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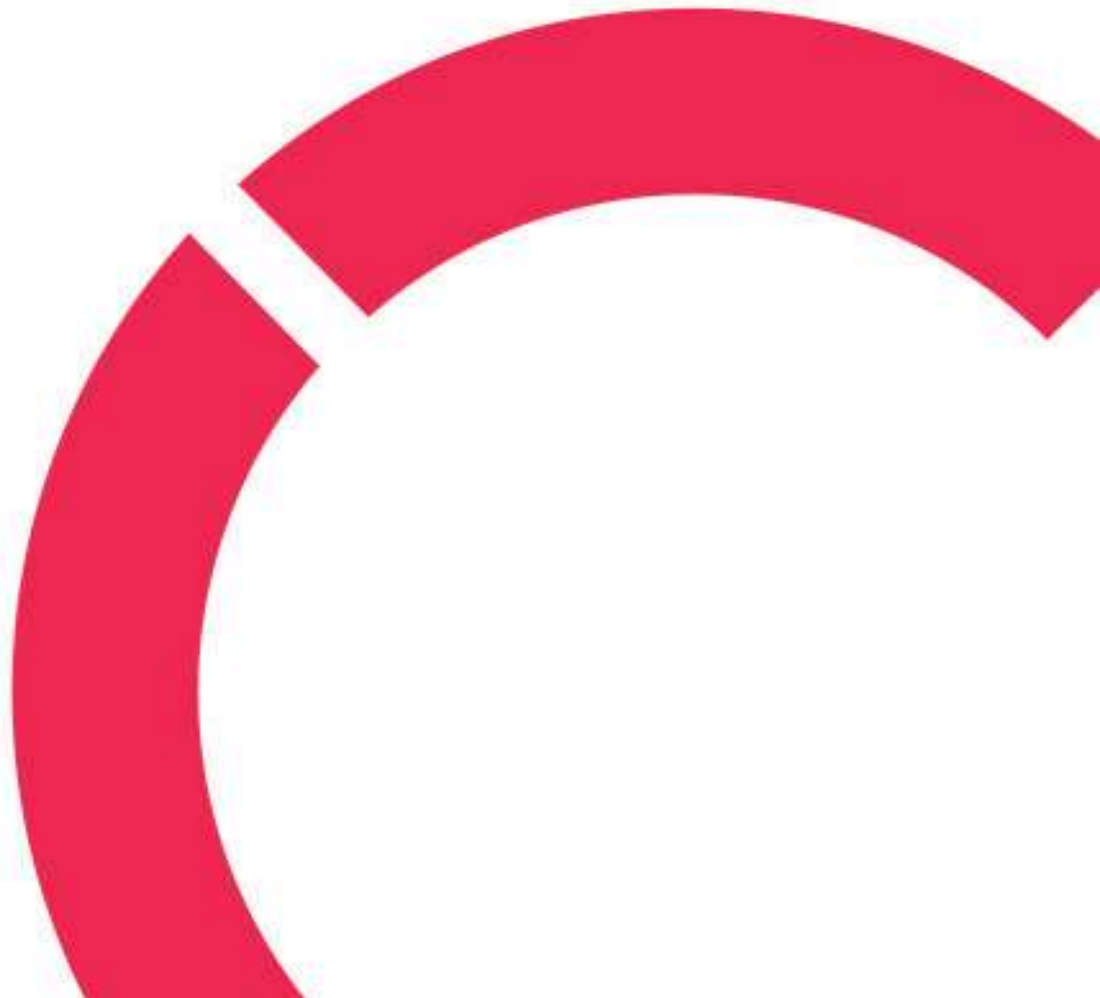
**SELLING COSMETICS AND FOODSTUFF FROM FINLAND  
THROUGH THE E-COMMERCE MARKET IN INDIA**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

**Bachelor of Business Administration, Business Management**

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**ABSTRACT**

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<b>Name of thesis</b> SELLING COSMETICS AND FOODSTUFF FROM FINLAND THROUGH THE ECOMMERCE MARKET IN INDIA		
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<p>This thesis studies the viability of selling Finnish cosmetics foodstuff on the Indian markets. The purpose was to see if selling these items through Indian e-commerce platforms with different strategies like product promotion on social media platforms would be effective. The study spotted aspects like consumer interest in Finnish goods and the comfort of using Indian e-commerce platforms to control if this would be a successful business idea.</p> <p>The assessment of the potential for sales of Finnish cosmetics and food stuff through e-commerce in India was done through two main angles of exploration. First, consumer interest in Finnish products in India was examined. This involved gathering information about buying habits and trends in India. Second, the ease of using Indian e-commerce platforms to sell goods was investigated. This involved studying the different online marketplaces available and the process of setting up a seller account.</p> <p>Most Finnish products are made up of organic ingredients. People in the Indian markets who are health conscious and prefer to use organic and high-nutrient products, spend their money on high-quality products that are being targeted. People with sensitive skin prefer organic products free from harmful ingredients so they can use Finnish cosmetics without hesitation. Many other examples of Finnish cosmetic products also include inorganic ingredients. These particularly include some as-sorted chemicals that are commonly listed in their products. But People with sensitive skin prefer organic products free from harmful ingredients so they choose to use Finnish cosmetics.</p>		
<b>Key words</b> Cosmetics, e-commerce market, Finland, India, survey, viability, Webropol		

**ABSTRACT**  
**CONCEPT DEFINITIONS**  
**CONTENTS**

<b>1 INTRODUCTION.....</b>	<b>1</b>
<b>2 BEAUTY AND FOOD CULTURE THEORIES .....</b>	<b>4</b>
<b>2.1 Definition of Finnish beauty products theories in India.....</b>	<b>4</b>
<b>3 FOOD CULTURE THEORIES.....</b>	<b>5</b>
<b>3.1 Definition of food and culture .....</b>	<b>5</b>
<b>4 MARKETING STRATEGY ANALYSIS.....</b>	<b>7</b>
<b>5 THEORETICAL FRAMEWORK.....</b>	<b>10</b>
<b>6 RESEARCH METHODOLOGY .....</b>	<b>11</b>
<b>7 BUSINESS PLAN CONSIDERATION .....</b>	<b>12</b>
<b>8 RESULTS OF THE SURVEY .....</b>	<b>14</b>
<b>9 CONCLUSION .....</b>	<b>29</b>
<b>REFERENCES.....</b>	<b>30</b>
<b>APPENDIX.....</b>	<b>32</b>
<b>SURVEY QUESTIONS.....</b>	<b>33</b>

## FIGURES

FIGURE 1. Supply chain of handling and packaging of food .....	5
FIGURE 2. Distribution channels for consumer products. (Rolnicki 1998, 8) .....	6
FIGURE 3. Michael Porter's Five Forces model. (Subhash 2001, 93) .....	8
FIGURE 4. The marketing environment. (Modified from Lahtinen & Isoviita 2001, 19).....	9
FIGURE 5. Business plan consideration data adopted from. (Panin, A.2012).....	11

## GRAPHS

GRAPH 9.1. Gender distribution.....	14
GRAPH 9.2. Age distribution .....	15
GRAPH 9.3. Popularity of the e-commerce platform.....	16
GRAPH 9.4. How people prefer to buy products .....	17
GRAPH 9.5. Indian people have used Finnish products before .....	18
GRAPH 9.6. Consumer preference for organic products .....	19
GRAPH 9.7. Would people be ready to pay a premium for Finnish Products? .....	20
GRAPH 9.8. Importance of organic products.....	21
GRAPH 9.9. Association with Finnish products .....	22
GRAPH 9.10. Likelihood of buying Finnish products .....	23
GRAPH 9.11. Price Compassion of Respondents .....	24
GRAPH 9.12. Satisfaction with Finnish products .....	25
GRAPH 9.13. Importance of customer service.....	26
GRAPH 9.14. Which cities of India are you from? .....	27

## 1 INTRODUCTION

To recognize the viability of Finnish cosmetics and foodstuffs in India, one must consider the strength of the Indian e-commerce market and the significance of the cosmetic and foodstuff sectors. This presents a potential opportunity for Finnish companies to enter this massive market. This introduces the discovery of the viability of selling Finnish cosmetics and foodstuff through Indian e-commerce channels. This thesis only gives guidance on how to operate a business in India. Selling Finnish products like cosmetics and foodstuff through e-commerce platforms allows for growing online shopping and increasing the demand for premium and international products. This thesis aims to provide a thesis plan for selling Finnish cosmetics and foodstuffs on the Indian market. This thesis is not only part of our study but also part of our career and future dreams.

In the first part of the thesis, there is the theoretical framework, structure, and cuisine of Finnish food and cosmetic products. The difference between Finnish and Indian beauty products and food products is defined. Also analysed were the structure of cost and the background of product quality. The structure of this thesis is to provide a successful plan for selling Finnish products in India. This plan mainly focused on the people interested in using new things, which mainly include students, experts, and sometimes local people. Due to the cultural differences between Finland and India, there are also differences in cuisine in food and skin tone in cosmetics and it is only worth selling those products that are favourable to Indian people. A detailed plan will be described step by step in the thesis. The theoretical part of the thesis consists of a developmental plan and structural differences between India and Finland. It also includes the research methodology and framework of the thesis.

This thesis is product-based research exploring the connection between Finland and India regarding their beauty products and foodstuff. The thesis also includes a theoretical part and research methodology which was conducted to support the thesis. Once survey data from the target audience is collected, the next step is to be analysed it methodically in the abstract valued perceptions.

Online surveys will be conducted with the people who live in India through webropol. This type of survey will create an online question pool to take people's reviews about products like cosmetics and foodstuffs. Truong (2016) uses e-commerce platforms, social media tendencies, and industry reports to understand consumer preferences and competitor analysis in the Indian beauty and foodstuff space.

