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International Marketing Strategies in the Celebrity Cosmetics Industry

A Dual Case Study: Huda Beauty and Fenty Beauty

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<p>The rise of social media and usage of social influencers has become a popular tactic to use in brand marketing, especially in the cosmetic industry. Due to these platforms social media and the usage of social influencer is highly influential amidst certain groups. Thus this would create a demand for beauty products and help fill the gap between cosmetic brands and consumers. There are various social channels that are proving to be well-known in today's digital climate and are integral to cosmetic brands' awareness and digital marketing strategies this year and beyond.</p> <p>This study will give insight to the global cosmetic industry and also identify the characteristics that social influencers have, in order to see how they are in infomercials for brands on social media sites, such Instagram and YouTube.</p> <p>The aim for this study is to examine, how influencers and celebrities shape up their international marketing strategies in the cosmetic industry. A dual-case study is used to explore, how influencers and celebrities are used for marketing campaigns and draw relevant conclusions from this. The study includes a literature review that provides the reader background information on global marketing strategies and on cosmetic industry. In addition the study focuses on the research questions, social media and influencer marketing explanations. In the final part of the study the author presents result of the conducted research in terms of analysis of gathered data, which are then finalized, with a conclusion of the research.</p>	
Keywords	International marketing strategy, celebrity, social influencer, cosmetic brands, social media

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1 Introduction

Over the years the pace of global integration has definitely increased. With the help of globalization drivers, it has introduced plenty of arrangements into the business environment and has extensively altered company's main concerns and outlooks of marketing management. During the last twenty years the international beauty market has grown by 4,5% a year on average CAGR (compound annual growth rate) with annual growth rates that ranges from around 3% to 5.5%. The CAGR is a term that shows the rate of return of an investment over a certain period of time. (Investopedia, 2018) The global beauty market has been broken down to five essential business sectors, which would be make-up, perfumes, toiletries, skincare's and haircare's. Regarding cosmetics, these five sectors with their diversities can satisfy all consumers needs and anticipations.

Concerning the geographic aspect, the global market can be broken down to the dominant regions, which its shares in the global revenues are remarkably significant and on the other hand the peripheral regions shares are fairly small. Amidst the previous following regions stand out with their biggest shares in the global revenues:

“North America, Latin America, Asia-Pacific and Western Europe. Since the turn of the century the cosmetic markets of the BRIC countries (Brasil, Russia, India, China) have been growing very fast. The beauty and personal care markets there actually expand and thus contribute significantly to the growth of the global market on the whole. In 2010 these four countries alone accounted for 21% of the global beauty industry and their share is to increase to 25% of the total market value in 2015”

(Lopaciuk, A., 2013).

One of the aims of this study is to answer the research question: To what extent is success determined by the celebrity brand.

According to Forbes this it is the best moment to be a beauty entrepreneur. According to Forbes there is an estimation of at least 40 prominent well-known beauty start-ups today that are founded by women. This makes a four-hundred-and-five-billion-dollar sales industry, one of the most prevalent places for women to self-start their way to an

all-time success. Not only is it a great place to start a business, it's increasingly a good place to sell a business and make a tidy profit. Sixty-two privately held beauty companies were acquired in 2016, 38% more than the previous year and a record since 2012, according to analytics firm CB Insights. At the time of this article's publication in May 15th of 2017, there have been 14 transactions, says CB Insights. (Sorvino, 2017) As we are now in 2018, the deals in 2017 were declined, which led to the falling of 4 per cent from 2016 and dropped to their lowest annual total since 2012. (Deery, 2018)

Successful beauty entrepreneur Huda Kattan has started her career from a cult beauty figure to a mainstream celebrity. However, her status of a celebrity is still debatable. With 25 million followers she has the ability to collect eighteen-thousand dollars per post and has a growing cosmetics empire that has proven to be one of the most sought-after brands in shops such as Sephora. The thirty-four-year old told the "New York Times" that she has begun her Huda Beauty makeup line after many years of experimenting with cosmetics and taking makeup courses in California. Thus, after she became a self-taught expert in eyebrow sculpture. This led to the beauty influencer starting her false eyelashes, which are sold in a store called Sephora and from there on she expanded into selling her lipsticks in 2015 and in 2017 her highlighter, eyeshadow palette and foundations. From there it was an upward climb for her in, which she began with YouTube however, found her base in Instagram. (Fogarty, 2017)

Meanwhile the cosmetic brand "Fenty Beauty" was created with a vision. According to the Fenty Beauty website the creator and founder Rihanna felt that it was essential for women everywhere to be included. The line debuted September 8th, 2017 and is available at Sephora and Harvey Nichols. After recognizing an emptiness in the industry regarding foundation ranges, Rihanna wanted to create formulas that work on all skin types and to pinpoint universal shades. (Harpersbazaar, 2017)

This thesis is researching the international marketing strategies in the celebrity makeup industry and focuses on a dual case study on Huda Beauty and Fenty Beauty. The purpose of this thesis is also to know both cosmetic corporations' international marketing strategies and how their founders, who are celebrities and influencers, impact on consumers' buying behaviour.

In every study it is important to set a clear objective and research questions that guide the study towards the right direction. As this thesis is a dual case study of cosmetic

companies, it will focus on theoretically-grounded research as well as real-life experiences as featured in interviews on consumers experiences and buying behaviour.

The study will begin with a literature review that gives the reader the necessary theoretical framework concerning the global cosmetic industry and its marketing strategies, as well as an overview on how the global marketing strategy works. In addition, the study will include an in-depth look on social media and influencer marketing, which will look more closely into the specific practices of vloggers and Instagrammers, and how cosmetic companies are trying to exploit these outlets. The relationships are of interest because the credibility of the influencers depends on their perceived independence.

One of the main focuses of this thesis is on the quantitative research conducted by the author within the two companies “Huda Beauty” and “Fenty Beauty” in question. The chapters on the empirical research and analysis offers this study’s readers some insights. Combining the data from the case companies together with the theory, the author will give the case companies a clearer insight on their international marketing strategies results from their consumers’ point of view.

The thesis offers more of an in-depth look on global cosmetic industries social media tactics and how the influencers affect consumer behaviour. The study finishes with tips for future research and sums up the learnings from the case companies in the discussion that concludes the thesis.

2 Literature Review

This section of the Bachelor thesis will focus on literature that forms the theoretical framework for studying this topic in more depth. This literature review will investigate the global cosmetics industry, global marketing strategies, and their impact on customer behaviour.

2.1 The Global Cosmetic Industry

The cosmetic industry is an important and valuable global industry. It is a very advantageous, innovative, and fast paced industry where product innovation is the key to success. Cosmetics are used by people to enhance their appearance. Makeup has been around for many centuries. In history the first known people who used cosmetics to enhance their beauty were the Egyptians. Makeup those days was just simple eye colouring or some material for the body. (Forbes, 2017)

Although the global cosmetic industry is competitive it offers an opportunity for new entrants as well as competitors. As a result of this the global cosmetic industry has contributed to the economic growth of countries and it has generated global income. What is impressive is that the cosmetic industry was one of the industries that recovered from the global economic crises, including a series of great depressions and World War II. The cosmetics industry in the US used to be dictated by family-run businesses and immigrant founders at the forefront of several global brands such as Avon, Estée Lauder, Max Factor and Revlon. According to the article “Immigrant Entrepreneurs on the World’s Successful Global Brands in the Cosmetic Industry” (Ramli, 2015) during the Great Depression in the early 1930s the cosmetic market grew and was considered necessary consumer items for women. Also, during the Great Depression, the advertisements were portraying cosmetics giving their consumers a youthful appearance. Nevertheless, today makeup plays an important role for both men and women. These days even men have become more beauty conscious and are concerned about their looks.

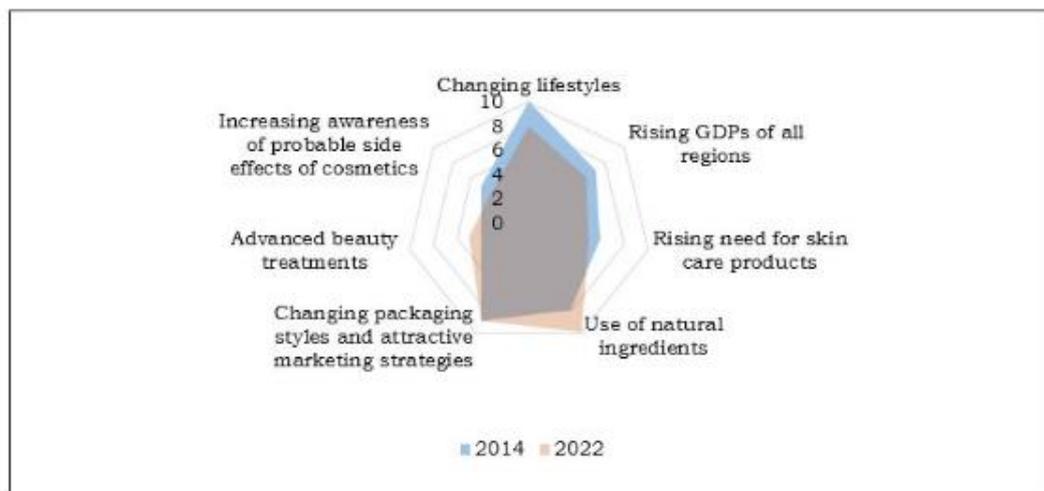
The cosmetic and beauty industry is a global sector that remains largely impervious to economic difficulties. This is due to an ongoing and growing usage of products by women and increasingly by men across the world. (Synthesio, 2017) According to Statista during 2016, the global cosmetic market grew an estimation of four percent in comparison to the previous year. The main product categories of the cosmetic market were skincare, hair care, make-up, perfumes, toiletries and deodorants, and oral cosmetics.

Statista states on cosmetics industries statistics and facts as following:

“The leading category in the cosmetic industry was skincare and it was accounting about 36 percent of the global market. Hair care products made up a further 23 percent, while make-up accounted for 18.2 percent in 2016. Skin care has been forecast to remain the most profitable product category, as its market value is projected to grow by 20.1 billion U.S. dollars between 2014 and 2019. As of 2016, Asia and Oceania were the industry leader, accounting for approximately 40 percent of the global market. Between 2016 and 2021, the Asia Pacific mass beauty market is projected to grow by nearly 14.9 billion U.S. dollars in sales” (Statista, 2018).

According to Nilesh Rajput there has been an abundant rise in disposable incomes over the past decade. In addition, “The growth in global economies, changing lifestyles, rising demands of skin and sun care products due to varying climatic conditions encourages the growth of the market for cosmetics” (Rajput, 2015). There has been a shift in the global beauty industry of preference towards natural and organic beauty products, especially in the U.S. and European countries and which has consequently boosted the growth of the cosmetics market. (Rajput, 2015)

Top factors impacting Global cosmetics market



Source: Secondary research and AMR analysis

Figure 1. Top Factors impacting the Global Market (Rajput, 2015)

Above on Figure 1 can be seen the top factors that impact the global cosmetic market are the changes of lifestyles, rising GDPs of all the regions, use of natural ingredients, advanced beauty treatments, increasing awareness of probable side effects of cosmetics, changing packaging styles and attractive marketing strategies. Regarding to changing life factors, consumers have become more conscious towards the usage of cosmetics in their day to day life, this would create an effort to step up their style quotient and overall personality.

