Information gathering considering the influence of brand-awareness and attitude
A study focusing on young female consumers behavior in the cosmetic industry

Master’s thesis within Business Administration
Authors: Angelica Fredriksson
Emma Färemo
Tutor: Tomas Müllern
Jönköping: May 11, 2015
Abstract

Problem: Research shows that it is crucial to acknowledge the information search step to understand consumer decision-making. Moreover, consumers’ buying behavior is affected by their brand awareness. A problem is however that there exist a gap in previous research on understanding the consumers’ actual behavior and why they choose certain platforms for their information gathering.

Purpose: The purpose of the thesis is to get an understanding of consumers’ information gathering process about cosmetic products and in turn to what extent that can create brand-awareness and attitudes. The thesis aims at filling the gap of truly understanding consumers interaction in media and their behavior. The target audience to be studied is young women, age 18-26, in the cosmetic industry. The intention is to take an exploratory research view and to understand how this group of customers behave and also to describe why that is the reason.

Methodology: To meet the purpose of the thesis, a qualitative research design was chosen since it allows the participants to express their opinions, reflections and feelings as well as truly understanding the target in the way it enables deeper discussions. Three focus groups were conducted with young female consumers, and one in-depth interview was held with the partner company The Body Shop. The data was color-coded and presented separately in the result section, so that every participant’s opinion was visible, before combining the results with theoretical reasoning in the analysis section.

Conclusion: This study shows that young female consumers spend most of their information search on Instagram and Youtube since it is quick, fun and give inspiration, but they also value recommendations from friends. On all platforms they highly value a feeling of personal relationships. Regarding brand-awareness and attitudes, it was found that brands are for the most part very important for the young female consumers and they learn about brands both in their information search online and offline when talking to friends or visiting stores.
Acknowledgements

The authors of this thesis would like to thank everyone who has contributed along the way throughout the thesis writing.

A special thanks goes to the participants in the focus groups from the Erik Dahlbergsgymnasiet and Jönköping University for their time spent sharing their opinions and experiences through deep and valuable discussions. We would also like to thank The Body Shop for letting us conduct an in-depth interview with them.

Furthermore, we want to thank NY and the participants in the seminars for giving us valuable insights and constructive feedback during the process. Last but not least, we thank Tomas Müllern for helpful guidance and for being the supervisor.

Angelica Fredriksson

Emma Färemo

Jönköping International Business School

May 11. 2015
Table of Contents

1 Introduction ........................................................................................................ 1
   1.1 Background ................................................................................................. 1
   1.2 Purpose ........................................................................................................ 3
       1.2.1 Research questions ............................................................................ 3
   1.3 Perspective and contribution ...................................................................... 4

2 Methodology ....................................................................................................... 5
   2.1 Philosophy of science ................................................................................ 5
   2.2 Method ......................................................................................................... 7
       2.2.1 Research approach ............................................................................. 7
       2.2.2 Research techniques .......................................................................... 11
       2.2.3 Data analysis ...................................................................................... 13
   2.3 Partner companies ...................................................................................... 14

3 Frame of references ........................................................................................... 15
   3.1 Consumers’ power ...................................................................................... 15
   3.2 Information gathering ................................................................................. 15
   3.3 Characteristics of the latest generations .................................................... 16
   3.4 New media and the growing importance of social media ......................... 17
   3.5 The consumer decision process model ...................................................... 18
   3.6 Two-factor communication model ............................................................. 20
   3.7 Uses and gratification theory ..................................................................... 21
   3.8 Connecting the theories to the purpose ...................................................... 22

4 Results ................................................................................................................ 23
   4.1 Overall structure of the results ................................................................... 23
   4.2 General observations from the pre-questionnaire ....................................... 23
   4.3 Results from focus group one ..................................................................... 24
       4.3.1 Online behavior .................................................................................. 25
       4.3.2 Offline behavior .................................................................................. 26
       4.3.3 Relation to brands .............................................................................. 26
       4.3.4 Price, quality and product type ............................................................ 26
       4.3.5 Trust in various sources ...................................................................... 27
       4.3.6 Opinions about advertising ................................................................. 27
       4.3.7 Actively showing information search online ........................................ 27
       4.3.8 Summary focus group one ................................................................. 28
   4.4 Results from focus group two ..................................................................... 28
       4.4.1 Online behavior .................................................................................. 29
       4.4.2 Offline behavior .................................................................................. 30
       4.4.3 Relation to brands .............................................................................. 30
       4.4.4 Price, quality and product type ............................................................ 31
       4.4.5 Trust in various sources ...................................................................... 31
       4.4.6 Opinions about advertising ................................................................. 31
       4.4.7 Actively showing information search online ........................................ 31
       4.4.8 Summary focus group two ................................................................. 32
   4.5 Results from focus group three ................................................................... 32
       4.5.1 Online behavior .................................................................................. 32
       4.5.2 Offline behavior .................................................................................. 34
5 Analysis .................................................................................................................. 40
  5.1 Information gathering .......................................................................................... 40
      5.1.1 Online behavior ......................................................................................... 40
      5.1.2 Offline behavior ......................................................................................... 42
      5.1.3 Insights from The Body Shop ....................................................................... 44
  5.2 Brand- awareness and attitude as an outcome of information gathering .................. 44
  5.3 Theory extension .................................................................................................... 46
      5.3.1 Two-factor communication model extension .................................................. 46
      5.3.2 Uses and gratification theory extension ......................................................... 48

6 Conclusion ................................................................................................................. 50

7 Discussion.................................................................................................................... 52
  7.1 Ethical considerations ............................................................................................ 52
  7.2 Data quality issues and limitations ......................................................................... 52
  7.3 Further research suggestion ................................................................................. 53

List of references ............................................................................................................. 54

Appendix ......................................................................................................................... 59
  Appendix 1 - Pre-questionnaire ................................................................................... 59
  Appendix 2 - The interview guide for the focus groups ............................................... 60
  Appendix 3 - The interview guide for the in-depth interview with The Body Shop ............ 62
  Appendix 4 - Screenshots from Focus group 1, where they actively show information search online .................................................. 63
  Appendix 5 - Screenshots from Focus group 2, where they actively show information search online .................................................. 64
  Appendix 6 - Screenshots from Focus group 3, where they actively show information search online .................................................. 65
Figures
Figure 2.1: The research onion………………………………………………..6
Figure 3.1: How consumers make decisions for goods and services……..19

