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Consumer behavior towards green skin care cosmetic products in Finland

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Thesis Abstract

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The current study explores consumer behavior towards green cosmetic products in Finland. The goal of the study is to explore the various factors which influence the purchasing decisions of facial products. Moreover, the study aims to reveal consumers' attitudes towards natural cosmetic products and the value of the natural ingredients. The theoretical part of the work consists of consumer behavior theories by different authors. In addition, motivational models and dimensions are closely explained.

Broad information about natural skincare cosmetic products is presented in the research environment chapter of the thesis. Furthermore, this section of the thesis is concerned with information about current trends in the global cosmetic market. In the current study, green cosmetic companies are represented by Lumene, Yves Rocher and L'OCCITANE. Background information about these companies and their products is presented in the research environment chapter of the thesis.

The survey was conducted by using a mixed research method. An online questionnaire was developed to serve the purpose of the study. The questionnaire consists of 28 questions, and it was sent by email. In total, 177 women took part in the survey. Questions about Lumene, Yves Rocher and L'OCCITANE were implemented in the empirical part of the study. The goal was to discover the extent to which customers are acquainted with one of the most popular green cosmetic companies on the Finnish market. In addition to the online survey, interviews were held in order to explore consumer behavior and attitudes towards natural products.

The conclusion of the thesis includes the summary, where the outcomes of the thesis are highlighted. Validity and reliability issues are also discussed. Self-analytics, recommendations and suggestions for future research are also presented in the final chapter of the thesis.

Keywords: consumer behavior, cosmetics, environmentalism

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Abbreviations

PDI	Power Distance Index
IDV	Individualism Index
MAS	Masculinity Index
UAI	Uncertainty Avoidance Index
LTO	Long-term Orientation Index
IVR	Interactive Voice Response
CEO	Chief executive officer
ISO	International Organization for Standardization
USDA	United States Department of Agriculture
NOP	National Organic Program
NSF	National Science Foundation
UV	Ultraviolet
CAGR	Compounded Annual Growth Rate
GBM	Global Beauty Market
USA	United States of America
BRIC	Brazil, Russia, India and China
SPF	Sun Protection Factor
USD	United States Dollar
BB-cream	Blemish Balm Cream
TMR	Transparency Market Research

CNN	Cable News Network
P&G	Procter & Gamble
EU	European Union

1 Introduction

In the beginning of the introduction chapter are presented the purpose and objectives of the study. The research problem and the utilized research methods are also discussed in this part of the thesis.

1.1 Purpose and objectives of the study

The goal of the current study is to explore consumer behavior towards green skin care cosmetic products in Finland. The study aims to get an insight on women's attitude, general opinion and price sensitivity to natural facial products. The information is analyzed using different point of views – e.g. women are divided into categories according to their age, life situation, education and occupation. Attention is paid in discovering respondents' opinion about Lumene, Yves Rocher and L'OCCITANE as three of them represent green cosmetic companies. Moreover, the factors affecting the decision-making process when purchasing cosmetic products are discussed, as well.

The study could be useful for a broad audience. For example, individuals interested in natural cosmetics, green cosmetic companies who are planning to expand to Finland or natural companies who are already on Finnish market can find it useful. The purpose of this study is to an insight on the basics of consumer behavior and green cosmetic products. Furthermore, up-to-date information on global beauty industry trends and green cosmetic market is available. In addition, the way green cosmetic skin care products are perceived by Finnish customers is broadly explored and discussed.

1.2 Research problem

The research problem is discovering the way consumers act towards green facial products and the degree to which they value the natural cosmetic products. Another aspect of the work covers exploring the differences and similarities of different groups of customers. In addition to the main problem, there are subtopics by which the consumer behavior can be determined. For example: “Which are the motivating factors influencing the decision-making process” and “Are natural products considered superior to synthetic products”. The following questions also are included in the survey: “Are natural ingredients bringing extra value for the consumer”, “How much more are ready to pay green consumers for natural product” and “Are consumers price sensitive and what are their limits when it comes to natural facial products?” To sum up, these are topics to which the questions in the current research are related.

The other part of the research problem is to divide consumers into different categories, which act in the same way or are led by same motivators in purchasing cosmetics. The consumers are categorized according to their age, family situation, occupation and education. The similarities and differences in their behavior are observed and analyzed.

1.3 Research methods

A mixed research method is used in the current study. Quantitative approach is chosen due to the importance of having a high number of respondents. The latter brings credits to the reliability of the research. An online survey was developed in order to satisfy the needs of the study. The questionnaire, consisting of 32 questions, was created in Google Docs. The total amount of respondents who took part in the survey was 177, all of which are women who live in Finland.

On the other hand, a qualitative approach was used in order to get an insight on the behavior of consumers aged 31-40 years. Moreover, shop assistants at two green cosmetics boutiques were interviewed – at L’OCCITANE and Yves Rocher. This qualitative research method was chosen because it fits the need of the research.

2 Consumer needs and green products

In this chapter of the thesis are presented theories of consumer purchasing behavior and relevant information about natural cosmetic products. Emphasis is put on certain factors, needs and cultural aspects which determine consumer final choice of products. Also, factors, which affect consumer decision-making process, are presented in this section of the study. In addition, motivation-need theories and their effect on the way customers act displayed here.

2.1 Consumer Behavior

According to Noel (2009, 12-14), consumers are the target group of people who will consume, buy or use a product or service. A crucial part for a business is to understand its customers' buying behavior. Consumer buying behavior explains the process of searching, selecting, purchasing and using a product according to customers' needs. The understanding of customers' behavior is important because it gives answers to the vital questions 'how' and 'why' customers' buy. Knowing customers' behavior boosts your profit and leads to success. This is the reason why companies invest a lot of money and efforts to analyze this phenomenon. Consumer behavior is a process which involves the participants in different stages of the buying process. A special place takes certain factors which affect the consumers' final decision, as well.

There are various definitions of consumer behavior:

> "The behavior that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs." (Rajeeeva, 2011, 1)

> "The study of consumer behavior examines the products and services consumers buy and use and how these purchases influence their daily lives." (Noel, 2009, 12)

2.1.1 Consumer decision-making process

As stated by Kotler (2009), the consumer decision-making process includes five stages. Every consumer goes through those stages consciously or unconsciously. The following model is an easy tool for understanding in general about the decision-making process.

Figure 1 The decision-making process (Kotler, 2001)

According to Kotler (2009), the first step of the decision-making process is to recognize the need or the problem. This initial step is very important because it gives a clear picture of the situation, and once the need is recognized, the individual can take action towards satisfying it. For example; everybody has experienced hunger – the need for food.

Michele (1993) says that once the need is recognized, and the desire of food is in the individual's thoughts, the second step takes place – searching for information. This stage is described as buyer's effort of observing sources and searching information about the desired product. In this stage, the consumer is likely to check different stores, websites, and advertising brochures in order to find sufficient information about the product of interest.

As stated by Kotler (2009), the third step in the decision-making process is the evaluation of alternatives. At this stage consumers are comparing different products and brands and assessing if those products meet their criteria. For example, the customer needs a cheese. In the shop there are various options –

lactose free, no preservatives added, cheddar, low fat cheese, feta cheese, goat cheese etc. Depending on the product attributes, and how well they can deliver the benefits the individual is searching for, the consumer chooses.

Purchase decision is the fourth step in the decision making process. According to Philip Kotler, Keller, Koshy and Jha (2009), the actual purchase can be prevented by a negative feedback from another customer or due to unforeseen circumstances. In the first case, the customer has decided to buy Arla cheese with 17% fats. Suddenly, a friend says that there are preservatives which cause allergies in Arla cheese. Such feedback could alter consumer's initial decision of purchasing the product. The second case of unforeseen circumstances is when the customer wants to buy, for example, Italian fresh cheese Mascarpone but it is out of stock. Under these circumstances, the customer will not purchase the desired product.

According to Blythe (2008), the fifth step of the decision-making process is post-purchase behavior. This stage is very important because it determines the future purchase decisions made by the same customer from the same company. In this stage, the consumer compares the product features to the initial expectations about it.

Gordon (2005) says that if the customer is satisfied with the purchased product, it results in brand-loyalty. In this case, stages two and three are often skipped – after recognizing the need, the customer goes straight to the purchase of the preferred product. Moreover, if the product meets the customers' criteria this will boost the positive feedback. This is one more reason why the post-purchase behavior is a crucial part of the decision-making process. On the other hand, if the purchased product does not meet customer's expectations it is more likely that the next time the consumer will avoid buying from the same company and will give negative feedback based on his or her own experience.

However, as stated by Kotler (2009), the described above model is applicable for the majority of customers but there are exceptions. Some customers are making their buying decision straight ahead from recognizing the need to making the actual purchase. In cases like that, it is typical that the customer is familiarized with the products or services. As a result, the act of a purchase occurs as a habit rather than as a new decision-making. Products or services that are part of the consumer's daily routine are a good example e.g. food products – Oltermanni cheese versus Arla. If the consumer is used to buy only Oltermanni cheese which is displayed right next to Arla cheese and by some chance the first one is out of stock, the need of cheese is strong, so the brain makes fast decision by taking a similar product – Arla cheese skipping stage two and three in Kotler's model.

The situation is different when a consumer has a need for a new laptop, for example. As electronic devices are relatively significant investment, people usually go through all of the five steps from the Figure 1. Customers tend to strive for a fair deal – money versus quality. That is the reason why going through steps two and three is vital in this case – choosing the best laptop at the most reasonable price gives this inside feeling of making a good purchase.

2.1.2 Factors affecting consumer behavior

According to Kotler (2009), there are four groups of factor influencing the consumer buying behavior – cultural factors, social factors, personal factors and psychological factors.

Cultural factors play a crucial role in determining consumer buying behavior as it is part of people's societies, and it determines consumer behavior. As in different countries there are different cultures marketers put a lot of efforts in studying and analyzing consumer behavior. Each culture has its own subculture which is determined by various factors such as religion, geographical location and nationalities. Another aspect of the cultural factors is the existence of social classes. Social classes are formed on the basis of different factors e.g. wealth, education, occupation and it is likely that people from one social class have a similar buying behavior.

Social factors are the second group of factors influencing consumer buying behavior. This group of factors includes family, reference groups, roles and status. Reference groups have a huge impact on forming a person attitude towards a product or service. For example if it is a fashion product – famous brand, bags, shoes, dresses the influence will be stronger. Family members are influencing consumer buying behavior, as well. The last group of the social factors affecting individuals buying behavior is roles and status. People act differently according to their status – e.g. there will be a difference in the buying behavior of the CEO of company X and the summer worker in the same company.

The third group of factors is called personal factors. It includes factors such as age, lifestyle, occupation, economic situation and personality. The consumer behavior is determined on the base of how the person spends own money and the current occupation.

The last group, according to Kotler (2009), is the one of psychological factors. If a person is inspired by e.g. a celebrity – the consumer buying behavior is determined by their idol. At the market place, these consumers purchase products or services striving to identify themselves with their role-model. Those kinds of purchases are driven by psychological factors.

2.1.3 Maslow’s hierarchy chart of needs

Maslow’s hierarchy chart of needs reveals consumer behavior towards human needs. It is developed by the American psychologist Abraham Harold Maslow (1908–1970) and published in 1954. The chart shows how needs are being prioritized. According to Maslow (2011), the most important need is satisfied first, the second most important need is satisfied second and etc. This model is usually used to illustrate the process of fulfilling needs – human needs are arranged and prioritized from the most important to the least important.

Figure 2 Hierarchy of needs (Pyramid 2013)

1) Physiological

The most important need to be satisfied, according to Maslow, is the physiological need of food, water, breathing, sleep and sex. The satisfaction of these needs ensures one's survival. A person cannot think about higher goals and deeds before he or she ensures his basic primitive need of hunger and thirst.

2) Safety

The second most important need is the one of safety and security – ensuring accommodation, self-preservation, employment, resources, health, family, and property.

3) Social

Third place is social needs – socializing with people, friendship, love, acceptance, belonging to a group e.g. family and finding a partner.

4) Esteem

At this stage, people want to gain confidence, respect of others, self-esteem, achievements etc.

5) Self-actualization

Self-actualization is located on the top of the pyramid. On that level, the human being focuses on his own personal development and growth. Keywords are morality, creativity, lack of prejudice, acceptance of facts and problem-solving. As stated by Maslow (2011), a person can reach the top of the pyramid only if he or she has satisfied all the prior needs.

Maslow's theory of needs is a cornerstone in this research. The reason is that the consumer behavior is analyzed from the perspective of prioritizing the needs.

According to Maslow (2011), consumer behavior incorporates psychological, economic and marketing factors. For example, green skin-care products are satisfying the need of safety cosmetics and the self-actualization need, such as moral values, protection of environment and solving the problem of toxic cosmetic products. A person will buy a green skin-care product, after ensuring accommodation and food for satisfying his primary needs.

2.1.4 The culture and consumer behavior

According to Geert Hofstede (2013), culture is an integral part of individual’s life. It teaches people how to behave in given situations. It determines consumer behavior, moral values and lifestyle. Understanding the culture is equal to understanding the mindset of a society. In a marketing context, the culture influences consumer behavior. Moreover, the culture is the reason why people behave in a different way to the same products offered at the marketplace

“Culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster.” Prof. Geert Hofstede, Emeritus Professor, Maastricht University

Geert Hofstede conducted a study and discovered how culture affects society’s moral values and behavior. He distinguishes six dimensions: Power Distance Index (PDI), Individualism versus Collectivism (IDV), Masculinity versus Femininity (MAS), Uncertainty Avoidance (UAI), Long-term versus short-term orientation (LTO), and Indulgence versus Restraint (IVR). Every country’s score in each dimension can range from 1 to 100. Understanding and analyzing country’s score gives a clear picture of country’s culture, values, cultural differences and it is a useful tool facilitating marketing efforts, cross-cultural communication and international management.

PDI expresses the degree to which the power in the society is distributed unequally or in other words some people have more power and high status than others. Typically in countries where PDI scores high the working atmosphere is formal, surnames are used, there is strong hierarchy e.g. Asian countries. If a country has a low PDI score, the power is distributed equally e.g. Scandinavian countries.

As stated by Geert Hofstede (2013), high IDV index shows the degree, to which in given culture, a person expresses high individuality, self-sufficiency; it is “I” and “me” instead of “We” and “us”. In high individualistic countries, people tend to live on their own since their young adulthood e.g. Finland and Sweden. Family means only mother, father and siblings. On the contrary, low IDV score is equal to collectivism. Collectivistic behavior is marked by “We” and “us”, instead of “I” and “me”. People rely on their family for ensuring living, accommodation and care until their late adulthood. Family means all the relatives, often the whole ‘family’ lives in the same place or neighborhood and members helps and support each other. A good example of collectivistic behavior is Latin American and Asian countries.

High MAS index indicates a masculine culture. Masculinity itself is expressed by the need of heroism, achievements, success and rewards e.g. Germany. On the other hand, feminine cultures, which score low on MAS, are more likely to be oriented to quality of life, caring, compromise-making and not praising or showing off. A good example of feminine culture is Finland.

The score on UAI shows the degree to which members of the society feels uncomfortable with changes, uncertainty and innovations. Countries scoring high UAI tend to be conservative towards new ideas, innovations and the unknown future. On the other hand, low UAI score shows the open-minded members of the society who are welcoming changes as a good opportunity rather than as a threat.

Long-term orientation dimension (LTO) expresses the degree to which people in the society are long-term oriented or short-term oriented. In countries scoring high on the LTO index, it is typical that people tend to invest, save money and make plans for the future. On the other hand, scoring low on LTO index means the opposite – people striving for fast results, acting the way it is best for the current moment, not projecting and securing your future.

2.1.5 Finnish culture according to Geert Hofstede's dimensions

According to Geert Hofstede (2013), understanding the culture of a country is essential in order to get a glimpse of its consumer behavior. The tool offered on Geert Hofstede website allows people to check how a certain country scores on the five dimensions. As the current research is about Finnish consumer behavior towards green skin-care products, analyzing the scores of the dimensions will give an insight of Finnish culture.

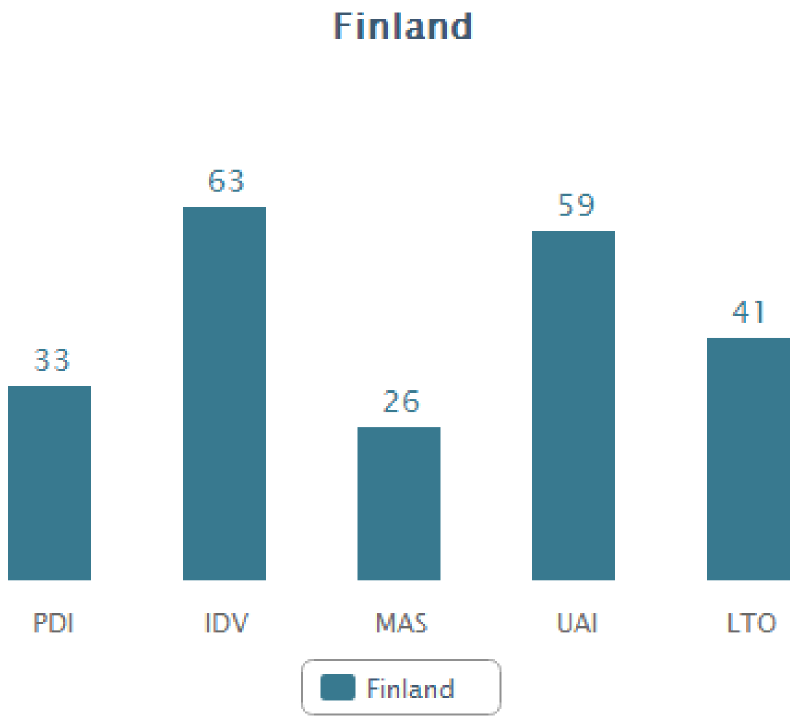


Figure 3 Finnish score on dimensions (Finland, 2013)

Finland scored low on the PDI dimension which translates in equal rights among the members of the society, independence, the leader is a coach, who is guiding, not only giving orders. The relationship between an employee and the employer is very special as in a winning team – the employer relies on an employee's ideas, experience and advice. On the other hand, the employee expects to be guided, coached and consulted. The atmosphere between the employer and the employee is casual, friendly, and the problems are discussed. The aim is to come up with the best solutions through negotiation.

According to Geert Hofstede (2013), Finns score high on the second dimension IDV. This score translates in high individualism – “I” and “me” versus “we” and “us”. In individualistic societies, people are supposed to be independent e.g. living alone since a young age, possibility of taking a bank loan at the age of 16, taking care of their direct family only. In the working environment, the employee-employer relationship is based on mutual advantage. Offence often causes loss of self-esteem and guilt.

As stated by Hofstede (2013), high score in MAS dimension indicates that the society is driven by achievements, tight competition, success and rivalry. A score of 26 on this dimension is relatively low, and it translates in femininity. The quality of life is highly and caring for others are the values. In feminine societies, people “work in order to live”, problems are solved through negotiations and discussions, equality is highly valued, managers are striving for consensus and quality in the working life.

Finland scores 59 on the dimension of UAI. According to Geert Hofstede (2013), this high score expresses the preference of the society of avoiding uncertainty. People tend to be hard-working, possessing inner motivation. Being precise and accurate is a norm. People appreciate highly security, which leads to conservativeness towards innovations and the unknown future.

Finland’s score of 45 on the LTO dimension determines Finnish society as short-term oriented. A typical sign of short term oriented cultures is that money are spent right away, rather than saved for the future. Another trait which depicts low LTO is strive for achieving fast results, rather than investing and saving money for the future.

2.1.6 Motivation models

According to Adams (1965), the motivation models consist of three broad categories: equity, need achievement and expectancy-value models. The first concept of equity can be expressed as the equal of the values of what is received versus what is given in exchange.

As stated by Gabor (1966, 43–70), consumer behavior is strongly affected by the perception of equity – the difference between the desired and actual state. Equity related factors, which have a motivational impact on consumer behavior, are the price sensitivity and the measure of time and effort used.

However, according to McClelland (1961), it is not known how equity is created and how to measure its upper and lower limits. A fact is that inequity in the seller-buyer relation cause dissatisfaction and a motivation to restore equity. According to Herzberg's (1966) two-factor model, an equal relation between buyer and seller prevents occurring of dissatisfaction. On the other hand, the existence of equity relation is not sufficient factor for consumer's satisfaction.

According to Schewe (1973, 33), the second concept is "need achievement". This model has similarities with Maslow's self-actualization motive, but it differs for the existing of two options – reaching the goal or failure. The essence of this model is that there is a relation between engaging in activity or action and striving for a certain result. In other words, the final result is valuable for the individual. This concept is valid when there is a risk of failure for the consumer.

The third concept is Expectancy-Value Models. The basics of expectancy models have been developed by Tolman (1932) and Lewin (1938). This theory states that the motive for the consumer to engage in a certain behavior is determined by the expected outcome and evaluation of that behavior.

2.1.7 Motivational dimensions

According to Sheth (1975), there are five motivational dimensions which determine consumer behavior: functional motives, aesthetic-emotional motives, social motives, situational motives, and curiosity motives. The first dimension of functional motives covers the technical functions or properties the product has. The total functionality of the product is expressed as the sum of product's attributes. The second dimension, the one of aesthetic-emotional motives, is expressed as the comfort of the product. It includes the style, design, class, luxury of a product. These motives are important for both the product choice and brand choice. The product class is evaluated by the consumer based on fundamental values such as social concern, product's quality expectancy or a product's life-cycle expectancy. A fact is that the consumer chooses a product which matches consumer's lifestyle and personal values. The third group of motives is named "social motives". Social motives are triggering consumers to use certain products only because the consumers can demonstrate status, authority or prestige. Situational motives are not triggered by a long-term desire or plan of a purchase of a product. More likely, they arise from unexpected situation such as price discount, special offers and availability. The brand choice in the situational motives is made without careful evaluation and deep consideration about the product class. The last motive group is curiosity motives. Such motives are triggered by consumer's desire of experimenting new and innovative products. However, consumer's repeat-purchase buying behavior is not dependent on these trials.

