



Developing Consumer Claims in Cosmetic Industry

Regulatory Considerations and Market Insights Through
Case Study Analysis

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ABSTRACT

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Developing Consumer Claims in Cosmetic Industry
Regulatory Considerations and Market Insights Through Case Study Analysis

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This thesis is a case study on a new cosmetic product. The aim of this thesis was to explore the creation and utilization of consumer claims in marketing, alongside the regulatory framework governing these claims. A test group of 15 participants tested the product over 28 days, completing detailed surveys about their experiences and perceptions.

The primary objective was to develop credible consumer claims based on the feedback collected from the test group, which could then be leveraged in the product's marketing strategy. The regulatory aspects of creating and using these claims in marketing were also examined to ensure compliance with relevant guidelines.

Data was gathered through a combination of direct feedback from the test group and extensive desk research. This included a review of existing regulations and marketing practices in the cosmetic industry. The feedback from the surveys was analysed to generate consumer claims that accurately reflect the product's benefits and user experiences.

The results indicated that consumer claims developed from test group feedback can significantly enhance marketing efforts, provided they are truthful and comply with regulatory standards. The findings also highlighted the importance of understanding and adhering to the regulatory environment to avoid potential legal issues.

The thesis suggests that integrating consumer feedback into marketing claims can create more compelling and trustworthy advertising. However, it is crucial for companies to thoroughly understand the regulatory landscape and ensure all claims are substantiated and compliant. This approach not only improves marketing effectiveness but also builds consumer trust and loyalty.

Key words: marketing, cosmetics, consumer claims, regulation, product testing

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ABBREVIATIONS AND TERMS

Marketing	The action or business of promoting and selling products or services, including market research and advertising.
Cosmetics	Products applied to the body, especially the face, to improve appearance.
Consumer Claims	Statements made by a company regarding the benefits or effectiveness of their product, aimed at convincing consumers.
Regulation	Rules or directives made and maintained by an authority to regulate conduct, especially in the cosmetic industry.
Product Testing	The process of using scientific methods to determine the safety and effectiveness of a product before it is marketed.

1 INTRODUCTION

The cosmetic industry is constantly evolving, and companies must continually innovate to remain competitive. One key aspect of product development is creating effective consumer claims that accurately reflect the benefits of the product while appealing to the target market. This thesis aims to explore consumer preferences and purchase intentions through product testing to create effective consumer claims for a new cosmetic product. Product testing was conducted in August 2022.

This study focuses on a new night mask developed by Made in 7 Heaven. A test group of 15 individuals was recruited to test the product for 28 days and answer questions related to the product and its use. The surveys will also assess the quality of their skin before and after using the product and their consumer habits.

The data collected from the surveys will be analysed to identify patterns in consumer preferences and purchase intentions. This information will then be used to create consumer claims for the new night mask that accurately reflect the benefits of the product and appeal to the target market.

Additionally, this thesis examines cosmetics legislation and marketing to provide a comprehensive understanding of the regulatory and marketing landscape for the new night mask. This understanding will inform the development of consumer claims that comply with regulations and effectively communicate the benefits of the product to the target market.

Overall, the findings of this study will provide valuable insights into consumer preferences and purchase intentions, which can be used to create effective consumer claims for the case study test product. The study will also contribute to the broader understanding of cosmetics legislation and marketing, which can inform future product development and marketing strategies in the cosmetic industry.

1.1. Thesis objectives and research questions

The main objective for this thesis is to develop credible and effective consumer claims for a new cosmetic product, a night mask, and to understand the regulatory framework governing these claims. The thesis aims to integrate consumer feedback into marketing strategies to enhance the product's appeal and ensure compliance with relevant regulations.

The thesis will investigate:

- The initial condition of the skin of the test group participants at the beginning of the product testing.
- The experiences of the test group participants during the testing period, including aspects such as composition, usage, scent, packaging, user experience, and preferences.
- The results of the test product on the skin of the test group participants after the testing period.

The test group evaluated a moisturizing night mask. The product is designed for dry skin, with the primary purpose of hydrating the skin. The research questions were formulated around this purpose.

The test group was asked the following questions:

- Did they experience the product moisturizing their skin?
- Did they notice any changes in their skin?
- Did the skin tone improve?
- Did the product improve the condition of the skin surface?
- Was the product pleasant to use?

2 MARKETING AND CONSUMER CLAIMS IN COSMETIC INDUSTRY

Marketing and consumer claims play a crucial role in the cosmetic industry, helping companies to differentiate their products and appeal to target audiences. This section explores the key aspects of marketing strategies, the importance of consumer claims, and the regulatory environment governing these claims. By understanding these elements, companies can create effective marketing campaigns that not only attract consumers but also comply with industry regulations. The following subsections will delve into the specifics of company branding, marketing strategies, and the formulation of consumer claims.

2.1. Company brand

The company's goal is to be a pioneer in its field and invest in quality. The company's goal is a comprehensive service path that offers customers customized and professional services. The company specializes in developing a versatile product range for people with sensitive and thin skin in the northern region.

The products are manufactured in Tampere and have Finland's key brand. Experts are actively involved in product development to ensure effectiveness and solve various skin problems. The product series consists of four different collections that are suitable for different skin types. The preparations contain natural raw materials and are made in small batches. In addition, the products are domestic and vegan friendly.



PICTURE 1. The moisturizing night mask and related products.

(madein7heaven)

2.2 Marketing in cosmetic industry

The cosmetic industry is a highly competitive market that continuously evolves with changing consumer preferences and technological advancements. Effective marketing strategies are essential for companies to create brand awareness, differentiate themselves from competitors, and drive sales.

In the realm of luxury cosmetics, experiential marketing influences various aspects of consumer purchasing behaviour, emotions, social interactions, sensory perceptions, and cognition. This necessitates companies to embrace innovative approaches that go beyond mere transactions to craft distinctive brand experiences. Various tools, including marketing campaigns, product specifications, and communication channels, are employed to engage consumers' minds and facilitate interaction between luxury cosmetic brands and their clientele. (Dhillon, Agarwal, Rajpu, 2022, 11)

Marketing in the cosmetic industry involves creating and implementing strategies to promote products and build brand recognition. The primary goal of marketing in the cosmetic industry is to meet the needs and preferences of the target market, increase brand visibility and awareness, and ultimately increase sales. Marketing strategies in the cosmetic industry typically focus on promoting products through advertising, public relations, influencer marketing, social media, and e-commerce platforms.

Marketing of cosmetic products typically involves creating images related to beauty and well-being. Increasingly, cosmetics are also marketed with factual claims, such as "Makes lashes look longer by 50%" or "Smooths wrinkles by 60%". The provisions of Chapter 2 of the Consumer Protection Act concerning marketing also apply to cosmetics marketing, which means that factual claims must be verifiable, and the overall impression of the advertisement must give a truthful picture of the marketed product. However, commercial praise, such as "Product X has a skin-nourishing formula," is also permitted for cosmetic products (Paloranta, 2014, 206). This source highlights how marketers balance factual claims and creative imagery while striving to comply with the requirements set by the Consumer Protection Act.

2.3 Marketing strategy in the case company

The case company aims to provide high-quality and safe care with a focus on meeting the unique needs of each client. They have set goals in the following areas:

- **Quality:** The company strives for excellence in all aspects of its operations, including product quality, employee professionalism, treatment environment, and overall appearance.
- **Safety:** The company only uses products with valid EU import permits and ensures that users are trained and follow instructions for safe use. The company places great importance on complying with health and safety regulations.
- **Customer satisfaction:** The company values their customers and respects their privacy, striving to meet their needs and exceed their expectations.

2.4 Consumer claims in cosmetic industry

When marketing cosmetics, it is essential that all claims made about the products are accurate and truthful. Claims should not be associated with properties or effects that the product does not actually possess, and any effects presented must be supported by evidence. The information provided in product marketing should enable both consumers and professionals to make informed choices when considering a purchase.

The purpose of regulating claims in the cosmetic industry is to ensure that consumers are protected from misleading marketing practices and to promote fair trade. This regulation seeks to improve consumer protection, establish a level playing field for businesses, and foster fair competition.

In cosmetic advertising, statements made by celebrities or individual consumers about the promoted product can be utilized. These statements may reflect the person's own assessment or opinion of the product. However, if the statement made by the individual is a factual claim, the advertiser must be prepared to substantiate the claim with research findings if necessary. The same applies to

recommendations from experts, such as researchers. They can only be used if the recommendations are based on sufficient research evidence. (Paloranta, 2014, 209)

3 LEGISLATION

Legislation in the cosmetic industry varies by country and region, but common themes and requirements ensure that cosmetic products are safe for human use and that consumers are informed about the ingredients. The EU Cosmetics Regulation applies to all cosmetic products imported to the EU/EEA market, including Finland, establishing rules to ensure product safety and protect public health. The Finnish Cosmetic Products Act (492/2013) ensures compliance with EU regulations and is enforced by the Finnish Safety and Chemicals Agency (Tukes). Tukes oversees product safety, labelling, and marketing to ensure consumers are well-informed and protected.

3.1 Overview of cosmetic industry legislation

Cosmetic industry legislation varies by region but generally ensures product safety and informs consumers about ingredients. The EU Cosmetics Regulation applies to all cosmetic products imported to the EU/EEA market, including Finland, establishing rules to ensure product safety and protect public health. The National Cosmetics Act in Finland regulates the duties of authorities and compliance with EU cosmetics regulations. It governs product labelling, language requirements for product information, and penalties for non-compliance. The legislation applies to both consumer and professional cosmetic products (Tukes, n.d.).

In Finland, Tukes and Finnish Customs oversee the safety of cosmetic products available on the market. Products must adhere to the requirements of the EU Cosmetics Regulation and the Cosmetics Act, with responsibility for safety falling on the manufacturer, importer, and seller (Tukes, n.d.).

In general, legislation in the cosmetic industry is designed to protect consumers from harm and ensure that cosmetic products are safe for human use. This includes requirements for labelling, ingredient safety, and product testing. Companies that manufacture or sell cosmetics must comply with these regulations to ensure that their products are legal and safe for consumers.

The EU Cosmetics Regulation (EC) No 1223/2009 mandates that all claims about cosmetic products be truthful and substantiated to prevent misleading consumers. It sets out safety requirements for products and ingredients, necessitating a safety assessment before market entry. Products must be labelled with essential information, such as the responsible person's name, ingredient list, batch number, and product function, ensuring consumers are well-informed. The regulation also prohibits hazardous substances like lead, mercury, and cadmium, and requires product traceability to address safety issues effectively.

3.1.1 Regulation of Consumer Claims in the EU

The regulation of consumer claims in the EU cosmetic industry is primarily governed by Regulation (EC) No 1223/2009. This regulation ensures that claims about cosmetic products are accurate and substantiated to prevent misleading consumers. It emphasizes protecting consumers from false or exaggerated claims. Additionally, Directive 2005/29/EC addresses unfair commercial practices, providing a legal framework against false advertising. The regulation mandates the establishment of common criteria for cosmetic claims to ensure consistency and consumer trust across the EU. All claims, including those about effectiveness or ingredients, must be backed by scientific evidence.

These regulatory measures ensure high standards and transparency in marketing practices, promoting consumer confidence and an ethical market environment.

3.1.2 Cosmetics Legislation in Finland

In Finland, the legislation governing cosmetics aligns with the EU Cosmetics Regulation (EC) No 1223/2009 but includes specific national regulations. The Finnish legislation, particularly the Finnish Cosmetic Products Act (492/2013), ensures the safety and compliance of cosmetic products marketed in Finland. This act is enforced by the Finnish Safety and Chemicals Agency (Tukes), which oversees the safety, labelling, and marketing of cosmetics.

The Finnish Cosmetic Products Act mandates that cosmetic products must not pose a risk to human health when used under normal or reasonably foreseeable

conditions. Manufacturers, importers, and distributors must ensure compliance with safety requirements, including proper labelling and packaging. Tukes monitors compliance through inspections and has the authority to take corrective measures if products do not meet safety standards.

According to Tukes (n.d.), all cosmetic products must include information on the product label, such as the name and address of the responsible person, ingredients, and usage instructions. This transparency helps consumers make informed choices and ensures traceability of products in case of safety issues.

4 CONSUMER SURVEY FOR THE CASE COMPANY

Consumer surveys are an essential tool for gathering valuable insights into customer preferences, experiences, and satisfaction levels. For this thesis, a series of surveys were conducted to evaluate the effectiveness and consumer perception of a new night mask product developed by the case company. The following sections detail the methodology and findings of these surveys, which were instrumental in developing evidence-based consumer claims for the product.

4.1 Consumer survey conducted for this thesis

For this thesis, a test group of 15 participants with varying demographics was assembled to test the case company's product over a 28-day period. The group included both males and females aged 25 to 70 years, with diverse skin types and skincare routines.

The primary aim of this thesis was to develop evidence-based consumer claims for a newly designed night mask product. To achieve this objective, three surveys were conducted among the participants throughout the testing period. The surveys were designed to assess various aspects of the product's effectiveness, including skin moisturization, skin brightening, skin texture improvement, and overall user satisfaction.

