

COSMETIC BRAND VALUE IN THE FINNISH MARKET

Market entry in Finland for a beauty brand



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Marleena Lipiäinen

Author Marleena Lipiäinen

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Supervisors Anu-Maria Laitinen

This thesis researches the significance of brand value and market entry for a cosmetic brand in the Finnish market. In this research the topics handled are: the importance of brand equity, Finnish consumer behavior, customer loyalty, and the Scandinavian cosmetic market. The Thesis highlights an understanding of the Finnish cosmetic business and the higher purpose of a cosmetic brand in the current market area.

The thesis aims to gain long-term customer relationships, awareness, and profit for cosmetic stakeholder Ivask Kosmetiika Oy. One of the brand's weaknesses that they need to be more known in the Nordic area compared to other EU countries. The research gives recommendations on how to reach more long-term customers and new marketing methods. The power of modern marketing, cultural understanding and what kind of attributes will Finnish consumers value is addressed. The one-on-one interviews collect valuable data and other profitable preferences.

A successful brand story emphasizes a higher purpose and standing out from the competition. In conclusion, digital communication and human-centered service is important in Finland. The qualities, what Finnish cosmetic consumer value are professionalism, sustainability, personal service, and brand's good reputation. The findings of this research were how cosmetic consumers make their purchase decisions online using popular social media channels and listening service recommendations of other consumers and beauty experts to buy luxury products. The study found that young consumers buy more luxury products compared to older people, but purchase decisions are heavily influenced by different campaigns.

Keywords Brand value, Brand, Finnish market, Luxury brand, Consumer behaviour, Scandinavian Cosmetic Market

Pages 30 pages and appendices 2 pages

Tämä opinnäytetyö tutkii kosmetiikkabrändin merkitystä Suomen markkinoilla ja brändin arvoa. Tutkimuksessa käsitellään muun muassa; brändin pääoman merkitystä, suomalaista kuluttajakäyttäytymistä, asiakasuskollisuutta ja skandinaavisia kosmetiikkamarkkinoita. Opinnäytetyö korostaa suomalaisen kosmetiikan liiketoiminnan ymmärtämistä ja kosmetiikkabrändin korkeampaa tarkoitusta nykyisellä markkina-alueella.

Opinnäytetyön tavoitteena on saada pitkäkestoisia asiakassuhteita, tunnettavuutta ja voittoa kosmetiikan maahantuoja Ivask Kosmetiika Oy:lle. Yksi brändin heikkouksista on, että yritys on melko tuntematon Pohjoismaissa verrattuna muihin EU maihin. Tutkimuksesta saadaan suosituksia pitkäaikaisten asiakkaiden tavoittamiseen ja uusia markkinointimenetelmiä. Modernin markkinoinnin vahvuus on erityisesti kulttuurinen ymmärrys suomalaisesta markkina-alueesta ja siitä, millaisia ominaisuuksia suomalaiset kosmetiikan kuluttajat arvostavat. Henkilökohtaisissa haastatteluissa kerätään arvokasta tietoa ja muita kannattavia ohjeistuksia opinnäytetyön toimeksiantajalle.

Menestynyt brändin tarina korostaa sen merkityksellistä tarkoitusta ja kykyä erottumiseen. Tämän tutkimuksen perusteella digitaalinen viestintä ja ihmiskeskeinen palvelu on tärkeää Suomessa. Ominaisuuksia, joita suomalainen kosmetiikan kuluttaja arvostaa, ovat ammattitaitoisuus, ekologisuus, henkilökohtainen palvelu sekä brändin hyvä maine. Tämän tutkimuksen perusteella havaittiin, kuinka kosmetiikan kuluttajat tekevät ostopäätöksensä verkossa käyttämällä suosittuja sosiaalisen median kanavia ja kuuntelemalla muiden kuluttajien ja kauneusalan ammattilaisten palvelusuosituksia ostaessaan arvokkaita tuotteita. Tutkimuksessa todettiin, että nuoret kuluttajat ostavat enemmän luksustuotteita muihin ostajiin verrattuna, mutta ostopäätökseen vaikuttavat suuresti erilaiset kampanjat.

Avainsanat Brändin arvo, Brändi, Suomen markkinat, Luksus brändi, Kuluttajakäytös, Skandinaaviset kosmetiikkamarkkinat

Sivut 30 sivua ja appendices 2 sivua

Table of Contents

1	Introduction.....	1
1.1	Motivation for the Research	2
1.2	Commissioning for the Research	2
2	Theoretical Framework	3
2.1	The Importance of Nation Brand	3
2.2	Reputation of Finnish Product and Service.....	5
2.2.1	A Natural Approach to Scandinavian Beauty	6
2.2.2	Market Situation in Finland.....	7
2.2.3	Aspects of Consumer Behavior	8
2.3	The Brand Equity Model	9
2.3.1	Luxury Brand Behavior	13
2.3.2	Main Product of the Study	14
2.3.3	Main Market Functions	16
3	Methodology	19
4	Results	20
4.1	The Findings Behind of Brand Purpose.....	20
4.2	Changes in the Consumer Segments in Finland.....	21
4.2.1	Finland Has Been Renewed on High Digitalization	23
4.2.2	The Added Value of Customer Loyalty.....	25
5	Recommendations.....	26
6	Conclusion	29

Appendices

Appendix 1 One-on-one questions

Appendix 2 Images

1 Introduction

This bachelor's thesis includes research on a cosmetic brand and its value in the Finnish market. Nowadays, the skincare industry has changed massively, and it is right to understand brand attributes and different factors of broad geographical business markets. The information on brand value will offer ways how to do marketing uniquely. However, an understanding of the qualities of the Scandinavian markets is needed.

The versatility range and methods to enter immediately can be seen by examining entry into the European markets more closely. For example, after Covid-19, work life and brand values has changed. The Nordic Region is one of the most profitable markets in EU area. Nordic countries are high in human rights placement, and the Nordic society places high importance on equality between its citizens. (Skandinavian Cosmetics Group, n.d.) Understanding the current world situation and how it has affected many levels of current needs is beneficial. Social events and travel have helped boost sales of color cosmetics, beauty services, fragrances, and sun care in Western Europe. The attributes that make successful brands are how consumers feel about them, and what drives positive brand attitudes.

Usually, consumers have certain attitudes which determine their behavior toward the brand. Consumers prefer products with a good image or a strong sense of social responsibility regarding purchasing motives (Tao, 2022). Their business market is worldwide, but this research focuses on Nordic area. Therefore, those exposed to the same products or services will tire due to overexposure's marginal utility. However, changes in consumer purchase behavior have led to the emergence of versatile business models. This thesis aims to understand the Finnish cosmetic market area and the importance of brand value. What kind of marketing is valuable? Based on this, the research question for this thesis is: "How can a cosmetic company enter the Scandinavian market"?