2.2 Green products

According to Enviro News (2013), green products, or also known as environmentally-friendly, eco-products or nature-friendly, are considered to have a lower impact on the environment than the regular non-green products. The term itself is unclear, and there is no firm definition. In the broad perspective, a product is considered as a green if it meets one of the following criteria: it possesses qualities or traits that will protect the environment or it is made of natural ingredients instead of artificial ones.

"Green products are those that have less of an impact on the environment or are less detrimental to human health that traditional equivalents. Green products might, typically, be formed or part-formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market with less packaging (or all three)." (Enviro News)

As stated by Green Seal (2013), the International Organization for Standardization issued ISO 14020 and ISO 14024 in order to set standards and principles for eco-labeling.

2.2.1 Green cosmetic products

Natural cosmetics, green cosmetics, eco-friendly or organic beauty products are terms widely used on the product labels. The difference between natural and organic products can be found in the definitions of those terms.

> "Organic is a labeling term that indicates that the food or other agricultural product has been produced through approved methods. These methods integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering may not be used." (USDA, 2013)

According to Organic Body Care (2013), organic is a vast term, which is applied to different categories organic products. Organic cosmetic products e.g. skin-care lotion must be certified to the same standard organic foods must be certified - USDA NOP standard. This standard requires 95% of product's ingredients to be with organic origin. Furthermore, there are strict restrictions about the origin of the rest 5% of the ingredients. The second organic product category is "Products claimed to be made with organic ingredients". Those products must be certified with USDA NOP "made with organic" standard which certifies that at least 70% of the product's ingredients are with organic origin. The rest 30% ingredients of the product are a subject of strict regulations. The third category is "Products that "contains organic ingredients" must be certified to the NSF 305 Personal Care Standard. This category is similar to the second category. The only difference is that in the latter are allowed, in the rest 30% of the product ingredients, substances which are not allowed in products "made with organic ingredients".

As stated by U.S. National Organics Program (NOP) "A natural substance is derived from a plant, mineral or animal source, without having undergone a synthetic process." In addition, according to Natural Cosmetic (2014), the natural substances should be free of any contaminants which are causing damage to human health. As a part of the safety assessment for human health, natural products are tested especially for possible allergic reactions. Moreover, natural ingredients should be acquired only by physical or non-chemical methods such as extraction and filtration.

2.2.2 Natural cosmetic products versus synthetic cosmetic products

According to Natural (2013), the terms natural and synthetic are often misinterpreted. Because of the unclear definitions, those terms are often misused. The interest in green and natural products nowadays is the reason why companies and their products claim to be green. Moreover, the words green, natural and organic are marked on the label on synthetic products, as a part of the green washing process. In order to distinguish natural products from synthetic products, the definitions of those terms should be explored.

The term “natural” describes a substance which is “in harmony with nature, belonging or connected to nature, derived or obtained from nature”. Those substances are derived from plant, animal or mineral sources and are not being exposed to synthetic processes. On the other hand, synthetic substance according to NOP is “a substance which has been formulated or manufactured by a chemical process and has chemically altered a substance which was derived from a naturally occurring plant, mineral or animal source.”

According to a recent article (Benefits 2012), in the cosmetic industry, a wide range of ingredients is used to highlight, improve or alter human skin. The interaction between skin and cosmetic product causes wanted or unwanted effects. The ingredients in simple product may vary from 100% natural substances derived from nature to synthetic ingredients created in a laboratory, which have no connection to nature at all. In order to make the difference between natural and synthetic products, the way these products affect the appearance of the skin should be taken into consideration.

Natural ingredients highlight the natural beauty and have a good impact on the skin at the same time. Natural cosmetic products are made from nontoxic ingredients compatible with skin’s natural sebum. For example, natural ingredients could be jojoba oil, Vitamin E, sorbitol, candelilla wax, shea butter, flower and plant oils. These ingredients hydrate and nourish the skin. Moreover, the skin is also protected from the free radicals and the climate conditions. On the other side, the synthetic ingredients used in cosmetic products are usually derived from petroleum. Those ingredients do not nourish or hydrate the skin. Furthermore, they can be toxic when consumed, licked or inhaled.

The oils used in natural cosmetic coloring products are not causing blemishes on the skin. In synthetic cosmetics are used butyl stearate, mineral oil, and oleic acid which have a negative impact on the skin.

Another category in cosmetic is powders, which are commonly used in order to matte the skin and cover imperfections. In natural powders, the ingredients are derived from plants. For example, rice starch and oat flour are used to matte the skin. Moreover, those ingredients protect the skin from UV rays and environmental allergens, at the same as they leave it smooth and healthy looking. On the other side in synthetic based cosmetic powders are used talc and other minerals that may clog the pores and cause infections.

Finally, most of the natural cosmetic products are not tested on animals neither contain ingredients derived from dead animals. Green cosmetic companies' policies against cruelty and animal testing ensure that the beauty products used daily by many women are not tested on animals. However, there are countries like China, where all the cosmetic products manufactured there must be tested on animals.

2.2.3 Animal testing and alternatives

According to Animalia (Animal 2013), animal testing is a term which refers to experiments conducted to non-human animals in order to evaluate the safety and effectiveness of a product. Cosmetic industry is notorious in animal experimentation. Annually hundred million non-human animals suffer and die in cruel tests in order to prove that certain cosmetic products are safe to be used by humans. Because of the cruelty of that method many countries have banned it. Moreover, substitute methods, which replace animal testing, are used widely around the globe.

Consumers play a significant role in pressuring companies to stop animal tests. Some of the alternative methods used are using artificial skin, human cell-based in-vitro toxicity screening of the desired substances, for example, drugs, medications and cosmetics.

3 Research environment

3.1 Global Beauty Market

The average growth of the Global Beauty Market is 4.5% annually for the past 20 years (Global 2013, 2). (CAGR) GBM is divided on 5 segments: skincare, hair care, makeup, fragrances and toiletries. An average person is using beauty products from different segments in order to satisfy the current needs and expectations. There are different kinds of cosmetic products e.g. premium and mass regarding the price, brand name and the distribution channels. The biggest is the share of the mass segment 72% of total sales in 2010. On the other hand, the premium products segment accounted for 28% of the total sales. Sales of premium products are concentrated in the developed countries such as USA, France and Japan.

According to a recent research on Global beauty industry trends (Global, 2013, 2), Global beauty market can be also divided on dominating revenues and peripheral. Regions with the biggest share of sales revenues are North America, Latin America, Asia-Pacific and Western Europe. In addition, since the beginning of 21st century, the BRIC countries (Brazil, Russia, India and China) have evolved to a fast growing hot spot for cosmetic products. BRIC countries have accounted for 21% of the global sales in the cosmetic industry for 2010. Moreover, their share of global sales is estimated to increase up to 25% until the end of 2015.

The BRIC countries are the major player among the emerging markets. According to Euromonitor, they generated 81% of the global cosmetics sales growth in 2011. Other emerging markets, which showed growth of about 8 billion dollars, are Mexico, Argentina, Indonesia, Thailand and Turkey.

In 21st century, the sales of cosmetic products escalated (Global, 2013, 3). However, the cosmetic industry was affected by the 2009 recession. Nevertheless, it recovered quickly in 2010 following the slight improvement of the global economy. The recession affected the consumer behavior towards cosmetic products significantly – the increase of home consumption and the decline of taking procedures and treatments outside. After the recovery in 2010, when the spending on cosmetics reached the level it had before the recession, consumers started to pay attention to premium products and famous luxury brands. The GBM generated revenues of USD 382.3 billion in 2010.

3.1.1 Market trends

After Latin America market has shown significant growth, the cosmetic companies shifted their focus to products for the masses (Global 2013, 3). Another trend is the product diversification illustrated by decreasing the prices of new product lines, which were released at lower prices. The idea is the developing of mass products, which are regarded as prestigious. This phenomenon was observed in relatively mature markets. The reason is that the consumer could not distinguish the difference in quality between prestigious mass cosmetic products and luxury cosmetic products.

An interesting trend in product innovations is the creation and development of time-saving and long-lasting products. An average busy consumer values highly the quick drying nail polish, shower gel 3 in 1 or one of the most popular innovation in 21st century in facial skincare – BB-cream which incorporates moisturizing cream, SPF protection, tanning and essential oils – it is sometimes marketed as 6 in 1. Long lasting products are also enjoying consumer’s attention because they have a good price-value ratio. For example long-lasting lipsticks, long lasting nail polishes (up to 3 weeks) and 24-hour is moisturizing facial creams.

A rapid growth in online cosmetic sales is observed nowadays. One of the advantages of online sales through websites is that a description of the product is presented, and the consumer can easily compare prices, read comments and reviews. Usually, when buying on the internet, the consumer is already acquainted with the desired products, and the reason which motivates the purchase is the competitive price, which is lower than the price of the same product in a regular shop or boutique.

Another significant trend in global cosmetic market is that organic and natural products are gaining popularity. Initially, they emerged from a niche which was occupied by small players, but in recent years the practice of using natural ingredients was incorporated into the manufacturing of mass products for a wide spectrum of consumers.

Sustainability and sustainable cosmetic products are another trend in the contemporary cosmetic industry. When launching new products, manufacturers emphasis that those products are made in a way which does not harm the environment.

The manufacturing of cosmetic products is constantly developing – new technologies are adopted, companies invest in research and development and new formulas are developed. Because of the competitiveness of the cosmetic industry, innovations are undertaken in products from all price ranges and all product categories.

3.1.2 Distribution trends

A change in the distribution channels of cosmetic products took place in the first decade of 21st century. These changes are illustrated in the following table 1.

Table 1: Beauty distribution channels 2000-2010

Distribution channel	2000	2005	2010
Non-store retailing	10.0	14.0	16.1
Drugstores	13.1	12.4	12.8
Department stores	13.3	10.6	9.5
Beauty specialists	13.9	13.1	13.4
Super/Hypermarkets	25.6	26.0	26.9
All others	24.1	23.9	21.3

Source: Barbalova 2011, Moulin 2012, Euromonitor International.

Table 1 Beauty distribution channels (Global, 2013, 4)

The market share of non-store retailing is growing steadily. This channel includes direct sales and online sales. According to Euro monitor International's online sales' share in 2010 in the top three online sales markets - South Korea, France and United States reached a level from 7.5% to 5.8%. The North American online beauty market estimated that, by the end of 2015, the share of online sales in the cosmetic industry will continue to rise at the rate of 33% (CAGR).

Another fact is the growing share of supermarkets as distribution channels for cosmetic products (Global 2013, 4). One of the latest trends is to organize and display the cosmetic section in a supermarket or hypermarket so that it resembles an actual cosmetic store or boutique. Moreover, the same standards, which are applied in a drug store, are applied in the supermarkets' beauty sections. For example, the same display and arrangement, staff which can give professional advices and assistance. On the other hand, a decrease in the importance of departmental stores as sales channels is noticeable. The latter used to be the primary sales channel for cosmetic products in the near past.

3.1.3 Product category trends

As stated in the Global Beauty Industry research (Global 2013, 4), cosmetic industry has been growing since year 1998. By 2010, the sales of cosmetic products have been doubled - from 166.1 billion USD to 382.3 billion USD. As back in 1998 the largest segment was hair care, nowadays skincare segment takes the first place in global sales. The changes in global beauty retail sales by product are presented in the following table.

Table 2: Global Beauty Retail Sales by Product Category (1998-2010)

Product Category	1998	2010
Skincare	16.4%	23.0%
Haircare	20.8%	17.3%
Color	13.5%	12.3%
Fragrances	12.9%	10.4%
Toileteries	31.2%	30.6%
Others	5.2%	6.4%
Total Sales Value (billion USD)	166.1	382.3

Source: Dutton 1999, Barbalova 2011, Euromonitor International

Table 2 Global Beauty Retail Sales by Product Category

Skincare was the most significant segment having 23% of the total global sales in the cosmetic industry (Global 2013, 5). Skincare segment is divided into three parts: facial skin care (2/3 of the whole segment), hand and body care and sun care. Asian market is the answer to the growth of market share of skincare. As in Asia, pale and healthy skin is a symbol of beauty. Skin care products with whitening properties are enjoying popularity in Asia and India. The usual consumers of such products are young women living in urban areas with stable income.

The fastest growing part of the skincare segment in 2011 is the anti-aging products. The increasing demand for such products is caused by the ageing population in developed countries. This group consists primarily of wealthy people at a retirement age who are demanding high-quality and visible results from the products they buy and use.

A moderate growth is shown by the global hair care market represented by shampoos, conditioners, styling substances and hair-coloring products. An impressive jump of global sales was significant - from 24.6 billion USD in 1998 to 66.8 billion USD in 2010. However, this segment was affected badly by the economic crisis in the first decade of 21st century and currently it shows a low level of growth – 2-3% annually.

The third biggest segment according to Global Beauty Industry Trends research (Global 2013, 5), is color cosmetics. Their share is around 13% of the global cosmetic industry. This segment is driven by innovations and recent technologies. The fragrance segment was thriving since 1990 until the beginning of the global economic crisis. The latter decreased the demand of fragrances. For example, in Brazil the lower-income consumer substituted the perfume with a cheaper version of fragrance product – deodorant. The sales of deodorants in Brazil accounted for 10% of the entire cosmetic market in the country.

On the table, below is presented the global beauty retail sales by geographical region.

Table 3: Global Beauty Retail Sales by Geography

Regions	1998	2007
Asia	22.0	25.9
Europe	35.2	37.3
Latin America	11.1	12.9
North America	23.5	20.4
All Others	8.1	3.6

Source: Dutton 1999, Update on the Global Skin Market 2008

Table 3 Global Beauty Retail Sales by Ceography (Global, 2013, 6)

According to the information presented in the table it is eminent that some changes have been taken place in the Global Beauty Retail Market. North American market has been shrinking. On the other hand in Europe, Asia and Latin America, there is growth. In Europe, the growth is due to the demand coming from Eastern European countries. Asia and Latin America will continue to develop their potential at the same time as the consumers get richer, e.g. Brazil.

3.1.4 Emerging market trends

The most significant market growth occurred in two of the BRIC countries – Brazil and China as they are a strategic place for global expansion by the major beauty companies (Global 2013, 6). Brazilian cosmetic market had a growth of 15% in 2010 and nowadays continues to be one of the most powerful engines of the cosmetic industry. Brazil has always been demonstrating a strong growth in the cosmetic industry before and after the economic crisis. Between 2003 and 2008, cosmetic market in Brazil has become the fastest growing market in world thanks to the 14% of sales growth (CAGR). In 2009, Brazilian market reached sales of 28 billion dollars and was ranked third in the world. However, only 1% of the sales are for premium cosmetic products. Companies selling directly to the consumer are thriving in Brazil. For example, Avon has around 900 000 consultants which execute sales directly with consumers. The consumption per capita of beauty products has almost doubled for over a period of 5 years - from 107 dollars in 2005 up to 192 dollars in 2010 per capita.

The significant increase of consumption of beauty products is driven mainly by the low and middle class which are becoming richer; respectively they are gaining more power on the market. Lower income group's activity towards segments such as fragrances, oral cosmetic, color cosmetics and skincare is growing.

Brazil is a huge country with a population of almost 199 million people. However, the majority of transactions are of small values due to the lower income class. Nowadays a middle class with stable incomes has been formed. Middle class is driving the growth of sales in the cosmetic industry, as well. The fragrance segment reached a growth of 15% in 2008. This trend is maintained in recent years also making the fragrance segment the fastest growing segment in the country.

The other BRIC country, which stands out on the cosmetic market, is China. China's economic development in the last 10 years affected in a positive way its cosmetic industry. People in China have almost doubled their income per household for the past 5 years. In 2010, the total cosmetic market in China was evaluated at 24 billion dollars, which has tripled the sales since 2000. The most influential sector of Chinese society on the cosmetic industry sales and consumer patterns is the middle class which is becoming more powerful than before. The middle class is particularly influencing the premium segment of beauty products.

One of the factors which affect the cosmetic sales growth is urbanization. A fact is that incomes per household in urban areas are around 3 times bigger than the incomes of the households in rural areas, which respectively reflects the consumption pattern. For the last 10 years, 200 million people have moved to urban areas, which contributed to consumption growth.

As the population in China is getting more educated and is better paid, people start paying more attention to taking care of their beauty and health (Global, 2013, 7). Asian ideal for beauty has always been flawless pale skin not only among the young generation but also in the ageing adult group. This is the reason why Chinese cosmetic market is a thriving industry and it has a bright future. Another significant factor affecting the growing demand in the beauty industry is the growing middle class. According to the National Bureau of Statistics of China, middle class comprises of households with incomes between 7 200 and 60 000 dollars per year. Currently middle class accounts for 23% the entire population.

Chinese middle class is a very promising target group demonstrating low price sensitive and an orientation towards premium brands and beauty products. The biggest segments, which can be spotted on the Chinese cosmetic market, are skincare, hair care, color and fragrance. Those segments account for 65 – 75% of the total beauty market sales.

The giant segment is the skincare possessing around 40% of the global cosmetic sales in 2010. It accounted for 9,5 billion dollars, and it is currently developing its potential. Skin care products, in particular facial skincare products are seen as an investment by Chinese women. Women believe that perfect outlook will help their social, work and love life. The most important quality of a facial skincare product in China is its whitening effect. The anti-aging property of the facial product is also important but not as important as the whitening function.

The second and third biggest segments are respectively hair and color cosmetics (Global 2013, 8). The color cosmetic segment accounted for 2 billion dollars of the total cosmetic sales for 2010. The reason why it is not as popular as expected is that the coloring beauty products are not part of the daily rituals of Chinese women. They are bought and used mainly by women with high income living in urban areas as color cosmetic products are seen as luxury products. The belief of their harm on the human body is also affecting the cultural views.

The fragrance segment in China has its peculiarities, as well. In 2010, it accounted for 0,6 billion dollars. The global fragrance brands are not so popular among Chinese women. One reason, which explains this trend, is that natural ingredients with fruity scents are preferred by the majority customers. Many women are buying original and not well-known fragrances produced by small local companies.

Chinese cosmetic market has not developed its full potential yet. Even though the Chinese income per capita has more than doubled for the past 5 years, the spent amount for cosmetic products per person is only 20 dollars (around 1/10 of what is spent in Brazil). The huge potential of China is yet to develop in the near future.

3.1.5 Trends in the European cosmetic market

According to the market researcher Lucitnel (Cosd 2013), the global cosmetic industry is about to reach 487 billion euros by year 2017 with compound annual growth rate of 3,4%. European cosmetic industry is a world's leader acting as the major exporter of personal care items – 62% of its products are being marketed outside Europe. Moreover, Europe represents almost half of the global cosmetic market. European cosmetic market value was €66.6bn in 2010, and it has been growing gradually since the recover from the recession which started 2011.

Nowadays, the cosmetic industry in Europe is driven by innovations. New unique formulas using natural ingredients, special skin-treatment and new color pallets are developed. A product's lifecycle lasts about 5 years. In addition, the cosmetic manufacturers feel the need to "update" or reformulate 25% of their products every year in order to be competitive on the cosmetic market.

Skincare is the largest segment in the cosmetic industry. Its potential is yet to develop. Nowadays, there is a strong demand for multi-feature or hybrid products such as moisturizers with sun protection and color correcting effect. It is one product and it substitutes three – day cream, sun cream and tanning emulsion.

According to Nielsen (Social 2013), social responsibility among consumers is rising. Certain cosmetic products of interest are carefully discussed and analyzed online in forums, group discussions and etc. Consumers are seeking for sustainable, environmentally friendly products which do not harm the environment or human health. Such consumers are usually under 40 years, and they are ready to pay a premium for natural products. Sustainability trends are expected to continue their impact on consumers in the future.

Even though Asian Pacific region has the biggest share of natural cosmetics, European countries like Germany and France are setting the trends for organic and natural beauty market (Estimates 2013). The German natural cosmetic market is valued and 2,5 billion euros. On the other hand, the French cosmetic market has increased by 30% in the recent years. France is famous for its herbal and natural products which ingredients are derived straight from the nature. Moreover, such products are gaining popularity and are marketed in pharmacies, local shops and boutiques.

3.2 Green cosmetic market

According to Transparency Market Research (Ogm 2013), the global market for organic and natural cosmetic products is experiencing growth and it is expected to reach 13,2 billion dollars by year 2018. At the moment, the market for green cosmetic products is estimated to be 7,6 billion dollars. Skin care is at the leading position taking 32% share of the total green cosmetic products market. According to TMR, North America has the biggest piece of the natural cosmetics products share – 34,8% of the global market in 2011, and it is estimated 10% growth in the next 6 years. Emerging markets like BRIC countries have a bright green cosmetics future according to TMR. For example, Brazil has 18% share of the global sales with its 4 billion dollars.

Germany is the biggest player in sales of natural beauty products in Europe. The tremendous sales of 815 million euros and 6.5% share of the total market makes Germany the leader in natural cosmetic sales in the old continent.

According to Elfriede Dambacher (Natuco 2012), the Far East is the biggest market of natural cosmetics products. In 2010, the sales were about 8.5 billion dollars. The thriving of green cosmetics is due to the fact these natural beauty products are considered to be premium products. The latter determines the higher prices in Asia in comparison to Germany. Well-known European green cosmetic brands are highly appreciated and valued in the Far East.

