

Abstract

As markets are becoming more and more competitive and consumers have an abundance of information about products available at the tips of their fingers, marketing professionals must carefully decide which information channels to prioritise. Additionally, the trends of being “sustainable” and “eco-friendly” are becoming increasingly popular. The concept of customer journey is also widely researched, proving to be a valuable tool for identifying the need and desires of the consumer and guiding them down the path to purchase a product or service. However, the studies surrounding how this journey should differ for a consumer focused on sustainability compared to a consumer with little interest in the subject, is limited.

This study is an initial attempt to investigate the relationship between two phases of the customer journey (i.e., consideration and purchase) and the chosen information channels regarding sustainability. Data for this study were collected with the help of a self-reported questionnaire. The survey was mostly distributed through social media channels.

By conducting a regression analysis on the results of the survey, the data supports our theory that there may be a relationship between the two chosen phases of the customer journey (i.e., consideration and purchase) and common communication channels. The general findings in our analysis indicate that respondents with an interest in sustainability have higher values for the consideration stage than respondents with a lower interest in sustainability. For the purchase stage we found opposite to be true.

For either group the most influential channels of communication for the consideration phase were *Reviews* and *Word-of-Mouth*. As for the purchase stage, both sustainable and non-sustainable groups showed the highest values for *Physical Store* as their purchase channel of choice.

Results obtained in this thesis provide insights into the factors that influence consumer behaviour in relation to interest in sustainability and the stages of the customer journey. The results of our research can benefit marketing professionals wishing to increase the efficiency of their advertising and may prompt further studies of the concepts presented within this thesis.

TABLE OF CONTENT

ABSTRACT	1
1 INTRODUCTION	5
1.1 BACKGROUND FOR THE SELECTED THESIS	5
1.2 THE REASONING BEHIND THE PROBLEM	5
2 THEORY	6
2.1 CUSTOMER JOURNEY	7
2.2 CONSIDERATION.....	9
2.2.1 <i>Traditional and digital marketing</i>	10
2.2.2 <i>TV advertising</i>	11
2.2.3 <i>Social media advertising</i>	12
2.2.4 <i>Word-of-Mouth</i>	13
2.2.5 <i>Online reviews</i>	13
2.2.6 <i>Magazines</i>	14
2.2.7 <i>Store displays</i>	14
2.3 PURCHASE	15
2.3.1 <i>Online stores</i>	15
2.3.2 <i>Physical stores</i>	16
2.3.3 <i>E-commerce websites and social media applications</i>	16
2.4 SOCIAL MEDIA	17
2.5 THE CONCEPT OF SUSTAINABILITY	18
2.6 SUSTAINABILITY IN THE COSMETICS INDUSTRY	18
2.7 THE CONCEPT OF SUSTAINABLE MARKETING	19
2.8 COMMUNICATION CHANNELS AND THEIR IMPACT ON CONSUMER CONSIDERATION BASED ON SUSTAINABILITY FOCUS.....	20
2.9 PURCHASE CHANNELS AND THEIR IMPACT ON CUSTOMER PURCHASE DECISION BASED ON SUSTAINABILITY FOCUS.....	22
3 RESEARCH METHOD	23
3.1 DATA COLLECTION TECHNIQUE.....	23
3.2 RESEARCH SAMPLE AND TECHNIQUE.....	24
4 MULTIPLE LINEAR REGRESSION	25
4.1 DEPENDENT AND INDEPENDENT VARIABLES	27
4.2 DEMOGRAPHICS INTERPRETATION	28
5 MEASUREMENTS	30
6 ANALYSIS	32
6.1 DESCRIPTIVE STATISTICS	32
6.2 REGRESSION MODEL 1	37
6.3 REGRESSION MODEL 2	38
6.4 REGRESSION MODEL 3	40
6.5 REGRESSION MODEL 4.....	41

7	DISCUSSION OF THE FINDINGS	43
7.1	VALIDITY AND RELIABILITY	45
8	CONCLUSION	47
8.1	LIMITATIONS	49
9	REFERENCES	50
10	APPENDIX 1	58



Universitetet
i Stavanger

**HANDELSHØGSKOLEN VED UIS
BACHELOROPPGAVE**

STUDIUM: Bachelor i økonomi og administrasjon
(B-ØKAD)

OPPGAVEN ER SKREVET INNEN FØLGENDE
TEMATISKE RETNING: Markedsføring

IKKE KONFIDENSIELL

TITTEL:

The Influence of Customer Attitudes towards Sustainability on the Customer Journey: An Analysis of the Potential Impact of Marketing Channels on Consideration and Purchase of Skincare Products.

FORFATTERE (**NB!** maks tre studenter pr oppgave):

VEILEDER:

Kandidatnr:

Navn:

2245

Mariam Anna Urbonaite

2128

Malgorzata Witkowska

Mainak Sarkar

1 Introduction

1.1 Background for the selected thesis

Over the past decade, there has been a significant increase in interest and awareness of sustainability among consumers, and a greater awareness of how their purchasing decisions can impact the environment. This change in attitude has been largely influenced by the overwhelming volume of information available through technology and social media, making it easier for people to access and share information about sustainability (Unilever, 2023). As a result, companies have had to adopt new strategies to meet the changing demands of consumers, providing easy-to-access information about the origins and production methods of their products. This, in turn, has become essential requirement for success in the new business environment (Dalsace, 2022).

Within this context, the role of marketing has become increasingly important. Marketing specialists have the ability to shape and influence consumer behaviour through various means such as advertising, branding, and packaging. Consequently, they are in a unique position to drive the adoption of sustainable practices by encouraging the purchase of environmentally responsible products. This is a very current issue that offers much to understand about the ways in which potential customers use different communication channels and engage in their behaviours.

1.2 The reasoning behind the problem

In today's world, there is a growing desire among individuals to make contributions towards sustainability. The year 2020 (Forbes, 2021) can be considered a turning point for many, as consumers have increased their desire to seek out brands that are committed to sustainability. With great emphasis on reducing their carbon footprint and promoting environmentally friendly practices, consumers are now more critical than ever. They are willing to take a deeper dive into sustainable options and analyse the impact of their purchases on the environment. This shift in consumer behaviour has resulted in a new era, where companies that prioritize sustainable practices have a unique advantage in the market. In essence, sustainable practices have created new market opportunities, and companies that fail to embrace this trend risk falling behind their competitors.

However, it is still unclear whether customers truly value sustainability when making product decisions, especially in the context of skincare products which is the focus area of this thesis. It is uncertain whether they choose products based on factors such as ingredients, packaging, or the overall product experience, or if their decision is influenced by word-of-mouth recommendations from family and friends. Furthermore, it is undetermined if customer attitudes towards sustainable products differ depending on where they are in the customer journey, particularly between the consideration and purchase stages. There may also be differences between individuals who tend to make more sustainable choices compared to those who do not.

Our thesis is as follows:

“The Influence of Customer Attitudes towards Sustainability on the Customer Journey: An Analysis of the Potential Impact of Marketing Channels on Consideration and Purchase of Skincare Products.”

The main objective is to investigate the roles of different information channels in affecting the customer journey with regards to sustainability in skincare products. By examining those two stages of the customer journey, we aim to gain insights into the most effective communications channels for sustainable practices, as perceived by our respondents.

We believe the findings of our research will provide valuable information about customer perspectives and preferences regarding choice of marketing channels for skincare products, enabling businesses to align their marketing strategies with consumer needs and preferences.

2 Theory

The purpose of this chapter is to present the theoretical framework that is essential to the chosen research topic.

We begin this chapter by presenting an overview of the customer journey term and providing a thorough description of all the stages of the customer journey, which are awareness, familiarity, consideration, purchase, and loyalty. After a thorough discussion and examination of the theory, we focus specifically on the two customer journey stages: the *consideration* stage and the *purchase* stage.

Subsequently, we explore the various communication channels that we selected in relation to the sustainability concept and the two stages of the customer journey. For the consideration stage, we concluded that traditional marketing, television advertising (TV), social media advertising, word of mouth (WOM), online reviews, magazines and store displays were suitable communication channels.

On the other hand, for the purchase stage, after analysing the available data, we selected communication channels such as online store, physical store, e-commerce, and social media to be the most suitable channels for this stage.

Furthermore, we delve into the topics of sustainability, sustainability in the cosmetics industry and sustainable marketing. The objective is to understand how these topics influence consumer decision making process.

Lastly, we analyse the consideration and purchase stages and provide a deeper understanding of how the stages relate to consumer interest in sustainability with regards to the chosen communication channels. The purpose of this chapter is to establish a comprehensive understanding of the relevant theoretical concepts.

2.1 Customer journey

The concept of customer journey refers to the various stages a customer goes through when interacting with a company or product. This concept can be traced back to the 1980s and 1990s, when researchers in the field of marketing began to develop a deeper understanding of consumer behaviour. At the time, the service sector was experiencing rapid growth and needed to improve its performance to remain competitive. This research was considered essential in facilitating the service sector's improvement. Initially, marketing professionals perceived customers as passive recipients of advertising messages, but over time they came to recognise that customers are active participants in the purchasing process (Tseng et al., 1999, p. 50). As a result, the concept of customer journey has become an essential part of the modern marketing and customer experiences strategies.

The abundance of customer journey literature and published journal articles demonstrates how important the concept is to researchers working with marketing business, and psychology. The first journal using the term “Customer Journey” was published in 1991, and

since then, the number of publications has grown rapidly, reaching 147 official journal publications by May 2020 (Tueanrat et al., 2021, p. 338).

The customer decision journey is a series of experiences that a customer goes through while interacting with a business offering a product or service. The most commonly cited model used for customer journey mapping consists of five stages that showcase the buyers' decision making process. This model can be visualized as a funnel that led from initial awareness of product or service to the post-purchase experience. The traditional marketing funnel comprises of these five phases, presented below (David Court, 2009, p. 2):

1. Awareness: Customer becomes conscious of a product or service
2. Familiarity: Customer is interested in learning more about the product or service
3. Consideration: The product or service is being judged and compared with other available options on the market
4. Purchase: Decision is made to buy the product or service
5. Loyalty: Customer develops a preference for the product or service, might make repeat purchases and refer the product or service to other people

As marketing tools became more digitalized, which increased the ability to track and influence the customers, researchers realized that the linear model of the funnel might not be sufficient anymore. Consumers began to be able to research goods and services online, compare prices and read reviews from other buyers before making a purchase decision. As a result, marketers began to see the customer journey as a more complex process that involved multiple touchpoints across various channels. Nowadays, the customer journey is often presented as a cycle, as consumers repeatedly engage with a particular brand and make new purchases (Wolny & Charoensuksai, 2014, pp. 318-320).

The two first stages of the customer journey consist of *awareness* and *familiarity*. *Awareness* occurs once the customer encounters the product or service for the first time. At this stage, the customer is trying to understand their options and gather information that will help them make an informed decision later on. The *familiarity* is the second stage of the customer journey, during which the consumer has become aware of potential solutions to their needs and/or problems and begins to research and compare different options in the market. Here, the customer seeks more information about the features, benefits, and pricing of potential solutions in order to narrow down their choices (David Court, 2009, p. 3).

Third and fourth phases of the customer journey are *consideration* and *purchase*. Since they are the stages of main interest that are the main focus of this thesis, we will go into detailed theoretical research and understanding of these stages in later chapters of this study.

The *loyalty/post-purchase* stage is the final stage of the customer journey, where the consumer has made a purchase and becomes a repeat buyer or brand advocate. It is crucial for businesses to provide a positive experience at this stage to encourage repeat purchases and build brand loyalty (David Court, 2009, pp. 6-7).

In our study, we pay particular attention on the differences between two groups of customers – those who consider themselves to have an interest sustainability, and those who do not pay special attention to it. We are interested in how the channels described above differ for the collective customer journey, in particular the *consideration* and *purchase* phases. The decision to choose these two stages specifically came from the abundance of professional literature discussing the decision-making process of consumers. We also believe that these two steps will be easily understood and distinguished by the average respondent to our survey.

2.2 Consideration

Consideration is a stage in the customer journey where a potential customer evaluates different available options of products or services before making a purchase decision (Li & Kannan, 2014, p. 42). Marketing channels have a critical role in creating and shaping consumer's consideration during this stage. These channels reach and engage potential buyers, with the aim of significantly influencing the process.

Various marketing channels can help to boost information gathering, which can help consumers make more informed decisions. The likelihood of a consumer positively considering a product increases with the availability of relevant and useful information. Moreover, brands that build trust with their potential customers can increase the likelihood of positive consideration. Consumers often compare different products or services before making a purchase. Marketing channels such as review websites or comparison sites can play a crucial role in facilitating this comparison process.

2.2.1 Traditional and digital marketing

Before the internet and various digital technologies, brands had to rely on traditional advertising methods (Durmaz & Efendioğlu, 2016, pp. 2-3) such as:

- Broadcasts: TV and radio-based commercials
- Print: Magazines, billboards, and posters
- Telemarketing: Advertising/sale calls to potential clients
- Mail: Letters or catalogues delivered to a post-box
- Public: Events, in-store workers engagement, sponsorships

Traditional ways of businesses promoting themselves can still be relevant, despite the great increase in importance of digital channels. Success will depend heavily on the target audience, as older generations will most likely respond better if reached through traditional methods of advertising. Large scale campaigns also have a greater chance of reaching even larger groups of potential buyers through TV advertisements or large billboards next to busy highways.

