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The Business Potential of Social Media within the Cosmetic Industry

**Studying the Social Media impact on French generation
Z consumer's Behaviour for purchasing Cosmetic Prod-
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Abstract

The cosmetic industry is experiencing a solid growth thanks to the increasing demand for beauty products and the use of e-commerce platform. Social media is playing a significant role in this growth by providing various platforms to cosmetic companies helping in widely presenting their products and services and therefore connect with their targeted customers. This study investigates the topic of consumers' behaviour as this concept can be influenced in various way through social media. These impacts are various and can take forms of variables such as consumers' exposure and attitude. The current goal of this research is to determine the business potential of social medias within the cosmetic industry. Therefore, the objectives are to better understand which social media channels are used by the French generation Z when searching for information and the impact of users generated content on the purchasing behaviour. After critically reviewed publications on the research topic and concepts, the author created a survey as research instrument in form of a quantitative questionnaire for collecting data. One hundred answers were collected thanks to Google Forms and analysed with diagrams and excel sheet in order to find the answers to the research questions. The results reveal that the consumers' behaviour of French generation Z can be influenced by social media. In fact, it can be influenced by the exposure, the attitude, the environment (such as the people providing information), peer-to-peer, personal factors, and the experience of consuming the cosmetic product .

Keywords/tags (subjects)

Consumer behaviour. Cosmetic products. French generation Z. Social media. Mass media.

Miscellaneous (Confidential information)

The identity of the respondents to the questionnaire in form of a survey remains anonymous.

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1 Introduction

1.1 Background, motivation and purpose

The use of media in the cosmetic industry is viewed as a good strategy in the selling process of products when companies anticipate certain factors in the decision-making process of an individual's purchase or service. Nowadays, brands use mass medias and Social Media (SM) as an integral component of their marketing strategy. In fact, brands are using different media to reach certain types of consumers and are constantly coming up with new strategies to reach new audience targets. They elaborate campaigns with different approaches according to the chosen media.

The author of this investigation is intrigued by the topic: *"The impact of social media on French generation Z consumers' behaviour regarding cosmetic product"* for several reasons. Firstly, the subject aligns with the author's professional future career aspiration in the cosmetic industry. To be more specific the author is considering doing a career in Italy or France since it is the most important markets for the cosmetic industry in Europe. Specifically, she wants to work in the fields of marketing and external communication of a cosmetic company.

Secondly, another reason of interest could be the longstanding fascination with cosmetics and the cosmetics industry of the author. Indeed, since childhood, she has been captivated by cosmetics, especially by makeup and skin care products. She always observed women and men using them and gained knowledge about the various components of the products and their effects on our health as well as the different qualities and applications techniques.

Then, a few years later, she began seeking out more information on this subject using social media. The primary source of information was the internet specifically through the use of YouTube. This platform enabled her to access information on different types of products and brands and to learn more about the Cosmetic industry. This was a more convenient way to access information without the use of traditional media such as the mass media including TV programs, magazine and articles. She was able to view a variety of videos that provided a comprehensive guide and where she could follow every step of the process of launching a new product in the cosmetics industry. From the initial idea to the product release including the design, the testing, the storytelling, the marketing concept and more, she was able to gain a better understanding of how cosmetic products were

developed. Different collected information and experiences gave her valuable insights and knowledge of the Cosmetic industry and products.

Furthermore, growing up with the Internet and social media, she has witnessed their evolution and observed how cosmetic brands use these platforms to promote their cosmetic products. Finally, the author is actively seeking an internship related to the cosmetic industry which could help her find even more relevant information for this research topic. She also has contacts working in this industry that could give her valuable information.

The purpose of this investigation is to find out the impact of social media on French generation Z consumer's behaviour regarding cosmetic product and therefore better understand and illustrate the business potential of social media in the cosmetic industry.

1.2 Research objectives, questions and approach

The objectives of this research are (i) to discover the business potential of social medias within the cosmetic industry; (ii) to analyse the impacts of social media on French generation Z consumer behaviour regarding cosmetic products based on a quantitative survey in form of questionnaire; (iii) to investigate on the most popular social media platform used by the French generation Z when they search for cosmetic product information; (iv) to explore the influences of users-generated content such as reviews, comments, recommendations and feedback on the purchasing behaviour of French generation Z; (v) to investigate on the efficiency of social media marketing strategies employed by cosmetic companies that target the French generation Z.

The main Research Question (RQ) and three additional sub-research questions:

RQ.1 What is the impact of social media on French generation Z consumer's behaviour regarding cosmetic product?

RQ.1.1 How do French generation Z consumers are exposed, process (their attitude), and select the information before a purchasing of a cosmetic products?

RQ1.2 What are the main differences between marketing cosmetic products on SM and through mass media as perceived by the French generation Z consumers?

RQ1.3 What are the main changes that social media has brought to French generation Z consumers in the five stages of their decision making regarding cosmetic products?

1.3 Thesis structure

This thesis is divided into six chapters. The first chapter is the introduction in which the author explains her motivations, purpose and objectives. In the second chapter, the author presents the literature review that is divided in four parts: the customer buying behaviour, the cosmetic industry, the role of social media and the research gap. This investigation creates new knowledge on the research topic for answering the research questions previously formulated in the section 1.2. To continue, there is a chapter on the research methods and implementation and how the research was conducted. Next, a dedicated chapter, outlines the research results. This is followed by a chapter called discussion. Finally, the investigation ends with a conclusion chapter that presents the key results of this investigation.



Figure 1: Thesis structure

2 Literature review

2.1 Introduction

The literature review is made thanks to Google Scholar and various videos that focused on this subject. Various keywords such as: social media, consumer behaviour, cosmetic industry and cosmetic product were used in order to find as much as relevant information.

2.2 The Cosmetic Industry

2.2.1 What is the cosmetic industry and cosmetic products?

The cosmetics industry is an industry in which companies think, create and supply cosmetic products. Nowadays, this industry is constantly changing due to new entries in the market, to new products, to innovations, to trends, to changing consciousness (for example, the ecological consciousness in which companies create more eco-friendly products to satisfy a certain demand). The cosmetics industry is a very lucrative industry, which, as mentioned before, is innovative and responds quickly and efficiently to the events of everyday life, which is the key to its success. This industry satisfies different needs, the main ones are related to essential products (with basic personal hygiene products) and so-called superfluous products (which are products such as perfume, make-up, ...). . Cosmetic products can be purchased through multiples channels, such as: physical stores (supermarkets or speciality shops) and online platforms (with the presence of cosmetic brands on their own website, SM as well as online resellers).

In France, the definition of a cosmetic product is transcribed in the Public Health Code (CSP) as the following: «Cosmetic product means any substance or mixture intended to be placed in contact with the superficial parts of the human body (the epidermis, the hair and capillary systems, the nails, the lips and the external genitalia) or with the teeth and oral mucous membranes, with a view exclusively or principally to cleaning, perfuming, modifying the appearance of, protecting, maintaining in good condition or correcting body odours.» (Légifrance, 2014). This definition is effective since February 2014. The following can be understood: cosmetic products have different purposes, application, compositions, substances, colours, ...

2.2.2 The Cosmetic Industry: Its origins, key figures and France's importance

The appearance of cosmetic products goes back to the beginning of humankind. It has evolved over time, according to the era, the materials, the knowledge and the norms of the society in which the individual belongs. The first evidence of cosmetic products being developed originates from ancient Egypt. Cosmetic products were created for the purpose of caring, embellishing, protecting from external damage and healing. The ingredients were found in nature. The modern cosmetic industry that we know today started to be developed and shaped in the 19th century. Since that time, the cosmetic industry develops in the world and therefore in France.

The global market for cosmetic products has an annual growth rate of approximately 5% each year. The geographical areas that have highest consumption of products are Asia, North America and Western Europe. Nevertheless, France has an important place in the world market. Indeed, France is the leading exporter of cosmetic products with 16 billion euro of cosmetic products exported. French cosmetic products are popular abroad thanks to the association of our culture to the product. Indeed, French cosmetics represent chic, the French lifestyle, the made in France/Europe, the prestige of the brand. It dominates the market with a turnover estimated to be between 15 and 16 billion euros in 2022. L'Oréal is the French brand that is the world leader with a turnover of 31.8 billion dollars in 2019. The other market leaders are mostly French (Laurent, 2020). Finally, according to the French beauty federation, 5% or about 170 new companies enter the cosmetics industry every year. As for the sale of cosmetic products in 2022-2023, the French spend an average of €31 or €372 per year. They consume skin and hair care products, make-up, perfumes and finally hygiene products (Laurent, 2020).

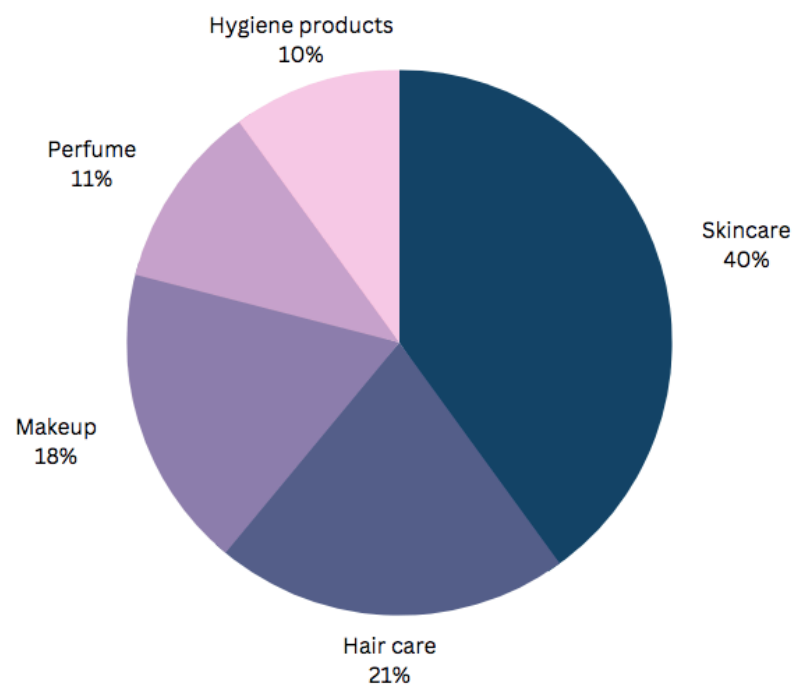


Figure 2: Diagram showing the distribution of cosmetics sales.

They can purchase these types of cosmetic products through the many distribution channels such as supermarkets, specialised shops and nowadays the internet and e-commerce (which is a time saver for the customer).

2.2.3 The relationship between generation Z, the Cosmetic Industry and products

Generation Z is the generation that includes individuals born between 1997 and 2012. According to Prudhomme (2019), this generation represents nearly 30% of the world's population. Moreover, according to an article by Coquelle (2022), generation Z is "Not yet a majority in purchasing power compared to previous generations: 80.7 billion in 2021, and only 32% in working life. These are the future consumers: their visions and environments radically transform the means of consumption". This is the generation that has grown up using the internet and has easy access to the online world thanks to the numerous tools available. It is a generation with particular issues and concerns such as environmental, political, ...

Taking these figures into account, one may understand the existing or future purchasing power of generation Z in the cosmetics industry. Furthermore, « Three quarters of French women wear make-up and use beauty products every day » (Huot, 2018). Therefore, the possibility of a future turnover growth every year is strong. To reinforce this idea, according to Clark (2019) article on how Gen Z is changing the face of modern beauty, the key information is that Generation Z spends more on cosmetics than their parents' generation: Generation X.

The French generation Z has a particular relationship with the industry. It is one of the two generations that cares most about social networks. They are hyper-conscious of their own appearance and the image it reflects to the whole world. It is therefore through this consciousness that the cosmetics industry can connect, offer products and services to achieve the desired image on social networks. To consolidate this connection, they must take into account the values and what is important to this generation. Generation Z has a more diverse ideal of beauty. Diversity, inclusivity, environment, available colours and finally choice is something that the cosmetics industry must take into account to satisfy the demand (Clark, 2019).

2.2.4 The consumer behaviour of the generation Z regarding the Cosmetic Industry and cosmetic products

As previously said, « Three quarters of French women wear make-up and use beauty products every day » (Huot, 2018). According to the same article, the French generation Z comes into contact with makeup earlier than the generation before. Indeed, 54% of generation Z uses it for the first time at the age of 14, whereas at the same age, only 17% of 26-45 year olds had used it. This

generation is influenced by videos that allow them to learn rather than being taught by their elders and parents. This can show that the habits and the behaviour changed in few years between generations.

Different factors can have an effect on the consumer behaviour. Studies not oriented towards the cosmetics industry can help to understand the common factors in all industries that target Generation Z.

According to Hidvégi (2017), Generation Z base their choice on their personal experience and take quality and price into account when making a purchase and are not much influenced by the opinions of others. This could be linked to the post-purchase behaviour in which the customer reviews the product and deciding if they are going to purchase it again or not. However, it is also shown in another study that since there is internet, gen Z is having as a main source of information internet. The information that they seek are pinions of others to make their decision. To continue, the factors influencing the buying behaviour of Generation Z are: the design of the website, the option to pay online and the opinions of other consumers (Sangal et al., 2022).

Then, one of the determining factors in the purchase behaviour of generation Z is the motivation to use the product or the service. This motivation can be driven by the social influences and promotions of online products and services (Meghisan-Toma et al., 2021).

Finally, another factor influencing gen Z could be innovation. Indeed, generation Z changes very easily their preferred brand. They are not faithful. They are aware of new entrants on the market and compare their current product to the new ones. Indeed, new brands are offering innovative products and trying more and more to stand out from the competition. In comparison, the older generation is almost never changing their buying habits as they are sentimentally attached to what they know. It is even shown that this feeling is a feeling of nostalgia (Lambert-Pandraud & Laurent, 2010).

2.3 Social medias applied within the Cosmetic Industry

2.3.1 What is mass media and social media?

First of all, to understand later on in this investigation the impact of social media, it is important to mention another type of media which is the mass media. According to Cambridge Dictionary (2023e), mass media refers to “the different methods of giving information to lots of people, for example, through newspaper, television and radio”.

The mass media allow for a massive dissemination of information. The mass media have certain characteristics. Indeed, they allow the communication of a media to one or more individuals. Moreover, the message is unilateral (i.e., the public cannot interact directly with the messages). The information is undifferentiated and everyone receives the message at the same time. Finally, the information is said to be mosaic because the sequences are predefined by the media.

Mass media is the media mostly used by companies and people to push information to a big group until the apparition of web 2.0 and the appearance of social media. According to Cambridge Dictionary (2023f), Web 2.0 can be described as an “advanced internet services, especially involving ordinary people creating and sharing information”.

Then, the author of this investigation would like to remind what is a social media. According to the Cambridge Dictionary (2023c), social media refer to “websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone “and it is “forms of media that a allow people to communicate and share information using the internet or mobile phone”.

To continue, social networks emerged in the early 2000s with the internet. According to Ortiz-Ospina (2019) “social media platforms are used by one-in-three people in the world, and more than two-thirds of all internet users.”.

These social networks are present on different platforms, offer different types of activities and motivations. Among the different types of social media, there is: social networking sites, image-based sites, video sharing streaming platforms, forums of discussion, blogs and communities' platforms. To understand the differences, Kietzmann came up with 7 building blocks (in a shape of honeycomb) of social media. Each block represents a functionality that a social media is providing to a user. There are the identity, conversation, sharing, presence, relationship, reputation and groups blocks. Parker and Brennan. (2020) explains that “each block refers to the extent to which users reveal themselves (identity), exchange, distribute and receive content (sharing); relate to each other (relationships); communicate with each other (conversation); know if others are available (presence); know the social standing of others and content (reputation); and are ordered in or forms communities (groups).”

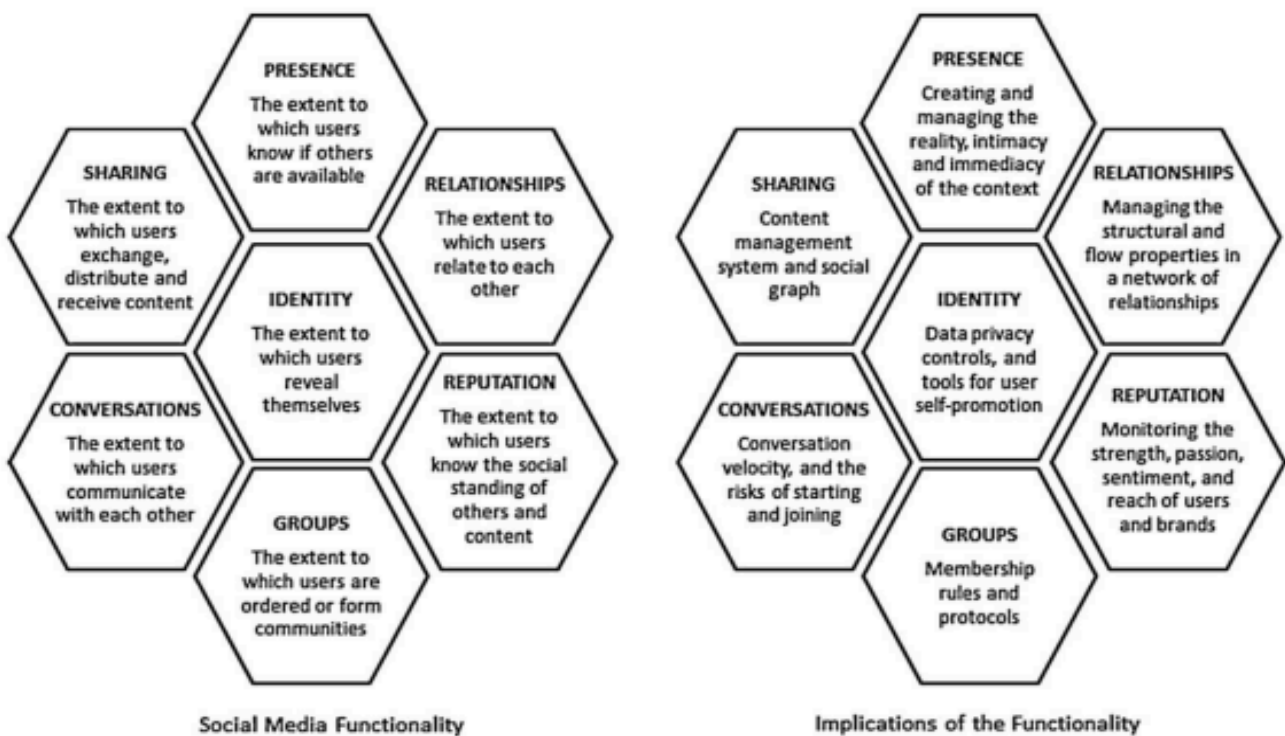


Figure 3: Honeycomb of Kietzmann

Overall, as mentioned in the introduction, social media are a powerful tools that allow the users to create and maintain relationships (either in a personal or professional matter) with no constraint of territory and time.

