

**To evaluate consumer buying behaviours in the premium skincare market: A
case study of Aesop**

Validated by: The University of Warwick

April 2024

Abstract

This study constructs a system of key factors influencing consumer buying behaviours through the operating environment of premium skincare products at the current stage. It then analyses the influence of brands on consumers' premium skincare buying behaviours by taking Aesop as an example, in order to reveal the contradictions and tensions of consumers' buying decisions in the premium skincare market. In order to achieve this, it addresses four objectives.

The objective of this study is to assess the influence of brand role in a complex market on consumer buying behaviours in the fast-growing premium skincare market. The author links industry brands to consumers by examining the industry in question. Brands are closely linked to consumer buying behaviours, a topic that is being explored in depth in the premium skincare industry today. Consequently, the researcher elected to conduct the study using a wholly secondary research method, with the objective of ensuring the generation of more reliable and accurate data. The information presented in this study was derived from the evaluation model developed from the research objectives for brand owners and managers in the industry, with a view to facilitating their implementation process.

This literature review examines the relationship between the skincare industry and the premium skincare industry, offering a valuable industry perspective for the subsequent investigation of consumer buying behaviours within the industry. To investigate the relationship between brands and consumers, the FOGG model was also explored, providing insight into the complex network of motivations driving consumer behaviours within this industry.

The study concluded that in the premium skincare industry, brands must establish a more profound connection with consumers, encompassing values and spiritual connotations, in addition to offering superior products and services, in order to foster long-term buying

behavior. However, this connection is often transient and easily disrupted by the digital revolution. Furthermore, the lengthy process of brand management renders the factors involved in this study exceedingly intricate, necessitating the integration of a substantial body of industry research to facilitate a comprehensive investigation. Consequently, the factors involved in this study are of a complexity that demands the combination of numerous industry studies to conduct a meticulous study. It is recommended that further research be conducted to examine the strategies employed by niche brands within the industry to differentiate themselves and gain greater consumer acceptance, as well as to investigate how consumer behaviours is perceived by examining the lifestyles of consumers in different group contexts.

Keywords: Premium skincare market, Consumer buying behaviours, Aesop

List of Contents

Abstract	2
Chapter 1: Introduction.....	6
1.1 Introduction.....	6
1.2 Aim	7
1.3 Objectives	7
1.4 Rationale	7
Chapter 2: Literature Review	8
2.1 Skincare Market and Premium Skincare Market.....	8
2.1.1 Skincare Market.....	9
2.1.2 Premium Skincare Market	10
2.1.3 Skincare Market VS Premium Skincare Market	12
2.2 Overview of Consumer Buying Behaviours in the Premium Skincare Market ...	13
2.3 FOGG Behaviours Model Theory	17
2.3 Research gap.....	18
2.4 Summary.....	19
Chapter 3: Methodology	20
3.1 Choice of research design.....	20
3.2 Construction of the research design.....	22
3.3 Limitations of the study	24
3.4 Sample	24
Chapter 4: Findings & Analysis.....	28
4.1 Environmental Analysis of the Premium Skincare Market (PEST)	28
4.1.1 Political.....	28
4.1.2 Economic	29
4.1.3 Sociocultural	30
4.1.4 Technological	31
4.2 Key Factors Influencing Consumer Buying Behaviours in the Premium Skincare Market (FOGG)	32
4.3 Case Study: The link between the Aesop brand and consumer buying behaviours	36

4.3.1.1 Case Introduction.....	36
4.3.2.2 Typical Analysis	37
4.3.2 The Aesop brand and its consumer buying behaviours	37
4.3.2.1 Aesop Brand Characteristics	37
4.3.2.2 Aesop's Product and Communication Strategy	38
4.3.2.3 Aesop's Customer Experience	40
4.4 Weaknesses and Proposing Solutions.....	43
Chapter 5: Conclusions & Recommendations	46
5.1 Conclusions	46
5.2 Recommendations	48
5.3 Recommendations for further research.....	50
Chapter 6: References	52
Chapter 7: Appendices	63

Chapter 1: Introduction

1.1 Introduction

In a variety of luxury counters and e-commerce sites, SK-II, Chanel, Aquamarine, Aesop, and other brands are placed in a variety of endless counters, in the new consumer environment today, a variety of brands to comply with the market trend of differentiation of the competitive strategy to influence the consumer's buying decision-making behaviours.

The first objective of this thesis is to study the current environment of the premium skincare industry. While the hard traditional competitive conditions such as supply chain, product value, and marketing channels have become the obvious competitive tracks in the premium skincare market (McKinsey & Company, 2023), the Aesop brand is influencing the buying behaviours of consumers by telling a good brand story and establishing a connection with them. After discussing the industry and consumer buying behaviours, the author presents a case study of the Aesop brand, summarising its successes and then drawing out the implications of premium skincare brand for consumer buying behaviours.

The following section outlines the topic and purpose of this thesis, which adopts four main objectives. The author has conducted a literature review to discuss the research in the following order: defining and exploring the skincare market and the premium skincare market and comparing them, the author then discusses the concept of consumer buying behaviours in the premium skincare market, followed by a theoretical overview of the FOGG model of consumer behaviours, and finally identifying the gaps in the previous research.

In the discovery and analysis section, the author aims to critically analyse and evaluate the available information gathered through secondary research methods, to fulfil the four main objectives of the study, and the paper concludes with a summary and

suggestions for further investigation.

1.2 Aim

To evaluate consumer buying behaviours in the premium skincare market: A case study of Aesop.

1.3 Objectives

1. Examining the environment and current situation of the premium skincare market.
2. Evaluate a system of key factors influencing consumer buying behaviours in the premium skincare market.
3. Analyse the link between branding and consumer buying behaviours in the premium skincare industry, using Aesop as a case study.
4. Proposals for brands based on consumer buying behaviours in premium skincare.

1.4 Rationale

The premium skincare market is an important segment of the beauty market, and its consumer buying behaviours is closely related to the dynamics of the industry. The author has yet to find a focused study on this case and is interested in exploring the topic of how brands and consumer buying behaviours are interconnected in this industry.

This research focuses on the complex dynamics of consumer buying behaviours in the premium skincare industry. It explores how Aesop influences a range of consumer buying behaviours through a case brand analysis. The aim is to understand current consumer buying behaviours and trends in the premium skincare sector and to provide inspiration to the many brands in the premium skincare market.

Chapter 2: Literature Review

The premium skincare market has been an intense interest topic in the research field for the past few decades as it continues to grow, and the business model of the premium skincare market profoundly influences consumer buying behaviours. Indeed, the most challenging part of this study is to examine and critically analyse the relationship between the premium skincare market and consumer buying behaviours.

The objective of this literature review is to explore the interconnections between previous research on the premium skincare industry and consumer buying behaviours in order to gain a clearer understanding of the current state of the industry and the factors that influence consumer buying behaviours, however, the author found that there are fewer previous studies examining the interrelationships between branding and consumer buying behaviours in the premium skincare industry.

In order to discuss these points, this literature review will cover the following topics: firstly, the skincare market and the premium skincare market; secondly, a comparison between the two markets; and next, the factors influencing consumer buying behaviours in the premium skincare market. The final section will look at a modelling theory that explores consumer buying behaviours: the FOGG behavioural model.

2.1 Skincare Market and Premium Skincare Market

This summary will examine the skincare market and premium skincare market. It will integrate the concepts and definitions of various authors to expand the theoretical framework of this research. It will then present the divergent perspectives of various researchers on the skincare market and premium skincare market, enabling a comparative analysis.

2.1.1 Skincare Market

The skincare market has been a subject of considerable interest in the contemporary world, with a plethora of research studies conducted on this market. A number of studies by scholars have acknowledged the growth trend of the skincare industry. Sol (2013) noted that in the skincare market, the industry is expected to maintain its growth rate over the longer term due to the unique attributes of skincare products. Furthermore, urbanisation and increasing consumer incomes are providing a strong impetus to the industry. Wang, D. et al. (2023) discussed how appearance management has become crucial since the 1960s. They suggested that among consumers, especially female consumers, facial and physical attractiveness is enhanced through various products and services to increase self-acceptance and fulfil cultural norms. Sharma, P., Pradhan, S., and Srivastava, A. (2021) observed that the growth of the skincare market has been concentrated in recent years. According to Sharma, Pradhan, S. and Srivastava, A. (2021), in recent years, the growth of the skincare market has been concentrated in the Asian market, which has been fuelled by the growing importance of skincare in the Asian market, as demonstrated by the mass culture of the Asian market.

However, there have been some uncertainties in the industry in recent years that could affect its development, as Chowdhury, Md. notes. T. et al. (2020) identified some uncertainties in the skincare market, particularly those related to the supply chain of beauty and personal care products during the COVID-19 pandemic. Not only that, but in a study by Camelia Grădinaru et al. (2022), the author found that in the 21st century, the skincare industry has been under pressure from NGOs, the media, and consumers on environmental and safety issues.

A portion of the research has also explored some of the key factors affecting the elements of this market. Some scholars' studies have pointed out the pattern of price trends in the skincare industry. Jyothi, M. and Venkateswarlu, H. (2020) explained that the elasticity of customer demand with respect to price is low when the price of skin

care products rises, on the contrary, the elasticity of customer demand with respect to price is high when the price falls.

Some scholars, on the other hand, focus on thinking from the consumer's pointed of view, with research by Junaid, A. and Nasreen, R. (2012) Acknowledged that increased consumer awareness has contributed significantly to the growth of the skincare industry.

Furthermore, the products of this market exhibit certain differentiating characteristics. Kabir, Z. (2013) posited those consumers in the skincare market exhibit diverse preferences for different products. Araújo, R. (2022) underscored the necessity for brands in the skincare industry to prioritize sustainable production. Emerald, M. et al. (2016) also observed that the skincare market has benefited significantly from the use of natural product ingredients, which are more responsive to consumer needs and offer features that meet consumer demands, including antioxidant and antimicrobial activity.

External environmental factors can also affect this market, as Maupin, M. (2018) pointed out that the development of the skincare market as a huge economic force concerned with personal health has been accompanied by the rapid growth of e-commerce and social media.

2.1.2 Premium Skincare Market

The author found that the segment of premium skincare has been studied by a number of academics over the past few years. The study by Dorota Anderlová and Michal Pšurný (2020) defined premium skincare products, which stated that premium skincare products are those that have a globally recognised luxury brand name and a higher price pointed and are often considered luxury products.

The premium skincare market is an important segment in the skincare market,

Łopaciuk, A. and Łoboda, M. (2013) stated that the premium skincare market accounts for 28% of the total sales in the skincare market, with the majority of the market concentrated in developed markets such as the U.S., Japan, and France. According to researchers Wang, D. et al. (2023), the compound annual growth rate (CAGR) of premium skincare is significantly higher than that of low- and mid-range skincare, the CAGR of premium skincare is significantly higher than that of low- and mid-range markets, and this segment has a huge market potential in China, which has been experiencing a rapid growth in the recent year.

Although the growth of the premium skincare industry has been affected by epidemics over the past five years, research by Khairunisa, N. and Sunitiyoso, Y. (2023) stated that a young population and a post-epidemic economic recovery have fuelled the growth of the skincare industry, encouraging companies globally to push for higher-end products and that market growth and the introduction of advanced products have helped the premium skincare industry to flourish.