According to Heinemann (2020), by proficiently using the webropol and its challenges, Finnish companies can evaluate the viability of entering the Indian e-commerce market for cosmetics. First, a survey platform with a webropol will be created. Then a survey is produced with correlated questions. Then the applicant information from our Webropol must be converted into a structured file format and imported into the survey application of choice. Next, made a shareable link and posted it on different social media sites like Facebook and Instagram. Next, send direct messages to individuals of the targeted audience with the survey link with a clear explanation according to Jannis. M., (2023).

With the growth of social media and mobile devices, people are gradually turning to online sources for information. This presents a golden chance for businesses to cooperate with social media. When we make survey questions using webropol, we also add different options like suggestions about their way of usage, their cost, and packaging. Through social media, an audience should be targeted through Facebook or Instagram. First, the audience should be aware of these surveys which is the most important part of the survey.

Then the researcher should motivate the audience to participate in it and click these survey links to answer these questions and give feedback about it. Another step is to make a clear hashtag that can increase the reach of the survey. India's e-commerce marketplace is an active and fast-growing segment. Platforms like Amazon India, Flipkart, and Myntra have transformed the mode Indian customers shop, mainly for beauty and food products. So, select e-commerce platforms that bring into line with the aimed audience and product type. For example, Nykaa is popular for beauty products, while Amazon and Flipkart provide an extensive variety of products.

Malik & Chan (2022) in their study describe Indian consumers to co-operate with e-commerce platforms like Amazon, and Shopify. These platforms are well-known in India. Both Amazon and Shopify play substantial roles in helping businesses expand customers and publicize. As the world's largest online market, Amazon exposes the wholesalers to a massive audience of active shoppers already looking to buy. Construct alternative sites and postings for advertising its products. Teo, M. L. (2007). Through these e-commerce platforms, about 70% of Indian people shop online from these websites. Amazon has a powerful search apparatus that helps customers to find products based on different keywords which increases the chances of a product.

Through these websites, hundreds of items are comprised, and customers shop online so quickly. The webropol for current beauty and foodstuff sites in India's e-commerce market will need to be evaluated. The webropol can be an esteemed resource for steering the facts of selling Finnish products in

India. Social media platforms like Facebook and Instagram can be utilized to understand Indian consumer sentiment regarding beauty products and food. This analysis can help identify popular trends and potential interest in Finnish products (Berbache, K, 2022).

By efficiently analysing and applying survey data, it can be created a business plan that vibrates with the goal market plan and sets it up for long-term achievement. The Indian consumers through social networking sites like Facebook and Instagram reflect their mood towards various beauty and food products. This business plan mainly targets local customers, students, and especially those people who prefer high-quality products. A detailed business plan and its description process of launching beauty products and foodstuffs in India are presented step by step. The actual business plan can be described in the research part of the thesis which is the final consequence of the work. This part covers different issues like a description of the business, products and services, product description, marketing analysis, financial plans, and human resources.

## **2 BEAUTY AND FOOD CULTURE THEORIES**

To consider the exceptional features of Finnish food culture, and the rich variety of food depends on people's taste. Finnish beauty and food products are to be positively introduced to the Indian market through e-commerce, empathetic cultural distinctions, and consumer favourites. The definition of an outdated or cultural food is tricky. For virtually any kitchen, there are food critics who will claim that the cuisine is too diverse and vast.

### **2.1 Definition of Finnish beauty products theories in India**

There are mainly cultural theories relevant to the beauty products sold in India. Moreover, Finnish beauty products have gained approval in India because of their reputation for excellence, natural ingredients, standards of excellence, and advanced inventions. Finnish brands often highlight the use of natural ingredients sourced from natural herbs and other natural things. Finnish beauty products concentrate on modest, effective formulations that abstain from unnecessary extracts and scents, tempting those who prefer natural products. Moreover, it is vital to recommend that the awareness of Finnish beauty products in India is still developing. While some brands have expanded a devoted following, the overall consciousness of Finnish beauty may be restricted as associated with more recognized Western brands. Different aspects like pricing, accessibility, and cultural application can also consequence on it and implementation of Finnish beauty products in the Indian market.

Different products like Dermosil, Lumene, and Eris, and food products like Fazer and Olvi are also selling these products through e-commerce platforms. Several other Finnish products are included in the business plan for selling cosmetics in India through e-commerce platforms. Finnish cosmetic brands like Lumene can efficaciously enter the Indian market and begin a strong presence. By seeing these approaches and adapting to the Indian marketplace definite needs, Finnish cosmetic brands like Lumene can achieve substantial success in the future and begin a strong foothold in India's affluent beauty industry.

### 3 FOOD CULTURE THEORIES

Understanding food culture concepts can suggestively influence the success of presenting Finnish foodstuff to the Indian market. Finland food has been introduced in India as an exclusive and interesting experience, which is done by Indian people because Finnish food is made of pure organic components from hygienic environments and Indian people experience a unique flavour. In addition, it also highlights the unique Flavors and ingredients that will not be found in Indian cuisine and establish trials like food festivals or cooking workshops for those people who want to try Finnish food and study it.

Finnish food offerings, such as frozen foods and the distinctive Finnish liquorice flavoured with salmiak salt (ammonium chloride), are introduced to highlight unique tastes not commonly found in Indian cuisine. It is used to taste many Finnish foods, including sweets, alcohol, milkshakes, sauces, ice cream, cakes, muffins, locally made chocolates, and the most popular blueberry pie which is available in frozen form in India through an e-commerce platform. Frozen seafood is mainly introduced in India for non-vegetarian people. Here are several steps involved in the taking, packing, and processing of food.

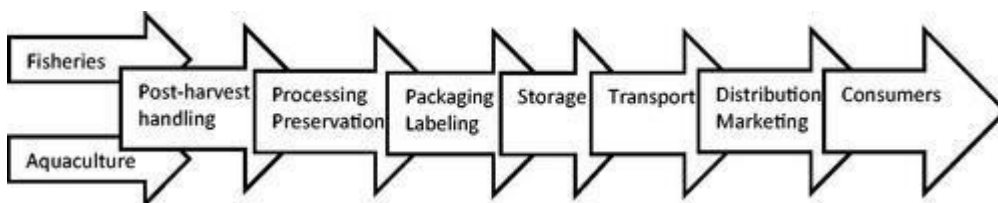


FIGURE1. Supply chain of handling and packaging of food.

#### 3.1 Definition of food and culture

Finnish food is not as broadly known or obtainable in India as other intercontinental cuisines. Much excitement now lies within the merger of powers over the few such as exclusive and healthy food choices. However, some high hotels and cafes that concentrate on worldwide food may suggest Finnish dishes or include Finnish components in their blackboards. Finnish foodstuff such as berries, smoked salmon, and rye bread available from field food supplies or online shops.

Finnish food frequently highlights organic constituents, sustainability, and healthy food and this brings into line with the growing tendency of health-conscious customers in India. The grocery stores in major cities like Delhi, Mumbai, and Bengaluru can typically introduce Finnish goods, particularly cuisine that comes from worldwide groups. Different websites like Amazon have the capacity to offer a partial variety of Finnish foodstuffs, and other particularly global brands.

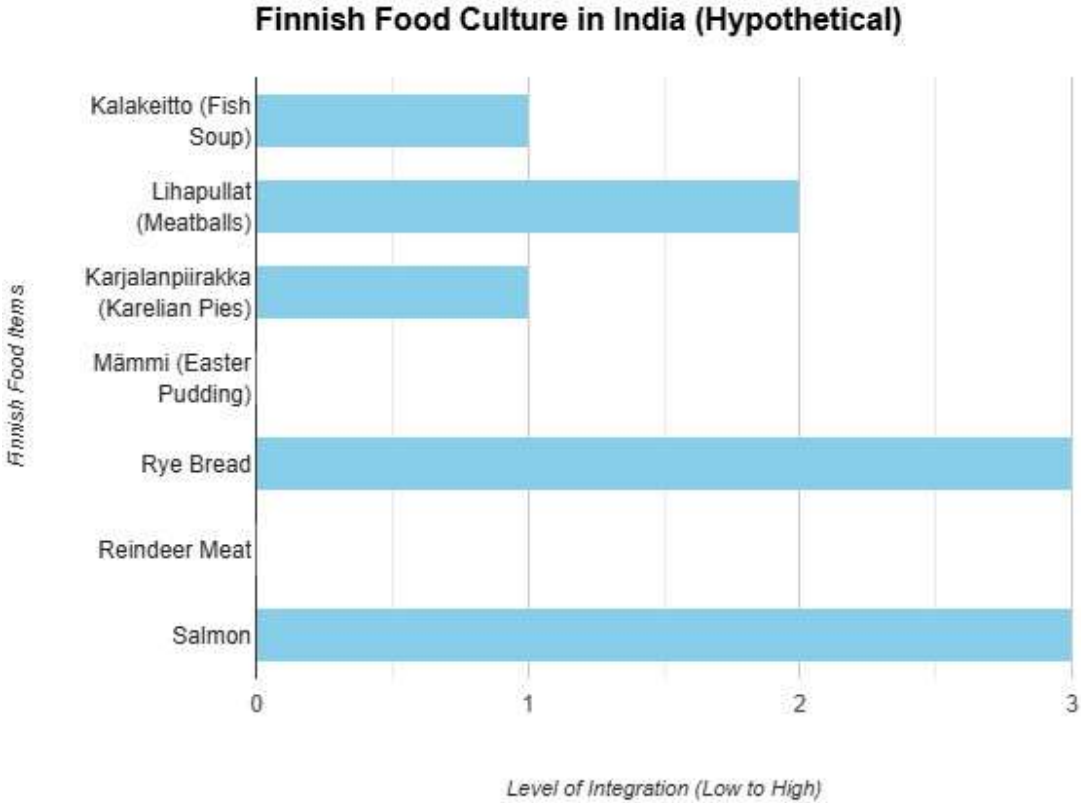


FIGURE 2. Distribution channels for consumer products (Rolnicki 1998, 8).