The first important concept in this work is “social media”. It can be described as a new sharing technology that can serve both personal and professional purposes. They allow individuals and communities to create or maintain relationships regardless the limitation of territory or time (there are no time boundaries). Indeed, the emergence of the internet has brought forth new tools including social and professional application. Social media can be seen as a grouping of functional online tools and can be found in various types of forms. The ones that can be accessed by individuals thanks to Internet related applications and devices such as: phones, computers, tablets. Users can browse on different platforms called Social Networks (SN). After an individual creates a profile, the user is exposed to a lot of information. In the case of social media, individuals can collaborate with many other users. The users can also build their networks and become part of communities in fine. This SN technology facilitates interaction and the retrieval of a variety of information that follows different codes and trends on different SN platforms. Among these platforms the following application can be included: emails, blogs and forums, video, file and photo sharing sites. On these types of SN platforms, users can share or create content and search for it. These also allow users to share their thoughts and information. Finally, SM are nowadays not only used to interact with our loved ones but also used by companies to interact with users, potential consumers and potential partners. These SM communication tools are present in the daily life of people that are mostly online and react to notifications from these tools. Everyone is on the same base and everyone can be exposed to the same information at the same time. These SM tools are interesting as they allow for real-time image development and brand building. They are at the heart of companies' marketing and communications strategies.

2.3.2 The role of social media in the Cosmetic Industry regarding the marketing strategy

Social networks existed above all to bring people together. It was the space to virtually meet the people you normally see in real life. In the past few years, we have dramatically increased our screen time. These screens that are part of our life house applications such as social networks on which we also spend more and more time.

Today, access to social media is very easy and it is the main activity of individuals on their electronic devices. This is the space where companies connect with their current customers and future ones. Social networks provide very interesting tools for businesses to improve themselves

and for consumers to make their buying process easier. Companies give on these platforms' information related to them and their products and services. Because we spend more time on our phones and on social media, companies saw an opportunity for their business and developed their marketing strategy on it. The strategy can have positives impacts as well as negative effects.

To deepen on the subject of social networks are essential in the marketing strategy of cosmetic brands. Brands need to think of different strategies to promote their product to the generation Z. This a very unique generation that is digitally native. Gen Z being growing as an online generation, it is necessary to plan a promotion on different platforms with different dynamic formats such as pictures, videos (since they are part of an online video culture). Indeed, according to the video of The NPD Group (2020), people belonging to generation Z consume about 68 videos per day. In order for the brand to be convincing, it is necessary to provide some kind of education and communicate effectively. This is why placing information about the brand and its products on different platforms is crucial for a successful marketing strategy.

The use of influencers can be more than beneficial for a brand. Many cosmetics videos are presented by influencers and according to 82% of millennials and generation Z combined put their trust in influencers (Cure Media, 2021). This allows for freedom of expression, gaining the trust of this generation as they can better project themselves, relate to each other. Finally, this generation is Peer to Peer recommended when communicating instead of brand to peer. This means that they take more into account the recommendations of their peers, influence, role model and therefore make choices more quickly when a cosmetic product is recommended.

The influencers and different social networks giving the space to share experience and feedback is an opportunity for the companies that can improve based on the comments and for the customers which can be based part of their decision on the peer review. However, this might be a negative aspect for companies because their respective reputation is based on these feedback and ratings. If the reviews are good, the brand image remain the same or improve. In the other case, if the feedback is negative, the brand image and reputation suffer. Finally, this is helping to build trust, to make a community, to have feedback and especially attracting potential new customers.

2.3.3 The customer buying behaviour before and after the use of social media in the cosmetic industry

Before the social media, the marketing strategy and the consumer behaviour were very different. First of all, there was only few brands in the cosmetic industry and everyone knew them. Today, it is much easier to arrive on the market, but the competition is tough. The strategy in the cosmetic industry was relying mainly on the magazine with ads. There were also many articles specially in the feminine magazine. There was therefore a lot of good publicity with that and also mouth to ears. Then, we can say that the access to the product information was and is still limited. The consumers need to rely on the magazines, TV with the ads and go to the stores to obtain information.

Since the appearance of social media, brands have been using different strategies to promote their products and services. Social media allowed to increase the access to product information (they can search on multiple sources and cross information to help themselves in the purchase process). The nature and format of the information is varied: reviews, tutorials and demonstrations (which is written, visual information). Then, according to Hermanda (2019), well-known personalities to promote their products. These are the influencers who advertise the products. They have an influence on the consumption habits of the individuals who are exposed to social media. Indeed, influencers have a positive impact on the brand image and the perception of the brand among consumers by giving information about the brand.

The use of social allow to the customer to have more power and more knowledge when making a purchase. They can access the information faster and from anywhere. Finally, social media allow to cosmetic brands to create for customers a personalized and engaging experiences.

2.4 Behavioural Theories

2.4.1 What is a consumer

First of all, it is important to remind what is a consumer. According to the Cambridge Dictionary (2023b), a consumer in commerce is: “a person who buys goods or services for their own use”. In other terms, a consumer is person or a group which is the end user of a product or service.

2.4.2 The consumer decision process

The first important concept is a model that outlines the five stage that a consumer goes through before, during and after making a purchase decision of a product or service. These stages are the following: problem recognition, information search, evaluation of the information, purchase decision and finally the post-purchase behaviour. Apart from these different stages, two other variables: attitude and exposure can have a significant impact in the process of buying a product or service. To have a better understanding in what the consumer decision process is, we can refer to the Engel, Kollat and Blackwell model from 1968. This consumer behaviour model consists of five stages in the consumer's decision process.

Table 1: The five steps of the consumer behaviour.

1-Problem recognition	2-Information search	3-Evaluation of information	4-Purchase decision	5-Post purchase behaviour
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2.4.3 Problem recognition

In this first phase, the consumer recognises a problem. A person is having the feeling of lack or privation which they will seeks to make disappear by consuming a good or service. They must therefore satisfy a need. This recognition of the problem according to Guichard and Vanheems (2004), can take place during an external or internal stimulus (the internal stimulus is the physiological needs such as drinking, eating, sleeping). Moreover, in this phase two situations can occur. The first one is called real, since the individual does not possess the product or service. Then, the second one, is a situation where they imagine themselves possessing the product or having access to the service. The difference between these two situations is the need, a lack that the individual will want to fill.

2.4.4 Information search

After identifying the problem Guichard and Vanheems (2004), observe that the need to be satisfied, the consumer goes in search of information. In fact, the consumer puts generally energy into the search for information depending on the degree of importance of the problem. In this search, the consumer is not only looking for information on his basic need, but they are also looking for the best option and therefore the best decision. The consumer will take into account several

factors such as brand information, product information on the market and what best meets his need. When actively seeking information, the consumer can diversify his sources. Indeed, they can have as a source close to them (personal source which includes family, friends, connections). There are also commercial sources (advertising campaigns from the media, packaging, etc) and public sources (consumer magazines). The personal source appears as the most significant factor in the decision making process as individuals tend to place their trust and importance on it.

2.4.5 Evaluation of information

After collecting all the information, they need from the various sources, the consumer enters the stage of evaluating the alternatives. In this stage, the person will reduce the uncertainties they have about buying a product or service. The consumer chooses and evaluates products/services according to several parameters (it should be understood that each consumer has different degrees of importance). The evaluation is made and linked to the consumers' thoughts and beliefs (Guichard & Vanheems, 2004).

2.4.6 Purchase decision

The fourth phase is the purchase decision. This is the stage in which the consumer finds several solutions to the problem and ranks them. The solutions that are at the bottom of the ranking are choices that go against the beliefs. The top-ranked alternatives are choices that meet the criteria and meet the levels of importance in relation to the product or service. In this stage, the consumer can call on external or internal advice to help them in their decision-making (Guichard & Vanheems, 2004).

2.4.7 Post purchase behaviour

After collecting The last step in this process of consumer behaviour regarding a purchase is the post purchase. In this stage, the consumer has used the product or service and has experiences the product or service. This stage allows them to know if the problem is solved and if they will buy and consume it again or not. This leaves the consumer with one conclusion, which is whether the product or service was worth buying and whether they will continue to consume it (Guichard & Vanheems, 2004).

2.4.8 Attitude and Exposure during the consumer decision process

Exposure is an essential part of the purchase decision process. At the beginning, the individual is facing a neutral stimulus. Afterwards, the individual is exposed to repeated positive or negative information. This exposure to information can be carried out repeatedly at various frequencies. The more the individual is exposed to this information, the stronger the information becomes and the more it is anchored in the brain (Fennis & Stroebe, 2020, pp. 153-175).

Attitude is also an important element in the purchase decision. Attitude is influenced by several factors. It is a powerful behavioural tool for companies to better understand consumers' purchase decisions. Attitude is also used to evaluate the information and responses of different stimuli when searching for information. In addition, attitude is made towards the purchase of a product or service. As mentioned already, it is based on different factors. They can be based on cognitive, affective, emotional or behavioural information. Finally, this attitude is very strongly context dependent and can have a powerful impact on the buying process (Fennis & Stroebe, 2020, pp. 153-175).

2.4.9 Why does a person consume products and services?

First of all, it is important to understand why an economic actor consumes in our society. In order to understand this, the author would like to start by answering the following question: why do people consume in our society?

Economic actors in our society consume a product or service in order to satisfy a need or a desire. To understand in more detail the needs and desires that a human have to satisfy, there is the Maslow's pyramid. According to Abraham Maslow, an American psychologist, the needs can be classified into 5 different categories in the shape of a pyramid. These various categories are arranged in a hierarchical structure. Indeed, the needs at the lower part of the pyramid must be satisfied in order to satisfy the needs at the top of the pyramid. In fact, as McLeod (2020) states: "from the bottom of the hierarchy upwards, the needs are: physiological, safety, love and belonging, esteem and self-actualization."

The following can be understood: the first category that must be satisfied are the physiological needs (eating, drinking, sleeping, breathing). The other categories are in the following order: the need for security, the need to belong, the need for esteem and finally the need for fulfilment.

The author would then like to explain that economic actors consume on the pleasure principle. Indeed, the pleasure principle is the immediate satisfaction of primary needs, without which, individuals can have an incomplete feeling because their needs are not met. This can result for example in a feeling of unfulfilled purpose and anxiety, tensions. This principle can be opposed to the reality principle that individuals face. This principle encourages individuals to satisfy their needs in a rational way by taking into account various factors such as reality and especially society. This is why economic actors consume in a thoughtful way since they are confronted with this reality.

2.4.10 The different type of purchasing behaviour

The different types of buying behaviour or in other terms what motivates the buying behaviour in general in individuals has various origins. The rational consumer takes into account various parameters such as economic parameters, personal preferences (habits), peer pressure, their own research (using different search engines, social media, marketing mails, or online reviews), risks (money and time), power, society or culture. These factors are taken into consideration when making a purchase since individuals are confronted with the reality principle while trying to fulfil their desire.

To further elaborate, nowadays, social media and the use of the internet allow us to have access to many products from our fingertips. This is why online shopping has become a very common practice for most generations. Indeed, consumers can have a wide range of options, making it easier for them to purchase their desire products. As a result, new factors can influence purchasing behaviour. According to the article written by Rewatkar (2014), the keys factors that can influence the decision making of a person and therefore their buying behaviour can be listed as the follow: the quality of the website, the delivery, the customer service, the price, the brand and the promotions. To continue, other factors have been identified and can be added to the list according to Kalia et al. (2016), safety, sensations, feelings and information influence on online buying behaviour.

day on social networks. Cosmetic brands would not only be influenced at this stage but also on information search (by putting important information specific to this generation on different platforms) and information evaluation (in which consumers compare different products according to different criteria). Furthermore, 22.8% of females who bought useless products or had irrational consumption were affected by advertisement. Thus, compared with men, females are prone to be encouraged over-consumption by commercial appeals.

According to research, consumers are most likely to buy cosmetic product in real life instead of buying online because they always seek to test the product. In fact, “consumers are more likely to purchase beauty products in stores, with 78% admitting that they purchase cosmetics more in-store rather than online” (Clark, 2019). This is an important part in which they can ask information to professional, they want to have the best option and to be aware of the options (colours, price, brands, ...), This is most likely influencing their information search, evaluating the information and option and finally the purchase parts in the buying decision.

2.6 Identified Research gaps

No previous research has been conducted on the business potential for social media within the cosmetic industry, specifically in relation to the demographic of Generation Z and their consumer behaviour.

2.6.1 Contextual gap

Then, the questionnaire was sent not in an individually to 150 people but was posted on social media because this research focus on SM. The demographic of the study is different from Lee’s study (Finland vs France) and not studying the same generation (every generation vs gen Z). Other papers reviewed during the research showed that there are different ways of collecting data. Some studies used a smaller or larger number of participant while others conducted interviews with specific questions to gather qualitative data.

2.6.2 Theoretical gap

During the initial stages of this research in 2021, the focus was on finding theories that could

support this research. Most of the papers found, contained theories and information related to the consumer behaviour and the use of social media. Then, different studies focused on theories of the consumer behaviour towards the green cosmetic purchase with for example the following paper: The Impact of Social Media on Green Cosmetics Purchase Motivation and Intention. (Pop, Săplăcan, & Alt, 2020).

2.6.3 Methodological gap

The research is based on an existing questionnaire from Lee 2014 because there was a gap in the different methods for collection and analysis. Certain questions did not fit within the consumer behaviour theory.

2.7 Research Framework

This framework is based on an existing research instrument from the previous work of Lee (2014). The author chose this existing questionnaire because it is based on the consumer behaviour model. However, few questions were added from the author of this investigation. To continue, the different questions are based on different variables and concepts from Guichard and Vanheems (2004). The following details can be found on the table of the research framework: variables/concepts, questions, types of scales, the general questions and the sources.

3 Research methods and implementation

To be able to provide efficient answers for the research questions, the research methods and implementation chapter help to understand how the research is conducted.

3.1 Research context

The research context is specific. Indeed, the author of the research is studying at a university in Finland but chose to gather from a particular sample: French individuals belonging to the generation Z. This can be explained by the fact that the author is from France and was better positioned to collect data from this demographic. Additionally, the data collection took place between the end of 2022 and the beginning of 2023 in order to obtain the maximum answers and a comprehensive set of responses.

3.2 Research design

The research design in this study is formulated in accordance with the principles outlined in the textbook written by (Saunders et al., 2009).

3.2.1 Research philosophy

Realism can be defined as a philosophical position which is linked to scientific research. In realism, reality is independent of human thought. It is opposed to idealism but remains similar to positivism. The philosophy of realism underscores the notion that an objective reality exists beyond our mind. In this research, the reality is reflected by the questionnaire and the collection of data from the 100 respondents.

There are two types of realism: direct realism and critical realism.

In the first one, we perceive with our eyes is what we possess (based on feeling, senses with what a person can see, hear, ...). In this sense, what we have as a perception and experience is what is allowing us to see the world precisely and in a particular way. In this investigation, direct questions in the questionnaire were asked to the respondent. Questions were oriented on thoughts, feeling and perceptions with different types of scales to understand the respondent (e.g.: "Do you think", "Do you feel" were asked). In business and management research, direct realism is linked to the ability to research to change the world in which we are (the world is not changing or is most not likely to change).

In the second one, critical realism is what we have as experiences, sensations, images of the world. This type of realism mainly demonstrates that our senses can build expectations and therefore if they are not met, we can be disappointed (it is also linked to what we call illusions. In this research, specific questions were asked to understand a specific situation (e.g.: "Do you agree", "Are you likely" questions were asked). In business and management research critical realism is important to have a multi-level-study (each level corresponds to potential changes in the point of view of the researcher).

Finally, in this research the author collected data through a questionnaire, resulting in the subjective opinions from the 100 respondents which make the research philosophy: critical realism.

3.2.2 Research purpose

The research purpose of the quantitative questionnaire is to understand:

-How do French generation Z consumers are exposed, process (their attitude), and select the information before a purchasing of a cosmetic products?

-What are the main differences between marketing cosmetic products on SM and through mass media as perceived by the French generation Z consumers?

-What are the main changes that social media has brought to French generation Z consumers in the five stages of their decision making regarding cosmetic products?

To be able to meet the objective of the research, descripto-explanatory study is conducted to study the profile of a specific target. In this case, French generation Z on various situations. The descriptive aspect of the study is linked to the explanatory study. This type of study first encountered the causal relationships between all the variables that can be retained for this type of research. To make the connection or to test this causality, one can use statistical data or collect qualitative data to explain more easily and precisely. The combination of descriptive and explanatory approaches enables drawing conclusions on the different purpose. This could shed light on certain phenomena or responses. Ultimately, the study aims to improve the understanding on this specific subject as well as developing knowledge and generating new information.

3.2.3 Research approach

The research approach refers to the application of the theories and concepts introduced earlier. There are three distinct approaches: deductive, inductive, and abductive.