Brands in premium skincare are of significant importance to the industry, as stated by Araújo (2022), who noted that premium skincare is strongly associated with luxury brands. Additionally, Sol (2013) found that consumers have greater trust in premium skincare products and that global brands have a significant market advantage. Some of the most successful premium skincare brands are able to operate more effectively in the market, as Al Mamun, A. et al. (2023) found in their study. For example, Estee Lauder is growing twice as fast as the average of its peers by focusing on developing promising markets. Marketing models have also had an impact on this market, Tournois L (2016) mentioned that with the stagnation in the premium skincare market, finding new frontiers through reverse innovation is a very effective business move and that the Garnier brand, a division of the L'Oréal Group, has created a whole new category in the skincare market by launching BB creams, moving away from commoditisation and price wars.

2.1.3 Skincare Market VS Premium Skincare Market

A portion of the study compares the skincare market with the premium skincare market. As stated by Maupin (2018), the distinction between premium and general skincare markets is evident in the growth categories, which are characterised by products that are technologically driven by personalised and customised formulations, such as anti-ageing products.

In their 2020 publication, Dorota Anderlová and Michal Pšurný posited that premium skincare products are more indicative of higher social status and product value than their regular counterparts.

As outlined by Sripatthanawatt and Nelson (2014), the general skincare market is distinguished by high sales volumes and a diverse range of brands, while the premium skincare market is characterised by rapid growth and a more concentrated brand preference. However, both markets share commonalities in terms of efficacy, packaging, and product certification. With regard to standardisation, the premium skincare market is more focused on natural ingredients and environmental friendliness.

2.2 Overview of Consumer Buying Behaviours in the Premium Skincare Market

A series of studies have been conducted to investigate the factors that influence consumer buying behaviours in the premium skincare market.

A significant proportion of the research is concerned with the influence of price factors on consumer buying behaviours. Lee, J. and Mohd Noor, M. (2019) proposed that customer factors of product value and price are key drivers of buying decisions. Gardner, K. (2022) also found that price is one of the factors that consumers take into account when making decisions, but due to the volatile nature of consumer decision-making behaviours when dealing with premium skincare, it is easy for consumers to change their decision-making behaviours after the product has been used. Zhao, Huiliang et al. (2021) also argued that the factors influencing consumer behaviours in the premium skincare industry include the price factor, in addition this study also pointed out that the price can interact with the appearance of the product, the making of the product, and the customer's feeling when using the product to play an impact on the consumer's final buying decision.

However, Jyothi, M. and Venkateswarlu, H. (2020) explained that although price is one of the influencing factors in the premium skincare market, this factor may be replaced by consumer demand, which may be due to specific attributes of the skin such as skin discolouration and texture as well as maintenance of the skin. The study emphasises that demand may replace price as the ultimate factor influencing consumers' buying decisions for premium skincare products.

In addition to this, studies have shown that broader environmental factors such as the economic environment can also influence consumers' buying decisions. Researchers Łopaciuk, A. and Łoboda, M. (2013) point out that the economic environment can have an impact on consumers' buying power, which is reflected in the fact that consumers who expect to have insufficient income will adjust their buying expectations

downwards in order to adapt to the negative effects of a poor economic environment.

Several researchers have looked at the factors influencing consumer buying behaviours in the premium skincare market in terms of specific regions. Al Mamun, A. et al. (2023) focused their research on the Asian market and found that consumers in the Asian market tend to adopt more complex skincare regimens and that many consumers in the Asian market are influenced by the pursuit mentality and seek out the most popular products in the market.

Hautala (2020) studied Korean consumers and found that beauty standards exist in Korean society, and that these beauty standards influence consumers' buying decisions. These standards often reflect a high level of demand for skincare products, which influences the values and product expectations of some Korean nationals. This is mainly reflected in the local Korean population. In addition, group specificity is also a factor that influences consumers' buying behaviours. Rani and Krishnan (2018) observed that there is a diversity of buying decision factors for specific groups. For instance, the Malaysian market is predominantly Malay Muslim, with a strong preference for halal products.

The author observes that scholars have found that consumer experience in retail shops also has an impact on the consumer's eventual purchase decision. Dai, B. and Pelton, L. E. (2018) stated that evaluations of self-image while spending money in a retail shop are positively correlated with the retail shopping experience, and that this experience directly influences the consumer's intention to make a purchase. The author also observed that the consumer's experience in retail shops has a direct impact on the consumer's purchase intention from their study.

Furthermore, age can also be seen to reflect the factors influencing consumer behaviours. Junaid and Nasreen (2012) posited that millennial consumers exhibit similar behaviours with minimal differences in their buying of skincare products.

Nevertheless, other studies have indicated that the factors influencing consumer buying decisions are primarily derived from the product itself. Tournois L. (2016) emphasised the significance of aligning the product with consumer trend needs, which is directly correlated with consumer buying behaviours.

This was also highlighted by Araújo (2022), who observed that the sustainable production process of a skincare brand directly influences consumers' willingness to pay, buying intention, brand loyalty and likability. This includes whether the brand uses cruelty-free raw materials, as well as vegan practices and sustainable packaging aspects.

Wang, D. et al. (2023) also identified the significance of product innovation and efficacy in influencing consumer buying decisions. In particular, consumers are more inclined to try new, positive, and fast-acting skincare products. A number of studies have demonstrated that the factors influencing consumer buying behaviours are primarily endogenous to the consumer.

Dorota Anderlová and Michal Pšurný (2020) stated that emotional and social values are important for the buying of premium skincare by female consumer groups. This is mainly reflected in product prestige and social status. Faza, L. et al. (2022) suggested that consumers' premium skincare buying behaviours is mainly driven by hedonic shopping motives in terms of adventure shopping and social shopping.

A part of the research suggested that the main reasons for the factors influencing consumers' buying behaviours need to be considered in a comprehensive manner.

Camelia Grădinaru et al. (2022) investigated the impact of economic, social and environmental sustainability on consumer buying behaviours, and to illustrate this, it cited the SOR model and the Triple Bottom Line TBL model for illustration, suggested that these three factors may have a direct impact on sustainability by contributing to

consumer decision-making through the generation of positive word-of-mouth communication and increased intention to buying more. buying behaviours directly.

Wang, D. et al. (2023) identified product engagement, perceived quality, monitoring norms and word-of-mouth as the main factors influencing consumer buying behaviours in this market, whilst in an era where appearance is increasingly becoming a core component of personal identity, the buying of skincare products is heavily influenced by the need to manage impressions and construct a good social identity. The article by Sol, A. (2013) acknowledges This is acknowledged in an article by Sol, A. (2013), which suggested that consumer buying behaviours in this market is associated with an increased cultural importance of maintaining good skin over time, and that consumers, particularly women, are more inclined to increase their investment in beauty, and are willing to invest more rather than spend less.

In contrast, Sharma, P., Pradhan, S. and Srivastava, A. (2021) identified marketing promotions and consumer behaviours as the primary drivers of consumer buying decisions in this market. Sewar Alkhatib, Petra Kecskés, and Veronika Keller (2023) concentrated on the factors influencing promotional activities, suggesting that consumer buying behaviours is intertwined with the concept of greenness. The analysis indicates that effective digital marketing can positively influence consumers' environmental attitudes and attract environmentally conscious consumers. Yenprateep and Patterson (2016) posited that social media and e-commerce exert a profound influence on consumers, and that with social media and e-commerce, consumers will maintain their willingness to purchase specific products even in a poor economic environment. In a poor economic environment, consumers will maintain their willingness to buy specific products. Ramya, N. and Ali, S. (2016) stated that marketing strategies that are in line with consumer values, ideas of sustainability or ethical buying patterns can also have a significant impact on buying behaviours.

A critique of this literature is that while it has been demonstrated that the premium skincare industry is able to maintain a connection with consumers through a diverse range of factors, the question of how to maintain a long-term connection with consumers through sustainable means is something that brands in this market need to consider. Consequently, the question of whether consumers are willing to pay for premium skincare products in the long term is contingent upon the establishment of a bond between the brand and the consumer. Furthermore, the influence of fixed factors on consumer buying behaviours in the long term necessitates further research and consideration. In order to link brands to consumer buying behaviours, the authors present an analysis in chapter 4.

2.3 FOGG Behaviours Model Theory

Fogg (2009) demonstrated that behaviours is the product of three factors: motivation, ability and trigger. Furthermore, he demonstrated that these factors must come together at a particular moment for behaviours to occur (see table 1).

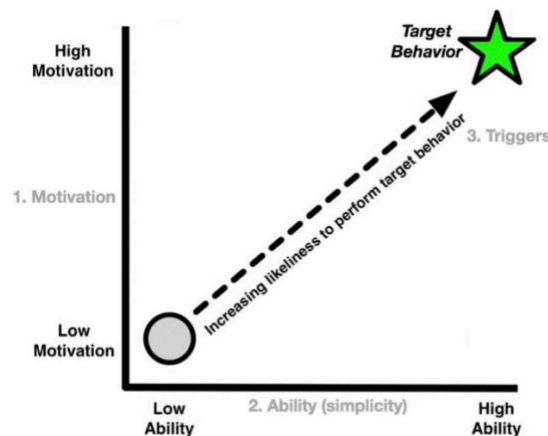
Meekers et al. (2020) discussed that the Fogg behaviours model is particularly well suited to guide programme adjustments in response to programme feedback or changing circumstances to face complex dynamics. Furthermore, Katirayi, L. et al. (2023) posited that the Fogg behaviours model enables the identification of barriers and facilitators to the research topic based on motivation, ability, and necessary triggers, as well as the qualitative analysis of these factors.

The use of case studies as a significant component of this research, coupled with the complexity of factors influencing consumer behaviours in the premium skincare market, necessitated the adoption of the Fogg model to more effectively analyse the link between brand and consumer buying behaviours in the premium skincare market.

Table 1:

Activity	Variable
Motivation	A person must be sufficiently motivated to carry out the target behaviours. Motivation is comprised of various subcomponents, including pleasure/pain, hope/fear, and social acceptance/rejection.
Ability	Includes having the time, money, physical strength, and mental strength, and that the behaviours is routine or non-abnormal social behaviours.
Trigger	Triggers mean that there must be a cue or clue that triggers the behaviours. The timing of the trigger is critical; the trigger must occur at a time when the individual has both the motivation and the ability.

Figure 1: Fogg model



Source: Fogg, B. (2009)

2.3 Research gap

Theories on consumer buying behaviours are too broad, and as a result, the researcher found that in the past there has been very little literature examining the relevance of branding to consumer buying behaviours in premium skincare. Some of the theories fail to take into account the specificity of the relationship between brands and consumers. Given this situation, the researcher intends to take a branding perspective and examine how premium skincare brands influence consumers in this sector.

2.4 Summary

Literature review shows that the factors influencing the buying behaviour of consumers in the premium skincare market are complex, and the final buying decision of consumers is usually determined by a variety of factors.

The researcher identified a development trend in the current premium skincare market, which represents a segment of the skincare market with distinctive characteristics. This trend is influenced by factors such as social media, green and sustainable innovations, which also affect consumer buying behaviours.

A critical analysis of the extant literature will inform this research project, which will analyse the buying behaviours of consumers in the premium skincare market from a novel perspective. The case study of Aesop will demonstrate the buying behaviour of premium skincare consumers through the lens of a premium brand.

Chapter 3: Methodology

Research is the process of acquiring knowledge and deepening understanding by gathering facts and interpreting them to build knowledge of the world around us or even within us. Research methods refer to the rationale and methodology employed in research. In the current age of information, it is easier than ever to access this data, and the techniques used to collect it and analyse it are varied (Walliman, N., 2022). This section will discuss the various methods employed to obtain data for this study, as well as the framework for secondary data collection and analysis.

