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Cosmetics brand switching among black women in UK

A dissertation submitted in partial fulfilment of the requirements of the Royal Docks Business School, University of East London for the degree of
MSc International Business Management

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Cosmetic brand switching among black Women in the UK

Abstract

Using brand literatures and consumer behaviour literatures, the author critically investigates the switching behaviour of black women in the use of cosmetic product the UK.

The research paper seeks to examine how black women respond to color cosmetic brand that are beginning to cater for the need of black women, as the ethnic minorities seem to have been abandoned by big brands that provide color cosmetics. These mainstream believed that here is no money in the ethnic minority market, this has made it difficult for black women to find color cosmetic product that suits their skin type. Most black women have had to rely on specialist to purchase their cosmetic product.

The author used qualitative approach by using interviews to collect the data as this helped the author to gain more insight into the minds of the black women and a deeper understanding as to why black women respond to cosmetic products that are new in the market and how willingly are they to switch to cosmetic brands that big brands like L'Oreal are beginning to provide for black women.

The Findings shows that black women do not care about the brand image of big cosmetic brands and they as some of them are not willingly to switch cosmetic product, as they feel satisfied with the product they already use.

The Finding also reveals that consumers seek cosmetic product that works for their skin and are more concerned of the quality of the brand and not the price of the colour cosmetic product

The author concludes by presenting theoretical and managerial implication.

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Table of Content

Chapter I: Introduction

1.1. Origin

The origin of the research questions came about as it has been observed that the ethnic minorities find it difficult to find their skin type colour when seeking to purchase colour cosmetic products. Big cosmetic have recently started manufacturing colour cosmetic product for Black women. The research seeks to investigate how black women will respond to colour cosmetic products that are newly introduced to the market and how they perceive they will perceive the colour cosmetic product.

1.2. Background

Color cosmetics have been utilised by civilisations for thousands of years, with the first evidence of the use of cosmetics recorded among Ancient Egyptian populations during 4000BC, when affluent women used to apply a bright green paste of copper material to their face to provide colour and define features. The Ancient Egyptians also used perfumed oils and painted eyebrows on them using sheep's fat, lead and soot. From the ancient Chinese and Japanese civilisations who used rice powder to paint their faces white, to 14th century Elizabethan England, where dyed hair and egg-white faces became popular, cosmetics have continued to remain important both historically and culturally. During the 15th and 16th centuries, France became the chief centre of cosmetics manufacturing, a title the country still holds today, with the processes and innovations devised during this period of history marking the beginning of the modern cosmetics industry we see today (TGI, 2013).

1.3. Industry Insight

The UK retail make-up of the color cosmetics market is defined as all color cosmetics for women. They include Face make-up; foundation, blushers, illuminators, face-bronzing lotions, creams and powders, loose and pressed powders, mineral powders. The Eye make-up includes eye shadows, eyeliners, eyebrow pencils, kohl and mascara, mineral powders. The Lip make-up: lipstick, lip-glosses, lip pencils, lip

plumpers, pots and palettes The Nail make-up include nail varnishes and polishes, hardeners and strengtheners, base and top coat.

According to (Target Group Index, 2013) '37.8% of cosmetics product used by women were lipstick/lip glosses, with 37.8%, although this was down from 38.2% in 2012. Eye make-up represented the second-most popular cosmetics product in 2013, with a penetration of 35.2%; followed by foundation, face powder and tinted moisturizer (34.6%); nail varnish (31.4%); and blushers and highlighters (23.4%).'

According to Cosmetic Executive Women UK "The UK beauty industry is in better shape than it has ever been, with a value of over £15bn and employing almost a million workers". This implies that the UK cosmetic industry is constantly experiencing growth regularly. This may be because women love their physically appearance and are vey conscious on how beautiful they are, so they may be purchasing the cosmetic products so as to ensure that they are in they are not looked down by other women.

According to market research carried out by (Company and Market, 2014), the UK cosmetics manufacturing market has been forecast to increase at a compound annual growth rate (CAGR) of 0.6% over the next five years, increasing from a value of £2.25 billion in 2013-14, to reach a value of £2.32 billion in 2018-19.

During the 18th century the use of cosmetics products became common among most social classes and by the end of the 19th century the industry was associated with premium brand names such as Rimmel, Boots, Elizabeth Arden, Chanel and Max Factor.

In the UK, some black cosmetic consumers shop online their product. According to (Keynote, 2012) online shoppers have continued to gain presence in the cosmetic industry, as it is easy to purchase online than going into the store to look for the product. Furthermore According to figures complied by (E-commerce, 2012) notes that the e-commerce sales in UK are approximately £82.7m. High street stores such as Boots, Superdrugs and Bodyshops all operate their own individual e-commerce sites.

Despite the continued popularity of online shopping in the UK, a large proportion of consumers still opt to purchase their health and beauty products from physical stores, with just 14% thought to buy such goods online, compared with 25% who prefer to buy goods in store, according to a survey undertaken by Videology UK in June 2013. This may be because health and beauty products are items that consumers wish to test out before they make a final purchase. However, recent developments in this area have seen some online retailers trying new 'beauty boxes', which contain a number of tester samples of select beauty products, and are available to customers on a monthly subscription basis, allowing consumers to try before they buy. Retailers currently offering online subscriptions for beauty boxes in the UK include Glossybox.com, Birchbox.co.uk and Amarya.

In the UK also, the purchasing power of ethnic minorities is growing. The British Magazine Marketing Week, which performed its first Diversity Marketing Forum in June 2005, believes that the "diverse communities" including ethnic, religious, and sexual minorities - now account for £120 billion in annual spending.

1.4. Focus

Black women have in the past have issues in finding their skin tone when purchasing their cosmetic products. This has made some black women feel less appreciated by big color cosmetic companies and also seem to feel like that they have been abandoned by big brands, since there is the lack of offering of color cosmetic products for black women. As (Stewarts, 2009) puts it that despite black women being ignored by mainstream brands, black women still spend billions of dollars on cosmetics while in desperate need for something that works for their skin type.

Recently mainstream cosmetic brands are beginning to introduce new color cosmetic brands for black women and the studies seeks to investigate how back women in the UK will perceive these color cosmetic product and how they will respond to purchasing the new cosmetic product for black women. According to (Euromonitor, 2011) there is limited color cosmetic product for ethnic minority women so firms need to create channels to reach black women through advertisements and other medium of communication.

According to (Mintel, 2009) the market for the ethnic minority cosmetic products in the UK was seen to be a niche one and it was valued at £70m. This is because of the lack of commitment of leading cosmetic companies to black women and the ethnic minority population. It also been said that has also been lack of availability of ethnic brands in mass-market distribution.

The lack of availability of ethnic minority cosmetic products has forced black women to look for specialist retailer. On other hand women of caucasian find it easy to find their cosmetic product anywhere they want. This issue has made some black women feel alienated as sometimes they visit different shops to purchase make-up and they are unable to find the particular make-up they want for themselves. Big cosmetic brands in the UK like Chanel, Dior, Guerlain, Benefit, do not cater for the needs of the ethnic minority.

Furthermore the lack of representation of black women in the advertisement of the cosmetic industry is of great concern as black women are not fully aware of brands that are available to them and also black models are rarely used to do beauty adverts. This is why the researcher will be seeking to know how black women in the UK will be seeking to respond to big cosmetic brands that seem to have abandoned the black community because they feel there is no money in the ethnic market will respond to new cosmetic product been provided for black women by this Main stream companies.

1.5. Objectives

The research is seeking to critically investigate the factors that influences black women in buying color cosmetic product. Also the study will be seeking to critically evaluate how black women perceive mainstream color cosmetic brands that are introducing new color shade into the market. Finally the study will be seeks to determine why black women switch color cosmetic brands they know to brands they do not know.

The research intends to be carried out by the use of interview in other to know gain a deeper understanding into the minds of the black women on what influences their purchasing choice of cosmetic products and the way black women perceives and switch cosmetic products that are new to the market. The researcher will be using this method of research because previous studies done on this similar topic was conducted through qualitative research.

1.6. Significance of the research

The study will be benefit academics and marketers as very few researches have been done in the UK for black women. This will contribute to the knowledge of the color cosmetic industry in the UK in relation to ethnic minorities.
The focus of study is on black women in the UK.

1.7 Limitations of the study

The time constraint of the research may play a role in the result of the researcher findings and the number of participant also the fact that the study is limited to UK in the research may be also a constraint. However the research will provide an insight into how specifically black women respond to color cosmetic products and they perceive the brand.

Chapter II: Literature review

2.1. Brands

There are different researchers who have defined brands in different ways based on the way they view and understand what brand is and what brand should be. (Aakers, 1996; Aaker and Joachimsthaler, 2000; Keller, 1998); Fournier, 1998; Kotler, 2000; Perreault and McCarthy, 2003)

(Aaker, 1997) argued that a brand is a personality, the argument was personalities could be associated with a brand indirectly through use of brand names, symbols, advertisement stylistic, price and distribution channel. Furthermore, (Levy, 1995) argued that brands personality can be categorized into age, gender and class. According to (Aakers, 1997) Brand Personality is a set of human characteristics associated with a brand. From this definition it is assumed that a person, may share certain features characteristics with a brand, the challenge with this definition is every customer interpret brands in different ways and also consumers who buy brands may not necessarily share any characteristics with the brand instead may decide to buy the brand based on their own preference. (Aakers, 1997) contributed to the brand personality concept by suggesting five major traits that consumers attributed to brands; sincerity, excitement, competence, sophistication and ruggedness.

Brand meanings have been suggested to vary across cultures and partly socially constructed (Pervan et al; 2011). There are assumptions that people perceive each other in different ways on the basis of the way they behave in social environment, (Ligas and Cotte, 1999) argues that brands personal meanings are also negotiated as social meaning. This may not be so for every consumer because consumer's perception of society differs and culture and environment may affect the kind of brands that consumers purchase.

(Carper, 1995) defines brand as a legal statement of ownership. This can mean brand owners differentiate their brands from other competitors by the use of trademarks.

(Summerson, 1994) argues that the value of a trademark depends on its ability to protect its owner from infringement. It can be suggested from this definition that brand owners may not necessarily be able to completely protect themselves from infringements competitors can easily imitate the brand owners, it may be said that there should be legislators to help protect the challenges brand owners face from look-alike labels.

(American Marketing Association, 1960) defines the 'brand as a name, term, sign, symbol, design, intended to identify the good or services of one seller or group of sellers and differentiate them from those of competitors'. There are scholars who agree with this definition; Watkins, 1986; Aaker, 1991; Dibb et al, 1994; Kotler et al, 1996, while there are other scholars that criticizes this definition by the AMA of what a brand is, (Craner, 1995; Arnold, 1992; Meadows, 1983). The criticism by (Arnold, 1992) was that it was too mechanically, which may suggest that the brand could be seen as just a physical product, Also which may mean, consumers have no emotional feelings attached to the brand after buying it, as it as been observed felt by (Meadow, 1983) consumers are not passive about the marketing activities, instead branding is an activity that is done with consumers.