1.1 Motivation for the Research

This current topic is relevant for the writer because this brand has potential and growth opportunities in the Finnish market. The writer has experience working in the cosmetic luxury market. In addition, French brands, especially those in traditionally French industries such as luxury, beauty, fashion, and wine, have been taking steps towards having the advantage of the country-of-origin effect for years. During this year, Brand Finance started the Global Soft Power Index, which strings nations to their ability to impacts different areas e.g., values, culture, and economy, France was ranked number 6 (Brand Finance, 2023). In addition, Nokia maintains significant as Finland's most valuable brand, valued at 7.5 billion EUR (Brand Finance Finland, 2023).

The French connection can offer more advantages than non-French names because of its effect on consumers. The attraction of France is competitive in the global market, which attract many nations to join in business. In 2021, France was one of the leading countries in the world such as trade of cosmetics with over 14,5% of the export market. (Cosmetic Valley, 2022).

This thesis has one-on-one interviews with beauty professionals that deal with questions based on the following theories. Finland is a unique nation and culture, so what kind of values and business do Finns appreciate? Purchasing behavior can have differences compared to the Southern Europe market. What can be learned from it, and how can attractiveness be developed for this market? Thus, a luxury brand creates value and challenges, such as high quality, high-level aesthetics, and high premiums (Kong, 2019, p. 131, 640). The goal is to build brand equity, which leads to greater brand recognition, higher sales, and higher profit margin. In the long term, the changes lead to more accessible access to new markets, better recognition, and preference, with better marketing with higher customer lifetime value.

1.2 Commissioning for the Research

This thesis was commissioned by Ivask Kosmetiika Oy, which was founded in 2001. The company is an exclusive stakeholder of what, originally from Estonia and French brand Maria

Galland Paris seller in Finland. Maria Galland was founded in 1962 to create professional skincare products and methods. The brand's founder was a passionate dancer, her inspiration has been part of developing the products. Maria Galland Paris has developed a unique holistic beauty method based on harmony, precision, and energy that is even more applicable to today's world than before. Combining energetic products for a balanced lifestyle brings out the skin's beauty for every age of women. The origin of Maria Galland's brand story began in a Parisian apartment when the role model of Maria Galland, was her mother, complaining the signs of aging on her face. The founder made it her life mission to put a smile on her mother's face. From that moment, she owned her ideology and revealed every woman's inner energy. The founder never revealed her age or real name. Beauty means good feelings regardless of age (Maria Galland, n.d.a).

Over the years, their brand story has been developed from Southern Europe to worldwide creating a respectful skincare movement. The ideology and young skin can only be found with harmony with body, mind, and skin. The brand was leaning into the newest medical research work to support its mission. In 1962 the brand's first recognition was 5 crème régénératrice, a cream tribute to her close friend, Coco Chanel. The thesis aim is to find a better marketplace in the Finnish market and create better brand awareness and visibility for potential consumers. When a brand is successful in other European countries, how can it be known in the Nordic area too? (Maria Galland, n.d.-c).

The research aims to find suitable channels and methods for French luxury cosmetic products in Finland. The goal was to assess and evaluate how can the French enter the Finnish cosmetics market. Ultimately, assessing the phenomenon in question how can Finnish rationality and French sense of beauty meet? This research examines the previous questions.

2 Theoretical Framework

2.1 The Importance of Nation Brand

In developing brand strategy of the company one should understand what brand identity means. This thesis aims to get more knowledge about certain market areas, and the nation

brand theory will help to help the research. It reconciles the needs and desires various of different national actors into a single direction (Anholt, 1998 p. 7).

A national brand is a multi-dimensional mixture of emotional, relations, strategic and functional elements in some regions of a country. The research question is how to enter the Finnish Market, so we will investigate Finland country brand image, more closely and how to engage Finnish consumers. However, the focus is how to build substantial equity to construct between consumers and country branding. Equity usually includes brand awareness. The challenges, hefty competition and new communication channels show that a nation brand is significant to different countries. Culture is created and preserved mainly by communication. For decades, communication took place within the country's borders, which helps strengthen the nation's reliable cultures (Holt, 2004).

Country branding is based on practical marketing practices and branding techniques, seeking to create better value for a nation and influence relevant perceptions among its target audiences. In addition, awareness of a country and its quality it should be highlighted. The country's origin is between products and services: image, positioning, economic and cultural aspect. Many studies of national imagining seem primarily concerned with improving current practices, meaning that academic work on public diplomacy or nation branding often has the feel of applied science with short-term interest (Clerk, 2015, p. 3)

The brand reflects its identity. People will look at stereotypes, trends, country characteristics, and cultural views. However, country branding is a challenging task to complete. A country's image transcends the components in a domestic design, a country's sceneries of the products and other services. How to communicate with the consumer correctly? Another way how the country's brand image is quantified, transcends its promotion attractiveness. It can develop the nation's standards of life and quality and how it promotes well-being for the benefit of residents. For example, "visualizing a nation brand is the most direct way to identify its image and flagship of its products and services" (Murphy, 2022).

Branding marketers' rules provide that can be associated with the economic approach, as the explicit use of marketing language reveals. It defines a nation brand as "the unique blend of qualities that provide the nation with cultural and relevance for all the consumer markets. Nation branding means building and maintaining a country's advantages, strategic and purpose of economic growth. Nation branding is just an image of how countries compete in their favor and strengths. It concerns the country's government policies, tourism, investments, and immigration, culture, and heritage. In addition, learning from this approach, the voice of marketing and branding is ready to be seen as aware because marketing is not value-free. Nation branding aims to show how marketing and branding influence their national identity (Murphy, 2022).

2.2 Reputation of Finnish Product and Service

Finland is the happiest nation in the world for the sixth time, on the report of World Happiness Report rankings based on the Gallup World Poll (Fernandez, 2023). The capital of Finland is Helsinki, which is world famous for its architecture. The design is known for its old and new, minimalistic, and Nordic design. (VisitFinland, n.d.)

When it comes to Finnish service values, talkoo work means structured work as raising money towards a specific goal, together (Henley, 2018). It can be seen how Finns are a reliable, honest, and genuine nation. Finland has much potential, and when it comes to the cosmetic industry, we are one of the top countries in the world: sustainability, good quality, pure nature, and innovation.

The demand for cosmetic products increased in 2021. In Finland, the pandemic period affected makeup and perfume purchasing the most. However, purchasing has been lower than in other Scandinavian countries. For example, in Sweden and Norway already, 40 percent of people buy cosmetic products online. Social commerce is a rapidly growing form of digital commerce, where various shopping applications are connected to the interface of social media platforms. From the consumer's point of view, the entire purchase path from awakening to purchase can occur via social media platforms (Kaupan liitto, 2021).

2.2.1 A Natural Approach to Scandinavian Beauty

The Scandinavian region is a prosperous region in EU. In addition, these Scandinavian countries are Sweden, Denmark, Finland, and Iceland. The Nordic countries are high in human rights placement, a society of high equality between people. Scandinavian primary markets are color cosmetics, skincare, and fragrances, a vital part of the global beauty market. It is characteristic of the market that customer relationships are deep-rooted, and operating in different areas needs regional awareness (Scandinavian Cosmetics Group, n.d.).

