WHAT ARE THE FACTORS WHICH INFLUENCE WOMEN ON THEIR LOYALTY TO COSMETIC BRANDS?

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One of the first things women would bring on a desert island is cosmetic. All women have a special relationship with their cosmetics. Cosmetics have an essential role for the wellness of women of the twenty first century, who are actives and independents. The purpose of this article is to precisely describe and understand the link between woman and their cosmetics, and investigates on the influence of brand loyalty on cosmetic buying behaviour of female consumers in France, country of fashion and refinement. Different notions are described: brand loyalty, trust, gender role, age class and advertising. These different subjects bring a concrete vision of what researchers already found to explain the research question. A questionnaire was sent to hairdresser salon female clients and 122 of them send the questionnaire back. Individual interviews were also done to extend the trends found with the survey. The research results showed that there is a strong link between factors such as trust, satisfaction and service quality with cosmetics brand loyalty.

Key words: Brand loyalty, trust, cosmetics, satisfaction
1. INTRODUCTION

Cosmetic industry is considered to be one of the fastest-growing industry in the business arena. According to Kumar, in 2005, cosmetic products account for approximately 18% of the entire global market for cosmetics, toilet, and fragrance. The growth is significative not only in developed country but also in emergent country where people have a increasing purchase power in region such as Asia, Eastern Europe and South America which represent a progressive consumption in the cosmetics markets (Kumar, 2005). The cosmetic market is regarded as one of the most competitive market with a big potential in business. Companies always try to develop innovative products everyday in order to keep their market share, in a market where new competitors appear. Therefore, cosmetic markets gain credit to be examined in the area of marketing due to the massive consumption of cosmetics around the world, especially in recent global economy in crisis after the collapse of the financial market.

For example, the market of perfumery, which dominates the cosmetic sector, met some problems the years after the beginning of the economical crisis. Cosmetic is one of the jewels of French industry and the fourth sector of our economy. It represented 6.9 billion euros turnover in 2007 in the domestic market and 16.3 billion euros in the global market. In 2009, the sector is weakly affected by the crisis with a turnover of 6.6 billion euros, a decrease of 4.35% compared to 2007. But this gap has particularly increased in 2008. In 2010, the trend is reversed, with growth in the sector. During the same year, in March, the market grew by 7.6% in value compared to the previous year.

Indeed, the fragrance market represents the largest share of the domestic market with more than 2.8 billion euros. This market was in perpetual growth for many years, especially in the 90s with a 10% annual growth. However, the economic crisis has left some traces with a small slowdown in sales. In 2010, selective perfumery has evolved averaged +2.6% in value and 1.6% in volume.

In 2011, the makeup brought the market up, 1.3% in value with very strong growth as nails (24.1%) ans lips (5.8%). In fact, economists realised that consumers prefer to still buy luxurious brand but smaller product. Instead to buy a eye lash or a foundation from an expensive brand, they will buy a nail polish, but they will still stay loyal to this same brand. The year 2011 shows that consumer trends are reversed.
Most organizations are going through massive changes. Their customers, their competition and their customer’s needs are changing but the cosmetic companies have to face a challenge to keep their customers in order to fight against the competition. In general, cosmetic companies have targeted the female audience based on the product itself. Prior to the 1990s many people used to think that cosmetic products were only for adult women; the reality of today is slightly different. More and more cosmetic companies are also competing to reach younger female audiences (Kumar, 2006). Companies are building their products, which they called light-based products, to attract younger consumers. In addition, due to the revolutionary technology, more and more companies have an ability to create products for their consumers regardless of sex, age groups, and even ethnic backgrounds.

This dissertation will have the role to define how to measure the loyalty of women consumers in cosmetics industry. Even if the cosmetic market is growing for men (Datamonitor, 2005), we will focus the research on women in France to understand why they choose some brands instead to others, according to their ages. Starting from this point, we will try to explain how the needs of women evolved with time and what are the strategies of brand managers to adapt their offer in order to have loyal customers with a main question to answer:

What are the factors which influence women on their loyalty to cosmetic brands?

The study will explore how two customer demographics (age and gender) moderate the relationship between women customers and cosmetic brands in France. The goal of this dissertation is to investigate the influence of brand loyalty on cosmetic buying behaviour of female consumer, which has never been done before. Explaining subject such as brand loyalty and trust, we will be able to understand what means companies put in place to attract female customers. Women needs evolved in terms of cosmetics depending to their age, and we don’t find researches which explain this evolution. Numerous researches showed the importance of loyalty on the potential to sell cosmetics, but loyalty is difficult to evaluate. This research will allow to explain what are the factors which define loyalty. If companies identify and control these different factors, they will be able to keep loyal customer. Analyzing factors which are influencing the purchase decision in cosmetic market is a good way to understand what brand managers are actually doing and what they could put in place in the future. In fact, the research have the objective to understand the relationship between brand loyalty with
different factors such as satisfaction, trust, service quality and involvement according to he age of women.

For the research, use French women was handy because the researcher managed survey and interviewed in France during the next last months. Furthermore, these researches are representative because French women have a strong relationship with their cosmetic brands and have a preference for prestige (Soap, Perfumery & Cosmetics, 1998a). French women are active and dynamic as well. They have a natural look, but they can be very sophisticated at the same time. According to the research of Weber and Capitant de Villebonne (2002), a French woman loves her favourite fragrance although she enjoys experiencing new scents. Taking care of her skin is crucial for her and takes part of the daily beauty ritual. She usually learned from her mother in her childhood and continues to use the same skin products.

The age is also an important factor to take in account to understand the consumer behaviour of women. When young women need products for their young skin and a lot of different make-up products, older women need anti wrinkle cream and hair colouring. On one hand, young women don’t have a lot of money because they are student and still financial dependent of their parents, on the other hand, older women are actives and have a strong purchase power, it’s interesting to compare two different ways of consumption. Cosmetics are expensives and women need to feel trust from a brand to spend money and be loyal on a product.

Tools such as focus group and survey was useful to adapt the result of a representative sampling of French women in order to extrapolate some analysis about French women consumer behaviour on the cosmetic industry.
2. LITERATURE REVIEW

2.1. INTRODUCTION

According to the research of Magnus Soderlund (2005), the customer use different way to show their loyalty (Backman and Crompton, 1991; Day, 1969). Indeed, several authors tried to define loyalty but noticed that there is no real answer (Knox and Walker, 2001; Rundle-Thiele). This richness means that the researcher who wishes to capture customer loyalty in an empirical study is faced with important decisions regarding which particular loyalty dimensions to include and how to deal with their interrelatedness. The dictionary define the word “loyal”: it’s having or showing continuing allegiance. A customer can show continuing allegiance according to specific criteria: trust they have on a company, the value they give to the brand which will built the brand equity of the company and their needs which evolve.

The link between trust and loyalty is close. Morgan and Hunt (1996) proposed that “resources such as loyalty and trust are immobile and cannot be purchased or replicated. These resources can therefore be combined in order to form higher order resources from which sustainable resource-based competitive advantages will result.”

The more positive experiences the consumer has with the brand, the more trusting she is likely to become. As such, investments in satisfaction programs, complaint handling and in the design of communication and merchandising strategies, that aid in creating and informing consumers about the responsive attitudes and behaviours of the brands are ways of building trust (Delgado-Ballester and Munuera-Aleman, 2005). In a context of strong competition, firms are increasingly using branding to differentiate their products and also develop relationships with their customers.

But companies also have to face problems such as the needs of the baby boomers generation, which is aging. Their needs are evolving, so companies have to adapt their offer in order to keep their clients. The market share of anti-aging product is constantly growing and the competition between brands is very high. To better understand the needs of women, the researcher develop a part about women cosmetic needs according to their age, which will help her to explain the choice of women about their cosmetic consumption.
2.2. BRAND LOYALTY

2.2.1. DOES BRAND LOYALTY INFLUENCE CONSUMER?

Howard and Sheth’s theory of buyer behaviour (1969) were the first to use the idea of brand loyalty into marketing studies. But one of the first definition was made by Sheth and Park in 1974 in their research ‘A Theory of Multidimensional Brand Loyalty’. They identify seven different types of brand loyalty with a combination of three elements: behaviour, emotion and evaluation. One of them is the behavioral brand loyalty only based on the behavioural tendency dimension. The strength of this kind of loyalty is that it’s ‘directly a function of the repetitive occurrence of purchase or consumption behaviour’(Sheth, 1974). The evaluative emotive brand loyalty is also a kind of brand loyalty, which is probably more common it’s often prevalent in consumer behavior for those products and services which are typically beyond the reach of the consumer, although he may strongly aspire for them (Rosenberg 1956).

But the most complex and also the most common type of brand loyalty is the behavioral-evaluative-emotive brand loyalty. It is analogous to what Day (1969) calls “intentional” brand loyalty. Also, it meets all the six necessary and collectively sufficient conditions which Jacoby (1971) has specified as part of his definition of brand loyalty. This brand loyalty has been often suggested in consumer psychology and marketing by the proponents of the hierarchy of effects models (Howard and Sheth 1969) and represent the four functional aspects of attitude (utilitarian, knowledge, ego-defensive and value-expressive) suggested by Katz (1960). The behavioral-evaluative-emotive brand loyalty largely arise from the reinforcement learning of repetitive buying or consuming experiences. It is also likely to arise from the information sources.

But another study of Delgado-Ballester and Munuera-Aleman show that the loyalty is not necessarily based on a purchase with repetition, but the loyalty start from the first act of purchase. “The internal dispositions or attitude towards the brand, the focus on behaviour would otherwise not provide an adequate basis for a complete understanding of the brand-consumer relationship.”

Another theory of Oliver in 1999 introduces a four-stage loyalty model, which extend the loyalty sequence “cognitive-affective-conative” by including an observable behaviour, for example actual purchase behaviour. At the cognitive stage, consumer loyalty is determined by
information relating to the offering, such as price or quality. At the weakest type of loyalty, consumers are likely to switch once they perceive alternative offerings as being superior with respect to the cost-benefit ratio (Kalyanaram and Little, 1994).

Affective loyalty relates to a favorable attitude towards a specific brand. Satisfaction is a global affect evaluation or feeling state which can be predicted from perceived performance as a cognitive component of the evaluation (Phillips and Baumgartner, 2002). Affective loyalty is also subject to deterioration caused primarily by an increased attractiveness of competitive offerings (Sambandam and Lord, 1995) and an enhanced liking for the competitive brands.

Conative loyalty implies that loyalty must be accompanied by a desire to intend an action, for example repurchase a particular brand. Consumers are more likely to try alternative offerings if they experience frequent service failures. Even though the consumer is conatively loyal, he hasn’t developed the resolve to avoid considering alternative offering (Oliver 1999).

The last form of loyalty is the action. Action control studies imply that not all intentions are transformed into action (Kuhl and Beckmann, 1985). The three previous loyalty states may result in a readiness to act (in this case, to buy). It’s accompanied by the consumer’s willingness to search for the favorite offering despite considerable effort necessary to do so. But Aaker and Keller (1990) also believe that loyalty include “the experience of use, the high switching barriers related to technical, economical or psychological factors”. All these factors will reduce the possibilities for customers to change their habits of consumption.

2.2.2. BRAND LOYALTY IN COSMETIC INDUSTRY

The theory use in this research is based on the theory of Lau et al. (2006) who mentionned that there where seven factors that influenced consumers’brand loyalty towards certain brands. The factors are brand name, product quality, price, design, store environment, promotion and service quality:

Brand name: Famous brand names can disseminate products benefits and lead to higher recall of advertised benefits that non-famous brand names (Keller, 2003). The competition is very high and a lot of name are available in the market place but consumers prefer to trust major famous brand names. These prestigious brand names and their images attract consumers to purchase the brand and bring about repeat purchasing behavior and reduce price related
switching behaviors (Cadogan and Foster, 2000). Brand name is important because it will help the firm to attract consumers and push them to buy and re-buy the product.