(The Economist, 1994) argues that due to the growing competition from brand-owned labels and increasing marketing cost, a need for recognition and corporate identity is vital. This implies that the management will be responsible for the reputation of the corporate brand. The challenge with this is, for example there is a financial misconduct by the head of the company, this may the damaging for the corporate brand as the brand will then be perceive in negative way by the public and stakeholders. It will be therefore important for firms to have management to be careful of their action as this may positively or negatively affect the corporate brand.

(Pitchers, 1985) suggested that a Brand is an idea a consumer has of a product. This implies that the imagination a consumer may have on his mind of the product or service may be what the brand is about; As Martineau refers to brands as images in the consumers mind with function and psychological attributes. It can be suggested that consumers may purchase brand not only for the functional benefit but also for the attachment they may have with the brand. (Boulding, 1956) argues that people

perceive do not react to reality but to what they perceive as reality. (Weick, 1979) argues that reality is socially constructed.

For the purpose of this research, the author will be adopting the definition of brand as a company and brand as an image in the consumers mind for this research, because the researcher is seeking to critically analyzing how black women in the color cosmetic industry perceive brands that are coming up with cosmetics they are not familiar with and have not used, as the researcher will be seeking to investigate and understand how they would respond to these brand and what factors may motivate them to switch brands and why they may want to switch to other brands.

2.2. Black women and Color Cosmetic

The Ethnic minority is a fast growing population and the purchasing power of the black women alone is powerful. Black women in the UK and US have higher spending power in purchasing cosmetic products but big companies have played little attention to this minority ethnic group. It is until recently when big companies in the cosmetic industry realized the huge spending power of the ethnic minority and now they are trying to provide products that suit this ethnic group. The market for black or Asian beauty products in the UK is still considered niche, based on a 2009 UK Mintel report which valued it at £70m. However it is predicted to grow beyond £97 million by 2014. According to (Mintel, 2009) the UK retail cosmetic market is defined as all color cosmetics for women. These color cosmetics are classified into four different categories. These categories are Face Make-up, Eye Make-up, Lips Make-up and Nail Make-up. The facial make-up includes foundation, blushers, Illuminators, Face bronzing, lotions, creams and powder and Mineral powder. (Mintel, 2009) The Eye make-up category includes Eye shadows, Eyeliners, eyebrow pencils, kohl and Mascara and Mineral powder (Mintel, 2009) The Lips Make up include Lipstick, Lip-glosses, Lip plumpers, pots and palettes (Mintel, 2009). Lastly the Nail make-up includes Nail Varnishes and Polishes, Hardeners and Strengtheners, base and topcoat (Mintel, 2009).

According to the (Times, 2014) Black women, now more determined than ever to project an image of loveliness, are turning in increasing numbers to a beauty aid that they seldom used in the past: cosmetics. Even though five firms have responded to the eager demand of black women for color cosmetics and have begun producing color cosmetic specifically for black women, black women are still finding it difficult to access their skin color.

Black women daily face numerous commercials of color cosmetics from different companies seeking to promote new line of make-up, creams that reduces wrinkles, and skin lotions and product directed towards women (Swain, 2012). The challenge black women face with these countless advertisements is finding a suitable skin tone that will suit their skin colour. Even when they find the skin colour for their cosmetic product, they are faced with the issue of skin irritation on their skin because of the ingredients that are used to make these products. In 2009, *Essence* magazine's Smart Beauty panel explored Black women's shopping experiences in the beauty market and found out that black women spent over 7.5 billion on beauty product every year and an additional 80% when it came to cosmetic products. (Smith, 2009) observed that black women spent more time first trying to look for the right colour that suited their skin tones, and undertones and pigment that matched their skin colour within the prestige beauty market (Smith, 2009). This has raised concern as black women seek to find color cosmetic product they can trust. (Smith, 2009) argues that black women seek for brands they can trust which have high quality ingredient and product that reflects their personality. This issue may be resolved by how much consistency the brands that provide make up for black women can come up with products that suits their skin as well as ensuring that these black women skins are protected from skin irritation and abnormalities that often occur with make-up products.

(Duke, 2002) conducted a study of Black and White girl's views of teen magazines. A total of 16 black girls and 10 White teen girls participated in interviews that traced their interpretations of the magazines. According to the study (Duke, 2002) found that the Black girls felt that mainstream teen magazines seemed to overlook their fundamentals concerns and interests and assumed that White dominance is normal and accepted throughout the mainstream media. The black girls did not feel that the clothing, cosmetics, and grooming products advertised or discussed in the mainstream magazines fit their preferences or needs. This has raised concern in the black

community as some black women feel the cosmetic companies do not appreciate them and so this may be why there is lack of color cosmetic brands that suits their skin colour.

Another study conducted on black women by (Falconer and Neville, 2000) surveyed Black women at a historically Black college and found that Black women with positive perception on their appearance were those who were content with their skin colour compared to who were less content with their skin colour. This study suggests that black women who use color cosmetic are not satisfied with their natural appearance and seeks to look for make-up products would make them look better in appearance, this may led to lower self-esteem if these black women are unable to find the right make-up that suits their skin, however it can be argued that some black women perceive make-up as a necessity, which may mean that one in every black women should own at least one make-up brand. (Draelos, 2001 p. 175) claimed 'the history of cosmetics is an important part of how color is used to adorn the body in modern society'.

2.3. Factors that make Black women switch color cosmetic products

(Guadagni and little, 1983; Cooper and Inoue, 1996; Leclerc and Little, 1997) claimed that brand switching is one of the most researched topics in marketing. (Blattberg, Briesch and fox, 1995) argues that switching from one brand to another is most of the time influenced by the perception of customers in which they view other brand as having higher quality in terms of better features, much higher reliability and lower prices. Black women are faced with the ordeal to find brands that suits their skins, some of them are forced to look for more than more brand as one particular brand do not suit their skin colour or due to skin irritations. A basic goal of brand switching research is to understand those factors that make consumers willingly to choose other higher or lower price quality products options. (Blatterberg and Wisinewski, 1989) observed that consumers may be more likely to switch from a lower brand to higher brand than from a lower brand to a higher brand. It can be argued from this observation that consumers perceive things differently and their environment and

background may influence what they view as higher quality and lower quality. The advantage of black women switching color cosmetic brands is that may eventually find what might suit their skin tone, however this may be time consuming and tiring for some other consumers.

(Blatterg et al; 1995) argued that consumers switch brands because of the marketing mix and product characteristics. Also (Huber, Payne and Puto, 1982; Dhar, 1997; suggested that consumers make choices based on the options under consideration. In the context of the make-up for black women, it can be suggested that the ingredients of the make-up in relation to the features of the product and the way in which the product is being advertised may influence the brand switch among black female consumers. (Sproles and Kendall, 1986) define consumer's decision-making style as a 'mental orientation characterizing a consumer approach to making choices'. It may be implied from this definition that consumers make decision based on imagination and how they picture the product in their minds. An example of this could be an advertisement on TV in which a company such as M.A.C. Cosmetics, advertises a black woman wearing a lip stick in a way that stimulates the mind of the consumer, this may trigger a consumer who has interest in lipsticks makeup and is watching such an advertisement to go and look for the lipstick in the market, this may be consumer who have used previous lipstick make-up in the past, and so switching to this particular lipstick may be due to its attractiveness and how the consumers have perceived it in her mind.

The demographic characteristics of the consumers may influence the buying behaviour and brand switching of the consumer, such as age. (Meyer, 2001) claims that consumers establish their brand preferences between the age of 15 and sometimes younger depending on the category and 25. Studies carried out by (Meeneely et al., 2009) found that there is an increase in older consumers retail buying and food-related behaviour changes as well as a decline in patronage of multiple retailers is evident as age increase. It can be argued that studies may not be the case for the color cosmetics industry as women are always seeking to improve their appearance all the time no matter the age range. However as consumers grow older, they may reduce their search for color cosmetics compared to when they were younger. Some Black women may also be influenced by their peers, peer-pressure as it is commonly called may increase their band switching behaviour; if a young black girl sees her friend a make-up

different from her and with a higher quality, such a girl might want to try what her friend is using because of the higher quality and peer pressure. (Sambandam and Lord, 1995; Bronnenberg and Vanhonacker, 1996; Copper and Inoue 1996) argues that switching between price and quality depends on the buyer's consideration sets. Lehmann and Pan 1994 further suggest that brand tiers that consumers accepts and perceived are dependent on context. For instance a consumer may consider M.A.C. Cosmetics product more of a higher quality than L'Oreal in the context that M.A.C. Cosmetics products are designed caucasian and ethnic minorities including black women even if L'Oreal is a big brand name.

The failure of a brand to keep its promise to the consumer may be a factor that may lead to consumers switching brands. (Bolkman, Goodboy and Bachman, 2012) suggested that organizational failure were the major causes of consumers exit. This may lead customers being dissatisfied and moving to other brand that they perceive may satisfy them. The danger with consumer dissatisfaction is the word of mouth influence where consumers speaks negatively on a particular brand that has disappointed them to their friends and colleague and this may discourage their co-consumers from purchasing that brands thereby damaging the reputation of that brand. However there may be consumer who love brands are willingly to forgive the brand even if they have failed them, this may due the love they may have for such brand.

Another factor that may lead to black women switching brands is lack of variety and choices. Despite of the ethnic beauty projected to reach £97 million by 2014, leading cosmetic companies have it difficult to provide black women with varieties of make up that suits their skin stones. (The voice, 2013) also observed that black women have complained about the limited scope and affordability of the product. It can be argued that black women who pay a lot of attention on their beauty based on the make-up they use may ignore the price of the product and purchase because of their perception for make-up. However black women who do not pay so much attention to cosmetic make-up may consider switching brands when the price of the brand they use become expensive. Furthermore, because of the issue with variety and choice, black women are more likely to experience uneven skin tones because not been able to find a perfect foundation match for their dark skin. It is therefore important that color cosmetic companies put in more effort to provide more choices for black women as this growing market have a higher purchasing power and both the buyer-

black women and cosmetic companies stand to profit from this business transaction. It is also important to note that According to a (Think Ethnic, 2013) Black British women spend on the average six times more than their white female counterpart on hair and beauty. It becomes somewhat surprising why the big cosmetic brand may have chosen to ignore the black women in the cosmetic industry. In the UK according to (McCann, 2012) the global complexion is changing; there are more darker skin tones that ever before.

Another factor that may lead to brand switching of cosmetic by black women is the price and the environment Black women are located in. In a recent study carried out (New Media Metric, 2013) found that black women are among the most brand-loyal consumers compared to European consumers. However some consumers can be price sensitive especially when they do not have enough income to purchase the product that they want. Although M.A.C. Cosmetics products are more expensive than L'Oréal, black women who are sensitive to price may switch to L'Oréal brands and those consumers who are brand image conscious may change to M.A.C. Cosmetics because of the name. Each brand choice has its consequence on the consumer.

