" when talking about ingredients in facial skin care products. Whether a product is 100% organic or 100% natural, it means that no synthetic ingredients are used in the manufacturing of the product and that all the components in the product are completely and 100% natural. However, if a product is totally organic, in addition to the fact that it does not contain any synthetic ingredients, the ingredients it contains are also straight from the wild nature or from producers who farm their products according to organic standards and for example do not use any chemical fertilisers in the farming. In contrast to organic products, ingredients in natural facial skin care products have not necessarily been farmed organically. In other words, natural products, even though they are made of natural ingredients, may still include ingredients that have been farmed by using pesticides and chemical fertilisers. (Havaste, A. 16.9.2010.)

Lumene has set a goal to use at least 80% natural ingredients in their facial skin care products. They plan to reach this objective almost completely by the year 2012. At the moment, many of Lumene's facial skin care products already consist of 90% or even over 95% of natural ingredients. Lumene also wants to make organic products and for example the effectiveness of their Sensitive Touch facial skin care product range that has been designed for sensitive skin, is based on organic linen extract. This organic extract comes from a farm that follows organic farming standards.



## 2 Consumer behaviour

In this chapter I present previous studies and relevant theories related to consumer buying behaviour. I especially focus on those matters that influence purchasing decisions and lead to a certain product choice over another. This chapter begins with discussion of different types of cultural, social and personal factors that have an effect on consumer buying behaviour. The process of perception and the way it influences consumer behaviour is also presented in this chapter. Furthermore, I present theories on how values and goals can impact the way consumers make purchase choices. In addition, theory about the effect of product pricing and marketing communication is discussed. Finally, I present a theoretical framework that has been compiled based on the theory and information discussed in this chapter.

### 2.1 Factors affecting consumer behaviour

According to Kotler and Keller (2009, 190), a consumer's behaviour is affected by three different factors: *cultural*, *social* and *personal factors*. Furthermore, there are many different kinds of factors under each of these three categories. In this section, the different factors and their impact on consumer's behaviour will be discussed.

#### 2.1.1 Cultural factors

Culture is one of the most major influencers in consumer behaviour. Consumption choices cannot be understood without taking into consideration the culture in which they are made. According to Solomon, Bamossy, Askegaard and Hogg (2006, 498-499), culture is kind of like the shared memory of a society. It is a mixture of meanings, rituals, norms and traditions shared by a society or an organization. Another definition of culture as given by Evans, Jamal and Foxall (2006, 200), is to see it as a meaning system that a member of a certain group uses to guide his or her life. The meaning system gives people a sense of identity and rationale for their actions (how people should behave in different contexts). Consumer products and services are a part of the system of meaning. The system is often culturally shared and culture specific and it is passed on from one generation to another.

Evans et al. (2006, 199) define culture as consisting of three elements: 1. cognitive elements and beliefs, 2. values and norms and 3. signs, signals and symbols. Cognitive elements and beliefs are the things that society knows about the physical and social worlds. Cognitive ele-

ments and beliefs also encompass society's religious beliefs and the ways in which the society works. Values and norms on the other hand refer to the way in which the majority of people in the society are expected to behave. Signs, signals and symbols include language and the methods of conveying meaning.

In addition to the prevailing culture that a person is surrounded by, subculture is also a part of culture that has a huge impact on the way people act as consumers. Subcultures include religions, racial groups and nationalities and they make more specific identification and socialization available for their members. (Kotler & Keller 2009, 190.) Sheth, Newman and Gross (1991, 45) agree with Kotler and Keller (2009, 190) by discussing that culture, and especially subculture, are one of the determining factors in consumer behaviour.

One part of culture that is very relevant in terms of this research is *rituals*. Rituals are sets symbolic behaviours and actions that happen in a fixed sequence and are often repeated within a certain time frame. In addition to ancient religious ceremonies, many modern day consumer activities are also classified as rituals. There are four major types of rituals, *possession rituals*, *exchange rituals*, *grooming rituals* and *divestment rituals* of which grooming rituals are the most important and most related to this study. Grooming rituals are sets of behaviour where a person does something to transform oneself from the private self to public self (the self that is shown to others) or vice versa. The grooming rituals carry a purpose of cleansing the body but they also aid in creating confidence before confronting others. (Solomon et al. 2006, 506-508.)

According to Solomon et al. (2006, 508) many beauty rituals that women practise daily illustrate the value placed by their culture on personal beauty and looking youthful. Many western cultures, among these also the Finnish culture, tend to place high value on looking good and groomed.

One of the world's largest cosmetics companies L'Oreal has realized the importance of tailoring products according to consumers' culture. L'Oreal has both global allure while still maintaining the products' appeal to specific local tastes around the world. (Noel 2009, 49.)

This study examines the buying behaviour of Finnish women so the cultural aspect is not in a major role in the research. This is because all the people involved in the study are of same culture and thus there won't be any need to take into consideration the differences in the responses between respondents from different cultural backgrounds. However, the Finnish cul-

ture is part of so called *individualist cultures*, in which according to Solomon et al. (2006, 501) the emphasis is on attaining personal goals in contrast to *collectivist cultures* where more importance is placed on achieving the goals of a stable in-group. This has been taken into account in this study.

### 2.1.2 Social factors

Family, social roles and statuses as well as different reference groups are some of the social factors that, in addition to culture, affect consumer behaviour. According to Kotler and Keller (2009, 196) a *reference group* is a group that has a direct or indirect influence on a person's attitudes or behaviour whereas according to Noel (2009, 52), reference groups serve as a way of comparing oneself to others. *Family* is one of the most important reference groups and thus a major influencer in consumer behaviour. Social roles and statuses also affect the way people choose to buy or not to buy a certain product or a service. A *social role* is comprised of the activities a person is expected to perform inside a certain group such as family or an organization. *Status*, on the other hand, is something that each role carries with it; a senior manager has more status than a junior manager. People often choose products and services that reflect the roles they have and their actual or desired status in a society. (Kotler & Keller 2009, 196.)

According to Kotler and Keller (2009, 194), those reference groups that have a direct influence on a person are called *membership groups*. Membership groups can be further categorized into *primary groups* and *secondary groups*. Primary groups are those groups a person communicates with quite regularly and informally. In addition to the most important reference group, family, primary groups include for example friends, neighbours and co-workers. People also belong to secondary groups which include religious and professional groups. Secondary groups require less regular interaction and they are often more formal in nature compared to primary groups.

In addition to the reference groups people are part of, consumers are also influenced by groups in which they don't participate in. These include aspirational groups, groups an individual admires and hopes to join, and dissociative groups, groups whose values or behaviour a person resents and rejects. (Kotler & Keller 2009, 194.)

Kotler and Keller (2009, 194) say that reference groups influence consumer behaviour in three ways: they present and disclose new behaviours and lifestyles, they influence attitudes and self-concept and they create pressures for conformity that can have an effect on buying behaviour.

According to Noel (2009, 54) reference groups can have a *normative* and an *informational influence* on consumers. Normative influence occurs when a consumer purchases something to adjust to another person's expectations. This notion is also in line with Kotler and Keller's (2009, 194) idea of reference group influence on buying behaviour in that reference groups create pressures for conformity. Informational influence on the other hand, takes place when someone gives information to a consumer and the consumer considers that information when making a buying decision (Noel 2009, 55).

Informational influence that someone provides to a consumer is often based on personal experience; friends or acquaintances recommend products or services that they have tested and have positive experience of. Turning to a friend for advice on purchasing decisions saves the consumer time and energy; it decreases time required to search for information and lessens the risk of dissatisfaction in terms of quality and endurance of the product. Informational influence has great impact on consumer behaviour because people usually place high value on word-of-mouth communication, especially in those cases where the information comes from a trusted source such as friends or relatives that the consumer knows personally. (Noel 2009, 54-55.) Asch and Wolfe (2001, 31), tantamount to Noel (2009, 55), also note that recommendations for products and services made by friends or relatives have a higher value to a consumer than recommendations made by sales staff for example. The impact and influence of word-of-mouth communication will be further discussed in the chapter covering marketing communications.

According to Kasser and Kanner (2004, 80), consumers' environmentally conscious behaviour is often socially influenced. They state that the best predictor of a consumer making an environmentally friendly purchase is the number of the people they know who have also made a similar type of purchase.

### **2.1.3 Personal factors**

Personal characteristics also influence a consumer's behaviour. Examples of personal characteristics include the consumer's age and stage in the life cycle, occupation, economic circumstances, personality, self-concept, lifestyle and values. (Kotler & Keller 2009,196.) Values have such a huge impact on consumer behaviour and are important in terms of this study because of the ethical aspect of buying behaviour so values will be discussed more in the following chapter.

## **Age**

Kotler and Keller (2009, 68) discuss that age often determines what type of food, clothes, music and recreational activities consumers like. It also usually determines the type of products or services they need. Noel (2009, 76) agrees that consumers' interests and needs often change as they grow older. He states that older consumers are often more brand loyal than younger consumers and also tend to be more careful and considerate when making purchasing decisions. However, it is not always only the chronological age that affects people's buying behaviour. Noel (2009, 76) distinguishes the effect of chronological age, *age effects*, from the impact of life experiences, *cohort effects*, to consumer behaviour. Age effects occur naturally as the consumer ages and his or her needs and interests change whereas the cohort effects develop when the consumer is affected by experiences over the years such as buying certain types of food or getting used to certain scent while growing up which in themselves do not have anything to do with the consumer's age.

## **Family life cycle**

Kotler and Keller (2009, 196) and Asch and Wolfe (2001, 24) note that in addition to age, consumption is shaped by family life cycle. Family life cycle refers to the number, age and gender of people in the household at any point in time. Moreover, psychological life cycle stages, the certain passages and transformations people go through in life, also affect consumer behaviour. One of the phases in psychological life cycle is becoming a parent, which may change an individual's consumption habits radically. Thus, different kinds of critical life events such as marriage, childbirth, illness, divorce, career change, widowhood may affect consumer buying behaviour. (Kotler & Keller 2009, 196.)

## **Social class**

Asch and Wolfe (2001, 23) as well as Kotler and Keller (2009, 194) and Noel (2009, 68) discuss that social class is also a great influencer of consumer behaviour, although Kotler and Keller (2009, 194) define social class as being part of the cultural factors affecting consumer behaviour rather than personal factor. Social classes are hierarchically ordered divisions of society whose members share similar values, interest and behaviour (Kotler & Keller 2009, 192). Social classes are usually quite homogenous According to Asch and Wolfe (2001, 23) and Kotler and Keller (2009, 194) social classes show four different kinds of characteristics. The

first characteristic is that people within a certain class tend to be more alike in the way they dress, speak and use their free time than people in another social class. Second, people are often perceived to have certain superior or inferior positions according to their social class. The third characteristic linked to social classes is that usually a cluster of variables indicates social class better than any single variable. These variables include for example occupation, income, wealth, education and value orientation. The fourth thing that characterises social classes is that people can move from one social class to another during their life.

Noel (2009, 68) states that an individual's social class can be determined based on several factors of which occupation, education and income are the three biggest and most important. Occupation and economic circumstances were also mentioned by Kotler and Keller (2009, 196) as some of the personal factors affecting consumer behaviour.

Asch and Wolfe (2001, 23) agree with Kotler and Keller (2009, 194) in that social classes show distinct preferences in terms of brands and products in for example clothing, recreational activities and automobiles and thus affect the way people behave in decision-making situations. Noel (2009, 72) discusses that social class is a good predictor of purchasing behaviour related low- to moderately priced goods that have some sort of symbolic value. These include for example cosmetics products.

### **Occupation and income**

Kotler and Keller (2009, 197) agree on that occupation and the economic circumstances that come with it are great influencers in consumer behaviour. The type of products and services people choose to buy is greatly affected by their economic situation such as spendable income, savings and assets, debts, borrowing power and attitudes toward spending and saving. Luxury-goods may be the desire of many but only few can afford them. Although this is also a question of what kind of things different people are willing to splurge on.

### **Personality and lifestyle**

Personality and lifestyle are also factors that influence consumer behaviour. Kotler and Keller (2009, 197) define personality as a set of differentiating psychological characteristics that lead to relatively consistent and long-lasting responses to environmental stimuli. Solomon (2007, 196) shares this view by stating that personality concerns the unique psychological features of

a person and affects the way people respond to their environment. According to Kotler and Keller (2009, 200) as well as Asch and Wolfe (2001, 24), lifestyle on the other hand refers to the person's way of living as expressed in activities, interests and opinions whereas according to Solomon (2007, 209), lifestyle is more related to buying behaviour referring to the pattern of consumption habits that reflects how a person allocates his or her time and money.

According to Solomon (2007, 197), consumers' personalities are important in terms of buying behaviour in the sense that they often reflect unconscious motives underlying purchasing decisions. People cannot necessarily automatically recognize the real motive or reason for buying a certain product or brand. This assumption has been derived from Freud's theory of personality where the human mind consists of the id (directs a person towards immediate satisfaction without thinking about the consequences), the superego (the counterweight to the id) and the ego (the referee between the id and the superego that tries to mediate between temptation and virtue).

In addition to the Freudian theory, there are also many other personality theories of which the most suitable to this study is the trait theory. The trait theory is an approach to studying personality that focuses on identifying *personality traits* which are those distinguishing characteristics that define a person. Some traits related to personality that are important in terms of consumer behaviour are innovativeness (how willing a person is to try new products/brands), materialism (value placed on buying and owning products/brands), self-consciousness (the degree of pressure for conformity), need for cognition (the degree to which a consumer likes to think). (Solomon 2007, 201.) On the other hand, according to Asch and Wolfe (2001, 25), traits used to describe personality include self-confidence, dominance, autonomy, deference, sociability, defensiveness and adaptability.

In addition to people, brands can also have personalities. Consumers are often likely to choose and buy brands whose personality reflects their own in order to identify themselves with the brand and justify buying decision (Kotler & Keller 2009, 197).

Even though people come from the same culture, subculture and social class and they have the same kind of education and occupation, they may still have very different lifestyles. An individual's way of living is partly influenced by whether he or she is money constrained or time constrained. Consumers who are money constrained tend to be price-conscious, whereas time constrained people are prone to multitasking, that is, doing two or more things simulta-

neously. For time constrained people time is more important than money, and they are often willing to pay more for the products and services they desire. (Kotler and Keller 2009, 200.)

## 2.2 Perceptions

According to Kotler and Keller (2009, 203) and Asch and Wolfe (2001, 25), the process by which people select, organize and interpret information in the mind is called perception. With the help of perceptions people create a meaningful picture of the world. Noel (2009, 94) notes that before perceiving anything, people have to first be exposed to an object and also pay attention to it. This chain of events of exposure, attention and perceiving is played out many times during one day.

In terms of studying consumer behaviour, people's perceptions are more important than reality because perceptions are what actually affect a consumer's behaviour. Asch and Wolfe (2001, 25) note that when a consumer has recognized a need or a want to buy something, the way that the consumer acts is influenced by his or her perception of the situation. Because all people have their subjective way of forming perceptions, different people can have different kind of perceptions of the same object or situation. Perceptions are formed through a three stage process that consists of selective attention, selective distortion and selective retention. (Kotler & Keller 2009, 203.)

According to Kotler and Keller (2009, 203), the process of allocating the mind's processing capacity to some stimulus is called attention. People have to select the stimuli they pay attention to, because the mind can only process a limited amount of information at one time. This process by which people screen out most stimuli is called *selective attention*. Some of the allocation of attention is purposeful and some is involuntary. In other words, people pay attention to things consciously as well as unconsciously. Unconscious, also known as involuntary, attention allocation happens when something grabs concentration without a person making the conscious choice of paying attention to it. (Kotler & Keller 2009, 203-204.)

When it comes to conscious and purposeful allocation of attention, people tend to notice stimuli that relate to their current needs. A person, who wants to buy facial cleansing foam, will most likely pay more attention to cleansing foam advertisements than a person who is not in the need of that specific product. People are also more likely to pay attention to stimuli that they anticipate, in other words, more likely to pay attention to skin care products in a cosmet-



ics store than in a food store. A third attention grabber in terms of allocating processing capacity, are discounts. People are more likely to notice stimuli whose deviations are larger compared to the normal size of the stimuli. (Kotler & Keller 2009, 204.)

According to Kotler and Keller (2009, 204), sometimes the stimuli people notice is not perceived in the way it was intended by the sender. The tendency to make sense of information in the way that fits people's assumptions is called *selective distortion*. Consumers are sometimes likely to interpret information so that it is consistent with their previous knowledge of brands and products. Selective distortion can cause a phenomenon where consumers distort neutral or unclear information about a brand to make it more positive based on the beliefs and expectations they have of that certain brand. For example, a consumer can imagine that a wrinkle cream from their favourite brand seems to work better than the cream of a less familiar brand even if no noticeable difference really exists.

Consumers are likely to remember positive things about a product or a brand they like but tend to forget all the good points about a competing product or a brand. The retaining of information that supports our attitudes and beliefs is called *selective retention*. (Kotler & Keller 2009, 204.)

All the above mentioned three ways of perceiving, selective attention, selective distortion and selective retention affect consumer buying behaviour and contribute to one purchase decision over another that a consumer chooses to make. According to both Kotler and Keller (2009, 204) and Solomon (2007, 63), there is also a fourth way of perceiving called *subliminal perception* where advertising messages are perceived unconsciously and below the threshold of recognition. Subliminal perception is not relevant in terms of this study because the stimulus in it is perceived below the level of the consumer's awareness and thus it does not support the purpose of this study.

### **2.2.1 Senses**

Another factor related to perceptions in terms of this research is the senses with which we pick up stimuli. Altogether, there are five senses: vision, smell, hearing, taste and touch of which vision, smell and touch will be taken into consideration in this study. Because of the nature of facial skin care products as a topic in this thesis, taste and hearing are not of further relevance.

## **Vision**

Vision is one of the five senses with which we perceive different stimuli. According to Noel (2009, 96) and Solomon (2007, 51), marketers use many different kinds of visual elements in product design in order to attract customers because the design of the product has a huge influence on how it is perceived by consumers.. These visual elements include for example the product's size, styling and colour.

Similar to Noel (2009, 96), also Solomon (2007, 51) states that colours may influence consumers' emotions, moods and attitudes rather directly. They both agree that the colour blue is often perceived as being relaxing and calming whereas the colour red evokes feelings of arousal. Moreover, Solomon (2007, 51) adds that the colour blue arouses positive feelings about the future and the colour red increases appetite. Solomon (2007, 52) also pays attention to the fact that women tend to like brighter colours and are also more sensitive to delicate patterns and shadings than men. In addition to gender, age too affects consumers' responsiveness to colour. Older people usually prefer white and other bright tones because as people age their eyes mature and vision takes on a yellow cast which makes the colours look blunter.

Because colours evoke very strong emotional feelings, they are a very important factor to take into consideration in package design (Solomon 2007, 53). Noel (2009, 96) notes that even though colour is rarely a reason for choosing one brand over another, it is the first thing a consumer sees and thus impacts buying behaviour.

## **Smell**

Scents and odours are processed by our most primitive part of the brain by the limbic system. This is where all the immediate emotions are experienced. (Solomon 2007, 56.) Thus, scents can also influence consumer behaviour by creating positive or negative emotions. Facial skin care products are one product category that uses scents as a way to persuade consumers to buy. According to Solomon (2007, 55) and Noel (2009, 97), odours can evoke memories and therefore create either good or bad feelings in an individual. Solomon (2007, 55) adds that odours can also relieve stress. He continues that if a consumer is exposed to a certain scent while seeing an advertisement displaying an image of the similar odour, he or she is more likely to put more effort into processing product information and comparing different product alternatives within the specific product category in question.

## Touch

Because this research focuses on buying behaviour related to facial skin care products, touch is another one of the five senses that can be assumed to have influence on the choices consumers make. Many women like to for example try on facial cream and see how it feels before making a final purchasing decision. According to Solomon et al. (2006, 44), sensations of the skin stimulate or relax emotions and feelings. In textiles, men tend to favour roughness whereas women often like smooth fabrics.

Tactile simulation's effect on consumer behaviour has not been studied extensively but mere observation reveals that the sensation of touch is an important factor when determining which product alternative to choose. One example of this is the little samples that many cosmetics companies place of their products in between the pages of women's magazines. The consumers can then try on the products and determine whether they like how they feel on their skins.

### 2.2.2 Overview of the perceptual process

Below is illustrated an overview of the perceptual process as described by Solomon et al. (2006, 37).

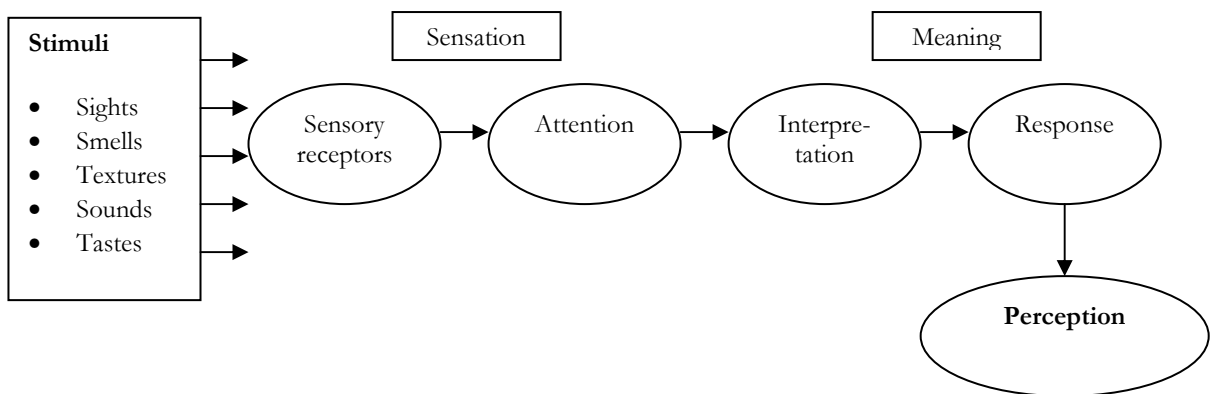


Figure 2. An overview of the perceptual process (Solomon et al. 2006, 37)

The whole process of perceiving begins when stimuli is picked up by one or more of the five senses: vision, smell, touch, hearing or taste. In this study, only vision, smell and touch are into account as they are the three senses that are of relevance in terms of the topic. After being exposed to stimuli and the stimuli has been picked up by sensory receptors, attention is allocated to the sensation. When the stimuli have grabbed a consumer's attention, he or she

makes his or her own interpretation of the information. The interpretation is based on personal factors and the same stimulus may be interpreted in a different way by different people. At this point, response and some kind of a meaning are given to the information which means that the stimulus has been perceived.

### 2.3 Values and goals

Values have a great impact on the type of buying behaviour a consumer engages in. Values also determine the type of goals people set for themselves. According to Solomon (2007, 136), consumers buy products and services because they think that those products or services are going to help them in reaching a certain value-added goal. Some people for example seek to purchase products that will make them look younger, thinking that it is more preferable to looking old.

Business Dictionary (2010) defines values as important and enduring beliefs or ideals about what is good or desirable and what is not. Values are shared by members of a culture and they have major influence on the behaviour of an individual and serve as guidelines for behaviour in different situations. Evans et al. (2006, 20) define values as durable beliefs that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite mode of conduct or end-state existence. Solomon (2007, 136) agrees with Evans et al. (2006, 20) in that a value is a belief that some condition is better than its opposite.

*Core values*, in other words, belief systems that guide attitudes and behaviour, are huge determinants in consumer behaviour. Core values go much deeper than mere behaviour or attitudes of people because at a basic level they determine people's choices and desires over the long term. (Kotler & Keller 2009, 200.)

Evans, Moutinho and Van Raaij (1996, 25) distinguish two different types of values: *instrumental values* and *terminal values*. Instrumental values include for example honesty, friendliness and morality and they are a way to reach a certain goal; by being friendly people can have lots of friends. Terminal values on the other hand can serve as goals themselves for many people. Terminal values are often linked to growth and self-actualization and include such values as wisdom, inner harmony, freedom and equality.

Sheth, Newmann and Gross (1991, 7) believe that a market choice or a purchasing decision is multidimensional involving several values. According to Sheth et al. (1991, 7), there are five different values that have an effect on market choice. These five values are *functional value*, *social value*, *emotional value*, *epistemic value* and *conditional value*.

Some market choices depend on how much functional or utilitarian value is associated with the alternatives. Other purchasing decisions may be affected by social value; consumers buy products that carry an image that is consistent with the norms and values of their friends or convey a social image they want to communicate. However, market choices can also be made based on their ability to cause emotion. Many products and services suggest certain desired emotions. A large share of purchase decisions is also influenced by curiosity and a motivation to seek novelty and knowledge. People purchase products or services that satisfy their curiosity, provide new experiences or enhance their general knowledge, in other words, they choose products based on their epistemic value. Finally, some buying decisions are dependent on the situation and the circumstances faced by the consumer in that specific situation. A person who is driven by conditional value may adapt his or her plan or typical pattern of choice because of the situational circumstances.