The product quality is very important, especially in cosmetics, because it affects the feelings of the consumer such as touch, sight or smell. The consumer is in direct contact with the product so the texture or the color of the product will influence his perception. Furthermore, the functional attributes of cosmetics are also purchase decision factors because cosmetics have to be convenient to use. These attributes can be quick-dry, breathable, waterproof, lightweight and durability. Quality characteristics are also related to performance (Sproles and Kendall, 1986).

According to Cadogan and Foster (2000), price is probably the most important consideration for the average consumer, especially in our economic context post-crisis. Consumers’ satisfaction can be built by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, it is observed that consumers will purchase that product. Price has increasingly become a focal point in consumers’ judgements of offer value as well as their overall assessment of the retailer (De Ruyter et al., 1999).

Design is visual appearance, which includes line, shape and details affecting consumer perception towards a brand (Frings, 2005). Consumers become fashion conscious and more loyal when brands supply stylish package. In 2007, Duff has investigated on the niche market in women’s cosmetics, and the result showed that cosmetics buyers were becoming more fashion conscious and were demanding products with more attractive design.

The research of Omar (1999) showed that the store environment was the single most important factor in retail marketing success and store longevity. But the store atmosphere is also a factor that could influence consumer’s decision-making. The stimuli in the store, such as the characteristic of other shoppers and salespeople, store layout, noises, smells, temperature, shelf space and displays, signs, colors, and merchandise, affect consumers and serve as elements of product attributes, which may in turn, affect consumer decision making and satisfaction with the brand (Lovelock, 2010).

The promotion is a marketing mix component, which includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects
consumers’ images, beliefs and attitudes towards products and brands, which influences their purchase behaviors (Lovelock, 2010).

Service quality is defined as a service which should correspond to the customers’ expectations and satisfy their needs and requirements (Lovelock, 2010). It’s a kind of personal selling, and involves direct interactions between salespeople and potential buyers. The impact of salespeople-consumer relationships will generally result in long term orientation of consumers towards the store or brand.
2.3. BRAND TRUST

2.3.1. IS BRAND TRUST USEFUL ON PURCHASE DECISION?

The purpose of the dissertation is to measure loyalty through the variable of trust between cosmetic brands and their customers. There has been much marketing research into trust as a component of inter-company exchanges (Morgan and Hunt, 1994). More recently, researchers have also focused on the concept of trust as a component of business-to-consumer activities (Chaudhuri and Holbrook, 2001).

In cosmetic market, customers need to trust the brand. It is based on the consumer’s belief that the brand has specific qualities that make it consistent, competent, honest and responsible (Larzelere and Huston, 1980). These researches suggest that the trust is based on the dispositional attributions made to the partner about her intentions, behaviours and quality.

Brand managers have to focus on the built and maintain of trust such as the brand equity, because it is a key characteristic of any successful long term relationship (Garbarino and Jonhson, 1999). In 2000, MacLeod considers the vocabulary of modern brand building is associated with personal relationships such as trust and Blackston (1992) consider trust as a main element of consumers’ relationships with brands.

Companies must build brand trust. It implies to position the brand as a promise, as a set of expectations that the brand offers a certain type and level of value. This will be the foundation for the ongoing success and sustained competitive advantage. But companies have to realise that they can’t provide adapted product for everybody and have to consider their own capabilities. They have to target a part of the consumers and create segment of target with the aim to define good promises of value (Delgado Ballester and Munuera-Aleman, 2005).

As such, investments in satisfaction programs, complaint handling and in the design of communication and merchandising strategies, that aid in creating and informing consumers about the responsive attitudes and behaviours of the brands are ways of building brand trust.
2.3.2. BRAND TRUST IN COSMETIC INDUSTRY

To produce a confidence leading to the establishment of a durable relationship, brands must satisfy three requirements which are credibility, integrity and benevolence (Gurviez, 2000; Korchia and Gurviez, 2002). A brand is credible when it meets the technical needs of the consumer and when it recognizes its expertise or skills. The brand has integrity when its speech seems plausible to the consumer when it is devoid of opportunism and when its action is in total agreement with his promises. Finally, the brand is benevolent when it undertakes a regular reflection on the collective values of quality expected by the consumer when it takes into account consumer interests before considering his in short term period.

For example, Nivea communicates on its image of specialist to inspire credibility ("skincare for life"), the brand Phyto provides objective speech on the effectiveness of these products (Effectiveness against 85% ) and the brand Lierac argues primarily on its technological expertise ("Issues of cosmetic dermatology, these creams exceptional offer the ultimate technology wrinkle filler"). In the area of skin care and beauty, integrity is often conveyed through the transmission of information on the existence of clinical tests highlighting the effectiveness of the product ("Results obtained after four months and a half using Phytocyane", Phyto brand message;" In seven days, the skin regains visible signs of younger skin”, message of Lancôme), or quantified via satisfaction from users belonging to the target ("93% of women are conquered by Excellence Crème", the brand message L’Oréal).

On the same axis of communication, methodological conditions of the test frequently specified to persuade the consumer of the honesty of the brand ("Tested under dermatological control, patented", brand message Vichy). Similarly, the concept of caring is reflected in many advertisements on skincare and beauty. Avene, for its thermal water, highlights for example a product feature that is supposed to suit the current concerns of consumers ("0% Conservative, finally a reality"). Advertising in a women's magazine, Lancôme Paris discuss about a product "Absolute" as an innovation inspired "recent advances in regenerative medicine" and as the result of "a fundamental discovery of stem cells," demonstrating constant concern using technological developments in order to have new expectations from consumers. These examples show that trust is a concept widely used in practice in all its components.
2.4. WOMEN CONSUMER BEHAVIOUR

2.4.1. GENDER ROLE

To cite Jonathan Schroeder (2003), gender rarely plays a central role in framing research, with notable exceptions, of course; but generally gender has become a boutique item in the mainstream mall of consumer research. To explain why the research is only about consumer behaviour and motivation of women, is because we live in a world where the consumer has historically become constructed as female, but also because Marxian theoretical interpretation explained that female domestic consumer turns into the producer of her home. Bourdieu’s work (1984) showed how the selections made by consumers reflect their socially constituted taste, as well as the contents of their purse. The post war years generated a cult of domesticity (Palmer, 1989). The housewife was also without doubt the shopper of the family. The marketers targeted to Mrs Consumers a diversity of domestic products to help furnish and maintain the home (Rutherford, 2003). It’s important to analyse how the position of women evolved through the century and what is her place in household in the 21st century.

Gender role have also to be analyse to show that there are different behaviours according to the sex of the consumer. We will especially analyse women consumer behaviour, because women represent 90% of cosmetics customers. Gender has a direct effect on outcome variables such as perceived service quality (Grewal et al., 2003), customer satisfaction (Mittal and Kamakura, 2001), fairness perceptions (Snipes et al., 2006), and loyalty (Patterson, 2007), as well as a moderating effect on the relationship between satisfaction and loyalty (Mittal and Kamakura, 2001), and between the different stages of loyalty (Evanschitzky and Wunderlich, 2006). According to these studies, we can understand that women prefer remain loyal despite lower satisfaction levels instead to men who will dare switch brands and try something new. Prior studies show that the relationship between satisfaction and repurchase behaviour is stronger for men than for women, so we will have to find what are the factors for a women to stay loyal to a brand?

2.4.2. ARE COSMETICS A GENDER RELATED PRODUCT?

Research on gender differences has been quite extensive in the context of consumption-related behavior. More specifically, several studies have focused on the effect of gender on appearance-related attitudes and behaviors (Burton et al., 1995). It has been found that men
and women process information differently with regard of their consumption of products (Coley and Burgess, 2003). Also, men were found to approach their shopping task differently (Chiger, 2001). Additionally, women have historically been found to be more likely to shop for aesthetic products, while men are more likely to shop for functional products (Dittmar et al., 1996; Rook and Hoch, 1985). Women’s behavior is generally thought as being more emotionally and psychologically rooted than men, suggesting than men are less susceptible to impulse purchasing. However, other researchers have suggested that, if the number of purchases is held constant, men and women have the same degree of susceptibility to impulse purchases (Kollat and Willett, 1967).

When examining the consumption of cosmetics, one cannot ignore that it has traditionally been confined to female consumers (Dano et al., 2003; Nixon, 1992) since grooming products are considered as a persuasive element of women’s culture (Coulter et al., 2003). Additionally, there is copious academic research on female consumption behavior in relation to cosmetic products. On the other hand, men’s shopping behavior of grooming products has received scant attention (Woodruffe-Burton, 1998). However, changes have occurred in the cosmetic market to the extent that men have become key consumers for several cosmetic companies. Indeed, despite that it has been the woman’s job to shop for men (cosmetic products), now, more than ever, men are more likely to purchase their own personal care items.

### 2.4.3. Women and Cosmetics

The U.S. Food and Drug Administration (FDA), which regulates cosmetics in the United States, defines cosmetics as products “intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body’s structure or functions.” The growth of cosmetics and beauty products markets have surged significantly as consumers are increasingly becoming aware about appearance, beauty, grooming and choice of personal care products.

According to the research of Fieldman and Hussey, the notion that cosmetics may improve women’s psychological self-perceptions have interesting behavioral implications. It is possible that by wearing cosmetics, women manipulate their mood and behavior, which could influence how they are evaluated by others. For Fatt (2000), it could be particularly salient in situation in which appearance is important, such as in a job interview.
In fact, the research of Chao and Schor (1998) shows that educated Caucasian American women living in urban areas use cosmetics as a status symbol. This female demographic group spends significantly more on expensive cosmetic brands than less educated women from ethnic minorities or women from suburban areas. It is possible that by wearing makeup women may enhance their perceived social position, which again may be favorable in a number of social contexts. Wearing cosmetics did not influence the perception of competence in women applying for prestigious positions, such as accountance (Cox and Glick, 1986). These data appear to be consistent with Chao and Schor’s (1998) proposition that cosmetics use may be linked to female social status. In sum, the study presented here sought to examine whether wearing cosmetics may influence perceptions of women’s health, confidence, earning potential, and professional class. Women who wear makeup would benefit from increased facial symmetry and improved skin texture and would therefore be judged to be healthier than the same women without makeup. Finally, due to the influence of cosmetics on the perception of professional status (Chao and Schor, 1998; Cox and Glick, 1986), it was predicted that women wearing cosmetics would be rated as having greater earning potential and as having more prestigious professions than the same women without cosmetics.

2.4.4. ARE WOMEN MORE LOYAL THE MEN?

Neither Cross and Madson’s (1997b) nor Baumeister and Sommer’s (1997) theory about male versus female self-construal speak directly to loyalty. However, they can be used to inspire different predictions about customer loyalty. A fundamental difference between men and women in terms of their self-construal as being independent versus interdependent may suggest that Western women are more likely than Western men to be loyal customers. If women tend to strive more to establish and maintain relationships with people and social contexts, they may do the same for relationships with, for example, service personnel and companies. Instead of men who tend to focus more on a broader social structure suggests a qualification of the hypothesis that women are more loyal customers than men.

Nevertheless, some evidence suggests that the individual versus group factor per se is sufficient to assert gender differences. Recent findings show that even human male infants tend to be more attentive to displays showing a group of unfamiliar puppets, whereas female infants tend to attend more to displays of a single unfamiliar puppet (Benenson, Duggan, and Markovits, 2004). These findings imply that even in relatively shallow consumer relationships, female consumers may be more loyal than male consumers to individuals than to groups.
In fact, gender has a direct effect on outcome variables such as perceived service quality (McColl-Kennedy et al., 2003), customer satisfaction (Mittal and Kamakura, 2001), fairness perceptions (Snipes et al., 2006), and loyalty (Patterson, 2007), as well as a moderating effect on the relationship between satisfaction and loyalty, and between the different stages of loyalty (Evanschitzky and Wunderlich, 2006). Because it is more risky to switch service providers and to try something new, women are more likely to remain loyal despite lower satisfaction levels (Evanschitzky and Wunderlich, 2006). In fact, prior studies show that the relationship between satisfaction and repurchase behavior is stronger for men than for women, which means men are likely to switch if they are not satisfied (Mittal and Kamakura, 2001; Homburg and Giering, 2001).
2.5. Age Class

2.5.1 Old vs Young Customers

Age-related differences in consumer behavior are the result of physical and cognitive aging processes and accumulated life experiences (Moschis, 1994). Older customers expend less effort (sacrifice) and avoid cognitive efforts such as comparing alternative choices and instead rely on heuristics (Moschis, 1994); they also have lower thresholds (are more tolerant) and are less likely to remember negative information than younger customers (John and Cole, 1986; Mittal and Kamakura, 2001). Older consumers may be more conscious about their time and effort in shopping compared to younger consumers. Older customers are likely to have more shopping experience which they can rely on to make value judgements. They are less likely to seek new information but rely more on heuristic or schema-based processing (Ganesan-Lim et al., 2008). According to Bryant and Cha researches in 1996, they also more easily satisfied and more likely to remain loyal to the same brand or service provider. Unlike older customers, younger customers seek information from a greater variety of sources to make their purchase decisions (Ganesan-Lim et al, 2008) and use newer retail channels such as online shopping (Sousa et al., 2008).