Another factor that could influence black women switching brand is the quality they get from the make-up they purchase from their various make-up brands. Consumers may perceive quality in different ways as consumers think differently and are not the same. As (Zeithaml, 1988; Dodds et al, 1991; Aaker, 1991) pits it, perceived quality is as a result of consumer's subjective judgment of the product. (Aaker, 1991) argues that perceived quality can show how different a product and service from another and can become a selective brand in the consumers mind. Make-up products such as Black-up, L'Oréal, Lancôme, Fashion fair, M.A.C. Cosmetics, Iman Cosmetics, are all perceived in different ways by consumers, it can therefore be argued that it is what the consumers uses as a criteria for quality that may be seen as the quality of individual consumers, on the other hand consumers may attach price to quality which as it sometimes said the higher the price the higher the quality of the product, this can be subjective, in the context of cosmetic brands because consumers choice for the brand they decide to switch may be due to different factors based on their different experience.

Another factor that can influence black women to switch cosmetics brands is

introduction of companies that provides makeup for ethnic minority, the issue here may be, how much trust would black women have for these brands that have ignored them over time, would they be ready to accept the brand they bring into the market. Recently YSL introduced its Touche Éclat shades for darker skins with a black model Jourdan Dunn as the face. Other brands that developed skin tones for colour women include Lancôme, which developed its Le Teint Touch Idole ultra 24 hours foundation. This are just few of the big brands that are beginning to see the need for change in attitude towards black women cosmetics product; however big brands have claimed that it is difficult to develop darker skin tones for black women even when they have the resources. I would suggest that some black may be willingly to try these new brands if they deliver the result they desire after purchasing and using them; however it is a risk for the user as black women skin colour tends to be sensitive to certain chemicals used to make the product. According to the director of M.A.C. Cosmetics, he said that the process to develop color cosmetic for darker shades of skin is costly and laborious, however for my point of view it will be worth investing in because black women in the UK have the purchasing power needed to buy these product only if they can be made available. Furthermore leading color cosmetics brands that help black women with hyper-pigmentation, sunspots and uneven skin tones needs to be developed to help fade and regulate the production of pigment because of the increase amount of melanin in the skin and in the make-up items.

Chapter III: Research Methodology

3.1. Introduction

This chapter is aimed that stating the methods that will used in investigation of the research. It will also be clearly restating the research aim, objective and research questions.

The researcher will be describing the philosophy she will be using for undertaking the research and the research design that will be used for the research.

This chapter will also be describing the sample of the research.

The researcher will be also be stating how the data will be collected and how it will be analyzed and interpreted.

Lastly the chapter will describe measures that will be put in place to ensure the validity and trustworthiness of the research.

3.2. Rationale

Overtime, Big brands provided color cosmetic for white women and did not ethnic minority were rarely catered for, this has been a concern to the ethnic community. Even though the ethnic communities have the purchasing power to buy brands, their skin tones and shades have not been widely available and they lack varieties to choose from.

Recently mainstream brands have started developing color cosmetic product for the ethnic minority, specifically black women, but the study will be seeking to examine how the black community will respond to this proposal by these big brands.

3.3. Aim

The study will be aimed at having a deeper understanding of black women response to color cosmetic brand switching.

3.4. Research objective

The Purpose of this research is to explore how Black women respond to changes in cosmetic brand and challenges they face in purchasing cosmetic brands.

To critically understand why Black women switch cosmetic brands in UK

To Critically examine the perception of Black women to color cosmetic brands in UK

To explore how Black women respond to color cosmetic brands they are not familiar with.

3.5. Research Questions

What Factors influences Black women in buying color cosmetic brands?

How do black women perceive innovation color cosmetic brands that are in the market?

Why do black women switch color cosmetic brands they know to brands they do not know?

3.6. Research Philosophy

The philosophical assumption as suggested by (Creswell, 1994 and 1998) include ontological assumption that describes the nature of reality, the epistemological assumption that talks about constitutes valid knowledge, the Axiological assumption that views value in different ways and lastly the methodological approach that refers to the process used in the study.

There are 2 main research paradigm namely Positivism and Interpretivism. Positivism is usually associated with deductive approach and the interpretivism is usually developed to support inductive process.

Positivists believe that reality is independent of us. The objective of positivism is to develop theories based on observation and experiment. (Remenyi et al., 1998 p. 32) argues that Positivism is observable reality. The assumption is that researcher does not affect the subject of the research (Remenyi et al., 1998 p. 33).

Interpretivism is of belief that social reality is subjective and not objective. The aim of interpretivism is to gain an understanding of the social phenomena (Remenyi et al 1998 p. 35) argues that Interpretivism can be used to provide details of understanding of the reality. Interpretivism seeks to understand the subjective reality of subject of research in other to make sense and understand the why they behave and act in certain ways that are meaningful to the participants.

The researcher intends to use the Interpretivism approach because the she seeks to understand the behaviour of black women towards the introduction of new color cosmetic products. The reason the researcher will be using this approach is to help the researcher get a richer and deeper understanding of the challenges faced by black women and seeks to describe the situation in a more detailed manner. In addition previous research on this subject has been done using the Interpretivism approach, and so this will help me compare studies that have been undertaken in this subject area.

Positivism will not be suitable for my research because it is not possible to separate people from the social context in which they exist; The researcher is seeking to understand black women perception to newly introduced color cosmetic products and will be seeking find out how they will be willingly to switch brands and so positivism approach will not be useful for my research.

The researcher will be comparing data used by other researcher that have investigated in related studies to as to enable the research to be more accurate and valid.

The researcher approach will be partly inductive and deductive approach because the researcher intends to get a feel of what is going on in the minds of her respondents and there by seeking to understand better nature of the problem they face in color cosmetic industry.

For a positivism study the data that are quantitative in nature like numbers. Whereas the data used in the interpretivism studies is qualitative.

3.7. Research design

The research will be an exploratory study as it seeks to find out what black women perception may be towards brand switching and seeks to understand how they would respond to the introduction of new products to the color cosmetic industry. The design of the research will be conducting in-depth interview. (Adams and Schvaneveldt, 1991) argues that the flexibility involved in an exploratory study does not mean that there is no direction to the enquiry but that means is as the research progress the focus becomes narrower.

Survey will be used to carry out this study. The kind of survey that will be employed for this research will be in-depth interview where questions asked will be the same**.**

3.8. Data Collection

The researcher intends to conduct in-depth interviews as this provide more insight as to what the ethnic minority think about the challenges they are facing in finding varieties in terms of their skin tones and colour cosmetic products.

The data collected from interviewees will be recorded for evidence so as enable the researcher transcribe and make sense of the data.

The Sample size for this study will be six black women specifically students between the ages of 18-35 living in the UK who are facing the challenge of finding their skin tones and have concerns in lack of varieties of the colour cosmetic make-up industry for black women. The reason I will be focusing on this age group is because they are the group of women who daily use of the Colour cosmetic products. Method of sampling used will be snowball sampling because it is hard to more difficult to get information from people you do not know than from people you know.

3.9. Data Analysis and interpretation

(Tesch, 1990) grouped the strategies to deal with qualitative data collected into four main categories; Understanding the characteristics of language, discovering regularities, comprehending meaning of text or action and reflection

The researchers will be analyzing the data collect from interviews using content analysis. The author will be categorizing the data into five themes and sub categories. The researcher will do this by classified based on the data that emerges from the data collected from the interviewees.

The data collected will be transcribed into interview transcript notes to provide a detailed and descriptive account of the study. I will be making sense of these data collected. The researcher will also be qualifying and verifying the data by searching the data to see if there are more themes and categories.

Also the author will be summarizing the words discussed in the interview and grouping the similar themes into one category. The researcher also be coding the data categories; this is referred to as open coding.

Secondly all the duplications in the categories will be deleted and reduced so as to avoid overlapping. There are sometimes deviations and this happens when the interviewee is responding to a question and he goes off point, this referred to dross. These deviations are not supposed to be coded.

Once shorter lists of categories have been identified, they can be brought together to form the final list of the category.

There are also computer programs that can be used to manage large qualitative data, however the researcher will need to be trained to use the programs.

The Interpretation of the data is subjective to the researcher who collected the data to the interviewee.

3.10. Trustworthiness and Validity

As an interpretivism researcher my sample size is small and I will be using qualitative data to examine my sample size. (Bonoma, 1985) argues that all researchers seek higher level of data integrity and results currency.

Because measurement is of essence in the research process of the paradigm, I will be applying some rigor to ensure the accuracy of my measurement.

(Coolican, 1992, p.35) defines 'validity as the extent to which the research findings accurately reflects the phenomena'. He further suggested that an effect or test is valid if it demonstrates or measures what the researcher thinks or claims. There are two ways of verifying the validity of the data. One way is to go back to the participant

who you interviewed and asking them to validate the analysis. This is called respondent validation. This means asking the interviewee to carefully read through the interview you conducted with them in other for them validate my data analysis. The process is hugely time consuming and participants may change their views because of the changes in the situation if it does not happen as soon as the data collected.

Another way to validate peer review, this involves one or more experienced researcher reviewing the transcript independently and exploring different themes that emerges from the data. The process is said to avoid lone bias by the researcher and provides more insight into themes and theory development. On the other hand researcher feel the value of the approach is questionable because the researchers are interpreting the data differently.

(Hammersley, 1992 p. 67) defined 'Reliabilty refers as the degree of consistency with which instances are assigned to the same category by different observes or by observers on different occasions". As Interpretivism, the emphasis is on establishing procedures and processes that would ensure the authenticity of the findings (Collins and Huslley, 1997).

The data will be digitally recorded between the researcher and interviewer in other as part of the reliability of the data.

(Kirk and Miller, 1986) argues that interviewers depend upon field notes in absence of audio and video recording. It is important for me to understand my interview questions. This can be made possible by pretesting of the interview schedule, training of the interviewers, As much as possible fixed choice answers and reliability checks that involves coding of answers to open ended questions.

There is also need to satisfy the criterion of low-inference descriptor. Seale, 1999 refers to "low inference descriptor as recording of observations in terms that are visible, including verbatim account of what people say.

(Kirk and Miller, 1986) argues the availability of transcripts of recordings using standard conventions requires proper documentation.

The weakness of audio transcribing is the failure to transcribe crucial, pauses and overlaps. However reliability can be improve by comparing of the same data by different researchers

3.11. Limitations

The researcher cannot use visual aids to explain the questions to the participants and there was no non-verbal communication to help interpret the interviewee body language. Participants may be artificial because they are aware that they are been recorded and so answers may be not original.

The process of transcribing of the interviews is time consuming and requires ensuring that the data are well documented.

The interviewees voice can sometimes not be clear due to the network coverage or poor service. It therefore would slow the interview process. Also it makes the researcher repeat herself several times to ensure the interviewee correctly got the question in other to ensure accurate answering. Also because you cannot see the interviewee you do not if the participant is listening to you when you are asking questions on the phone.

It is also costly as the university was on summer break it was difficult to find students around and so participants had to reached by phone to interview them

Chapter IV: Data Analysis

T his chapter will be analyzing themes that were developed from the data collected from the interview.

4.1. Theme 1

Price of the color cosmetic brand

According to (Thomas, Maclinnis, and Park, 2005) consumer willingness to pay price premium is affected by their emotional attachment to the particular brand. Participant of my research were asked how the price affected that choices in purchasing their color cosmetic brands and these were their responses;

Sarah: "Well, to be honest price doesn't really matter to me"

Bolaji: "Since M.A.C. Cosmetics is working perfectly well for me I want to look like a princess, I will spend whatever"

Helena: "I prefer to pay more for the brand."