3.1 Choice of research design

Johnston (2014) posited that the utilisation of secondary data, commencing with the formulation of a research question, the identification of a dataset, and then a comprehensive evaluation of the dataset's suitability, is an approach that ensures the research design is structured and aligned with the objectives.

The present research is based exclusively on a secondary research approach.

Due to the specificity of the research field, secondary data research can be conducted more efficiently than primary research, mainly due to the following reasons.

- By collecting only secondary data, researcher can be more dedicated to fully focusing on the current market environment and gain insight Johnston, M. (2014) pointed out that secondary data, compared to primary data, can utilise existing data, save time and financial resources required for data collection, and be more representative of the population, thus making the research results more valid and generalizable.
- Glass, G. (1976) pointed out that secondary data can help researcher to derive newer research value from existing data, providing a cost-effective and efficient method of

exploration. Secondary data can be filtered, allowing researcher to gather the information more accurately they need to use in their research.

- The subject of this research is mainly from a single industry, and due to the specificity of this industry, it is necessary and feasible to collect precise information by collating secondary data.
- A case study of the Aesop brand has been carried out for this research. The secondary source research methodology has been able to obtain information about the brand from several perspectives, which has helped the author gain a more comprehensive understanding of the brand.
- Secondary data includes both quantitative and qualitative data that enable us to explore new relationships as further analyses and there is no reason why secondary data cannot be used in other research strategies including archival research, action research and experimental research (Saunders, M.N.K., Lewis, P. and Thornhill, A., 2019).

Whilst this method of research gives the researcher a richer resource to use as research material, at the same time there are still some drawbacks to this method of research: according to Victoria Sherif (2018), secondary research data is collected for other purposes which may not be fully aligned with the question at hand, in addition to this there is a risk to the integrity of the data in the secondary research that is not involved in the data process, which would potentially lead to not knowing how the data was collected or receiving a low response rate.

In the context of secondary research, Victoria Sherif (2018) observed that a researcher conducting qualitative research can assist in answering exploratory questions or revisiting perceptions and experiences. Consequently, this study will also employ both qualitative and quantitative research methodologies.

In defining qualitative and quantitative research, researcher Lowhorn (2007) posited that the former is a subjective view of the researcher that seeks to explain the observed behaviours, whereas the latter takes the form of experiments or descriptions that seek to draw statistically significant conclusions from a population by studying a representative sample of the population under study.

3.2 Construction of the research design

In order to ensure the authenticity and credibility of this study, the secondary research method was employed exclusively to extract information of the highest credibility from a variety of sources, including search engines on the Internet, academic journals, UCB online libraries, official company websites, and other sources. These sources will be searched for information related to this study.

Östlund, U. et al. (2011) proposed that the combination of qualitative and quantitative data can facilitate a more comprehensive understanding of the qualitative data.

Allwood (2012) criticised the rigid distinction between qualitative and quantitative research, arguing that quantitative research can also contain qualitative elements, such as the parsing of numbers. He further argued that the two types of research should not be distinguished by their intrinsic characteristics. He also argued that the epistemological, generalisable, and quantitative roles of qualitative methodologies have a highly differentiated view of causal analysis, with some instability and ambiguity. There is a certain degree of instability and ambiguity of influence. Consequently, the researcher of this study elected to illustrate the qualitative data with quantitative information.

Winter (2000) posited that each research method, whether qualitative or quantitative, possesses its own set of criteria for validity, which is not a singular concept. Furthermore, these criteria influence the research process and the variables that must be measured.

Consequently, the author devised an evaluation model to substantiate the veracity and applicability of this study (see Table 2).

Table2: Schematic diagram of the assessment

Elements of Assessment	Implications of the elements
Purpose of the Investigation	It is of paramount importance that the purpose of the investigation be consistent with the field of study.
References	The paper in question was written by the researcher in question, as evidenced by the available evidence. Furthermore, the validity of the data presented in the survey is discussed.
Access to information	In the context of primary research, the researcher considers the methodology employed, including whether interviews, questionnaires, or focus groups were conducted. In the case of secondary research, the researcher assesses whether a literature review, case studies, or other forms of secondary data analysis were employed.
Relevance and clarity of arguments	The objective was to illustrate the pertinence of the arguments to the subject matter and the existence of coherent concepts related to the subject of the investigation.

3.3 Limitations of the study

It should be noted that this study is subject to certain limitations due to the constraints of time, resources and the nature of the study itself.

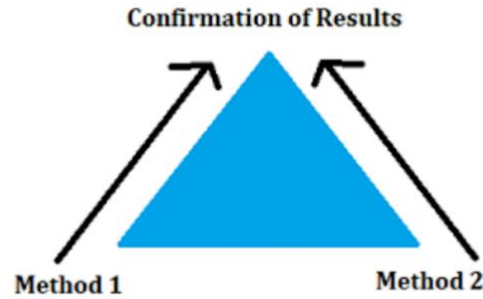
The sample size employed in this study was derived from the collation of data from other sources. Furthermore, the postgraduate students did not have direct control over the collection process of the secondary data, which may introduce a degree of bias in the interpretation of the results.

- It should be noted that the integrity and transparency of the data used in this study may vary, which may affect the reliability and validity of the study.
- Certain secondary data are protected by copyright and therefore it may be difficult for the researcher to access relevant data within the company to avoid infringement of rights. Due to confidentiality reasons, it is difficult to find internal information on specific companies, so the researcher specialised in searching for publicly available information and applying what he/she learns to the study.

3.4 Sample

In the secondary research, this research will employ the triangulation technique for data collection. This method allows the author to collect a large amount of relevant information. Furthermore, the unique mode of combining multiple perspectives in this method effectively reduces the information bias brought about by the homogenisation of perspectives, enhancing the validity and credibility of this research.

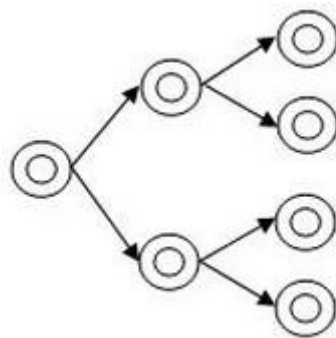
Figure 2: Triangulation technique



Source: Stephanie (2017)

In the course of the secondary research, the author also employed the non-probability sampling snowballing technique, which was applied to the information sources of the literature collected in the course of this research. This technique broadened the sources of information, thereby facilitating the acquisition of more information content favourable to this research. The objective was to obtain more valuable information for this research.

Figure 3: Snowballing technique



Source: Dudovskiy (2019)

The following table 3 illustrates the inclusion/exclusion criteria employed by the researcher in the selection of relevant literature.

Table 3:

Criteria Type	Inclusion Criteria	Exclusion Criteria
Publication Date	In more recent studies, in particular, the literature from 2010 onwards will be used to reflect current trends, with the exception of theories in this area.	Outdated research may not accurately reflect current market dynamics and consumer preferences. Therefore, the study will not draw on literature prior to 2010 and is therefore excluded from the scope of the study.
Source Type	The sources of relevance to the industry include journal articles, conference papers and academic books, as well as literature from within the industry (firms, institutions, organisations, followers), with the sole exception of theories.	It is important to note that sources of non-industry-related content may potentially lead to biased research.
Geographical Coverage	The literature pertaining to the subject matter of the study must encompass the scope of the industry, with the exception of theoretical works.	Research that is not directly relevant to the industry under investigation, or for which there are no applicable insights.

Language	The research team will primarily utilise literature in languages that they can access and understand, typically English.	In the event that translation is not a viable option or lacks reliability, non-English literature may be considered.
----------	--	--

Chapter 4: Findings & Analysis

The objective of this section is to present and synthesise the findings derived from secondary research. By collating the literature, the researcher has divided the objectives of this study into three parts. The first is to gain a better understanding of the environment and current situation of the premium skincare market. The second is to identify the key factors influencing consumer buying behaviours in the premium skincare market. The market is analysed through the FOGG model, and a case study is conducted on the case of Aesop as a representative of a premium skincare brand. This is done in order to analyse the association between a specific premium skincare brand and consumer buying behaviours. By integrating the findings of the selected theories with the results of the literature review, the author was able to provide a coherent and dependable analysis of the situation.

4.1 Environmental Analysis of the Premium Skincare Market (PEST)

4.1.1 Political

In the global market, the premium skincare industry is closely linked to the political environment. In Europe, AGEC laws and trends have shifted towards more reusable packaging, so in order to follow the government's initiative, eight companies in the industry, such as L'Oréal, Chanel, Sephora and others, have taken it upon themselves to form an alliance for sustainable development (Beauty Packaging, 2024). In Chile, the Senate voted for a bill to abolish animal testing in skincare products, becoming the third government to introduce such a policy (Humane Society International, 2023). In the State of Washington in the United States, the government has introduced legislation on cosmetic products and has begun a total ban on toxic cosmetics (Washington State Department of Ecology, 2023). In the United States, the government has established final rules for the labelling and effectiveness testing of over-the-counter sunscreen products sold by companies through the enactment of legislation (FDA, 2022). The U.S. government has facilitated the advancement of the industry by enacting legislation

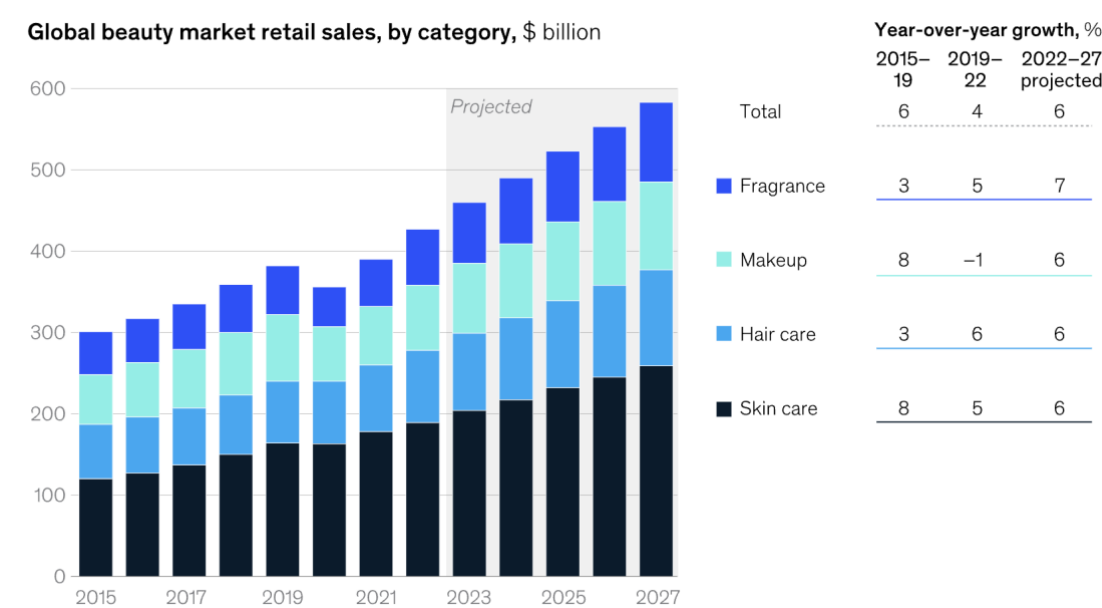
that clarifies the legal definition of the industry's natural standards. This has enabled companies to effectively mitigate the legal risks associated with costly litigation and/or enforcement actions by regulators (U.S. Congress, 2019).

