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Effect of Eco-friendliness on Purchase Decision of Cosmetic Products

KAMK • University
of Applied Sciences

Abstract

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Climate change is a significant threat to our planet and consumers are ready to take action to decrease the effect of it. Many consumers have chosen to change their consuming habits to a more sustainable direction. This change is clearly noticeable in the consumer trends of recent years. The purpose of this thesis is to find out how eco-friendliness affects the purchase decision of cosmetic products among the students of Kajaani University of Applied Sciences (KUAS).

Cosmetics form a big market, as they are used to some extent by almost everyone. Companies have developed eco-friendly cosmetic products to respond to the eco-conscious consumers' demand for greener goods. Cosmetics related purchase decisions are made relatively frequently and there are several factors that affect the buyer behavior. This research explores the importance of eco-friendliness as one of those factors.

The empirical research was carried out in a quantitative method. The data was collected with an online survey that was distributed to the sample group of KUAS bachelor's degree students. The collected data was further analyzed in Excel to be able to draw conclusions.

The findings of the research suggest that the students do have a positive attitude towards eco-friendliness. However, eco-friendliness is not the most important factor affecting the purchase decision. Almost half of the respondents estimate that their consuming habits will become more sustainable in the future.

This research studied only the consumer behavior of KUAS bachelor's degree students. A similar research could be carried out with a wider sample group, as there may be regional differences. Also, a similar research about consumers who are already in working life, could give insights into the students' estimations about their future consuming habits

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1   Introduction

Climate change is a significant threat to the future of our planet. Consumers around the world are becoming more and more aware of the warming climate and want to take actions to decrease the effect of it. Many consumers have chosen to change their consuming habits to a more sustainable direction (Nielsen Company 2018). Businesses must develop ways to respond to consumers' demand for more environmentally friendly products. The aim of this research is to find out how eco-friendliness of a product affects the purchase decision when shopping for cosmetics.

Cosmetics form a significant market; it is quite safe to say that almost everyone uses cosmetics to some extent. Cosmetics include everyday products such as make-up, personal hygiene goods and skin care products. In 2018 the cosmetics market was worth over 500 billion US Dollars and the value is estimated to grow in the future (Statista 2020). Consumers make cosmetics related purchase decisions relatively often and there are multiple factors that affect the consumer behavior and ultimately the purchase decision. Eco-friendliness has been strongly present in the consumer trends of the recent years. For example, Euromonitor's 2020 consumer trend report reveals that better use of the planet's resources and reduction of air pollution are among the key trends (Euromonitor 2020). For conscious consumers, there are eco-friendly cosmetics products in the market. This paper focuses on natural cosmetics as they aim to be as eco-friendly as possible.

This research focuses on the consuming habits of the bachelor's degree students of Kajaani University of Applied Sciences (KUAS). Students form a consumer group that has a quite low income, but the income is likely to increase significantly after graduation as the students presumably begin their working careers. In 2019 there were all together over 280 000 higher education students in Finland (Statistics Finland 2019).

The data for this research was collected by an online survey. The results of the survey indicate that eco-friendliness is a relatively important factor affecting the student's cosmetics purchases. However, it is not on top of the list at the moment, but almost half of the respondents estimate that their consuming habits will become more sustainable in the future after graduating and beginning their careers.

The purpose of this research is to gather more information about the students' purchase behavior when it comes to cosmetics. This research focuses on eco-friendliness as a factor affecting the purchase decision. As the impact of climate change is becoming more prominent, the importance of a change in consumer behavior increases. The research question of this thesis is "Does eco-friendliness have an effect on the purchase decision of cosmetic products among KUAS students?".

2   Theoretical background

The purpose of this section is to present the key theories and concepts concerning the topic of this research. First this section goes through buyer behavior theory and the purchase decision making process. The information is acquired from books and articles.

2.1   Buyer behavior

Consumer buyer behavior is a concept for the buying behavior of individuals and households, the final consumers of services and goods for personal consumption. Buyer behavior is a widely researched topic. According to Armstrong & Kotler (2013) there are four characteristics that have a strong influence in consumer purchases: cultural, social, personal and psychological characteristics. (Armstrong & Kotler 2013, 156.)

Cultural factors

The cultural factors are divided into three parts: culture, subculture and social class. Armstrong & Kotler (2013) define culture as a set of basic values, perceptions, wants and behaviours shared by a society, that a member of the society learns. Human behaviour is mostly learned, from young age children start to learn values, wants, perceptions and behaviour models from their families and other important institutions. Every society or group has its own culture, that influences the buyer behaviour in different ways. (Armstrong & Kotler 2013, 157-160.)

Cultures include subcultures, they are groups of people who share value systems that stem from shared life experiences and situations. Armstrong & Kotler (2013) give an example from the U.S. market: in America there are three significant subculture groups: Hispanic American, Asian American and African American people. Each of these groups have their own consuming habits that slightly differ from each other. Businesses must take these significant groups into account in order to achieve success in a certain society. (Armstrong & Kotler 2013, 157-160.)

The third cultural factor is social class. Most of the societies in the world have some kind of social class structure. There are several elements that determine one's social class, for instance, education, profession and income among other factors. Members of a certain class have similar

interests and behaviours and they often share similar buying behaviour. (Armstrong & Kotler 2013, 157-160.)

Social Factors

Social factors, such as the small groups that the person belongs to, affect the buyer behaviour. One example of a small group is family. Other influencing factors are the status and roles of the consumer. (Armstrong & Kotler 2013, 160.)

Armstrong & Kotler (2013) explain that small groups include membership groups and reference groups. Membership groups are groups that a person belongs to and those can influence the person directly. Reference groups are groups to which people compare themselves. Reference groups offer reference and guidance to shape our behaviour and attitudes. Reference groups can also be groups that one aspires to belong to, these groups can also influence the behaviour. Word-of-mouth influence is very effective, and consumers tend to trust the personal words of other consumers more than commercial messages. Digitalization has produced a relatively new way to socialize with different groups. Online social networking has provided platforms for groups and communities to socialize and exchange thoughts. (Armstrong & Kotler 2013, 160-164.)

According to Armstrong & Kotler (2013) family is the most influential social group that influences consumers' buying behaviour. A person has two kinds of families in their life: family of orientation and family of procreation. Family of orientation is the family they were raised in; it includes parents and siblings. Family of procreation consists of the person's spouse and possible children. Parents have a big impact on the person's behaviour, but in the family of procreation the person's behaviour and preferences are often influenced by the spouse. (Armstrong & Kotler 2013, 160-164.)

In addition to family and small groups, a person's buying behaviour is influenced by their status and roles. A person's position in a certain group forms a role and status comes with the role. People tend to purchase products that reflect their status and roles. (Armstrong & Kotler 2013, 160-164.)

Personal factors

The personal qualities of a consumer have a direct impact on their buying behaviour and decisions. The characteristics presented in this chapter are age and life-cycle stage, occupation and economic situation, lifestyle, personality and self-concept. (Armstrong & Kotler 2013, 165.)

The preferences and tastes for different goods and services change throughout life due to changing life-cycle stages and age. Big life changes such as marriage, having children and retiring shape people's consumer behaviour. A certain consuming preference rarely lasts for a lifetime. (Armstrong & Kotler 2013, 165-167.)

Career has a big impact on a person's purchasing habits. Professionals of different fields and levels seek for different things when shopping and have different consuming habits. The economic situation is highly dependent on the person's career and it has a big impact on consumer behaviour. People often choose products that suit their occupational role and their role in the society. (Armstrong & Kotler 2013, 165-167.)

A person's lifestyle is not always correlated with their social class, subculture or occupation. Lifestyle is the pattern of living that consists of the person's interests, opinions and activities, such as work and hobbies. Brands and products often represent different lifestyles and that allows consumer to not only purchase a product but purchase a bit of that lifestyle. Lifestyle goes beyond social class or personality traits, it gives a good insight to a person's way of living and interacting. (Armstrong & Kotler 2013, 165-167.)

Personality is a set of unique psychological characteristics that makes a person unique and different from others. Personality and self-concept are also significant influencers of the consuming behaviour. The concept of personality offers a useful tool for marketing, brands can also have personalities and consumers tend to gravitate towards brands that have a similar personality to theirs. (Armstrong & Kotler 2013, 165-167.)

Psychological factors

According to Armstrong & Kotler (2013) there are four significant psychological aspects that have a strong influence on buyer behaviour. These aspects include motivation, perception, learning and personal beliefs. (Armstrong & Kotler 2013, 167.)

Motivation to acquire something arises from a need that has risen to a sufficient level of intensity. A consumer's needs can be divided in two main categories: biological and psychological. Biological needs are caused by a physiological state of tension, for example, hunger and discomfort. On the other hand, psychological needs come from the need of esteem, recognition and belonging. Abraham Maslow (1943) created a theory that suggests that the human needs have a hierarchy. The hierarchy of needs is demonstrated in Figure 1. A person tries to fulfil the most important and urgent need first. If people are experiencing famine, they most likely are not interested in self-

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                    Self-
                 actualization
                 Creativity etc.

                    Esteem
              Achievement, Respect,
                     etc.

                 Love/Belonging
              Friendship, Family, etc.

                    Safety
               Home, Property  etc.

               Physiologigal Needs
              Food, Water, Sleep, etc.
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Figure 1. Maslow's hierarchy of needs (Maslow 1943)

actualization nor even in their safety. Once one need is satisfied, the next most important need starts to become more urgent. (Armstrong & Kotler 2013, 167-170.)

A motivated person is ready to make the next move. Consumers form a perception of the situation which influences their actions. Perception is the process of creating a meaningful picture of the world by selecting, organizing and interpreting information. People form differing perceptions from the same product because of three perceptual processes: selective attention, selective distortion and selective retention. According to Armstrong & Kotler (2013) consumers are exposed to estimated 3000 to 5000 advertising messages daily, selective attention subconsciously helps to screen out majority of these messages. Selective distortion works to interpret the information we face on a daily basis in a way that suits our beliefs and attitudes. Even though people forget much of what they learn, they tend to retain information that supports their beliefs. Selective retention is the tendency to remember the good things said about the preferred brands and products and forget the good things said about the competing brands. (Armstrong & Kotler 2013, 167-170.)

When peoples' behaviour changes due to their experiences, it's called learning. Most of human behaviour is learned. If consumers gain positive experiences with a certain brand or product, they are likely to choose the same brand or product in the future. (Armstrong & Kotler 2013, 167-170.)

While learning, people form beliefs and attitudes, and these influence the buyer behaviour as well. Beliefs are often based on real knowledge, opinions or faith and sometimes they have an emotional charge. Attitudes are a person's consistently negative or positive assessments, tendencies and feelings toward something. If consumers have false beliefs that prevent them from purchasing a certain item, marketers can launch a campaign to correct them. On the contrary, it is more complicated to change attitudes. Attitudes often have a pattern, changing one often requires adjusting also other attitudes. Instead of trying to change consumer's attitudes, brands should try to fit their products into existing attitudes. (Armstrong & Kotler 2013, 167-170.)