Crystal: " if it is too expensive. I won't get it if I don't have money but doesn't mean I won't get it. It will be on my mind when I am going to have the money then I'll get it."

Esther: "If it something that is going to last for a long time maybe I wouldn't mind and I wouldn't spend much money if it for a short time."

Blessing: "The price doesn't really matter to me."

It can be suggested from the responses of my participants that price do not matter to most of them when they purchase their cosmetic brands (Aaker, 1996; Yoo, Donthu,

and Lee, 2000; Vázquez, del Rio, and Iglesias, 2002; Keller, 2003;). All argues that the extent to which individuals associates value with a brand they are more willingly to pay a higher price for it. This implies that the value criteria may differ for each consumer. It can also be suggested that black women may be willingly to save and wait when they do not have the money to purchase the cosmetic brand because the value they associate to the brand. This may be highly subjective as some black women may also avoid brands that are very expensive even if they may be able to afford it. Furthermore Consumers seem to associate high price to quality and low price to lower quality, this may also make black women to want to pay a higher price for colour cosmetic brands even when they may not be sure of what the outcome may be. The challenge that black women may face with higher price after purchasing the cosmetic product and it does not work for them, it can be disappointing for them as every black women have different skin colour and the ingredients in some of the cosmetic product may be sensitive to the black women skin and if this ingredients is harmful, they may stop purchasing the brand, not minding the cost of the brand, as black women care about the beauty of their skin.

Category

Responses of black women to Vlog (Video Blog) and Blog and various means of communication that influences their buying behaviour of colour cosmetic.

(Chao and Rajendran, 1993) suggested that consumers seek information about product they intend to buy in other to help them in making decision for their purchase. This may be because of the risk involved in products consumers do not have knowledge of or the product they are new to. As (Zeithaml, 1988) puts it 'product knowledge is a useful factor in consumer evaluation before purchasing a product'.

My participants were asked how advertisement through blog and vlog, Internet induced them to buying the color cosmetic brand. This question were asked to participant to understand the factors that influenced their buying cosmetic product and to examine how black women respond to this medium of communication. These were responses the participants;

Bolaji: "I personally just like to get what I want to get. I just go for whatever I want. You have to know my skin type. Sometimes it work, sometimes it does not work."

Crystal: "I am going on the website first and go to shop to get it."

Esther: "Oh yes for sure, especially YouTube videos, you find a lot of videos and because you can people who have similar experience, it definitely helps you in your choice."

Blessing: "They do not influence my choice."

Sarah: Yeah, they do in a way like you know when you see them doing their makeup and you'll be like Oh my God its so nice I want to buy my makeup now."

Helena:" Yes bloggers and vloggers helps me in my purchasing choice."

(Levy and Weitz, 2001; Burns, 2005) suggests that Internet sales is rapidly expanding and outpacing the traditional retailing. This implies that consumers seem to be changing attitudes to order for the product they want rather than go to the shop to buy the product. 5 out 6 of my respondents said they were influenced by vloggers and bloggers to purchase their colour cosmetic product. This could be because of way the cosmetic product is been presented to the consumer, for example; 2 respondents sited examples of how they have been influenced by the vloggers, Sarah said when she sees the make up and the way it is been done it amazes her and this induces her to want to do her own make up. Esther says the person who is doing the promotion can influence her choice in purchasing cosmetic brands, for example use of celebrity like Rihanna in M.A.C. Cosmetics has influenced her in using M.A.C. cosmetics product. What this implies is some black women may be highly influenced by what they see and their emotions before purchasing their cosmetic brands. It is also important to note all black women respond differently to advertisement of cosmetic brands as some may respond positively or negatively towards purchasing the brand. (Jarvenpaa and Tractinsky, 1999; Shim et al., 2001; Goldsmith and Goldsmith, 2002; Kim et al., 2003; Watchravesringkan and Shim, 2003) findings have shown a positive relationship between consumer's attitudes towards online shopping and their

purchasing through the Internet. It can be suggested that some black women may want to try their make up in store before purchasing it even if they have seen vloggers and bloggers. The challenge of this is some black women may have sensitive skins and if the test make up used in the store does not suit their skin it could cause an infection in their skin, on the other hand if the make-up suits the consumer, it could lead to the consumer recommending the brand to friends and family which will be enhance the image of that particular cosmetic brand.

4.2. Theme 2

Quality

Quality was another factor that my participants identified which will influence their buying decision for cosmetic brands. (Dzever and Quester, 1999) observed that perceived quality could impact future purchasing decision. In response to quality and how it affects the purchasing decision of my participants these were the following responses:

Bolaji: "Yes I care about quality a lot and I have learnt from experience that the cheaper the make up the worse it is. You get what you pay for."

Crystal: "Yes it does have a good quality that's why everybody goes to that particular brand."

Esther: "I am spending money and I am not going to spend my money and it won't look nice, and so the quality is definitely important."

Blessing: Definitely, quality over quantity definitely. M.A.C. Cosmetics and Revlon are good product quality that's why I had them for so long, that's why I am using them."

Sarah: "I do care about quality because it has to be very good for you, if its not good then you wasting your money on it. The quality has to be perfect."

Helena: "Yes I care about quality."

All the six respondents agreed that quality influences their buying decision and they argue that they want to get value for their money. It can be suggested that Some consumers care about how the make-up when used on their body will look on their skin as well as if product they will suit their skin tone and colour. Some Black women find it difficult to find their skin tones and because big brands do not provide enough colour for the ethnic minorities that will match their skin type. Furthermore some black women who eventually find what suits their skin colour do mind paying a high price for the cosmetic product; choosing to pay for the product may be based on the woman's daily use of the cosmetic brand. (Wang and Chen, 2004) proposed that consumers preference on domestic and imported product are based on quality and this might influence their purchasing preference. What this may imply is consumers may attach quality to brands they perceive to have used in the past or attach quality to brands their friends have recommended for them. Furthermore the black women may attach the quality of the product with how the cosmetic product have worked well on their skin and this is may be vary from one woman to another. It may be said that quality of the cosmetic product is what is consumer perceives it to be and not what the company thinks it is.

4.3. Theme 3

Consumer's Perception and response to cosmetic Brand innovation

Some Consumers seem to purchase brands based on the perception they have about the brand. Participants in my research were asked how they would respond to existing brand that are going to provide new skin complexions for black women. (Guthrie and kim, 2009) argues 'brand perception is usually associated with a higher level of consumer emotional response, higher level of consumer trust and loyalty higher consumer preference, usage, more self expression and improved product differentiation'

These are the following response of my participant regarding how they perceive and would respond the cosmetic brand to new cosmetic brands introduced for black

women.

Bolaji: "I know they did, I have a big issue with L'Oréal it does not really matter if they have my skin type, it still depends on whether if their foundation will not make me have acne or will it give me flawless coverage that I want. "

Crystal: "It is nice for people who wants to try something new, I don't think it is going to affect me as a person because when they extent their colours it means like if it doesn't suit you it means that you not going to buy anyway. I think this kind of product will be useful for Makeup Artist"

Esther: "I mean I have to check it out and see which improvement they have made and see. If there is no new things. I would not buy it but if they make changes then I am going to buy it"

Blessing: "I could try but I don't really have to, I can just try it to see if their advertisement is saying the truth but I don't think that I am going to switch because its been a long time that I've been with my favourite brands.
I don't think that I am not going to switch because these companies are introducing new colours "

Sarah: "If its good than yeah".

Helena: "Yes for Estee Lauder because it's a really good brand but if they diversify their range and target black people I might change for Estee Lauder "

Not all the respondents from my interviews are willingly to try new brands that big companies like L'Oréal and other color cosmetic companies are introducing to the market; this may be because of the lack of trust for new products which they are not used to. Also a consumer may have closed mind for color cosmetic brands that already works for them and may find it difficult to switch. However there may be some black women who are open minded are willingly to experiment with new colour cosmetic product, this may be because they have not found what works for their skin or they just naturally love to explore different colour cosmetic products.

Different studies suggest that consumers often use information already contained in existing product categories to learn about new products (Gregan-Paxton and Roedder John, 1997; Markman, Yamauchi, and Makin, 1997; Gregan-Paxton 1999; Yamauchi and Markman, 2000). Studies have also shown that consumers make inferences about new items (Murphy and Ross, 1994; Markman et al., 1997; Ross, 1997; Thomas, 1998; Gregan-Paxton, 1999). This suggests that consumers may use their past experience to decide if they want to purchase a new brand they have not used before, for black women who are willingly to try new products from the mainstream color cosmetic brands may find it easy to purchase the brand without any hesitation, however if they have any negative experience with those color cosmetics brands this may lead to the consumer avoiding the brand and this consumer may use word-of-mouth communication to discourage other consumers from purchasing the color cosmetic product if the consumer had an intention to do so.

The study shows that consumers may test the new color cosmetic product to see how it is on their skin but may not be willingly to switch to the brand if they are not convenience that the color cosmetic brand will meet their high expectation. This may be because consumers fear what the new color cosmetic product may do their body and their skin and some consumers may just want to remain with the color cosmetic product they are used to rather than changing to new cosmetic products they are unsure of. Also the way this new color cosmetic is advertised may also influence the way the consumers may respond to this product. The personality been used for the advertisement may also influence consumer response to buying the new cosmetic product. The medium of communication to reach current, new and potential consumers may also influence the response rate of consumers who are willingly to try the new color cosmetic brand. Again it may really depend on what the consumer want to really get out the product, as this may determine how the consumer may perceive the product. However black women who are passionate about using cosmetic brands daily may respond differently to new color cosmetic brands as they may not be afraid to try new products from big brands because they just believe in their mind that they are getting the best from the product because it is manufactured by a big cosmetic brand like L'Oréal, M.A.C. Cosmetics, Estee lauder and other big players in the cosmetic industry. This could be a good thing for consumers are not afraid of the

ingredients that are been used to make the color cosmetic products, as some of them could be harmful to skin and others may be suitable for the skin.

4.4. Theme 4

Brand Trust

This theme will be examining the trust black women have for their cosmetic brands and this influences their buying decision using my participant for this research.

(Mayer, Davis and Shoorman, 1995, p.712) define 'trust as a tendency of one party that is willing to accept the actions by the other party even though the first party is not being protected by the second party and fail to control the actions of the second party'. This may imply the fact that consumers purchase a particular cosmetic product does not mean the product will meet the expectation of the consumer What this may mean is consumers put themselves at a risk whenever they choose to purchase a product. Furthermore (Moorman, Zaltman and Deshpande, 1992) argues that when a person trusts another person, the person is confident and willing to have faith in the other partner that is involved in the exchange process. Some Consumers may tends to trust brands for different reasons, this may be based on past experience, present experience, word-of-mouth communication, family, friends. .

 The following were the responses of my participant consumer brand trust

Bolaji: "I trust a brand I have used and I know how it would look on me, I trust based on past experience"

Crystal: "The quality and it makes me feel like it an expensive product it is not that much"

Esther: "I trust them because I don't have any problem with them"

Blessing: "I trust the brand because of Quality"

Sarah: "I trust M.A.C. Cosmetics because it doesn't give me reaction, it doesn't look my face smooth. It all working good for me, that's why I trust it".