With all these observations, we can expect that older customers rely on fewer decision criteria, such as their perceived value to form judgments about their satisfaction and their perceived value and satisfaction to predict their behavioral intentions. In fact, prior studies provide empirical support for this, including greater loyalty of older (more than 35 years old) customers in dental care, hair dressing and travel services (Patterson, 2007), and strong positive correlation between satisfaction and loyalty in older customers (Homburg and Giering, 2001).

Shinobu Majima, who made researches about Fashion and Frequency of purchase: womenswear consumption in Britain between women who were teenagers between 1961 and 2001, identify three separate equations to make the research. These include the lean expenditure level for all respondents (I.E. the measurement of latent demand), the mean participation rate in shopping (I.E. shopping frequency), and the mean expenditure level for those who actually made purchases (I.E. expenditure level). Income, price and average number of children in the households within each cohort is used to control for changes over the decades in the analysis. The conclusions of this research are that as women become more
well off they would go shopping more often, unless they have children, but as the price goes down expenditures levels at each transaction drop.

Furthermore, this research allows us to understand that younger generations of women are shopping more frequently than older generations of women, and that working class women have a higher propensity to go shopping than service class women. It is not just in shopping frequency but also in expenditure levels that we see working class women excel as higher spenders than service class women among recent generations, when considering that income levels do not differ between the two groups.

It is also important to underline that the explanatory variables that have changed over the decades, particularly the effects of having children and being in paid employment, may give complementary explanations for the rise of the “fast fashion” over the last five decades. The socio economic conditions surrounding women’s lives changed over the last half century. The researches of Majima show that the ration of married women and women with dependent children has declined, while the percentage of women in paid employment has increased over the decades.

2.5.2. COSMETICS NEEDS ACCORDING TO WOMEN AGES

In a woman life, the needs in term of cosmetic vary a lot according to their ages. During puberty, the skin has many problems and needs bacterial cleaning gels, foams, creams that are suitable for the sensitive teenager’s skin. Between 19 and 26, the skin needs less care. A good hydrating cream and daily facial cleansing are enough but girls want to wear make up to be pretty and feel good. In the age from 26 to 35, women should be careful for the harmful influence on their skin. Insufficient sleep, smoking, stress, hormonal changes reflect on the skin. Over 35, women should start using anti-aging skincare products, don’t apply too much make up and use nourishing masks. Most of the cosmetic companies have special ranges for the different age groups.

The primal desire of humans to remain young forever so long has groomed and nurtured a goliath of an anti-aging industry worldwide. The market for anti-aging health, and appearance products posts sanguine growth patterns for the upcoming years, backed largely by the affluent aging baby boomers with high levels of disposable incomes. Anti-aging products market is traditionally resilient to economic cycles, given consumers’ unchanging desire to look young and healthy, and the importance accorded to health, and well-being. According to
World Health Organization, a non profit trusted source of non-commercial health information, the propensity to spend on skincare is not hugely impacted by a slowdown, rather consumer preferences during these periods tend to shift towards lower priced mass-market products. Product effectiveness will become an important factor as consumers begin to seek visual, sensory, and functional benefits from products. Benefiting from significant investments both in term of product innovation and marketing, worldwide market for anti-aging products has emerged into a lucrative industry churning out top dollar for market participants.

World market for Anti-Aging Products for Health Maintenance is dominated by the US and Europe, as stated by the recen report published by Global Industry Analysts, Inc. In the relatively less essential appearance enhancement product market, premium products are expected to take the brunt of lower consumer disposable incomes, and reduction in household wealth. Anti-aging products that include natural, and organic ingredients such as botanical herbs, and vitamin E are rising in popularity. Market for Anti-Aging Products for Appearance Enhancement in United States is expected to be more than US$5.0 billion by 2015. Increasing consumer concerns regarding harmful skin cancer and wrinkles caused by recyrrent exposure to sun is expected to lead to introduction of multipurpose products with dual benefits of moisturizing and sun protection.
2.6. ADVERTISING

2.6.1. ADVERTISING AND BRAND SWITCHING BEHAVIOUR

Advertisement is defined as “a process of indirect persuasion based on advantageous product information to create favourable psychological impression” (Hsu, 2007). Ehrenberd (2000) points out that an advertisement is released to “reinforce the feelings of satisfaction with brands already bought”, which means that advertisement is considered as a way to attract people so as to enhance the impression of products and increase satisfactions. The function of advertisement focuses on promoting the brand by creating awareness and the interest of the public. The main role of advertisement is to reinforce the repeat buying behaviour which in turn increases profits.

Strong (1925) proposes the first four-steps formal advertising model, abbreviated as AIDA, to illustrate how advertisement influences consumers. The steps are labeled as Attention, Interest, Desire and Action, and these depict the steps that affect consumers through advertisement. But Vakratsas and Ambler found three factors which are significant in terms of evaluating the effectiveness of advertisement: experience, affect and cognition. “The pattern of persuasive hierarchy is “cognition” leads to “affect” which in turn leads to “behaviour’” (Vakratsas and Ambler, 1999).

But the most important research which will be useful for the researcher are the point of view of Carpenter and Lehann (1985). They examine the relationship between advertising and brand switching behaviour and it appears that they are highly correlated with each other. It indicates that advertising provides consumers with information. Deighton et al (1994) points out that the function of advertising is to attract switchers. This happens when advertising exposure happens between previous purchasing experience and the current experience. With advertising, customers are influenced in different perspectives. On a first way, direct effect of advertising shows that the current purchasing experiences are influenced primarily by current experience. Advertising plays a crucial role in reinforcing the awareness and impression of consumers and in turn affects their current experiences. It may encourage consumers to remain with the same brand or switch to another brand (Deighton et al., 1994). Furthermore, lagged direct effect of advertising is proposed. It is suggested that the effect of advertising is not instant as it gradually influences consumers’ attitudes. The findings in their research have demonstrated the strong relationship between expenditure on advertisement and sales.
2.6.2. ADVERTISING THROUGH INNOVATION IN COSMETIC INDUSTRY

The world of cosmetics, L’Oréal, was born of a patent by the chemist Eugène Schueller in 1909. More than a century later, the company is still cited for its effort in innovation. And a figure: 3.5% of turnover, which is the ratio maintained by L’Oréal for its research and development budget, which is double that average competitor budget.

“Cosmetics are primarily a supply market”, says Patricia Pineau, director of research and innovation communication service in L’Oréal. “This offer must be creative, reconciling, in our field, efficiency and safety. We want to be closer to our customers to observe their actions in their socio-economic environment.” It’s better to know how women, over the entire globe – and men, particularly in certain areas – may seek to change their appearance, including to take risks to achieve it.

Traditionally, the process of innovation at L’Oréal knows two types of movement. The first arises from the disruptive innovation “basic research group discovered a new biological mechanism or a new asset and develop a concept that leads to a cosmetic function, our development laboratories transform this last formulation which will be evaluated, refined to create a cosmetic precise, effective and new”, says Patricia Pineau. The other case is the answer he should make a marketing problem, such as the need to develop a mascara into the water and simultaneously easy to remove. Among the unresolved problems: the final recoloring white hair or hair odor problem that arise in certain regions of the globe.

“This is actually an ongoing dialogue between research and marketing. Sometimes a discovery may come too early, as was the case of a patent coloring for men introduced in 1964, the market became mature only fine or ten years ago.” For dialogue, direction of innovation was created in the direction of the search to make a link. 3300 people work at the R&D of L’Oréal, half in Europe, the other half divided between the United States, Brazil and Asia. “If the mature market require us to go further in sophistication, others are opening new avenues by their different sensitivities to natural cosmetics, oral care or male cares, for example”, says Patricia Pineau.

In an economic environment where companies have realized the need for innovation, new products are created very fast. A real competitive positioning feed large groups through patented innovations, because today the market of cosmetics do more boosts innovations.
Thus, we can find mascaras which the material was designed to promote the growth of eyelashes, rotating brushes for a more pronounced effect eyelashes, lipstick grape translucent fits any skin tone, or a shadow of which the color varies depending on whether it is used dry or with water.

Large groups set the pace in the cosmetics industry and they have financial means which enable them to stand out from most small businesses. Recently launched the Dior mascara "DiorShow 360" rotating brush which promised volume, curve and length ideal distribution of the material, while Sephora proposed "Full Action", a revolutionary mascara to the lashes to grow.

A mascara market, driven by innovations of all kinds, as research continues to fuel, not hesitating to combine high tech and scientific discoveries. A dynamic sector manicure is also in the process of knowing, through various innovations, including Sephora already ranks as number 1. No need today to walk with its cotton and a bottle of solvent, the brand has combined the two in one product, "Solvent Bath Express", a revolution for women who just have to dip their colorful fingers in this box. An innovation meet new nail adhesives for toenails and hands and polisher, electric three in one, which smoothes and polishes nails, making them perfectly regular and naturally shiny.
2.7. CONCLUSION

The goal of the dissertation is to understand the factor of loyalty of women on cosmetic industry. After a lot of research, some subjects needed to be explained to be able to identify the research objectives and hypothesis. The first step was to define brand loyalty. The first explanation of loyalty is the repetition of purchase of a same product or brand. Brand loyalty is possible when customers collect information and reinforce their learning with the repetitive buying or consuming experience. The loyalty starts from the first purchase and customer will follow a form of loyalty which can be cognitive (determined by information relating to the product: price, quality, features), affective (global affect evaluation from perceived performance) and conative (intend to repurchase a particular brand). All these forms of loyalty have failure and customer can change his mind at any time. In cosmetic industry, the factors which can influence the loyalty are brand name; product quality, price, design, store environment, promotion and service quality. These 7 factors have to be designed in order to keep the loyalty of the customer.

Brand trust is also important to evaluate the relationship between a brand and its clients. This feeling is based on consumer’s belief about the intention of the partners. Companies have to position the brand as a promise and an exclusive advantage to face competition and offer values such as credibility, integrity and benevolence.

The researcher uses only women as research target because there is a difference of way of thinking between the two sex groups. According to the research, women tend to be more loyal to a brand despite lower satisfaction levels instead of men who switch easily his habits of consumption to try new brands. Moreover, 90% of cosmetic customers are from feminine gender. The role of cosmetic on their lives is central. It brings wellness and confidence for themselves and facilitate integration into social and professional life because the appearance of a woman is more taken into account than a man.

Age also influence the judgement on decision purchase of women. Older customers have more experience and know precisely their needs but younger women tend to go shopping more often. Talking about age in cosmetic industry implies that needs are different and cosmetic retailers have to adapt their offer to answer to the large demand of women of all ages.
To finish, the subject of advertising was discussed to understand its role in brand switching behaviour with the famous AIDA model. Advertising provides information which push customer to change their choices. Advertising in cosmetic market is mainly lead bu using promises, patents and numerical number that make up the sales pitches. Researches has been managed to validate or contractict what was developped on the literature review.
3. METHODOLOGY

3.1 INTRODUCTION

3.1.1 BACKGROUND

France constantly defends its image of country of fashion, luxurious and good quality products. In fact, with 19.5 billion Euros of benefits realised by L’Oreal in 2010, France is the global leader on cosmetics and perfumery market, on a highly competitive global market. Alone, the country has 18% of the global market share thanks to big companies. France is the fourth largest country in cosmetics consumption after the United States, Japan and Brazil.