The Scandinavian countries have a large surface area but a few residents. The legislation system, currencies, and languages differ from other EU areas. The official languages of Finland are Finnish and Swedish. At the end of 2021, 458 00 non-native speakers other than Finnish, Swedish, or Sami language lived in Finland (Tilastokeskus, n.d.).

The people have high GBD pc. on cosmetics, which is related to health risks and issues. In addition, the brand owners might need help to adapt in the Scandinavian region of previous factors (Scandinavian Cosmetics Group, n.d.). In the Scandinavia region, especially Finland stands for high digitalization. Finland pursued to show the way to human assets, uniting digitalization, and public life (Ministry of Economic Affairs and Employment, 2021).

One of the most cultural footprints is the importance of the sauna tradition in Finnish culture. It usually reflects a specific state of mind and cleaning ritual. The sauna has always been placed to be healthy, bathe and relax. The history of centuries has been a sacred place, and even people were born in the sauna. The sauna is a solid part of Finnish culture, which has become part of cultural heritage even though saunas are found in other cultures as well (This is Finland, n.d.).

It relates to the cosmetic world, to people value pure ingredients and nature. While natural ingredients are popular all over the world, especially in Finland has always been ahead when it comes to natural beauty. The Finnish beauty routine emphasizes the well-being of skin and the person's health. Understanding the more significant scenario where consumers take care of themselves, and the environment throughout existence. However, there is criticism on nation branding on cultural citizenship- to national stereotypes depicted in branding

campaigns (Clerk ,2015 p. 295). Interestingly, the line separating Scandinavian culture from other Nordic countries can be challenging to distinguish.

2.2.2 Market Situation in Finland

Finland's market is open to other EU countries' investments. In addition, there are few trade barriers. However, the overall size of Finnish market is relatively small. Consumers usually have high expectations regarding quality, price, and innovation. Finland has high taxes, but it must rely on the world market to supply of goods and services. The more turnover there is, the better it benefits production and export cost-effective. (Oinonen, 2022). Therefore, the target group is skincare professionals, which restricts the target group even more.

The Nation' image plays a significant role in global trade regarding to investments. From a business perspective, the Finnish reputation is top for sustainability, digitalization, and open business. However, risks are dropping back to the other leading countries in the sustainability field, the country needs to focus on more innovative viability. The most important pillars of the government are transparency and efficiency in operations, which reduces risks in international trade (Business Finland, 2021). However, significant issues should be considered when entering to any new market. The Inflation shows in consumer prices and energy prices. Inflation closed out in 2022 with a 6.5% annual reading, as measured by the consumer price (Iancurci, 2023).

Finland is internationally recognized for the quality of governance, trust in authorities' actions, low levels of corruption, and transparency in administrative decision-making. According to good governance, when people have low trust in the administration, it causes a distant and poor environment. It can be excellent a qualitative objective too, good governance is ensuring the legislation of administration. It strengthens efforts, and trust and increases liquidity and productivity. It is hard to imagine companies not trying to improve their situation through government influence or actions (Kotler, 2014 p. 175).

Finland's image has become more assertive in 2022. The country has exceptional visibility in foreign news and media about Finland. Especially the beliefs about administration and nation have become even more productive. Finland's visibility is absolute as the country seeks for ways to influence global affairs, on the report of the Country Image Annual Report (Ministry of Foreign Affairs, 2023). The image has also improved, while the countries shared NATO process, offering more possibilities globally.

International studies show how the Finns are becoming more known and cherished globally. In addition, the 2023 Brand Finance Global Soft Power Index shows, that Finland had a significant impact on statistics compared to previous results. Finland has improved its position, from 41 to 35 between total of 121 countries (Ministry for Foreign Affairs, 2023). A good reputation is ranked on 13th, and happiness is strong pillar of the brand image.

Every nation's culture can constantly develop better; it heavily affects the quality of life. Main brand elements for the Finnish brands are happiness, equality, environment, and purpose. An important part of Finland's strategy is the conclusion of equality, non-discrimination, or other disabilities inclusion in the working society (Ministry for Foreign Affairs of Finland, n.d.).

According to Finnish business culture, it is understandable that an active businessperson who wants to invest will only have a limited amount of time regarding business etiquette, with a bit of talking. Finnish society is quite tolerant, but discussing it is not good to discuss religion or politics with a stranger is not good. Every action will be taken seriously in Finnish business culture and word is bond, all agreements will take value. Society encourages building through collaborations and innovation through teamwork possibilities. The Ministry for Foreign Affairs communications director says, a powerful country image creates chances, but it supplies extensive support of all citizens (Ministry of Foreign Affairs, 2023).

2.2.3 Aspects of Consumer Behavior

What is the reputation of Finns like? The people can be known for many unique qualities compared to other Europe regions. There is a specific national character that should be prepared. The people can more unconfident, but when it comes to openness and consumer

behavior, people rarely like to have conversations with strangers or ask help. However, Finns are better listeners than social talkers. Consumers' opinions about own finances and purchase power in the 12-month time were at a weak level. However, in February period, consumer trust in the purchase power was more robust in Eastern Finland (Statistic Finland, 2023).

In Finland, the digitalization of Sales in the cosmetics industry is lower than in other Nordic countries or the average of EU countries, with around 22 percent of all purchases of cosmetic products. However, the share of sales is growing. In 2025, it is estimated to be almost at the same level of EU countries, at around 36 percent, but lower than the Nordic country average (Kauppa Liitto, 2021).

2.3 The Brand Equity Model

According to Aaker (1998) a brand is a distinct name and/or a symbol that aims to identify a seller's goods or services differentiate these goods and services from its competitors. David Aaker, branding strategy professional recommended that brand should not characterize just purpose but reach higher purpose. In addition, other important qualities like name, packaging, logo, organizational culture, design, and communication are part of the objectives regarding brand strategies. Brands have evolved, not only range of transactions but focusing more on human entities to create a value (Guzman, 2021 p.353). Why does the brand exist, and what kind of a higher purpose do they offer?

If the company treats a brand just a name, it fails in not giving its importance (Kotler, 2011 p. 262 & 394). Focusing on brand awareness and building consumer loyalty is relevant in brand management. Brands need transparency: how to be honest and loyal, no need to be perfect in every area. "Driven by core-centric values, human-centric brands treat customers as friends, becoming an integral part of their lifestyle" (Kotler, 2016 p.109). The functions are security and the quality of communication between products and services. The approach of human-centric marketing brings attraction via digitalization.

Maria Galland offers engagement e.g., their philosophy and personalized advice services. Their experts will stimulate skin activity and create new modeling techniques based on state-

of-the-art gestures. The logo is simple and elegant, as of the brand's message creates the movement for respectful skincare. The brand has existed for a long time, and there are many reasons. One of the main reasons to their success is the commitment to the company's brand story. It has been seen as continuous investment in brand-building activities. In addition, another pillar is Maria Galland's brand philosophy. It is their flexibility to modify and customize their services and products. However, the brand is still being discovered in here Northern Europe than Southern-Europe countries. Maria Galland (n.d. -a).

