

INVESTIGATION OF FINNISH COSMETICS CONSUMERS



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Opinnäytetyön tarkoituksena oli tutkia suomalaisia kosmetiikan kuluttajia ja heidän ostotottumuksiaan. Pääasiallinen tutkimuskysymys oli: Mitkä tekijät vaikuttavat kuluttajiin ihonhoitobrändin valinnassa? Opinnäytetyön toimeksiantajana oli kosmetiikan maahantuontiyritys, jonka aikeena oli laajentaa tuotevalikoimaansa uudella ihonhoitobrändillä. Tutkimuksen tavoitteena oli määritellä kriteerit, joiden mukaan suomalaiset kuluttajat valitsevat ihonhoitobrändin ja näiden tietojen perusteella ehdottaa mahdollisia uusia tuotemerkkejä toimeksiantajalle.

Tutkimuksen teoreettinen osuus keskittyi kuluttajakäyttäytymiseen. Siinä käytiin läpi kuluttajan päätöksentekoprosessia, tärkeimpiä siihen vaikuttavia tekijöitä, päätöksenteon vaiheita ja ostopäätöskäyttäytymisen tyyppejä. Verkkokaupan yleistyessä tutkimuksen teoriaosaan sisällytettiin luku, jossa selitetään kuluttajakäyttäytymistä verkkoympäristössä.

Tutkimusmenetelmänä käytettiin kvantitatiivista tutkimusta. Sitä käytettiin kosmetiikan käyttäjille suunnatussa kyselylomakkeessa. Kyselylomake jaettiin sosiaalisessa mediassa Facebook-ryhmässä ”Nordic Style & Beauty” sekä kirjoittajan henkilökohtaisilla sosiaalisen median tileillä ja muilla kontakteilla. Tavoitteena oli saada vähintään 100 vastausta ja kyselyyn saatiin lopulta 117 vastausta.

Tutkimuksessa todettiin, että hinta, tuotteen ominaisuudet ja tuotteen tehokkuus ovat tärkeimmät ihonhoitotuotteen ostopäätökseen vaikuttavat tekijät. Useimmat vastaajat käyttävät päivittäin kosteusvoiteita ja puhdistusgeeliä/vaahtoa, ja yleisin ihonhoitotuotteiden ostopaikka olivat tavaratalot/hypermarketit. Kyselystä saatiin myös yksityiskohtaista tietoa hinnoista, jotka kuluttajat ovat valmiita maksamaan tietystä tuotteesta. Tästä on apua maahantuojalle, kun he määrittelevät hintoja markkinoille tulevalle uudelle tuotemerkille.

Avainsanat Kuluttajakäyttäytyminen, ostokäyttäytyminen, kosmeettiset tuotteet

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The purpose of the thesis was to investigate Finnish cosmetics consumers and their buying habits. The main research question was: What factors influence consumers when choosing a skincare brand? The thesis was commissioned by a cosmetics distributor who is looking to expand their brand portfolio with a new skin care brand. The objective of the research was to define the criteria by which Finnish consumers select a skin care brand and with that information to suggest potential new brands for the commissioning company.

The theoretical framework focused on consumer behavior. It included discussion about the decision-making process, the major factors influencing it, the steps of decision making and the types of buying decision behavior. As online shopping is becoming more and more common, a chapter explaining consumer behavior in an online environment was included in the theory part of the research.

Quantitative research was used as the research method in the thesis. It was used in a form of a questionnaire for cosmetics users. The questionnaire was distributed through social media in a Facebook group "Nordic Style & Beauty" as well as the authors personal social media accounts and other contacts. The goal was to get 100 responses and it gained 117 responses.

It was found through the research that the price, product features and product's efficiency are the most important factors influencing the purchase decision of a skin care product. Products that most responders use daily were moisturizers and cleansing gel/foam and the most commonly used place for purchasing skin care products was department stores/hypermarkets. The questionnaire also provided detailed information about the prices that consumers are willing to pay for a specific product. This will be helpful for the commissioning company when determining prices for a new brand entering the market.

Keywords consumer behavior, buying habits, cosmetic products

Pages 35 pages and appendices 03 pages

Contents

1	Introduction	1
1.1	Research question	1
1.2	Commissioning company introduction	2
1.3	Research context	2
1.3.1	Purchase of cosmetics in Finland	3
1.3.2	Most popular skin care brands in Finland in 2018	4
2	Theoretical framework.....	5
2.1	Major factors influencing decision making.....	6
2.1.1	Psychological factors.....	6
2.1.2	Social factors	8
2.1.3	Personal factors	8
2.1.4	Cultural factors.....	9
2.1.5	Economic factors.....	10
2.2	Online consumer behavior	10
2.2.1	Online shopping in Finland.....	12
2.3	Decision making process.....	13
2.3.1	Five steps of decision-making process	13
2.3.2	Choice of purchase place	14
2.4	Types of buying decision behavior.....	15
2.4.1	Complex buying behavior	16
2.4.2	Dissonance-reducing buying behavior	17
2.4.3	Habitual buying behavior	17
2.4.4	Variety seeking buying behavior	18
3	Methodology.....	18
3.1	Research design	19
3.2	Research process and collection of answers	20
3.3	Reliability and validity.....	20
4	Results.....	20
4.1	Sample collection and analyzing method	20
4.2	Age and gender.....	21
4.3	Usage habits	22
4.4	Factors influencing the brand choice.....	25
4.5	Most popular brands according to the study	26

4.6	Open question	27
5	Recommendations	28
5.1	Brand suggestion 1	28
5.2	Brand suggestion 2	29
6	Conclusion.....	30

Appendices

Appendix 1 Questionnaire for cosmetics consumers

1 Introduction

The consumer decision making process is a complex many staged procedure that starts with the consumer identifying the needs and ending with a purchase decision. Businesses need to understand this process and identify the needs of their customers to be able to reach them and therefore increase sales. Especially when a company is trying to expand, it is crucial to know your target market and understand the target market's needs and desires to be able to reach them. (Marketingtutor, n.d.) The main purpose of this study is to clarify what a Finnish user of skin care products is like and what kind of qualities are Finnish consumers looking for in their skin care products. The research is commissioned by a Finnish cosmetics importer, that is looking for a new brand to bring to the Finnish market. The topic of the research emerged from a conversation on the phone and a meeting with the commissioning company, combined with the author's interests in consumer behavior. It was decided together with the commissioning company that the research focuses on buying behavior, consumer decision making process and to the factors influencing consumers when choosing a specific brand to buy.

1.1 Research question

There are a lot of studies and literature available on consumers' buying behavior, some of them related to cosmetics, for example make-up products. Currently, the commissioning company is focused on importing makeup but would now be interested in expanding to other cosmetics products. That is why this research will be focused on skin care products. Skin care products include for example: lotions, face masks, cleanser and serums. The main research question is: What factors influence consumers when choosing a skin care brand? The objectives of the research are to identify what a Finnish user of skincare products is like and determine the criteria by which Finnish consumers select a skin care brand. Based on the information gathered, the author suggests potential brands and justification why the specific brands were chosen for the distributor to bring to the Finnish market.

1.2 Commissioning company introduction

The commissioning company is a Finnish cosmetics distributor operating in Finland, Sweden, Åland Islands, Norway, and Faroe Islands. The main market at the moment is Finland but the company is looking to expand especially to the Swedish markets during the next few years. The company was founded in 2012 and since then it has grown rapidly. The company has been listed as Finland top 100 fastest growing companies. The business is currently focusing on distributing make-up brands. They have two brands in their portfolio and because they have been selling so well, the company have not had interest in bringing any other brands to the markets but now that the company has some new members in their team and a bit more time, they would be interested in expanding their portfolio. The commissioning company does not want to bring any brands to Finland that would directly compete with the current brands. Due to that reason, it was decided that this research focuses on a new product category: skin care brands.