3.3 Consumer attitude towards green cosmetic products

According to a recent article (Natural Makeup, 2013), consumer nowadays is very selective in the choice of beauty products. Moreover, customers are aware of the threats and consequences of the toxic synthetic cosmetic products women apply daily to their skin. Not only concerned consumer can read about green products, but also there are special guides for natural products, which help customers in the choice of suitable, trusted, green brand. Some of the titles of related articles are: “In Women’s blood: 25+ chemicals”, “Six cosmetic ingredients to avoid”, “Cosmetic and Breast Cancer”, “Where to shop for natural make up”, “Affordable natural cosmetics”, “Six Trustworthy Cosmetic Labels”. In addition, consumer can find also buying tips in choosing safety cosmetics, for example, natural or lead-free lipstick. More women are learning daily about the potential problems from using cosmetic products, which contain preservatives and chemicals. As health is an important part of people’s life, turning to green cosmetic products is like a natural reaction.

As demand for green cosmetic products grows, companies are ready to make changes in order to keep their old customers or attract new ones (Push 2012). For example, the company Johnson & Johnson announced in August 2012 that they are going to remove carcinogens and other toxic substances from their cosmetic products by year 2015. Previously, the company announced that they are removing such ingredients from baby products by year 2012. In a statement to CNN, Johnson & Johnson said, "Nothing is more important to us than the peace of mind of people using our products, and that is why on August 15th, we made a global commitment to remove a number of commonly used ingredients from our baby and beauty consumer products."

Other large companies like L’Oreal and Procter & Gamble are taking measures in order to “go green” by reducing their negative impact on the environment (Towards 2013). For example, P&G has committed to using 100% renewable energy for powering their plants and using 100% renewable or recycled materials for all products and packaging by 2020. Germany’s DHL report about sustainable logistics reveals that emerging markets such as China are willing to pay a premium for a green product. In addition, the research shows “84 per cent of consumers in China, India, Malaysia and Singapore say they would accept a higher price for green products—compared to only 50 percent in Western countries.”

3.4 Sustainable Cosmetics Summit

The 4th North American edition of the Sustainable Cosmetics Summit was held in May 2013 in New York. The goal of the Summit is to promote sustainability and new environmentally friendly technologies for manufacturing cosmetic products by bringing together major stakeholders (Sustainable 2013).

As the world's population is expected to reach 9 billion by 2050, questions such as sustainability in the cosmetics industry were one of the accents of the Summit. A study lead by the consulting company Accenture (Consumer Behavior 2013) showed that 72% of consumers are willing to pay a premium for environmentally friendly products. However, only 17% of the consumers were buying green products. Other research presented at the Summit revealed that only 19% of American customers are green product buyers. That statistical information draw the conclusion that special attention should be paid in changing consumer behavior towards green cosmetic products.

Another issue discussed at the Summit was the growing use of natural ingredients in cosmetic products as the demand for natural and organic beauty products is growing (Sustainable 2013). Speakers discussed the use of plant, marine raw materials and stem cell technology to cultivate beauty ingredients from plants. Alternatives for animal testing methods were also discussed. CEOs of natural and organic brands were brainstorming about the challenges concerning sustainability, market expansion and consumer behavior. The CEOs of the following companies took part in the discussion: Weleda, Intelligen Nutritients, Caudalie, Apivita, Desert Essence and Hugo Naturals.

3.5 EU ban on animal testing

March 2013 – as stated "a great month for animals" – a ban for cosmetic products tested on animals outside the EU is a fact (Euban 2013). Earlier the ban on animal testing was covering only the 27 EU countries. Nowadays, sale of any cosmetic products tested on animals is illegal within European Union, regardless where the animal testing took place. That law is a "message" to the 80% of the world which is still using methods such as animal testing for beauty reasons. If these countries want to have a business with EU, they need to change their own laws and find an alternative for animal testing. Moreover, the act of EU is also inspirational for consumers seeing EU has become the biggest cruelty-free cosmetic market in the world. From consumer’s point of view, the question is: “Why if EU can do it, why not the rest of the world does it.”

Consumer plays a significant role in changing companies’ animal testing views. The growing number of green consumers who boycott cosmetic products tested on animals is making big cosmetic companies think about that problem. Moreover, the consumer pressure was essential for EU to ban animal testing on cosmetics in 2009 and the EU sales ban this year.

Even though the consumers are welcoming the ban of animal testing in EU, specialists from cosmetic industry are concerned about the economic impact of this decision. The chief executive of Cosmetics Europe, Bertil Heerink, said: “Unfortunately, by implementing the ban at this time, the European Union is jeopardizing the industry’s ability to innovate.” In addition, a spokesperson for the company added: “it’s simply not possible to rely solely on non-animal tests”. Another challenge for cosmetic companies will be to find better methods for testing cosmetic products. The fact is that there are no alternative methods which can substitute the advantages of animal testing such as price, valuable results, speed and information acquired.

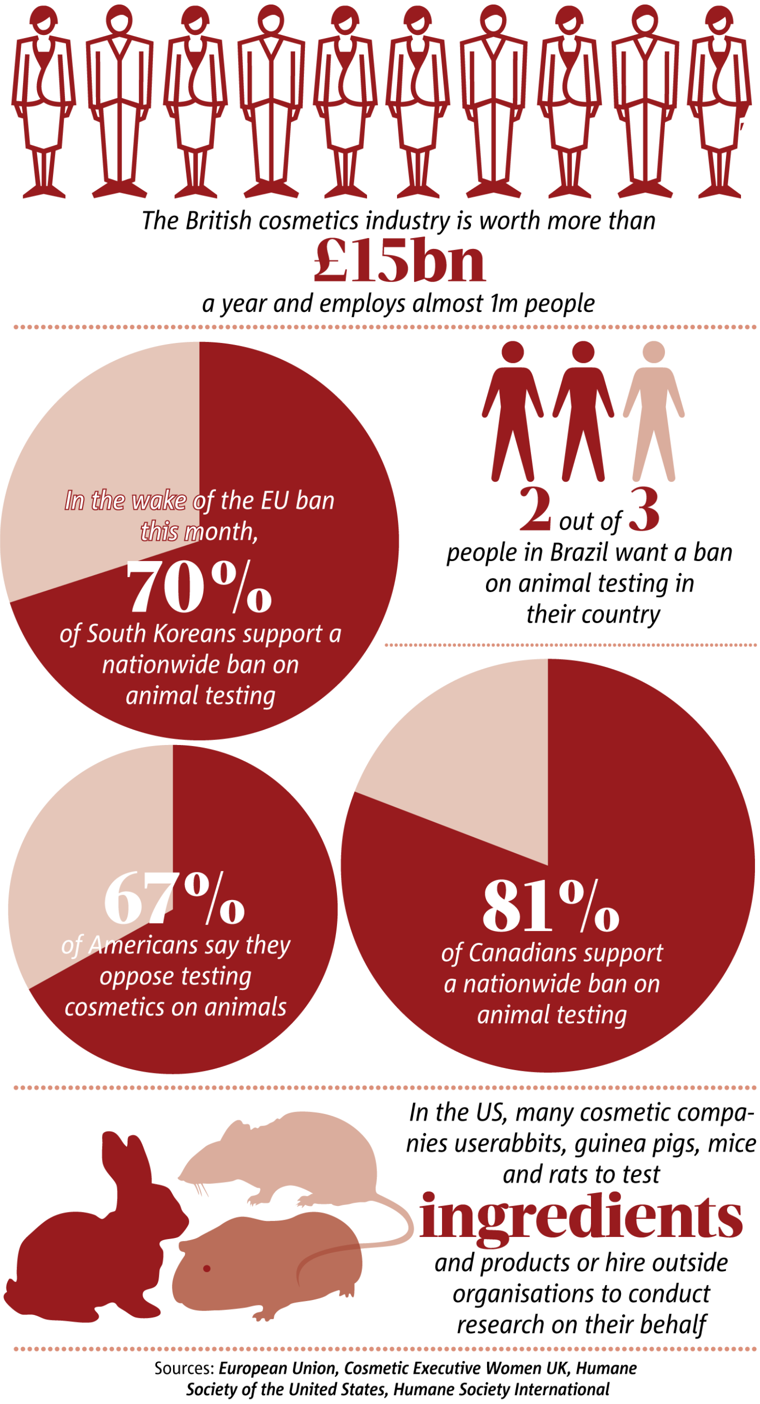


Figure 4 Consumer attitude towards animal testing

3.6 Examples of natural cosmetic

Natural skin-care products are gaining popularity nowadays. Natural-based products, with organic ingredients coming straight from the nature, are offered as well as the regular cosmetic products on the market.

3.6.1 Lumene

Lumene is a good example of a green company. First of all, it is a widely recognized Finnish brand. Second, it uses pure Arctic materials such as berries in combination with technological innovations and powerful pharmaceutical knowledge. Third, Lumene’s make-up products contain 80% natural ingredients (Lumene 2013).

Figure 5 Lumene Finland (Lumene 2013)

The actual advantage of green companies and products is that they are perceived by the consumer as environmentally- and human body-friendly. Listing the natural ingredients impacts consumer’s vision towards the product.

Figure 6 Cloudberry, blueberry and rose hip images (Lumene, 2013)

The body skin care products are enriched with natural extracts from the listed above plants (Lumene 2013). First of all, all of the ingredients are local or in other words the plants can be found in Finland (Arctic region). Secondly, their effect on the skin is highlighted, for example, moisturizing, anti-age effect and protection from free radicals.

Lumene's green skin-care products

The Finnish cosmetic brand Lumene is heavily investing in technological innovations in combination with the use of pure arctic materials (Lumene green 2013). The aim is 80% of every skin-care product to be made from natural ingredients. As the company is manufacturing in Finland, the arctic ingredients are derived from the surrounding nature. All of the ingredients possess special super-powers in order to fight ageing, harsh weather conditions, help the skin to regenerate and hydrate.

Raw materials

Used ingredients by Lumene are cloudberry, heather, spring water, sea buckthorn, lingonberry, blueberry and rose hip (Lumene 2013).

Cloudberry seeds oil protects and strengthens the skin from the severe weather conditions. Rich in vitamin C, a cloudberry extract detoxify skin, leaving it radiant and brighter. Another ingredient used is heather, which flower extracts fights with skin ageing – slowing down the process of skin elasticity loss. Moreover, antioxidant flavonoids protect against free radicals. The minerals in the spring water used, such as magnesium, sodium and potassium, are beneficial for treating and protecting from different skin problems. Sea buckthorn nectar biggest contribute is preventing the damage of the skin cells and DNA. Its oil improves dermal blood circulation and hydrates the skin. In addition, the sea buckthorn oil protects the skin from the impact of free radicals, and the plant steroids, antioxidants and fatty acids protect the cells from damaging. Lingonberry's flavonoids, phenolic compounds, and antioxidants are renewing the skin. Blueberry seeds oil protects the skin from ageing. Rich in vitamin A and E, antioxidants and fatty acids, it moisturizes the skin and improves the elasticity of collagen fibers. Another ingredient used by Lumene is the rose hip, which helps against dehydration of the skin. The oil is known for its softening and conditioning effect.

Environmentally friendliness and Sustainability

From an environmental point of view, Lumene is complying with ISO 14001 environmental standard, and it is not testing products on animals (Sustainable Operations 2013). In addition to ISO 14001, Lumene is setting specific annual targets which are monitored by Norske Veritas. Lumene is working closely with Finnish Allergy and Asthma Federation on product development and packaging. As sustainability plays a huge role in Lumene's philosophy, company's partner is the Finnish Association for Nature Conservation. The aim of this collaboration is obtaining raw materials from pure arctic rivers and springs, minimizing waste and preserving the nature.

Sustainability and environmental well-being are achieved by various measures in raw materials obtaining, manufacturing process and packaging. A special place takes LUMENE WaterSmart® programme, which helped the company to reduce its usage of water by more than 30% in the past few years. The goal is the amount of water used to be further reduced through technology innovations.

Yves Rocher

Another company, which is known to be green, is Yves Rocher. The French brand has put an accent to caring for the environment (Plant 2013). Their campaign "Plant for the planet" is aiming at planting 5 million trees by the end of year 2015. The campaign is initiated by the United Nations Environment Program. When consumers buy online, a tree is planted. One order is equal to one tree. This initiative gives the opportunity to the consumer to literally "go for green" and "take actions" in saving the environment.

Figure 7 Yves Rocher logo (Logo, 2013)

Figure 8 Plant for the planet campaign (Plant, 2013)

Figure 9 Plant for the planet (Plant, 2013)

3.6.2 L'OCCITANE

Another green company, which uses natural ingredients, is L'OCCITANE. The name is pronounced "LOX-EE-TAHN". The French company was founded by Olivier Baussan in Haute-Provence in 1976 (About us 2013). South of France is famous for its beautiful landscapes and pure nature – lavender fields, almonds and small villages. L'OCCITANE's goal is not only to use the natural ingredients from this region, but also the preservation of the natural heritage.

Figure 10 Logo of L'OCCITANE (Lgo, 2013)

The ingredients used by L'OCCITANE are derived from the pure nature of Provence and processed in the factory (About us 2013). Visitors in Provence can enjoy a guided tour and see the manufacturing process of the natural cosmetic products.

Figure 11 L'OCCITANE Ingredients map (IM, 2013)

One of the most interesting plants used by L'OCCITANE is organic Immortelle (Ingredients 2013). The uniqueness of this plant lies in its remarkable anti-aging properties. Once the plant was discovered in 2001, the picking becomes common. Other properties that Immortelle plant has are anti-bruising and anti-inflammatory effect on the skin. However, at the time the plant was founded in the wild nature around 10 years ago, the supply was not enough. In 2004, the deficit of immortelle leads L'OCCITANE to launch a large scale plantation – 50 hectares. The plantation is located in Corsica, and only organic farming methods have been used. The qualities of the plant are well preserved. This is achieved through a daily ritual - the flowers are processed (distilled) at the same day they are picked. A peculiar fact is that eight kilos of essential oils are derived from one hectare planted with immortelle.

Other ingredients used by L'OCCITANE are organic myrtle, shea butter, verbena, cherry blossom, almond, organic cade, verdon, organic angelica, rose, lavender and peony. Some of the plants listed above possess supernatural powers – for example the organic myrtle has become a symbol of life – it can live 300 years and it can grow back even after a fire. Immortelle is a flower which never fades away, even after it has been picked. All of the plants used in the creation of L'OCCITANE beauty products are well-known in the Mediterranean region, and they have been part of the traditions of the native people for centuries.

L'OCCITANE offers a wide product skin care range. The most famous product which won an award “Best anti-ageing cream – 2013” by Harper's Bazaar "Beauty Hot 100 list is Divine Cream (from immortelle collection).

4 Green cosmetic customer survey

This chapter explains the research methodology used for this study. First, the chosen research method is discussed. Second, the data collection and analysis of the procedures are explained.

4.1 Research methods

A mixed research method is used in the current survey. A quantitative research method was used in the form of a questionnaire. In the beginning, it was supposed to cover different age groups e.g. “under 20”, “21-30”, “31-40”, “41-50” and “above 50”. Because of the strong respondents’ activity in the age groups of 21–30 years – 122 respondents out of 176, and 31–40 years – 25 respondents out of 176 only these age groups will be analyzed on the base of the questionnaire. The second biggest group in the research was women between 31 and 40 years of age. As only 25 women out of this group answered the online questionnaire, also a qualitative approach was chosen for analyzing this segment. An interview was taken in a focus group in order to observe and understand consumer behavior towards green cosmetic products. The respondents of the age groups of 41–50, over 50 and under 20 who answered the questionnaire were respectively 7, 5 and 12. Because of the insufficient number of participants from those age groups their consumer behavior will be analyzed through the insights gained through interviews with cosmetic shops assistants.

4.2 Data collection

The data in the current research were gathered in different manners. Firstly, a broad questionnaire was created. The questionnaire was sent through email to all SeAMK students, after permission from the IT-support was granted. It was also spread through social media – Facebook to non-students. Its purpose was to discover consumer buying behavior from different age groups. Because of the high response rate of women between 21 and 30 years, it was possible to analyze consumer behavior based on the online survey. On the other hand, the absence of a sufficient number of respondents from the age group of 31-40 years, created the need of having interviews in order to clarify the consumer behavior.

Participants in the interviews were women between 31 and 40 years of age with different cultural backgrounds. The interviews were held at the school of Laajasalo, Helsinki. The only common thing about the interviewed women was that they were all studying Finnish language. Five women took part in the interview, and their nationalities were Nicaraguan, Estonian, Finnish, Dutch and Ethiopian.

Interviews were held with shopping assistants at Yves Rocher (Forum) and L'OCCITANE (Mannerheimintie 5). The purpose of those interviews was to reveal the consumer behavior of people who did not take part in the questionnaire.

4.3 Questionnaire

The data collection in this survey was acquired by creating a questionnaire and sending it to women by email. In quantitative research, the representative sample is a large number of people. An e-mail was selected as an appropriate way of collecting data. The questionnaire was sent by email to all students at SeAMK. The questionnaire was distributed to the people through social media. In total 177 respondents answered and submitted it. The information gathered through the survey was analyzed through SPSS.

The questionnaire was created in docs google. It consisted of 32 questions, which purpose was to discover consumer attitude towards green cosmetic products. The language of the survey was English. The questions in the survey were developed based on the research problem, and the majority of them were structured. The first five questions were mainly about general information about consumer cosmetics habits and their interest in cosmetics, in general. The second five questions were targeted to give a glimpse on consumer opinion about expensive versus cheap, green versus synthetics beauty products and what motivates their choice when purchasing cosmetic products. The third five questions were designed in order to give a clear picture on consumer buying habits and factors which influence the buying decision. The following ten questions were focused mainly on green cosmetic products. Moreover, their purpose was to explore what value a natural/organic product brings to the end customer. The last seven questions were only for statistical information, including questions such as nationality, age, marital status and annual income.

4.4 Interviews

In order to learn more about consumers' behavior towards green cosmetic products, interviews with shopping assistants were held. The choice of the companies, Yves Rocher and L'OCCITANE, is not random. Yves Rocher and L'OCCITANE are well-known cosmetic companies possessing numerous patents and using plant extracts and organic ingredients in their facial products. In addition to the quality of Yves Rocher's products, the low price also attracts consumers' attention. On the contrary, L'OCCITANE offers high-end cosmetic products with a relatively high price.

During the interviews, shopping assistants answered questions such as "What kind of customers do you have regularly?", "What motivates consumers' choice of products?". Shopping assistants also give answers about how consumers are affected by discounts, special offers, recycled package, green policy and the ratio price versus quality.

4.5 Data analysis

The survey used primary data collection method. A questionnaire was designed, in docs.google, to answer the needs of the survey. The information gathered through the questionnaire was further transferred to SPSS. This allowed convenient analysis of the results. Cross tabulation was used in SPSS in order to find the connection between different variables. This program was chosen because it fits the statistical needs of this survey. The respondents' answers were analyzed in two separate groups according to age – 21–30 years or younger, and 31–40 years or older. The similarities and differences in the purchasing behavior of these age groups were analyzed.

Respondents' life situation was also taken into consideration while analyzing the results. This gave us a different perspective – observing the buying behavior and attitude towards green skin care products of married and single people. In addition to life situation, respondents were separated in different groups and analyzed according to their general interest in cosmetics.

The statistical information was transferred from SPSS to Excel, in order to create graphs and tables. Graphs and tables are considered useful in giving a visual side of the results.

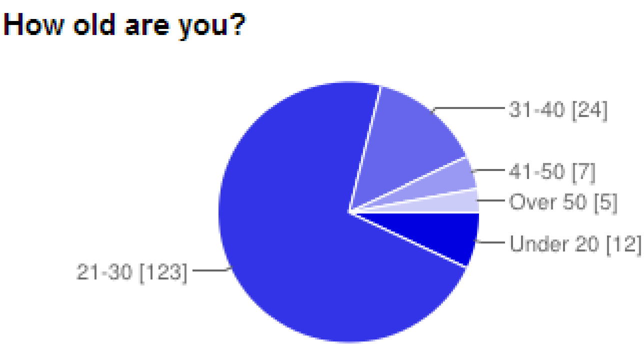
4.6 Consumer behavior towards green cosmetic products

In this section of the report, the results of the survey are presented and analyzed. The results are structured according to the different themes and topics.

In presenting and analyzing the information from the online questionnaire, only the age group of women between 21 and 30 years is taken into consideration. The reason is the scarce amount of respondents outside this age group. The other age groups are analyzed through interviews.

4.6.1 Demographics of the respondents

In total 177 respondents answered the online questionnaire. 100% of the respondents are women.

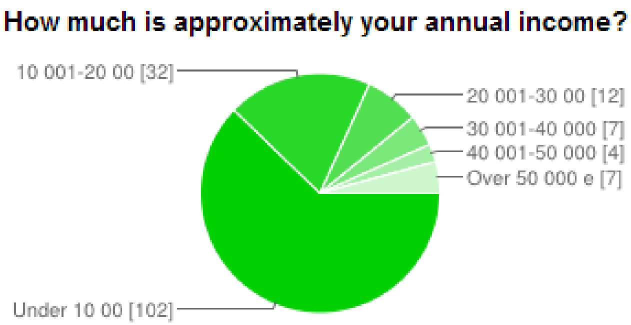


Under 20	**12**	7%
21-30	**123**	72%
31-40	**24**	14%
41-50	**7**	4%
Over 50	**5**	3%

Figure 12 Age

Among 177 respondents, 123 or 72% are in the age group of 21 to 30 years. 24 of the women who answered the questionnaire are at the age 31 to 40, which is equal to 14%. 7 women are at the age of 41 to 50 years, or 4%. 5 women or 3% of the respondents who took part in answering the questionnaire were over 50 years old. At the age group of less than 20 years old, in total 12 respondents answered the survey, or 7% of the respondents belong to this age group.

.According to the annual income of the respondents, the biggest segment of people has an income under 10 000 euro. Out of 177 respondents, 102 are in the category “under 10 000 euros”. 85% of these people are in the age group 21-30 years old, and 83.7% of whom are occupied with studying. 4% of the respondents with income under 10 000 euros are at the age of 31 to 40 years.