The first survey, conducted at the beginning of the testing period, August 2022, gathered baseline data on the participants' skin condition. The second survey, conducted midway through the testing period, focused on the participants' experiences and preferences regarding the product's composition, usage, scent, and packaging. The third and final survey, conducted at the end of the testing period, evaluated the overall impact of the product on the participants' skin.

The 28-day duration was chosen because it aligns with the natural skin renewal process, allowing sufficient time to observe the effects of the new product on the skin. (Halsas-Lehto, Raivio, 2011, 42)

4.1 Detailed analysis of survey content

The surveys were designed to gather comprehensive information about the test group's experience with the product. The first survey (Appendix 1) was conducted at the beginning of the trial period, where the participants were asked about their skin quality, concerns, and daily skincare routines. The second survey (Appendix 2) was conducted midway through the trial period, where the participants were asked about any changes they noticed in their skin quality, the product's effectiveness, and any potential side effects. Finally, the third survey (Appendix 3) was conducted at the end of the trial period, where the participants were asked to provide their overall impressions and opinions on the product.

The collected data from the surveys was analysed to identify patterns in consumer habits, preferences, and opinions about the product. Based on the survey results, consumer claims for the new cosmetic product were created. These claims accurately reflected the product's benefits while appealing to the target market. The claims also comply with the relevant regulations and standards in the cosmetic industry.

The created consumer claims were essential in marketing the new cosmetic product. The claims provide clear and concise information about the product's benefits to the target market. Additionally, the claims help differentiate the product from competitors and build brand recognition.

4.2 Content of the first survey: Initial skin condition

First survey was sent to the test group before the start of the product testing period. The primary objective of this survey was to map and analyse the participants' current skin condition. The survey instructions recommended that the testers stand in front of a mirror and conduct a thorough analysis of their skin's condition.

The survey consisted of several questions that aimed to gather information about the participants' skin type, possible skin problems, signs of aging, and their current skincare routine. The participants were also asked to provide their

expectations regarding the features and effects they hoped to experience from the tested product.

The data collected from the survey was analysed to identify the test group's skin types and conditions. This analysis provided insights into the specific skin concerns that the product needed to address and the features that the consumers desired.

4.3 Responses to the First Survey

4.3.1 Unevenness in skin tone

A total of 15 respondents participated in the survey. Among them, eight reported localized redness due to dryness or sensitivity, seven had freckles or moles, and six experienced impurities. Additionally, five respondents mentioned having dull skin, four had couperose, three reported pigment changes, and one had acne scars. The question allowed multiple answers.

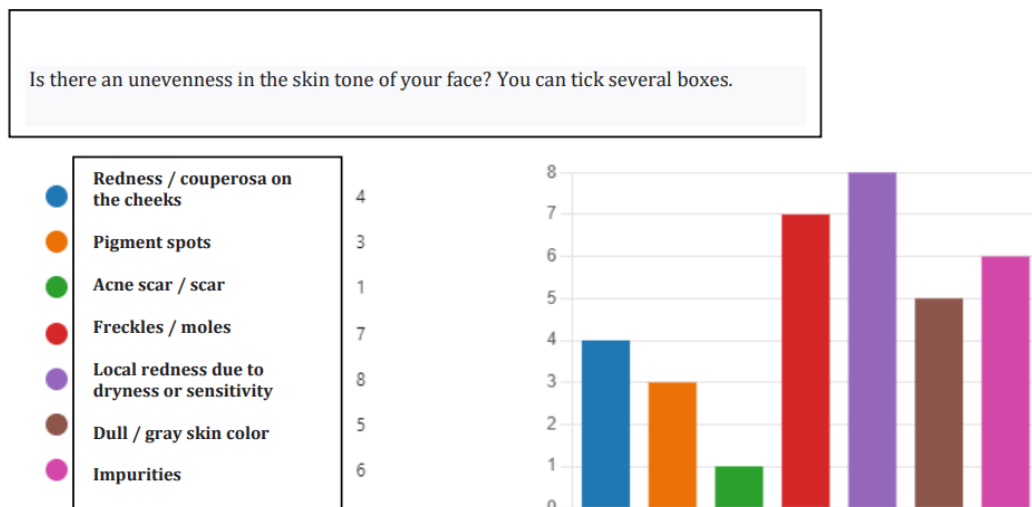


FIGURE 1. Infographic about the question: Unevenness in the skin tone of the face.

4.3.2 Dryness of the skin before using the product

Three respondents indicated their skin felt dry. Eight respondents noted their skin often feels dry but not at that moment. Two respondents mentioned their skin flakes from dryness either currently or frequently. Two respondents said

their skin feels tight from dryness either currently or often. Three respondents reported their skin rarely feels tight. Fourteen respondents stated that if they don't care for their skin, it dries easily, and no respondents chose "none of the above." The question allowed multiple answers.

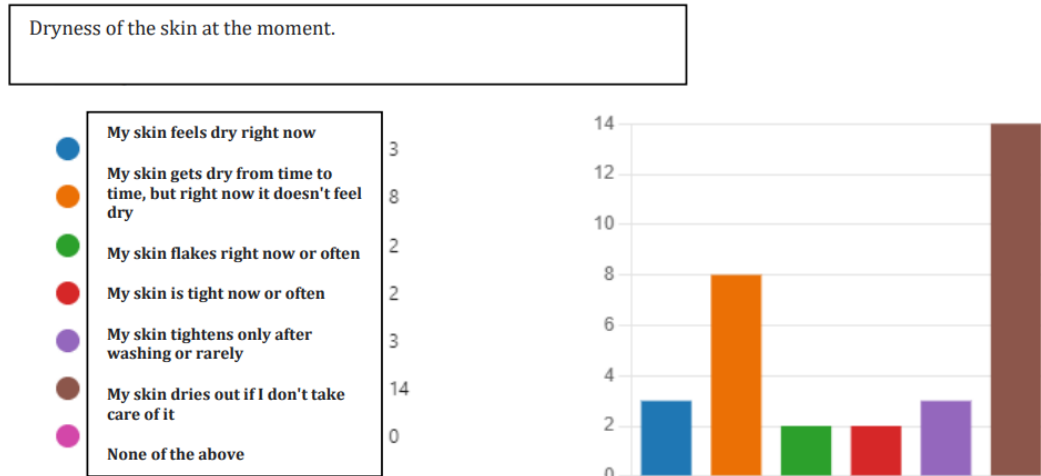


FIGURE 2. Infographic about the question: Dryness of the skin at the moment.

4.3.3 Oily skin (excess skin sebum production)

Three respondents indicated that their skin often shines. Five respondents noted that their skin often shines in the T-zone (forehead, nose, jaw). Five respondents reported currently having pimples. Four mentioned occasionally getting pimples, and six stated they rarely get pimples. Eight respondents reported having blackheads, and four had whiteheads. One respondent noted that with the right skincare, they can balance their skin's sebum production. Three respondents had enlarged pores. One reported none of the above. The question allowed multiple answers.

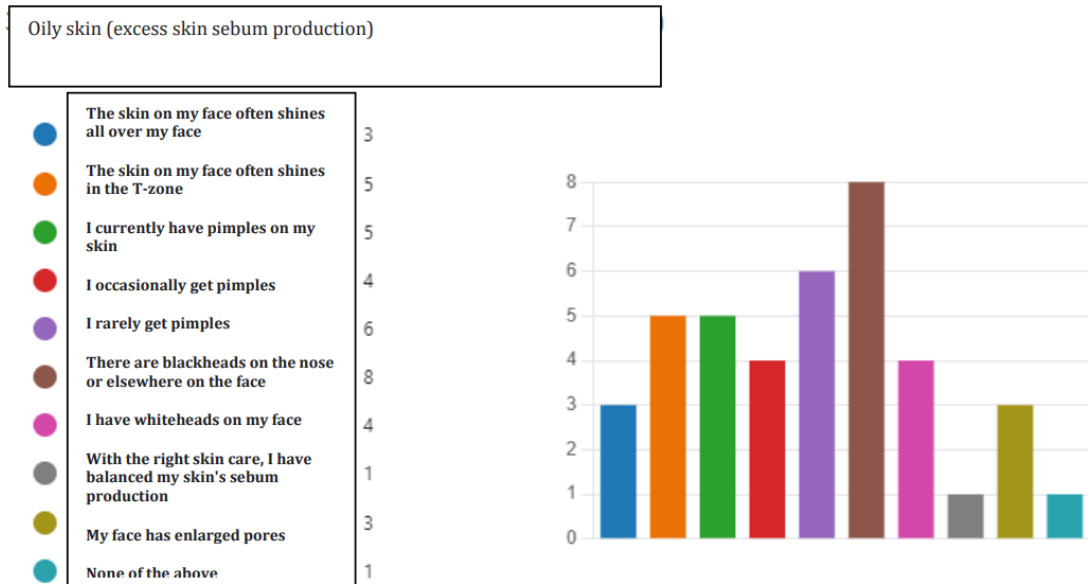


FIGURE 3. Infographic about the question: Oily skin (excess skin sebum production).

4.3.4 Facial skin sensitivity

Three respondents indicated that their skin often gets red. Four respondents mentioned that their skin gets red occasionally. Five respondents reported that their skin reacts easily to the wrong kinds of products. Four respondents noted that their skin gets easily red from rubbing. Seven respondents indicated that their skin gets easily red from the climate. Two respondents reported none of the above. No respondents indicated that food or raw materials negatively affect their skin. The question allowed multiple answers.

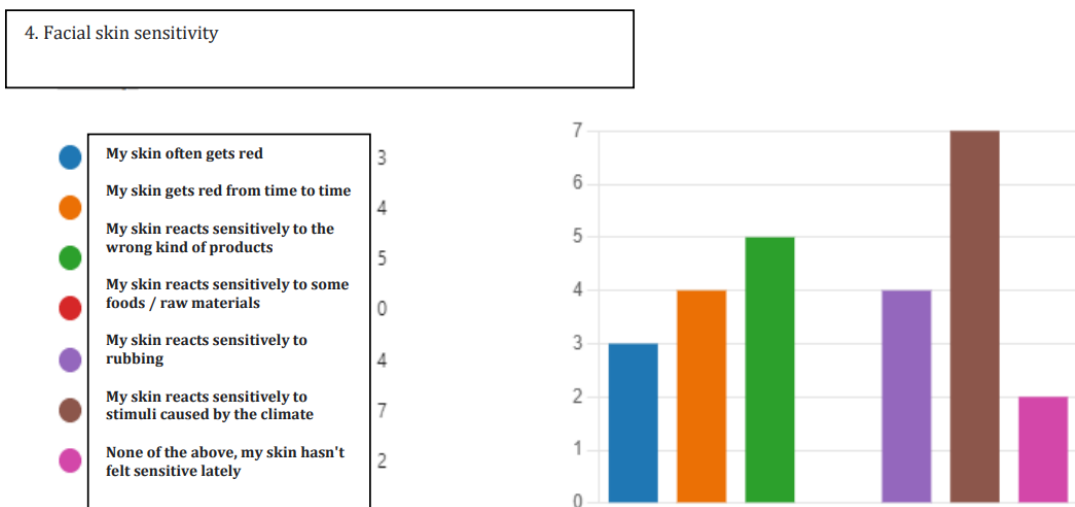


FIGURE 4. Facial skin sensitivity.

4.3.5 Signs of aging

Four participants reported having small wrinkles caused by dryness or fatigue. Ten participants had small wrinkles or fine lines. One participant had deeper fine lines. Four respondents noted that their skin was sagging. Six respondents indicated that their skin was thinning, and one had no signs of aging. The question allowed multiple answers.

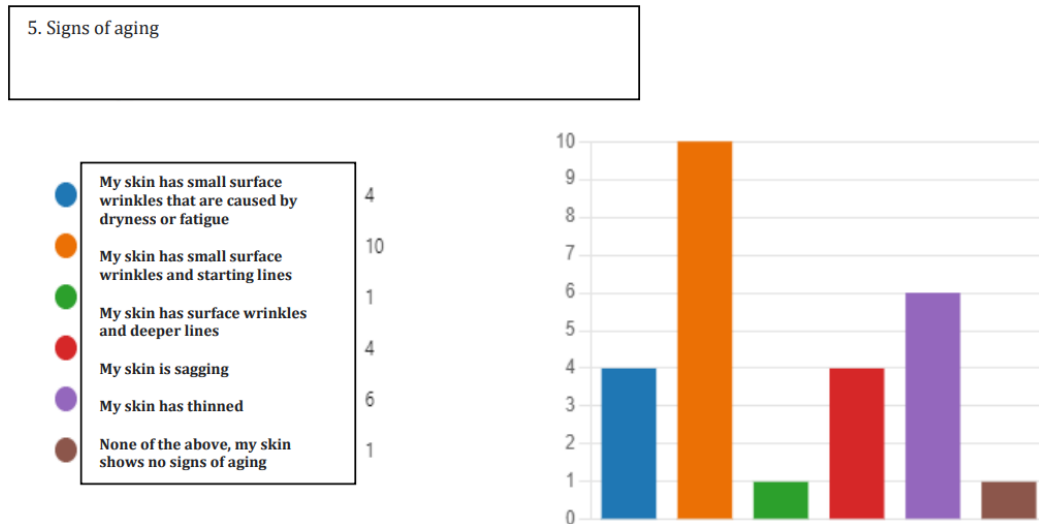


FIGURE 5. Infographic about the question: Signs of aging.