4.1.2 Economic

Figure 4 from McKinsey & Company illustrates that the beauty industry has experienced sustained growth on a global scale since 2015. In 2022, the market generated revenues of \$430 billion, and it is anticipated that this growth trend will continue in the coming years. Figure 5 illustrates that China and the United States will be the leading countries in the beauty market, reflecting a trend of geographic diversification. China's beauty market is projected to reach US\$96 billion by 2027, while North America's is projected to reach US\$114 billion.

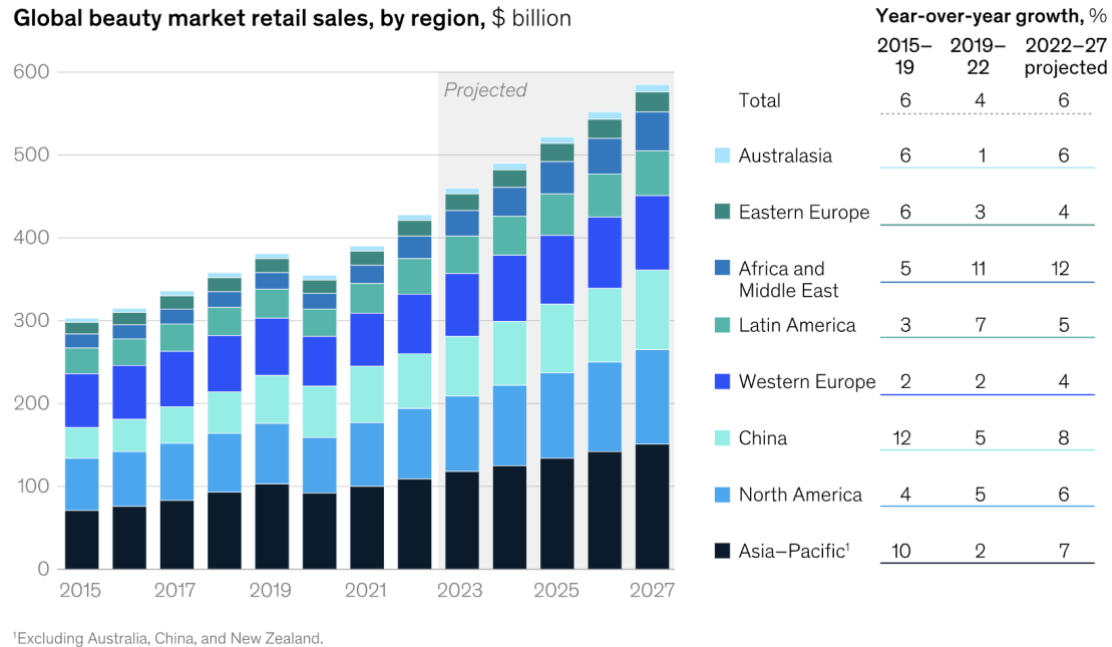
Between 2022 and 2027, the general beauty market is expected to grow at an annual rate of 5 per cent, while the premium beauty market is expected to grow at a rate of 8 per cent. In summary, the potential of the luxury and super-luxury beauty market is projected to double over the period from 2022 to 2027, with an estimated growth from \$20 billion to \$40 billion (McKinsey, 2023).

Figure 4: The four main beauty categories are projected to grow in the next few years.



Source: McKinsey & Company (2023)

Figure 5: Asia and North America are forecast to stay the two biggest beauty markets.



Source: McKinsey & Company (2023)

4.1.3 Sociocultural

In recent years, there has been a growing emphasis on personal grooming and the importance of appearance (Global Market Insights Inc., 2023). This is particularly evident in the beauty consumer group, where younger consumers are particularly interested in the emergence of new brands and unique brands are increasingly accepted by the majority of this group (McKinsey & Company, 2023).

A study conducted by the Harvard Business School (2019) revealed that some well-known brands are facing a loss of credibility due to the direct social interference they receive from direct-to-consumer social influencers. Approximately two-thirds of consumers in the beauty industry indicate a willingness to purchase new products from social influencers. Social influencers in the beauty industry are making a notable impact, particularly on social platforms such as Instagram and YouTube. (Harvard Business School, 2019).

In order to engage with their customers, 65% of beauty retailers offer interactive quizzes which assist in the recommendation of appropriate products (Cbinsights, 2021).

4.1.4 Technological

In recent years, the development of artificial intelligence and machine learning in the industry has led to the emergence of an increasing number of customised services. The advancement of technology, driven by technological advances, has enabled intelligent skincare devices to meet the needs of consumers more effectively. This has resulted in the emergence of advanced skincare equipment and other technology products (Global Market Insights Inc, 2023).

Furthermore, the advent of digital technology has facilitated the development of online marketing channels, with e-commerce accounting for a significant proportion of the industry's major sales channels, as evidenced by McKinsey & Company (2023)'s research. Additionally, live marketing channels, particularly in Asia, have emerged as a key driver of industry growth, driven by the advent of live-streaming technology.

4.2 Key Factors Influencing Consumer Buying Behaviours in the Premium Skincare Market (FOGG)

Based on the environment of the premium skincare market in Chapter 4.1, this subsection summarises the key factors influencing consumer buying behaviours in the advanced skincare market through the literature review in Chapter 2 and the information collected through secondary research, this is presented in Table 3.

Table 3:

FBM Component	Factors	Description
Motivation	Social acceptance/rejection	Research from Academic Oxford (2013) claimed that social factors, including social media and the opinions of peers around them, have a huge influence on consumers' buying decisions, which are often shaped by their peers, and that this influence is often amplified by social media and various online platforms, and that premium skincare, like many markets, is heavily influenced by social influences. The literature review also revealed that impression management and establishing a favourable social identity are key considerations in consumer decision-making.
	Pleasure/Pain	Vrtana and Krizanova (2023) 's study claimed that emotions have a crucial influence on consumer buying behaviours. The pleasure of improving one's appearance, the satisfaction of using premium skincare products, and the pain of skin problems are all factors that create an emotional connection between consumers and

		<p>premium skincare brands. premium skincare brands tend to leverage consumer emotions through marketing advertisements, highlighting the emotional benefits, and by making the consumer feel good about themselves in ways such as sustainability and natural ingredients claimed as mentioned in the literature review, these behaviours can directly influence consumer perception and consumer sentiment.</p>
	Hope/Fear	<p>McKinsey & Company (2020) posited that hope and fear factors significantly influence consumers' decisions to purchase skincare products, particularly during crises in specific environments. This is exemplified by the impact of the COVID-19 pandemic, during which consumers may be concerned that their face will have a 'mask problem' due to the mask.</p> <p>In a study conducted by Choi, YH. et al. (2021), it was found that consumers were concerned about the condition of their skin during the epidemic because they were wearing masks. This concern led to a significant shift in consumers' use of skincare products, which reflects how the external environment influences the shifting of consumer motivation to specific products.</p>
Ability	Economy	<p>As previously stated in the article review, the consideration of product value and price by customers is an important factor in making buying decisions. However, it is not the sole determining factor.</p> <p>The economic status of consumers varies</p>

		from region to region, and income levels also influence consumer choices. Affluent consumers tend to favour more luxurious and specialised skincare products. This correlation between economic affluence and high skincare spending is a global trend, as evidenced by the findings of GlobalData (2022).
	Product Functionality	The literature review highlighted the significance of product innovation and efficacy in influencing consumer decision-making. Furthermore, the study by MDPI (2024) posited that consumers tend to associate product features with specific quality attributes of a brand, which can significantly influence their buying decisions and increase the likelihood of attracting consumers who prioritise certain qualities.
	Accessibility	The advent of e-commerce has resulted in a more selective access to a vast array of skincare products, with a plethora of options now available to consumers across all income brackets, including premium skincare. The convenience of online shopping has enabled consumers to choose from an extensive range of products (McKinsey & Company, 2023).
Trigger	Marketing	Zhao et al. (2022) posited that the role of marketing is directly related to brand loyalty in the eyes of consumers. Appendix 1 illustrates the relationship between consumer buying behaviours and consumer brand loyalty.

	Digital Engagement	In their 2021 study, Choi, YH. et al. demonstrated that marketing campaigns, particularly those involving the analysis of social media data, have a significant impact on the perceptions and behaviours of skincare consumers. Furthermore, they highlighted that contemporary social networks facilitate the development of consumer marketing campaigns through technological analysis, offering companies a more effective approach to consumer engagement.
	Product Customisation	According to Grand View Research (2021), contemporary consumers expect brands to not only meet their immediate needs but also anticipate their future aspirations. Indeed, 52% of UK skincare users believe that product providers should tailor their products to specific skin types. The increased demand from consumers for personalisation across the globe is a key factor in the growth of the premium skincare market. Premium skincare accounts for 24% of the global personalised skincare market share, as illustrated in Appendix 2 . This proves the importance of product customisation for consumer buying behaviour .

4.3 Case Study: The link between the Aesop brand and consumer buying behaviours

The literature review in Chapter 2 and the analysis of consumer behaviours patterns in Chapter 4.2 provide the basis for some of the case studies in this chapter. This chapter employs Aesop as a case study to examine the impact of branding on consumer buying behaviours in the premium skincare industry. Following an evaluation of the Aesop brand and its consumer buying behaviours, recommendations are made to optimise the brand's impact on consumer buying behaviours in the premium skincare industry.

4.3.1.1 Case Introduction

Figure 6: Aesop's logo



Source: Aesop (2024)

Founded in 1987 in Melbourne, Australia, the Aesop brand is dedicated to botanicals and sustainable design, and is now expanding globally, with over 200 directly managed shops in 25 countries, characterised by innovative retail spaces and sensory-pleasing products with a focus on natural ingredients, especially botanicals, and a commitment to sustainability and the environment. Committed to sustainability and environmental protection, the brand is growing at an annual rate of 30 to 40 per cent (Aesop, 2024).

It is pertinent to highlight that L'Oréal, a leading player in the premium skincare industry, announced on 30 August 2023 that it had formally completed the acquisition of Aesop, a premium skincare brand, from the Natura & Co Group. This acquisition has resulted in Aesop being incorporated into L'Oréal's premium division, thereby marking Aesop as a subsidiary of L'Oréal (Statista, 2024).

The transaction, valued at US\$2.525 billion, not only marks the success of the Aesop brand, but also opens a new chapter in its history. L'Oréal continues to drive the growth of the Aesop brand, particularly in markets such as China and in the travel-retail sector and maintain the original independent operation mode of the Aesop brand (Natura & Co, 2023).

4.3.2.2 Typical Analysis

Davidson Branding (2020) posited that the distinctive design approach employed by the Aesop product brand has positioned it as a pivotal player in the premium skincare industry, as well as in premium skincare retail and experience design on a global scale. Aesop is now part of the L'Oréal Group, the world's largest cosmetics and beauty company. The L'Oréal Group is currently the world's leading manufacturer of beauty products, with revenues of approximately \$40 billion in the global market (Statista, 2024). Moreover, the L'Oréal Group occupies the leading position among the major global players in the beauty market, with 38.2% of sales, has the largest share of the beauty market (L'Oréal, 2022) (see [Appendix 3](#)). Furthermore, the Aesop brand represents the largest acquisition in the history of the L'Oréal Group (CNN, 2023).

As a rapidly expanding premium skincare brand owned by the world's largest beauty company, L'Oréal, the study of the Aesop brand reflects the current preferences of global consumers and demonstrates the efficacy of premium skincare brands in influencing consumer buying decisions.