Helena: "The quality, the fact that the brand cares about ethnic minorities".

The participants of this research seem to trust the brands because of the benefit they derive from the brand, which is quality of the cosmetic product and consistency in product not affecting their skin. It can be suggested that there is a positive relationship between brand trust and quality of the brand, which may mean that, the higher the quality, the higher the trust the consumer may have for the cosmetic product. It can also be seen from the responses that consumers develop trust with cosmetic brands based on the experience they encounter when using the product. (Gefen, 2002b; Hosmer, 1995; Moorman et al., 1992) suggests that trust also occurs when there is a belief that the first party will not take advantage of the second party in any situation even if there are opportunities to do so by the first party. This imply that cosmetic companies are should not manipulate the trust consumers have for their product because of their regular use of the product but instead should consistency improve on the quality of their cosmetic products to ensure that consumers do not begin to doubt the quality of the brand because of lack of consistency in the product. Furthermore because some black women skins are sensitive, cosmetic companies needs to be mindful of the ingredients that are put in the colour cosmetic products to ensure that it does not cause irritation on the skin of the consumers.

The response of my participant shows that, it can be suggested they do not trust the cosmetic product because of the name of the brand, but because of what the product offers to them. In other words they seem to trust the product because of the value for the money they pay to acquire. In addition consumers may trust brand based on the consistency of the brand in meeting the daily need of the company, so for ethnic minorities who us cosmetic brands daily, they may develop temporary or permanent trust based on what the product does to their skin. As (king, 1984) argued that brand succeed because they offer consumers added values that are communicated through advertisement, which could be functional or rational issues and also consistency in the high level of the quality level of the product.

Also it can be suggested apart from the perceived quality of the cosmetic product, the customer may emotionally respond to buying the product because of how long they

have used the product. Such consumers may not need to be coaxed to buy the product but because of the trust that may have established over the years for the product, when they intend buying a particular make-up product, the brand they trust may be the product that comes to their mind. The advantage of this is some consumers may become loyal to the brand as a result of the trust they have for the brand and may be willingly to forgive the brand even when some of their expectations are not met.

Some black women may develop trust for cosmetic product because of the excellent customer service they receive from the staff when they go and purchase the cosmetic brand from the store. Making the consumer feels welcomed into the store and may make the consumer feel appreciated, and this feel may propel them to buy the brand even without having a second thought about it.

4.5. Theme 5

Brand Image

This theme will be examine how consumers will respond to the brand image of big cosmetic companies that provides their skin colour type and to examine why they would want to switch cosmetic product to this new brand. (Biel and Jones, 1990) suggest that brands succeed because of their clear brand image, which are significantly supported by advertising. Participants of this research were asked how brand image would affect their attitude towards accepting new colour cosmetic product from leading companies that they do not use and these were their responses;

Crystal: "I don't think I will be ready to switch to a cosmetic brand I do not use regularly even if it is a big brand"

Helena: "The name of brand cannot influence my switch".

Sarah: "It depends, I wouldn't mind if it is all good for me why not"

Bolaji:" I would purchase any lipstick, any brand as long as the colour looks good or my lips".

Esther: "If I were to switch, maybe I see someone that we use the same powder that works for her, I may want to try it to see if that works for me too".

Blessing: "I would switch my lipstick and not my powder because my face is sensitive and I don't want to be switching brands with that"

This Discussion shows that some black women switching habits vary from person to person. It can be suggested that consumers who are loyal to certain cosmetics brands may not be willingly to switch to big brands that provide their skin colour because they may have a mental loyalty towards the brand and may feel guilty for switching to another cosmetic brand. The features new color cosmetic product may have to surpass the expectation of the consumers to make them want to purchase new products, it may be done through advertisement and through people who consumers loves to associate with. The advantage of the new cosmetic product been available for the ethnic minority is that black women will not need to struggle to look for their skin tone as they will have access to the variety of skin tones and this may help them in their purchasing decision. It is also imperative that these new color cosmetic products do not make a negative impression in the minds of the consumers when they decide to purchase the product.

The way consumers view the leading color cosmetic brand may vary depending on what they expect from the product. The brand image of the new cosmetics may signify in the consumers mind what the brands stands for, which through experience the consumer may form a perception of these products and this may determine how they form opinions about the brand. As (Keller, 1993) puts it brand image is 'perceptions about a brand as reflected by the brand associations held in consumer memory'. It can be suggested that the kind of memories the ethnic minority have about this new colour cosmetic products will in the long term determine if they will be willingly to pay for the product or not.

(Aaker, 1991), for example, says image creates value in a variety of ways, helping consumers to process information, differentiating the brand, generating reasons to buy, giving positive feelings, and providing a basis for extensions. It can be argued

the value these new cosmetic product will add to the consumer may in a way affect how they feel about purchasing the new cosmetic product.

Some consumers always associate certain things to certain brands for example some women associate M.A.C. Cosmetics to quality and it been expensive, these associations may be always in the mind of the consumers before purchasing certain products and because as it is often said that first impression matters, it will be important for big brands that providing new skin colour for black women to make a good impression in the minds of the consumers as ethnic minority have the purchasing power to acquire cosmetic product that suits their skins.

As (Dacin and Mitchell, 1996) have observed that the image of the brand stored in long tem memory of the consumer can be permanent and this storage capacity can be unlimited and well stored. It can be argued that the memory of the color cosmetic may be positive or negative one based on past experience and current experience.

Chapter V: Conclusion

The primary goal of this research was to examine the factors that influenced black women in purchasing cosmetic products and to investigate and understand how black women perceive and will respond to new color cosmetic products that are now been proposed by mainstream cosmetic brands.

The study shows that black women pay close attention to the quality of the cosmetic product they use for their skin and the value for money they get from the color cosmetic product. It can also be seen by the study that black women are willingly to pay more for quality the color cosmetic product they use not minding how expensive the product is. These black women seek the durability of the product on their skin rather than having cheap make-up on that would not be long lasting and will end up causing irritations on the face or skin because of the cheap quality of the ingredient.

The choices that black women make before purchasing the color cosmetic brands they choose to use are sometimes influenced by the way the individual consumer perceives the brand and sometimes the way the cosmetic product is been advertised to the consumers. Therefore as (Tsiostsou, 2006) argues, a deeper understanding of the perceived cosmetic product quality and purchase intention may a help in developing a more robust model that may help consumers in their purchasing decision.

The manner in which the cosmetic brands are advertised through Vlog (Video Blog) and Blog sometimes influences the consumer decision making process because some consumers are not knowledgeable of certain brands and sometimes love to see how the make-up they intend to purchase will look on another persons body, they use Blog and Vlog in making some of their purchase decision.

This finding of this study has shown that ethnic minorities are somewhat concerned about the way cosmetic brands companies make their color cosmetic products as some can cause infection on the consumers skin.

The result of the finding also shows that consumers respond to big color cosmetic brands differently in the way they search for the cosmetic brands they intend to purchase. Some consumers are satisfied with shopping for the cosmetic brand they

want to buy online, while others go to the shop to feel what it is like to have the make-up on.

The customer service of these big cosmetic brands can also influence the way consumer responds to cosmetic brands they want to purchase, for example when a consumer go to a store (a corner) like L'Oreal or Estee Launder and they are well received by the staff, this emotional feeling can influence their purchasing choice of Make-up product as some women may go to a particular store to buy a cosmetic product because of the excellent customer service of the cosmetic brand.

Studies by (Cash and Cash's, 1982) showed that women who were satisfied with their facial features were more likely to use cosmetics in a routine pattern rather than a varied pattern. This was not the case in this research as black women used color cosmetic brand to improve their physical appearance as they perceived that using cosmetic product would make them look flawless and more beautiful and so these black women seem dissatisfied with their physical appearance and that is they have chosen to purchase cosmetic product that would meet their daily need. Furthermore, symbolic self-completion theory (Wicklund and Gollwitzer, 1982) helps explain how the black women define themselves when they use and wear cosmetics in their daily life. The cosmetic product help them look confident because they believed it made them look more beautiful and improved their physical appearance.

The studies of this research has also shown that the number of times black women use cosmetic products daily has an influence on how much they spend on color cosmetic product as some women cannot do without using make up. However there are black women who wear make-up occasionally, for example just for events and other major occasion, and so do not spend a lot of money in purchasing color cosmetic product.

This finding has also given a more insight the thoughts black women's in the UK have about cosmetic products and cosmetic industry and the way they would respond to certain new color cosmetic products been provided by those brands. Some black women in this study are open to try new cosmetic product depending on what the color cosmetic product will do for them. It can be suggested that consumers of this cosmetic brands may seek to purchase this new color cosmetic brand just to find out what they all about and to know if they really are providing color cosmetic product for ethnic minorities.

The studies shows that black women who use a particular cosmetic product for a long time use them because they are durable and they suit the skin color of the woman,

however there are this concerns as to the varieties of skin shades for black women as some consumers still find it difficult to find their skin colour and so have mix colour together to get the exact skin colour that suits their skin which could be sometimes stressful for this consumers. The implication of this for managers is for big cosmetic brands companies to invest in research in colour cosmetic products that can suit the different skin colour of women and these companies should also listen to the ethnic minorities concerns as to the kind of ingredients used to make the color cosmetic products so as to avoid crack in the skin of these women.

The finding also shows that black women trust cosmetic brand they use regularly and that have proved to be suitable for their skin. The trust they develop for this cosmetic brand was as a result of the consistency of the brand in meeting their daily need. It is therefore important for leading cosmetic brands who are proposing new colour cosmetic to manufacture quality that are meets the daily need of the black women and the consistency in the quality of this new color cosmetic product proposed will be a key to women trusting this new cosmetic product. In addition managers of these big cosmetic brand companies may need to be more aggressive in their campaign in addressing the concern faced by black women as some these black women and may also need to be make their brands more accessible to these consumers.

The brand image of the company manufacturing color cosmetic product influences black women purchasing decision because from the findings consumers seemed to be loyal to brands that satisfied their daily needs and avoided big brands that provide color cosmetic brands that negatively affected their skin when the purchased it. Also some consumers seemed not be concerned about the big names of the brand especially if they have a bad experience with those brands, to these consumers it is the about the color cosmetic product consistently meeting their daily demand as they do not care not how long this big cosmetic brand has been in existence.

Chapter VI: Recommendations

Big cosmetic companies needs to improve their commitment to ethnic minority market because these women find it difficult to get the exact product that matches their skin colour and even if they do it is somewhat expensive and they will have no choice to purchase it because of it not been available elsewhere. It is will be helpful for mainstream companies to not just carry out more on their research for skin foundations that suits black women but they should also ensure that there should be lots of colour shades that are been made available and assessable to black women. These colour shades should be accessible online and also in the shop when consumers go visiting. Mainstream companies needs to develop brand strategies that will target the ethnic minorities needs and also employ more black women so as to have more insight of what the black women concerns are in other to meet their needs.