4.3.6 Skin care routines

This was an open-ended question about participants' skin care routines. Participants were asked to describe the products they use in their skin care routine, including the type of cleansing products, moisturizers, and any additional products they use regularly.

The responses can be summarized as follows:

- Eleven participants wash their skin regularly in the morning and evening.
- Three participants wash their face once a day.
- Eleven participants use moisturizer twice a day, while three use it once a day.
- Four participants exfoliate their skin weekly.
- Three participants use a face mask weekly.
- Nine participants use toner daily.
- Ten participants use eye cream every day.

- Two participants use all the above products occasionally.
- One participant uses these products rarely or not at all.

4.3.7 Other skin changes

One person in the test group answered: The skin tans easily.

4.3.8 Expectations of the testing product

This question was an open-ended question to survey the test group participants' expectations of the test product. Fourteen out of fifteen participants responded to this question.

- **Moisturizing and hydration:** Many participants hoped the product would moisturize and keep their skin hydrated without looking greasy.
- **Ease of Application:** Participants hoped the product would be easy to apply, noting that very thick creams often don't spread well.
- **Scent:** Several participants desired a mild, fresh scent for the product.
- **Desired Effects:** Participants hoped the product would deeply hydrate their skin, provide moisture and elasticity, and not make the skin excessively shiny or cause impurities.
- They also expected the product to refresh and hydrate the skin, reduce fine lines and wrinkles, increase elasticity, and even out the skin surface. Some participants wished that the product would make their skin elastic and smooth, help with dry skin, and reduce wrinkles.
- **Calming Effect:** A calming effect on the skin was mentioned as a desired attribute.
- **Specific Skin Concerns:** Participants hoped the product would help with dry skin and also have an effect on oily areas, reducing pimples. One

participant specifically mentioned wanting a non-messy product that does not increase or worsen skin oiliness.

- General Improvements: Participants hoped for more hydrated and possibly cleaner skin.

4.4 Content of the second survey: Mid-testing period feedback

Second survey was conducted in the middle of the product testing period and aimed to map the consumer habits of the test group and their understanding of cosmetic product properties. The survey sought to gather information on the testers' preferences for product compositions, packaging materials, and the importance of ethical issues when making product choices.

The survey included questions on whether the testers had been using the test product daily and whether they were satisfied with the product at that point. Additionally, the survey aimed to gather data on the consumer habits of the testers when purchasing new cosmetic products. The survey asked about the testers' preferences in product style, and whether their choices were influenced by factors such as whether the product was natural or where it was made, or how it had been tested.

Furthermore, the survey examined how different marketing methods impacted the testers' purchase decisions. The survey included questions about the types of marketing methods the testers found most appealing and effective in influencing their purchase decisions.

The data collected from this survey was essential in identifying the consumer preferences and habits of the test group, and the factors that influence their product choices. This analysis provided insights into the factors that influenced the testers' purchasing decisions, and the marketing methods that were most effective in reaching them.

4.5 Responses to the second survey

4.5.1 Regular use of the product during the testing period

Of the respondents, 53.3% (8 participants) answered yes, they have been using the night mask daily for the past few weeks. Another 33.3% (5 participants) reported using it almost daily, while 13.3% (2 participants) answered no. So in total over 86.7% of the testers used product daily or almost daily. This question had only one answer option.

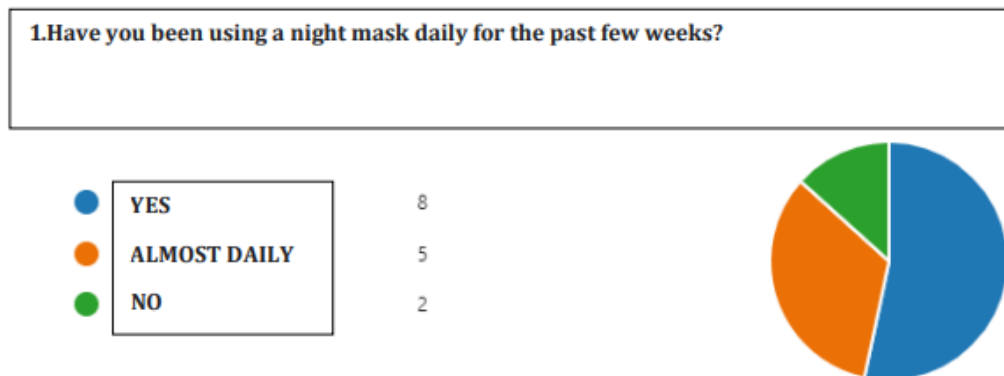


FIGURE 6. Infographic about the question: Have you been using a night mask daily for the past few weeks?

4.5.2 Satisfaction with the product composition

93.3% (14 participants) answered yes, they have been satisfied with the composition of the mask. Additionally, 6.7% (1 participant) reported being relatively satisfied, while none of the participants answered no. This question had only one answer option.

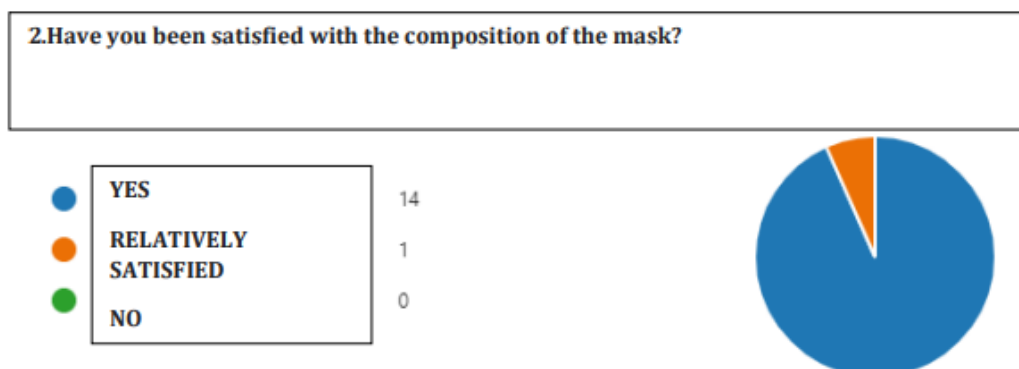


FIGURE 7. Infographic about the question: Have you been satisfied with the composition of the mask?

4.5.3 Improvement ideas for the product

One participant answered: scent.

4.5.4 Use of different face masks

One respondent mentioned using a clay mask, four respondents use fabric masks, two use night masks, one uses a peel-off mask, three use any kind of masks, and four respondents do not use masks at all. The question allowed multiple answers.

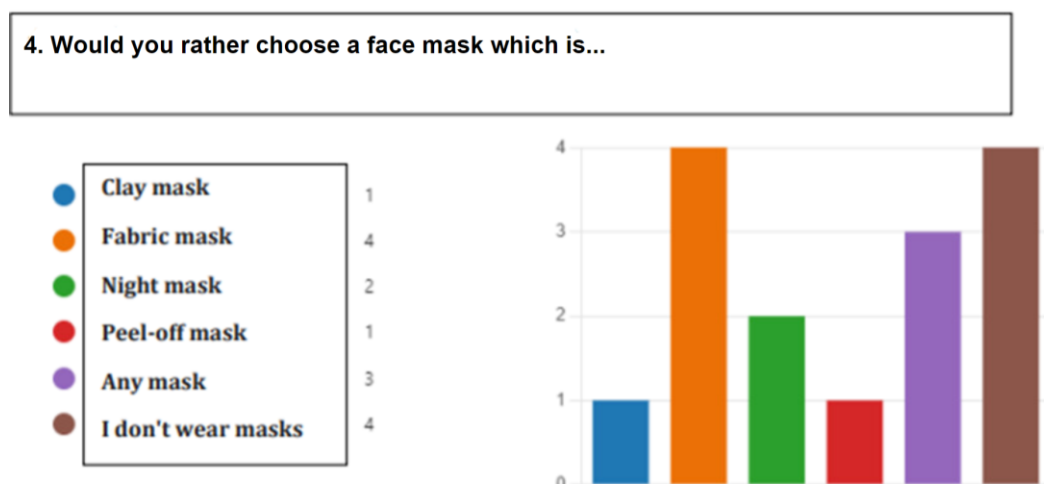


FIGURE 8. Infographic about the question: What kind of face mask would you choose?

4.5.5 Satisfaction with the product scent

Ten participants answered that they have been satisfied with the scent. 4 participants answered relatively satisfied and one participant answered no.

In total 62.5% was pleased with the scent of the product. This question had only one answer option.

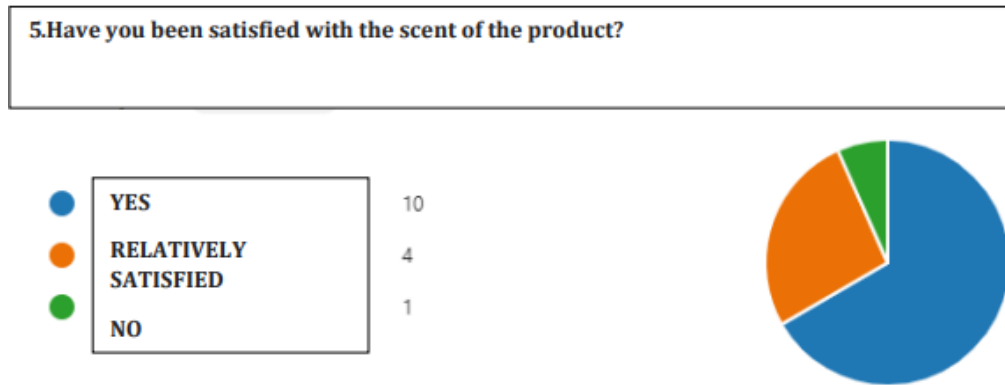


FIGURE 9. Have you been satisfied with the scent of the product?

4.5.6 Improvement ideas for scent

One participant answered: unpleasant and the smell of a dirty & outdated product. Second participant answered: as a person with a perfume allergy, the scent is mild, but it could have an additional sweet, etc. note so it wouldn't smell so industrial.

4.5.7 General preferences for scented face masks

One participant prefers fragrance-free products, ten participants prefer a mild fragrance, three participants prefer a scented cream, and one participant stated that scent isn't a factor at all. This question had only one answer option.

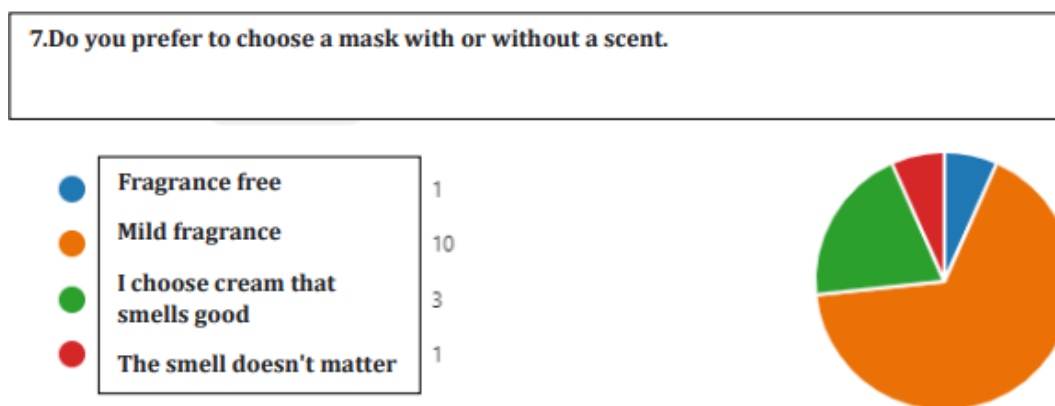


FIGURE 10. Infographic about the question: Do you prefer to choose a mask with or without a scent?

4.5.8 Skin sensation after using the product

11 participants answered that skin felt moisturized after using the cream and 4 answered that they didn't notice any difference.

In total 73.3% felt that their skin felt more moisturized after using the product.

This question had only one answer option.