Brand positioning serves a higher purpose through brand archetypes. Maria Galland positions as a caregiver: brand resonates higher purpose and safety. The qualities of a caregiver are intense visuality, quality, and a mother figure for their customers, ensuring helping others (Moschin, 2022). Their brand statement is how skincare movement is for every woman regardless of age.

In real life, customer paths are complex and heterogeneous and involve diverse traditional and digital media combinations (Kotler, 2016 p.93). Maria Galland brand is based on five key points: the ability to customize its services and market trend, the creativity of innovation, commitment to trust, clinically tested formula, and creating products to optimize skincare via intelligence of needs. Maria Galland (n.d. -a)

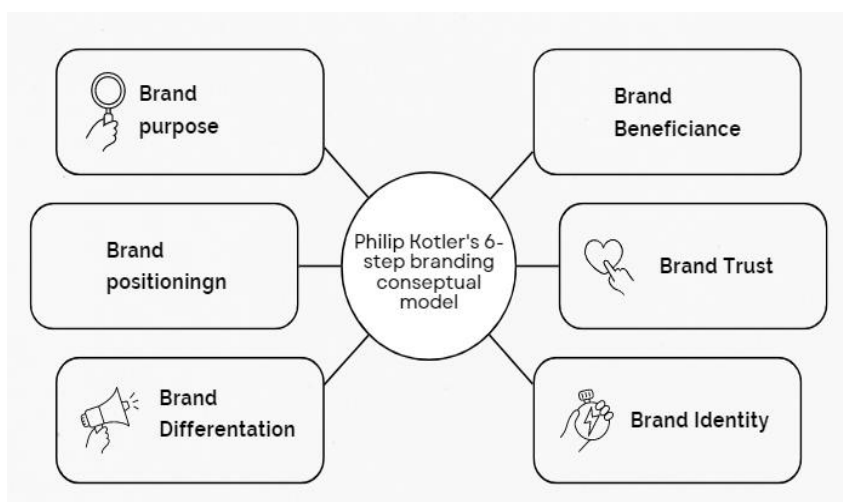


Image 1: Philip Kotler's 6 step branding conceptual model. (Kotler, 2016.)

Image 2. Brand Relationship Wheel. (Fetcherin, 2020.)

The visual identity of Maria Galland is built according to all the primary values of the sense of a Parisian way of living and elegance. The brand's colors, black, and white represent beauty and movement. The logo is iconic, and the logo has changed along the way. The logo looks chic in every color, what brings out its uniqueness and powerfulness. The original visualization was created at the beginning of the 1960s. The logotype represents the movement, and what it will offer on skincare products and services. A font can make a solid visual impact but also get the consumer's attention and build better brand value. Maria Galland (n.d. -a). Brand awareness impacts heavily the consumers' decision-making and emotional needs (Fetcherin, 2020).

Maria Galland brand awareness is limited in the Finnish region because it is new and needs market connections in the market. Maria Galland builds own community, collaborates with the community members, and distributes products to beauty professionals. Nowadays everything has options and competition is crucial. Beauty products and hygiene supplies are gaining popularity in France towards organic and natural supplies (Mordor Intelligence, Forecast 2023-2028).

In addition, the brand personality and consumer self-concept are consistent; consumers may differ depending on brand personality. However, based on these thoughts, brand personality is connected heavily to many characteristics e.g., values and brand story. Maria Galland strong brand identification of the code in the products, each product carries a number. This brand personality becomes on their website quotes: "L'énergie de la Beauté" (in English: The energy of the beauty). The organization wants to create an energetic movement all around Europe and create emotions via its long history; emotional needs is linked to aesthetics e.g., how the brand is designed (Mediabain, n.d.).

Brand loyalty is related to the consumer's buying behavior over time. Customers become more loyal over time, preferring the brands they like. "Branding is storytelling elevated to narrative, often embellished with myth to enhance a product's identity" (Millman, 2012 P.6).

As consumers struggle with social and society pressure on consumer behavior. Brand is referred about someone they know, the higher the loyalty comes to their consumer audience. There are different levels of brand loyalty. A large part of a person's identity is founded on how one sees oneself as a part of one's nation and is based on nationalistic views. (Gudjonsson, 2005 p. 283–293).

2.3.1 Luxury Brand Behavior

The origins of the word luxury trace back to the Latin word, *luxuria*, referring to lavishness (Future Learn, n.d.). As a result of globalization, luxury goods have become more widely available to people. The consumer perceives value when the perceived benefit exceeds the price paid. Luxury brands can refer to brands with product attributes such as high quality, high-level aesthetics, and high premiums (Kong. 2019, p. 131 and 640). However, certain qualities e.g., brand value, economical value, price, and quality offer emotional needs.

Consumers want to impress each other by buying luxury products and services. Therefore, it is rational to assume that the luxury consumer positively affects the brand's identity. The brand needs to hold a strong image and the quality of the products needs to be excellent. However, sustainability and luxury brands make consumption more complex and nuanced. The importance of sustainability and the customer base of luxury brands influences an impact on resentment of each other. Luxury represents power and reputation, such as sustainability has different attributes to desire. However, sustainability can make either increase or diminish a brand's value; consumers are more aware of the purchase decisions of their well-being and the future of the next generations. (Amatulli, 2017, sixth/seventh part).

There is an audience of people who cannot afford to buy these products; luxury brand only needs to resonate with today's consumers as they are. However, pricing and services need to have the same thing as any brand for a brand that is more in look and feel. Luxury beauty brands have an excellent opportunity to tip the scale towards premium/ luxury, but it will take transformational evolution for the scales to rebalance. Luxury is not just logos, it will bring mystery: items that are customized, limited, or unique in some ways are relevant for this reason (Crabtree, 2016).

How can luxury products even sell in Finland when consumers emphasize modesty?

There is always a luxury market. Luxury goods are in demand because of their high pricing, limited accessibility and to bestow status on the buyer. In addition, Sarpila and Haanpää (2010), have investigated the shopping habits of Finns over the previous 10-15 years and have noticed that luxury products, are successful among younger consumers. The power of social media has an impact in 2021. There is a demand for high-end goods. However, usually younger people's financial situation e.g., those under 30 years old, is weaker than millennial people, so this finding is controversial.

2.3.2 Main Product of the Study

Maria Galland offers many products for professional skincare categories: face, body, treatments, makeup, and sun, main products are skincare lines and methods for face. The bestselling products are located on their website, which is new and luxurious for especially for the customer. There are gain creators and pain relievers for the consumer. Pain relievers mean how the brand will help to overcome consumers' difficulties and gain creators to offer help to find the solution for the people. (Mainmedia, n.d.). Their mission is to have a holistic approach, combining the needs of the body, skin, and mind. The method helps women release their energy and charismatic beauty. For example, Maria Galland will offer versatile solutions for their products and treatments, which brings vitality to the skin cells and restores energy to the skin.