With the continuous rise of Internet use, digital marketing channels have become increasingly important. About 60% of world's population have Internet access, and the number is growing (Database, 2020). Ever since the first e-mail was sent in 1971, through creation of the *World Wide Web* in 1989 by Tim Berners-Lee, we have arrived in the 21st century and the birth of marketing automation (Nicastro, 2023).

The field of digital marketing has evolved rapidly with constant technological advancements, which has led to the creation of new marketing channels. Broadly used mobile phones and widespread social media can be prime examples of the most common digital marketing tools of today. Digital promotion of products and services can be done through various methods:

- PPC: Pay-per-click viewing of advertisements on top of search engines like Google
- Search engine optimization: Structuring a website to appear high up on search engine results
- Social media/Influencer marketing: Advertising of goods or services with use of big social media platforms (Facebook, Twitter, Instagram), often achieved while working with influencers with established platforms and communities
- Email/Mobile marketing: Promotion of products or services through e-mail and/or phone notifications

- Content marketing: Brands can create relevant and engaging content to attract potential customers, for example through how-to videos or testimonials of buyers (verbal or written experiences connected to given product or service)

Digital marketing has a great advantage as it allows for greater customer engagement and communication between the buyer and the business. Collecting data digitally is also significantly easier compared to traditional ways of promotion.

In the following chapters (2.2.2. to 2.3.2), we provide a more detailed description of each channel included in our questionnaire.

2.2.2 TV advertising

Although various digital marketing methods have increased in popularity over the last decade and compete with the television industry, TV advertisements remain an effective medium for promoting a product, brand, or service. According to the recent statistics, an average US adult will about two and a half hours watching TV daily in 2023 (Leader, 2023). Classic commercial breaks during TV programs are one of the most common ways to advertise. Marketing scholars have conducted multiple studies analysing the role of advertisement length in terms of its effectiveness, finding multiple connections and differences for 15- and 30-second long TV advertisements (Newstead & Romaniuk, 2010, pp. 68-76).

In recent years, product placement has become a popular method of promotion. As defined by Balasubramanian, product placement is defined as a/several “paid message(s) that seek to influence audiences via the planned and unobtrusive entry of a branded product into a movie or television program” (Balasubramanian, 1994, p. 31). Other methods include overlays, which are banners shown on the bottom or side of the TV-screen, as well as infomercials (stand-alone TV program designed to pitch and advertise a product or service).

Despite a downward trend in popularity, TV advertising remains a significant opportunity for companies and brands to reach to a large customer base. The commercials are usually attention-grabbing, using a variety of sounds, images, and motions. The frequent use of slogans makes them even more memorable.

2.2.3 Social media advertising

Social media, as an online means of communication through the use of technology, offers an ever expanding environment for marketing products and services (Meredith, 2020). Social media has become a term encompassing both typical social networking websites, focused on building communities (e.g., Facebook, LinkedIn), as well as online platforms specializing in short-form content, where the frequency and quantity of messages are much larger (e.g. Twitter, Snapchat). Personal blogs (e.g., Instagram, Pinterest) are also popular social media websites that make use of personal photos, text, or videos. They rely especially on photography, with their visually driven website layouts.

The unique qualities of social media marketing comes from a form of two-way communication (Key, 2017, p. 31). Advertisers have direct access to feedback from the customer base, and performance indicators in the form of “likes” and “shares” are clear metrics to measure responses and engagement to advertisements.

Influencer marketing is also a form of online advertisement we need to consider. Popular influencers have a large impact on the consideration and purchasing decisions of potentially large group of recipients. They have often established themselves with certain values and/or characteristics. These values are connected to the values of consumers when it comes to being less or more sustainable in their decisions – “green” consumers will search for and put some level of trust in a “green” or “eco-friendly” influencer with perceived knowledge on that specific topic (Dada, 2017).

There is a good amount to be said about the costs of advertising online. Marketing professionals can easily obtain the data of how much it will cost them to reach on thousand impressions (as in how often their ad is shown) via search engines or video advertisements (Asdemir et al., 2012). However, contracting specific influencers can produce varied results, therefore such agreements are often cheaper. Working with an influencer often means outsourcing the actual production of an advertisement and other costs related to it, as the influencer him/herself usually acts as a main actor, model, producer, editor and the creator of the content (Lopez & Martinez-Lopez, 2021, p. 4).

2.2.4 Word-of-Mouth

In recent years, word-of-mouth (WOM) has evolved beyond just sharing opinions between family and friends, as the use of social media has made it a more widespread phenomenon. However, a study on differences between traditional and online word-of-mouth suggests that consumers are actually less likely to engage in social media-based WOM than traditional WOM voluntarily (Eisingerich et al., 2015, pp. 122-124).

WOM can be defined as “informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers” (Westbrook, 1987, p. 261). It includes recommendations of a product, discussion surrounding it and sharing content related to the product or service.

Numerous studies have shown that WOM is one of the most influential marketing channels, often being tied indirectly to advertising of brands or products, assuming that WOM is shared freely and without compensation. Some research points out how it is tied to the underlying psychology of consumers and their drive to share (Berger, 2014, pp. 588-596). Berger’s findings can be used as support behind our research, as he describes *identity-signalling* that can be attributed to WOM. Individuals that have an interest or a desire to learn of a particular area (sustainability in our research), may value WOM related to their concerns very highly. WOM also applies to a feel of common ground, reinforcing shared views and strengthening social bonds between the participants engaging in WOM. Consumers invested in sustainability will most likely gravitate towards considering products recommended through WOM.

2.2.5 Online reviews

One of the main forms of user-generated content online are product and service reviews, which often include both written experience descriptions and ratings. Reviews can be formulated from both a qualitative and quantitative, making them a valuable resource for brands and market researchers with their studies (Sridhar & Srinivasan, 2012, p. 70).

It is typical for the average consumer, especially younger generations, to refer to online reviews before purchasing beauty products (PowerReviews, 2022). The feedback and ratings provided by other users can have a significant impact on the brands’ sales and the trust level that buyers have in the product (Etzioni, 2019, p. 7).

Research in the field of green consumption has shown that online reviews have a positive impact on green product purchase intention, particularly for millennials (Nguyen & Nguyen, 2021, pp. 236-242). Even for older generations, the impact of customer reviews on their consideration is significant (Mangold & Smith, 2012, p. 151).

2.2.6 Magazines

As society has shifted towards digital mediums over the last two decades, it is not surprising that advertising resources spent on magazines have experienced a downward trend (Zenith, 2020). Despite this, magazine advertising is still a powerful tool for marketers, with its relevance depending on multiple factors, the main factor being the target audience for the product. Magazines often have a specified groups of customers with market segments based on demographics or lifestyle and hobbies.

There is some degree of association between high-end, luxury product and advertising through physical papers. This might give potential customers the feeling of accessing something exclusive and trusted (Neo, 2020).

2.2.7 Store displays

Effective store displays and other marketing point-of-sale materials such as signs offer a valuable opportunity for marketers to capture the attention of consumers. By presenting products in a convincing and well-executed manner, they can reduce the influence of price on consideration and purchasing decisions (Huddleston et al., 2015, p. 571).

Drawing attention to a product is especially important because the choice is often made from a limited set of known alternatives. In-store displays can guide consumers to recall forgotten needs or encourage impulse purchases (Inman et al., 2009, p. 22).

Whether a customer sees a skincare product as more utilitarian (based on usefulness) or hedonic (pleasure generating), different displays can address either or both of those approaches (Garrido-Morgado et al., 2021, p. 479). The marketing professionals focused on highlighting the sustainability of their product are bound to get more attention from customers invested in this topic.

2.3 Purchase

The values of marketing channels for consideration and purchase can vary during the customer journey, as the customer's mindset and behaviour can change at different stages. As the consumer's priorities and decision criteria change as they move through the customer journey, it is important for businesses to understand these differences and tailor their marketing and sales strategies accordingly.

As stated in the “*Consideration*” chapter, during this stage the customer is researching and evaluating various options to meet their needs or wants. In this phase, the buyer may be considering several brands or products, and their decision-making process is usually slower and more deliberate.

On the other hand, during the *purchase* stage the customer has made the decision to buy a specific product or service. Therefore, the consumer may be more focused on factors such as price, availability and convenience.

For sustainability-focused customers, they may choose their purchase channel more carefully by looking for stores and products with eco-friendly certifications or labels, such as organic, fair trade, or Energy Star certification. They may also seek out products with minimal packaging or that use recycled materials.

2.3.1 Online stores

While physical stores offer many advantages, online retailing is a continuously expanding sector (eMarketer, 2022). The trend towards online shopping began in the mid-1990s with the creation of Amazon (Morano, 2020), but it experienced a significant increase in market share due to the Covid-19 pandemic starting in 2020. With many businesses forced to close due to lockdowns and the general population encouraged to stay at home, online stores became very popular and have continued to thrive even after restrictions were lifted or relaxed (Shaw, 2022, p. 1).

For customers, there are multiple reasons to choose to shop at online retailers. From a purely utilitarian perspective, online stores provide an extremely efficient way of shopping, usually with minimal use of time and little to no outside annoyances for a buyer. On the other hand,

shopping can be treated as a form of self-indulgence which is done purely for fun or out of boredom (Childers et al., 2001, p. 513).

In online stores, the product information and description can easily be obtained and compared with other options. The goods are often cheaper in comparison to ones available in traditional stores due to costs of physical stores, their maintenance, staff and often (depending on a country) VAT rules. Customers have access to buy what they want at any time of the day from the comfort of their homes (Ali, 2010, p. 11).

2.3.2 Physical stores

Traditional retail stores have been in existence for centuries and come in various shapes and sizes, catering to a diverse range of customers. Unlike online shopping, physical stores allow customers to experience products first-hand, which can greatly influence their purchasing decisions (Kotler, 2016, pp. 410-423).

For instance, in the case of skincare retailers, test samples are often provided to customers so they can touch, smell, and try the product before making a purchase decision. Such sensory experiences can help to influence customers from the consideration stage to the final choice and push the consumer from consideration to purchase in their customer journey (Bitner, 1992, pp. 57-58).

Moreover, physical stores offer a personalized shopping experience that online retailers lack. Professional staff members are usually available to assist customers, answer their questions, and provide recommendations (Franke & Park, 2006).

In addition, physical stores can create a sense of urgency in customers by offering limited inventory or time on sales, which can lead to instant gratification upon making a purchase.

2.3.3 E-commerce websites and social media applications

In this study, e-commerce is defined as online platforms such as Amazon and eBay as an online marketplace for customers to browse, bid on products, or purchase them directly. The majority of products sold on such platforms are categorized as Business-to-Customer (B2C) or Customer-to-Customer (C2C) (Garg et al., 2018, p. 1887).

To investigate the purchasing behaviour of cosmetics customers, our survey utilised Facebook Marketplace and Instagram Shopping as two examples of social media applications customers can use to purchase cosmetics.

2.4 Social media

We believe that social media is a relevant field for the scope of our research, as it affects both different parts of customer journey, as well as the outlook on sustainability. We present the literature connected with the topic that we found resourceful in context of our thesis.

Social media is a relatively new phenomenon that has grown to impressive proportions. Nowadays, social platforms play an important role in everyday life, allowing people to make posts about their lives and create a personification through their media profiles (Kerpen, 2016). In addition, social platforms stimulate consumer engagement. Before publishing an entry, companies plan in advance to make a product with precision and accuracy; from choosing the right topic to music preference (Andreas M. Kapla, 2011, p. 261).

Social media can be broadly defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Andreas M. Kapla, 2011, p. 254). The term bundles together different types of apps such as Twitter, Instagram, YouTube, Facebook, and Pinterest where the purpose is very similar.

Social media is a communication system that allows individuals to communicate through relational ties, making actors the core ingredient of the system. The communication of each actor is driven by specific motives, which leads to the creation of user-generated content through their association. The network structure is formed by the combination of all relational ties, creating an environment for each user and the social media as a whole. Additionally, users modify, share, or consume content, assuming different social roles and engaging in various social interactions over time (Peters et al., 2013, p. 286).

According to Rasmussen-Neal which holds the view that social media has “the potential to enhance services, build communication channels and create advantages” (Neal, 2012, p. 3). This highlights the significant impact of social media on various aspects of society, including business, education, and social interaction. Through the capacity to connect individuals and

organizations, social media has changed how people build relationships which are solely based on shared interests and values shared on social media.

2.5 The concept of sustainability

Sustainability is a multifaceted concept that encompasses a broad range of issues, including environmental conservation, social equality, and cultural diversity. According to Lynam and Herdt, sustainability can be defined as the ability of a system to maintain its functioning and productivity even in the face of significant disturbances and pressures. pressures (Lynam & Herdt, 1989, p. 384) In simpler terms, it refers to the capacity of a system to continue functioning and meeting its goals without being negatively impacted by external factors. This means that the industry must be able to adapt to changes in consumer preferences and market conditions without compromising the quality and safety of its products or damaging the environment.