To comprehend and gather information about the various purposes, the study employs the deductive approach which involves developing and testing theories and concepts. This approach can take

place in 5 stages. The first stage involves formulating a hypothesis which can be tested from the theory related to two or three concepts. For this research, it relies on the different questions and objectives presented in the section 1.2 of this investigation and the questionnaire focus on specific or a few RQ1. x. The next step involves formulating the hypothesis using operational terms that include how the variables (along with their relationships) are measured using a quantitative questionnaire comprising several closed questions and three open questions designed to identify patterns and new information on the subject. In this thesis, the variables are based on the steps of the consumer behaviour model. The different variables include: recognition of a problem, information search, evaluation of the information, purchase decision, post-purchase behaviour. Additionally, three other variables are to be taken into account: demographic (this research focus on French generation Z), attitude and exposure to the information. The subsequent step involves testing the hypothesis, concepts and theories using a sample of 100 respondents. To continue, the collected results must be examined. To finish, it is perhaps necessary to modify the theory to present the findings obtained during the testing stage.

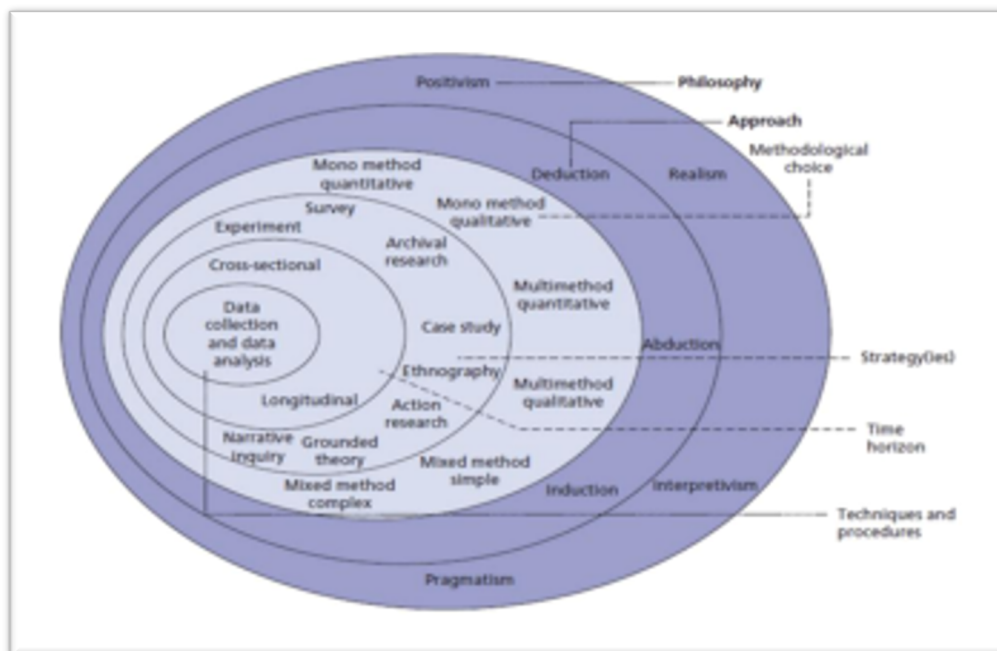


Figure 5: "Table of the research approach" adapted from (Saunders et al., 2009) .

3.2.4 Research strategy and research methods

Various research strategies are possible. In this study, the author has opted to employ the survey strategy.

The author opted for the survey method for multiple reasons. Firstly, it is an easier approach that enables the author to collect data from a large number of individuals while saving time, as it is easy to create and distribute the survey. Moreover, it is a cost-effective approach as the platform used for creating and sharing the questionnaire is freely available. In addition, the survey method is suitable for collecting quantitative data, which can be utilized to test theories as the results is expressed with numbers. The author also included three open questions to collect diverse data, generate insights, and offer the participants an opportunity to the respondent to share their perspectives.

To continue, using a quantitative survey in form of a questionnaire provides a better understanding of specific aspects of the data. This approach helps to answer questions and illustrate how a certain percentage of the population thinks or behaves in a particular manner. Additionally, the platform hosting the questionnaire offers features such as graphs and Excel spreadsheet enabling the author to analyse the data more efficiently and take more control over the entire research process.

Finally, this strategy is combined with the deductive approach which facilitate the answering of targeted, exploratory and descriptive questions. By using this combination, the author can gather information from a significant number of individuals making it easier to identify trends and provide a more comprehensive explanation of the answers.

3.2.5 Methodological choice

In this research, the author hat to choose between two research design: the mono method and multiple methods. Here, the mono-method in form of quantitative questionnaire is used.

The author opted for a single data collection technique. In this case, the single data collection takes the form of a quantitative questionnaire (with three open question). This approach facilitate the creation of a single analyse procedure.

3.2.6 Time horizon

There are two possible approaches for the time horizon: cross-sectional and longitudinal studies. The cross-sectional time horizon was selected by the author. The cross-sectional or also known as a "snapshot" allows for the study a particular phenomenon at a particular moment in time. One reason for this choice may be due to the time constraint for completing the study. It also involves the use of a survey and by consequence the data collected is done once through a quantitative questionnaire (including three open questions).

3.3 Data collection

In order to collect data, the author is using a pre-existing questionnaire with additional questions aimed at obtaining more detailed responses. The data collection method of choice is a quantitative questionnaire created through Google Form. This option was preferred as it enables the author to maintain distance from respondents and minimize the risk of data distortion. It allows the author to collect quantitative and qualitative data as well as processing and generating diagrams. Indeed, graphs and numerical data can be generated by the excel sheet linked to the questionnaire. Furthermore, this platform allows the author to share the survey in a quicker way thanks to the sharing links and to a wider range of potential respondents (through various communication platforms such as Instagram, Snapchat, Facebook, emails, ...). Because this study is conduct on the use of social media this allow the author to already sort out the person who do not use social media. The link generate can also be shared by the respondent to other potential respondent (this imply that the snowball effect was used which mean that the author shared the link to a group of people and these people were asked to share the link to other and so on). The objective of the snowball effect was to collect in a faster way the necessary data. The data collection ceased after obtaining responses from one hundred participants.

Table 2: Survey with the variables, questions, types of scales, the general questions that are linked to the questionas and the sources.

Variables/ Concepts	Indicator/Questions	Type of scales	General Question	Source
Profiling/	-What is your gender?	-Female, male, Non-Binary, Prefer not to declare.		

<p>Demo-graphic</p>	<p>- What is your age slice?</p> <p>-What is your nationality?</p> <p>- What is your education level?</p> <p>- What is your current social status?</p>	<p>-9-24 years old (Generation Z), 25-40 years old (Millennials), 41-56 years old (Gen X), 57-66 years old (Boomers II), Above 66 years old.</p> <p>-Select the country.</p> <p>-Undergraduate, Graduate, Doctorate, Post-doctorate, other.</p> <p>-Student, Employed, Self-employed, Retired, Unemployed, Other.</p>		
<p>Problem Recognition</p>	<p>-Does social media trigger you to purchase a cosmetic product?</p> <p>-Do you find that advertisements on mass media are still attractive?</p> <p>-Which of the following mass media channels you still find attractive?</p>	<p>-Yes,No,Not sure.</p> <p>-Yes,No.</p> <p>TV, Radio, Newspaper, Magazine, Other.</p>	<p>RQ1.1 and RQ1.3</p> <p>RQ1.1 and RQ1.2</p> <p>RQ1.1 and RQ1.2</p>	<p>(Lee, 2014)</p> <p>(Silverman, 2001)</p> <p>(Lee, 2014)</p> <p>(Silverman, 2001)</p> <p>(Lee, 2014)</p> <p>(Silverman, 2001)</p>
<p>Information Search</p>	<p>-Do you think that with the social media sites, you are able to seek out cosmetic products information initia-tively (actively)?</p>	<p>-5 points Likert scale:</p> <p>Strongly agree to strongly disagree.</p>	<p>RQ1.1 and RQ1.3</p>	<p>(Lee, 2014)</p> <p>(Silverman, 2001)</p>

	<p>-Do you agree that information searching is easier via social media comparing to mass media (e.g. TV, radio, newspaper, and so on)?</p> <p>-Do you search for related information on social media before a cosmetic product purchase?</p> <p>-Rank on a scale of 1 to 5 for the source of information on social media you use before a cosmetic product purchase. (1 being least, 5 being most).</p> <p>-Do you agree that information regarding cosmetic products and services have a higher credibility on social media than on mass media channels because the information is beyond the company's control?</p>	<p>-5 points Likert scale: Strongly agree to strongly disagree.</p> <p>-5 Points scale: Always to Never.</p> <p>-Ranking scale from 1 to 5 the following: Facebook, Twitter, Online Forums/Communities/Blogs, Youtube, Instagram.</p> <p>-5 points Likert scale: Strongly agree to strongly disagree.</p>	<p>RQ1.1 and RQ1.2 and RQ1.3</p> <p>RQ1.1 and RQ1.3</p> <p>RQ1.1 and RQ1.3</p> <p>RQ1.1 and RQ1.3</p> <p>RQ1.1 and RQ1.2 and RQ1.3</p>	<p>(Lee, 2014)</p> <p>(Silverman, 2001)</p> <p>(Lee, 2014)</p> <p>(Silverman, 2001)</p> <p>(Lee, 2014)</p> <p>(Silverman, 2001)</p> <p>(Lee, 2014)</p> <p>(Silverman, 2001)</p>
Evaluation of information	<p>-Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services in the cosmetic industry?</p> <p>-Do you agree that social media has provided more effective platforms to new</p>	<p>-5 points Likert scale: Strongly agree to strongly disagree.</p>	<p>RQ1.1 and RQ1.3</p>	<p>(Lee, 2014)</p> <p>(Silverman, 2001)</p>

	<p>products/services/brands in the cosmetic industry to draw consumers' attention than mass media channels?</p> <p>-Do you agree that advertisements/ reviews/ blog posts etc. have a higher credibility than advertisements/ editorials/ other marketing means on mass media?</p> <p>- Could you justify briefly your answer for the previous question (Q16)?</p> <p>-Do you rely on information available on social media if you have uncertainties regarding a purchase of a cosmetic product?</p> <p>-Do you change your initial purchase preference after searching relevant information via social media sites?</p> <p>-Do you agree that feedbacks (reviews/comments/posts and so on) on</p>	<p>-5 points Likert scale: Strongly agree to strongly disagree.</p> <p>-5 points Likert scale: Strongly agree to strongly disagree.</p> <p>-Open question</p> <p>-5 Points scale: Always to Never.</p> <p>-5 Points scale: Always to Never.</p>	<p>RQ1.1 and RQ1.2 and RQ1.3</p> <p>RQ1.1 and RQ1.2 and RQ1.3</p> <p>RQ1.1 and RQ1.2 and RQ1.3</p> <p>RQ1.1 and RQ1.3</p> <p>RQ1.1 and RQ1.3</p>	<p>(Lee, 2014) (Silverman, 2001)</p> <p>(Lee, 2014) (Silverman, 2001)</p> <p>(Lee, 2014) (Silverman, 2001)</p> <p>(Lee, 2014) (Silverman, 2001)</p> <p>(Lee, 2014) (Silverman, 2001)</p>
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	social media affect your cosmetic product purchase?	-5 points Likert scale: Strongly agree to strongly disagree.	RQ1.1 and RQ1.3	(Lee, 2014) (Silverman, 2001)
Purchase Decision	-In your opinion, which stage of your buying decision regarding cosmetic product has been affected mostly because of social media? Rank on a scale of 1 to 5. (1 being least, 5 being most). -Do you think that social media makes your decision making more complex ? -Do you think that social media makes your decision making simpler because all the information is available online at your fingertips? -Factors that affect the length of your decision making process regarding purchase of a cosmetic product. Rank on a scale of 1 to 5. (1 being least, 5 being most). -In your opinion, what is the biggest difference in making	-Ranking system from 1 to 5 for each of the following option: Exposure to product/service information, Problem Recognition, Evaluation of information, Post-purchase Evaluation. -5 points Likert scale: Strongly agree to strongly disagree. -5 points Likert scale: Strongly agree to strongly disagree. -Ranking system from 1 to 5 for each of the following: Recourse (e.g. time, finance), Amount of available information, Personal factor (e.g. pressure), Uncertainty, Risk. -Open question.	RQ1.3 RQ1.2 and RQ1.3 RQ1.2 and RQ1.3 RQ1.1	(Lee, 2014) (Silverman, 2001) (Lee, 2014) (Silverman, 2001) Spada,2023 (Lee, 2014) (Silverman, 2001) (Lee, 2014)

	a cosmetic product purchase decision between using information from the social media and information from the mass media?		RQ1.2 and RQ1.3	(Silverman, 2001)
Post purchase behaviour	<p>-Are you likely to share comments/reviews/blog posts/related articles etc. to peers or friends via social media after a cosmetic product purchase?</p> <p>-Are you likely to change your attitude towards a certain cosmetic brand or cosmetic product or service after you have read positive comments/reviews/online articles etc.about it?</p> <p>-Could you justify briefly your answer for the previous question (Q21)?</p> <p>-Do you agree that social media provides an effective and powerful platform for consumers to communicate with each other and with the companies?</p>	<p>-5 Points scale: Always to Never.</p> <p>-Yes,No,Not sure.</p> <p>-Open question</p> <p>-5 points Likert scale: Strongly agree to strongly disagree.</p>	<p>RQ1.2 and RQ1.3</p> <p>RQ1.1 and RQ1.3</p> <p>RQ1.1 and RQ1.3</p> <p>RQ1.2 and RQ1.3</p> <p>RQ1.2 and RQ1.3</p>	<p>(Lee, 2014)</p> <p>(Silverman, 2001)</p> <p>(Lee, 2014)</p> <p>(Silverman, 2001)</p> <p>Spada,2023</p> <p>(Lee, 2014)</p> <p>(Silverman, 2001)</p> <p>(Lee, 2014)</p>

	-Do you feel encouraged to voice out your opinion after a cosmetic product purchase via social media platforms?	-5 points Likert scale: Strongly agree to strongly disagree.		(Silverman, 2001)
Exposure	- Which of the following social media sites you are using on a daily basis?(Please select all the platforms you are using) - How much time (approx) do you spent on social media sites per week? - Time (approx.) spent on the mass media (TV, radio, magazine, newspaper and so on) per week?	-Multiple choices: Social Networking Sites (Example: Facebook/Instagram), Microblogging (Example: Twitter), Blogs/Forums, social news (Example: Reddit,Digg), Photo and videos sharing sites(Example: Flickr, Youtube). -0 hour, 1-3 hours, 4-6 hours, 7-9 hours, 10 hours or more. -0 hour, 1-3 hours, 4-6 hours, 7-9 hours, 10 hours or more.	RQ1.1 and RQ1.3 RQ1.1 and RQ1.3 RQ1.1 and RQ1.2	(Fennis & Stroebe, 2020, pp. 153-175). (Hansen, Shneiderman, & Smith, 2011) (Sternthal & Craig, 1982) (Smith & Zook, 2011)
Attitude	-Do you have prejudgement (positive/negative) towards a particular cosmetic product purchase before an actual consumption? -Which of the following factors are the cause of your prejudgement? (You may select more than one answer).	-5 Points scale: Always to Never. -Multiple choices: Previous experience, Knowledge and awareness of the cosmetic product brand, Cosmetic brand reputation, Information from the internet (ex: user reviews, blogs, forums and so on), Information from the mass media (ex:	RQ1.1 RQ1.1	(Kotler & Keller, 2009). (Bettman, 1979) (Fennis & Stroebe, 2020, pp. 153-175).

	-Do you tend to seek out information that is consistent with your initial opinion/preference for a cosmetic product purchase?	TV, radio, magazine and so on), Information from peers, friends, or family members. -5 Points scale: Always to Never.	RQ1.1 and RQ1.3	(Sternthal & Craig, 1982) (Hansen, Shneiderman, & Smith, 2011) (Fazio & Zanna, 1981)
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3.4 Data analysis

The data analysis in this research is made possible through the use of quantitative data which is expressed in numbers and can be used to test theories. The author is also using three open-ended questions to collect qualitative data. This method allows to the author to collect words, sentences and the direct opinion of the respondent. This helps the author to gain a deeper understanding of the subject matter and to obtain accurate results.

The results are analysed according to the different stages of the consumer behaviour. To explain in more detail, each question corresponds to a specific part of the consumer behaviour. The questions are therefore grouped together in order to find trends and to be able to answer the research questions and objectives of this investigation.

In order to highlight the results and findings, visual aids in the form of various types of graphs are generated to have better results statements.

3.4.1 Quantitative data analysis

A questionnaire in form of a survey is utilized to gather quantitative data which can be easily accessed and managed using the Excel sheet provided by the Google Forms platform. This platform is chosen for its user-friendliness and cost-effectiveness in creating surveys. Once the data is collected, various tools such as graphs are employed to visualize the results, identify trends and examine the relationships between the variables. Different scales are used (such as a five-point scale,

ranking from 1 to 5, multiple choices and yes/no/not sure scale) this allow the author to understand the respondent perspective.

Here, in this research, the different responses are categorized in the different variables and provide answers to the research questions associated. This data is analysed and the author is using descriptive statistics to provide information in the research. Furthermore, the data is analysed using a computer, with manipulation to select different demographic parameters. The investigation focusses on French Generation Z necessitating the creation of different graphics for specific generation and nationality groups (French and generation Z, French but not generation Z, not French but generation Z and not French not generation Z). To ensure that there are no mistakes, each answer was checked (only one answer was selected for each respondent to avoid more than one hundred).

3.4.2 Qualitative data analysis

The questionnaire primarily collects quantitative data, but there are three open questions that enable the collection of qualitative data. This help to understand better the point of view of the respondent. Similar to the quantitative analysis, the data is retrieved from the questionnaire which is hosted on Google Forms. The qualitative data can then be found in the Excel sheet linked to the Google form. The data is first read, then, re-read, translated and finally the author categorize the different answers to identify the trends and the information that stands out (it may also provide new leads on the subject). Finally, a cloud word was used in the result to show which words was standing out after the 100 answers and to comprehend the differences between the various factors.