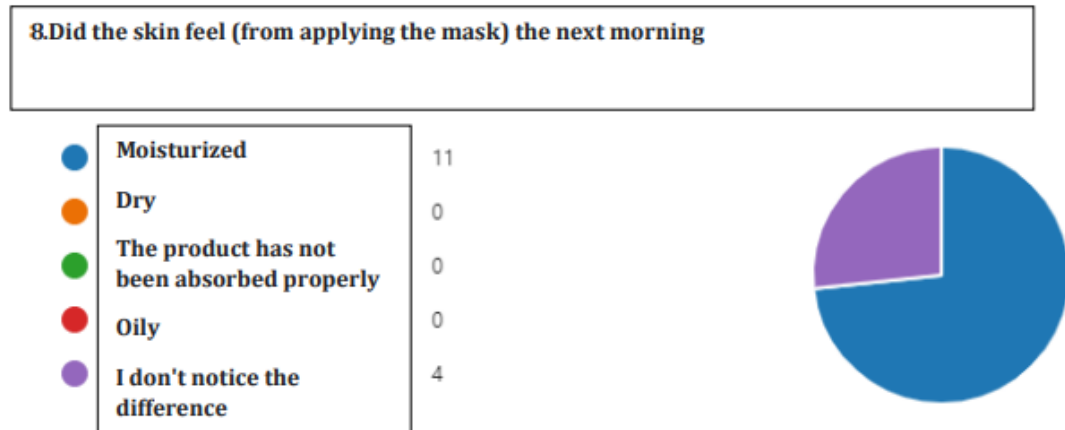


FIGURE 11. Infographic about the question: How did your skin feel after using the product?

4.5.9 Significant changes in skin

Nine participants answered that they noticed significant changes in their skin after using the mask. Four participants answered neutral, and two participants answered that they didn't notice any difference.

In total 56.3% of the respondents noticed significant difference in their skin after using the product. This question had only one answer option.

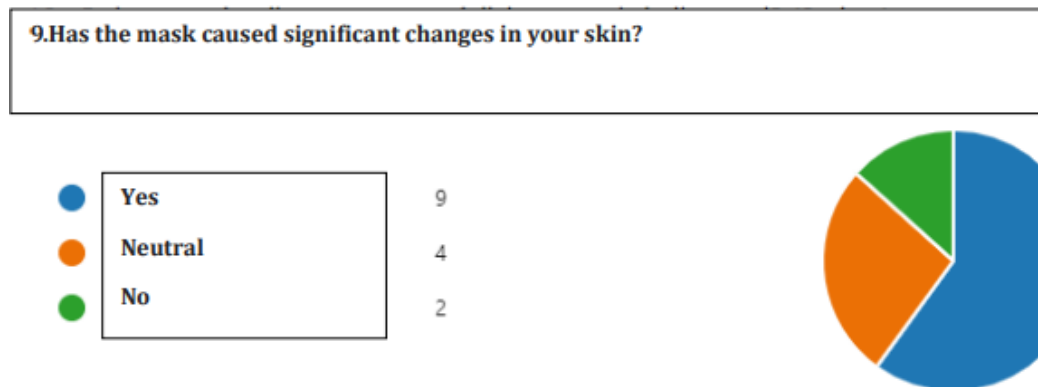


FIGURE 12. Infographic about the question: Has the mask caused significant changes in your skin?

4.5.10 Improvement ideas for effectiveness

Three participants answered this question. It was not mandatory to answer.

1. The dry areas have improved, but there has been blockage in the chin area.
2. Moisturizes but no other noticeable changes.
3. I developed a rash, had to discontinue use, but resumed using it again about 4 days ago.

4.5.11 Packaging of the product

10 participants answered that they think they think that the packaging of the product is of high quality. 4 participants answered neutral and 1 answered no. This question had only one answer option.

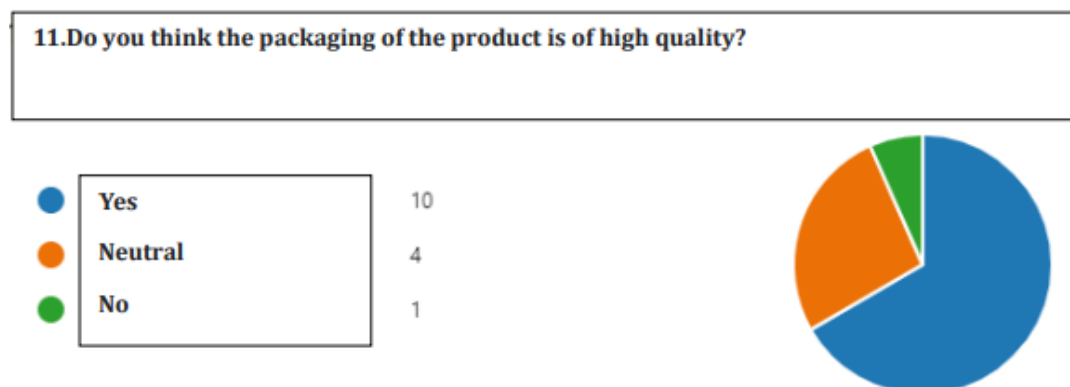


FIGURE 13. Infographic about the question: Do you think the packaging of the product is of high quality?

4.5.12 Improvement ideas for packaging

One participant answered: Develops a more ecological, modern, and streamlined system in cooperation with educational institutions.

4.5.13 Influence of packaging material on purchase decision

2 participants answered that the packaging material influences on their purchase decision. 8 participants answered neutral, and 5 participants answered that it doesn't affect at all. This question had only one answer option.



FIGURE 14. Infographic about the question: How much the packaging material influence your purchase decision?

4.5.14 Preference for packaging material

Four participants answered that they prefer ecological packaging. Zero answered that they value decorativeness effect. Five answered that they prefer both equally and six felt that neither effect on their purchase decision.

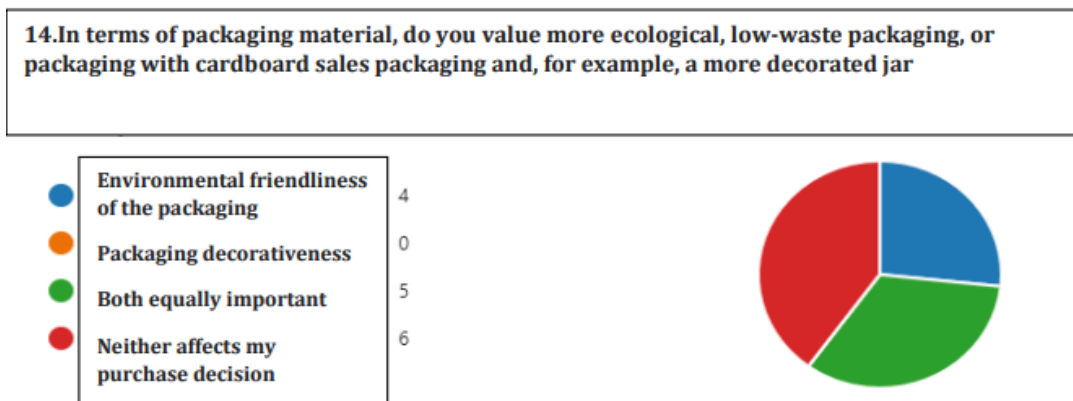


FIGURE 15. Infographic about the question: Preferences for packaging material.

4.5.15 Influence of raw material source on purchase decision

6 participants answered that they prefer raw materials obtained from nature and zero prefer chemically produced product. 5 participants answered that they prefer both equally and 4 respondents answered that neither option affects their purchase decision. This question had only one answer option.

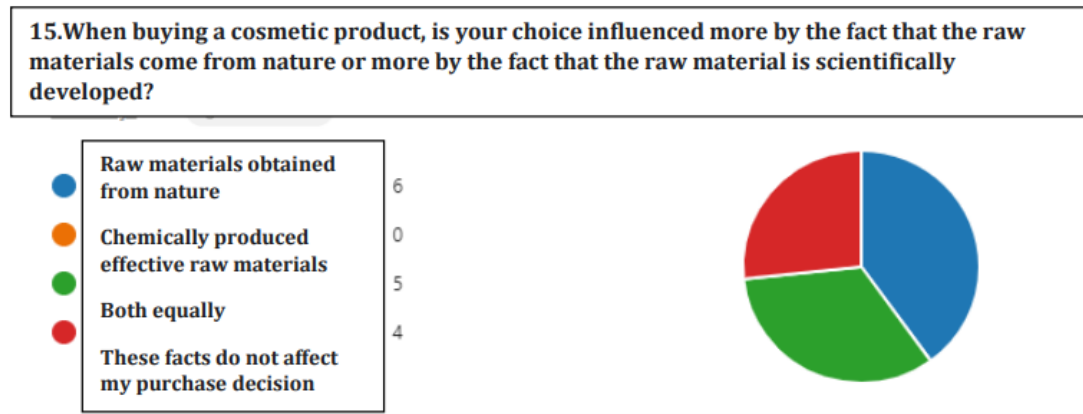


FIGURE 16. Infographic about the question: Are you influenced more by natural or scientifically developed raw materials?

4.5.16 Influence of country of manufacture on purchase decision

Six participants answered that the country of manufacture affects, 6 answered neutral and 3 answered that it does not affect. This question had only one answer option.

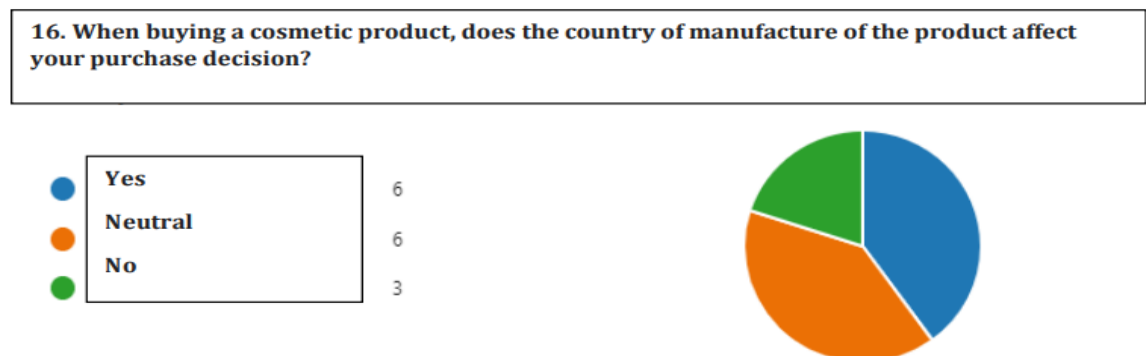


FIGURE 17. Infographic about the question: Does the country of manufacture affect your purchase decision?

4.5.17 Influence of product testing method on purchase decision

Six participants answered that product testing method effects on the purchase decision. 8 answered neutral and one answered that it does not affect. This question had only one answer option.

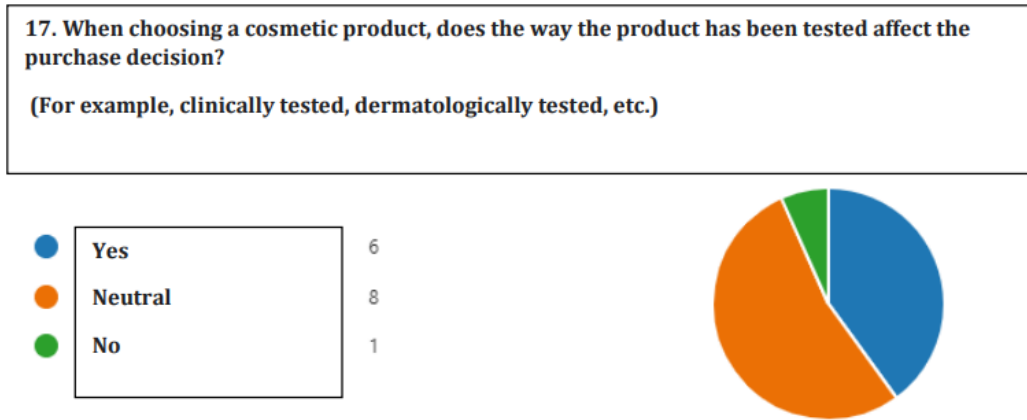


FIGURE 18. Infographic about the question: Does the way the product has been tested affect the purchase decision?

4.5.18 Influence of advertising effectiveness on purchase decision

Zero respondents answered that it affects a lot. 12 respondents answered that it may affect. Zero respondents answered that affects negatively and 3 answered that it does not affect at all. This question had only one answer option.

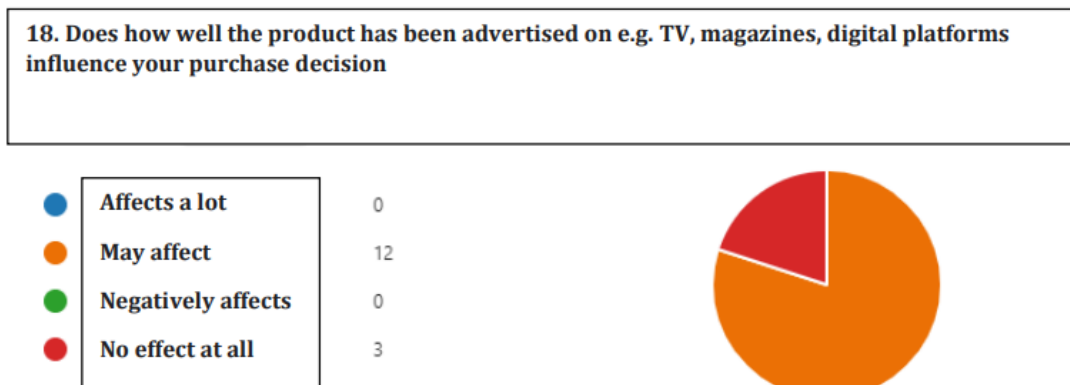


FIGURE 19. Infographic about the question: Does the quality of product advertising influence your purchase decision?