The reason why people do or do not purchase a product or a service is due to the purchase behavior process. According to the research of Mc Carthy and Perreault (2002), this process start with psychological variables such as motivation, perception learning and attitudes, social influence such as family, social class, reference group and culture, and purchase situation such as personality, time and surroundings.

3.1.2 RESEARCH QUESTIONS

The goal of this dissertation is to understand the commitment of a consumer in their cosmetics habits. The researcher want to explain why people and especially women choose some cosmetics and some brands instead of another. There are a lot of factors which are involved in the purchase decision. The researcher decided to talk about cosmetics because the physical appearance is the main objective when women use cosmetics, which means that we can understand how the woman is involve in her choices and what she is ready to do to have the best. Cosmetic involve quality, satisfaction and especially trust between a brand and their customers. We will try to understand if loyalty really exists in cosmetic brand, how women decide to be loyal or not into cosmetic brands and how cosmetics companies decide to adapt their offer to keep trust from their customers.

But the decision purchase also evolve according to the needs of the customers, so the researcher will analyse what are the factors interfering in purchase decision in term of cosmetics and what are the main reason for women to change their cosmetic purchase. All
these questions will allow us to have a better understanding of the evolution of the demand on the cosmetic market and what can do the companies to keep their loyal customers.

3.1.3 RESEARCH OBJECTIVES

The research objectives express the “research’s clear sense of the purpose and direction” (Saunders et al, 2007, p32). My research will concern the consumer behaviour of French women for their cosmetic purchases. My research objectives are:

To enrich the conceptualisation of loyalty exploring the consumer behaviour of French women.
To provide an understanding of the nature of trust on cosmetic market.
To analyse the needs of women consumers according to their age.
To examine the impact of the quality of product on cosmetic market.
To measure the impact of the level of satisfaction on cosmetic purchase decisions.

3.1.4 RESEARCH HYPOTHESES

According to Saunders et al (2007, p117), hypothesis is “testable proposition about the relationship between two or more concepts or variables”.

H1: There is a significant and positive relationship between brand loyalty and trust.
H2: There is a significant and positive relationship between brand loyalty and satisfaction.
H3: There is a significant and positive relationship between brand loyalty and quality.
H4: There is a significant and positive relationship between brand loyalty and service quality
H5: There is a significant and positive relationship between brand loyalty and age of the consumer.

3.2 RESEARCH PHILOSOPHY

Based on the research onion¹, the first step of a dissertation is to choose a philosophy. The research philosophy is useful to define “the way in which I collect data to answer your research question” (Saunders, 2007, p 100). There are three majors’ ways of thinking about research philosophy: epistemology, ontology and axiology. The epistemology method is based on the way of thinking of a natural scientist who collection and analyse facts.

¹ Appendix #1 : Research onion of Saunders, Lewis and Thornill
According to two philosophies, researcher varies her analysis taking in account or not the social phenomena - such as feelings or attitudes – as reality. For ontology method, the nature of reality is the subject that researchers consider about the way the world operates and the commitment held to particulars views (Saunders, 2007, p108). The last method is the axiology, which is based on judgements about value we possess in the fields of aesthetics and ethics. Every researcher has his own value which plays a role in the research process and influence in the research results.

For the dissertation, the researcher prefer the epistemology method which uses the positivism, the interpretive and the realism philosophies. As explain by Saunders, the principles of positivism use the philosophical stance of the natural scientific. He uses the quote of Remenyi et al to tell that ‘positivism is working with an observable social reality and that the end product of such research can be law-like generalisations similar to those produced by the physical and natural scientists’. To adopt this philosophy, the researcher has to be objective, value free and independent and the researches have to be objectives facts. But the researcher use the feelings and attitudes of women consumer to explain their motivations and trust into cosmetics brands, which are not fundamental laws.

The interpretive philosophy disclaims the positivist tradition and explains ‘that the social world of business and management is far too complex to lend itself to theorising by definite laws in the same way as the physical sciences’ (Saunders, 2007. p106). In this philosophy, researchers must accept that there are differences between humans and their role as social actors. It allows to interpret the social world. But it’s too subjective and researches are driven by interest which is not this case.

The philosophy chooses is realism, based on social sciences, which link the approach of natural sciences, but also include people behaviours. It’s coherent to follow the realism philosophy in order to consider that what the senses show us as reality is the truth. According to the research of Bhaskar (1989), it’s be possible to analyse what is going on in the social world if we are able to understand the social structures that have given rise to the phenomena that we are trying to understand. Dobson (2002) explains that the realist position can use our own knowledge as a social conditioning, which is good for the researcher who is also on the research target as a French woman who buy cosmetics.
3.3. RESEARCH APPROACH

3.3.1. DEDUCTIVE APPROACH

Because of the previous choice of realism, the researcher use natural sciences which involve the development of a theory and consequently a deduction approach. As says Collis and Hussey, in 2003, this research approach implies ‘laws which present the basis of explanation, allow the anticipation of phenomena, predict their occurrence and therefore permit them to be controlled’.

Deduction approach is useful to explain the hypotheses because this approach is the search to explain causal relationship between variables. Then to test the five hypotheses, the researcher will need quantitative data. But the qualitative data are also used in this approach. The previous researches are full of theories and findings. The researcher is able to make his own deductions to establish his own way of research.

3.3.2. INDUCTION APPROACH

The induction approach is more ‘a feel of what was going on, so as to understand better the nature of the problem’ (Saunders, 2007, p118) based on the qualitative data the researcher will collect, in order to establish different views of phenomena (Easterby-Smith et al, 2002). It allows a more flexible structure to permit alternative explanations from what was suggested in the deduction part. Induction permits the research to be conducted according to personal interpretations in order to provide good answers for the initial research question.

3.4. RESEARCH STRATEGY

In order to find qualitative and quantitative data, there are seven different means: experiment, survey, case study, action research, grounded theory, ethnography and archival research.

According to the research questions and objectives, the strategy the researcher use is survey. The existing knowledge is big enough to make some deductions and the time available is long enough to have time collecting quantitative and qualitative data. In fact, the survey is very

2 Appendix #2: Differences between approaches
handy because it allows the collection of a large amount of data in a highly economical way. Furthermore, the data are standardised and allow easy comparison (Saunders, 2007, p138).

3.5. RESEARCH CHOICES

The research methods choice refers to quantitative and qualitative data but there are different methods to use them according to Tashakkori and Teddlie (2003):

- The mono method: one technique used to collect the data

- The multiple methods: several techniques used to collect the data.

There are two multiple methods:

- Multi method can use several techniques of collection but only one kind of data, qualitative or quantitative. It implies that the researcher has to choose between one and the other.

- Mixed method use quantitative and qualitative data collection techniques analysis procedures either in parallel or one after other.

In the dissertation, the researcher use both qualitative and quantitative survey. The choice to go for mixed method results from the objectives definition seen above. There are two kinds of objectives:

- Defining causes of behaviours: The researcher needed qualitative data collected by interviewing women who use cosmetics. Questions was send via Internet on their personnal email. An exchange of several email was necessary to deeply analyse their behaviours and the reasons of their choices and motivations. The findings could be quantified in the following quantitative survey.

- Measuring effectiveness: to reach this objective, we need quantitative data collected from an effective questionnaire and maintain the interest of the interviewee in order to have all the answers and to push him to answer on time.
3.6 Time Horizon

There are two methods to lead a study concerning time horizons; cross-sectional study and longitudinal study. Saunders et al (2007, p148) distinguished them by speaking of “snapshot” for cross-sectional study and “diary” for longitudinal study.

Indeed, according to Babbie (1989, p89) as cited by Kumar R. (2005, p93), cross-sectional studies are about studying some observable facts by taking a cross section of it at one moment. In other words, cross sectional studies imply time constrained whereas longitudinal studies involve more time and permit to learn about change and development.

For the study of the loyalty of women in cosmetic brand, the researcher used cross sectional study. Easterby-Smith et al., (2002); Robson (2002), as cited by Saunders et al. (2007, p148) argue that most of the time cross sectional studies employ the survey strategy which is the research strategy used for this dissertation.

3.7 Data Collection

3.7.1 Secondary Data Collection

Secondary data are used principally in both descriptive and explanatory research. As you can see on the appendix, secondary data are divided in three kinds of data:

- Documentary: often used in research projects, they can be used on their own or with other sources of secondary data. It includes written materials such as notices, correspondence, reports to shareholders, diaries or transcripts of speeches, but also books, journal, magazine articles and newspapers. The non material documentary can also be secondary data: voice and video recordings, pictures, drawing or movies.

- Survey-based secondary data: a survey strategy is necessary to collect these data. They refer to organizations, people and households and can be as compiled data tables or downloadable matrix of row data for secondary analysis.

- Multiple-source secondary data: they can be based on documentary, on survey secondary data, or can be an amalgam of the two. The way in which a multiple-source data set

3 Appendix #3 : Types of secondary data
has been compiled will dictate the sorts of research questions or objectives with which you can use it (Saunders, 2007, p251).

To answer the questions and reach the objectives, the researcher used multiple sources secondary data: academic articles from DBS Library, articles from the European Journal of marketing, Journal of Product and Brand management, academic books but also gouvernemenet and academic surveys. The researcher also collected information via corporate cosmetic website and use the annual reports to find information about their strategy and their plans for the future.

### 3.7.2 Primary Qualitative Data Collection

In order to collect primary qualitative data collection, the researcher made different types of interview, as they are exposed in the 10th Chapter of the Research Method for Business Studies of Saunders, Lewis and Thornill. They explain that one typology is commonly used:

- Structured interviews
- Semi-structured interviews
- Under structured or in-depth interviews.

But another typology (Healey, 1991; Healey and Rawlinson, 1993, 1994) differentiates between standardised interviews and non-standardised interviews.

Each form of interview outlined above has a distinct purpose. In an exploratory study, in depth interview can be very helpful to ‘find out what is happening and to seek new insights (Robson, 2002:59). In descriptive studies, structured interviews can be used as a means to identify general patterns. In an explanatory study, semi-structured interview may be used in order to understand the relationships between variables, but structured interview may also be used in an explanatory study, in a statistical sense.

The nature of the question has to be taking in account. An interview is the most advantageous approach to attempt to obtain data in the following circumstances (Easterby-Smith et al., 2002; Healey, 1991; Jankowicz, 2005):

- Where there are a large number of questions to be answered;
- Where the questions are either complex or open-ended;
- Where the order and logic of questioning may need to be varied.

According to the appendix #4 about the form of interview, the researcher choose non standardised interviews with the one-to-one form with individual interview based on a questionnaire about the habits of consumption and the motivation of women which the researcher knows. She doesn’t need to choose specific people, because all the women have a link with cosmetic in different levels, but each level is important for the research in order to understand different point of view of their relationship with cosmetics. The researcher choose to make individual interview for a reason of organisation and discretion, to be sure that the respondent is comfortable about her answers. Cosmetic consumption is very personal and women like to keep their secrets about their ways to take care of themselves.

### 3.7.3 PRIMARY QUANTITATIVE DATA COLLECTION

The survey strategy could be applied to this research. Indeed, “survey is the most popular and common strategy in business and management research” (Saunders et al, 2007, p138). In one hand, it allows the researcher to collect quantitative data and “suggest possible reasons for particular relationship between variables”. In the other hand, it permits to “generate findings that are representative of the whole population at a lower cost than collecting the data for the whole population” (Saunders et al, 2007, p138).

The design of the questionnaire affect the response rate and the reliability and validity of the data collected. There are several criteria the researcher will have to respect to make an efficient survey:

- Careful design of individual questions;

- Clear layout of the questionnaire form;

- Lucid explanation of the purpose of the questionnaire;

- Pilot testing;

- Carefully planned and executed administration.
The choice of questionnaire is also affected by the resources the researcher have available and in particular the:

- Time available to complete the data collection;
- Financial implications of the data collection and entry;
- Availability of interviewers and field workers to assist;
- Ease of automating data entry.

The researcher used the internet-mediated questionnaire, delivery and collection questionnaire. The questionnaire has been made respecting the distribution of french women according to age. The national organization which take care of the referencement of the population found that the population was distributed as the graph below.