2.2 Purchase Decision

This research focuses on purchase decision of the consumers. The purchase decision making process involves five stages: need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. Figure 2 presents the stages of the purchase decision process. Consumers go through these five stages with each purchase they make, but the significance of each stage always depends on the situation and the consumer's nature. For example, in frequent routine purchases, some stages may be skipped or reversed. (Armstrong & Kotler 2013, 170-173.)
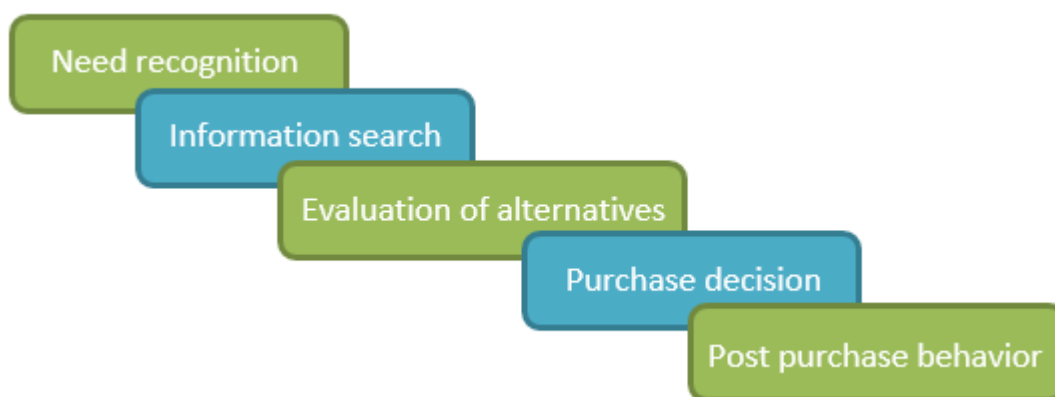

Figure 2. Stages of the purchase decision process (Armstrong & Kotler 2013, 170-173)

Need recognition

The buying process begins with recognising the need or a problem. The need can be triggered by internal or external stimuli. Internal stimuli include normal needs, such as hunger or thirst.

External stimuli can be for example an advertisement or a conversation with another consumer that triggers you to buy something. (Armstrong & Kotler 2013, 170-173.)

Information search

Depending on the product and situation, the next stage is to search for information. If the drive to purchase is strong and a satisfying product is available immediately, the consumer will likely buy it in that moment. If the need is not that urgent or there is not a satisfying product near at hand, the consumer may keep the need in mind or start searching for information regarding the need. The information can be acquired from different kinds of sources: personal, commercial, public and experiential sources. Most of the information about products and brands come from commercial sources, but consumers tend to rely more on information coming from personal sources. (Armstrong & Kotler 2013, 170-173.)

Evaluation of alternatives

According to Armstrong & Kotler (2013) the next stage right before making the purchase decision is evaluating the alternatives. There is no clear model for the evaluation process, as the processes can vary a lot. The process depends on the consumer's nature and the buying situation. Sometimes a consumer makes thorough calculations and uses logical thinking, but in some cases, they may not do evaluation at all and make the decision spontaneously. (Armstrong & Kotler 2013, 170-173.)

Purchase decision

After evaluating the alternatives, consumers usually buy the most preferred brand. However, there are two factors that can interrupt the purchase decision stage. The attitudes of others are the first thing that may affect the purchase decision in the last minute. If someone close to the consumer has a differing opinion on the brand the consumer is going to buy, it may interrupt the purchase decision. Another factor is unexpected situational factors. There is always a possibility that an unexpected factor, such as a shift in the economic situation or a change in a competitor's pricing. Thus, even after the consumer has formed an intention to make a purchase, the process does not always result in a purchase. (Armstrong & Kotler 2013, 170-173.)

Post purchase behaviour

The last stage is post purchase behaviour. After the purchase, the consumer is either satisfied or dissatisfied with the product. It is very important that the product's perceived performance meets the consumer's expectations. However, even though the expectations are met, consumers experience cognitive dissonance with almost all major purchases. Cognitive dissonance is the discomfort due to a post purchase conflict. Consumers feel bad for losing the benefits of the competing brands and having to settle with the drawbacks of the brand they purchased. For brands, satisfied customers are the key to success. Satisfied customers will buy the product again, talk positively about the brand and pay less attention to competitors. Satisfied customers lead to profitable consumer relationships. (Armstrong & Kotler 2013, 170-173.)

3   Cosmetics and Eco-friendly consumers

This section of the paper presents information about the cosmetics industry and eco-friendly consumers. First cosmetics and the cosmetics market will be discussed in general. After introducing cosmetics, this section moves on to eco-friendly consuming.

Cosmetics Europe defines cosmetics as personal care products that are put on one's body to clean and improve or change its appearance. Cosmetics include, for example, skin and hair care products, personal hygiene products and makeup. (Cosmetics Europe n.d.) Cosmetics are regulated by law. For example, in the European Union, the environmental effects of the cosmetic ingredients are regulated with the REACH regulation established by the EU (Finnish Cosmetic and Hygiene Industry Association n.d.). According to Finnish natural cosmetics association Pro Luonnonkosmetiikka Ry, in addition to laws and regulations, there are plenty of certificates that brands can obtain to increase consumers' trust. Getting certified requires obeying the certifier's regulations but getting certified is fully optional. A company that is certified with one of these certificates, can use the logo on their packaging to inform consumers about their environmental choices. However, some brands may not have the resources to get the certificate, even though they fulfil the conditions. (Pro Luonnonkosmetiikka Oy n.d.)

Since 2009 the cosmetics market has been growing by 4,1% on average. In 2018 the value of cosmetics market was 507,8 billion US Dollars and it is estimated to grow at 5,9% compounded annual growth rate until 2025. (Statista 2020.) The global market value for natural and organic cosmetics is also estimated to grow at 5,2% compounded annual growth rate until 2027 (Statista 2019). In 2019 the consumption value of cosmetics in Finland was a bit over 1 billion Euros (Statista 2020).

L'Oréal annual report 2019 lists some reasons for the growth, including globalisation and the digital revolution, as e-commerce allows a wider reach of consumers all over the world. Other reasons for the growth are the rise of upper- and middle-income classes and the increasing demand for premium products. (L'Oréal 2019 Annual Report 2020.) In addition to the growth of cosmetics industry in general, the growth of natural cosmetics market is also accelerating. Pro Luonnonkosmetiikka Ry announced in 2019 that they surveyed natural cosmetics importers and manufacturers in Finland and the respondents reported that their yearly sales grew by 22% on average. (Pro Luonnonkosmetiikka Ry 2019.)

Market research company Euromonitor produces annual consumer trend reports that list the year's biggest consumer trends. According to these reports, the consumer trends of recent years show the increased demand for ecological solutions. (Euromonitor 2020.) In addition, Trend-Watching lists Green Pressure as one of the consumer trends of 2020. As eco-friendly products have become more affordable and more common than in the past, they are no longer a sign of higher status. For example, buying a Tesla in 2008 could elevate the buyer's status, but in 2019 Tesla's Model 3 was already the third best-selling car model. In 2020 the trend has shifted to eco-shame, now people are buying eco-friendly products to relieve the shame of not consuming sustainably. (TrendWatching 2020.)

Sitra has produced a report that lists the megatrends of 2020 and again, environmental issues are high on the list. The report states: "the key factor influencing our future is the urgent need for ecological reconstruction: how do we respond to climate change, decreasing biodiversity, the dwindling availability of resources and waste-related problems? Other trends should be viewed against this backdrop." (Sitra 2020.) There is no denying that eco-friendliness and sustainable habits are strongly present in today's consumer trends.

Consumer's attitudes towards eco-friendly products is a highly researched topic among different industries. For example, Unilever's research from 2017 surveyed 20 000 adults from five different countries about their environmental concerns and purchase choices. The results claim that a third of consumers prefer to buy from brands that they believe are ecological. (Unilever 2017.)

Despite eco-friendliness is a widely discussed topic and is very trendy currently, it still does not mean that consumers are actually behaving as eco-friendly as they claim. According to a recent study by Magnus Bergquist (2019), people often think they are more ecological than others. People tend to over-estimate their own behavior. (Bergquist 2019.) There is also a phenomenon called "the green gap", which stands for consumers that are very concerned about the state of our environment, but that still does not reflect into their consuming habits (Grunert et al., 2014). Morel & Kwakye (2012) studied consumers' attitudes and purchase intentions in the sector of fast-moving consumer goods. Their research report also suggests that positive attitude towards eco-products does not always lead to making ecological purchase decisions. In addition, positive experiences from previously bought eco-products are correlated with willingness to buy eco-products again. (Morel & Kwakye 2012.)

There are several definitions and perceptions of what makes a product environmentally friendly. According to Cambridge Dictionary, the adjective environmentally friendly, can describe something that does not harm the environment (Cambridge Dictionary n.d.). On the other hand, Finto (Finnish Thesaurus and ontology service) describes environmental friendliness as follows: the product, service or some certain choice has a smaller negative impact on the environment compared to other available options (Finto 2015). Also, Zhao & Zhong (2015) define green products as products that have a lesser effect on the environment and human health than traditional products (Zhao & Zhong 2015).

In this thesis eco-friendly cosmetics equals natural cosmetics, because natural cosmetics always aim to be as eco-friendly as possible and there is a clear definition for natural cosmetics. Natural cosmetics are manufactured from natural ingredients and the origins of the ingredients must be trackable. The ingredients should not contain genetically modified organisms and the usage of endangered plants is prohibited. Using ingredients of animal origin is permitted only when it does not harm the animal, for example, using beeswax or lanolin is allowed, as they can be acquired safely. Natural cosmetics are never tested on animals. These are the general guidelines for natural cosmetics, but still there are brands that claim to be natural, despite not following these guidelines. To avoid using products that are falsely marketed as eco-friendly or natural, purchasing certified products is recommended. (Pro Luonnonkosmetiikka Ry n.d.)

Unfortunately, not all products that are marketed as eco-friendly, are actually eco-friendly. Greenwashing is a growing problem. Greenwashing means misleading consumers to believe that a certain company or product is more eco-friendly than it really is. As the market for green products and services is growing, businesses are facing more pressure to become eco-friendly. Companies have to keep up with their competitors also when it comes to greenness, which may induce some companies to take the easy road and practice greenwashing. (Delmas & Burbano 2011.)

A review conducted by UL (formerly TerraChoice) found that over 95% of the products included in the survey committed at least one of "Seven sins of Greenwashing". Seven sins of Greenwashing is a concept introduced by UL, and lists seven factors that are used to mislead consumers with marketing messages. The factors include, for example, vagueness, stating irrelevant facts to make the product sound eco-friendly and simply making false environmental claims about the product. (UL 2007.)

The regulation concerning greenwashing is still loose and insufficient. The responsibility to expose and pressure companies has shifted to the media, activist groups and non-governmental

organizations (NGO). These organizations campaign against greenwashing and spread awareness, which can reach much more consumers than informational websites alone. The threat of reputation damage from public exposure for greenwashing likely is a factor that makes greenwashing less tempting. However, to increase consumers' trust on green products, the mission of decreasing greenwashing also belongs to institutions that make regulations. The green industry needs regulations and laws to eliminate businesses that practice greenwashing. The lack of official rules can cause consumers to become cynical, which can cause decrease in demand for green products. (Delmas & Burbano 2011.)