Under 10 000 euros	**102**	62%
10 001-20 000 euros	**32**	20%
20 001-30 000 euros	**12**	7%
30 001-40 000 euros	**7**	4%
40 001-50 000 euros	**4**	2%
Over 50 000 euros	**7**	4%

Figure 13 Annual income

In Table 1 is presented the demographic structure of the respondents according to their age, occupation and income. For the purpose of research, only the responses of the eligible respondents will be analyzed based on the online questionnaire.

Age * occupation * income Crosstabulation									
				occupation					
income				Studying	Part-time job	Permanent job	Unemployed	Retired	Total
Under 10 000 €		Under 20	Count	11	0	0	0		11
			% within occupation	12.0%	0.0%	0.0%	0.0%		11.0%
		21-30	Count	77	5	2	1		85
			% within occupation	83.7%	100.0%	100.0%	100.0%		85.0%
		31-40	Count	4	0	0	0		4
			% within occupation	4.3%	0.0%	0.0%	0.0%		4.0%
	Total		Count	92	5	2	1		100
			% within occupation	100.0%	100.0%	100.0%	100.0%		100.0%
10 001-20 000 €		21-30	Count	17	5	1	2	0	25
			% within occupation	77.3%	100.0%	100.0%	66.7%	0.0%	78.1%
		31-40	Count	5	0	0	1	0	6
			% within occupation	22.7%	0.0%	0.0%	33.3%	0.0%	18.8%
		5.00	Count	0	0	0	0	1	1
			% within occupation	0.0%	0.0%	0.0%	0.0%	100.0%	3.1%
	Total		Count	22	5	1	3	1	32
			% within occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

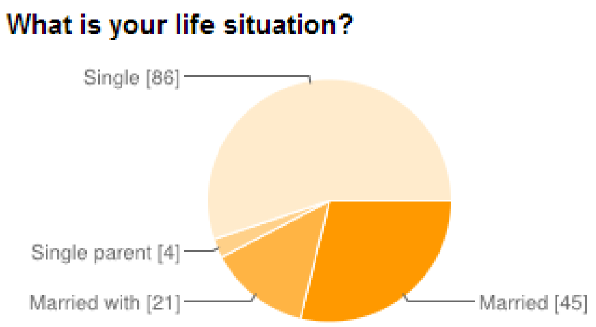
Table 4 Cross tabulation

With an annual income between 10 001–20 000 euro are 32 of the respondents. 78.1% of them or 25 people are in the age group of 21-30 years old. 17 out of 25 are occupied with studies. 6 people out of 32 with income between 10 001–20 000 are in the age group 31-40 years, and 5 of them are occupied with studying.

Throughout the analysis of information, it was discovered that women in the older age group have higher annual income than women in the younger age group. 21.1% of the respondents of 21–30 years have income between 10 001–20 000. On the other hand, 31.6% of the respondents at the age 31-40 years have income in the same category – 10 001–20 000 euros.

Because of the scarce amount of respondents with income over 20 000 euros or respondents of over 40 years, their information is not going to be further analyzed.

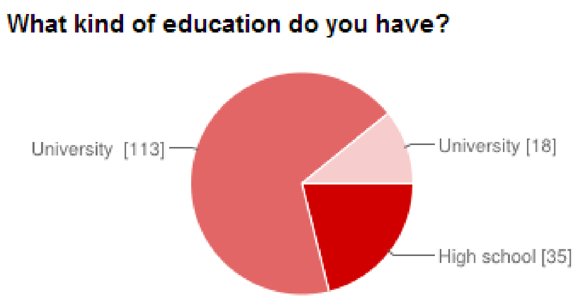
From the two chosen age groups of 21–30 and 31–40 years, four categories according the life situation of the respondents are distinguished: married, married with children, single parent and single.



Married	**45**	29%
Married with children	**21**	13%
Single parent	**4**	3%
Single	**86**	55%

Figure 14 Life situation

According to the education, respondents are divided into three categories: high school, UAS, and university.



High school	**35**	21%
University of Applied Sciences	**113**	68%
University	**18**	11%

Figure 15 Education

The majority of the respondents had graduated from university of applied sciences – 113 of the total amount of women who took part in the survey or 68%. 21% of the respondents have graduated from high school, and 11% has graduated from university.

In Table 2 is presented the relation of respondents’ age, life situation and education.

education * lifesituation * Age Crosstabulation						
Age		Life situation (Marital status)				Total
		Married	Married with children	Single parent	Single	
21-30	High School	4 11.8%	1 50.0%	1 50.0%	16 22.5%	22 20.2%
	UAS	24 70.6%	1 50.0%	1 50.0%	52 73.2%	78 71.6%
	University	6 17.6%	0 0.0%	0 0.0%	3 4.2%	9 8.3%
		34 100.0%	2 100.0%	2 100.0%	71 100.0%	109 100.0%
31-40	High School	1 16.7%	0 0.0%	0 0.0%		1 5.0%
	UAS	3 50.0%	9 69.2%	1 100.0%		13 65.0%
	University	2 33.3%	4 30.8%	0 0.0%		6 30.0%
		6 100.0%	13 100.0%	1 100.0%		20 100.0%

Table 5 Cross tabulation

It was discovered that the majority of the respondents in the age group of 21-30 have studied in University of Applied Sciences (UAS), and 66.6 % of them are single. On the contrary, 30.7% of them are married. People who took part in the survey and who belong into this category (21-30 years old with UAS education) and have children are minority – only 4 out of 109 respondents. 9 people out of 109 have studied in university.

The other age group of 31–40 years is represented by 20 respondents. 65% of whom or 13 people have studied in UAS, 6 people or 30% have studied in university, the rest 5% of people have a high-school education. None of them is single. 13 people out of 20 are married with children.

Even though there is no significant difference in education in the two age groups, a trend in their life situation was spotted. The majority of the 21–30 year-old respondents are single or 65.1% of them, which may influence the buying behavior. Married with no children are 31.1%, and 3.66% has children.

On the other hand, the majority of the 31–40 year-old respondents are married with children – 65%. Married with no children are 30% of them. The rest 5% are single parents. As a matter of fact, there are no single people from this category.

The changes in consumer buying behavior from individualistic (satisfying the individual's needs) to more family-oriented, once a child become part of the family, are a general reaction. A child might affect consumer buying behavior also in that way that women with children can afford to spend less money on beauty products than the single ones. In general there were no significant differences in women's' occupation or education background. The only big difference between the two age groups is their life situation. The majority of women aged 21–30 are single. On the other hand, all of women aged 31–40 are married. Moreover, women aged 31-40 years tend to have higher income than women in the age group of 21–30 years.

4.6.2 General interest

In the beginning of the survey, there was a question about how interested women are in taking care of their beauty. In Figure 2 is presented the respondents' general interest in cosmetics.

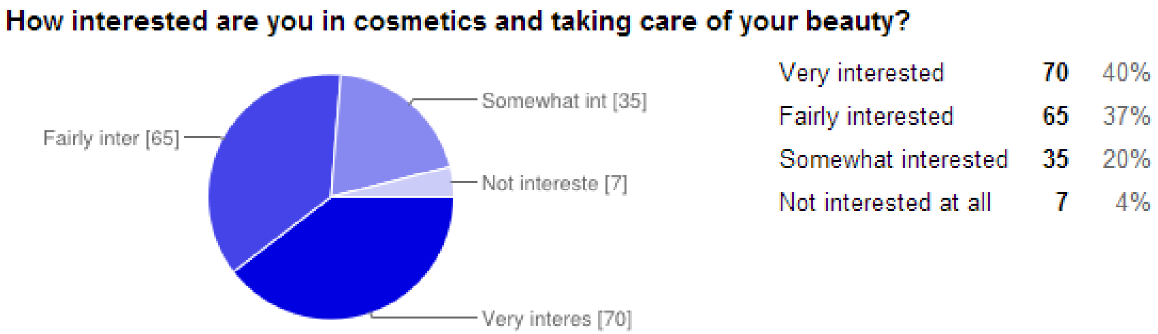


Figure 16 General interest

The majority of women or 77% of them is fairly to very interested in beauty products. 20% are somewhat interested and respectively 4% are not interested at all.

According to the age, undoubtedly the young age group is more interested in beauty products and a higher number of women aged 31-40 years old are not interested at all in cosmetics and beauty products.

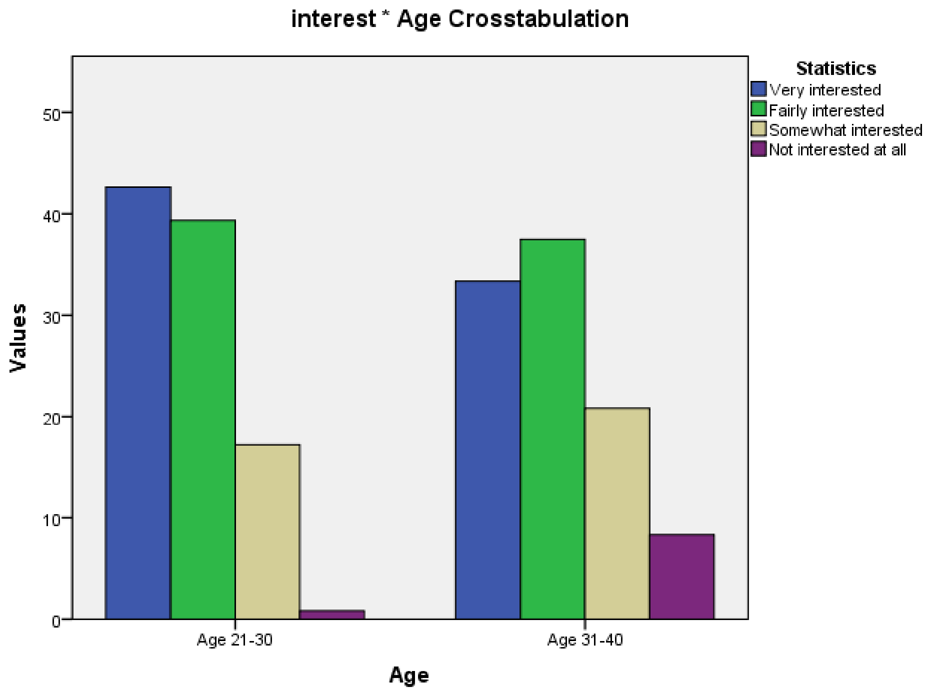
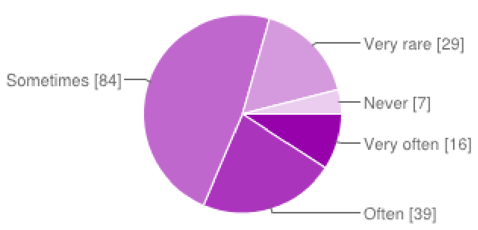


Figure 17 Interest versus age

4.6.3 Influence of reference groups

Influence of the reference groups on the consumer purchasing behavior was one of topics in theoretical background chapter of the thesis. In the current survey, it was discovered that the influence of the reference group affects in a high degree women's purchasing behavior. Figure18 illustrates the results in the survey.

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



Very often	16	9%
Often	39	22%
Sometimes	84	48%
Very rare	29	17%
Never	7	4%

Figure 18 Recommendations

48% of the women admit that sometimes friends' recommendations influence their choice of facial skin care product. 31% of the women admit that often their purchasing decision, on skin care products, is affected by friends' opinions and recommendations. On the other hand, 21% of the total number of respondents is influenced in their buying decision very rare or never by friends' piece of advices.

In addition to the general perception of friends' influence on the buying behavior, in the survey was analyzed also the influence of friends' recommendation on the skin care products' final choice according to the age of the respondents.

friendsrecom * Age Crosstabulation

Statistics Count

		Age		Total
		21-30	31-40	
Affect of friends recommendations on buying decision	Very often	16	5	23
	Often	89	16	118
	Very rare	17	3	28
Total		122	24	169

Table 6 Cross tabulation

66.6% of the women from the age group of 31-40 years are often motivated to buy a certain product if a friend recommends it to them. Only 37% of women aged 21-30 years buy a product under the influence of a friend. Approximately 13% of both age groups reveal that their buying decisions are rarely influenced by the opinions of friends.

The influence of the reference group on the buying decision was analyzed also according to the life situation of the respondents.

friendsrecom * lifesituat Crosstabulation

Statistics Count

		Life situation				Total
		Married	Marriedwith children	Single parent	Single	
Influence of reference group on buying decision	Very often	6	2	0	11	19
	Often	34	16	4	56	110
	Rare	5	3	0	17	25
Total		45	21	4	84	154

Table 7 Cross tabulation

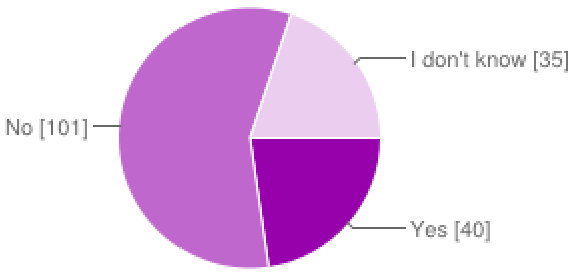
The results indicate that married women are more likely to be influenced in their buying decisions by friends than single women. 75.7% of the married women often take a buying decision because of their friends' opinions. Under the influence of friends' recommendations, 66.6% of the single people buy a certain cosmetic product.

4.6.4 Natural ingredients

The value of the product determines the price sensitivity of the consumer. Expensive products often are considered as of a higher quality and customers are willing to pay a premium for that. Several questions related to the consumer preference of natural to synthetics cosmetic products were formulated. The purpose was to distinguish the consumers' attitude towards green cosmetic products and how willing is the consumer to pay for these natural features of the beauty products.

Surprisingly, 57% of the respondents do not consider expensive facial skin care products to be superior to the cheaper ones. One the other hand, 23% of the women do believe that the more expensive a facial product is, the better it is. The rest of the 20% of the women do not know is expensive skin care products are better that inexpensive ones or not.

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



Yes	**40**	23%
No	**101**	57%
I don't know	**35**	20%

Figure 19 Expensive versus cheap

Women were also asked about their opinion on natural skin care products. As it is evident from Figure 20 the majority of women or 44% of the total number of respondents does not know if natural products are better than synthetics.

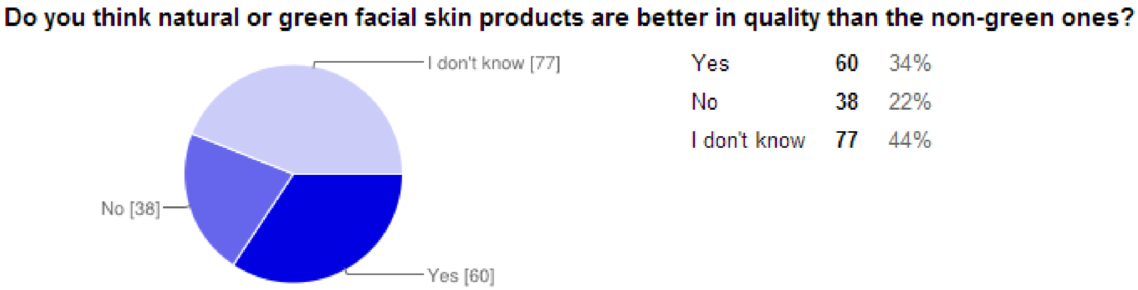


Figure 20 Natural or green

34% of the respondents consider green facial products to be better in quality than the non-green ones. Respectively, the rest of the respondents or 22% do not assume natural skin care products to be of a superior quality to non-green ones.

Results related to age

The respondents were asked do they consider natural facial products to be better than synthetic skin care products.

Natural facial products versus synthetics

Table 8 depicts the attitude of women from different age groups towards natural cosmetic products.

arenaturalbetter * Age Crosstabulation

Statistics Count

		Age	
		21-30	31-40
Are natural skin care products better than synthetics?	Yes	42	7
	No	19	13
	I don't know	60	4
Total		121	24

Table 8 Cross tabulation

For the majority of the women from the age group 21-30 years the quality of green skin care products is questionable – 49.5% of them answered that they don’t know if natural products are better than synthetics 34.7% assume green skin cosmetic products better than non-green cosmetic products. On the other hand, 54.1% of the women from the older age group assume that natural skin care products are not better than non-natural. Only 34.7% of the women aged 21-30 years consider natural skin care products better than synthetic cosmetic products and 29.1% of the women from the older age group share their opinion. “Better” in this case may refer to the efficacy and the final satisfaction of using a skin care product.

Value of natural products

Even though the quality of green cosmetic products is questioned by roughly half of the respondents aged 21-30 years, it was discovered that natural ingredients do bring value to the consumers within this age group.

valuein80percent * Age Crosstabulation

Statistics Count

		Age	
		21-30	31-40
valuein80percent	Yes	72	18
	No	4	2
	It doesn't matter	19	3
	Natural ingredients brings no extra value to me	26	0
Total		121	23

Table 9 Cross tabulation

Regarding the value natural ingredients bring to the consumer, 59.5% of 21-30 aged women and 78.2% of the women aged 31-40 years find value in a product which is compiled 80% of natural ingredients. Examples of such cosmetic products are Lumene’s skin care products.

Animal testing

Another aspect which adds a value to the product and determines consumer buying decision is “Is the product tested on animals”. For the majority of women from both age groups it is important that the product is not tested on animals.

ethicsanimal * Age Crosstabulation

Statistics Count

		Age	
		21-30	31-40
How important yo you is that the product is not tested on animals?	Not important	3	1
	Fairly little important	11	3
	Moderately important	19	3
	Fairly important	31	5
	Very important	57	11
Total		121	23

Table 10 Cross tabulation

For 72.7% of the women from the younger age group, and for 69.5% of the women from the older age group it is fairly to very important that the skin care product is not tested on animals.

Results related to life situation

Respondents' life situation was taken into consideration when analyzing the results. The purpose was to discover if there is a difference in the attitude towards green cosmetic products according to marital status e.g. married or single.

lifesituat * natbetterthansynth Crosstabulation

Statistics Count

		Are natural facial products better than synthetics?			Total
		Yes	No	I don't know	
Life situation	Married	30	6	8	44
	Married with children	10	4	7	21
	Single parent	2	1	1	4
	Single	43	5	36	84
Total		85	16	52	153

Table 11 Cross tabulation

68.1% of the married people think that natural based facial products are better than synthetics. 51.1% of the single people who participated in the research think in favor of green facial products.

However, a great deal of the participants doesn't actually know if green cosmetic products are better or not. 18.1% of the married people and 42.8% of the single people cannot decide whether green beauty products are better or not. It is peculiar that the majority of people who doubt the quality of natural facial products belong to the group of single people and exactly the opposite is the situation with the married people – only 18% don't know if green products are better or not. The results indicate that single people have different values to married people. One reason could be that when people create a family, the purchasing behavior shifts from individualistic to collectivistic. Perhaps this is because married people are more responsible towards their own health and the amounts of money spend on personal care products.

Results related to interest in cosmetics

A slight difference is evident when comparing the beliefs of women who claim to be fairly to very interested in taking care of their beauty. Women who tend to be very interested in cosmetics more likely assume green products to be a better choice. Relatively, women for whom taking care of their beauty is somewhat important tend to doubt more often the superiority of natural based skin care products.

interest * natbetterthansynth Crosstabulation

Statistics Count

		Are natural facial products better than synthetics?			Total
		Yes	No	I don't know	
interest	Very interested	41	9	20	70
	Fairly interested	35	7	21	63
	Somewhat interested	18	1	14	33
	Not interested at all	0	1	3	4
Total		94	18	58	170

Table 12 Cross tabulation

67.2% of the people who reported to be fairly to very interested in cosmetics and taking care of their beauty assume natural products to be better than synthetics. However, 36.2% of the same groups do not know whether green beauty products are superior to synthetics. 54.4% of the people who are somewhat interested reported that they think natural based facial products are better than synthetics. 42.2% of them do not know whether natural facial products are better than non-natural skin care products or not.

Overall, women who took part in the research showed a positive attitude towards green skin care products. The majority of women from both of the groups mentioned above think that natural facial products are better than synthetics. However, the women, who are unsure about the actual difference between natural and synthetics products, are likely to change their mind in the future in favor of green skin care cosmetic products. The confusion might also come from the fact that women have not experienced enough green cosmetic products in order to make the difference.

4.6.5 Effect on buying behavior

This section of the thesis reveals how the natural ingredients in facial cosmetic products affect consumers' buying behavior. Firstly, the respondents were asked how much money on average they spend on facial skin-care products. In Figure 21 is presented the information about women's limits on buying skin care products.

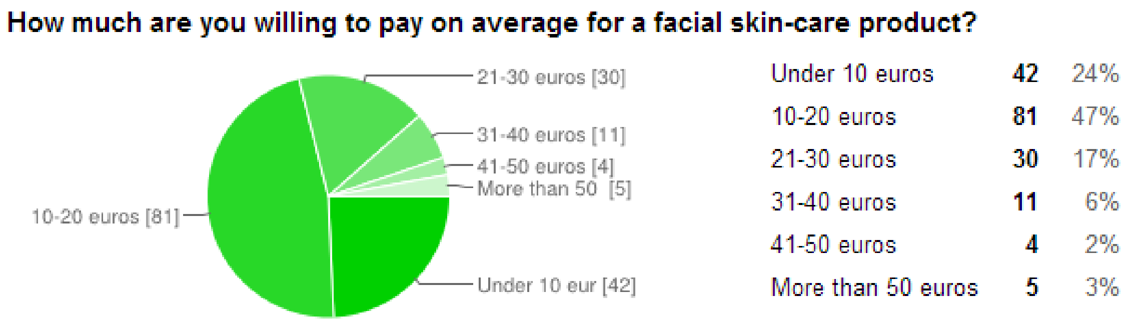


Figure 21 Average cost

The majority of women are willing to pay on average 10-20 euros per skin care product. 47% of the total amount of respondents shares this opinion. 24% are ready to pay under 10 euros for a facial product. 17% of the women are buying facial skin care products in the price range of 31-40 euros. Respectively, only 5% of the respondents are ready to pay more than 41 euro.

