BSS045-3 Specialist Project (Dissertation)

Assignment 2

WR-I

Overcoming today's Buying Challenges: Decoding Consume Behaviour in Purchasing Beauty Products among Adults over 30

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Abstract

The aim of the study is to identify the issues that are faced by people over the age of 30 in the purchase of beauty products. The study highlights social, psychological, cultural, economic, and personal factors as the key elements that influence the purchase decision of the people as seen through the application of the Self-perception Theory, Social Identity Theory, and Cultural Dimensions Theory. The lack of knowledge of customers and diminishing trust due to accusations of brands Green washing has been identified to be the key issues in the purchase of beauty products.

The researcher used a primary-qualitative method through the interview process in this study based on which ten interview responses have been collected for better knowledge. The result has shown that social, cultural, and environmental factors could influence the purchase intention of the customers towards the beauty products. In this way, the result identified key factors influencing their purchase intention, impact of the social media and influencer marketing, potential challenges and their overcoming technique, which made the entire study effective.

Keywords: Consumer behaviour, Beauty products, sustainability, social media, influencer marketing, eco-friendly practice

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1. Introduction

1.1 Background of the study

According to the opinion of Fadillah and Kusumawati (2021), consumer behaviour towards the beauty products becomes impulsive due to the progression of online and digital marketing practices among the business sectors. In this way, several digital platforms such as Facebook, Instagram, and TikTok play a vital role in generating impulse buying behaviour among the young adults towards the cosmetic products (Azzahra, Afwa and Moniko. 2024). Besides, the trend of online marketing, product promotions, value-based shopping, and gratification shopping become popular among the beauty industry, which motivated the young adults to research further and develop impulse buying behaviour respectively (Chuah *et al.,* 2023).

Furthermore, Lou and Yuan (2019) reported that social media platforms and rising influencer marketing across the globe considers the decision-making and purchase intention of the customers regarding the cosmetic and makeup products. The report stated that influencer marketing, digital campaigns, and social media advertisements provide detail information and facts about the products (Abell and Biswas, 2022). In this way, it constructs the personal relevance, personalised experience, inspiration, and trust among the customers based on which they frequently developed their purchase intention from the beauty industry respectively (Vidani, Meghrajani and Das, 2023). In addition, Chopra, Avhad and Jaju (2020) stated that most of the consumers of beauty products are millennial having high impulse buying behaviour towards the beauty products.
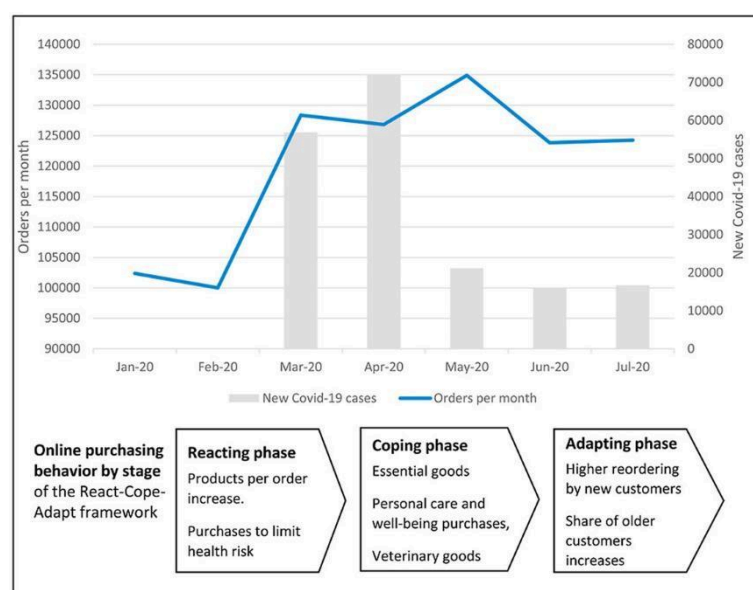
Figure 1: Consumer behaviour on beauty product purchasing after the pandemic

(Source: Guthrie, Fosso-Wamba, and Arnaud, 2021)

Besides, Guthrie, Fosso-Wamba, and Arnaud (2021) stated that consumer purchasing behaviour towards beauty products enhanced after the pandemic, which created a major business opportunity. The report stated that due to the impact of the pandemic, rapid consumer trends shifted to e-commerce (Lopes and Fernandes, 2023). In this way, stressful life and complexities affected the customer behaviour, which engaged them with the beauty products as well (Kopot and Reed, 2022). Furthermore, Yltävä (2023) stated that most of the global consumers of beauty products are from Gen Z and Millennials, which are considered the age group of 18-40 years. This ensured rapid impulsive buying behaviour and perception seen among this age group, which enhanced their purchasing behaviour (Barakat, 2019).
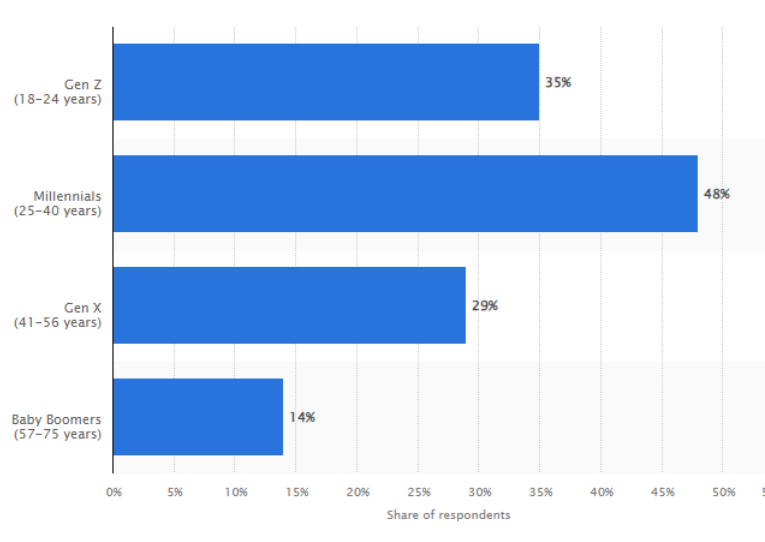
Figure 2: Age group of beauty product consumers

(Source: Yltävä, 2023)

Additionally, Wang, Ko, and Wang (2021) stated that technological advancements in the beauty industry influenced consumer behaviour, which enhanced their purchase intention. It can be stated that several beauty and cosmetic organisations use Augmented Reality and other emerging technologies based on which impact of the product after the purchase by the customers, which influences their purchase intention and decision-making (Beurer-Zuellig and Klaas, 2022). However, key challenges in the recent world could be the lack of knowledge, lack of authenticity and transparency as well as unethical product selling could reduce the purchasing experience of the customers considering beauty products (Szaban and

Stefańska, 2023). In this study, the researcher investigates the overcoming of today's buying challenges by decoding consumer behaviour while purchasing beauty products, which will better analyse the above aspects effectively. Additionally, the entire research will focus on the adults aged above 30 years, who are potential cosmetics consumers and provide an effective piece of information related to the subject matter.

1.2 Aims, Objectives and Research Questions

Aims: The following research aims to provide expert insight into the cosmetics purchase issues faced by people over the age of 30. Additionally, the secondary aim of the research is to help firms improve their advertising and strategy by identifying the industry's vulnerabilities and providing guidance on how to improve them

Objectives: Considering the research aims, following are the potential objectives of the study through which data will be analysed for better understanding.

- To identify the key factors influencing customer behaviour in the purchase of beauty products
- To evaluate the impact of marketing strategies on consumer purchase decisions
- To examine the role of social media and influences in shaping the consumer choices

Research Questions:

- What factors influence the target audience's cosmetics purchases to understand their motivations, tastes, and attitudes?
- What are the marketing strategies of different cosmetic brands regarding the behaviour of the customers?
- How advertising, branding, and product placement could influence the sales of the beauty products?
- How different social media channels could affect consumer's awareness, contemplation, and purchase decisions?
- How beauty influencers could affect customer's confidence, attitudes, and loyalty to the beauty products and services?

1.3 Significance of the research

The overall research will provide a deep insight into the overcoming recent buying challenges concerning consumer behaviour in purchasing beauty products among adults over the age of

30. In this way, the research will depict the social, cultural, and psychological factors that lead to influence consumer purchasing behaviour towards the beauty industry. In addition, the study will deliver a brief overview of the social media channel, beauty influencers, and the role of advertising, branding, and additional information. This will ensure high academic and research-based skill development throughout the study.

1.4 General Methodology applied in the investigation

In this study, the research has applied the primary-quality methodology for better exploration of the factors affecting the consumer purchase intention in beauty products, impact of the social media and the mode of promotional techniques for their decision-making practices. Additionally, the primary-qualitative method of the study ensures overcoming process from the challenges leading to the consumer behaviour of people aged above 30. In this way, the researcher selected the onion structure proposed by Saunders for better methodological step and process selection. In this study, the researcher focused on interpretivism philosophy and inductive approach for the qualitative and critical exploration of the emerging themes and concepts of the study.

Additionally, the qualitative strategy considering subjective and qualitative information through the primary method of data collection ensured better understanding. The researcher used an interview process with ten customers aged above 30 who have potential experience related to the purchasing of cosmetic and beauty products. In addition, the content analysis method used in this study for better organisation of the data collected through the interview process. Considering this, a telephonic interview process conducted with the respondents based on which the critical factors and variables isolated in the research objectives and questions have been addressed properly.

2. Literature review

2.1 Introduction

This section of the study will help in providing a detailed overview of the behaviour and intention of people aged above 30 on the purchase of beauty and personal care products. In this aspect, first, the key factors that influence customer behaviour will be presented aligned with relevant theories followed by the effect of marketing and social media on purchase decisions and customer choices. Additionally, the challenges faced by the customers in the purchase of beauty products will be provided based on which possible solutions will be given. This would be followed by the identification of the literature gap and a well-detailed conceptual framework to make better sense of the subject matter.