3.5 Ethical consideration

First of all, ethical consideration can be linked to what it is appropriate regarding the behaviour and the decision of the author.

The ethical considerations of conducting research are crucial and several parameters were taken into account during the creation of the questionnaire and the data collection. Firstly, the questionnaire was made in two languages (French and English) to allow non-bilingual people to participate. Secondly, an introduction letter "Appendix 1" in two languages to present the objectives of this

research was made. It was necessary to present a credible, polite text that would encourage respondents to participate. Additionally, an introductory message in both languages was also used to introduce the topic. This allows users of social networks such as Instagram, Snapchat to capture their attention and potentially respond to the questionnaire.

To continue, the author of this research made sure not to interfere in the answering process (not answering the questions, not saying the hypotheses put forward and not having a discussion with the respondent). This enable to avoid false answers and inauthentic answers (because it would not be the real thought of the respondent). Finally, the questionnaire was accessed on two platforms: Instagram, Snapchat via a web link. This link directed the person to the questionnaire directly with the introduction letter first. People could access the questionnaire at any time of the day, there was no time constraint (they could spend as much time as they wanted, from five minutes to several hours if they didn't want to do it all at once) or location (they could answer anywhere with internet access, and access to a digital device such as a phone or computer). Finally, the participant had to volunteer and was not obliged to answer the questionnaire. It is important for the author to consider the privacy and anonymity of the people who answer the survey and need to be careful that only the survey is taken once per respondent. No emails, name and surname were asked when the respondent was answering the questionnaire (even if the link was on social media, there is no possibility to know who clicked on it and the identity of the person which answered to the questionnaire).

4 Research Results

4.1 Background

The section on research results is based on data collected from a questionnaire. These questions are based on the concept of the consumer behaviour mentioned in the first part: 2.5. The consumer buying behaviour in the cosmetic industry. This questionnaire was sent to social networks such as Instagram, Snapchat, Facebook as the topic is about the impact of social networks. Then, to have gather more answer the questionnaire was sent individually to a group of people that fit the generation Z and French characteristic so that they could send this to other people fitting the char-

acteristic (this technique is also called the snowball effect). In addition, the questionnaire was written in both French and English to facilitate understanding and to allow respondents to write in either French or English and to collect data from other generations and nationalities.

This questionnaire was completed by 100 people. The questionnaire consists of 31 questions which can be divided into several categories. These categories are divided according to the concept of consumer behaviour Guichard and Vanheems (2004) and two other categories based on "the exposure ad attitude. Therefore, there are the following categories: Recognition of a problem, information search, evaluation, purchase decision, post purchase behaviour. In addition, a demographic part to understand the sample and an attitude and exposure part is added to fully understand the impact of social media on French generation Z consumer behaviour regarding cosmetic product. The results help to understand how French generation Z consumers attend, process, and select the information before a purchase of a cosmetic products. Then, the differences between marketing cosmetic products on social media and through mass media as perceived by French generation Z consumers. Finally, the research provides) the data that find the changes that social media has brought to French generation Z consumers in different stages of their decision making regarding cosmetic products.

4.2 Demographic

In the first part of the questionnaire, respondents were asked to provide personal information about themselves. Indeed, it was important for the author to be able to differentiate two important things: age and country. Indeed, the research focus on the French generation Z. These two variables can allow the author to understand if age and nationality impact the decision process in the purchase of a cosmetic product.

Among the 100 respondents, 81% identifies as female, 18% as male and 1% preferred not to declare their gender. The respondents were categorized into five age groups, with the majority 86% belonging to the generation Z (from 9 to 24 years old). Then, remaining age categories consisted of 9%, the millennials (25 to 40 years old), the generation x (41 to 56 years old) with 1%, the Boomers II (57 to 66 years old) with 2% and finally the category of above 66 years old with 2%.

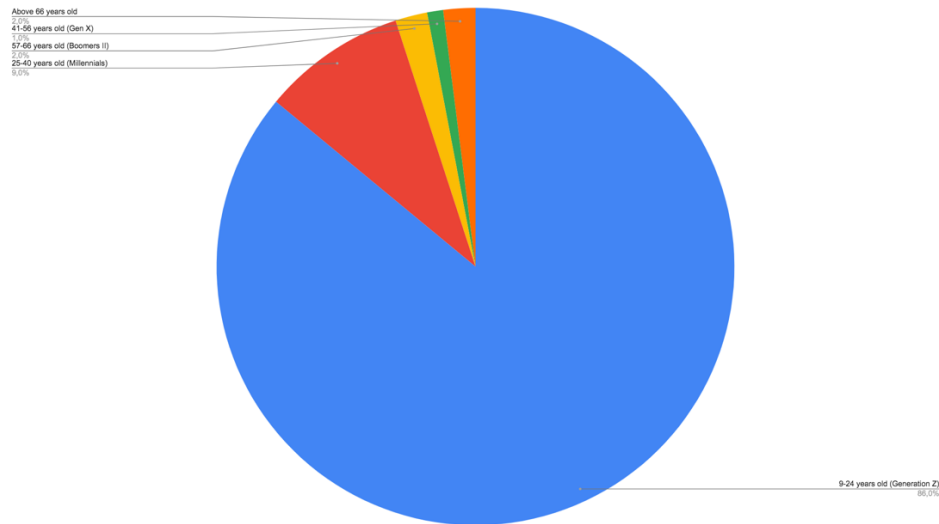


Figure 6: Diagram showing the age slice among the 100 respondents of the questionnaire.

Then, from the results, we can see that majority of the respondent are student (77%) and undergraduate (75%). Finally, among 100 respondents, 89% of them are French and 11% of them are from other nationalities (such as Germany with 2%, Italy with 3% and Netherlands with 1%, ...). The target of this research is French Generation Z.

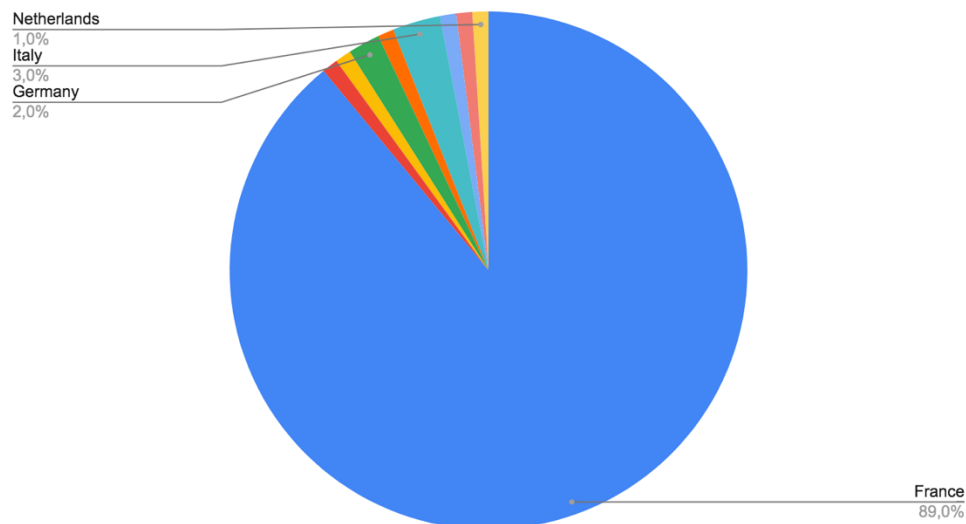


Figure 7: Diagram showing the nationality of the 100 respondents of the questionnaire.

4.3 Problem recognition

In this section, consumers can identify or in other word recognise problems from their own perspective through either internal or external stimuli. The questionnaire highlights external stimuli, specifically social media and mass media, as potential sources for recognizing consumer problems.

The first question from the questionnaire belonging to this step of the customer buying behaviour was: Does social media trigger you to purchase a cosmetic product?

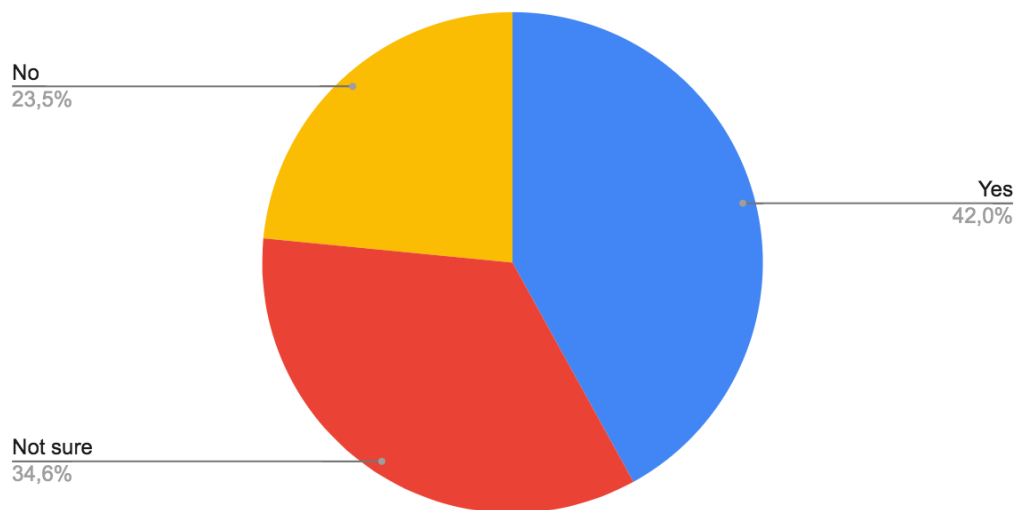


Figure 8: Diagram showing if the respondent is triggered by social media to purchase a cosmetic product (result taken only on French generation Z from the 100 answers of the questionnaire).

In the case of generation Z, it can be observed that 42% of them feel triggered and by consequence encouraged to buy cosmetic products. This is explained by the social media triggering them to make a purchase. However, 34.6% are not sure if they are or not triggered and 23.5% said that they are not triggered by the social media. For the other French generations, it can be observed that a significantly lower percentage are triggered by social media to make a cosmetic product purchase. Specifically, only 37.5% answered with a definitive “no”, while 62.5% expressed uncertainty (“not sure”). This indicates that the other French generations (excluding the generation Z) are not less triggered by social media.

To continue, the question: “Do you find advertisement on mass media still attractive?” was asked to the respondents and 93,8% of the French generation Z participants responded negatively. Social media has a lot of influence on the consumer buying behaviour of this generation. However, it is understandable that the mass media have less power over this generation that do not find it attractive. We can also understand with the answers of the questionnaire that some mass media are still attractive and used by this generation. In fact, TV was the most selected with 77 respondents of the questionnaire when asked which mass media they still find attractive. This was followed by Magazine with 47 persons selecting this answer on the questionnaire, then radio with 30 persons and newspapers with 22 persons. This suggest that mass media still hold power although it is considerably less than before and can serve as an external stimulus to the decision to buy a cosmetic product.

4.4 Information search

Social media and mass media are channels used by companies to convey information to their current and potential customers. It is important to understand how the information reach the customer.

First the question: “Do you think that with social media sites, you are able to seek out cosmetic products information initiatively (actively)?” aims to determine if the respondent can independently and actively seek information. Here the results indicate that: 51,9% agree, 23,5% have a neutral opinion, 18,5% strongly agree, 4,9% disagree and 1,2% strongly disagree. These answers suggest that the French generation Z overall agrees that social media. Enables them to proactively seek cosmetic product information.

The data collected indicates that social media makes it easier for individuals to search information. In fact, 54,3% of the French generation Z strongly agrees and 30,9% agrees that seeking information on Social media is easier compared to seeking information on mass media. The results for other French generations show the same trend (62,5% Agree, 25% Strongly agree, 12,5% Disagree).

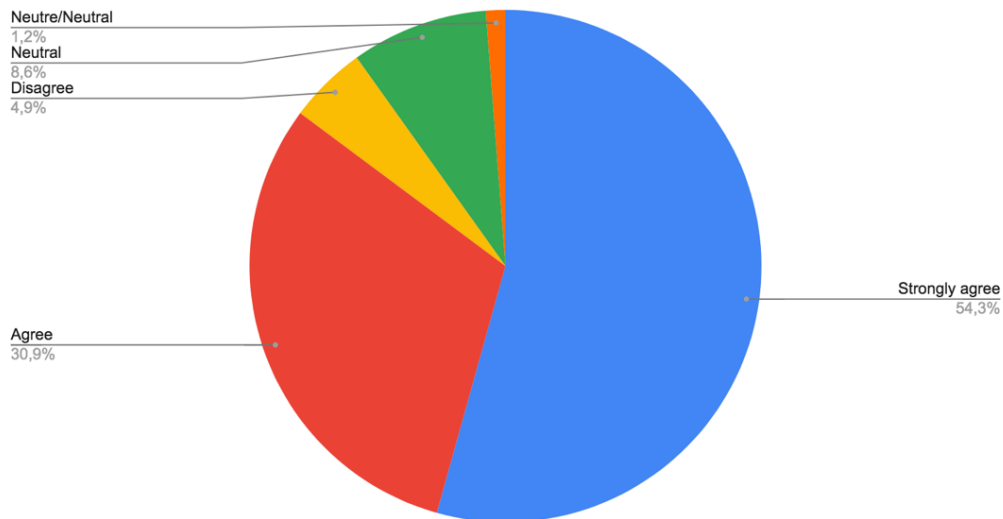


Figure 9: Diagram showing if the respondent agree that information searching is easier via social media comparing to mass media (e.g. TV, radio, newspapers, and so on).

Furthermore, Social media help to search and find information as provide easy access. All a person need is a device and internet access where and can obtain the information they require wherever and whenever they want. The customer can find information regarding the cosmetic product or service through different platforms in few minutes unlike mass media where one has to wait a specific time to access the information.

Even after answering this question, it was unclear what specific type of information was thought. Therefore, it was necessary to understand whether the respondent was looking for information about the product or not. To this end, the questionnaire included the question "Do you look for additional information on social media before buying a cosmetic product? ". The results indicate that among French generation Z, 50,6% of respondent sometimes search for information related to a cosmetic product on social media while 21% do so often and 18,5% do so rarely. However, for other French generations, the highest percentage indicates that they do not seeking information regarding a cosmetic product on social media (37,5% rarely, 25% sometime, 25% often and 12,5% Never).

After determining whether respondents search for information on social media information regarding cosmetic products, the questionnaire asked which social media platforms they use for this purpose. The use of a scale to understand which social media is the most use before the purchase of a cosmetic product help to understand the searching habits. The following diagram reveals that YouTube is the most frequently used social media for the research on a cosmetic product followed by Instagram. This could be explained by the fact that gen Z is based on the video culture and spend a lot of time on the social media. This two apps are full of information and both in different formats with videos, pictures, and lengths of videos. Online forums and communities' blogs show a diverse frequency of usage among generation Z with some individuals using it because there is direct review and they can ask questions to others to make the best decision for themselves. Finally, Facebook and twitter show that either it is not a relevant media for this generation or offer a little information on cosmetic product to help in their decision-making.

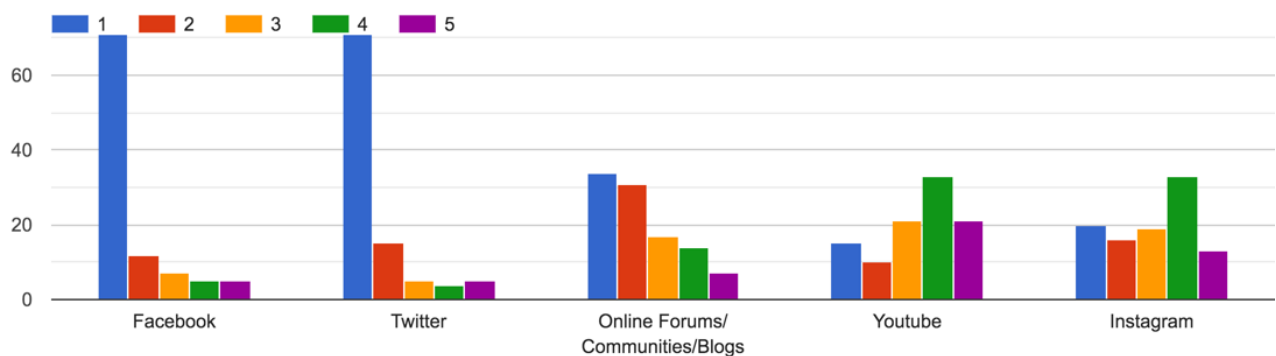


Figure 10: Diagram showing the frequency of which social media is used to search information before the purchase of a cosmetic product.

As seen in the literature review, credibility is an important factor in convincing. Here the credibility of social networks compared to the mass media was put forward with the question: « Do you agree that the information regarding cosmetic products and services have a higher credibility on social media than on mass media channel because the information is beyond the company's control ». This allows not only helps to determine which media is more credible but also examine whether the level of control mass media has over its content influence the choice of media when seeking information for the purchasing cosmetic products. Among French Generation Z respondents, 54,3% agree, 21% are neutral and 10% Strongly agree that information is more credible on social media

due to less control compared to mass media. If the media has less control over the type of information presented, there is more transparency which leads to greater trust in the media in the consumer eyes.

4.5 Evaluation of information

As mentioned earlier, the evaluation stage is when consumers decrease their uncertainties toward a product or a service. Their ultimate decision is determined by various parameters each with a varying degree of importance to them.

As Generation Z is a digital generation that relies on Peer-to-Peer recommendation when making choices, the impact of comment, brand image and product feedback was examined. To accomplish this, the question: "Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services in the cosmetic industry?" was utilised.