One way to promote sustainability is through sustainable living, which emphasizes the impact of individual lifestyle choices on the environment. The United Nations (2023), defines sustainability as finding ways for people to live more responsibly by recognizing the limits of natural resources and encouraging individuals to take care of their surroundings. The adoption of sustainable lifestyles is essential in promoting sustainable development.

Furthermore, sustainable development is based on the statement that it is not necessary to use more resources than are needed (Shiva, 2005, pp. 50-51). Shiva states that living in accordance with nature is the starting point of social justice. There is an important perspective behind this, in which society should be more attentive and understand that there should be no distinction between sustainability and justice.

2.6 Sustainability in the cosmetics industry

To begin with, it is important to recognize the connection between the cosmetics industry and sustainability. As highlighted by the New York Times (Rubin, 2019), interest in skincare products such as moisturisers are crucial in daily skincare routines as they prevent water loss and restore the natural barrier of the skin, which promotes skin health and hydration. As a result, brands like The Body Shop (The Body Shop, 2023) and Lush have emerged with a

focus on using “natural” ingredients sourced from environmentally friendly origins, reflecting a trend towards more sustainable practices in the cosmetics industry.

This trend is particularly evident in the case of Lush, which sets itself apart by sharing “stories” on its website that reflect its commitment to sustainability and purpose (Lush, 2023). Through these articles, Lush aims to educate its customers on environmental issues and align with its values. This approach to marketing is unique and creates a place for the environmentally conscious customers.

However, we were unable to find specific data on the earnings of the “green” or “natural” skincare industry as a whole. Nonetheless, the overall skincare industry is expanding rapidly and represents a significant player in the European economy, as shown in the data provided by Statista (Statista, 2023). The skincare sector has become a highly desirable category within the cosmetics industry, with the European skincare industry priced at 23,2 billion euros.

Moreover, Statista predicts that the global cosmetics industry will generate an annual revenue of 124 billion U.S. dollars by 2027 (Statista Consumer Market Insights, 2023), indicating its potential for growth on a global scale.

Consequently, the skincare industry is becoming increasingly conscious of the amount of waste it generates, and as a result beauty brands are adopting more sustainable practices that align with customer’s desires for eco-friendly products (Martins, 2023).

2.7 The concept of sustainable marketing

There are many aspects that may have caused an increased interest in sustainable marketing. One of the key points is the increase in the number of empirical observations along with evidence based on the scientific research, along with the widespread understanding that environmental degradation is no longer in the distant future but happening right here and now (Sheth & Parvatiyar, 2021, p. 150).

Another possibility is that customers are increasingly more concerned about the sourcing of the products they purchase (Emert, 2021). As a result, marketers need to change their marketing strategies to be more focused on the eco-focused customer (Drenik, 2022). All

these small changes in the market create a greater need for marketing professionals to adapt and present products in a way that is appealing to the customer.

One of the research papers (Rossi & Rivetti, 2020, p. 16) provide an important fact that companies need to provide a clear voice regarding sustainable characteristics. It is important to hold companies accountable for making sustainable claims without backing them up with facts. Marketers now face a challenging task in ensuring both visibility and transparency of their actions.

With this in mind, Kotler (Philip Kotler, 2020, p. 160) draws attention to sustainable marketing and that it requires taking responsibility for one's actions, towards society and the environment. As a result, consumers want their needs met now, regardless of future generations. In conclusion, it is the awareness of how a person can consciously make decisions.

2.8 Communication channels and their impact on consumer consideration based on sustainability focus

One of the leading questions we try to answer with our study is *how and why the impact of various channels on consideration should differ based on a sustainability focus in the skincare industry*. This chapter explores the impact of market channels on consumer behaviour with regards to sustainability. We aim to get a better understanding on how sustainability may influence consumers choice. As mentioned, sustainability plays an important role due to its social and economic factors which is why customers tend to be more interested in the notion of sustainability (Jordan Bar Am, 2023).

While there are multiple available scientific papers going in-depth about green marketing (Groening et al., 2018), we could not find conclusive literature advocating for or against certain marketing channels being better or worse at targeting the “sustainable customer”. Certain older studies pointed out that “green” TV advertising had a greater focus on customers environmental behaviour than ads printed in magazines and newspapers, however marketers in the study still promoted in both media channels (Banerjee et al., 1995, pp. 25-26). For the more recent data, we identified articles that suggest the wider implementation of online marketing as a good approach for green marketing, as it offers the potential to

reduce intermediaries and the negative impact on the environment they may cause (Dangelico & Vocalelli, 2017, p. 1274).

It is generally believed that younger people are more likely to be sensitive to topics concerning environment and sustainability (Matthew Ballew, 2019). A common argument used is that individuals who grew up during a time of noticeable discourse about environmental issues are more likely to be conscious of environmental topics (Straughan & Roberts, 1999, p. 559). This belief is supported by the fact that the younger generation is more prone to gravitate towards digital media, resulting in increased exposure to online marketing channels such as social media (Adgate, 2021).

A study on sustainable marketing and social media published in Journal of Advertising in 2012 provides additional levels of complexity within the topic, differentiating between countries and social medium used. Researchers conclude that social media in general is an ideal marketing channel for green advertisers, as customers have a high self-selectiveness with their lifestyle (Minton et al., 2012, p. 71).

Basing ourselves on previous research, we could assume our “sustainable group” would be overall higher in values of consideration as they will be more selective about the product offered and possibly consider various offers present on different channels.

Based on literature available, our expectation is that the “sustainable” group should also present the highest values for *social media* as their preferred channel for consideration. Social media platforms like Facebook, Instagram or Twitter allow the user to share content about products that highlights its sustainable values, eco-friendly practices of brands and engage directly with customers who are interested in sustainability. Our expected results should showcase significantly higher values for online advertising in general (*social media* and *online reviews*) as channels of choice for a green customer.

For “non-sustainable” group we expect a bit lower overall consideration value as they should be less selective and less interested in researching multiple channels and their offers. We anticipate the results presenting very similar values for all the marketing channels.

2.9 Purchase channels and their impact on customer purchase decision based on sustainability focus

The second half of our research question is focused on a different phase that we chose to examine. That is the *purchase stage* which is one of the sections of the customer journey. With the help of the sample group, we explore whether the choice of a purchase channel has an impact on the purchasing stage considering sustainability.

Taking all of the above into consideration, there are communication channels that are more prone to the sustainability concept, such as social media. Empirical evidence suggests that social media is an important factor in promoting sustainable behaviour (Calcagni et al., 2019, pp. 1318-1319), as sharing personal sustainable practices that creates interest towards others who adopt similar attitudes. Researchers (Reilly & Hyman, 2014, pp. 753-754) argue that companies that focus on sustainability regularly use social media as a means for their environmentally friendly practices.

A different approach is used in online store as a means of communication. As stated by researchers (Barbarossa & Pastore, 2015, pp. 133-134) businesses implement “green” campaigns on their website to attract the eco-conscious customers and target specific audiences that align with their values. These actions could include showcase of energy reduction, materials and resources used, and showcase their recycling process.

Something that is important to mention is that in recent years, e-commerce has become gradually more involved in the concept of sustainability. Especially, the younger generations are more concerned with this topic. As a result, sustainable consumption has appeared. (D'Adamo et al., 2021) This makes it interesting to explore the consumer behaviour with regards to this communication channel.

As discussed in this chapter, physical stores continue to be highly valued by customers due to the possibility of interaction with staff and the ability to physically examine and test products before making a purchase. This provides marketers with a strategic advantage over online and e-commerce platforms. (Benedictus et al., 2010, p. 333). Additionally, companies are now focusing on promoting sustainable routines, such as refilling, and other similar activities, in response to the growing concern for environmental sustainability (Webb, 2022). These practices not only align with the values of customers but also demonstrate a company's commitment to reducing waste and promoting sustainability.

As mentioned above, the sustainability concept has already been incorporated into various communication channels. Thus, the aim of this thesis is to examine whether certain channels have a greater impact on customers behaviours with regards to sustainability.

Based on the articles above, we can see a preference for web-based communication channels, which may be more attractive to the sustainable group compared to the non-sustainable group. However, physical stores may be still attractive, and this channel may also be preferred by sustainable consumers because it offers greater transparency and allows potential customers to evaluate the product in person. We can expect this trend to be present in our sample group and in the regression analysis that we conducted in our study.

When examining e-commerce, articles suggest a negative association with the sustainable group due to the perceived lack of transparency from the companies. This may result in less willingness among respondents to engage with this communication channel, specifically given the difficulties associated with website interfaces.

3 Research Method

The research method comprises two main aspects of our research approach. Firstly, we determine which data collection technique is suitable for our research problem to ensure that we obtain the most reliable results. Secondly, we describe the techniques we used to provide an easy to understand for our research sample, as this is essential to encourage participation and ensure accurate data collection.

3.1 Data collection technique

This research relies on primary data, which helps us address our research question using our answers from our questionnaire. Secondary data was used to deepen understanding of the surroundings of the main thesis (Malhotra, 2019, p. 120). We obtained the secondary data through the online database at the University of Stavanger, which provided access to many reliable sources. We collected essential information through articles, publications and e-magazines from trusted journals available on the library's website, including *Interactive Marketing*, *Journal of Macromarketing* and *Journal of Retailing* and other. Additionally, we sourced theories from various books, including our curriculum to support our theories as well as statistical data from Statista.

The analysis of secondary data is vital as it can help to identify and better define the research problem. Additionally, secondary data analysis can provide valuable insights and serve as fundamental basis for conducting primary data analysis (Malhotra, 2019, p. 121).

To ensure the validity of our study, a thorough methodology was employed in the distribution of our questionnaires. We developed an anonymous survey consisting of 18 questions relevant to our research purposes. To obtain a diverse range of responses from the target population, the survey was distributed through social media channels, primarily Facebook (Appendix 1). This approach was carefully chosen to ensure that the sample size and selection were representative, and that the data was reliable and accurate.

3.2 Research sample and technique

As mentioned above to establish a strong foundation for our research, we thoroughly constructed a survey comprising of 18 questions. The survey design process was a crucial step in ensuring the validity of our study. Our survey was quantitative in nature, as this approach aims to quantify the data and subsequently apply various analytical methods (Malhotra, 2019, p. 153).

The survey method we employed was a structured data collection, involving a formal questionnaire with predetermined questions arranged in a specific order. We provided a brief introduction text at the beginning of the survey, which explained the purpose of the study. The survey had a discreet approach, enabling the respondents to understand the true purpose of the survey (Malhotra, 2019, p. 193).

When creating the survey, we structured the questions carefully by using an *itemized rating scale*, (Malhotra, 2019, p. 292) which involves providing the respondents with a scale that has a set of brief descriptions associated with each category. The categories are arranged based on their position on the scale, and the respondents are instructed to select the category that best describes the object being rated.

The survey was carefully structured to include four general demographic questions, four control questions which provided a well-rounded mix of information and one extra question which was not mandatory mentioned in the previous paragraph. Lastly, we included the main scope, which consisted of six questions related to consideration channel and four questions about the purchase channel, we provide a graphical interpretation of the questionnaire

structure Figure 1. This allocation allowed us to gather valuable insights and make informed decisions based on the responses we received.

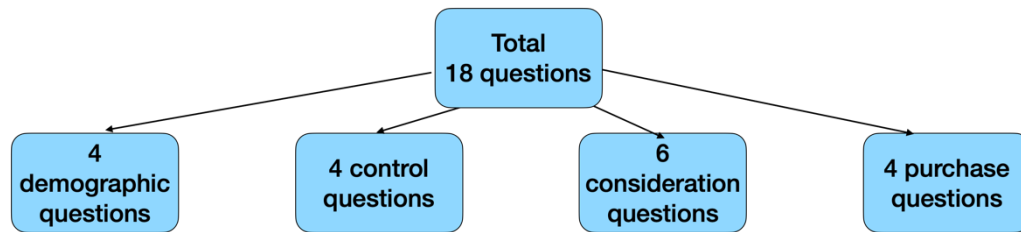


Figure 1 Division into the respective parts of the survey

Our research on communication channels is narrowed down to exclusively concentrate on “*consideration*” and “*purchase*” channels. This strategic approach enabled us to gather insightful and relevant data that was crucial for our analysis. We carefully examined the collected data using statistical methods, such as descriptive statistics and regression analysis. Additionally, we checked our sample of 134 respondents for *nonresponse error* (Malhotra, 2019, p. 105), which refers to the issue of some respondents being included in the survey but not responding to all the questions. Through careful selection of the questions and precise analysis of the data, we were able to draw conclusions that are relevant with our research objectives, as discussed in the analysis chapter.

4 Multiple linear regression

For our analysis method, we selected multiple linear regression. This is helpful when we want to examine how a continuous response variable (y) is related to several explanatory variables ($x_1 \dots x_n$). The regression coefficients allow us to see how the response variable changes when one of the explanatory variables changes by one unit, while the other variables are held constant (Everitt, 2002, p. 255).