Secondly, the women who took part in the survey were asked are they willing to pay extra for a natural facial product. In Figure 22 are presented the results.

Are you willing to pay more for skin-care product which consists fully of natural ingredients?

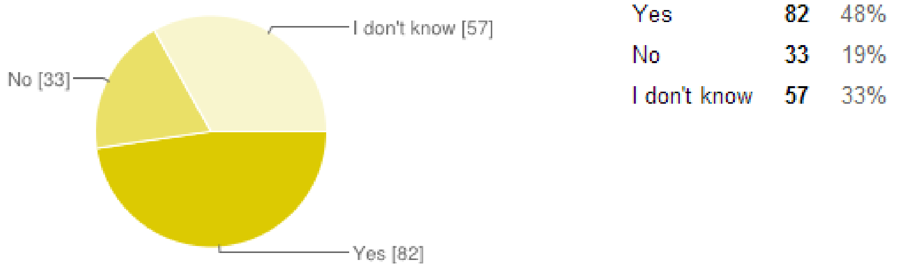


Figure 22 Paying premium

It is evident that the majority of women or 48% are willing to pay a premium price for a facial skin care product which consists fully of natural ingredients. 33% of the respondents do not know if they are ready to pay extra for a natural product. Respectively, 19% of the respondents are definitely not willing to pay a premium price for a facial skin care product which is entirely natural.

Age

The attitude of women towards paying a premium for green products was analyzed according to age groups. Table 13 depicts the attitude of women from the age group of 21-30 years and women from the age group of 31-40 years.

Age * willingtopayextra Crosstabulation

Statistics Count

		Are you willing to pay extra for natural products?			Total
		Yes	No	I don't know	
Age	21-30	54	24	44	122
	31-40	15	3	5	23

Table 13 Cross tabulation

44.2% of the women from the age group 21-30 years are willing to pay a premium price for facial products containing natural ingredients. 65.2% of the women representing the age group of 31-40 years are also willing to pay extra for green beauty products. However, 36% of the women from the young age group indicated that they do not know if they are willing to pay extra for such product or not. Respectively, 20% of the women from the age group of 31-40 years do not know for sure are they paying more or not. Perhaps their final purchasing decision depends on the particular situation and the desired product.

Life situation

Consumers' attitude towards willingness to pay extra for natural skin care products was analyzed according to their life situation as well.

lifesituat * willingtopayextra Crosstabulation

Statistics Count

		Are you willing to pay extra for natural facial products?			Total
		Yes	No	I don't know	
Life situation	Married	22	9	13	44
	Married with children	10	5	6	21
	Single parent	2	1	1	4
	Single	35	16	33	84
Total		69	31	53	153

Table 14 Cross tabulation

From Table 14 is visible that 49.2% of the married people responded that they are willing to pay a premium price for green cosmetic products.

In addition to the willingness of women to pay extra for completely natural skin care products, the respondents were asked specifically would they buy a natural product instead of non-natural if the price difference is 5%, 10%, 30% or 50% higher.

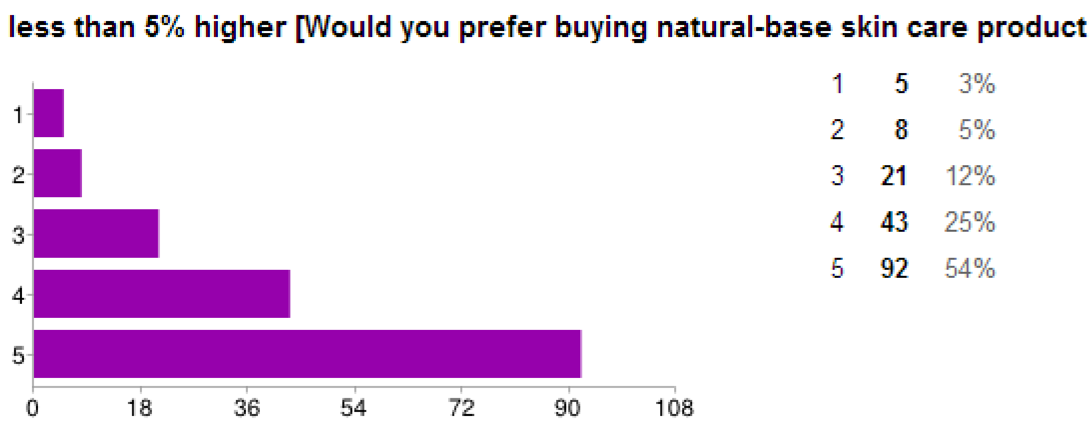


Figure 23 5% difference in price

79% of the married people are very likely to buy or definitely will buy a natural skin care product if the price is less than 5% higher than a regular non green product.

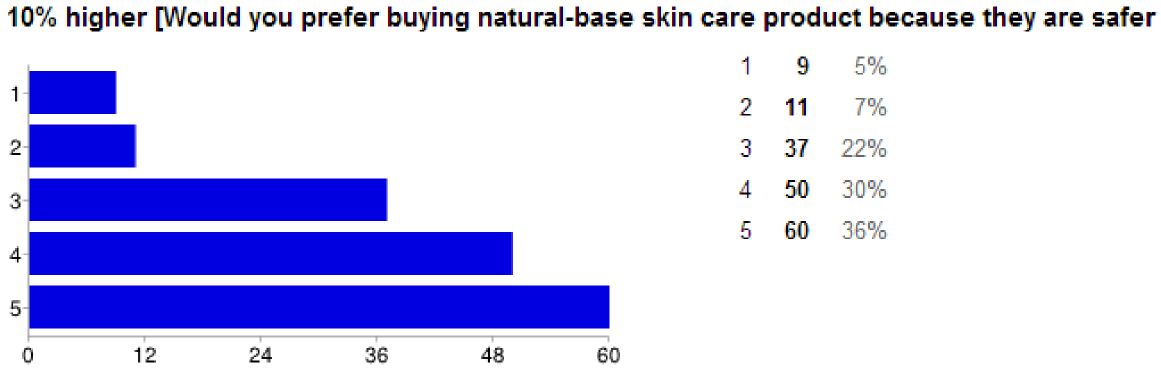


Figure 24 10% difference in price

66% of the married people will buy a natural product if the price is 10% higher in comparison to a similar synthetic product.

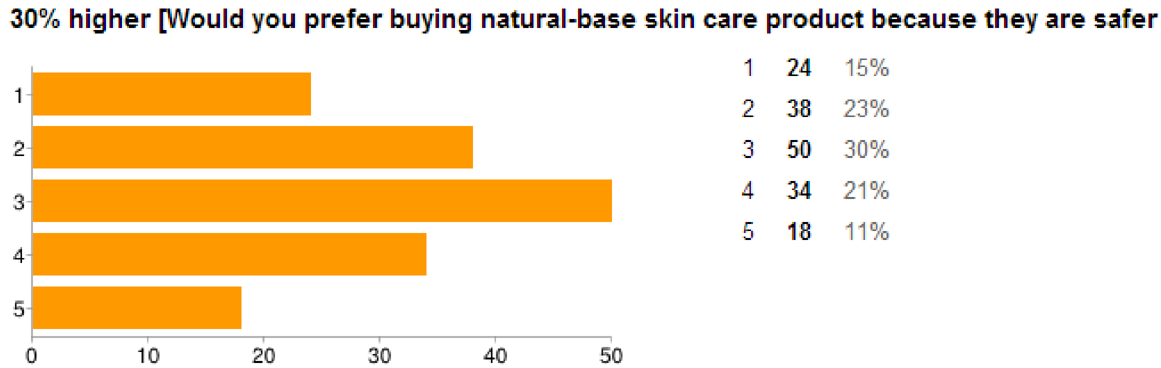


Figure 25 30% difference in price

A drastic change is observed in the buying behavior of the married people if the price of the natural product is 30% higher. Only 40.9% of them are still ready to buy the product.

If the price jumps to 50% higher, 16.3% of the married women are going to buy the product.

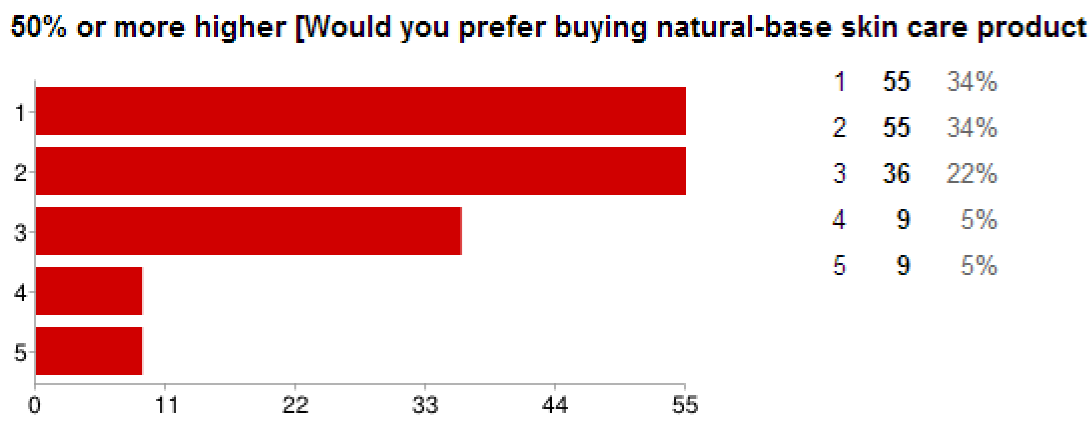


Figure 26 50% difference in price

In addition to the general attitude of women towards paying 5%, 10%, 30% or 50% premium for a natural product, their buying behavior was analyzed based on their life situation.

lifesituat * pricelessthan5percent Crosstabulation

Statistics Count

		pricelessthan5percent					
		I will not buy	Small chance to buy	Moderate chance to buy	Likely to buy	I will definitely buy	Total
lifesituat	Married	1	0	7	10	24	42
	Married with children	1	2	3	3	11	20
	Single parent	0	0	0	3	1	4
	Single	3	4	11	23	42	83
Total		5	6	21	39	78	149

Table 15 Cross tabulation

On the other hand, 41.6% of the single people are willing to pay extra for natural facial products. 66.2% of the single people are ready to buy a green facial product if the price is less than 5% higher in comparison with a similar synthetic product.

lifesituat * price10percenthigher Crosstabulation

Statistics Count

		Are you willing to buy a natural facial product if the price is 10% higher?					
		I will not buy	Small chance to buy	Moderate chance to buy	Likely to buy	I will definitely buy	Total
Life situation	Married	1	3	11	6	22	43
	Married with children	2	3	2	3	10	20
	Single parent	0	0	0	4	0	4
	Single	4	5	22	29	23	83
Total		7	11	35	42	55	150

Table 16 Cross tabulation

62.6% of the non-married people are going to buy certain natural product I the price exceeds 10% of similar non-natural product. The same drastic change in the consumers' behavior if the price of the desired natural product is 30% higher is observed in the group of the single women.

lifesituat * price30percenthigher Crosstabulation

Statistics Count

		Are you willing to buy a facial natural product if the price is 30% higher?					
		I will not buy	Small chance to buy	Moderate chance to buy	Likely to buy	I will definitely buy	Total
Life situation	Married	5	9	9	12	6	41
	Married with children	5	6	2	3	4	20
	Single parents	0	2	2	0	0	4
	Single	11	18	32	14	7	82
Total		21	35	45	29	17	147

Table 17 Cross tabulation

Only 25.6% of them are still willing to buy the green facial product. If the price of the natural product is 50% higher in comparison to the price of a non-natural product, only 9% of the women who took part in the survey are still willing to buy it.

lifesituat * price50percenthigher Crosstabulation

Statistics Count

		Are you willing to buy a green facial product if the price is 50% higher?					
		I will not buy	Small chance to buy	Moderate chance to buy	Likely to buy	I will definitely buy	Total
lifesituat	Married	12	11	11	5	3	42
	Married with children	9	4	4	1	1	19
	Single parent	2	2	0	0	0	4
	Single	27	34	14	3	5	83
Total		50	51	29	9	9	148

Table 18 Cross tabulation

4.6.6 Decision-making process

In this chapter the decision making process of the women from the two defined age groups 21-30 years old and 31-40 years old is discussed and analyzed. When purchasing a skin care cosmetic product several factors may influence consumer's buying decision.

Search for information and factors influencing purchasing behavior

The search for information is an important step in the decision-making process. Before purchasing a certain skin care product, it is likely that the consumers are looking up on internet reviews of the desired products, list of ingredients and price. On Figure 27, it is visible the participants' behavior according to checking information about the product prior to purchasing.

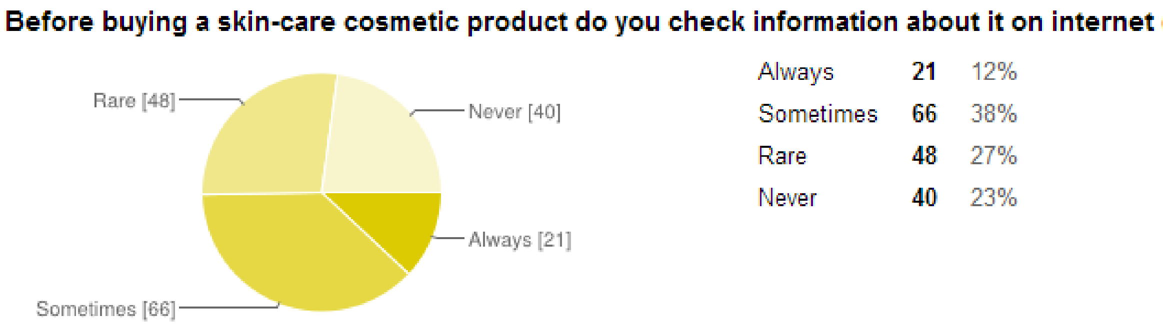


Figure 27 Research

38% of the total number of women admits that sometimes they check information about the product. 12% of the respondents always look up reviews or ingredients list online. 50% of the respondents rare or never check online the characteristic of the desired product.

Respondents were also asked from where usually they get information about certain skin care products prior to purchasing.

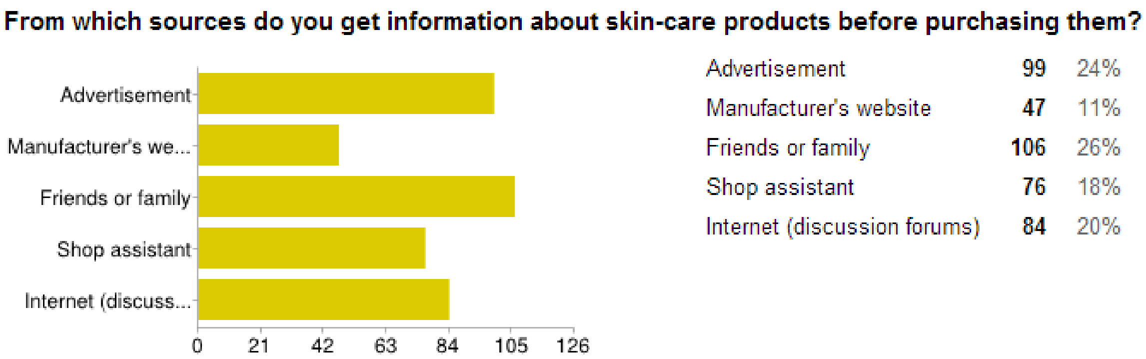


Figure 28 Sources

The results indicate friends and family, advertisement and internet to be the most common sources for information. On fourth position as a source for information are the shop assistants. And the fifth place is for manufacturer's website.

Trying the texture of the product, smell and consistency is important for evaluating the quality of the skin care products. Because of the big offering of skin care products on the market, testing the product is the only way for the consumer to assess the qualities of different products and make the final purchasing decision. The respondents were asked how important is for them to try the skin care product before the actual purchase – by trying a sample or a tester.

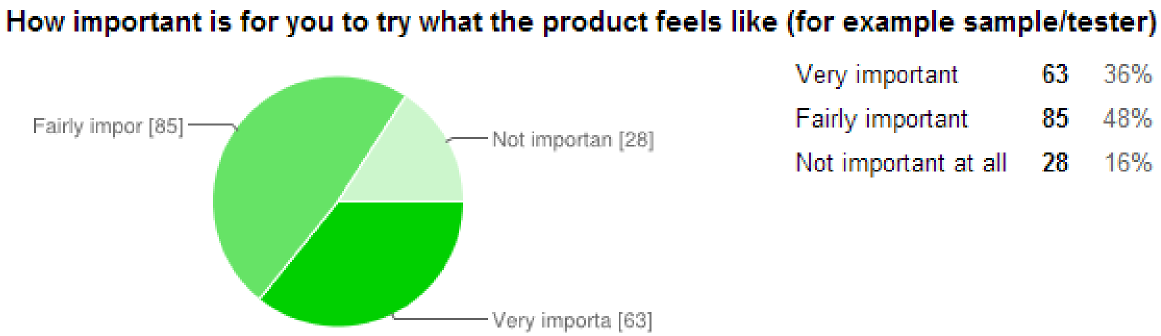


Figure 29 Sample

For the 48% of the women it is fairly important to try how the product feels like before purchasing. For 36% of the respondents it is very important. And for the rest 16% it is not important at all.

Brand is one of the factors which affect consumer behavior when purchasing skin cosmetic products. As skin care products are applied directly on the face, brand is a symbol of trust and quality.

Age * brand Crosstabulation

Statistics Count

		brand					
		Not important at all	Fairly little important	Moderately important	Fairly important	Wery important	Total
Age	21-30	23	18	39	34	8	122
	31-40	6	4	7	5	1	23

Table 19 Cross tabulation

This is why for the 59.7% of the 21-30 year old women and for 52.1% of the 31-40 year old women the brand is moderately to fairly important. Another factor which is influencing consumer purchasing behavior is the affordability of the beauty products. Affordability is fairly to very important for 66.1% of the women from the young age group. Affordability of the product is also a key factor for 50% of the women aged 31-40 years old but it affects them in a more moderate manner as their income is relatively higher than the women from the 21-30 year old group.

Another factor which influences consumer behavior is the package of the product. Some companies make packages from 100% recycled materials. Others list the promised effect of the product on the package. One way or another, the package is important part of the purchasing behavior. On Table 20, it is visible the women's attitude towards the packaging of the cosmetic products.

Age * imppackage Crosstabulation

Statistics Count

		Package					
		Not important at all	Fairly little important	Moderately important	Fairly important	Very important	Total
Age	21-30	15	30	50	24	2	121
	31-40	6	5	9	2	1	23

Table 20 Cross tabulation

Throughout the survey was discovered that the package is moderately to fairly important to 61.1% of the women from the age group of 21-30 years and for 47.8% of the women from the age group of 31-40 years. Very little amount of women from both age groups accept the package of the skin care cosmetic products as very important or not important at all.

Another factor which affects consumer purchasing behavior is the natural ingredients in the skin care product.

Age versus importance of natural ingredients							
Statistics Count							
		Are natural ingredients important to you when purchasing skin care products?					Total
		Not important at all	Very little important	Moderately important	Fairly important	Very important	
Age	21-30	6	22	39	30	25	122
	31-40	2	1	4	5	11	23

Table 21 Cross tabulation

Natural and organic ingredients add bigger value for the customers in the age group of 31-40 years old women. 47.8% of the women from this age group marked that it is very important that the product consists of natural/organic ingredients. On the contrary, there is a contrast in the opinion of the women from the age group 21-30 years old, only 20.4% of them marked that it is very important for the skin care product to have natural or organic ingredients. The majority of women aged 21-30 years old, or 56.5% of them, regard the existence of natural ingredients in the product as moderately to fairly important.

The origin of the product, in terms of domestic or non-domestic is evaluated differently from the two age groups in the research.

Age versus Domestic produc							
Statistics Count							
		Is it important of the product is domestic?					Total
		Not important at all	Fairly little important	Moderately important	Fairly important	Very important	
Age	21-30	16	27	33	40	5	121
	31-40	6	8	4	4	0	22

Table 22 Cross tabulation

For 63,6% of the women aged 31-40 years old it is fairly little important to not important at all if the product is domestic. On the contrary, for 60.3% of the women from the age group of 21-30 years it is moderately to fairly important that the product is domestic. This difference in the age groups can be due to the fact that many of the young women are using Finnish cosmetic skin care brand, e.g. Lumene. Lumene is rather popular among teenagers and young women than middle aged women.

Another factor determining purchasing behavior is the quality of the skin care products. The respondents were asked to assess the importance of quality.

Age *Importance of quality

Statistics Count

		How important is the quality of the skin care product to you?					
		Not important at all	Fairly little important	Moderately important	Faitly important	Very important	Total
Age	21-30	1	1	9	50	60	121
	31-40	1	0	2	7	14	24

Table 23 Cross tabulation

The quality is highly appreciated by almost all the women who took part in the survey – 90.9% of the women aged 21-30 years old and for 87.5% of the women aged 31-40 years old regard the quality as fairly to very important and as one of the crucial factors which determine buying decision.

As cosmetic companies put a great number of dangerous ingredients into skincare products, the safety of a product is one of the factors which influence consumer buying behavior. A safe product does not cause allergies.

Age * Safety

Statistics Count

		How important to you is the safety of the facial product?					
		Not importa nt at all	Fairly little importa nt	Moderat ely importa nt	Fairly importa nt	Very importa nt	Total
Age	21-30	3	4	21	52	42	122
	31-40	2	1	2	5	14	24

Table 24 Cross tabulation

For 77% of the women aged 21-30 years old and for 79.1% of the women aged 31-40 years old the safety of the product and the lack of allergies is fairly to very important. Here, the representatives from the both age groups share the same opinion – health and wellbeing is more important than just plain beauty. It is a good surprise that the consumer is careful to the facial substance, considering that many companies add dangerous ingredients.