## 4 MARKETING STRATEGY ANALYSIS

When selling Finnish cosmetics and foodstuffs, the development of presenting and allocating different goods that are made in Finland for customers in other marketplaces, mainly in India, is crucial. This includes different types of branding we can create for the promotion of the product that we need; Then list the findings and select Finnish cosmetics and other food products fit for the Indian market care of the specific customer choices, product quality, and market potential. Moreover, it has been conducted a thorough analysis of Indian buyer behaviour, preferences, social trends, market shifts, and their preferred cosmetic and food products.

To ensure compliance with Indian import guidelines, it is important to thoroughly review product regulations, tax implications, labelling requirements, and quality standards. Moreover, to identify appropriate supply chain partners, such as traders, suppliers, or sellers, to distribute products to Indian customers. Then, implement various marketing strategies to boost brand awareness, generate demand, and cultivate brand loyalty for Finnish cosmetic and food products, this includes engaging beauty influencers and food vloggers to promote the brand and enhance its visibility in the market. To provide exceptional customer service and establish a reliable information desk to address customer inquiries, fostering trust and loyalty, it is essential to ensure timely responses and support. By executing these strategies, Finnish cosmetic and food products can effectively penetrate the Indian market, achieve brand recognition, expand market reach, generate profits, ensure sustainable practices, and cultivate long-term partnership.

In a business plan consideration groups and values may be divided based on differing values and defined by a graph illustrating cultural preferences and pricing strategy and Indian people may have different values and preferences, which can be visualized through a graph that shows how these preferences relate to different pricing strategies.

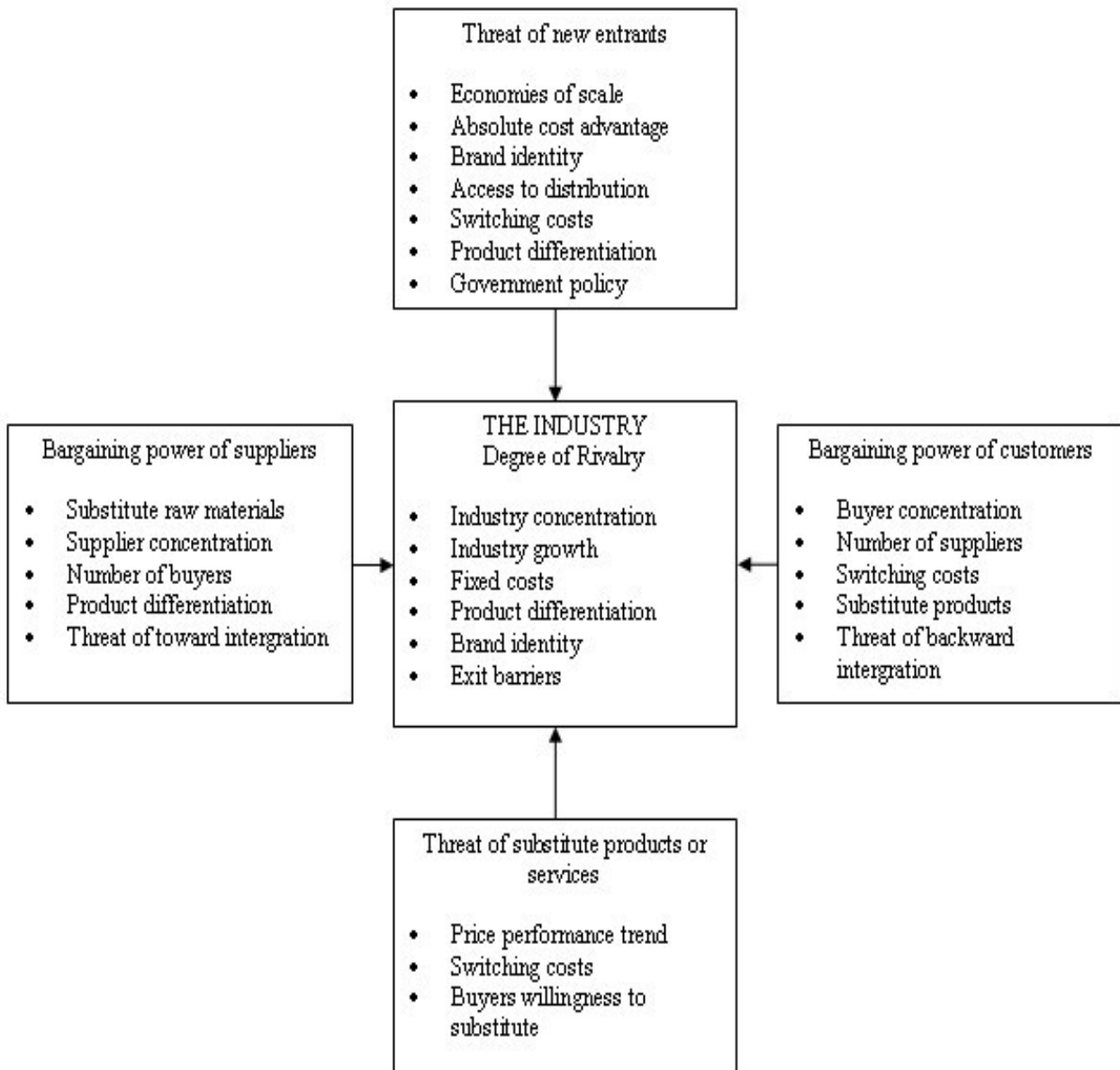


FIGURE 3. Michael Porter's five forces model. (Subhash 2001, 93.)

Here is some marketing strategy analysis which explain in FIGURE 3 form with different marketing tactics and customers responses. In a business plan consideration groups and values may be divided based on differing values and defined by the above FIGURE 3 illustrating cultural preferences and pricing strategy and Indian people may have different values and preferences, which can be visualized through above FIGURE 3 that shows how these preferences relate to different pricing strategies.

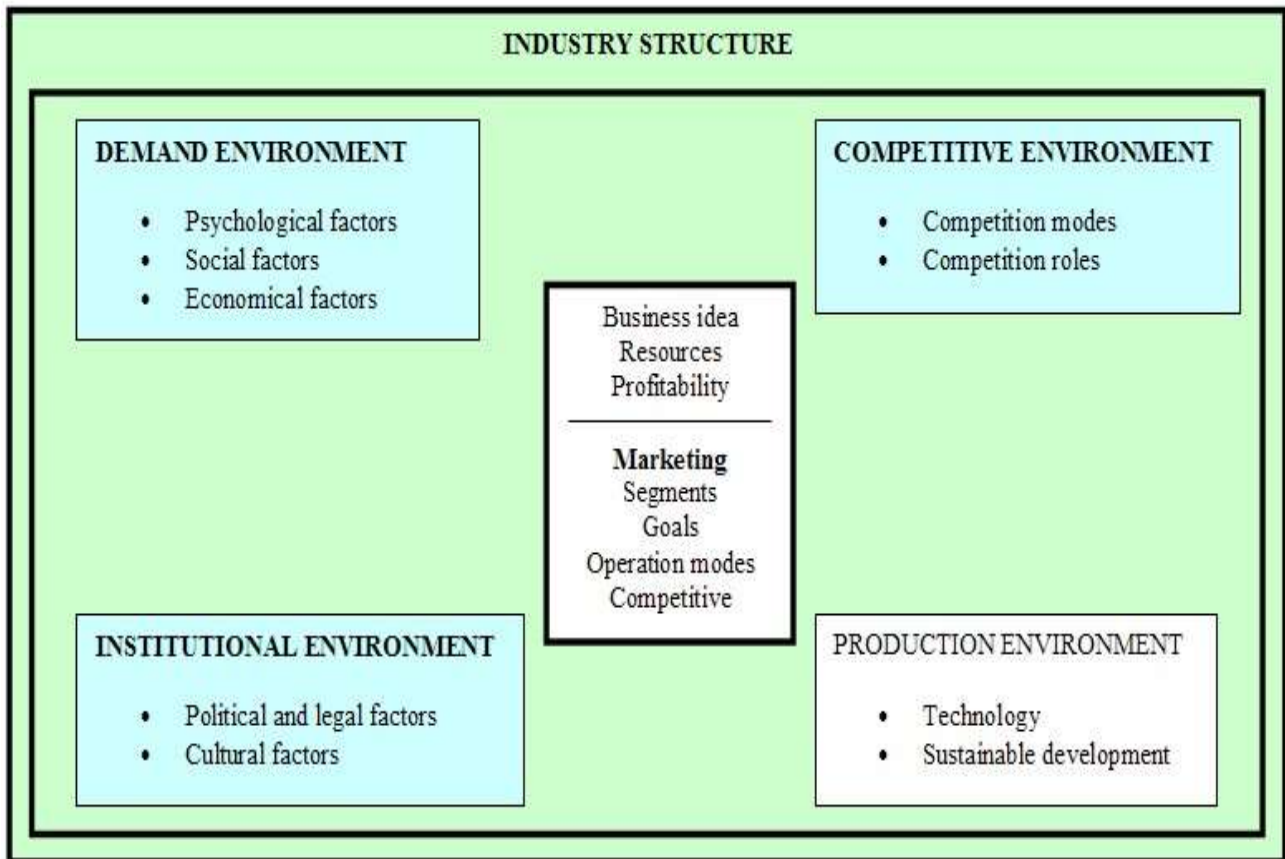


FIGURE 4. Conceptual framework of the study: the marketing environment. (Modified from Lahtinen & Isoviita 2001, 19.)