The *dependent variables* for our regression analysis were questions 9-18, which were specifically chosen to examine the channels and their impact on consideration and purchase phases of our target population. Questions 9-14 were related to the marketing channels used in consideration stage, while questions 15-18 were focused on the purchase channels used in purchase stage. This approach allowed us to investigate the relationship between the importance of sustainability and the decision-making process of our target population at both the consideration and purchase stages.

Question 8 within the survey was the important divider for our respondents as it classified them in two groups regarding sustainability differentiation. It inquired whether the respondent agreed or disagreed with a given statement: *“It is very important to me to be environmentally friendly and buy sustainable skin care products”*. We classified the non-sustainable group as those who answered from 1-3 (1 being “strongly disagree”, 3 – “neither agree nor disagree”), while the sustainable group included those who answered from 4-5 (4 – “somewhat agree”, 5 – “strongly agree”), figure 2 represents it graphically.

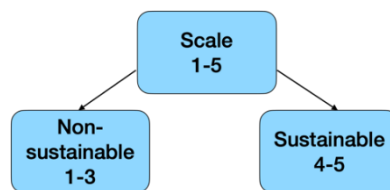


Figure 2 Division into sustainable and non-sustainable grouping

To ensure accurate analysis, we used a one to five scale to categorise the respondents’ answers to question eight, and we created four linear regressions with multiple dependent variables. Question eight was essential in dividing our sample group into the ones who considered sustainability as a factor when purchasing skincare products and those who did not. To analyse the relevant variables, we used dummy coding, which involved transforming categorical variables with two categories into binary variables (Everitt, 2002, p. 126). This approach was implemented to questions nine to eighteen, which allowed us to examine the impact of the communication channels onto our divided sample group.

By performing a multiple linear regression analysis, we were able to identify whether there are significant correlations between the independent and dependent variables. These correlations will be discussed in the analysis chapter. Figure 3 representing the regression concept graphically.

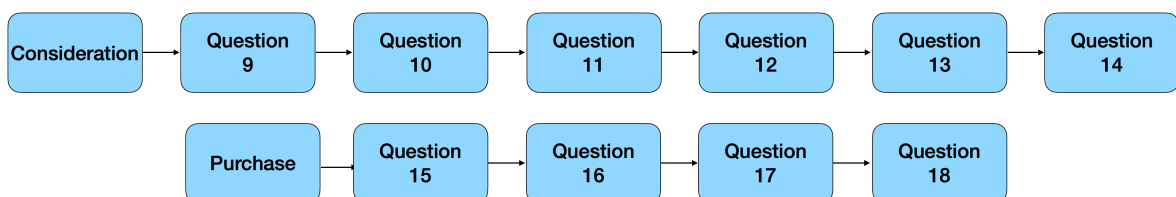


Figure 3 Presentation of how the regression models are created

Based on the theoretical framework presented in the theory chapter, we have decided to develop four multiple linear regression models to analyse the impact of communication channels on the two stages of the customer journey (consideration and purchase) with a perspective on sustainability. The graphic representation of the models is shown in figure 3.

It is important to note that the models were developed based on the relevant literature and theoretical background, and the results will be used to understand how customer's preferences for sustainability are influenced by communication channels in the different stages of the customer journey. The models are expected to provide insight into which channels are most influential with respect to sustainability.

4.1 Dependent and independent variables

Regression models one and two represent the consideration stage, with the dependent variable being "*consideration*". The consideration channel had six independent variables, we included:

- TV
- Social media advertising
- WOM
- Reviews
- Magazines
- Store display

Regression model 1

$$\text{consideration}_{\text{sustainable group}} = \beta_0 + \beta_1 \text{TV} + \beta_2 \text{social media}_{\text{ads}} + \beta_3 \text{WOM} + \beta_4 \text{reviews} + \beta_5 \text{magazines} + \beta_6 \text{store display} + \epsilon$$

Regression model 2

$$\text{consideration}_{\text{non-sustainable group}} = \beta_0 + \beta_1 \text{TV} + \beta_2 \text{social media} + \beta_3 \text{WOM} + \beta_4 \text{reviews} + \beta_5 \text{magazines} + \beta_6 \text{store display} + \epsilon$$

Regression models three and four represent the purchase stage, with the predicted variable being “*purchase*”. Regarding the dependent variables for the purchase stage, we included four variables:

- Physical stores
- Online stores
- E-commerce websites
- Social media applications

Regression model 3

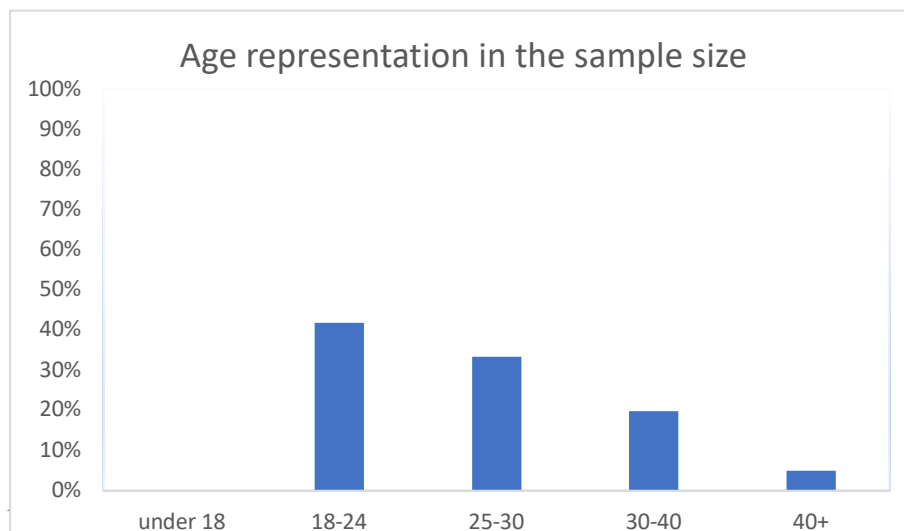
$$Purchase_{sustainable\ group} = \beta_0 + \beta_1 physical\ store + \beta_2 online\ store + \beta_3 e-commerce + \beta_4 social\ media + \epsilon$$

Regression model 4

$$Purchase_{non-sustainable\ group} = \beta_0 + \beta_1 physical\ store + \beta_2 online\ store + \beta_3 e-commerce + \beta_4 social\ media + \epsilon$$

4.2 Demographics interpretation

Age: The sample population was predominantly young adults, with 42% of the respondents falling into the age group of 18-24 years. 33% of the respondents belonging to the age group of 25-30 years. The remaining respondents were distributed among other age groups, with the lowest percentage (5%) being above 40 years old (Figure 4).



Gender: The majority of the respondents were female, comprising 71% of the sample size. Male respondents accounted for 28% of the sample, with 1% identifying as “other” or “preferring not to say” (Figure 5).

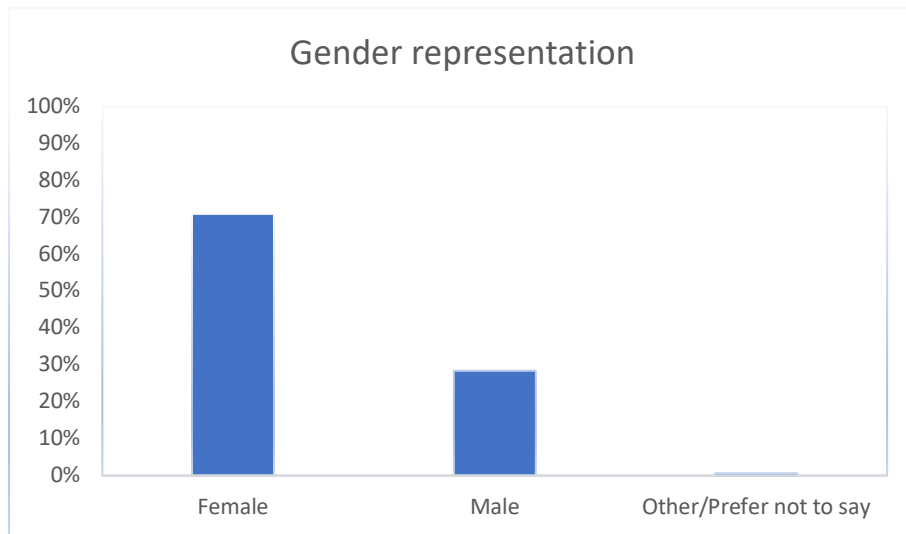


Figure 5 Gender representation

Education level: The majority of the respondents had a Bachelor’s degree, with 63% of the sample size. 28% of the respondents had a Master’s degree, and 2% had a Ph.D. or higher. 4% of the respondents had no degree, and 3% had other qualifications (Figure 6).

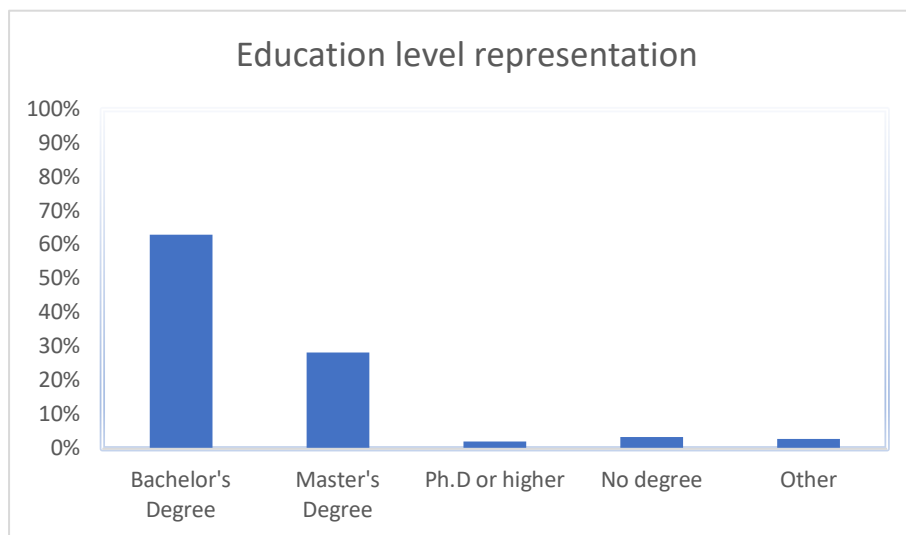


Figure 6 Educational level representation

Municipality size: The sample population consisted of respondents from a range of municipality size, with the highest percentage (35%) being from municipalities with more than 120,000 inhabitants. Respondents from municipalities with 80,000-120,000 inhabitants and 50,000-80,000 inhabitants accounted for 22% and 10% of the sample size, respectively. Respondents from municipalities with less than 20,000 inhabitants and those who did not know the size of their municipality accounted for the lowest percentages (11% and 10%, respectively) represented in figure 7.

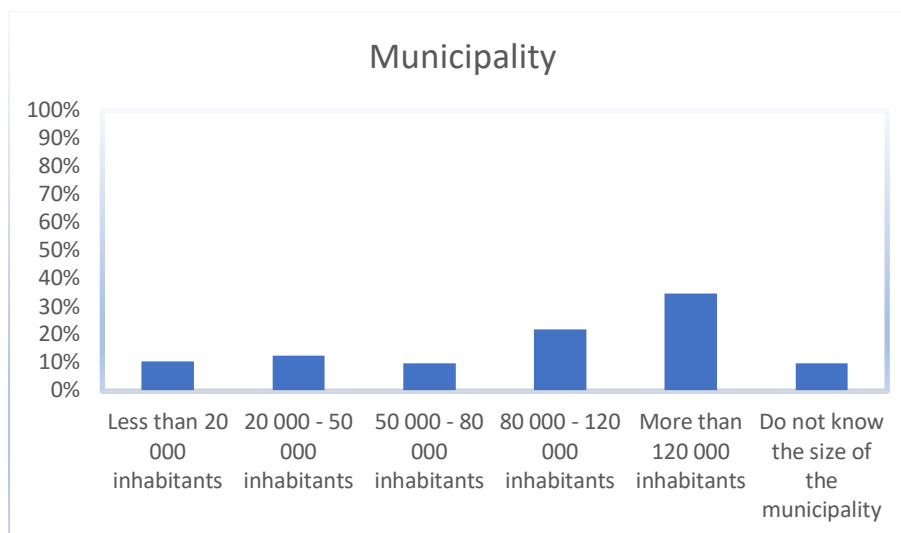


Figure 7 Municipality representation

Overall, the demographic data suggests that the sample population was predominantly young, educated, and from municipalities with larger populations. The gender distribution was skewed towards females.

5 Measurements

In order to divide our sample group into two comparison groups based on the importance of sustainability, we identified question eight of our survey which asked respondents whether they agreed with the statement “*It is very important to me to be environmentally friendly and buy sustainable skin care products.*”.

We categorized respondents who responded with a score of 1 to 3 (1 indicating “*Strongly disagree*”, 2 indicating “*Somewhat agree*”, and 3 indicating “*Neither agree nor disagree*”) as part of the non-sustainable group. On the other hand, those who chose 4 or 5 (“*Somewhat agree*” and “*Strongly agree*”) were classified as belonging to the sustainable group.