Tables
Table 2.1: Comparing research philosophies with the Interpretive paradigm.6
Table 2.2: Overview of the primary data collection..................................12
Table 2.3: Coding schedule for focus groups and in-depth interview with The Body Shop………………………………………………………….14
Table 3.1: Two-factor communication model.........................................21
Table 3.2: Uses and gratification theory..................................................22
Table 4.1 Summarizing the major findings from the focus groups……37
Table 5.1 The extended Two-factor communication model………………46
Table 5.2 The extended Uses and gratifications theory…………………48

Diagrams
Diagram 4.1: Usage of online platforms……………………………………24
Diagram 4.2: Source of information before their latest cosmetic purchase...24

Appendix
Appendix 1: Pre-questionnaire............................................................59
Appendix 2: The interview guide for the focus groups..........................60
Appendix 3: The interview guide for the in-depth interview with The Body Shop………………………………………………………………62
Appendix 4: Screenshots from Focus group 1, where they actively show information search online..........................................................63
Appendix 5: Screenshots from Focus group 2, where they actively show information search online..........................................................64
Appendix 6: Screenshots from Focus group 3, where they actively show information search online..........................................................65
I Introduction

The following section will start with background information about the topic, which stepwise narrows down to a problem found in literature. The purpose to be studied is then developed, which aims at filling a found gap and lastly the research questions are defined.

1.1 Background

When planning to make a purchase as a consumer it becomes important to gather information. This is often done by talking to others in person but also by searching for answers online (Martin, Martin, Stumbo & Morrill, 2011). Research shows that it is crucial to acknowledge the information search step to understand consumer decision-making (Barber, Dodd & Kolyesnikova, 2009; Sands, Ferraro & Luxton, 2010). Since the information gathering is relevant to get a deeper understanding of consumer behavior, it will be the main focus of the study.

Both offline and online sources have shown to be important for gathering information. The online sources in this thesis are referring to internet use, which has increased rapidly the past years. In Germany for example, only 6.5 percent of the general public used internet occasionally in 1997, but 2013 it had grown to 77.2 percent (Trefflich, Kalckreuth, Mergl & Rummel-Kluge, 2014). For the Swedish population on the other hand, 90 percent of the people used it already in 2011. There was also an increase for the internet usage through a mobile device (Westlund & Bjur, 2014). Nowadays, internet in the mobile phone is something many take for granted, and especially the young generation consumers almost live their lives in media. They are constantly connected, available and have a strong digital orientation (Palfrey & Gasser, 2010; Westlund & Bjur, 2014). In a study done by Moore (2012), she compared three generations; The Millennia, Generation X and Baby boomers and looked specifically at their usage of interactive media. This article will be one of the main ones used in the problem formulation and in the frame of reference. One of the findings was that the younger Millennia generation engages in new technologies and do extensive information search online to a larger extent than Generation X, in the way they connect to brands or retailers through mobile devices or computers. Due to that the young Millennia generation engage a lot in new technologies they are an interesting segment to investigate further. The Millennia’s are according to Moore (2012) people born between 1982-2005, hence in the writing they are 10 to 33 years old. Since this is still a relatively large segment, only a part of the generation will be studied in this thesis, hence the definition for young consumer in this thesis is people between 18-26 years old. Moreover, the Uses and gratifications theory (UGT) is discussed and used in the research by Moore (2012). That theory focuses on understanding the media usage among young consumers (Katz, Blumler & Gurevitch, 1974).

In contrast to the online behavior described above, another source of information for a young consumer is as mentioned, through using offline sources. These can be categorized into four subcategories called media, individuals, sellers and personal hands-on experience (Beatty & Smith, 1987; Sands et al., 2010). Most of these categories in turn can be explained by word-of-mouth, which is a way to communicate recommendations (Zehrer, Crotts & Magnini, 2010). Word-of-mouth is further categorized depending on closeness in the relationship between the decision-maker and the recommendation source (Brown & Reingen, 1987). Marketers are in many cases aware of that they should spread positive word-of-mouth (Brown, Barry, Dacin & Gunst, 2005), since word-of-mouth can be an important source of brand loyalty (Rahman, Salam & Zaman, 2014). Research by Neslin and Shankar (2009) states that it is important to understand how various media sources
contribute as information sources and Sands et al. (2010) say that they believe it is necessary for companies to learn how a combination of several channels can lead to a successful business. The online search behavior further has an important role for offline behavior (Sands et al., 2010). Because of that, this thesis aims at investigating both online- and offline sources of information.

There is a difference in gender though, where a study done by Westlund and Bjur (2014) shows that young girls have a different interest to internet and mobile internet, than young boys. Research also shows that men and women search and process information in different ways (Barber et al., 2009; Bishop & Barber, 2012). Previous research shows that there is a strong purchasing power among women (Rahman et al., 2014), in fact, the most powerful consumers in the world is said to be the women (Barletta, 2003). Furthermore, women are usually more brand loyal then men, and women are using word-of-mouth to a larger extent (Barletta, 2003). These combined factors contributed to why women will be the gender to be studied.

After deciding to target information gathering among young female consumers, a product category was strategically chosen. Fast-moving consumer goods are defined as products that are consumed relatively quickly, from days up to a year. Moreover, the products are often produced in large quantities and can be substituted to alternatives relatively easily when the wanted one is unavailable (Van Elzakker, Zondervan, Raikar, Hoogland & Grossman, 2014). For this category, the number of alternatives is quite extensive since the products are bought regularly by customers (Jayanthi & Rajendran, 2014). Fast-moving consumer goods make up a large share of the consumer market, and one type of personal care products belonging to this category is cosmetic products (Kumaravel & Vikkraman, 2013). When referring to cosmetic products in this thesis, it has to do with make-up products. Cosmetic products have worldwide annual sales of over 14 billion dollars and is the fastest growing segment within the personal sales industry with a projected annual increase from 8 percent to 12 percent (Junaid, Nasreen, Ahmed & Hamdard, 2013). Therefore, this product category is interesting to investigate further and also since women are a large group of this segment (Junaid et al., 2013). The reason for women making up a large part of the segment could be that there has been a rise in number of working women that are striving for a better lifestyle and also that they now have an increased disposable income (Junaid et al., 2013).