The promised effects of using a certain facial product are one of the factors which affect consumer behavior in favor of certain cosmetic products and brands.

Age * Importance of side effects

Statistics Count

		How important for you are the promised side effects of a product?					
		Not important at all	Fairly little important	Moderately important	Fairly important	Very important	Total
Age	21-30	0	9	20	54	39	122
	31-40	1	4	6	6	5	22

Table 25 Cross tabulation

Promised effects of using a cosmetic facial product are fairly to very important for 76.2% of women aged 21-30 years and for 50% of the women aged 31-40 years. It is evident that the women from the younger age group have higher expectations and are more likely to believe the promised effects written on the package.

Previous experience is another factor which determines consumer behavior, especially when evaluating products. The majority of both age groups share the same opinion on that matter.

Age * Previous experience

Statistics Count

		Is the previous experience of certain product important to you?					
		Not important at all	Fairly little important	Moderately important	Fairly important	Very important	Total
Age	21-30	1	4	18	52	47	122
	31-40	2	1	3	8	9	23

Table 26 Cross tabulation

81.1% of the women aged 21-30 years and 73.9% of the women aged 31-40 years consider the previous experience of a facial product as very important in determining the current buying decision. Once a product is trusted and tested, loyal customers usually buy the same.

4.6.7 Natural facial skin care habits and preferences

In this section consumers' habits and preferences related to certain natural cosmetic brands are revealed. In the questionnaire the respondents were asked also the probability of trying for the first time a product belonging to the following brands under the influence of a friend or family.

Lumene

Respondents were asked how often they use skin care products by Lumene. Because of the low percentage of women who use this cosmetic brand, when analyzing the results, the total amount of women was accepted as 100%. Women were not divided according to age or life situation.

Never	**45**	26%
Once a month	**26**	15%
Couple of times a month	**23**	13%
Weekly	**19**	11%
Couple of times a week	**14**	8%
Daily	**45**	26%

Figure 30 Lumene skin care products

Only 26% of the women answered that they use Lumene facial products daily. The same amount of women - 26% stated that they never use Lumene facial products. 24% of the women use Lumene facial products from couple of times a month to weekly.

Yves Rocher

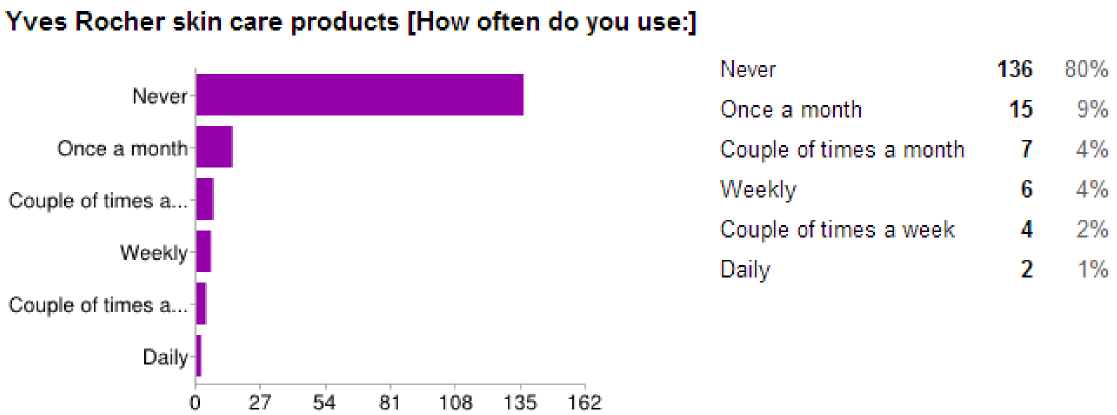


Figure 31 Yves Rocher skin care products

Surprisingly, 80% of the respondents have never used Yves Rocher skin care products. 9% of the women use facial products by this company once a month. 11% of the respondents use Yves Rocher natural skin care products from couple of times a month to couple of times a week.

L'OCCITANE

Similar results as Yves Rocher are observed in respondents experience with L'OCCITANE.

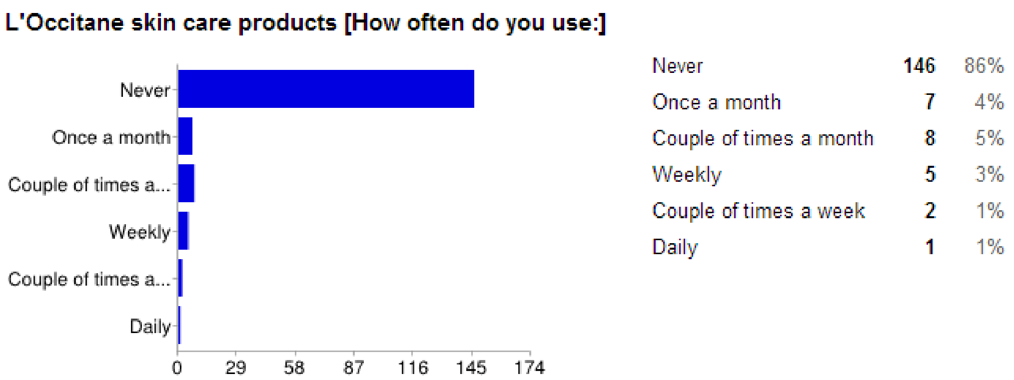


Figure 32 L'occitane skin care products

The majority of women who took part in the survey or 86% of them have never used L'OCCITANE's skin care products. 9% of the respondents use skin care products from this brand from once a month to couple of times a month, and respectively 5% uses these products from weekly to daily.

Nevertheless, 85% of the women are ready to try those products for the first time if a friend recommends it to them.

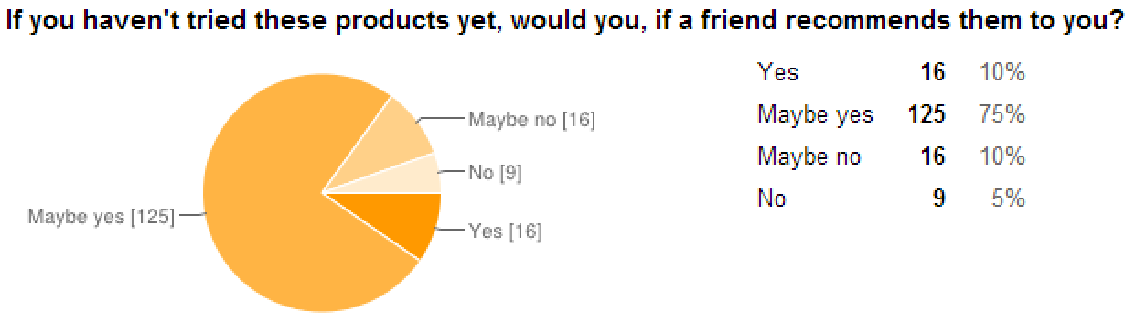


Figure 33 Friend's recommendation

Women were also asked if they are not willing to try these natural facial products at all what is reason.

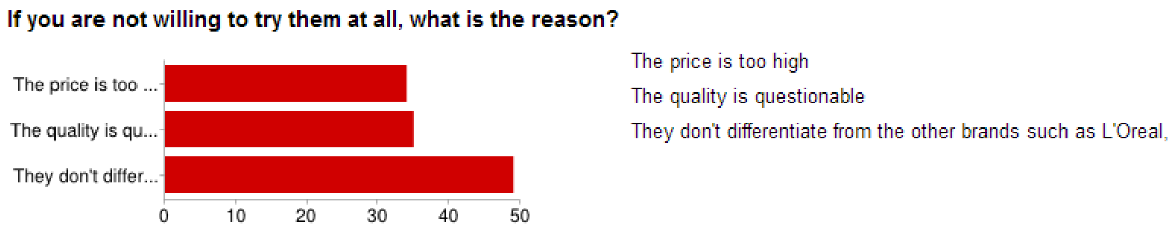


Figure 34 Reasons

The majority of women or 39.2% answered that these natural products and brands do not differentiate from the other brands and products such as L'Oreal, The Body Shop etc. 30.3% of the respondents answered that the price is too high. The same amount of women thinks that the quality of these green facial products is questionable.

4.7 Qualitative research method – interviews

In this section of the thesis is described the insights on consumers' behavior gained through interviews with shopping assistants and women from the age group of 31-40 years.

4.7.1 Yves Rocher

An interview with a sales assistant at Yves Rocher was held in order to get an insight of the consumer's behavior towards green cosmetic products. As the sales assistant stated, all of Yves Rocher's cosmetic products are made from botanical extracts. Regular customers are people between 20-30 years old and are described as "young people who care about the quality of the products they buy". They are price conscious, in terms of the ratio quality versus price. The most motivating factor for consumers is getting a high quality natural product at an affordable price. Consumers are not so sensitive to special offers due to the low regular price of the products. Refills are available at lower price and customers are genuinely interested in buying them.

Customers over 40 years old tend to buy anti-ageing facial creams. On the other hand, customers between 20-30 years old are interested in so called "hybrid" products such as BB-cream. BB-cream is a multiple product combining moisturizer, color-correcting emulsion and sunscreen protection.

4.7.2 L'OCCITANE

An interview with a sales assistant at L'OCCITANE was held. The purpose of the interview was to understand consumer behavior towards green cosmetic products from different point of view – through the eyes of the "seller". The interview was thorough and gave a clear view of the reasons which motivates a certain behavior in consumers.

L'OCCITANE is a luxurious cosmetic brand which is popular among people with stable income. The regular customers are over 30 years old and the high quality of the cosmetic products is determining their buying decision. There are two types of skin care products – anti-ageing targeting people over 40 years old (Immortelle facial skin-care) and another line Divine, targeting people over 50 years old. On the other hand there are moisturizers and daily creams made from Shea butter and Angelica. These products satisfy the needs of people who want to take care of their skin, but do not need anti-ageing facial care.

Shopping assistant’s role in determining consumer’s decision is essential. Customers trust the sales assistant’s opinion and often listen to their piece of advises and suggestions. Their expertise is highly appreciated not only because of their knowledge about the different products offered but also because of the close personal contact they establish with the customer.

Another important aspect which determines customer behavior is the availability of samples. As L’OCCITANE products are luxurious and the price is relatively high in comparison with other cosmetic brands, trying the product is essential. Once the customer has the opportunity to try a specific product he or she is convinced in the qualities the product possess and this motivates a buying decision. At L’OCCITANE’s boutiques there is a policy of giving samples with every purchase. Usually, the samples given are complementary to the purchased product. For example, if the customer buys a facial cream, he or she will be given a sample of toner and eye-cream from the same line. Some of the customers make instant buying decisions after trying the sample at the store, others take samples at home and after trying it they come back.

Refills are offered only for shampoos and soaps, not for facial skin care products. All the packages are made from 100% recycled materials. Customers of L’OCCITANE are interested in eco-friendly and natural ingredients, sustainability and preserving environment. Quality is the most important thing for consumers, which is the inner drive which motivates them to pay extra for premium products.

Special offers are highly appreciated and further motivate consumer’s buying decision. Loyal customers get an e-mail twice a month with discounts and special offers. Moreover, two people can win a trip to Provence.

4.7.3 Interviews with women 31-40 years old

Due to the little amount of the women, from the age group of 31-40 years, who took part in answering the questionnaire, an interview was held. The purpose of the interview was to reveal women’s attitude towards green skin care products, the motivation factors which influence their buying decision and their actual behavior.

In the interview participated five women, with international background, all of them living in Helsinki.

The purpose of the interview was exploring the women’s opinion towards green skin-care cosmetic products. First of all, women were asked do they make a difference between natural skin care products and non-natural. All of the participants answered that they do make a clear difference. The following question was: “Which do you think are better and why”. The answers to those questions were heterogeneous. One of the opinions was that green skin care products are healthier, non-aggressive to the skin, not causing allergies etc. However, as a higher quality these natural products tend to be more expensive in comparison to the non-natural products. Another opinion was that natural skin care products are not as good as synthetics or non-natural. One reason why part of the participants considered them worse than synthetics is that they question their qualities.

As all of the participants in the interview were aged 31-40 years, they were very demanding in the skin care products they use. The major requirements were that the facial products have anti-wrinkle properties, moisturizing effect and anti-ageing effect. Some of the respondents stated that they prefer to buy skin care cream where on the package it says the group age it is recommended for e.g. 35+ and also the listed promised effects. The problem with the natural products is that they do not promise to be efficient against the wrinkles and the natural process of ageing. That is the reason why these certain participants in the interview do not trust green skin care products and think that they are not superior to non-green.

Another topic in the interview was what motivates consumer choice when purchasing skin care products. All of the respondents stated that the price is not a factor when purchasing cosmetic products. The quality determines the consumer purchasing behavior. Special offers do influence customer’s opinion as well. The package is moderately important for the women who participated in the interview. The quality of the package e.g. made of recycled material is preferable but do not determine the final buying decision. All of the women indicated that they do buy refills, as the price is lower than the regular package. Another interesting thing is that all of the women prefer to try a sample of the skin care product before purchasing. The products texture, scent and promised effects usually determine the consumer buying behavior.

Half of the women have heard about Yves Rocher but none of them have tried its skin care products. Surprisingly, none of them have heard of L'OCCITANE. Regarding the fact that L'OCCITANE's two and only boutiques in Finland are located in Helsinki and all of the participants in the interview live there it was an unexpected surprise. Nevertheless, all of the women were genuinely interested in Yves Rocher especially, because they have heard about it before and they expressed willingness to try skin-care products by this brand.

All of them also stated that they are more likely to buy a product if a friend recommends it to them. This shows that the influence of the reference group impacts the consumer buying decision in this representative sample.

One of the women was especially interested in organic and natural skin care products. The specific thing which determines her buying behavior is the balance between natural and synthetics skin care products. Understanding the benefits of natural product she is actively buying both natural and non-natural.

5 Conclusion

In this chapter of the thesis is presented the summary of the whole research. Attention is paid to validity and reliability of the work, self-analytics, recommendations and ideas. Last but not least here are discussed suggestions for future research.

5.1 Summary

The aim of this research was to discover consumer behavior towards natural skin care products. The goal was to compare the purchasing behavior of women on the base of their age, life situation, education and occupation. Moreover, women's attitude towards green cosmetic products was explored with the help of specific questions related to the superiority of green skin care products. In addition to their preference for green products, women's price sensitivity was measured as well. Factors which motivate buying behavior were also discussed and evaluated in the current research.

The theory on which the research is based is consumer behavior theory. Due to the numerous consumer behavior theories a few were selected to be broadly described and discussed in the research e.g. motivation models and dimensions, factors affecting consumer behavior, culture as a factor determining consumer behavior and influence of reference group. Consumer decision-making process was another chapter discussed broadly in the theoretical background of the research. The theory about green cosmetic products was acquired mainly from online sources such as articles and market researches lead by private companies. The reason is that natural skin care cosmetics are very recent discovery and there is no books written about it yet. It has established as a trend in the past couple of years. Nevertheless, the up-to-date articles on that matter give a clear view on the green beauty products, natural ingredients and their superiority to synthetic cosmetic products.

The research environment part of the study gives a clear picture of the green cosmetic trends around the world. A special attention is paid to the emerging markets which are going to dominate in the green cosmetic products consumption in the future. On the other hand, trends in the European market influence the trends in the cosmetic industry worldwide. EU regulations on cosmetic ingredients and the ban on animal testing are important part of making cosmetics more environmentally and human friendly. Another great step towards sustainability which will bring cosmetic industry on the next level is ban on animal testing around the globe and establishing new green standards for manufacturing cosmetics free of dangerous ingredients.

The empirical part of the research was done by choosing mixed research methods. A quantitative research method was used in order to reveal consumer attitude and behavior towards green cosmetic products. This method was chosen due to the importance of gathering a big number of respondents. The data was collected through online survey. The survey was created in Docs.Google. In total 177 women answered the questionnaire. The results were transferred to SPSS in order to be further analyzed.

On the other hand, a qualitative research method was used to gather information on consumer behavior from shop assistants and women from the age group of 31-40 years. This age group was chosen because of the low activity from that age group was reported in answering the online questionnaire. The qualitative method took form of an interview. Shop assistants at green cosmetic boutiques were chosen for the qualitative research method due to their knowledge and observation on consumer purchasing behavior.

During the analysis of the information it turned out that in the online survey were questions irrelevant to the purpose of the survey. These questions are: “Which of the listed facial skin care products do you use daily?”, “I use the previously chosen facial skin care products recommended for daily use.”, “Which of the following special facial treatments have you used?”. These questions are additional and the information acquired through them is not crucial for the research. This is the reason why when analyzing the results, these questions dropped.

According to the age, there is a slight difference in the interest towards cosmetics products in favor of the women from the younger age group. The results indicated that women from the age group of 31-40 years are more likely to buy a cosmetic product under the influence of a friend’s recommendation. Another difference according to respondents’ life situation was that married women are more influenced by their friends’ recommendation about certain cosmetics product.

In terms of natural ingredients, the results indicate a slight difference in the support for natural facial products according to the age. Women aged 21-30 years were unsure of the superiority of natural skin care products to synthetics. One reason which could justify their opinion could be that they haven’t faced the problems which come with ageing e.g. wrinkles, pigmentation spots, skin imperfections etc. On the other hand, women in the age category 31-40 years showed support for green skin care products. Perhaps, they have experienced the ageing process and they value their health. Moreover, natural ingredients impact in higher degree the purchasing behavior from the older age group. This is evident from the fact that women from age group of 31-40 years are more willing to pay a premium price for natural products.

Consumers’ price sensitivity was evaluated through analyzing the results. Both married and single women are sensitive to the price of the natural skin care products. Women from both groups tolerate a higher price of the green products up to some degree. The price up to 30% higher is somewhat bearable for the majority of the respondents. If the price is more than 30% higher, the number of women willing to pay for such natural product drops drastically. Moreover, similar results are reported when analyzing consumers’ purchasing behavior according to the general interest in cosmetics and taking care of beauty. The willingness of the women, who are fairly to very interested in cosmetics, to pay for a green product which is 30% more expensive than a regular cosmetic product drops dramatically. Only 30.9% of them are ready to buy such facial natural product.

The factors affecting the decision-making process were also discussed. There weren’t big differences in women’s attitude towards the cosmetics brands. A peculiar fact is that for higher percent of women at the age 21-30 years the package is moderately important in comparison with the women from the age group of 31-40 years. Affordability of the product is more important for the women from the younger age group than for the women from the older age group. Another factor that determines decision-making process is the natural ingredients in the cosmetic product. The results indicate that natural and organic ingredients are highly appreciated by the customers in the age group of 31-40 years old women. In terms of quality and safety of the product all of the respondents share the same opinion that quality is very important.

Another aspect in the research was consumer experience with known natural cosmetic brands. The majority of the respondents are not acquainted to Yves Rocher and L'OCCITANE. However the reasons why these brands are not popular in Finland among the women of the age group 21-30 are not further discussed but they could be a topic of a future research.

As a whole the research successfully revealed the consumer behavior towards green cosmetic products. A clear difference between the behavior of women from different age groups and life situation is visible. During the research were also discovered the key factors which influence the decision-making process.

5.2 Validity and reliability

The term validity is considered to be the degree to which a measurement is solid and reflect the exact condition of the real world. On the other hand, reliability refers to extend the results are logical and reasonable. When a measurement is both valid and reliable, the results are considered to be right. (Definition of validity and reliability)

In terms of reliability, the great number of respondents who answered the questionnaire should be taken into consideration. In Table 1 are presented the different age groups of women who participated in the survey.

How old are you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	3.4	3.4	3.4
	21-30	122	69.3	69.3	72.7
	31-40	24	13.6	13.6	86.4
	41-50	7	4.0	4.0	90.3
	Over 50	5	2.8	2.8	93.2
	Under 20	12	6.8	6.8	100.0
	Total	176	100.0	100.0	

Table 27 Age

In total 176 people answered the survey. Only the two age groups with the highest amount of respondents are considered as eligible. The response rate from the other age groups e.g. under 20, 41-50 years and over 50 was minimal so that these results were filtered and they do not participate in the survey.

122 is the number of women in the age group of 21-30 years and 24 is the number of women at the age 31-40 years. In terms of validity, the results related to the age group 21-30 years tend to be more accurate than the results related to the older age group. The reason is the little amount of women who took part in the research in the latter age group.

The survey was conducted mainly among students in University of Applied Sciences. This fact also explains the low income (under 10 000 euro) for the majority of the respondents. In terms of reliability, the above stated condition under which the survey was conducted limits the general reliability of the results. Nevertheless, the 122 responses from women at the age 21-30 years is a very good representative sample in order to study and analyze consumer behavior in that age range and the given occupation as a student.

The questionnaire was meant only for women. However, the possibility that a man answered the questions should be taken in account. This might impact negatively the reliability of the results.

In terms of reducing the factors affecting negatively the validity of the survey caused by misunderstanding the questions, measures were taken. Before activating the questionnaire, a test was undertaken to determine the comprehensiveness of the questions. The volunteer who was testing the questionnaire did not encounter any misleading questions. Moreover, the questions were very clear and simple to understand. The words used in the questionnaire were simple so they can be understood by native Finnish speakers. However, it was noticed that some of the respondents have not answered certain questions. The impact of the unanswered questions on the validity of results is considered to be minimal.

To sum up, the survey could be considered as reliable, especially taking into consideration the age group 21-30 years. The number of respondents was higher than expected in the beginning. Moreover, the survey was comprehensive enough to be understood by Finnish native speakers.

5.3 Recommendations and ideas

The research is a useful tool when analyzing consumer behavior towards green skin care cosmetic products. Moreover, the current survey discovers the motivation factor which impact consumer purchasing behavior according to different categories such as age, life situation, education and occupation.