These big cosmetic companies needs to develop a strong communication strategy that will include black women. Big cosmetic brands need to include more black women in their advertisement campaign and not just other ethnicity. Mainstream companies need to carry black women along in every step of their communication of the color cosmetic products. This is because need to carry black women along and not make them feel abandoned as every ethnicity deserves to have their needs met.

 Black women need to be more aware of the color cosmetic products these brands that are available to them and also the new cosmetic product that are been made available needs to be more affordable and be of more quality so as to make black women purchase the color cosmetic product whenever they want it.

Big cosmetic brands needs to be more open in terms of accessibility of the brand. They need to ensure black women have access to the brand and provide different range of outlets in different regions where black women can purchase their cosmetic product. These new color cosmetic products needs to be openly put in shops and not hidden from consumers so that consumers will not find it difficult to find and locate whenever they need it.

The new color cosmetic products that are been proposed by this big brands for black women needs to be packaged in a way that they will give black women reasons to

buy. More importantly the chemicals that are been used to make this products needs to carefully applied because of the sensitivity of the skin of black women.

Big cosmetic brands need to improve their brand image in areas they have failed in providing color cosmetic products for black women. Some black women have abandoned certain color cosmetic brands because they were not helpful to them and so it will be important for big brand companies to develop channels that let ethnic give their feedback on the product they use, so as to know the kind of improvement they can make in meeting the daily needs of the black women. Furthermore they need to pay close attention to the kind memories they leave in the minds of the consumers as this will have an impact in the cosmetic brand image and how current and potential consumers will perceive the company.

Future research needs to be carried out in better understanding of the ethnic minority in terms of their switching habits to new cosmetic brands. The study may need to look at how black women will respond to cosmetic companies that are not catering for their needs and why this so. This is so because the sample for this research was a small one and if a larger sample group was used for a similar research it may give a deeper understanding of how the ethnic minorities perceive new colour cosmetic products and how they will respond to it in terms of purchasing the product.

Further research also needs to be made on the female ethnic minorities in the UK that use cosmetic brands as not much research has been done in this area. The research can look at how different categories of black women in the UK respond to new colour cosmetic products they are not used to and how the knowledge of the brand influences their brand choice. It may also be useful to also look at the trust patterns of the different categories of black women in embracing new colour cosmetic products. It could be studied in age categories, locations in UK and demographic regions where black women reside.

Future research may want to look at the issues black women have with using certain cosmetic brands that are already available as this will give a deeper and richer understanding to how new cosmetic product been made available by leading brands to the market can be addressed.

The limitation of the research is the time constraint for the research and the small sample size of the participants. Also the data may be biased because the subjective to consumers personal experience and may not be generalized to all women.

Another limitation was the dissertation was done when students were on summer holidays and it was difficult to find students on campus to do face to face interviews, and the kind of interview used to conduct the research was telephone interview and so the research would not have been able tell and see the body language of the participants and how their faced looked like when they were been interviewed.

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Appendices

Interview 1: Sarah

Interviewer: Do you use makeup?

Sarah: Yes I do

Interviewer: How often do you buy makeup?

Sarah: Hmm it depends, when the makeup finish then I go buy another one.
I don't really know it depends how often I use. I am not using makeup every single day.

Interviewer: Are you using more than one brand?

Sarah: Hmm I did before but then I stop. I used to use if you know "Dream Mat Mousse" from Gemey Maybelline

Interviewer: Where you able to find your foundation tone?

Sarah: Yes it was "Coco" but I stopped using it because I didn't like it now I am just sticking to Mac

Interviewer: What is your favourite makeup item?

Sarah: My favourite one that I really love has to be eye brown pen I love that

Interviewer: Why are you using makeup?

Sarah: I use makeup to make my skin colour fair because if you see my natural skin colour its undivided I've got around my full head its dark and around where my eyes is and all that is light so I use makeup to make my skin fair

Interviewer: On average, how much do you spend every month on makeup?

Sarah: Ahahahah so much no like that don't worry its 47 pounds but not a month to renew every thing is 47 pounds
If my foundation is finish I go back there and get a new one but I don't really know how much it cost
I am not a big fan of powder because the powder makes my face look dry, ashes I prefer to use the liquid, the liquid is better for me
I am using liquid counciler, eye brown pen and the lipstick and that's it and mascara as well

Interviewer: Have ever meet any difficulties to get make up?

Sarah: Yes, I have. Because you know I have enface colour like the top part of my head, the bottom of my face is fine but the top part is really difficult because
You have to try, blending properly Hmm with the foundation I found that part difficult
The makeup artist people, they know more about makeup than I do

Interviewer: What types of makeup are you using?

Sarah: Face and lips. Face will be first and then my lips

Interviewer: How many cosmetics brands do you think you have an access according to your skin colour?

Sarah: just 1: Mac, 2 but Maybelline is rubbish so just one

Interviewer: Does internet (bloggers, vloggers…) help you in your purchasing choice?

Sarah: Yeah, they do in a way like you know when you see them doing their makeup and you'll be like Oh my God its so nice I want to buy my makeup now

Interviewer: Do you think they have more power to convince you in your purchasing choice instead of the makeup artists?

Sarah: Yeah they do

Interviewer: Do you have an easy access to your favourite brand?

Sarah: Yes I do indeed

Interviewer: Does advertising on the brand appeal to you?

Sarah: Yeah it has to because if it doesn't without advertisement how will you know if its good or not you need to see for yourself

Interviewer: Have you had bad experience about with makeup? If yes, Share your experience

Sarah: Yes I have, it makes you have so much spot on the face
This makeup that I was using its makes my face goes spotty and it makes under my eyes rash, ashes. That was bad like never in my life ever again

Interviewer: Which brand was the product that causes you those troubles?

Sarah: When I use powder, it makes my face look old
Powder for me is bad because it makes my face dry

Interviewer: What factors motivate you to purchasing makeup?

Sarah: I think it's the brand name, the quality a bit and it has to suit perfectly my skin tone

Interviewer: Where do you get your makeup?

Sarah: I get my makeup in North London in Finwik, inside this shop there is a M.A.C. corner

Interviewer: Do you care about the brand name?

Sarah: Interesting question, no I don't really care. If its goes with my skin I don't really care

Interviewer: Do you care about the quality of the product?

Sarah: I do care because it has to be very good for you, if its not good then you wasting your money on it. The quality has to be perfect

Interviewer: What do you like the most concerning your favourite brands?

Sarah: I like it because it makes my skin so flawless, it clears my skin, it just make me look beautiful

Interviewer: Have ever had a bad reaction to your skin from your favourite brand?

Sarah: No

Interviewer: Are you still buying products from this brand?

Sarah: Yes I am still buying it

Interviewer: Will you be ready to switch for another brand that represent all the criteria of the products that you using now?

Sarah: Yeah

Interviewer: Why?

Sarah: you know its always good to try something new, you never know it can be as better as the one you currently using

Interviewer: Does the price matter to you?

Sarah: Well, to be honest it doesn't really. If its good its good why not

Interviewer: Have you heard about the fact that leading brands such as L'Oréal wants to diversify their range of colour including foundations for black woman, will you be ready to purchase one of those brand

Sarah: If its good than yeah

Interviewer: Why?

Sarah: I don't know why, I wouldn't mind
Interviewer: What makes you trust the brand?

Sarah: I trust M.A.C. because it doesn't give me reaction, it doesn't look my face ashes. It all working good for me, that's why I trust it

Interviewer: What makes you not trust the brand?

Sarah: If I get spot, really bad ashes around my face
If the colour doesn't look well on my skin you know if it does not make look beautiful it makes me look ugly

Interviewer: How long have you been using M.A.C. cosmetics?

Sarah: I used it like since 4 months

Interviewer: Are you happy with you current brand?

Sarah: Yeah I am very happy

Interviewer: Does word of mouth influence your choice?

Sarah: Yes, it does if you experience it sometimes it can be negative because it might be good to them but not on me

Interviewer: Will the name of the brand influence you to switch? (For example switch from Mac to a new brand coming up on the market)

Sarah: it depends, I wouldn't mind if it is all-good for me why not

Interview 2: Blessing

Interviewer: Do you use Makeup?

Interviewee: Yeah

Interviewer: How often do you use Makeup?

Interviewee: Not very often

Interviewer: Are you using more than one brand?

Interviewee: Yes I am

Interviewer: Tell me why are you using more than a brand?

Interviewee: Honestly I don't have specific reason, I guess price and Huumm I don't have specific reason I just go. When I like it and they got my colour then I get it

Interviewer: What is your favourite makeup item?

Interviewee: I am not really a huge fan of make up but I will say lipstick because it is easy to apply

Interviewer: How does it look on you?

Interviewee: It is good

Interviewer: On average, how much do you spend every month on makeup?

Interviewee: I have some makeup that I have here since 2-3 years I am not using makeup every single day. I don't have that time I don't spend a lot of money I probably buy makeup since 6 or 7 months

Interviewer: Have you had any difficulties to get your makeup (lipstick)?

Interviewee: No, I am using Revlon you can walk into Boots, any stores to get it.

Interviewer: How many cosmetics brands to you think you have an access to according to your skin colour?

Interviewee: the one that I am familiar is just 2; M.A.C. Cosmetics and Revlon

Interviewer: What would you like to see in the future concerning the color cosmetics industry in terms of finding your skin tone?

Interviewee: Personally I don't have any problem to find my skin colour in terms of cosmetics but I know a couple of friend who have issues finding their skin colour they are people who got dark skin
The industry should be more open to darker skin

Interviewer: Does Internet (bloggers, vloggers) help you in your purchasing process?

Interviewee: No they don't

Interviewer: Do you have an easy access to your particular brand?

Interviewee: Yes, I do

Interviewer: Does advertisement on the brand appeal to you?

Interviewee: Honestly, not too much it is more word of mouth and what I see, if I see like a lipstick or a powder that look good on someone then I am going to ask the person what is the name and where did you get it.
No advertising, TV or media

Interviewer: Have you had any bad experience with makeup (lipstick)?

Interviewee: Not at all

Interviewer: What factors motivate you to purchase makeup (lipstick)?

Interviewee: In terms of colour, if the colour suits me I purchase

Interviewer: Where do you buy your makeup?

Interviewee: Boots, M.A.C Cosmetics Store, House of Frasier so many store that they have makeup

Interviewer: What is your favourite brand?

Interviewee: I used mostly Revlon and M.A.C. Cosmetics

Interviewer: Do you care about brand name?

Interviewee: No, not at all

Interviewer: Do you care about the quality?

Interviewee: Definitely, quality over quantity definitely
M.A.C. Cosmetics and Revlon are good product quality that's why I had them for so long, that's why I am using them. If it was bad product I'd probably had reactions like acne on my body

Interviewer: What do you really like the most about your favourite brand?

Interviewee: Like I said the brand provide good quality product that's why I purchase them. The powder is my tone it is the exact colour and the lipstick as well

Interviewer: You never had any bad reactions to your body from your brands?

Interviewee: Never

Interviewer: Will you be ready to switch for another brand that present all the criteria on you current brand?