The combination of a holistic approach and life tips will bring energy to the skin. In addition, the top strengths of the product are science and nature. Maria Galland believes that every woman has their own energy, which makes them beautiful. The primary market age gap is 30+ aged women. Thus, Maria Galland skin treatments seem very specific, and customize to the needs of every skin. The brand statement is "a skin transformation in just one treatment". Treatments offer the promise of positive energy, and the goal is to restore the energy of consumer beauty. The products own rich ingredients and have eco-packaging. Looking closer, what does it mean exactly? (Maria Galland n.d. -b).

The product is not unscented, but fragrances will go with the present emotional mood to create energetic harmony. In addition, the product ingredients are intended to activate the

skin and its energy. The products are maintained to be highly personal for consumers' needs. However, what about the life cycle of the product? The innovative technology and genuine ingredients and OP-CMG Complex. Maria Galland (n.d.-b). Luxury shows in the ingredients e.g., 24-carat gold, truffle and cell activators integrate with modern technology. "Only cosmetic products for which a legal or natural person is designated within the EU as a "responsible person" can be placed on the market" (European Commission, n.d).



Truffle

White truffle is rich in amino acids, minerals and trace elements. These have an intensely hydrating, balancing and smoothing effect.



Gold

24-carat gold stimulates skin activity and cells for a radiant complexion.



Anti-ageing peptides

These make wrinkles less pronounced and promote the skin's natural production of collagen.



Cell activator

Based on the principle of using telomeres to protect chromosomes, the cell activator provides skin cells with optimal protection and reduces the signs of ageing.

Image 3. A closer look at the ingredients in the TOP-CMG Complex. (Maria Galland, n.d.-b.)

The company's mission is to help every aged woman's skin. In Finland, Tukes is the licensing and control authority who promotes the liability and safety of products and services, including cosmetics. The preparation distribution must ensure the preparation's classification before the product is introduced in the EU market. Classifications are important because the import sale and marketing claims of different groups of products are subject to different legislation. (Tukes, n.d.). For example, the products cannot be misleading to the consumer of the effects.

The offering of many products e.g., categories on skincare: face, body, treatments, makeup, and suncare. The product consists of specific details and codes of the rich ingredients and its details on the website. Maria Galland Paris unites energetic ingredients from of nature into innovation work. Maria Galland, (n.d. -b).

The amount of a good or service matches the actual demand of potential consumers for it. Product pricing is the process of determining the quantitative value of the product and services. Maria Galland's price level is between high volume and premium. The rising demand for natural products leads the premium, consumers' growing awareness of product information has increased all the way to mass production or premium products (EMR, n.d.). The average of the product's pricing is around 30€ - 200€, which is relatively high for cosmetic products. Demand curves show the optimal price point where the curve peaks.

The price sends numerous messages to their consumers, what is essential of what kind of consumer category the brand is seen. The price clarifies more e.g., the quality, value, and social recognition. However, it is crucial that the price generates not only quick profits, but also long-term brand perception with the positioning of services or products. One of its central values for Maria Galland is high innovation, which is crucial for many cosmetic brands. Different cosmetic companies spend millions in marketing and advertising in multiple channels, one of the problems is pricing. In 2023, emphasizing value via messaging and products will be critical to increase consumer spend (Rao, 2023). Maria Galland uses a retail sales model. The main profits come from selling products and services directly to consumers and to the companies.

2.3.3 Main Market Functions

Leading skincare brand is a professional and global French cosmetics manufacturer that has been in the market for many decades worldwide. With the growth in domestic and international markets, especially in the Southern Europe market area, international development within the cosmetics industry Cosmetic channels is becoming more accessible e.g., beauty therapist salons, spas, and other distribution channels. Maria Galland, (n.d. -a).

However, maintaining the brand is quality-oriented, which evaluates itself as a highly reliable brand, and the name gives an image of product safety. However, the design was modernized, which replaced the old model (Pitman, 2017). The new eco-packaging uses ABS/PP with clued seals. The concept represents luxury, non-toxicity, and safety. However, packaging has won awards of its packaging e.g., Awantys Group (Awanty, n.d.). Luxury is superior to markets, but is it more a visual business?

In fundamental trends marketing, analysis refers to different methods that managers use to analyze; the external and internal environments to understand the organization's customers, business atmosphere and opportunities. It helps to identify opportunities and challenges. The internet, which brought connectivity and transparency to our lives, has been primarily responsible for these power shifts (Kotler, 2014 p,130).

The main market area is in Southern Europe, but markets are newborn. The target group is beauty therapists e.g., hotels and spas. The problem is-, that beauty therapists are spread quite wide in Finland, so it is important to know the areas they are. The primary market is in the Helsinki Metropolitan area and other bigger cities in Finland. The challenge is spreading brand awareness in smaller towns in Finland and creating a positive impact and loyal customers for the brand. In addition, EU single markets is part of the European trade agreement, which makes easier access to trade between other EU countries. It allows the free movement of goods, services, capital, and people called, the 4 four freedoms. (The Telegraph, 2017).

The competitors come with other skincare stakeholders with their own brands and clients. It can be challenging to be new in the market and how to approach this target group. The action of selling goods or services, but all businesses face colossal competition. To overcome this situation, businesses need to move towards modern technology to market products and services. Online video marketing utilized for business expansion and offers to find a product on social media. One of the different forms of entertainment is a video, and it is not surprise that numbers reach 78% of people who view content online – and every week (Eu Business, 2022).

Maria Galland has positioned itself as a high-end luxury and premium brand in the European markets. According to the SWOT analysis, Maria Galland is a leading professional skincare brand, which has built its brand through innovation. The products have active ingredients and sustainable eco packaging. The brand is entirely dependent on the French market for its lions' share. The marketing ways are more vital in English than in Finnish. It is essential to reach out younger people, but the price level might be too high among younger people. Maria Galland, (n.d. -d).

The brand needs to answer what the brand can do better than the competition and how the brand solves the point of the target group uniquely. Luxury beauty brands have an excellent opportunity to tip the scale towards premium/ luxury, but it will take transformational evolution for the scales to rebalance. However, consumers purchasing behavior do not always correspond to the income level. (Silvestein, 2003).

The brand can lead, educate, and continue to inspire with the social issues consumers face daily. There is a luxury market, and the goods are in demand because of their high pricing, limited accessibility, and to bestow status on the buyer. While Maria Galland runs seven beauty segments, including professional, its digital performance is focused on creating brand a mission. Building excellent and present relationships can offer exclusivity to social network and customer base. They want to create long-term customer relations and stand together; the employees are the face of their brand too. The focus is on social media channels, but Finnish stakeholder is facing marketing. Creating sustainable value is crucial for today's companies, and marketing plays a central role in this effort (Davis J., 2017 p.5).