Question five to seven were not part of the main analysis but were included in the survey. Question five was about *how frequently they purchase skincare products* with responses ranging from 1 (“Once a month or more often”), to 6 (“Never”).

Question six asked respondents *how often they used skincare products* with options including 1 (“Daily”), 2 (“Few times a month”), 3 (“Few times a year”), 4 (“Never”).

Question seven asked respondents whether they agreed with the statement *“The price of a skincare product is a very important factor to me”*, with a scale ranging from 1 (“Strongly disagree”) to 5 (“Strongly agree”).

Lastly, respondents were asked to think of a skincare product they own or have recently purchased, which could help them better understand the upcoming questions. The purpose of this additional question, which was not an mandatory question, was to encourage respondents to focus on their personal experiences with skincare products and how use these experiences when answering the following questions. It also provides insight into the specific products that respondents are using. The sample groups response to this question varied, with a wide range of skincare products mentioned, including CeraVe, La Roche Posay, The Ordinary and Lancôme. The diversity in product preferences highlights the importance of understanding individual consumer behaviour when it comes to skincare products. Some respondents chose to leave this question blank. It is important to note that this question was complementary and not directly related to the main focus of our thesis.

By obtaining answers to these questions, we were able to further understand our sample group’s purchasing and usage habits and how their priorities lie on the sustainability part, which may influence their choices.

Our research focuses the consideration and purchase stages on the consumer journey. By examining responses to the purchase and consideration stages communication channels, we seek to determine variations in consumer behaviour and attitudes towards sustainability in the context of skincare products.

6 Analysis

This chapter aims to analyse the data collected through our questionnaire focusing on two key stages of the customer journey: the consideration and purchase stages. With this in mind, we developed a strategy for our analysis.

We will begin by presenting descriptive statistics of all respondents who participated in the survey. Our presentation will include three different descriptive analyses, each divided into three columns. The first column will represent all respondents' answers, while the second and third columns will focus specifically on the consideration and purchase stages, respectively.

Lastly, we will delve into the main part of our research, which involves multiple linear regression models. We will introduce four different regression models, each of which will examine a different aspect of our research problem. The first two models will investigate the consideration stage of the customer journey. The next two models will analyse data related to the purchase stage. Each stage will be divided into two regression models, one for the sustainable group and the other for the non-sustainable group.

6.1 Descriptive statistics

As briefly mentioned above the descriptive statistics chapter, our analysis is divided into three main sections. The first section is concerned with the consideration stage, which involves analysing question nine to fourteen. In this section, we examine and discuss the essential statistic factors.

The second part focuses on the purchase stage, where we pursue a similar analysis on variables which are related to the purchase phase. The second part concerns the questions from fifteen to eighteen of our survey. This section involves examining the same type of statistical input.

Finally, these additional questions can provide important contextual information and facilitate a deeper understanding of the patterns that can be observed in the sample. By dividing the chapter into two separate analyses, one focusing on the consideration stage and the other on the purchase stage, we can better understand the various factors that contribute

to our research question. It is important to note that while these questions were not included in the regression analysis, they are highly valuable.

Analysis of the Consideration:

consideration	total of all respondents					
Question nr:	Q 9*	Q 10*	Q 11*	Q 12*	Q 13*	Q 14*
Mean	2,345	3,094	3,950	3,712	2,540	3,036
Median	2	3	4	4	3	3
Mode	1	4	4	4	4	4
Minimum	1	1	1	1	1	1
Maximum	4	5	5	5	5	5
Count	139	139	139	139	139	139

Figure 8 Consideration - results representing the total of all respondents

consideration	sustainable						non-sustainable					
	Q 9*	Q 10*	Q 11*	Q 12*	Q 13*	Q 14*	Q 9*	Q 10*	Q 11*	Q 12*	Q 13*	Q 14*
Mean	2,545	3,255	3,945	3,709	2,745	3,382	2,214	2,988	3,952	3,714	2,405	2,810
Median	3	4	4	4	3	4	2	3	4	4	2	3
Mode	4	4	4	4	4	4	1	4	4	4	1	3
Minimum	1	1	2	1	1	1	1	1	1	1	1	1
Maximum	4	5	5	5	5	5	4	5	5	5	4	5
Count	55	55	55	55	55	55	84	84	84	84	84	84

Figure 9 Consideration - results showing for the sustainable and non-sustainable group

Questions used in the figure eight and nine:

Q9 If you are shown a skincare product advertisement on a TV, how likely are you to consider it?*

Q10 If you are told about a skincare product from your friends and family, how likely are you to consider it?*

Q11 If you are told about a skincare product from your friends and family, how likely are you to consider it?*

Q12 If you read online reviews about a skincare product, how likely are you to consider it?*

Q13 If you read about a skincare product in magazines, how likely are you to consider it?*

Q14 If you see a skincare product in a store display, how likely are you to consider it?*

The first column of figure 8 represents all the responses, while the next two columns in figure 9 are divided by sustainability: sustainable and non-sustainable group.

Generally, the respondents were most likely to consider a skincare product if they were told about it by friends or family with a mean score of 3,95, followed by reading online reviews, with the mean score of 3,71, and seeing it in a store display, with the mean of 3,04. They were least likely to consider a skincare product if they read about it in magazines, which was visible through the mean score of 2,54 or saw an advertisement on TV, that had the mean of 2,34.

Considering the division into the sample into sustainable and non-sustainable groups in figure 9, the results depict comparable trends between the two groups, with some minor differences. For the sustainable group, the highest score for consideration was associated with being shown a skincare product ad on social media with a score of 3,26. The lowest mean score for consideration was associated with being shown a skincare product advertisement on TV, with a mean score of 2,55. On the other hand, for the non-sustainable group, the highest mean score for consideration was associated with being told about a skincare product from friends and family and reading online reviews, both with mean score 3,71. The lowest mean score was associated with seeing a skincare product in a store display, with mean score 2,41. Overall, the median and mode score for both groups were generally higher than the mean scores, indicating a slightly positively skewed distribution.

The data obtained from the survey does not provide a clear indication of any patterns or significant differences between the two groups. It appears that the most influential communication channels for the sample group are social media, WOM recommendations from friends and family and online reviews. However, it is challenging to determine any consistent patterns or trends, as traditional communication channels such as TV and Magazines did not receive as high of a score. While the survey results suggest some preferences for specific communication channels, it is difficult to draw definitive conclusions about any clear patterns or differences between the two groups.

Analysis of the Purchase:

Purchase	total of all respondents			
Question nr:	Q.15*	Q.16*	Q.17*	Q.18*
Mean	3,33	3,06	2,11	2,53
Median	3	3	2	2
Mode	4	4	1	1
Minimum	1	1	1	1
Maximum	5	5	5	5
Count	139	139	139	139

Figure 10 Purchase- results representing the total of all respondents

Purchase	sustainable				non-sustainable			
Question nr:	Q.15*	Q.16*	Q.17*	Q.18*	Q.15*	Q.16*	Q.17*	Q.18*
Mean	3,51	3,16	2,40	2,71	3,21	3,00	1,92	2,40
Median	4	3	2	3	3	3	2	2
Mode	4	4	2	4	4	4	1	1
Minimum	1	1	1	1	1	1	1	1
Maximum	5	5	5	5	5	5	4	5
Count	55	55	55	55	84	84	84	84

Figure 11 Purchase- results showing for the sustainable and non-sustainable group

Questions used in the figure ten and eleven:

Q15* "If you see a skincare product in a physical store (ex. Kicks, VITA), how likely are you to purchase it?"

Q16 “If you see a skincare product in an online store (ex. BliVakker, Lyko), how likely are you to purchase it?”*

Q17 “If you see a skincare product in an ecommerce website (ex. Amazon, eBay etc.), how likely are you to purchase it?”*

Q18 “If you see a skincare product on social media applications (ex. Facebook Marketplace, Instagram shopping), how likely are you to purchase it?”*

Figures 10 and 11 depict three columns, starting with the data for all the respondents together, while the other two columns are divided into two groups: sustainable and non-sustainable respondents. The data indicates that, for all respondents’ physical stores are the preferred channel for purchasing skincare, with mean score of 3.33. Consequently, our results indicate less interest in online store, e-commerce, and social media, with mean scores of 3.06, 2.11 and 2.53, respectively. The median ratings are consistent with the mean, with physical stores and online stores having the highest median rating both 3, and e-commerce websites with rating of 2 and social media applications 2 having lower median ratings. The mode ratings, which represent the most commonly selected response, were 4 for physical stores and online stores and 1 for e-commerce websites and social media applications.

The analysis of the purchase behaviour of the respondents reveals that no distinct patterns are visible in the data. The median score of 3 suggests that approximately half of the respondents are likely to purchase skincare products through any of the examined channels, while the median score of 4 for physical and online stores indicates that a sizeable proportion of the respondents favour these purchase options. Conversely, the median score of 2 for e-commerce websites and social media applications implies a tendency of some respondents to avoid purchasing skincare products through these channels. However, given the lack of significant differences between the median and mode scores across all channels, it is challenging to draw any meaningful conclusions from the data.

The minimum and maximum scores across all the channels are 1 and 5, which indicates a wide range of variability across different channels.

When comparing the results for the sustainable and non-sustainable groups, we see that the mean scores for the sustainable group are higher than the non-sustainable group, in fact our results show the mean scores for the sustainable group are higher than the non-sustainable across all channels. This suggests that there is a higher likelihood for deciding to purchase a product in the sustainable group compared to the non-sustainable.

However, it is important to note that the sample size for the sustainable group was smaller than for the non-sustainable group, with only 55 respondents. This means that the data for these communication channels may be less appropriate for generalization.

Analysis of questions five to seven:

Question	Total of all respondents			sustainable group			non-sustainable group		
	Q5*	Q6*	Q7*	Q5*	Q6*	Q7*	Q5*	Q6*	Q7*
Mean	2,40	1,60	3,58	2,16	1,65	3,69	2,55	1,56	3,51
Median	2	1	4	2	1	4	2	1	4
Mode	2	1	4	2	1	4	2	1	4
Minimum	1	1	1	1	1	1	1	1	1
Maximum	5	5	5	4	4	5	5	5	5
Count	139	139	139	55	55	55	84	84	84

Figure 12 Survey questions 5 to 7 - results showing for the total number of respondents and the sustainable and non-sustainable group

Questions used in the table X:

5* *How frequently do you buy skincare products?*

6* *How often do you use skincare products?*

7* *Do you agree with this statement? “The price of a skincare product is a very important factor to me.”*

Figure 12 depicts the descriptive statistics for three questions that were not included in the regression model but were included in the survey to gain a better understanding of the sample group and their decision making. The research question of our study is to examine the *sustainability relationship*, but we included these additional questions to explore other factors that could affect the respondents’ choices.

It is important to note that while these insights are valuable, they do not directly address the research question of our study. Nevertheless, they provide important context and background information about the respondents’ choices.

The first part of the table “*total of all respondents*” shows the sum of both sustainable and non-sustainable group together who selected each response option. For question 5 “*how frequently you buy skincare products*”, the most common response was “*from time to time*”, with 61% of respondents selecting the option. For question 6 “*How often do you use skincare products?*”, the most common response was “*a few times a week*”. For question 7 “*Do you*

agree with this statement? The price of a skincare product is a very important factor to me”, the majority of respondents agreed with the statements (61%).

The study found that the *non-sustainable* group had a higher mean score (3,51) for question 7 than the *sustainable* group. This suggests that non-sustainable consumers may place greater value on price when making purchasing decisions. The median score for question 6 was lower among the sustainable group (1) than the non-sustainable group (4). This implies that the sustainable group may use skincare products less frequently than the non-sustainable group. The mode score for question 5 resulted in the same score for both the sustainable and the non-sustainable group. This suggests that the most common response to this question across both groups was “from time to time” when it comes to buying skincare products. As mentioned earlier, the sustainable group had fewer observations (55) than the non-sustainable group (84). This may have influenced the results of the findings.

The data provides insightful information about customer behaviour. As an example, the data shows that the majority of the respondents preferred environmentally friendly products, but price was still the most critical factor in their purchasing journey.

6.2 Regression model 1

SUMMARY OUTPUT						
<i>Regression Statistics</i>						
Multiple R	0,42					
R Square	0,18					
Adjusted R Square	0,16					
Standard Error	1,09					
Observations	330					
ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	5	82,61818182	16,52363636	13,79809	3,15712E-12	
Residual	324	388	1,197530864			
Total	329	470,6181818				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	2,55	0,15	17,25	9,26E-48	2,26	2,84
Social media	0,71	0,21	3,40	0,000763	0,30	1,12
WOM	1,38	0,21	6,62	1,48E-10	0,97	1,79
Reviews	1,20	0,21	5,75	2,06E-08	0,79	1,61
Magazines	0,16	0,21	0,78	0,433521	-0,25	0,57
Display	0,8	0,21	3,83	0,000152	0,39	1,21

Figure 13 Summary output for 1st the regression model

$$\begin{aligned}
& \textit{Consideration}_{\textit{sustainable group}} \\
& = \beta_0 + \beta_1 \textit{TV ads} + \beta_2 \textit{Social media} + \beta_3 \textit{Word of Mouth} \\
& + \beta_4 \textit{Reviews} + \beta_5 \textit{Magazines} + \beta_6 \textit{Store display}
\end{aligned}$$

Figure 13 depicts the results of the regression analysis. The purpose of the analysis was to investigate the impact of various marketing channels, such as *TV ads*, *social media*, *Word-Of-Mouth*, *reviews*, *magazines*, and *in-store displays*, on the consideration phase of the customer journey for the sustainable group. The analysis was performed using a multiple linear regression model.