1.3 Research context

Cosmetics mean a substance or mixture that is meant for external parts of a human body. The purpose of cosmetics products is to cleanse the body, change the appearance or keep the external parts of human body in good condition. There are cosmetics for both men and women. Cosmetics categories are: parfums, make-up, skin- and haircare products and personal care products. (Teknokemian yhdistys, n.d.) Many consumers see cosmetics as an important part of their life and as a big factor to improve the quality of life. Many consider good health and personal hygiene as a criterion for quality of life and cosmetics and personal care products as a key of maintaining it. Personal care products also play a big role in building up self-esteem and enhancing social interactions every day. According to Cosmetics Europe's study (2017) 80% of the respondents identified cosmetics and personal care products as an important part in building up self-esteem. Especially teenagers and millennials see cosmetics and personal care as an important part. (Cosmetics Europe, 2017)

1.3.1 Purchase of cosmetics in Finland

In 2018, the value of the cosmetics market in Finland was approximately 1,04 billion euros. The number is expected to increase in the following years. (Kaupanliitto. 2019) In Finland, consumers invest the most in hair care products. Its share of the total market is 34%. The second largest market share is skin care products with 24%. Then personal hygiene products with 20%, color cosmetics with 18% and perfumes with 4%. The popularity of men's cosmetics has grown compared to previous years. One of the reasons for the increase in popularity is social media. With the help of social media, attitudes towards men's cosmetics have become freer. Social media has also contributed to the popularity of makeup products. It is easy to find inspiration for makeup and a variety of beauty tips and tutorial videos online. (Teknokemian Yhdistys, 2018.) Buying cosmetics from an online store is becoming more and more common, but still cosmetics shopping is preferred to be done in a brick-and-mortar store. The most active online cosmetics buyers are under 35 years old. It is common that information about the products is retrieved online in advance even if the purchase is made in an actual store. (Kaupanliitto, 2019)

MARKET SHARES OF COSMETICS IN 2017

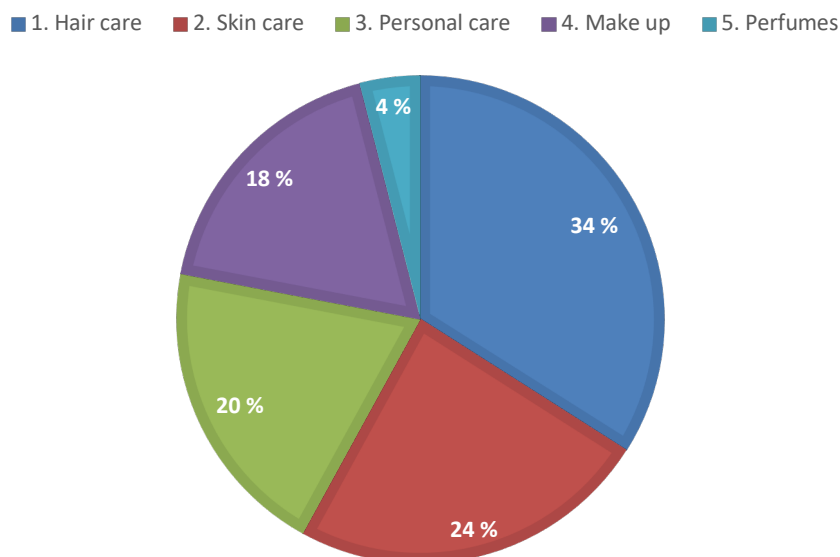


Figure 1. Market shares of different cosmetics categories in Finland in 2017. (Teknokemian Yhdistys, 2018)

1.3.2 Most popular skin care brands in Finland in 2018

In this chapter the three most popular brands in Finland are presented shortly. This knowledge is helpful because it can be compared to the questionnaire answers and analyzed. It is important to look for similarities and differences in the questionnaire answer and the brands trending in 2022 to be able to see in which direction is the skin care category going to. The information below is based on the sales of an online cosmetics retailer in the year 2018 and the information was collected and published by an employee of the store in her own blog. The store is called Eleven which is a popular online cosmetics store operating in Norway, Sweden, and Finland. Eleven is a part of Youty Group, founded in 2020, which is the result of a merger of three major Nordic beauty online stores. (Eleven, n.d.)

According to Virve Fredman (2018), an employee of the online store, in 2018, the best-selling cosmetics brand in Finland was Holika Holika. Holika Holika is a Korean cosmetic retailer owned by Enprani Co. Ltd founded in 2010. Holika Holika manufactures skin care products for both men and women. Their packaging is made to appeal especially young and style-conscious people. (Holika Holika, n.d.) In Finland Holika Holika products are sold in different department stores for example Stockmann.

The second best-selling brand was The Ordinary. The ordinary's product range includes, among other things, various skin serums that have been very popular in Finland. (Fredman, 2018.) The Ordinary is a Canadian skin care product line. Their products are completely vegan and do not contain, for example, mineral oils, sulphates, or parabens. The purpose of their products is also to emphasize the transparency of pricing and communication in cosmetic products. (Deciem, n.d.) In Finland, The Ordinary products can be found for example from Stockmann and Kicks stores.

Based on Fredman's (2018) blog text, Lumene is also one of Finland's most sold brands and it has been in the top three for many years. Lumene is a Finnish brand that values nature and authenticity. Lumene utilizes the raw materials of northern nature responsibly and sustainably. All Lumene skin care products contain at least 80% natural ingredients. (Lumene, n.d.) Lumene's products are sold in almost every department store and

hypermarket in Finland. That is probably part of the reason for the popularity of their products. Lumene products are easy to find.

2 Theoretical framework

Consumer behavior in general refers to the study of customers and how they behave during the time they are trying to decide to buy a product that satisfies their needs. More specifically, it is the study of the consumer's actions that drive them towards buying a specific product or service. The study of consumer buying behavior aims to answer questions like what consumers buy, why do they buy, when do they buy, for what reason and other questions that helps the marketer or business to understand their customer. There are many factors influencing consumer's opinions, choices, and the decision to buy. The factors can be conscious or unconscious. In this research, consumer behavior is a theoretical approach that examines what these factors are like when buying cosmetics. (Clotrack, n.d.)

Study of consumer behavior and the whole buying process is important to any company in order to be able to practice profitable business. By understanding why consumer says yes to a specific brand or a product can help companies to identify how to present their products and reach more clients and with the help of that understanding, sell more. To stay profitable, businesses must keep up with the constantly changing needs and buying behaviors of consumers. These behaviors have changed fast due to popularity of online shopping. As online shopping became more common, consumers were offered the opportunity to browse, compare and buy products online in an instant. Offline stores are struggling to compete with online stores' larger assortments and lower prices. On the other hand, there are still consumers that value more the shopping experience, customer service and the fact that they are able to see and try the product before purchase which is possible in physical stores. (Aminoff & Rubanovitsch, 2015, pp. 25-27)

This chapter explains more in detail the five major influencers in decision making, the stages of decision-making process, the types of consumers buying behaviors and what the consumer behavior is in an online environment. Good knowledge of these factors and the whole process is helpful when analyzing the questionnaire answers. With the help of the

research that the author explores in more depth which of these factors have the greatest impact on the cosmetics purchase decision.

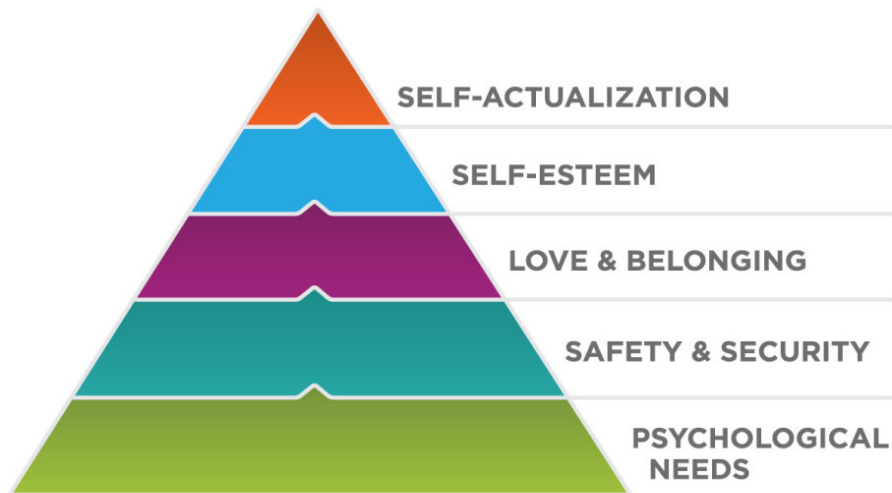
2.1 Major factors influencing decision making

Individuals are all different and therefore it is difficult to identify exactly what factors influence the final purchase decision but there are five major factors that tend to influence most consumers: psychological, social, cultural, economic, and personal factors. Some of these factors are specific to the buying situation like what occasion is the purchase for and some of the factors are specific to an individual like motivations and personality. Companies need to learn what affects their customer and with that information guide the customer towards their business. (Kotler & Armstrong, 2017, p.173)

2.1.1 Psychological factors

There are four psychological factors influencing consumer behavior. First one is motivation. There is a motivation behind all purchase decisions. A motive means an individual's inner desire to satisfy a need. Motivation always starts with a need that has not been satisfied. A consumer has many needs and if a need is urgent, the consumer is likely to act on it. The factors that determine the urgency can be internal, environmental, or psychological. Abraham Maslow, an expert in human behavioral psychology developed a model that helps understand the basis of human motivation and needs. The model is called Maslow's hierarchy of needs. Basically, the model states that unless a person's basic needs at the bottom of the hierarchy are satisfied, the person is not likely to aim to satisfy any higher needs in the hierarchy. Maslow divided human needs in five groups in hierarchical order: physiological needs, safety needs, belongingness needs, ego needs and the need for self-actualization. These needs create motivation for the consumer to buy a product or service and seek satisfaction. (Lumen, n.d.) Cosmetics products seek to satisfy the three categories on top of the hierarchy. Once a person's basic needs are satisfied, they are likely to focus on other things like cosmetics. The self-esteem step in the hierarchy includes the self-confidence and feeling good about oneself. For many, the make-up or cosmetics are a way to make themselves feel good, as the previously mentioned Cosmetics Europe's study (2017)

stated. Some people might need heavy make-up to feel confident or some people like to pamper themselves a bit with skin care solutions, like facials or a manicure.