2.2 Key Factors that influence customer behaviour in the purchase of beauty products
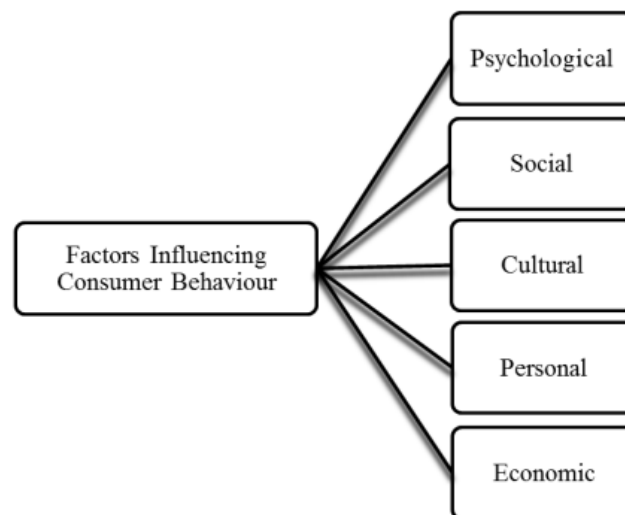
Figure 3: Factors affecting consumer behaviour

(Source: Lakshmi and Suresh Babu, 2019)

A number of factors: social, cultural, psychological, personal, and economic factors influence customer behaviour. Lakshmi and Suresh Babu (2019) have commented that human psychology plays a critical role in the designing of the preferences and likes or dislikes of a person towards a product or service. This typically stems from aspects such as motivation, perception, learning, and attitudes of beliefs (Qazzafi, 2020). As per the *Self-perception Theory*, individuals are more likely to buy a product that aligns with their self-image. For example, people who perceive themselves as health-conscious might buy beauty products that

are made from organic ingredients (Nagpal and Bassi, 2022). In this aspect, through stimuli such as advertisements and commercials, how a consumer interprets and makes sense of the image of a beauty brand can be influenced (Sama, 2019). For instance, displaying the natural properties of a product can help attract conscious customers (Hameed and Waris, 2018).
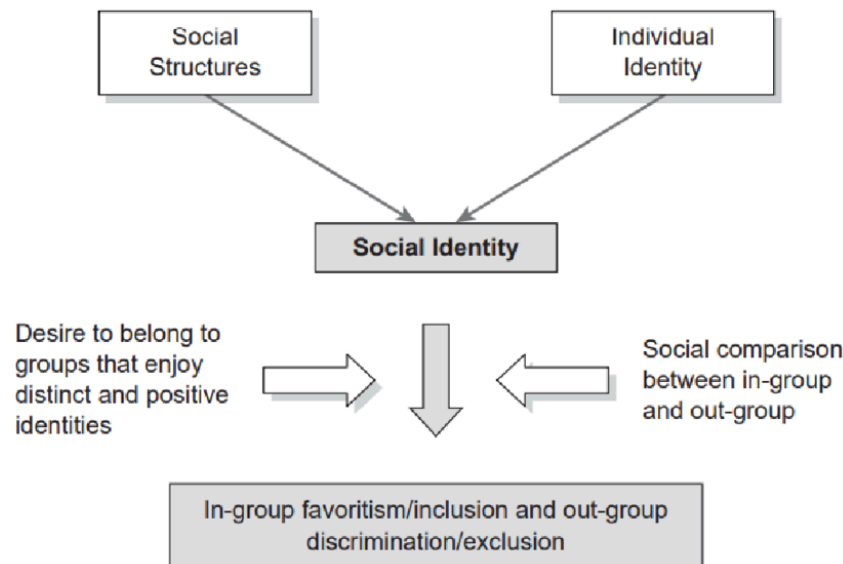
Figure 4: Social Identity Theory

(Source: Irene *et al*., 2023)

Additionally, Lakshmi and Suresh Babu (2019) have highlighted that with regard to social factors, human beings typically live in a complex social environment being surrounded by different people that includes family and reference groups; their core characteristics are thus imitating the behaviour of others to become socially acceptable. An analysis of the ***Social Identity Theory*** can help understand how social factors are helping shape the behaviour of consumers above the age of 30. According to Irene *et al.* (2023), individuals categorise themselves into social groups with the desire to maintain a positive identity. They might align their consumption patterns and choices with their social groups with the aim of fostering a sense of belongingness or enhancing status and self-esteem (Scheepers and Ellemers, 2019). For example, a high-income group might reflect their status and power using premium products and all individuals in this group might try to buy products within a similar price range (Romaniuk and Huang, 2019).
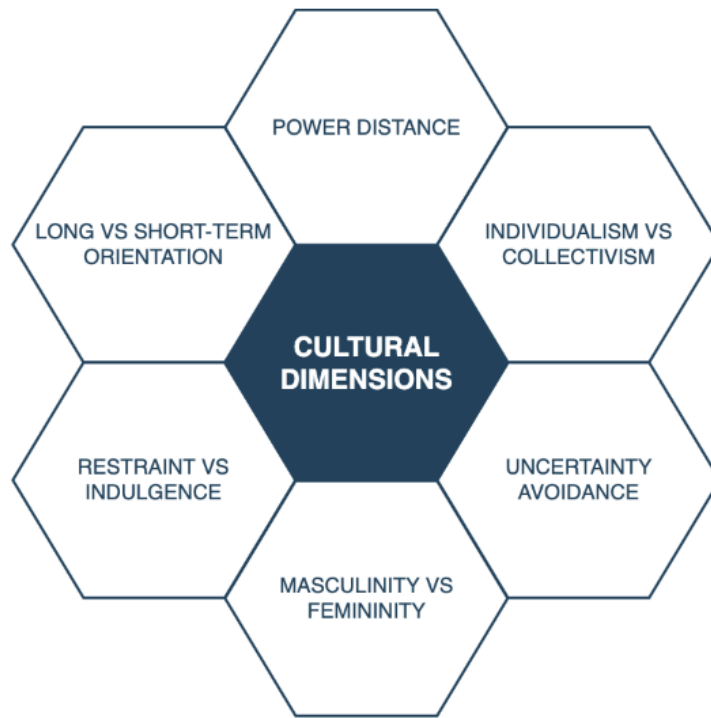
Figure 5: Hofstede's Cultural Dimensions Theory

(Source: Sridharan and Pal, 2022)

Apart from this, Lakshmi and Suresh Babu (2019) have commented that in the cultural context, individuals might learn their perceptions, values, and preferences at an earlier stage of their life from family or other close institutions. Consequently, people might get set of behaviour patterns by some cultural factors such as culture, subculture, and social class. In this way, *Cultural Dimensions Theory* developed by Hofstede could be used to analyse and identify the behaviour of consumers exceeding 30 years of agein the purchase of beauty products (Sridharan and Pal, 2022).

According to Chun *et al.* (2021), the Cultural Dimensions Theory acts as a framework that aids in understanding the cultural differences of societies. For example, in collectivist societies, where people frequently tend to give primacy to social harmony and conformity might usually choose to comply with the socially admired standard of beauty (Madan*et al.*, 2018). This could generate a greater need for beauty products such as anti-ageing skincare products. On the contrary, in countries with individualistic values in which personal success is valued, cosmetics could be a means to express this individuality (Kim and Lee, 2018).

Apart from this, Lakshmi and Suresh Babu (2019) have highlighted that personal factors such as age and life cycle, income, occupation, lifestyle, or personality can affect the buying

decisions of customers. For example, an individual over the age of 30 typically has high purchasing power compared to teenagers; such a person might buy skincare and beauty products that are of premium quality or price (Europa, 2019). Furthermore, economic factors such as personal income and family income affect consumer behaviour as well (Sen and Sugla, 2023). It can be understood that discretionary personal income left after meeting the necessities of life could be used to buy luxury goods including beauty products (Lakshmi and Suresh Babu, 2019).

2.3 Evaluation of the effect of marketing strategies on consumer purchase decisions

Figure 6: L'Oréal True Match campaign

(Source: Obrien, 2019)

A business's marketing strategy largely influences the purchasing decisions of customers. It must be noted that a strategic marketing plan depends heavily on data analysis that can be obtained through customer feedback, social media metrics, and website traffic (Chen *et al.*, 2022). The effect of marketing strategies on the purchase decisions of people aged over 30 can however be understood through analysis of real-life examples. For example, as per the report published by Obrien (2019), **L'Oréal** typically emphasises diversity and inclusivity leveraging the presence of influencers from diverse backgrounds to appeal to people even from the marginalised communities. In 2017, the company introduced their first campaign for their new foundation "True Match" featuring 23 ambassadors who are a diverse range of

beauty influencers and celebrities with a range of skin tones (Obrien, 2019). The company's commitment to diversity and inclusiveness attracts shoppers who desire representation and inclusiveness (Kuligowski, 2022). This ultimately leads to the likelihood of them making a purchase.

On the other hand, **Estée Lauder** typically focuses on prestige and luxury generally targeting individuals who are from affluent backgrounds (Rao, 2023). June (2022) has commented that the brand's positioning typically revolves around luxurious aspects empowering women to own their beauty with confidence and with the highest aesthetic standards. This image seems to reflect in their marketing strategies as well (June, 2022). Analysis of the social factors that affect consumer behaviour has shown that people might buy luxury products to remain committed to their social group or display their status and wealth (Kim, Park and Dubois, 2018). In this aspect, Estée Lauder advertising the brand as a luxurious choice and placing it in the premium model can attract people who seek high-end products increasing the possibility of them making a purchase (ET Brand Equity, 2022).