The growing demand of cosmetic products with women and men has in turn led to the growth of cosmetic markets all across the world. The rising GDP factor came into play since improvements in the economies of various countries did typically raise the spending capabilities of individuals. This means that there is more disposable income for individuals across various regions, which drives consumers to spend their money, which

then affects the global market growth positively. Since the usage of natural or organic products has risen some beauty brands have implemented this into their cosmetics lines, which then has increased the wants of consumers to get natural or organic cosmetic products. (Rajput, 2015)

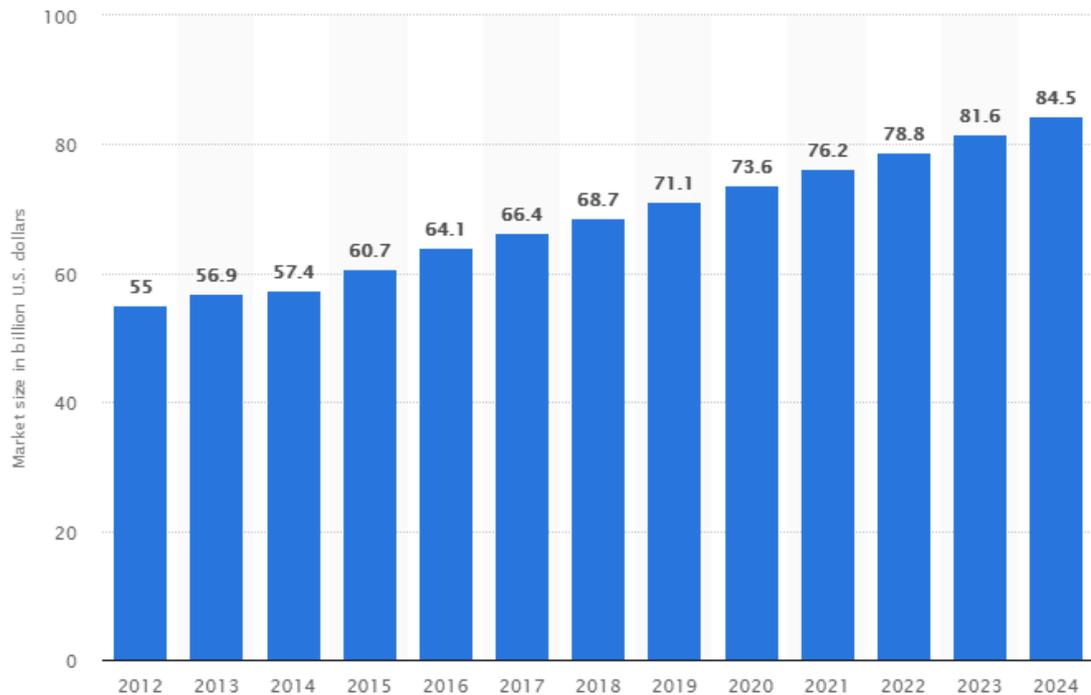


Figure 2. Size of the global colour cosmetic make-up market from 2012 to 2024 in billion U.S. dollars (Statista,2018)

In Figure 2 we can see the market size of the global colour cosmetic make-up from 2012 to 2024. The Figure forecasts that in 2024 the market value will be 84.5 billion US dollars. According to Statista the definition of make-up is that “it refers to cosmetic preparations, such as powder or creams, which are designed to enhance the appearance of the body, especially the face, by application” (Statista,2018).

Make-up as a category is very broad including; lipsticks, concealers, foundations, bronzers, mascaras and eyeliners. All of these products have the aim of “decorating” an individual’s facial features. The demand for facial makeup has significantly increased across the world after people wanted to have more polished looks. (Statista,2018) There are various channels that can be used to sell cosmetic products, such as drug stores, supermarkets, and discount stores. In addition to “online sales of beauty products have increased steadily since 2004, generating approximately 21.47 billion

U.S. dollars in sales in the U.S. by 2015. On the global market, make-up products accounted for approximately 18.2 percent of the total cosmetic market value” (Statista, 2018).

The global market for facial makeup is broadly assessed on the basis of the type of the product, sales channel, price, source, and the regional reach of the market.

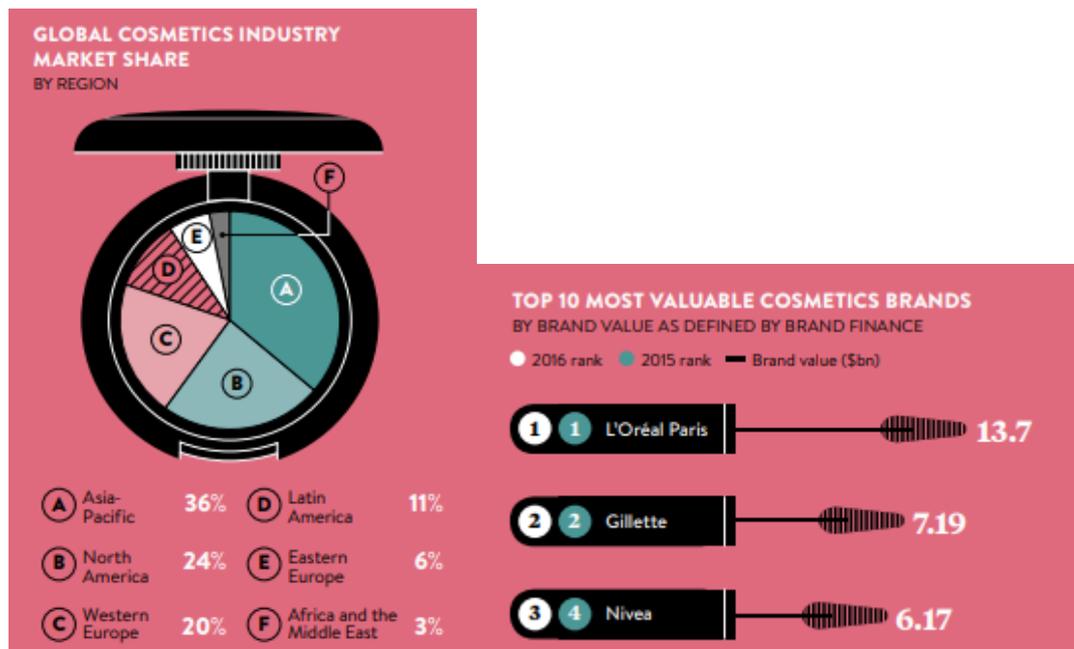


Figure 3. Infographic: The global cosmetics market (Raconteur, 2016)

Figure 3 follows the fast rise of the global cosmetics industry. It also reveals that L'Oréal Paris is the most valuable cosmetics brand with a 10.2% share of the market, and in second place is Gillette and the third place is Nivea. Additionally, the figure shows that the Asia-Pacific region is the biggest market for cosmetics, North America places second and Western Europe places third. (Raconteur, 2016)

2.2 Global Marketing Strategy

Every time a message is relayed to another person about any business, they are automatically involved in marketing. Discussion about an individual's firm is a convenient form to promote or advertise its business in order to increase sales. A marketing strategy will help to concentrate on specific target markets, which are the most important products or services, as well as on the most productive sales and marketing activities.

Over the past four decades, having a marketing strategy has become the subject of considerable research in both business and marketing literature. A marketing strategy can be defined as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit” (Kotler, 2002) According to Kotler (2002) marketing identifies unfulfilled needs and desires. It also defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company can serve best and it designs and promotes the appropriate products and services. (Kotler, 2002)

Global strategy is continuously developing, and it is used as a tool to differentiate between three types of international expansion that arise from a company’s resources, capabilities and the contemporary position. Thus, if the company is primarily concentrated on its home market and strategies outside its home markets can be perceived as international. When companies consider “going global”, the intention behind this means that they are moving internationally outside their base countries. It is important to clarify exactly the meaning of such wording, due to the fact that strategic implications are entirely diverse. (Lynch, 2014) According to Sheth and Malhotra (2011) global marketing strategy (GMS) is defined as “a strategy that encompasses countries from several different regions in the world and aims at coordinating a company’s marketing efforts in markets in these countries” (Sheth, Malhotra, 2011, p.4).

Another perspective states that global marketing demands a “think globally and act regionally” strategy. It is likely that this type of marketing has all the elements of traditional marketing such as the need of planning, market and trends research, product definition and communication strategies. However, it requires an adaptation to distinct aspects such as social, racial, regional, political, economic situation. In addition, global marketing demands respect as well for international and exchange rules. It is essential to conduct a thorough research on a target country or countries, to anticipate every situation, avoid mistakes, and assure that the market plan is ready and strong. (Costo, 2015)

When a company operates in multiple countries, the marketing strategy it implements plays a major role in its success or failure. The two general types of global marketing strategies are the global (or universal) approach and the international (or multi-domestic) approach. The primary difference is that a global strategy means that the

same basic products and services are offered through consistent promotion, and multi-domestic means the marketing plan is tailored to fit each market. (Bizfluent, 2018)

According to F. Bradley book "International Marketing Strategy":

"Two major forces shape the global economy today, political and economic convergence manifested in new and enlarging trade blocs and increased militarism and global terrorism is forcing international firms to reconsider their marketing strategies to survive with that in that kind of environment, companies must adopt flexible marketing strategies. Firms that avoid international markets, or who do not have flexible or well-developed international strategies, often discover that they face competition not just from agile internationally oriented domestic firms but also from aggressive foreign competitors seeking to expand abroad. The firm competes therefore in a global marketplace. (Bradley, 2005)

Each target market must also consider rules to follow implied by the respective country. The same applies to advertisements and their means. For example, some countries have rules that require advertisements to be created in the designated country. It is also a fact that comparative marketing is banned almost in every country except the USA. (Diogo Costo, 2015) The meaning of comparative advertising marketing is that it is a strategy in which a company's product or service are presented as superior when compared to a competitor's. (Investopedia, 2018)

The significance of international marketing can be examined from two perspectives: its importance to the nation and its importance to the organization. When considering the importance to the nation, the international marketing determines its significance from international trade. Likewise, the importance to the organisation is when a firm that engages in international marketing benefits in areas such as "achieving economies of scale through large-scale production and reduced per unit cost of production, prospects for high returns in foreign markets and corporate strategy to escape tough competition at home" (Nwehinne ,2009).