MASLOW'S HIERARCHY OF NEEDS

Figure 2. Maslow's hierarchy of needs (Lumen, n.d.).

The second factor is learning. Consumer's decision to buy or not to buy can be influenced by experiential and nonexperiential learning. Experiential learning means learning through experience. For example, a consumer is thinking about trying a new perfume that just got to the market. Samples of the new perfume are distributed in a department store, which the consumer takes and finds out that he did not like the smell of the perfume and therefore decides not to buy. The consumer learned about the product through experience. Nonexperiential learning means for example reviews about a specific product in different internet sites that a consumer can find and learn about the product from there, which may affect the purchase decision. (Lumen, n.d.)

Things that a consumer learns about a product are constantly validated through rewards or punishments. This means that a consumer gets positive or negative experiences from a product that was bought and through that gets a confirmation that the things learned were correct. Through learning consumers get attitudes and beliefs which are also factors influencing consumer behavior. A belief is a descriptive thought that may be based on a

person's knowledge, opinion, or faith. Consumer perception towards a product also influences the purchase decision. Each consumer receives, organizes, and interprets information in an individual way and thus consumers can form different perceptions. An attitude means person's consistently positive or negative evaluations and feelings toward an object or idea. (Kotler & Armstrong, 2017, p.173)

2.1.2 Social factors

Social factors affecting the consumer behavior mean the people around us. Consumers are affected by their families, reference groups, social status, and roles because consumers are social beings who wish to be accepted to society. That is why people are influenced by other people around them. Family members have a great impact on the buying behavior. The roles of a husband, wife and children vary widely by product category. A wife has a big impact when choosing for example household products and children may have a big impact when purchasing for example a car. Families with many children must choose a car that is appropriate and big enough for children. A reference group means a group of people who have common buying behavior and influence each other. People may even be influenced by groups that they do not belong to yet but would like to belong. It also has a powerful impact if a friend, co-worker, or a person who the consumer looks up to recommends a product. The recommendation is more credible for the consumer when it is coming from someone they trust. All the people in different groups have a role and social status. The role a consumer has, affects purchase decisions because they are likely to choose products and brands appropriate for their status. For example, a company's CEO buys clothing that is appropriate for that specific role. (Kotler & Armstrong, 2017 p. 164)

2.1.3 Personal factors

One of the personal factors influencing the consumer behavior is personality. Personality means the unique characteristics of a person, the way of thinking and feeling. Different brands appeal to different personalities. People usually pick a brand that represents their personality. (Kotler & Armstrong, 2017, pp. 168-169) A person's occupation also affects consumer behavior. People tend to buy products that fit with their profession. For example, a lawyer is more likely to buy suits than a construction worker and a beautician is more

likely to buy cosmetics than a farmer. (Clootrack, n.d.) Age is also a big factor because a person's taste for example in food and clothing changes as they grow up. Different age groups are interested in different things. For example, a teenager might be more interested in beauty products than elder people and middle-aged consumers are focusing on buying a home and furniture. To reach the right customers businesses need to define the life cycle stage of their target market. (Kotler & Armstrong, 2017, p. 167) A person's economic situation guides the purchasing decisions and brand choices. A person with high income can spend on luxury products and brands and person with a low income is likely to spend on essential products only and shop in a hypermarkets and department stores. Another thing guiding the purchase decisions is consumer's lifestyle. Lifestyle is a way in which a person lives. It involves activities, interest, and opinions. Consumers usually support brands that represent their own lifestyle. (Clootrack, n.d.)

2.1.4 Cultural factors

Most of the human behavior is learned knowledge from the community a person is associated with. This means for example family, relatives, schools, and different institutions a person is associated with. The culture sets basic values, perceptions and behaviors that largely impact consumer behavior and structures the life in a society. These values that a culture sets vary greatly in different countries. (Kotler & Armstrong, 2017, p. 159) According to Info Finland (2020), the values of Finnish culture include equality, trust, individuality, one's own space, modesty, nature, honesty, and punctuality. Each culture also includes smaller subcultures. These mean for example nationalities, religions, and geographic regions. Subcultures are important customer segments for businesses. Businesses usually tailor their products for specific subculture segments. Every society also has social classes. It is important for businesses to acknowledge these social classes to be able to predict buying behaviour. (Kotler & Armstong, 2017, p. 160-162) Social classes in Finland are: entrepreneurs, the upper middle class, the lower middle class, and the working class. Social class is measured with income, occupation and level of education for example. (Palkansaajien tutkimuslaitos, 2020)

2.1.5 Economic factors

Economic factors influencing the consumer behavior are economic situation of the country, personal income, family income, consumer credit, liquid assets, and savings. A nation's economy is strong if the government is wealthy and that leads to greater consumer purchasing power. Purchasing power means a consumer's ability to buy. Weak economy on the other hand leads to lower purchasing power and unemployment. Consumer's personal income has a great impact on buying behavior. High income rate increases purchasing power. Purchasing power also increases if there are many earning members in a family. Nowadays, consumers are often offered a variety consumer credit options to pay for their purchases. This increases the purchase of luxury products. It has been made so easy for consumers to buy now and pay later. A consumer's liquid assets and savings also affect the buying decision. A consumer with a lot of liquid assets for example cash or bank savings, tends to invest it into comfort more easily than a consumer that has decided to start saving. A consumer's purchase of comfort and luxury products decreases if they have a desire to save for some bigger investment. (Cloomer, n.d.)

2.2 Online consumer behavior

Online consumer behavior represents the process of how consumers make decisions to buy products online. Understanding of the consumers behavior online helps the online retailers to develop their channels in a way which brings more traffic. The buying process online includes the same parts as any purchase decision: need recognition, information search, evaluation of alternatives, purchase decisions and post purchase behavior. The online consumer behaviors themselves are based on consumers' needs and expectations and these expectations differ a bit when buying online, especially after the Covid-19 pandemic, there are new trends driving purchase decisions online. During the pandemic, many offline stores were forced to be closed and the demand for online stores increased. In 2020, 84% of consumers shopped online more than before but with the increased demand of online shops, the consumer also developed higher expectations for what online shopping experience should be. (Wenzl, 2021)

Based on a Linnworks (n.d.) research, there are five ecommerce trends that drive the online buyer. First one is convenience. For 76% of the consumers convenience of the shopping experience and the online store is the top priority. Convenience in an online store means the ease of the shopping like simple check out options. There needs to be an option to check out as a guest without having to fill forms to register because that may become an issue for some consumers, and they might just drop the purchase. To make shopping even more convenient, there should be an option to save the data like address and credit card information for future purchases. The second trend is highly related to convenience: seamless buying journey. This is the minimum standard that consumers expect from their online shopping experience, and it can be achieved by focusing on offering easy search features and check-outs. The third trend is the prioritization of social and marketplace third-party selling. It was discovered in the research that 70% of consumers shop while they are engaged in other activities, multitasking. This has resulted as another trend that is already big and keeps rising: social commerce. This has forced retailers to focus more on social media and developing the shopping experience and integrated check outs within the platforms like Facebook. The fourth trend that emerged in the research is also related to the convenience of the shopping experience: seamless and flexible payment options speed up decision making. Consumers do not only expect to be able to buy products with multiple devices and channels, but they also expect multiple and flexible payment options. Most shoppers expect “buy now, pay later” option that allows more faster check outs because consumers are only required to enter an address and press a button. The final trend is convenience in delivery options. According to the research, 95% of consumers say delivery is a crucial factor in making a purchase. Most consumers want free delivery, even if it means a longer delivery time. Consumers also expect complete transparency in delivery times and costs. It is important that the retailer provides details about the costs of the shipping and estimated delivery time already before the final purchase decision. (Linnworks, n.d.)

All in all, the new trends of online shopping are almost all related to convenience. The convenience must be visible in all parts of the shopping experience: product and information search, check out and payment options and delivery and pick up options. Retailers who want to reach their customer and keep them loyal must adapt to these new consumer expectations by providing a seamless, multi-channel buying journey and convenient check outs. (Linnworks, n.d.)