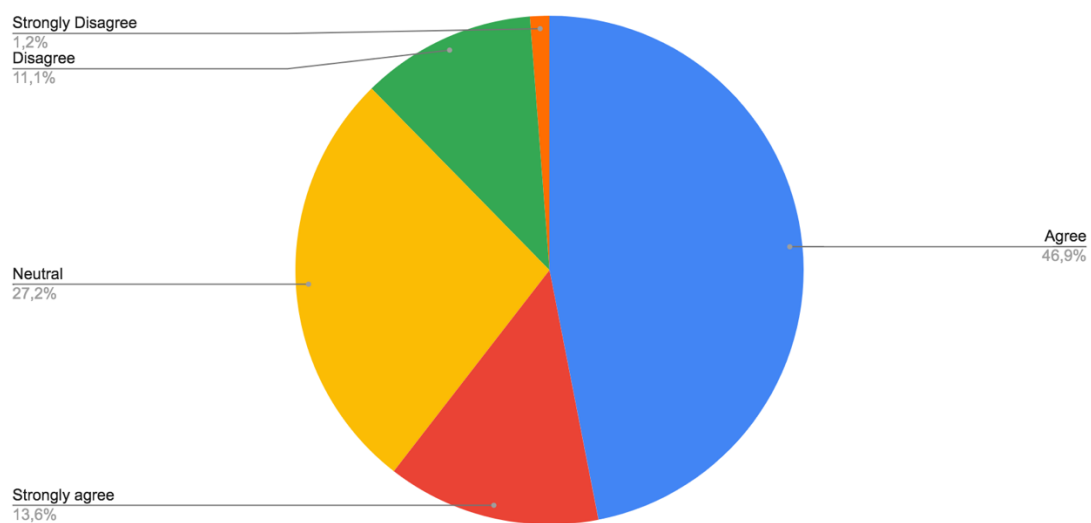


Figure 11: Diagram showing if respondents agree that for instance, advertisements/blog posts/ FB pages/user reviews on social media influence them to try new brands/products/services in the cosmetic industry.

Regarding the French generation Z, it can be noted that 46,9% agree, 27% are Neutral and 13,6% strongly agree that comments on social media platforms (across various types) makes them want to try new brand or cosmetic product.

Another factor that allows to evaluate their alternatives and reducing uncertainties for the French Generation Z is the effectiveness of social media and mass media. The author conducted a research on this topic and found that from the perspective of French Generation Z, social media is a more effective platform than mass media. Specifically, 44,4% strongly agree and 34,6% agree that social media is more effective platform for drawing customer attention to new product.

Credibility plays a significant role in reducing the uncertainties when an individual purchase a cosmetic product. In the questionnaire, the French Generation Z were asked the following: "Do you agree that advertisements/reviews/blog posts etc, have a higher credibility than advertisements editorials/other marketing means on mass media?". 49,2% of the respondents agreed with this statement while 27,2% were neutral, 17,3% strongly agreed and 0,2% disagreed.

After discovering this information, individuals tend to place more their trust found on social media platforms rather than those in mass media. Respondents were asked to provide reasoning for their answer and the most common justification was that social media provide access to a greater amount of information: "There is more information online and they take more time to show everything than on mass media".

Additionally, respondents expressed that social media enables them to access to other customers feedback in the form of personal comments, pictures and explanatory videos. Furthermore, social media is considered more independent since brands cannot control the comments coming from consumers. However, some respondent find that mass media are reliable because of the information given by specialists with constructed information (sources are checked and that is why some of them turn to the mass media when evaluating alternatives). Finally, the majority of respondents expressed negative views on the credibility of mass media. Companies have 100% control over their image. Because of this, people cannot get much information and the information mostly comes from the company itself and not from consumers. In consequence the credibility decrease. Social media will help reduce the alternatives thanks to the information found.

One more factor to consider is reliability of social media and whether there is an effect on the evaluation of alternatives.

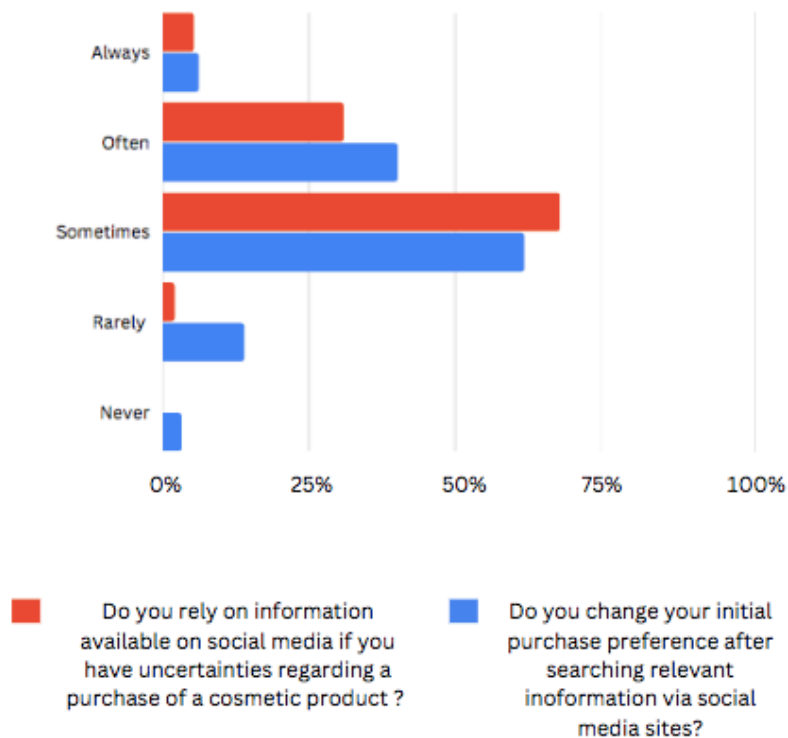


Figure 12: Diagram showing if the respondent is changing their initial purchase preference after searching information on social media regarding a cosmetic product.

The graph indicates that individuals who rely on information found on social networks are also those who can more easily change their basic preference for purchasing a cosmetic product.

Another aspect that may influence the evaluation of the alternatives is the feedback found on social media (as said before, there is no or a little feedback that can be found on mass media). A question focused on the feedback found on social media and its consequences for the purchase of a cosmetic product. The results show that 56,8% agree, 25,9% expressed a neutral answer, 14,8% strongly agreed and 2,5% disagreed with the statement that information from social media could influence on the purchase of a cosmetic product.

4.6 Purchase decision

As previously observed, the various stages of consumer behaviour occur in a certain cyclical order with the same circuit and consistent steps influenced by both internal and external stimuli. Since we have established that social media can be an external stimulus, we can understand and wonder what steps are influenced when making a decision.

In order to determine which specific steps are influenced by social media, a ranking system was presented to the respondents with the following question: “In your opinion, which stage of your buying decision regarding cosmetic product has been affected mostly because of social media?”.

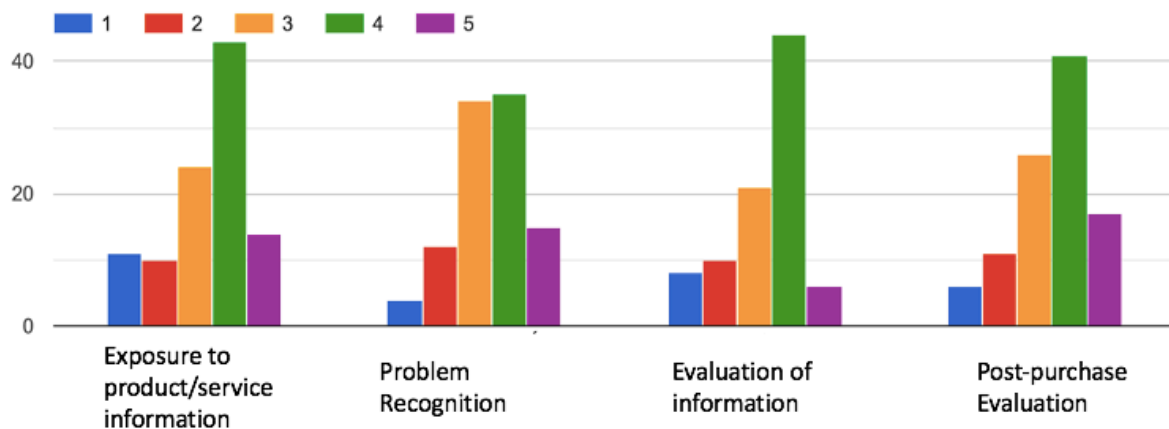


Figure 13: Diagram showing which stages of the buying decision regarding cosmetic product has been affected because of social media.

The influence of social media is evident in the following steps of the consumers behaviour: information exposure, problem recognition, information evaluation and post-purchase evaluation. Around 40 participants rated this ranking system as 4 (on a scale of 1 to 5). This could be explained by the significant time that generation Z spend every day on social media (exposure).

When making a purchase, it is important to understand whether social media make the choice more complex given the amount of information that can be found. Perhaps the variety of information can make it more confusing and therefore not helpful to convince a customer to purchase a cosmetic

product. Here the question: “Do you think that social media makes your decision making more complex?” was asked. The majority disagrees (44.4% disagree and 2.5% strongly disagree with 28.4% neutral) and thinks that social media does not make their decision to purchase more complex. Then, to confirm that it is not complex and also to confirm that it is even simpler for them to make decisions thanks to social networks the question: “Do you think that social media makes your decision making simpler because all the information is available online at your fingertips?” was asked. More than half of the respondents answered that it is easier to make purchasing decisions because the information is available online.

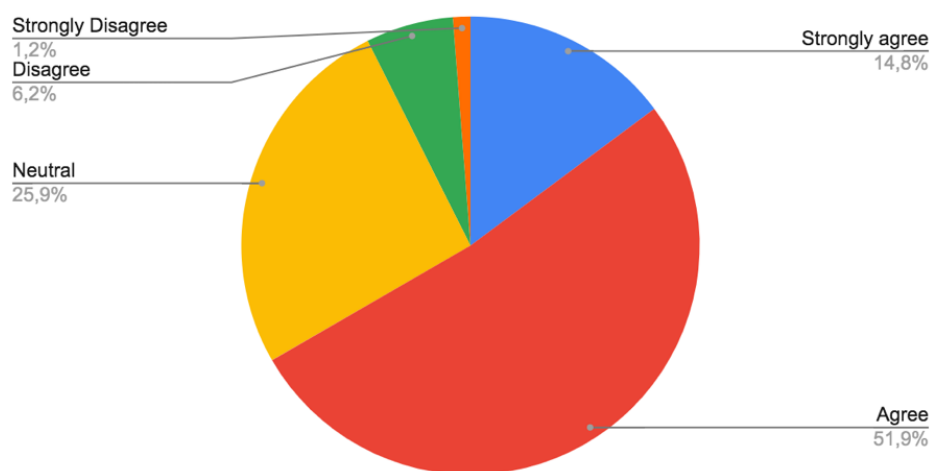


Figure 14: Diagram showing if the respondent think that social media makes their decision making more complex?

Finally, as seen previously, several factors can influence the decision-making process when making a purchase. Here, several factors were taken into account with the research done in the literature review: recourse (time, finance), amount of available information, personal factor, uncertainty and risks.

A word cloud helps to comprehend the differences between factors. The factors that differentiate are the availability of information, feedback, communication, quality, opinions, credibility and the presence of professionals.

4.7 Post-purchase behaviour

After the consumption of a cosmetic product, the consumer may have several questions regarding their experiences. The consumer can reflect on whether the product solved the problem and brings satisfaction or the opposite. Based on this, he will eventually determine whether he will want to use the product again and thus be loyal to the brand.

Since social media are based on communication and connection between humans and companies, it is interesting for companies to ensure good communication and for consumers to communicate their feelings to help others make decisions (since generation Z is based on peer-to-peer communication). Therefore, the following question was asked: "Are you likely to share comments/reviews/blog posts/ related articles to peers of friends via social media".

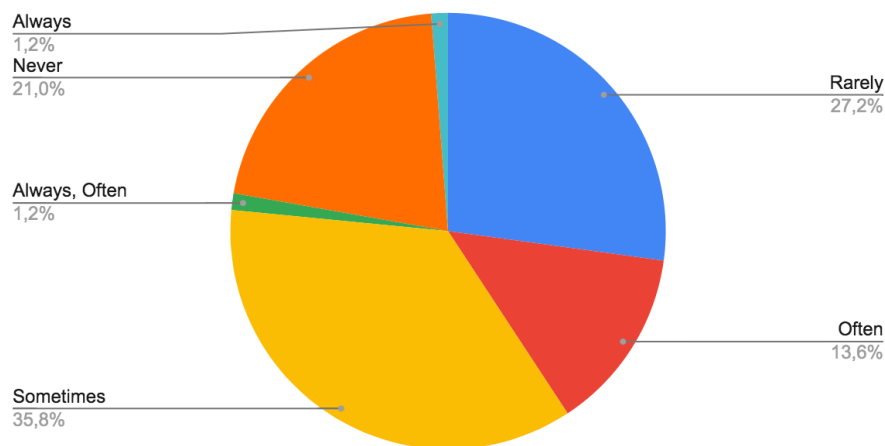


Figure 17: Diagram showing if the respondent are you likely to share comments/reviews/blog posts/ related articles to peers of friends via social media.

Based on this figure and the data, French Z generation is not likely to give feedback to peers online (27,2% respondents give rarely and 21% never gives feedback on social media). They base their decision on feedback and only 35,8% give sometimes and 13,6% give often feedback on social media.

The next question: “Are you likely to change your attitude toward a certain cosmetic product or service after you have read positive comment online?” allows to understand if customer will change their attitude toward a cosmetic product if they read positive feedback online. 74,1% indicated that yes, they would change their attitude, 21% are not sure (and maybe they need other stimuli to help them in their decision) and 2,5% are saying that no they will not change their attitude.

Then, the respondent was asked to justify this answer. The majority of responses indicates that they were likely to change their attitude: “I might be wrong at the beginning and learn more about the product” or “my opinion may change because other consumers have given their unfiltered opinions”. Giving feedback during this step could potentially influence others in their own decision-making process. However, some respondent expressed that they prefer to trust their own opinion and would like to make their own mind on the subject: “I trust my own opinion”. To continue, a question about the effectiveness of social media and communication was asked: “Do you agree that social media provides an effective and powerful platform for consumers to communicate with each other and with the companies?”. As a result, 40,7% agree, 37,0% strongly agree, 21% are neutral and 1,2% strongly disagree that social media provide an effective and powerful platform for consumers to communicate with each other and with companies.

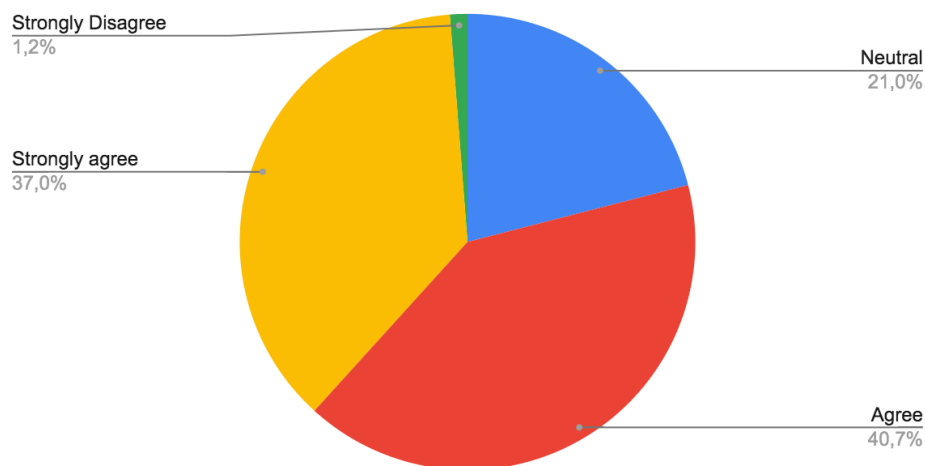


Figure 18: Diagram showing if the respondents agrees if social media provides an effective and powerful platform for consumers to communicate with each other and with the companies.

A final question was asked about the encouragement to give an opinion on social media regarding a cosmetic product. This is an important question because given the previous responses one might wonder if consumers feel encouraged by companies to give their opinions or if another factor influence their willingness in expressing their opinion online. 65.4% responded neutral, 12.3% disagreed, 9.9% agreed, 6.2% strongly agreed and 6.2% strongly disagreed. of encouragements voice out their opinion after a cosmetic product purchase via social media platforms.

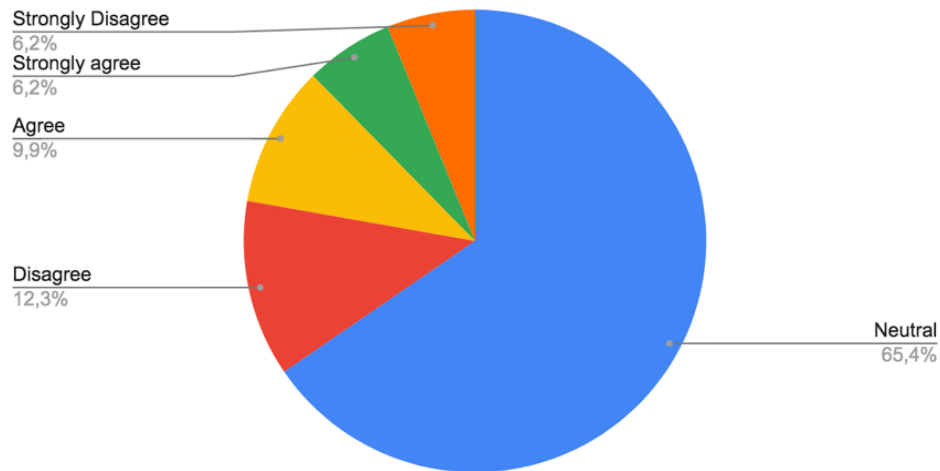


Figure 19: Diagram showing if the respondent feels encouraged to voice out their opinion after a cosmetic product purchase via social media platform (French gen Z).

4.8 Exposure

The main objective of this set of questions was to determine which generation is most exposed to various media (including social media and mass media). As previously discussed in the section on consumer behaviour, exposure to these platforms is a crucial step in the search for information (in which they seek for information that will help them to make their decision). With this category we can determine which generations are most exposed to social and mass media, which channels are most used (if one is more used than another with the variable of time exposure) and which one is still effective and attractive to consumers for the purchase of cosmetic products.