Cosmetics are a product category that as many others are made up of several brands, and the brand becomes important when deciding whether or not to make a purchase (Papista & Dimitriadis, 2012). When gathering information before a purchase, a consumer’s buying behavior is affected by his or her brand awareness (Rahman et al., 2014). Moreover, a person’s brand attitude is closely linked to commitment of brands (Walsh, Winterich & Mittal, 2010). In an international context, there is not much previous research on how to present and manage brands (Jung & Shen, 2011). However, positioning a brand in the right way becomes important for companies, since it gives a competitive advantage (Jung & Shen, 2011). Hence, one way to do so is to continually work on placing the brand in the correct channels so it follows the consumers’ actual behavior. McMillan and Morrison (2006) argue that the use of social media has increased among the young adults and that they often form social relationships online. The young generation tends to build communities around their active use of these technologies (McMillan & Morrison, 2006). Because brand- awareness and attitude is correlated with the information search process, this thesis also aims at investigating how they influence each other.
Another angle of the problem discussion was expressed by the advertising agency NY, which the authors of this thesis are collaborating with, and the main problem that they have experienced is that companies these days are behind in the quickly changing digital world. Companies do not have enough knowledge on how to communicate and reach out to consumers in the future, especially the younger generation. Similar reasoning was also found in research by Azhar and Abeln (2014), where it was found that most companies are not using nor are aware of all opportunities in digital- and social media. Ryan (2014) in turn says that it is of strong relevance that companies follow the trends in social media, but that the majority of companies are behind in this matter. Hence, there is a need to get a deeper understanding of how young consumers interact with marketing and look at both their online- and offline behavior. Rezabakhs, Bornemann, Hansen and Schrader (2006) express in their research that they have seen a shift from companies being in control of the market to consumers now having an advantage and stronger power. The advertising agency NY also expressed the same trend that there is a tendency for consumers to have more power and knowledge about the companies than ever before. As mentioned above, women have strong purchasing power but many marketers do not recognize that women are an important target group to study. Marketers often just make assumptions about female consumers that are not researched to be true (Rahman et al., 2014). Looking at younger customers, they also play an important role in the market place because they influence the spending power over a broad range of product categories (Hogg, Bruce & Hill, 1998).

The different aspects of gender and age groups are therefore again considered in the problem formulation, in combination with the core problem of understanding the information gathering process and the role brands play in that process. The brands of cosmetics have strong meanings for many consumers and research states that it becomes important for managers to understand how consumers form brand loyalties (Papista & Dimitriadis, 2012). In previous research it is often assumed by marketers and researchers that young consumers use new technology on a daily basis, but there is a gap in understanding in what way the media channels are used. Moore (2012) tries to describe and compare what channels a large sample from three generations are using. However, Moore does not cover how the channels are used and why certain channels are more interesting and this has not been found in other articles either. The main problem is therefore that there exists a gap in previous research, in deeply understanding the actual behavior of young consumers.

1.2 Purpose

The problem discussion helps in defining a clear purpose for the study with the help of previous research. The purpose of the thesis is to get an understanding of consumers’ information gathering process about cosmetic products and in turn to what extent that can create brand-awareness and attitudes. The thesis aims at filling the gap of truly understanding consumers interaction in media and their behavior. The target audience to be studied is young women, age 18-26, in the cosmetic industry. The intention is to take an exploratory research view and to understand how this group of customers behave and also to describe why that is the reason.

1.2.1 Research questions

Question 1: How do young female consumers gather information about cosmetic products?

Question 2: To what extent is brand-awareness and attitudes an outcome of the information gathering process and how does it influence young female consumers behavior?
1.3 **Perspective and contribution**

This thesis will be written from the perspective of consumers and aims at understanding their behavior when gathering information for a specific age group, gender and product category. In turn, the results can be of great use for companies, specifically in the cosmetic industry, but also companies selling fast-moving goods. It can help in understanding how to strategically focus and plan marketing campaigns so therefore advertising agencies are also able to use the results. However, the consumers are still the target to be studied. The problem in this thesis is interesting to study and deserves attention since previous research shows that there is a need to better understand customer behavior. This was found in previous research but was also an expressed problem of interest from our main partner company. The study will contribute to existing research by focusing specifically on young female consumers from a small segment, instead of trying to look at a wider range of customers. Also, the interviewees showed us in action how they search for information which made it possible to deeply understand their actual behavior, instead of just researching on what medias they use.
2 Methodology

This chapter starts broad by looking at philosophical paradigms and then continues with methods used in this thesis. Throughout the headings, various choices are made, verified and the consequences of the choices are presented.

2.1 Philosophy of science

The four major philosophical approaches that a research can take are guiding both the nature of the problem and the understanding of the research questions (Saunders, Lewis, & Thornhill, 2012). These four approaches are positivism, realism, pragmatism and interpretivism. These are the core values and mindset that drives the methodical, strategies and other techniques that are applied in a research (Saunders et al., 2012). In figure 2.1 below, The research onion is displayed, which clearly shows the four just mentioned approaches of the research philosophy stage. Each approach will shortly be described and then the most suitable one will be chosen. Positivism enhances the beliefs that the study should be scientific in the manner of natural sciences (Malhotra, Birks & Wills, 2012). It is often connected with observations that are looking for regularities and relationships. Pragmatism is the second paradigm, which asserts that something is only relevant when it supports action (Saunders et al., 2012). The third paradigm is called realism, which implies that what can be sensed can also be assumed to be reality (Saunders et al., 2012). This thesis will investigate and admit every person’s role as a social actor, and aims at deeply understand consumers and explaining their behavior. Because none of the above-mentioned paradigms has these fundamental views, they are not appropriate paradigms.