For the survey, the researcher try to respect this distribution with this graph which represent the distribution of the population who answer to the questionnaire in order to have the most representative sampling possible.

The researcher tried to force women to deeply think about their habits of consumption in terms of cosmetics from the first question to the last one in order to have the best and the most
accurate answers. The questions talk about their habits of consumption through questions about what kind of product they use daily, their level of satisfaction and the problem they met to find the most adapted product for their needs. The questions about the difficulties women met to find the good product will be useful for the researcher to understand where was the problem and to suggest ideas to cosmetic companies to find new ideas to better target women in term of communication with more free samples for example.

Then, the researcher ask them where they use to buy their product and how they find information about cosmetics. Store environment and service quality are two factors of brand loyalty, so the researcher want to prove that women give importance to the place and distribution of their cosmetics.

At the end, three questions was necessary to identify the people who answered to the questionnaire. Even if the researcher ask only to women to answer, she prefered to put a question about the sex group to be sure that people who answered to the questionnaire on Internet was women. She also asked about their age class and their occupation. The age will be useful because the researcher want to analyse the difference of habits according to the age. The occupation will help the researcher to deduce the purchase power of people according to their occupation.

3.7.4. DATA ANALYSIS

The first step in the data analysis process is to convert the respondent’s answers into numeric data. This process is referred to as data coding or “coding” a questionnaire (Leblanc, 1997). Coding the data consist on assigning numerical values to each variable (answer obtained from respondents) that a software is able to process for the data analysis. The coding has to be done prior to analyse with SPSS (Saunders et al, 2007).

The codebook is a summary of instructions the researcher will use to convert the information obtained into a format that SPSS can understand (Julie Pallant, 2005). There are two steps in the code book creation:

- Defining and labelling each variable
- Assigning a number to each possible response.
But because the researcher didn’t have the good software, she preferred to use Excel to analyse the quantitative data and made some graphics which are more visual and clear to explain the different findings.

3.8. THE SAMPLING DESIGN PROCESS

It’s obviously almost impossible to interview all the French women, which represent more than 40 million people. For a reason of time and budget, it was handier for the researcher to select a sample. Many researchers, for example Henry (1990), argue that using sampling makes possible a higher overall accuracy than a census.

The sampling techniques available to you can be divided into two types:

- Probability or representative sampling: associated with survey and experimental research strategies

- Non-probability or judgemental sampling: associated with case study strategy

To design the sampling, four steps have to be followed:

- Define the population: women who lived in Nancy of all age from 16 years old, because younger women are too young to have opinion and hopefully not a lot of them use makeup or hair coloration. Moreover, they are not the final buyers, so it’s not relevant to interview them.

- Determine the sampling frame: the researcher will send his questionnary to the mail adress book of a hairdressing salon of Nancy. The book contain 542 mail adresses of clients with 71% of women. The hair dresser agreed to let the researcher use these email adresses and had trust to keep these information. The researcher want to target only women, which means that she can target 384 women of the list.

- Select a sampling technique: the survey will use the representative sampling, so the researcher can make projection about the target population.

- Determine the sample size, execute the sampling process and validate the sample varies according to the lists the research can have.
3.9 LIMITATIONS TO THE RESEARCH

The most difficult part that the researcher experienced is access to secondary data like official reports of companies’ strategies and results. These are strategic material and it was not easy to have access to it, even more regarding with the implementation process.

Another limitation could be related to ethics. Indeed, collecting data means obtaining people information. This takes part of a legal framework that the researcher have to study in order to avoid any issue. This represented an extra time.

3.10 ETHICAL ISSUES

The first level of access is physical access or entry (Gummesson, 2000). In fact, to find update organization reports, he will have to contact big cosmetic companies which will be very difficult to access. Furthermore, the researcher has no contact in his own network.

Physical access to an organisation are formally granted through the company management. It’s necessary for the researcher to gain access to the data that they are able to provide (Robson, 2002).

During the data collection, the researcher also have to respect ethical issues, such as:

- Not causing harm or intruding on an intended participant’s privacy.

- Respect the rights in relation to deceit.

- Maintain the objectivity and avoid exercising subjective selectivity in what the researcher record.

- To gain access to organisations and individuals, the researcher will have to respect confidentiality and anonymity values.

- Have a good behaviour, for example during individual interview: avoid pressing the participant for a response and stay calm.
4. DATA ANALYSIS

4.1. INTRODUCTION

As seen on the previous part, the researcher decided to use individual interviews to collect the primary qualitative data collection. She also used a survey to collect primary quantitative data. The data and findings will be presented in this chapter. Based on the literature review, the open-ended questions are designed in relation to the brand loyalty, the relationship between women and their cosmetics and the factors of their possible changes of habits. The findings of the present research will be compared and contrasted with extant literature in the next chapter on discussion in more details.

4.2. DATA ANALYSIS

4.2.1. INTRODUCTION

As said in the sampling design process, the survey was made on a webpage and send to the mail address book of a hairdresser saloon. The researcher first asks to the hairdresser to validate the questionnaire and to be sure that it won’t disturb the client to receive this kind of email. The client file of the saloon contents 542 mail addresses of clients: including 384 women of all ages and different social classes. The survey was established to force women to think about their consumption of cosmetics. The researcher consider that all the women are linked with at least of cosmetics. It could be makeup, hair care or even oral care, but all the women can have an opinion about cosmetics and the way they use it. So it was not necessary to define an accurate population apart from the fact that the interviewees have to be a woman. The answer came back quickly but the researcher had to insist with some clients to answer because it was important to respect the distribution of women according to the age. As explain in the primary quantitative data collection part, the ratio of women according to their age class was respected.

In total, the researcher has collected 122 answers, which was collected on an Excel spread sheet. All the answers had to be converting in numerical data and some PivotTable was useful to link different data and explain the different hypothesis. The results were represented with graphics.
Individual interview was also made by the researcher in order to further the findings of the survey. The testimonies of different women was useful to understand their way of thinking on an individual way with opened question which allow them to say what they thought and all their opinion about cosmetic and its role on their life. These individual questionnaires was given to:

- Julie, 24 years old, law student
- Lisa, 22 years old, medicine student
- Maud, 32 years old, saleswoman
- Morgane, 48 years old, saleswoman
- Danielle, 61 years old, retired

All their ideas allow the researcher to open her mind and use different point of view to make the most fair analyse as possible.

4.2.2. COSMETIC HABITS

The goal of the survey was to understand how women use cosmetic on their life and how they think when they have to buy a new product. The questionnaire is established in four parts to understand different aspects: actual habits, level of satisfaction, how they buy cosmetics and their motivations.

Questions about their actual habits to consume cosmetics is a way to introduce the subject because women asked to themselves how they use cosmetics and think about their own way of thinking about the subject. The first question allows us to understand what are the cosmetics the most used daily.

**Products the most used daily (%)**

![Bar chart showing the percentage of daily use of various cosmetic products. Hair care: 52%, Skin care: 21%, Body care: 17%, Makeup: 72%, Deodorant: 61%, Oral care: 27%, Fragrance: 25%.]
The interviewees could choose three answers because women used different kinds of cosmetics everyday. The majority of answers concerned hair care, makeup and deodorant. Makeup is obviously the first kind of product used daily because almost all the women couldn’t go out without wearing makeup.

_I like to wear makeup daily (foundation and mascara), when I’m on time because I’m in contact with clients all day long so I have to look good. During the weekend, I can be a bit more fancy. Makeup allows me to look fresh even when it’s not the case._

_Maud_

_Makeup is an essential step in my day preparation (unless when I stay home). It takes me 10 minutes (instead of 30 minutes when I was 17) because I know exactly what suit me or not. Makeup allows me to hide facial defects._

_Julie_

_I never go out without makeup, it’s important for me, every morning, before I see other people but I don’t think only about that._

_Lisa_

These answers show that women are dependent of their makeup products. In the literature review, the definition of cosmetic explains that they are intended to be applying on human body for beautifying and promoting attractiveness. In a society where self-esteem is crucial and judgement of appearance is common practise, the pressure on women forces them to be pretty and attractive. The research of Chao and Schor (1998) shows that in urban areas, cosmetics are used as a status symbol. They also explain that women wearing cosmetics would receive better consideration on their work environment.

Women of the 21st century are active, they have to work and take care of their children. They move and run all day to be on time, so deodorant has a crucial place on their life. This product helps them to reduce sweating and feel good all day long. The turnover of deodorant increased by 2.1% in 2012 in France (source: lsa-conso.fr) with 455 million of euros. The market adds 90 references to its offer in 2012 with increasingly powerful innovations: 72h antiperspirant, bio and efficient products or anti halos patch to stick directly onto clothes.
With an aging population, the market of hair care is mainly oriented around anti hair loss treatment. 30% of men care about the lost of their hair, but women become more and more concerned about this phenomenon. Hair care represents 30% of the beauty market in France (source: planetoscope.com) in 2009. The French market of shampoo and hair care is one of the most competitive in the world with fifteen brands including the leader L’Oreal (18,5% of market share).

The link between the kind of product mostly used and the age was made but nothing was really relevant. We could imagine that young women tend to use more skin care because of their tendency to have more spot because of puberty. But the numbers showed that 54% of women under 24 use mainly makeup and 45% use mainly hair care. 70% of women between 25 and 45 years old use mainly makeup because during this part of the life, women have to defend themselves against the world; they have to feel confident to fight at work and to build their social life finding a husband for example. They also tend to use skin care more than other age class, because it allow them to improve skin texture, which is a sign of good health. And women who are more than 61 are 85% to use hair care and makeup in the main goal to hide the marks of aging as grey hair or wrinkles.

4.2.3. LEVEL OF SATISFACTION ACCORDING TO THE TENDENCY TO CHANGE

The general level of satisfaction is clear, 86% of women who answer are satisfied with their actual cosmetics. If we extrapolate the number of 14%, we could think that there is only 14% of French women that the companies can target in order to gain them as new customers of their brands, which represent more than 8.4 millions of women in France, especially young women who are less satisfied than older customers. This phenomena can be explain by the fact that when women are young they meet more difficulty to know what is good for them and what they really need in term of cosmetic and makeup. They need few years before define what is the selection of product they will mainly use. This graph shows that 83% of younger women are satisfied, against 95% for older women.
But it’s not because women are satisfied with their current cosmetics that they won’t change their cosmetic anymore. Oliver (1999) explained that even though the consumer is conatively loyal, he hasn’t developed the resolve to avoid considering alternative offering. On the contrary, 60 women (49%) are satisfied by their choices but are ready to change their habits. They answer to the question: “Do you tend to change your brand of cosmetic often?” These questions help us to understand that satisfaction does not influence on the purchase decision. On one hand, only 36% of women who are satisfied tend to not change their habits of cosmetic consumption. On the other hand, one of the biggest reasons for a woman to change her cosmetic habits it’s if she is unsatisfied by the current brand (22%). With age, women know what they need to feel and look better. They know what features they need for their cosmetics such as face moisturizer, hair conditioner or mascara that curve the eyelashes but are ready to change the brand according to their wants of the moment. Different factors can influence their wants.

Satisfaction is also showed through the difficulty women met to find the good product. For them, the product which was the most difficult to find the good one was the skin care. Women are very exigent about their skin care as we can see on these two graphics. There are two reasons:

- Skin care is the product women wear everyday under their makeup. It’s the first cosmetic that women use to take care of the appearance of their faces. The skins of women are very different from a woman to another. Some can make epidermal reaction or allergy. The face skin is delicate and a bad treatment can leave spots on the skins that never go.

- The second reason is that the needs of women evolved with age. A woman has to be constantly watchful about the needs of her skin. The weather, the way they eat, the lack of sleep can be factors that can change the needs of the skin.
The evolution of needs is inevitable as testified the interviewees.