With these objectives of understanding the effectiveness and attractiveness, we can observe the following:

Each age group use social media with a particular focus on two types of them.

Social networking sites are the most used social medias in the podium with 96 people over 100 that are using it on a daily basis. Then, Photos and videos sharing sites arrive in second position of most used social media with 74 people over 100.

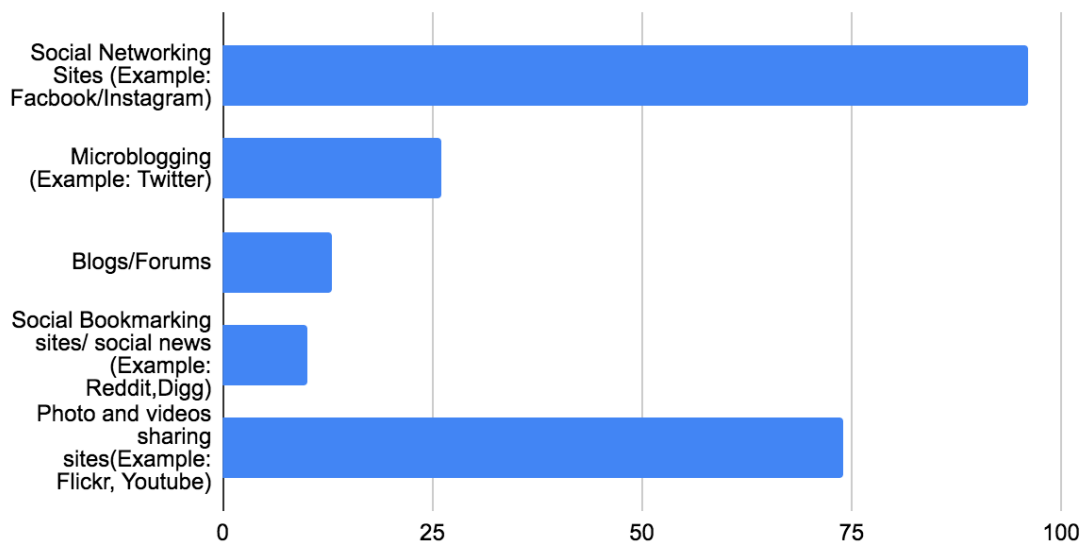


Figure 20: Diagram showing which social media is used on a daily basic based on of the 100 respondents of the questionnaire.

Then, the next two questions of the questionnaire are oriented on the time. The respondent was asked to indicate how much time they spend on social media and mass media.

For the French generation Z, 54,3% of them use social media more than 10 hours a week. Then, the other French generations use social media between 1-3 hours and 7-9 hours per week (respectively 37,5%).

To continue, 61,7% of the French generation Z time spend on mass media is located between 1 to 3 hours per week to compare, it is a lot less time spend on mass media than the other French generation. In fact, 50% of them spend 4 to 9 hours per week and 50% spend 1-3 hours per week.

Finally, we can understand that gen Z spends a high amount of time on social media on different platforms, but they still use time to time mass media. They are most likely to be exposed with information from different social media platforms than the other generation which are most likely to be exposed of information from mass media.

4.9 Attitude

In addition to the aspect of exposure with the time and exposure, the attitude toward the information is crucial in the decision-making process. The attitude in the consumer behaviour could be linked to the step of information seeking (from the five steps of the consumer behaviour). The attitude focus on the prejudgements which can affect the final choice of a customer. Furthermore, this prejudgement can have a positive or negative nature and it is about a customer validating an information during the information search process.

Attitude is useful to the author because this allows to figure how someone with prejudgment can determinate either or not, they decide to buy a product. In order to comprehend how a person, validate the information available on multiple sources and the impact of validating these thoughts when choosing to buy a product. To have a better overview, seven questions of the questionnaire were dedicated to the attitude.

The first question concerns the situation in which a person has positive or negative prejudices about a product before purchase. The following data were collected: 55.6% have often and 33.3% have sometimes prejudices about a product or service before purchasing and consuming it. As for the other French people but not belonging to the same generation, we can see that there are 33.5% who have a prejudice often and 37.5% who have a prejudice sometimes which is less.

Then, the question "do you tend to seek out information that is consistent with your initial opinion/preference for a cosmetic product purchase? ", concerns the validation of information when making a prejudgment about a cosmetic product purchase. The following results can be observed: 39.5% of respondents are often and 35.8% of respondents are sometimes seeking information when a prejudgement occur.

It can be seen that the two previous questions have similar results. This can be seen in the diagram below with the results. People who are originally prejudiced are also those who research their positive or negative prejudice of a product or service before purchase.

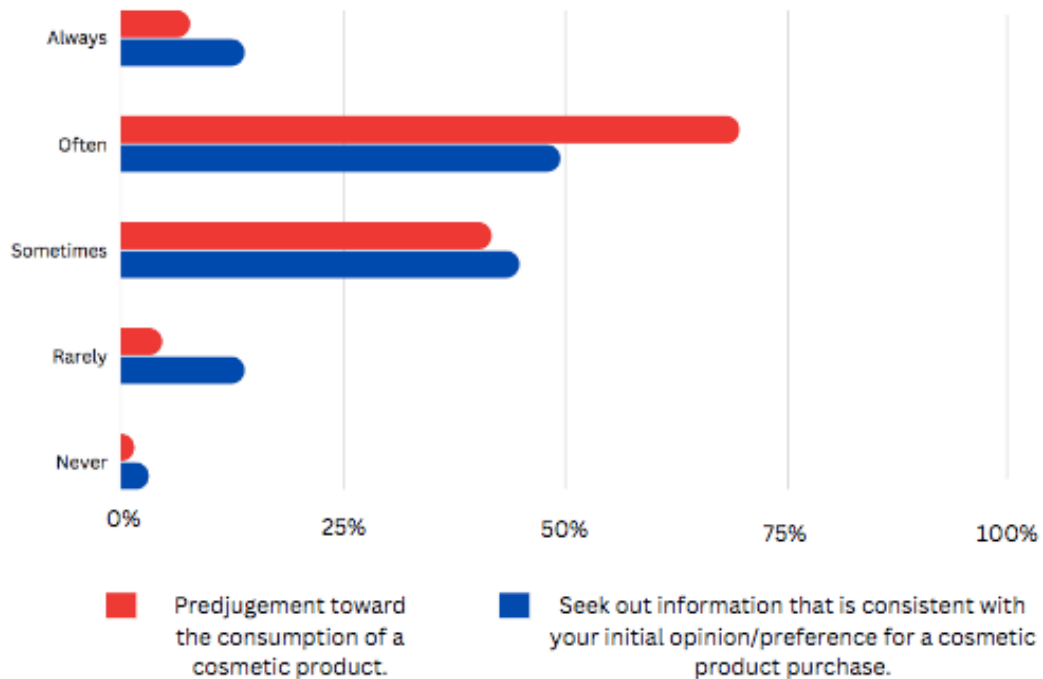


Figure 21: Diagram showing side by side the prejudgment toward the consumption of a cosmetic product and the one who seek out information that is consistent with the initial opinion for a cosmetic product purchase.

Regarding the cause, several factors can be taken into an account: previous experience, knowledge and awareness of the cosmetic product brand, cosmetic brand reputation, information from the internet, information from the mass media and information from peers, friends or family members.

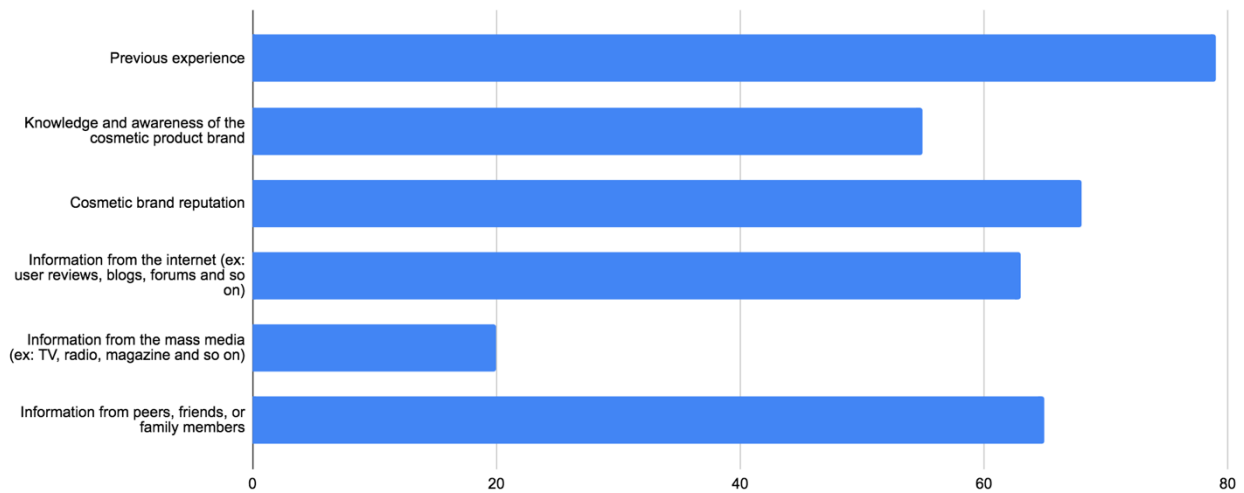


Figure 22: Diagram showing which factors are the cause of the prejudice (possibility of selecting more than one answer).

The following can be observed: previous experience is the first factor causing prejudice with 79 persons sectioning this factor. Then, the reputation of the band with 68 persons, followed by the information from peer (65 persons), information from internet (63 persons), knowledge of the brand (55 persons) and finally at the bottom there is mass media (20 persons).

Generation Z have prejudice on previous experiences, reputation and rely on the information from peer, and internet when they have to choose a cosmetic product. It seems that with the internet, people choose to search info on it to make sure to choose and validate in a positive or negative way their prejudices. Finally, previous experiences which is also linked to the last step of consumer buying behaviour (post-purchase behaviour) influence on the first and second step of the buying consumer behaviour (recognition of a problem and information search).

5 Discussion

5.1 Limitation, reliability and validity

This investigation is subject to various limitation including the following:

Limited number of responses collected during the implementation of the questionnaire. Even with 100 responses there is a potential threat to reliability. Additionally, time constraints could impact the result obtained because the author was constrained by time.

Time-related limitation, as the data changes all the time in the cosmetic industry. Even if there are trends and key figures, it is important to regularly check if they have changed from year to year as the cosmetic industry sector grows.

Chosen demography limitation. This study focusses on French generation Z. Therefore, it was necessary to collect information and data about this demography. This limits the academic documents fulfilling this criterion and also to take only the French generation Z respondents of the questionnaire.

Limitation of the literature review, as not all the sources and data are from Google Scholar and some are from articles. However, to ensure reliability and validity, the author cross-referenced data from several sources. However, even with this approach, the information cannot be guaranteed with 100% certainty.

5.2 Answering the research questions

For the first research question: RQ.1.1 How do French generation Z consumers attend, process, and select the information before a purchase of a cosmetic products? The following was found.

The French Generation Z is a generation that has grown up with the internet. They base most of their judgement on the judgement and comments of others. To find information about cosmetic products, they have the choice between social networks and mass media. However, we learned from the research and data collection that they prefer to use social networks along with the different platforms available (accessible from everywhere and anytime they want). The feedback from pre-purchasers of a cosmetic product is very influential in the purchase decision of a cosmetic product for this generation. Other factors are taken into account when re-searching for information such as the recourse (money, time), the evaluation of information (how much information they can find), post-purchase evaluation (with the comments of previous customers) and the problem recognition.

Then the second research question: RQ.1.2 What are the differences between marketing cosmetic products on social media and through mass media as perceived by French generation Z consumers? The following major information from the data collected was found. Social media and mass media will influence on the problem recognition because of the exposure. In fact, as mentioned before, the cosmetic companies base their marketing campaign on the target they want to reach. The generation Z can be reached through social media but, some of this generation still use mass media. They need to adapt and the fact that mass media is not appealing is because mass media is a media support for other generations. Therefore, the publicity made for it is for other generation.). According to French gen Z and gen Z in general, mass media is less effective in finding information. To have access of information on mass media a person is constraint by the time, money, and the interface.

Results showed that from the point of view of French generation Z that social medias are more effective, less time consuming and easy to use compared to mass media.

Finally, the third research question is the following RQ1.3 What are the changes social media has brought to French generation Z consumers in different stages of their decision making regarding cosmetic products? The outcomes of the questionnaire show that the changes that social media has brought to French generation Z consumers are multiples. Social media has changed the way of considering problem, finding information and convincing customers to buy a product. Social media is considered by the French gen Z has an easy tool that can be used to make their research (with the help of different social networks, formats and sources). Social media has more credibility on the information search, evaluation of alternative and the post purchase behaviour. This is due to information based on feedback (it is more personal, and people can communicate, ask questions to other). This a something that social media has brought in the different steps of the consumer behaviour. Finally, social media allows people to make their final purchase decision less complex (with the access of information).

5.3 Dialogue between key results and knowledge base

The key results of the quantitative questionnaire and the three open questions helped to show and confirm the research in the literature review. First of all, we can observe that the five steps of the consumer buying behaviour are real and most of the time followed by the consumer

more or less unconsciously at different pace (ref of the conceptual Model for consumer Buying Decision Process & Consumer Behaviour by Kodi Mair in 2017 and Factors influencing consumer behaviour in selecting mobile phone devices by Lee in 2014. This allows to understand that social media can have different impacts on the different steps. Then, from one generation to another, the social media will have a different weight of impact on the different steps. In fact, for French generation Z, it is crucial to look on different platforms the feedback to make up their mind. On the contrary, the other generation will rely on different sources to make their choices, but they will also use the social media to find missing information (even if it's not their primary source of information, they need to complete the missing parts of the puzzle).

5.4 Compliance with research ethics guidelines

The compliance with the research could be the following:

- Respect of the auteurs by quoting the different documents with the APA styles at the end of the investigation. Furthermore, every time a concept, a quote or a thought was used, the source was quoted in the text.

- The structure follows also the rules presented to the author. It contains the mandatory parts and follow a certain logic to cover fully the topic (with the rating scale of the university).

6 Conclusion

In conclusion, Social media has since its creation had a great impact on each steps of the consumer behaviour of French generation Z regarding the purchase of cosmetic products.

First of all, the problem recognition which is the first step of the consume behaviour process is influenced by the exposure (with the different stimulus) and the attitude that a customer has toward a cosmetic product. It is linked to the number of hours and the use of the different sources of information used by the French generation Z.

Then, during the Information research and the evaluation of the information which are step 2 and 3 of the consumer behaviours, the customer is influenced by social media and certain people

from French generation Z by mass media. These steps are allowing the person to search for information on different sources. Furthermore, the different social media platforms are allowing people to communicate, share information, experiences and recommendations on the various cosmetic products between users. The generation Z is a generation relying on peer-to-peer decision. This is why, generation-Z has become the generation that is the most informed with the latest trends and products thanks to their devices and social media. This different tool has influenced their consumer buying behaviour.

To continue, in the fourth step of the consumer behaviour which is the purchase decision, few factors can influence in this step. The purchase decision can be influenced by personal factors such as resources, risks or by the social media. The consumer feels helped during the purchase decision of a cosmetic product thanks to social media.

Finally, social media has impact on the last step of the consumer behaviour which is the post-purchase. In fact, most of the time, the customer will share their own experience to help other to decide in their next purchase of a cosmetic product. As previously mentioned, the consumer behaviour is a cycle. Therefore, this last step is crucial. It is the step in which, the consumer can be either happy or disappointed about the purchase of a product and want to renew its experience in the future.

Overall, the impacts of the social media on the consumer behaviour for the French generation Z regarding the purchase of a cosmetic product is major. Nowadays, companies try their best to be present at each step of the cycle in order to convince them that they are the best choice. They succeeded in using social media to influence the way of buying. The impacts from it are positive for the consumer which can beneficiate of various and great amount of information allowing them to make their best purchase decision. As for the companies, they have to be careful of the flow of information and quickly react in case of an issue since the generation Z rely on the information present of the different social media platforms.

6.1 Key Findings

According to this investigation, French generation Z is influenced by the social media when they make a cosmetic product purchase. Indeed, according to the collected data from the quantitative questionnaire Social media is influencing more than mass media in the different steps of the consumer behaviour when they need to purchase a cosmetic product.

Furthermore, the data collected, and the analysed results show that social media and the different platform available on the internet allows users to connect to each other. Therefore, this creates communication which make social media a powerful tool. These platforms are more used than mass media by people since it is easy to access and for the majority of the generation Z highly trusted. The only constraint of using social media is the accessibility with the internet connection and to own a device (to be able to connect on the different platforms). The social media being trusted could be explained by the great number of comments and feedback written by users online about cosmetic products.

Then, the results show that the amount of time spend on social media is higher than the time spend on mass media. Indeed, social media is used by the French generation Z more than 10 hours per week and the mass media approximately 3 hours per week. These two results could explain why mass media has still power but less impact on the French generation Z during the consumer buying behaviour. In addition, this could be also explained by the fact that to have access of the information of the mass media, there is a specific time slot and resources. Then, the findings from the questionnaire shows that French generation Z use social media to make their decision during the process of buying a cosmetic product. It is for them some help to research and analyse information when they have uncertainty or when they want to confirm their original opinion.

Finally, the collected data allow to understand that it is true that French generation Z is a peer-to-peer generation that is almost always relying on their peer to make the best decisions. It shows that they have more trust and can be influenced in their decision by other peers (friends, family or other people) whether it is in real life or online on the internet. On the contrary, they will be harder for them to trust the mass media because it gives them not all the information, is controlled by a company and is not accessible at all the time.

6.2 Managerial implications

This research could be useful to cosmetic companies to understand what factors and stimulus that can influence the consumer behaviour of the French generation Z. It shows which media is the most used, attractive. The companies can base their marketing strategy on these elements.