2.4 Role of social media and influencers in shaping consumer choices

Number of monthly active Instagram users from January 2013 to December 2021
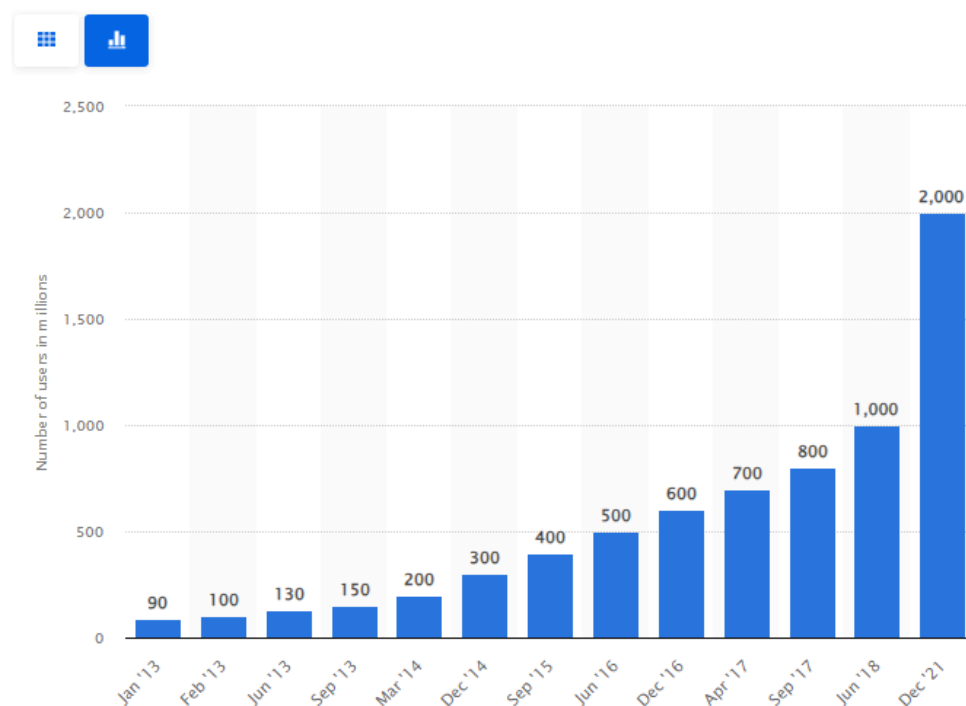*(in millions)*

Figure 7: Number of Instagram users as of 2021

(Source: Dixon, 2023)

According to Dixon (2023), among social media platforms such as YouTube, Instagram, and Tiktok, as of 2021, Instagram was the most downloaded app with over 2 billion active users and individuals between the ages 25 to 38 making up the biggest user group by age worldwide. In this aspect, beauty brands have been found to leverage these platforms through influencer marketing offering their products to customers who have already embraced the values or views of the influencers. Belanche *et al.* (2021) have stated that in the context of ***influencer marketing***, influencers are also customers; however, they embody some social appeal or expertise such that people follow them due to the perception that they share similar interests. As per the congruity, dissonance, and balance theories, followers seem to want balance and prefer avoiding the psychological stress that can arise if they bring products outside the recommendations of their chosen influencer (Belanche *et al.*, 2021).

Accordingly, Vrontis *et al.* (2021) have suggested that influencer marketing indeed exerts a strong influence on customer choice and behaviour in comparison to traditional celebrity advertising. Studies have revealed that with the aim of avoiding ***cognitive dissonance***, followers might evaluate promoted brands or products as more congruent with their self-image and individual preference if those brands or products appear to be congruent with the influencer (Belanche *et al.*, 2021). Instagram and other platforms such as YouTube and TikTok have been described as "storytelling platforms" that can appeal to different individuals through alignment with their lifestyles, interests, values, and attitudes (Vizcaíno-Verdú and Abidin, 2022).

2.5 Challenges faced by people inpurchasing beauty and personal care products

Issues linked with acquiring beauty and personal care goods among people aged over 30 could be associated with shortage of knowledge about products. Rubin and Brod (2019) argue that the reluctance of certain brands to provide information on product components, formulations, and suitability of different skin types and needs act as deterrents that make some customers skeptical about purchasing the products. Consumers' lack of awareness may cause purchasing of items in which they are allergic to, which could trigger skin irritations or worse, a fatal anaphylactic shock (Khan and Alam, 2019). Besides, a lack of knowledge can make customers fall prey to marketing trickery or following a trend, where they might buy products merely based on superficial claims rather than actual effectiveness (Fadillah and Kusumawati, 2021).

Figure 8: Article cut out showing SKKN's Greenwashing accusations

(Source: Slater, 2022)

De FreitasNetto*et al*. (2020) have highlighted that in recent years a number of beauty brands have been accused of Green washing, which involves making misleading or false claims regarding their products being more sustainable than they actually are. For example, Kim Kardashian's **SKKN** met with intense criticism when failing to reduce packaging waste as was formerly promised by the business (Slater, 2022). These accusations seem to affect the trust and loyalty of customers putting them into the dilemma of selecting from the most responsible brands. Slater (2022) has reported that 66% of consumers are willing to pay higher prices for products that are sustainable and align with their values. However, it must be noted that they often face challenges in terms of identifying and selecting one that would suit them most.

2.6 Possible strategies for overcoming obstacles

Expert endorsement: Expert endorsement can allow for increased brand credibility and authenticity and help influence the perceptions and purchasing decisions of people aged above 30. Trivedi (2018) has stated that an expert endorsement is defined as a statement or a testimonial from an authoritative source supporting a specific product or service; the experts might be industry leaders or even media outlets. This approach can help understand the benefits of an offering addressing the dilemma to buy from a particular brand or not (Timur, Ratnasari and Author, 2022). For example, testimonials from a certified dermatologist

showing that a product is suitable for sensitive skin would make customers aware of the products' properties resulting in people with such needs making a purchase (AlFarraj *et al.*, 2021).

<u>Digital product exposure</u>: Araujo *et al.* (2020) have highlighted that digital product exposure is the potential of a particular product or a reach-to-reach audiences of all kinds that include local as well as international customers. It is important for beauty brands to leverage the usage of social media platforms essentially to highlight the product benefits through engaging content (Kaur and Kumar, 2021). This could include tutorials, behind-the-scene glimpses, virtual consultations, and more. However, it is extremely important to be transparent with all product information to avoid Green washing, customer backlash, and possible penalties or hefty fines (Cambier and Poncin, 2020).

2.7 Literature Gap

The literature review is an all-encompassing evaluation of multiple factors that influence consumer behaviour in buying beauty products. In addition, it looks at the effectiveness of marketing techniques, the position of social media and influencers, and the difficulties in purchasing beauty products, and offers solutions on how to overcome such barriers. However, there is a persistent gap in terms of discussion on the substantial effect of environmental and ethical considerations on consumer behaviour; given the emerging public concerns with sustainability, businesses and researchers need to know how these factors can affect the consumers' attitudes, especially those aged above 30 are aware of this.

2.8 Conceptual framework
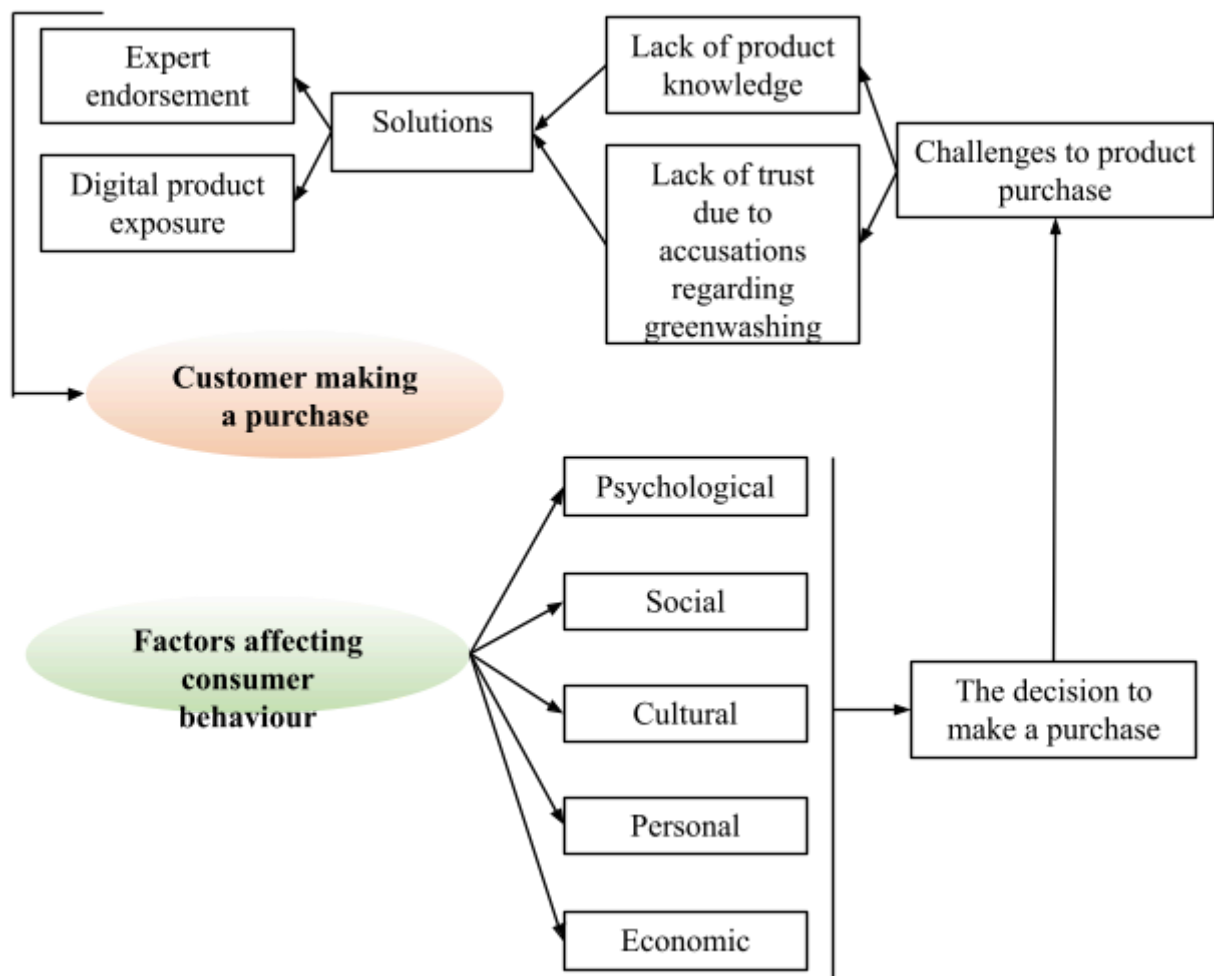
Figure 9: Conceptual Framework

(Source: Created by the author)

2.9 Chapter Summary

The conduction of the literature review section has highlighted that customer behaviour is typically influenced by psychological, social, cultural, and personal factors. Additionally, it is seen that marketing strategies have a substantial effect on consumer preference. For example, as is in the case of L'Oréal and Estée Lauder their customers buy their products solely because their advertised image aligns with their individual identity and perception. Additionally, social media platforms, especially Instagram, are being used by brands to display their offering to their customers; the use of influencer marketing is evident. However, customers, especially the ones above the age of 30 are facing problems in purchasing beauty

products due to their lack of knowledge and loss of trust due to accusations of brands of Greenwashing. It is advised to implement expert endorsement and enhance digital product exposure.