This FIGURE 4 describes a model of the Conceptual framework. It breaks down the numerous aspects that affect a business and its trades. It also includes environmental demand, social factors, and psychological and economic factors. The core components of this structure include business ideas, resources, expenses, revenue, product service, and marketing. These are the points that the business aims to attain, such as growing marketplace share, refining viability, and attractive brand status (Lahtinen & Isoviita 2001, 19.)

## 5 THEORETICAL FRAMEWORK

Truong, N.H. (2016) stated that the theoretical framework offers an organized method for delivering and examining an issue. For Finnish goods and foodstuffs in the Indian market, numerous theoretical perceptions can be applicable. The theoretical framework offers an organized method to consider and evaluate different strategies of the product (Jayasekara, C.G., 2024). Finnish goods can be seen as exclusive properties with distinguishing properties like excellent quality, invention, and organic formula. Examining and evaluating different strategies also considers the social and educational changes between Finland and India. It also helps to increase their strategy of marketing. This is to examine the official burdens (e.g., government guidelines, and social standards) that affect the (Korhonen, I., 2019) It also needs to study issues that affect the choices of Indian customers related to price, brand, and quality, which could assist Finnish establishment in positioning the products of food and cosmetics appropriately.

Research can begin by identifying the target audience, focusing on those more likely to use organic products and prefer these products over competitors. The other main thing about the survey is when people give their opinions about Finnish products then we make sure their identity should be hidden in all ways. The best way to hide their identity is to make a survey link that adds questions relevant to the products and takes opinions with options given under questions. After submitting the opinion of the people identity should be hidden. Survey questions have been asked to the Indian customers. These survey questions were formed on different social media platforms like Facebook and Instagram. Because more than 90% of the Indian audience uses platforms like Facebook and Instagram and like to give their opinion about different products (Korhonen, J., 2021)

## 6 RESEARCH METHODOLOGY

Research methodology provides a systematic framework for examining research problems. Qualitative research considers the deeper meanings and skills of participants through non-numerical data like discussions, focus groups, and explanations. While probability sampling is more common in quantitative research, it can be employed in some qualitative studies, especially when researchers aim to select a representative sample from specific subgroups within a larger population or to confirm diversity within the sample. In this thesis, I have utilised qualitative research methodology with probability, sampling, and the qualitative research method. For data analysis, I have used qualitative data analysis methods to interpret the data collected through surveys. We utilised a Webropol survey aimed at assessing the possibility of selling Finnish cosmetics through e-commerce platforms in India. After surveying the valuable data produced through online surveys, the study analysed data on consumer preferences and market potential. Data analysis containing extents and repetition rates, and data collection provided valuable perceptions into customer preferences for Finnish cosmetics within the Indian market.

## 7 BUSINESS PLAN CONSIDERATION

Social favourites and rating approach are the two most critical features, each secretarial for 20% of the thoughts. This highlights the status of understanding and cuisine to Indian customer likings while also applying a viable evaluating strategy. The figure highlights the position of an experienced method that reflects several issues to effectively present Finnish foodstuffs to the Indian marketplace through eCommerce.

<b>Group</b>	<b>Values</b>
Cultural priorities	20%
Payment Approaches	10%
Marketing strategy	20%
Register Supervision	15%
Submission	20%
Product pricing	15%

### Business Plan Considerations for Finnish Products in India via eCommerce

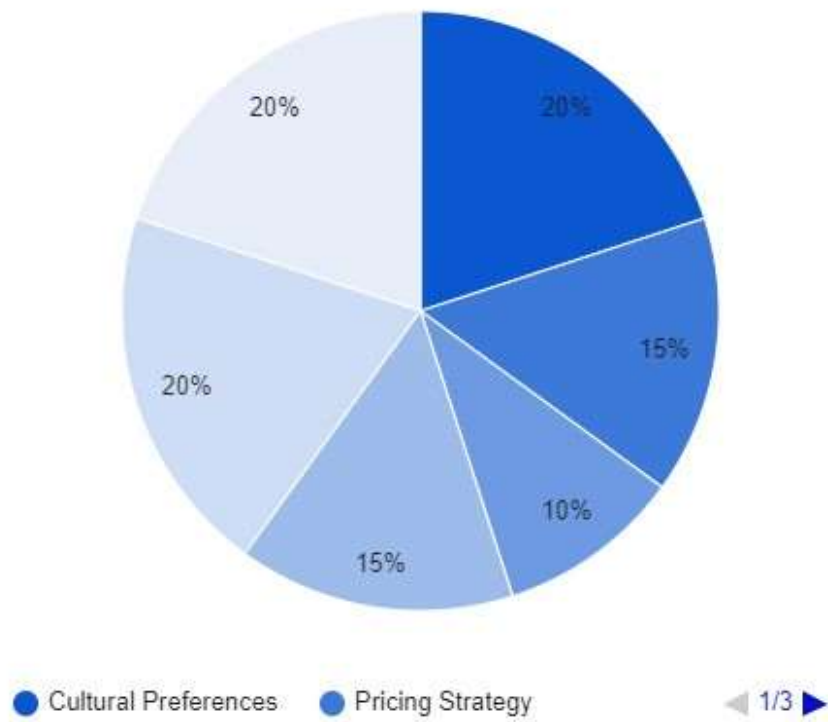


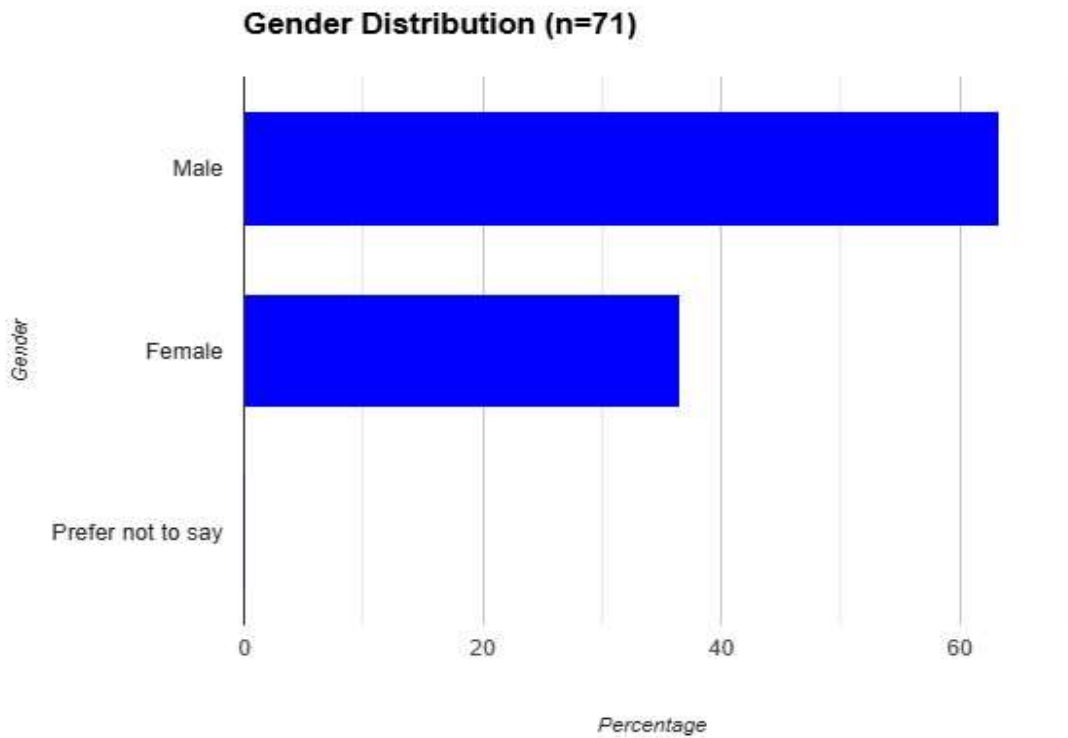
FIGURE 5. Business plan consideration data adopted from Panin, A. (2012)

## 8 RESULTS OF THE SURVEY

Indian customers respond positively to Finnish products with high-quality, organic ingredients, and innovative packaging. However, awareness of Finnish products was limited therefore a survey through a webropol is very important. Through the survey, it has also analysed whether people are interested in buying online products through e-commerce platforms.

By seeing these factors and implementing effective strategies, Finnish brands can successfully tap into the Indian e-commerce market. A survey on the research topic with multiple-choice was designed to get diverse information. A link to the webropol was sent to the people in Indian cities to complete. The idea of that survey was to collect overall answers from different cities in India. There is a total of 12 questions that were asked. The start of the survey structure contains general information about the respondents such as product usage. There were more female respondents than male respondents because these beauty products were mostly used by females. These questions were about age, gender, product quality, product preferences, the city to which people of India belong, and the use of Finnish products.