2.2.1 Online shopping in Finland

The Finnish e-commerce market consists of goods, services, and tourism. Previous years, the share of goods has been 1/3 of the whole market but in year 2020 it changed radically and now half of the whole market consists of goods. Precisely, the share of goods bought online was 58%, services 26% and tourism 16%. Clothing was by far the most popular products purchased online in 2020. According to a study conducted by Paytrail (2021), 36% of women said they had bought clothes from online stores, and only 20% of them were men. Other popular goods purchased online were take-away food, beauty products and electronics. (Paytrail, 2021)

During the pandemic many people tried grocery shopping online for the first time and 24% of Finns said that they increased their online shopping because of the Covid-19 restrictions. During 2020 most Finns preferred Finnish online stores. Only 33% of Finns said they had made purchases abroad and 62% had only been shopping from Finnish online stores. The responses show well that consumers' value of local products and businesses has increased during the pandemic. The most important reason for shopping from local online stores was that consumers feel like to return process to stores abroad would be difficult. The second biggest reason for shopping local was simply that consumers want to support local stores and support the environment by choosing more environmentally friendly option when shopping local. The value of local can also be seen in the purchases abroad. Previous year China has by far been the most popular purchase country but in 2020 Germany has taken the first place. China is still in the second place, but the popularity has clearly decreased. The most common reason for purchasing abroad for Finns was price. Over 50% of the responded said that the price is more affordable abroad. Other common reasons for shopping abroad were larger selection and the fact that the product desired was not available in Finland. (Paytrail, 2021)

The pandemic also affected the purchase of cosmetics. According to the research conducted by Cosmetics and Hygiene Industry Association (2020), the number of online shoppers of cosmetics has increased by five percentage when comparing the beginning and the end of the year 2020 and 19 percent of respondents cited Covid-19 as one of the reasons for online shopping. Other common reasons for online shopping are price and ease of the shopping

and evaluation of alternatives. Regional differences in the reasons for online shopping also came up in the research. For example, the online shopping of Eastern Finns is often influenced by the fact that they are not able to find the products needed in the stores' selections of their own area. Even though, online shopping has increased its popularity, brick-and-mortar stores are still needed, especially when it comes to cosmetics. Some consumers want to test and see the product before purchase decision which is not possible in online stores. (Kosmetiikka- ja hygieniateollisuus, 2020)

2.3 Decision making process

The understanding of a consumer decision making process is important for any company, that is trying to reach the right customer. The five staged model can be used to create an effective marketing plan which helps to reach more customers. The consumer purchase decision process consists of five steps that a consumer takes when deciding to buy a product or a service. The order of these stages may differ depending on the product or the financial state of the consumer for example. The choice of purchase place comes at some point of those five steps. Usually during evaluation of alternatives. Online and offline stores both must know their potential customer to be able to guide the customer to choose a specific place for purchase. (Kotler & Armstrong, 2017, pp. 175-176)

2.3.1 Five steps of decision-making process

The consumer purchase decision process consists of five stages. The first stage is need recognition. A consumer realizes that there is a problem or a need that is not yet satisfied. A need can be triggered by internal or external stimuli. Internal stimuli comes from the person himself. For example, hunger. External stimuli comes from someone or somewhere else. For example, seeing an advertisement can trigger a need. When a need is triggered, the next stage is information search. If the consumer's desire is strong and satisfying product is easy to get, they might just buy it without searching for information, but usually consumer searches information especially in the case of a bigger investment like a car or a new phone. Sources from which the consumer seeks information can be personal sources which means family and friends for example, or the sources can be commercial sources which refer to advertisements and salespeople. Then there are public sources that mean social media and

online searches and then there are experiential sources which means learning about the product by using it. (Kotler & Armstrong, 2017, pp. 175-176)

Once sufficient information has been obtained, the consumer evaluates alternatives. How consumers evaluate alternatives varies greatly depending on the consumer and the buying situation. Sometime the consumer uses logical thinking to evaluate alternatives and sometimes does not evaluate at all but acts on a whim. In the next stage, the consumer decides which alternative to purchase or not to purchase at all. There are two factors that may affect the purchase decision in this stage. Those are attitudes of others and unexpected situational factors. An example of other people's attitudes affecting the decision could be that someone whose opinion a consumer values disagrees with the purchase decision and therefore changes the consumer's opinion. Unexpected situational factors mean unexpected events like changes in economy. The final stage of decision-making is post purchase behavior. After the purchase, the consumer is either satisfied or dissatisfied with the purchase depending on how well the consumer expectations were met. Post purchase customer satisfaction is important because it helps to build valuable relationships with customers and a satisfied customer is most likely to come back and purchase again. (Kotler & Armstrong, 2017, pp. 176-178)

2.3.2 Choice of purchase place

Some consumers find it much more convenient to shop on the sofa at home than to look for products in shopping malls. Convenience is by far the most common reason for a consumer to choose an online store instead of an offline store. Online stores often offer consumer the possibility to evaluate alternatives and prices easily, flexible payment options and easy deliveries to your door or closest post office. (Linnworks, n.d.) Online shopping may save time and money because prices in online stores are usually lower than offline stores and the consumer saves gas and parking costs as well and the time it takes to go to the store. Online stores are also always open so the shopping can be made at any time. Even if a consumer must pay for delivery, the costs are usually still lower online. It is much quicker to evaluate alternatives online and surf through several web stores, the purchase decision might actually take more time in online than offline stores. This is because there are so many options available online and it is easier to find more information about the products. For example,

when buying cosmetics online, it is super easy to see the ingredient lists of different products, compare them to similar product and see customer reviews before purchase decision. (Peter and Olson, 2010 p.453)

With all the pros of online shopping there are also cons. It requires some skills to be effective online shopper, to navigate number of websites and to be able to manage not so user-friendly sites. The younger generation has no problem doing so but the older generation does not always have the skills or the willingness to learn them and therefore they prefer to go to a physical store if they need something. In fact, many consumers like to go to the store and see the product and try it before making the purchase decision, even if it takes more time and money. This kind of consumers usually want the products handed to them immediately which of course is not possible in online stores. The delivery usually takes several days depending on where the products are located and where they need to be delivered to. Another issue for many in online shopping is the return process. It usually requires more effort to return goods to an online store than returning into a physical store where you can just go with the goods. When returning to online store, the consumer must repack the goods and bring them to the post office and after that wait several days for the money to be returned. (Peter & Olson 2010, pp. 453-454.)

Both online and offline stores need to know their target market and try to make the purchasing as convenient as possible in their market's point of view to be able to affect their choice of purchase place. The stores must study does their customer value the costs saved or the time or maybe the personal touch in customer service. Online stores can usually offer better prices and larger assortment and offline stores can offer lower risks and personal customer service. The stores must also determine whether their customer want the good right away or are they able to wait in exchange for some other component of convenience. (Peter & Olson, 2020 p. 454.)

2.4 Types of buying decision behavior

There are four types of consumer behaviors when it comes to buying decision making. Different products require different behavior. The behavior depends highly on the price of the product for example. The behavior of a consumer is a lot different when buying a house

or a candy bar. It is important to know how the customers of a specific product, or a service will behave in order to reach them by offering the right kind of marketing through the right channels. (Clootrack, n.d.) This part of the report explains the four different behaviors in more detail and analyses more closely the behavior when purchasing cosmetics.

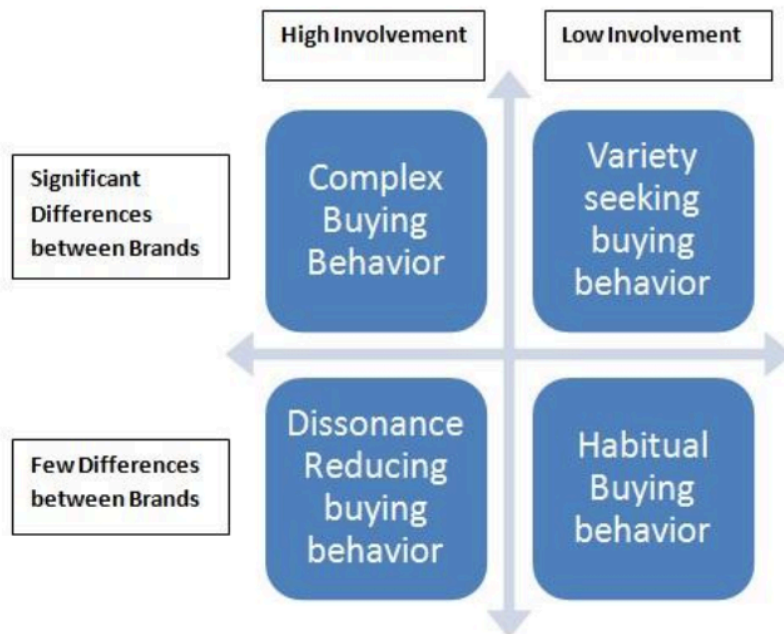


Figure 3. Buying decision behavior (Clootrack, n.d.)