Adam Smith made it clear when he stated in his book "An Inquiry into the Nature and Causes of the Wealth of Nations" that:

“International trade carries out that surplus part of the produce of their land and labour for which there is no demand among them (exports) and brings back in return (imports for it something else for which there is a demand” (Smith, A., 1904, p.31)

Global marketing provides great strategic advantages for businesses that want to internationalize. These advantages according to Diogo are “reduction of cost inefficiencies and of duplication of efforts between national and regional subsidiaries; opportunities to the transfer products, brands and ideas to other subsidiaries; appearance of global clients; improvement of the ties between national infrastructures, leading to the development of a global marketing infrastructure”. (Diogo Costo, 2015)

2.3 Marketing Strategies in the Cosmetic Industry

Marketing in a cosmetic company is a continuous change of strategy as such that any cosmetic company will suffer against their competition if they don't change their way of marketing (Businesswire.com, 2010). The beauty industry is highly competitive, so for cosmetic brands to succeed they must be very creative and ground-breaking to gain an advantage against the competition and push awareness and commitment around their campaigns and products. Due to this competitive nature, it produces some interesting and innovative beauty marketing strategies. The top leading beauty brands have paved the way with carefully crafted strategies that have set their brand and products apart from the rest. (Synthesio, 2017)

It is important to give thorough thought to the companies' penetration strategy before launching the cosmetic product. This comprises of growth, distribution channels and communications as well as public relations. Packaging, branding and product positioning are vital components that need to be detailed in the marketing strategy as well. These are what the customer will first see, and it needs to be appealing.

Ongoing Training	With ongoing training, the employees will improve their skills continuously. Do to this it proposes the employees to relay information like when a certain cosmetic product changes or upcoming developments. For example, when a company's certain mascara's ingredient makes it more long lasting than the leading brand, the sales employ-
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	ees would have to be aware of the product change, so they can relay it to the consumers.
Free Product Samples	When giving free new product samples to the employees, they would have a first-hand experience on the product at hand. For instance, if a company is known for their eyeshadow, a sample would assist the members of the sales staff of gaining knowledge of its advantages and then later relay it to the consumers. If the employees have tested the free samples on themselves they have a better understanding for the product. Therefore this leads to the employees giving their own personal feedback on the product and relay their expertise on it towards the consumers.
Cross-Functional Teams	In order to convey what the consumer wants on a timely manner, it would be smart to incorporate cross-functional teams. With establishing cross-functional teams amidst departments with abundant levels of knowledge such as marketing, research and development and production would boost the creativity and cut down the time to market.
Internet Engagement	In the cosmetic company, the employees would use the internet or a web application as a platform to access information or would serve as an outlet for the staff to deliberate and swap ideas.

Table 1: Internal strategies within the company

Table 1 illustrates the internal strategies that a cosmetic business would use in order to achieve its aim. When a cosmetic brand uses internal marketing strategy first it motivates all functions to please the costumers. With the help of this specific strategy it extends and develops the foundation of marketing like the marketing concept, customer satisfaction and the exchange process towards the internal consumers.

The cosmetic industry is driven regional and global trends. By using international marketing strategy, it would create for the cosmetic company more opportunities and expansion such as broadening their customer base. With marketing their businesses internationally, it provides them with opportunities to create valuable relationships other cosmetic business and possibly collaborate with them. In addition, it would create a valuable relationship with consumers as well, this primarily creates and maintains a good business performance.

Through the comprehensive analysis of the results arising from the questionnaires (Chapter 5: Results) the feedback and several conclusions can be summarized as the basic information for a cosmetic brand international marketing strategy:

Target consumers	The target consumers for Fenty Beauty and Huda Beauty are from 15 to 40-year-old females and males, with middle level income.
Sales channel:	Nearly all consumers buy cosmetics from cosmetic counters in the department stores or supermarkets. However, lately the growth of beauty e-commerce has grown.
Price position:	Fenty beauty prices ranges from 10\$-59\$ for singular products. As for Huda Beauty 9\$-68\$. Also, both brands produce products for all shades of people. For example, Huda Beauty's line has 30 shades of foundation and Fenty Beauty has 40 shades of foundations
Channels for sale promotion:	Most of their consumers would like to get information on "Huda Beauty" and "Fenty Beauty" from internet, magazine, TV advertising also using influencers at events to promote their launches like festivals.
Key factors on sale promotion:	According to the feedback that was given, it can be concluded some factors may affect sales promotion, which are effectiveness of the products, price and brand reputation.

Table 2: International Marketing strategy that cosmetic brands use.

Essentially when it comes to marketing, the essentials include a winning product, target audience and a core message. According to Table 2 both beauty brands "Fenty Beauty" and "Huda Beauty" excelled with their diverse mix of marketing tactics, public relations and social media sophistication that would make any marketer satisfied. Based on the research conducted it seems that social media is the best marketing channel for both brands, and this will be further analysed in the thesis.

2.3.1 Internal Marketing factors in the cosmetic industry: SWOT

The cosmetic industry has definitely gained an important spot in the global market since last few decades. Since then the industry has become very lucrative. For the cosmetic company's product mapping and product analysis are important for the marketing strategy, it used for the advertisement and engagement of their products. In addition, with understanding its environment is an essential part of planning and would

allow the company to distinguish the threats and opportunities associated in the cosmetic industry.

Strengths	<p>In this section the cosmetic company would list their strengths that they have. For example :</p> <ol style="list-style-type: none"> 1. Having enthusiastic employees 2. Unique products 3. Loyal consumers 4. Availability in multiple places
Weaknesses	<p>The cosmetic industry is big and broad. It is inevitable for a company to have weaknesses, however the company should try to minimize those weaknesses since having many weaknesses may put the brand in jeopardy. For example common weaknesses in the cosmetic industry are:</p> <ol style="list-style-type: none"> 1. The consumption pattern depends on per capita income of individuals. 2. The demand-price ratio acts as a setback for the industry. 3. Companies might be forced to lower their prices for products, and on the other hand the increased competition could demand for a rising budget on promotions for their products. (UkEssays, 2015)
Opportunities	<p>New opportunities can expand a business. For example common opportunities in the cosmetic industry would be:</p> <ol style="list-style-type: none"> 1. Attracting a wide consumer base through the expansion of its brands and geographic markets. 2. Interested Investors 3. Selling through retailer website 4. Increase brand reach and presence globally
Threats	<p>Since the cosmetic industry is competitive there are threats that a company's usually face such as:</p>

	<ol style="list-style-type: none"> 1. Competition are already online 2. Retailers sell similar products
Competitor	
Competition	In this section a cosmetic company would examine its main competitors.

Table 3: SWOT Analysis in the Cosmetic Industry

Due to the increase in the demand of cosmetic products, it has increased the global competition. Thus, the cosmetic companies have become creative in providing, good quality and innovative products in the market in order for it have an advantage over its competitors. With internal analysis, a cosmetic business would look at factors within its business, such as their strengths and weaknesses. Therefore, the author created Table 3 to examine what cosmetic companies must do to execute their aims. The SWOT analysis might help the companies to identify the most promising customers to target or to decide the platforms it should use like the web amongst other factors listed above on Table 3.

2.3.2 External Marketing factors in the cosmetic industry: PESTLE

With external analysis, it would look at the broader aspect of the business environment that affects for example a cosmetic business. When a cosmetic company is launched, and it starts selling its products it is responsible to follow strict regulations. Thus, the author created a PESTLE analysis of the cosmetic industry that would examine these strict regulations:

Political Factors	<p>Political factors have strict guidelines, since product safety is important:</p> <ol style="list-style-type: none"> 1. Cosmetic companies need to report ingredient statements, recalls and register manufactures 2. Required to follow all political and legal requirements in whichever country the company operates.
Economic	As for the economic factors many marketing objectives have been

factors	<p>hindered or changed as a result of the recession.</p> <ol style="list-style-type: none"> 1. However, according to Frue, the beauty industry is fairly resistant to economic recessions. (Frue, 2018) 2. The cosmetic and personal care market is expected to grow annually by 1.2% (Statista, 2018).
Social factors	<p>As for Social factors, the change in the structure and attitudes of society would create or prevent marketing opportunities.</p> <ol style="list-style-type: none"> 1. Consumers find a specific brand and will keep on using the same brand. 2. Brands would for example. change packaging, container sizes or shapes and maybe even the products package/bottle font.
Technological factors	<p>Technological factors would be:</p> <ol style="list-style-type: none"> 1. New materials 2. Growing use of the internet
Legal factors	<p>In legal factors the companies would have to inquire:</p> <ol style="list-style-type: none"> 1. New and existing legislations <ul style="list-style-type: none"> - For example FDA regulations
Environmental factors	<p>Environmental factors would examine:</p> <ol style="list-style-type: none"> 1. Environmental laws 2. Impact on the environment (Go green mentality increasing in the cosmetic industry)

Table 4: PESTLE Analysis

On Table 4 the author created a PESTLE analysis that the cosmetic industry has to follow, when selling its products. When using a cosmetic product it evidently will touch the skin, thus for example in US “The Personal Care Safety Act” allows the FDA (Food and Drug Administration) to have an active participation to ensure product safety (Frue, 2018). According to Frue, the beauty industry is quite resistant to economic recessions and has survived the Great Recession in 2008. The revenue in the Cosmetics and Personal Care market amounts to US\$39,168 million in 2018 and is expected to grow annually by 1.2 % (Statista, 2018). As for the Social factors, the change in the structure and attitudes of society would create or prevent marketing opportunities. Thus, for example, when a consumer finds a suitable product for him/herself, the consumer starts

to be brand loyal to that specific product. This creates heavy competition, since the other cosmetic companies would also want to grab the attention of the consumers.

The usage of the internet has grown, and it has revolutionised the beauty industry. For example, if a consumer would want to order a specific lipstick from the internet it would be delivered to the consumer directly within the amount of days. Since some ingredients in certain cosmetic products might be troublesome for some countries, the company must follow the countries new and the existing legislations in order for their product to be sold there. The trend of using green formulations in cosmetics has also grown. An increasing number of consumers ask, if certain products are made of natural ingredients or if they are animal cruelty free. If cosmetic brands would incorporate those factors as well as using more of an eco-friendly packaging would help reduce environmental impact.

2.4 Marketing Theory and Practice in the Cosmetic Industry

In the book *Global marketing: "a decision-oriented approach"*, the first chapter Svend Hollensen points out a very important argument:

“In the face of globalization and the increasingly interconnected world many firms attempt to expand their sales into foreign markets. International expansion provides new and potentially more profitable markets, helps increase the firm’s competitiveness and facilitates access to new product ideas, manufacturing innovations and the latest technology”.