Activist groups, NGO's and media can also have powerful ways to pressure large companies to change their ways. For example, in 2009 Greenpeace exposed Unilever's use of unethical palm oil. This act resulted in Unilever ending their contract with an Indonesian supplier, that used to supply unethical palm oil. Unilever then made a commitment to use only sustainable palm oil. (Sahota 2014, 4.)

4   Empirical Research

The fourth section presents the research process. The first this section will go through qualitative and quantitative research methods. Then the data collection process and credibility are discussed. Finally, the section goes through the analysis of the data gathered in the online survey.

4.1   Research Method

There are two types of research methods that can be used to gather data for the research. The two methods are qualitative and quantitative. Saunders et al. (2009) suggest that the two methods differentiate from each other by their relationship with numbers (Saunders et al. 2009, 151). Quantitative technique focuses on numeric data and qualitative technique focuses on non-numeric data. Researchers can choose to use only one of those methods or combine both, depending on the nature of the research. (O'Gorman & MacIntosh 2015, 118-120, 155-157.)

The quantitative method quantifies attitudes, beliefs and behavior and can be used to generalize the findings of a survey for a large population. Quantitative data collection methods include structured surveys and questionnaires. The data collected by using a quantitative method contains statistical data that allows the results to be presented in statistical forms, such as tables, graphs and charts. (O'Gorman & MacIntosh 2015, 155-194.)

The qualitative research method is usually used for smaller sample groups. The results cannot be measured or quantified in the same way as quantitative results. Qualitative data collection methods can obtain more precise information about the topic and go deeper into the research problem. Interview is one of the qualitative data collection methods, but also open questions in a survey are considered as qualitative method. (O'Gorman & MacIntosh 2015, 155-194.)

4.2   Data collection

This research is conducted mainly by using quantitative research method. The intention was to find out how students take eco-friendliness as a factor affecting the purchase decision. The sample group included approximately 2500 full time bachelor's degree students from Kajaani

University of Applied Sciences. Due to the large sample group, it was logical to choose the quantitative approach to data collection. The primary data was collected with an online survey within a time frame of two weeks. The questionnaire is presented in Appendix 1.

The survey was created with Google Forms and it included mostly multiple-choice questions that are easy to quantify. The survey was written in both English and Finnish to ensure that all respondents can understand the text. The survey begun with a comprehensive introduction in order to make sure that all participants understand the terms and the topic. In the beginning of the survey itself, there were two demographical questions that were followed by 10 questions related to the topic. In addition, the respondents were given the option to write feedback or anything they would like to add regarding the survey topic. Using a survey for data collection was an ideal option for this research, as surveys are known to be a simple and low-cost method for data collection (Saunders et al. 2009, 144).

4.3   Credibility

In order to get accurate and credible results from a research, the researcher must closely pay attention to reliability and validity. Reliability addresses the consistency of the findings. In order to be reliable, the research must be reproducible and result in the same findings. Validity is measured by how well the results correspond to existing researches and theories. (Adams et al. 2014, 245-249.)

Validity and reliability were further ensured by creating a survey that is clear and not too long. Before sending the survey to the respondents, it was pilot tested to make sure that the questions are accurate considering the topic. The survey included a comprehensive introduction chapter that explained all terms and the purpose of the research. Anonymity and confidentiality were highlighted as well. The survey link was sent to the sample group by email. By contacting the respondents via email, the chances to get the responses from the right persons are high (Saunders et al. 2009, 364).

4.4   Data Analysis

The data analysis chapter presents the collected data. During the data analysis phase, the data was formed into figures to help to draw conclusions. The data was analyzed with Microsoft Excel. The survey was sent out to 2490 students, of which 139 are registered absent. The survey gained 478 responses, so response rate is 19%. The data analysis is based on the frequency tables presented in Appendix 2.

The first two questions of the survey aimed to collect demographic data about the respondents: their age and gender. The ages were divided into six groups. Most common age group is 21-25 to which 45% of the respondents belong. The second most common age group is 18-20 (22%), which tells that majority of the survey participants are 25 years old or younger. 14% of the respondents were 36 or older. The fourth most common age group was 26-30 (11%) and fifth was age group 31-35 by 8%. There were no respondents that were under 18 years old. Figure 3 shows the share of each age group.
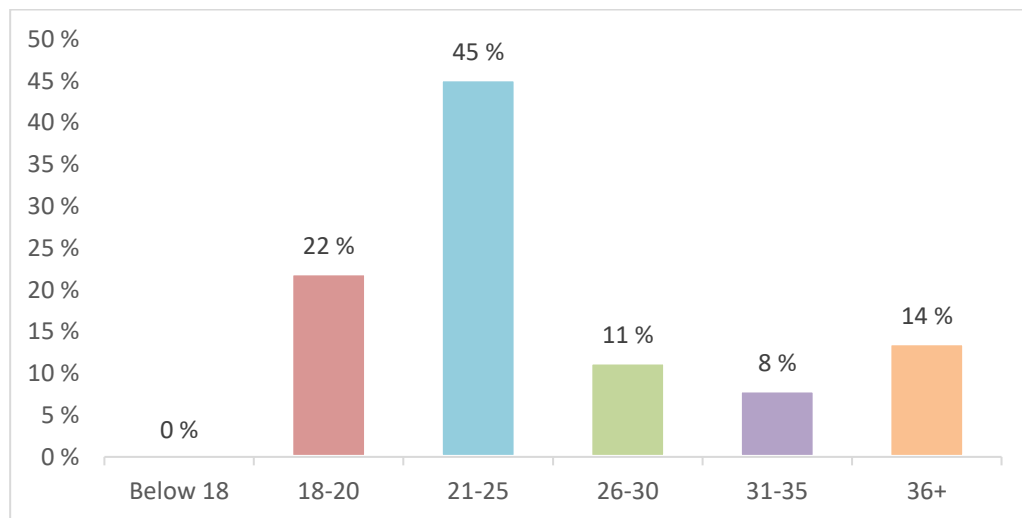

Figure 3. Respondents' age distribution (n=478)

Most of the respondents were women (68%) and almost one third of the respondents were men (31%). 1% of the respondents chose the option 'other'. Figure 4 expresses the gender distribution.
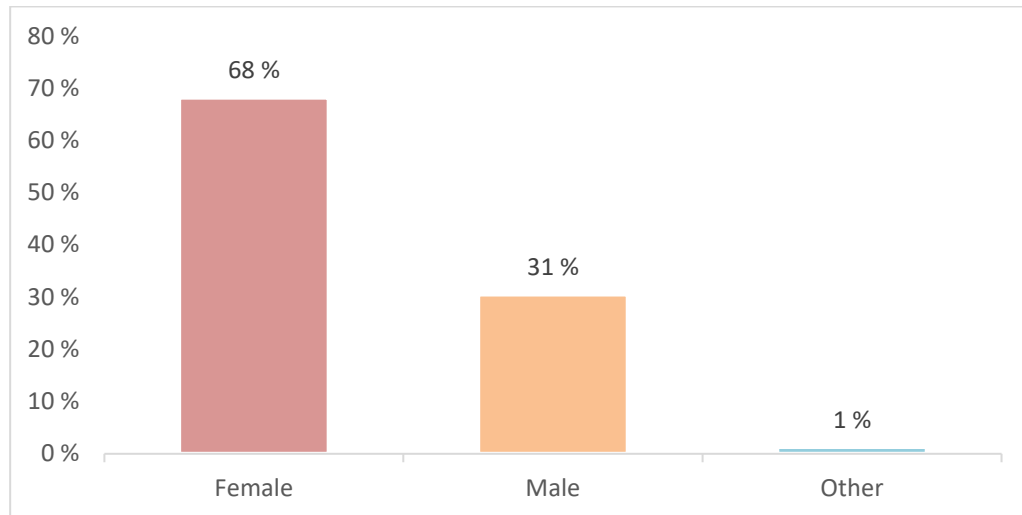
Figure 4. Respondents' gender distribution (n=478)

The third question aimed to examine the respondents' interest to eco-friendliness in general. The answer scale was from 1 to 5 with 1 symbolizing no interest at all and 5 symbolizing high interest in eco-friendliness. Majority of the respondents expressed interest towards eco-friendliness with 41% choosing 4 and 18% choosing 5. 31% answered 3 and 8% expressed very little interest in eco-friendliness by choosing 2. Only 1% of the respondents were not at all interested in eco-friendliness. Figure 5 presents a chart of the distribution.

The responses for this question were further analyzed based on the respondents' ages. The lowest interest was expressed by the youngest age group, respondents aged from 18 to 20, with the average of responses being 3,5. The next age group, 21-25 has the average of 3,6 and age group 26-30 has the average of 3,7. The interest towards eco-friendliness seems to increase with age, however, age group 31-35 makes an exception with a slightly lower average of 3,6 compared to the previous age group. The age group that is the most interested in eco-friendliness was the oldest group, respondents aged 36 and older, with the average of responses being 3,9. The differences between different age groups are easily detectible, but still quite small.
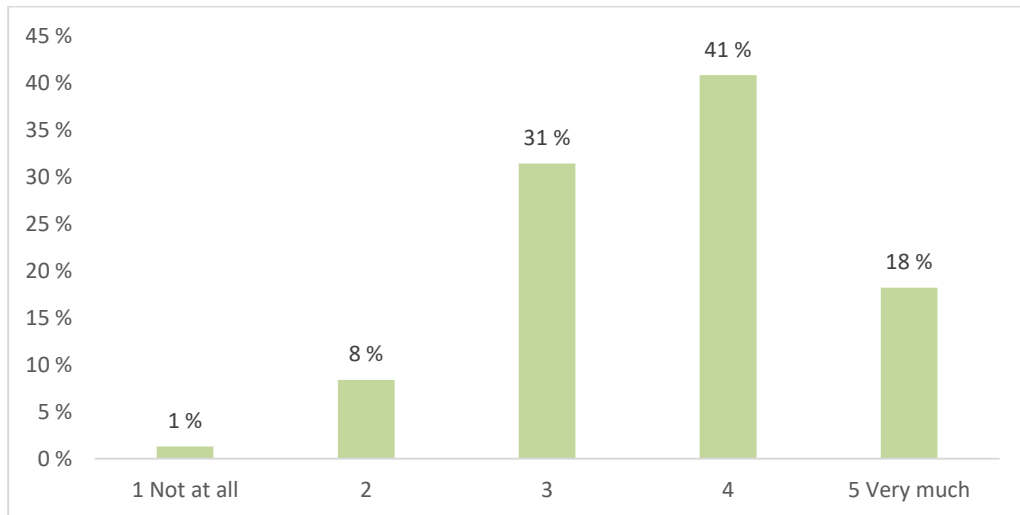
Figure 5. Are you interested in eco-friendliness? (n=478)

The fourth question was asked in order to find out how much money the respondents spend on cosmetic products on a monthly basis. Most respondents (63%) spend 0-20 Euros on cosmetics monthly and 29% of the respondents spend 21-40 Euros monthly. Less than 10% of the respondents purchase cosmetics with over 40 Euros per month. Figure 6 demonstrates the spending habits of the respondents when it comes to cosmetics.