3. Methodology

3.1 Research Onon
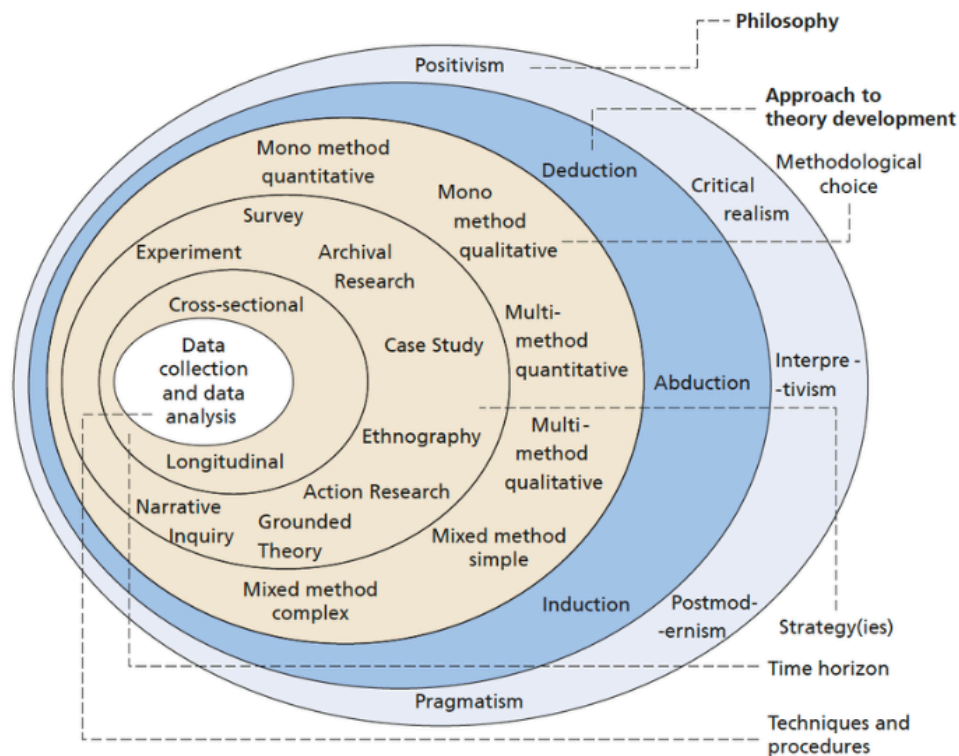
Figure 10: Saunders' Research Onion Model

(Source: Saunders *et al.*, 2019)

According to Saunders *et al.* (2019), the Research Onion acts as a framework that illustrates the steps that are involved in the development of research work. The model can be seen to have six layers: philosophy, approach to theory development, methodological choice, strategies, time horizon, and data collection process and analysis technique (Marchiori, 2018). It is suggested that moving from the outermost layer to the core would help researchers get the desired outcomes, as it allows for the taking of an organised and systemic route providing a concise and clear course of action (Saunders *et al.*, 2019).

Kapur (2018) has stated that "philosophy" refers to the fundamental beliefs that shape a study, affecting the influence on its direction and understanding while "approach to theory development" provides a path of the selection, application, or evolution of the fundamental beliefs to form the study. Besides, "methodological choice" is making decisions concerning research methods, whether qualitative or quantitative, or mixed, addressing research questions (Ugwu, Ekere and Onoh, 2021). Additionally, Melnikovas (2018) has noted that

"strategies" is the art of gathering data or analysing data while "time frame" is concerned with the temporal dimension of the study process, whether cross-sectional or longitudinal. Finally, "data collection and analysis the data collection" determines how data is obtained, processed, and analysed ensuring the validity, reliability, and rigour of the research study (Abu-Taieh, Hadid and Mouatasim, 2020).

3.2 Research Philosophy

The philosophical context of the research study considers the assumption, knowledge, and nature based on which the researcher could be able to deal with the specific way of knowledge development considering the subject matter (Khatri, 2020). In this way, the theoretical or philosophical framework of the research could be made with the help of research philosophy and it ensures a critical thinking process by the researcher (Larsen and Adu, 2021). Mainly two types of research philosophies or paradigms can be used in the research study such as positivism and interpretivism among which the researcher of this study used interpretivism philosophy for underpinning and interpreting the qualitative research, making it flexible for the researcher to understand and allowing the necessary adjustments and refinements for the progression of the study(Alharahsheh, 2020).

Gannon, Taheri and Azer (2022) stated that positivism philosophy deals with the fact-based and hypothesis development in the study, which would not be flexible in nature; however, flexibility is important for developing the qualitative research process and exploration of the emerging trends related to the complex behaviour and attitudes of the consumers for purchasing the beauty products. In this way, interpretivism philosophy suited to the research undertaking process and made the study effective (Scauso, 2020).

3.3 Research Approach

According to the opinion of Taherdoost (2022), research approaches are the process or different ways to examine and measure to explain the study as well as its findings in the process of numerical measurement, descriptive analysis or the mixed approach of both. In this way, with the help of an appropriate selection of research approach, the researcher could select the effective mode of data collection and thereby critically evaluate the entire study for better knowledge development (Wohlin and Runeson, 2021). Mainly, inductive and deductive approaches used by the researcher among which the researcher used inductive approach in this study for describing and critically analysing today's buying challenges and consumer

behaviour in purchasing beauty products among adults aged more than 30(Hall, Savas-Hall and Shaw, 2022).

Proudfoot (2022) stated that the inductive research approach considers the facts to be general observations while the deductive approach considers the vice versa of the previous approach. In this way, the researcher allowed a general and comprehensive understanding of the qualitative information and thematic data representation for better outcomes. Additionally, with the help of the inductive approach, the researcher is able to focus on significant variables related to the study such as buying challenges, consumer behaviour and beauty products (Kyngäs, 2019). In this way, a wide range of effective information related to the subject matter has been achieved.

3.4 Research Strategy

Besides, the research strategies of the study consider the paradigm of systematic decision-making and planning by the researcher for study progression (Allan and Skinner, 2020). In this way, the researcher could be able to develop a plan or scheme for carrying out the process of assessing information and use it in the study (Suprapto *et al*., 2020). In this way, the researcher used the qualitative research strategy through the primary method based on which information has drawn from the primary experiences of the respondents and then outlined by the qualitative strategy for better understanding (Priya, 2020). Additionally, it helped the researcher to explain the detailed information considering the key aim of the study and thus, answering the research objectives and questions easily (*Gray et al*., 2020).

3.5 Time Horizon

According to Melnikovas (2018), in the sense of research, the time horizon is the period within which a project will be finished. There are two common time horizons are cross-sectional and longitudinal. Cross-sectional or short-term study involves data collection at a particular instance in time while the longitudinal involves successive data recollection over a long durational period with the aim of comparing the data (Melnikovas, 2018). In this search, the ***cross-sectional*** time horizon has been used, as it is relatively inexpensive and less time-consuming (Kesmodel, 2018). However, longitudinal could not be used are they are exceptionally time-consuming and are often used in studies that require the analysis of large amounts of data (Brauer, Sendatzki and Proyer, 2022).

3.6 Data Collection Method and sampling technique

Besides, Taherdoost (2021) stated that the data collection process in the research methodology considers the process of collecting accurate and genuine information in the study based on which a better understanding related to the subject matter would be achieved. In the research study, mainly two types of data primary and secondary could be used among which the primary data deals with the statistical and numerical information while the secondary data deals with the qualitative and subjective information regarding the study (Ramallal *et al.*, 2018). In this study, the researcher practised primary-qualitative information in the research based on which the interview process carried out.

For conducting the interview process, the researcher collected data from ten friends, students, and customers from the beauty industry who frequently purchase products from beauty brands. In this way, the respondents have selected from the social media accounts and then contacted through their email ID and contact number for the telephonic information (Fritz and Vandermause, 2017). The consent form and the details of the study provided to them before starting the interview through the mail chain. In this way, the researcher will use the convenience sampling process for the interview process among which 10 respondents from the 20 population have been selected based on their reliability and accuracy in providing qualitative information required for the study (Andrade, 2021).

3.7 Data Analysis Technique

According to Taherdoost (2022), data analysis is described as the process of screening and analysing data that can help a researcher interpret patterns and insights on their research topic to answer research questions effectively. The most commonly used data analysis techniques include frequency analysis, content analysis, and thematic analysis (Neuendorf, 2018). Selecting the most appropriate technique can ensure the successful completion of the study. Henceforth, the researcher used content analysis technique in the study for relating to the issues faced by people above the age of 30 while buying beauty products, which is referred to as a method used in the analysis of qualitative data was used.

As demonstrated byVears and Gillam (2022), the implementation of content analysis technique is important because it can help in analysing qualitative data obtained from interviews by classifying and examining the themes and meanings present in the interview transcripts. This has helped the researcher to spot the patterns, concepts and ideas, giving them an opportunity to understand the experiences of the participants as well as how they perceive the situation (Kuckartz, 2019). Content analysis has made it possible to find relevant

information, uncover patterns, and generate findings that have increased the depth of knowledge about the research topic (Assarroudi *et al.*, 2018). Meanwhile, frequency analysis technique has not been used, as it is often used to analyse quantitative data and made the study critical to understand (Dhall, 2019).