We began setting the model up with dummy variables and chose “TV ads” as our base group. It indicated *Consideration* based on TV ads as our intercept. Each coefficient in a model has a positive relationship to the intercept, which indicates increased willingness to consider the skincare product if it’s encountered on other channels, especially through Word-of-Mouth (β_3) and Reviews (β_4). It is the lowest for Magazines (β_5), which also has the lowest significance.

The sustainable group from our respondents consists of 55 people. Our adjusted R^2 value explains about 16,3% of the variation in the dependent variable (consideration) of the model, which is to be expected with a limited number of respondents.

With a significance level of $p < 0.05$, the model shows that the F-statistic is $3,15712E - 12$, which suggests that our model is statistically significant. In other words, the independent variables have a significant effect on the dependent variable.

The p-values for independent variables in our model can all be interpreted as significant, except for “Magazines” with a P-value of $0.434 > 0.05$.

6.3 Regression model 2

$$\begin{aligned}
& \textit{Consideration}_{\textit{non-sustainable group}} \\
& = \beta_0 + \beta_1 \textit{TV ads} + \beta_2 \textit{Social media} + \beta_3 \textit{Word of Mouth} \\
& + \beta_4 \textit{Reviews} + \beta_5 \textit{Magazines} + \beta_6 \textit{Store display}
\end{aligned}$$

SUMMARY OUTPUT						
<i>Regression Statistics</i>						
Multiple R	0,51					
R Square	0,26					
Adjusted R Square	0,25					
Standard Error	1,09					
Observations	504					
ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	5	203,6289683	40,72579365	34,1856406	4,8223E-30	
Residual	498	593,2738095	1,191312871			
Total	503	796,9027778				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	2,21	0,12	18,59	5,4038E-59	1,98	2,45
Social media	0,77	0,17	4,59	5,5013E-06	0,44	1,10
WOM	1,74	0,17	10,32	9,2823E-23	1,41	2,07
Reviews	1,50	0,17	8,91	9,8946E-18	1,17	1,83
Magazines	0,19	0,17	1,13	0,2586106	-0,14	0,52
Display	0,60	0,17	3,53	0,00044698	0,26	0,93

Figure 14 Summary output for the 2nd regression model

Figure 14 presents us with the same regression analysis as in RM1, but for our *non-sustainable* group. We are using the given data to conclude possible differences between the values for two groups (*sustainable RM1* vs *non-sustainable RM2*).

The non-sustainable group from our respondents consisted of 84 people. Our adjusted R^2 value explains about 24,8% of the variation in the dependent variable (consideration) of the model.

To stay consistent in-between regression models, the model was again set up with dummy variables with “TV ads” chosen as our base group. Similarly to RM1, each coefficient in a model has a positive relationship to the intercept, which indicates increased willingness to consider the skincare product if it is encountered on other channels, especially through Word-of-Mouth (β_3) and Reviews (β_4). It is the lowest for Magazines (β_5), which has also the lowest significance.

With a significance level of $p < 0.05$, the model shows that the F-statistic is $4,8223E - 30$, which suggests that our model is statistically significant. In other words, the independent variables have a significant effect on the dependent variable.

The p-values for independent variables in our model can all be interpreted as significant, except for “Magazines” with *p-value* of $0.259 > 0.05$. It is the same case as for the sustainable group.

The main differences between the two models for the “consideration” stage for the two groups can be pointed out in coefficients. The non-sustainable group has higher values for all of them, excluding the intercept and “Display” (which is for advertising through store displays).

6.4 Regression model 3

$Purchase_{sustainable\ group}$

$$= \beta_0 + \beta_1 Physical\ Store + \beta_2 Online\ Store + \beta_4 Ecommerce + \beta_5 Social\ media$$

SUMMARY OUTPUT						
<i>Regression Statistics</i>						
Multiple R	0,36					
R Square	0,13					
Adjusted R Squa	0,11					
Standard Error	1,12					
Observations	220					
ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	3	39,35909091	13,119697	10,471782	1,8474E-06	
Residual	216	270,6181818	1,25286195			
Total	219	309,9772727				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	2,69	0,15	17,83	2,529E-44	2,39	2,99
physical store	0,78	0,21	3,66	0,0003138	0,36	1,20
online store	0,49	0,21	2,30	0,0224068	0,07	0,91
ecommerce	-0,31	0,21	-1,45	0,1490368	-0,73	0,11

Figure 15 Summary output for the 3rd regression model

This analysis was designed to examine whether specific purchase channels including *physical store*, *online store*, *e-commerce* and *social media*, have an effect on the *purchase stage* for the group that is not interested in sustainable products (non-sustainable group),

using a linear regression model. Figure 15 presents the results of the regression analysis, indicating important findings.

Similar to the regression models done previously, a dummy coding was also carried out in this model. The same coefficient, *social media*, was chosen to be the base group as for the regression model four. The remaining coefficients, namely *physical store*, *online store*, and *e-commerce* were also dummy coded in the same way.

Starting with the adjusted R^2 , the results show 13% of the variation in the dependent variable (purchase). The model is regarded as statistically significant, with the F-statistic to be significantly below the accepted value of 0.05, with $F=1,8474E-06$.

The model's summary output, which is visible in figure 15, shows that both, the coefficient β_1 , physical store, and β_2 , online store is statistically significant. With a positive relationship for, physical store, 0.78, and a positive relationship for online store, showing a value of 0.49. However, coefficient β_3 , ecommerce is less statistically significant for this model.

Examining the results of model three, it can be concluded that some of the coefficients do not show a great importance for the model, such as e-commerce. However, the coefficients of physical store and online store present a positive relationship with the dependent variable. This implies that the presence of skincare products in these two channels has a significant effect on the probability that the respondent in the sustainable group is willing to purchase the product. Conversely, according to the data, there is a negative relationship between the e-commerce coefficient and the respondent's preference for purchasing skincare products through this channel. This may be due to lack of attractiveness of this channel for the sample group.

6.5 Regression model 4

$$\begin{aligned} &Purchase_{non-sustainable\ group} \\ &= \beta_0 + \beta_1 Physical\ Store + \beta_2 Online\ Store + \beta_4 E - commerce \\ &+ \beta_5 Social\ media \end{aligned}$$

SUMMARY OUTPUT						
<i>Regression Statistics</i>						
Multiple R	0,44					
R Square	0,20					
Adjusted R Square	0,19					
Standard Error	1,11					
Observations	340					
ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	3	101,6327234	33,87757445	27,3425758	7,58874E-16	
Residual	336	416,3055119	1,2390045			
Total	339	517,9382353				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	2,52	0,07	36,11	1,049E-117	2,38	2,65
physical store	0,63	0,11	5,98	5,55448E-09	0,42	0,84
online store	0,44	0,11	4,16	4,0852E-05	0,23	0,65
ecommerce	-0,69	0,11	-6,58	1,83978E-10	-0,90	-0,49

Figure 16 Summary output for the 4th regression model

In this case, it is also important to note that in creating the model, we chose to use dummy coding for our independent variables: *physical store*, *online store* and *e-commerce*. Since dummy coding requires us to take away one variable as base group, we selected *social media* as the base group for his analysis.

The regressions adjusted R^2 shows 19%, meaning that only 19% of the variation in the dependent variable is explained by the variation in the independent variables. The dependent variable in this case is the purchase stage of the customer journey, and the independent variable, meaning the communication channels: physical store, online store, e-commerce and social media.

With a significance level of $p < 0.05$, the model shows that the F-statistic is $7,58874E - 16$, which suggests that our model is statistically significant. In other words, the independent variables have a significant effect on the dependent variable.

From the summary output we can conclude that all the coefficients are statistically significant. The coefficient β_1 , physical store, has a positive relationship with the model's dependent variable (purchase), with the value of 0.63. Following β_2 , online store, that has also a positive relationship with the response variable, with the value of 0.44. In contrast,

coefficient β_3 , e-commerce is statistically significant, but this time it has a negative relationship with the predictor variable (purchase), with the value of -0.69 .

Considering all the above, the results show that each coefficient is statistically significant. However, the first two coefficients, namely physical store and online store indicate a positive relationship with the dependent variable. This implies that presence of skincare products in these channels has a positive impact on the likelihood that the respondents purchasing a skincare product. Conversely, the data shows a negative relationship with e-commerce coefficient, suggesting that the respondents' preference for purchases of skincare products through this channel has a negative association with the dependent variable.

7 Discussion of the findings

A comparison of the findings from the first and second regression models reveals similarities in the resulting data. However, there are noticeable differences in the R^2 values, with RM2 showing a higher adjusted R^2 of 24,8% as compared to RM1, which had an adjusted R^2 of 16,3%. These differences in R^2 values are to be expected, given that the non-sustainable group included a higher number of participants than the sustainable group. Additionally, the F-statistic and its significance were higher for RM2, indicating a better model fit for the non-sustainable group.

The lower coefficient for the non-sustainable group may suggest an overall lower interest in considering for various skincare advertisements, indicating a potentially reduced level of critical evaluation applied to cosmetics seen through different marketing channels. This finding highlights the importance of understanding consumer behaviour in relation to purchasing decisions and how various factors, such as sustainability, can affect these decisions. Furthermore, it underscores the need for companies to consider sustainable practices in their marketing strategies to appeal to a wider range of consumers, including those who prioritize sustainable products.

Upon comparing the findings from the third and fourth models, it is observed that the sample groups, categorized as sustainable and non-sustainable groups, provide similar results.

Specifically, a positive association was found between the purchase stage and physical and online stores for both groups. However, the results for the e-commerce channel were found to be different for the two groups.

We observed a significant positive relationship between the purchase stage and physical store ($\beta = 0.63, p < 5,55448E - 09$) as well as online store ($\beta = 0.44, p < 4,0852E - 05$) for the non-sustainable group. For the sustainable group, we also observed a positive relationship between the same two channels, physical store ($\beta = 0.78, p < 0,000313758$) and online store ($\beta = 0.49, p < 0,022406813$).

Conversely, the e-commerce channel revealed differences in the results for the two groups. The channels had a statistically significant effect on the purchase stage for the non-sustainable group with ($\beta = -0.69, p < 1,83978E - 10$). However, e-commerce did not have as much of influence for the sustainable group ($\beta = -0.31, p < 0,149036804$). We observed a significant positive relationship between purchase stage and physical store ($\beta = 0.63, p < 5,55448E - 09$) as well as online store ($\beta = 0.44, p < 4,0852E - 05$) for the non-sustainable group.

For the sustainable group, we also observed a positive relationship between the same two channels, physical store ($\beta = 0.78, p < 0,000313758$) and online store ($\beta = 0.49, p < 0,022406813$). Conversely, the e-commerce channel revealed differences in the results for the two groups. The channel had a statistically significant effect on the purchase stage for the non-sustainable group with ($\beta = -0.69, p < 1,83978E - 10$). However, the e-commerce did not have as much of a statistical significance for the sustainable group ($\beta = -0.31, p < 0,149036804$).

It is worth noting that previous studies have suggested that e-commerce may face challenges during the essential step of the purchasing process, potentially due to lack of touch stimuli (Løkke-Andersen et al., 2022, p. 13). At the same time, this contradicts the online store results which produced a statistical significance for both groups. These results are peculiar, since both channels derive from the same source, which is internet access.

One possible reason for the statistical importance of online store over e-commerce platforms like Amazon is the role of visual design in attracting new users and building customer loyalty (Jeannot et al., 2022). Alternatively, it could be due to lack of clarity in the e-commerce

platforms' interface, leading to dissatisfaction and declining customer loyalty (Herrman, 2023).

Conclusion of the findings:

Our results are in line with previous research, which has shown a growing preference for both physical and online stores among consumers. The positive association observed for social media in the purchasing stage is also consistent with the increasing role that social media platforms play in consumer decision-making processes. However, it is important to note that our sample group placed less emphasis on e-commerce, suggesting that traditional channels remain a popular option for skincare product purchases.

Upon analyzing the data for the sustainable group and non-sustainable group in terms of their purchasing channels, we observed a stronger and positive association for both groups. However, the non-sustainable group showed a slightly stronger association compared to the sustainable group in terms of coefficient values. These differences may be attributed to the level of awareness of sustainable products among consumers. Those who are less familiar with sustainable products may be more susceptible to various communication channels and may place higher value on them during the purchasing stage.

Moreover, the sustainable group, which tends to be more conscious of their purchasing decisions, showed a more balanced preference for different purchasing channels. This group may be more likely to take into account factors such as sustainability, product quality, and product sourcing when making their purchasing decisions. In contrast, the non-sustainable group may be more influenced by marketing efforts and the convenience of purchasing through certain channels.