The spending was also examined considering the age differences. The age group that spends most on cosmetics is the oldest age group, respondents aged 36 or older, of which 20% spend more than 40 euros per month. Age group 18-20 spends the least amount of money on cosmetics monthly with only 4% spending more than 40 euros. The statistic suggests that the spending increases by age, as each age group spends more than the previous one.
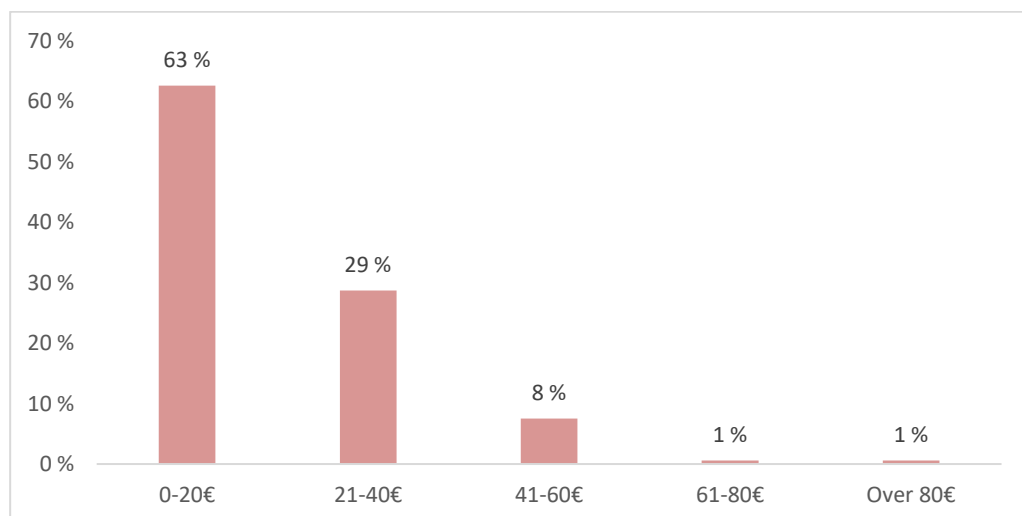

Figure 6. How much money do you approximately spend on cosmetics monthly? (n=478)

In the survey, cosmetics were divided into two categories: beauty products and personal hygiene products for clarity. To find out how much the participants plan their purchases before making the purchase decision, the survey included a question about comparing the alternatives with an answer scale from 1 to 5 with 1 meaning never and 5 meaning always. Figure 7 shows that almost two thirds of the participants compare alternatives at least often, with 30% saying that they always compare before purchasing. Less than 10% say that they never compare alternatives.
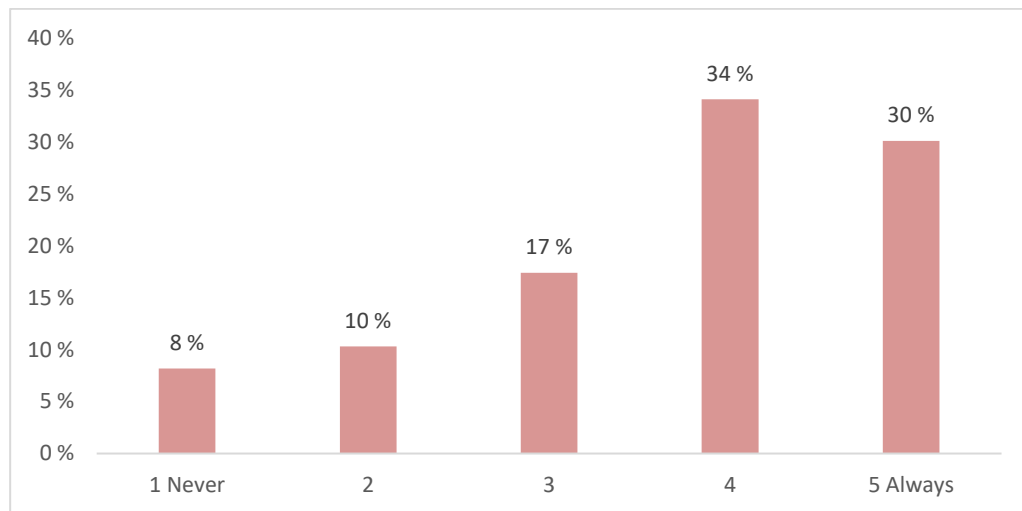
Figure 7. When shopping for beauty products, do you compare alternatives before making the purchase decision? (n=478)

The responses for comparing personal hygiene products were quite similar to the responses for comparing beauty products. Again, most common answer was 4 with 36% followed by 5 with 27%. In this case the combined share of respondents who chose options 1, 2 or 3 is slightly higher than for the previous question. Figure 8 presents the distribution of the responses.
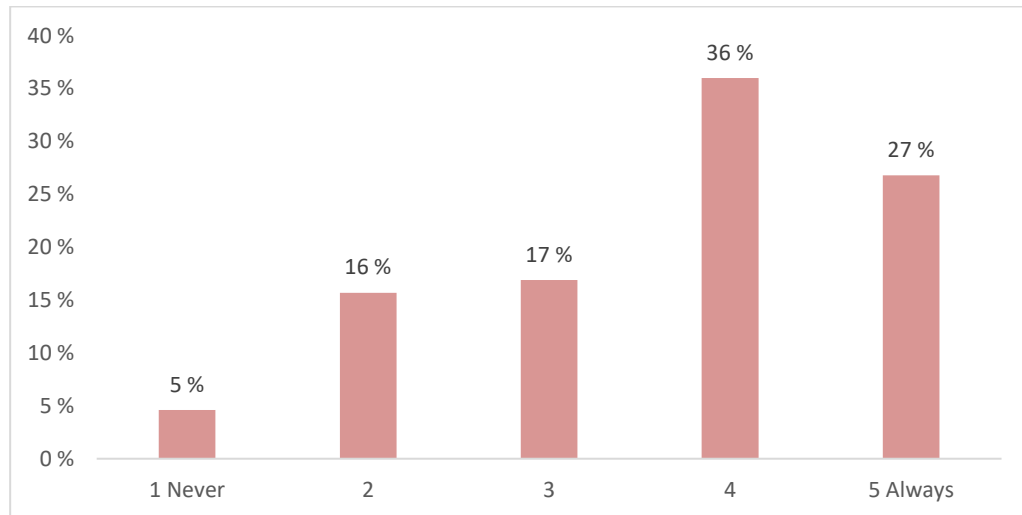
Figure 8. When buying personal hygiene products, do you compare alternatives before making the purchase decision? (n=478)

In the next two questions the participants were asked to choose three factors that affect their purchase decision in cosmetics the most. Unfortunately, all participants had not understood the instruction to choose three factors, so some participants had chosen more than three options. Again, cosmetics were divided into two categories, of which beauty products were addressed first. According to Figure 9, the factor that affects the purchase decision of most participants was price with a share of 87%. Price was followed by quality (78%) and good availability (29%). Eco-friendliness was the fourth most popular choice with 28% closely followed by brand (27%). The least common choices were celebrity's or influencer's recommendation (7%) and advertisement (5%). The answer options also included 'other', which was chosen by 8% of the respondents. The respondents who chose 'other' were given an option to explain their choice and each respondent wrote an explanation for their choice. The most frequent factors mentioned were the ingredients or the product, the suitability for a certain skin type and the respondent's own experience of the product.
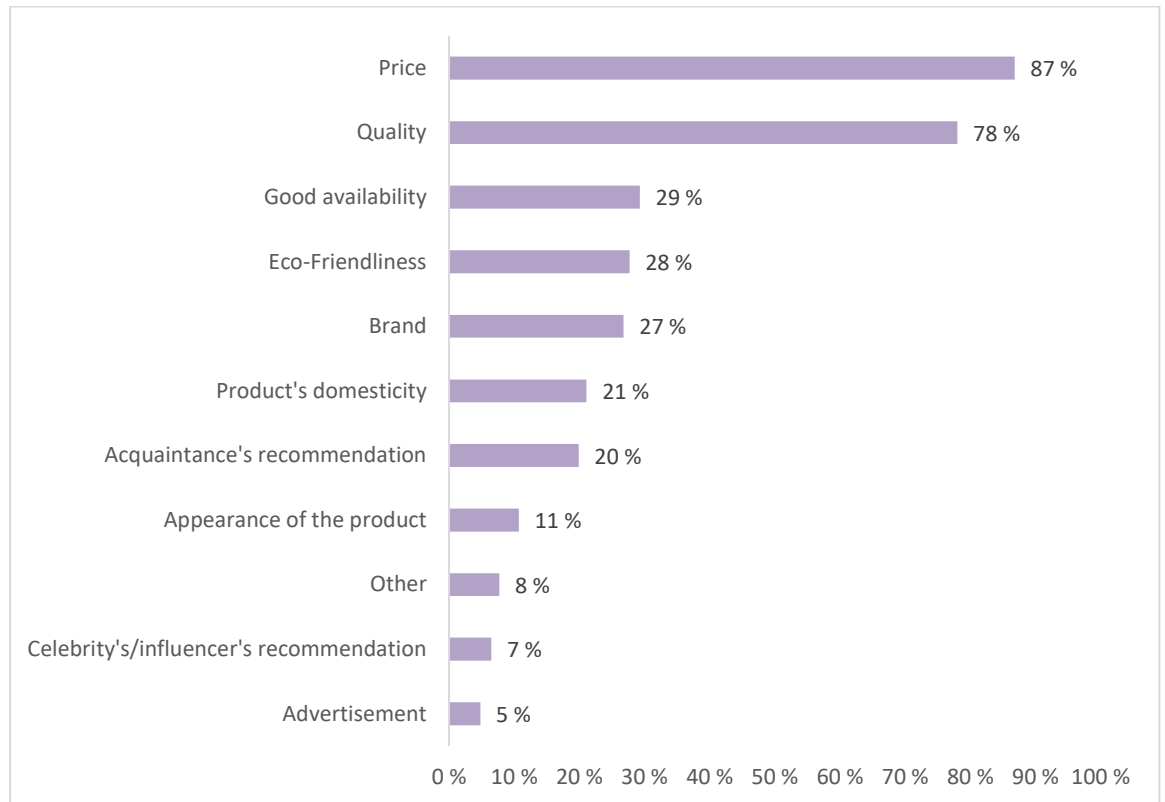
Figure 9. Which 3 factors affect your purchase decision in beauty products the most? (n=478)