That is why the last approach, which is called interpretivism, is a suitable paradigm for this research since it emphasizes on understanding the differences between humans and look at them as social actors. Hence, this research paradigm is conducted among people and not on objects (Saunders et al., 2012). Malhotra et al. (2012) and Saunders et al. (2012) argue that this paradigm is highly suitable for studies within business and especially within marketing and is often used in qualitative studies. By choosing an interpretive paradigm as this thesis does, the findings are not predictable, since the researcher may come across unexpected findings (Bryman & Bell, 2007). The interpretive paradigm will in this thesis further result in that each person in the study will be listened to in depth and each answer will be highly valued. The paradigm therefore enhances a subjective perspective since the opinions will be examined in detail and one answer can have more than one meaning, which may not always be obvious at first. The interpretive paradigm will also lead to consequences in the results section as it will guide the authors when presenting the results, where they will at first be treated separately and some quotes that stands out will be highlighted before concluding the overall findings. This will moreover let the individuals’ own opinions and beliefs be heard. Another consequence from choosing this paradigm is visible in the analysis because it builds on the interpretive answers in the results and is thereby rich and well grounded and interpreted by the authors. This will be done in order to take the discussions one step further and deepen the analysis. Hence, it implies that the research will interpret different elements of the human interest into the study.
The three following concepts that will be described below and also seen in table 2.1, will be compared in contrast with the interpretive paradigm that was chosen as a main paradigm for this thesis. Ontology is a view that is dealing with the nature of reality or being, hence in what way the world operates. The ontological approach can be divided into two aspects and the first one is the objectivism, which focuses on the positions that things have. The second aspect of ontology is subjectivism, which underpins that social phenomenon is created by social actors in the society (Saunders et al., 2012). Linking the ontological mindset to the interpretive paradigm, see table 2.1, that this thesis has, it is clear that it is more socially constructed and subjective since both interviews and focus groups will be used (Saunders et al., 2012). The concept of epistemology discusses what is considered to be acceptable knowledge within the study field and also what is considered as important in relation to the study (Saunders et al., 2012). Connecting this concept once again with the interpretive paradigm and the outline of the thesis, the connection is correct, since it implies that a focus lies on the details in a situation. As seen in table 2.1, the subjective meaning of the social phenomenon is what this thesis is focusing on, hence to get a detailed understanding of young consumers information process and their social connection to brands. The axiology discusses the values that the thesis has. The interpretive paradigm seen in table 2.1 underpins that the research is value bound and that is something that the author of this thesis is well aware of, hence it is a known phenomena and also taking into consideration in the writing process of this thesis.

Table 2.1: Comparing research philosophies with the Interpretive paradigm

<table>
<thead>
<tr>
<th>Interpretive paradigm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ontology</strong>&lt;br&gt;the nature of reality</td>
</tr>
<tr>
<td><strong>Epistemology</strong>&lt;br&gt;the view of acceptable knowledge</td>
</tr>
<tr>
<td><strong>Axiology</strong>&lt;br&gt;the role of values</td>
</tr>
</tbody>
</table>

(Saunders et al., 2012 p.140).

By using an interpretive paradigm, a natural approach to conduct research is through induction (Malhotra et al., 2012). The inductive approach starts by exploring an unknown
problem by collecting primary data to better understand the phenomena. The analysis would then help in structuring and make sense of the phenomena. The results from the small sample would be the basis in trying to formulate a theory (Saunders et al. 2012). A deductive approach on the other hand starts by identifying a theory by studying previous research and then test how well that theory works, by testing it through primary data collection. Sets of propositions are listed to formulate a conclusion, and if all propositions are true, so is the conclusion. A third approach, abduction, is a combination of the two above. Instead of drawing conclusions solely from theory to data, or data to theory, it works back and forth (Saunders et al., 2012), and this is the approach that will be used in the thesis. The reason for that is since the phenomena of information gathering is not studied in that detail much before, so it is fairly unknown and will be explored by looking at reality. On the other hand, there are theories that deal with information search and how brands can influence the process. The consequence of this choice of following an abductive approach is that theories can be part of the frame of reference but there are also many uncertainties that will be explored by qualitative methods. The theories were also tested as part of the focus groups and the interview, which later was analyzed in comparison with previous research.

2.2 Method

2.2.1 Research approach

2.2.1.1 Secondary data collection

Before starting research of any topic, there should be extensive secondary data collection done on the topic of interest, before moving on to primary data collection, which was the process in this thesis too. This is done because secondary data can help define the research problem and gives an understanding of what has been written and researched before on the same topic (Malhotra et al., 2012). The definition for secondary data is that it is “data collected for some other purpose than the one at hand” (Malhotra et al., 2012, p. 115). Despite this, secondary data still have many advantages compared to primary data. It is easily available, relatively quick to find and often free or available at a low cost (Bryman & Bell, 2007; Malhotra et al., 2012; Saunders, Lewis & Thornhill, 2012). Moreover, it can be helpful when developing a problem or sampling plan and when planning the research design. The primary data can get more insight and the results of primary data can be analyzed in comparison with previous studies in terms of similarities and differences (Malhotra et al., 2012; Saunders et al. 2012). There is also opportunity to compare data across cultures and countries (Bryman & Bell, 2007) and one may find information that was not expected (Saunders et al. 2012). The secondary data that was collected gave the authors insights into previous empirical research and helped in identifying an existing gap. It was also a way to learn about relevant theories and models in the selected topics. Hence, it confirmed the usefulness of collecting secondary data.

Some disadvantages with secondary data however is that since the secondary data is not specifically covering the same purpose, the usefulness can sometimes be limited and the findings are not always that relevant and accurate (Malhotra et al., 2012; Saunders et al. 2012). There may also be different methods and objectives than the current ones in the readers’ own research. The data can further be complex to understand and include concepts that the reader is not familiar with, which can lead to misunderstandings of the meaning of the text. In addition, it can be hard to control the quality (Bryman & Bell, 2007; Saunders et al. 2012), but by using peer reviewed academic articles in known journals, the quality is relatively high. Hence, all secondary data that was used in this thesis was evaluated.
well. The above factors were taken into consideration and in addition, academic reliable databases were used and as much as possible, numerous cited articles were used. For the most part, Scopus, Primo and Google Scholar were used. The majority of secondary data in this thesis was obtained as external data, obtained outside organizations. For the part about our partner companies however, there was some internal data as well, to describe the two companies.

### 2.2.1.2 Primary data collection through qualitative research

After the secondary data collection was done, the primary data was organized and collected. A study can either be of quantitative or qualitative nature. The first one is described to measure something from a large data set (Bryman & Bell, 2007; Malhotra et al., 2012). It looks at numerical relationships and is analyzed by using various statistical techniques. The data is usually collected in a more standardized way from for example surveys and the sample is often chosen using probability sampling (Saunders et al., 2012). Because of this standardized technique and large samples, this type of study does not fit well with the purpose of this thesis.