4.5.19 Advertising slogans that capture attention in cosmetic products

This was an open-ended question to survey the test group participants' preferences and thoughts on cosmetic marketing and the use of consumer claims in marketing. The question: "What kind of advertising slogans attract your attention in cosmetic products?"

Summary of answers from 15 respondents:

- Tester opinions: Emphasizing the importance of opinions from testers and users.
- Effectiveness and benefits: Keywords like "effective," "moisturizing," "nurturing," and "rejuvenating properties" are attractive.
- Natural and activating functions: Highlighting natural ingredients and products that activate the skin's natural functions.
- Familiar brands and recommendations: The influence of seller recommendations and familiar brands over promises or fancy phrases.
- Safety and Testing: Importance of product safety, thorough testing, and the basis for claimed effectiveness.
- Affordability and origin: Affordability and the country of manufacture (preferably Finland) are significant factors.
- Moisturizing Properties: Emphasizing moisturizing benefits is particularly attractive.
- No Animal Testing: Assurance of no animal testing and highlighting product uniqueness compared to others on the market.
- Availability: Product availability is crucial, with preference for products that are easily accessible.
- Natural cosmetics: Preference for natural cosmetics suitable for sensitive skin.
- Product Information: Trust in expert opinions and clear information on the type of skin or purpose the product is suitable for.
- Ingredients for aging skin: Interest in products containing ingredients suitable for aging skin and those that firm the skin.

- Non-Sticky and non-greasy: Preference for products that moisturize without leaving the skin sticky or greasy.
- Professional endorsement: Attraction to brands or product lines used by beauty industry professionals.

Overall, participants are drawn to advertising slogans that emphasize product effectiveness, natural ingredients, safety, and thorough testing. They also value recommendations from familiar brands and experts, affordability, and clear information on product suitability.

4.6 Content of the third survey: Post-testing period results

Third and final survey of the test group aimed to analyse the effects of the tested product on the testers' skin in greater detail. Testers were instructed to fill out the survey again in front of a mirror, analysing the current condition of their skin.

The survey included questions about whether the tester had noticed a difference in their skin's moisture balance, brightness, skin colour, surface condition, or firmness compared to the start of the test period. Additionally, the survey asked whether the tester would recommend the product to a friend or buy it for them-selves, and whether the product's price-quality ratio was perceived to be correct.

Testers were also asked to describe the product's composition, smells, and overall image in their own words. They were further asked to describe any sensations they experienced on their skin during and after the test period. Additionally, the survey sought to gather data on the testers' perception of the brand and the product, as well as any ideas they had for product development.

The data collected from this survey was essential in identifying the overall effectiveness of the tested product and its impact on the testers' skin. The survey findings were analysed to identify patterns and trends in the testers' experiences and perceptions of the product. This analysis provided insights into the

product's strengths and weaknesses and informed future product development and marketing strategies.

4.7 Responses to the third survey

4.7.1 Have testers used the product for 28 days?

14 participants answered that they have been regularly using the product during the testing period. 1 answered unregularly. This question had only one answer option.

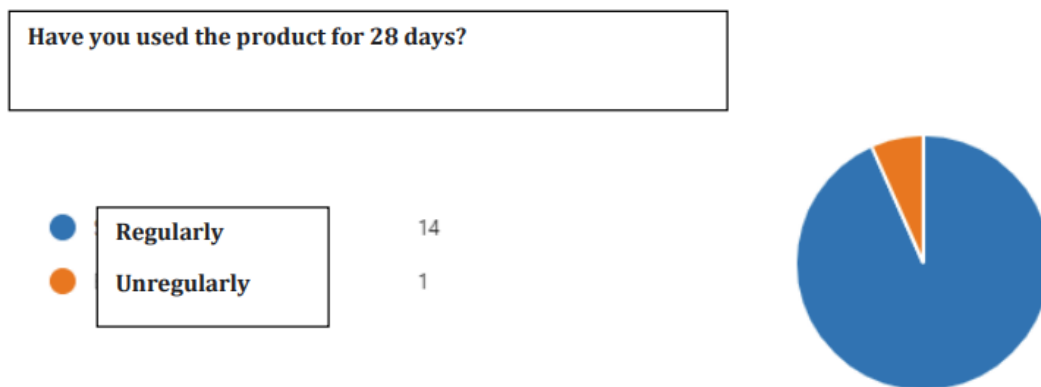


FIGURE 20. Infographic about the question: Have you used the product for 28 days?

4.7.2 Effectiveness of night mask in moisturizing

3 participants said that the product has been moisturizing the skin very well. 7 answered that it has been moisturizing well, 3 fairly well, zero poor and 2 respondents answered that the product hasn't moisturized the skin enough. This question had only one answer option.

Of the respondents, 20% (3 participants) stated that the night mask has moisturized their skin very well. Another 46.7% (7 participants) reported that it has been moisturizing well, and 20% (3 participants) said it moisturized fairly well. None of the respondents reported poor moisturizing effects, while 13.3% (2 participants) indicated that the product hasn't moisturized their skin enough.

Consumer claim could be based on this: "87% of users reported that our night mask provides effective moisturizing for their skin."

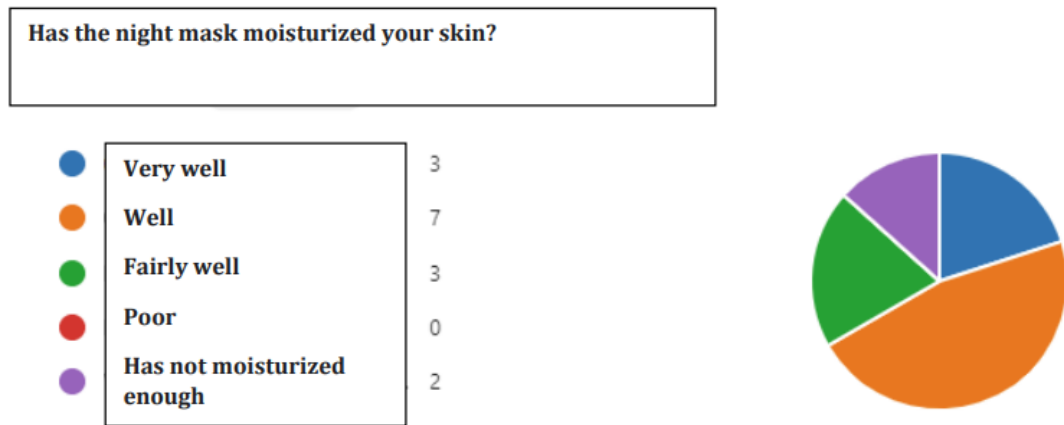


FIGURE 21. Infographic about the question: Has the night mask moisturized your skin?

4.7.3 Effectiveness of night mask in brightening

One respondent stated that the product has significantly brightened their skin tone. Four respondents indicated that it brightened their skin tone well, and another four said it worked quite well. No respondents reported poor results, while six noted no change in their skin tone. This question had only one answer option.

Of the respondents, 6.7% (1 respondent) stated that the product significantly brightened their skin tone, 26.7% (4 respondents) said it brightened their skin tone well, and another 26.7% (4 respondents) reported it worked quite well. In total, 60% of the respondents experienced some level of skin brightening from the product. Meanwhile, 40% (6 respondents) noted no change in their skin tone, and none reported poor results.

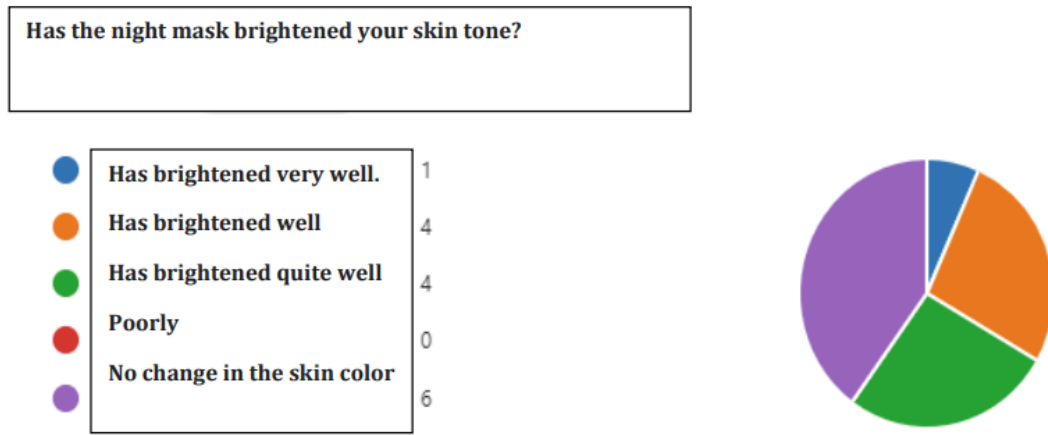


FIGURE 22. Infographic about the question: Has the night mask brightened your skin tone?

4.7.4 Effectiveness of night mask in smoothening

2 participants stated that the mask has smoothed very well the texture of their skin. 2 stated that the product has smoothed their skin well. 6 answered quite well, zero poorly and 5 answered that they didn't notice the difference. None noticed negative effect. This question had only one answer option. In total, 66.7% (10 out of 15 participants) noticed some difference in the texture of their skin.

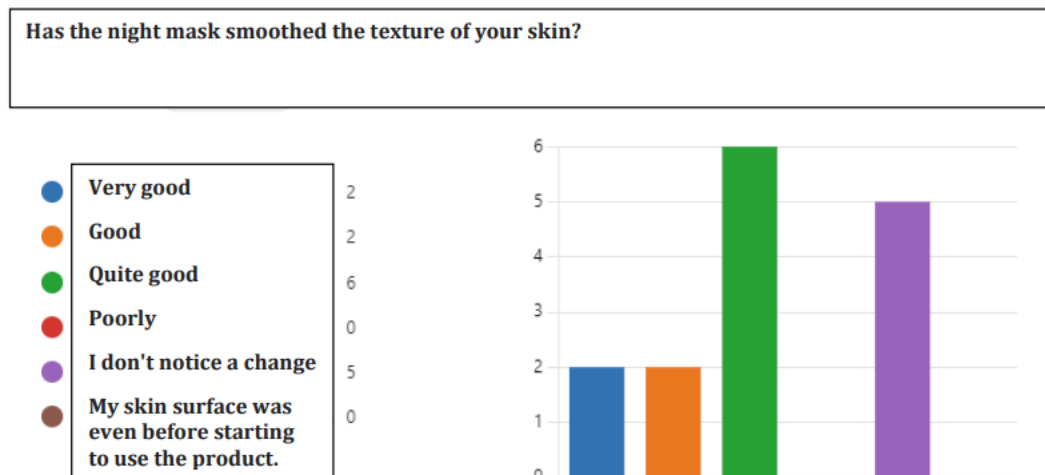


FIGURE 23. Infographic about the question: Has the night mask smoothed the texture of your skin?

4.7.5 Effectiveness of night mask in anti-aging effect

One respondent stated that the product has tightened their skin texture. 8 stated that it has made some difference on their skin tightness and 6 answered that they have not noticed any difference. This question had only one answer option. In total, 60% (9 out of 15 participants) reported some change in their skin tightness after using the product.

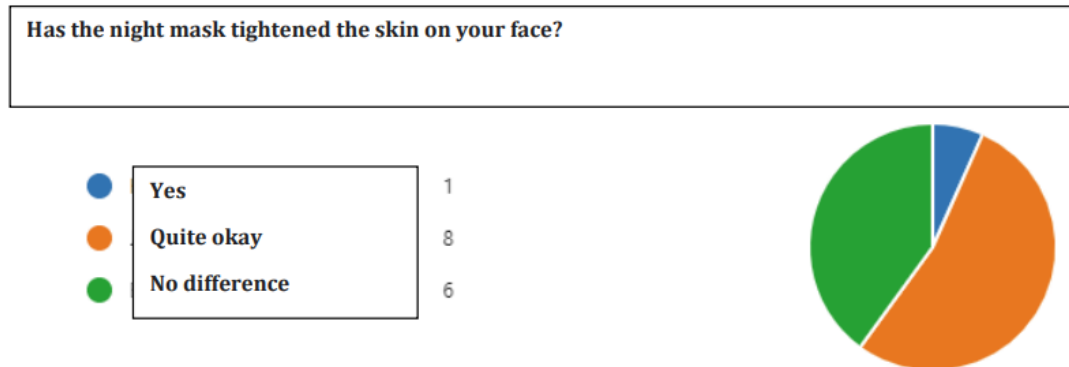


FIGURE 24. Infographic about the question: Has the night mask tightened the skin on your face?