For the information exposure stage, it is interesting to understand which media is most used to create adequate strategies.

For the second step, which is information search, cosmetic companies can emphasise communication between consumers and solidify the consumer-company relationship. They can provide strategic places on their websites or social networks with the necessary information to convince about their brands and products to facilitate the information search. This can also influence the third step, which is the evaluation of alternatives by allowing cross-referencing of information.

Then, for the product purchase stage, cosmetic companies can focus on presenting information, customer feedback (which is paramount in the decision making of this generation). They can also adapt their products or create products in line with the concerns of this generation such as environment, inclusion, price, time and health for example.

The final stage of the consumer buying behaviour model focuses on the post-purchase experience. The results that may be of interest to companies are that they need to encourage but find a simple way for customers to give feedback in order to convince new customers to buy a cosmetic product.

6.3 Recommendations for future research

For the future research the following can be recommended:

-A bigger sample for the analyses of the quantitative questionnaire. In fact, the author constraint by the time and also focusing on a special demographic (French generation Z) collected 100 answers. From these answers, some of them were not used because it was not fitting the specific demographic. In the future, collecting more information and on different social media could allow to strength the trends found, find new information on new factors that can influence the consumer buying behaviour with the social media.

Then, for future research, interviews could be conducted with professional from the cosmetic industry. In fact, it could be interesting to collect data on the marketing strategy of marketing managers before the use of social media and current marketing managers to understand the challenges and marketing techniques. This would help to understand the differences between the different generation and how cosmetic companies adapted strategies to influence on the different steps of the consumer behaviour before the appearance of social media. This recommendation has unfortunately a downside. In fact, it could be difficult to find different marketing manager of cosmetic companies that from a time where the use of social media was not key success of the marketing strategy.

Finally, it could be interesting to conduct the same research but to compare with another generation that used mass media as a main source of information. In this way, the consumer buying behaviour would be not the same and comparison could be putted forward.

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Appendices

Appendix 1. Cover letter for the questionnaire in French and English.

Bonjour,

J'écris ma thèse sur l'impact des médias sociaux sur le comportement des consommateurs français de la génération Z concernant les produits cosmétique*. Je réalise ce questionnaire pour m'aider dans mes recherches.

Si vous pouvez prendre quelques minutes pour remplir ce questionnaire, cela m'aidera beaucoup !

Merci d'avance !

*(inclus les produits d'hygiène comme du savon, déodorant, parfum et les produits pour la peau comme le maquillage).

Hello,

I am writing my thesis on the impact of social media on French generation Z consumer behaviour regarding cos-metic products*. I am making this questionnaire to help me in my research.

If you can take few minutes to complete this questionnaire, this will help me a lot!

Thank you in advance!

*(including hygiene products such as soap, deodorant, perfume and skin products such as make-up).

Appendix 2. Excel sheet presenting the data collected with the questionnaire in form of a survey.

The image shows a very large and dense Excel spreadsheet, likely representing the data collected from a questionnaire survey. The spreadsheet is oriented vertically and contains a vast amount of data organized into numerous columns and rows. The data appears to be structured, with some columns possibly representing different survey questions or demographic variables. The bottom portion of the spreadsheet, approximately the last 10-15% of the rows, is highlighted in a light green color, which may indicate a summary section or a specific set of data points. The text within the cells is too small to be legible, but the overall layout is that of a standard data table.

Appendix 3. Answers to the open question 17 in French and English.

17) Could you justify briefly your answer for the previous question (Q16)→ Do you agree that advertisements on social media such as /reviews/blog posts etc, have a higher credibility than advertisements/ editorials/other marketing means on mass media ?	17) Could you justify briefly your answer for the previous question (Q16)→ Do you agree that advertisements on social media such as /reviews/blog posts etc, have a higher credibility than advertisements/ editorials/other marketing means on mass media ?
There is more info online and they take more time to show everything than on mass media	There is more info online and they take more time to show everything than on mass media
Blogs are better for the expérience of consumers	Blogs are better for the expérience of consumers
Aujourd'hui, les publicités destinées principalement aux jeunes ne sont plus présentes sur les médias de masse, elles y feraient donc tache. De plus, il est nettement plus simple de zapper la publicité sur les médias de masse que sur les médias plus modernes.	Today, advertisements aimed primarily at young people are no longer present in the mass media, so they would be a blot on the landscape. In addition, it is much easier to skip advertising on mass media than on more modern media.
More attraction for people	More attraction for people
No marketing strategy behind the customers experience	No marketing strategy behind the customers experience
Reviews are more personal, sometimes there are some pictures added to the review	Reviews are more personal, sometimes there are some pictures added to the review
Blogs are an external opinion, so often it is objective, while mass marketing is the company that try to sell their product so they will present it in its best version, like if there isn't flaws.	Blogs are an external opinion, so often it is objective, while mass marketing is the company that try to sell their product so they will present it in its best version, like if there isn't flaws.
Je pense qu'il n'y pas plus de crédibilité, toutes correspondent à de la publicité	I don't think there is any more credibility, they are all advertising
Because its seems more objectives	Because its seems more objectives
They have a higher credibility because people online can point out the potential 'lies' brands put in their ads. In mass media there is less opportunity for people to do that.	They have a higher credibility because people online can point out the potential 'lies' brands put in their ads. In mass media there is less opportunity for people to do that.
Je pense que les deux sont tout autant crédibles.	I think both are equally credible.

Autant d'importance	As important
C'est mieux d'avoir l'avis de vraies personnes sur des produits	It's better to have real people's opinions on products
Avis des consommateurs plus réel	More real consumer opinion
On peut se dire que sur les plateformes plus indépendantes même si elles peuvent être financé par de grandes firmes (collaborations avec des YouTuber, blogger...), on trouvera des avis plus tranchés, objectifs et moins biaisés.	We can say that on the more independent platforms, even if they may be financed by large firms (collaborations with YouTubers, bloggers, etc.), we will find more clear-cut, objective and less biased opinions.
Car dans les médias de masse il est impossible de consulter les avis des utilisateurs	Because in the mass media it is impossible to consult users' opinions
Des fois les spécialistes donnent un vrai avis concernant un produit. Certains industriels arrivent à faire croire aux gens qu'un produit est bon alors qu'il est très mauvais et les réglementations en terme de publicité mensongère sont trop faibles. Le spécialiste peut malgré tout avoir reçu un pot de vin de la part de l'industriel.	Sometimes specialists give a real opinion about a product. Some manufacturers manage to make people believe that a product is good when it is very bad and the regulations on misleading advertising are too weak. The specialist may still have received a bribe from the manufacturer.
Pas forcément, équivalent car pas d'objectivité	Not necessarily, equivalent because no objectivity
Je pense que les médias de masse comme les magazines et articles dans les journaux sont plus réfléchies et donc ont plus de crédibilité. (il y a également des professionnels qui écrivent des articles et donc ont plus de crédibilités).	I think mass media like magazines and articles in newspapers are more thoughtful and therefore have more credibility. (There are also professionals who write articles and therefore have more credibility).
Un avis d'un utilisateur sera plus utile qu'un moyen marketing/publicité	A user's opinion will be more useful than a marketing/advertising tool
Car il a plus de visibilité sur les réseaux sociaux dans notre génération	Because it has more visibility on social networks in our generation
De nos jours, tous les contenus trouvables sur Internet sont fatalement plus accessibles et consultés que les médias de masse	Nowadays, all the content found on the Internet is inevitably more accessible and consulted than the mass media
C'est plus ciblé et ça se met dans le fil d'actualité	It's more targeted and it goes into the news feed
It is usually people who have tried those products that review them and not just an advert	It is usually people who have tried those products that review them and not just an advert

L'expérience de la personne et le fait de voir les effets en photos	The person's experience and seeing the effects in photos
Les deux peuvent être convaincants	Both can be convincing
les médias de masse font souvent du marketing cliché et classique, qui ne fonctionne pas.	The mass media often do cliché and classic marketing, which does not work.
Its more personalized. Even tho many bloggers get paid it's an "outsider" of the company. Mass media often just comes from the company itself so less trust that it's actually true.	Its more personalized. Even tho many bloggers get paid it's an "outsider" of the company. Mass media often just comes from the company itself so less trust that it's actually true.
Neutre parce que même si les blogs se veulent purement utilisateur, il y a souvent des avis totalement opposés en fonction des expériences clients. au final, les avis ne m'aident souvent pas à trancher.	Neutral because even though the blogs are intended to be purely user-driven, there are often completely opposite opinions based on customer experiences. In the end, the opinions often don't help me decide.
Les publicités montrent ce que la marque veut montrer alors les avis de vrais personnes montrent (le plus souvent) une appréciation plus réelle	Advertisements show what the brand wants to show, while real people's opinions show (most often) a more real appreciation
Image trop positif donc pas réel	Image too positive so not real
Parce-que c'est l'expérience d'une personne	Because it is one person's experience
Mieux d'avoir un vrai avis	Better to have a real opinion
The advertisement on social media is more personal and informative. You usually have before and after pics or people film their experience from Day 1 to Day X using that product. You also have comments from other people under those posts either agreeing or disagreeing with the ad (usually based on personal experience). It's much more believable and easy to verify on social media.	The advertisement on social media is more personal and informative. You usually have before and after pics or people film their experience from Day 1 to Day X using that product. You also have comments from other people under those posts either agreeing or disagreeing with the ad (usually based on personal experience). It's much more believable and easy to verify on social media.
Si on croit dans le blogueur / dans le cas contraire c est la catastrophe pour la marque	If you believe in the blogger / if you don't, it's a disaster for the brand
It's made by professionals	It's made by professionals

quand on va chercher sur des blogs et autres on va comparer et chercher des informations crédibles et de confiance. Généralement des sites niches, qui sont spécialisés dans le sujet	when you go looking on blogs and the like you will compare and look for credible and trusted information. Usually niche sites, which are specialised in the subject
Je recherche tout sur internet, je n'achète pas de magazine et la télé n'est pas informative sur les produits. Elle délivre la pub qui est souvent embellie avec même du trucage.	I look for everything on the internet, I don't buy magazines and TV is not informative about products. It delivers advertising that is often embellished and even faked.
I agree because it has a more personal view of the product.	I agree because it has a more personal view of the product.
Ils proviennent pas spécialement de la marque elle même donc ce n'est pas de la publicité en soit (comparateurs par ex)	They don't come from the brand itself, so it's not advertising per se (e.g. comparators)
I think that for the mass media they check the credibility and false information more than for social media. Also I feel like there is much more and precise research done for the mass media than for social media (because it's easy accessible to anybody, also not professionals. It's and easy "swing" to post for anybody and anything).	I think that for the mass media they check the credibility and false information more than for social media. Also I feel like there is much more and precise research done for the mass media than for social media (because it's easy accessible to anybody, also not professionals. It's and easy "swing" to post for anybody and anything).
cela dépend des blogs, personnes faisant les critiques, mais c'est tjrs plus crédible que les marques directement qui font leur pub	it depends on the blogs, people doing the reviews, but it's always more credible than the brands directly doing the advertising
Je pense que 10 secondes de pub télé donne moins envie qu'un vlog ou un article d'une page sur un produit	I think 10 seconds of TV advertising is less appealing than a vlog or a one page article about a product
dans les médias de masse, le pattern publicitaire reste plus ou moins le même pour la plupart des marques. or, aujourd'hui pour attirer un public plus jeune et même les millenials qui sont aussi sur les réseaux sociaux, il faut aller plus loin dans la créativité. les réseaux sociaux ont beaucoup plus de champs pour une publicité efficace : influenceurs, vidéos courtes, montages un peu funky qu'on accepterait pas à la tv	in the mass media, the advertising pattern remains more or less the same for most brands. however, today, in order to attract a younger audience and even the millenials who are also on social networks, it is necessary to go further in terms of creativity. social networks have much more scope for effective advertising: influencers, short videos, slightly funky montages that would not be accepted on tv
Cela dépend du type de produit, mais un magazine ou journal pro (type : presse), sera mentalement toujours plus sûr que les moyens hors médias (réseaux sociaux).	It depends on the type of product, but a professional magazine or newspaper (such as the press) will always be mentally safer than non-media means (social networks).
There is more credibility because the information comes from an individual/ a person like me.It is based on the real experience.	There is more credibility because the information comes from an individual/ a person like me.It is based on the real experience.

J'aime bien lire les critiques et les articles sur certains produits. Ils sont souvent rédigés par des professionnels ou des consommateurs.	I like to read reviews and articles about certain products. They are often written by professionals or consumers.
plus de communication	more communication
La crédibilité reste la même	Credibility remains the same
Je pense qu'ils ont la même crédibilité	I think they have the same credibility
Moins de non-dit dans les réseaux sociaux	Less unspoken in social networks
Je pense qu'ils ont la même crédibilité	I think they have the same credibility
Les marques ont la même forme de crédibilité à travers leur différente forme de communication	Brands have the same form of credibility through their different forms of communication
I think I like better comment from social media because it's more accurate than mass media.	I think I like better comment from social media because it's more accurate than mass media.
More personal/Higher credibility	More personal/Higher credibility
Dans les revues, articles que je lis, il existe des articles pertinents provenant de professionnels.	In the magazines, articles I read, there are relevant articles from professionals.
C'est pas possible d'avoir le vrai avis dans les médias de masse.	It is not possible to get the real opinion in the mass media.
Plus de temps de visibilité.	More visibility time.
Comments on social media are more personal.	Comments on social media are more personal.
avis comptes	Opinion matters
Autant de crédibilité	So much credibility
Plus d'information sur réseaux sociaux	More information on social networks

Je ne pense pas qu'il y a un changement de la crédibilité, la marque reste la même	I don't think there is a change in credibility, the brand remains the same
Les commentaires consommateurs donnent plus de crédibilité sur les réseaux sociaux.	Consumer reviews give more credibility on social networks.
Plus d'informations partagées	More shared information
Les commentaires sont plus personnel et peuvent se rapprocher plus de la réalité.	The comments are more personal and can be closer to reality.
Plus personnel, plus authentique.	More personal, more authentic.
expérience crédible	credible experience
Réel	Real
Pas vraiment d'opinion sur ce sujet	No real opinion on this subject
Ce sont des personnes comme nous qui veulent donner la vérité	It is people like us who want to give the truth
Ce sont des gens comme nous'	They are people like us'.
Social média tell the truth	Social média tell the truth

Appendix 4. Answers to the open question 21 in French and English.

22) Pouvez-vous justifier brièvement votre réponse à la question précédente (Q21) ?	Could you justify briefly your answer for the previous question (Q21)?
When you think it is a good brand but the comments on a certain product show that it is not good I will not buy it	When you think it is a good brand but the comments on a certain product show that it is not good I will not buy it
Comments online are not often trues	Comments online are not often trues
Je pense que, même si je n'ai pas personnellement testé le produit ou la marque, les avis que j'ai lus biaiseront au moins un peu mon avis.	I think that even though I haven't personally tested the product or the brand, the reviews I've read will bias my opinion at least a little.
If many good comments	If many good comments
It depends	It depends
i might be wrong at the beginning and learn more about the product	i might be wrong at the beginning and learn more about the product
Yes: because it make me think that it can be a good product for me too (string influence).	Yes: because it make me think that it can be a good product for me too (string influence).
If I learn that a certain product is nocive l'll stop buying it, while if I learn that this is a very good product, depending on the price I could start buying this one.	If I learn that a certain product is nocive l'll stop buying it, while if I learn that this is a very good product, depending on the price I could start buying this one.
En fonction des avis sur des vidéos YouTube je change mon avjs	Depending on the reviews on YouTube videos I change my opinion
Well if everyone says its not good you are not going to use it	Well if everyone says its not good you are not going to use it
It mainly depends on how strong my initial opinion is. If it is strong, then it takes more to change my attitude, while if I am unsure from the start, I tend to change my attitude more easily.	It mainly depends on how strong my initial opinion is. If it is strong, then it takes more to change my attitude, while if I am unsure from the start, I tend to change my attitude more easily.