2.4.1 Complex buying behavior

The above picture clarifies a bit what are the four behaviors and what is the outcome. Complex buying behavior is usual when purchasing an expensive product or service. In this buying decision the consumer is highly involved and goes through a learning process before the purchase decision. The learning process is part of the five stages of decision making explained earlier. It is the second stage "information search" which might be skipped if the product is not expensive or that important. Consumer with a complex buying behavior develops attitudes and beliefs towards the product as the outcome from the learning process. Advertising has a way of affecting this kind of consumer if the advertising messages has been made in such way. Marketers trying to reach these consumers must have a deep understanding of the product to be able to affect the consumer's beliefs. When we consider purchase of cosmetics, the buying decision behavior usually, at least with women, go into this section. The skincare products or make up are expected to be effective in a way that a

consumer needs them to be, so there is high involvement from the consumer. There is usually lot of information search before the decision and evaluation of alternatives. The cosmetics markets are huge and there are so many brands to choose from so the buying behavior is usually complex. (Kotler & Armstrong, 2010 p.174)

2.4.2 Dissonance-reducing buying behavior

Another buying behavior with high involvement from the consumer is dissonance-reducing buying behavior. The high involvement can be because of the product's high price but also because there are not many options available or many differences between the brands. Even though consumer is highly involved in the buying decision it is not usual to go through a learning process because the choices are limited and the timing or the budget is limited, consumer decides without a lot of research. This kind of behavior is usual when the consumer is looking for something with some specific feature and a deadline for finding it like a cabin bag to take to a vacation. The main criteria in this case would be the use and the size of the bag and the decision will be made quickly to meet the deadline and based on that criterion. When we think about purchase of cosmetics, this type of behavior might be common if a consumer was in a search for a specific shade of lipstick for a party for example. In that case the decision is made quite quickly, and the main criteria is just the shade. (MBA Skool, 2021)

2.4.3 Habitual buying behavior

Habitual buying behavior is the opposite of the previous. The consumer has low involvement in the decision and the decision is made without much time, hesitation, research, or evaluation of alternatives. The consumer usually chooses the brand, they have been choosing for a while and do not consider much about other options, even though other options would be available. All the everyday products fit in to this category like coffee, bread, and toilet paper. Those are bought with no research or a lot of thought. Marketers of such products that require low involvement from the consumer and only have few differences between the brands often use price and sales promotions to promote buying. (Kotler & Armstrong, 2010 p.174) Habitual buying behavior is also often influenced by media. Consumers decide for example the toilet paper brand based on what is the most

familiar brand, what have they seen repeatedly on TV or radio for example. To familiarize a brand with consumers, businesses must use repetitive advertisements with visual symbols to help consumers remember the advertisements. (Cloomer, n.d.)

2.4.4 Variety seeking buying behavior

Fourth buying behavior is variety seeking buying behavior. In this consumer behavior, the consumer involvement is low. It is typical for a variety seeking consumer to switch brands often even though there is nothing wrong with the last brands they chose. The reason for switching brand can be curiosity, boredom or just a whim of the moment. (Peter & Olson, 2010, p.454) This behavior is typical for example when buying a candy bar. The brand is chosen with not much consideration and the next time consumer may choose another brand just to try a different flavor even though the last one may have been delicious as well. Although complex buying behavior is probably the most common behavior when buying cosmetics because cosmetics might cost a lot and there is a lot of alternatives, sometimes a consumer may just want to try another brand with no specific reason if the brand is not expensive. This goes to for example the consumer's that buy the commissioning company's make-up brand. The brand is super affordable with wide selection. Consumers that like the brand usually buy a different nail polish for each day or three different foundations just to try which one is the best as the products are so affordable. (Kotler & Armstrong, 2010, p.175)

3 Methodology

There are two types of research methodologies: qualitative and quantitative. In qualitative research the data is collected through conversational communication, for example in a form of an interview. Qualitative data is subjective and unique, it does not only help understand what responders think but also why they think so. In qualitative research the number of respondents is usually smaller, and the responders are selected at discretion. Some examples of a frequently used qualitative research methods are interviews as mentioned before but also focus groups, case study research and record keeping. (QuastionPro, n.d.)

Quantitative research method is based on describing and interpreting a research subject using statistics and numbers. It aims to answer questions like how many, how much and how often. The data is collected with a help of a structured tools such as surveys, polls, or questionnaires. The results of a quantitative research are usually extremely reliable as the data is collected, analyzed, and presented in numbers and statistics. The research method often uses close-ended questions which eliminates the risk for misunderstandings and leaves no scope for personal comments which increases the reliability of such research. (Vilkkä, 2007, p. 14, 27)

3.1 Research design

Quantitative research method was chosen as the research method because the aim is to study the current situation of the Finnish cosmetics markets and cosmetics consumers buying behavior and quantitative research method is the most suitable for such research. In this study quantitative research method was used in a form of a questionnaire. A questionnaire can be used to collect information for example about opinions, attitudes, values, and people's actions. The questionnaire was made with the help of Webropol because of its' easy use. It offers a weblink that can be easily shared via e-mail, SMS, or social media. Webropol also provides a readymade observation matrix, it makes statistics about responses which made analyzing easier.

The research was not limited to a specific geographic region, consumers all around Finland were able to answer the questionnaire because the commissioning company is operating all around Finland. The hometown of a respondent was not even asked in the questionnaire because it was not relevant information to the research. There were eight questions about consumer's cosmetics usage habits and preferences. Because the target group was large, most of the questions were multiple choice questions. It simplified the handling of the answers and prevented errors. Answering was not difficult due to language difficulties because the questionnaire offered ready-made options. The questionnaire was tested before use by three people in the target group in order to obtain feedback on the design of the form and the clarity of the questions before it is distributed in social media. The variables that the author examines through the research are: what qualities consumers value in their skin care products and is there something that Finnish cosmetics market is missing.

3.2 Research process and collection of answers

Before distribution the questionnaire was tested with three people to gain feedback on the design of the form and the clarity of the questions. One typo was noticed in the testing, and it was corrected. Other mistakes or unclarity was not noticed in the testing so the questionnaire was ready to be distributed. The questionnaire was distributed for three weeks in social media. It was posted to Facebook site called “Nordic style & beauty” which is meant for all kinds of information sharing or questions about any kinds of cosmetics, beauty products or beauty tips for example. The questionnaire was also shared in the author’s personal social media channels and shared by a few friends of the author’s as well to reach people from all around.

3.3 Reliability and validity

Reliability of a research refers to credibility and reproducibility of it. The exact reliability of a study is impossible to measure but it can be estimated with different measures. Reliability can be assessed by checking the consistency of results across different parts of the test or a study. In quantitative research the reliability of the research can be measured for example by analyzing the factors: what is the response rate, whether there are measurement errors and how well the respondents represent the target group. (Saunders et al., 2009, p. 156)

The validity of a research refers to how well the research measures exactly what it was supposed to measure. Reliability is one indicator that a research is valid, but it is not alone enough to ensure the validity. Other ways to measure validity are to evaluate the three major types of validity: construct, content, and criterion. (Saunders et al., 2009, p. 157)

4 Results

4.1 Sample collection and analyzing method

The goal was to get at least 100 answers from different age groups. There were 117 answers in total, so the questionnaire was successful. Responses were obtained from each pre-defined age group but there was a dispersion the number of respondents in each age group.

Webropol provided a ready-made observation matrix that made analyzing the answers easy. There is also a possibility to convert the answers into Excel sheet with numbers and charts. This was helpful when trying to clarify some answers with different kinds of charts. The research results and interesting findings were also made into a PowerPoint presentation which was presented to the company's management.

4.2 Age and gender

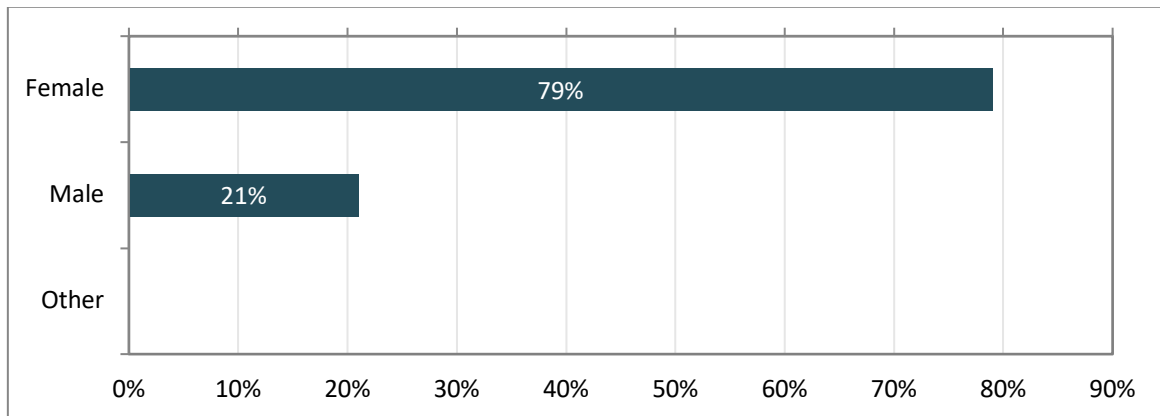


Figure 4. Gender of respondents

First question was a question about the respondent's gender. As the pictures tells, the questionnaire reached more women than men. This may be due to the fact that there are more women in the social media groups where the questionnaire was shared in. It can also be said based on the responses that women are more active cosmetics consumers.