After considering the most affecting factors for beauty purchases, the participants were asked to do the same for personal hygiene products. Again, the results between these two categories look similar. Figure 10 reveals that price (86%), quality (81%) and good availability (36%) were again the most commonly chosen factors to affect the purchase decision, followed by eco-friendliness (27%). A small share of 6% of the respondents chose 'other' and a bit over half of them explained their choice. Majority of the responses mentioned own previous experience of the product and the second most mentioned factor was the scent of the product.
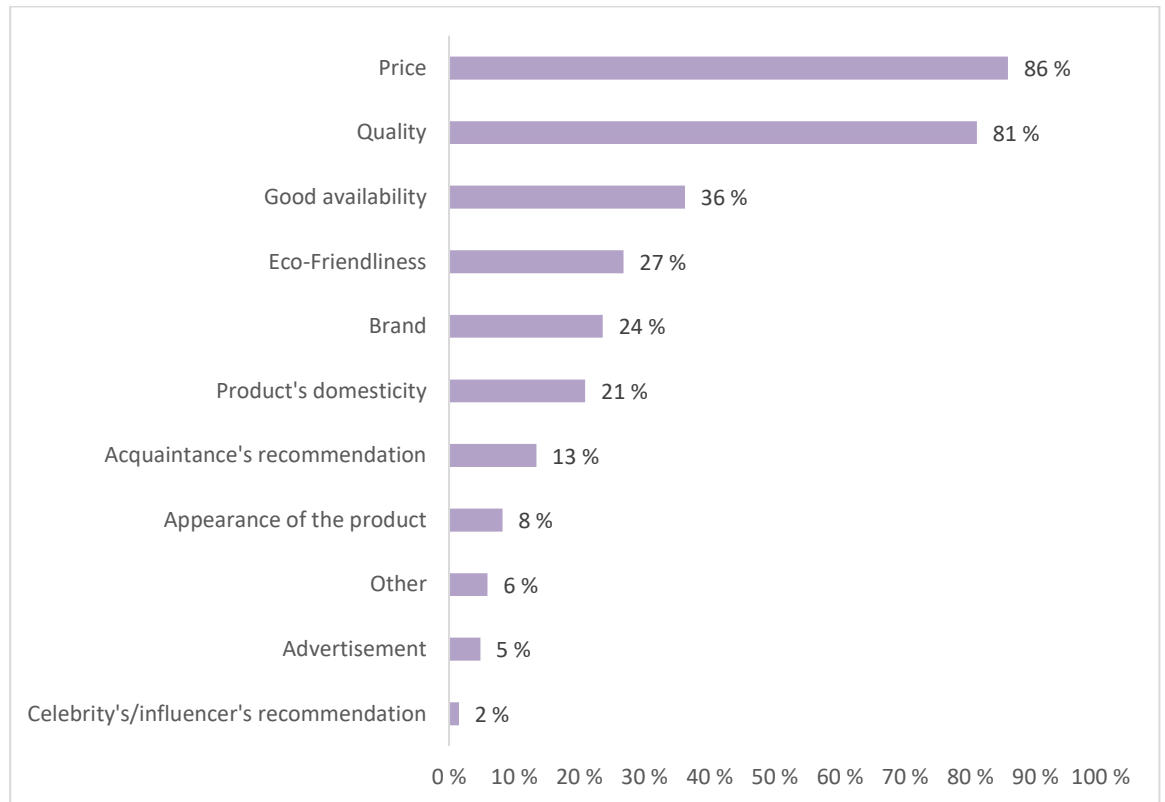
Figure 10. Which 3 factors affect your purchase decision in personal hygiene products the most? (n=478)

Next, the respondents were asked to evaluate how much different factors affect their purchase decision in beauty products on scale from 1 to 5. As shown on Figure 11, the responses are in line with the answers to the previous questions with quality and price having the largest impact. Eco-friendliness is not the most significant factor, but 73% of the participants chose option 3, 4 or 5, which indicates that most of the respondents pay attention to eco-friendliness when making purchases. The least affecting factors were again clearly celebrity's/influencer's recommendation and advertisement whereas acquaintance's recommendation was considered to be relatively important against the responses for previous questions. Good availability is also an important factor with 59 % of respondents answering 4 or 5.
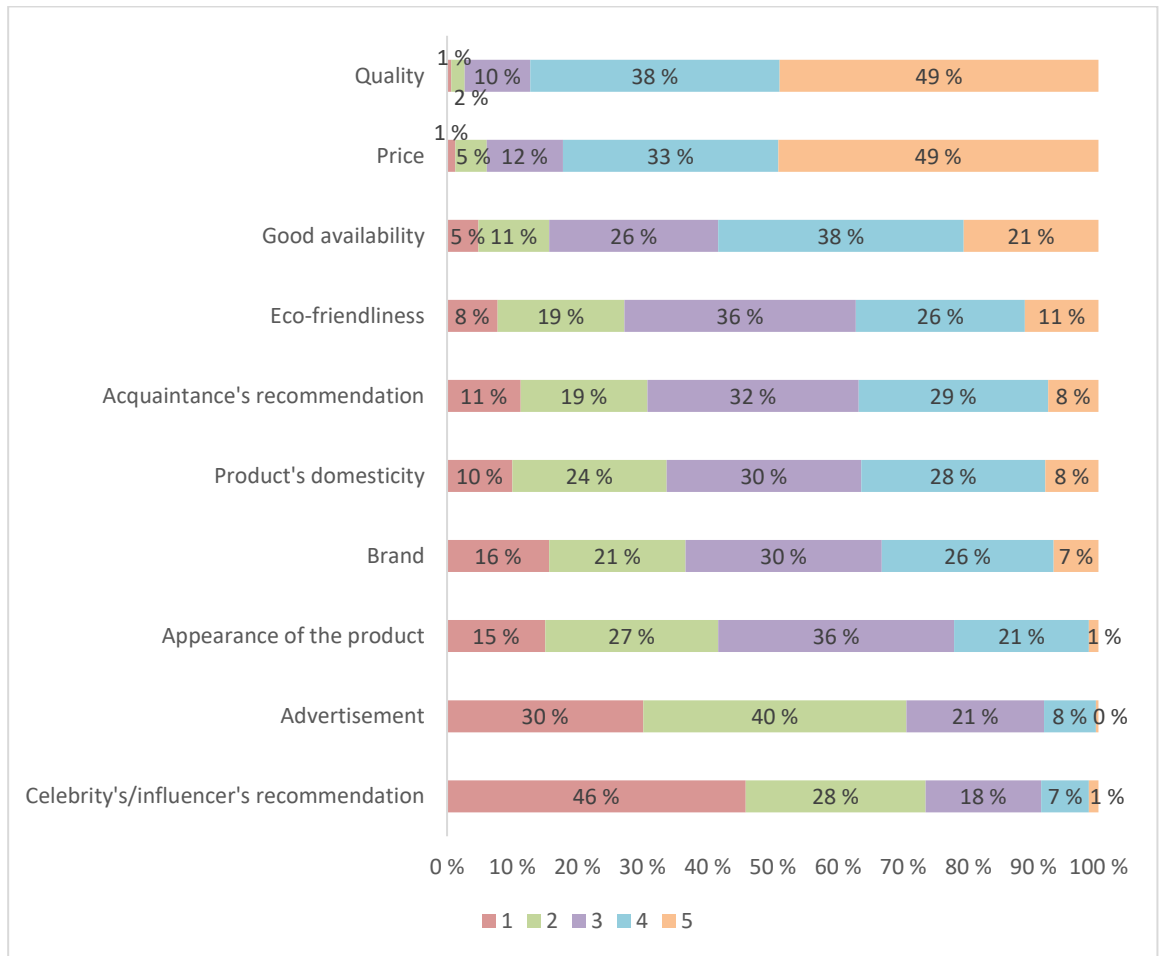
Figure 11. How much do the below factors affect your purchase decision in beauty products (incl. skin & hair care and make up)? 1=not at all, 5=very much. (n=478)

In the next question the participants evaluated how the same factors affect their purchase decision in personal hygiene products. The responses were very similar to the responses of the previous questions, which can be seen below on figure 12. The top three most affecting factors were quality, price and good availability. Recommendation from a celebrity or an influencer was again considered as the least affecting factor, alongside advertisements.

With age, the importance of the price increases until a certain point. Within the first three age groups, the significance of price rises with age. Within age groups 31-35 and 36+ the price starts affecting the purchase decisions a little bit less. On the contrary, the importance of eco-friendliness increases steadily with age. Each age group seems to value eco-friendliness slightly more than the previous group
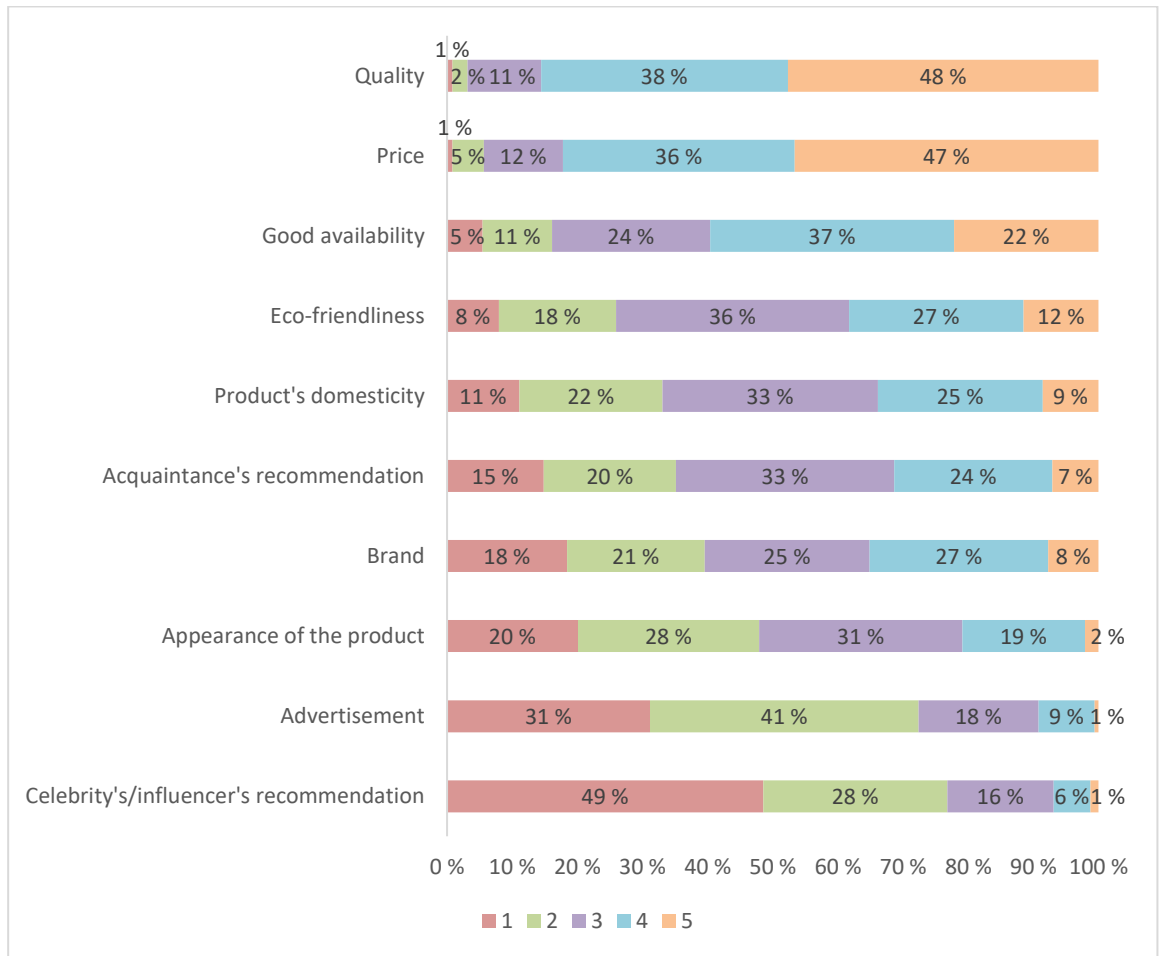
Figure 12. How much do the below factors affect your purchase decision in personal hygiene products? 1=not at all, 5=very much. (n=478)