*Growing, expectations and needs are not the same. More I grow; requirements are evolving (wrinkles, spots,). I’m already starting to use creams for wrinkles prejudice while there is still a year, this issue would not even asked. The offer is wide enough to meet my needs and expectations.*  
*Maud*

*My needs are evolving with my age; I choose better quality products. I take care more of my skin and take habits I never forget anymore, especially usage of body lotion.*  
*Morgane*

*My needs evolve according to my age, but also according to my environment and trends. I think that our makeup change according our wants and our professional environment. Trends also influence our cosmetics needs: “Everybody bought the BB cream, I want this cream as well.”*  
*Lisa*

*When I was younger, I didn’t take care of the quality of what I bought. Today, I’m careful about what I use for my face, body or hair. I buy only essential products, I grew and I defined my real needs.*  
*Julie*

All these women know what kind of product they need but never cite a specific brand that they can’t live without. They are satisfied by the nature of cosmetic products that offer the market, but not dependant of one product. For these women, the needs are fixed in every kind of products but the trend to try other brands varies with age. If we calculate the ratio of the tendency to change cosmetic brand according to age, we can see that higher we go in the ages and fewer women are likely to change the brands they used to use, as indicated in this graphic.
4.2.4. Influence of Retailers on Cosmetic Purchase

Retailer can integrate different factors such as the price of the product, frequency of reduction, loyalty card available, good service quality with advice and smile from salesperson. 59% of women interviewed said that they by their cosmetics on specified shops such as Sephora or Galeries Lafayette.

Omar (1999) emphasized that the store environment was the single most important factor in retail marketing success and store longevity. Positive attributes of the store, which include store location, store layout and in-store stimuli, affect brand loyalty to some extent.

*After researching information via word of mouth, I go in a cosmetic store to see if the product is there. If the product is well established in the store and it’s visible and easy to find, it is likely that I’ll buy it.*

*Lisa*

In fact, 27% of respondents find the information before purchasing in store or in beauty salon. Women are very influence by the advice that can give salesperson and professional of beauty recommendation (41%). Women have a natural trust when they talk with professional of beauty because they need constant information about products and way to use them. They give a big importance to what say professional. If consumer fined the satisfactory answers in a store, she will continue to go on this store. And even if the store changes its location, 66% of women won’t change their habits. They are ready to keep their habits on the same store, which means that women are involved and take care of the place where they buy their products. Customers probably create a relation of trust with the staff of the store and want to maintain this relationship. In fact, the first reason for a woman to choose a product instead of another is the brand trust. The relation of trust can exist between the store and the customer but also between the customer and the brand, which is feed and kept thanks to advertising, testimonial, and word of mouth and more and more via social network.

The retailer can also be an influence because it can happens that sometimes when women go to their current stores, they think that the service quality is bad, only 53% will change their habits, we could imagine that more women want to change. But 47% of women won’t take care of the service quality because they know that they will find what they are looking for on
this specific store, which show that service quality doesn’t have a big influence on the purchase decision.

If on one hand, the woman is mainly involve on her relation with a store, on the other hand she is not really loyal into one brand. 60% of them are ready to change their cosmetic brands if the competitor brand gives 10 to 15% discount on the same kind of product. This fact means that one of the biggest factors of non-loyalty is the price. In fact, in an economic context of low purchase power, prices are increasing on all expenditure items and some households have to make concession. As we can imagine, cosmetics is not a vital necessity so the expenditures in this item will reduce. 66% of women spend between 20 to 50 euros per month for their cosmetic, which is still good, but price is the third reason for them to choose a product instead of another and it is unfortunately true that the quality of a cosmetic depend on the price. According to Kalyanaram and Little (1994), the weakest form of loyalty is when consumers are likely to switch once they perceive alternative offering as being superior with respect to the cost-benefit ratio, which means that the only thing the consumer thing about is his own benefit and all the advantages he will have with it and doesn’t care at all about the brand, the name, that packaging of the product or the benefit for the environment.

71% of women think that national brands have a best quality than private label cosmetics. The quality is the first reason for women to choose a product instead of another because it will have an impact on their health and their appearance. Mostly, customer buy a cosmetic to hide or correct a failure, quality and efficacy are the two main features sought. To reach quality and result, customers have to buy expensive products, because they know that the lowest price products won’t give a good result.

The retailer has its part of responsibility on the price practices on the market. The retailer is mainly also the producer so it’s the only decision maker on the price of its products. Despite the relatively small number of intermediary between the design, production and sale of a cosmetic product, prices of the biggest brands are extremely high because the share of advertising expenses costs the most. But this strategy prevents many people to access to good quality product, especially when quality means a better health.

The interviewees agree that cosmetic are expensive but they accept because of a lot of reasons. 

* I don’t think that high prices of cosmetics are justified, especially when mascara is 5 euros more expensive than 6 years ago. Now, cosmetics are luxurious products even if I’m not very
exigent in term of brands. The high prices prevent me to buy the products I like. If I want some expensive products, I ask it from my friend or family for my birthday or as a Christmas gift.

Julie

When it’s a cosmetic I use to buy, I don’t care about the price. I don’t want to choose another one.

Morgane

I’m convinced that the quality of a cosmetic increases proportionally with the price, but big brands take advantage of this to increase their prices because of exaggerated manner.

Lisa

I never make concession for expensive cosmetic; it is nonsense to me.

Danielle

In my opinion, a high price in cosmetic is a guarantee of quality and I’m sure the product will stay efficient all day long. I experienced it by myself. I prefer to pay a little bit more and be sure of the quality and don’t be disappointed by the product.

Maud

4.2.5. RESEARCH OF INFORMATION

Cosmetic company invest a lot of money to maintain a good image, the only way for them to keep a trust relation between them and customers.

But they often use a false reality on their advertising; customers know how to detect the true from the lie on an advertisement. The researcher asked to interviewees if patents and encrypted evidence have an influence on their purchase decisions.

I don’t care about numbers on advertising because the experience are always made on 18 or 36 persons as they indicated in a small font, so their experience are not relevant if the make test only to a small group.

Julie
I prefer to try the product by myself and ask sample in stores.

Maud

I care about patents because innovation is very important for me. I like to see how new technology will help us to be more and more beautiful.

Morgane

Figures are only sales arguments, which I do not believe. In addition, I do not remember ever!

Lisa

They also talk about trust. This way of advertising from companies, they don’t like it, because they feel betrayed by brand they liked. They think that there are a lot of way to communicate about new products and they don’t need to lie to their clients because customers are able to know what is true or not.

In order to establish a durable relationship, Gurviez identify three requirements: credibility, integrity and benevolence. But brands don’t fit on these requirements when they used manipulated numbers. Cosmetics should have a better integrity when they communicate about the benefits of their products and take in account the demand and the wants of their customers when they create their communication campaign because customer are very judgemental and access to a lot more information than before.

To build their trust on brand, women look for information on support they trust on. As seen before, the trust on people who work in specialist store or in a beauty salon is very important but other support has their influence. The word of mouth is a big part on a purchase decision. A lot of women use the same cosmetics as their mums and transmit their beauty secret to their children. During girl’s party or meeting, women will exchange their experience with different cosmetics and give their advices. A woman will more take in account the point of view of a friend or a member of her family, people she trust on than advertising which hide the truth.

I will more follow a recommendation of a friend, my mother or a women’s magazine.

Julie
As you can see on the graphic, magazines have also their part of influence. Magazines and especially women magazines are full of advertisement and samples. These samples are easy to get because women magazines are cheap and a lot of women use to buy them to be updated about the last trends. Women are in direct contact with samples. They don’t need to go in store to ask salespeople to give them samples; samples come to them. Of course, it’s not always a sample that the woman is interested in, but the woman will care about the sample and take time to discover the product or the innovation. The awareness of the brand will jump and even create a discussion between friends who buy the same magazine. The ratio of people who buy products thanks to samples found on magazines is impossible to evaluate, but the goal of this kind of operation is to develop the awareness of the brand.

The second role of magazine is to promote some kind of products via the articles. It’s not an advertising paid by the company, but the magazine will give its own advice and influence its readers to use a product instead of another. Readers’ trust on magazines they like to read and magazine maintain a close relation with their readers. In fact, especially on women magazines, the editorial staff always write article where they directly talk to the readers and integrate some pages where readers can give their point of view about last article or publish picture of readers with their stories. Magazines as Cosmopolitan or Glamour are big community of women who can’t live without their monthly magazines. They always share the testimony of girls who read the magazine for ages. This relation of trust will allow them to have a strong influence on the decision of their readers, because they fix the new trends on fashion and cosmetic industries.
4.2.6. MOTIVATIONS TO BUY COSMETICS

The main motivation to buy cosmetic is to feel pretty and have confidence on you.

*It allows me to not have a dry skin, to feel better and love myself.*

_Morgane_

*Using cosmetics develop my wellness, because it’s always a moment when I can calm down, relaxation moment and I can take care of me, only me.*

_Julie_

*It’s very relaxing, especially when I use the day or the night cream, which bring me a sensation of beauty.*

_Danielle_

*The look of others is important for the well being in society? The use of makeup or perfume can change a lot the image that we give of ourselves. It can facilitate a first approach to a new environment.*

_Lisa_

In order to be effective, a cosmetic have to be a good quality product. It’s the first reason why women choose a brand instead of another. 99% of women can change her habits if she feels that a product declined in quality.

In a market in constant evolution, innovations are created and promoted every day. Women feel valued to access to innovation and technology. They can access to new technology via their daily consumption, which is very exciting. Thinking that you can use designed and last trends of makeup is very attractive for women. Innovation are everywhere in cosmetic industry: the drying time of a nail varnish, the brush which helps to distribute the coating more easily, mascara which makes grow your eyelashes; the lipstick which swells your lips. Not to mention all the care the repair the hair, preventing them from falling, creams that have the same effect as cosmetic surgery. All these challenges whose boundaries are pushed back year after year for the only purpose to sell to consumers who love these brands that take care of them.
In fact, as we can see on the graphic, 29% of women are ready to change their habits because curious to try innovation. 20% of them like to change their cosmetics. But the excitement can be reduced because of factors such as price, which is a big constraint for many consumers. They will be attract by a new product a lot of times but not buy it. They will take the decision to buy it only if they need to buy a new product of this kind or if they feel that they really need this product because she doesn’t have another product that have the same features. But as we said before, a woman knows exactly what she needs and already have a kind of selection of products she needs or not. But women tend to make some research before considering buying it. The process of information research is almost automatic because they need to feel in trust with the brand and the product before have it. When the researcher ask to the interviewees what they do between the moment they discover a new product and the moment they decide to buy it or not, this is what they answered:

*I make Internet research and sometimes I ask for samples.*

Danielle

*About creams and cares, I always ask for a sample in store or even on the website of the brand to sure of the quality of the product. For makeup, it’s more an impulsive purchase because there is less problem of allergy and epidermal reaction with it (unless the foundation, I found my brand and I won’t change it for years).*

Maud

*I look for information on Internet and ask to my friends what they think. If I’m satisfied of what I heard, I buy it, even if I’m not very sure it will be good for me.*

Morgane

*Almost all the time I discover new products thanks to samples I receive with magazines or when I buy cosmetics. I can be very interested on one product, but never buy it. On contrary, I can discover a new product by chance and buy it immediately. In all these cases, my only mantra is to always buy something I’m sure to use. News products have to correspond to my actual needs.*

Julie
If I buy a cosmetic, it is usually because the previous one is empty, so it meets a need. More rarely, it’s because I want something new that I do not necessarily need, but it’s not very often.

Lisa

The act of shopping is a sensation of pleasure for women. It’s a kind of freedom for a lot of women who feel a big happiness when they go shopping. But, the stereotype of a woman who make shopping and who is able to buy everything is not true anymore. 81% of the women of the survey answered that they know what they need before a shopping session. The impulse buying is not so recurrent.

If I buy a cream or a skin care, I don’t feel anything because they are basics products to take care of my skin. But if I buy some makeup, it’s a pleasure and an impulse buying, a small pleasure that I give from time to time.

Maud

When I buy a new product, I’m happy and hurry to try it when I come home, but I’m a little bit upset by the price I paid. To resume, it’s an investment, which should be profitable!