(Hollensen, 2011,p.6)

In order to achieve a successful internationalization, plan it is often necessary to conduct a detailed market research and an appropriate marketing plan. Only when collecting conclusive and up to date information concerning the cosmetic market can the companies make the right decision. During the process of this study, the author realizes that “Hollensen’s five stage model” could fit on what the author wants to convey in this thesis. Therefore, the author chooses this model as an example to reference and build up a framework for this thesis. Below will be a figure that will briefly explain the Hollensen’s five stage model:

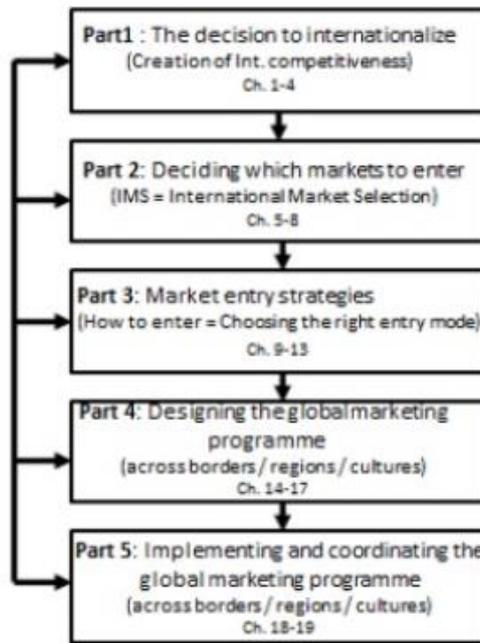


Figure 4: Hollensen's five stage model (Hollensen, 2016, p.3)

Figure 4 above illustrates "Hollensen's five stage model". According to Hollensen the potential to expand into a certain market is affected by the following market segments: ranking of the country/region, local competition, political risks, trade barriers and cultural/psychic "distance" to potential marketing order to explain the market attractiveness, Hollensen used the following Table 5 to illustrate its findings in more detail. (Hollensen, 2007)

2.4.1 Implementation on Hollensen five stage model

In this section of the study the author implemented below in Table 5 the two Case studies "Fenty Beauty" and "Huda Beauty" using "Hollensen's five stage model".

Stage 1: The decision whether to internationalize	<p>This stage helps the company answer to the question whether it should go abroad or rather stay at home by identifying the company's current market position and comparing its competence profile with other key competitors in the markets.</p> <p>Regarding Huda Beauty establishment, the company already internationalized with the foreign market across the Middle East, UK, USA. (Kati Chitrakon ,2016)</p>
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	Fenty Beauty has already internationalized with the foreign market across 17 countries. (Market insider,2017) At the moment, the companies are still evaluating new potential markets for expanding in the future.
Stage 2: Deciding which market to enter	In this stage companies need to select the right international market to enter. They would have to utilize the international market research tools for analysing the internal and external environment. The inputs of the process are political, economic and socio-cultural from which the outputs will be the decision of the target market. Only by selecting the right market can a company develop the global marketing mix. Both case companies decided to cater to different cultural background of women by providing 30-40 shades of foundations and using different shades of models in their promotion
Stage 3: Market entry strategies	Once the firm has chosen target market, another question arises, "What are the best ways to enter this market?". In the case of Huda Beauty they entered the market through social media. "Fenty Beauty" entered the market through NYC fashion week with the help of, the founder, Rihanna's fashion show as well as social media and news outlets was a huge part of the market strategy.
Stage 4: Designing the global marketing program.	Both companies use social influencers, bloggers and social media as a part of their global marketing program. As well both catering to every ethnic background makes their marketing strategy successful.
Stage 5: Implementing and coordinating the global marketing program	The final stage concerns the process of implementation and coordination. Cross-cultural negotiations are an essential part in this stage.

Table 5: Implementation Hollensen's five-stage decision model

To explain the market attractiveness the author used the table above to illustrate its findings in more detail. On the table above the author implemented the two Case studies "Fenty Beauty" and "Huda Beauty" using "Hollensen's five stage model". On Table 5 you can what both Fenty Beauty and Huda Beauty stages include to gain explain the market attractiveness that Hollensen has mentioned in his book.

2.5 Consumer Behaviour

When new companies plan to launch new products (in the category of makeup products) they want to reach a certain target market segment, and they want to understand the factors affecting consumer's cosmetic consumption as well as the decision-making process for purchasing the cosmetic products to plan for their future advertising campaigns. This section will highlight the decision-making process that companies can adopt to attract maximum customers.

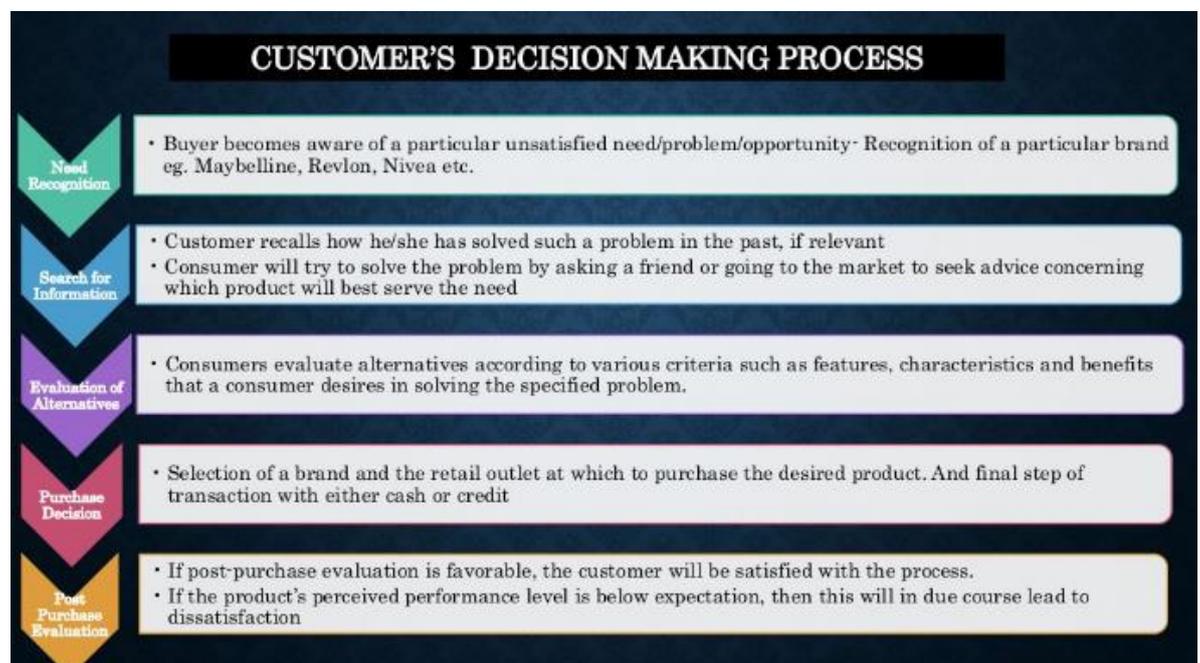


Figure 5: Customers Decision making process (Understanding Consumer Behaviour in the Cosmetics Industry, 2018)

Figure 5 above illustrates how the customer decision is broken down into 5 individual stages. In the first stage of the process the point is to work out what exactly the customer needs and some cosmetic brands are named as examples. The second stage is the search stage of the process, one that is continually changing from old fashioned shopping to the new shop front which is via Google as well as other available search engines. The third stage is when questions start being asked such as: Is this really the right product for me use? Do I need a different product?

On the fourth stage the customer has then decided based on the knowledge gathered what to purchase and where to purchase what they desire from. Lastly the fifth stage is the review stage, which is an essential stage for the company as for the customer. Did the product deliver on the promises of the marketing/advertising campaigns? Did the product match or exceed expectations? This could lead to a customer being satisfied with the product or exceeded their own expectations, which they could potentially become a brand ambassador influencing other potential customers in their stage 2 of their next customer journey, boosting the chances of the product being purchased again. (Academy, 2018)

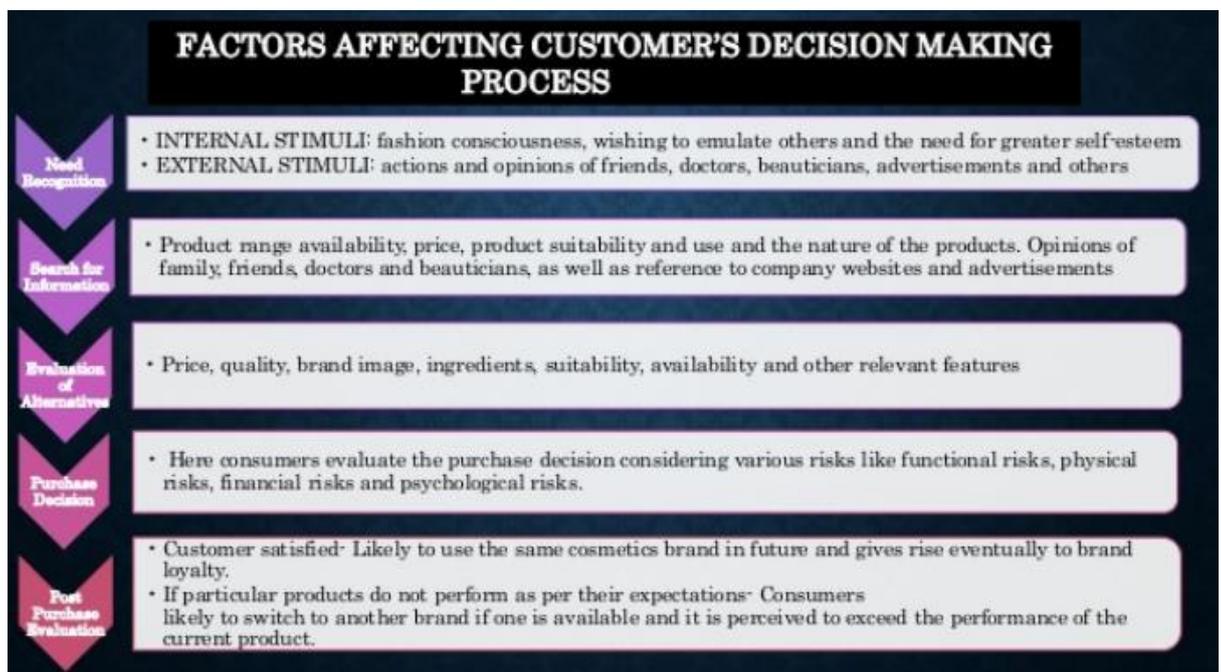


Figure 6: Factors that Affect Customers Decision making process (Understanding Consumer Behaviour in the Cosmetics Industry, 2018)

Figure 6 illustrates the factors that affect the customer decision-making process, and it is broken down into 5 individual stages. Product factors are directly related to the product itself. For example, if someone is shopping for a certain foundation shade and they find two similar products on the shelf, they may choose one foundation over the other because it's made from sturdier materials. This a product factor. Thus, the ones listed above are product factors of the cosmetic industry.

There have been plenty of theories have been proposed to explain consumer behaviours within certain industry areas. Understanding today's consumer is the key to realis-

ing the future needs and expectations of beauty consumers and is potentially relevant to improving marketing effectiveness. Studies have shown that there are typically four main factors that play a role in the consumer's buying behaviour. The psychological factors that would influence a consumer purchasing decision are further categorized into, the consumers motivations, perceptions, learning and beliefs and attitudes:

Motivation	- Motivation drives consumers to buy a product.
Perception	- This is a process, which consumers select, organize, and interpret information to form a meaningful vision of the specific product.
Learnings	- Consumers learning experiences of a certain product will help their purchase decision.
Beliefs and attitudes	- Beliefs is the way that a consumer might think about a particular product. - An attitude is the consumers consistently favorable or unfavorable evaluation or feeling about a particular product.