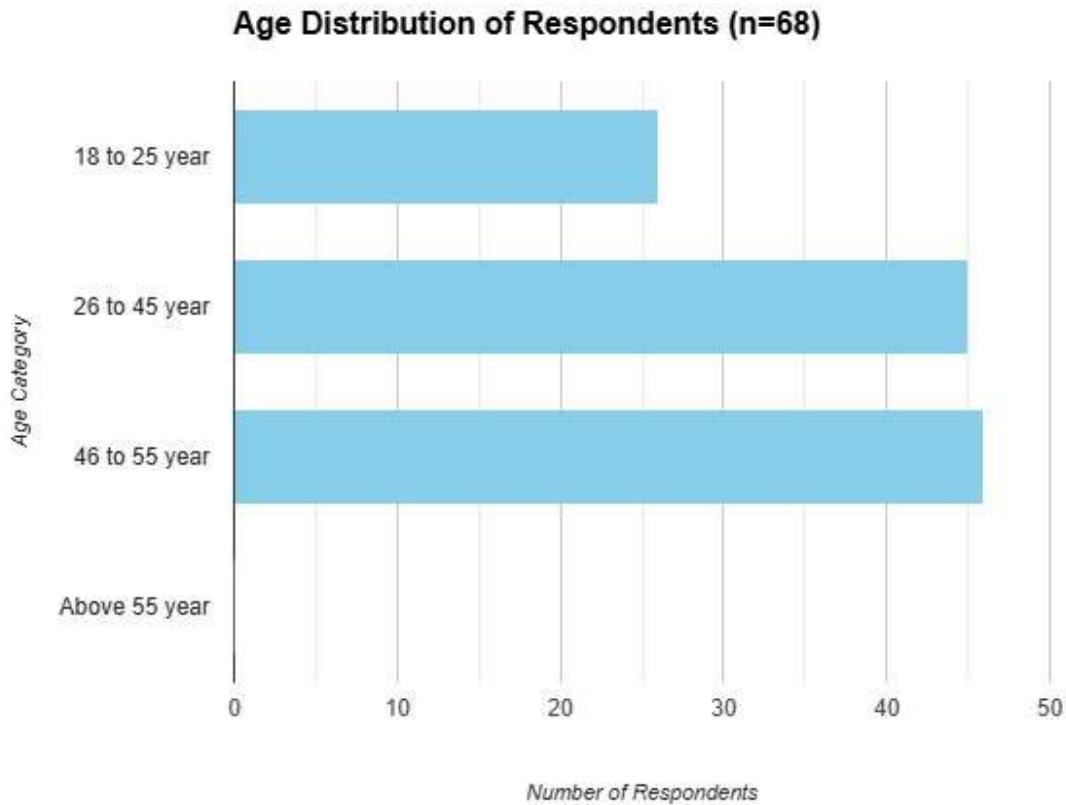
GRAPH 9.1; below shows the gender respondents who are citizens of India. According to the survey maximum no. of respondents is male than female because there is also gender distribution in which females use more beauty products than males likewise, males use more food products than females.



<b>Gender</b>	<b>no.</b>	<b>Percentage</b>
Male	45	63.4%
Female	26	36.6%
Prefer not to say	0	0.0%

GRAPH 9.1. Which gender is more likely to be influenced by reviews and recommendations when purchasing Finnish cosmetic and food products online? In a survey, respondents were asked whether they were male or female. The percentage of males is 63.4%, while the percentage of females is 36.6%. The total number of respondents was 71. The third option is Prefer not to answer but the percentage of prefer not to say is 0.0%.

Graph 9.2; The graph below the respondents belonged to different age groups. According to the survey, there were 4 categories of age group.



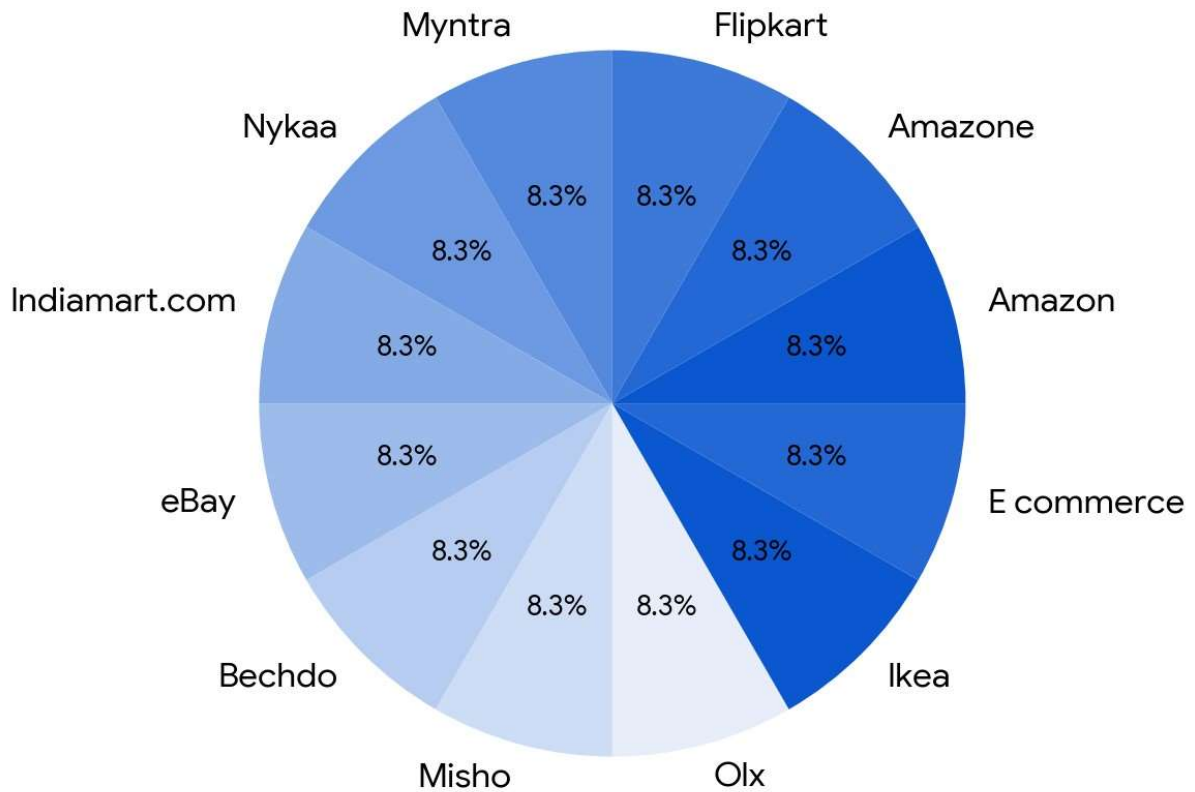
Age	no	percentage
18 to 25	40	58.8%
26 to 45	27	39.7%
46 to 55	0	0.0%
Above 55 years	1	1.5%

GRAPH 9.2; which age categories of people would prefer to answer?

There was a question in the survey that asked the respondents about their preferred age group for taking part in answering. The results showed that 58.8% of respondents were from the age group 18 to 25 years, 39.7% were from the age group 26 to 45 years, 0.0% belonged to the age group between 46 to 55 years, and 1.5% were above 55 years old.

GRAPH 9.3; the graph below explains the popularity of the E-commerce platform. According to the survey people mostly use E-commerce platforms for online shopping in India.

### Popularity of E-commerce Platforms in India (Survey Results)



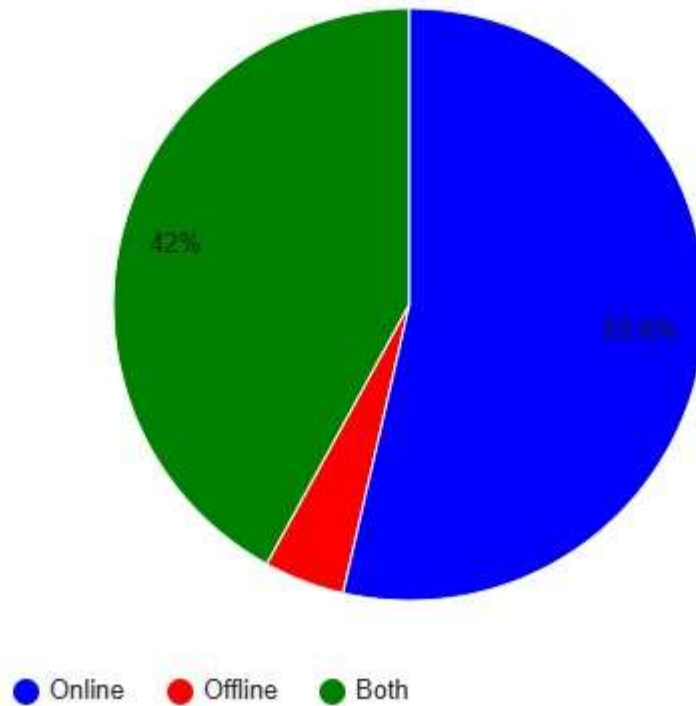
E-commerce platforms	n	percentage
Amazon	1	10.3%
E-commerce	2	8.3%

GRAPH 9.3; Which e-commerce platform is most popular in India?

There were different E-commerce platforms mentioned in the graph where people depend on online shopping. It included Amazon, E-commerce, eBay, and Flipkart but Amazon has a higher sales rate in India for online shopping.

GRAPH 9.4; the graph below includes how people prefer to buy products. It includes both online and offline options or both.

**How People Prefer to Buy Products (n=69)**



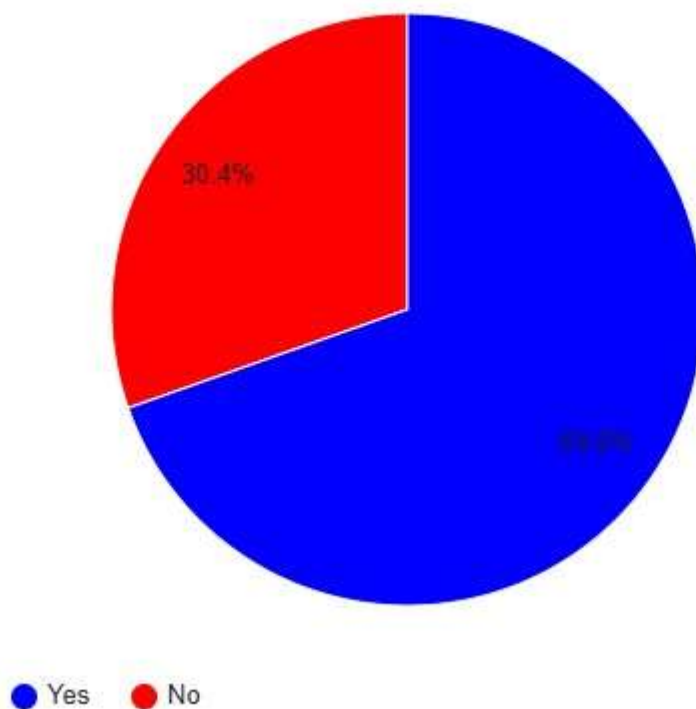
Preference	n	Percentage
Online	37	53.6%
Offline	03	4.4%
Both	29	42.0%

GRAPH 9.4; How do people prefer to buy products?