Julie

The researcher ask in the survey what kind of product women used for years with the same brand and what kind of product do they change often the brand in order to explain how are they involve with their cosmetic. Thanks to this graphic, we can see that use the same brand for hair care, make up and fragrance. Women are involved on the choice they make for these products because they are the product, which will define the personality of the woman. Hair cares are very important because hair represent 80% of the total appearance of the face. It means that women care a lot about their hair because it’s the part of your body that other people will see the most and judgement can be done quickly about haircut. Furthermore, in general, women have long hair, which means more attention and more time are necessary to have nice hair. The selection of hair care has to be very accurate to find the best way for women hair to look good. So when a woman fined a good selection, she keeps it for years.

It almost the same reflexion for makeup, a woman has to find the good colours, texture and mix. It’s almost a chemical experiment to find the good solution in a market with such large
range of products. Involvement and time are necessary to find the perfect mix, while having choice according to the event or the clothes wore by women.

The role of the fragrance is remarkable in three levels: aesthetic, hierarchical and erogenous. Perfume is a proper act to our species, true emergence of civilization in the care of the body. The fragrance is also used to affirm a grade in the society. Women have to pay attention on the smell they like and also they want to share.

This ranking shows that a high involvement is necessary to choose these products. It is also important because of the price. Hair care need to be buy every month, make up are used daily and fragrance are expensive. If customers combine the expenditures of these three products, it’s easy to imagine that they are the products the most expensive for women in general. To make good choices, customer have to be involve and care about the product they use to be sure that they use quality product which won’t endanger their health. On one hand, the high price will assure a good quality and satisfaction but on the other hand, the company have to maintain this level of satisfaction to keep trust and loyalty from customers.

This fact can be verify with the contrary: on the same graph, we can see that customer tend to change often the brand of their body care, deodorant and oral care, products which won’t have a big impact on the health of its users. Moisturizers and antiperspirant have to be efficient but are not susceptible to make visible stains on skin or won’t have an impact on the appearance. The consequences of a less good product of these kinds won’t be as big as if customer make an allergy to a foundation, for example. Customers don’t need to be highly involved on their choices. They can try different brands without asking opinion to their friends. Furthermore, toothpaste or body lotion is not expensive and can be change very often so if a customer is not satisfied of his buying, he can easily change his choice on his next purchase.
The survey also allows understanding that some factors have absolutely no influence on the decision to purchase cosmetics. The biological and eco friendly cosmetics concern only 6 women of the survey. The appearance of the product such as the colour or the packaging is not very influencing the choice of women either. Women care a bit more about the smell of the product because it will appeal to the feelings of the consumer at the time of using the product. The user wants to easily use a product that is attractive and the fragrance will appeal to others because the smell remains and is shared, unlike the colour of a product that people won’t see when it is impregnated or removed after use.

Also, the rate of women who can change their habits because the trust they had on a brand or the image of the company change is low, probably because companies invest a lot of money on advertising to maintain the relationship with their clients. Advertising is not very effective to influence brand-switching behaviour but others communication means can be used to involve customers with loyalty card, newsletter, and social network, which allow companies to be in direct contact with their loyal customers. Social networks are very effective to exchange ideas and opinions. A lot of companies used “Fan pages” to stay in contact with potential clients.
4.3. VALIDATION OF HYPOTHESIS

4.3.1. RELATIONSHIP BETWEEN LOYALTY AND TRUST

The survey and especially the question about the reason for a woman to choose a product instead of another allow understanding that trust have a strong relationship with loyalty. In fact, 91 women choose brand trust as one of the three reasons of the orientation of their choices, which rank this answer as the number one.

Trust is a fundamental value in cosmetic market because cosmetic companies are responsible of the responsibility of good health of customers. They are involved to not put in danger the life or the body of people using bad quality product or selling products without mentioning the composition of products. A lot of rules are fixed to avoid companies to lie about what they sell and the result they give. In order to increase their sells, brands tend to give a lot of arguments in their advertising to push women to buy it but the trust relationship could be betrayed if they lie. Of course, brand use marketing and communication tools to attract women and tend to change the real result to make them believe that it’s a miraculous product. But women are not stupid and if they realised that brands lied, they can be sure that women won’t be loyal anymore and moreover, the trust they had in this brand will disappear. But according to the question about the reason that can push a woman to change her cosmetics habits, only 7% of the reason is that trust they had on a brand disappeared. This result means that women didn’t have a bad experience with a brand.

In a high competitive market, companies have to maintain the trust relationship they have with their customers because, if a client has a little doubt, they won’t hesitate a long time before they decide to change products because they are witnesses of advertising for cosmetics every day in magazines, on TV or on the Internet.

The relation between trust and loyalty is even stronger when the link with the kind of product women use for years. This question on the survey is designed to understand for what kind of product women are loyal for years, which means that they have a strong trust relationship with these brands. The result of this question shows us the kinds of product women trust the most. Hair care, makeup and fragrance are the kinds of product women use for years and are also the product they spend the biggest part of their budget because they are expensive and they use it very often, almost daily. Despite the factor of high price that could prevent the repetition of purchase, this is avoided through to consumer confidence in a brand.
4.3.2. LOYALTY AND SATISFACTION

The general trend underlined thanks to the researches shows that 86% are satisfied of their actual cosmetics and 56% of them don’t plan to change their habits. These results can explain that loyalty and satisfaction are strongly link but a lot of reasons can interfere this easy reasoning. Indeed, women had the choices between different reasons to choose three reasons that can push them to change the brand they usually use. 22% of the choices was about the fact that they are unsatisfied by the current brand they use in one of their product, which also confirm that if a woman is unsatisfied by a brand, she will plan to look for a new brand to buy. But human nature is made to always be attracting by things we don’t have yet and 29% of people said that they could change their actual habits because they are curious to try innovation and 20% because they like to change. Change is a pleasure that we can explain by a need to avoid monotony and habits in areas where we have the opportunity to change our mind and try new experiences. The twenty first century is based on the principle of change and transience. Values are increasingly rare and loyalty is a concept less practiced in everyday life. The trend is on the no obligation and freedom concepts, which are very attractive for the new generation of consumers. Which is a big problem for companies, which try to keep their customers.

4.3.3. LOYALTY ACCORDING TO THE AGE

A graphic was made to explain another factor, which can change the satisfaction and the way to consume, is the age. Needs vary a lot according to the age of the consumer and the research permits to show that women tend to be more and more satisfied when they get older. Women tend to change often their cosmetics when they are young and tend to keep the same habits of cosmetics when they are older. Women had a lot of time to try different kinds of product and establish their own fashion style and way of life when they are older, which means that they know exactly what they need and what they want. Instead of young people, who have puberty problems and take time to shape a personality that will keep the rest of their life. But during all this time of research, they will try different combinations of makeup; try different hairstyles, which imply different products.

When we calculate the ratio of people who know what they plan to buy before they go shopping according to the age, the numbers are representative. At this question, 76% of women under 24 answered that they know what they need to buy before shopping, but 90% of
people who are more than 61 years old know what they have to buy. This difference explains the two ways of thinking and the gap between young and old consumers.

**4.3.4. LOYALTY THANKS TO QUALITY**

As witnessed by interviewees on the data analysis part, customers generally know that the good quality of a product implies a high price. Generally, products that deliver results and efficient that the woman was looking for are those that are the most expensive on the market. Brands justify their high prices by ensuring that more raw materials are good, more they are expensive and therefore the final product will also be expensive. Women who responded to the questionnaire also voted for the price as the first reason to choose one product over another. At the same level as brand trust, the price is a factor that will greatly influence consumer choice in their final purchasing decision.

Before going to shop on a certain brand store, a woman will always make the effort to search for information in order to be informed of all offers available in the market and make sure to find the best value for money product before taking the decision to go to the store to purchase the product. We can compared with buying in specialized stores, where all the best products in term of sales are present with their information such as price are quickly available. For a consumer who seeks for the best value for money products, it will be easy to compare directly in store without making information search before. During the selection, the client will rank the criteria from the most important to the less. He will take in account the criteria that he takes care of but will make concession to find the best balance. The price will often be the first criterion, but the brand will also be important for the most used product such as makeup and fragrance because the affective loyalty will be stronger.

**4.3.5. LOYALTY THROUGH SERVICE QUALITY**

In the case of cosmetic industry, service quality is a kind of personal selling, and involves direct interactions between salespeople and potential buyers. Consumers like to shop at specific stores because they like the services provided and are assured of certain service privileges. 59% of women make their cosmetic shopping on specific stores because with their habits to go at the same place, they built a trust relationship with the staff of the shop, so they feel comfortable when they come in the store. They are more confident and less shy to ask question to saleswomen, who know the needs of their customers and can advice them much better that if you always ask to a different people who doesn’t not know your preferences and
any indication as allergies. If salesperson are good, they are able to remember from a visit to another what are the criteria of a client and then personnalize the conversation in order to give good and accurate advice. The client will feel considered and important, which will push her to make more spending. This relationship is important for both sides, the store and the client. This is a win-win relationship.

Service quality can also be define by the store environment, which is very important for customers. If a women is satisfied by the service quality of a store, she is ready to follow it even if the store move in another place. Which is interesting as well, is that 47% of women won’t change their habits of brand cosmetic if they receive a bad service quality in a store. They will probably only change the place where they use to buy their cosmetics. So service quality has an impact on the loyalty, but more on the loyalty on the retailer than on the brand loyalty.
5. CONCLUSION AND RECOMMENDATIONS

5.1. CONCLUSION

The purpose of this dissertation was to define the factors which influence the loyalty of women on their purchase decision on cosmetic market. As defined Delgado and Ballester, loyalty start from the first purchase and the relationship with the brand will grow if the customer rebuy the product. In cosmetic market, loyalty exists because women take habits on their consumption of cosmetic. As seen in the survey, women was able to tell that the products they use the most daily are hair care, makeup and deodorant. Indeed, women put in place a kind of ritual they do each day for different reasons we will explain later. These habits push women to repurchase the same product because they trust the brand, they are satisfied and these products correspond to their needs and their budget. The research of Lau et al (2006) explained that they are factors which will influence the purchase decision of customers. This research can help brand managers to create strategies to convince clients to buy? Advertising also have a strong role on companies strategies. The researches was useful to explain what are put in place by cosmetic brands on the market.

The women cosmetic needs needs constantly evolve throughout life. As explained on the individual interviews, the requirements of the body change. Because of time, wrinkles, spots or others marks of age appear on the body and women tend to hide them because the society ask them to be good looking. The research of Chao and Schor (1998) show that for Caucasian American comen, cosmetics are used as a statut symbol. On another research, they show that wearing cosmetics influence perception’s on women’s health and confidence, which have an impact on their professional class. The role of cosmetic is very important for a woman who work because it helps her to access to a good statut but also because it brings her comfort with efficacy such as makeup which stay on skin all day long, deodorant which avoid her to sweat or oral care which brings her white teeth and fresh breath.

Women of the 21st century have a strong purchase power because they work and are able to buy their own wants. 99% of women of the survey answer that they buy their own cosmetics. They became a group very important for marketers. A lot of researches have been done in order to better target women on advertising and innovation in the last two centuries. There is a strong difference on buying behaviour between the two gender role. Dittam and al. (1996) found that women tend to be more likely to shop for aesthetic products, while men are more
likely to shop for functional shop but the researcher found a contrary result. Women don’t judge aesthetic products since smell, color and packaging of a product are three of the four last reason for them to choose a product instead of another. While, they largely prefer to choose a product for the trust they have on a brand, the price, the quality and efficacity.

The motivation for women who tend to be loyal need to be satisfied by the product. It is satisfaction when women feel good with the cosmetics they actually use and when product have an efficient result on the customers. The level of satisfaction is higher for older women than younger women. In fact, young women don’t know exactly what need their bodies and their skins and take time to find the best products for them. Instead of older women, thanks to experience, are able to know what they need and then rebuy the same product. This reflexion allow the researcher to assert that older women tend to be more loyal that younger. This theory has been also found by Houmburg and Giering who said that there is a strong positive relationship between satisfaction and loyalty in older customers.