4.7.6 Changes in skin's moisture balance before and after the test period

Four participants stated that they feel that their skins overall moisture balance is better after using the product. 6 participants stated that their skins moisture balance is somehow better after using the product and 4 participants stated that they did not notice any difference.

In total, 73.3% (11 out of 15 participants) reported some improvement in their skin's overall moisture balance after using the product. This question had only one answer option.

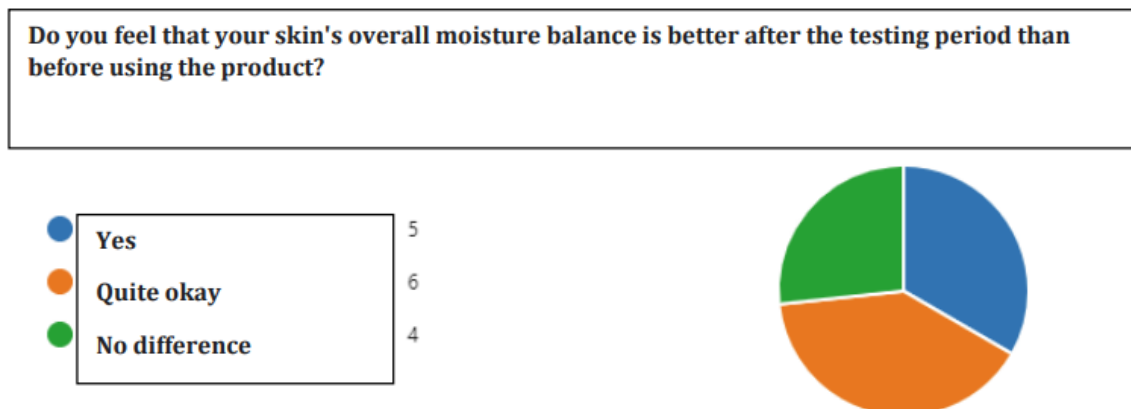


FIGURE 25. Infographic about the question: Is your skin's moisture balance better after the testing period?

4.7.7 Product satisfaction

60% (9 testers) reported being satisfied with the product, while 40% (6 testers) indicated being quite satisfied. None reported being not satisfied at all. This question had only one answer option.

In total 100% of users reported being either satisfied or quite satisfied with the products effectiveness.

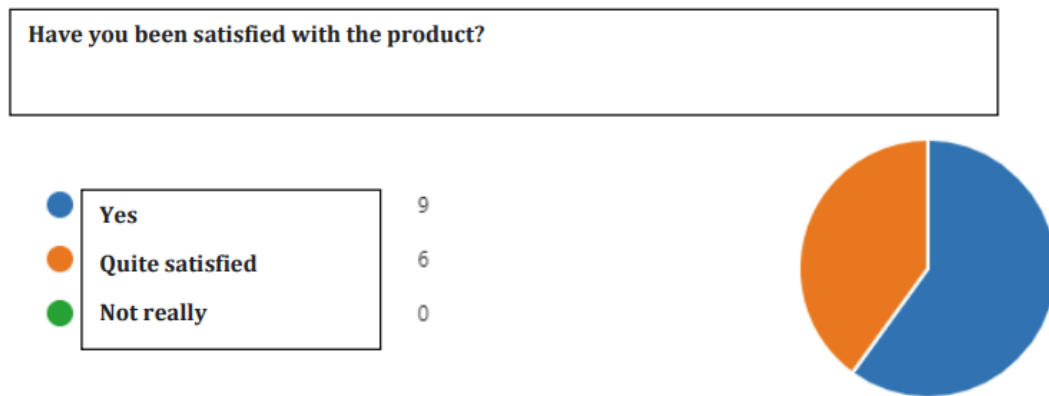


FIGURE 26. Infographic about the question: Have you been satisfied with the product?

4.7.8 Would you recommend the product to a friend?

9 participants said that they would recommend the product to a friend. 5 participants said that they might recommend the product to a friend and one stated that they wouldn't recommend the product to a friend. This question had only one answer option. In total 60% would recommend the product to a friend.

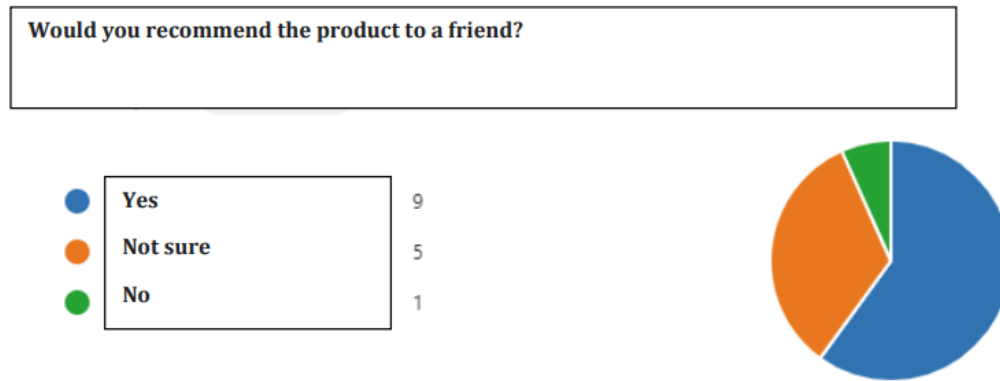


FIGURE 27. Infographic about the question: Would you recommend the product to a friend?

4.7.9 Would you buy the same product or a cream from the same product line for yourself?

Seven participants would buy the same or similar product after trying the product. 3 answered that they might by the same or similar product and 4 answered that they would not. This question had only one answer option. In total 53.3% would buy the same or similar product.

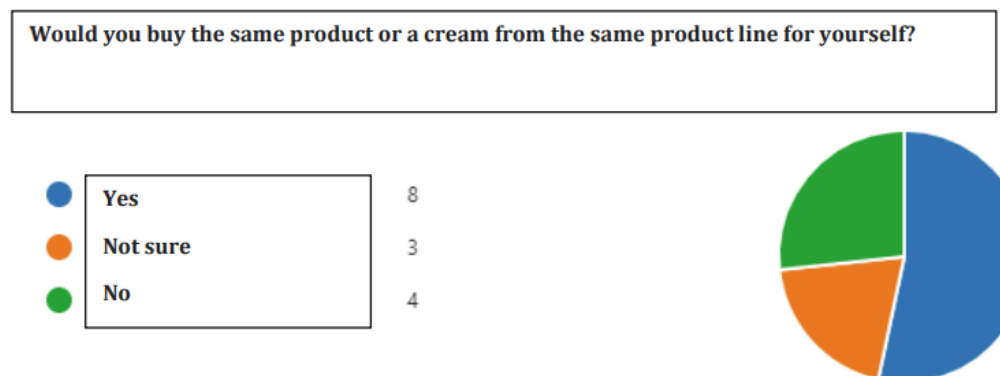


FIGURE 28. Infographic about the question: Would you buy the same for yourself?

4.7.10 The price-quality ratio of the product

5 respondents said that they think the price-quality ratio is good as it is. 10 respondents stated that the product could be more affordable. Zero stated that the product could be more valuable. This question had only one answer option.

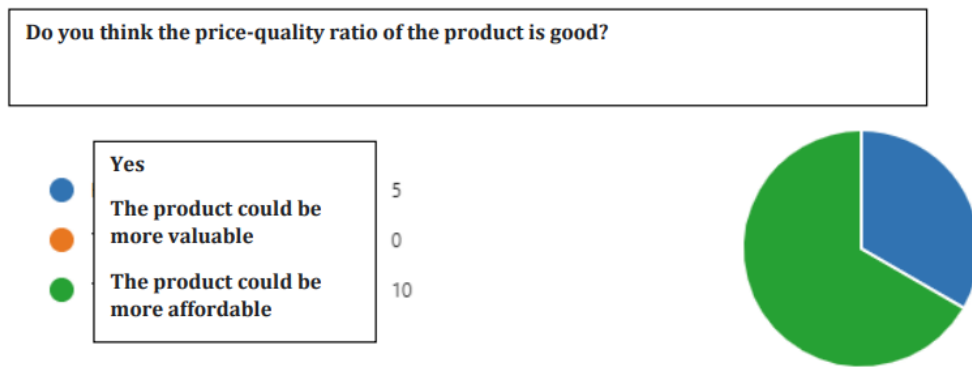


FIGURE 29. Do you think the price-quality ratio of the product is good?

4.7.11 Infographic about the question: Experience with vegan skincare products

5 testers said that they have tried vegan skincare before using this product. One was not sure and 9 had not tried vegan skincare before. This question had only one answer option.

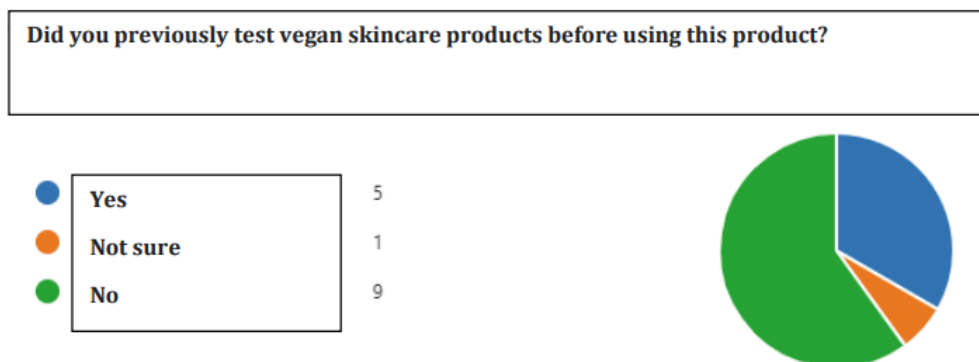


FIGURE 30. Infographic about the question: Did you previously test vegan skincare products before using this product?

4.7.12 Preference for vegan or non-vegan facial care products

Four participants prefer to choose vegan product in the future. 10 participants stated that it does not matter. One participant stated that they would prefer non-vegan product.

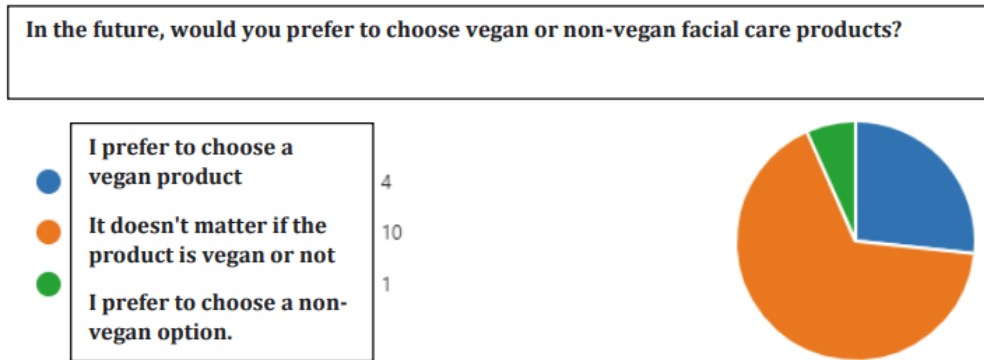


FIGURE 31. Infographic about the question: In the future would you prefer to choose vegan or non-vegan product?

4.7.13 Importance of product's origin

One participant felt that origin of the product is a significant factor. 11 participants felt that the origin of the product might matter, and 3 participants answered that the origin did not matter at all.

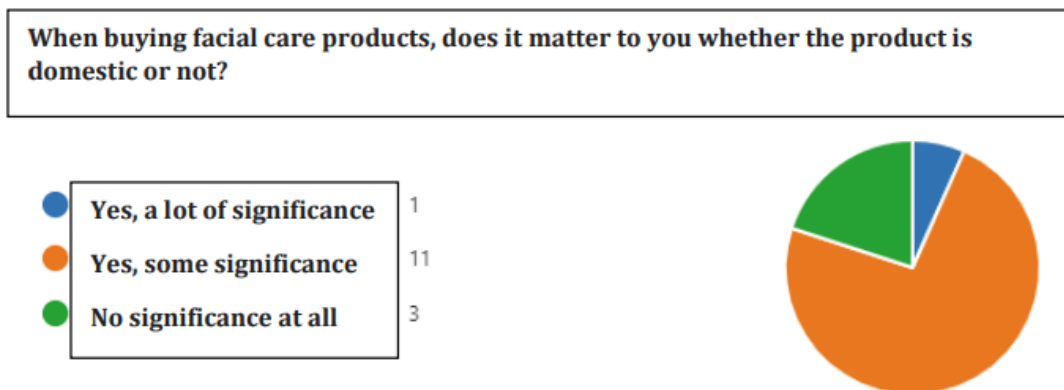


FIGURE 32. Infographic about the question: Do you prefer domestic or non-domestic product?

4.7.14 Immediate and morning sensation of the product

The responses from the test group regarding how the product felt immediately after application and in the morning can be summarized as follows:

- **Moisturizing Effect:** Many participants noted that the product felt moisturizing immediately after application. However, a few mentioned that the moisturizing effect did not last throughout the night.