In terms of this study, values related to ecological matters are the most relevant. This is because understanding the effect of ecological values on consumption choices is important for the case company's success in business.

## **2.4 Attitudes**

The attitudes of consumers can have a significant effect on buying behaviour. Noel (2009, 98) defines *attitudes* as general, durable evaluations of attitude objects. An attitude object can be a person, object, advertisement or an issue that a consumer has strong feelings towards. Kotler and Keller (2009, 210) define attitude as a lasting favourable or unfavourable feeling, emotion, evaluation or action tendency toward an object or idea. Attitudes can be extremely difficult to change because of their enduring and emotional nature.

According to Noel (2009, 98) as well as Evans et al. (1996, 206) and Evans et al. (2006, 68) an attitude consists of three components which are a *cognitive*, *affective* and *conative* component. Evans et al. (1996, 206) discuss that cognitive component includes things that a consumer knows

and believes about a certain topic. Noel (2009, 98) agrees that cognitive component is about a consumer's thoughts and beliefs; it is what the consumer thinks about a certain topic.

Affective component of attitudes is related to the feelings that a consumer has toward a certain attitude object. The feelings and emotions in the affective component emerge from what is known about the topic, that is, the cognitive component. (Evans et al. 1996, 206.) According to Noel (2009, 98) affective component is the feeling part of attitudes and it captures the either positive or negative overall assessment that a consumer has of a certain topic.

Similar to Evans et al. (1996, 206), Noel (2009, 98) states that the conative component includes the actions and behavioural intentions that a consumer has. Evans et al. (1996, 206) note that the conative component is a result of the two previous, cognitive and affective components.

Kotler and Keller (2009, 210) discuss that attitudes are formed through experience and learning and that attitudes influence buying behaviour. Noel (2009, 99) notes that some attitudes may also be formed based on research; a consumer may read reviews about an interesting product and discuss it with his or her friends and form an attitude based on the acquired information. Attitudes may also be formed through feelings. Consumers might form an attitude toward a product by experiencing it.

## **2.5 Price effect**

One of the factors affecting consumer behaviour that is relevant in terms of this study is pricing. According to Evans et al. (1996, 270), price can be defined as the thing that a consumer has to give up to buy and obtain a certain product.

In addition to the monetary amount a consumer pays for a product, there are also other costs involved that affect the perception of price. These include time, cognitive activity or elaboration and behavioural effort. Thus, all together there are four basic types of costs. The monetary value of a product is often considered as the main cost. It may be perceived very differently by different consumers depending on their income level, personal budget and other demographic and psychographic variables. Most consumers also calculate the time used to learn about a product or travel to purchase it as well as time spent in a store as being part of the costs included in a product. However, sometimes the process of searching for information

and shopping for a product is considered an enjoyable experience rather than a cost. (Evans et al. 1996, 270-273.)

According to Evans et al. (1996, 273-274), the cognitive work, in other words, thinking and deciding which product to buy can be considered as an additional burden in purchasing and thus as a major cost. Simple decision-making rules are often used to reduce the costs involved in cognitive elaboration. The last cost that consumers often calculate as part of the price of a product is the behavioural effort used to acquire it. This means the actual behaviour and action required to purchase the product such as walking around a shopping mall or flipping through a catalogue. Similar to the time spent on searching for information, these behavioural efforts can also be considered as being fun rather than a cost and it is very dependent on the consumer how he or she interprets each cost. The authors also mention that all of the costs are not always considered in every purchase situation.

Usually when a consumer makes a purchase, the value of the purchased item must be greater than its costs. In other words, the perceived benefits of a product must exceed the expenses of acquiring it. (Evans et al. 1996, 275.)

Price affects consumer behaviour in many ways and one of its aspects in terms of consumer behaviour is the price-quality relationship. Similar to Solomon (2007, 325), Evans et al. (1996, 284) discuss that consumers often perceive a strong relationship between the price of a product and its quality. Consumers tend to think that the higher the price of a product, the better the quality, especially when there is little or no other information available for the consumer to make judgements about the product quality. However, price becomes less important as an indicator of quality when a consumer receives more product information. (Evans et al. 1996, 284.) Solomon (2007, 325) also reminds that the price-quality relationship is not always justified.

Consumers' expectations related to standard price levels are important in analyzing consumer behaviour in terms of pricing. Consumers often develop a standard price for a product, in other words, an idea of what is regarded as a fair price for a certain type of product. This standard price that a consumer expects is then used as a basis for comparing the prices of other brands. For example, a consumer may perceive a product suspicious if the product is a lot cheaper than the standard price he or she has set to that specific product category. Thus, consumers have developed an acceptable range of prices that is determined by an upper limit (the

limit above which the product is considered as being too expensive) and a lower limit (the limit below which the product's quality is perceived as suspiciously low). (Evans et al. 1996, 286.)

According to Asch and Wolfe (2001, 27), consumers' standard price, also called reference price, is often influenced by the prices that consumers recall to have seen in the past. A past price has the strongest influence on the standard price when a consumer has actually paid it for a product rather than just seen or observed it in a store. One implication of the effect of past prices on the formation of an accepted reference price is that consumers are usually more likely to accept small price increases frequently than big increases that are made more seldom.

Asch and Wolfe (2001, 29) also recognize that consumers tend to read price digit information from left to right which leads to the consequence that prices are often expressed with odd endings such as 1,99, or 9,99. When processing a price digit, consumers tend to look at the first number on the left and use that as a quick reference point to evaluate the actual price.

## **2.6 Marketing communications**

According to Fill (2002, 3), marketing communications is a process in which organizations engage in, in order to communicate and have a dialogue with their various audiences. To do this, organizations create, present and evaluate messages to certain stakeholder groups. The purpose of marketing communications is to affect the perceptions, comprehension and actions of a target audience towards a company and its products and services.

There are five tools that can be recognized in marketing communications as means to deliver a message to target audiences. These five tools are *advertising*, *sales promotion*, *public relations*, *direct marketing* and *personal selling*. (Fill 2002, 15.) According to Fill (2002, 620), public relations concerns the activities that pursue to affect the attitudes and opinions that different stakeholders have toward an organization. Public relations often seeks to influence the whole public's opinion and it is therefore not very relevant to this study as public relations is often too broad an activity for consumers to recognize as a determining factor in their purchasing behaviour.

In terms of this study, the most relevant marketing communication tools are advertising, sales promotion, direct marketing and personal selling. This is because all of the four forms of marketing communications can be identified in the facial skin care product sector and they can



all have a direct, recognizable impact on consumer behaviour. These four forms will be discussed further in the following paragraphs.

Consumers are surrounded by all kinds of marketing stimuli that, in one way or another, affect their buying behaviour (Solomon et al. 2006, 14). In cosmetics markets, heavy advertising with famous models and spokeswomen is often used to allure consumers to buy different products. According to Solomon et al. (2006, 186), for example the French cosmetics company L'Oréal persuades millions of women all around the globe to buy their products by promising them the feeling of Parisian chic and associating their products with sexy spokeswomen. In other words, cosmetics companies try not only to sell a brand to consumers but also an image that is associated with certain characteristics or qualities.

According to Fill (2002, 486), by advertising a company can influence consumers by informing or reminding them of its products and services. Advertising is also used to convince consumers or help them differentiate a product or a company from their competitors in a certain market. Kotler and Keller (2009, 526) mention that advertising can be applied in building up a long-term image of a brand or generating quick sales. They also note that the mere presence of advertising may increase sales because consumers might believe that a brand that is advertised a lot must offer good value. Fill (2002, 461) agrees with Kotler and Keller in that products that are heavily advertised are perceived as being of higher quality and consumers are more likely to buy brands that are advertised.

Fill (2002, 492-493) argues that according to the strong theory of advertising, much of advertising works on the basis that it can have an effect on the knowledge, attitudes, beliefs and behaviour of a consumer. Advertising can persuade consumers to purchase a product that they have never used before. However, according to the weak theory of advertising, consumers' buying behaviour and pattern of purchasing is more based on habit than by exposure to advertisements. The weak theory of advertising suggests that people only pay attention to the advertisements of those products that they have prior knowledge of, in other words, products that they are already using or products that they have heard of before. The trial purchase of a product can be provoked not only by advertising but also retail availability and word-of-mouth.

Another part of marketing communications affecting buyer behaviour in addition to advertising is sales promotion. The purpose of sales promotion is to offer consumers some additional

value as an encouragement to stimulate an immediate purchase (Fill 2002, 558). There are a number of different sales promotion techniques of which Kotler and Keller (2009, 527) mention coupons, contests and premiums. Fill (2002, 558) also mentions coupons and premiums as important sales promotion techniques but he also adds price-offs to the list. According to Fill (2002, 558), what is similar to all of these techniques is that they all offer a stimulus or an incentive that allures consumers as receivers of the promotional messages to purchase a product today instead of the next day or the following week. The added value to the product is meant to encourage the consumer to buy the product sooner rather than later.

In this research the focus on sales promotion will be on word-of-mouth, also known as buzz. Buzz is the chatter about some interesting thing that spreads from consumer to consumer (Lewis & Bridger 2001, 104). Word-of-mouth is often spread by social networks such as MySpace or Facebook but it can also be spread with face-to-face conversations. According to Kotler and Keller (2009, 585), consumers talk about dozens of brands every day. Many of the brands discussed are media and entertainment products such as movies or TV shows but also other types of products are often talked about. As mentioned previously, reference groups such as friends or family and their opinions about certain products can have a great influence on consumer behaviour. According to Fill (2002, 461), consumers prefer to purchase products that have been recommended to them through personal communications more than products that have not been recommended.

Lewis and Bridger (2001, 104) also agree on that consumers are likely to value the opinions of other consumers. They say that the reason why buzz or word-of-mouth is often rated high in credibility is that it usually tells the truth, whether it is positive or negative, about a certain product or a brand. According to Noel (2009, 57), nowadays consumers don't no longer have to rely on face-to-face conversations when they want to share opinions regarding products or services because of the Internet. Glossy.fi (Glossy.fi 2010) is a good example of a website where people can share their opinions of and give ratings to cosmetics products.

Direct marketing, according to Kotler and Keller (2009, 573), is marketing through consumer-direct channels without using any middlemen. Direct marketing channels can include for example direct mail, catalogue marketing, telemarketing, interactive TV and web sites; basically any marketing channel that enables a direct response from the consumer. De Pelsmacker, Geuens and Van den Bergh (2010, 440) have the same view with Kotler and Keller (2009, 573) and they define direct marketing as a way of contacting customers with the purpose of

getting an immediate and measurable reaction. Furthermore, De Pelsmacker et al. (2010, 440) note that direct marketing enables communication with consumers in a personalized and interactive way.

According to De Pelsmacker et al. (2010, 440) catalogues are one of the best examples of direct marketing as a direct sales channel. Catalogues are also the most relevant form of direct marketing in terms of this research as they are used by some cosmetics companies in marketing and selling their products. For example, the international cosmetics company Oriflame (Oriflame 2010) has based its business on direct sales through catalogues. Their products are sold all over the world by independent sales people who use catalogues as means to directly market and sell make-up and skin care products to consumers.

Fourth form of marketing communications in addition to advertising, sales promotion and direct marketing that is studied in this research is personal selling. According to Fill (2002, 687), personal selling is a form of marketing communications that involves a face-to-face dialogue. In addition to the opinions of friends, family or other consumers, the opinion of sales personnel in a store can also influence consumer behaviour. Kotler and Keller (2009, 512) define personal selling as face-to-face communication where the sales person interacts with a prospective customer by making presentations, answering questions and procuring orders. In terms of this study, order procurement is not as relevant as presenting the product and answering questions because it is more related to business-to-business sector. In this thesis, personal selling is regarded as the face-to-face interaction between a sales person and a consumer in a store in a situation where the consumer has the possibility to make a purchase.

Personal selling is a very effective tool in the later stages of the buying process and it can be used to build up brand preference as well as conviction and action. There are three characteristics that can be identified in personal selling: *personal interaction*, *cultivation* and *response*. Personal interaction means that personal selling enables a situation where two or more people can have a conversation in which each party is able to observe each other's reactions and respond immediately. Cultivation on the other hand refers to the possibility of the development of a relationship between the parties involved in a personal selling situation. It is possible that the relationship between the sales person and the consumer develops from a formal selling relationship to a deep personal friendship, especially when the selling occurs frequently. The third characteristic of personal selling is response in the sense that the consumer may feel an obligation to respond to the sales talk after having listened to it. (Kotler & Keller 2009, 529.)

## 2.7 Consumer decision-making

In this chapter 2.7, the consumer decision-making process is explained. First, there is discussion about the different phases that a consumer goes through in the decision-making process after which a figure of the process is presented. After this, three consumer decision-making types, habitual decision-making, limited problem-solving and extended problem-solving are categorized. In the end of this chapter, a table describing the characteristics of limited problem-solving and extended problem-solving in relation to the decision-making process is illustrated.

An important part of understanding consumer behaviour is to know how consumers make purchasing decisions. The consumer decision-making process begins when a consumer realizes he or she wants to make a purchase to satisfy a need. The decision-making process thus starts with problem recognition which is followed by four other stages: information search, evaluation of alternatives, the actual purchase decision and post-purchase behaviour. (Kotler & Keller 2009, 207.) Similar to Kotler and Keller (2009, 207), Asch and Wolfe (2001, 36) also recognize the same five stages in the consumer decision-making process.

Solomon et al. (2006, 259) note that the amount of effort that a consumer puts into the process depends a lot on the importance that the subject in question has to the consumer, in other words, it depends on how motivated the consumer is to use time and energy to satisfy a certain need. Sometimes the decision-making process happens almost automatically and all the five stages are not included it. However, sometimes consumers put a lot of effort to going through each step of the process carefully.

The degree to which consumers are willing to put effort into the decision-making process depends on *the motivation* that the consumer has toward the matter. Often, cognitive factors drive motivation more than biological ones. *Expectancy theory* explains that consumer behaviour is largely shaped by expectations of achieving a certain desired outcome. According to the expectancy theory behaviour is not pushed from within but rather pulled by expectations; consumers choose to purchase a certain product because they expect it to have more positive outcomes than choosing some other product. (Solomon et al. 2006, 93.)

### 2.7.1 Problem recognition

According to Solomon et al. (2006, 263), a consumer purchase is always a response to a problem of some kind. The consumer decision-making process begins with the realization that there is a significant difference between the consumer's current state of affairs and the desired ideal state. In other words, the consumer perceives there is a problem to be solved. According to Solomon et al. (2006, 90) the recognition of a need or a problem creates motivation which in turn drives the consumer to behave in a certain way in order to satisfy the occurred need. The desired ideal state that the consumer is aiming at is called a goal.

According to Solomon et al. (2006, 263) and Noel (2009, 136), a problem can arise in two different ways: the consumer either recognizes a need or an opportunity. *Need recognition* occurs when the quality of a person's actual state can move downward without a purchase, for example when a consumer runs out of wrinkle cream. On the other hand, *opportunity recognition* arises when the consumer's ideal state can move upward and he or she is exposed to different or better quality products. Either way, the problem recognition always begins by the realization of the gap between the actual state and the ideal state.

Needs can be categorized in two basic types: *biogenic* and *psychogenic needs*. Biogenic needs are needs that people are born with. These include needs for maintaining life, such as water, food, air and shelter. However, people also have many other needs that are not innate such as need for status, power and affiliation. These needs are called psychogenic needs that we acquire and that reflect the priorities of our culture. (Solomon et al. 2006, 94.) Of these two types of needs, psychogenic needs can be applied to buying behaviour related to facial skin care products.

According to Solomon et al. (2006, 94) the way that a need is satisfied depends on a person's cultural environment, learning experiences and unique history. The particular way in which a consumer satisfies a need is called want. For example, two people can have a similar type of need, a need for facial cream, but the way each person goes about satisfying that need may be very different. One person may want just whatever product is the cheapest whereas another person may want the product that she expects brings the most benefits to her skin whatever the cost.

According to Kotler and Keller (2009, 208) and Asch and Wolfe (2001, 36), a problem or a need can arise based on *internal* or *external stimuli*. An internal stimulus is a person's so called normal need such as hunger or thirst and when this kind of a primary need rises to a threshold

level, it becomes a drive that urges a consumer to make a purchase. On the other hand, a problem or a need can also be triggered by external stimuli. A person may admire a friend's new designer clothes or expensive skin care products and this triggers thoughts about the possibility of making a purchase.

While problem recognition sometimes occurs naturally, it is often encouraged by marketing efforts. Many advertisers try to create different kinds of needs and problems for consumers to initiate the decision-making process in order to convince them to buy their products. This is often done by attempting to create a new ideal state or to make the consumer unhappy with his or her current actual state. "Before" and "after" imagery is often used with many products to illustrate a new ideal state. This motivates the consumers to want to look different than they currently do and thus find a solution to a problem of reaching the new ideal state. (Noel 2009, 138.) The above described tactic is also often used in facial skin care product advertising.

Marketers can influence problem recognition also by creating *primary* or *secondary demand*. In primary demand creation the aim is to incite the consumer to use a product or a service to solve a problem or fulfil a need regardless of the brand. This type of demand creation works best with new and unique products or services that have few competitors. However, in terms of this study, secondary demand is more applicable to the case. The purpose of creating secondary demand is to convince the consumer that a certain brand can solve a problem better than another; the consumer is prompted to prefer a specific brand instead of others. Secondary demand can occur only when primary demand already exists. (Solomon et al. 2006, 264.)

### **2.7.2 Information search**

After having recognized a problem or a need, a consumer has to find information on how to resolve it. There are two basic search types that can be identified in information search phase of the decision-making process: *heightened attention* and *active information search*. In heightened attention, a consumer simply becomes more observant of information, advertisements, purchases by friends and conversations about the subject in question. In addition to increased attention, a consumer may also actively search for information about a certain topic or product of interest by finding material to read, engaging in search activities to obtain information or communicating with friends. This deliberate search for information is called active information search. (Asch & Wolfe 2001, 36.)

Tantamount to Noel (2009, 140), Solomon et al. (2006, 266) recognize two different types of information sources: *internal* and *external* sources. Noel (2009, 140) notes that the process of searching information usually begins with an internal source by doing an internal search in which a consumer searches information from his or her own memory. People usually have quite a lot of information stored in their memory as a result of prior experiences and life itself. When a consumer phases a problem or recognizes a need, this prior knowledge is then scanned through and used to help find a solution to the problem. (Solomon et al. 2006, 266.)

Internal search is often not enough to gather enough information to make a justified purchasing decision. Therefore, it is usually followed by external search. External search encompasses all the possible sources of information outside the consumer's mind; these include for example friends, advertisements and other media. However, it would be wrong to assume that consumers always collect as much information as possible. Instead, they often weight the cost of getting additional information against the benefits that the information can provide such as a better price. (Noel 2009, 140.) Asch and Wolfe (2001, 37) also note the amount of search a consumer is willing to do, depends on the motivation and interest toward the purchase, the information that the consumer already has about the subject and the ease of obtaining additional information.

Contrary to Noel (2009, 140) and Solomon et al. (2006, 266), Asch and Wolfe (2001, 37) define four different types of consumer information sources which include *personal sources* (friends, family, colleagues), *commercial sources* (advertising, sales personnel, displays), *public sources* (mass media, consumer organizations) and *experiential sources* (examining and using the products, experiences). Of these four, personal, commercial and public sources are external and experiential internal in relation to the consumer as recognized by Noel (2009, 140) and Solomon et al. (2006, 266).

In general, consumers get most of the information used in making a purchase decision from commercial sources which are dominated by the firms who make the products. People also get a lot of information from personal sources and this type of information usually tends to have the most impact. Each source of information may serve different purposes in affecting buying behaviour; commercial sources are often informal whereas personal sources perform a more evaluative and justifying function. The impact and effectiveness of each source type depends on the characteristics of the consumer and the product category in question. (Asch & Wolfe 2001, 37.)

The information search that occurs after a consumer has recognized a need and looks for specific data related to it is called *pre-purchase search* (Noel 2009, 140). Solomon et al. (2006, 265) and Noel (2009, 140) note that in addition to searching for information when a need occurs, consumers also often engage in *ongoing search*; consumers constantly pay attention to and look for information on a given topic. Many people for example enjoy browsing through catalogues or magazines without a specific need to buy anything.

### 2.7.3 Evaluation of alternatives

After gathering information on how to resolve an occurred problem, a consumer must evaluate the alternatives available and make a decision of which of them to choose. According to Solomon et al. (2006, 272) evaluation of alternatives is usually the phase in the decision-making process to which consumers put the most effort in. In some cases there may be so many alternatives available that it is hard to decide which of them to choose. In terms of understanding consumer behaviour, it is important to know how consumers make decisions and what kind of criteria they use to choose one product over another.

According to Solomon et al. (2006, 273) as well as Evans et al. (2006, 53) the alternatives that a consumer actively considers as being the different purchase options are called the *evoked set*. The evoked set consists of those products that the consumer already has knowledge of and is thus able to bring to mind when evaluating different alternatives. The evoked set includes both brands that the consumer likes and also brands that the consumer does not like or is indifferent towards.

The alternatives that the consumer is able to remember in his or her evoked set but for some reason would not consider buying are called the *inept set*. In other words, products that the consumer has no interest towards form the inept set. The *inert set* on the other hand consists of those products that the consumer is aware of but would definitely not buy based on bad experience for example. The inert set also includes products that the consumer has heard negative things about and for that reason do not wish to purchase. (Evans et al. 2006, 53; Solomon et al. 273.)

In evaluating different alternatives and making a distinction between the different purchasing options, consumers use different evaluative criteria. An evaluative criterion is a dimension that a consumer uses to compare and judge product attributes. Consumers tend to see the criteria



on which products differ as more important than the criteria on which they are similar. This is especially the case when the alternatives are very much alike and a consumer has to make a justified decision among them. (Solomon et al. 2006, 277.)

According to Solomon et al. (2006, 278) the attributes that consumers use to make a distinction between different alternatives are called determinant attributes. One example of a factor that consumers use as a determining attribute is the use of natural ingredients in products.

#### **2.7.4 Purchase decision**

After recognizing a need, searching for information and evaluating different alternatives, according to Evans et al. (1996, 99) consumers often use decision rules in order to make a choice among different product and brand options. A decision rule, also known as a heuristic, assigns value to a product option and it also determines the criteria based on which a decision is made. Moreover, Solomon et al. (2006, 279) note, similar to Kotler and Keller (2009, 212) that in order to make decisions simpler, consumers use heuristics and make assumptions that serve as shortcuts to more complex processing of information.

Kotler and Keller (2009, 212) define two different factors that can come in between of intended purchasing decision and actually executing it. These two intervening issues are *attitudes of others* and *unanticipated situational factors*. The attitudes of others can reduce a consumer's preference for a certain product alternative. The greater the other person's negativism is and the closer he or she is to the consumer, the more likely the consumer is to change his or her purchase intention according to the other person's attitudes. In other words, the degree to which another person's attitudes affect a consumer's behaviour depends on how negative the other person's attitudes are and how close the consumer and the other person are to each other emotionally. However, the opposite is also true: the more someone the consumer is close to prefers a product the consumer dislikes, the more likely the consumer is to start having positive feelings toward the product.

Unanticipated situational factors are the other reason why consumers often might change their mind about an intended purchase decision. Unanticipated situational factors include things like losing one's job or disliking a salesperson in a store. It is important to note that purchase intentions and preferences toward certain products and brands are not always reliable predic-

tors of consumer buying behaviour because of the above mentioned two factors. (Kotler et al. 2009, 213.)

Sometimes consumers do not spend a lot of time looking for information and evaluating alternatives but engage in *impulse buying*. According to Evans et al. (1996, 87) consumers often purchase products on impulse. In impulse buying consumers purchase something without planning it because of a sudden but powerful urge to obtain a product offering immediately. Because impulse buying is often very sudden, the consumer doesn't usually spend a lot of time or put much effort into the two stages in the consumer decision-making process, information search and evaluation of alternatives, which occur between need recognition and the actual purchase. Evans et al. (1996, 89) also mention that many cultures impulse buying is disapproved of.

In terms of this study, there are two styles of impulse buying that can be seen as relevant. These are *accelerator impulse buying* and *compensatory impulse buying*. In accelerator impulse buying behaviour, a consumer purchases things for stock; consumer may purchase a product because it is on sale even though he or she does not have an urgent need for it. Compensatory impulse buying on the other hand occurs when a consumer makes a purchase to reward oneself or when a consumer buys something as a consolation when he or she is feeling down and in low self-esteem. (Evans et al. 1996, 87.)

However, even though consumers use heuristics and decision rules, their decisions are not always necessarily logical. An important thing to note is that consumer purchasing decisions are very often based on normative and emotional factors rather than purely rational justifications (Evans et al. 1996, 89).