According to Chaudhuri and Holbrook (2001), the concept of trust is more and more a component of business to consumer activities because it’s a key characteristic of any successful long term relationship (Garbarino and Jonhson, 1999) and women rate brand trust as the first reason to choose a product. To be sure that companies target a very specific target of women, they should be as accurate as possible on the position they take on the market and what kind of need they want to fill in with their products. The brand has to be give to the customer as a promise to concerned the women who really need this product. The effect can only be positive because if the customer feel concerned by the brand, she will buy it because the product answer to a need and she will be involved on the brand and share a good experience with her friend. Women meet difficulties to find a good one, they will share the information. As showed on the survey, 26% of the information researches about cosmetics is through word of mouth. Customers give a huge importance on the opinion of their environment. This reason will be a challenge for companies because word of mouth is an effect that they can’t master. But companies have ither means to help them such as advertising on TV or in magazines, which are laso very influencing means with respectively 27 and 25% of women who use them to search information. The seven factors which can influence purchase decision are brand name, product quality, price, design, store environment and service quality. All these factors have been develop to understand that companies have to invest more and more to give customer the motivation to choose their products instead of competitor’s. One of the first reason is the price. For all the women the researcher interviewed,
price is an obstacle because cosmetics are becoming more and more luxury goods. To keep clients, brands have to stay affordable for the majority of women. Customers are conscient that expensive products are better quality and make better result on skin but companies have to find a good balance to keep trust from customers. They could believe that companies only care about their benefits and then the relationship will be broken.

Finally, what are the reason for a woman to change her cosmetic habits. As we have seen, the first reason for changing is the evolution of needs. Women have to adapt their habits with their bodies and cosmetic companies adapt their offer to target women of all ages and help them to find the most adapted products. But advertising also have a strong impact on the brand switching behaviour. Advertising is a very powerful tool to inform women about their products and persuade them that they absolutely need it. Innovation is the most used argument because it arouses the curiosity and interest of the public. This strategy is effective because consumers are heavily influenced by the news which they believe better than the product they currently use and give result that are always pushed further. But often, customers realise that what brands say about their products are utopia and keep their feet on the ground. Interviewees testify that they don’t believe what they say on advertising. But they still can be influenced when they need to renew a product which is empty. The role of advertising is finally to bring information to customers in the case of this last need to buy a new product.

To finish, all these conclusion are based on personal research. They allow us to better understand the buying behaviour of women for their cosmetics. Companies will continue to spend billions of dollars to show to the world how their products are wonderful and unique. But the research showed that they are a lot of cheaper solution to target women and are much more efficient. Women will more care about the quality of the product, the result on their skin or the real features of a cosmetic instead to see big stars on advertising. Women will probably be influenced by innovations but will first of all looking for information and be conscious of the benefits of the products before. Maybe, brand managers should reduce mass communication campaign and more target their communication in order to be closer of their customers.
5.2. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The major limitation of this research is that the results may be applicable to the cosmetic industry but not sufficient to explain the phenomena in other industries, which restrict the external validity. Moreover, the result of the present research can affect the internal validity because survey participants were choose with a convenient sampling where possibilities of biased results exist. Due to a limit of budget and time, the number of interviews maybe not allow a holistic view towards the whole cosmetic industry.

Despite the fact that this research has represented the factors which influence brand loyalty, other research should be carried out to construct a more complete picture such as the effectiveness of advertising in cosmetic industry. The relationship of trust between customers and brands can also be developed to understand what kind of means use companies to maintain a interest from their clients on their products.
Before coming in the Dublin Business School, I knew I had to write a dissertation. This project was exciting for me because I’ve never done that before but I always heard people said that it’s a lot of works and they spend all their time on it. When the methodology started on the second semester, I was very scared to not be able to face it. But thanks to the class of Mr Bernie, it was more and more clear for me that if we follow a good method and we are serious on our work, it would be possible to finish it on time and to answer to a marketing question. In term of symbol, finish the dissertation is the finalisation of years of studies, from elementary school, when we learned to read and write, to the last month, when we were able to analyse strategies of international companies and even be able to give them some recommendations.

The methodology classes was useful because the teacher gave us all the tools to make the project. This class was like a guide to help me thinking and fulfil the different steps of reflection until the end. The critics and observations made by the lecture helped me to understand what are the goals of dissertation. Dissertation is not a marketing research which will help companies to change their strategies or to advice them about what they are doing good or not, as a marketing audit firm. The goal of a dissertation is to explore and discover researches already done about a subject, use it to create your own way of research and then improve the result already found. Using researches already existing is very exciting because it proves us that the subject choose is interesting and this dissertation will make you contribute on the researches.

The lecture also learned me that there is differences about articles we can find on Internet which are not necessary serious and trustworthy. But when we use academic articles, we use reliable tools which was done by serious researchers who were involve on the goal to be the more closer of the truth as possible. Academic articles are harder to find, but they are a fountain of knowledge and information inexhaustible. The authors often participated in numerous research on the same subject, which proves that they have spend a part of their lives to find the right answers to the questions. Researches have been really exciting because they allowed me to master many concepts of marketing that I knew before but was unable to talk about accurately.
This kind of project also brought me a lot of skills for my personal and professional life. The realisation of dissertation is based on the organisation of different tasks and time. Thanks to my supervisors, I push myself to focus on my dissertation. I choose for financial reasons to find a job and start my professional life directly back from Dublin, which took me a lot of time and energy. As salesman, I drive a lot and have irregular timetables which were very tiring. Despite this job, I try to keep my motivation to write my dissertation and to send email to lot of women who shared their experiences about cosmetics, which was very enriching for my researches.

The realisation of a dissertation also tough me to anticipate the tasks I have to do before the deadline. Because if I didn’t do the Gantt Chart and be able to list all I had to do, I’m sure that I would be late for the submission date. I know that I’m very efficient when I work at the eleven hour, I’m even on time. But if I have something to reproach to myself is that I probably don’t make enough developed analysis. If I choose to not find a job before finishing the dissertation, I would give the best of myself and my skills would allow me to give a better analysis.

This project also helped me to improve my level of English which were much better thanks to my life in Dublin even if my writing level still have to be improve.

The last things the realisation of the dissertation brought me is the pleasure to develop my analytical mind. I used academic theories I didn’t know before and took pleasure to discover them. I also used theories and knowledge I have already seen during classes in Dublin Business School and ISEG Business School of Strasbourg. I didn’t need to develop all the theories on the literature review, only the ones I didn’t know before. Because basics knowledges of marketing on the dissertation are numerous. Whether the elements of the marketing mix or theories of needs and motivation are things that we have already discussed several times during our studies and today they are basics elements that were part of my analysis.

In general, this experience was very interesting for me and I’m proud of what I have done even if I think that I could do better. The notion of loyalty don’t have secret for me anymore. And even if academic dissertation are a lot of accurate constraints on the realisation, it brought me to be the more rigorous and serious possible.


Appendix #1: Research Onion

Appendix #2: Differences between deduction and induction

<table>
<thead>
<tr>
<th>Deduction emphasises</th>
<th>Induction emphasises</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Scientific principles</td>
<td>☑ Gaining an understanding of the meanings humans attach to events</td>
</tr>
<tr>
<td>☑ Moving from theory to data</td>
<td>☑ A close understanding of the research context</td>
</tr>
<tr>
<td>☑ The need to explain causal relationships between variables</td>
<td>☑ The collection of qualitative data</td>
</tr>
<tr>
<td>☑ The collection of quantitative data</td>
<td>☑ A more flexible structure to permit changes of research emphasis as the research progresses</td>
</tr>
<tr>
<td>☑ The application of controls to ensure validity of data</td>
<td>☑ A realisation that the researcher is part of the research process</td>
</tr>
<tr>
<td>☑ The operationalisation of concepts to ensure clarity of definition</td>
<td>☑ Less concern with the need to generalise</td>
</tr>
<tr>
<td>☑ A highly structured approach</td>
<td></td>
</tr>
<tr>
<td>☑ Researcher independence of what is being researched</td>
<td></td>
</tr>
<tr>
<td>☑ The necessity to select samples of sufficient size in order to generalise conclusions</td>
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</tbody>
</table>
Appendix #3: Types of secondary data

![Types of secondary data diagram](image1)

Appendix #4: Forms of interviews

![Forms of interview diagram](image2)
Appendix #5: Questionnaire of the survey

1. What kind of cosmetic products do you use the most daily? 3 choices
   a. Hair care
   b. Skin care
   c. Body care
   d. Makeup and color
   e. Fragrance
   f. Oral Hygiene
   g. Deodorant

2. Are you totally satisfied by the cosmetic you are actually using?
   a. Yes
   b. No

3. Do you buy your cosmetics by yourself?
   a. Yes
   b. No

4. Do you think it was easy for you to find the best product for yourself in these different kinds of products?

<table>
<thead>
<tr>
<th></th>
<th>Very difficult</th>
<th>Difficult</th>
<th>Normal</th>
<th>Easy</th>
<th>Very Easy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skin care</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Makeup</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Fragrance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oral Hygiene</td>
<td></td>
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<td></td>
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<tr>
<td>Deodorant</td>
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<tr>
<td>Body care</td>
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</tbody>
</table>

5. Do you think that your demand is high?

<table>
<thead>
<tr>
<th></th>
<th>Low</th>
<th>High</th>
<th>Very high</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair care</td>
<td></td>
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<tr>
<td>Skin care</td>
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<td>Body care</td>
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<tr>
<td>Makeup</td>
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<tr>
<td>Deodorant</td>
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<tr>
<td>Oral Hygiene</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fragrance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Where do you mainly buy your cosmetics?
   a. Pharmacy
   b. Retail
   c. Specialized store (beauty salon, perfumery…)
   d. Internet
   e. Hard discount store
   f. Other

7. Do you know what you need before shopping?
8. What are the reason which make you buy a product instead of another? 3 choices
   a. Brand trust  
   b. Packaging  
   c. Smell  
   d. Color  
   e. Eco friendly product  
   f. Price  
   g. Advice from a professional  
   h. Quality/Effectiveness  
   i. Other:…

9. What is your cosmetic budget monthly?
   a. Less than 20 euros  
   b. Between 20 and 50 euros  
   c. More than 50 euros

10. Do you tend to change oftenly your cosmetic products?
    a. Yes  
    b. No

11. What are the kind of products you used for years? 3 choices
    a. Hair care  
    b. Skin care  
    c. Body care  
    d. Makeup  
    e. Deodorant  
    f. Oral hygiene  
    g. Fragrance

12. What are the kind of products you oftenly change? 3 choices
    a. Hair care  
    b. Skin care  
    c. Body care  
    d. Makeup  
    e. Deodorant  
    f. Oral hygiene  
    g. Fragrance

13. Why would you change between a brand to another? 3 choices
    a. Dissatisfied by the current brand  
    b. Curious to try innovations  
    c. Pleasure of changing  
    d. Your needs change  
    e. The brand image has changed and you no longer like it  
    f. Your trust in a brand is reduced  
    g. Other:…

14. How do you inform about cosmetics innovations?
    a. TV  
    b. Magazines  
    c. Internet  
    d. Word of mouth  
    e. In store or beauty salon  
    f. Thanks to samples  
    g. Doctor advices

15. Can you change your current product if:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A competitor brand make a discount between 10 and 15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>You prefer the competitor packaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A salesperson is not nice with you</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The quality product was reduced</td>
<td></td>
<td></td>
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<tr>
<td>The store were you used to go moved</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
16. Are you?
   a. A man
   b. A woman

17. How old are you?
   a. Less than 16
   b. Between 17 and 24
   c. Between 25 and 45
   d. Between 46 and 60
   e. More than 61

Appendix #6: Graphics to represent the result of the survey
Cosmetic budget per month

- More than 50 euros: 3%
- Less than 20 euros: 31%
- Bet. 20 and 50 euros: 66%

What are the reasons that can change your cosmetic habits?

- Unsatisfied by the current brand: 2%
- Curious to try innovations: 7%
- Like to change: 29%

Reason of a possible change of cosmetic brand

- 10 to 15% discount on the same product of competitor brand: 60 Yes, 40 No
- Better packaging in a competitor brand: 33 Yes, 67 No
- Bad service quality on a shop: 53 Yes, 47 No
- Quality of product decrease: 99 Yes, 1 No
- The store location change: 34 Yes, 66 No