Interviewee: Honestly, right now I don't have a problem I am not ready to, I am the kind of person who stay sticky to the brand that I used to
No I am not going to switch at the moment I used M.A.C. Cosmetics and Revlon over 6-7 years now and they both fine so I don't think I am going to switch for a new brand

Interviewer: Does price matter to you?

Interviewee: Well, honestly in terms of makeup no really because I know I am getting good quality for the money spend. It doesn't really matter to me

Interviewer: Why the price does not matter to you?

Interviewee: Like I said, because of the quality of the product I am using those products for a long time.
I got my powder for how many month now it is really good, it suit my skin, it doesn't give me acne, I don't react to it
Really, really high quality I am ok to pay a lot of money for it.

Interviewer: Have you heard about the fact that leading brands such as l'Oréal, Gemey Maybelline wants to diversify their range of skin tone including colour Black Woman?

Interviewee: No I haven't

Interviewer: If these brands do that, will you be ready to purchase one of those brands?

Interviewee: I could try but I don't really have to, I can just try it to see if their advertisement is saying the truth but I don't think that I am going to switch because its been a long time that I've been with my favourite brands
I don't think that I am not going to switch because these companies are introducing new colours

Interviewer: Why don't you want to switch?

Interviewee: I used them for too long I don't know how those products are going to put my skin
I don't think I am ready to try
I prefer to stick with what I know and what works for me.

Interviewer: Do you trust the brand?

Interviewee: Yes I trust Mac and Revlon.

Interviewer: why do you trust the brand?

Interviewee: Quality

Interviewer: How long have you used the brand?

Interviewee: Six, seven years or more

Interviewer: How does word of mouth influence your choice?

Interviewee: yes it does, I just saw someone who used the foundation and I asked and I got good feedback and I purchased it and it was good.

Interviewer: if you were to switch will the name of the brand influence you switching brands?

Interviewee: no it won't

Interviewer if you were to switch a make-up item, which one will you switch?
Blessing: I would switch my lipstick and not my powder because my face is sensitive and I don't want to be switching brands with that;

Interviewer: How many brands do you use?

Interviewee: Revlon and Mac

Interview 3: Crystal

Interviewer: Do you use makeup?

Crystal: Yes

Interviewer: How often do you buy makeup?

Crystal: Once in three month

Interviewer: Do you use more than one brand?

Crystal: Yeah

Interviewer: Why do you use more than one brand?

Crystal: Hmm for the choice of varieties, basically

Interviewer: When you say varieties can you explain further please?

Crystal: Hmm if I want to use a particular one and they don't have it in this particular brand I don't mind switching I am not really a loyal person I don't stick to just one brand

Interviewer: What is your favourite makeup item?

Crystal: Lipstick

Interviewer: What do you make use of this particular lipstick? (Why Mac Lipstick?)

Crystal: It makes me feel fly, the colour is nice. It makes me pretty and the colour is nice. The brand is good it doesn't give you any discomfort like that and to have rashes or stuff like that

Interviewer: On average, how much do you spend every month on makeup?

Crystal: Probably 10 pounds I don't buy it every month

Interviewer: Have had any difficulties in past with makeup?

Crystal: Hmm I used the powder one that gave me rashes on my face

Interviewer: What did you do after that?

Crystal: I stop using it

Interviewer: How many cosmetic brands do you think you have an access according to your skin colour?

Crystal: There is a lot of brand that suit my skin colour

Interviewer: What would you like to see in the future concerning the things that giving concern that you would like to be improve in terms of makeup?

Crystal: I didn't really have any issue except with the powder

Interviewer: Does Internet (bloggers, vloggers) influence you in your purchasing process?

Crystal: No, I am going on the website first and go to shop to get it

Interviewer: Do you have an easy access to the makeup that you use?

Crystal: Yes I do

Interviewer: Does advertising appeal to you?

Crystal: Yeah it does

Interviewer: Why?

Crystal: It is from advertisement that I bought one of my lipsticks. The way that it was advertised I went I tried it and it suit my skin colour and I got it

Interviewer: Did it look at exactly at what you saw it?

Crystal: Yeah, it came out just exactly how it was

Interviewer: Can you share the bad experience that you had by using cosmetics?

Crystal: it change my face colour something like that

Interviewer: How long were you using it?

Crystal: I just got it and on the first day I noticed it and then I stopped

Interviewer: What are the factors that motivate to purchase makeup?

Crystal: The brand, the colour and the fact that it can stay throughout the day after you apply once

Interviewer: Where do you buy your makeup?

Crystal: I can get it online from the website itself or Superdrug and Selfridges the one that they have the big store, they have the M.A.C. Cosmetics section

Interviewer: What is your favourite brand?

Crystal: M.A.C. Cosmetics

Interviewer: Do you care about brand name?

Crystal: Yeah I do

Interviewer: Why, can you explain?

Crystal: It is a popular brand that every girl is using, almost every average girl had M.A.C. Cosmetics product

Interviewer: Do you care about the quality of the product?

Crystal: Yes it does have a good quality that's why everybody goes to that particular brand

Interviewer: What do you like the most about this brand?

Crystal: The quality and it makes me feel like it an expensive product it is not that much

Interviewer: Will you be ready to switch for example from M.A.C Cosmetics to a new cosmetic brand that meets all the criteria of M.A.C. Cosmetics products?

Crystal: No, I won't I am not good at changing I am already comfortable with what I am using there is no need to change for me even if it is cheaper

Interviewer: Does the price matter to you?

Crystal: Yes it does, if it is too expensive. I won't get it if I don't have money but doesn't mean I won't get it. It will be on my mind when I am going to have the money then I'll get it. At the end of the day expensive or not I'll get it. They not really expensive the lipstick that I am using it is like from £15 to £20

Interviewer: Have you heard about the fact that leading brand like l'Oréal, Gemey Maybelline, they want to diversify their range of colour?

Crystal: Yes

Interviewer: What do you think about this?

Crystal: It is nice for people who wants to try something new, I don't think it is going to affect me as a person because when they extent their colours it means like if it doesn't suit you it means that you not going to buy anyway. I think this kind of product will be useful for Makeup Artist

Interviewer: Will you be ready to purchase one of these brands?

Crystal: I don't think I will

Interview 4: Bolaji

Interviewer: Do you use Make up?

Bolaji: Yes I do

Interviewer: How often do you buy Make up?

Bolaji: Once a month.

Interviewer: Are you using more than one brand of Make-up?

Bolaji: Yes

Interviewer: Tell me why?

Bolaji: Because some products are better than others in terms of your skin type, one particular brand might not be good for your skin type and break your aisle or cause you skin dryness, you have to look for the brand that works better for you. That is why I use Mac for the foundation powder and brush and it depends on the kind of look I am trying to go for and whatever goes better on my skin tones.

Interviewer: what is your favourite Make-up item?

Bolaji: Foundation

Interviewer: Why is that so?

Bolaji: because it covers all your flaws.

Interviewer: why do you use Make-up?

Bolaji: Because it part of feminine look, to look nice. It makes you look flawless.

Interviewer: On the average how much do you spend on Make up?

Bolaji: not more than 50dollars.

Interviewer: Have you had any difficulties trying to get your particular skin colour of Make up?

Bolaji: Yes because you can tell by colours and your complexion it takes a while to figure out what your actual colour is, whether it is too bright, or so you don't look so dark, to get the perfect match.

Interviewer: what type of Make-up do you really use?

Bolaji: I use foundation, eye shadow, almost everything, my face, eyelashes and every part of my face

Interviewer: How many cosmetics brands do you use think you have access to according to your skin colour?

Bolaji: a lot of brands, I think with every make-up brand we can find your skin colour but some you have to mix 2 colours together.

Interviewer: what would like to see in the future concerning colour cosmetic industry?

Bolaji: they should try to make sure that ingredients does not break your skin and also that's a big issue. They should work on products that would not cause hackney to people.

Interviewer: Does internet bloggers, Vloggers, help you in purchasing choice of brands?

Bolaji: I personally just like to get what I want to get. I just go for whatever I want. You have to know your skin type. Sometimes it work, sometimes it does not work.

Interviewer: do you have an easy access to your particular brand?

Bolaji: Yes I do

Interviewer: Do advertising on the brand appeal to you?

Bolaji: yes it does. When you walk through a Mac make-up section, it really flawless, beautiful, and you are curious and they show what they use when you ask. They don't really have a commercial on TV.

Interviewer: have you had any experience with your brand or any colour cosmetic?

Bolaji: I have had a lot of issue, they ingredients used to make the product, it makes your skin oily, so I had a lot of black spot, I am still trying to figure out what works for me

Interviewer: What factor motivates you to purchase cosmetics brands?

Bolaji: Price, there are some make-up that are really expensive and you are like it is not going to worth it, how it looks on you because there are some product that makes you flawless and beautiful and there are some you use and you look really nasty.

Interviewer: Where do you buy your Make-up?

Bolaji: the store but I do not like to buy online because I will like to try it first.

Interviewer: What is your favourite product?

Bolaji: Lipstick

Interviewer: what is your favourite

Bolaji: Mac lipstick

Interviewer: why do you like them?

Bolaji: because they last and you can have them for up to 12hours without you having to reapply.

Interviewer: have you had bad reaction to your skin with Mac?

Bolaji: I have had with their foundation

Interviewer: please share your experience.

Bolaji: I had a bad ackney, I guess the foundation was not meant for people with oily skin and it was more oily. I stopped using that particular foundation and I started using that one that is supposed to be for oily skin.

Interviewer: Are you still buying this product from this brand?

Bolaji: I still use Mac Foundation but I use a different type.

Interviewer: why are you still loyal to Mac?

Bolaji: I know you have to keep trying out to figure out what is best for you. With Mac, you tell them what you want, your skin type, and they will try as much as possible to get something close to your request compared to when you try to buy online, you don't get a lot of information with the internet. You can tell in the store that you have dark spot and you want something that will cover your dark spot and you will get something for it and find a perfect match for it and they will try for you before you pay it. The customer service is excellent.
Interviewer: Do you care about the quality of the product?

Bolaji: Yes I do a lot and I have learnt from experience that the cheaper the make up the worse it is. You get what you pay for.

Interviewer: do you care about the brand name?

Bolaji: I do because, I trust brand, if I have not tried a brand before I would not go for it.

Interviewer: what makes you trust the brand?

Bolaji: I trust a brand I have used and I know how it would look on me, I trust based on past experience

Interviewer: what will you not to trust the brand?

Bolaji: if I try multiple products and I get bad result then I will give up. A foundation I tried many times and t turned me into a monster and every time I used the foundation, I wash my face and I come up with a big pimples the next day and maybe its my make up brush I need to wash it, I tried another I was stil breaking up, and so I tried Mac foundation and I was not breaking up that much and I was sure that I was good for me, but for the other brand I am not getting anywhere close to it.

Interviewer: how long did you use the brand you had a bad experience with?

Bolaji: I used for about 4 months

Interviewer: when did you start discovering the problem?

Bolaji: Immediately I started using it, I did not think it was the make-up, I was paying attention to my brush, I was thinking I touched my face too much and as soon as I stopped using the foundation it was a miracle

Interviewer: will you ready to switch to another brand that represents all the criteria of brand you are using?