In this study, the focus is on the first four steps of the buying decision process. Thus the fifth phase in the process, post-purchase behaviour, is not included in the research although it is noted that it includes the experiences that the consumer gets from a product and uses as a guide in the four previous steps.

### **2.7.5 A model of consumer decision-making process**

Below is a figure of the consumer decision-making process that is based on Kotler and Keller's (2009, 208) model. I have modified the model according to the theory presented previously in chapters 2.7.1-2.7.4.

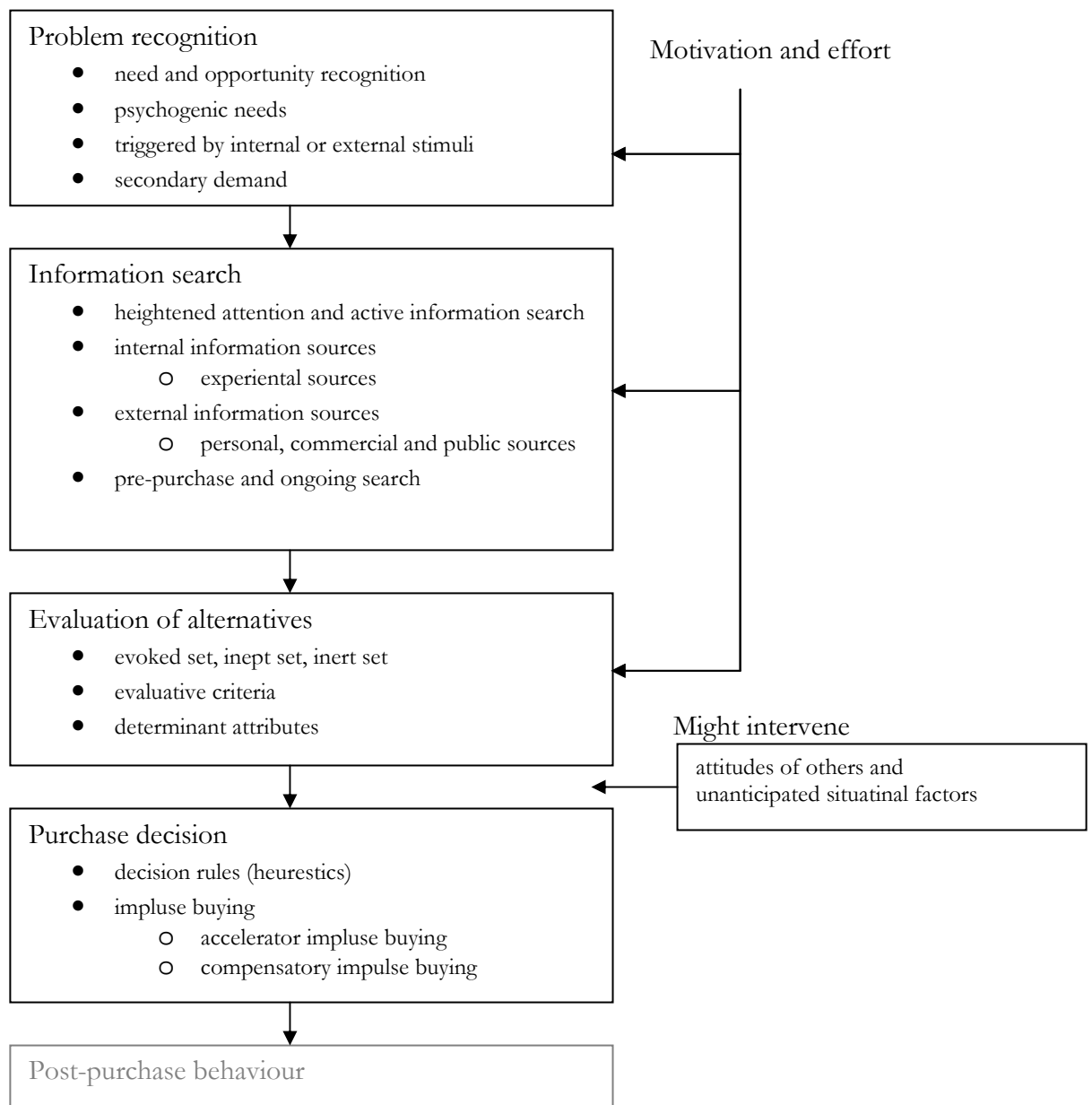


Figure 3. Five-stage model of the consumer buying process

As illustrated above, the consumer decision-making process consists of five different phases. The process begins with the recognition of a need or a problem which can be triggered either internally (for example dry and itchy skin) or externally by marketers (longing for a fresh, young looking skin). A consumer then searches for information on how to satisfy the need or solve the problem. Information can be found for instance from commercial sources like ad-

vertisements but it can also be received verbally from an acquaintance or a friend. After this, the consumer must evaluate the different purchase alternatives and make a purchasing decision. To make a justified buying decision between the possible options, consumers use decision rules and different evaluative criteria.

However, not all consumers go through all the steps each time they make a purchasing decision. Rather, the amount of effort put into each step depends on for example the type of decision in question and the motivation of the consumer as well as situational factors. Consumers are more likely to put more effort into the process when the purchase they are making is of high interest to them or very expensive. Sometimes decisions are made fast because of lack of time and sometimes consumers can spend hours looking for the right brand of facial cream for instance.

### **2.7.6 Types of consumer decisions**

One way of characterising the consumer decision-making process, is to consider the amount of effort that a consumer puts into the decision each time it must be made. Three different types of consumer decisions can be recognized based on the effort that goes into the decision-making: *habitual decision-making*, *limited problem-solving* and *extended problem-solving*. Habitual decision-making refers to such decisions that the consumer makes with little or no conscious effort. Habitual decision-making often occurs in purchasing decisions that are routinized and characterized by automaticity with minimal effort and without conscious control. (Solomon et al. 2006, 262.)

Limited problem-solving on the other hand is something where a consumer is interested in making a decision about a purchase but does not want to use very much time or put a lot of effort into making it. This is because the risks involved are rather low and thus the consumer is not very motivated in investing valuable time and energy in the buying decision process. In limited problem-solving situations people use general guidelines and decision rules that are based on previous purchases to help them make a choice instead of having to start the decision-making process from scratch every time a decision has to be made. The consumer usually sees all the purchase alternatives as rather similar and the final choice is often influenced by store displays. (Solomon et al. 2006, 261-262.)

In extended problem-solving the consumer uses lots of time to collect as much information as possible, both from memory and outside sources, before making a purchase. Because of the purchase is of high importance to the consumer, multiple information sources are covered before making store visits. Each product alternative is considered carefully and comparisons are made. The consumer is very motivated in putting effort into the decision-making process in order to make the best choice possible among the available alternatives. Many different evaluative criteria is used because the alternatives may be perceived significantly different unlike in cases of limited problem-solving. (Solomon et al. 2006, 261-262.)

In extended problem-solving situations the consumer is willing to visit many outlets if needed and communication with sales personnel is often desirable to get as much information about the product as possible. Extended problem-solving is the most related to the traditional view of consumer decision making process and it is often triggered by a motive that is important for the self-concept of the consumer. (Solomon et al. 2006, 261-262.)

## **2.8 Theoretical framework**

I have compiled here a framework based on the theory presented in the chapter 2. The framework is based on a model of consumer behaviour by Noel (2009, 15) which I have adapted according to the specific attributes of this particular study. This framework was used as a basis for creating the research questionnaire.

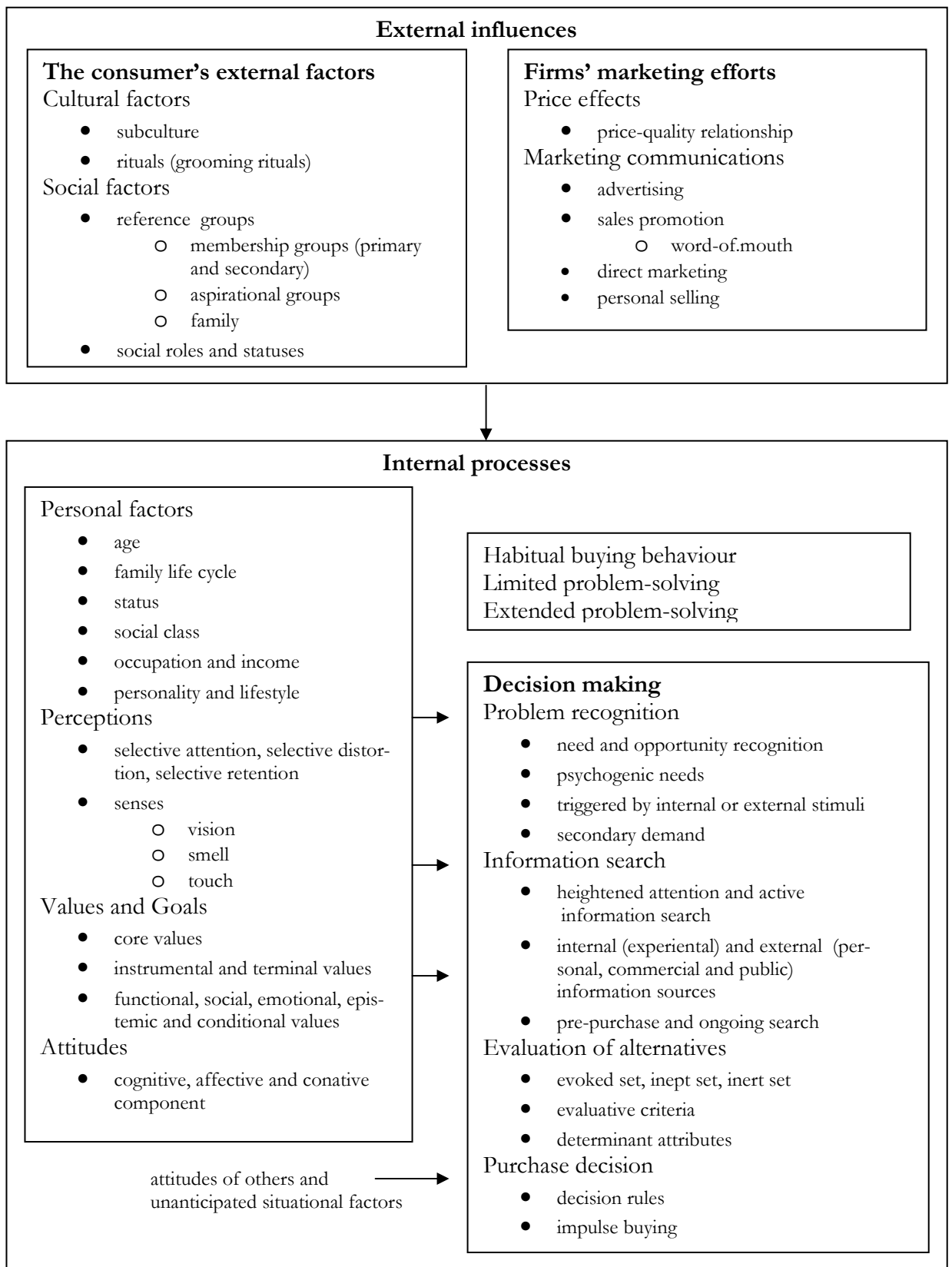


Figure 4. Theoretical framework: Consumer buying behaviour influences and process

A consumer's behaviour is affected by both external influences as well as internal processes. External influences include cultural and social factors that affect the buying behaviour of the consumer. External influences also include firms' marketing efforts such as pricing and marketing communications.

Internal processes also have a great impact on consumption choices. These processes are triggered internally and they include personal factors (for example age and occupation), perceptions, values and goals as well as attitudes that the consumer has towards a specific matter. Internal processes also encompass the consumer decision-making process and the different types of consumer decisions (for example habitual buying behaviour). Attitudes of other people and unanticipated situational factors can influence a consumer's buying decision-making.

All in all, consumer behaviour is a complex process that is affected by both internal as well as external factors. Consumer behaviour does not always follow exactly the same pattern but varies a lot depending on the consumer and situation in question.

### **3 Research methodology**

This chapter explains the research methodology chosen for this study. First, the research method is discussed after which the data collection and analysis procedures are explained. Justifications for the suitability of the chosen methods are also presented throughout this chapter.

#### **3.1 Research method**

The analytical approach chosen for this study was deductive. According to Saunders, Lewis and Thornhill (2009, 41) a deductive approach to research suggests that a clear theoretical position is developed prior to data collection. Thus, deductive approach was chosen for this study because there is an existing, strong theoretical background in consumer behaviour to which this research could be based on.

The research strategy used in this study was quantitative. According to Bryman and Bell (2007, 28), quantitative research strategy entails a deductive approach where focus is on testing existing theories. Lewis et al. (2009, 151) note that quantitative research focuses on data collection techniques and data analysis procedures that use or produce numerical data. They also note that quantitative data is based on meanings that have been derived from numbers and analysed by using diagrams and statistics whereas qualitative data is based on meanings expressed through words and analysed by using classification into categories and conceptualisation (Lewis et al. 2009, 482). Therefore, qualitative research method was not suitable for this study.

Lewis et al. (2009, 144) argue that with a deductive and quantitative approach, a survey strategy is often applied. A survey strategy is used to answer questions like who, what, where, how much and how many which were also the type of questions needed to be asked in this study. According to Lewis et al. (2009, 144) surveys allow the collection of a large amount of data. In terms of this research it was important to get a large number of responses because the subject of the study was consumer behaviour. Based on the above mentioned arguments, it was clear that the only reasonable research strategy to be used in this study was quantitative.

Furthermore, a mono research method was applied for this thesis. According to Lewis et al. (2009, 151) in using the mono method a single quantitative data collection technique, in this case a questionnaire, is combined with quantitative data analysis.



### 3.2 Data collection

The data collection method chosen for this study was convenience sampling which is a form of non-probability sampling. A non-probability sample is a sample that has not been selected using a random sampling method which means that in non-probability sampling some people are more likely to be chosen than others (Bryman & Bell 2007, 730). According to Bryman and Bell (2007, 726) a convenience sample is a type of non-probability sample that is selected because it is easily available for the researcher. In terms of this study, convenience sampling was chosen because the case company Lumene had conveniently available a group of women who had taken part in a competition in the spring of 2010 and at the same time joined Lumene's client club.

Thus, the population chosen for this study was the 505 women who had participated in a competition and in consequence joined Lumene's client club in the spring of 2010. Because the population chosen for this study was so limited, the whole population could also be used as the research sample. The group of the participants of the competition who had joined the club was selected to be the research sample as it was very convenient for Lumene to pick the group up from their registry. It was also a great way for the company to remember their new members to select them to participate in this research.

Table 2. Age distribution of the research population

Age:	Number of women
<19	44
<b>20-35</b>	<b>202</b>
36-39	36
<b>40-60</b>	<b>198</b>
60>	25

In the above table, the age distribution of the population is illustrated. These were the women who were selected to have the option to participate in this study. There were some women among the sample who were not relevant in terms of this research as they were not aged 20 to 35 or 40 to 60 years. These women were omitted in analyzing the results as the purpose of this research was to study the buying behaviour of only the two aforementioned age groups.

## Questionnaire

The data collection in this study was done by conducting a survey that was sent to the respondents by email. This method was chosen because in quantitative research it is important to have a fairly large number of respondents in order to have reliable results and an email survey met this objective well.

The case company for this study, Lumene, has a large client register and it was agreed that they could help me in reaching women who would be eligible to participate in the study. Among their register they had a group of 505 women who had joined their client club in connection with a competition in the spring of 2010 and whose email addresses were conveniently available. This was another reason for why I chose to conduct the data collection by sending the survey through email.

The survey was done by using Webropol-programme to create a questionnaire. The survey was written and implemented in Finnish as the purpose was to study the buying behaviour of Finnish women. It was more convenient for the respondents to have the questions in their mother tongue rather than in English. The questions in the survey were designed based on the determined research problem and questions as well as the theory presented in literature review. To ensure this, an overlay matrix was created (see appendix 1). By combining the theory with the research objectives, altogether 41 questions were formulated. Most of the questions were structured but there were also a few open-ended questions included. The open-ended questions were added to find out about some specific preferences in terms of facial skin care. The order of the questions was designed so that it would be easy and convenient for the respondents to answer and thus the questions do not follow the order of the literature review.

In the beginning of the questionnaire, there were a few general questions about skin care after which more specific questions about the purchasing habits of each respondent were asked. In the end of the survey, there were questions related to age, marital status, education, occupation and income in order to learn about the demographics of the respondents. The questionnaire can be found in appendix 3 in Finnish and in appendix 4 in English.

The questionnaire was sent to a test user before it was published in order to make sure that all the questions could be understood. The test user was a 46-year-old woman who received a link to the survey by email. By sending the link through email, it was ensured that the link

worked well and the questionnaire opened to another window as intended. The test user read all the questions and answered them but did not submit the survey because she was not part of the population and sample chosen for this study and she was only testing the functionality of the questionnaire. She also tested how much time it approximately took to complete the survey and this information was then added to the beginning of the questionnaire as a guideline to further respondents.

After making sure the survey was understandable and the link worked as intended, a direct link to the questionnaire was sent to Lumene's Marketing Manager Arja Havaste. Havaste then compiled an email newsletter about the survey that was sent to 505 women in Lumene-Klubi on Tuesday 19<sup>th</sup> of October (see appendix 2). The receivers of the newsletter had six days to take part in the study by answering the questions in the survey by Sunday 24<sup>th</sup> of October. This duration was chosen because it was estimated from the part of the case company Lumene that their clients would be eager to answer the questionnaire and would most likely answer to it sooner rather than later. It was assumed that the majority of the people who received the survey would answer it quite soon and that not many people would answer after six days because by that time they would have most likely already forgotten about the survey if they hadn't already answered it.

### **3.3 Data analysis**

The survey used as the primary data collection method in this study, automatically entered and saved all data at the time of the collection. This enabled convenient analysis of the results as the data was easily available in the Webropol-programme. Webropol-programme allows filtering data according to some certain condition and this feature was also used to analyze the results. To ensure that all the respondents whose answers were analyzed belonged to one of the chosen age groups, 20-35 or 40-60 years old, age categories outside this range were filtered. In addition to analyzing all the eligible 20-35 and 40-60 year-old respondents as a whole, it was important to be able to analyze each age group separately in order to find similarities and also differences among the two groups. Thus, the answers of the respondents belonging to the younger age group (women aged 20-35) and the answers of the respondents belonging to the older age groups (women aged 40-60) were also filtered separately. This ensured that the similarities and differences of the two groups were convenient to analyze.

In addition to age, life situation and interest towards cosmetics were used as additional criteria to categorize respondents and analyze data concerning the results about the use of natural ingredients in facial skin care products.

In order to be able to further analyze the data, figures and tables were needed to add a visual side to the analysis. To do this, the results were acquired from Webropol in an Excel format. In order to conduct proper statistical analysis in excel, some modifications to the acquired workbook needed to be done. Excel's statistical analysis features were then used to cross tabulate different variables and see how they were connected with each other. Figures about important issues were convenient to compile with the help of Excel's statistical analysis tools.

## **4 Purchasing behaviour related to facial skin care products**

In this section of the report, the results of the study are presented and analysed. The results are presented according to different themes discussed in the literature review and analysis is done throughout this chapter. In the end of this chapter, the validity and reliability of the research are also discussed.

In presenting and analyzing the results, the age category of 20 to 35 year-old women is commonly referred to as the younger age category or younger women and 40 to 60 year-old women as the older age category or older women.

### **4.1 Demographics of the respondents**

All together, 178 responses were received out of the 505 people the survey was sent to. According to Lumene's Marketing Manager (Havaste, A. 9.11.2010), this response rate of 35% is a very good rate when compared to some other surveys that Lumene has conducted in the same way by email in the past. The response rate of previous surveys has usually been around 20% even though there has been a prize (usually a product) drawn among the respondents as an incentive to answer unlike in this study.

Among the 178 responses, there were some respondents who did not meet the required criteria for this research, in other words, they were either under 20 or over 60 years old or were aged 36 to 39 years old. These respondents (38) were omitted when analysing the results and when talking about the respondents in this chapter 4 of the report, these respondents are not taken into consideration. There were total of 138 eligible responses that were taken into account in this study and out of these, 56 fit the younger age category (20-35) and 82 the older age category (40-60). Because the survey was sent to 202 women in the younger age category and 198 women the older, it is clear that women aged 40 to 60 were more active in answering the survey than younger women.

Table 2. Demographics of eligible respondents

<b>RESPONDENTS</b>	178			
<b>TOTAL (eligible)</b>	138 = 100%			
	<b>Women aged 20-35</b>		<b>Women Aged 40-60</b>	
	<b>Number</b>	<b>Percentage</b>	<b>Number</b>	<b>Percentage</b>
	56	41%	82	59%
<b>MARITAL STATUS</b>				
Married/in common-law marriage – no children	23	41%	20	24%
Married/in common-law marriage – with children	17	30%	32	39%
Single – with children	-	-	10	12%
Single – no children	16	29%	19	23%
<b>EDUCATION</b>				
Secondary education or lower	29	52%	46	56%
University of Applied Sciences	17	30%	23	28%
University	9	16%	13	16%
<b>INCOME (euros)</b>				
Under 20 000	30	54%	21	26%
20 001-50 000	23	41%	50	61%
Over 50 001	1	2%	4	5%
<b>OCCUPATIONAL SITUATION</b>				
Studying	19	34%	2	2%
Working	31	55%	64	78%
Unemployed	6	11%	6	7%
Retired	-	-	9	11%

In the table 2 above, the demographics of the respondents are presented. The demographics of the respondents varied of course not only in age but also in terms of marital status, education, income and occupational situation, that is, situation in working life. Out of all the respondents around 40% belonged to the younger age category and 60% to the older age category.

Even though there were a total of 138 eligible respondents, not every one answered all the questions. Thus, the numbers presented in the table 2 always refer to the number of respondents who answered to specific questions about specific topics. The percentages have not been calculated from the total number of all eligible respondents (138) because the number of respondents in the two age groups was not equal in amount and thus it would not make sense to analyze the percentages as such. Instead, the percentages have always been calculated from the total number of eligible respondents in the two age categories (56 in the younger and 82 in the older) even if everyone had not answered a specific question.

The majority of the younger women did not have children. In contrast, in the older age category, the majority of women had children. Thus, the results indicate that 20 to 35 year-old women had children less often than 40 to 60 year-old women.

In terms of education it was discovered that there were no major differences between the two age groups. Approximately half of the women in both age groups had an educational background of secondary education (high school or vocational school) or lower. Around third of the younger and also the older women had a degree from a university of applied sciences and 16% had a degree from a university. Even though there were no great differences in the educational level of the younger and older women, it must be taken into consideration that many women in the 20 to 35 year-olds' category have not yet started to study in a university or university of applied sciences due to their young age but might do that in the future. Of course also women in the older age category may do that in the future as well but it is more likely in the younger age group.

The respondents who belonged to the older age category had overall greater income than women in the younger category. More than half of the 20 to 35 year-olds earned less than 20 000 Euros per month, 40% earned 20 001 to 50 000 Euros and only one respondents earned over 50 001 Euros. The majority of the older women also fell into the middle income category (20 001-50 000) but far less of the older women had a yearly salary of less than 20 000 Euros. Only fraction of the older respondents, similar to the 20 to 35 year-old women, earned more than 50 000 Euros.

The biggest difference in the demographics when comparing the two age categories was discovered in occupational situation. Approximately one third (34%) of the women who were aged 20 to 35 were fulltime students whereas only a fraction (2%) of the 40 to 60 year-old women studied fulltime. Most of the women in both categories were working and around 10% were unemployed. A few (11%) women aged 40 to 60 were retired whereas, as assumed, none of the younger women were yet retired.

Based on the above mentioned figures, the older women had on average a better income than the younger women. The middle-aged (40 to 60 year-olds) respondents had children more often than the younger women, which may affect also affect their buying behaviour. Based on general opinion, it could be assumed that one's consumption habits change from individualistic to more family-oriented once one becomes a parent. Also, the amount of money available

to spend on oneself may decrease as children can consume a large proportion of the family budget. All in all, there were no major differences in the demographics of the two age groups besides the age of course. The only noticeable big differences were in the occupational situation and in income level: more of the younger women were fulltime students and thus also the yearly salary levels in the younger group were more often less than in the older age group.

#### 4.2 General interest

In the beginning of the survey, some general questions (1-9) about beauty and skin care were asked to gain insight to what kind of behaviour the respondents indicated in terms of taking care of their beauty.