3.8 Ethical Consideration

Arifin (2018) has reported that ethical norms in the realm of research activities are explained as the collection of standards that guide the ethical conducts of a research project. It must be noted that this concept is extremely important to ensure that a study is genuine and has been conducted by considering the well-being of people who are directly or indirectly involved with it (Reid *et al.*, 2018). In this study, the researcher obtained informed consent from the interview participants, making them aware of how their data would be used, the purpose of the study, and how their insights would contribute to its successful completion (Arifin, 2018).

Apart from this, the researcher has maintained the confidentiality and anonymity of the subjects to maintain their comfort and encourage candid responses thereby allowing for enhanced quality and reliability of the research (Fleming and Zegwaard, 2018). All of these approaches have been done in conformation to the Data Protection Act of 2018 following the conditions that are outlined in the different articles and of the act (Floridi, 2018). The primary aim has been to safeguard the fundamental rights and freedoms of the data subjects (Berendt, Littlejohn and Blakemore, 2020).

3.9 Gantt Chart

Task	January		February		March		April	
	Week 1	Week 2	Week 1	Week 2	Week 1	Week 2	Week 1	Week 2
Initiation of the project								
Literature review								
Designing of qualitative research								
Conduction of interviews								
Data analysis								
Evaluation of social media influence								
Recommendations								
Report submission								

Table 1: Gantt chart

4. Finding analysis and Discussion

4.1 Interview analysis

Considering the interview analysis, the researcher has selected customers, friends, and students above the age of 30 years based on which effective information and facts related to consumer behaviour regarding beauty product purchasing done. In this way, most of the respondents are female from the urban region. Henceforth, they become able to follow the recent trends and practices in the beauty industry, which influences their purchasing intention(Yasar, 2024). The first respondent stated that natural ingredients in the product, quality, and price are the three potential factors, which influence her decisions. In addition, the respondents mentioned that influencer partnerships, eco-friendly practices, tech-driven personalisation, and digital lifestyle strategies worked well for capturing the attention. Additionally, the first respondent mentioned that honesty and transparency are important for a beauty brand to engage customers, which is related to CSR practice. In this way, gaps in social media promotions due to a lack of information on the ingredients and practices could lead to reduced customer experience(Wibowo*et al*., 2020).

Similarly, the second respondent focused on the organic products, quality, and price and she mentioned the traditional influence on purchasing the beauty products. In addition, existing brand reputation and outside suggestions could further develop the purchasing decision of the respondent as well(Hussain*et al*., 2023). Considering this, the respondent stated that branding of the products and its sustainable packaging, high transparency towards the customers and eco-friendly aspects increase the trust and loyalty of the customers. Furthermore, Rana(2020) stated that social media platforms such as YouTube and Instagram could influence customer behaviour and considering this, the respondent influenced by influencer marketing for ensuring inclusivity and reliability towards the beauty products. Additionally, the respondent suggested that innovation of the products by considering a diverse range of ages should be done for better outcomes.

Meanwhile, the third respondent considers the top three factors of beauty products depending on their functions. In this way, influencer marketing and authentic branding of the products influenced the purchase intention of the respondents(Nguyen *et al.,* 2024). Compared to the first and second respondents, the third respondent stated that authenticity and aesthetic packaging influence the perception and values of the customers. In addition, compared to influencer marketing, genuine reviews developed the purchase intention of the respondent

while the key gap in the market pointed out by her is the lack of beauty concern and preferences for the over 30 demographic people(Rizomyliotis, 2024). Similarly, the fourth respondent pointed out the brand, quality and price factors for developing purchase intention among the beauty products and in this way, brand value, sustainability, natural ingredients, and eco-friendly packaging draw her attention to purchasing the product. The respondent stated a lack of true sustainability practices in the beauty industry based on which real action and strategies by the organisations should be made, which will ensure better customer engagement.

Furthermore, according to the fifth interviewee, ingredient quality, brand ethics, and product innovation are the three critical measures for influencing the purchase intention of customers. The respondents highlighted the practice of K-beauty essence due to their gentle, nature-based ingredients and regimen. In this way, the stellar reputation, reviews, and personalised product formation of K-beauty draw the attention of the fifth interviewee respectively(Kim and Choo, 2023). Besides, the respondent mentioned selected social media influencer following depending on their in-depth reviews and genuine understanding of the skincare. Concerning this, authenticity and expertise guides related to cosmetics could influence the purchase intention of the respondent(Garg and Bakshi, 2024). In terms of product purchases, the respondent focused on anti-ageing and hydration products and preferred innovation related to the products alongside marketing with the celebrities who ageing gracefully.

In comparing the above interviewee, the sixth interviewee provides information about the ethical sourcing, cruelty-free certification, and ecological impact of the products as the crucial factors. Additionally, the respondent pointed out the issues with Mica and animal testing, which made her vigilant about her cosmetics choice. The respondent mentioned that both social and cultural factors influenced her beauty product preferences based on which the respondent focused on the brand's commitment to sustainable sourcing and cruelty-free testing while purchasing a cosmetic product such as a highlighter. Meanwhile, in terms of social media practice, the respondent highly focused on social media influencers having specialisation in ethical beauty through which decision-making of the consumers could be easy(Ananthsai and Rajya Lakshmi, 2023). However, the respondent highlighted a lack of knowledge related to ingredient sourcing and ethical practices. In this way, the respondent recommended adaptation of transparency, ethical practice in sourcing to testing and high-quality product development for better outcomes.

Meanwhile, from the response of the seventh interviewee, effectiveness, ingredients, and brand reputation are the top considerations for purchasing beauty products. The respondent stated that social influence could not influence the decision-making process; however growing number of skincare and beauty products for men attracted him to explore the industry. Additionally, the recent purchase of the customer from the beauty brand is the Bulldog's facial moisturiser influenced by the social media reviews and recommendations from friends, which ensured high social media engagement and influencer marketing considerations by him. In this way, the respondent highlighted the role of packaging, branding, transparency, and authenticity of the products during the product manufacturing and distribution process, which would influence the decision-making process of the customer(Robinson, 2024). Furthermore, the respondent found a gap related to the lack of beauty products for men depending on their skin types and concerns, which need to be addressed through innovation.

Meanwhile, the eighth interviewee considers the effectiveness of the products against acne, safe ingredients, and product reviews on social media platforms while developing purchasing decisions. In this way, the most recent product purchased by the interviewee is the acne treatment serum, which is based on evidence-based information. The respondent stated that straightforward packaging and authentic marketing of the product are necessary for developing customer engagement and thereby developing genuine experiences. In addition, the respondent focused on social media recommendations of the products including the reviews from the influencers; however, a significant gap related to the lack of affordable and safe acne-related products available in the business market, which needs to be done by product innovation(Global Cosmetic Industry, 2022).

The ninth interviewee entirely focused on eco-friendly packaging and sustainable factors while purchasing beauty products. In this way, she prefers the main factor such as cruelty-free certification while purchasing the recent moisturiser, which contains plant-based ingredients. In addition, the respondent focused on the social media influencers for her concern about animal testing and the harsh ingredients used by some beauty organisations. Considering this, she suggested the lack of widespread and visible cruelty-free and sustainable beauty products in the mainstream business, which needs to be done through green certification. Moreover, the last respondent of the interview process considers effectiveness, scientific backing, and user reviews in the social media platforms. The interviewee considers medical-grade packaging and authentic marketing in social media platforms regarding hair treatment. In this

way, he purchased products based on the social media reviews and recommendations of influencers. Furthermore, the respondent considers early-stage innovation of the products, as there is a gap in hair fall products in the beauty industry.

4.2 Discussion

From the above findings and analysis regarding the subject matter, it has been found that several potential factors influence the customer purchasing intention of the products. In this way, the interview respondents provide information related to modern trends such as social media and digital marketing practices by the beauty industry, which could provide detail information about the products towards the customers.

Key factor influencing the purchasing behaviour

According to Lakshmi and Suresh Babu (2019), human psychology plays a vital role in managing and designing consumer preferences and choices of products. In this way, several traditional or modern stimuli could influence motivation, perception, learning, and attitude of the customers towards the product(Manuere, Chikazhe and Manyeruke, 2022; SeyedEsfahani and Reynolds, 2021). The interview result showed that most of the respondents consider crucial factors such as price, quality, natural ingredients within the products and sustainability. Additionally, the respondents stated that authenticity, ethical marketing, eco-friendly packaging, avoidance of harmful ingredients and integrity could influence the customers towards the products. In this way, the long-term commitment of the customers to the products would be made(Suphasomboon and Vassanadumrongdee, 2022; Santoro, 2022).

Furthermore, Sridharan and Pal (2022) stated that cultural and social factors could influence the purchasing behaviour of customers. In this way, it can be stated that customers having traditional or cultural beliefs in having natural and planet-based ingredients would change their buying habits towards beauty products(White, Hardisty and Habib, 2019). In the context of interview responses, the fifth respondent stated that the K-beauty products due to their natural and planet-based products while some other interviewees considered their traditional and cultural beliefs towards the beauty product purchase. Furthermore, the majority of the respondents focused on eco-friendly aspects such as packaging, product development, and environmental factors while making their purchasing decisions. In this way, the significant role of cultural, social, and psychological acceptance towards purchasing beauty products the customers understood (Sabbir, 2018).

Impact of marketing strategies

According to June (2022), positioning and marketing of the brand could help to improve customer engagement and purchasing decisions for particular products. In this way, a

strategic marketing plan should be developed, which could help to analyse the customer's requirements, trends and issues they have faced while purchasing similar products previously (Aaker and Moorman, 2023). Considering the interview analysis, all of the respondents consider social media marketing and influencer marketing practices as the key marketing strategies. In addition, influencer partnerships for the promotion of eco-friendly practices, sustainable packaging, and tech-driven personalisation become identified as well. Furthermore, most of the respondents considered attractive and sustainable packaging as well as branding to influence the purchasing decision of the customers based on which eco-friendliness of the brand could be ensured(Christian and Girsang, 2024). According to the respondents, social media influencers, reviews, and recommendations in the marketing platform play a vital role in providing a wide range of details, product information, natural composition of the products and transparency. In this way, customers could be attracted to the products and consider them to purchase depending on the authenticity and transparency(Hassan et al., 2021).