In the next question the respondents were asked to estimate how much eco-friendly cosmetics they own by choosing the alternative that is closest to reality. A third of the respondents were not able to give any estimates. According to the results, majority of the respondents who were able give an estimate, do own eco-friendly cosmetics. Only 7% say that the share of eco-friendly cosmetics out of all the cosmetic products they own is 0%. For 23% or the respondents, the share of eco-friendly cosmetics amount to 20% of their cosmetics. Only a small minority of 1% say that approximately all of their cosmetics are eco-friendly. Of respondents, 18% estimate that eco-friendly cosmetics amount to 40% of their total cosmetics, 9% estimate the amount to be 60% and 8% estimate it to be 80%. Figure 13 shows the distribution of the responses.
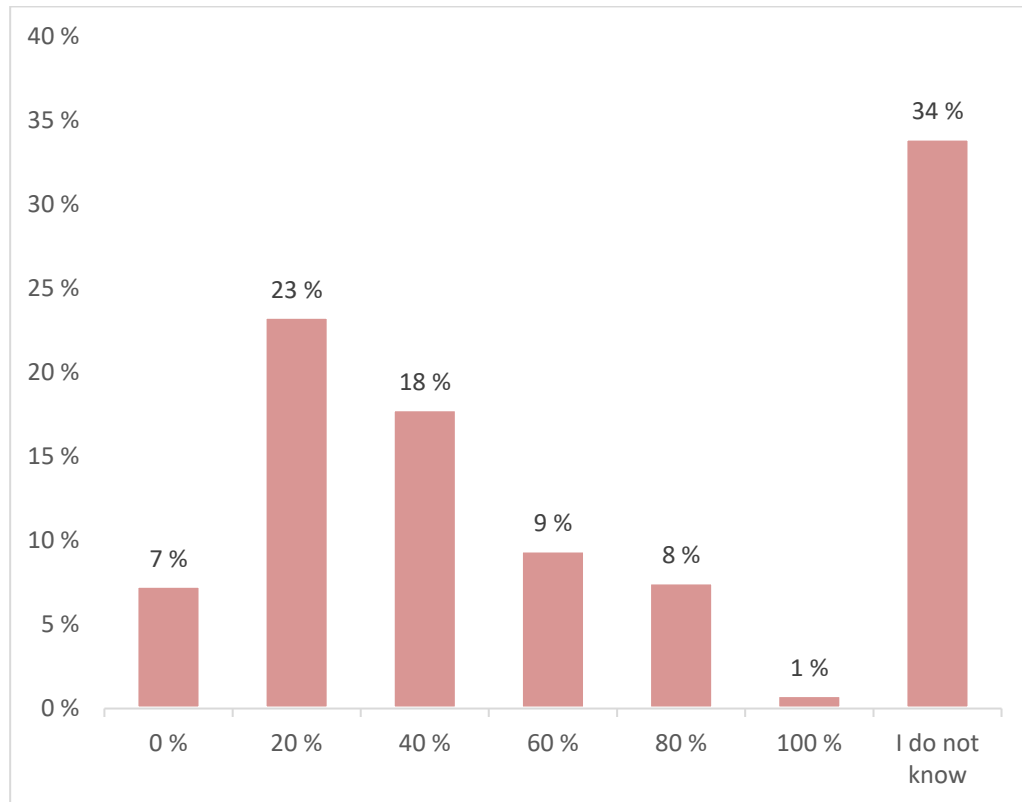
Figure 13. How much of your currently owned cosmetics are eco-friendly? Choose the alternative that is closest to the truth. (n=478)

The last question was intended to find out whether the respondents believe that their consuming habits will change in the future or not. As students usually have low income, they may not be able to consume as sustainably as they would like to, but after beginning a career, the income often increases. As Figure 14 shows, almost a half of the participants believe that their consuming habits will change into more eco-friendly ways in the future, but 16% do not. However, over a third of the respondents were not able to tell what they believe will happen.
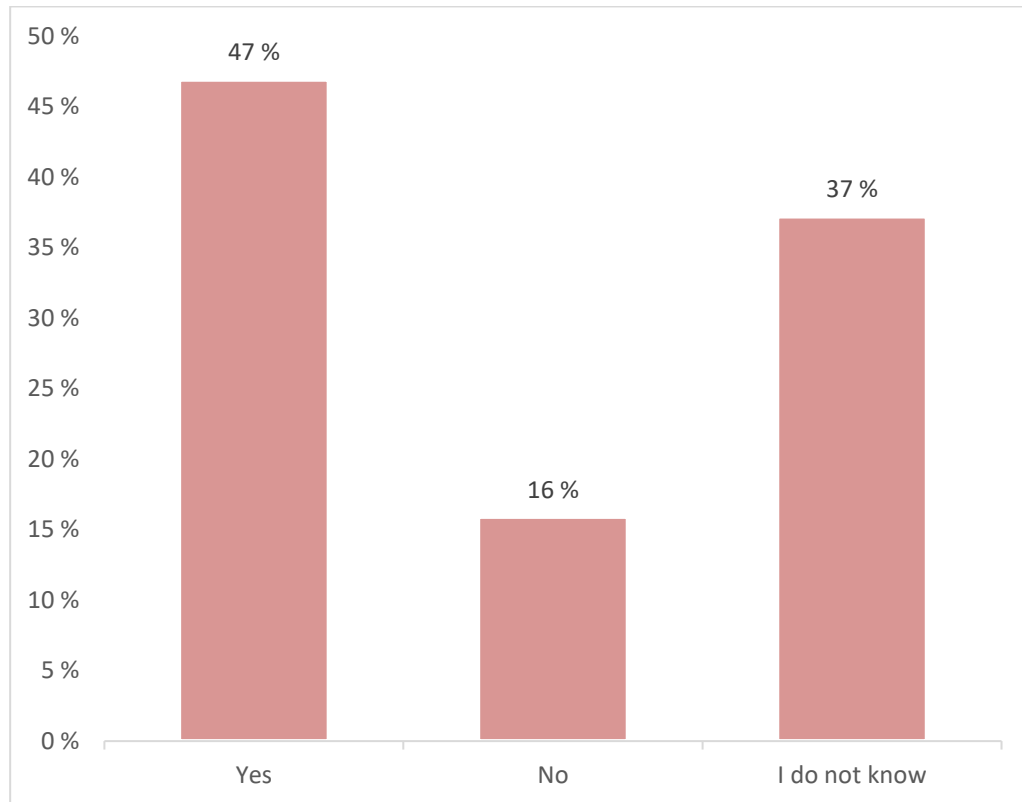
Figure 14. Do you believe that your consuming habits will become more eco-friendly after you move from studying to full-time working? (n=478)

In the end of the survey, there was an optional field for the respondents who want to add something or give feedback. Written feedback or additional information was provided by 39 respondents, which accounts for 8% of all respondents. The responses to this field firstly provided some feedback, but also additional qualitative data that can be analyzed for a deeper understanding of the respondent's consumer behavior. The data from this field will be further explained in the findings chapter. Most of the messages consisted of feedback. Almost half of the messages, that were intended to explain the respondent's choices and share thoughts about eco-friendly products, mentioned money. The respondents perceive eco-friendly products as more expensive than regular products. However, many respondents express an interest in purchasing more eco-friendly products, if they were in a better financial situation.

5   Conclusion

This section concludes the paper with the results and discussion. The outcome of the research will be presented first including the most important findings of this research. After explaining the results, discussion part provides ideas for future research.

The goal of this research was to find out how eco-friendliness of a product affects the purchase decision of KUAS students. The results reveal the general attitude towards eco-friendly products and then examines the findings from different perspectives.

The outcome of the survey clearly shows that the students have a positive attitude towards eco-friendliness and that they are generally interested in it. On the other hand, eco-friendliness is not considered as the most important factor affecting the purchase decision. However, in both product categories, eco-friendliness was the fourth most significant factor, out of the 11 factors given. Even though eco-friendliness is not the most important factor, it is rather high on the list. From the given factors, price has the biggest influence on the purchase decision. Price is closely followed by quality and the third most significant factor is good availability.

According to the results of the survey, price is the most important factor in the purchase decision process for the KUAS students. Eco-friendly products are often perceived as more expensive than so-called regular products. The Finnish tax administration's statistics show that the income of an average person reaches its peak at 50-54 years of age. Generally, students' income is not very high, which seems to affect the willingness to buy eco-friendly products. The responses for the open-ended questions indicate that the respondents feel that their economic situation is not good enough to buy as much eco-friendly products as they would like. According to statistics the income rises after graduating and beginning the career. This is in line with the fact that almost half of the respondents estimate that their consumption habits will become more eco-friendly in future. The finding is also in line with Nielsen Company's research according to which consumers in the United States are willing to change their consumption habits to reduce the impact on the environment.

Previous studies by for example Grunert et al (2014) and Morel & Kwakye (2012) show that interest towards eco-friendly values does not always lead to eco-friendly purchase decisions. This research found that almost half of the respondents who were able to estimate the percentage of eco-friendly products out of their currently owned cosmetics is 20% or less and clear majority

owned 40% or less. When asked about their interest towards eco-friendliness on a scale from 1 to 5, about 90% of the respondents answered at least 3, which indicates high interest towards eco-friendliness. These findings are in line with the previous research about the green gap phenomenon. However, this may also be due to the students' low income level. This research does not provide a sure answer, whether this is because of the green gap or the low income level of the sample group.

The data analysis revealed also some differences between different age groups. Younger age groups seem to be more price conscious compared to older students. On the contrary, the significance of eco-friendliness increases with age. The differences between age groups were small, but noticeable. Differences between the age groups can probably be explained by differences in income levels.

The findings of this research show a significant interest towards eco-friendly consuming. As stated earlier in this paper, the consumer trends of the recent years indicate the same, as well as Sitra's megatrend report. In light of this information, a conclusion can be drawn, the purchasing behaviour and interest towards ecological consumption of KUAS students follow worldwide trends and eco-friendliness of products affect their purchasing decisions. Research question of this study was "Does eco-friendliness have an effect on the purchase decision of cosmetic products among KUAS students?". Based on the survey, it can be concluded that eco-friendliness has an effect on purchase decision among KUAS students and almost a half of the students are willing to increase their spending on ecological products when their income is higher or when ecological products become more affordable.

The main aim of this research was to study eco-friendliness as a factor affecting the purchase decision of students when shopping for cosmetics. From the author's perspective, the research was successfully carried out as the results provide an answer to the research question of this thesis.

When interpreting the results, the exceptional nature of the year 2020 should be taken into account. Year 2020 has been highly impacted by the worldwide corona virus pandemic. The pandemic has had a big effect on the economy, as well as the purchasing power of consumers. This might influence current attitudes towards ecological products, that are thought to be more expensive.