7.1 Validity and reliability

To ensure the validity of our study, we conducted an extensive literature review and pre-tested our measures with a small sample group of respondents. Our measures were based on customer journey theories, which included detailed explanations of the purchase and consideration stages, as well as the concept of sustainability in various forms.

Furthermore, we conducted a regression analysis to examine the impact of different communication channels on the consideration and purchase stages of the customer journey.

We used four regression models to find our results, which were consistent across all models. Additionally, we used control questions and demographic data to ensure a deeper insight into our sample group. Descriptive statistics were used to analyse all questions in the questionnaires.

However, due to time constraints, our study has some limitations that could affect the generalisability of our findings. Our sample size was limited to 144 participants, and the sample was skewed towards younger, female respondents. A larger study with more resources would have been able to increase the sample size and include a more diverse range of participants, which would ensure a more diverse sample group. Additionally, the sample did not differentiate a lot in terms of age and educational status.

Despite these limitations, we believe that the findings of this study provide valuable insights on the impact of communication channels on the sustainability focused customer behaviour.

8 Conclusion

In recent years, there has been a growing interest in green marketing, with numerous studies (Bhattacharya, 2011, pp. 63-71). Highlighting the potential benefits of implanting eco-friendly marketing communication strategies (Leonidou et al., 2013, pp. 22-42). Therefore, it is essential to investigate how these strategies are being implemented in practice.

In this thesis, we aimed to investigate the influence of sustainability attitudes on the customer journey, specifically how marketing channels affect the consideration and purchase stages of customers in the skincare industry. Our research was to gain an in-depth understanding of the respondents' behaviours and associations related to our research question, with the potential to provide valuable data for companies in the sector.

To achieve our research objectives, we developed a theoretical framework that provides a foundation for our work. This framework includes key terminology, such as the two customer journey stages, purchase and consideration, which were the main focus of this thesis. Additionally, we reviewed prior research on sustainability in marketing and sustainability in the cosmetics industry to gain a better understanding into the relations between sustainability and customer behaviour.

Our methodology included a comprehensive regression analysis based on the collected responses through our questionnaire. This allowed us to examine the communication channels used during the two discussed stages of the customer journey, while also dividing our sample group into two distinct segments based on their sustainability importance.

Moreover, descriptive statistics were employed to gain insights into the attitudes and behaviour of the sample group, using the entire survey to achieve a better understanding of the resulting data. Our analysis involved a survey of preferences for the consideration and purchase stages of the customer journey, as well as differences between the sustainable and non-sustainable groups.

Our attempt to investigate the associations between sustainable consumers looking for skincare products and the consideration and purchase stages led us to apply four regression models. Our analysis revealed that some of our expectations were met, while others were not.

Specifically, we anticipated that the sustainable group would exhibit higher overall consideration values during the consideration stage. based on previous research suggesting that the sustainable group tends to evaluate various channels more before making purchase decisions, leading us to expect higher consideration values.

Based on available literature, we expected the sustainable group to have the highest level of consideration values for *social media*. However, our findings suggest that channels such as *reviews* and *word-of-mouth* have stronger influence on the decision-making process of “green” consumer during the consideration stage.

Contrary to our expectations, our results indicate that there were few variations in the responses between the sustainable and non-sustainable groups during the consideration and purchase stages. However, our study revealed some minor differences in the behaviour of the sustainable group and non-sustainable groups.

Specifically, the sustainable group displayed a higher level of interest in obtaining information and considering the skincare products through various marketing channels. This group is more selective in their purchases, and the type of channel is more important to them. They are less willing to buy from anywhere, regardless of the specific channels source.

On the other hand, the non-sustainable group showed a general lower interest in considering various marketing channels. However, this group is less selective in terms of specific channel to fulfil their purchase decision. This might indicate that they care less about the specific channel of communication and are more interested in purchasing products, indicating that their sustainability preferences do not play a significant role in their purchasing behaviour.

The lack of major differences between the sustainable and non-sustainable groups during the consideration and purchase stages may be due to the limitations we encountered during the study, which we discuss in the chapter 8.1.

Our thesis provides an important contribution to the literature on sustainability, marketing, and customer behaviour. The insights generated from this research can be valuable to companies in developing sustainable marketing strategies that align with consumer attitudes.

These findings have important implications for business seeking to engage with the sustainable consumer segment through e-commerce channels and suggest a need for greater transparency and user-friendly interface to promote trust and engagement.

8.1 Limitations

To stay the most objective and informed while writing our thesis, we recognize the necessity to acknowledge any limitations or constraints that may have affected our study. Limitations helps to establish the boundaries and scope of our research.

Firstly, it is necessary to point out the sample size and sampling bias occurring with our questionnaire. Overall number of responses used in analysis are 139, which can give us a lower accuracy while trying to apply the results to a general population. An even stronger restriction would be our sampling bias. A great majority of our respondents were our fellow students from the University of Stavanger, which translates into our research being done in a homogenous group from one region of one country.

Secondly, despite us having written information within our survey about the topic of our research and descriptions differentiating the stages of the customer journey we wished to compare (*consideration* and *purchase*), there is always a risk of our participants not understanding our questions in full context. That can further lead to question the validity of the data presented and analysed.

For future research we would suggest expanding the sample, both in size and in differentiation. Research done on various groups of people, different demographics and location would be interesting to compare with our conclusions taken from this study.

This study highlights that customers value both the consideration and purchase stage of the customer journey, but they place slightly different levels of value on each stage with regards to sustainability and the communication channels that were presented.

9 References

- Adgate, B. (2021, Oct 7, 2021). Media Habits Are Changing Rapidly For Young Adults, Making Ad Targeting More Challenging. *Forbes*. <https://www.forbes.com/sites/bradadgate/2021/10/07/media-habits-are-changing-rapidly-for-young-adults-making-targeting-more-challenging/?sh=15af9bd33031>
- Ali, P., & Sankaran, S. (2010). 'Online Shopping' Customer Satisfaction and Loyalty in Norway [Master's Thesis, Blekinge Tekniska Högskola]. <https://www.diva-portal.org/smash/get/diva2:830467/FULLTEXT01.pdf>
- Andreas M. Kapla, M. H. (2011). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Elsevier; Kelly School of Business*. <https://doi.org/10.1016/j.bushor.2011.01.006>
- Asdemir, K., Kumar, N., & Jacob, V. S. (2012). Pricing Models for Online Advertising: CPM vs. CPC. *Information systems research*, 23(3-part-1), 804-822. <https://doi.org/10.1287/isre.1110.0391>
- Balasubramanian, S. K. (1994). Beyond Advertising and Publicity: Hybrid Messages and Public Policy Issues. *Journal of Advertising*, 23(4), 29-46. <http://www.jstor.org/stable/4188949>
- Banerjee, S., Gulas, C. S., & Iyer, E. (1995). Shades of Green: A Multidimensional Analysis of Environmental Advertising. *Journal of Advertising*, 24(2), 21-31. <http://www.jstor.org.ezproxy.uis.no/stable/4188969>
- Barbarossa, C., & Pastore, A. (2015). Why environmentally conscious consumers do not purchase green products: A cognitive mapping approach. *Qualitative market research*, 18(2), 188-209. <https://doi.org/10.1108/QMR-06-2012-0030>
- Benedicktus, R. L., Brady, M. K., Darke, P. R., & Voorhees, C. M. (2010). Conveying Trustworthiness to Online Consumers: Reactions to Consensus, Physical Store Presence, Brand Familiarity, and Generalized Suspicion. *Journal of retailing*, 86(4), 310-323. <https://doi.org/10.1016/j.jretai.2010.04.002>
- Berger, J. (2014). Word of mouth and interpersonal communication
A review and directions for future research. *Journal of Consumer Psychology*, 24(4), 586-607. <https://www-jstor-org.ezproxy.uis.no/stable/26618038>
- Bhattacharya, S. (2011). Consumer Attitude Towards Green Marketing in India. *ICFAI journal of marketing management*, 10(4), 62.
- Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of marketing*, 56(2), 57-71. <https://doi.org/10.2307/1252042>

- Calcagni, F., Amorim Maia, A. T., Connolly, J. J. T., & Langemeyer, J. (2019). Digital co-construction of relational values: understanding the role of social media for sustainability. *Sustainability science*, 14(5), 1309-1321. <https://doi.org/10.1007/s11625-019-00672-1>
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77(4), 511-535. [https://doi.org/10.1016/S0022-4359\(01\)00056-2](https://doi.org/10.1016/S0022-4359(01)00056-2)
- D'Adamo, I., Gonzalez-Sanchez, R., Sonia Medina-Salgado, M., & Settembre-Blundo, D. (2021). Methodological Perspective for Assessing European Consumers' Awareness of Cybersecurity and Sustainability in E-Commerce. *Sustainability (Basel, Switzerland)*, 13(20), 11343. <https://doi.org/10.3390/su132011343>
- Dada, G. A. (2017, Nov 14, 2017). What Is Influencer Marketing And How Can Marketers Use It Effectively? *Forbes*. <https://www.forbes.com/sites/forbescommunicationscouncil/2017/11/14/what-is-influencer-marketing-and-how-can-marketers-use-it-effectively/?sh=7e9e27fa23d1>
- Dalsace, G. C. a. F. (2022). *Moving the Needle on Sustainability* Retrieved 20.04.2023 from <https://hbr.org/2022/11/moving-the-needle-on-sustainability>
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263-1279. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Database, I. T. U. I. W. T. I. I. (2020, 2020). *Individuals using the Internet (% of population)*. The World Bank. <https://data.worldbank.org/indicator/IT.NET.USER.ZS>
- David Court, D. E., Susan Mulder, and Ole Jørgen Vetvik. (2009). The consumer decision journey. <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-consumer-decision-journey#/>
- Drenik, G. (2022). *Eco-Conscious Buyers Are Shifting Consumer Trends, Here's How Retailers Are Responding*. Retrieved 24.04.2023 from <https://www.forbes.com/sites/garydrenik/2022/09/13/eco-conscious-buyers-are-shifting-consumer-trends-heres-how-retailers-are-responding/>
- Durmaz, Y., & Efendioğlu, İ. (2016). Travel from Traditional Marketing to Digital Marketing. *Global Journal of Management and Business Research*, 16, 34-40. <https://doi.org/10.34257/GJMBREVOL22IS2PG35>

- Eisingerich, A. B., Chun, H. H., Liu, Y., Jia, H., & Bell, S. J. (2015). Why recommend a brand face-to-face but not on Facebook? How word-of-mouth on online social sites differs from traditional word-of-mouth. *Journal of Consumer Psychology*, 25(1), 120-128. <https://www-jstor-org.ezproxy.uis.no/stable/26618051>
- eMarketer. (2022, June 2022). *Retail e-commerce sales worldwide from 2014 to 2026 (in billion U.S. dollars)*. Statista. <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>
- Emert, A. (2021). *The rise of the eco-friendly consumer*. Retrieved 24.04.2023 from <https://www.strategy-business.com/article/The-rise-of-the-eco-friendly-consumer>
- Etzioni, A. (2019). Cyber Trust. *Journal of Business Ethics*, 156(1), 1-13. <http://www.jstor.org/stable/45106470>
- Everitt, B. (2002). *The Cambridge dictionary of statistics* (2nd ed. ed.). Cambridge University Press.
- Forbes. (2021). *Empowered Consumers Call For Sustainability Transformation*. <https://www.forbes.com/sites/forrester/2021/01/21/empowered-consumers-call-for-sustainability-transformation/>
- Franke, G. R., & Park, J.-E. (2006). Salesperson Adaptive Selling Behavior and Customer Orientation: A Meta-Analysis. *Journal of Marketing Research*, 43(4), 693-702. <http://www.jstor.org/stable/30162441>
- Garg, K., Wadhwa, A., & Jindal, A. (2018). Consumer preferences towards online shopping Apps Amazon and Flip-kart. *IAHRW International Journal of Social Sciences Review*, 6(9), 1887-1890.
- Garrido-Morgado, Á., González-Benito, Ó., Martos-Partal, M., & Campo, K. (2021). Which Products are More Responsive to In-Store Displays: Utilitarian or Hedonic? *Journal of Retailing*, 97(3), 477-491. <https://doi.org/10.1016/j.jretai.2020.10.005>
- Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172, 1848-1866. <https://doi.org/10.1016/j.jclepro.2017.12.002>
- Herrman, J. (2023). *The Junkification of Amazon Why does it feel like the company is making itself worse?* Retrieved 16.04.2023 from <https://nymag.com/intelligencer/2023/01/why-does-it-feel-like-amazon-is-making-itself-worse.html>
- Inman, J. J., Winer, R. S., & Ferraro, R. (2009). The Interplay among Category Characteristics, Customer Characteristics, and Customer Activities on In-Store