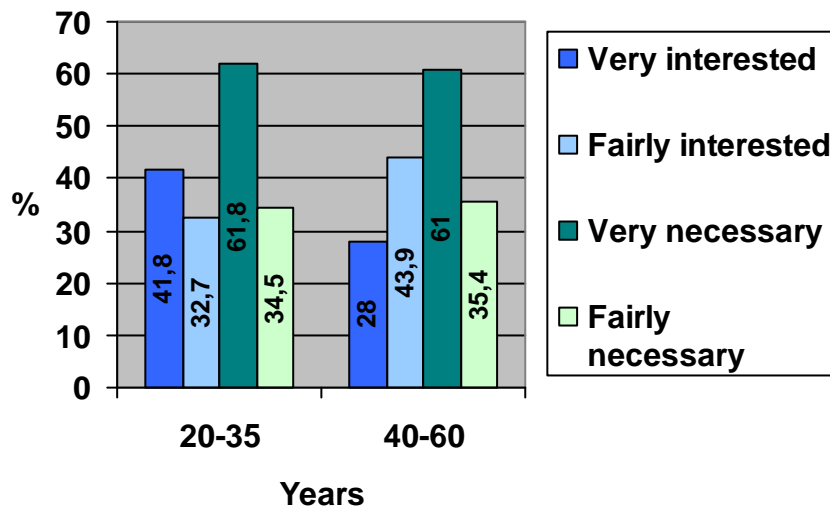


Figure 5. Interest towards and necessity of facial skin care products

As seen in the above figure 5, majorities of both younger women and older women were either fairly or very interested in cosmetics. What is interesting is that almost half (41,8%) of the younger women were very interested in cosmetics whereas only 28% of the older women showed the same amount of interested. All in all, it was not a surprise that the respondents in this survey were interested in cosmetics because the survey was conducted among the women who had joined Lumene's client club which means that they have had to be somewhat interested in cosmetics to have joined the club in the first place. Almost every respondent in both age categories thought that skin care products designed especially for facial skin were fairly or very important.



### **4.3 Influence of reference groups**

One theme in the literature review was social factors and the effect of reference groups on purchasing behaviour. As illustrated in the appendix 5 (question 19), only a tenth (10,1%) of the older women answered that their purchasing decisions are very often or often influenced by their friends. Tantamount to the 40-60 year-old women, around one fifth (19,7%) of the younger age category reported the opinions and suggestions of their friends to have an effect on their buying decisions concerning facial skin care products. The majority of both groups (55,4% of the younger women and 65% of the older women) reported that their buying decisions are sometimes affected by friends and approximately 25% of both age categories answered that their choices are only very rarely or never influenced by opinions and recommendations of friends. For more specific information, see appendix 5.

The results indicate that the purchase choices of 20-35 year-old women are affected by the recommendations and opinions of their friends more often than the buying decisions of 40-60 year-old women. It was a little bit surprising that so many women reported that their buying behaviour in terms of facial skin care products is not very much affected by their friends. It was assumed that women would talk about these things a lot and would be influenced by their friends' opinions more.

### **4.4 Influence of marketing**

In this chapter 4.4 the research results concerning the effect of marketing on purchasing behaviour related to facial skin care products are discussed. First, results related to marketing communications are presented and analyzed after which the effect of pricing is revealed.

#### **4.4.1 Marketing communications**

Marketing communications was one of the topic areas whose effect on purchasing behaviour was studied in this research (questions 11, 12, 14, 15, 16, 17). Factors related to advertising, sales promotion and personal selling were studied and the results from these are presented related to marketing communications.

## **Personal selling**

Concerning personal selling, the respondents were asked if they often purchased facial skin care products because of a recommendation of a sales person or beauty professional (question 20). None of the younger women said their purchase behaviour in terms of facial skin care products is affected by opinions of a sales person at a store or a beauty professional. Only few (9 respondents) reported that they are often influenced by recommendations of sales people or beauty professionals. The vast majority (58,9%) of the younger women answered that their facial skin care related purchases are sometimes affected by the suggestions of sales people and professionals in the given field. One fourth said this happens very rarely. Similar to the younger age category, also the middle aged women reported same kind of behaviour when it came to purchasing facial skin care products based on a recommendation of sellers and professionals. For more specific information, see appendix 5 (frequencies).

The results show that the opinions of friends or acquaintances (see chapter 4.3) have a slightly greater influence on purchasing choices concerning facial skin care products than the opinions of sales people or beauty professionals. No remarkable differences could be found between the two age groups concerning this topic area.

## **Advertising**

Another area studied in this research related to marketing communications was the effect of advertising on purchasing behaviour (questions 14 and 15). The respondents were asked what kind of factors they pay attention to in facial skin care product advertising (question 15). Half (55%) of both young and middle-aged women paid attention to the brand advertised. Majority (72,7% in the younger age category and 61,7% in the older age category) also focused on the promised effects of the facial skin care products. The two age categories were similar also in the sense that around a third (41,8% of the younger and 34,6% of the older women) of both groups paid attention to the ecological and ethical aspects of the product presented in the advertisement. Only a few women from both groups (6 respondents in younger category and 4 in the older) paid attention to the model used in the commercial.

The biggest differences in attention allocation between young and middle-aged women concerning advertisements were found in how much attention was paid to research results about the product's effects, the packaging and the use of colour in the advertisement. Only a third

(34,5%) of the younger women paid attention to the research results of products' effectiveness whereas over a half (51,2%) of the older women did the same. Approximately a tenth (9,9%) of the older women focused on what kind of packaging products have but tantamount to this, clearly more than third (38,2%) of the younger women paid attention to products' packages. Furthermore, younger women focused far more on the colour scheme of advertisements than older women. A quarter of the 20-35 year-old women but only a few (4,9%) of the 40-60 year-old women paid attention to the colours used in facial skin care commercials. See appendix 5 for frequencies.

According to the results, younger women seem to pay more attention to how the advertisement of a facial skin care product looks like: the colour scheme and the packaging of the product illustrated in the commercial were more important to 20-35 year-old women than to 40-60 year-old women. In other words, younger women seem to be more visually oriented than older women in terms of how exposure to advertising is perceived. In contrast, older women focused more on the proven effectiveness of the product, in other words, the research results presented of the products impact, than younger women.

Approximately half of both young and middle-aged women (38,6% of the younger and 50% of the older women) had sometime in their life purchased a facial skin care product based on an advertisement they had seen (question 14). Thus, the results indicate that advertisements can influence which facial skin care products women choose to buy.

### **Sales promotion**

In addition to advertising, the respondents were also asked about sales promotion related matters and their effect on purchase choices concerning facial skin care products. One sales promotion technique often utilized in cosmetics business is the use of free product samples and testers. When asked about the effect of product samples and testers, a vast majority of both age groups (76% of 20-35 and 71,6% of 40-60) had purchased a facial skin care product based on a sample or tester.

Furthermore, most of the women (70,9%) of 20-35 year old women and 56,3% of 40-60 year-old women said they are more likely to purchase a facial skin care product if they get another product for free together with a facial skin care product purchase. The results show that this

to younger women but can still be a determining factor when purchasing a facial skin care product in both age groups. See appendix 5 for frequencies.

#### **4.4.2 Pricing**

One factor that can have an effect on buying behaviour is the price of a product. The theory suggested that expensive products are often considered to be of a higher quality than lower priced products. Majorities of both age categories believed that expensive products are better than cheaper products. However, the results indicate that 40-60 year old women seemed to believe in the superiority of expensive products a little more than 20-35 year-old women; nearly 80 per cent (76,6%) of middle-aged women believed that expensive products are better than cheap products whereas only a little over a half (58,2%) of the younger women had the same view.

Another factor related to pricing that can have an effect on buying behaviour is giving discounts on prices to increase sales. According to this research, women bought facial skin care products on sale quite often. The two age groups did not show major differences in their purchasing habits related to reduced prices. Over a half (56,7%) of 40-60 year-old women reported they buy facial skin care products that are on discount often or very often whereas around 40% of 20-35 year-old women answered they often or very often purchase products on sale. See frequencies in appendix 5 for further information.

### **4.5 Decision-making process**

In this chapter the decision-making process of young and middle-aged women when buying facial skin care products is discussed and analyzed. The results are presented in logical order starting from the first phase in the process, information search (question 22), and continuing on to later phases examined in this research, evaluation of alternatives (questions 11, 21, 33) and purchase decision (questions 13, 23, 24).

#### **4.5.1 Information search**

Below, there is illustrated what information sources young women and middle-aged women used. The percentages describe the amount of women who reported that they use each information source in question.

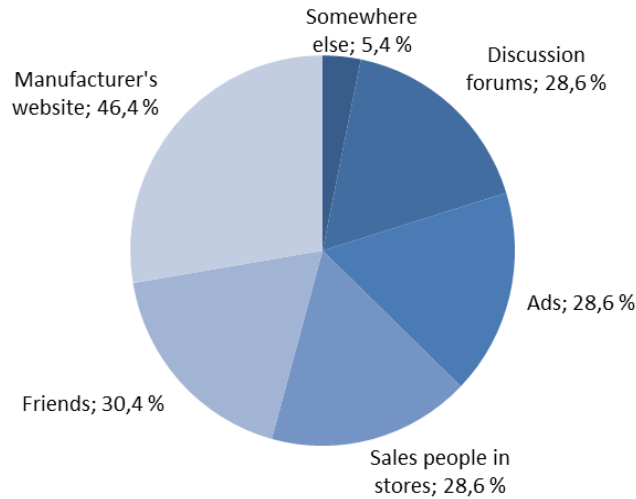


Figure 6. Information sources as used by 20-35 year-old women

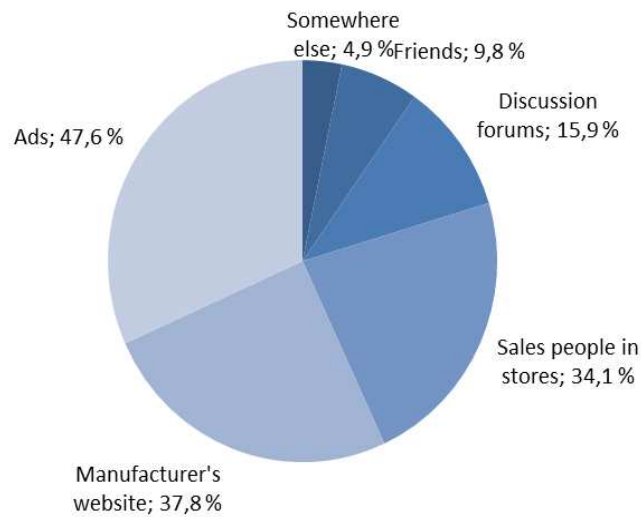


Figure 7. Information sources as used by 40-60 year-old women

As seen in the figures 6 and 7, approximately half of both groups (54,2% of the younger and 46,3% of the older women) look for information before making a decision on which facial skin care product to purchase from products' manufacturers' websites. A little over a third (33,3% of the young and 41,8% of old age category) turned to the sales personnel at a store to get information before buying a product.

Even though the two age groups were similar in their information search related to the above mentioned sources (products' manufacturers' websites and sales personnel), there were also

lots of differences in where young and middle-aged women looked for information about facial skin care products. One out of three 20-35 year-old women acquired information from Internet's discussion forums whereas only a fifth of the 40-60 year-old women did the same. The younger women also sought information more often from their friends (35,4%) than older women (11,9%). On the other hand, older women (58,2%) were keener on finding information from advertisements and commercials than younger women (33,3%).

In the question about information sources there was open-ended option which gave the respondents the opportunity to also choose some other information source they used besides the alternatives given. A few women from both groups mentioned that they look for information from magazines and two younger women pointed out they sought information also from blogs before making a purchase choice about a facial skin care product.

The results indicate that younger women tend to use Internet-based sources more than older women. The results also show that 20-35 year-old women rely on friends as information sources more than 40-60 year-old women. On the other hand, the middle-aged respondents sought information more from advertisements and from sales personnel at facial skin care product sales locations than younger women.

#### **4.5.2 Evaluation of alternatives**

The respondents were asked whether it was important to them to be able to try the consistency of a product before purchasing it (question 11). Most women in both groups (66% of the younger and 76,5% of the older women) considered it to be fairly or very important that they could try a facial skin care product before buying it.

The evaluation of alternatives phases in the decision-making process can also include reading reviews of different products to help decide which would be a good purchase. Approximately third (29,1%) of the younger women and close to a half (41,4%) of the older women reported that they very often or often read reviews of facial skin care products before purchasing them. However, more than one out of three (38,8%) of the younger women and one out of four (24,4%) of 40-60 year-old women never or very rarely read any reviews before purchasing facial skin care products.

Related to evaluating and choosing between different alternatives, the respondents were also asked what the determining factors are when they choose a facial skin care product. In other words, what kind of evaluative criteria they use to make distinctions between different alternatives. The respondents were asked to select three most important factors (not in order of importance). Below are illustrative figures of the responses of both young and middle-aged women.

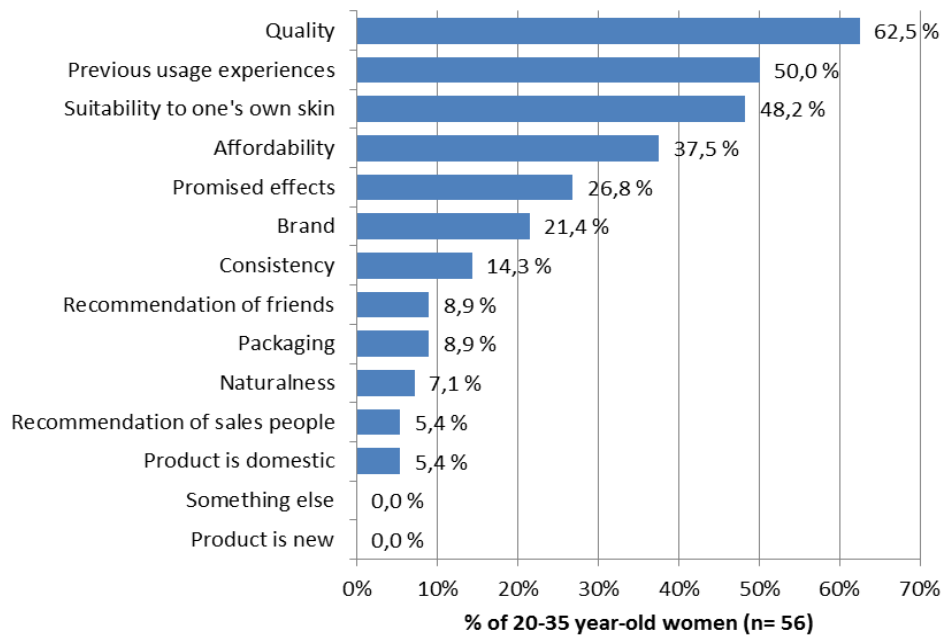


Figure 8. Evaluative criteria of 20-35 year-old women

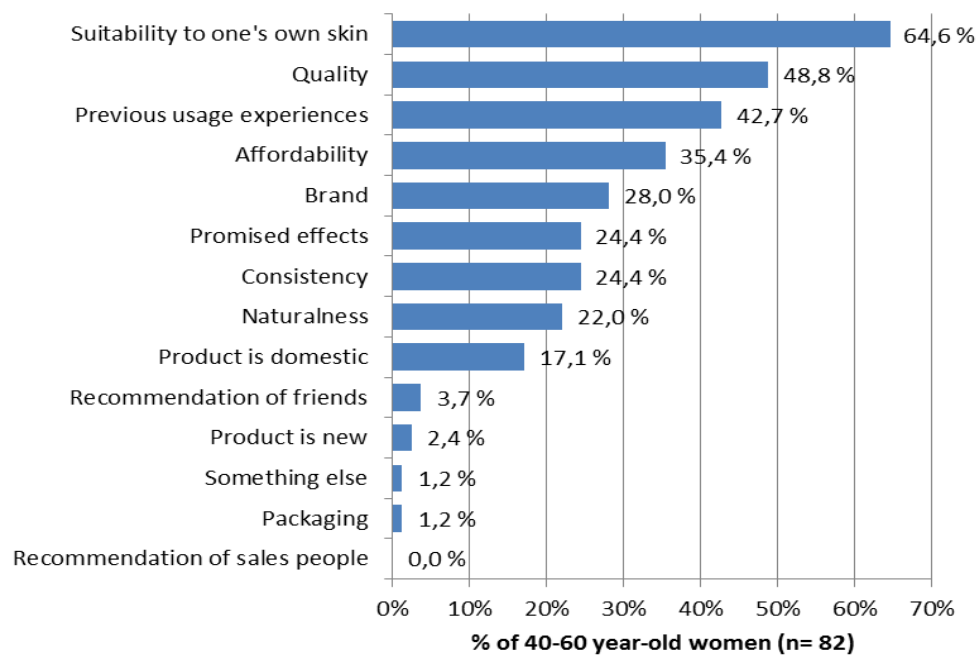


Figure 9. Evaluative criteria of 40-60 year-old women

Among both 20-35 and 40-60 year-old respondents, four factors distinguished as being the most important evaluative criteria: the affordability of the product, the quality of the product, previous usage experiences and the suitability of the product for one's own skin. A little over a third of all respondents (37,5% of 20-35 and 35,4% of 40-60 year-olds) reported the price and affordability of a facial skin care product is an important factor when choosing which product to purchase. Quality was important to over a half (62,5%) of the young women and close to a half (48,8%) of the middle-aged women. Approximately half of both age groups considered previous usage experiences and the suitability of a facial skin care product for one's own skin type as important evaluative criteria before choosing which product to purchase. Other criteria that both young and middle-aged women considered important were the brand (21,4% of 20-35 and 28% of 40-60 year-olds) and the promised effects (26,8% of 20-35 and 24,4%) of a product.

Neither age group thought recommendations by friends (8,9% of 20-35 and 3,7% of 40-60 year-olds) or sales people (5,4% of 20-35 and none of the 40-60 year-olds) or the fact that a product is new (none of the 20-35 and 2,4% of 40-60 year-olds) were determining factors when choosing one facial skin care product over another.

However, there were also some differences between the age groups as well in terms of what factors the respondents considered important. Among the younger women, the packaging (8,9%), naturalness (7,1%) and consistency (14,3%) of a products and the fact that a product is domestic (5,4%) were not considered very important. On the other hand, one out of four of the older women think the naturalness (22%) and consistency (24,4%) of a product are important. Approximately one fifth (17,1%) of the older women also reported that they consider the fact that a product is domestic being a determining factor when comparing alternatives.

Another factor that women consider when purchasing facial skin care products are their promised effects; what does the manufacturer promise the product does for one's skin? The difference between the two age groups concerning this matter was rather small and the groups showed lots of similarity. Nearly 9 out of 10 respondents among both young (89,3%) and middle-aged (85,4%) women reported that the promised effects of a facial skin care product impact at least to some degree on which product they choose to purchase. Approximately a third (30,5%) of 40-60 year-olds and around 40 per cent (39,3%) of 20-35 year-old respondents said their purchase decisions are fairly or very much influences by what kind of impact a facial skin care product is said to have. What was interesting to notice was that even though



the choices of a rather large amount of women from both age groups were quite or very much affected by the promised effects, only under a fraction (1,8% of 20-35 and 2,5% of 40-60 year-olds) reported that they believe very much in the effects of facial skin care products.

The results show that the two age groups studied are quite similar in terms of their habits regarding reading reviews of facial skin care products before purchasing them. However, it seems that 40-60 year-old women were a little keener on reading reviews than younger women. The results also indicate that there was quite a lot of difference between the respondents in each age group; there were almost an equal amount of respondents who reported that they very often or often read reviews and respondents who said they never or very rarely read reviews. According to this research, the young and middle-aged respondents also had a similar view of wanting to try facial skin care products before making a purchase decision. Both groups considered this to be important.

The results also indicate that 20-35 and 40-60 year-old women considered rather similar things to be important determining factors when choosing which facial skin care product to purchase. Although, younger women seemed to think a little more often that the packaging and previous usage experiences are important whereas older women tend to consider more the naturalness, consistency and the fact that a product is domestic as more important. Also the suitability of a skin care product to one's own skin type was used as an evaluative criterion among the older women a little more often than among younger women. Both age categories' purchase choices were also influenced by the promised effects of facial skin care products even though the respondents did not even believe in the effects in the same degree.

### **4.5.3 Purchase decision**

Regarding the actual act of purchasing in the decision-making process, the respondents were asked whether they usually make the decision on which facial skin care product to purchase before going to a store to buy it or whether they make it not until in the store (question 23). The answers were shockingly even in both age categories. In both age groups approximately half of the respondents said they generally decide which product to purchase before going to a store and half reported they do not make the purchase choice until they visit a store. The results indicate that the way in which facial skin care related purchase decisions are made, in terms of whether they happen prior to shopping or during it, is not dependent on age but rather on each consumers' personal customs and preferences.

Related to this, the respondents were also asked if they often made impulse purchases in facial skin care products. Most of both young (71,5%) and middle-aged (70,7%) respondents reported that they at least sometimes purchase facial skin care products on impulse. Approximately one out of three women (28,6% of 20-35 and 29,3% of 40-60 year-olds) said they very rarely or never buy facial skin care products impulsively.

The respondents were also asked where they purchase facial skin care products (question 13). The question allowed multiple choices as it was assumed that purchases would be made in different places in different situations. Some major differences were found between the two age categories concerning purchase locations.

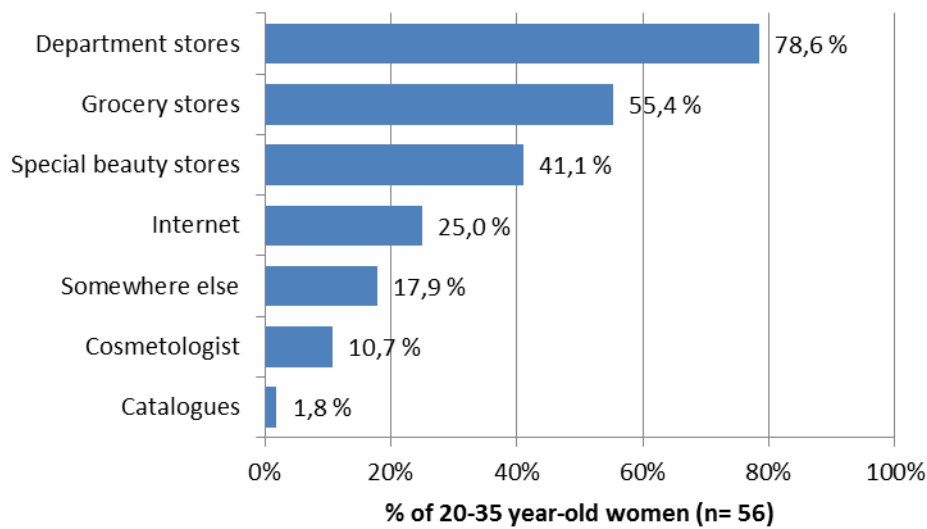


Figure 10. Purchase locations of 20-35 year-old women

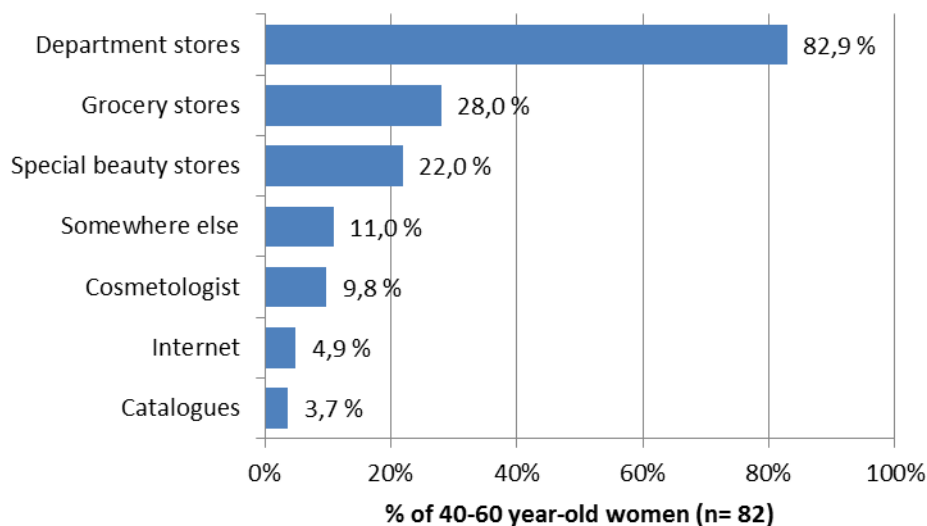


Figure 11. Purchase locations of 40-60 year-old women

Over half (55,4%) of 20-35 year-old women purchased facial skin care products in grocery stores whereas only a third (28%) of 40-60 year-olds reported that they buy products from grocery stores. A vast majority of both 20-35 (78,6%) and 40-60 (82,9%) year-old women said they make facial skin care related purchases in department stores. Almost half (41,4%) of the younger women but only a fifth (22%) of the middle-aged respondents bought products in special cosmetics stores. One out of four (25%) 20-35 year-olds purchased facial skin care cosmetics in the Internet whereas only a few of the 40-60 year-old women had bought products online. A mere fraction of both age categories purchased facial skin care products from catalogues or cosmetologists'.