This research focused on bachelor's degree students of Kajaani University of Applied Sciences. As the findings suggest, many of the respondents believe that their purchasing habits will become more eco-friendly after moving to full-time work. A similar research could be carried out with a focus on consumers that are already in full-time working life. Also, the research within KUAS cannot represent the whole student population of Finland, as there may be regional differences between urban and more rural areas. Hence, the same research could be made in different regions in Finland or other countries to gain more comprehensive insights on students' purchasing behavior. Also, a similar research about consumers who are already in working life could be used to verify whether the students' estimations about their future consuming habits are accurate.

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Appendices

Appendix 1: Survey

Kysely / Survey

Lue alla oleva saateteksti huolella / Please read below info carefully

----

Huom!! mikäli teet kyselyn mobiililaitteella, se kannattaa kääntää vaakatasoon.

Hei, olen Emmi Keränen, KAMKin tradenomiopiskelija. Pyydän sinua ystävällisesti vastaamaan oheiseen kyselyyn, jolla kerään aineistoa opinnäytetyötäni varten. Kyselyn aiheena on tuotteen ekologisuuden vaikutus ostopäätökseen kosmetiikkatuotteissa.

Lähes jokainen meistä käyttää jonkinlaista kosmetiikkaa. Kosmetiikkatuotteita ovat kaikki ihoa, hiuksia ja kauneutta hoitavat tuotteet, sekä lisäksi henkilökohtaisen hygienian tuotteet (esim. hammastahna & deodorantti).

Tässä kyselyssä ekologiseksi kosmetiikaksi lasketaan luonnonkosmetiikan tuotteet, sillä niiden raaka-aineet, tuotantoprosessit ja pakkausmateriaalit ovat mahdollisimman ekologisia. Luonnonkosmetiikan tunnistaa esimerkiksi erilaisista sertifikaateista, kuten Ecocert, BDIH, ACO, NaTrue ja Soil Association.

Vastaa 25.9.2020 mennessä. Kysely on täysin anonyymi ja luottamuksellinen. Kyselyn kohderyhmänä on Kajaanin ammattikorkeakoulun kokoaikaiset alemman korkeakoulututkinnon opiskelijat.

Note!! if you're doing the survey on a mobile device, I recommend using horizontal view.

Hello, I am Emmi keränen, a bachelor's degree student in KUAS. I'm kindly asking you to answer to the below survey, which I'm using to collect data for my thesis. The subject of this survey is eco-friendliness' impact on purchase decision in cosmetics purchases.

Almost everyone of us uses cosmetics to some extent. Cosmetic products include all skin care, hair care, beauty and personal hygiene products (i.e. toothpaste & deodorant).

In this research eco-friendly cosmetics signify natural cosmetics, as their ingredients, manufacturing processes and packaging materials are as eco-friendly as possible. Natural cosmetics can be recognized from for example different certificates such as Ecocert, BDIH, ACO, NaTrue and Soil Association.

Please submit your answer by 25.9.2020. This survey is fully anonymous and confidential. The target audience for this survey is full-time bachelor's degree students of Kajaani University of Applied Sciences.

*Pakollinen

1. Ikä / Age *

Merkitse vain yksi soikio.

- ◯ Alle 18 / Below 18
- ◯ 18-20
- ◯ 21-25
- ◯ 26-30
- ◯ 31-35
- ◯ 36+

2. Sukupuoli / Gender *

Merkitse vain yksi soikio.

- ◯ Nainen / Female
- ◯ Mies / Male
- ◯ Muu / Other

3. Oletko kiinnostunut ekologisuudesta? / Are you interested in eco-friendliness? *

Merkitse vain yksi soikio.

	1	2	3	4	5	
En yhtään / Not at all	◯	◯	◯	◯	◯	Erittäin paljon / Very much

4. Kuinka paljon rahaa keskimäärin käytät kosmetiikkaan kuukaudessa? / How much money do you approximately spend on cosmetics monthly? *

Merkitse vain yksi soikio.

- ⃝ 0-20€
- ⃝ 21-40€
- ⃝ 41-60€
- ⃝ 61-80€
- ⃝ Yli 80€ / Over 80€

5. Kun ostat kauneudenhoitotuotteita (sis. ihon- ja hiustenhoito sekä meikit), vertailetko tuotteita ennen ostopäätöstä / When shopping for beauty products (incl. hair & skin care and make up), do you compare alternatives before making the purchase decision? *

Merkitse vain yksi soikio.

	1	2	3	4	5	
En koskaan / Never	⃝	⃝	⃝	⃝	⃝	Aina / Always

6. Kun ostat henkilökohtaisen hygienian tuotteita, vertailetko tuotteita ennen ostopäätöstä? / When buying personal hygiene products, do you compare alternatives before making the purchase decision? *

Merkitse vain yksi soikio.

	1	2	3	4	5	
En koskaan / Never	⃝	⃝	⃝	⃝	⃝	Aina / Always

7. Mitkä 3 asiaa vaikuttavat eniten ostopäätökseesi kauneudenhoitotuotteissa (sis. ihon- ja hiustenhoito sekä meikit)? / Which 3 factors affect your purchase decision in beauty products (incl. hair & skin care and make up) the most? *

Valitse kaikki sopivat vaihtoehdot.

- [ ] Brändi / Brand
- [ ] Tuotteen kotimaisuus / The product's domesticity
- [ ] Hinta / Price
- [ ] Laatu / Quality
- [ ] Ekologisuus / Eco-Friendliness
- [ ] Tuotteen ulkonäkö / Appearance of the product
- [ ] Tuttavan suositus / Acquaintance's recommendation
- [ ] Julkisuuden henkilön/vaikuttajan suositus / Celebrity's/influencer's recommendation
- [ ] Helppo saatavuus / Good availability
- [ ] Mainos / Advertisement
- [ ] Muu / Other

8. Jos valitsit edellisessä kysymyksessä "muu", voit kirjoittaa vastauksen alle / If you chose "other" in the previous question, please specify below:

_____

9. Mitkä 3 asiaa vaikuttavat eniten ostopäätökseesi henkilökohtaisen hygienian tuotteissa? / Which 3 factors affect your purchase decision in personal hygiene products the most? *

Valitse kaikki sopivat vaihtoehdot.

- [ ] Brändi / Brand
- [ ] Tuotteen kotimaisuus / The product's domesticity
- [ ] Hinta / Price
- [ ] Laatu / Quality
- [ ] Ekologisuus / Eco-Friendliness
- [ ] Tuotteen ulkonäkö / Appearance of the product
- [ ] Tuttavan suositus / Acquaintance's recommendation
- [ ] Julkisuuden henkilön/vaikuttajan suositus / Celebrity's/influencer's recommendation
- [ ] Helppo saatavuus / Good availability
- [ ] Mainos / Advertisement
- [ ] Muu / Other

10. Jos valitsit edellisessä kysymyksessä "muu", voit kirjoittaa vastauksen alle / If you chose "other" in the previous question, please specify below:

_____

11. Kuinka paljon seuraavat asiat vaikuttavat ostopäätökseesi kauneudenhoitotuotteissa (sis. ihon- ja hiustenhoito sekä meikit)? 1=ei yhtään, 5=erittäin paljon / How much do the below factors affect your purchase decision in beauty products (incl. skin & hair care and make up)? 1=not at all, 5=very much *

Merkitse vain yksi soikio riviä kohden.

	1	2	3	4	5
Brändi / Brand	◯	◯	◯	◯	◯
Tuotteen kotimaisuus / The product's domesticity	◯	◯	◯	◯	◯
Hinta / Price	◯	◯	◯	◯	◯
Laatu / Quality	◯	◯	◯	◯	◯
Ekologisuus / Eco-friendliness	◯	◯	◯	◯	◯
Tuotteen ulkonäkö / Appearance of the product	◯	◯	◯	◯	◯
Tuttavan suositus / Acquaintance's recommendation	◯	◯	◯	◯	◯
Julkisuuden henkilön/vaikuttajan suositus / Celebrity's/influencer's recommendation	◯	◯	◯	◯	◯
Mainos / Advertisement	◯	◯	◯	◯	◯
Helppo saatavuus / Good availability	◯	◯	◯	◯	◯

12. Kuinka paljon seuraavat asiat vaikuttavat ostopäätökseesi henkilökohtaisen hygienian tuotteissa? 1=ei yhtään, 5=erittäin paljon / How much do the below factors affect your purchase decision in personal hygiene products? 1=not at all, 5=very much *

Merkitse vain yksi soikio riviä kohden.

	1	2	3	4	5
Brändi / Brand	◯	◯	◯	◯	◯
Brändin kotimaisuus / The brand's domesticity	◯	◯	◯	◯	◯
Hinta / Price	◯	◯	◯	◯	◯
Laatu / Quality	◯	◯	◯	◯	◯
Ekologisuus / Eco-friendliness	◯	◯	◯	◯	◯
Tuotteen ulkonäkö / Appearance of the product	◯	◯	◯	◯	◯
Tuttavan suositus / Acquaintance's recommendation	◯	◯	◯	◯	◯
Julkisuuden henkilön/vaikuttajan suositus / Celebrity's/influencer's recommendation	◯	◯	◯	◯	◯
Mainos / Advertisement	◯	◯	◯	◯	◯
Helppo saatavuus / Good availability	◯	◯	◯	◯	◯

13. Kuinka suuri osa tällä hetkellä omistamastasi kosmetiikasta on ekologista? Valitse vaihtoehto, joka on lähimpänä totuutta. / How much of your currently owned cosmetics are eco-friendly? Choose the alternative that is closest to the truth. *

Merkitse vain yksi soikio.

- ⬭ 0%
- ⬭ 20%
- ⬭ 40%
- ⬭ 60%
- ⬭ 80%
- ⬭ 100%
- ⬭ En tiedä / I do not know

14. Uskotko kulutustottumustesi muuttuvan ekologisemmiksi, kun siirryt opiskelusta kokoaikaiseen työelämään? / Do you believe that your consuming habits will become more eco-friendly after you move from studying to full-time working? *

Merkitse vain yksi soikio.

- ⬭ Kyllä / Yes
- ⬭ En / No
- ⬭ En osaa sanoa / I don't know

15. Mikäli haluat lisätä jotain tai antaa palautetta, voit kirjoittaa sen tähän. / If you want to add something or give feedback, please write below.