Qualitative studies on the other hand are based on small samples and are intended to give depth to the study and to understand the participants well. Qualitative research is also used to allow participants to express their opinions, reflections and feelings as well as to observe their behavior in certain situations (Malhotra et al., 2012; Saunders et al., 2012). It is common to have non-standardized collection where the questions can differ slightly from one interaction to another. The sample is usually selected based on non-probability sampling techniques. Because this thesis’s purpose is to truly understand a group of customers, a qualitative approach is suitable for this study. Because research in the development of social media is commonly of qualitative nature, it is again a good choice of approach (Malhotra et al., 2012), since part of the thesis will be on understanding usage of social media.

Qualitative research is also good when exploring complex phenomena. For example, consumers may know that they like a particular brand but it can be hard to answer exactly why through structured questions (Malhotra et al., 2012). However, open discussion through interviews may be a way to overcome these issues. This thesis’s purpose aims again at understanding the whole information gathering process for a specific product category and group of people. Hence, there is a goal to get a complete picture of their behavior in this situation, which is what a holistic dimension is all about, and another advantage and reason for choosing qualitative study design. The consequences from using qualitative data are that the results cannot be generalized to a larger population, due to the sample being too small (Saunders et al., 2012). However, it gives deep insights that is not an effect in quantitative methods. The study was however of multimethod qualitative nature, see figure 2.1, since the primary data was obtained in two different ways, which is discussed later on (Saunders et al. 2012).

A research design can be either exploratory or conclusive, where the latter separates into descriptive and causal. The objectives of an explorative approach are “to provide insights and understanding of the nature of marketing phenomena” (Malhotra et al., 2012, p. 87). It is also used to identify behavior patterns, attitudes and motivations and to explore issues that can be hard to formulate a quick answer to without further explanations. The purpose of this thesis is to understand the phenomena of gathering information before a purchase, which is a natural consequence of choosing this design. Therefore an exploratory design is a good option and the one that was applied in this thesis. Moreover, in that design, samples are small and can be fairly unstructured. Common methods described by Malhotra et al. (2012) are qualitative interviews, which will be used and are described more below.
2.2.1.3 Focus groups

In qualitative studies, the procedures can either be direct, non-disguised or indirect, disguised. The direct classification includes group interviews and in-depth interviews, where the exact purpose of the study is hidden, at least in the beginning. The participants may know the overall topic but not the exact content. This is because if they knew the purpose, the discussions would most likely go straight to the topic, and then there could be a loss of information along the way. The creativity may also be hindered if the participants have too much information at the start and the discussions may then not be as broad (Malhotra et al., 2012). One common technique for collecting data in a qualitative research is then through group interviews, so called focus groups (Massey, 2011), which was used in this thesis. The use of focus groups will encourage and control the individuals to a larger extent than other forms of group interviews. Generally the term group interview is a description of all types of interviews with two or more people, while the term focus group is usually more clearly defined and it enables a clearer focus on a specific topic of interest (Saunders et al. 2012). The definition for a focus group is as follows; “A discussion conducted by a trained moderator among a small group of participants in an unstructured and natural manner” (Malhotra et al., 2012, p. 224). It was first described in the 1940s by Merton (1987) and is a unique method since it gives both individual answers but also answers from the individual in a group setting (Massey, 2011). Kitzinger (1994) did a known research in the mid 1990s where she motivated the use of focus groups since she wanted to know how and why people think a certain way and not only what they think. Kitzinger also explored how social network impact the research and since it was of interest to get the depth but also social interaction, focus groups was the best choice of method. The interviews were held in a relaxed atmosphere and the researcher was trying to stay more in the background of the discussion, but was at the same time not passive. By using focus groups, Kitzinger (1994) could also analyze the variety in communication between the people participating.

For this thesis, the aim was also to get deeper than just knowing what sources of information our sample use, and more how they do it and preferably if they can also explain why. It is also interesting to see if they conform to the group or if someone finds information in a different way. Therefore, the use of focus groups will contribute a lot to the study in this thesis and will be the main source of primary data collection, see figure 2.1. By choosing focus groups it will mean that in this thesis it is possible to cite participants but not make generalizations to a larger population (Saunders et al., 2012). It will also make it possible to have a higher level of interviewer-led structure and keeping the participants to the topic of interest. There are two major types of focus groups, cognitive or conative. The first one is more structured, with closed questions, a bit larger groups and more for testing ideas and gets proof of a phenomenon. The conative approach on the other hand is for exploring a phenomenon and to understand, which is exactly what this thesis aims at doing and therefore this approach is used. Further, conative traditions have open questions to give room for participants leading the discussion within certain borders. The discussion is usually transcribed to enable later analysis (Malhotra et al., 2012).

One major benefit with using focus groups is that the members can get ideas from each other to widen the discussion and lean into angles that the researcher may not have thought of beforehand (Massey, 2011). By being part of the group, many feel more comfortable, but some however, may instead feel intimidated from sharing their thoughts and behavior to a group of people. For topics that are not so sensitive, like the one in this thesis, it is less of this risk though. For conative focus groups, a normal group size is between six to eight participants, and duration around one-and-a-half hour up to in rare cases six
hours. The groups are often homogeneous in terms of demographics and they are pre-screened by known characteristics that fit well with the topic, in this case by gender and age (Malhotra et al., 2012). Participants that have taken place in a large number of focus groups should be excluded, since they can lower the validity. In order to create as good discussion as possible, the focus groups should take place in an environment where participants feel comfortable (Kitzinger, 1994; Malhotra et al., 2012). The above-mentioned guidelines for a focus group were taken into consideration when planning and running the focus groups of this thesis.

The moderator has an important role in running focus groups and ensuring success. Even though the goal is that the participants will keep the discussion going, the moderator must step in from times to times when introducing new angles of the topic or if the discussion goes in a direction that is not at all interesting for the purpose. In this thesis, one moderator was selected to run the focus groups and the other researcher took notes, which were a tool when coding and presenting the results. The moderator should also make sure that everyone participates and get a chance to do so through a probing technique. In order to fulfill that, the moderator in this thesis tried as much as possible to ask similar or the same question to several of the participants once again, so that everyone had a chance to participate. At the same time, no one should have too much of a dominating role (Malhotra et al., 2012). An advantage with focus groups is in other words for example the synergy effect with a wider spectrum of ideas than individual interviews can give (George, 2012). There is also a snowball effect where the people get ideas from each other and opportunities for spontaneity. Some disadvantages is that it can be difficult to code the responses due to the unstructured manner and it can be hard to find a time and place that is suitable for all participants (Bryman & Bell, 2007; Malhotra et al., 2012).