Table 6: Psychological factors in buying behaviour

Table 6 lays out the psychological factors in that would influence a consumer purchasing decision. Buying a specific product might come from a motivation that leads consumers to buy a specific product. Perception is also an important factor, since it is an aspect, where the consumers has a specific view of a product. Thus, if a consumer would search for beauty products from Wish (Online shop), the consumers perception would be that everything that comes from that online store is cheap and probably lower quality. As for learnings the consumers would have already a prior experience of a specific product. For example, when a customer's favourite specific brand of red lipstick is all used, the probability of that costumer buying the same product is very high. With having beliefs and attitudes it shapes the consumers perception of the product.

2.5.1 Sephora, Fenty Beauty and Huda Beauty consumer behaviour

Every month in 2017 Allure magazine rounded up the top-selling beauty products at Sephora. Thus, during the month of December, Allure rounded up in the end of 2017 the best-selling products at Sephora for the entire year. Huda Beauty and Fenty Beauty

products were featured in that list. (Suico, 2018) This means both brands' consumers experience direct sales through the personnel at Sephora, which is a quite popular tactic. According to multiple sources women often prefer choosing cosmetics from department store counters.

According to the Global Cosmetics Industry, almost nine out of ten women who buy prestige-priced beauty products, such as "Huda Beauty" and "Fenty Beauty", claim that they shop at Sephora, sephora.com, or both. Sephora is the world's second largest global retailer for prestige beauty products. Thus, Sephora will continue to expand its market share through key customer-focused tactics, which include the Huda Beauty and Fenty Beauty consumers.

Sephora has every age group shopping there, however millennial's, which means an identity group that are born in 1981-2001, represent a large group who shop dually online and in stores only about 69%. In addition to that, "millennials do not know a time when shopping for beauty products in department stores, drug stores and grocery stores were the only options for buying beauty". (Negiz. 2015) However, usually the millennial clients want to still check the products physically before they buy even after doing their research on the internet. Physically testing the products helps them to make a purchase decision. According to The Beauty Insider rewards program this encourages loyalty, as client's can gather points from their past purchases and would receive exclusive sample sized products from them. Sephora's staff then would then assist and educate their "Huda Beauty" and "Fenty Beauty" clients on all their beauty needs and provide technology in-store to show clients how other users felt about those products. This combination of innovative technology, staff training, and a rewards program creates an experience unlike any other beauty retailer provides. (Negiz, 2015) This would also create customer loyalty and customer satisfaction towards the retailers and the cosmetic brands if the consumers are satisfied with the product and the service they are getting.

3 Social Media and Influencer Marketing

The book "Social Media Marketing for Dummies" discusses about the social media aspect through influencer marketing. The books first chapter "Understanding Social Influence Marketing" states:

“To understand how social influence works, you need to look at how people are influenced in the real world, face to face. Social influence isn’t something new. Long before the Web, people asked each other for advice as they made purchasing decisions. What one person bought often inspired another to buy the same product, especially if the original purchaser said great things about the product. That’s how human beings function; we’re influenced and motivated by each other to do things. We’re social beings and sharing information on our experiences is all a part of social interaction”. (Wiley, 2010)

Another topic that Wiley discusses in the online book is “using social influencers to mobilize”: Social influencers, obviously, play an important role in getting people to do things. This extends beyond the world of marketing. What makes it different on the Web is that it’s a lot easier to do now. The smart mobs, who are a large group of people mobilized by social media to meet in a public place typically for the purpose of social or political protest, could behave intelligently because of their exponentially increasing links to each other. Through those links, they influence and motivate each other to perform tasks, form shared opinions, and act together. They use social influence marketing tactics on themselves to accomplish specific objectives. This is very common in the cosmetics industry, since there are, for example, Instagrammers who use some cosmetic product lines on their page and give feedback for the consumers (Wiley, 2017).

3.1 Influencer Marketing

Influencer marketing is, when brands partner up with social media “Influencers”, who are basically people with a large following with one or two major social media platforms that advertises their services or products. (Lee, 2018) Those so-called influencers could also be celebrities, such as well-known models, or they might just be popular figures within their social media platforms (Instagram/ YouTube beauty gurus). Even though the influencer marketing has established the fact to yield excellent return on investments and rising costs, it had few experts wondering, what is the maximum to pay influencers for them to make campaigns for the specific brand.

Due to this content, discovery platform “Bloglovin” surveyed 100 marketing professionals to get an idea on influencer marketing’s currently and it is to be seen on Figure 7:

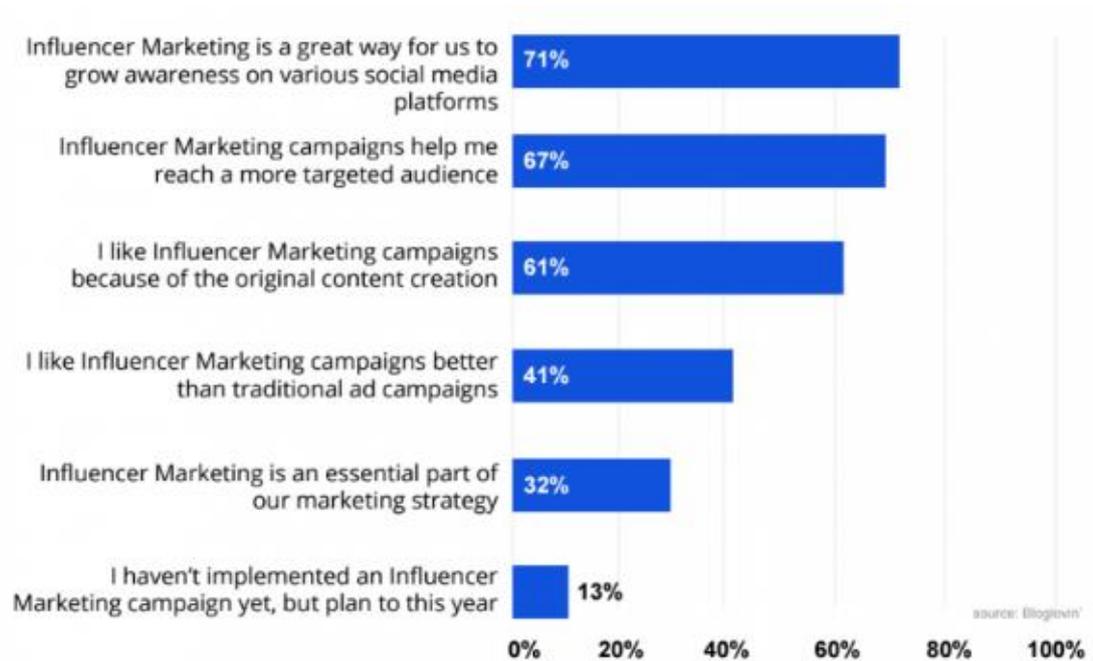


Figure 7: What Marketers say About Influencer Marketing (Morrison, 2017)

According to Figure 7 above the marketers who were surveyed by Bloglovin benefit from influencer marketing due to the main reason, which includes increasing brand awareness, interacting with the target audience and the authentic content, which is made by social media influencers. Less than 20% of the ones who answered the survey said that they haven't had a working relationship with influencers, however were planning to do so. In the opinions of the marketers who have sponsored influencers content in social media have realised that the traditional advertising, such as display ad campaigns, can't impact the consumers the way influencers campaigns can. Due to the fact that the influencers create their own original concepts it encourages customer loyalty. (Kimberly Morrison, 2017)

3.1.1 Influencer VS. Celebrity

Before going further with the topic lets it is crucial to know the difference between Influencer and being a celebrity, which is explained in the below Table 7:

"It's a question of mass reach versus mass impact. Influencers carry weight in subjects. Celebs bring exposure". ~ Matthew Knell

This definition implies that the difference between influencers and celebs is expertise: "Influencer = self-built star, using social channels. Celebrity = built up by traditional

channels". ~Matthew Knell

Table 7: Matthew Knell's definitions on words Influencer and Celebrity

On the article 'Influencers vs. Celebrities: The Critical Differences' Knell said: "I think when you jump from doing it yourself to someone doing it for you, you go from influencer to celebrity." His definition implies that the difference between a celebrity and social influencer is the mechanism by which they've achieved fame. (Hitz, 2016) This section aims to examine social media and influencer marketing, looking more closely at the specific practices of vloggers and Instagrammers, and how companies are trying to exploit them. The relationships between influencers and cosmetic brands are of interest because the credibility of the influencers depends on their perceived independence.

People have different views on who is an influencer. Some people might even say that Kylie Jenner is an influencer, however some would also disagree with this statement. In the article "Influencers vs. Celebrities: The Critical Differences" Ron Schott, who is the Senior Communications manager at Microsoft says that:

"Social influencers don't show up on TMZ". He then went on to explain: "It's a question of mass reach versus mass impact. Influencers carry weight in subjects. Celebs bring exposure." (Hitz, 2016)

3.2 Social media and Cosmetic Industry

Social media is a big part of the international marketing strategies companies use to reach different places in the world. Remarkable amounts of beauty brands have discovered the marketing and advertising potential of social networks, making great use of the visual medium and user engagement to boost brand loyalty. The Instagram app became a popular platform in the beauty industry, since nearly all major brands had an Instagram profile. (Statista, 2017)

According to the article "How the makeup and cosmetic industry is ruling social media", Instagram isn't the only channel that has seen the spike in the cosmetic related content. YouTube is the other outlet that has become a go to site for consumers to search up cosmetic related videos. The article declares that 95% of beauty content researchers go over to YouTube to watch cosmetic-related videos and get beauty-filled advice. With the success of YouTube it partially responsible to the success of the first ever

beauty blogger, Michelle who has since then inspired other makeup gurus perform their expertise in front of their cameras, and for amateurs have started to learn beauty tricks. (Likeable, 2016) Since then there has been thousands of beauty vloggers and “haul girls”, which means after a shopping spree someone explains everything about the products, while giving a review on camera. They are the ones who do 97% of beauty-related content on YouTube. This would case the brand-led and controlled content to contribute only 3% of the 15 billion beauty related videos. (Likeable, 2016) In addition to that since 2014 there were 14.9 billion beauty related videos released on YouTube and every month 700 million beauty videos were being watched through this website. (Kinsky, 2017)

3.2.1 Specific Practices Instagrammers and Vloggers use

Based on the authors research there are five characteristics, which Instagram and YouTube influencers use:

Relatability	- The consumer should be able to relate to the influencer.
Knowledge	- The influencer should have sufficient facts about the products he/she presents in their Instagram or YouTube page.
Helpful	- The influencer should be able to give its audience proper advice and opinions. This can lead to consumers buying a product.
Confidence	- With confidence the influencer can project certainty towards the consumers.
Articulation	- With clear communication the influencer

Table 8: Five characteristics Instagram and YouTuber influencers use

Table 8 provides the readers an insight on the characteristics that Instagrammers and YouTubers use, when posting a review on specific beauty products. With being relatable the influencers have more of an appeal towards the consumers and it also creates trust towards the influencers. With influencers using informal language it breaks barriers with the consumers and allows them to feel a connection with the influencers instantly. When in fact if the brand marketers would make a video on the product it would concentrate more on selling and would be more of less personal approach towards the consumers. Regarding to the knowledge factor, influencers should show a high extent of knowledge in their videos they post. Thus, in order for an influencer to be considered

knowledgeable, they he or she would have to offer specific facts about the products their presenting towards the consumers.