According to the research results, young and middle-aged women seem to be very similar in terms of their buying behaviour in the actual purchase situation of facial skin care products. The results indicate that facial skin care products are often purchased on impulse and the decision of which product to purchase is not often done until in a store. This suggests that cosmetics brands should take into consideration the importance of in-store displays of their products.

#### **4.6 The use of natural ingredients**

This chapter presents and analyses the research findings concerning attitudes towards the use of natural ingredients in facial skin care products and the effect of attitudes to purchasing behaviour.

##### **4.6.1 Results related to natural ingredients**

The respondents were asked whether they believe that facial skin care products containing natural ingredients are better than products not containing any natural ingredients (question 26).

#### **Age**

In the below figure, the opinions about whether facial skin care products which contain natural ingredients are better than products which do not contain natural ingredients are illustrated according to age.

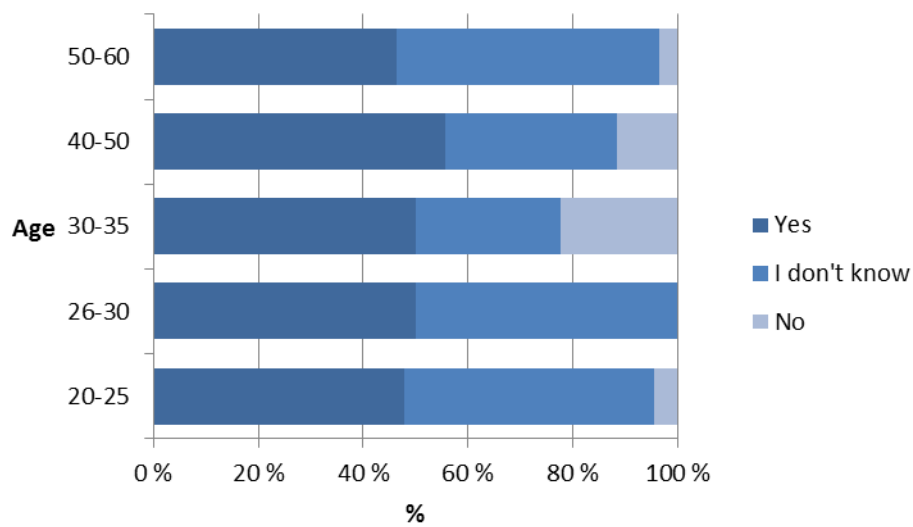


Figure 12. Superiority of products containing natural ingredients according to age

As seen in figure 12, there was little difference between the two age groups in terms of attitudes toward the use of natural ingredients in facial skin care products. However, 40 to 60 year-old women believed that natural ingredients make a product better a little bit more than women who were aged 20 to 35.

Overall, more than half (51,1%) of all the women believed that facial skin care products consisting of natural ingredients are better for their skin than products that do not contain natural ingredients. Only 8,8% believed that products which contain natural ingredients are not any better than products that do not contain natural ingredients. However, 40,1% of all the respondents did not know or could not say whether they believed that natural ingredients in facial skin care products make the products any better or not.

In sum, the results indicate that age did not make a big difference in whether the respondents believed that natural ingredients make facial skin care products better or not. The large number of women responding they could not say how they feel about products containing natural ingredients indicates that there is probably some of lack of knowledge among consumers about the matter.

## Life situation

In addition to age, the impact of the respondents' life situations on whether they believed facial skin care products consisting of natural ingredients are better was also taken into consideration. Life situation in this study refers to marital and family status.

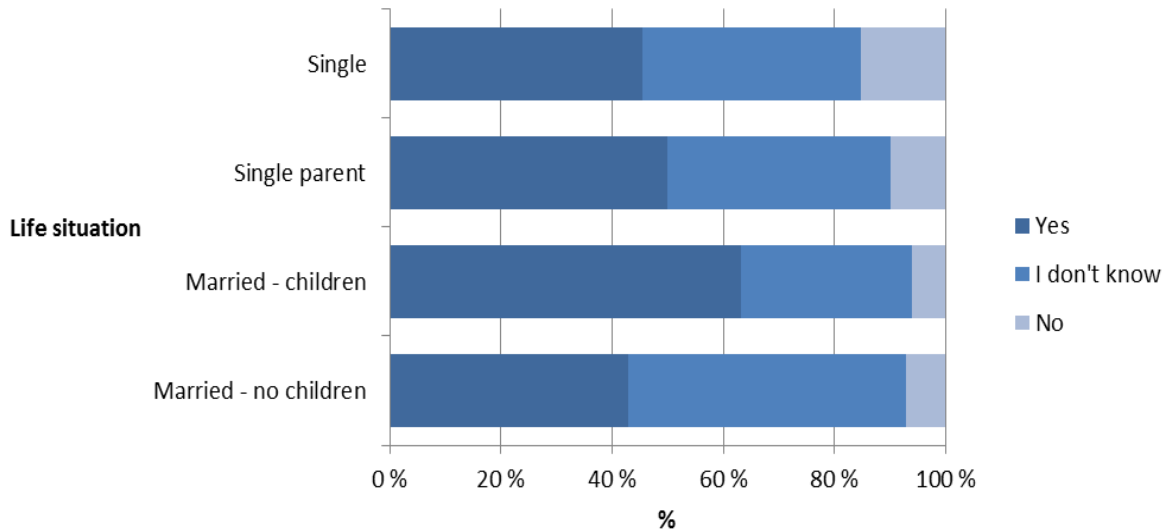


Figure 13. Superiority of products containing natural ingredients according to life situation

It was interesting to notice that those women who had children believed that products containing natural ingredients are better than products consisting of synthetic ingredients more often than women who did not have offspring. Clearly over a half (58,7%) of those women who were mothers thought that natural ingredients make products better whereas under half (45,9%) of women who did not have children believed the same. Thus, the results suggest that becoming a mother changes the attitudes that one has toward the use of natural ingredients.

Approximately one out of ten (11,2%) women who did not have children but only a mere fraction (5,3%) of women who had children did not believe that facial skin care products consisting of natural ingredients are any better than products which do not consists of natural ingredients. In both groups a rather large proportion of respondents did not give their opinion on the matter by choosing to answer "I don't know".

The differences in the beliefs about the superiority of facial skin care products containing natural ingredients among women who had children and women who did not was not very great. However, there is still some difference which may suggest that women who have children are

more favourable towards the use of natural ingredients than women who do not have children.

### **Interest towards cosmetics**

Even greater differences in the attitudes towards the use of natural ingredients in facial skin care products can be seen when comparing the beliefs of women who reported to be very interested in cosmetics and taking care of their beauty to the beliefs of women who said they are not very interested. A mere fifth (18,2%) of the women who were not very interested in cosmetics believe that products consisting of natural ingredients are better for facial skin than products which do not contain natural ingredients. In contrast, over half (56,5%) of those women who were very interested in cosmetics and taking care of their beauty believed that natural ingredients in facial skin care products make the products better. The difference can also be seen among those women who thought that products made of natural ingredients are not any better than products which do not contain ingredients from nature; this view was shared by more than a third (36,4%) of women who were not very interested in cosmetics but only by a few (6,5%) women who were interested in cosmetics. See appendix 5 for frequencies.

Only less than 10% of the women believed that facial skin care products that do not contain natural ingredients are just as good as products that do. This shows that there has been a lot of talk about using natural ingredients in beauty products and that only a few have taken a negative attitude towards it. However, it is possible that even though some women did not believe in the superiority of products consisting of natural ingredients, they may still find the products good. They may simply be indifferent towards what the facial skin care products they use consist of.

Overall, women seem to have a positive attitude towards those facial skin care products that contain natural ingredients. Many are still confused about how they feel about the use of natural ingredients in facial skin care products, which means there is potential for cosmetics companies to change these women's attitudes into preferring products containing natural ingredients.

#### **4.6.2 Effect on buying behaviour**

This section of this thesis discusses how the attitudes towards and the beliefs about natural ingredients affect purchasing behaviour.

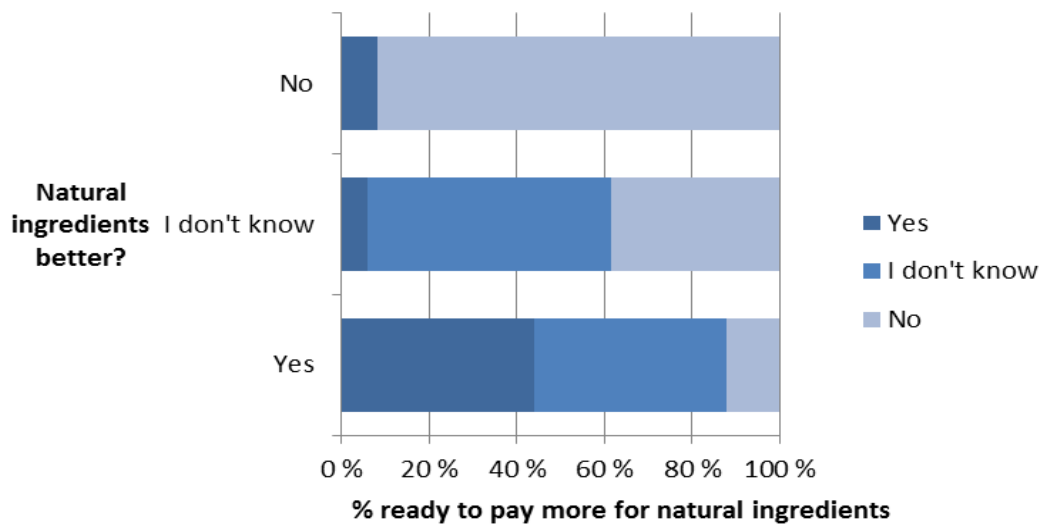


Figure 14. Willingness to pay more for products containing natural ingredients compared to believing in the superiority of natural ingredients.

In the above figure, the beliefs about whether natural ingredients make facial skin care products better is cross tabulated to whether the respondents reported to be willing to pay more for such products. Even though over half of the women believed that facial skin care products containing natural ingredients are better for their skin than products that do not contain natural ingredients, only one out of four (24,4%) of all the respondents would be willing to pay more for products that consists completely of natural ingredients. Around a third (30,4%) would not be willing to pay more for facial skin care products that are made of only natural ingredients. However, almost half (45,2%) of the women could not say if they would pay more for such products or not. This indicates again that there is potential in the markets as such a large number of women have yet to determine how they feel about the matter.

The respondents were also asked whether they would be willing to pay more for such facial skin care products that consist completely of organic ingredients (product consists of natural ingredients which have also been farmed so that no artificial fertilizers or pesticides have been used). Very few (15,2%) respondents said they are willing to pay and nearly a half (44,9%) reported they would not be ready to pay more for organic facial skin care products.

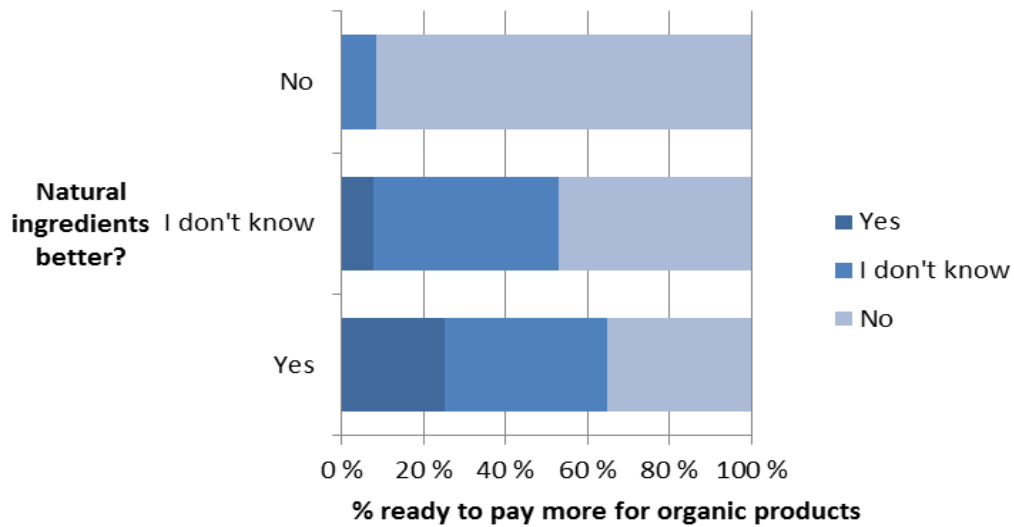


Figure 15. Willingness to pay more for organic products compared to believing in the superiority of natural ingredients.

In figure 15, there is illustrated the cross tabulation between believing that natural ingredients make products better and being willing to pay more for products that are organic. It was interesting to notice that more women were ready to pay more for facial skin care products consisting of natural ingredients than for products consisting of organic ingredients. It is hard to say based on the results why this is the case. One might assume that the difference between natural and organic was not necessarily clear to all the respondents as it would make more sense that consumers would rather pay more for a product that is both natural and in addition farmed organically than for a product which is merely natural.

It is also important to note here, that when looking at the research results concerning evaluative criteria, in other words, which factors women considered to be important when purchasing facial skin care products, naturalness was not in the top of the list. Only less than one out of 5 (15,7%) respondents named the degree of naturalness of a facial skin care product to have an impact on their buying behaviour when asked for three determining factors. This again supports the research findings and the conclusion that for many women, no matter if they are young or old, the use of natural ingredients in facial skin care products is not very important.



#### 4.7 Facial skin care habits and preferences

In this chapter, the results of issues that were not directly related to the research topic but are definitely of interest to the case company Lumene are presented briefly. These matters do not really answer any of the research questions which is why they are not covered in more detail. However, the findings may be very beneficial for Lumene to know, which is also why they are incorporated in this thesis. For further details about all the results presented in this chapter, see appendix 5 in which all the frequencies are listed.

The majority of all the respondents in this study reported that they use facial cream (88,5%), facial cleanser (83,5%), facial toner (62,6%), and eye cream (61,2%) of the facial skin care products recommended for daily use. Half (47,5%) of the women also reported that they use eye make-up remover. When asked about what kind of facial cream the respondents used, the majority of all women said they use moisturising facial cream (69,6%). However, over a third (36,3%) of the older women reported they use also firming facial cream.

Approximately 60% of 40-60 year-old women used both day and night creams separately and also half (51,8%) of the younger women reported that they use both day and night creams for their facial skin. However, the rest of the two age groups reported that they do not use both day and night creams. The most common reasons for not using both were that it is too expensive to use both or that they feel that one cream is simply enough. Many also reported that night creams tend to be too heavy and that is why only day cream is used.

Almost all the respondents had used facial scrub and facial masks when asked about the use of special treatments. Approximately half of the women had used special serums. When asked about the frequency for using these special treatments, almost half (48,6%) of all the respondents said they use them at least once a week. One out of four (26,1%) women used special treatments few times a month whereas the remaining fourth (25,4%) used them less often than once a month.

One very beneficial thing for Lumene to know is that over 90% (94,2%) of all the respondents said that if they are happy with a facial skin care product, they are happy to buy also other products from the same brand. This applies to both 20-35 (94,4%) and 40-60 (93,8%) year-old women. In fact, when asked about a favorite facial skin care brand, out of all the 82 women who had named their favourite brand, 49 named Lumene. This means that approximately 60% (59,8%) of the women in this study who named their favorite product like Lumene the best.

The respondents were also asked which of the following facial skin care brands they had used: Biotherm, Clinique, Dior, Garnier, Herbina, Lancome, L'Oreal, Lumene, Neutrogena, Nivea, Oriflame, The Body Shop and Yves Rocher.

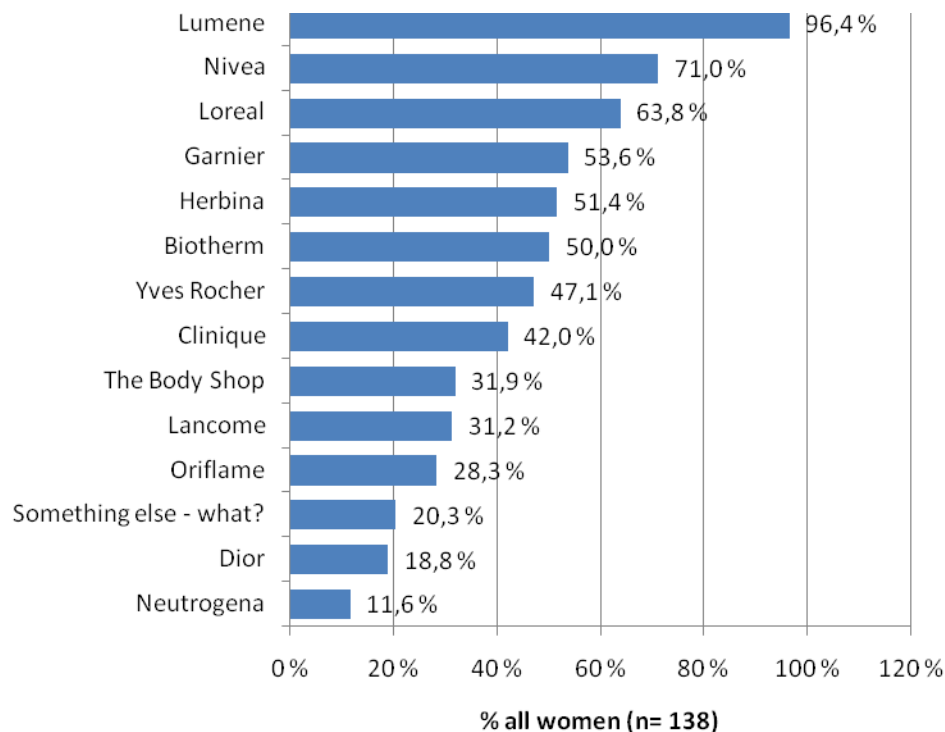


Figure 16. Facial skin care brands used

As illustrated in figure 16, almost all women (96,4%) had used Lumene's products which made Lumene clearly the most used brand among the respondents. Nivea (70,7%) and L'Oreal (64,3%) were also among the brands that had been used most often. Approximately half of the respondents had used Garnier's (54,3%), Herbina's (51,4%), Biotherm's (49,3%), Yves Rocher's (47,1%) and Clinique's (41,4%) facial skin care products. There were no major differences among the two age categories concerning which brands they had used.

#### 4.8 Validity and reliability

Reliability measures the degree to which the results of a study are repeatable (Bryman & Bell 2007, 40). Validity, on the other hand, means the extent to which the data collection methods chosen for a particular study actually measure what they were intended to measure (Saunders, Lewis & Thornhill 2009, 603.) This chapter discusses the reliability and validity of this study.

An important thing to note in terms of reliability is the high number of respondents in relation to the number of people the questionnaire was sent to (see table 3). Out of 505 people, 138 eligible respondents answered which in turn adds to the reliability of this study. This means that an extensive number of responses were acquired from both age groups studied. The response rate (27,3%) was also very high when compared to previous surveys that Lumene has conducted which means that the subject of the research was of interest to the respondents (Havaste, A. 9.11.2010). Based on this it can be assumed that the respondents have also been interested to answer the questionnaire with thought which would presumably also add reliability.

Table 3. Respondents

Age:	Number of all respondents	Eligible respondents	%
20-35	202	56	27,7%
40-60	198	82	41,4%

However, it must be noted that the response rate between younger and older women was biased. In other words, not as many 20 to 35 year-old women answered the questionnaire as 40 to 60 year-old women as can be seen in table 3. As the questionnaire was sent to 202 women in the younger age category and 198 in the older age category and the number of responses got from the first mentioned was 56 and 82 from the latter, the response rates are not equal. The response rate for the young women was only 27,7% whereas it was 41,4% for the middle-aged women. This must be taken into account when thinking about the validity of the study.

This study was conducted among Lumene's clients who had joined the Lumene-Club in the spring of 2010. Nevertheless, it is possible that even though the email survey was sent to a certain person who had participated in a competition and joined the Lumene-Club, someone else, for example a friend or a family member, might have opened and completed the survey. This might lessen the reliability of the results.

The questionnaire through which the data was collected was designed based on the determined research problem and questions as well as the literature review and theory. In order to ensure the validity of this research, an overlay matrix (see appendix 1) was done to illustrate the connections between the initial research problem and questions, literature review and questions in the survey.

The questions in the survey were designed so that it would be as simple as possible for the respondents to understand and answer them. This was done to ensure reliability and validity. The reliability was also ensured by taking into account that even though the survey was supposed to be sent to women aged 20 to 35 and women aged 40 to 60, there might be respondents who don't fit those age categories. Thus, additional age categories outside the two categories predetermined for this research were also added to the question determining the respondents' age. This enabled the filtering of "unqualified" respondents from the analysis of the research results.

Furthermore, the possible misunderstandings that the respondents might have had of the questions must be taken into account when determining the validity of this research. It is very possible that some questions were not understood in the way they were intended to be understood and thus the answers to those questions may not be valid. It is also a possibility that the researcher has misinterpreted some of the answers given. This is a risk especially in the open-ended questions where the respondents were able to answer in their own words. In addition, some respondents may have left some questions unanswered which of course might affect the end results of the overall study. However, the effect of a few unanswered questions is quite minimal.

Question number 39 *"What kind of education do you have? (Select the highest level you have completed)"* (see appendix 3 in Finnish and appendix 4 in English) might have caused some bias among the answers. The question was about education and respondents were supposed to select the highest level they have completed. However, people might have chosen a level they are currently studying in, which of course would affect the demographics.

One mistake was noticed in the questions in the analysis phase. Question number 37 *"How old are you"* (see appendix 3 in Finnish and 4 in English) contained a mistake where a 40-year-old respondent was able to choose her age from two categories: 36-40 or 40-50. Because the first category was not included in analysing the results, this mistake may distort the results.

In order to ensure validity, two rather similar questions, questions 10 *"Which of these following matters are important to you when purchasing facial skin care products? List three most important."* and 33 *"Which of the following factors are important when you choose a facial skin care product? Select three most important."* (see appendix 3 in Finnish and 4 in English) were added to the questionnaire. By

asking almost the same thing two times, it could be assured that the responses of the respondents were in line with each other.

Overall, by taking all the factors discussed in this chapter into account, it is safe to say that this study is quite reliable and valid. The number of respondents was high enough to ensure reliability. Furthermore, the overlay matrix (see appendix 1) indicates that theory was used as a basis to decide what kind of questions the respondents should be asked.

## 5 Discussions

In this chapter the summary of this research as a whole will be presented. Recommendations for the case company Lumene are also discussed based on the research findings. Furthermore, suggestions for future research are given.

### 5.1 Summary

The purpose of this research was to find out what kind of factors affect Finnish women's buying behaviour related to facial skin care products. The objective was to compare the similarities and differences in the buying behaviour of young (20 to 35 years old) and middle-aged (40 to 60 years old) women. Furthermore, because of the suggestion of the case company, the aim was to discover what kind of attitudes Finnish women have towards facial skin care products containing natural ingredients. The objective was to also study the extent to which the using of natural ingredients in facial skin care products affects the buying behaviour of Finnish women. However, the main focus of this thesis was on finding out the similarities and differences in the factors affecting the purchasing behaviour of young and middle-aged women.

The literature review showed that there are many different kinds of factors that can have an effect on buying behaviour. In fact, there are so many different perspectives to studying buying behaviour that it was impossible to take everything into account in one study. Thus, factors that were considered to best relate to this research were selected to be discussed in the theory section. These included for example different cultural, social and personal factors, perceptions, values and goals as well as attitudes. The impact of pricing and the effect marketing communications were also presented in literature review. Consumer decision-making process was another major theme discussed in the theory section. Very little theoretical information was available related to the use of natural ingredients in cosmetics products which made it a little difficult to incorporate in the empirical part of the study. However, it was included in the research as it was requested by the case company Lumene.

The empirical part of this research consisted of justifying the chosen research method and explaining the data collection and analysis processes. The research method selected for this study was quantitative because it was important to get a large number of respondents in order to get reliable results. The data was collected by conducting an email survey. The email with a link to a questionnaire was sent to total of 505 women who had participated in a competition

organized by Lumene and simultaneously joined Lumene's client club in the spring of 2010. Of all the respondents, there were a total of 138 eligible respondents whose age fit one of the two age categories studied in this research: 20-35 and 40-60 year-olds. The data analysis was done mainly by using Excel.

In the data analysis phase, it was discovered that there were quite a few questions included in the survey that seemed to be unnecessary and irrelevant in terms of the research question and sub questions. These questions, (questions 4, 7, 29, 30, 32, 36, see appendix 3 in Finnish and 4 in English for further details) were omitted when presenting and analyzing the research results in order to keep this thesis concise and accurate. There were also some questions (questions 3, 5, 6, 8, 9, 18, 34, 35, see appendix 3 in Finnish and 4 in English for further details) included in the questionnaire which were not directly related to the research topic but were added because of a request of the case company. The results of these questions which were of interest to Lumene, were presented only briefly in this thesis as the issues they dealt with did not really answer to the research questions. It was also discovered that in order to have been able to answer the sub research questions about the use of natural ingredients in facial skin care products, more questions about it should have been included in the survey. However, since the main focus of this research was on the similarities and differences of young and older women and the factors that affect their purchasing decisions, it would have been virtually impossible to fully incorporate another large topic into one thesis.