Role of social media and influencers

The study by Dixon (2023) stated that different kinds of social media platforms such as YouTube, Instagram, TikTok and others become popular among young people. Around 2 billion active users frequently use these platforms to develop their purchasing intention. In addition, Belanche *et al.* (2021) stated that majority of the young customers frequently use influencer marketing in social media accounts based on which authentic reviews and information about the products provided, which will generate positive purchasing intention among the customers(Macheka, Quaye and Ligaraba, 2023). Among the interview responses, the majority of the respondents follow influencers and their reviews on the ingredients, eco-friendly practices of the beauty products, sustainable packaging, pricing and cruelty-free certificates.

This created potential engagement and trust among the respondents through influencer marketing, which developed their purchase intention. Additionally, most of the male interviewees stated that social media reviews and recommendations influenced them towards product exploration and purchasing. In this way, the role of social media and influencer marketing in buying beauty products could be understood(Wang and Lee, 2021). Besides, the second interviewee highlighted famous influencers such as Patricia Bright while others consider influencer videos, research on social media platforms and information related to

ethical ingredients alongside the sustainable practices and animal testing aspects. This would create authenticity, reliability, and transparency among the customers towards the products, which develop their purchase intention and buying behaviour(Fortunati, Martiniello and Morea, 2020).

Key challenges faced in the beauty industry and process of overcoming them

Besides, the report of Rubin and Brod (2019) stated that the absence of proper information on the product ingredients and, lack of awareness of the customers regarding the products and its formulation process are the potential challenges for reducing the buying behaviour of the customers. In addition, Fadillah and Kusumawati (2021) reported that a lack of knowledge of the customers and improper marketing practices could lead to create hindrances in the customer engagement of the beauty industry. Similarly, the interview respondents stated that lack of information about the ingredients and practices is the potential gap in the business market.

In addition, the limited range of products and variations for the 30-demographic customers, lack of sustainability practices, transparent sourcing and ethical practices, limited products for the male customers, and lack of product innovation created potential challenges for the beauty industry. Slater (2022) reported that 66% of customers are willing to pay for sustainable products without any animal-based or harmful chemicals. In this way, Greenwashing became a potential issue related to the respective industry, which generated significant customer engagement issues(Kaur, 2024). In this way, the findings showed that a gap in truly using sustainability and eco-friendly practices by organisations in the beauty industry is present, which needs to be mitigated for better outcomes(Alevizou, 2021).

Considering these challenges, proper overcoming techniques are required through which high customer engagement within the beauty industry could be possible. Trivedi (2018) stated that expert endorsement could ensure better brand credibility and authenticity, which will influence the perception and purchase intention of the customers. In addition, digital product exposure could result in high customer attraction as well(Poswal and Tanwar, 2024). Concerning the interview result, maintaining transparency about the ingredients, innovation in product development, focusing on inclusive marketing, sustainable practice, celebrity promotion, innovation in men's grooming products and digitalisation could lead to overcoming the issues. These would generate high customer engagement and loyalty with high purchase intention from the beauty organisations respectively.

5. Conclusion

The overall study focused on overcoming the buying challenges by decoding consumer behaviour while purchasing beauty products. In this way, the researcher developed a specific research aim, objectives, and questions and aligned them with the data and information obtained. In this study, the researcher focused on the primary-qualitative research methodology based on which interviews of 10 respondents over the 30 years including the customers, students and friends became done. The results have shown that social and cultural factors alongside modern trends influence the purchase intention and buying behaviour of customers.

In addition, the findings showed that customers prefer high quality and eco-friendly as well as natural ingredients in beauty products, which contributes to a sense of sustainability practice. Beauty organisations should use eco-friendly packaging and branding to promote authenticity and transparency among the customers, which would influence their purchase intention. Furthermore, most of the interview respondents consider social media marketing and influencer marketing practices for better product-related reviews and information. In this way, their knowledge and understanding of the products could be enhanced.

The study has denoted some critical challenges leading to the beauty industry, which affected the purchasing behaviour of the customer. Thus, high product innovation, maintaining sustainability, authenticity, and inclusive marketing practices could result in overcoming the issues. The researcher aligns the findings and results with the key research objectives, which creates a better understanding. In addition, the interview process provides deeper insight into the consumer perspective related to the buying behaviour towards the beauty products, which made the study effective.

Future Scope:

The following study provides detailed information and exploration of the beauty industry and consumer behaviour towards it. In this way, several key variables and sub-factors have been identified based on which individual research in the future would be done. Additionally, the research used a primary-qualitative interview process for collecting the data and information; however, a survey procedure could be done in the future, which would provide a broader study with a large sample size. Moreover, the following research could be used as a secondary source for similar studies in the future, which would be a high future scope as well.

Research Limitation:

The key limitation of this study is to lack of focus among diverse age groups of customers, as beauty products are popular among every demographic. Furthermore, most of the interview respondents of the study are female, which provides a gap in the buying behaviour of male respondents. These factors should be addressed in the future for better learning outcomes, new information and better research outcomes.

Recommendations:

Thus, by following the research study, significant recommendations for improving the customer purchasing behaviour provided below.

High product innovation: Organisations should develop beauty products depending on the customer's preferences. In this way, a diverse range of products with different functions could be delivered to the customers(Sasounian*et al*., 2024).

Eco-friendly product development: Organisations should develop eco-friendly beauty products by using natural ingredients(Qalati, Barbosa and Deshwal, 2024).

Maintaining authenticity and transparency: Moreover, by providing authentic and inclusive marketing practices in the social media channels, authenticity and transparency towards the customers will be delivered(KhulisoMapila and TankisoMoloi, 2024).

6. Reflection
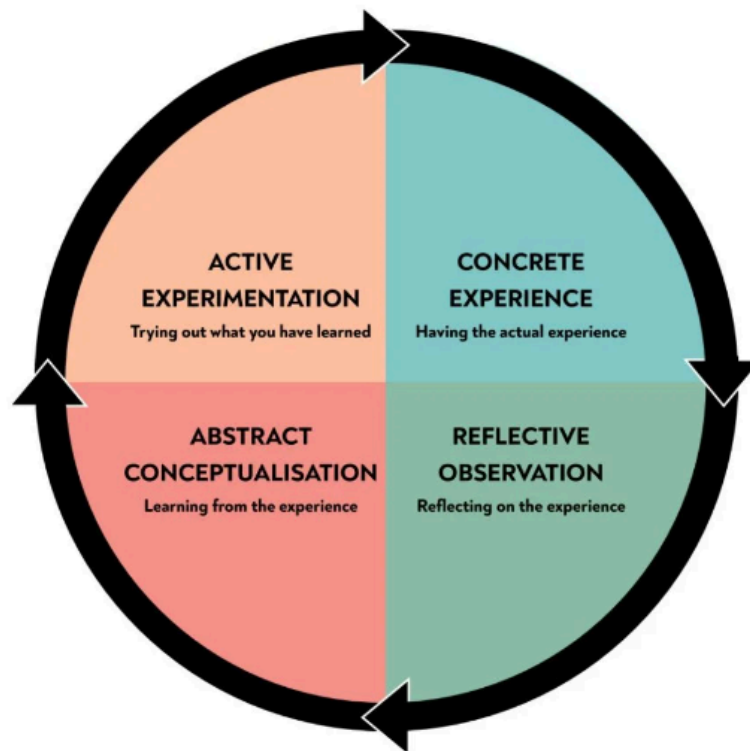
Figure 11: Kolb's Reflective Cycle

(Source: Mcleod, 2024)

According to Mcleod (2024), Kolb's Reflective Cycle is considered one of the most popular and frequently used models of reflection that are used by learners. Learners go through the four stages of the model: concrete experience, reflective observation, abstract conceptualisation, and active experimentation, to describe their experience (Watson *et al.*, 2019). In this study, I using the same to reflect on the process of the development of this paper, what I have learnt, the skills I have developed, and my believes regarding how this task supports my future career path.

Concrete experience:

The analysis of the problem people of the age above the age of 30 have while buying beauty products is not only challenging but also enlightening. I feel that this primary qualitative research gave me a chance to see what people think and at the same time connect with theory. Engaging with the participants has facilitated my ability to deal with the complexities of their habits directly by unravelling their different perspectives and opinions. In this way, I have been able to draw a 360° picture of the challenges faced in decision-making by customers in

the mentioned age segment. Nonetheless, it is extremely important that I add that the research process has strengthened my research and critical thinking abilities, which I believe will be beneficial for my future career path.

Reflective Observation:

At the initial stage of the project, I felt a combined feeling of nervousness, curiosity, and excitement. As I worked on it, I was indulged in compiling an exceptional study that can help answer the research questions effectively. During this research, social identity, cultural dimensions, and self-perception have been shown repeatedly to be the powerful determinants of consumer behaviour. I agree with this, as I have observed from the interview results that the beauty standards of people are shaped by their norms and culture, which further translates to their purchase decisions. On another note, I must say that interacting closely with the interview participants has enhanced my critical analysis skills, as for the study I was required to compare and analyse the comments of the respondents with the data obtained through the literature review.

Abstract conceptualisation:

I have realised that undertaking this project has enriched my understanding of consumer behaviour and purchase decisions of people above the age of 30 particularly in the context of beauty products. The research process has enhanced my research and critical analysis skills substantially, which I believe would come off as beneficial in my future professional life. However, I have come to the realisation that I have shortcomings in terms of time management and digital proficiency. I have found myself at times struggling to complete certain portions of the study within the set period. In other instances, due to my limited use of digital devices, I have faced challenges in searching for relevant pieces of literature for the literature review section.

Active experimentation:

The course project has been a fantastic opportunity for me to grow and improve my research skills because it required me to do the screening and appraisal of several literary pieces for literature study and get involved with the participants personally to get data. Besides, I have used my analytical skills to work on qualitative data, deciphering and deriving value from the transcripts of the interviews. On the other hand, I have come to make an assessment of my weaknesses, which has necessitated the need to have a plan to deal with these shortcomings

and make me a better match for the global market; I will enrol on online courses and get help from experts or professionals with the intention of correcting my shortcomings.

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8. Appendices

Interview questions and answers

<u>**Interview questions**</u>

Before we begin, please know that you're welcome to pass on any questions that you prefer not to answer.