When beauty influencers post tutorials in their Instagram or YouTube, shows the consumers how to use a product in a series of easy stages. For example, when an influencer makes a make-up tutorial the influencer helps the consumers to apply make-up one step at a time. This combined with the influencers articulation towards a product they trust and them continuing to share it with positive feedback towards their audience can make a consumer buy that same exact product. For example, when an influencer is well-spoken and has great video visuals it can make a positive impact towards the consumers.

This research chose as a dual- case companies “Huda Beauty” and “Fenty Beauty” companies, which are analysed in Section 4 of the thesis. However, in this particular section the study applies these characteristics to those companies. Two influencers were chosen based on the authors knowledge, who are well-known in the beauty influencer world.

The first influencer has four videos posted on her YouTube channel about Huda Beauty as shown in Table 9:

Influencer	Subscribers	Total views on the 4 videos
NikkieTutorials	9,7 million	13,1 million views

Table 9: Influencers subscribers and views (NikkieTutorials)

As the Table 9 shows, a large amount of people viewed the advertorials of this specific bloggers postings in her YouTube channel. It’s also important to note that by law, each of these influencers does state in the description boxes below if their videos that Huda Beauty has or hasn’t sponsored their video. In NikkieTutorials case the Huda Beauty company hasn’t sponsored her videos.

The second influencer has three videos posted on his YouTube channel about Fenty Beauty as shown in Table 10:

Influencer	Subscribers	Total views on the 3 videos
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Jeffree Star	6,7 million	14,7 million views
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Table 10: Influencers subscribers and views (Jeffree Star)

As the Table 10 also shows, a large amount of people viewed the advertorials of this specific bloggers postings in his YouTube channel. On the Fenty Beauty reviews that Jeffree Star made, the description box doesn't include that the videos are sponsored neither the statement of "all opinions are my own". Thus this means that in the case of Jeffree Star, Fenty Beauty hasn't sponsored his videos either.

3.2.2 How do social media influencers affect the beauty industry and their significance?

For over the last few years an overpowering number of beauty consumers have focused their attention on the advice of beauty vloggers. Also, in order for the consumers to judge the cosmetic products and how to wear them and if certain products are worth purchasing, they look in these beauty vlogger and influencers. The fact is that influencers make an important part of the make-up industry, especially on YouTube. In fact, according to Likeable magazine the main 25% of beauty bloggers have 115 times more subscribers than the big beauty channels, which is what increases a brand's interest on working with these YouTube make-up artist or bloggers. Social media is a very powerful tool and it tends to make or break a brand, particularly in the beauty industry. (Likeable, 2016) This is why it makes sense that almost 60% of fashion and beauty brands have implemented an influencer marketing strategy, and 21% plan to budget on it over the next 12 months. (Simpson, 2016)

A huge shift to the beauty industry has happened over the years, since the market has expanded and started to include men more into the beauty industry. An article from Upfluence talks about male influencers in the beauty industry: "In 2016 the male grooming industry was worth close to fifty-billion US dollars worldwide, and it's expecting slow but steady growth in the future" (Kinsky, 2017). The rise of male beauty influencers over the few years have definitely increased and are the trend for male cosmetics. Male influencers such as James Charles who has 4.5 million followers on Instagram and Manny Gutierrez with his 4.6 million Instagram followers are two of the most well-known male social influencers. Both male influencers have partnered up with some cosmetic brands even though the male cosmetic.

The openly gay social media Influencer Manny Gutierrez, who has up to 4.5 million followers on Instagram, was recruited by a worldwide cosmetic brand Maybelline and became their first male beauty star. He stars on Maybelline's branded video series "That Boss Life,". However, Maybelline is not the first brand to welcome a male influencer in their brand. In actuality the first beauty brand to embrace a male influencer as their face of their brand is "Cover Girl". In 2006 Cover Girl used makeup artist James Charles who has now 4.2 million followers to star as its first Cover Boy. (Natvidad, 2017) This brought the media into a frenzy, however mostly in a positive way and other brands started from there on to collaborate with male influencers as well.

The distinction between influencer and a brand is becoming increasingly less clear. Influencers like Zoe 'Zoella' Sugg, who has topped the Beauty category of Forbes' first ever Top Influencers list launched her beauty products in 2014. By launching her product line, the brand relies more on the influencers credibility amidst the consumers. According to Forbes, when a brand and an influencer form a symbiotic relationship (a relationship in which organisms, people, or things exist together in a way that benefits them all), they help each other grow and polish their branding. However, eventually it does hinge the relationship between the influencer and the consumer. (Weinswig, 2016) The Forbes article "Influencers Are the New Brands" Li states that:

"Influencer marketing is based on the economy of trust. What that means is, as a follower, I can just as easily unfollow an influencer as I can follow them. So, I could say, 'I'm not going to follow this influencer anymore because I feel like she's advertising too much or she's not authentic or she's not working with brands that are really high quality.' On the positive side, that means the brands that do get to work with influencers create much higher purchase intent with their customers," (Weinswig, 2016).

When an influencer mentions, collaborates, or makes a simple post on their social media website it can bring certain big make-up companies twice as much revenue than the traditional celebrity-led ones would in their first month. (Kinsky, 2017) Thus, the ability of influencers doesn't automatically lie in their follower amount, but in their capability to influence through authenticity and curation. (Weinswig, 2016)

4 Dual-Case Studies

In this section the study will include a dual-case study on the two make-up companies through their marketing strategies, including their use of social media and how consumers respond to these. In addition to this one of the main objective of this thesis is to assist the dual-case companies by providing insights into their international marketing strategies and answering the research question.

4.1 Huda Beauty Company Analysis

Huda Kattan, is according to fashionista magazine, a woman who made a career out of showing women how to channel their “Inner Kardashians” from a makeup perspective. (Wischhover, 2015) Huda was born and raised in Tennessee and her family background is Iraqi. She went to a college in Michigan where she studied finance. She gave up her finance career in order to start up her beauty empire. The makeup guru, who kind of created the definition of a beauty influencer, has been on the beauty scene since the start of her beauty blog on 2010. Huda Beauty then launched their lashes line in February 2013 and then it really changed the game for the brand. (Huda Beauty, 2018) The handmade lashes were doing so well in Dubai and it ended up becoming very successful and even breaking records on the first day. It also continued to beat every single other brand in the whole entire Sephora store for few months.

Huda Beauty has started working with the investment bank “Financo” in order to raise money for a minority stake sale. According to Collins, the business purchased a very small stake of a private equity firm, which they can partner with as they grow and is being shopped to a small circle of those firms. However, Financo refused to comment but various financial sources explained the value expectation as very high. According to some industry sources, Huda Beauty was expected to do retail sales of \$200 million for 2017, with company revenues between \$110 million to \$115 million. (Collins, 2017) The Huda beauty products can be found and bought online through Huda Beauty, Cult Beauty, Harrods, Selfridges and Brown Thomas. It is also available in stores exclusively at Harrods, Selfridges as well as Sephora.

4.1.1 Huda Beauty Marketing Analysis

The marketing world is progressing all the time and indie brands especially have become increasingly efficient than some top brands in a very small period of time. Due

this some big brands have lost control of their message and because of that they have become less relevant than some smaller brands. In the case of the Huda Beauty, the make up line that has been launched in 2013, they have since become the most talked about beauty brand on Instagram. The Huda Beauty products have become fan-favourites immediately and are now leading a successful business empire. In addition, the brand recently received a minority investment from a Private Equity firm, which will support the brands global expansion as well as support other beauty and wellness brands financially with the help of Huda.

Now launching a new business venture is a major undertaking, and could be vital, however Huda' beauty line definitely has succeeded. In addition, Huda has stated before that she does an SWOT analysis for her company every few months. "I am a perfectionist, I have been told. I keep doing SWOT analysis every few months," she says. (Nihal. 2017)

Strengths	<ol style="list-style-type: none"> 1.Brand and chain of cosmetics stores founded in Dubai (Worlds fastest growing market) 2. Products sold on online on Huda Beauty, Cult Beauty, Harrods, Selfridges and Brown Thomas. As well as stores: Harrods, Selfridges Sephora, which includes more than 750+ stores in 17 countries 3.High value brand in cosmetics category in consumer mind 4. Has its own private labels (HB) 5. Good branding and marketing exercises makes it a strong player (Uses distinct social media platforms to market itself)
Weaknesses	<ol style="list-style-type: none"> 1.Brand recall is not much high as compared to some other leading brands like Loreal and Avon. 2. Not Sold in every country like here in Finland
Opportunities	<ol style="list-style-type: none"> 1. Opportunities to work with world-class makeup artists, amazing brands, and some remarkable models and celebrities. 2.Opportunity to enter into emerging economies by suiting with their environment
Threats	<ol style="list-style-type: none"> 1. Many players exist in beauty category, so there is a lot of similarity. 2.Maintaining low cost is big concern due to high inflation raw material cost increases 3.Customers are very selective in beauty category so the interest towards the brand has to be maintained.

COMPETITION		
Competition	1. Elf	3. Fenty Beauty
	2. Kylie Cosmetics	4. Stila
	3. Loreal	

Table 11: Huda Beauty SWOT analysis

Above on Table 11 it can be seen as an example that the author implemented one of Case studies “Huda Beauty” on to the SWOT analysis model with the information that has been found from several online articles and interviews. The brands strengths are a strong online presence and catering to all people with different cultural backgrounds amongst other things that are listed on the table. The weaknesses would be that the brand recall is not high as Loreal, and that could be reasoned that there are not promotions on places where it’s not available. Regarding opportunities the brand works with big social influencers like NikkiTutorials (Youtube following: 9,6million followers). The beauty lines threats are other brands that are similar and that costumers could be fickle amongst others that are visible on the Table 11: Huda Beauty SWOT analysis. The beauty line has many competitors; however, the author listed some in to Table 11 and is to be seen above.

PRODUCT	PROMOTIONS
1. Liquid Lipstick	1. 33\$
2. Obsession eyeshadow palette	2. 27\$
3. Highlighter	3. 45\$
4. Foundation	4. 40\$
5. Blush brush	5. 25\$
PROMOTION AND PLACEMENT	
<p>Buyer power is relatively high as there are many of them in the cosmetic industry they get the brand going high in the market, the price is average and no switching costs. Due to this Huda Beauty line is one of the top-rated beauty products, following its strategy, which is primarily online and personal selling, which are now common forms of promotion. Social media and beauty bloggers and beauty influencers endorsements was and still is one of its highest success.</p> <p>Huda Beauty products are placed at online on Huda Beauty, Cult Beauty, Harrods, Selfridges and Brown Thomas. The products are also available in store exclusively to Harrods, Selfridges as well as Sephora. These products can be found from websites</p>	

like eBay and amazon, however costumers should be careful of these websites due to the products can be fake versions.