The current research could be beneficial for the natural cosmetic companies, especially Yves Rocher and L'OCCITANE. The reason is that their popularity in Finland is limited but with a high potential for the future. Yves Rocher can embrace the target group of low budget customers - up to the age of 30 years old. On the other hand L'OCCITANE can be established as a boutique for high-end customers. These two companies should consider strengthening their positions in Finnish beauty market as consumers are opened for green cosmetic products. For example, Yves Rocher has only nine shops on the territory of Finland, respectively L'OCCITANE has only two stored in Finland as both of them located in Helsinki. That explains the unpopularity of these two natural brands. Nevertheless, both companies have high chances to gain popularity once they are near to the consumer. A good strategy would be if there is a market research in order to evaluate the success if more stores are open, giving samples at different events, interviews with people, advertising on TV are only part of the ways that will help the companies reach the green consumers.

The thesis is also a good reading for people interested in natural cosmetics, world trends in beauty markets and consumer behavior in general. In the current research are presented three green cosmetic companies – Lumene, Yves Rocher and L'OCCITANE. Not only the readers but also the respondents who took part in the survey can benefit from the information about these natural companies which are going to be recognized in the future as green brands. Moreover, the questionnaire and more specifically the questions about the cosmetic brands might have strengthen the brand awareness towards the natural products offered by the companies mentioned above.

A good idea for Yves Rocher will be to put an emphasis on their affordable high quality products. The most important thing is that consumers are aware that they can buy natural products on even lower price than the regular non-natural brands offered in the stores. Strong advertising and distributing of samples could be also beneficial in order to access loyal customers.

5.4 Self-analytics

The research was conducted in order to explore the consumer behavior towards green cosmetic skin care products. However, if the chance to redo the survey was available, the survey would be done rather differently. One thing that could improve significantly the survey is distributing equal amount of respondents from the desired age categories. This would affect positively the reliability of the results as well. Another idea is to embrace women with different occupational backgrounds – as in this case the majority of women were attending University of Applied Sciences and were having low income. In addition, analyzing consumer behavior towards natural skin care products from the perspective of income could bring interesting results as well. Nevertheless, the current research gives a clear view of consumer behavior; especially well it covers the women at the age 21-30 years with low income. The research could be extended by covering more age groups and women with different income which will add different perspective to the results.

5.5 Suggestion for future research

The current research revealed the consumer behavior towards natural skin care products and the aim of the study was achieved. However, the results created unanswered question. For example, although the positive attitude of women towards green products, very little amount of them were actually using products from the green companies Yves Rocher and L’OCCITANE. Moreover, these two French companies have few and probably insufficient shops in Finland. The question is: “If L’OCCITANE and Yves Rocher have more stores in Finland e.g. in big cities, would they be more popular and recognized?” Their natural cosmetic products are of a high-quality. Moreover, Yves Rocher’s products are very affordable – sometimes cheaper that the regular synthetics products at the store. On the other hand L’OCCITANE’s products are more luxurious and meant for high-end customers. However, their products are not even noticed by the regular Finnish customer.

An interesting topic for future research could be finding out the reasons of the unpopularity of these two French companies and also thinking of strategies how they can be introduced to Finnish consumers – e.g. thinking of marketing strategies, opening more stores, promotion, TV advertisements etc.

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APPENDICES

APPENDIX 1 Questionnaire

APPENDIX 2 Frequencies

APPENDIX 3 Cross Tabulation in SPSS

APPENDIX 1 Questionnaire

Questionnaire - Green Cosmetic Products

1. **How interested are you in cosmetics and taking care of your beauty?**
   Mark only one oval.
   - Very interested
   - Fairly interested
   - Somewhat interested
   - Not interested at all

2. **Which of the listed facial skin care products do you use daily?**
   Check all that apply.
   - [ ] Facial cleanser
   - [ ] Eye make-up remover
   - [ ] Toner
   - [ ] Facial cream
   - [ ] Eye cream

3. **I use the previously chosen facial skin care products recommended for daily use:**
   Mark only one oval.
   - Every day
   - A few times a week
   - Approximately once a week
   - Less frequently than once a week

4. **If you use facial cream, which kind of cream do you use from the following options?**
   Check all that apply.
   - [ ] Moisturizing facial cream
   - [ ] Brightening facial cream
   - [ ] Firming facial cream
   - [ ] Regenerating facial cream
   - [ ] Repairing facial cream
   - [ ] None of the above

5. **Which of the following special facial treatments have you used?**
Check all that apply.

- [ ] Exfoliating gel/facial scrub
- [ ] Facial mask
- [ ] Special serums
- [ ] Organic oils or butters

6. **Which of these following matters are important to you when purchasing facial skin care products?**
1 - Not important at all, 5 - Very important
Mark only one oval per row.

	Not important at all	Fairly little important	Moderately important	Fairly important	Very important
Brand	⬭	⬭	⬭	⬭	⬭
Affordability	⬭	⬭	⬭	⬭	⬭
Package	⬭	⬭	⬭	⬭	⬭
Natural/organic ingredients	⬭	⬭	⬭	⬭	⬭
Domestic products (Finnish)	⬭	⬭	⬭	⬭	⬭
Texture of product (smell, color)	⬭	⬭	⬭	⬭	⬭
Quality	⬭	⬭	⬭	⬭	⬭
Safety (no allergies)	⬭	⬭	⬭	⬭	⬭
Promised effects	⬭	⬭	⬭	⬭	⬭
Previous experience	⬭	⬭	⬭	⬭	⬭
Product is new	⬭	⬭	⬭	⬭	⬭

7. **How important is for you to try what the product feels like (for example sample/tester) before you actually purchase it?**
Mark only one oval.

- ⬭ Very important
- ⬭ Fairly important
- ⬭ Not important at all

8. **Do you think expensive facial skin care products are better than cheaper ones?**
Mark only one oval.

- Yes
- No
- I don't know

9. **Do you think natural or green facial skin products are better in quality than the non-green ones?**
Mark only one oval.

- Yes
- No
- I don't know

10. **How important to you are the products' ecological and ethical characteristics?**
Mark only one oval per row.

	Not important at all	Fairly little important	Moderately important	Fairly important	Very important
Organic ingredients					
Not tested on animals					
Sustainability (e.g. less water consumption, recycled materials used in packaging)					
Environmentally friendliness					

11. **Do the opinions and recommendations of your friends affect what facial skin care products you purchase?**
Mark only one oval.

- Very often
- Often
- Sometimes
- Very rare
- Never

12. **If you are satisfied with a facial skin care product you have purchased, would you buy other products from the same brand?**
Mark only one oval.

- Yes
- No
- Not necessary

13. **Do you find value in a product in which 80% of the ingredients are with natural origin more over an ordinary cosmetic product?**
Mark only one oval.

- Yes
- No
- It doesn't matter for me
- I don't pay attention to the natural ingredients

14. **Do you prefer natural skin care products (Lumene) to other ordinary cosmetic products (L'Oreal)?**
Mark only one oval.

- I prefer products with natual ingredients (Lumene)
- I prefer ordinary beauty products
- I use skin care products from both brands
- I don't mind using neither Lumene nor L'Oreal
- Natural skin care products bring NO extra value for me

15. **Before buying a skin-care cosmetic product do you check information about it on internet (such as reviews, ingredients)?**
Mark only one oval.

- Always
- Sometimes
- Rare
- Never

16. **Are you aware that cosmetic companies put dangerous ingredients which cause allergies, blemishes or even cancer?**
Mark only one oval.

- Yes
- No

17. **Would you prefer buying natural-base skin care product because they are safer to use if the price was:**
1 - I will not buy, 2- There is a small chance to buy, 3- Moderate chance to buy, 4- More likely to buy, 5 - I will definitely buy
Mark only one oval per row.

	1	2	3	4	5
less than 5% higher					
10% higher					
30% higher					
50% or more higher					
It doesn't matter how more expensive green products are, I will always choose green over non-green					

18. **How often do you use:**
Mark only one oval per row.

	Never	Once a month	Couple of times a month	Weekly	Couple of times a week	Daily
Lumene skin care products						
Yves Rocher skin care products						
L'Occitane skin care products						

19. **If you haven't tried these products yet, would you, if a friend recommends them to you?**
Mark only one oval.

- Yes
- Maybe yes
- Maybe no
- No

20. **If you are not willing to try them at all, what is the reason?**
Check all that apply.

- [ ] The price is too high
- [ ] The quality is questionable
- [ ] They don't differentiate from the other brands such as L'Oreal, The Body Shop etc.

21. **From which sources do you get information about skin-care products before purchasing them?**
Check all that apply.

- [ ] Advertisement
- [ ] Manufacturer's website
- [ ] Friends or family
- [ ] Shop assistant
- [ ] Internet (discussion forums)

22. **How important to you is if a product:**
Mark only one oval per row.

	Very important	Slightly important	Somewhat important	Fairly little	Not important at all
Consists partly of natural ingredients	◯	◯	◯	◯	◯
Consists of more than 80% of natural ingredients	◯	◯	◯	◯	◯
Consists of partly organic ingredients	◯	◯	◯	◯	◯
Product is consisting of 100% organic ingredients	◯	◯	◯	◯	◯

23. **Do you perceive that facial skin-care products containing natural ingredients are better for your skin than products which do not contain natural ingredients?**
Mark only one oval.

◯ Yes
◯ No
◯ I don't know

24. **Are you willing to pay more for skin-care product which consists fully of natural ingredients?**
Mark only one oval.

◯ Yes
◯ No
◯ I don't know

25. **How much are you willing to pay on average for a facial skin-care product?**
Mark only one oval.
- Under 10 euros
- 10-20 euros
- 21-30 euros
- 31-40 euros
- 41-50 euros
- More than 50 euros

26. **Do you buy in general skin-care products recommended for your age (e.g. 35+)**
Mark only one oval.
- Yes
- No
- Sometimes, but it is not important

27. **What is your favorite facial skin-care product? Please, mention the brand name also.**
For example, moisturizing day cream, Lumene

28. **How old are you?**
Mark only one oval.
- Under 20
- 21-30
- 31-40
- 41-50
- Over 50

29. **What is your life situation?**
Mark only one oval.
- Married
- Married with children
- Single parent
- Single

30. **What kind of education do you have?**
Mark only one oval.
- High school
- University of Applied Sciences
- University

31. **What is your current occupation?**
Mark only one oval.

- Studying
- Working (part-time employment)
- Working (permanent employment)
- Unemployed
- Retired

32. **How much is approximately your annual income?**
Mark only one oval.

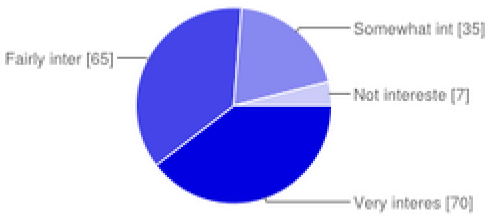
- Under 10 000 euros
- 10 001-20 000 euros
- 20 001-30 000 euros
- 30 001-40 000 euros
- 40 001-50 000 euros
- Over 50 000 euros

33. **What is your nationality?**
Mark only one oval.

- Finnish
- Other

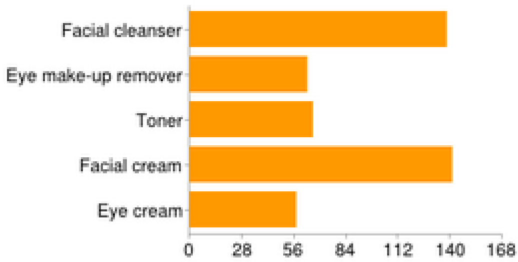
APPENDIX 2 Frequencies

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



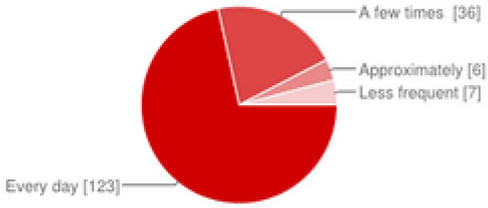
Very interested	**70**	40%
Fairly interested	**65**	37%
Somewhat interested	**35**	20%
Not interested at all	**7**	4%

Which of the listed facial skin care products do you use daily?



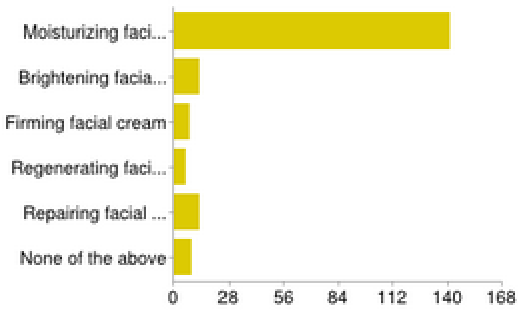
Facial cleanser	**138**	30%
Eye make-up remover	**63**	14%
Toner	**66**	14%
Facial cream	**141**	30%
Eye cream	**57**	12%

I use the previously chosen facial skin care products recommended for daily use:



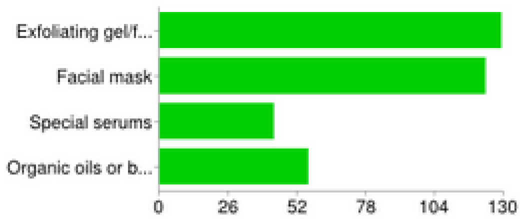
Every day	**123**	72%
A few times a week	**36**	21%
Approximately once a week	**6**	3%
Less frequently than once a week	**7**	4%

If you use facial cream, which kind of cream do you use from the following options?



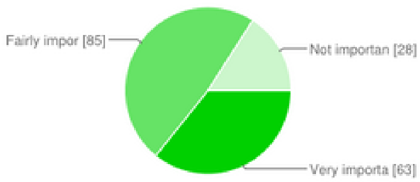
Moisturizing facial cream	**141**	74%
Brightening facial cream	**13**	7%
Firming facial cream	**8**	4%
Regenerating facial cream	**6**	3%
Repairing facial cream	**13**	7%
None of the above	**9**	5%

Which of the following special facial treatments have you used?



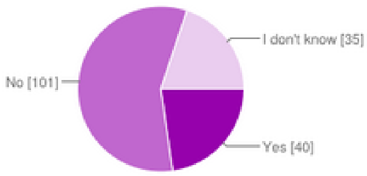
Exfoliating gel/facial scrub	129	37%
Facial mask	123	35%
Special serums	43	12%
Organic oils or butters	56	16%

How important is for you to try what the product feels like (for example sample/tester) before you actually purchase it?



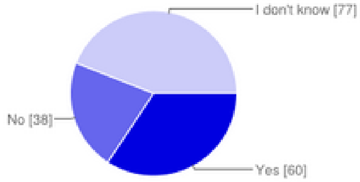
Very important	63	36%
Fairly important	85	48%
Not important at all	28	16%

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



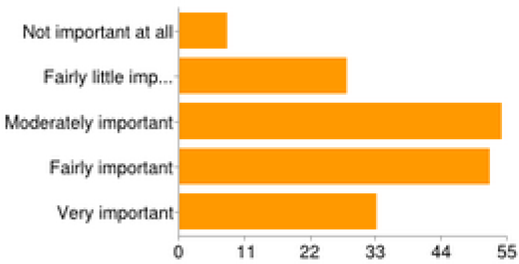
Yes	40	23%
No	101	57%
I don't know	35	20%

Do you think natural or green facial skin products are better in quality than the non-green ones?



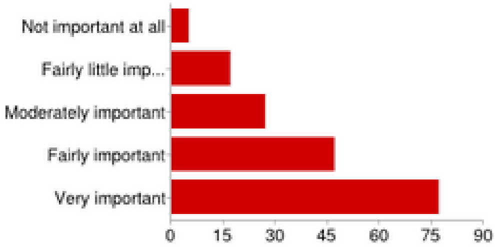
Yes	60	34%
No	38	22%
I don't know	77	44%

Organic ingredients [How important to you are the products' ecological and ethical characteristics?]



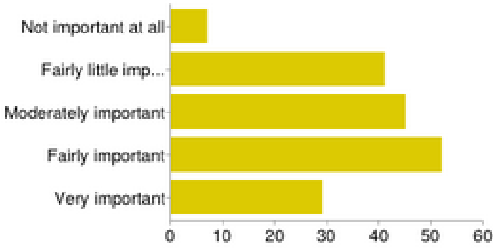
Not important at all	8	5%
Fairly little important	28	16%
Moderately important	54	31%
Fairly important	52	30%
Very important	33	19%

Not tested on animals [How important to you are the products' ecological and ethical characteristics?]



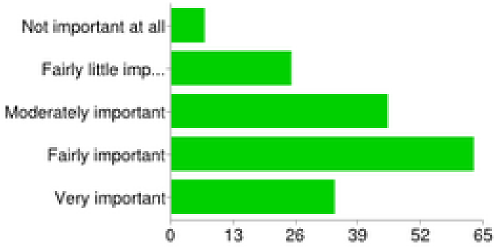
Not important at all	5	3%
Fairly little important	17	10%
Moderately important	27	16%
Fairly important	47	27%
Very important	77	45%

Sustainability (e.g. less water consumption, recycled materials used in packaging) [How important to you are t



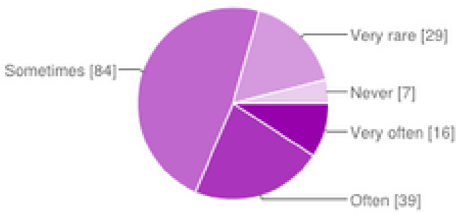
Not important at all	7	4%
Fairly little important	41	24%
Moderately important	45	26%
Fairly important	52	30%
Very important	29	17%

Environmentally friendliness [How important to you are the products' ecological and ethical characteristics?]



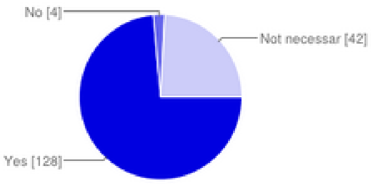
Not important at all	7	4%
Fairly little important	25	14%
Moderately important	45	26%
Fairly important	63	36%
Very important	34	20%

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



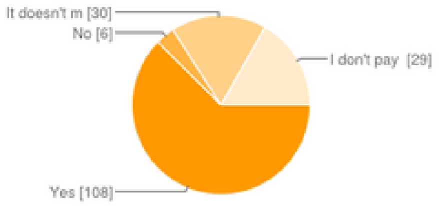
Very often	16	9%
Often	39	22%
Sometimes	84	48%
Very rare	29	17%
Never	7	4%

If you are satisfied with a facial skin care product you have purchased, would you buy other products from the same brand?



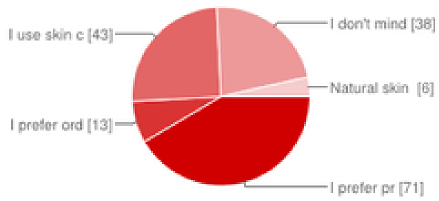
Yes	128	74%
No	4	2%
Not necessary	42	24%

Do you find value in a product in which 80% of the ingredients are with natural origin more over an ordinary cosmetic product?



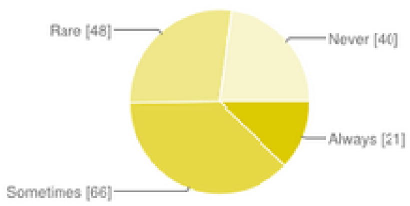
Yes	108	62%
No	6	3%
It doesn't matter for me	30	17%
I don't pay attention to the natural ingredients	29	17%

Do you prefer natural skin care products (Lumene) to other ordinary cosmetic products (L'Oreal)?



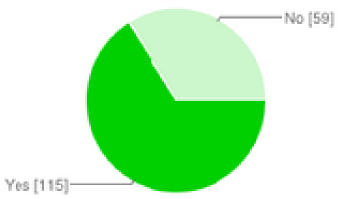
I prefer products with natual ingredients (Lumene)	71	42%
I prefer ordinary beauty products	13	8%
I use skin care products from both brands	43	25%
I don't mind using neither Lumene nor L'Oreal	38	22%
Natural skin care products bring NO extra value for me	6	4%

Before buying a skin-care cosmetic product do you check information about it on internet (such as reviews, ingredients)?



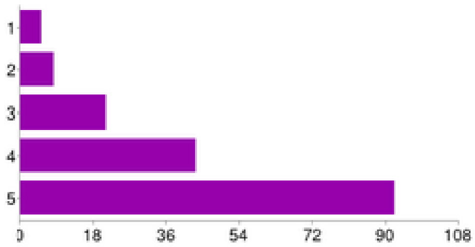
Always	21	12%
Sometimes	66	38%
Rare	48	27%
Never	40	23%

Are you aware that cosmetic companies put dangerous ingredients which cause allergies, blemishes or even cancer?