- Decision Making. *Journal of marketing*, 73(5), 19-29.
<http://www.jstor.org.ezproxy.uis.no/stable/20619044>
- Jeannot, F., Jongmans, E., & Dampérat, M. (2022). Visual design and online shopping experiences: When expertise allows consumers to refocus on website attractiveness. *IDEAS Working Paper Series from RePEc*, 37(1), 59-81.
<https://doi.org/10.1177/20515707221087627>
- Jordan Bar Am, V. D., Steve Noble,. (2023). *Consumers care about sustainability - and back it up with their wallets*. Retrieved 17.04.2023 from
<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets>
- Kerpen, C. (2016). *How Has Social Media Changed Us?*
<https://www.forbes.com/sites/carriekerpen/2016/04/21/how-has-social-media-changed-us/>
- Key, T. M. (2017). Domains of Digital Marketing Channels in the Sharing Economy. *Journal of Marketing Channels*, 24(1-2), 27-38.
<https://doi.org/10.1080/1046669X.2017.1346977>
- Kotler, P. (2016). *Principles of marketing* (16th , Global ed.). Pearson Education.
- Leader, T. M. (2023, February 2023). *Average daily time spent watching TV in the United States from 2019 to 2024 (in minutes) [Graph]*. The Media Leader.
<https://www.statista.com/statistics/186833/average-television-use-per-person-in-the-us-since-2002/>
- Leonidou, L. C., Katsikeas, C. S., Fotiadis, T. A., & Christodoulides, P. (2013). Antecedents and Consequences of an Eco-Friendly Export Marketing Strategy: The Moderating Role of Foreign Public Concern and Competitive Intensity. *Journal of international marketing (East Lansing, Mich.)*, 21(3), 22-46.
<https://doi.org/10.1509/jim.12.0139>
- Li, H., & Kannan, P. K. (2014). Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment. *Journal of Marketing Research*, 51(1), 40-56. <https://doi.org/10.1509/jmr.13.0050>
- Lopez, D. L., & Martinez-Lopez, F. J. (2021). *Advances in Digital Marketing and ECommerce: Second International Conference 2021*. Cham: Springer International Publishing AG.
- Lush. (2023). *Stories*. Retrieved 23.04.2023 from <https://www.lushusa.com/stories>

- Lynam, J. K., & Herdt, R. W. (1989). Sense and Sustainability: Sustainability as an Objective in International Agricultural Research. *Agricultural economics*, 3(4), 381-398. <https://doi.org/10.1111/j.1574-0862.1989.tb00098.x>
- Løkke-Andersen, C. B., Wang, Q. J., & Giacalone, D. (2022). User experience design approaches for accommodating high “need for touch” consumers in ecommerce. *Journal of sensory studies*, 37(2), n/a. <https://doi.org/10.1111/joss.12727>
- Malhotra, N. K. (2019). *Marketing research : an applied orientation* (Seventh edition, global edition. ed.). Pearson.
- Mangold, W., & Smith, K. (2012). Selling to Millennia's with online reviews. *Business Horizons*, 55. <https://doi.org/10.1016/j.bushor.2011.11.001>
- Martins, A. (2023). *Most Consumers Want Sustainable Products and Packaging*. Retrieved 23.04.2023 from <https://www.businessnewsdaily.com/15087-consumers-want-sustainable-products.html>
- Matthew Ballew, J. M., Seth Rosenthal, Abel Gustafson, John Kotcher, Edward Maibach and Anthony Leiserowitz. (2019, Jun 11, 2019). *Do younger generations care more about global warming?* Yale University and George Mason University. <https://climatecommunication.yale.edu/publications/do-younger-generations-care-more-about-global-warming/>
- Meredith, J. (2020, Jun 25, 2020). The Power Of Social Media To Capture Today's Consumer. *Forbes*. <https://www.forbes.com/sites/forbescommunicationscouncil/2020/06/25/the-power-of-social-media-to-capture-todays-consumer/?sh=75c94b6789e1>
- Minton, E., Lee, C., Orth, U., Kim, C.-H., & Kahle, L. (2012). SUSTAINABLE MARKETING AND SOCIAL MEDIA: A Cross-Country Analysis of Motives for Sustainable Behaviors. *Journal of Advertising*, 41(4), 69-84. <http://www.jstor.org.ezproxy.uis.no/stable/23410034>
- Morano, H. F. (2020). From A to Z: The Complete History of Amazon. *Ecomcrew*. <https://www.ecomcrew.com/from-a-to-z-the-complete-history-of-amazon-com/>
- Neal, D. R. (2012). *Social media for academics : a practical guide* (1st edition. ed.). Chandos Publishing.
- Neo. (2020, 25 October, 2020). *Why luxury brands embrace print*. Neo. <https://neo.com.au/why-luxury-brands-embrace-print/>
- Newstead, K., & Romaniuk, J. (2010). Cost Per Second. *The Relative Effectiveness of 15- and 30-Second Television Advertisements*, 50(1), 68-76. <https://doi.org/10.2501/s0021849910091191>

- Nguyen, Y. T. H., & Nguyen, H. V. (2021). An alternative view of the millennial green product purchase: the roles of online product review and self-image congruence. *Asia Pacific journal of marketing and logistics*, 33(1), 231-249. <https://doi.org/10.1108/APJML-10-2019-0612>
- Nicastro, D. (2023). What Is Marketing Automation and How Does It Help Marketers? [Feature Article]. <https://www.cmswire.com/marketing-automation/what-is-marketing-automation-and-how-does-it-help-marketers/>
- Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). Social Media Metrics — A Framework and Guidelines for Managing Social Media. *Journal of interactive marketing*, 27(4), 281-298. <https://doi.org/10.1016/j.intmar.2013.09.007>
- Philip Kotler, G. A., Anders Parment. (2020). *Principles of Marketing* (3rd ed.). Pearson.
- PowerReviews. (2022, June 2022). *Share of beauty shoppers who read ratings and reviews while shopping online in the United States in 2022, by generation*. <https://www.statista.com/statistics/1325993/online-beauty-shoppers-reviews-ratings-us-generation/>
- Reilly, A. H., & Hynan, K. A. (2014). Corporate communication, sustainability, and social media: It's not easy (really) being green. *Business horizons*, 57(6), 747-758. <https://doi.org/10.1016/j.bushor.2014.07.008>
- Rossi, C., & Rivetti, F. (2020). Assessing Young Consumers' Responses to Sustainable Labels: Insights from a Factorial Experiment in Italy. *Sustainability (Basel, Switzerland)*, 12(23), 10115. <https://doi.org/10.3390/su122310115>
- Rubin, C. (2019). *All of those products are making your skin worse*. The New York Times. Retrieved 20.04.2023 from <https://www.nytimes.com/2019/07/30/style/all-of-those-products-are-making-your-skin-worse.html>
- Shaw, N., Eschenbrenner, B., & Baier, D. (2022). Online shopping continuance after COVID-19: A comparison of Canada, Germany and the United States. *Journal of Retailing and Consumer Services*, 69. <https://doi.org/10.1016/j.jretconser.2022.103100>
- Sheth, J. N., & Parvatiyar, A. (2021). Sustainable Marketing: Market-Driving, Not Market-Driven. *Journal of macromarketing*, 41(1), 150-165. <https://doi.org/10.1177/0276146720961836>
- Shiva, V. (2005). *Earth Democracy: Justice, Sustainability, and Peace* Zed Books Ltd
- Sridhar, S., & Srinivasan, R. (2012). Social Influence Effects in Online Product Ratings. *Journal of marketing*, 76(5), 70-88. <http://www.jstor.org/stable/41714510>

- Statista Consumer Market Insights. (2023). *Revenue of the natural cosmetics market worldwide from 2014 to 2027*. <https://www-statista-com.ezproxy.uis.no/forecasts/1264932/worldwide-revenue-natural-organic-cosmetics-market>
- Statista, S. C. M. I. (2023). *Market value of the cosmetics industry in Europe in 2021, by branch (in billion euros)*. <https://www.statista.com/statistics/579067/european-cosmetics-market-share-by-branch/>
- Straughan, R. D., & Roberts, J. A. (1999). Environmental segmentation alternatives: a look at green consumer behavior in the new millennium. *Journal of Consumer Marketing*, 16(6), 558-575. <https://doi.org/10.1108/07363769910297506>
- The Body Shop. (2023). *About our ingredients* Retrieved 23.04.2023 from <https://www.thebodyshop.com/en-gb/about-us/ingredients/about/a/a00022>
- Tseng, M. M., Qin Hai, M., & Su, C. J. (1999). Mapping customers' service experience for operations improvement. *Business Process Management Journal*, 5(1), 50-64. <https://doi.org/10.1108/14637159910249126>
- Tueanrat, Y., Papagiannidis, S., & Alamanos, E. (2021). Going on a journey: A review of the customer journey literature. *Journal of Business Research*, 125, 336-353. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.12.028>
- UN. (2023). *Why Sustainable lifestyles matter*. UN. Retrieved 6 april from <https://www.unep.org/explore-topics/resource-efficiency/what-we-do/sustainable-lifestyles/why-sustainable-lifestyles>
- Unilever. (2023). *How social media is helping make the switch to sustainability*. Retrieved 20.04.2023 from <https://www.unilever.com/news/news-search/2023/how-social-media-is-helping-people-make-the-switch-to-sustainability/>
- Webb, B. (2022). *Physical retail is back. And this time it's sustainable*. Vogue Business. Retrieved 21.04.2023 from <https://www.voguebusiness.com/sustainability/physical-retail-is-back-and-this-time-its-sustainable-selfridges-harrods-rental-resale-repair>
- Westbrook, R. A. (1987). Product/Consumption-Based Affective Responses and Postpurchase Processes. *Journal of Marketing Research*, 24(3), 258-270. <https://doi.org/10.2307/3151636>
- Wolny, J., & Charoensuksai, N. (2014). Mapping customer journeys in multichannel decision-making. *Journal of Direct, Data and Digital Marketing Practice*, 15(4), 317-326. <https://doi.org/10.1057/dddmp.2014.24>

Zenith. (2020, June 2022). *Magazine advertising expenditure worldwide from 2000 to 2024* (in billion U.S. dollars). Statista.
<https://www.statista.com/statistics/272946/global-magazine-advertising-expenditure/>

10 Appendix 1

Hello. We are two students at the University of Stavanger doing research for our bachelor thesis. We are interested in how the marketing of skincare products advertised as sustainable affects the different marketing channels utilized at two stages of the customer journey (consideration and purchase decision). We would like you to think like a customer in the skincare market when completing this survey.

The survey should only take about 5 to 8 minutes and your answers are completely anonymous. Your honest answers will help us tremendously in our research.

If you have any questions about the survey, please email us at m.witkowska@stud.uis.no or ma.urbonaite@stud.uis.no.

We appreciate your input!

What gender do you identify as?

- Female
- Male
- Other/Prefer not to say
-

What is your age?

- Under 18
- 18-24
- 25-30
- 30-40
- 40+

What is the highest degree you have completed, or you are in process of completing?

- Bachelor's Degree
- Master's Degree
- Ph.D. or higher
- No degree
- Other

What is the size of the Municipality (nor. Kommune) you live in?

- Less than 20 000 inhabitants
- 20 000 - 50 000 inhabitants
- 50 000 - 80 000 inhabitants
- 80 000 - 120 000 inhabitants
- More than 120 000 inhabitants
- Do not know the size of the municipality
-

To better understand the upcoming questions, think of a skincare product you own or have recently purchased. If you wish, you can enter the name of the product here

How frequently do you buy skincare products?

- Once a month or more often
- Once every 3 months
- Once every half a year
- Once a year or less often
- Never
-

How often do you use skincare products?

- Daily
- Few times a week
- Few times a month
- Few times a year
- Never
-

Do you agree with this statement?

“The price of a skincare product is a very important factor to me.”

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
-

Do you agree with this statement:

“It is very important to me to be environmentally friendly and buy sustainable skin care products.”

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
-

In order to understand the questions better, we provide you with a short definition of “**consideration**” and “**purchasing decisions**” within customer journey.

Consideration: Potential customers are interested in buying, but still actively collect information about the product and compare it with other options on the market.

Purchase: Point-of-sale, the point at which the consumer decides to choose and buy the product.

As an example: You, as a consumer, are in need of a new skincare product. You search in physical stores, online or while talking to others and find 3 products: X, Y, Z that interest you – you are in “**consideration phase**” of your customer journey. After some time, you make your decision to buy a product X – you are in “**purchase phase**” of your customer journey.

If you are **shown** a skincare product advertisement on a **TV**, how likely are you to **consider** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you are **shown** a skincare product ad on **social media sites** (ex. Instagram, Facebook) how likely are you to **consider** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you are **told** about a skincare product from your **friends and family**, how likely are you to **consider** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you **read online reviews** about a skincare product, how likely are you to **consider** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you **read** about a skincare product in **magazines**, how likely are you to **consider** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you **see** a skincare product in a **store display**, how likely are you to **consider** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you **see** a skincare product in a **physical store** (ex. Kicks, VITA), how likely are you to **purchase** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you **see** a skincare product in an **online store** (ex. BliVakker, Lyko), how likely are you to **purchase** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you **see** a skincare product in an **ecommerce website** (ex. Amazon, eBay etc.), how likely are you to **purchase** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-

If you **see** a skincare product on **social media applications** (ex. Facebook Marketplace, Instagram shopping), how likely are you to **purchase** it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely
-