Table 12. Huda Beauty Brand Analysis/ Marketing Mix

Above on Table 12 is an example that the author implemented one of Case studies “Huda Beauty” on to the Marketing Mix analysis model with the information that was found from several online articles and interviews. The table shows some products and prices to match that as well as information on the products placements and promotional tools they use.

4.2 Fenty Beauty Company Analysis

Singer, songwriter, and actress Rihanna, who was born in Barbados became one of the biggest world known pop stars in 2005 when she released her first single “Pon De Replay”. The pop star launched her Fenty Beauty line on Sept. 8, 2017, in partnership with Sephora, which is the No. 136 in the Internet Retailer in the Top 1000 ranking of North America’s leading online retailers. After Rihanna announced her make-up lines release the demand for Fenty products went significantly up and many of her most popular products sold out in a couple of days. (Thompson, 2018) According to the Fenty Beauty website Rihanna was inspired to create her beauty line after years of observing the top companies in the beauty industry, however detecting that the industry is missing beauty products that are needed across all skin types and tones.

Rihanna saw a need that was not being met and launched her new make-up line “Fenty Beauty” on New York Fashion Week with the tagline of: “Beauty for All”. The popstars line has been created with the aim of catering to all skin tones as well as undertones, with the foundation collection having 40 shades and each shade is available in cool and warm versions. In addition, the beauty line is not just for women of colour, it is targeted also for albino women who struggle with lighter foundation shades, which resulted on the brand receiving positive reviews.

4.2.1 Fenty Beauty Marketing Analysis

In this section the author will investigate the marketing aspect of Fenty Beauty. Due to the fact that the brand is created by a celebrity it is a given that the celebrity will be the centre of the brand imagery and advertising, however in this case Fenty Beauty placed

focus towards women of all colours in advertising, such as Somali-American born “Hi-jabi” model Halima Aden and other different shades of known models. Celebrity launches in the beauty sector are nothing new, however the difference between Rihanna’s beauty lines launch and, for example, the Kardashian-Jenner empire is the focus on the product and not a trend. For example, the celebrity Kim Kardashian West is more acknowledged for her contour, which then made her beauty line KKW launch her contouring kit. (Khanom, 2017)

Strengths	<ol style="list-style-type: none"> 1.Brand Name : Associated with Rihanna 2.Unique Products: different packaging and new innovative products 3.Great marketing strategies 4.Cruelty free and animal friendly
Weaknesses	<ol style="list-style-type: none"> 1.Not available everywhere. 2.Expensive for some consumers 3.Brand similarity
Opportunities	<ol style="list-style-type: none"> 1.Could use other celebrities to market 2.New Products launches at big events 3.International Expansion
Threats	<ol style="list-style-type: none"> 1.Change in Tastes with consumers 2.Intense Competition 3.Substitute Products 4.Rihanna scandal can damage the Fenty Beauty brand
Competitor	
Competition	<ol style="list-style-type: none"> 1. Marc Jacobs 2. Kylie Cosmetics 3. Loreal 4. Huda Beauty

Table 13. Fenty Beauty SWOT

Above on Table 13 it can be seen as an example that the author implemented one of Case studies “Fenty Beauty” on to the SWOT analysis model with the information that was found from several online articles and interviews. After the author did the SWOT analysis for Fenty Beauty she found out that the company cases are very similar. Fenty beauty has many strengths, among those being what the brand stands for which is unity and inclusion off all people regardless of race, religion, and age. In addition, the beauty line is cruelty free, which is very smart for the brand, and also the brand has a great online presence. The weaknesses would be that the that the cosmetic line is not

available yet everywhere such as, for example, in Finland and it could be pricy for some consumers. Regarding opportunities Rihanna can and has used her connections throughout the world as the company has expanded globally relatively easily and successfully. Threats for the cosmetic line could be intense competition with other brands, as well since Rihanna is the creator of the line any kind of scandal with her can damage the Fenty beauty brand. The beauty line has many competitors; however, the author listed some in to Table 13 in the competition section and it is to be seen above.

PRODUCT	PROMOTIONS
6. Foundation	6. 34\$
7. Match stix	7. 25\$
8. Matte lipstick	8. 18\$
9. Eye Shadow	9. 59\$
10. Kabuki brush	10. 34\$
PROMOTION AND PLACEMENT	
<p>The beauty brand has positioned itself as an all-embracing beauty line for all skin tones. The brand also uses promotional pictures for the cosmetic line and it features models such as Paloma Elsser, Duckie Thot, Slick Woods, Halima Aden and Leomie Anderson. The promotional campaign had mainly models, who were of color rather than having predominantly white models, adding to the unprecedented diversity in campaigns that fall (2017).</p> <p>Placement wise Fenty Beauty is available internationally at almost any Sephora store locations in over 150 countries, Harvey Nichols in the U.K, and anytime on Sephora.com and Fentybeauty.com</p>	

Table 14. Fenty Beauty Brand Analysis/ Marketing mix

Above on Table 14 the author implemented the other Case study “Fenty Beauty” on to the Marketing Mix analysis model with the information she has found from several online articles and interviews. The table shows some products and prices to match that as well as information on the products placements and promotional tools that the brand uses.

4.3 Huda Beauty and Fenty Beauty social media and how consumers respond to them?

Both Huda Beauty and Fenty Beauty have a strong online presence. Huda Kattan who grew her business from a personal project, into an internationally known beauty empire, is advertised in every social media platform and those products are used around the world. (Chitrakorn, 2016) The beauty guru started her Instagram page in May of 2012, which from there on she got up to 20,000 followers pretty quickly. From there on after the Huda Beauty Instagram page started getting on the "popular" page, which changed the brand into a different direction and now the page has up to 25 million followers. From there on the beauty blog started to become a community for a beauty connoisseur, where they could share their own beauty inspirations and thoughts. In addition, it is a place where the people can learn some beauty tricks and tips, that she came up with or learned from other influencers

Fenty Beauty's Instagram page has today 3,5 m followers and it includes a range of beauty influencers reposts as well as pictures of the cosmetic lines products. Rihanna doesn't overshadow the page and is certainly separated from her own online presence. Nevertheless Rihanna, who has over 62 million followers, does make an appearance on the Fenty Beauty website and reminds her followers her connection to the brand but also allows it to succeed on its own. She also has promoted her cosmetic line on her own social media page for more exposure, for example, some of her celebrity friends were using her products on their page and she reposted it to her page. Rihanna is both the creator and top influencer for the Fenty brand, and it is a combination of roles that is definitely working out in the long run.

Not everyone can use a fan base like Rihanna's to launch a new product, from which a research question has been made which is: To what extent is success determined by the celebrity brand? This goes to when celebrity endorsement became a time-honoured strategy for drawing attention to a brand. For instance, "more than 250 years ago, the English pottery company Wedgwood was exploiting its links with royalty to give its products a feeling of quality" (Gupta and Verma, 2013). Thus the celebrity endorsement has since then evolved with the extensive change that has happened in the advertising and celebrity field, which opened up a range of new possibilities. According to Martin Roll "endorsement" is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, status in society or expertise in the field to the brand" (Martin Roll, 2018).

In modern marketing its considered to be centred on celebrity endorsements due to the fact it possesses strong elements such as persuasive communication, which is the appeal that is created by the celebrity. It is believed that in the recent competitive market one of the best way to achieve mass appeal is through celebrity endorsements. As the celebrity scene changes all the time, choosing the right spokesperson and a marketing plan for them is substantial. To enlist the right celebrity spokesperson to define a brand, could lead to a consumer doubts towards a product erases, which leads to the value establishment and consumer loyalty.

A great example of a successful celebrity endorsement is Nike. Nike is a well-known brand and has been ranked by the annual “Forbes ranking of The World’s Most Valuable Brands” as the world’s 16th most valuable brand in terms of its value USD 29,6 billion (Martin Roll, 2018). In addition, Nike is also known with their frequent usage of celebrities. One of the most successful collaborations was with one of the greatest all-time basketball players Michael Jordan. It was so successful that the collaboration between the brand and the legendary basketball player created a unique brand variant, which is called “Air Jordan” line of sport shoes. According to Riley Jones, who writes for footwear News, the launch became the most successful shoe launch in Nike history. (Jones, 2017)

Using celebrities as the face of a brand is extremely smart as this marketing strategy not only promotes the products with exceptional effectiveness, it also allows companies and celebrities to develop new lines and expand them to approach a broader range of consumers. Another part of celebrity endorsement is that plenty of consumers, whether its conscious or not, imitate the celebrity lifestyle, so they would acquire products associated with whomever celebrities they have in mind. Even if it is not the copying factor it is also likely for the consumer to buy products subconsciously to attract people with those purchases for bragging rights.

For a brand to use a celebrity to be their face does also have its disadvantages. It is vital to select the right celebrities who can realistically promote the intended theme of the campaign for each product line. Below the author has created Table 15 and it examines some factors that could affect the celebrity endorsements.

Cost vs. Value	Why pay for an established celebrity so much?
Interest and Fit	Does the celebrity have an interest towards the brand and

	does he/she fit with the brand image?
Message Promotion	Does the celebrity endorse other brands?
Defining Success	Are the celebrity's fans loyal to the point it guarantees the success of the brand?
Future Appeal	The longevity of the celebrity and future scandals?

Table 15. Factors to be considered when selecting a Celebrity endorser

Above we can see in Table 15 some questions that should be considered before choosing a celebrity as the brand's face. Since, for example as a brand endorser, the celebrity will have various advantages but also plenty of disadvantages to this. The first disadvantage would be that there would be a huge expenditure in engaging with those big names. For larger companies they can afford to spend a big amount of money to use endorsing those celebrities, however for smaller companies it is a risk to invest a larger amount towards this cause. Especially, if a problem arises the smaller company will gain huge financial losses. Also, before using a celebrity for the brand, companies should make sure that the celebrity has an interest towards the product, or it will come across inauthentic towards the consumers if it seems like the celebrity doesn't match the product that their promoting. Other disadvantages could be that the celebrity might endorse other products, so they don't represent the products exclusively and their promotion might get lost in the transaction and consumers might not give it attention. It is also a fact that using high-profile names for promotion is a risk as any wrong deed done by them brings negative publicity received by an endorser. With using celebrities, in advertisement is an efficient strategy, due to them bringing awareness on the product, attracting new users, it can also can affect the consumers purchasing decisions. However that type of strategy isn't able to influence the purchasing decision of all consumers.

5 Methodology

This section introduces the research methods for the empirical part of thesis and gives the research its theoretical framework. The author conducted a quantitative research, which is a method based on statistic data's gathering via questionnaires or surveys, to know the general public's buying tendency. The questionnaire form (Appendix 1) focus group were females and males, who are cosmetic consumers. The author put the questionnaire on a Facebook group called Girl Talk Fin (Appendix 2), which has over 30,000 females as members and also, she put the questionnaire onto her own Face-

book status, where her Facebook friends who use cosmetics can answer the survey as well. The questionnaire was structured to gather as much information as possible about the consumer perspective on both case companies Huda Beauty and Fenty Beauty. The questionnaire for the cosmetic consumers included questions related to the both beauty brands and their marketing strategies. With this questionnaire, the author wanted to find out both beauty brands impact on consumers and the importance of using influencer marketing on their brands. Below the questions and answers are analysed.