Thank you for agreeing to participate in this detailed interview. Your perspectives are incredibly valuable to our study, which seeks to uncover the complexities of purchasing behaviour in the beauty industry among adults over 30. Your insights will help identify opportunities for brands to enhance their strategies.

Demographic Information

1.To start, could you share your age range? This helps us understand the diversity within the over-30 demographic.

2.What type of area do you currently live in? (Urban, suburban, rural) This information helps us consider geographical influences on beauty product accessibility and preferences.

3.Could you tell us about your highest completed level of education? Education can often influence consumer awareness and information-seeking behaviour.

4.Would you feel comfortable sharing your gender identity? Understanding gender diversity helps us to explore varied beauty product needs and preferences.

Key Factors Influencing Purchase Behaviour

5.When choosing beauty products, what are the top three factors that influence your decision? How do these factors compare in importance?

6.Can you discuss how your social or cultural background has shaped your beauty product preferences and purchases? Are there any specific traditions or values that play a role?

7.Reflecting on your most recent beauty product purchase, could you share what motivated this decision? Was it influenced more by personal need, brand reputation, or external recommendations?

Impact of Marketing Strategies

8.In your view, which marketing strategies by beauty brands have been most effective in capturing your attention? Why do you think these strategies worked well?

9.Have you ever been drawn to purchase a beauty product because of its packaging or branding? How did the presentation of the product influence your perception of its quality?

10.How important is it for you that a beauty brand's marketing efforts are authentic and transparent? Can you share an experience where a brand's marketing approach significantly impacted your trust in them?

Role of Social Media and Influencers

11.How do you navigate the influence of social media and influencers in your beauty product discovery and purchasing process? Do you follow any beauty influencers, and if so, what do you look for in them?

12.Have you ever purchased a beauty product based solely on an influencer's recommendation? What was the outcome, and would you do it again?

13.In what ways do you think social media platforms could better support informed decision-making regarding beauty products for adults over 30?

Additional Insights

14.Considering your experiences, what do you perceive as the most significant gaps or oversights in the beauty industry's approach to catering to the over-30 demographic?

15.What changes or innovations in product development, marketing, or overall brand approach would make you feel more seen and valued as a consumer in your age group?

Your insights today have been incredibly enlightening. They play a crucial role in understanding the complex landscape of beauty product marketing and purchasing behaviour among adults over 30. Before we conclude, is there anything else you'd like to share or any areas you believe we should explore further in our research?

Answers

1.1

1.   36

2.   Urban

3.   Level 6 Business Management Undergraduate

4.   Female

5.   For me the most important factor is that the product it is as natural as possible and it doesn't have harmful ingredients, the second factor is quality, and the third factor is price. I have chosen the first factor that the product to be more natural as I care for my health, and harmful ingredients from beauty products can cause reactions or even cancer if they are used daily.

6.   I'm not sure if this is a cultural background but I tend to be inclined to buy more natural products. I don't think I have any specific tradition that plays a role when I chose a product.

7.   Like I've said earlier I tend to look at the ingredients and if I see something that it could potentially be harmful I would most like not buy that product, so I think it was most the personal need that made me buy it.

8.   The most compelling marketing strategies from beauty brands seem to be those that blend influencer partnerships, eco-friendly practices, and tech-driven personalization, resonating well with my values and digital lifestyle.

9.   I have never bought a beauty product because the packaging looked pretty; however I do look at the packaging to be recyclable, as I believe that the beauty industry should also be involved in CSR practices.

10.   I think it's important that beauty brands are honest and transparent when it comes to marketing as it possible to attract more customers. As from my own experience I think it's too much to say that it impacted my trust in them, but I avoid buying Lush Cosmetics as they

are using Guerrilla marketing to advertise their products, and I believe that their products are overpriced.

11. It is very rarely when I'm influenced by social media to buy beauty products, but I do like to know what's new on the market. Also, I do follow few beauty influencers, and I think the most important thing is to be honest when they are advertising a product, to inform their followers that is a paid partnership.

12. To be honest I have, 2 or 3 times, but I was disappointed about the products. However, if it didn't work for me, it doesn't mean it won't work for someone else, when it comes to beauty products it is difficult to make something that suits everyone type of skin or preferences. Probably I would do it again, but it depends how expensive the product is, that would influence my decision more than the influencer itself.

13. I think they should list the ingredients of the beauty products and to score them on a scale regarding of how harmful they are if they are used for a long term. It this way consumers are more informed about the products they are buying.

14. In my opinion, the biggest gap is the lack of information about their ingredients and their practices, for example like harmful ingredients, testing on animals or child labour.

15. I think that age is just a number, and from my point of view the transparency about their ingredients and about their practices would make us seen as valued consumer no matter the age.

No

1.2

1.   36

2.   Urban

3.   Medical college, level 5

4.   Female

5.   Organic products, price, and quality

6.   Bulgarian rose water is made by distilling Rosa Damascena, a type of rose an oil-rich, aromatic water. Esteemed for cosmetic industry, it's used in skincare, perfumery, and culinary applications. Is very popular in Bulgaria and has a long tradition of use in my family.

7.   I only use a small number of beauty products, and when I make a purchase, I usually consider my needs as well as the brand's reputation and outside suggestions. All these elements work together to help me select the proper cosmetics for my simple beauty routine.

8.   Beauty brands grab my attention with their genuine focus on natural ingredients and engaging, educational content, meeting my personal health and sustainability criteria.

9.   I do purchase beauty products occasionally, and attractive packaging or branding can indeed influence my decisions. The presentation often shapes my perception, appealing designs with higher quality.

10.   I find that a beauty brand's authenticity and transparency in marketing are crucial; for instance, discovering a brand claiming eco-friendliness yet using harmful chemicals quickly erodes my trust and questions their integrity.

11.   When searching social media as You Tube or Instagram for information about and making opinions about beauty products, I consider the reliability and honesty of beauty influencers like Patricia Bright. My opinions and decisions on the beauty product market are influenced by her in-depth reviews and interesting articles on fashion and beauty.

12.   I've been influenced by beauty influencers like Patricia Bright, whose insights and detailed reviews have guided me to make informed purchases of beauty products. Her experience has positively shaped my buying decisions, make sure that I choose products that are well-suited to my needs and preferences.

13.   Focus on age-specific beauty concerns and providing educational resources on ingredients and products beneficial for mature skin. They could also introduce advanced filtering options, information about unique skincare needs and preferences.

14.   I have noticed a significant gap in the beauty industry's approach to the over-30 demographic, particularly in the limited range of products formulated for mature skin concerns. Additionally, I feel there's a need for more representation and visibility of this age group in beauty campaigns and media to ensure inclusivity and relatability.

15.   I would appreciate innovations in product development that focus on specific skincare concerns associated with aging, such as enhanced hydration and elasticity. Marketing efforts that feature a diverse range of ages, showcasing real skin without heavy retouching, would resonate more with me.

No

1.3

1.35 years old

2. I live in an urban area

3. Currently, I'm in my second year of university, studying Business Management

4. female

5. My choices are driven by the need for foundation to address acne scars, mascara for enhancing sparse eyelashes, and concealer for dark circles, in that order of priority.

6. My cultural emphasis on natural beauty has led me to prioritize skincare-focused products, reflecting traditions and values from my family.

7. Curiosity and positive social media reviews led me to invest in a Dior foundation, valuing its quality despite a higher price point.

8. Influencer marketing and authentic brand narratives capture my attention, offering relatability and trust in the products promoted.

9. Yes, aesthetically pleasing packaging and branding that aligns with my values, like sustainability, significantly influence my perception of a product's quality.

10. Authenticity in marketing is crucial; discrepancies, like false 'all-natural' claims, can quickly erode my trust in a brand.

11. I'm selective with influencers, preferring those who provide genuine, transparent reviews, which guide my beauty product discoveries.

12. I've acted on influencer recommendations with mixed results, learning the importance of discernment and additional research.

13. Platforms could better cater to adults over 30 by highlighting age-appropriate content and transparent, verified reviews.

14. The industry often overlooks the over-30 demographic, missing opportunities to address our specific beauty concerns and preferences.

15. I advocate for more inclusive marketing, products tailored to mature skin, and messaging that celebrates beauty at every age, making consumers in my age group feel valued.

No

1.4

1.   38

2.   Urban

3.   Finished the College in Latvia

4.   Female

5.   Brand, price and the most important for me nature friendly

6.   My love for nature shapes my beauty choices. I lean towards products that are earth-friendly and reflect my eco-conscious lifestyle.

7.   I recently chose an organic face cream because of its environmental benefits. It's not just good for my skin; it's good for the planet too.

8.   Brands that genuinely showcase their commitment to sustainability catch my eye. It's about being real with your green efforts.

9.   Eco-friendly packaging draws me in. It shows a brand's true commitment to the environment.

10.   Finding out a 'green' brand wasn't honest about their practices really shook my trust. Transparency is everything.

11.   I follow influencers who highlight sustainable living. Their authentic support for eco-friendly products guides my choices.

12.   Yes, I've bought products recommended by eco-conscious influencers. Their recommendations help me navigate my green beauty journey.

13.   Social media could do more to spotlight sustainable beauty options. It would make choosing eco-friendly products so much simpler.

14.   The beauty industry often misses the mark on true sustainability. It's more than a trend; it's about genuine care for our planet.

15.   I wish for real action towards sustainability in the beauty industry, from honest ingredient sourcing to impactful environmental initiatives.

NO

1.5

1.   33 years old

2.   Urban

3.   I've completed a master's degree in human resources.

4.   Female

5.   Ingredient quality, brand ethics, and product innovation are my top considerations. In the realm of K-beauty, these factors often come together seamlessly, with ingredient quality taking the lead.

6.   My cultural background has instilled a respect for natural beauty solutions, aligning perfectly with K-beauty's emphasis on gentle, nature-based ingredients. This synergy has deeply influenced my beauty regimen.

7.   My latest purchase was influenced by the need for a gentle, effective skincare solution. A K-beauty essence caught my attention through its stellar reputation and rave reviews, blending personal need with brand credibility.