4.3.2 The Aesop brand and its consumer buying behaviours

4.3.2.1 Aesop Brand Characteristics

Osum (2024) posited that the Aesop brand has chosen to collaborate with companies that share a similar appreciation for beauty and luxury, which has facilitated Aesop's ability to reach a discerning customer base and maintain its brand uniqueness. Aesop's shop

design and overall experience are informed by the principles of beautiful, luxurious design, thereby enabling customers to experience the unifying values of the brand.

Creative Supply (2024) discovered that Aesop emphasised the uniqueness and selectivity of its brand strategy, focusing on brand storytelling through retail spaces rather than traditional advertising, as illustrated in [Appendix 4](#).

The literature review posits that consumers' buying decisions in the premium skincare industry are driven by their individual needs. By precisely controlling customer preferences, Aesop is able to foster a robust consumer awareness and connection, thereby reinforcing its brand image. The brand has developed a distinctive brand equity through its unique taste and positioning.

Now, what does the Aesop have to do with consumer buying behaviours?

4.3.2.2 Aesop's Product and Communication Strategy

- **Providing quality products**

By creating a quality product and enhancing its reputation in the premium segment, Aesop has succeeded in making customers willing to pay for its products, which is the first step in attracting buying behaviour from consumers. Section 4.2 posited that product quality attributes are efficacious factors in influencing the buying decisions of premium skincare consumers. Aesop specialises in product development through natural botanicals, its products being enriched with vitamin C and antioxidants. Furthermore, it sources raw materials from renowned suppliers around the world and employs a team of qualified chemists to enhance the quality of its products (La Comercial, 2021). Aesop's product value has been acknowledged in the premium market, with Hilton announcing that its premium hotel brand, The Waldorf Astoria, will collaborate with Aesop to provide guests with Aesop's bath and shower products to enhance their stay (Hilton, 2022).

- **Bringing products to life**

By integrating its products into the lives of its consumers, Aesop is able to generate sustainable buying behaviours for its products over the long term. Aesop uses the user's mindset to proactively cater to the user's quest for healthy and sustainable lifestyles. Aesop's products are designed to integrate with the consumer's lifestyle, with the objective of promoting a healthy lifestyle (Jeong, Gyuyeon, 2016). Furthermore, Aesop advocates the integration of products with sustainability, with the brand philosophy being to prioritise the impact on consumers' lives (Vogue, 2023). A review of the literature indicated that consumer buying behaviours is influenced by sustainable and environmentally friendly products. In response, Aesop has implemented an ethical sourcing programme in its own supply chain management, with the objective of continually assessing and improving its suppliers. In order to meet consumer demand for sustainable lifestyles and environmentally friendly products, Aesop advocates the creation of a circular economy. This is achieved by proactively recycling and reusing products that consumers have finished using. The company's best-selling 'Resurrection Aroma' hand sanitiser is an example of this approach, with a recycling rate of up to 40% (Aesop, 2024b).

- **Creating space for localization**

Moreover, previous studies have indicated that social factors are also significant drivers of consumer buying behaviours. In the contemporary consumer landscape, there is a growing appreciation for the convergence of a brand's social image and product functionality. In their study of Aesop, Hayoung Yun and Seongmo Ahn (2019) found that the localised spatial design strategy implemented by Aesop integrates the product's materiality with the local socio-cultural context. This is achieved by combining the materiality of the product with the locality of the local society and culture, and integrating the natural attributes of the product into the community. Concurrently, local cultures can express product attributes in a more diverse manner within the brand space, thereby reducing the sense of distance between the brand and its customers. Aesop's product and communication strategy is anticipated to influence the development of material processing techniques and various material interpretations of future products on a global

scale. Its shop décor is also tailored to the cultures of different regions, with each offline shop decorated in a distinctive style to proactively create a sense of difference (see [Appendix 4](#)). Aesop's product and communication strategy is anticipated to inform the evolution of material processing techniques and diverse material interpretations for future products globally. The expression of local culture is the embodiment of the brand to further enhance the connection between the brand and the customer, this kind of promotion through the local culture to disseminate, is conducive to help the brand to enter the local market, catering to the local consumers, consumers are not only for the product, but also for their own local culture and to pay.

Now, how does Aesop fulfil its customer experience?

4.3.2.3 Aesop's Customer Experience

- **Experiential marketing.**

Dr. Warren Harmer (2018) claimed that customer experience will play an increasingly important role in business interactions. Aesop's retail experience focuses on the details of the customer experience, offering unique samples in a discreet and stylish way.

As previously stated in section 4.2, sensory factors such as pleasure and pain are among the variables that consumers utilize when making buying decisions. Aesop's customer experience is centered on the consumer's senses, with the company engaging with customers through its offline shops. Aesop, a pioneer in retail design, offers unique solutions for marketing sensory experiences in physical shops (Marcus Baumgart, 2016). This increased customer experience gives consumers a new reason to buy, and that is to pay for service.

Huppertz, D. J. (2023) conducted a study of the consumer experience and sensory design of Aesop's Melbourne shop. The study found that Aesop advocates the design of an immersive shopping experience space to satisfy consumers' sense of shopping

experience by integrating consumers' senses and eliminating interruptions. This approach contradicts the claim that the "demise" of brick-and-mortar shops is inevitable under the current wave of digitalisation. Instead, it represents a new solution to the digital era. This is contrary to the "demise" of physical stores under the current wave of digitalisation and represents a new solution for sensory experience design in the digital age.

● **Focus on social media**

In section 4.2, it is noted that consumers' buying decisions are strongly influenced by social influences, which are amplified by the proliferation of social media. Consumers' favourable impression of the brand developed in offline shops as a result of Aesop's experiential marketing may be fissured again in social media, which will be communicated to a wider range of customers.

Furthermore, it is asserted that marketing on social media can also increase consumer loyalty to a brand. Work & Co (2024) claimed that the Aesop brand focuses on the customer experience, and that the brand has spent 20 years developing customer loyalty. On the LinkedIn platform, Aesop presents its brand from the perspective of its employees through interviews (see [Appendix 5](#)), which adds a personal element to the brand's social media promotion and brings consumers closer to the brand through direct dialogue between the employees and the consumers. In this way, it breaks down the barriers between social media and the consumer, thus hopefully rekindling the desire to buy again in the consumer's mind.

However, as section 4.1.3 points out, the negative effects of the social media environment include the loss of brand credibility that many brands face today due to the distractions of social media. In this environment, Aesop provides emotional added value to the consumer through the creation of playlists on the Instagram platform (see [Appendix 6](#)), which provides a sense of relaxation and pleasure to the consumer around the consistency of the brand's philosophy. This sensory experience of relaxation and

pleasure may potentially enhance customer loyalty to the Aesop brand, and the consumer's desire to buy may have been awakened once again.

● **Creating Brand Aesthetics**

The brand's unique aesthetic has a long-term positive impact on customer relationships, increases customer loyalty, and contributes to the brand's competitiveness in the marketplace. This, in turn, influences the continued consumption of customers. Ji Eun Kim and Eun Soo Park (2023) demonstrated that Aesop's unique poetic space, characterised by shared aesthetic and emotional communication, serves to attract consumers and help them retain a positive association with the brand in their memory.

In the case study of Aesop (Arhanchiague, 2021), it was argued that the three themes of branding, social networking and the rise of aesthetics are one of the characteristics of contemporary marketing. Furthermore, it was suggested that the Aesop brand has created a differentiated brand image on social media through its unique aesthetic culture. This distinctive brand image has enabled Aesop to become an aesthetically driven brand.

4.4 Weaknesses and Proposing Solutions

Although both the Aesop brand strategy and consumer experience have had a positive effect on the brand, any brand faces challenges at all times.

A few areas that need to be improved are that the premium positioning may make some consumers feel inaccessible, creating a potentially negative effect for the brand (Randhawa, P. et al., 2015). It is noteworthy that the skincare section of Amazon (2024) indicates that Aesop products are generally priced higher than other generic products. Additionally, Tangen's (2020) study revealed that there are quality and cheaper alternatives available at drugstores for customers seeking alternatives to premium skincare products.

The question is, why should customers have a reason to keep paying for expensive Aesop products?

Furthermore, price is a significant factor in the buying behaviours of premium skincare consumers, as previously discussed in the literature review. Furthermore, consumers have become more selective in the economic downturn, with some individuals choosing not to purchase Aesop products due to the price factor.

In his 2015 work, Landesmann, M.A. (2015) drew upon the concept of "innovation rents" as described by the renowned economist Schumpeter. He posited that firms engaged in innovative activities, such as introducing superior products or production technologies, would enjoy higher profits over time. However, he cautioned that these rents are transient, as rivals may imitate the results of the innovation. The buying behaviours of consumers in the premium skincare market is diverse. Even if a company performs well, it is estimated that no brand can always cater perfectly to the buying behaviours of future consumers. Accordingly, the author believe that it is doubtful whether Aesop can rely on its existing product and service innovations to gain long-term consumer acceptance in the market.

To illustrate this point, Aesop's competitor in the premium skincare market, The Body Shop, which also specialises in natural skincare and focuses on sustainability, has closed a significant number of shops due to financial losses and other reasons, the company was once a big hit, but has since had to face a downturn in its performance (BBC, 2022). Aesop has benefited from the premium skincare industry's reliance on dividends due to its distinctive proposition and has achieved considerable business results, winning over consumers and the industry.

However, the question remains whether Aesop will be able to achieve long-term competitiveness based on naturalness and sustainability alone. The answer may not be certain, it is possible that some customers who are price-sensitive may not be willing to make a long-term buying behaviour to Aesop. As a result, the author posit that the company may suffer a similar fate to The Body Shop if it fails to consistently offer incentives to consumers to purchase Aesop products.

The question thus arises as to how Aesop can be improved.

Leverage Plan for Aesop:

- **Optimizing communication channels with consumers.**

As previously discussed in the literature review, consumers are becoming increasingly aware of sustainability and green products. Aesop can continue to strengthen its sustainability measures and communicate its green concepts to consumers in a more effective manner in order to attract them and communicate the concept of environmental protection to consumers through a greater number of channels.

- **Maintain product innovation and develop new products.**

It is also important to consider the potential for Aesop to develop a wider range of products at varying price points to meet the diverse needs of consumers from different economic backgrounds. This could help the company to expand its market reach.

- **Maintaining uniqueness.**

Another aspect that needs to be emphasised is that Aesop could consider developing more non-homogenised product lines at different price points to meet the needs of consumers with different economic statuses without affecting the sales of existing products, which would help the company to open up a larger market.

- **Marketing by word of mouth**

In addition to maintaining uniqueness, Wang (2023) asserts that consumers care about product involvement, perceived quality and word-of-mouth. Consequently, Aesop may wish to incorporate these factors influencing consumer buying behaviours in its brand marketing. This can be achieved by encouraging users to promote the brand on their own and utilising consumers to disseminate branded content and incorporating social media to diffuse the positive outcomes from word-of-mouth marketing. This would enhance brand connotation and promote consumer trust and engagement.

In conclusion, Aesop must expand its distribution channels and remain innovative in order to achieve its desired outcomes. The author believes that these strategies will prove effective.

Chapter 5: Conclusions & Recommendations

Following an investigation into consumer buying behaviours in the premium skincare market and the Aesop brand, the following conclusions were reached.

5.1 Conclusions

The following statements provide a summary of the ideas presented in the thesis.

1. Premium skincare consumers are not only buying quality products, but also a sustainable lifestyle.

The quality of products is an important condition for premium skincare brands to gain customers' favour, and Aesop has successfully combined the quality attributes of its products with consumers' pursuit of sustainable living and proactively provided a solution for their sustainable lifestyles.