Absorption: The product was generally reported to absorb quickly and not leave a thick layer on the skin.

- **Morning Feel:** In the morning, participants had varied experiences. Some felt their skin was well-moisturized and soft, while others felt their skin was oilier, dirtier, or more congested than usual.
- **Comfort:** The product was mostly described as comfortable upon application. Some participants experienced cooling or slightly stinging sensations, especially in dry areas.
- **Long-lasting Effects:** Several participants mentioned that their skin felt softer and more hydrated in the morning compared to their usual routine.
- **Film and Oiliness:** A few participants noted that the product left a slight film upon application, and their skin felt oilier in the morning.
- **Pleasant Texture:** The product was generally described as having a pleasant, silky texture that left the skin feeling smooth and fresh.
- **Allergic Reactions:** One participant reported a mild allergic reaction towards the end of the test period, experiencing heat sensation in the morning and during the day.
- **Ease of Use with Other Products:** Some participants found that their daily skincare products were easy to apply after using the night mask, and their makeup looked more radiant and lasted longer.

Overall, the immediate sensation was mostly positive, with a few concerns about oiliness and long-term moisturizing effects. The morning sensation varied more, with some participants noting improvements in skin texture and hydration, while others reported a need to wash off the product due to increased oiliness or congestion.

4.7.15 User experience with the product

The responses from the test group regarding their experiences with the product can be summarized as follows:

- **Moisturizing Effect:** Several participants mentioned that the product provided moisture similar to a regular night cream, without significant improvement in overall skin condition.
- **Application:** The product was generally easy to apply and had a good composition. One participant highlighted that it was easy to apply under the beard.
- **Pleasant Experience:** Many participants described their experience with the product as pleasant, noting that it felt fresh and silky. They appreciated the product's texture and effectiveness as a night mask.
- **Good Experience:** Most participants reported a positive experience, with some expressing interest in testing other products or continuing to use the product. One participant found the product suitable for luxury cosmetics but suggested a price reduction to make it more accessible.
- **No Significant Change:** Some participants did not notice a significant change in their skin condition but observed improved moisture balance, especially after a shower and in the morning.
- **Convenience:** A few participants mentioned that needing to wash off the product in the morning made it slightly less convenient compared to their usual night cream.
- **Luxury Item:** One participant mentioned that they would use the product occasionally as a luxury item but not on a regular basis.
- **No Noticeable Difference:** One participant used the product for 28 days without noticing any difference in their skin.

- **Travel Use:** One participant found the product useful for preventing skin dryness during flights and ensuring their makeup looked fine at their destination.
- **Allergic Reaction:** One participant developed a rash after using the product for a week, but the rash did not return when they used the mask on one side of their face and their regular night cream on the other side.

Overall, the experiences were mostly positive, with participants appreciating the product's moisturizing effect and pleasant texture. However, some did not notice significant changes in skin condition, and the need to wash off the product in the morning was seen as a minor inconvenience by a few.

4.7.16 Perception of the brand and product based on provided information

This question was an open-ended question. Participants described their perception of the brand and product based on the information they received.

- **Responsible and Ethical:** Participants perceive the brand as responsible and ethical, with a positive note on domestic production.
- **Packaging:** Some participants mentioned that the packaging looks cheap, expressing hope that this is a stripped-down version of the potential retail product.
- **Quality and Safety:** The product is perceived as high quality and safe.
- **Target Audience:** The product is considered suitable for younger skin but not as effective for menopausal skin.
- **Professional Quality:** Described as a high-quality professional product made domestically.
- **Local Production and Veganism:** Emphasis on local production, veganism, and purity. The brand was not familiar to some participants, but they appreciated the combination of naturalness with an elegant appearance.

The product line stands out from typical natural/vegan cosmetics by not emphasizing green in its design.

- **Domestic Product:** Appreciated as a Finnish product and new domestic brand. Participants who had not used vegan products before found this product suitable.
- **Minimal Ingredients:** Participants liked that the product seems to contain fewer "unnecessary ingredients" like fragrances. It is understood to be designed and manufactured in Finland, with no contraindications for use during pregnancy.
- **Appealing Brand:** The brand's minimalist visual style is attractive, and Finnish natural cosmetics are of interest.
- **Promising Brand:** Considered a promising brand and product, with good quality and domestic production.
- **Need for More Information:** Some participants expressed a desire for more information about the product before starting the test, including whether the product had been tested before and under what conditions.
- **Scandinavian Aesthetic:** Described as a beautiful and minimalist Scandinavian brand with a sufficient range of products. Fragrance-free products are ideal, and the products complement each other seamlessly. They offer a wonderful experience at home and are easy to use, making them convenient for travel. They help minimize the signs of long workdays on the face.

4.7.17 Improvement ideas for the product

1. Unpleasant and the smell of a dirty & outdated product
2. As a person with a perfume allergy, the scent is mild, but it could have an additional sweet, etc. note so it wouldn't smell so industrial.

5 DEVELOPING CONSUMER CLAIMS BASED ON SURVEY RESPONSES

Creating effective consumer claims is essential for marketing cosmetic products, as these claims directly influence consumer purchasing decisions. This section outlines the process of developing consumer claims based on survey responses from product testing. By analysing the feedback from participants, companies can craft accurate and compelling claims that highlight the benefits of their products. This ensures that marketing messages are not only persuasive but also compliant with regulatory standards. The following subsections detail the survey findings and the resulting consumer claims.

5.1 Generating consumer claims based on the survey results

The primary aim of this thesis was to develop evidence-based consumer claims for a newly designed night mask product. Based on a detailed analysis of the survey responses, the following consumer claims were developed:

1. Moisturization:

The test group was asked about the moisturizing effect of the night mask. The majority responded positively, highlighting the product's ability to significantly hydrate their skin. This was a crucial finding, as it addressed one of the primary needs identified in the initial survey -hydration.

Survey question: "Has the night mask moisturized your skin?" (Question 4.7.2)

Results:

- 3 respondents: very well
- 7 respondents: well
- 3 respondents: fairly well

Consumer claim: "87% of users reported that our night mask provides effective moisturization for their skin."

2. Skin brightening:

Brightening the skin tone was another important aspect evaluated. With 60% of users observing a noticeable improvement, the claim was substantiated by the feedback indicating a more radiant complexion, a key benefit for marketing purposes.

Survey question: "Has the night mask brightened your skin tone?" (Question 4.7.3)

Results:

- 1 respondent: significantly
- 4 respondents: well
- 4 respondents: quite well
- 6 respondents: no change

Consumer claim: "60% of users noticed a brightening effect on their skin after using our night mask."

3. Skin texture:

Smooth skin texture is highly desired by consumers. The survey showed that 67% of participants felt their skin texture improved, which supported the claim that the night mask can help achieve a smoother complexion.

Survey question: "Has the night mask smoothed the texture of your skin?" (Question 4.7.4)

Results:

- 2 respondents: well
- 6 respondents: quite well
- 5 respondents: no difference

Consumer claim: "67% of users reported smoother skin texture after using our night mask."

4. Skin tightening:

With 60% of users experiencing some level of skin tightening, this claim highlights the product's potential anti-aging benefits.

Survey question: "Has the night mask tightened the skin on your face?" (Question 4.7.4)

Results:

- 1 respondent: significantly
- 8 respondents: some difference
- 6 respondents: no change

Consumer claim: "60% of users noticed improved skin tightness after using our night mask."

5. Overall moisture balance:

The majority of the test group noted an improvement in their skin's moisture balance, reinforcing the product's efficacy in providing consistent hydration.

Survey question: "Do you feel that your skin's overall moisture balance is better after the testing period than before using the product?" (Question 4.7.5)

Results:

- 4 respondents: significantly better
- 6 respondents: somewhat better
- 4 respondents: no difference

Consumer claim: "73% of users experienced improved overall moisture balance after using our night mask."

6. Overall satisfaction and recommendation:

The high satisfaction rate underscores the product's overall performance, while the recommendation rate highlights consumer trust and potential for word-of-mouth marketing.

Survey questions: "Have you been satisfied with the product?" (Question 4.7.6) and "Would you recommend the product to a friend?" (Question 4.7.7)

Results:

- 9 respondents: satisfied
- respondents: quite satisfied
- respondents: would recommend
- respondents: might recommend
- 1 respondent: would not recommend

Consumer claims: "100% of users were satisfied or quite satisfied with the effectiveness of our night mask." and "60% of users would recommend our night mask to a friend."

7. Packaging and scent preferences:

Packaging and scent are key components of product appeal. The positive feedback on these aspects suggests that the night mask meets consumer expectations for quality and sensory experience.

Survey questions: "Do you think the packaging of the product is of high quality?" (Question 5.2.11) and "Have you been satisfied with the scent of the product?" (Question 5.2.5)

Results:

- 10 respondents: packaging high quality
- respondents: neutral
- 1 respondent: not high quality
- 10 respondents: satisfied with scent
- respondents: relatively satisfied
- 1 respondent: not satisfied

Consumer claims: "67% of users rated our packaging as high quality." and "93% of users were satisfied with the scent of our night mask."

This section has demonstrated how consumer feedback can be effectively utilized to create marketing claims that are both compelling and compliant with regulatory standards. By focusing on accurate and honest claims, the case company can enhance its marketing efforts, build consumer trust, and ultimately drive sales.

6 DISCUSSION

In this thesis, the development and utilization of consumer claims in the marketing of a new cosmetic product were examined through quantitative research methods. The study aimed to understand how consumer feedback can be integrated into marketing strategies and how such claims can comply with regulatory standards. The findings of this research provide valuable insights into the effectiveness of consumer claims in enhancing product marketing, as well as the challenges associated with their creation and use.

The primary objective was to develop credible consumer claims based on feedback collected from a test group. The test group trialled the product over a period of 28 days, providing detailed surveys about their experiences. The analysis of this data revealed that consumer claims derived from actual user experiences can significantly enhance the marketing appeal of a product. This aligns with the research question regarding the experiences of the test group participants during the testing period, considering aspects such as composition, usage, scent, packaging, user experience, and preferences.

However, the study also identified several challenges associated with developing and using consumer claims. These challenges include ensuring the accuracy and truthfulness of claims, complying with regulatory requirements, and managing consumer expectations. The regulatory landscape for cosmetic marketing is stringent, requiring that all claims be substantiated by scientific evidence. This necessitates thorough documentation and validation processes, which can be resource intensive. Moreover, there is a risk of over-promising, which can lead to consumer dissatisfaction and potential legal issues.

To address these challenges, the research explored various strategies for effectively creating and utilizing consumer claims. Key strategies include rigorous product testing, transparent communication with consumers, and continuous monitoring of regulatory changes. Additionally, involving consumers in the product development process and using their feedback to refine marketing mes-

sages can enhance the credibility and appeal of consumer claims. The importance of aligning marketing claims with actual product performance cannot be overstated, as this builds consumer trust and loyalty.

This study also highlighted the importance of a deep understanding of the regulatory environment. Compliance with regulations such as the EU Cosmetics Regulation (EC) No 1223/2009 is crucial for avoiding legal repercussions and maintaining consumer trust. Companies must ensure that all marketing claims are not only appealing but also legally compliant, which requires an ongoing commitment to regulatory awareness and adherence.

Expanding on the findings of this thesis, several opportunities for future research emerge. As the cosmetic industry continues to evolve, there is a need for further investigation into the long-term impacts of consumer claims on brand loyalty and consumer behaviour. Additionally, research into the effectiveness of various types of claims, such as emotional versus factual claims, could provide deeper insights into consumer psychology and marketing effectiveness. Finally, exploring the impact of emerging technologies such as AI and big data on the creation and validation of consumer claims could offer innovative solutions to the challenges identified in this study.

In conclusion, this thesis demonstrates that consumer feedback is a powerful tool in the marketing of cosmetic products. By integrating consumer claims into marketing strategies and ensuring compliance with regulatory standards, companies can create compelling and trustworthy advertisements that resonate with consumers. However, the process requires careful consideration of the challenges and strategic planning to maximize the benefits and minimize the risks. Future research in this area is essential for advancing our understanding and developing more effective and compliant marketing practices in the cosmetic industry.

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APPENDICES

Appendix 1. First survey 1 (3)

Testiryhmän kysely 1/3

Ihon tämänhetkinen kunto

Testiryhmän ensimmäisessä kyselyssä analysoidaan ihon tämänhetkistä kuntoa.

Kyselytuloksia verrataan tulevien kyselyiden kesken, jotta voidaan analysoida tuotteen vaikutuksia ihoon.

Mahdollisimman tarkan ja todennukaisen tutkimustuloksen aikaansaamiseksi toivomme, että analysoit ihoasi esimerkiksi peiliin edessä ennen kyselyn täyttämistä tai sen aikana.