In graph 9.4 people gave opinions on how people prefer to buy products online, offline, or both. More than half of respondents, 53.6%, prefer buying products over the internet. On the contrary, only 4.4% prefer offline shopping. Besides, as much as 42.0% of survey participants like to use both shopping methods.

GRAPH 9.5; The graph below explains whether Indian people have used Finnish products before or not and give reviews about products.

### Have You Used Finnish Products Earlier? (n=69)



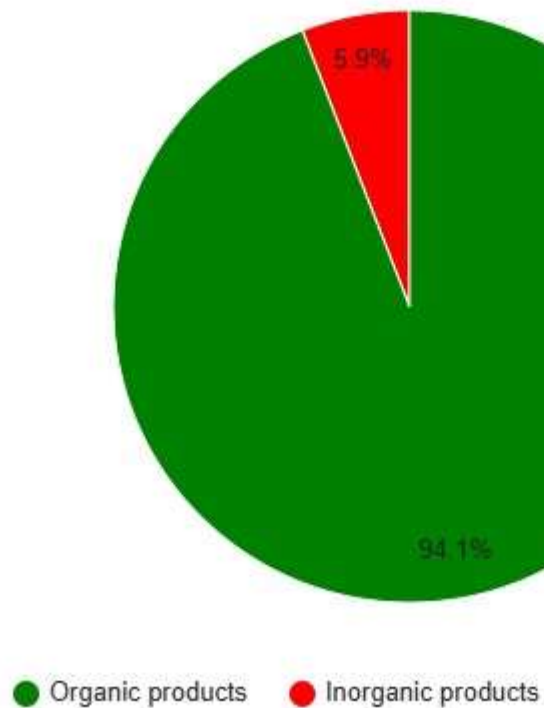
Preference	n	Percentage
Yes	48	69.6%
No	21	30.4%

GRAPH 9.5; Have you used Finnish beauty products earlier?

This graph includes information about have Indian people used Finnish products before or not but according to the survey people mostly used Finnish products earlier with a percentage of 69.6% and 30.4% not used Finnish products before.

GRAPH 9.6; the graph below it was including the preferences for organic products. Nowadays people have the sense to use organic products over inorganic products.

**Consumer Preference for Organic Products (n=68)**

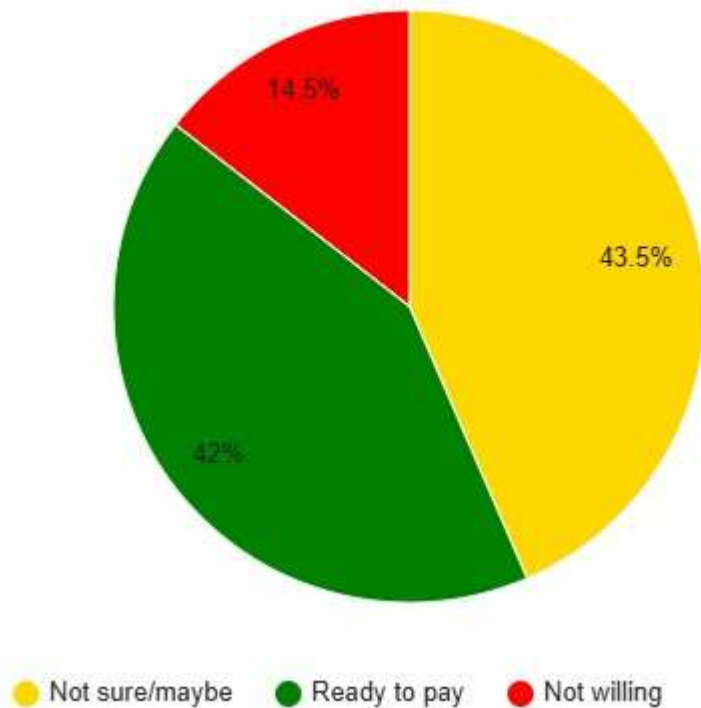


Products	n	Percentage
Organic products	64	94.1%
Inorganic products	04	5.9%

According to the survey people of India prefer more than organic products over inorganic products. The preference for organic products is 94.1% and inorganic products 5.9%.

GRAPH 9.7; The graph below describes the inclination to Pay the Finest for Finnish Products (n=69)" shows the delivery of answers from 69 individuals concerning their willingness to pay a quality for Finnish products.

**Willingness to Pay Premium for Finnish Products  
(n=69)**



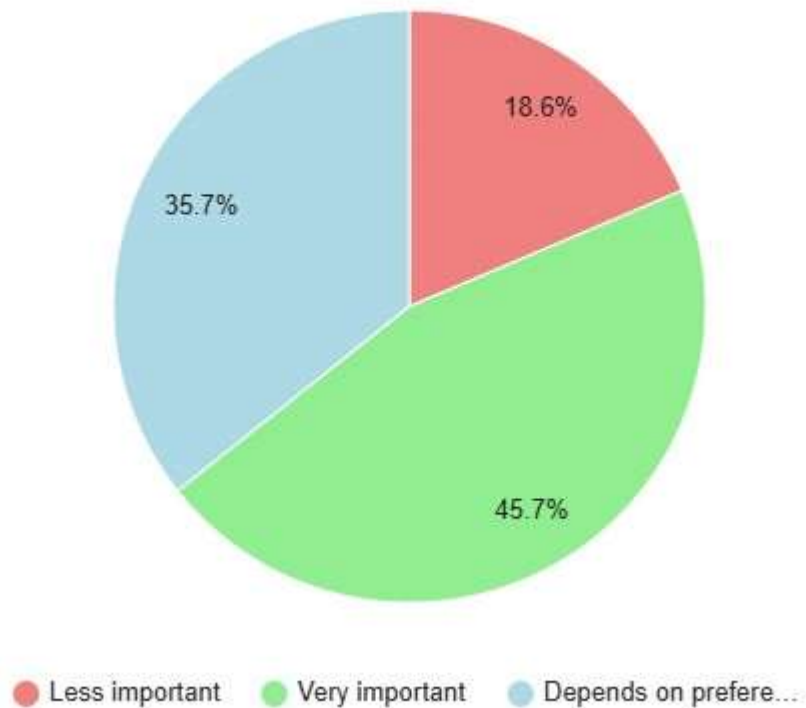
Product	n	Percentage
Not sure/maybe	30	43.5%
Ready to pay	29	42.0%
Not willing	10	14.5%

GRAPH 9.7; would people be ready to pay a premium for Finnish products watched as being of higher quality and natural ingredients?

According to the surveys, as many as 43.5% of the interviewees displayed insecurity or faced hindrances toward paying for quality products. 42% of defendants are ready to pay for Finnish products and 4.5% of defendants are not ready to pay for Finnish products. This graph visually signifies the part of people in each group.

GRAPH 9.8. The graph below describes organic Goods (n=70)" shows the supply of answers from 70 persons concerning the reputation of organic products.

**Importance of Organic Products (n=70)**



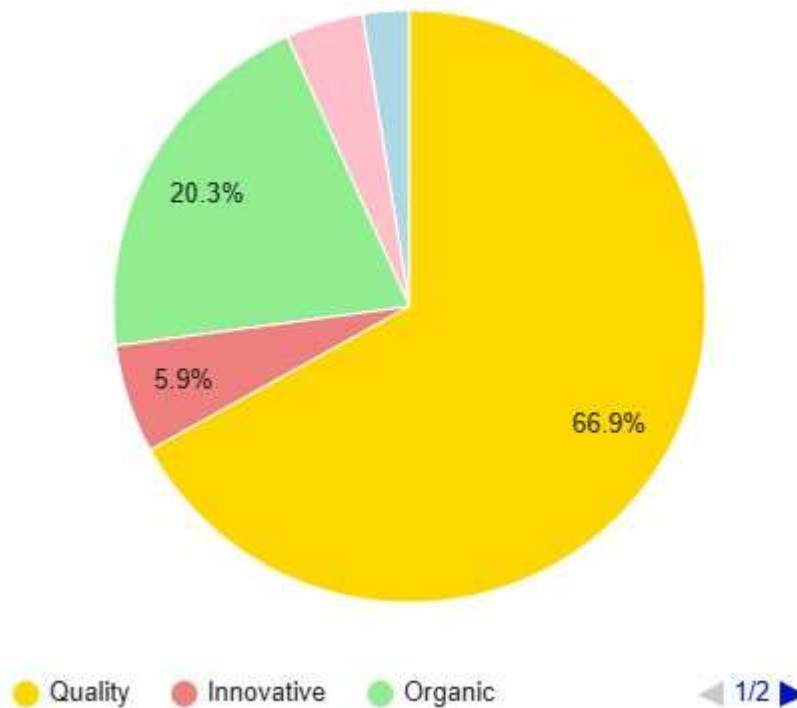
Products	n	Percentage
Less important	13	18.6%
Essential	32	45.7%
Depends on preferences	25	35.7%

GRAPH 9.8; How significant are organic things to people when electing cosmetics or food products?

According to the survey, 45.7% of respondents replied that organic products are very important. 35.7% of respondents believe the position of organic products depends on individuals' preferences.

GRAPH 9.9; The graph below describes the Relations with Finnish Products (n=70, Multiple Answers)" shows the supply of answers from 70 individuals concerning their relations with Finnish products.