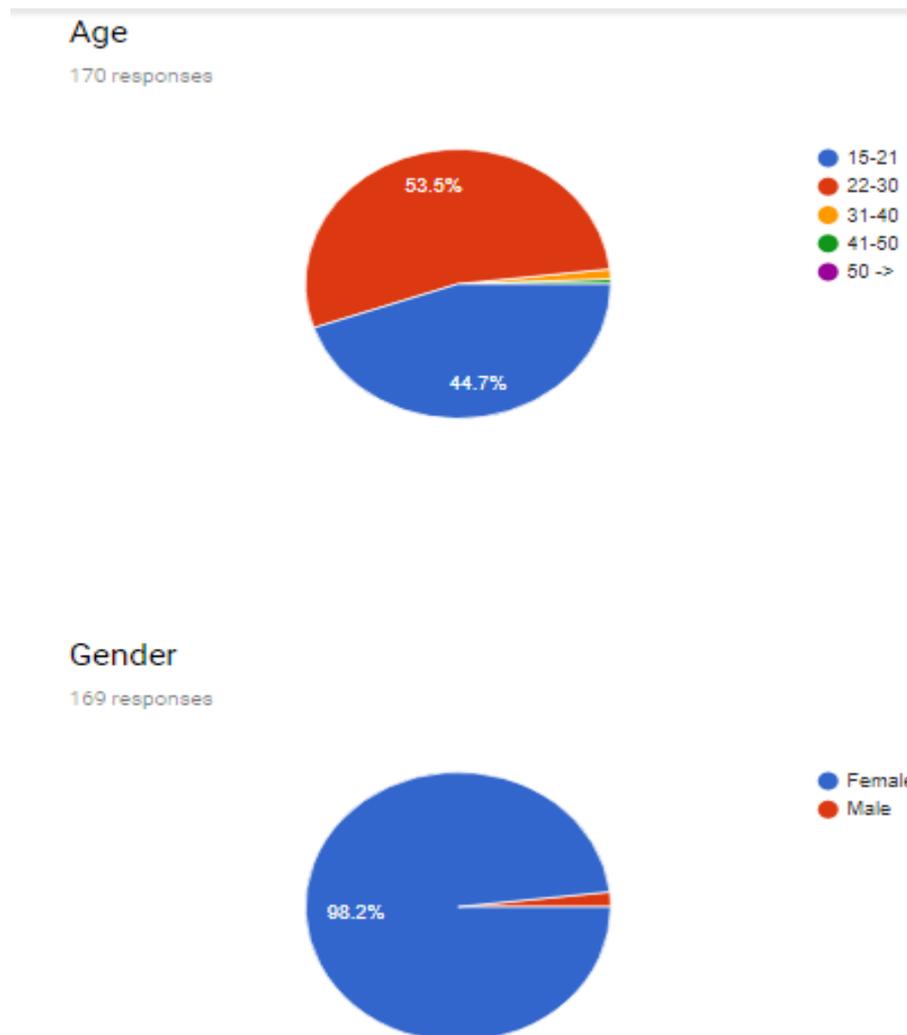


Figure 8. Age and Gender

On the above Figure 8. "Age and Gender", it can be seen that from the people who answered the majority 98,2 % age range was from 15 to 30 years old. In addition, 98,2% who answered were females, which is not surprising since most of make-up users are women.

Are you aware of Rihanna or HudaBeauty

170 responses

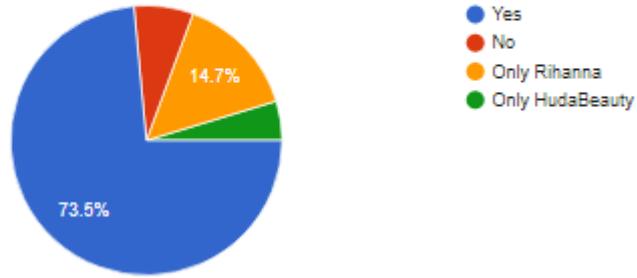


Figure 9. Huda Beauty and Rihanna Fenty awareness

According to Figure 9. “Huda Beauty and Rihanna Fenty awareness”, about 73.5% were aware of these two beauty brands, about 7% don’t know neither of these products, 14,7% know only Rihanna who owns the brand and about 4,7% only know of HudaBeauty.

Do you use Huda Beauty or Fenty beauty products?

170 responses



Figure 10. Use of Huda beauty or Fenty Beauty products

According to Figure 10. “Use of Huda beauty or Fenty Beauty products”, over 67% don’t use any of these products, over 32% do and over 1% said they haven’t purchased both brands yet or they don’t know about those products.

Are you satisfied with their beauty products?

131 responses



Figure 11. Customer satisfaction

On Figure 11. Customer satisfaction, over 48% were satisfied with the products that they received, 16% not and over 35% never used those products so they wouldn't know. Also, some of the questionnaire fillers skipped this part to other questions they can answer on.

Was their cosmetic line campaign memorable?

152 responses

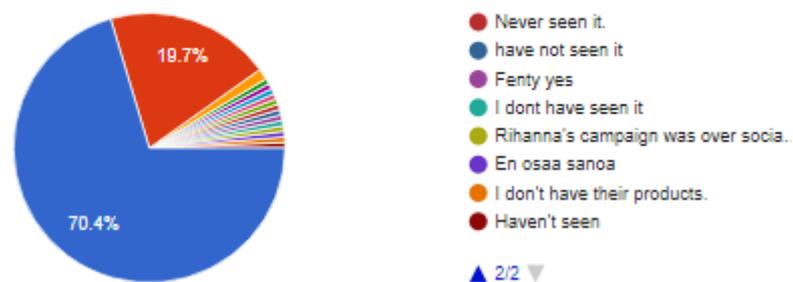


Figure 12. Huda Beauty and Fenty Beauty campaign

On the Figure 12. "Huda Beauty and Fenty Beauty campaign", over 70% felt as both brands campaign was memorable and over 19% felt that they weren't. In addition, over 9% chose other and explained that they haven't seen their campaigns, or they've seen only one of the brands.

Did you buy these products due to Rihanna's and Huda's image?

143 responses

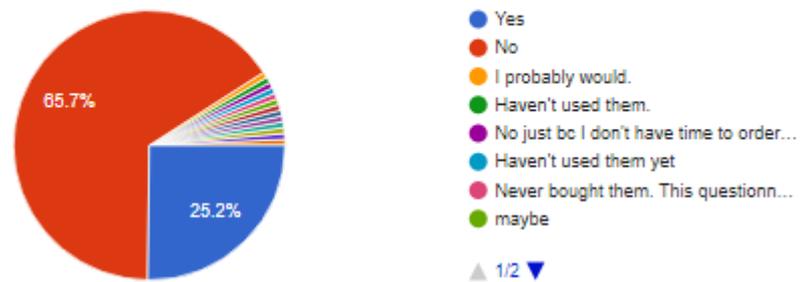


Figure 13. Buying behaviour

On Figure 13. "Buying behaviour", from the people who answered this section, over 65% haven't bought both brands products due to Rihanna's or Huda Kattan's image. Over 25% said they have bought both beauty brands products just because Huda or Rihanna are the spokesperson for their brands.

Did the products live up to the celebrities image?

133 responses



Figure 14. Products expectation

On Figure 14. "Products expectation", the ones who answered over 60% said that the products did live up to Huda's and Rihanna's image and over 21% said that it didn't. In addition, on the section 'other' over 18% said they didn't know due to the fact they don't know these brands, or they don't possess the products.

Do you search social media influencers reviews on make-up?

165 responses



Figure 15. Social media influencers

On Figure 15. “Social media influencers”, over 78,2% said they search on social media reviews on make-up from social influencers. Over 19% said they don’t and over 2% said they would now and then search for reviews.

What is the reason behind you buying a specific brand of make-up?

102 responses



Figure 16. Consumer reasoning for buying a specific brand of make up

On the last question Figure 16. “Consumer reasoning for buying a specific brand of make-up”, the surveyors said that the reasons they buy a specific brand of make-up are the quality of the product, price, recommendations, reviews, ethics (cruelty-free), if the product matches their skin, brand and availability.

Overall this quantitative research pointed out that brand awareness is important, especially since most of the people are from Finland and there are no stores that sell “Huda Beauty” nor “Fenty Beauty” products and those who have bought them have bought it most likely from online or abroad. In addition, the impact of social media influencers is big for cosmetic consumers when buying cosmetic products. However, according to the survey the people wouldn't buy a beauty product just specifically for celebrity's image. The author made mistakes on the surveys, by not giving more multiple answers for the focus group who haven't used “Huda Beauty” or “Fenty Beauty” products.

6 Conclusion

The study objective of this thesis was to examine international marketing strategies in the global cosmetic industry and the impact of celebrities and influencers towards this industry. It also includes an insight on the dual case study on two cosmetic brands and their international marketing strategies. Overall the study indicates that influencers are a big part of consumers decision making when purchasing a product. Being relatable creates openness between brand and consumer, while being knowledgeable reflects insight and awareness of the beauty world in a larger context.

Furthermore, the study proves that social media marketing is essential for promoting beauty products in the Cosmetic Industry, especially since it reaches out to the great masses internationally. However, more research must be done to discover how much influence celebrities have over purchasing decisions. The current study received results that it doesn't, but there were only 170 who answered the questionnaire. Thus, it would be preferable that more beauty consumers answer the questionnaire as well as in a country where those specific beauty brands are sold.

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Questions of the Questionnaire

Questionnaire|

Bachelor Thesis
Cosmetic Industry
Make-up enthusiast

Amiira Ismail

Questionnaire concerning cosmetic consumers.

1. Age
2. Gender
3. Are you aware of Rihanna or Huda beauty
4. Do you use Fenty Beauty or Huda beauty products.
5. Are you satisfied with their products
6. Was their cosmetic line campaign memorable.
7. Did you buy these products due to these celebrities/ influencers image?
8. Do you search social media influencers review on make up?
9. Does the beauty guru's opinion effect your views on buying the products?
10. What is the reason behind you buying a specific brand of make-up?

Placement of Questionnaire

Girl Talk FIN Closed Group

Amiira Ismail shared a link.
April 5 at 7:27pm

Morjens! Tota teen mun opparia kosmetiikka alasta ja keskityn Hudabeauty ja FentyBeauty yrityksiin. Jos teillä on 1-2 minuuttia aikaa vastata mun kyselyyn olisin erittäin kiitollinen. Kysely on kaikille jotka käyttävät meikkiä. Kiitoksia etukäteen kaikille jotka vastaavat! Yp:itä kysyty lupa:)

Cosmetic industry- questionnaire

A questionnaire on the social media influences input on cosmetic brands. Thank you in advance for your answers!

Age

- 15-21
- 22-30
- 31-40
- 41-50
- 50+>

Gender

- Female

Cosmetic industry- questionnaire

A questionnaire on the social media influences input on cosmetic brands. Thank you in advance for your answers!

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