S'il y a une mauvaise éthique, de mauvais avis, je n'achèterai probablement pas.	If there are bad ethics, bad reviews, I probably won't buy.
Si c'est nul je change	If it sucks I'll change it
J'en ai pas grand chose à faire pour être honnête	I don't care much for it to be honest
Avec certaine méfiance mais se dit que avis sûrement vrai	With a certain amount of suspicion, but thought that it must be true
If they do something wrong work wise/ ethical wise I will not buy	If they do something wrong work wise/ ethical wise I will not buy
Si je suis amené à découvrir via une review sur internet que les produits de telle marque sont de mauvaises qualités ou que le service client est inexistant par exemple . Après je croise avec d'autres sources pour vérifier.	If I find out from a review on the internet that the products of a particular brand are of poor quality or that the customer service is non-existent, for example. Then I cross check with other sources to verify.
Si les commentaires sont positif pourquoi pas essayer le produit	If the feedback is positive why not try the product
Si j'ai un mauvais a priori et qu'en fait la marque est top selon des avis fiables, je changerai forcément d'avis et je peux être amené à consommer	If I have a bad preconception and in fact the brand is top notch according to reliable reviews, I will inevitably change my mind and I may be led to use.
Quand je lis des commentaires sur les sites tel que Sephora, mon avis peut changer car des autres consommateurs ont donné leur opinions sans filtres.	When I read reviews on sites such as Sephora, my opinion may change because other consumers have given their unfiltered opinions.
Si je vois beaucoup d'avis positif/négatif je suis tentée de changer d'avis	If I see a lot of positive/negative reviews I am tempted to change my mind
Car jeu me fis à mon expérience personnel	Because the game was based on my personal experience
Tout dépend du produit, de ma connaissance à son sujet et de l'usage que j'en fais / ai fait	It all depends on the product, my knowledge of it and the use I make/have made of it
Si critique pas bonne je change d'avis	If the review is not good I change my mind
S'il a vraiment trop d'avis négatifs ou si les valeurs de la marque ne sont pas communes aux miennes	If it really has too many negative reviews or if the brand's values are not in common with mine

It is easy to be influenced by reviews	It is easy to be influenced by reviews
Je me fie qu'à mon avis	I trust my own opinion
Je suis influençable	I am easily influenced
L'expérience des personnes ayant déjà utilisé le produit nous donne un avis plus crédible que sur les pubs.	The experience of people who have already used the product gives us a more credible opinion than on the advertisements.
Depending on how strong my opinion before was. But one review is not gonna convince me totally.	Depending on how strong my opinion before was. But one review is not gonna convince me totally.
Souvent, les avis négatifs ont tendance à m'influencer, même s'il s'agit d'un commentaire sur 100.	Often negative reviews tend to influence me, even if it's one in 100.
Si les critiques les trouvent intéressants et naturels alors je pourrai changer d'avis tant que c'est avéré	If the critics find them interesting and natural then I may change my mind as long as it is true
Si les critiques viennent de bonnes sources et sont fondés.	If the criticism comes from good sources and is well founded.
Ça m'influence	It influences me
Avis de vrai personnes	Opinions of real people
It highly depends on how long the review is and if there is proof available. I usually do a lot of cross-referencing on different platforms to see if the reviews are the same everywhere. It also depends on who's promoting these products. I tend to trust small influencers more than the big ones.	It highly depends on how long the review is and if there is proof available. I usually do a lot of cross-referencing on different platforms to see if the reviews are the same everywhere. It also depends on who's promoting these products. I tend to trust small influencers more than the big ones.
If a lot of people say bad things about a brand, a can change my opinion on it	If a lot of people say bad things about a brand, a can change my opinion on it
Ça m'ai déjà arriver de ne plus acheter une marque, et de me renseigner pour une autre, due à toutes les mauvaises choses présentes dans le produit qui sont nuisibles pour ma santé	I have been known to stop buying one brand and go for another because of all the bad things in the product that are harmful to my health

Si les commentaires etc sont vraiment nombr eux et vrais, mon avis	If the comments etc. are really nombr them and true, my opinion
I'm unsure because I would probably base my judgment on personal experience	I'm unsure because I would probably base my judgment on personal experience
Ça peut être faux.	It can be wrong.
They just make it trustworthy.	They just make it trustworthy.
si il y a vraiment des mauvais avis, même sans avoir essayé je n'aimerais pas trop la marque	if there are really bad reviews, even without having tried it I wouldn't like the brand very much
Je me fie plus aux critiques d'utilisateurs particuliers qu'aux influenceurs payés pour en faire la promotion	I rely more on reviews from individual users than on paid influencers to promote it
tout comme tous les médias, les réseau sociaux sont énormément critiqués en raison des fausses informations qui y circulent. pour moi, si un produit est mis en avant via un sponsorship, il est clair que je ne vais pas l'acheter. si c'est un avis réel sans sponsorship, je réfléchirai à la question mais je ne vais souvent pas jusqu'au bout. je préfère avoir l'avis de quelqu'un que je connais réellement avant d'acheter un produit. donc ça m'influence mais pas au point de me faire acheter tout de suite.	just like all media, social networks are heavily criticised because of the false information that circulates on them. for me, if a product is promoted via sponsorship, it's clear that i'm not going to buy it. if it's a real opinion without sponsorship, i'll think about it but i often don't go all the way. i prefer to have the opinion of someone i really know before buying a product.
Si le nombre de critique négatifs sont plus importants en terme de quantité que les positifs cela mettra un frein à l'achat	if the number of negative reviews is greater in terms of quantity than the positive ones it will put a brake on the purchase
Oui selon la news	Yes according to the news
Their image and what they do matter.	Their image and what they do matter.
Je ne pense pas vouloir acheter un produit si j'ai lu des choses négatives.	I don't think I would want to buy a product if I read negative things.
plus aller vers marque si bon avis	more going to brand if good advice
pas forcément	not necessarily

Si j'utilise la même marche depuis longtemps je ne pense pas chanegr d'avis	If I have been using the same step for a long time I don't think I will change my mind
S'il est bien je l'achèterai peut être	If it's good I might buy it
Possibilité d'achat si avis positif sur la marque	Possibility to buy if positive opinion on the brand
En fonction des avis sur un produit, je peux chanegr d'opinions sur celui-ci	Depending on the reviews of a product, I may change my opinion on it
Regarding certain topics such as ecology, animal testing and ingredients I will for sure change my opinion if something goes against my values.	Regarding certain topics such as ecology, animal testing and ingredients I will for sure change my opinion if something goes against my values.
Learn more about the product and so make a better decision.	Learn more about the product and so make a better decision.
Si dans ma famille, on me dit qu'un produit n'est pas bon, je demande à cette personne de me faire lire l'article en question. À ce moment, je peux changer d'avis. (Je n'ai pas accès à internet).	If someone in my family tells me that a product is not good, I ask that person to let me read the article in question. Then I can change my mind. (I don't have access to the internet).
Mauvaise éthique, mauvais avis, mauvais pour la santé alors je n'achèterais pas .	Bad ethics, bad reviews, bad for your health so I wouldn't buy.
Critiques fondés et informations/preuves peuvent me faire chanegr d'avis.	Well-founded criticism and information/evidence can make me change my mind.
Si les avis tourne autour du même problème ou côté positif alors je peux chanegr d'avis.	If the opinions revolve around the same problem or positive side then I can change my mind.
Avis=subjectif donc je les prends en compte et je peux chanegr d'avis. (de façon positive comme négative)	Opinion=subjective so I take them into account and I can change my mind. (both positively and negatively)
oui selon l'information	yes according to the information
Si j'aime je peux acheter	If I like I can buy
Si je vois des avis positifs sur une marque je pourrai l'acheter	If I see positive reviews of a brand I may buy it

Je ne pense pas changer d'avis par rapport à mes produits initiaux	I don't think I will change my mind about my initial products
En fonction des avis et des commentaires.	Based on opinions and comments.
Si bon avis, plus de probabilité que j'achète.	If good advice, more likely I will buy.
Si ce n'est pas bon pour moi niveau santé je change de produit.	If it's not healthy for me, I'll change products.
Si les critiques sont pejoratives, je n'achète pas un produit.	If the reviews are pejorative, I don't buy a product.
réputation / éthique	reputation / ethics
si c'est positif je vais être plus tenté de tester	if it is positive I will be more tempted to test
pourquoi pas acheter si c'est bien	why not buy if it's good
Si c'est bien, je suis curieuse de tester	If it's good, I'm curious to test
Si c'est un produit qui est bon pour la santé et que les avis sont bons, je peux changer d'avis.	If it is a product that is good for your health and the reviews are good, I may change my mind.
Des produits auquel je n'ai pas pensé ont des bonnes critiques, ça me tente plus d'acheter pour tester.	Some products I haven't thought of have good reviews, so I'm more tempted to buy to test.
Bon produit = plus d'envie de conso	Good product = more desire to consume
It dépend of all the comment and my original choice	It dépend of all the comment and my original choice

Appendix 5. Answers to the open question 31 in French and English.

31) Selon vous, quelle est la plus grande différence dans la décision d'achat d'un produit cosmétique entre l'utilisation d'informations provenant des médias sociaux et celle d'informations provenant des médias de masse ?	31) In your opinion, what is the biggest difference in making a cosmetic product purchase decision between using information from the social media and information from the mass media?
With social media It is easier to have the feedback of everyone especially because everyone has a different type of skin,.. so it is interesting to have everyone feelings on a certain product.	With social media It is easier to have the feedback of everyone especially because everyone has a different type of skin,.. so it is interesting to have everyone feelings on a certain product.
Social media has more impact on youth nowadays	Social media has more impact on youth nowadays
La plus grande différence, selon moi, est que l'information sur les réseaux sociaux provient de sources multiples et nettement plus diversifiées que sur les médias de masse	The biggest difference, in my opinion, is that information on social networks comes from multiple and much more diverse sources than in the mass media
I don't know	I don't know
It's way easier	It's way easier
social media = without influence of the brand	social media = without influence of the brand
Mass media show only the positive aspects, however, on social media people can express their feedback freely (it can be positive or negative).	Mass media show only the positive aspects, however, on social media people can express their feedback freely (it can be positive or negative).
Mass media are only the information that the seller wants to give us, while social media, people can express themselves about the product so this is more realistic	Mass media are only the information that the seller wants to give us, while social media, people can express themselves about the product so this is more realistic
Il n'y a pas d'avis réel sur les médias de masse et pas de communication, les informations sont justes données dans un court temps alors que sur les réseaux sociaux il y a une vraie interaction, la possibilité de réagir etc	There is no real opinion on mass media and no communication, information is just given in a short time whereas on social networks there is a real interaction, the possibility to react etc
With social media there are risks about comments and bad advices but also more visibility	With social media there are risks about comments and bad advices but also more visibility

It is the availability of information.	It is the availability of information.
Plus d'informations de tous les utilisateurs sur les réseaux sociaux, moins de contrôle de la part de l'entreprise	More information from all users on social networks, less control by the company
Avis des acheteurs	Buyers' opinions
La proximité avec les consommateurs	Proximity to consumers
Plus près du consommateur	Closer to the consumer
The review available online is the biggest difference. We can not see on tv someone giving a full review of a brand or a product. If so it's at a specific time and it is just easier to find online whenever I want.	The review available online is the biggest difference. We can not see on tv someone giving a full review of a brand or a product. If so it's at a specific time and it is just easier to find online whenever I want.
La diversité des review	La diversité des review
Les retours clients	Customer feedback
Médias sociaux beaucoup plus démocrate	Social media much more democratic
Pour avoir une information globale les médias de masse sont l'idéal. Pour avoir plus d'informations précises et du feedback d'autres consommateurs les médias sociaux sont meilleurs. Ils sont également disponibles partout si nous avons l'accès à internet.	For global information, mass media are ideal. For more accurate information and feedback from other consumers, social media is best. They are also available everywhere if we have access to the internet.
La manière de vendre le produit, le fait que ce soit plus attractif et « moderne » sur les réseaux sociaux	The way the product is sold, the fact that it is more attractive and 'modern' on social networks
Je ne sais pas désolée	I don't know sorry
À mon sens, les médias de masse ont tendance à présenter des sources plus fiables d'informations puisque les médias sociaux permettent aux gens de tous y aller de leur commentaire personnel basé sur une expérience l'étant tout autant mais	In my view, the mass media tend to be more reliable sources of information, as social media allow people to make personal comments based on personal experience, but which are therefore biased and persuasive to all who read them

qui se veut donc partiale et persuasive pour tous ceux qui liront	
Le temps de recherche	Research time
La différence de quantité d'informations	The difference in the amount of information
Social media is more personal information, we role that have tried the product and usually are honest. Mass media y more an advert for a product rather than an opinion	Social media is more personal information, we role that have tried the product and usually are honest. Mass media y more an advert for a product rather than an opinion
Les Médias de masse ne partagent pas forcément les avis négatifs	Mass media do not necessarily share negative opinions
La plus grande différence est le marketing. Sur les médias de masse la promotion n'est pas toujours bien faite, trop de points positifs. Alors que sur les médias sociaux il y a plusieurs avis (points positifs comme négatifs) ce qui nous aide dans notre décision d'achat.	The biggest difference is the marketing. On mass media the promotion is not always well done, too many positive points. Whereas on social media there are many reviews (both positive and negative) which helps us in our buying decision.
Mass media is the information they want us to know social media is more personalized	Mass media is the information they want us to know social media is more personalized
Médias sociaux, la publicité est plus ciblé et il y a l'expérience utilisateur, dans les médias de masse beaucoup moins	Social media, advertising is more targeted and there is user experience, in mass media much less
On a tendance à penser que les médias sociaux sont plus proches des gens donc leur avis impacte plus	There is a tendency to think that social media are closer to the people so their opinion has more impact
Les médias sociaux ont des algorithmes qui cible plus facilement une personne	Social media have algorithms that more easily target a person
La qualité et la fiabilité de l'information	Quality and reliability of information
Incarnation des médias sociaux	Embodiment of social media
The feeling of "realness" from mass media ads. For example, a shampoo ad. You see these models with perfect hair who actually have a bunch of hairstylists preparing them for the ad. Then you see a small content creator filming a month of her	The feeling of "realness" from mass media ads. For example, a shampoo ad. You see these models with perfect hair who actually have a bunch of hairstylists preparing them for the ad. Then you see a small content creator filming a month of her

life using that shampoo with before and after videos. There's a huge difference.	life using that shampoo with before and after videos. There's a huge difference.
Pour moi c est complémentaire la première donne envie et la seconde reconforte le choix	For me it is complementary the first one gives desire and the second one comforts the choice
When it's from social networks it's not from professionals so you have to keep attention about the quality of the information	When it's from social networks it's not from professionals so you have to keep attention about the quality of the information
Un achat suite à des informations de masse est juste une pulsion de shopping ou être naïve, quant aux social media, certes il y a beaucoup plus d'informations erronées mais il y a plus de chance de trouver un produit dont tu as besoin et qui te convient grâce à des publicités ciblées (comme avec le retargeting) et de confiance en allant chercher les informations sur le produit ou la marque par toi meme	Buying on mass information is just a shopping spree or being naive, as for social media, sure there is a lot more misinformation but there is more chance to find a product you need and that suits you thanks to targeted ads (like with retargeting) and trust by going and looking for the information about the product or the brand by yourself
Sur les médias sociaux il y a possibilité d'avoir plusieurs retours sur les produits	On social media there is the possibility to have several feedbacks on the products
The reviews of the product on social media would help me decide	The reviews of the product on social media would help me decide
Les médias sociaux paraissent représenter mieux la réalité.	Social media seem to represent reality better.
Speed and convenience	Speed and convenience
je vais avoir tendance à plus faire confiance aux réseaux sociaux qu'aux média de masses, car les médias de masse constitut les pubs des marques contrairement aux réseaux sociaux qui eux constitueront des avis de consommateurs en majorité, de plus sur les réseaux sociaux les marques sont plus naturelles et les consommateurs peuvent également commenter sous les posts donc ils font plus attention	I will tend to trust social networks more than the mass media, because the mass media are brand advertisements unlike social networks which will be mostly consumer reviews, plus on social networks brands are more natural and consumers can also comment on posts so they pay more attention
Je ne vois pas tellement de différence car je ne pense pas être la cible des produits cosmétiques en général. Si je me mets dans la peau d'un employé d'une équipe marketing dans le secteur cosmétique je pense qu'effectivement les réseaux	I don't see that much difference as I don't think I'm the target of cosmetic products in general. If I put myself in the shoes of an employee of a marketing team in the cosmetics sector I think that social networks / blogs / influencers are indeed good

<p>sociaux / blogs / influenceurs sont de bons canaux de communication pour trouver une cible plus jeune (que les médias dits traditionnels)</p>	<p>communication channels to find a younger target (than the so-called traditional media)</p>
<p>les médias de masse type tv ou journaux sont payés pour ces pubs. sur les réseaux sociaux, certaines pubs sont mises en avant par le même processus mais il y a aussi énormément d'informations réelles sur la qualité des produits qui permet d'avoir une vision plus intéressante du produit. donc il est plus simple de passer à l'achat sachant qu'on peut avoir beaucoup d'avis différents sur les produits.</p>	<p>mass media such as tv or newspapers are paid for these ads. on social networks, some ads are put forward by the same process but there is also a lot of real information on the quality of the products which allows to have a more interesting vision of the product. so it is easier to pass to the purchase knowing that one can have many different opinions on the products.</p>
<p>Les médias sociaux ne sont pas des professionnels de l'information. Ils sont là pour partager des nouvelles des informations de façon rapide et brève. En aucun cas un réseau social type hors média, Instagram Web 2.0 ne remplacera les médias type presse TV, RADIO ou toute autre. Car derrière il y a des journalistes qui analyseront les informations, les traiteront avant de les déployer en masse. Ce qui n'est pas toujours le cas sur les réseaux sociaux car nous ne connaissons pas la vraie identité de la personne qui écrit derrière la publication, le poste la Story, etc.</p>	<p>Social media are not information professionals. They are there to share news and information in a quick and brief way. In no way will a social network such as off-media, Instagram Web 2.0 replace the media such as press TV, radio or any other. Because behind it there are journalists who will analyse the information, process it before deploying it en masse. This is not always the case on social networks because we do not know the real identity of the person who writes behind the publication, the post, the Story, etc.</p>
<p>La qualité du produit</p>	<p>Product quality</p>
<p>The reality</p>	<p>The reality</p>
<p>communication</p>	<p>communication</p>
<p>Plus grande communication pour réseaux sociaux</p>	<p>More communication for social networks</p>
<p>La quantité d'information est plus importante sur les réseaux sociaux</p>	<p>The amount of information is greater on social networks</p>
<p>Plus d'utilisation des réseaux sociaux avec le temps</p>	<p>More use of social networks over time</p>
<p>La quantité d'informations</p>	<p>The amount of information</p>
<p>la population ciblée</p>	<p>The target population</p>

The credibility	The credibility
Social media is better for young people and more appealing.	Social media is better for young people and more appealing.
Les professionnels et la confiance.	Professionals and trust.
Les avis et la diversité des avis.	The opinions and diversity of opinions.
le feedback des clients	customer feedback
Fiabilité de l'information	Reliability of information
les commentaires/retours clients	customer comments/feedback
Plus simple, plus facile d'accès, plus facile pour faire des comparaisons et donc de faire son choix.	Simpler, easier to access, easier to make comparisons and therefore to make a choice.
real opinion	real opinion
Le retour client	Customer feedback
La communication	La communication
Interaction des consommateurs directe	Direct consumer interaction
Les commentaires des consommateurs.	Consumer feedback.
La quantité d'informations	The amount of information
communication/cible	Communication / Feedback
L'authenticité	Authenticity
La vérité	The truth

La confiance/ La crédibilité	Trust/ Credibility
la vérité	Truth
La diversité d'information	Diversity of information
Plus personnel	More personal
La vérité	The truth
La proximité	Proximity
The nature and credibility of the information	La nature et la crédibilité de l'information