It was discovered during the research process that the most important themes of the literature in terms of the studying the differences and similarities of young and middle-aged women were the decision-making process and the effect of pricing and marketing communications. Thus, the presentation and analysis of the research findings related to the factors affecting purchasing behaviour also focus on these issues.

This study focused on studying the purchasing behaviour of 20 to 35 and 40 to 60 year-old women and comparing the similarities and differences between the two groups. In many ways, the two groups seemed very similar in terms of purchasing behaviour related to facial skin care products. The age distribution within the two groups was quite large which may have contributed to the similarity of the two age categories. There was also only five years in between the oldest age accepted to the younger age category and the youngest age accepted to the older category and this might have made the overall answers of the two groups more similar to each other.

Furthermore, the results indicated that the opinions of friends seem to have a greater influence on the purchasing behaviour of young women than older women. In terms of advertising, younger women paid more attention to the displayed product package and colour scheme of the advertisement whereas older women paid attention to any research results presented about the proven effectiveness of the product. Related to pricing, 40-60 year-old respondents believed that expensive products are better than cheaper products more than 20-35 year-old women.

Differences were also found concerning the decision-making process. Young women sought information from Internet and friends more often than older women. Older women on the other hand searched information more often from commercial sources. When evaluating alternatives, older women considered more the naturalness and consistency of the products. 40-60 year-old women also favoured domestic products more than younger women. Distinction between the two age groups were also discovered related to the purchase location of facial skin care products. Younger women purchased facial skin care products from grocery stores and special beauty or cosmetics stores more often than older women.

Answers to research questions 1 (*What are the factors that affect the buying decisions of young women aged 20 to 35?*) and 2 (*What are the factors that affect the buying decisions of middle-aged women aged 40 to 60?*) have been given throughout chapter 4. Therefore, it would not be sensible to give any separate answers to them here as the aim of this study was to compare the similarities and differences of the two age groups studied. However, brief answers to research questions 3 and 4 are given below for the convenience of the reader.

*Answer to research question 3: What kind of attitudes do women have towards facial skin care products?*

- More than half of all the women believed that facial skin care products consisting of natural ingredients are better for their skin than products that do not contain natural ingredients. Only less than 10 per cent believed that products which contain natural ingredients are not any better than products that do not contain natural ingredients. However, many women did not know or could not say how they feel about the matter.
  
- Women who had children believed in the superiority of facial skin care products containing natural ingredients more often than women who did not have children.



- Women who were very interested in cosmetics and taking care of their beauty thought that natural ingredients make facial skin care products better more often than women who were not interested in cosmetics.

*Answer to research question 4: How natural ingredients in facial skin care products affect women's buying decisions?*

- Around 25 per cent of the women would be willing to pay more for products that consists completely of natural ingredients. Around a third would not be willing to pay more for such products. Almost half of the women could not say if they would pay more for facial skin care products that are made of only natural ingredients

- Less than 20 per cent of the respondents were willing to pay more for organic facial skin care products. However, nearly a half reported they would not be ready to pay more for organic skin care products.

- Less than 10 per cent named the degree of naturalness of a facial skin care product to have an impact on their buying behaviour when asked for three determining factors.

Overall, the research was a success. The original goal of discovering what kind of factors affect the purchasing behaviour of Finnish women was achieved well. The connection between the theory and the empirical part of the study was established and maintained throughout this thesis.

## **5.2 Recommendations for Lumene**

The aim of presenting and analyzing the research findings is to give beneficial information to the case company Lumene. Hopefully Lumene can use this information to guide their strategic decisions.

All in all, 20-35 and 40-60 year-old women seemed to be rather similar in many ways when examining the factors which contribute to a certain purchasing decision over another. Half of both groups had sometime in their life purchased a facial skin care product based on an advertisement which indicates that commercials can have an impact on which product women choose to buy. Furthermore, young and middle-aged women paid attention to many similar things in advertisements; half of both groups paid attention to the advertised brand, majority

to the product's promised effects and a third to ecological and ethical aspects of the product. However, there were also differences in what the younger and older women focused on in advertisements. For example, older women paid more attention to research results about the product's effectiveness than younger women. In turn, younger women focused more on the packaging of the advertised product than older women. This would suggest that Lumene ought to pay attention to their advertising in the future and think about who their target group for each advertisement is.

Many women considered the affordability of a facial skin care product to be one determining factor when choosing which product to buy and many women also purchased facial skin care products on sale. Thus, it is recommended that Lumene would use discount prices as one marketing and sales promotion technique in the future.

Because both young and middle-aged women often do not make the decision on which products to purchase until in a store, the in-store displays of Lumene should be carefully considered. They should be as attractive as possible and entice the consumer to try Lumene's products. Well over a half of the respondents also reported that they often purchase facial skin care products based on a product sample or tester, so these should be available at Lumene's booths at different sales locations. The number of women who make impulse purchases was also rather high so paying close attention in-store displays is recommended also for that reason.

It was also noticed when analyzing the results that a very large amount of women were not sure how they felt about the use of natural ingredients in facial skin care products. Using natural and organic ingredients has always been important for Lumene and it will also continue to be important in the future. I recommend that Lumene would give more information to their customers about natural ingredients in order to make their benefits known. Information could be given for example about what it means if a product is made of natural ingredients, what is the difference between natural and organic and what kind of benefits does the use of natural ingredients provide for facial skin. This kind of information could be added to advertisements and it would also be recommended that Lumene would try to make this a hot topic in the media as well.

### 5.3 Suggestions for future research

No major differences in the purchasing behaviour of 20 to 35 and 40 to 60 were discovered during the research. Therefore, it would be recommendable to study further the differences of even younger women compared to even older women. It would be interesting to study the differences and similarities in purchasing behaviour of teenagers and 60 to 70 year-old women for example.

One logical suggestion for future research could be studying what happens after the consumer has purchased a facial skin care product. This study focused on finding out what are the factors that lead to a certain product decision but it might be interesting to study the post-purchase behaviour of consumers related to the buying of facial skin care products. Another suggestion would be to study the differences of buying behaviour related to different facial skin care products and compare the differences. This might be very beneficial to the companies operating in the industry to know.

There was an interesting article about scent marketing in the newspaper Helsingin Sanomat (HS 8.12.2010) at the time when the suggestions for future research was written. The article emphasized that using different odours and scents in marketing is a growing trend among retailers. It was pointed out, that the use of scent marketing will probably increase in the future. Thus, it would be a good idea to study further how the use of scents in the shopping location when buying facial skin care products or other cosmetics affect the mood and purchasing behaviour of consumers.

This study focused mainly on finding out *how* Finnish women purchase facial skin care products; what affects their purchasing decision, where they search for information and where they make the actual purchases. It might be very beneficial for cosmetics companies to know also *why* women buy facial skin care products; what kind of motives are there behind purchases, what drives women to purchase these products?

It was hard to say based on the results why more women were willing to pay more for facial skin care products consisting of natural ingredients than for products consisting of organic ingredients. Because there is a growing trend towards natural and organic cosmetics, it would be very useful to study more the attitudes and behaviours to which the attitudes lead to con-

cerning green cosmetics. It would be beneficial to conduct research that would focus solely on this issue as the topic is so wide.

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# Appendices

## Appendix 1. Overlay matrix

### Overlay Matrix

Research question	Theory connection	Questionnaire connection	Results
1. What are the factors that affect the buying decisions of young women aged 20 to 35?	Chapters 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7	Questions Q1, Q2, Q10, Q11, Q12, Q13, Q14, Q15, Q16, Q17, Q18, Q19, Q20, Q21, Q22, Q23, Q24, Q25, Q26, Q27, Q28, Q29, Q31, Q32, Q33	Chapters 4.2, 4.3, 4.4, 4.5
2. What are the factors that affect the buying decisions of middle-aged women aged 40 to 60?	Chapters 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7	Q1, Q2, Q10, Q11, Q12, Q13, Q14, Q15, Q16, Q17, Q18, Q19, Q20, Q21, Q22, Q23, Q24, Q25, Q26, Q27, Q28, Q29, Q31, Q32, Q33	Chapters 4.2, 4.3, 4.4, 4.5
3. What kind of attitudes do women have towards facial skin care products that are made of natural ingredients?	Chapter 2.4	Q10, Q25, Q26, Q27, Q28, Q33	Chapter 4.6
4. How natural ingredients in facial skin care products affect women's buying decisions?	Chapters 2.3, 2.4	Q10, Q25, Q26, Q27, Q28, Q33	Chapter 4.7



[Lue tämä sähköposti verkossa, jos et näe kuvia.](#)



**Hei Lumene-Klubilainen.**

Haluaisimme kuulla mielipiteitäsi ja kokemuksiasi ihonhoitotuotteiden käyttöön ja ostamiseen liittyen.

Kyselyn vastauksia käytetään Haaga-Helian opiskelijan opinnäytteen kvantitatiivisen tutkimuksen aineistona.

Vastaa kyselyyn sunnuntaihin 24.10. mennessä [tästä linkistä](#).

Kiitos osallistumisestasi ja kuuluun kirpeitä syyspäiviä!

**LUONNOLLISTA KAUNEUTTA POHJOLASTA**

**LUMENE**  
F I N L A N D

Tämä viesti on lähetetty automaattisesti. Ethän vastaa tähän viestiin. Palautetta Lumene-klubille voit lähettää osoitteeseen [lumene.klubi@lumene.com](mailto:lumene.klubi@lumene.com).

Jos et enää halua viestejä Lumenelta, voit peruuttaa ne joko muuttamalla asetuksiasi [Lumene-klubi](#)-käyttäjäprofiilistasi tai klikkaamalla [tästä](#).

### Kasvojen ihonhoitotuotteiden ostaminen

Hei! Olen viimeisen vuoden liiketalouden opiskelija Haaga-Helia ammattikorkeakoulusta ja teen opinnäytetyötäni kasvojen ihonhoitotuotteiden ostotutkimuksesta. Kyselyni koostuu pääasiassa monivalintakysymyksistä ja vastaaminen on tehty mahdollisimman helpoksi ja nopeaksi. Kyselyyn vastaaminen tapahtuu anonyymisti ja vastaukset käsitellään luottamuksellisesti. Toivoisin, että käyttäisit hetken aikaaasi vastataksesi kyselyyni ja auttaisit siten minua tutkimuksen tekemisessä. Vastaamiseen kuluu aikaa noin 3-5 minuuttia.

#### 1) Kuinka kiinnostunut olet kauneudenhoidosta?

- Hyvin kiinnostunut
- Melko kiinnostunut
- Jonkin verran kiinnostunut
- Melko vähän kiinnostunut
- En ollenkaan kiinnostunut

#### 2) Erityisesti kasvojen iholle tarkoitetut ihonhoitotuotteet ovat mielestäni:

- Todella tarpeellisia
- Melko tarpeellisia
- En osaa sanoa
- Melko turhia
- Turhia

#### 3) Päivittäiseen käyttöön suosituista kasvojen ihonhoitotuotteista käytän:

- Kasvojen puhdistusaine
- Silmämeikkiinpoistoaine
- Kasvovesi
- Kasvovoide
- Silmänympäryvoide

#### 4) Käytän edellä valitsemieni päivittäiseen käyttöön suositeltuja kasvojen ihonhoitotuotteita:

- Päivittäin
- Muutamana kerran viikossa
- Noin kerran viikossa
- Harvemmin kuin kerran viikossa
- En koskaan

#### 5) Mikäli käytät kasvovoideita, mitä seuraavista vaihtoehtoista käytät? (Jos et käytä, siirry seuraavaan kysymykseen)

- Kosteuttava kasvovoide
- Heleyttävä kasvovoide
- Kiinteyttävä kasvovoide
- Elvyttävä kasvovoide
- Korjaava kasvovoide
- En mitään yllä mainituista
- En osaa sanoa

#### 6) Käytätkö erikseen päivä- ja yövoideita kasvojen iholle?

- Kyllä
- En - miksi?

#### 7) Käytän keskimäärin päivittäisiin kasvojen ihonhoitorutiineihin aikaa:

- 0-1 minuuttia
- 2-3 minuuttia
- 4-5 minuuttia
- 6-10 minuuttia
- yli 10 minuuttia

#### 8) Mitä seuraavista kasvojen ihon erikoishoitotuotteista olet käyttänyt?

- Kuorinta-aine
- Kasvonaamio
- Tehoseerumi
- Tehotiipit
- Jotakin muuta - mitä?

9) Kuinka usein käytät jotakin kasvojen ihon erikoishoitotuotetta (esim. kuorinta-aine, kasvonaamio, tehoseerumi, tehotipät)?

- Useamman kerran viikossa
- Noin kerran viikossa
- Muutamana kerran kuukaudessa
- Harvemmin kuin kerran kuukaudessa
- En koskaan

10) Mitkä asiat ovat sinulle tärkeitä ostaessasi kasvojen ihonhoitotuotetta? Laita tärkeysjärjestykseen 3 tärkeintä.

	1. tärkein	2. tärkein	3. tärkein
Tuotemerkki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen edullisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen pakkauksen ulkonäkö	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen luonnonmukaisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen kotimaisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen koostumus (tuoksu, väri)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen laadukkuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen luvutut vaikutukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aikaisemmat käyttökokemukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen sopivuus ihotyypilleni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuote on uutuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11) Onko sinulle tärkeää saada kokeilla miltä kasvojen ihonhoitotuote tuntuu (esim. testerit) ennen kuin ostat sen?

- Hyvin tärkeää
- Melko tärkeää
- En osaa sanoa
- Melko vähän tärkeää
- Ei yhtään tärkeää

12) Ovatko kalliimmat ihonhoitotuotteet mielestäsi parempia kuin edullisemmat?

- Kyllä
- Ei

13) Mistä ostat kasvojen ihonhoitotuotteita?

- Päivittäistavarakaupoista
- Tavarataloista
- Kauneuden erikoisliikkeistä
- Kosmetologilta
- Postimyyntiluetteloista
- Internetistä
- Jostain muualta - mistä?

14) Oletko joskus ostanut kasvojen ihonhoitotuotteita..

	Kyllä	En
...näkemäsi mainoksen perusteella?	<input type="radio"/>	<input type="radio"/>
...tuotenäytteen perusteella?	<input type="radio"/>	<input type="radio"/>

15) Mihin seuraavista asioista kiinnität huomiota kasvojen ihonhoitotuotteiden mainonnassa?

- Tuotemerkki
- Tuotteen luvutut vaikutukset
- Tutkimukset tuotteen tehosta
- Tuotteen ulkonäkö (pakkaus)
- Mainoksessa esiintyvä malli
- Mainoksen värimaailma
- Tuotteen ekologisuus ja eettisyys
- Johonkin muuhun - mihin?

16) Kuinka usein ostat kasvojen ihonhoitotuotteita tarjouksesta?

- Todella usein
- Usein
- Joskus
- Erittäin harvoin
- En koskaan

17) Ostatko kasvojen ihonhoitotuotteen herkemmin jos saat jonkun toisen tuotteen kaupan päälle?

- Kyllä
- En

18) Jos olet tyytyväinen ostamaasi kasvojen ihonhoitotuotteeseen, ostatko mielellään myös muita saman brändin tuotteita?

- Kyllä
- En

19) Vaikuttavatko tuttaviesi mielipiteet ja suositukset siihen mitä kasvojen ihonhoitotuotteita ostat?

- Hyvin usein
- Usein
- Joskus
- Erittäin harvoin
- Ei koskaan

20) Ostatko kasvojen ihonhoitotuotteita usein myyjän tai alan asiantuntijan suosituksesta?

- Hyvin usein
- Usein
- Joskus
- Erittäin harvoin
- En koskaan

21) Luetko kasvojen ihonhoitotuotteiden arvosteluja ennen kuin ostat tuotteen?

- Hyvin usein
- Usein
- Joskus
- Erittäin harvoin
- En koskaan

22) Mistä seuraavista lähteistä pääsääntöisesti hankit tietoa ennen jonkin kasvojen ihonhoitotuotteen ostamista? Jos et hanki tietoa, siirry seuraavaan kysymykseen.

- Internetin keskustelupalstoilta
- Tuotteen valmistajan kotisivuilta
- Tuttavilta
- Mainoksista
- Kaupoista tuotteiden myyjiltä
- Jostain muualta - mistä?

23) Teetkö ostospäätöksen siitä, minkä kasvojen ihonhoitotuotteen ostat yleensä ennen kauppaan menemistä vai vasta kaupassa?

- Ennen kauppaan menoa
- Vasta kaupassa

24) Teetkö heräteostoksia kasvojen ihonhoitotuotteissa?

- Hyvin usein
- Usein
- Joskus
- Erittäin harvoin
- En koskaan

**25) Missä määrin pidät seuraavia asioita tärkeinä ostaessasi kasvojen ihonhoitotuotteita?**

	Hyvin tärkeää	Melko tärkeää	Jokseenkin tärkeää	Melko vähän tärkeää	Ei ollenkaan tärkeää
Tuote koostuu osittain luonnon raaka-aineista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuote on valmistettu kokonaan luonnon raaka-aineista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuote koostuu osittain luomuviljellyistä luonnon raaka-aineista (luomuviljelty = viljelyssä ei ole käytetty keinolannoitteita tai torjunta-aineita)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuote on valmistettu kokonaan luomuviljellyistä luonnon raaka-aineista (luomuviljelty = viljelyssä ei ole käytetty keinolannoitteita tai torjunta-aineita)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**26) Uskotko, että luonnon raaka-aineita sisältävät kasvojen ihonhoitotuotteet ovat parempia ihollesi kuin tuotteet, jotka eivät sisällä luonnon raaka-aineita?**

- Kyllä
- En osaa sanoa
- En

**27) Oletko valmis maksamaan kasvojen ihonhoitotuotteesta enemmän jos se koostuu kokonaan luonnon raaka-aineista?**

- Kyllä
- En osaa sanoa
- En

**28) Oletko valmis maksamaan kasvojen ihonhoitotuotteesta enemmän jos se koostuu kokonaan luomuviljellyistä luonnon raaka-aineista?**

- Kyllä
- En osaa sanoa
- En

**29) Paljonko olet keskimäärin valmis maksamaan kasvojen ihonhoitotuotteesta?**

- Alle 10 euroa
- 11-20 euroa
- 21-30 euroa
- 31-50 euroa
- Yli 50 euroa

**30) Kuinka paljon uskot kasvojen ihonhoitotuotteiden luvattuihin vaikutuksiin?**

- Hyvin paljon
- Melko paljon
- Jonkin verran
- Melko vähän
- Hyvin vähän

**31) Missä määrin kasvojen ihonhoitotuotteiden luvatut vaikutukset vaikuttavat siihen, minkä tuotteen ostat?**

- Hyvin paljon
- Melko paljon
- Jonkin verran
- Melko vähän
- Hyvin vähän

**32) Ostatko sellaisia kasvojen ihonhoitotuotteita, jotka ovat tarkoitettu juuri oman ikäisellesi iholle?**

- Kyllä
- En osaa sanoa
- En

33) Mitkä seuraavista ovat ratkaisevia tekijöitä kasvojen ihonhoitotuotetta valitessasi? Valitse 3 tärkeintä.

- Tuotemerkki
- Tuotteen pakkauksen ulkonäkö
- Tuotteen edullisuus
- Tuotteen luonnonmukaisuus
- Tuotteen koostumus (tuoksu, väri)
- Tuotteen kotimaisuus
- Tuotteen laatu
- Tuotteen luvattut vaikutukset
- Tuttavien suositukset
- Myyjän suositukset
- Aikaisemmat käyttökokemukset
- Tuotteen sopivuus ihotyypilleni
- Tuote on uutuus
- Jokin muu - mikä?

34) Mitä seuraavista kasvojen ihonhoitotuotemerkeistä olet käyttänyt?

- Biotherm
- Clinique
- Dior
- Garnier
- Herbina
- Lancome
- Loreal
- Lumene
- Neutrogena
- Nivea
- Oriflame
- The Body Shop
- Yves Rocher
- Joitakin muita - mitä?

35) Mikä on suosikki kasvojen ihonhoitotuotemerkkisi? (Jos sinulla ei ole sellaista, jätä kenttä tyhjäksi)

36) Entä mikä on suosikki kasvojen ihonhoitotuotteesi? (Esim. kasvovoide tms.)

Taustatietosi: Tietoja tarvitaan vastausten analysointiin ja niitä ei missään tapauksessa julkaista. Vastaaminen tapahtuu anonyymisti ja vastaukset käsitellään luottamuksellisesti.

37) Minkä ikäinen olet?

- Alle 20 vuotta
- 20-25 vuotta
- 26-30 vuotta
- 31-35 vuotta
- 36-40 vuotta
- 40-50 vuotta
- 51-60 vuotta
- Yli 60 vuotta

38) Millainen on elämäntilanteesi?

- Olen naimisissa/avoliitossa - ei lapsia
- Olen naimisissa/avoliitossa -taloudessamme asuu lapsia
- Olen yksinhuoltaja
- Olen naimaton

**39) Millainen koulutus sinulla on? (Valitse ylin suorittamasi taso)**

- Peruskoulu
- Lukio/ammattikoulu
- Ammattikorkeakoulu
- Ylempi AMK -tutkinto/yliopistotutkinto

**40) Millainen on työllisyystilanteesi?**

- Opiskelen
- Olen määräaikaisessa työsuhteessa
- Olen vakituksessa työsuhteessa
- Olen työtön
- Olen eläkkeellä

**41) Vuositulosi noin?**

- 0-10 000 euroa
- 10 001-20 000 euroa
- 20 001-30 000 euroa
- 30 001-50 000 euroa
- Yli 50 000 euroa

Lähetä Skicka Submit

Kiitos ajastasi ja vastauksistasi!



### Purchasing facial skin care products

Hello! I am studying business in my last year now in Haaga-Helia University of Applied Sciences and I am doing my thesis about the purchasing habits related to facial skin care products. My questionnaire consists mainly of multiple choice questions and answering has been made as convenient and easy as possible. The answering will happen anonymously and all answers will be handled confidentially. I hope that you could use a moment of your time to answer my questionnaire and thus help in conducting this research. The answering takes about 3-5 minutes.

1) How interested are you in cosmetics and taking care of your beauty?

- Very interested
- Fairly interested
- Somewhat interested
- Fairly little interested
- Not interested at all

2) Skin care products designed especially for facial skin are in my opinion:

- Very necessary
- Fairly necessary
- I don't know
- Fairly unnecessary
- Unnecessary

3) From these facial skin care products recommended to be used daily I use:

- Facial cleanser
- Eye make-up remover
- Toner
- Facial cream
- Eye cream



4) I use these previously chosen facial skin care products recommended for daily use:

- Every day
- A few times a week
- Approximately once a week
- Less frequently than once a week
- Never

5) If you use facial cream, which kind of cream do you use from the following options (if you don't use facial cream, move to the next question)?

- Moisturizing facial cream
- Brightening facial cream
- Firming facial cream
- Regenerating facial cream
- Repairing facial cream
- None of the above mentioned
- I don't know

6) Do you use both day and night creams?

- Yes
- No – why \_\_\_\_\_ ?

7) I use on average \_\_\_\_ minutes to my daily skin care routines:

- 0-1
- 2-3
- 4-5
- 6-10
- over 10

8) Which of the following special facial treatments have you used?

- Exfoliating gel/facial scrub
- Facial mask
- Special serums
- Special drops
- Something else – what \_\_\_\_\_ ?

9) How often do you use some special facial skin care treatment product?

- Several times a week
- About once a week
- A few times a month
- Less often than once a month
- Never

10) Which of these following matters are important to you when purchasing facial skin care products?

List three most important.

	1st most important	2nd	3rd
Brand			
Affordability			
Package			
Naturalness			
Product is domestic			
Texture of product (smell, colour)			
Quality			
Promised effects			
Previous usage experiences			
Suitability to my own skin type			
Product is new			

11) Is it important for you to try what the product feels like (for example testers) before you buy it?

- Very important
- Fairly important
- I don't know
- Fairly little important
- Not at all important

12) Do you think expensive facial skin care products are better than cheaper products?

- Yes
- No

13) Where do you purchase facial skin care products from?

- Daily consumer goods stores
- Supermarkets
- Stores specialized in beauty
- Cosmetologist
- Catalogues
- Internet
- Somewhere else – where \_\_\_\_\_?

14) Have you ever purchased facial skin care products...

Yes

No

..based on a commercial?

..based on a tester?

15) Which of the following things do you pay attention to in facial skin care product advertising?

- Brand
- Promised effects
- Researches about the effectiveness of the product
- Package (how the package looks like)
- Model in commercial
- Colour scheme in commercial
- Product's ecological and ethical characteristics
- Something else – what \_\_\_\_\_?