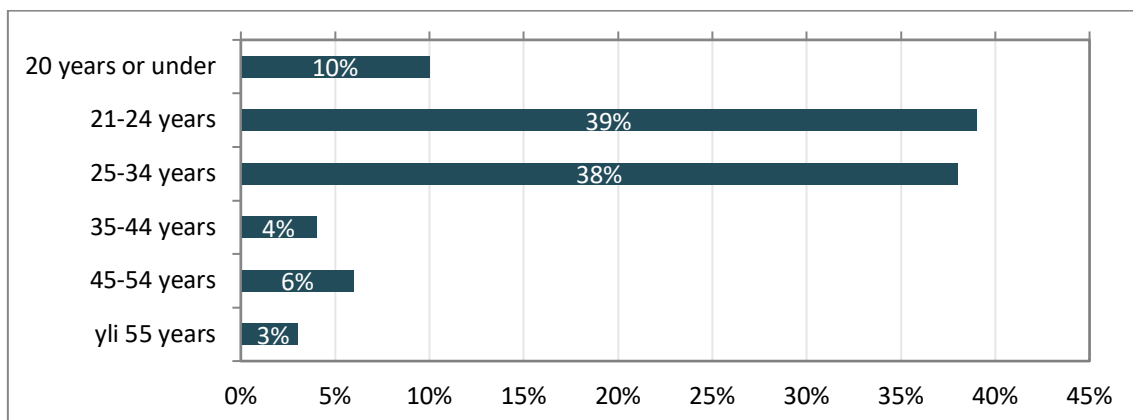


Figure 5. Age of respondents

The most active age group of respondents was 21–24-year-old people with 39% of all answers and the second most active group was 25–34-year-old people with 38 %. Because the questionnaire was distributed mostly just in social media, these age groups were the most active ones.

4.3 Usage habits

The aim of the next question was to find out which products do Finnish consumers use the most. There was ready made options of the most common products and an option to choose “other” and write the product if it was missing.

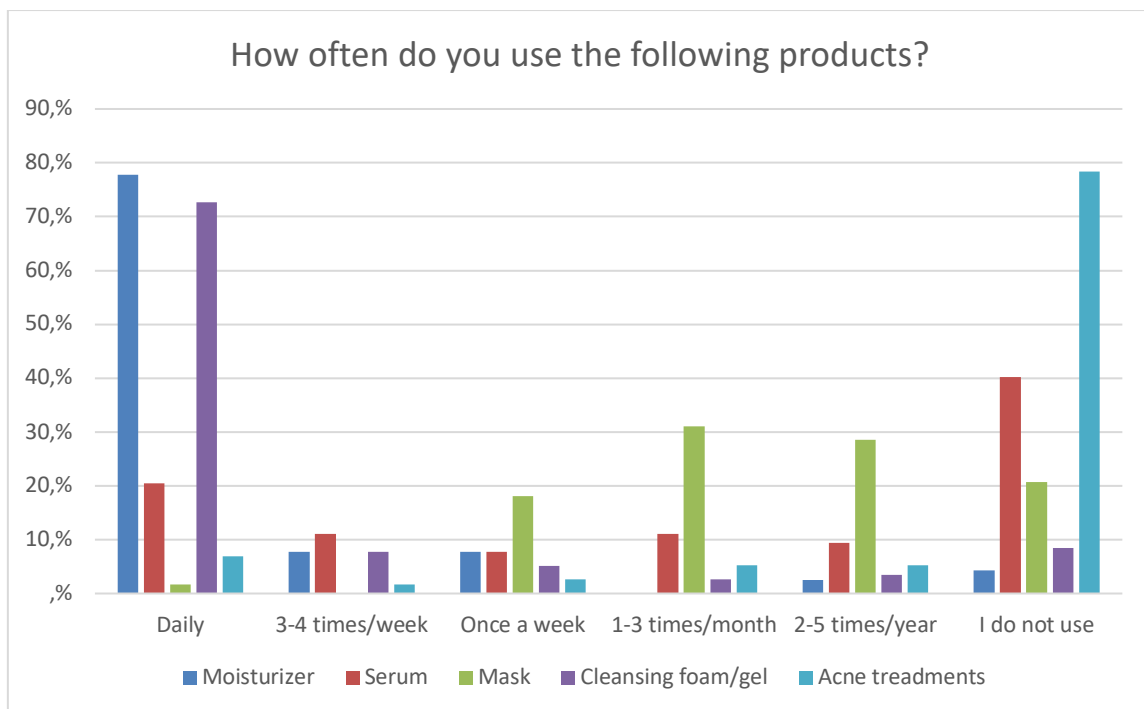


Figure 6. How often do you use the following products?

The one product that most people use daily was a moisturizer. Over 70% of the responders said that they use it daily and little over 15% use 3-4 times a week or once a week. Another product that most responders used daily was cleansing foam/gel. Over 70% of all responders said that they use it daily. From women responders 83,7% told that they use daily and almost 9% said that they use 3-4 times a week or once a week. Out of all men responders 32% said that they use cleansers daily and 20% told that they never use. According to the questionnaire serums were quite popular among women. Only 32,6% of women said that

they never use serums, other 67,4% use either daily, few times a week or at least few times a year. For men on the other hand, serums seemed unimportant because 68% of men said that they never use serums. The least popular category of products turned out to be acne treatments. Only 24,2% of women used acne treatments either daily, few times a week, a month, or a year and even less of men use them. Only 12% of men said that they use them either once a week, 1-3 time a month or few times a year. Other products that were not listed as the options, but responders do use were toners, eye creams and oil cleansers.

The next question was about the purchase place: where do you most commonly buy cosmetics? There was ready made option to simplify answering but also an open option if the store the responder wants to answer is not on the list. It was possible to choose more than one of the options, but the question stated that the one's most used purchase places should be chosen.

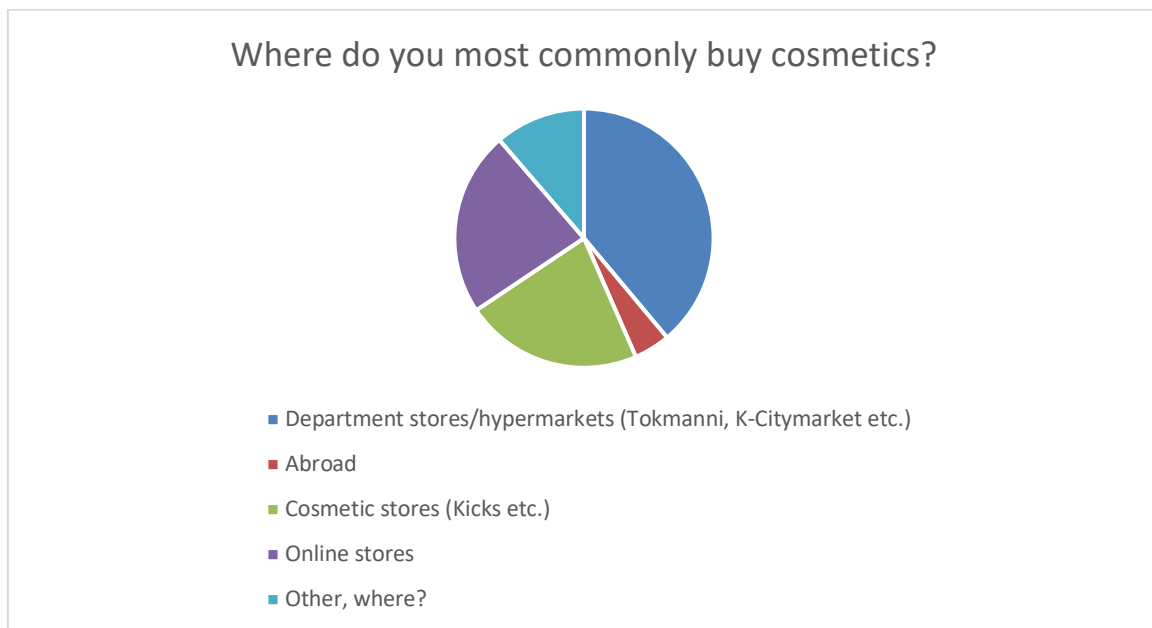


Figure 7. Where do you buy your skincare products?

Department stores and hypermarkets such as Tokmanni or K-Citymarket turned out to be ultimately the most popular place to buy cosmetics. 39% of all responders chose such stores as one of their most used purchase places. Online stores and cosmetics stores were almost equally popular choice for many. Online stores were chosen by 23% of all people and cosmetics stores by 22%. When comparing the answers with a help of a different chart, it can be said that women are more active online shoppers than men: 47% of women chose

online stores as one of their most used purchase channels and 32% of men. One place came up in the open option and that was pharmacies. As there are not many cosmetic store chains in Finland besides Kicks and Sokos Emotion, cosmetics are also sold a lot in pharmacies.

Pharmacies specialise in natural cosmetics and brands that are suitable for sensitive skin.

One question was about the costs of the products. It aimed to find out how much are Finnish people willing to pay for specific products. This is helpful when deciding which brands should be suggested for the commissioning company and when possibly calculating prices for those brands in the future.