**Associations with Finnish Products (n=70, Multiple Answers)**

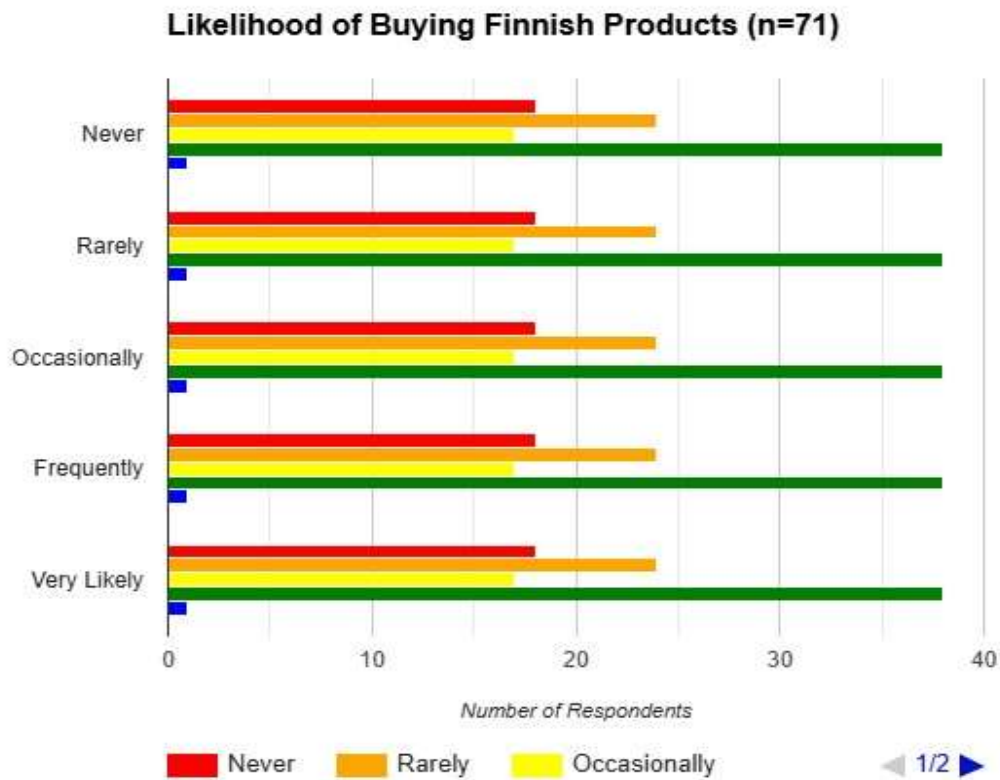


Products	n	Percentage
Quality	55	78.5%
Innovative	07	10.0%
Organic	24	34.4%
Expensive	05	7.1%
Other, what	03	4.3%

GRAPH 9.9; what is the perception of Indian people after the usage of Finnish products?

According to the graph, 66.9% of the respondents' secondary Finnish products with quality. Like 20.3% of Indian people Finnish products are organic. 5.9% of defendants associate Finnish products with being advanced.

GRAPH 9.10; graph below Purchasing Finnish Products (n=71)" displays the supply of replies from 71 persons concerning their likelihood of buying Finnish products.



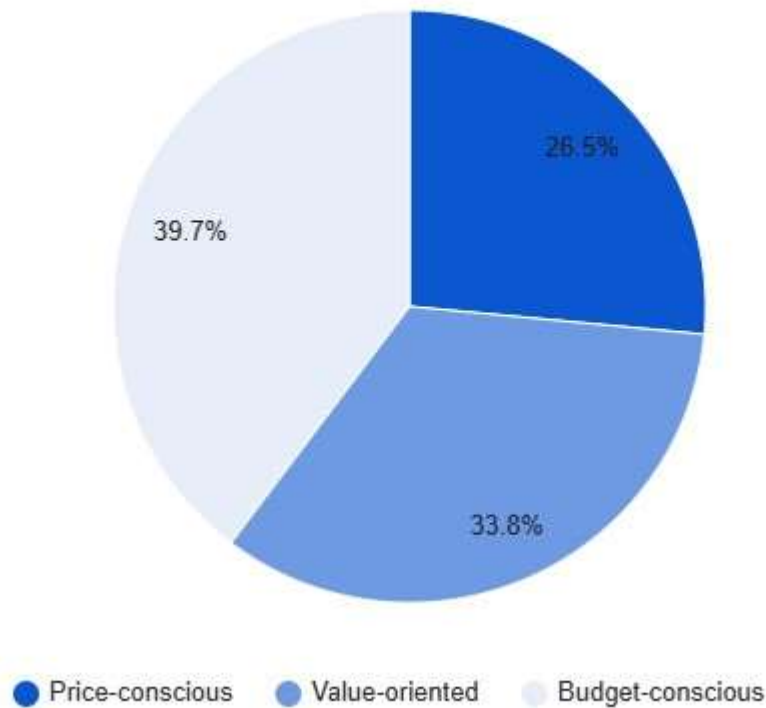
Products	n	Percentage
Never	13	18.3%
Rarely	02	2.8%
Occasionally	17	24.0%
Frequently	12	16.9%
Very likely	27	38.0%

Graph 9.10; What are your impressions of Finnish products?

According to the graph, 18.3% of respondents showed they would never buy Finnish products. 2.8% of respondents specified they would hardly buy Finnish products and 24.0% of defendants designated they would occasionally buy Finnish products. 16.9% of people buy these products frequently.

GRAPH 9.11; the graph below describes the price Compassion of Defendants (n=68)" and shows the supply of responses from 68 individuals concerning their price sensitivity.

**Price Sensitivity of Respondents (n=68)**

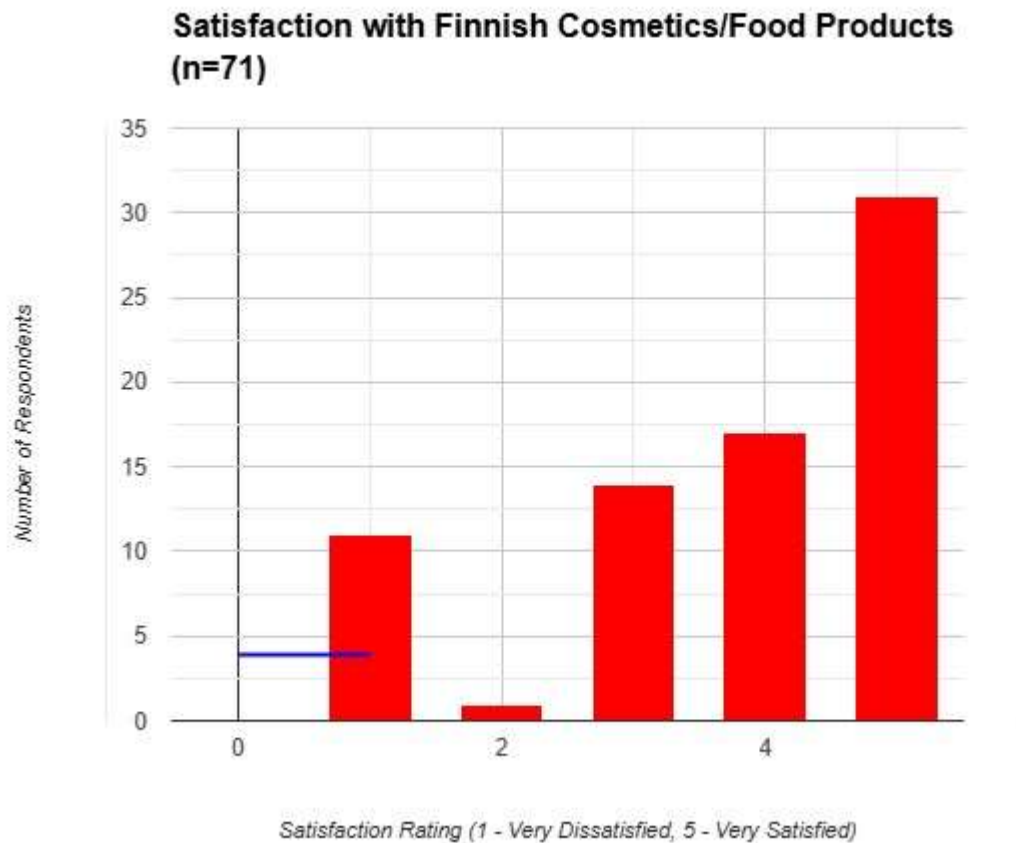


<b>Respondents</b>	<b>n</b>	<b>Percentage</b>
Price-conscious	18	26.5%
Value-oriented	23	33.8%
Budget-conscious	27	39.7%

GRAPH 9.11; people are price-sensitive or not?

According to the survey, 26.5% of respondents are price-conscious, meaning they arrange lesser prices over other aspects. Over 39.7% of respondents are value-oriented, meaning they pursue stability between price and product quality or structures and 33.8% of respondents are budget-conscious, meaning they are ready to pay somewhat higher prices for products they observe as good value.

GRAPH 9.12; the graph below describes Finnish Cosmetics/Food Products (n=71)" shows the supply of responses from 71 individuals about their approval with Finnish cosmetics and food products.