2. Increasing social acceptance is an effective way to promote consumer buying behaviours in the premium skincare market.

Aesop proved that it is feasible for premium skincare brands to promote their products by combining local culture with product attributes, and this communication strategy confirms the influence of social acceptance on the buying behaviours of premium skincare consumers.

3. Social media is a key factor in the success of premium skincare brands in connecting with consumers' buying behaviours.

The majority of customer buyings are influenced by social media, and this data proves that social media is an important bridge for premium skincare brands to connect with consumers in today's world. Social media can help brands reach consumers directly, and premium skincare brands need to promote their products based on social media in order to increase consumer loyalty.

4. Premium skincare brands that focus on their own values and uniqueness can be successful, and the success of the brand in turn drives consumer buying behaviours.

Aesop's aesthetics resonate with consumers, creating a differentiated brand image in the marketplace, using aesthetics as a driving force to better address today's super-sized premium skincare marketplace, and influencing consumer buying behaviours over the long term.

5. In the digital era, sensory experience is the new solution for premium skincare brands to drive consumer buying behaviours.

Premium skincare consumers' buying behaviours is driven by sensory factors, and the success of Aesop Retail has demonstrated the importance of interacting with customers through their sensory experience, which is a new reference for premium skincare retailers in the digital age.

5.2 Recommendations

In light of the aforementioned conclusions, the author presents the following recommendations for brands within the premium skincare industry.

1. Linking products to consumers' sustainable living.

The initial conclusion suggests that the Aesop brand may benefit from influencing consumer buying behaviours through product recycling. Additionally, the literature review indicates that sustainable skincare products may encourage consumers to make purchases. Furthermore, premium skincare products, once consumed, are contrary to the sustainable habits of life. If brands wish to make a profit, they must take the initiative to address the factors affecting consumer buying behaviours. How to take measures to promote sustainability through a variety of effective ways is a problem that brands must consider.

2. Expand social media presence.

The development of social media has been accompanied by technological progress, which has subverted the traditional business model. As a result, today's consumer demand is directly in front of the enterprise. Social media has almost no geographical limitations, and everyone can be a participant in social media. Consequently, companies must establish a good social media presence. It is recommended that premium skincare brands utilise the channel to convey their brand story, with the objective of establishing a long-term relationship with consumers. This will facilitate the communication of the brand's products and concepts.

3. Highlight brand value with uniqueness.

In the current era of commodities, premium skincare brands must not only meet consumers' skincare needs but also differentiate their brands as much as possible. Differentiation is an important means for premium skincare brands to gain

competitiveness, and it is also the main way for customers to identify the difference in value between the brand and other brands.

4. Innovation with senses.

Humans are sensory animals, and a brand initiative to provide customers with comfortable senses can result in a positive customer experience. This experience can, in turn, influence the customer's decision to make a purchase. Premium skincare can be conveyed through various elements, including packaging, visual, auditory, and other factors. Even customised elements can be employed to enhance the customer's satisfaction, ultimately leading to a positive shopping experience.

5.3 Recommendations for further research

This study identifies the key factors influencing consumer buying behaviours in the premium skincare market, with a particular focus on the contemporary market context. In order to analyse the relationship between brands and consumer buying behaviours in the industry from a specific perspective, the author selected Aesop, a brand with a high degree of analytical value within the industry, and summarised the relationship between brands and consumers in the industry from the perspective of the brand.

Although this research project combines the excellent premium skincare brand Aesop with consumer buying behaviours, there are still some shortcomings which can be improved by further research. Firstly, the study only analyses the association between premium skincare brands and consumers through one case, but there are many premium skincare brands, and this study does not analyse more than one brand, which may not be very representative. On the other hand, there is a paucity of published studies on the buying behaviours of Aesop brand consumers, which may affect the completeness of this study.

Consequently, the author of this study proposes further research questions to better assess consumer buying behaviours in the premium skincare market.

1. Specifically analyse what sustainability strategies premium skincare brands can adopt to influence consumer buying behaviours.

Based on the first conclusion, the author suggests that the sustainability strategies of brands in the industry should be considered as a possible topic of research.

2. Explore the influence of social factors on consumer buying behaviours of premium skincare products.

According to the second conclusion, social factors are a big topic, and how they influence consumers' buying behaviours can be further studied.

3. Analyse the effectiveness of different social media promotion strategies on premium skincare consumers' buying behaviours.

According to Conclusion 3, social media is now a hot topic in today's society and can have a significant impact on consumers, and discussing the influence of social media specifically would be a valuable topic for the industry.

4. In-depth exploration of the impact of brand culture on premium skincare consumer buying behaviours.

According to Conclusion 4, brand uniqueness drives consumer buying behaviours, and how premium skincare brands can influence consumer buying behaviours through various brand cultures is a topic worth exploring.

5. Research on how to use digital marketing to drive the sensory experience of consumer buying.

Digital marketing is a new topic that is based on technological advancements, and discussing this topic can provide important insights into the industry's development in this new area.

+/-10540words

Chapter 6: References

1. Wang, D. et al. (2023) '*The Impact of Impression Construction Consumption on Social Identity: A Study on Chinese Female Professionals*', Journal of Social Marketing, 13(2), pp. 194–217. doi: 10.1108/JSOCM-03-2022-0066.
2. Chowdhury, Md. T. et al. (2020) '*Enhancing Supply Resilience in the Covid-19 Pandemic: A Case Study on Beauty and Personal Care Retailers*', Modern Supply Chain Research and Applications, 2(3), pp. 143–159. doi: 10.1108/MS CRA-07-2020-0018.
3. Sharma, P., Pradhan, S. and Srivastava, A. (2021) '*Understanding the Luxury Buying Intentions of Young Consumers: A Qualitative Analysis*', Asia-Pacific Journal of Business Administration, 13(4), pp. 452–476. doi: 10.1108/APJBA-01-2021-0019.
4. Sol, A. (2013). Asians drive the premium skincare market.
5. Gardner, K. (2021). *Beauty during a pandemic: the impact of COVID-19 on the cosmetic industry* (Doctoral dissertation, University Honors College Middle Tennessee State University).
6. Camelia Grădinaru et al. (2022) '*Enhancing Sustainable Cosmetics Brand Buying: A Comprehensive Approach Based on the Sor Model and the Triple Bottom Line*', Sustainability, 14(21), pp. 14118–14118. doi: 10.3390/su142114118.
7. Jyothi, M. and Venkateswarlu, H. (2020). *PRICING STRATEGIES AND CONSUMER PERCEPTIONS A STUDY OF SKINCARE-PRODUCTS*. International Journal of Management (IJM), 11(7). doi: 10.34218/IJM.11.7.2020.108
8. Al Mamun, A. et al. (2023) '*Modelling the Significance of Celebrity Endorsement and Consumer Interest on Attitude, Buying Intention, and Willingness to Pay a*

Premium Price for Green Skincare Products', Heliyon, 9(6). doi:
10.1016/j.heliyon.2023.e16765.

9. Yenprateepy, M., and Patterson, P. (2016). *A study of key success factors of newly established premium skincare brands marketed via online channels* (Doctoral dissertation, Thammasat University).
10. Sewar Alkhatib, Petra Kecskés and Veronika Keller (2023) '*Green Marketing in the Digital Age: A Systematic Literature Review*', Sustainability, 15(12369), pp. 12369–12369. doi: 10.3390/su151612369.
11. Ramya, N., and Ali, S. (2016). *Factors affecting consumer buying behaviours. International journal of applied research*, 2(10), pp. 76-80.
12. Huiliang Zhao et al. (2021) '*Impact of Pricing and Product Information on Consumer Buying Behaviours with Customer Satisfaction in a Mediating Role*', Frontiers in Psychology, 12. doi: 10.3389/fpsyg.2021.720151.
13. Emerald, M. et al.(2016). *Perspective of natural products in skincare. Pharmacy & Pharmacology International Journal*, 4(3), pp 1-3.
14. Dai, B. and Pelton, L. E. (2018) '*Exploring Consumers' Skincare Retail Patronage*', *Journal of Retailing and Consumer Services*, 43, pp. 269–277. doi: 10.1016/j.jretconser.2018.04.002.
15. Tournois L (2016) '*When Markets Stagnate: Finding New Territory through Reverse Innovation*', *Journal of Business Strategy*, 37(6), pp. 18–27. doi: 10.1108/JBS-08-2015-0079.
16. Lee, J. and Mohd Noor, M. (2019) '*Understanding Buying Intention of University Students Towards Skincare Products*', *PSU Research Review*, 3(3), pp. 161–178. doi: 10.1108/PRR-11-2018-0031.
17. Kabir, Z. (2013). *A Study on factors affecting consumers preferences for buying a skincare product.*

18. Araújo, R. (2022). *Skincare industry and the impact of sustainable production on brand valuations and buying behaviours: examining the moderating role of mainstream vs. luxury brands and cruelty-free and vegan vs. sustainable packaging* (Doctoral dissertation).
19. Maupin, M. (2018). *The societal and environmental impacts of the skincare industry: a case for innovation* (Doctoral dissertation, Massachusetts Institute of Technology).
20. Anderlová, D. and Pšurný, M. (2021). *CZECH CONSUMER ON THE LUXURY SKINCARE COSMETICS MARKET*. *Acta academica*, 21(2), pp. 5-16.
21. Dorota Anderlová and Michal Pšurný (2020) '*Exploring the Importance of Emotions Within Consumer Behaviours on the Czech Luxury Cosmetic Market*', *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 68(2), pp. 363–372. doi: 10.11118/actaun202068020363.
22. Wang, D. et al. (2023) '*The Impact of Impression Construction Consumption on Social Identity: A Study on Chinese Female Professionals*', *Journal of Social Marketing*, 13(2), pp. 194–217. doi: 10.1108/JSOCM-03-2022-0066.
23. Junaid, A. and Nasreen, R. (2012). *Determination of consumer behaviours amongst millennials in dermaceuticals (skincare products)*. *International Journal of Marketing Studies*, pp. 4(3), 88.
24. Khairunisa, N. & Sunitiyoso, Y. (2023). *SCENARIO PLANNING TO DEVELOP BUSINESS EXPANSION STRATEGIES IN THE SKINCARE INDUSTRY*. *Jurnal Ekonomi*, 12(02), pp. 880-887.
25. Rani, N. and Krishnan, K. (2018). *Factors that influence Malay students in buying skincare products in Malaysia*. *Journal of Business and Retail Management Research*, pp. 13(1).

26. Hautala, A. (2020). *Marketing environment in South Korea for skincare products: case: Rimita Green*.
27. Łopaciuk, A., and Łoboda, M. (2013). *Global beauty industry trends in the 21st century*. In *Management, knowledge and learning international conference* pp. 19-21.
28. Sripaththanawatt, M. and Nelson, J. (2014). *Comparison of general and natural skincare markets in Thailand* (Doctoral dissertation, Thammasat University).
29. Katirayi, L. et al. (2023) *Changing attitudes towards HIV testing and treatment among three generations of men in Cameroon: a qualitative analysis using the Fogg Behavior Model*. BMC Public Health 23, 501.
<https://doi.org/10.1186/s12889-023-15139-3>
30. Faza, L. et al. (2022). *Motives for buying of skincare product users* (phenomenology study on women in dki jakarta). ADI Journal on Recent Innovation, pp. 3(2), 139-152.
31. Meekers, D. et al. (2020). *Applying the Fogg Behavior Model to improve contraceptive social marketing during the COVID-19 lockdown in Nigeria: a case study*. Gates Open Research, 4:141. Available at:
<https://doi.org/10.12688/gatesopenres.13186.1>
32. Fogg, B. (2009). *A behaviours model for persuasive design*. In *Proceedings of the 4th international Conference on Persuasive Technology*, pp. 1-7.
33. Walliman, N. (2022) *Research methods : the basics*. Third edn. Abingdon, Oxon: Routledge (The basics).
34. Dudovskiy, J.(2019) *Snowball sampling*. Available at: <https://research-methodology.net/sampling-in-primary-data-collection/snowball-sampling/>(Accessed: 19 Oct 2022).