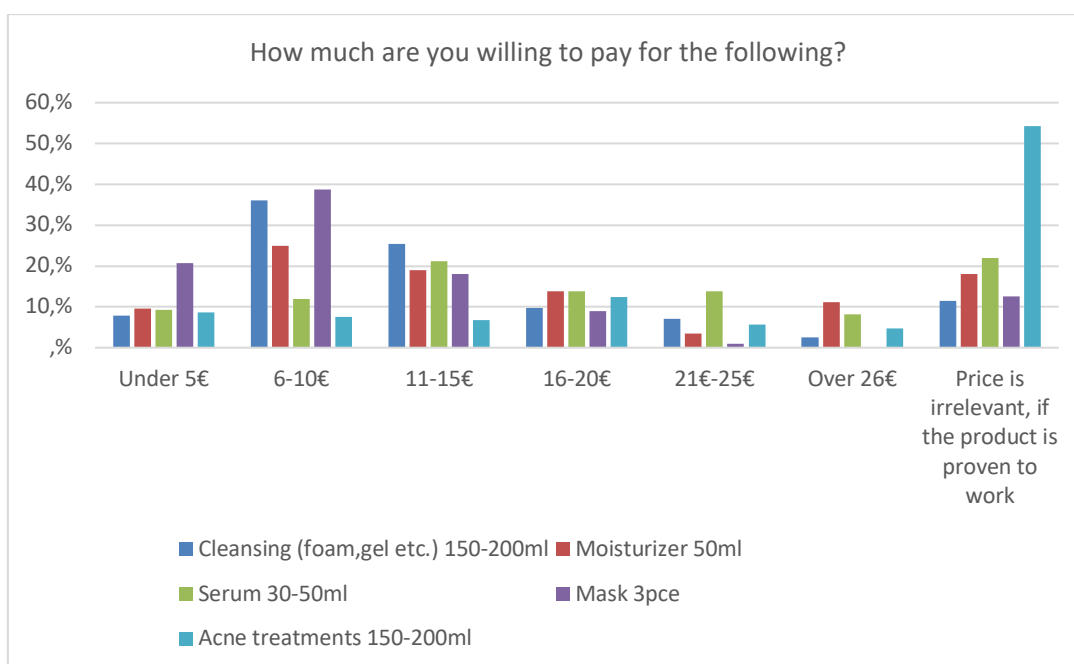


Figure 8. How much are you willing to pay for the following?

There were five product categories chosen for this question because those are most used skincare products. As the chart shows, most people consider the price to be irrelevant when it comes to acne products. Those are products that people are willing to pay larger amount for if the product is proven to work. Also some other products went to the "price is irrelevant" section for some responders but over 50% of responders considered price to be irrelevant for acne treatments. For cleansing foams, people seem to be most commonly willing to pay 6-10€, as 36% answered, or 11-15€, as 25,4% answered. For the moisturizer, which was the product that most people use daily as previously came up, most responders are willing to pay 6-10€. Some responders were willing to pay even more: 19% were willing

to pay 11-15€ and for 18% price was not even relevant. Serums are products that most of the responders don't use daily and for those, responders seemed to be willing to pay a bit more. For 22% of responders, the price is not relevant when it comes to serums and 48,7% were willing to pay more than 11€ but, under 26€. For 3 pieces of facemasks, 59,5% of responders were willing to pay less than 11€. The rest were willing to pay more, but it can be said that the majority prefers to pay under 11€.

4.4 Factors influencing the brand choice

The responders were asked to choose three most important factors that influence their decision when choosing a skin care brand. The factors did not need to be listed in any specific order from most important to least. There was ready made options to choose from and a possibility to write your own answer if it could not be found from the list.

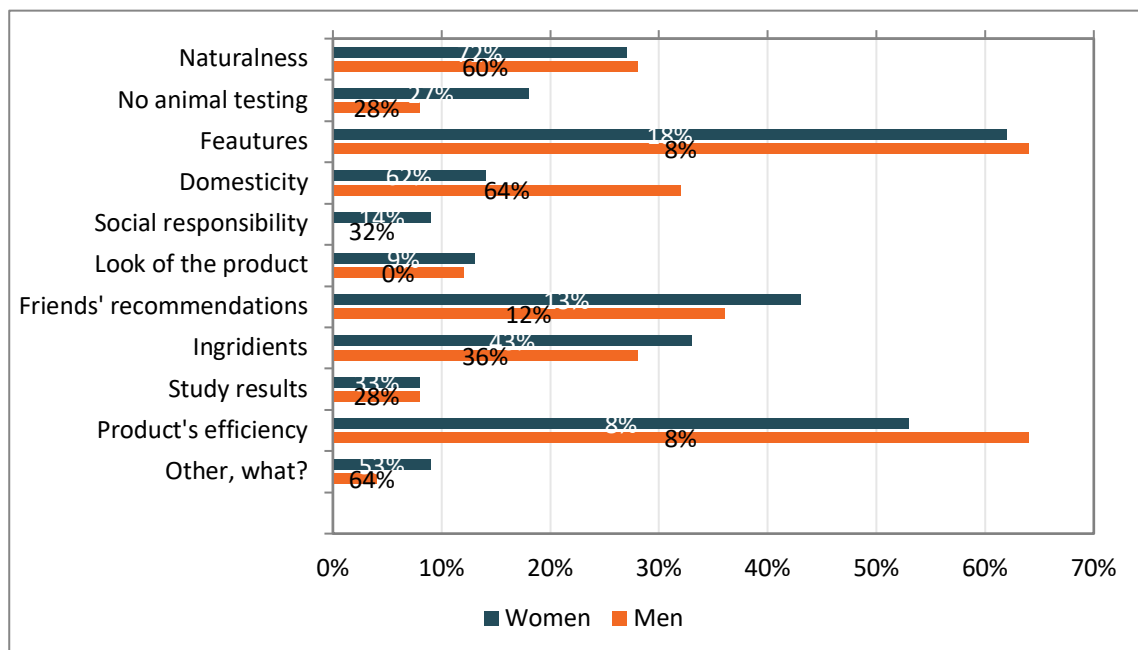


Figure 9. What factors influence you when choosing a skincare brand?
(Choose 3 most important)

Price was the most important factor for many. 69% of all responders choose it as one of the three most important factors influencing their decision. Another important factor for Finnish consumer seemed to be product features. Features mean the characteristic of a product

such as what it promises to do and what are the key ingredients. Women and men quite equally thought that this is an important factor when choosing skin care products. 62% of women listed this factor and 64% of men. Third most important factor for both men and women was product efficiency. Product efficiency means that the product does what it promises. This factor was even more important for men than women: 64% of men listed this as one of the three most important factors and 53% of women. One factor that was clearly more important to men than women was domesticity. Only 14% of women listed this as their top three most important factors and 32% of men. The reason for this may be that women are more familiar with for example Korean skincare. This came up later in the questionnaire when responders listed what is missing in their market. Women know that Korean skincare is efficient, and Korea is famous for it, so domesticity is not the most important factor for them. Men on the other hand may not be so familiar with different types of skincare products and routines so they value domesticity in their products.

4.5 Most popular brands according to the study

One of the questions aimed to clarify what brands are currently popular in Finland: Which brand do you prefer? Once again there were ready made option and a box to write one's own answer.

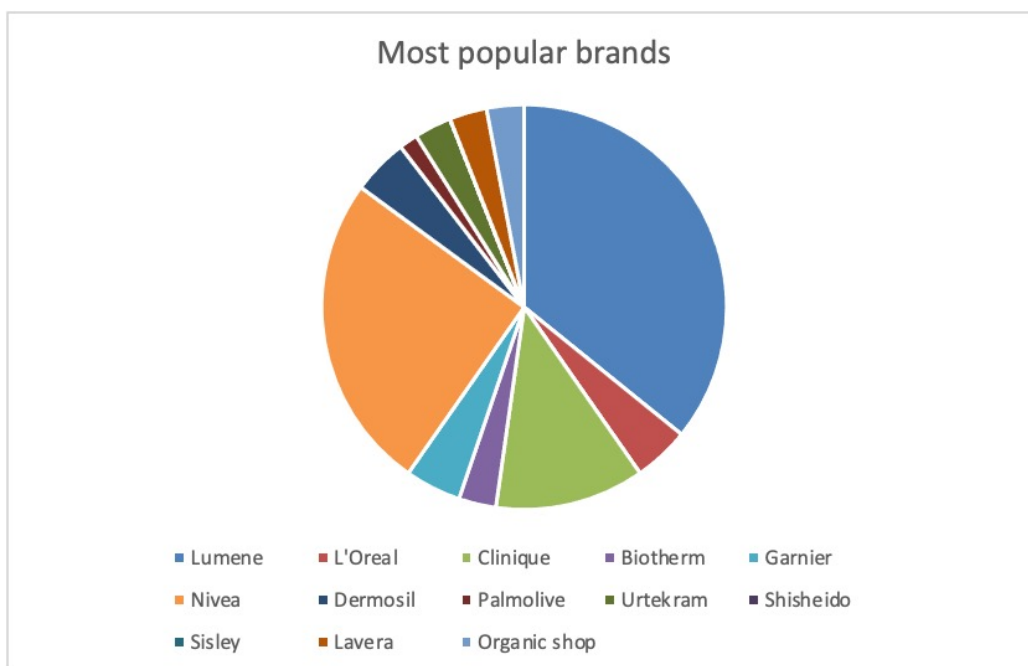


Figure 10. Which brand do you prefer?