_____

_____

_____

_____

_____

Appendix 2: Frequency tables

1. Age

Value label	Frequency	Percent	Valid Percent	Cumulative percent
Below 18	0	0,0 %	0,0 %	0,0 %
18-20	105	22,0 %	22,0 %	22,0 %
21-25	216	45,2 %	45,2 %	67,2 %
26-30	54	11,3 %	11,3 %	78,5 %
31-35	38	7,9 %	7,9 %	86,4 %
36+	65	13,6 %	13,6 %	100,0 %
Total	478	100,0 %	100,0 %	

2. Gender

Value label	Frequency	Percent	Valid Percent
Female	326	68,2 %	68,2 %
Male	146	30,5 %	30,5 %
Other	6	1,3 %	1,3 %
Total	478	100,0 %	100,0 %

3. Are you interested in eco-friendliness?

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1 Not at all	6	1,3 %	1,3 %	1,3 %
2	40	8,4 %	8,4 %	9,6 %
3	150	31,4 %	31,4 %	41,0 %
4	195	40,8 %	40,8 %	81,8 %
5 Very much	87	18,2 %	18,2 %	100,0 %
Total	478	100,0 %	100,0 %	

4. How much money do you approximately spend on cosmetics monthly?

Value label	Frequency	Percent	Valid Percent	Cumulative percent
0-20€	299	62,6 %	62,6 %	62,6 %
21-40€	137	28,7 %	28,7 %	91,2 %
41-60€	36	7,5 %	7,5 %	98,7 %
61-80€	3	0,6 %	0,6 %	99,4 %
Over 80€	3	0,6 %	0,6 %	100,0 %
Total	478	100,0 %	100,0 %	

5. When shopping for beauty products (incl. hair & skin care and make up), do you compare alternatives before making the purchase decision?

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1 Never	39	8,2 %	8,2 %	8,2 %
2	49	10,3 %	10,3 %	18,4 %
3	83	17,4 %	17,4 %	35,8 %
4	163	34,1 %	34,1 %	69,9 %
5 Always	144	30,1 %	30,1 %	100,0 %
Total	478	100,0 %	100,0 %	

6. When buying personal hygiene products, do you compare alternatives before making the purchase decision?

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1 Never	22	4,6 %	4,6 %	4,6 %
2	75	15,7 %	15,7 %	20,3 %
3	81	16,9 %	16,9 %	37,2 %
4	172	36,0 %	36,0 %	73,2 %
5 Always	128	26,8 %	26,8 %	100,0 %
Total	478	100,0 %	100,0 %	

7. Which 3 factors affect your purchase decision in beauty products (incl. hair & skin care and make up) the most?

Value label	Frequency	Percent	Valid Percent
Brand	128	8,4 %	8,4 %
Product's domesticity	101	6,6 %	6,6 %
Price	415	27,2 %	27,2 %
Quality	373	24,5 %	24,5 %
Eco-Friendliness	130	8,5 %	8,5 %
Appearance of the product	51	3,3 %	3,3 %
Acquiantance's recommendation	95	6,2 %	6,2 %
Celebrity's/influencer's recom-mendation	31	2,0 %	2,0 %
Good availability	140	9,2 %	9,2 %
Advertisement	23	1,5 %	1,5 %
Other	37	2,4 %	2,4 %
Total	1524	100,0 %	100,0 %

8. Which 3 factors affect your purchase decision in personal hygiene products the most?

Value label	Frequency	Percent	Valid Percent
Brand	113	7,7 %	7,7 %
Product's domesticity	100	6,8 %	6,8 %
Price	410	27,9 %	27,9 %
Quality	387	26,3 %	26,3 %
Eco-Friendliness	128	8,7 %	8,7 %
Appearance of the product	39	2,6 %	2,6 %
Acquiantance's recommendation	64	4,3 %	4,3 %
Celebrity's/influencer's recom-mendation	7	0,5 %	0,5 %
Good availability	173	11,8 %	11,8 %
Advertisement	23	1,6 %	1,6 %
Other	28	1,9 %	1,9 %
Total	1472	100,0 %	100,0 %

9. How much do the below factors affect your purchase decision in beauty products (incl. skin & hair care and make up)? 1=not at all, 5=very much

Brand

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	75	15,7 %	15,7 %	15,7 %
2	100	20,9 %	20,9 %	36,6 %
3	144	30,1 %	30,1 %	66,7 %
4	126	26,4 %	26,4 %	93,1 %
5	33	6,9 %	6,9 %	100,0 %
Total	478	100 %	100,0 %	

Product's domesticity

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	48	10,0 %	10,0 %	10,0 %
2	113	23,6 %	23,6 %	33,7 %
3	143	29,9 %	29,9 %	63,6 %
4	135	28,2 %	28,2 %	91,8 %
5	39	8,2 %	8,2 %	100,0 %
Total	478	100,0 %	100,0 %	

Price

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	6	1,3 %	1,3 %	1,3 %
2	23	4,8 %	4,8 %	6,1 %
3	56	11,7 %	11,7 %	17,8 %
4	158	33,1 %	33,1 %	50,8 %
5	235	49,2 %	49,2 %	100,0 %
Total	478	100,0 %	100,0 %	

Quality

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	3	0,6 %	0,6 %	0,6 %
2	10	2,1 %	2,1 %	2,7 %
3	48	10,0 %	10,0 %	12,8 %
4	183	38,3 %	38,3 %	51,0 %
5	234	49,0 %	49,0 %	100,0 %
Total	478	100,0 %	100,0 %	

Eco-friendliness

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	37	7,7 %	7,7 %	7,7 %
2	93	19,5 %	19,5 %	27,2 %
3	170	35,6 %	35,6 %	62,8 %
4	124	25,9 %	25,9 %	88,7 %
5	54	11,3 %	11,3 %	100,0 %
Total	478	100,0 %	100,0 %	

Appearance of the product

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	72	15,1 %	15,1 %	15,1 %
2	127	26,6 %	26,6 %	41,6 %
3	173	36,2 %	36,2 %	77,8 %
4	99	20,7 %	20,7 %	98,5 %
5	7	1,5 %	1,5 %	100,0 %
Total	478	100,0 %	100,0 %	

Acquaintance's recommendation

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	54	11,3 %	11,3 %	11,3 %
2	93	19,5 %	19,5 %	30,8 %
3	155	32,4 %	32,4 %	63,2 %
4	139	29,1 %	29,1 %	92,3 %
5	37	7,7 %	7,7 %	100,0 %
Total	478	100,0 %	100,0 %	

Celebrity's/influencer's recommendation

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	219	45,8 %	45,8 %	45,8 %
2	132	27,6 %	27,6 %	73,4 %
3	85	17,8 %	17,8 %	91,2 %
4	35	7,3 %	7,3 %	98,5 %
5	7	1,5 %	1,5 %	100,0 %
Total	478	100,0 %	100,0 %	

Good availability

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	23	4,8 %	4,8 %	4,8 %
2	52	10,9 %	10,9 %	15,7 %
3	124	25,9 %	25,9 %	41,6 %
4	180	37,7 %	37,7 %	79,3 %
5	99	20,7 %	20,7 %	100,0 %
Total	478	100,0 %	100,0 %	

Advertisement

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	144	30,1 %	30,1 %	30,1 %
2	193	40,4 %	40,4 %	70,5 %
3	101	21,1 %	21,1 %	91,6 %
4	38	7,9 %	7,9 %	99,6 %
5	2	0,4 %	0,4 %	100,0 %
Total	478	100,0 %	100,0 %	

10. How much do the below factors affect your purchase decision in personal hygiene products? 1=not at all, 5=very much

Brand

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	88	18,4 %	18,4 %	18,4 %
2	101	21,1 %	21,1 %	39,5 %
3	121	25,3 %	25,3 %	64,9 %
4	131	27,4 %	27,4 %	92,3 %
5	37	7,7 %	7,7 %	100,0 %
Total	478	100,0 %	100,0 %	

Product's domesticity

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	53	11,1 %	11,1 %	11,1 %
2	105	22,0 %	22,0 %	33,1 %
3	158	33,1 %	33,1 %	66,1 %
4	121	25,3 %	25,3 %	91,4 %
5	41	8,6 %	8,6 %	100,0 %
Total	478	100,0 %	100,0 %	

Price

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	4	0,8 %	0,8 %	0,8 %
2	23	4,8 %	4,8 %	5,6 %
3	58	12,1 %	12,1 %	17,8 %
4	170	35,6 %	35,6 %	53,3 %
5	223	46,7 %	46,7 %	100,0 %
Total	478	100,0 %	100,0 %	

Quality

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	4	0,8 %	0,8 %	0,8 %
2	11	2,3 %	2,3 %	3,1 %
3	54	11,3 %	11,3 %	14,4 %
4	181	37,9 %	37,9 %	52,3 %
5	228	47,7 %	47,7 %	100,0 %
Total	478	100,0 %	100,0 %	

Eco-friendliness

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	38	7,9 %	7,9 %	7,9 %
2	86	18,0 %	18,0 %	25,9 %
3	171	35,8 %	35,8 %	61,7 %
4	128	26,8 %	26,8 %	88,5 %
5	55	11,5 %	11,5 %	100,0 %
Total	478	100,0 %	100,0 %	

Appearance of the product

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	96	20,1 %	20,1 %	20,1 %
2	133	27,8 %	27,8 %	47,9 %
3	149	31,2 %	31,2 %	79,1 %
4	90	18,8 %	18,8 %	97,9 %
5	10	2,1 %	2,1 %	100,0 %
Total	478	100,0 %	100,0 %	

Acquaintance's recommendation

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	71	14,9 %	14,9 %	14,9 %
2	97	20,3 %	20,3 %	35,1 %
3	160	33,5 %	33,5 %	68,6 %
4	116	24,3 %	24,3 %	92,9 %
5	34	7,1 %	7,1 %	100,0 %
Total	478	100,0 %	100,0 %	

Celebrity's/influencer's recommendation

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	232	48,5 %	48,5 %	48,5 %
2	135	28,2 %	28,2 %	76,8 %
3	78	16,3 %	16,3 %	93,1 %
4	27	5,6 %	5,6 %	98,7 %
5	6	1,3 %	1,3 %	100,0 %
Total	478	100,0 %	100,0 %	

Good availability

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	26	5,4 %	5,4 %	5,4 %
2	51	10,7 %	10,7 %	16,1 %
3	116	24,3 %	24,3 %	40,4 %
4	179	37,4 %	37,4 %	77,8 %
5	106	22,2 %	22,2 %	100,0 %
Total	478	100,0 %	100,0 %	

Advertisement

Value label	Frequency	Percent	Valid Percent	Cumulative percent
1	149	31,2 %	31,2 %	31,2 %
2	197	41,2 %	41,2 %	72,4 %
3	88	18,4 %	18,4 %	90,8 %
4	41	8,6 %	8,6 %	99,4 %
5	3	0,6 %	0,6 %	100,0 %
Total	478	100,0 %	100,0 %	

11. How much of your currently owned cosmetics are eco-friendly? Choose the alternative that is closest to the truth.

Value label	Frequency	Percent	Valid Percent	Cumulative percent
0 %	35	7,3 %	7,3 %	7,3 %
20 %	111	23,2 %	23,2 %	30,5 %
40 %	85	17,8 %	17,8 %	48,3 %
60 %	45	9,4 %	9,4 %	57,7 %
80 %	36	7,5 %	7,5 %	65,3 %
100 %	4	0,8 %	0,8 %	66,1 %
I do not know	162	33,9 %	33,9 %	100,0 %
Total	478	100,0 %	100,0 %	

12. Do you believe that your consuming habits will become more eco-friendly after you move from studying to full-time working?

Value label	Frequency	Percent	Valid Percent
Yes	224	46,9 %	46,9 %
No	76	15,9 %	15,9 %
I do not know	178	37,2 %	37,2 %
Total	478	100,0 %	100,0 %