The previous theories will support each other's entering new market areas. The brand image theory can offer knowledge of every company's quality to evaluate creating new business. It creates prospects towards e.g., marketing methods and evaluating brand performance and current market situation. When a well-known company makes, a mistake can mislead to a negative stigma on the brand (Romeo, J. 1991).

The nation branding theory supports an understanding of the unique quality unique of the Finnish market and how to develop the business culture and consumers. It is inevitable to know the knowledge of cultural aspects and how to create a business and understand the differences inside other EU market areas. The importance of promoting country brands is vital in international business. However, each nation tries to convey its attributes and overall image. There may be challenges in combining globalization and Finnish culture. Anholt describes (2021), the idea that countries and regions are based on certain stereotypes that now have become part of globalization, with vicious delusions. This means citizens' money is now donated to logos and advertising campaign to raise its image. How governments are

selling the idea of delivering a better national image, the problems without improving the country itself are now part of the global money machine (Anholt, 2021).

3 Methodology

In this thesis, the chosen method was to be one-on-one interviews with selected individuals and the commissioning company of this thesis. The individuals were female beauty professionals with versatile experience of 3 to 7 years on the market. The group was asked a particular specific question, which was aligned with the previous theories. The industry, the service, and the products are personal for the consumer of skincare. Inclusion was to succeed with one-on-one individual interviews and personal answers; the full number of interviews were from 4 chosen individual who had versatile expertise in different parts of Finland.

This type of qualitative research involves asking questions and collecting data about this subject. Why were these people chosen to be part of this interview? The interviewed are potential clients and target groups for Maria Galland. In addition, the other one interviewed is the commissioning company, the cosmetic stakeholder herself. In this thesis, there are A, the beauty experts and B group, the principal.

The A-B group was women between the ages of 25 and 40 years of age. The experts are working as beauticians or in other beauty expert positions. They have years of experience in this field and knowledge about consumer behavior and how they act in the cosmetic field. The geographical area is focused on the Helsinki Metropolitan area and Eastern Finland. The main idea is to research interviewees' experiences, opinions, and attitudes toward the Finnish beauty market and its effects on the current world market.

In addition, it gives more clarity when the discussion is more personal, what kind of clarity it offers from the current market, and what is being examined in the study. However, the interview contained 8 personal questions. The purpose was to ask different questions investigating more the details of based theories.

Data were collected utilizing one-on-one interviews, which were written on a Word document. The interviews lasted about 50 minutes, and the answers were collected between March 22 and April 4 of 2023. The author asked permission to utilize the collected data in this thesis which was granted by each interviewee. She also explained that their data is handled according to European Union's GPRD and assured the participants.

In addition, she said, that the raw data is handled only by the author and utilized in her thesis. The actual analysis was done on a Word document, which is supported the anti-virus protection program. The thesis company granted permission to utilize the data in this research. When the thesis was submitted, the raw data was deleted from the author's PC.

4 Results

4.1 The Findings Behind of Brand Purpose

The first theme that will investigate interviews is a unique brand and its purpose. What does a unique brand mean for the customer? The group A have described that a unique brand need to have a strong history, honesty, loyalty, and a good reputation in the field. In addition, a unique brand offers an image of an exclusive and personal lifestyle for consumers and the people around them.

Based on the following opinions, it is seen that when a unique brand has an excellent reputation, it creates practical value for the consumer and purchasing behavior and decisions. The consumer will have more trust in the brand when it is successful. However, B describes the brand needs to own efficiency and stand out from other brands: having something special that others can't offer to the consumers. The attribute can be e.g., something luxurious, which creates more value for the consumer. The most important thing that makes a brand unique is its effectiveness and image.

In the light of previous theories, the following observation can be concluded; Group A highlights that unique brand must-have brand awareness and loyalty, as Kotler (2011) has described. Brand awareness shows the opinions the good reputation of the brand. The group

B has described its brands image and has something special attribute to offer. This relates to Aaker (1998) in brand building for reaching a higher purpose. Group B share same thinking, as unique brand is customized (Crabtree, 2016). However, in Kotler's (2011) opinion how to stand out it is more the brands' tone of voice, and visual identity, there are more attributes to how stand out, not just the image of the brand.

4.2 Changes in the Consumer Segments in Finland

The second important theme is to analyze what kind of a Finnish consumer uses beauty products and services. Thus, consumer behavior has been changed during the past years, which can be seen in the results. The analysis looks further at how inflation is seen in the current market. The A group answers that consumer behavior changes constantly related to current world trends. When Covid-19 hit, consumers who use beauty products and services of purchasing have decreased massively. Thus, after the pandemic, consumer behavior has heavily boosted using beauty services. Today consumers are fully aware of the ingredients, the harms of the allergic ingredients and how they are manufactured, but they rely heavily on the excellent quality of professionalism.

The A group shares that typical Finns that use the services are working-aged women. They buy products and services around 1-2 times per month. This type of consumer is potential because they are more committed to using this kind of products and services. Nowadays, more men purchase beauty service and products, since they are becoming more aware of the existence of beauty services in earlier decades. The average purchase and sales amounts have decreased, comparing the visitor amount and purchases are picked even more carefully.

Due to inflation, group A describes the prices of products and services been increased. The inflation is shown in many sectors, consumers will pick one product before picking multiple ones. Following the behavior model will leave products in the store, being more dependent on many campaigns. Some consumers have entirely stopped visiting in beauty salons because they are reduced budget, for example, because of studies.

One of the interviewed by A group, who works at a well-known beauty salon in Helsinki, shares that most consumers continue regular visits despite inflation. The consumers are willing to pay for a well-done and high-quality service. Due to inflation challenges the beauty salons have been reducing the quantities of ordered products. For example, the color selection of the gel nail polishes has been reduced, which is reflected in the availability of products for the customers.

However, group B believes there are three types of Finnish consumers. Some beauty-minded consumers who use beauty services and quality products, despite the world situation, are wealthy customers. The second group is the one who uses beauty services, whenever there is extra money. The last type is a group of consumers, who have a skin problem when they need specific service or products. The change in consumer behavior has been different after the pandemic. In the second group the inflation shows widely in consumer behavior, but it helped a little bit when energy prices were balanced. The middle-income customer uses different amounts of money, then before.

Referring to the previous theories (European Commission, 2022.), inflation shows not only in consumer prices but also in specialists/expert services. In the current situation, the pandemic is not a relevant cause in customer behavior, but high inflation is. There are some consumers in the Helsinki area that are not affected by the inflation, and those are the loyal customers, who base their loyalty on brand awareness. The challenge of how to stand out is relevant because of the high competition. In the theory part, clear evidence was found (Statistic Finland), that consumers' assessment of their economy is very fragile in 2023, which can be seen in high prices of services and products.