2.2.1.4 In-depth interview

In-depth interview is another qualitative method for collecting data, which was also used in this thesis. It is a personal interview with one person at the time that aims at “uncover underlying motivations, beliefs, attitudes and feelings on a topic” (Malhotra et al., 2012, p. 255). The purpose is to deeply understand the meaning of the participant’s experiences and thoughts through creating a trust to the interviewer. Just like with focus groups, it is important to create a comfortable environment for the interviewee in order to generate long, deep and useful discussions. The nature is relatively unstructured but there can still be an interview guide present. In-depth interviews are often used for more sensitive topics, but also if the people of interest tend to be very busy to get a hold on. If interviewing business people, it is common to hold the interview at their office at a time convenient for them. Advantages with individual interview are that they have room for deeper reasoning than focus groups and it is obvious who said what. Moreover, they can be easier to schedule. Although, it is costly, takes up a lot of time and how well it goes is to a large extent up to the interviewer (Malhotra et al., 2012). For this thesis, in-depth interview is a natural choice for interviewing the partner company within the cosmetic industry named The Body Shop. In that case, it will not contribute to the study to organize a whole focus group, since the focus is still on the consumer throughout the thesis. It is still good though to know what experiences the company can share from personal knowledge regarding young consumers, although one person from the company will be sufficient. The purpose of conducting this interview is two-fold. First it will be used as a guidance when planning the interview guide for the focus groups. Because The Body Shop has experiences from helping young consumers, they can contribute with interesting questions. The second purpose is that it enables comparison of what The Body Shop knows about young female consumers and how that target group in fact behaves and respond during the focus groups. This third party per-
spective will further enrich the analysis section. A consequence of having an in-depth interview with a professional person sharing his or her own opinions is that it will generate a third angle of understanding the young consumers that would be hard to get access to otherwise. A consequence of interviewing The Body Shop in person was that the authors had to travel to the south of Sweden, since that is where the authors established a contact.

2.2.2 Research techniques

Regarding the time horizon of the study, a cross-sectional study was applied, which is seen in figure 2.1 in the beginning of this chapter. This implies according to Saunders et al. (2012) that the purpose was investigated during a particular time and Malhotra et al. (2012) states that information is only used once from the same sample (Malhotra et al., 2012). In contrast, a longitudinal design looks at the same sample several times, to be able to study changes over time (Malhotra et al., 2012). In this case though, a longitudinal design would not contribute more to the study since the behavior of the sample will most likely be the same over the next months, and that is why a cross-sectional study was done instead.

Both the in-depth interviews and the focus groups were recorded in order to be able to transcribe them and analyze more in depth afterwards. Snacks and drinks were provided as incentives for their kindness and contributions. For the students in high school, which is described more below, there was also an incentive in the form that a short lecture about life at university was held, where some general tips were explained and other valuable information they may wonder about university studies were shared. After deciding on having focus groups and an in-depth interview it was time to plan what to ask the participants. The structure of both types of interviews was semi-structured. This means that there was a guide with questions and topics to ask, which is helpful in keeping the main content of the interviews similar (Bryman & Bell, 2007). To have some sort of discussion guide is common in most focus groups (Massey, 2011), and something that was used for the interviews in this thesis. However, the order of the questions is not set and additional questions were used to add and follow up on what the participants say (Bryman & Bell, 2007). A full list of the questions for both type of interviews can be seen in the interview guide in appendix 2 and 3 and a description of the selected questions under heading operationalization below.

After deciding on the questions, the next step in the design was to recruit participants for the focus groups. There are two broad categories of sampling techniques; non-probability sampling which is based on personal judgment of the researcher to select the sample or probability sampling where in turn each person has a probabilistic chance of being selected. There are four types of non-probability sampling techniques. The one selected for this thesis was convenience sampling, where the sample is selected based on convenience (Malhotra et al., 2012). A consequence from that choice is that the results are taken from such small sample that they cannot be generalized to the larger population. By choosing to make a qualitative study though, convenience sampling is common, which is another argument for choosing that sampling method. Since the purpose is to understand young female consumers, several high schools in Jönköping, where the thesis was written, were contacted in the recruitment process. The principals of the high schools in turn contacted all female students over 18 years old at the respective schools, and then they could decide if they wanted to participate or not. Hence this implies that the sample gets slightly more random than just a regular convenience sample. The goal was to conduct one to two focus groups with female consumers of cosmetic products, that are 18 years old or slightly older within the high schools and also one to two groups studying at the university in Jönköping. This categorization was done since it will give a wider perspective among the participants within the same generation.
Before running the real focus groups there should be one experimental focus group, which is held to test all the preparations for the actual focus groups. It can for instance test the location, the interview guide and if there is a good mix of participants. The experimental group also aims at testing the group interactions and how well the opening and transition questions work in opening up for deeper discussions (Malhotra et al., 2012). In this thesis, an experimental focus group was held with six girls from Jönköping University. Afterwards some minor changes in the interview guide were made and it was also an opportunity for the moderator to practice the flow of the interview once before the real ones.

In the end three focus groups were held in total, two focus groups comprised of five to seven students each, from Erik Dahlbergsgymnasiet in Jönköping and also one group of six students from Jönköping University. After discussing with the supervisor, this was a sufficient number of focus groups to fulfill the purpose, and earlier research also mentioned a similar discussion (Kitzinger, 1994). A reminder was sent out the day before the interviews to increase the chances of attendance from everyone who signed up to participate. The duration was about one hour for each group and they were taken place at their respective schools, since it enables a familiar environment where they can feel more comfortable to participate. The interviews was audio recorded and notes were taken to enable later transcription and each participant had a name tag to easier separate their answers. Before each focus group interview started, the girls participating filled out a small questionnaire. The questions related to demographics of the group, and also ensured that they were taken from the population relating to the purpose in the thesis, which is by age and gender. Ensuring that the right sample was covered was the main purpose of distributing the pre-questionnaire. A few topics that the questions in the questionnaire covered were also discussed in the actual focus groups, so by doing this, their answers could be compared and analyzed to investigate if they responded similar both in written- and oral context. In addition there was also an in-depth semi-structured interview with The Body Shop as described above. The Body Shop is in the same industry of interest, so they can contribute with their knowledge and experiences of young female consumers in their stores.