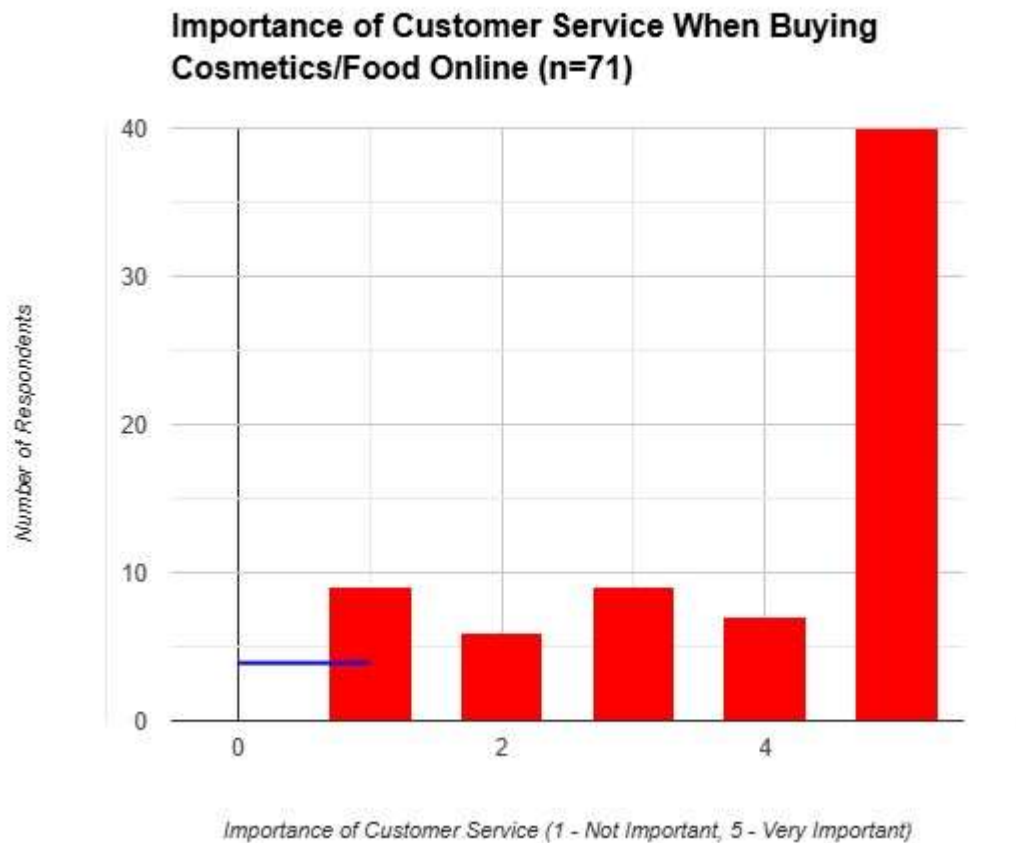


Product	n	Percentage
Very dissatisfied	8	11.3%
Dissatisfied	1	1.4%
Less satisfied	14	19.7%
Satisfied	17	23.9%
Delighted	31	43.7%

GRAPH 9.12; How significant are organic things to people when electing cosmetics or food products?

According to the survey, 11.3% of defendants showed they were very dissatisfied with Finnish cosmetics and food products. 1.4% were dissatisfied and 43.7% were delighted respectively.

GRAPH 9.13; The graph below describes customer Service when buying cosmetics/food online (n=71)" shows the distribution of responses from 71 individuals regarding the importance of customer service when buying cosmetics and food products online.

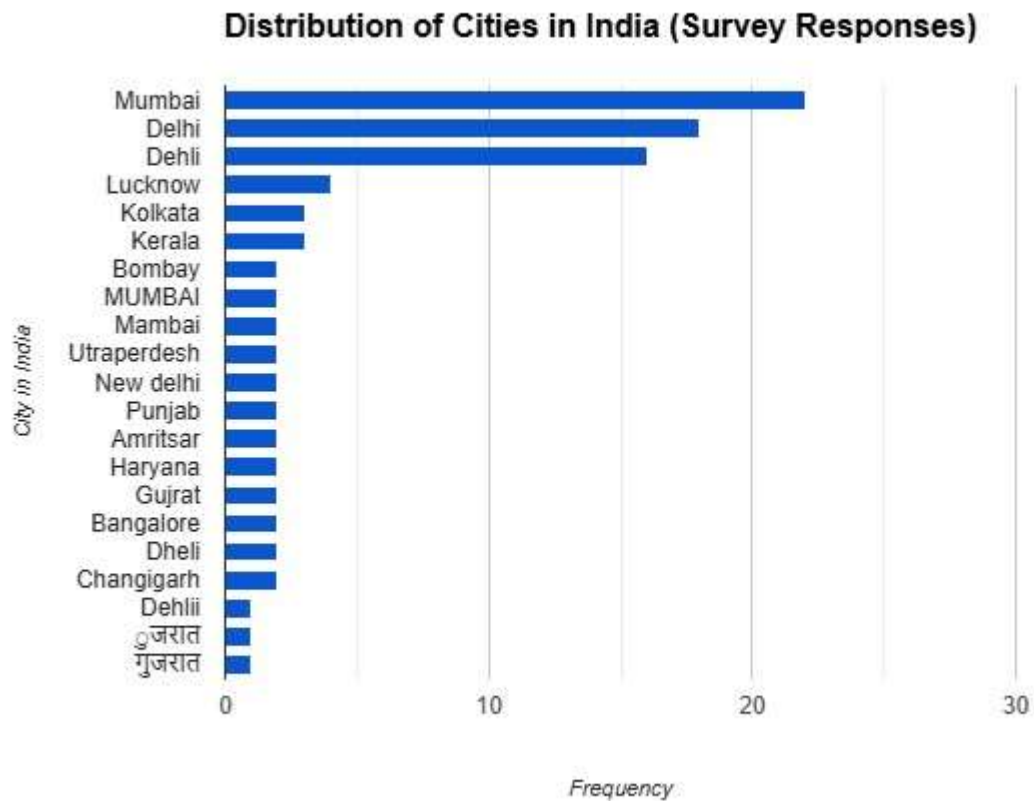


Number	n	Percentage
Not Important	9	12.7%
Less important	6	8.4%
Slightly important	9	12.7%
Important	7	9.9%
Critical	40	56.3%

GRAPH 9.13; Importance of customer service?

According to the survey, 12.7 % of respondents showed that customer facility is not important when ordering cosmetics and food products online. However, 56.3% of respondents showed that customer facility is important when ordering cosmetics and food products online respectively.

GRAPH 9.14; The graph below describes the product supply of cities in India (Survey Responses)" shows the rate of survey answers from different cities in India.



GRAPH 9.14; Which cities of India are you from?

According to the survey people who participated in the survey belonged to different cities of India. Mumbai has the maximum rate of answers, representing that an important share of the survey contributors was from Mumbai. Delhi and Lucknow also have a comparatively high rate of replies, signifying that these cities were well-represented in the survey. The other cities, such as UtraPerdesh, New Delhi, Punjab, Amritsar, Haryana, Gujrat, Bangalore, Chandigarh, Delhi, have lower rates of responses, signifying that these cities were less characterized in the survey.

## 9 CONCLUSION

This thesis aims to develop a business plan for selling cosmetics and foodstuffs from Finland through the Indian e-commerce market. The e-commerce market presents a significant opportunity for Finnish cosmetic and food products. With a rising middle class, growing income, and rising people's preferences for universal brands, India suggests a talented market for high-quality, natural, and advanced products. India is the best place for business through an e-commerce platform because it is the third-largest startup ecosystem with 350 co-worker spaces.

There is also the top sector of e-commerce platforms in India. India has the largest number of registered corporations in the world. India's e-commerce division is speedily growing, providing an appropriate stage for Finnish brands to reach extensive viewers. To get detailed material a survey with multiple-choice questions was completed and then the opinions of people were gathered for the business plan. The Indian management is dynamically sponsoring "Make in India" enterprises, which could generate occasions for Finnish businesses to start business services or businesses with local trades. For empathetically Indian consumer preferences, cultural understandings, and local taxes are critical for effective advertising and marketing. By classifying market openings, sympathetic customer likings, and measuring the inexpensive site, this study offers a solid basis for evolving an exclusive and successful business plan in India.

The answers from this study can assist as an appreciated resource for businesspersons, depositors, and representatives, which move new business ideas and plans personalized to the Indian market. However, by carefully analysing the obtainable data and information, investigators can make informed conclusions and raise the possibility of business success.

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## **APPENDIX**

Survey questionnaires for selling Finnish cosmetics products and foodstuffs in Indian markets. The surveys are taken by different Online platforms in India and ask different questions and get their opinion of Indian people.

If you have any questions about this survey, feel free to contact me.

Awais Saleem

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Link of questionnaires <https://link.webpolsurveys.com/Participation/Public/fd21987b-028f-447e-96d4-52f4b7f56d56?displayId=Fin3217559>

## **SURVEY QUESTION**

### **Target Audience**

#### **Gender**

Male

Female

Prefer not to say

#### **Age**

18 to 25 years

26 to 45 years

46 to 55 years

Above 55 years

#### **Which city of India are you from?**

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#### **Which e-commerce platform is most popular in India?**

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## **Customer Preferences**

**How do you prefer to buy products?**

Online

Offline

Both

**Have you used Finnish products earlier?**

Yes

No

**You mostly prefer?**

Organic

Inorganic

**Market segmentation**

**Would you be willing to pay for premium products, which are considered of higher quality and contain natural ingredients?**

Not sure/Maybe

Ready to pay

Not willing

**How important are organic products to you when choosing cosmetic or food products?**

Less important

Very important

Depends on preferences

**What do you associate with Finnish products?**

Quality

Innovative

Organic

Expensive

Others, what?

**Conclusion**

**How likely are you to purchase Finnish cosmetics/food products online? 1 (Not likely at all) to 5 (Very likely)**

1

2

3

4

5

**Peoples are price sensitive or not?**

Price-conscious

Value oriented

Budget-conscious

**How satisfied are you with the quality of Finnish cosmetics/food products? 1 (Very dissatisfied) to 5 (Very satisfied)**

1

2

3

4

5

**How important is customer service when purchasing cosmetics/food products online? 1 (Not important at all) to 5 (Very important)**

**1**

**2**

**3**

**4**

**5**