Due to the theories, the A group is more optimistic about customer consumption than Group B, which can be because of the uncertainty of the customer base in Finland. In the previous theory part, when analyzing Maria Galland's brand identity: the core words are professionalism and excellent quality of products, which truly resonate with the needs of Finnish consumers. Thus, the nation branding theory supports that Finns are aware of their products' quality, reputation, and pure ingredients. Referring previous theory, the average person has lost a lot of purchasing power since wages have grown slowly than reasonable prices for what to buy (Coxx, J., 2023), as the groups answers support.

4.2.1 Finland Has Been Renewed on High Digitalization

In the third theme, there was a question of what can Finland offer to the beauty market and what kind of marketing channels the beauty experts use? The A group says Finland's most vital qualities are seen as minimalistic perhaps due to Finnish personality, pure ingredients, and a lot of versatile cosmetic brands to consumers. Vital education and professionalism are seen as positive features in the field. The A group sees Finland can offer a cultural background to the cosmetic industry, through the purity and responsibility of Finnish nature.

What kind of social media channels do the interviewed professionals use for work purposes? The A group, says they prefer TikTok, Instagram, Facebook, and WhatsApp. They feel that marketing should be entirely personal as well. The style of the publications varies depending on the channel. The most powerful one is TikTok, because if people want to know about the reviews, it offers more comprehensive information than using Google platform.

It offers more visual aspects and e.g., body language. The experts see that shared news on Facebook is more about beauty services, not specific products. On TikTok the marketing of beauty services is more a human-centric videos e.g., lash lift is done step by step. In addition, there can be other sponsors as customers, who repost services in their social media channels.

Group B uses marketing channels as different beauty associations own social media channels e.g., private Facebook groups. They rely upon on specific marketing channels, where they can find as many beauty professionals as possible. However, the B group struggles, how consumers will make online store purchases. In addition, they participate in different beauty events and online training. The group B sees Finland can offer more international aspects, not just their own cosmetics brands.

Research has shown that organic and natural products are on the rise in the French market (Mordor Intelligence, 2018-2028). The nation branding theory supports the attributes that Finns appreciate in the cosmetic world. People value pure ingredients and the responsibility of nature. Consumers value natural ingredients, the benefit has always been when it comes to natural beauty. Group B struggles with e-commerce because it has not succeed in

impacting emotional needs as a caregiver (Moschin,2022). According to (Amatulli,2017), luxury brands and sustainability can be complex situations because luxury represents power and excellent reputation, such as sustainability has different attributes to desire, which can be seen in marketing, packaging, ingredients, and service areas. Sustainability can either diminish or increase a brand's values, so it is essential to know its audience and preferences.

The 2023 Brand Finance Global Soft Power Index says that Finland has dramatically impacted on rankings (Ministry of Foreign Affairs, 2023). Relying upon marketing methods in theory part, online video marketing is an effective way to catch consumer attention and expansion to find a product on social media (Eu Business, 2022).

The power of Instagram and TikTok is seen to be in the presence of quickly accessible references and in the step by step description of the services. According to one group video marketing is more a human-centric approach in TikTok than in Facebook. As Guzman suggested, focusing more on human-entities to create a value for the brand identity (Guzman, 2021 p.353).

The group B focuses more on traditional channels that need to be very effective, and what needs to be more effective. In addition, Finns are an online nation, so the focus of consumption needs to be on online channels. Consumers need efficient e-commerce stores and strong references that do not risk losing the customer base. Brand archetypes are crucial in affecting our emotional needs, Maria Galland is a caregiver who provides safety and a mother figure to the consumer. As Kotler (2016) said, customer paths are complex and customer paths need diverse combinations of traditional and digital media. Brand Finance Finland's (2023) report said that Finland's strongest brand is the gigantic technology organization, Nokia. What does this tell about our culture and high/tech?



Image 4. Recommendations of strong marketing channels

4.2.2 The Added Value of Customer Loyalty

As the last theme of the interview, the interviewees' opinion was asked about customer loyalty. What are the brand loyalty challenges with long-term consumers? What kind of added value can products, especially luxury products, offer to the industry? Based on the results of A group, the competition is fierce in the cosmetic industry, and new beauty salons are constantly being established. There are always risks, such as the transfers of customers to other beauty salons, but also prices and references. That is why it is to serve the customer and meet the customer's needs as comprehensively as possible.

The answers show that when consumers know the stakeholder or salon owner better, the quantity of customers returning back is higher. In addition, the importance of booking next time on the spot helps maintain customer flow. Inside this group, which lives in a smaller city in Finland and isn't located in the Helsinki Metropolitan area, the expert sees that there is no challenge in creating long-term customer relation when customer service is personal, and the quality is excellent. The A group shares also that added value is created, by customer

service, expertise, a certain lifestyle, and a sense of security towards the customer. These beauty experts create value by organizing private events, especially for luxury brands.

In addition, group B shares that it is difficult for a lot of beauty brands in Finland to create long-term customer relationships. However, consumers usually use many brands at the same time. Unfortunately, the benefit of cosmetics is reduced when using multiple skincare lines at the same time. The second group sees luxury as high-quality training for beauty experts and products – such as packaging and promotional materials.

Based on these answers, Kotler's (2016) Brand management guides toward a human-centric approach, treating their customers like friends. The solutions will support personal service, full-filling the customer's need of security. Scandinavian Cosmetics Group (n.d.) says Nordic countries are a human-centric market, so these values will support each other. However, based on these answers, personal service is more equivalent in smaller towns in Finland, due to fewer customers.

Consumers are influenced by references, where they will use their money. However, based on answers, the challenge is that the group B describes Finns like to rely on many brands, which creates brutal competition between brands. In addition, the research study of Sarpila and Haanpää (2010) says that social media has an impact, especially for younger consumers. Based on the answers, the risk is higher to lose customers in Helsinki in a high competition surroundings, where long-term customers are not as challenging to maintain as in the smaller cities.

5 Recommendations

Based on research, a few different development targets have been found for the client. The first theme is recommendations for marketing aspects. Based on theories and interviews, the Finnish core value is sustainability. Maria Galland shows they have e.g., eco-packaging, but does it offer enough in their marketing? The sustainability aspect would bring more value for the Finnish consumer who uses beauty services. Finnish consumers rely on excellent quality of service, professionalism, and pure ingredients.

The challenge was for the thesis commissioning company to build a network in this market. The tools for building long-term brand awareness can take time, but even the most minor changes can be profitable. There could be more vital social media channels where Maria Galland would share more about their skincare treatments and products e.g., on TikTok. Beauty experts are using this modern channel, where Maria Galland should be. Video marketing is statistically shown to build more successful media and quicker ways to find references in the content (Eu Business, 2022).

The research has shown how much Finns spend their time with on the internet via many social media channels. The commissioning company of thesis could use modern technology in their website, the leading Finnish website should have e.g., a video marketing banner, which could be a real eye catcher for the consumer visiting their organization's website. The consumer path needs traditional and digital tools to create value. With eye-catching images, the customers are likely to remember the storytelling (Maria Galland, n.d -e).