8.   K-beauty brands excel in creating visually appealing, informative content that tells a story. This approach, combined with their transparency and community engagement, has been incredibly effective in capturing my attention.

9.   Absolutely, the thoughtful design and innovative packaging of K-beauty products have influenced my purchases. It's not just vanity; it's about the promise of quality and experience that comes with it.

10.   Authenticity in marketing is non-negotiable for me. A K-beauty brand once shared a detailed breakdown of their ingredient sourcing, solidifying my trust and loyalty.

11.   I navigate the world of social media and influencers with a critical eye, favouring those who provide in-depth reviews and demonstrate a genuine understanding of skincare. Their authenticity and expertise guide my choices.

12.   Yes, I've purchased products based on influencer recommendations, with mostly positive outcomes. These experiences have taught me the value of finding influencers whose skin concerns and preferences mirror my own.

13.   Social media platforms could offer more tailored content for the over-30 demographic, focusing on skincare concerns relevant to us, like anti-aging and hydration, to support more informed decisions.

14.   A significant gap is the one-size-fits-all approach often seen in beauty marketing. There's a need for more targeted solutions and messaging that address the unique concerns of the over-30 demographic.

15.   I'd like to see more innovation in product formulations that cater specifically to mature skin, along with marketing that celebrates aging gracefully. It's about feeling seen and valued at every age.

Exploring K-beauty has been a revelation, highlighting the importance of tailored skincare and authentic engagement. As the industry evolves, I hope to see continued innovation that respects and addresses the diverse needs of consumers like me.

1.6

1.   35

2.   Suburban

3.   Undergraduate

4.   Female

5.   The top factors for me are ethical sourcing, cruelty-free certification, and the environmental impact of the products. Understanding the issues with mica and animal testing has made me more vigilant in my choices.

6.   My social and cultural background, combined with my role as a mother, has shaped my preferences towards beauty products that are safe and ethically produced. I want to set a good example for my kids by choosing products that do no harm.

7.   My most recent purchase was a cruelty-free, mica-free highlighter. Learning about the ethical concerns in cosmetics pushed me to find brands that prioritize both quality and ethics. It's about meeting my needs without compromising my values.

8.   Marketing strategies that highlight a brand's commitment to ethical practices, like sustainable sourcing and cruelty-free testing, really stand out to me. It's the transparency and dedication to making a positive impact that captures my attention.

9.   Yes, I've been drawn to products with eco-friendly packaging and clear cruelty-free labels. The way a product is presented speaks volumes about the brand's values, influencing my perception of its quality and integrity.

10.   Authenticity and transparency are crucial. A brand that openly discussed its journey to eliminate mica from its products earned my respect and loyalty. It's about being honest with consumers about the challenges and efforts in ethical sourcing.

11.   I rely on social media and influencers who focus on ethical beauty to guide my purchases. I look for influencers who delve into the brand's practices, not just the product's aesthetics, to ensure my choices align with my values.

12.   I've purchased beauty products recommended by influencers who specialize in ethical beauty. Their recommendations have generally been reliable, reinforcing my commitment to making better choices for myself and the environment.

13.   Social media platforms could better support informed decision-making by highlighting ethical brands and creating filters for cruelty-free, vegan, or ethically sourced products, making it easier for consumers like me to find products that match our values.

14.   The beauty industry often overlooks the importance of transparency regarding ingredient sourcing and ethical practices. As a consumer, I find this lack of information a significant gap, especially for those of us trying to make responsible choices.

15.   I'd like to see more brands adopting transparent, ethical practices across the board—from sourcing to testing. Innovations that offer high-quality, ethical products without a premium price tag would make ethical beauty accessible to more people, including busy moms like me.

No

1.7

1.32 years old

2. urban

3. master's degree in marketing

4. male

5. Effectiveness, ingredient transparency, and brand reputation are my top considerations. I look for products that deliver results, are clear about their ingredients, and come from brands with a solid track record.

6. My social background hasn't significantly influenced my beauty product choices, but the growing acceptance of men using skincare and grooming products has made me more open to exploring this industry.

7. My most recent purchase was a facial moisturizer from Bulldog designed for men's skin, influenced by its positive reviews and recommendations from friends.

8. Marketing strategies that resonate with me are those that focus on the product's benefits and effectiveness without resorting to stereotypes.

9. Yes, packaging and branding that are straightforward and masculine without being overdone have influenced my purchases. It's about the product meeting my needs, not just looking good on the shelf.

10. Transparency and authenticity in marketing are very important to me. A brand that openly discusses its product development process and ethical practices, like cruelty-free testing, builds my trust.

11. I use social media to research and discover new grooming products. I follow influencers who focus on men's grooming and skincare, valuing practical advice and honest reviews over mere endorsements.

12. I've purchased grooming products based on recommendations from influencers who specialize in men's skincare, with generally positive outcomes. Their expertise helps me make informed decisions.

13. Social media platforms could offer more tailored content for men seeking beauty and grooming advice, with filters for men's specific concerns and preferences to aid in discovery and decision-making.

14. A significant gap in the beauty industry is the limited range of products specifically formulated for men's skin types and concerns. More diversity and options would be welcome.

15. I'd like to see more innovation in men's grooming products, with a focus on multifunctionality and convenience, as well as more educational content aimed at men to demystify skincare routines.

NO

1.8

1. 31 years old

2. Urban

3. Undergraduate

4. Female

5. The top three factors for me are effectiveness against acne, ingredient safety, and product reviews. Finding something that works without harsh side effects is my priority.

6. My struggle with acne has shaped my beauty product choices. I'm always on the lookout for products specifically designed for acne-prone skin, influenced by both research and trial and error.

7. My most recent purchase was an acne treatment serum I discovered through an online forum. Its glowing reviews and science-backed ingredients motivated me to try it, hoping for a solution to my persistent skin issues.

8. Brands that provide clear, evidence-based information on how their products combat acne catch my attention. Marketing that focuses on real results and transparency about what to expect works best for me.

9. Yes, I've been drawn to products with clear, straightforward packaging that lists active ingredients prominently. It suggests honesty and a focus on effectiveness, which is crucial for someone like me dealing with skin issues.

10. Authenticity in marketing is incredibly important. A brand that shared before-and-after photos from real customers, not just models, significantly impacted my trust and willingness to try their acne solutions.

11. I rely on social media and influencers for acne treatment recommendations, especially those who've had similar skin issues and share their genuine experiences and progress.

12. I've purchased several products based on influencer recommendations, with mixed results. While some were hits, others didn't live up to the hype. It's taught me to look for reviews from people with similar skin types.

13.   Social media could help by featuring more content focused on acne solutions, including reviews from people with different types of acne, and highlighting products with proven effectiveness.

14.   A major gap I've noticed is the lack of affordable, effective acne treatments that don't require a prescription. Many over-the-counter options seem to fall short of their promises.

15.   I'd love to see more innovation in acne treatments that are both gentle and effective, as well as more educational content to help demystify skincare ingredients and routines for acne-prone skin.

NO

1.9

1.   34

2.   Suburban

3.   Postgraduate

4.   Female

5.   My top considerations are cruelty-free certification, ingredient transparency, and the environmental impact of the products I use. It's crucial that what I put on my skin is ethically sourced and free from harsh chemicals.

6.   My awareness of animal rights and environmental issues has profoundly influenced my beauty product choices. I actively seek out brands that are committed to cruelty-free practices and use natural, non-toxic ingredients.

7.   The last product I bought was a moisturizer from a brand known for its strict stance against animal testing and its use of gentle, plant-based ingredients.

8.   Marketing strategies that highlight a brand's commitment to cruelty-free practices and the absence of harsh chemicals resonate with me.

9.   Absolutely, I've been drawn to products with eco-friendly packaging and clear labels indicating they're cruelty-free and free from harsh ingredients.

10.   Authenticity and transparency are non-negotiable for me. I remember being impressed by a brand that provided detailed information on their website about their cruelty-free certification process and their efforts to eliminate harsh chemicals from their formulations.

11.   I turn to social media and influencers who share my concerns about animal testing and harsh ingredients.

12.   Yes, I've purchased beauty products based on recommendations from influencers who advocate for cruelty-free and clean beauty.

13.   In my opinion social media platforms could better support informed decision-making by promoting content that focuses on ethical beauty practices, including highlighting cruelty-free and clean beauty brands.

14.   The main gap is the lack of widespread availability and visibility of cruelty-free and clean beauty products in mainstream outlets.

15.   I'd like to see more beauty brands embrace cruelty-free practices and the formulation of products without harsh chemicals.

I hope for a future where cruelty-free and clean beauty are not just niche markets but the industry standard.

1.10

1.   37

2.   Urban

3.   Undergraduate

4.   Male

5.   Effectiveness, scientific backing, and user reviews are my top criteria when choosing hair loss treatments. I need to know that what I'm using has a real chance of making a difference.

6.   While my social or cultural background hasn't directly influenced my hair care choices, the increasing openness around men's grooming and hair loss treatments has made it easier for me to explore options.

7.   My most recent purchase was a hair serum recommended by a friend who's also dealing with hair thinning. Seeing his positive results motivated me to give it a try.

8.   Marketing that focuses on proven results, before-and-after comparisons, and clear explanations of how the product works has been most effective in capturing my attention.

9.   Yes, I've been drawn to products with professional, medical-grade packaging and branding. It gives me confidence in the product's efficacy and safety.

10.   Transparency is key. A brand that openly discusses the science behind their hair loss treatments.

11.   I've started following medical professionals and real users on social media who share their experiences with hair loss treatments.

12.   I have purchased products based on recommendations from both influencers and real-life success stories. When the advice comes from someone with a similar hair loss pattern, I'm more inclined to believe in the product's potential effectiveness.

13.   Social media could help by featuring more content aimed at men dealing with hair loss, including tutorials, product reviews, and discussions about the emotional impact of hair loss and how to cope.

14.   A significant oversight in the industry is the lack of focus on early intervention and the emotional support needed for men starting to experience hair loss. There's plenty of focus on products but not enough on holistic solutions and mental health.

15.   I'd appreciate more innovation in non-invasive treatments and natural products that target hair loss at its root cause.

No