Mikäli tarvitset apua kyselyn täyttämiseen, ota yhteyttä Hanna Ojaniemeen (hanna.ojaniemi@tuni.fi)

1. Löytyykö kasvojesi ihonsävyssä epätasaisuutta?

Voit rastittaa useamman kohdan *

- Poskilla punoitusta / couperosaa
- Pigmenttiläiskiiä
- Aknearpia / arpia
- Pisamia / luomia
- Kuivuudesta tai herkkyydestä johtuvaa paikoittaista punoitusta
- Ihonväri samea / harmaa (esimerkiksi väsymyksestä, iästä tai epäterveellisistä elämäntavoista johtuvaa)
- Epäpuhtauksia

2. Ihon kuivuus tällä hetkellä *

- Ihoni tuntuu tällä hetkellä kuivalta
- Ihoni kuivuu ajoittain, mutta juuri nyt ei tunnu kuivalta
- Ihoni hilseilee tällä hetkellä tai usein
- Ihoni kiristelee tällä hetkellä tai usein
- Ihoni kiristelee vain pesun jälkeen tai harvoin
- Ihoni kuivuu mikäli en hoida sitä kosteuttavilla tuotteilla
- Ei mikään edellisistä

Appendix 2. First survey 2 (3)

3. Rasvoittuva iho (ihon ylimääräinen talintuotanto) *

- Kasvojeni iho kiiltelee usein koko kasvoilta
- Kasvojeni iho kiiltelee usein T-alueelta (T-alue= otsa, nenä, suunympäristö)
- Minulla on tällä hetkellä näppyjä/finnejä ihossani
- Minulle tulee ajoittain näppyjä/finnejä
- Minulle tulee harvoin näppyjä/finnejä
- Nenällä tai muualla kasvoissa on mustapäitä
- Kasvoillani on valkopäitä
- Olen saanut oikealla ihonhoidolla ihoni talintuotannon tasapainoitettua
- Kasvoillani on laajentuneita ihohuokosia
- Ei mikään edellisistä, ihoni ei tunnu rasvoittuvalta

4. Kasvojen ihon herkkyys *

- Ihoni punoittaa usein
- Ihoni punoittaa ajoittain
- Ihoni reagoi herkästi vääränlaisiin tuotteisiin
- Ihoni reagoi herkästi joillekin ruuille / raaka-aineille
- Ihoni reagoi herkästi hankaukseen tai muulle ärsykkeelle
- Ihoni reagoi herkästi ilmaston aiheuttamiin ärsykkeisiin (tuuli, aurinko, pakkanen)
- Ei mikään edellisistä, ihoni ei ole viime aikoina tuntunut herkältä

Appendix 1. First survey 3 (3)

5. Ikääntymisen merkit *

- Ihollani on pieniä pintaryppyjä, jotka ovat kuivuudesta tai väsymyksestä johtuvia
- Ihollani on pieniä pintaryppyjä sekä alkavia juonteita
- Ihollani on pintaryppyjä sekä syvempiä juonteita
- Ihoni on veltostunut
- Ihoni on ohentunut
- Ei mikään edellisistä, ihollani ei näy ikääntymisen merkkejä

6. Ihonhoitorutiinit *

- Puhdistan ihon aamuin illoin
- Puhdistan ihoni kerran päivässä
- Käytän kosteusvoidetta aamuin illoin
- Käytän kosteusvoidetta kerran päivässä
- Kuorin ihoni viikoittain
- Käytän kasvonaamiota viikoittain
- Käytän kasvovettä päivittäin
- Käytän silmänympärysvoidetta päivittäin
- Käytän yllämainittuja tuotteita silloin tällöin
- Käytän yllämainittuja tuotteita harvoin tai en lainkaan

7. Kirjaa lyhyesti ihonhoitorutiinissa käyttämiäsi tuotteita.

Esimerkiksi, käytätkö geelimäistä, maitomaista, nestemäistä vai vaahtomaista puhdistustuotetta.

Lisäksi, käytätkö kosteusvoiteena geeliä vai paksumpaa voidetta, ja onko käytössäsi sama tuote päivä- ja yövoiteeksi vai onko sinulla eri voiteet eri käyttötarkoituksiin.

Voit listata myös muita säännöllisesti käyttämistä ihonhoitotuotteistasi. *

Kirjoita vastaus

Appendix 2. Second survey 1 (3)

Testiryhmän kysely 2/3

Kosmetiikkatuotteen ominaisuudet

Testiryhmän toisessa kyselyssä kehitettiin kosmetiikkatuotteen ominaisuuksien merkityksiä.

Tässä kyselyssä kartoitetaan tuotteen koostusta, pakkaussuorituksia, sekä emtiä käytettyä kosmetiikkaan liittyen. Testiryhmän viimeisessä kyselyssä kehitettiin ensisijain muutoksia, joita naamiot on saanut ihossa aikaan.

Mikäli tarvitset apua kyselyn täyttämiseen, ota yhteyttä Hanna Ojanlehteen (hanna.ojanlehti@tut.fi)

1. Nimesi *

Käytä vastaus

2. Oletko käyttänyt ylönaamiota päivittäin viimeisen muutaman viikon ajan? *

- Kyllä
- Lähec päivittäin
- En

3. Oletko ollut tyytyväinen naamion koostumukseen? *

- Kyllä
- Suht tyytyväinen
- Mikäli ei, niin mikä

4. Mikäli vastaus edeltävään kysymykseen ei, niin mitä voisi parantaa?

Käytä vastaus

5. Kun valitset kasvonaamion, niin valitsetko yleensä.. *

- Savinnaamion
- Kangasnaamion
- Yönaamion
- Peel-off naamion
- Ihan mikä naamion tihassa
- En käytä naamiota

6. Oletko ollut tyytyväinen tuotteen tuoksuun? *

- Kyllä
- Suht tyytyväinen
- En ole tyytyväinen

7. Mikäli vastaus aiempaan kieltevästi, niin mitä voisi parantaa

Käytä vastaus

8. Valitsetko mieluummin naamion, jonka tuoksu on.. *

- Tuoksuon
- Mierotoksuinen
- Valitsee huolellti tuoksuun valitsem
- Tuoksu ei ole merkitystä

Appendix 2. Second survey 2 (3)

9. Onko ihä tuntunut (naamioiden levityksistä) seuraavana aamuna? *

- Kosketukselta
- Kälvältä
- Tuote ei ole imeytynyt kasvoille
- Rasvasta
- En huomaa mitään

10. Onko naario aiheuttanut positiivisia muutoksia ihossasi? *

- Kyllä on
- Neutraali mielipide
- Ei ole

11. Mikäli vastasit aiempaan kysymykseen ei, niin mitä voisi parantaa?

Käyttö vastaus

12. Onko tuotteen pakkaus mielestäsi laadukkaan oloinen? *

- Kyllä
- Melko laadukas
- Ei

13. Mikäli vastasit aiempaan kysymykseen ei, niin mitä voisi parantaa?

Käyttö vastaus

14. Ostaessasi uutta naamiota, miten paljon pakkausmateriaali vaikuttaa ostopäätökseesi? *

- Paljon
- Vähän
- Ei vaikuta

15. Arvostatko pakkausmateriaalissa enemmän ekologista, vähän jätettä tuottavaa pakkausta, vai pakkausta, jossa on kartonkinen myyntipakkaus ja esimerkiksi koristeellinen purkki? *

- Pakkauksen ekologisuus
- Pakkauksen koristeellisuus
- Molemmat yhtä tärkeitä
- Kumpikaan ei vaikuta ostopäätökseesi

Appendix 2. Second survey 3 (3)

16. Kosmetiikkatuotetta ostaessasi, vaikuttaako valintaasi enemmän se, että raaka-aineet ovat luonnosta peräisin vai enemmän se, että raaka-aine on tieteellisesti kehitetty? *

- Luonnosta saatavat raaka-aineet
- Kemiallisesti tuotetut tehokkaat raaka-aineet
- Molemmat yhtä paljon
- Kyseiset seikat eivät vaikuta ostopäätökseeni

17. Kosmetiikkatuotetta ostaessasi, vaikuttaako ostopäätökseesi tuotteen valmistusmaa? *

- Vaikuttaa
- Neutraali
- Ei vaikuta

18. Kosmetiikkatuotetta valitessasi, vaikuttaako ostopäätökseen se, että millä tavoin tuotetta on testattu?

(esimerkiksi kliinisesti testattu, dermatologisesti testattu jne) *

- Vaikuttaa
- En huomii testustapoja
- Ei vaikuta

19. Vaikuttaako ostopäätökseesi se, että miten hyvin tuotetta on mainostettu esimerkiksi TV:ssä, lehdissä, digialustoilla? *

- Vaikuttaa paljon
- Saattaa vaikuttaa
- Vaikuttaa negatiivisesti
- Ei vaikuta lainkaan

20. Minkälaiset mainoslauseet herättävät huomiosi kosmetiikkatuotteissa?

Esimerkiksi, välittömät vaikutukset, tuote nuorentaa, tuote kosteuttaa, patentoitu teknologia, 3/4 käyttäjistä suosittelee tuotetta jne.. *

Kirjoita vastaus

Appendix 3. Third survey 1 (3)

Testiryhmän kysely 3/3

Testiryhmän viimeisessä kyselyssä keskityttiin tuotteen vaikutuksiin

Testijakson pituudeksi asetettiin 28 päivää, koska ihon uusutumisprosessi vie tämän verran aikaa. 28 päivän tuotteenkäytön jälkeen ihossa tulisi näkyä uuden tuotteen vaikutukset.

Mahdollisimman hyvin tuloksen aikaansaamiseksi toivomme, että käytätte viimeisen kyselyn tekemisen aikaa. Haluեսasi voit täyttää kyselyä samalla kun tarkastelet ihosi kuntoa peilistä.

Mikäli tarvitset apua kyselyn täyttämiseen, ota yhteyttä Hanna Ojanimeen (hanna.ojanemi@tuni.fi)

1. Nimesi *

Kirjoita vastaus

2. Oletko käyttänyt tuotetta 28 päivän ajan *

- Säännöllisesti
- Epäsäännöllisesti

3. Onko yönaamio kostuttanut ihoasi *

- On todella hyvin
- On hyvin
- Melko hyvin
- Kehnosti
- Yönaamio ei ole ollut riittävän kosteuttava

4. Onko yönaamio kirkastanut ihosi väriä *

- On todella hyvin
- On hyvin
- On melko hyvin
- Kehnosti
- En huomaa muutosta ihon värissäni

5. Onko yönaamio tasoittanut ihosi pintaa (ryppyjuonteet, kuivuudesta tuleva epätasaisuus) *

- On todella hyvin
- On hyvin
- On melko hyvin
- Kehnosti
- En huomaa lainkaan muutosta
- Ihoni pinta oli tasainen jo ennen tuotteen käytön aloitusta

6. Onko yövoiteen käyttö kiinteyttänyt kasvojesi ihoa *

- Kyllä
- Jonkin verran
- En huomaa eroa

Appendix 3. Third survey 2 (3)

7. Tuntuuko, että ihosi yleinen kosteustasapaino on testijakson päätyttyä parempi kuin ennen tuotteen käyttöä? *

- Kyllä
- Jonkin verran
- En huomaa eroa

8. Oletko ollut tyytyväinen tuotteeseen? *

- Kyllä
- Melko tyytyväinen
- En

9. Suositteisitko tuotetta ystävällesi? *

- Kyllä
- En osaa sanoa
- En

10. Ostaisitko saman tuotteen tai samasta tuotelinjasta voiteen itsellesi? *

- Kyllä
- En osaa sanoa
- En

11. Kohtaako mielestäsi tuotteen hinta-laatu-suhde (tuotteen arvo 55€) *

- Kyllä
- Tuote voisi olla arvokkaampi
- Tuote voisi olla edullisempi

12. Olitko ennen kyseisen tuotteen käyttöä testannut vegaanisia kasvojenhoitotuotteita? *

- Kyllä
- En ole varma
- En

13. Valitsetko tulevaisuudessa mieluummin vegaanisia vai ei vegaanisia kasvojenhoitotuotteita? *

- Valitsen mieluummin vegaanisia
- Minulle ei ole merkitystä onko tuote vegaaninen vai ei
- Valitsen mieluummin ei-vegaanisen vaihtoehdon

Appendix 3. Third survey 3 (3)

14. Kasvojen hoitotuotteita ostaessasi, onko sinulle merkitystä, että onko tuote kotimainen vai ei? *

- Kyllä, paljon merkitystä
- Kyllä, jonkin verran merkitystä
- Ei lainkaan merkitystä

15. Kuvaile yövoiteen koostumusta, käyttökokemusta, tuoksua, mielikuvaa *

Kirjoita vastaus

16. Kuvaile miltä tuote on tuntunut ihossasi juuri levitettynä sekä aamulla herätessäsi *

Kirjoita vastaus

17. Kuvaile vapaalla sanalla käyttökokemustasi tuotteesta *

Kirjoita vastaus

18. Kuvaile vapaalla sanalla mielikuvaasi brändistä ja tuotteesta saamiesi tietojen perusteella *

Kirjoita vastaus

19. Kehitysideoita tuotteelle? (pakkaus, tuoksu, koostumus, vaikutukset, raaka-aineet...) *

Kirjoita vastaus