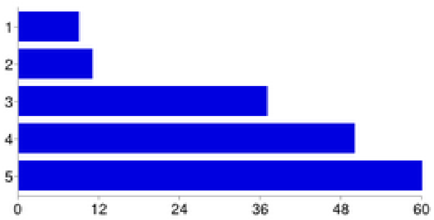
Yes	115	66%
No	59	34%

less than 5% higher [Would you prefer buying natural-base skin care product because they are safer to use if the price was:]



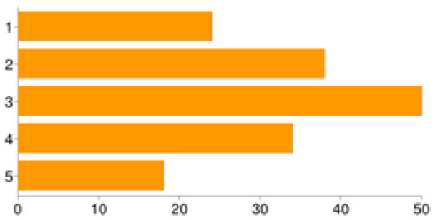
1	5	3%
2	8	5%
3	21	12%
4	43	25%
5	92	54%

10% higher [Would you prefer buying natural-base skin care product because they are safer to use if the price was:]



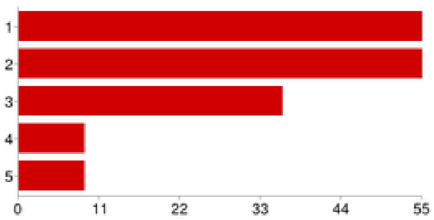
1	9	5%
2	11	7%
3	37	22%
4	50	30%
5	60	36%

30% higher [Would you prefer buying natural-base skin care product because they are safer to use if the price was:]



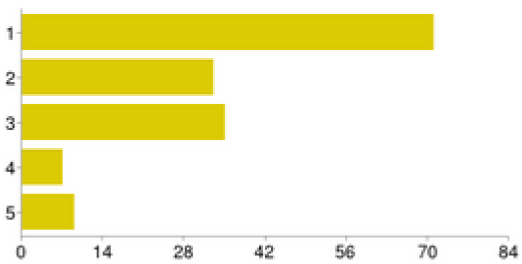
1	24	15%
2	38	23%
3	50	30%
4	34	21%
5	18	11%

50% or more higher [Would you prefer buying natural-base skin care product because they are safer to use if the price was:]



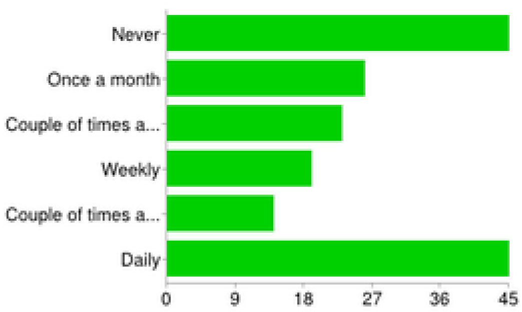
1	55	34%
2	55	34%
3	36	22%
4	9	5%
5	9	5%

It doesn't matter how more expensive green products are, I will always choose green over non-green |



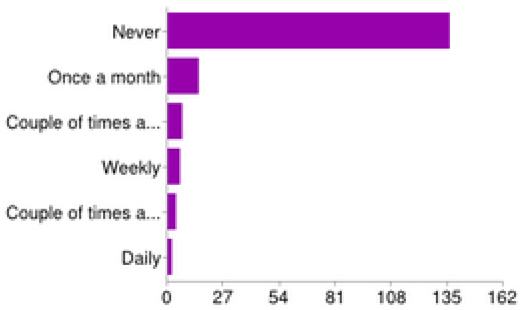
1	71	46%
2	33	21%
3	35	23%
4	7	5%
5	9	6%

Lumene skin care products [How often do you use:]



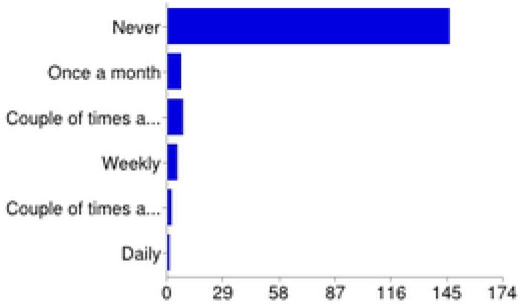
Never	45	26%
Once a month	26	15%
Couple of times a month	23	13%
Weekly	19	11%
Couple of times a week	14	8%
Daily	45	26%

Yves Rocher skin care products [How often do you use:]



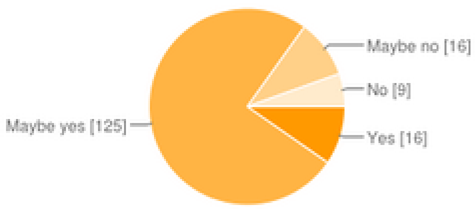
Never	136	80%
Once a month	15	9%
Couple of times a month	7	4%
Weekly	6	4%
Couple of times a week	4	2%
Daily	2	1%

L'Occitane skin care products [How often do you use:]



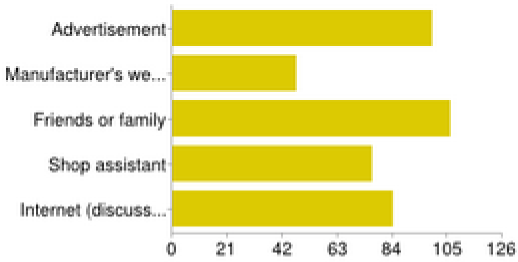
Never	146	86%
Once a month	7	4%
Couple of times a month	8	5%
Weekly	5	3%
Couple of times a week	2	1%
Daily	1	1%

If you haven't tried these products yet, would you, if a friend recommends them to you?



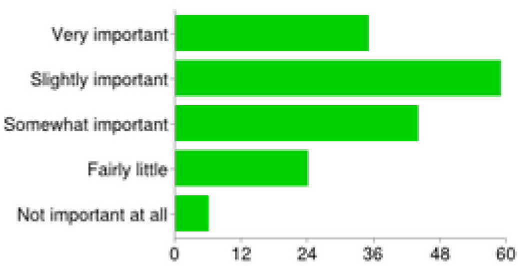
Yes	16	10%
Maybe yes	125	75%
Maybe no	16	10%
No	9	5%

From which sources do you get information about skin-care products before purchasing them?



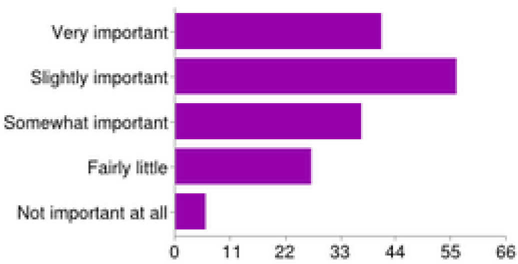
Advertisement	99	24%
Manufacturer's website	47	11%
Friends or family	106	26%
Shop assistant	76	18%
Internet (discussion forums)	84	20%

Consists partly of natural ingredients [How important to you is if a product:]



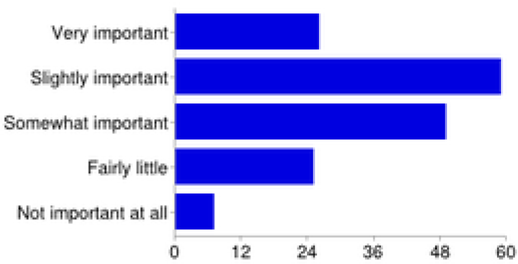
Very important	35	21%
Slightly important	59	35%
Somewhat important	44	26%
Fairly little	24	14%
Not important at all	6	4%

Consists of more than 80% of natural ingredients [How important to you is if a product:]



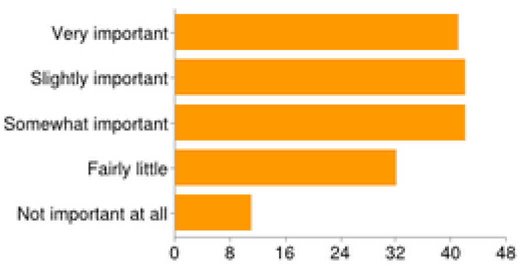
Very important	41	25%
Slightly important	56	34%
Somewhat important	37	22%
Fairly little	27	16%
Not important at all	6	4%

Consists of partly organic ingredients [How important to you is if a product:]



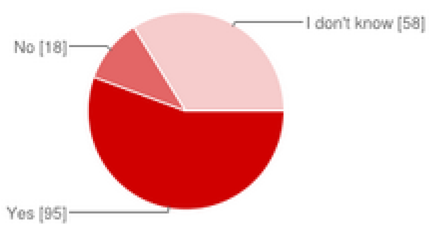
Very important	26	16%
Slightly important	59	36%
Somewhat important	49	30%
Fairly little	25	15%
Not important at all	7	4%

Product is consisting of 100% organic ingredients [How important to you is if a product:]



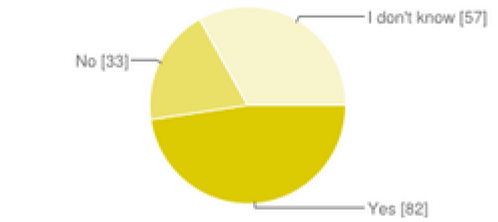
Very important	41	24%
Slightly important	42	25%
Somewhat important	42	25%
Fairly little	32	19%
Not important at all	11	7%

Do you perceive that facial skin-care products containing natural ingredients are better for your skin



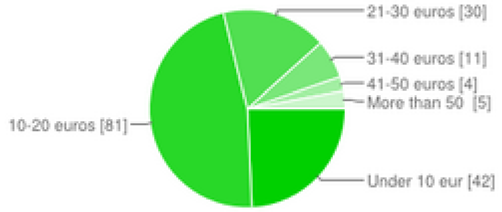
Yes	95	56%
No	18	11%
I don't know	58	34%

Are you willing to pay more for skin-care product which consists fully of natural ingredients?



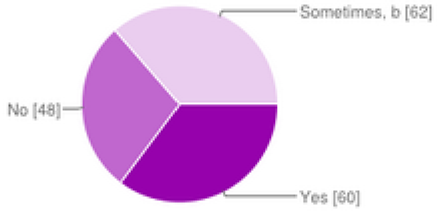
Yes	82	48%
No	33	19%
I don't know	57	33%

How much are you willing to pay on average for a facial skin-care product?



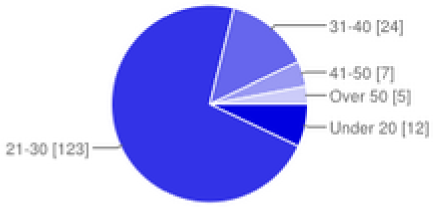
Under 10 euros	42	24%
10-20 euros	81	47%
21-30 euros	30	17%
31-40 euros	11	6%
41-50 euros	4	2%
More than 50 euros	5	3%

Do you buy in general skin-care products recommended for your age (e.g. 35+)



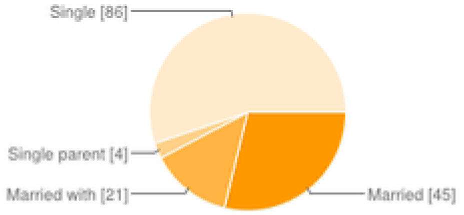
Yes	60	35%
No	48	28%
Sometimes, but it is not important	62	36%

How old are you?



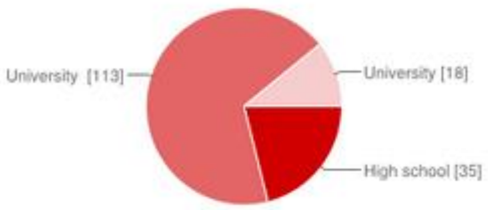
Under 20	12	7%
21-30	123	72%
31-40	24	14%
41-50	7	4%
Over 50	5	3%

What is your life situation?



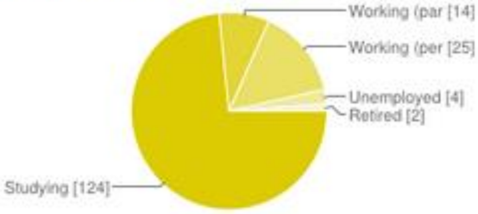
Married	45	29%
Married with children	21	13%
Single parent	4	3%
Single	86	55%

What kind of education do you have?



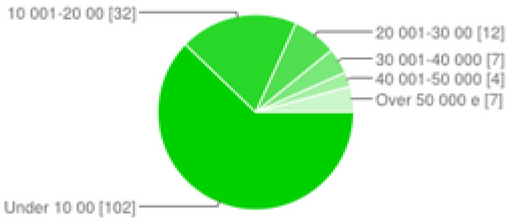
High school	35	21%
University of Applied Sciences	113	68%
University	18	11%

What is your current occupation?



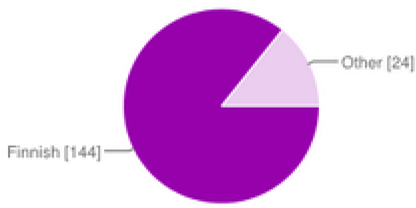
Studying	124	73%
Working (part-time employment)	14	8%
Working (permanent employment)	25	15%
Unemployed	4	2%
Retired	2	1%

How much is approximately your annual income?



Under 10 000 euros	102	62%
10 001-20 000 euros	32	20%
20 001-30 000 euros	12	7%
30 001-40 000 euros	7	4%
40 001-50 000 euros	4	2%
Over 50 000 euros	7	4%

What is your nationality?



Finnish	144	86%
Other	24	14%

APPENDIX 3 Cross Tabulation in SPSS

How old are you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	3.4	3.4	3.4
	21-30	122	69.3	69.3	72.7
	31-40	24	13.6	13.6	86.4
	41-50	7	4.0	4.0	90.3
	Over 50	5	2.8	2.8	93.2
	Under 20	12	6.8	6.8	100.0
	Total	176	100.0	100.0	

arenaturalbetter * Age Crosstabulation

Statistics Count

		Age	
		21-30	31-40
Are natural skin care products better than synthetics?	Yes	42	7
	No	19	13
	I don't know	60	4
Total		121	24

Age * brand Crosstabulation

Statistics Count

		brand					Total
		Not important at all	Fairly little important	Moderately important	Fairly important	Wery important	
Age	21-30	23	18	39	34	8	122
	31-40	6	4	7	5	1	23

price * Age Crosstabulation

Statistics Count

		Age	
		21-30	31-40
Do you think expensive skin care products are better than the cheaper ones?	Yes	26	5
	No	69	17
	I don't know	27	2
Total		122	24

Age * occupation * income Crosstabulation

income				occupation					Total
				Studying	Part-time job	Permanent job	Unemployed	Retired	
Under 10 000 €		Under 20	Count	11	0	0	0		11
			% within occupation	12.0%	0.0%	0.0%	0.0%		11.0%
		21-30	Count	77	5	2	1		85
			% within occupation	83.7%	100.0%	100.0%	100.0%		85.0%
		31-40	Count	4	0	0	0		4
			% within occupation	4.3%	0.0%	0.0%	0.0%		4.0%
	Total		Count	92	5	2	1		100
			% within occupation	100.0%	100.0%	100.0%	100.0%		100.0%
10 001-20 000 €		21-30	Count	17	5	1	2	0	25
			% within occupation	77.3%	100.0%	100.0%	66.7%	0.0%	78.1%
		31-40	Count	5	0	0	1	0	6
			% within occupation	22.7%	0.0%	0.0%	33.3%	0.0%	18.8%
		5.00	Count	0	0	0	0	1	1
			% within occupation	0.0%	0.0%	0.0%	0.0%	100.0%	3.1%
	Total		Count	22	5	1	3	1	32
			% within occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
20 001 - 30 000		21-30	Count	2	1	2			5
			% within occupation	66.7%	33.3%	33.3%			41.7%
		31-40	Count	1	1	1			3
			% within occupation	33.3%	33.3%	16.7%			25.0%
		4.00	Count	0	1	2			3
			% within occupation	0.0%	33.3%	33.3%			25.0%
		5.00	Count	0	0	1			1
			% within occupation	0.0%	0.0%	16.7%			8.3%
	Total		Count	3	3	6			12
			% within occupation	100.0%	100.0%	100.0%			100.0%

friendsrecom * Age Crosstabulation

Statistics Count

		Age		Total
		21-30	31-40	
Affect of friends recommendations on buying decision	Very often	16	5	23
	Often	89	16	118
	Very rare	17	3	28
Total		122	24	169

education * lifesituation * Age Crosstabulation

Age		Life situation (Marital status): Married	Married with children	Single parent	Single	Total
21-30	High School	4	1	1	16	22
		11.8%	50.0%	50.0%	22.5%	20.2%
	UAS	24	1	1	52	78
		70.6%	50.0%	50.0%	73.2%	71.6%
	University	6	0	0	3	9
		17.6%	0.0%	0.0%	4.2%	8.3%
		34	2	2	71	109
		100.0%	100.0%	100.0%	100.0%	100.0%
31-40	High School	1	0	0		1
		16.7%	0.0%	0.0%		5.0%
	UAS	3	9	1		13
		50.0%	69.2%	100.0%		65.0%
	University	2	4	0		6
		33.3%	30.8%	0.0%		30.0%
		6	13	1		20
		100.0%	100.0%	100.0%		100.0%

Age * imppackage Crosstabulation

Statistics Count

		Package: Not important at all	Fairly little important	Moderately important	Fairly important	Very important	Total
Age	21-30	15	30	50	24	2	121
	31-40	6	5	9	2	1	23

income * lifesituation * Age Crosstabulation

Age		lifesituation: Married	Married with children	Single parent	Single	Total
21-30 years	Under 10 000	24	1	1	52	78
		72.7%	50.0%	50.0%	72.2%	71.6%
	10 001-20 000	4	1	0	18	23
		12.1%	50.0%	0.0%	25.0%	21.1%
		33	2	2	72	109
		100.0%	100.0%	100.0%	100.0%	100.0%
31-40 years	Under 10 000	1	2	0		3
		20.0%	15.4%	0.0%		15.8%
	10 001-20 000	1	4	1		6
		20.0%	30.8%	100.0%		31.6%
		5	13	1		19
		100.0%	100.0%	100.0%		100.0%

infonettista * Age Crosstabulation

Statistics Count

		Age	
		21-30	31-40
Before buying a skin care cosmetic product do you check information about it on the internet?	Always	43	8
	Sometimes	45	13
	Rare	34	3
Total		122	24

interest * natbetterthansynth Crosstabulation

Statistics Count

		Are natural facial products better than synthetics?			Total
		Yes	No	I don't know	
interest	Very interested	41	9	20	70
	Fairly interested	35	7	21	63
	Somewhat interested	18	1	14	33
	Not interested at all	0	1	3	4
Total		94	18	58	170

lifesituat * natbetterthansynth Crosstabulation

Statistics Count

		Are natural facial products better than synthetics?			Total
		Yes	No	I don't know	
Life situation	Married	30	6	8	44
	Married with children	10	4	7	21
	Single parent	2	1	1	4
	Single	43	5	36	84
Total		85	16	52	153

lifesituat * willingtopayextra Crosstabulation

Statistics Count

		Are you willing to pay extra for natural facial products?			Total
		Yes	No	I don't know	
Life situation	Married	22	9	13	44
	Married with children	10	5	6	21
	Single parent	2	1	1	4
	Single	35	16	33	84
Total		69	31	53	153

friendsrecom * lifesituat Crosstabulation

Statistics Count

		Life situation: Married	Marriedwith children	Single parent	Single	Total
Influence of reference group on buying decision	Very often	6	2	0	11	19
	Often	34	16	4	56	110
	Rare	5	3	0	17	25
Total		45	21	4	84	154

lifesituat * pricelessthan5percent Crosstabulation

Statistics Count

		pricelessthan5percent: I will not buy	Small chance to buy	Moderate chance to buy	Likely to buy	I will definitely buy	Total
lifesituat	Married	1	0	7	10	24	42
	Married with children	1	2	3	3	11	20
	Single parent	0	0	0	3	1	4
	Single	3	4	11	23	42	83
Total		5	6	21	39	78	149

lifesituat * price30percenthigher Crosstabulation

Statistics Count

		Are you willing to buy a facial natural product if the price is 30% higher?: I will not buy	Small chance to buy	Moderate chance to buy	Likely to buy	I will definitely buy	Total
Life situation	Married	5	9	9	12	6	41
	Married with children	5	6	2	3	4	20
	Single parents	0	2	2	0	0	4
	Single	11	18	32	14	7	82
Total		21	35	45	29	17	147

lifesituat * price10percenthigher Crosstabulation

Statistics Count

		Are you willing to buy a natural facial product if the price is 10% higher?: I will not buy	Small chance to buy	Moderate chance to buy	Likely to buy	I will definitely buy	Total
Life situation	Married	1	3	11	6	22	43
	Married with children	2	3	2	3	10	20
	Single parent	0	0	0	4	0	4
	Single	4	5	22	29	23	83
Total		7	11	35	42	55	150

ethicsanimal * Age Crosstabulation

Statistics Count

		Age	
		21-30	31-40
How important yo you is that the product is not tested on animals?	Not important	3	1
	Fairly little important	11	3
	Moderately important	19	3
	Fairly important	31	5
	Very important	57	11
Total		121	23

lifesituat * price50percenthigher Crosstabulation

Statistics Count

		Are you willing to buy a green facial product if the price is 50% higher?					Total
		I will not buy	Small chance to buy	Moderate chance to buy	Likely to buy	I will definitely buy	
lifesituat	Married	12	11	11	5	3	42
	Married with children	9	4	4	1	1	19
	Single parent	2	2	0	0	0	4
	Single	27	34	14	3	5	83
Total		50	51	29	9	9	148

valuein80percent * Age Crosstabulation

Statistics Count

		Age	
		21-30	31-40
valuein80percent	Yes	72	18
	No	4	2
	It doesn't matter	19	3
	Natural ingredients brings no extra value to me	26	0
Total		121	23

Age versus importance of natural ingredients

Statistics Count

		Are natural ingredients important to you when purchasing skin care products?					Total
		Not important at all	Very little important	Moderately important	Fairly important	Very important	
Age	21-30	6	22	39	30	25	122
	31-40	2	1	4	5	11	23

Age versus Domestic produc

Statistics Count

		Is it important of the product is domestic?					
		Not important at all	Fairly little important	Moderately important	Fairly important	Very important	Total
Age	21-30	16	27	33	40	5	121
	31-40	6	8	4	4	0	22

Age *Importance of quality

Statistics Count

		How important is the quality of the skin care product to you?					
		Not important at all	Fairly little important	Moderately important	Faitly important	Very important	Total
Age	21-30	1	1	9	50	60	121
	31-40	1	0	2	7	14	24

Age * Safety

Statistics Count

		How important to you is the safety of the facial product?					
		Not importa nt at all	Fairly little importa nt	Moderat ely importa nt	Fairly importa nt	Very importa nt	Total
Age	21-30	3	4	21	52	42	122
	31-40	2	1	2	5	14	24