Table 2.2: Overview of the primary data collection

<table>
<thead>
<tr>
<th>Technique</th>
<th>Participants</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>One in-depth interview</td>
<td>One manager in the partner company The Body Shop</td>
<td>Held in the store in the south of Sweden</td>
<td>March 12. 2015</td>
</tr>
<tr>
<td>One experimental focus group</td>
<td>6 participants within the appropriate sample frame</td>
<td>Held at Jönköping University</td>
<td>March 13. 2015</td>
</tr>
<tr>
<td>Three focus groups</td>
<td>Focus group one: 5 participants, 18-19 years old</td>
<td>Held at Erik Dahlbergsgymnasiet</td>
<td>March 17. 2015</td>
</tr>
<tr>
<td></td>
<td>Focus group two: 7 participants, 18 years old</td>
<td>Held at Erik Dahlbergsgymnasiet</td>
<td>March 18. 2015</td>
</tr>
<tr>
<td></td>
<td>Focus group three: 6 participants, 23-26 years old</td>
<td>Held at Jönköping University</td>
<td>March 26. 2015</td>
</tr>
</tbody>
</table>

2.2.2.1 Operationalization

When planning the questions, there were many things kept in mind to make them as useful as possible. All questions, seen in appendix 2 and 3, were aimed to give relevance to the
purpose of the thesis and were unstructured in the sense that they had an open ending. They were written in a language that is appropriate for the participants and they were not worded in a leading way. There were also no double-barreled questions, meaning that the question tries to cover two issues in just one question. Moreover, unambiguous words were used, so the words have one meaning instead of meaning different things for different people. There was also avoidance of assumptions and generalizations, as discussed by Malhotra et al. (2012). The order of the questions can also influence the results. To make the participants feel comfortable in the focus groups, there was two introductory questions and they were also asked to shortly present themselves. This led into the transition questions, which takes the discussion more towards the key issues in the topic, but is still kept at a fairly broad level. Here it was for example asked in a broad sense how they search for information before a purchase. This was done to bring up platforms that first came to their mind without influencing them and in turn they may mention some of the topics in the next part of the focus group. Next came the key questions that are more specific and highly related in the process of answering the purpose (Malhotra et al., 2012). This part was divided into subtopics including several questions to enable rich and deep discussions with opportunity to ask follow-up questions. These topics and questions were written in strong correlation to what is presented under the frame of reference heading, in order to later on be able to compare the findings with previous studies and theories. Insights from The Body Shop interview was also applied in parts of the topic formulations. The last section in the focus groups was constructed as a way to allow some persons to actively show us how they step by step gather information. When it comes to deciding on questions for the in-depth interview, see appendix 3, there was both an interest to learn about The Body Shop’s marketing efforts, but most importantly how they experience young female consumers.

2.2.3 Data analysis

When analyzing data in qualitative research there are four common steps to go through, which was also applied in this thesis. The first one is data assembly, which is what sources are used for collecting data (Malhotra et al., 2012). For this thesis, there were notes taken from each interview, which was also audio recorded and transcribed. To strengthen the data there was also secondary data collection on previous research. The second stage is data reduction, where the primary source for organizing and structuring the data is by using the transcripts from the focus groups and interviews. From the written transcripts, coding then took place. Coding is a form of technique that organizes all the data relating to different and also in turn similar subjects into different codes (Bryman & Bell, 2007). Coding it into specific categories will reduce the responses and the most important answers will be easily tracked. In this thesis a color-coding system was applied following the structure that can be seen in table 2.3. The overall structure is to make the codes more general in the beginning to be able to grasp a wider range of information. After that a more narrowed coding system is applied, it stretches from wider codes about online and offline opinions to more narrowed and specific codes, such as blogs and social media. A code was also assigned called open category, this includes the type of questions that emerged freely from the participants and not connected to the questions asked. After this, the data can be summarized and presented in a structured way in the data display stage. The author of this thesis wanted to, in accordance to the interpretive paradigm, respect each participant in the focus groups and therefore the results from each focus group is first presented separately. This also made it possible to see some trends within each focus group and important quotes were highlighted. The last step is data verification, where the results are compared and verified by analyzing them in relation to previous research and used theories (Malhotra et al., 2012). In the analysis section the results from each focus group are combined into one result represent-
ing the whole sample. As mentioned by Malhotra et al. (2012) the result will be compared with previous research to see if they can be confirmed and integrated or not. In the end, a conclusion and discussion will be included where the major findings are discussed. Under discussion, some headings include data quality issues and ethical considerations.

Table 2.3: Coding schedule for focus groups and in-depth interview with The Body Shop

<table>
<thead>
<tr>
<th>No.</th>
<th>Factors</th>
<th>Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Online</td>
<td>Orange</td>
</tr>
<tr>
<td>1.1</td>
<td>Blogs</td>
<td>Light purple</td>
</tr>
<tr>
<td>1.2</td>
<td>Social media</td>
<td>Pink</td>
</tr>
<tr>
<td>1.3</td>
<td>Comments from forums</td>
<td>Dark purple</td>
</tr>
<tr>
<td>2</td>
<td>Offline</td>
<td>Green</td>
</tr>
<tr>
<td>2.1</td>
<td>Stores</td>
<td>Blue</td>
</tr>
<tr>
<td>2.2</td>
<td>Friends</td>
<td>Yellow</td>
</tr>
<tr>
<td>2.3</td>
<td>Family</td>
<td>Red</td>
</tr>
<tr>
<td>2.4</td>
<td>Group pressure</td>
<td>Grey</td>
</tr>
<tr>
<td>3</td>
<td>Relation to brands</td>
<td>Dark orange</td>
</tr>
<tr>
<td>3.1</td>
<td>Brand-awareness and attitudes</td>
<td>Dark blue</td>
</tr>
<tr>
<td>4</td>
<td>Open category</td>
<td>Dark pink</td>
</tr>
</tbody>
</table>

2.3 Partner companies

This thesis was written in collaboration with the advertising agency called NY, which is located in Jönköping. The company produces creative and inspiring advertising and design for large and small companies (NY, 2015). The company is looking for improvement and to get a deeper understanding on how the communication process among young people works today and what it will look like in the future. Hence, NY are constantly working towards getting better at understanding the market and produce the best service for their customers (NY, 2015). The problem that the company is facing at the moment is a lack of understanding how young consumers are using different media platforms and what they consider important when using different technological devices, which was also found in previous research. Hopefully NY will get some answers to their problem when collaborating with the authors of this thesis. What is important to notice though, is that the thesis is still externally written and only taking their problem into consideration.