35. Stephanie(2017) *Triangulation in Research* (Statistics and Social Sciences).
Available at: <https://www.statisticshowto.com/triangulation/> (Accessed: 15 Oct 2022).
36. Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019) *Research methods for business students*. Eighth edition. Harlow, United Kingdom: Pearson. Available at: <https://public.ebookcentral.proquest.com/choice/publicfullrecord.aspx?p=5774742> (Accessed: March 22, 2024).
37. Johnston, M. (2014). *Secondary data analysis: A method of which the time has come. Qualitative and quantitative methods in libraries pp.* 3(3), 619-626.
38. Victoria Sherif (2018) “*Evaluating Preexisting Qualitative Research Data for Secondary Analysis,*” *Forum: Qualitative Social Research*, 19(2). Available at: <https://doi.org/10.17169/fqs-19.2.2821>.
39. Glass, G. (1976). *Primary, secondary, and meta-analysis of research*. Educational researcher, pp. 5(10), 3-8.
40. Östlund, U. et al. (2011) “*Combining qualitative and quantitative research within mixed method research designs: A methodological review,*” *International Journal of Nursing Studies*, 48(3), pp. 369–383. Available at: <https://doi.org/10.1016/j.ijnurstu.2010.10.005>.
41. Allwood, C. (2012). *The distinction between qualitative and quantitative research methods is problematic*. *Quality & Quantity*, pp. 46, 1417-1429.
42. Winter, G. (2000). *A comparative discussion of the notion of validity in qualitative and quantitative research*. *The qualitative report*, pp. 4(3), 1-14.
43. Allwood, C. (2012). *The distinction between qualitative and quantitative research methods is problematic*. *Quality & Quantity*, pp. 46, 1417-1429.
44. Lowhorn, G. (2007). *Qualitative and quantitative research: How to choose the best design*. In *Academic Business World International Conference*. Nashville, Tennessee.

45. Huppatz, D. J. (2023). *Aesop's sensory experience*. In *The senses in interior design*, Manchester, England: Manchester University Press. available from: <
<https://doi.org/10.7765/9781526167835.00022>> (Accessed 10 April 2024)
46. Hayoung Yun and Seongmo Ahn. (2019) '*A Study on the Characteristics of Locality through Materiality in Brand Space : Focusing on the 'Aesop' Signature Store*'. *Journal of the Korea Institute of the Spatial Design*, 14(6), pp. 257-270.
47. Randhawa, P. et al. (2015). *The pursuit of counterfeited luxury: An examination of the negative side effects of close consumer–brand connections*. *Journal of Business Research*, 68(11), pp. 2395-2403.
48. Choi, YH. et al. (2022). *Changes in consumers' awareness and interest in cosmetic products during the pandemic*. <https://doi.org/10.1186/s40691-021-00271-8> , *Fash Text* 9, 1.
49. Li, Zining. (2023). *Analysis of AESOPs Marketing Strategies*. *Advances in Economics, Management and Political Sciences*. 47. 216-222. 10.54254/2754-1169/47/20230385.
50. Jeong, Gyuyeon, (2016). *Aesop, a skincare brand that pursues a healthy life*. JoongAng Ilbo.
51. Landesmann, M.A. (2015) '*Ricardian and Schumpeterian rents: fundamental ingredients for structural economic dynamics*', in M.L. Baranzini, C. Rotondi, and R. Scazzieri (eds.) *Resources, Production and Structural Dynamics*. Cambridge: Cambridge University Press, pp. 186–197.
52. Academic Oxford (2013) *Social Influence and Consumer Behavior*. Available at: https://academic.oup.com/jcr/pages/social_influence_and_consumer_behavior# (Accessed: 13 April 2024).
53. Aesop (2024a) *About Aesop*. Available at: <https://www.aesop.com/us/r/about/> (Accessed: 9 April 2024).

54. Aesop (2024b) *Does Aesop practise ethical and responsible sourcing? Aesop Assistance*. Available at: <https://assistance.aesop.com/hc/en-gb/articles/360001802935-Does-Aesop-practise-ethical-and-responsible-sourcing> (Accessed: 14 April 2024).
55. Amazon.co.uk. (2024) *Health & Beauty, Haircare, Wellbeing, Dental Care, Shaving & Hair Removal*. Available at: <https://www.amazon.co.uk/health-beauty-haircare-wellbeing-dentalcare-shaving-hairremoval/b?ie=UTF8&node=65801031> (Accessed: 10 April 2024).
56. Arhanchiague (2021) *Building the brand identity through aesthetics on social media: The Aesop case study*. Available at: <https://repositorio.fgv.br/items/9e133295-7870-48b0-9d9e-79cdde1181d5> (Accessed: 14 April 2024).
57. BBC (2022) *The Body Shop to shut up to half of its UK stores*. Available at: <https://www.bbc.co.uk/news/business-68347918> (Accessed: 20 April 2024).
58. Beauty Packaging (2024) *L'Oreal, Chanel, Sephora and 8 More Join a New Sustainability Coalition*. Available at: https://www.beutypackaging.com/contents/view_breaking-news/2024-01-30/leading-cosmetic-companies-join-a-coalition/70720 (Accessed: 23 January 2024).
59. Cbinsights (2021) *14 Trends Changing The Face Of The Beauty Industry In 2021*. Available at: <https://www.cbinsights.com/research/report/beauty-trends-2021/> (Accessed: 26 February 2024).
60. CNN (2023) *Australia's Aesop, L'Oreal and Natura deal*. Available at: <https://edition.cnn.com/2023/04/04/business/australia-aesop-loreal-natura-deal-intl-hnk/index.html> (Accessed: 19 April 2024).
61. La Comercial (2021) *Aesop: Superlative Skin Care*. Available at: <https://www.lacomercial.info/en/blog/body-care/aesop-superlative-skin-care> (Accessed: 14 April 2024).

62. Creative Supply (2024) *Radio Aesop: Branding*, Creative Supply Resources. Available at: <https://creativesupply.com/en/resources/radio-aesop-branding/> (Accessed: 9 April 2024).
63. Davidson Branding (2020) *Aesop: A Refreshingly Different and Sustainable Approach to Retail*. Available at: <https://davidsonbranding.com.au/aesop-a-refreshingly-different-and-sustainable-approach-to-retail/> (Accessed: 9 April 2024).
64. FDA (2022) *An Update on Sunscreen Requirements: The Deemed Final Order and the Proposed Order*. Available at: <https://www.fda.gov/drugs/news-events-human-drugs/update-sunscreen-requirements-deemed-final-order-and-proposed-order> (Accessed: 23 February 2024).
65. Global Market Insights Inc (2023) *Skin Care Product Market - By Product (Facial Care, Lip Care, Body Care), By Category (Luxury, Non-luxury), By Ingredient (Chemical, Natural), By Distribution Channel (Retail Stores, Online Platform, Spas & Salons), Forecast 2023 – 2032*. Available at: <https://www.gminsights.com/industry-analysis/skin-care-product-market> (Accessed: 26 February 2024).
66. GlobalData (2022) *Skincare Consumer Trend Analysis*. Available at: <https://www.globaldata.com/store/report/skincare-consumer-trend-analysis/> (Accessed: 13 April 2024).
67. Grand View Research (2021) *Personalized Skin Care Products Market Size Report*. [online] Grand View Research. Available at: <https://www.grandviewresearch.com/industry-analysis/personalized-skin-care-products-market-report> (Accessed: 13 April 2024).
68. Harvard Business School (2019) *Lipstick Tips: How Influencers Are Making Over Beauty Marketing*. Available at: <https://hbswk.hbs.edu/item/lipstick-tips-how-influencers-are-making-over-beauty-marketing> (Accessed: 26 February 2024).
69. Hilton (2022) *Waldorf Astoria Hotels and Aesop Announce Partnership*. Hilton Stories. Available at: <https://stories.hilton.com/releases/waldorf-astoria-hotels-aesop-partnership> (Accessed: 14 April 2024).

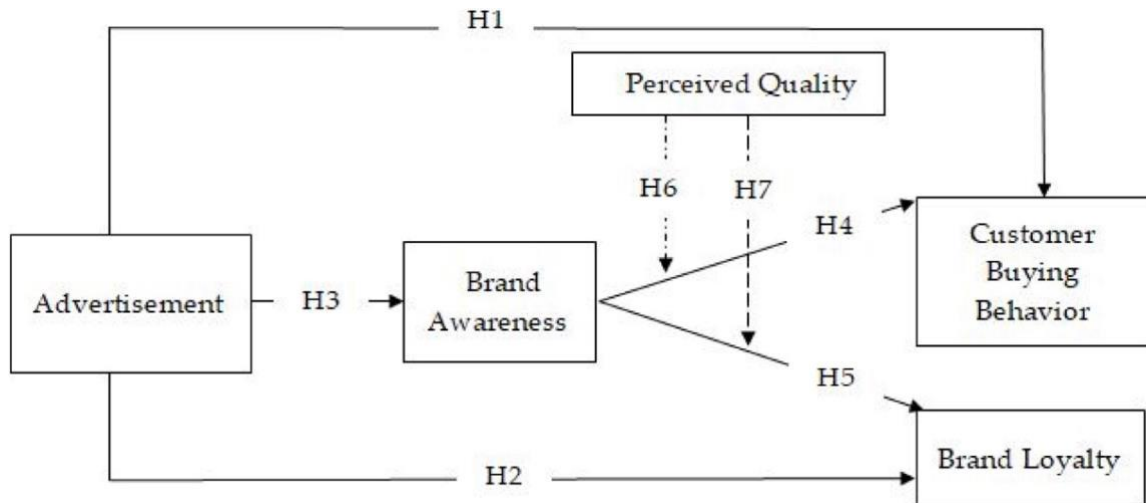
70. Humane Society International (2023) *Chile outlaws cosmetics testing on animals*. Available at: <https://www.hsi.org/news-resources/chile-outlaws-cosmetics-testing-on-animals/> (Accessed: 23 March 2024).
71. Instagram (2024) *Aesop Skincare*. *Instagram*. Available at: <https://www.instagram.com/aesopskincare/> (Accessed: 14 April 2024).
72. Ji Eun Kim and Eun Soo Park (2023) *Place Branding Viewed From the Perspective of the Poetics of Space: The Case of Aesop's Signature Stores*. Available at: <https://doi.org/10.1177/12063312231213294> (Accessed: 14 April 2024).
73. LinkedIn (2024) *Aesop*. *LinkedIn*. Available at: <https://www.linkedin.com/company/aesop/?originalSubdomain=uk> (Accessed: 14 April 2024).
74. L'Oréal (2022) *Annual Report 2022: Beauty Market*. Available at: <https://www.loreal-finance.com/en/annual-report-2022/beauty-market/#scrollto-anchor-45786> (Accessed: 14 April 2024).
75. Marcus Baumgart (2016) *Designing retail success*. Available at: <https://search.informit.org/doi/abs/10.3316/informit.869977557995428> (Accessed: 14 April 2024).
76. McKinsey & Company (2020) *Understanding and shaping consumer behavior in the next normal*. Available at: <https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Marketing%20and%20Sales/Our%20Insights/Understanding%20and%20shaping%20consumer%20behavior%20in%20the%20next%20normal/Understanding-and-shaping-consumer-behavior-in-the-next-normal.pdf> (Accessed: 13 April 2024).
77. McKinsey & Company (2023) *The beauty market in 2023: A special State of Fashion report*. Available at: <https://www.mckinsey.com/industries/retail/our-insights/the-beauty-market-in-2023-a-special-state-of-fashion-report#/> (Accessed: 26 February 2024).
78. MDPI (2024) *Consumer Behavior, Skin Type, and Usage of Cosmetic Products: Determinants and Implications for Cosmetic Counseling*. *Cosmetics*. . Available at:

- https://www.mdpi.com/journal/cosmetics/special_issues/consumer_behavior_skin_type (Accessed: 13 April 2024).
79. Natura &Co (2023) *Natura &Co sells Aesop to L'Oréal*. Available at: <https://www.naturaeco.com/press-release/natura-co-sells-aesop-to-loreal/> (Accessed: 9 April 2024).
 80. Osum (2024) *Aesop Brand Positioning*. Available at: <https://blog.osum.com/aesop-brand-positioning/> (Accessed: 9 April 2024).
 81. Statista (2024) *L'Oréal - Statistics & Facts*. Available at: <https://www.statista.com/topics/1544/loreal/#topicOverview> (Accessed: 13 April 2024).
 82. Tangen, J. (2020) *The Best Substitutes for High-Priced Luxury Beauty Products. Dandelion Chandelier*. Available at: <https://www.dandelionchandelier.com/high-priced-beauty-product-substitutes/> (Accessed: 10 April 2024).
 83. U.S. Congress (2019) *H.R.5017 - Natural Cosmetics Act*. Available at: <https://www.congress.gov/bill/116th-congress/house-bill/5017/text?r=6&s=1> (Accessed: 23 February 2024).
 84. Vogue (2023) *Aesop rising: The science and sensoriality of the skincare great. Vogue Singapore*. Available at: <https://vogue.sg/aesop/> (Accessed: 10 April 2024).
 85. Vrtana, D. and Krizanova, A. (2023) *The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Buying Behavior and Brand–Customer Relationship. Sustainability*. Available at: <https://www.mdpi.com/2071-1050/15/18/13337> (Accessed: 13 April 2024).
 86. Warren Harmer (2018) *Aesop Gives Us a Lesson in Brand Experience. Aesop Gives Us a Lesson in Brand Experience*. Available at: <https://businessplancompany.com.au/blog/aesop-gives-us-a-lesson-in-brand-experience> (Accessed: 14 April 2024).
 87. Washington State Department of Ecology (2023) *Toxic-Free Cosmetics Act (TFCA)*. Available at: <https://ecology.wa.gov/waste-toxics/reducing-toxic-chemicals/washingtons-toxics-in-products-laws/toxic-free-cosmetics-act> (Accessed: 23 February 2024).

88. Work & Co (2024) *Case Study of Aesop*. Available at:
<https://work.co/clients/aesop/> (Accessed: 10 April 2024).
89. Zhao, J., Butt, R.S., Murad, M., et al. (2022) *Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality*. Available at:
<https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2021.803348/full> (Accessed: 13 April 2024).

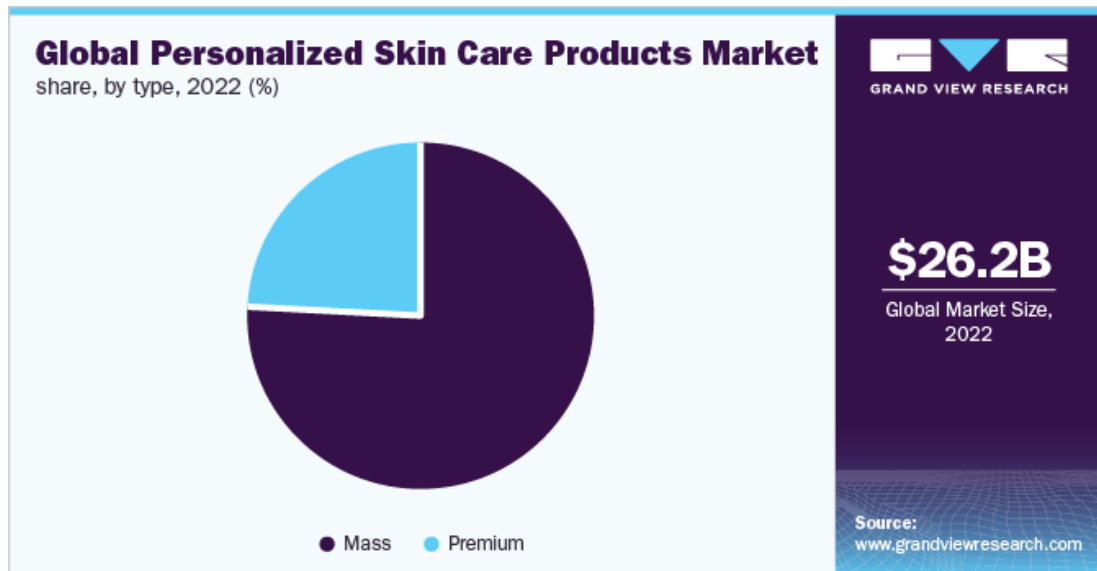
Chapter 7: Appendices

Appendix 1: The relationship between consumer buying behaviours and consumer brand loyalty.



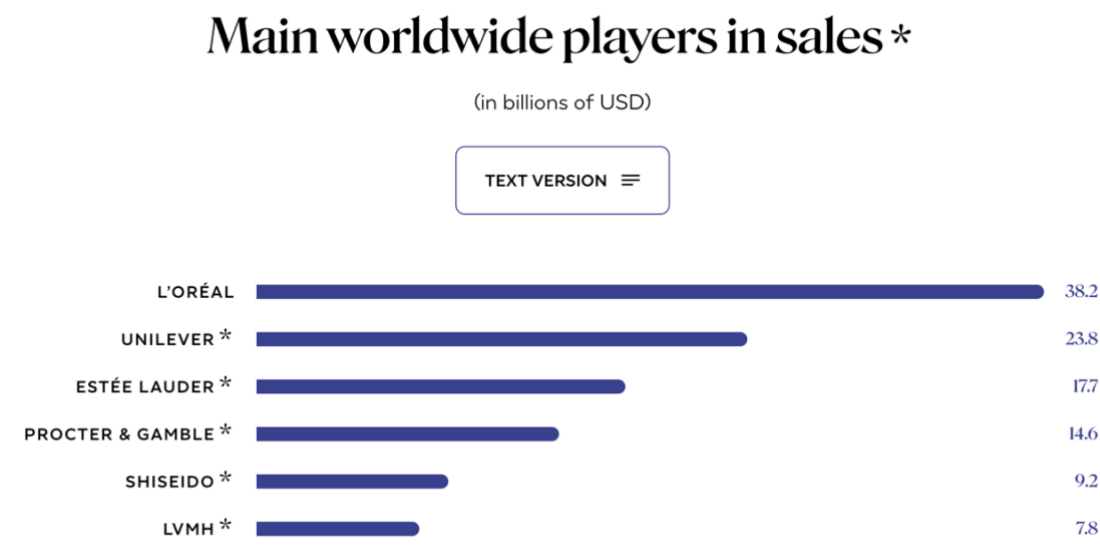
Source: Zhao et al. (2022)

Appendix 2: Advanced skincare products account for global personalised skincare market share.



Source: Grand View Research (2021)

Appendix 3: L’Oréal’s share of the beauty market.



Source:L’Oréal (2022)

Appendix 4: Aesop's retail space



Source: Aesop(2024a)

Appendix 5: Aesop's promotion on the LinkedIn platform

Aesop

Aesop

95,033 followers

1mo •


+ Follow

...

As we gradually adapt to a new reality, we are hearing from colleagues who share their anticipation in re-engaging with our customers and communities across the globe –

'I am looking forward to returning to the physical presence of treasured colleagues, rolling up our sleeves and working together to provide meaningful support to our local charitable organisations through volunteering experiences.' Emma Bailey, Communities Coordinator, Sustainability Team (Melbourne)

Explore career opportunities in our retail spaces and offices. Learn more and apply here: <https://bit.ly/2FDGRT6>



'I am looking forward to returning to the physical presence of treasured colleagues, rolling up our sleeves and working together to provide meaningful support to our local charitable organisations through volunteering experiences.'

Emma Bailey
Communities Coordinator, Sustainability Team
Melbourne

274 • 2 Comments

Like

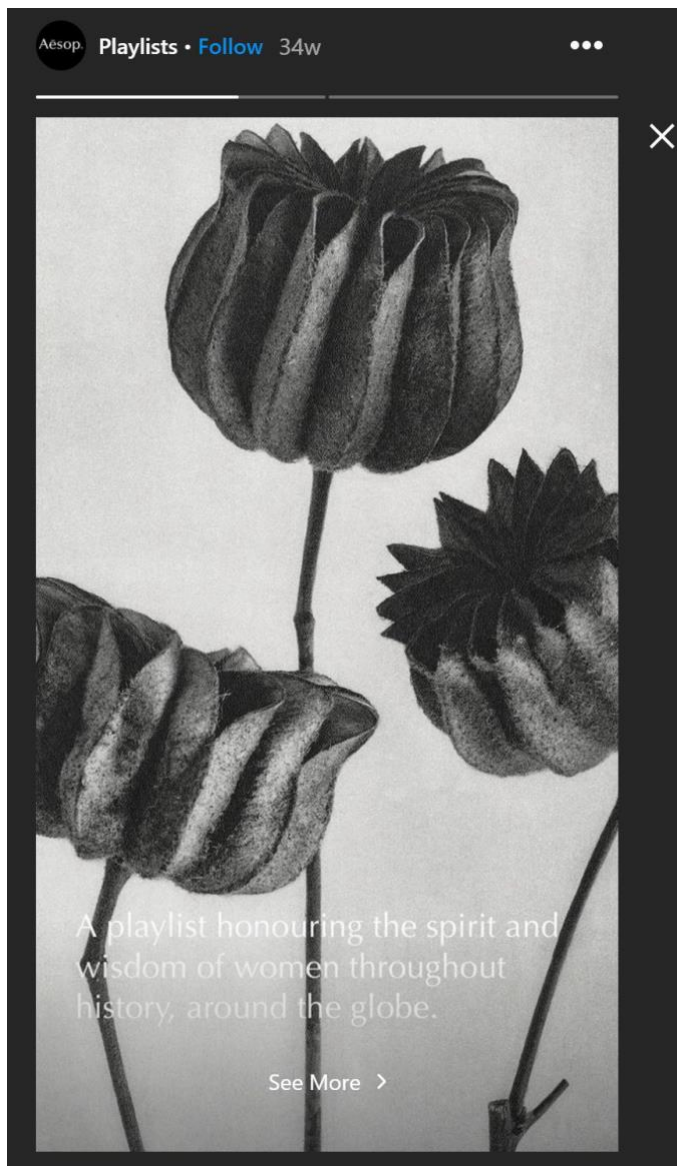
Comment

Share

Send

Source:LinkedIn (2024)

Appendix 6: Aesop's promotion on the Instagram platform



Source:Instagram (2024)