Bolaji: Yes I have to be sure that it actually what I expect it to be, I am not going to purchase a product like Channel, maybe because its expensive I can comprise, but I have to see the feedback from a lot of it before using it.

Interviewer: how do you plan to get the feedback?

Bolaji: I do not trust online feedback I prefer friends

Interviewer: would name of the brand influence your switch?

Bolaji: Not necessarily the name but how people think of the product is what matters to me. Word -of - mouth feedback.

Interviewer: Does the price matter to you?

Bolaji: to some extent, it does but if I know I am going to get something that will not give me hackney and makes me flawless I will definitely go for it. Like how I feel about Mac, I get a foundation for 10 dollars. Since Mac is working perfectly well for me I want to look like a princess, I will spend whatever.

Interviewer: what will make you switch a brand?

Bolaji: if it is messing with my skin in a bad way.

Interviewer: have you heard that leading brands like L'Oreal, Esteem

Bolaji: I know they did, I have a big issue with L'Oreal it does not really matter if they have my skin type, it still depends on whether if their foundation will not make to have hackney or will it give me flawless coverage that I want.

Interviewer: will you be ready to purchase this brand?

Bolaji: I will be ready if it is worth me spending money on

Interviewer: when you say worth what do you mean?

Bolaji: it would not cause me any problem.

Interviewer: if you were to switch, which of your make up item will you switch?

Bolaji: I would purchase any lipstick, any brand as long as the colour looks good or my lips.

Interview 5: Esther

Interviewer: Do you use Make up?

Esther: I have a lot of lipsticks that's for sure

Interviewer: How often do you use make-up?

Esther: I wear lipstick probably everyday but that's the only kind of make-up I use, probably powder, I think I have my seasons, some days I am just in the mood to go maybe like into something not serious and then for the next 2 weeks I probably don't care. I can wear make-up and just stay in one place without going anywhere.

Interviewer: Are you using more than one brand?
Esther: Lipsticks yes, honestly when it comes to make up that's the only thing I usually use only lipsticks .

Interviewer: Why do you use more than 1 brand?

Esther: because of price, some brands are cheaper than others; some brands have more colours that other brands don't have.

Interviewer: What is your favourite Make-up item?

Esther: Lipsticks

Interviewer: Why do you use this make-up?

Esther: I just like mix of different colours, I just like lipstick.

Interviewer: How does it make you look?
Esther: I think it makes me a huge difference like it just me, It adds something to me.

Interviewer: On the average how much do you spend on Make-up?
Esther: 30 dollars on the average. It depends because one of the brands is Mac, and they sell their lipstick for 20 dollars, I have 15 lipsticks in total from different random brands.

Interviewer: Have you ever found it difficult in getting the lipsticks?
Esther: for lipstick, I do not find it difficult. For lipstick is more like when I see this one, I really like it and then it is more of what I see and I like it and I buy it.

Interviewer: In terms of cosmetic brands, how many cosmetic brands has access according to your skin colour?

Esther: I do not know so much about Make-up brands, and I know the popular Mac, I don't know anything about foundations.
Interviewer: What Would you like to see in the future concerning the colour cosmetic industry?

Esther: Well personally I do not need that much make-up, I am still looking for a powder that is very light so it does not have so much coverage like regular Revlon have but its still something, it is very hard to find, I found some in Mac but they did not have my shade so they can improve to have darker shade for people like me with my colour.

Interviewer: Does the Internet like Blogger, Vlogger help you in purchasing your choice?
Esther: Oh yes for sure, especially YouTube videos, you find a lot of videos because you find a lot of videos and for people who have similar experience, it definitely helps you in your choice for example for people who watch videos and see celebrities they really like using the product, it's gonna motivate them to get that product and if you see a product that you like and you see somebody you trust and it is gonna be what that person say, so in that sense yes.

Interviewer: Does Advertisement appeal to you?
Esther: Yes, it also depends on who is advertising it.

Interviewer: Have you had a bad experience with any make-up item and can you share your experience please?

Esther: Yes gladly, I went to Mac trying their lipstick and then I came back home and got a cold sore so for the rest of my life I have a virus

Interviewer: What motivates you to purchase lipsticks?

Esther: It depends on what I need, for eyeliners I will be looking for beginners to make me learn, and for lipsticks I am tired of a colour and I want to get something new and so I want to look for another colour that I don not have.

Interviewer: where do you buy your Make-up?
Esther: the drug store or Mac.

Interviewer: What is your favourite Make-up product?
Esther: Lipsticks

Interviewer: what is your favourite brand?

Esther: Revlon

Interviewer: do you care about the brand name?
Esther: Yes I guess,

Interviewer: why do you care about the brand name?
Esther: hmmm, yea because some lipsticks are quality, they stay longer, for example I got a lipstick for $2 and it did not stay for a long time.

Interviewer: Do you care about the quality of the product?
Esther: Yes (laugh)

Interviewer: why do you care about the quality?
Esther: I am spending money and I am not going to spend my money and it won't look nice, and so the quality is definitely important

Interviewer: What do you like most about your favourite brand?

Esther: They are less expensive than Mac and they always have equivalent of what Mac has, cheaper price, it

Interviewer: Are you still loyal to the brand you had a bad experience with?
 Esther: I still buy from them but I don't try their lipstick in the store because I don't want any more diseases.

Interviewer: Does the price matter to you?
Esther: Yes

Interviewer: Why does the price matter to you?
Esther: If it something that is going to last for a long time maybe I wouldn't mind and I wouldn't spend much money if it for a short time.

Interviewer: Have you heard of the leading brands like L'Oreal want to diversify their range of colour for black women?
Esther: I have heard about it.

Interviewer: if they do this are you going to purchase their brands?
Esther: I mean I have to check it out and see which improvement they have made and see.

Interviewer:
Esther: if there is no new thing I would not buy it but if they make changes then I am gonna buy it

Interviewer: DO you trust Revlon brand?
Esther: Yes

Interviewer: Why do you trust the brand?
Esther : I don't have any problem with them

Interviewer: What would make you not trust the brand?
Esther: If they give me a disease, or maybe if decide to shift their price up.

Interviewer: How long did you use the product you had a bad experience with?
Esther: A tester product.

Interviewer: DO word of mouth infuelnces your choice of product?
Esther: yes definitely
Interviewer: Tell me about it.
Esther: Like I go into a make-up store, I go into it and ask most of my friends that use the brand for advice and so things like that most definitely influence my choice.

Interviewer: Would the name of another brand influence your choice to switch to another brand and how?

Esther: If I were to switch, maybe I see someone that we use the same powder that works for her, I may want to try it to see if that works for me too.

Interviewer: What particular make-up will you like to switch?

Esther: Foundation.

Interviewer: How many brands do you use in all categories?

Esther: Mascara, I use it for weddings and events. make-up, foundation, lipsticks.

Interview 6: Helena

Interviewer: Do you use Makeup?

Helena: A little bit for special occasion such as wedding, hang out but not every single day so yes

Interviewer: How often do you buy makeup?

Helena: Maybe Huumm once every month

Interviewer: Are you using more than one brand?

Helena: Hum I am using just one brand, which is M.A.C. Cosmetic because they used to do makeup for black people and Indian people

Interviewer: What is your favourite makeup item?

Helena: Lipstick

Interviewer: Why are you using makeup?

Helena: To be presentable you know, to be more beautiful, to attract costumer when I am working

Interviewer: On average, how much do you spend on makeup every month?

Helena: If I have to buy some makeup, the average is between £30 and £40 a month

Interviewer: Have ever meet any difficulties to get makeup?

Helena: Yes, before knowing M.A.C. Cosmetics I experienced a lot of brands, which was not adapted to me in terms of colour. I had a lot of problems with makeup before

Interviewer: What types of makeup are you?

Helena: Most of the time I am using makeup for lips and face, if I have to classify them 1st lips and then face

Interviewer: How many cosmetics brands do you think you have ac access according to your skin colour?

Helena: According to my skin colour, maybe 2 brands. I think M.A.C. Cosmetics and Black up

Interviewer: What would you like to see in the future concerning the color cosmetic industry?

Helena: I want them to develop more cosmetics, more brands for black people because actually we have a lot of problem to have an easy access to cosmetics

Also, I think that they have to develop more organic cosmetics

Interviewer: Does Internet (bloggers, vloggers) help you in your purchasing choice?

Helena: Yes

Interviewer: Do you have an easy access to the brand that you using?

Helena: Yes

Interviewer: Do advertising on the brand appeal to you?

Helena: No really, advertising don't touch me in the buying process

Interviewer: Have you ever had any such of bad experience?

Helena: Yes, I had a bad experience with a brand that is Benefits
They didn't do makeup for black people, I had a lot of bad experience with them
because the powder is not for our skin, they not special at all for black people

Interviewer: What factors motivate you to purchase makeup?

Helena: Humm I think I buy makeup to reflect a kind a professionalism across my
activity, I am a part-time sales assistant.
I am not using makeup every single day or to hide skin problem
Make up for me its just an accessories for special occasion

Interviewer: What is your favourite brand?

Helena: M.A.C. Cosmetics

Interviewer: Do you care about the brand name?

Helena: Humm yes it has an impact on what you're buying and I think that M.A.C. is
professional brand they also do makeup for black people
The brand name is important

Interviewer: Do you care about the quality of the product?

Helena: Yes I do

Interviewer: What do you like the most about your favourite brand?

Helena: Humm professional are using products from M.A.C. cosmetics, the quality is
very good that's make me trust them
I know that when I put this makeup I can see a proper change

Interviewer: Have you ever had bad reaction to your skin from your favourite brand?

Helena No

Interviewer: Are you still buying products from this brand?

Helena: Yes

Interviewer: If yes, why are you still loyal to them?

Helena: I am loyal to this brand because they don't test makeup on animal and they're quite organic. I think it's a good brand because the careful to the different factors for us and for the society

Interviewer: Will you be ready to switch for another brand that represent all the criteria of the product that you currently using?

Helena: Yes I think so, if there is an alternative of M.A.C. Cosmetics, yes I can change for another brand

Interviewer: Does the price matter to you?

Helena: No because I prefer to pay more and to have product of good quality instead of paying a low price and having bad quality

Interviewer: Have you heard about the fact that leading brands such as L'Oréal, Estee Lauder wants to diversify their rand of colour including colour for black woman?

Helena: I already heard that but for me they didn't really specified yet

Interviewer: Will you be ready to purchase one those brands if you can get your skin color?

Helena: Yes for Estee Lauder because it's a really good brand but if they diversify their range and target black people I might change for Estee Lauder

Interviewer: What makes you trust the brand?

Helena: The quality, the fact that the brand cares about ethnic minorities

Interviewer: What makes you not trust the brand?

Helena: The quality of the product

Interviewer: How long have you been using M.A.C. Cosmetics?

Helena: 2 years

Interviewer: Do word of mouth influences your choice?
Helena: Yes because I didn't know M.A.C. Cosmetics, I hear about this brand from a friend

Interviewer: Does the name of the brand can influence your brand switching?

Helena: No The Name of brand can't influence my switch

Interviewer: How many brands are you using?

Helena: 2, M.A.C. Cosmetics for the skin and l'Oréal for the lips