According to the answers, Lumene turned out to be by far the most popular brand. This was not a surprise because Lumene is a Finnish brand, and many Finns like to support local and Lumene products are made especially for Nordic skin type. As previously mentioned, Lumene has had strong position for a long time, and it was in the top three most sold skin care brands according to online store Eleven in 2018 as well. (Fredman, 2018)

Nivea was another popular brand, especially among men responders. As much as 35% of men choose Nivea as one of the brands they prefer. It is likely that men prefer Nivea because Nivea has taken men's skincare needs into account from the very beginning and has gained a strong position in men's skincare. As early as 1922 Nivea introduced the first skincare product that was meant for men: Nivea Shaving Soap. Shortly after that, they launched their alcohol free After Shave Balm. Before these products, there was really nothing for men, and men's skincare was mostly just soap and water or the products that were in the market were too expensive, and men didn't want to invest that much into skin care. Now that Nivea offered an affordable option and products meant just for men, the "Nivea for Men" product range quickly became a huge success and Nivea still constantly develops their product range for men. (Nivea, n.d.)

Clinique was the third most preferred brand. 17% of the responders chose Clinique as their preferred brand. Clinique is Estée Lauder Companies' subsidiary, and it was the first brand to launch a dermatologically tested skin care product range in 1968. Their products are also allergy tested, perfume free and therefore suitable for the sensitive Nordic skin which is probably one of the reasons for the brand's popularity in Finland as well. (Clinique, n.d.)

Other brands that were not listed in the ready-made options, but responders chose as their preferred brand were Korean skincare brands: Huxley and Klairs and some other brands such as The Ordinary, CeraVe and L300 but these brands did not reach the top 3 even though a few responders listed them.

4.6 Open question

Last question was an open question that intended to find out if the responders have a specific brand or skincare category in mind that they feel that is missing from the Finnish market. The question was "Is there any of your favorite brands/products missing from the

Finnish market, which? The question was not mandatory to answer so there were 24 answers. There were a few themes in the responses that rose more strongly. One of them was Korean skincare. One of the answers to the question was “Korean” and another one “wider variations of Korean brands in addition to TonyMoly etc.”. There were also some other specific Korean brands listed in the answers and one of the responders didn’t remember the brand name that they were thinking about but would buy Asian snail products. Korean skincare brands were clearly the ones that came up in the answers the most. Another theme that came up in more than two answers was Dead Sea cosmetics. There were few Israeli Dead Sea cosmetic brands listed in the answers that are currently missing from the Finnish markets. Third aspect that was quite specific was that one of the responders wishes skincare products for young skin, especially serums for young skin as many serums have usually anti-aging ingredients.

5 Recommendations

5.1 Brand suggestion 1

Korean skincare was the most common answer that came up in the open question. That is why the first brand suggestion is a Korean brand. The brand is called iUNIK and it is not yet in the Nordic markets at all. In addition to Finnish markets, the brand could fit to other Nordic countries as well such as Sweden and Norway. The outlook of the brand is quite minimalist that would probably please the eye of most Nordic people. The pricing of the brand is not super affordable but not expensive either. For example, serum prices are between 18€ and 22€ which is a price that over 35% of the responders were willing to pay and for 22% of the responders the price of serums was not relevant if the product works. When considering the pricing and the brand outlook, in Finland, this brand would be the best fit to a department store or a hypermarket to diversify their selection. (iUNIK, n.d.)

Another Korean skincare brand that could be a good fit to the Finnish market is the brand LookATME. The brand offers a range of Korean skincare products with key ingredients that are currently trending in such products like tea tree oil, collagen and rose water. On top of the trendy ingredients and efficient products, the pricing of the products is super consumer-friendly which makes the brand a perfect fit to a so-called discount store chain or a

superstore. There are many discount store chains and individual discounters in Finland and many of them have cosmetics in their selection. A few examples of this kind of stores in Finland are Tokmanni, Halpa-Halli, Kärkkäinen and Saiturinpörssi. There are almost 200 Tokmanni stores alone plus all the other chains so there is quite a large choice of this type of discount stores that the commissioning company can choose from to market these products. (Tokmanni, 2021) It can be said that this kind of stores are quite popular in Finland and for affordable brand like LookATME, this would be a great marketplace.

5.2 Brand suggestion 2

As it came up in the questionnaire, price is the most important factor for Finnish consumers when choosing a skincare brand and product efficiency was the second most important. Based on that, the author researched affordable, yet qualitative skin care brands online. Information and brands were searched from various websites and different countries' popular online stores which included product reviews. The reviews convinced the author of the quality of the brands found. Therefore, a brand called Revuele was chosen as the second brand suggestion. Revuele is a European cosmetics manufacturer that produces efficient, high-quality products with consumer-friendly prices. Revuele has two own manufacturing facilities with are search lab, production and postproduction lines and warehouses and over 25 years of manufacturing experience. The company has been granted an ISO 9001 Quality Management Certificate which convinced the author of the quality of the products, even though the pricing of the products is super affordable. Revuele has a range of serums that are suitable for young skin in their assortment which was one point that came up in the answers to the last question in the questionnaire. (Revuele, n.d.) The serum prices especially were below average compared to what is in the market currently and they offered a variety of anti-aging serums but not many options for young skin which convinced the author even more of the brand's suitability to the Finnish markets. (Sokos, n.d.) According to the questionnaire, Finnish consumers most commonly buy their skincare products from department stores and hypermarkets such as Tokmanni and K-Citymarket. Revuele would be a perfect brand for such stores because of the affordable pricing, yet high quality products.

Brand	Serum price (lowest)
Revuele	4,25€
Lumene	26,90€
Mossa	12,90€
Lavera	22,90€
Ziaja	9,90€
Eco by Herbina	11,90€
L300	13,90€
L'oréal Paris	15,90€
Nivea	15,50€

Figure 11. Serum price comparison (Luxplus, n.d.; Sokos, n.d.)

6 Conclusion

The purpose of the research was to find out what affects Finnish consumers when choosing a skin care brand and what kind of brand would there be a demand for. The theoretical framework focused on consumer behavior which supported well the purpose of the study. The factors influencing the decision-making discussed in the theory had been able to be included in the study and the analysis of the questionnaire answers. The questionnaire was designed to help gain knowledge on Finnish consumers and their buying habits. The questionnaire was tested by three skincare users before distribution and slight changes were made after their feedback. Based on the research results, it can be said that the validity of the research was good. There were no major misstatements in the result and the results were consistent. Each question had ready-made options to reduce the potential for misunderstandings, except the last question which was an open question to give responder the possibility to state a specific brand or product that they wish to find from Finland. There was an option "Other, what?" in each question to prevent errors and get reliable answers in case the responders answer was not in the ready-made options.

The research provided a lot of valuable information for the commissioning company about skin care products consumers: where do they buy the products, what are the qualities they look for in a product and what are they willing to pay for them. It was found that price and product characteristics were the main factors influencing the decision and hypermarkets and department stores were the most common purchase places. The company also gained a few concrete suggestions of skin care brands that could fit to the Finnish markets based on the

research. The suggestions were made keeping in mind the most important criteria for Finnish consumers when choosing a skin care brand and the most used marketplaces. Considering the price positioning of the suggested brands, they would fit well to supermarkets and department stores which the commissioning company is already doing business with. The results of the questionnaire can later be used by the company to expand the search of new brands because they can use the results as the criteria when considering a new brand.

Should the research be desired to continue and deepen, the next step could be to research consumers thoughts on the brands suggested based on the questionnaire. The research could be conducted as qualitative research in a form of an interview. This would provide in-depth information about, for example, what perception they have of a particular brand and how that was formed. The brand suggestions would first be introduced to responders, and they would have some time to get to know the brands. The questions for the interviewees could include questions that intend to find out what the price positioning for a specific brand in the Finnish market could be and what would be the perfect marketplace for the brand.

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Appendix 1: Questionnaire for cosmetics consumers



Consumer research on skin care products

1. Your gender?

- Female
- Male
- Other

2. Your age?

- 20 years or under
- 21-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- over 55 years

3. How often do you use the following products?

	Daily	3-4 times/week	Once a week	1-3 times/month	2-5 times/year	Do not use
Face moisturizer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Serum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face mask	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleansing foam/gel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acne treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, what? <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Where do you buy your skin care products? (choose most common ones)

- Hypermarkets, department stores (Tokmanni, K-Citymarket etc.)
- Cosmetics store (Kicks etc.)
- Online stores
- Abroad
- Other, what?

7. Which brand do you usually favour? (choose most used)

- Lumene
- L'Oreal
- Clinique
- Biotherm
- Garnier
- Nivea
- Dermalog
- Palmolive
- Urtekram
- Shiseido
- Sisley
- Lavera
- Organic shop
- Other, what?

8. Is the Finnish markets missing some of your favourite brand/product, what?