16) How often do you buy facial skin care products that are in sale?

- Very often
- Often
- Sometimes
- Very rarely
- Never

17) Do you purchase facial skin care products more easily if you get another product for free?

- Yes
- No

18) If you are satisfied with a facial skin care product you've purchased, would you be happy to buy other products from the same brand as well?

- Yes
- No

19) Do the opinions and recommendations of your friends affect what facial skin care products you purchase?

- Very often
- Often
- Sometimes
- Very rarely
- Never

20) Do you often purchase facial skin care products based on a recommendation of a sales person or beauty professional?

- Very often
- Often
- Sometimes
- Very rarely
- Never

21) Do you often read reviews of facial skin care products before purchasing them?

- Very often
- Often
- Sometimes
- Very rarely
- Never

22) From which of the following sources do you in general get information before purchasing a facial skin care product? If you don't get information, move on to the next question.

- Internet's discussion forums
- Home pages of manufacturers of the products
- Friends
- Advertisements
- Stores from sales personnel

- Somewhere else – where \_\_\_\_\_?

23) Do you make the decision about which facial skin care product to purchase in general before you go to a store or not until you are in the store?

- Before going to the store
- In the store

24) Do you buy facial skin care products on impulse?

- Very often
- Often
- Sometimes
- Very rarely
- Never

25) To what extent do you think the following factors are important when you buy facial skin care products?

Very..      Fairly..      Somewhat..      Fairly little..      Not at all important

Product consists partly of natural ingredients

Product consists of just natural ingredients

Product consists partly of organic ingredients (organic= no harmful fertilizers or pesticides have been used in farming)

Product consists of just organic ingredients (organic= no harmful fertilizers or pesticides have been used in farming)

26) Do you believe that facial skin care products containing natural ingredients are better for your skin than products that do not contain natural ingredients?

- Yes
- I don't know
- No

27) Are you willing to pay more for a facial skin care product if it consists completely of natural ingredients?

- Yes
- I don't know
- No

28) Are you willing to pay more for a facial skin care product if it consists completely of organic ingredients?

- Yes
- I don't know
- No

29) How much are you ready to pay on average for a facial skin care product?

- Less than 10 Euros
- 11-20 Euros
- 21-30 Euros
- 31-50 Euros
- Over 50 Euros

30) How much do you believe in the promised effects of facial skin care products?

- Very much
- Fairly much
- To some extent
- Fairly little
- Very little

31) To what extent do the promised effects of facial skin care products affect which product you purchase?

- Very much
- Fairly much
- To some extent
- Fairly little
- Very little

32) Do you buy facial skin care products that have been made to skin your age?

- Yes
- I don't know
- No

33) Which of the following factors are important when you choose a facial skin care product? Select three most important.

- Brand
- Package
- Affordability
- Naturalness
- Consistency of the product (smell, colour)
- Product is domestic
- Quality
- Promised effects
- Recommendations of friends
- Recommendations of sales people
- Previous usage experiences
- The suitability to my skin
- Product is new
- Something else – what \_\_\_\_\_?

34) Which of the following facial skin care product brands have you used?

- Biotherm
- Clinique
- Dior
- Garnier
- Herbina
- Lancome
- Loreal
- Lumene
- Neutrogena
- Nivea
- Oriflame
- The Body Shop
- Yves Rocher
- Something else – what \_\_\_\_\_?

35) What is your favourite facial skin care product brand? (If you do not have any. leave empty)

---

36) And what is your favourite facial skin care product (for example facial cream etc.)?

---

Your background information. This information is needed to analyze the results and they will not be published under any circumstances. Answering happens anonymously and the responses are handled confidentially.

37) How old are you?

- Under 20 years old
- 20-25 years old
- 26-30 years old
- 31-35 years old
- 36-40 years old
- 40-50 years old
- 50-60 years old

38) What kind of a life situation do you have?

- Married/in common-law marriage – no children
- Married/in common-law marriage – with children in the household
- Single parent
- Single

39) What kind of education do you have? (Select the highest level you have completed)

- Compulsory education
- High school/vocational school
- University of Applied Sciences
- University

40) What is your occupational situation like?

- Studying
- Working under temporary employment contract
- Working under permanent employment contract
- Unemployed
- Retired



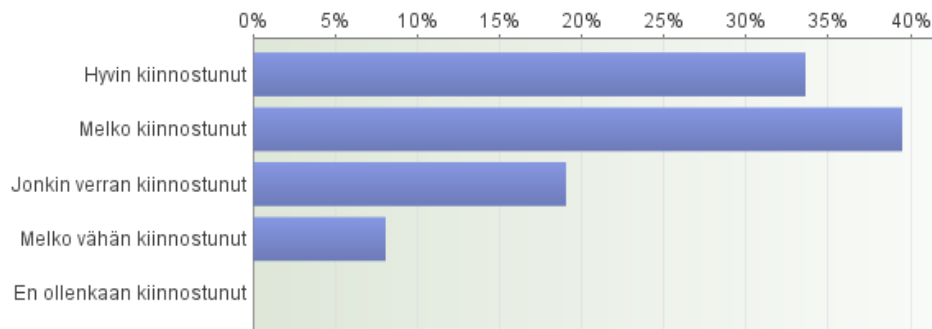
41) Your yearly income approximately?

- 0-10 000 Euros
- 10 001-20 000 Euros
- 20 001-30 000 Euros
- 30 001-50 000 Euros
- Over 50 000 Euros

## Appendix 5. Frequencies

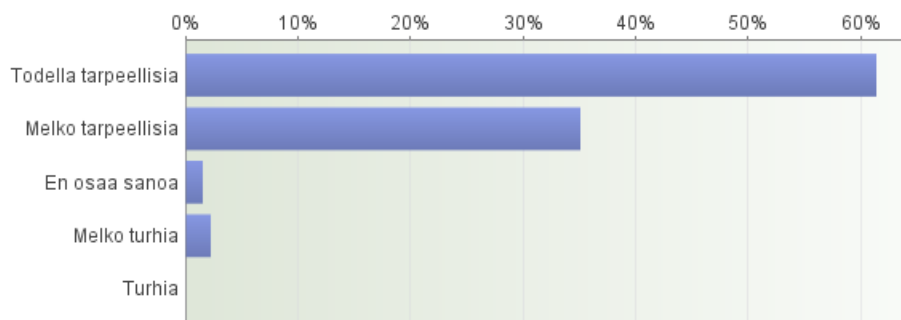
### 1. Kuinka kiinnostunut olet kauneudenhoidosta?

Vastaajien määrä: 137



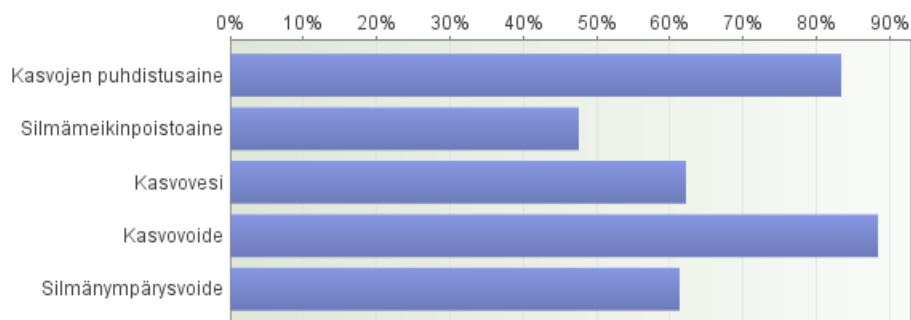
### 2. Erityisesti kasvojen iholle tarkoitettut ihonhoitotuotteet ovat mielestäni:

Vastaajien määrä: 137



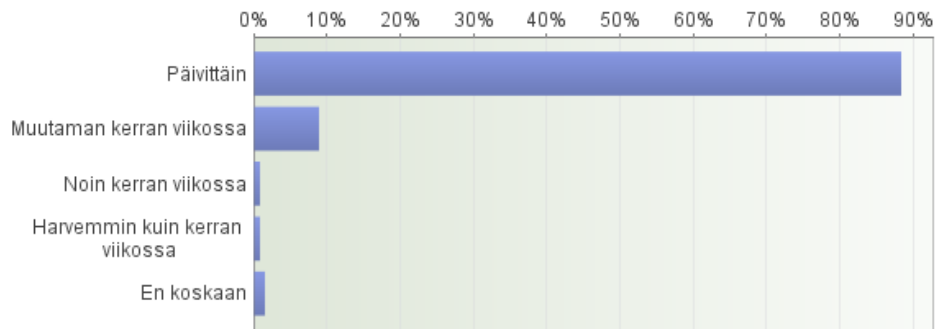
### 3. Päivittäiseen käyttöön suositelluista kasvojen ihonhoitotuotteista käytän:

Vastaajien määrä: 137



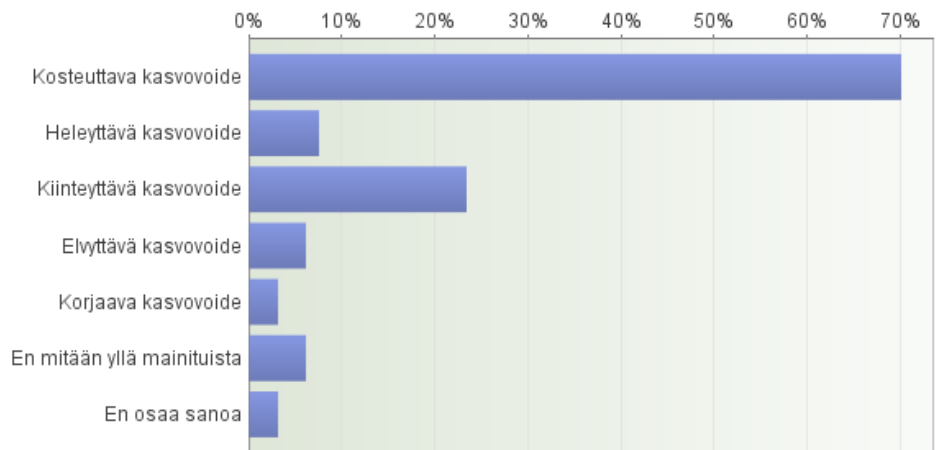
#### 4. Käytän edellä valitsemiani päivittäiseen käyttöön suositeltuja kasvojen ihonhoitotuotteita:

Vastaajien määrä: 136



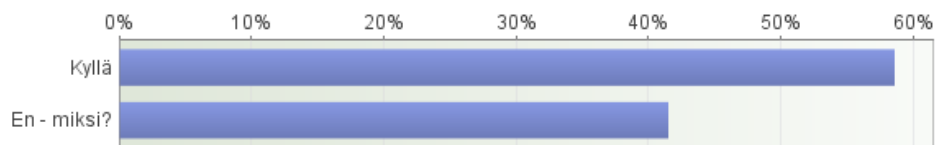
#### 5. Mikäli käytät kasvovoideita, mitä seuraavista vaihtoehdoista käytät? (Jos et käytä, siirry seuraavaan kysymykseen)

Vastaajien määrä: 133



#### 6. Käytätkö erikseen päivä- ja yövoideita kasvojen iholle?

Vastaajien määrä: 135

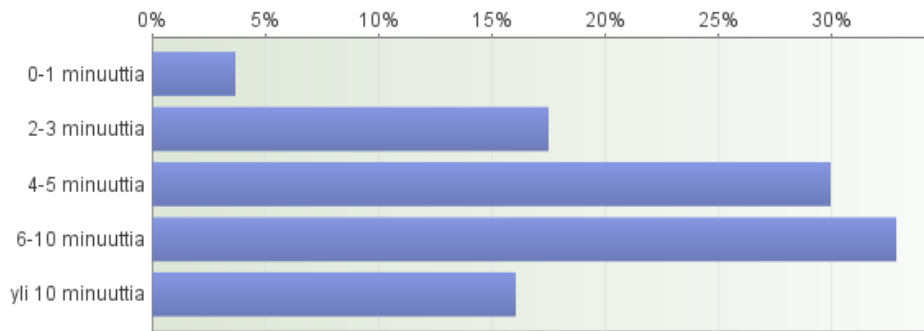


Avoimet vastaukset: En - miksi?

- Ei koe tarpeelliseksi 24
- Yövoiteet ovat liian raskaita 7
- Sama voide käy sekä päivisin että öisin 7
- Ei ole varaa 5
- Käyttää joskus yövoideita 4

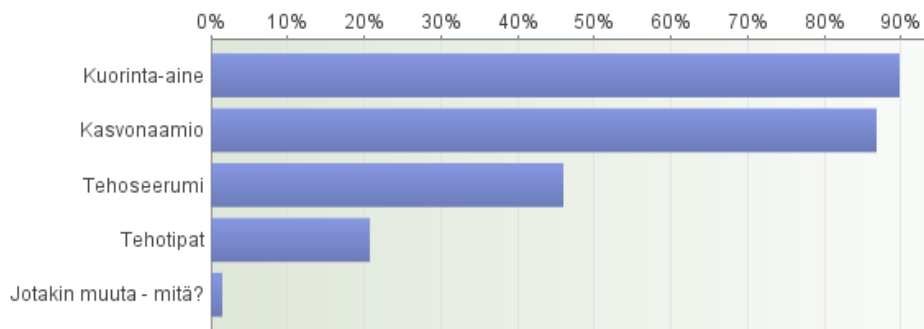
#### 7. Käytän keskimäärin päivittäisiin kasvojen ihonhoitorutiineihin aikaa:

Vastaajien määrä: 137



8. Mitä seuraavista kasvojen ihon erikoishoitotuotteista olet käyttänyt?

Vastaajien määrä: 135

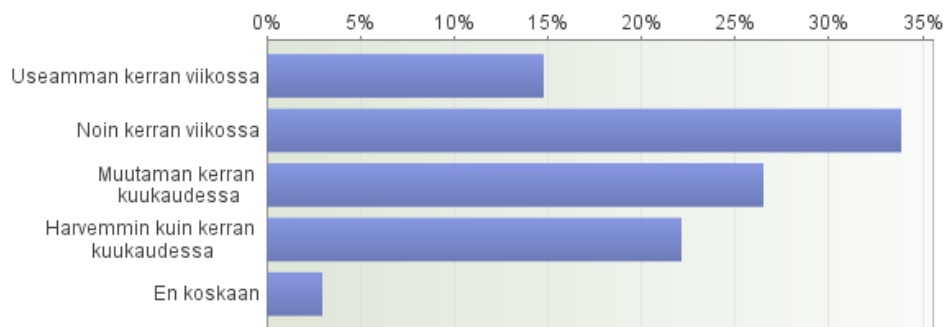


Avoimet vastaukset: Jotakin muuta - mitä?

- Geelipesu 1
- Ei muuta 1

9. Kuinka usein käytät jotakin kasvojen ihon erikoishoitotuotetta (esim. kuorinta-aine, kasvonaamio, tehoseerumi, tehotipat)?

Vastaajien määrä: 136



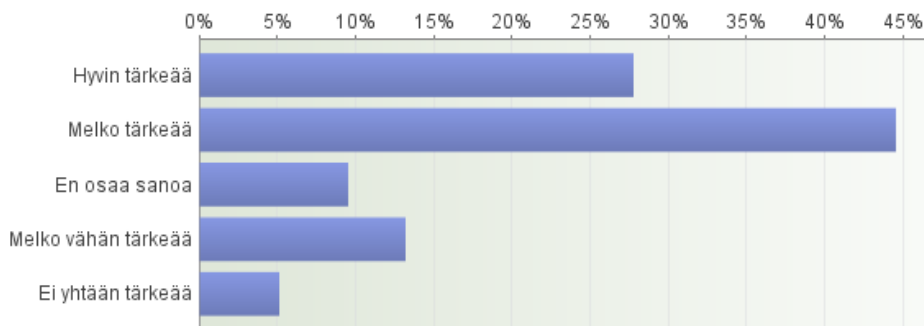
10. Mitkä asiat ovat sinulle tärkeitä ostaessasi kasvojen ihonhoitotuotetta? Laita tärkeysjärjestykseen 3 tärkeintä.

Vastaajien määrä: 138

	1. tärkein	2. tärkein	3. tärkein	Yhteensä	ka.
Tuotemerkki	37,5%	12,5%	50%	32	2,12
Tuotteen edullisuus	14%	34%	52%	50	2,38
Tuotteen pakkauksen ulkonäkö	12,5%	50%	37,5%	8	2,25
Tuotteen luonnonmukaisuus	11,76%	52,94%	35,29%	17	2,24
Tuotteen kotimaisuus	18,75%	37,5%	43,75%	16	2,25
Tuotteen koostumus (tuoksu, väri)	13,33%	33,33%	53,33%	30	2,4
Tuotteen laadukkuus	34,38%	37,5%	28,12%	64	1,94
Tuotteen luvutut vaikutukset	35,48%	32,26%	32,26%	31	1,97
Aikaisemmat käyttökokemukset	30,65%	40,32%	29,03%	62	1,98
Tuotteen sopivuus ihotyypilleni	58,51%	25,53%	15,96%	94	1,57
Tuote on uutuus	16,67%	50%	33,33%	6	2,17

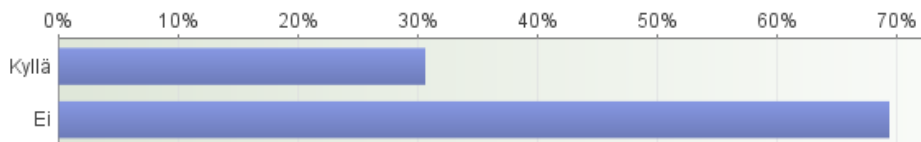
11. Onko sinulle tärkeää saada kokeilla miltä kasvojen ihonhoitotuote tuntuu (esim. testerit) ennen kuin ostat sen?

Vastaajien määrä: 137



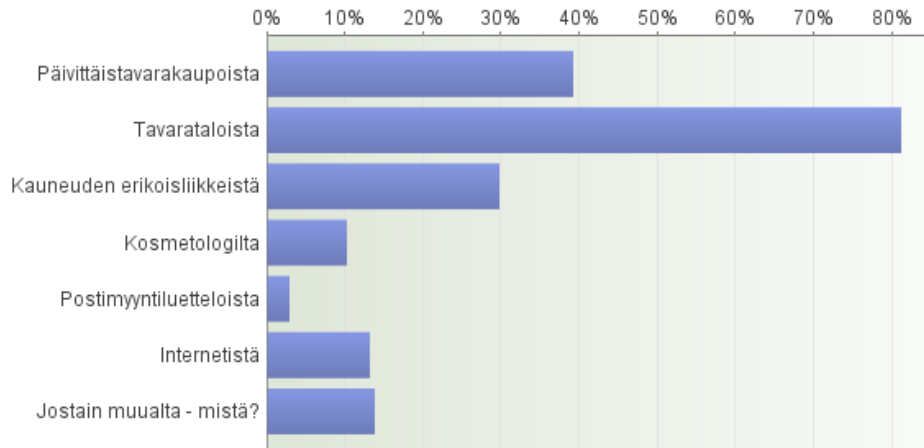
12. Ovatko kalliimmat ihonhoitotuotteet mielestäsi parempia kuin edullisemmat?

Vastaajien määrä: 137



### 13. Mistä ostat kasvojen ihonhoitotuotteita?

Vastaajien määrä: 138



Avoimet vastaukset: Jostain muualta - mistä?

- Tax-free 8
- Apteekki 7
- Verkostomyynti 5

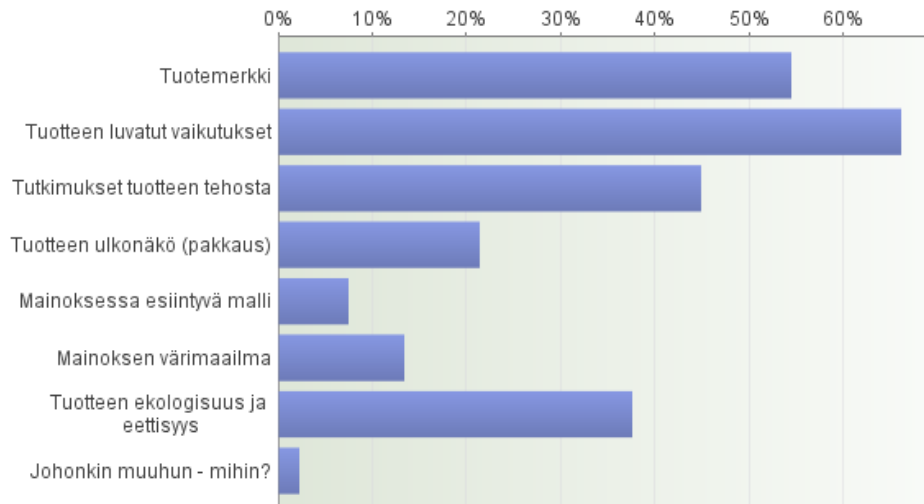
### 14. Oletko joskus ostanut kasvojen ihonhoitotuotteita..

Vastaajien määrä: 138

	Kyllä	En	Yhteensä	ka.
..näkemäsi mainoksen perusteella?	45%	55%	100	1,55
..tuotenäytteen perusteella?	73,5%	26,5%	117	1,26

### 15. Mihin seuraavista asioista kiinnität huomiota kasvojen ihonhoitotuotteiden mainonnassa?

Vastaajien määrä: 136

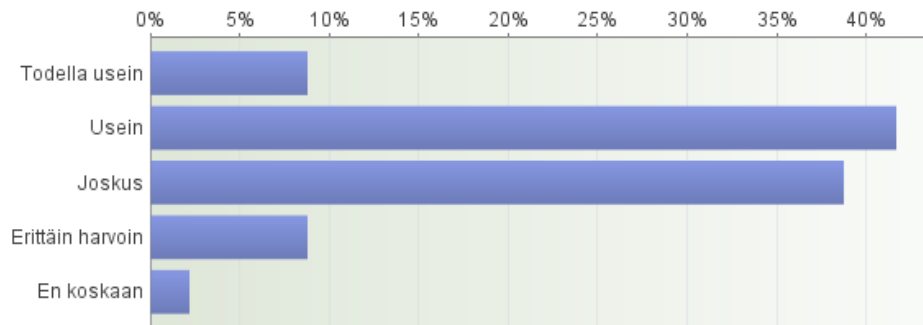


Avoimet vastaukset: Johonkin muuhun - mihin?

- Hinta 2
- Tuotteen sisällysluettelo 1
- Luotettavuus ja laatu 1

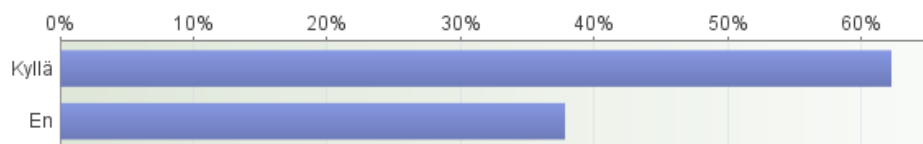
16. Kuinka usein ostat kasvojen ihonhoitotuotteita tarjouksesta?

Vastaajien määrä: 137



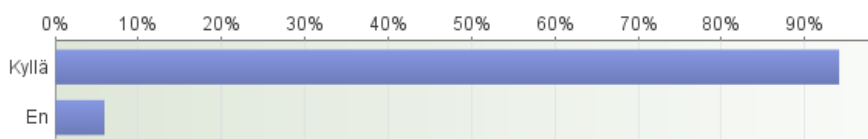
17. Ostatko kasvojen ihonhoitotuotteen herkemmin jos saat jonkun toisen tuotteen kaupan päälle?

Vastaajien määrä: 135



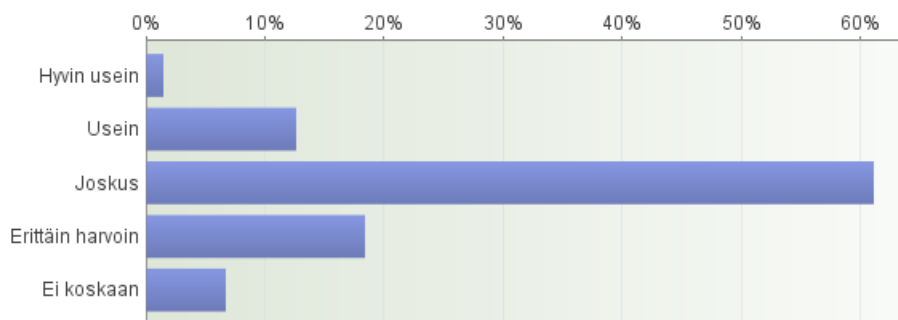
18. Jos olet tyytyväinen ostamaasi kasvojen ihonhoitotuotteeseen, ostatko mielellään myös muita saman brändin tuotteita?