Successful relationships are usually long-term, where the service provider has won the business loyalty and trust of the customers, according to the interviews, based on the interview. When an organization leaves behind on constant development, it can lead consumers to another brand, because competition is crucial in the cosmetic business. Building strong, long-term, positive relations based on technology, excellent service, and a human-centric approach.

The client's problem was, finding customers who are the most loyal to the brand. The challenge comes because competition is higher in Helsinki, but service can be very personal in smaller towns where the lifestyle might differ from the capital area. The brand needs to focus on smaller towns because they have a lot of potential to create higher visibility. One of the ways can be reaching out via events or social media.

The organization needs to adopt a Customer Relationship Management (CRM) – system that streamlines all work, contributing to a higher ROR and ROI. The system helps to collect data on a customer's spending purchasing and pattern, for instance, in e-commerce. The importance of personalization, implementation, and understanding of consumer lifetime value. A CRM offers businesses many benefits that help them boost revenue and lifetime

customer values, increase sales, nurture leads, and improve customer service (Forbes, 2023).

The tools are finding long-term customers from the field. In the interviews, they found one beautician has sponsorship customers who share the client's services and products in their channel. It is not reasonable to have discounts when it's a luxury product. However, the customers deserve some kind of an added value, which may be a discount for X number of services or a gift goodie bags. Sponsors could be Finnish social media persons or other influencers who can offer reviews of products and services, creating a human-centric approach for the customers. There are suggested prospects to build awareness: sustainability aspect in the marketing content, using modern technology like video marketing, build a successful network through client references. There must be feedback surveys on their services and products in the yearly schedule.

One of the critical attributes of brand equity is visualization. The cosmetic industry is very aesthetic, and strong visual expression is part of it. The goal is to focus on Maria Galland brand's professionalism. The quality of product photos and logos needs to be more precise and more professional. The beauticians are shown to be on new social media channels e.g., TikTok, so skincare treatments and new product launching can be shown in TikTok and YouTube, for a human-centric approach to Marketing. In the marketing of EU/ETA – countries region, the following six claims' criteria must be followed: legality, veracity, evidence-based support, integrity, justice, and informed decisions (Tukes, n.d.).

The main customers for Maria Galland are over 30+, but they have Detox treatments for younger consumers. Both the younger and older generation are following social media channels, and the younger generation are interested of luxury products (Sarpila, 2010). The brand could do marketing on their newest skincare treatments and why the customers should buy it. The people will have access to references and a quick way to see the brand. The channels of social media marketing are the most effective way to build a customer base. The stakeholder can better highlight ideology, long professional history, and specific energetic beauty tips on what Maria Galland's origin is. Thus, that can lead to better recognition and a more comprehensive range of services.

The French and Finnish cultures can respectfully support each other, and the brand has much potential to be more known in the Finnish market. The brand has visibility of its skincare services in different luxury spas and beauty salons around Europe. The brand should reach out to luxury chains. The understanding of Finnish business culture was studied in this thesis, and getting the attention of chain managers is relevant. Finnish business culture can have a lot of bureaucracy but also potential. The stakeholder has a long history, which must be highlighted because Finns appreciate extended professionalism when they need beauty services or help with skincare problems.

The cosmetic business is going towards more sustainability, and every luxury beauty brand needs to be aware of it. Based on the survey, the stakeholder needs to focus on more modern channels and the growth of e-commerce, which is considered a future trend. Understanding consumers' actual needs is essential for the development of the stakeholder. Finnish consumers' makeup purchasing has increased; the value of skincare is relevant, but so is makeup for younger consumers. The highlighting of the makeup line could be more visitable than now.

6 Conclusion

In conclusion, Finnish consumers are aware of using social media channels (Sarpila, 2010). They know what kind of products they want, highly value professionalism, high-quality products, and current trends, and know about cosmetic ingredients. In conclusion, the purchase decision will take time, depending on consumers' financial situation. However, consumers are more loyal when mutual trust and personal service exist. In addition, more personalized experiences will improve customer loyalty and marketing in Finland.

This thesis aimed to create tools to build brand equity, which leads to greater brand recognition, higher sales, and higher profit margin for Ivask Kosmetiika Oy. The aim is to do marketing for the Finnish nation with a French touch. In conclusion, the company has good possibilities for new consumers on the market when the focus is on the proper steps to understand Finnish consumers and their actual emotional needs. The import company provides a particular lifestyle for its customers – providing more energetic skin than ever before. Beauty is a feeling, regardless of age.

The research question was, how to enter to Scandinavian market? Entering is possible when the correct marks are observed correctly. The theory part finds attributes that will support understanding mainly of the Finnish and EU market situation, Finnish high-digitalization, consumption habits of cosmetics, and cosmetic brand values, which generally come from our national history. In the theory part, were observed sources that support the growth of the Finnish nation brand. The state has increased the capital of its internationality.

It is also reflected a lot in the cosmetics of business and trade, including the safety regulations of the products. The threat is that the Scandinavian region has a large surface area but a small population in broad geographical areas. The luxury industry has a smaller market area among younger consumers, but there is a demand for luxury products for its exclusivity. Maintaining the market growth of previous attributes requires customized marketing channels and systematic upgrades.

Despite the challenges towards rapid consumer changes, prioritizing the fingerprints of a unique brand and emotional impact. Maria Galland is a caregiver who wants to help people for a better quality of life. The theory has shown Finns are the happiest country in the world for 6th year in a row.

The culture shares certain brand equity values like sustainability. Importance of affecting emotional needs and what is visible in their purchasing behavior e.g., good reputation and professionalism, but the lack of using the services and products decreased. However, French cosmetics are known for their high quality, and the culture offers certain lifestyles and added value.

The practical research it was found that the brand has changed its approach towards Finnish consumers, but the understanding of what kind of modern channels there are and how to upgrade current ones. The importance of emotionally impacting the company's brand story emphasizes new potential customers and maintaining current ones. Finns are one of the most loyal people when they believe in the product and quality service. Then, the customers will share their references forward.

If this research study continued to the master's degree, it would be continuing comprehensive research about brand advertising impact or how cosmetic brands will exploit impulsive buying for a cosmetic brand/market. The higher purpose is to distribute feeling: everyone has the right to feel beautiful in their skin regardless of financial situation, age, or social preferences. The brand is committed to the intelligence of needs.

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Appendix 1: One-on-one questions

1. What unique brand means for you?
2. What kind of consumer behavior changes have you seen during past years?
3. What kind of is typical Finn customer, who uses cosmetic services?
4. What kind of marketing channels do you use in your work, for example look information, marketing and educate?
5. What kind of cultural background Finland can offer to the cosmetic field?
6. What are the difficulties to create long-term customers?
7. What kind of qualities to create value for customers, especially luxury brands?
8. Is inflation visible in the cosmetic field and how?

Appendix 2: Images

Figure 1. Philip Kotler's 6-step branding conceptual model

Figure 2. Brand Relationship Wheel

Figure 3. A closer look at the ingredients in the TOP-CMG Complex

Figure 4. Recommendations of strong marketing channels