Vastaajien määrä: 135



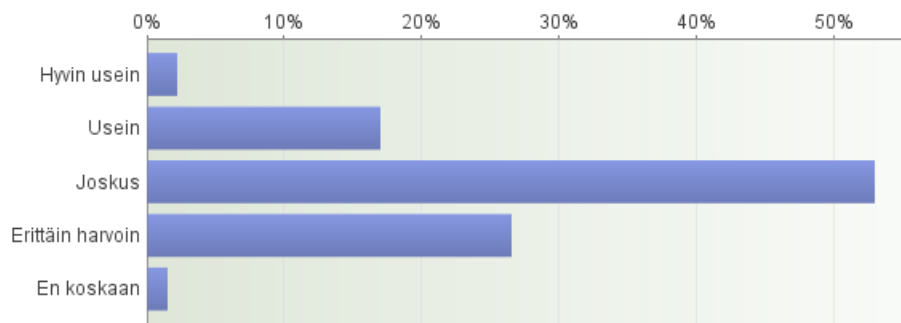
19. Vaikuttavatko tuttaviesi mielipiteet ja suositukset siihen mitä kasvojen ihonhoitotuotteita ostat?

Vastaajien määrä: 136



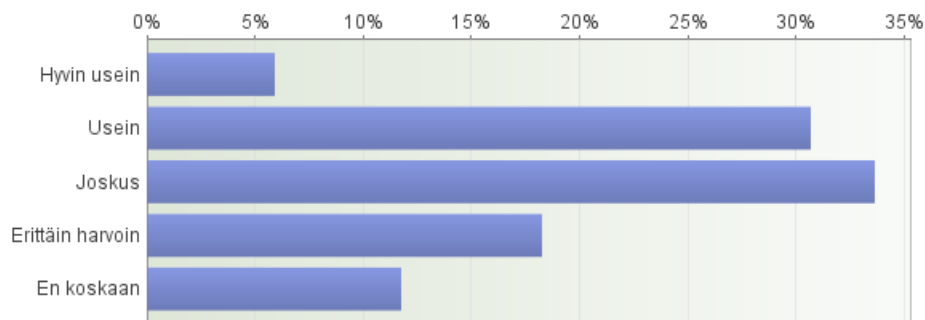
20. Ostatko kasvojen ihonhoitotuotteita usein myyjän tai alan asiantuntijan suosituksesta?

Vastaajien määrä: 136



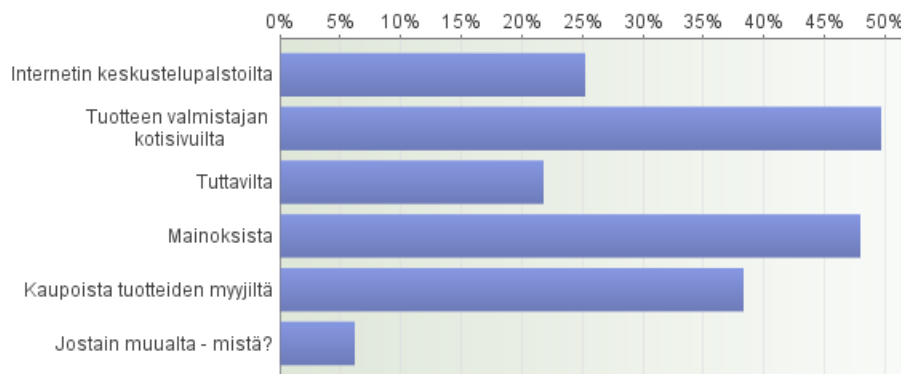
21. Luetko kasvojen ihonhoitotuotteiden arvosteluja ennen kuin ostat tuotteen?

Vastaajien määrä: 137



22. Mistä seuraavista lähteistä pääsääntöisesti hankit tietoa ennen jonkin kasvojen ihonhoitotuotteen ostamista? Jos et hanki tietoa, siirry seuraavaan kysymykseen.

Vastaajien määrä: 115



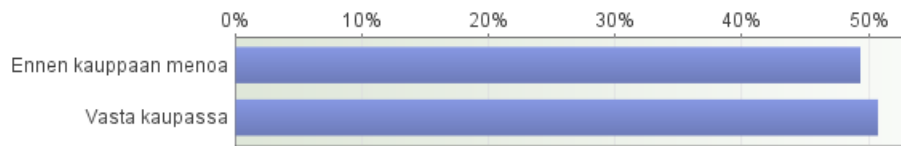
Avoimet vastaukset: Jostain muualta - mistä?

- Lehdistä 4
- Blogeista 2
- Ilmaisnäytteistä 1



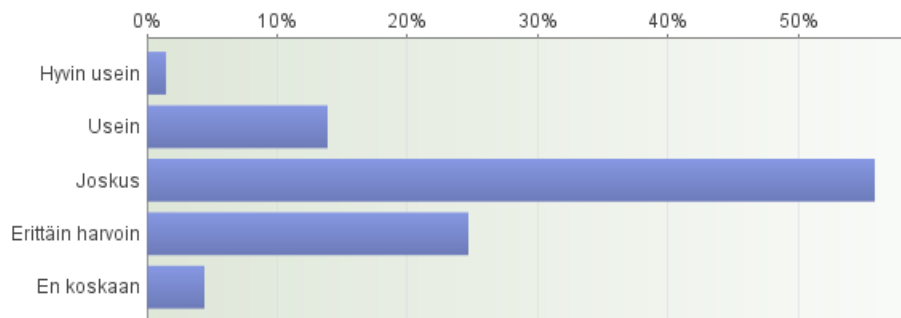
23. Teetkö ostospäätöksen siitä, minkä kasvojen ihonhoitotuotteen ostat yleensä ennen kauppaan menemistä vai vasta kaupassa?

Vastaajien määrä: 136



24. Teetkö heräteostoksia kasvojen ihonhoitotuotteissa?

Vastaajien määrä: 138



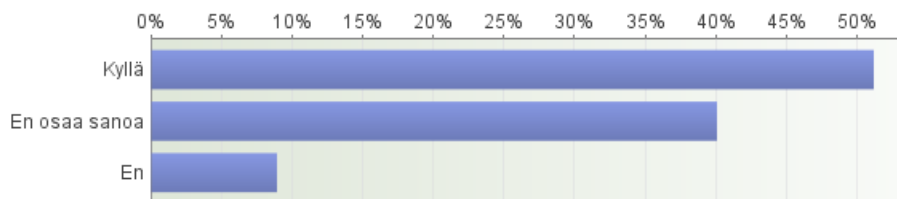
25. Missä määrin pidät seuraavia asioita tärkeinä ostaessasi kasvojen ihonhoitotuotteita?

Vastaajien määrä: 136

	Hyvin tärkeää	Melko tärkeää	Jokseenkin tärkeää	Melko vähän tärkeää	Ei ollenkaan tärkeää	Yhteensä	ka.
Tuote koostuu osittain luonnon raaka-aineista	38,78%	33,67%	16,33%	9,18%	2,04%	98	3,98
Tuote on valmistettu kokonaan luonnon raaka-aineista	17,65%	36,27%	30,39%	14,71%	0,98%	102	3,55
Tuote koostuu osittain luomuviljellyistä luonnon raaka-aineista (luomuviljelty = viljelyssä ei ole käytetty keinolannoitteita tai torjunta-aineita)	2,2%	21,98%	37,36%	26,37%	12,09%	91	2,76
Tuote on valmistettu kokonaan luomuviljellyistä luonnon raaka-aineista (luomuviljelty = viljelyssä ei ole käytetty keinolannoitteita tai torjunta-aineita)	11,02%	9,32%	16,95%	39,83%	22,88%	118	2,46

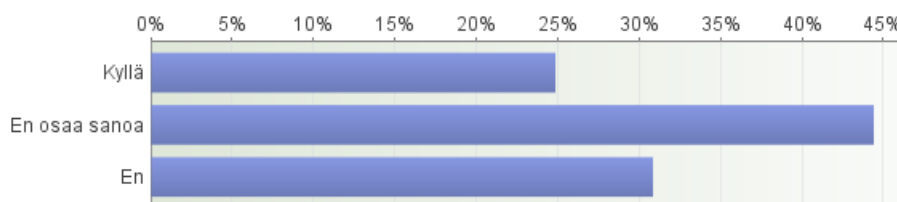
26. Uskotko, että luonnon raaka-aineita sisältävät kasvojen ihonhoitotuotteet ovat parempia ihollesi kuin tuotteet, jotka eivät sisällä luonnon raaka-aineita?

Vastaajien määrä: 135



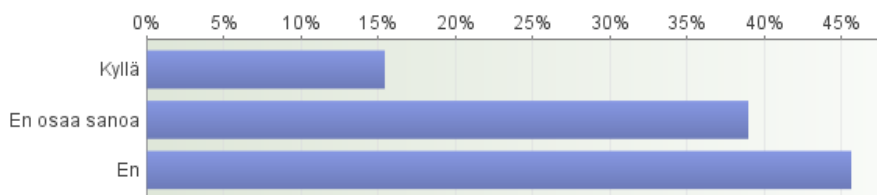
27. Oletko valmis maksamaan kasvojen ihonhoitotuotteesta enemmän jos se koostuu kokonaan luonnon raaka-aineista?

Vastaajien määrä: 133



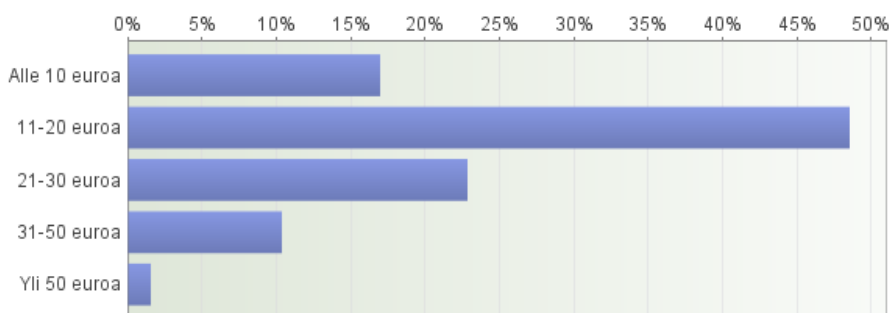
28. Oletko valmis maksamaan kasvojen ihonhoitotuotteesta enemmän jos se koostuu kokonaan luomuviljellyistä luonnon raaka-aineista?

Vastaajien määrä: 136



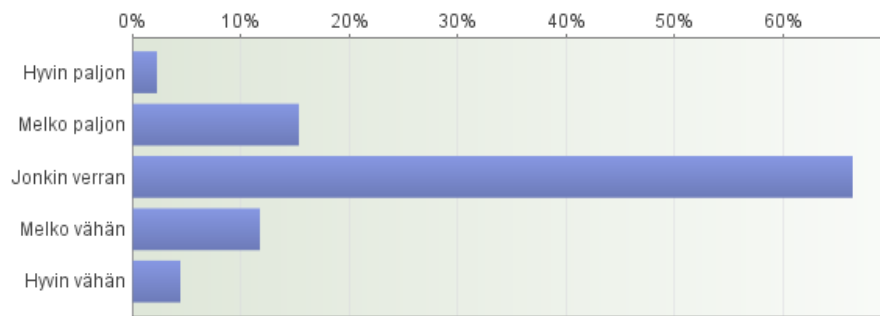
29. Paljonko olet keskimäärin valmis maksamaan kasvojen ihonhoitotuotteesta?

Vastaajien määrä: 136



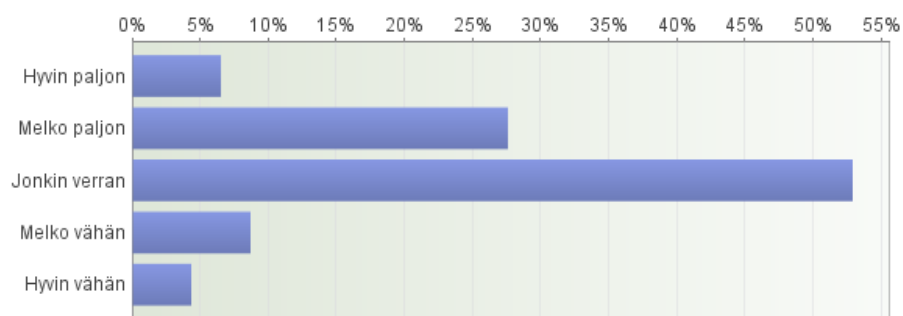
30. Kuinka paljon uskot kasvojen ihonhoitotuotteiden luvattuihin vaikutuksiin?

Vastaajien määrä: 137



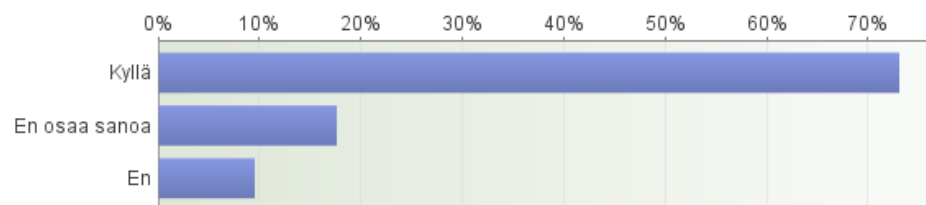
31. Missä määrin kasvojen ihonhoitotuotteiden luvattut vaikutukset vaikuttavat siihen, minkä tuotteen ostat?

Vastaajien määrä: 138



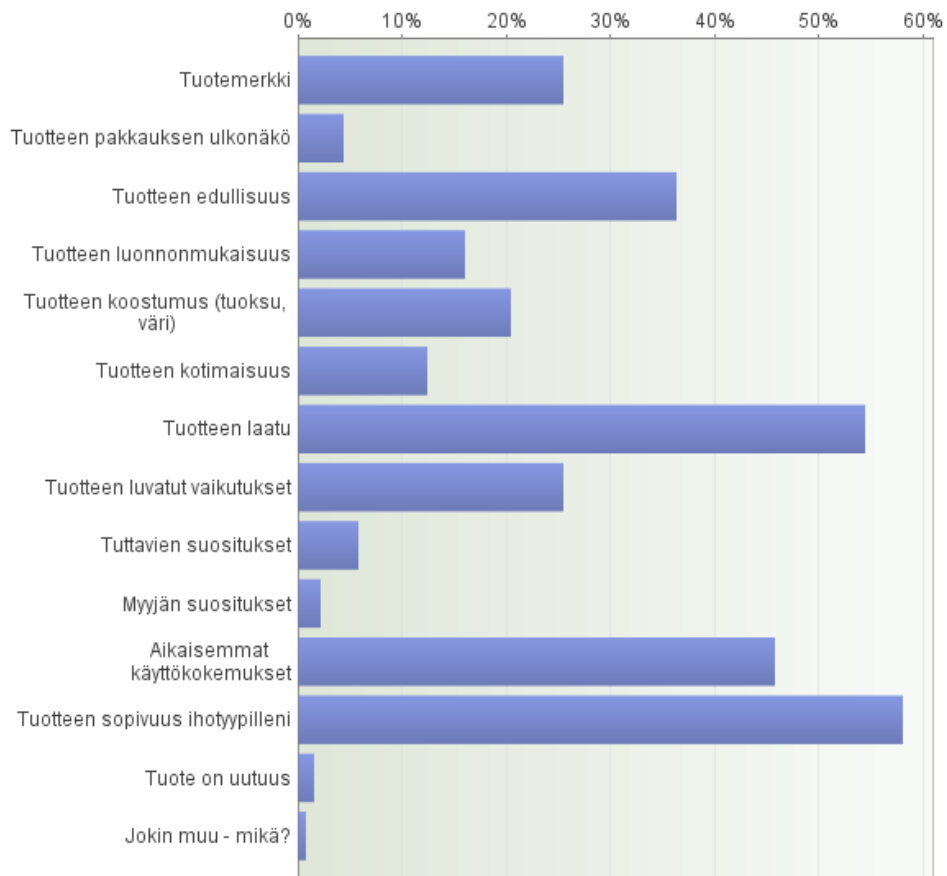
32. Ostatko sellaisia kasvojen ihonhoitotuotteita, jotka ovat tarkoitettu juuri oman ikäisellesi iholle?

Vastaajien määrä: 137



33. Mitkä seuraavista ovat ratkaisevia tekijöitä kasvojen ihonhoitotuotetta valitessasi? Valitse 3 tärkeintä.

Vastaajien määrä: 138

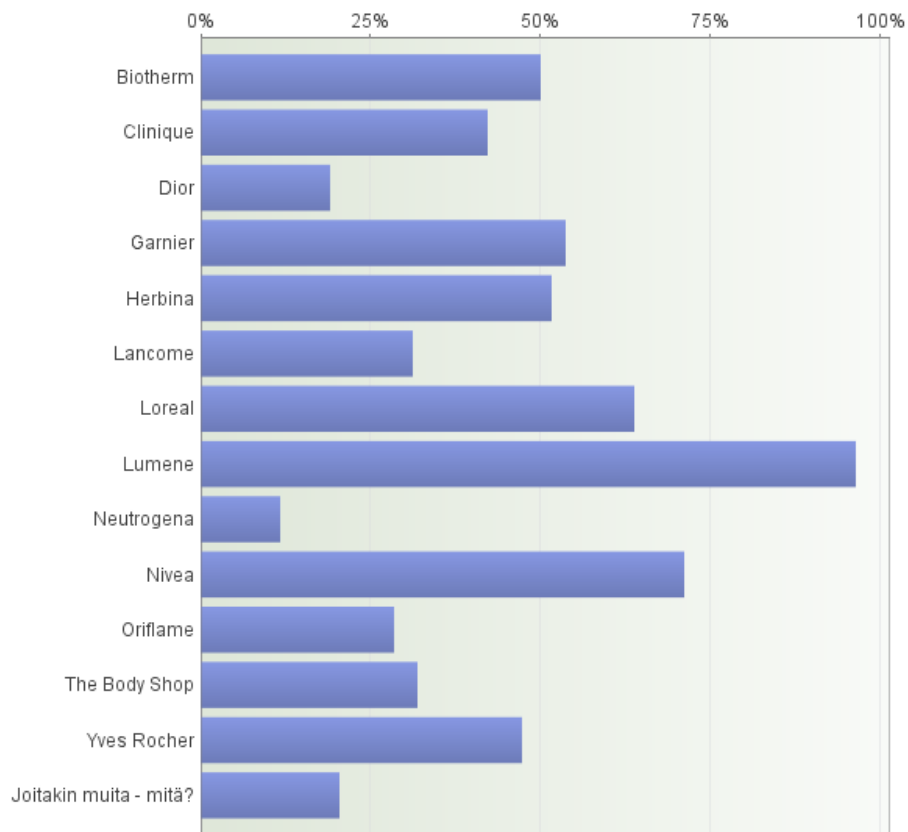


Avoimet vastaukset: Jokin muu - mikä?

- Allergiatestattu 1

### 34. Mitä seuraavista kasvojen ihonhoitotuotemerkeistä olet käyttänyt?

Vastaajien määrä: 138



Avoimet vastaukset: Joitakin muita - mitä?

- Vichy 5
- Apteekin perusvoiteet 5
- Aco 3
- Marja Entrich 3
- Dermosil 2
- Weleda 2
- Dermatologica 2
- Sensai 2
- Sissley 1
- Avène 1
- Biodroga 1
- Givenchy 1
- Kenzo 1
- YSL 1
- Dermosil 1
- Gatineu 1
- Mariderm 1
- Elisabeth Arden 1
- Pirkka 1
- Darphin 1
- Korres 1

- Lush 1
- Arbutin 1
- Avon 1
- Mary Kay 1
- Elysambre 1
- Frantsila. 1

35. Mikä on suosikki kasvojen ihonhoitotuotemerkkisi? (Jos sinulla ei ole sellaista, jätä kenttä tyhjäksi)

Vastaajien määrä: 81

- Lumene 40
- Useita lempituotemerkkejä 12
- Vichy 3
- Dermatologica 3
- Dior 2
- Nivea 2
- Clinique 2
- Dermosil 2
- Kanebo Sensai 2
- Lancome 2
- Neutrogena 1
- Korres 1
- Loreal 1
- Decubal 1
- Biodroga 1
- Aco 1
- The Body Shop 1
- Sissley 1
- Marja Entrich 1

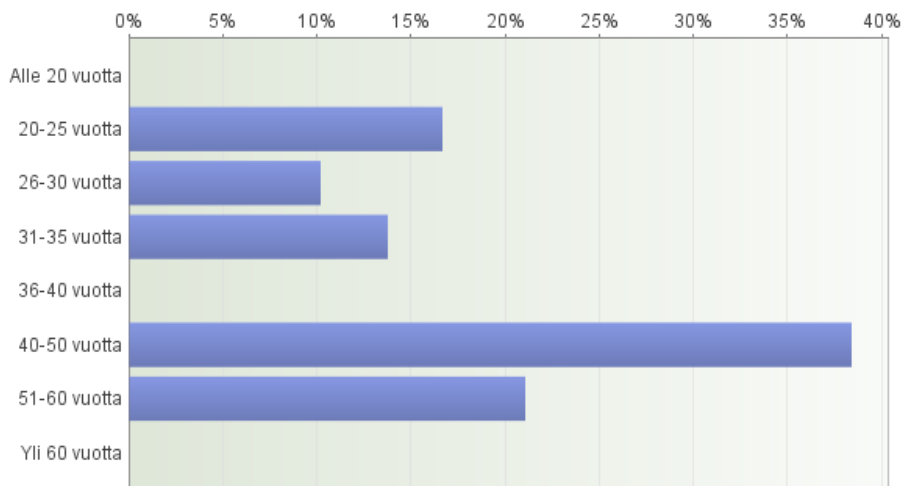
36. Entä mikä on suosikki kasvojen ihonhoitotuotteesi? (Esim. kasvovoide tms.)

Vastaajien määrä: 102

- Kasvovoide 46
- Muut brändit kuin Lumene 14
- Lumene 11
- Puhdistusaine 7
- Ei osaa sanoa 5
- Kasvonaamio 5
- Silmänympärysvoide 5
- Tehoseerumit 4
- Meikkivoide 2
- Kasvovesi 2
- Kuorinta-aine 1

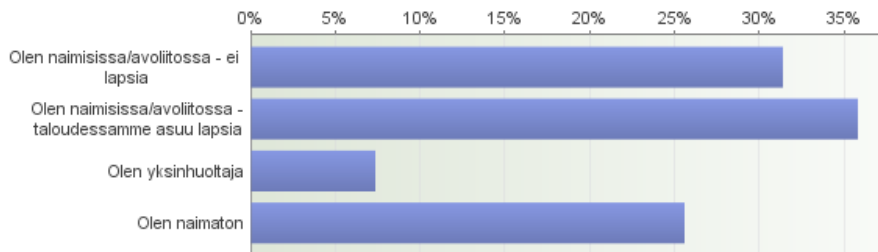
### 37. Minkä ikäinen olet?

Vastaajien määrä: 138



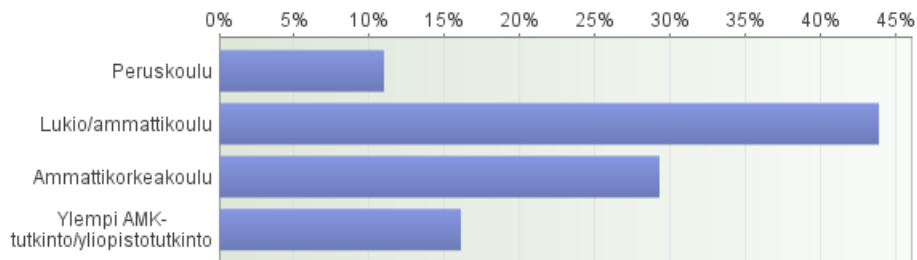
### 38. Millainen on elämäntilanteesi?

Vastaajien määrä: 137



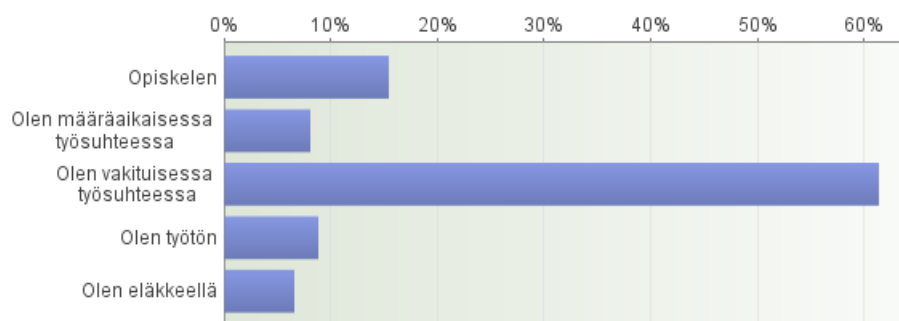
### 39. Millainen koulutus sinulla on? (Valitse ylin suorittamasi taso)

Vastaajien määrä: 137



### 40. Millainen on työllisyystilanteesi?

Vastaajien määrä: 137



#### 41. Vuositulosi noin?

Vastaajien määrä: 129