In order to get a closer look at reality, The Body Shop was a second partner company. It is a suitable company to have as a third party since they are offering and selling fast-moving goods, in this case cosmetic products. The company is hence in the right industry for the topic and an in-depth interview was held with the store manager named Marie in this thesis. The interview both contributed with insights when planning the interview guide for the focus groups and Marie’s answers can be analyzed compared to the findings and earlier research. From that interview Marie expressed that the young consumers are an important part of The Body Shops target group. However she feels that they are a bit unsure about how to communicate to this group of consumers and wants a better understanding of them, since they do not understand their information search process and what type of needs they have.
3 Frame of references

The following section will discuss concepts and important previous research and three major theories that go well in hand with the thesis’s purpose will also be presented. The previous research will in turn be applied to the analytical section later on in the thesis.

3.1 Consumers’ power

Traditionally, the economy was characterized by a weak position for the consumers. The retailers had the power and could control what information was shared about them and their products or services to the customers. Companies had expert power and a major opportunity to ensure their market success through choosing to only share favorable information about them to potential customers (Rezabakhs et al., 2006). At the same time companies tried to understand and control consumer buying behavior and their needs in order to influence them to buy their specific offerings. From a customer perspective, it was hard and costly to find reliable information about company offerings that was not biased (Cason & Friedman, 1999). This lead to less rational decisions due to lack of information. Moreover, Rezabakhs et al. (2006) say that it was also hard for consumers to share information or communicate through word-of-mouth, because of structural and geographical barriers. By the time internet came, that phenomena started to change and there was a shift from power of retailer to power of consumers (Rezabakhs et al., 2006).

Looking at younger customers, in particular, they play an important role in the market place because they influence the spending power over a broad range of product categories (Hogg et al., 1998). In other words, there was a shift from a market-driven to a customer-driven economy where the customers are now in control (Vaglio, 2007). Internet made it possible to easily access information anytime, anywhere and through online networks customers could discuss both positive and negative experiences from company interactions, even if they are not situated in the same city or country (Rezabakhs et al., 2006).

3.2 Information gathering

Before making a purchase, both offline and online sources have shown to be important for gathering information, which is investigated further in accordance to the purpose. Many times this is done by talking to others in person but also by searching for answers on the internet (Martin et al., 2011). The use of internet has a strong influence on consumer behavior, in particular, it changes the search for information that consumers do before making a purchase (Sands et al., 2010; Verhoef, Neslin & Vroomen, 2007), other than for example visit retailer stores. Internet enables a large amount of information about products and services at low search costs, without the need of physical contact with sales persons. However, there are differences in to what extent consumers find the information needed, which is why some consumers choose not to search the internet much (Lund Jepsen, 2007) or use a variety of sources, so called multi-channel search (Joo & Hyung-Jin Park, 2008), which also include offline channels. Because of this, it is important for marketers to not only be present and active online, but also do it in the way that consumers find the relevant information (Lund Jepsen, 2007). High level of product knowledge though decreases the time spent on the search process since it can be more efficient (Brucks, 1985). The sources of information can in addition to internet be divided into subcategories. Those are media, such as television, newspapers and individuals that include friends and family. There can also be channels such as store personnel and experience from previous trials (Beatty & Smith, 1987; Sands et al., 2010). The online search behavior further has an important role for offline behavior (Sands et al., 2010).
From a marketer perspective, it is important to understand how consumers use various media to obtain information (Neslin & Shankar, 2009) and the more technology develops the more options there will be in terms of communication and channels for information search (Dholakia, Kahn, Reeves, Rindfleisch, Stewart & Taylor, 2010). It is therefore also a need for marketers to understand how several channels together can contribute to the success of a business (Sands et al., 2010). Further it is also important to understand how the consumer behavior changes over product categories and what role online sources have for business success. It is known that not all people search for the same amount of information prior to purchase, but not what determinants information search in various situations (Barber et al., 2009).

Even though both men and women search for information, research shows that there is a difference in the way they do it and process the information (Barber et al., 2009; Bishop & Barber, 2012). Women are often trying to find basically all information available before making a decision and can often easier be influenced by social pressure (Darley & Smith, 1995). Relying on personal sources of information, like friends, is a common strategy for many women (Barber et al., 2009; Bishop & Barber, 2012). In turn, men often rely on themselves for finding information (Bishop & Barber, 2012). The way the information sources are perceived also varies between the genders, due to level of internal knowledge (Barber et al., 2009). Many previous studies do not look into how brands are related to the information search process (Bishop & Barber, 2012). That is why part of this thesis will further investigate that relationship. A brand is defined as “A name, term, sign, symbol or design, or a combination of these that identifies the goods or services of one seller or group of sellers and differentiates them from those of competitors” (Kotler, Armstrong, Wong & Sounders, 2008, p. 985). The research by Lee, Kim and Chan-Olmsted (2011) concluded that the more trust consumers have in a brand, the more they search information on the brand’s official website. The same is true when it comes to high brand awareness. That study also found that official brand websites and third-party websites had more credibility than for example online blogs (Lee et al., 2011). Third-party websites are additionally perceived as more neutral and less personality-driven than blogs or the brand’s webpage (Lee et al., 2011).

### 3.3 Characteristics of the latest generations

Even though this thesis is focusing on the Millennia generation a brief understanding about the two previous generations is helpful in order to thoroughly understand the Millennia’s, due to the fact that previous generations always has a tendency to affect and put a pressure on the coming generation. A comparison of the generations mainly found in the article written by Moore (2012) will therefore be presented.

The Baby Boom generation is the generation that is born between 1943 and 1960 (Moore, 2012). The generation grew up after the Second World War and that is something that has influenced their characteristics to a large extent. Hence they are often referred to as being optimistic, idealistic, driven and seek instant gratification. (Glass, 2007; Moore, 2012). The Baby Boomers is a very large generation in almost all continents, in America for instance it is the largest generation in the history (Glass, 2007). Due to the size and characteristics, the Baby Boomer has had a large impact on the global society and the coming generations (Glass, 2007). The following generation is called Generation X and they are born between 1961 and 1981 (Moore, 2012). This generation is a lot smaller and more independent than the previous and also the coming Millennia generation. Glass (2007) argues that reasons for that could be because at this time the use of birth control pills started to rise, in most
households both parents worked outside the household and there were also a trend of having smaller families. Since the generation is smaller and more independent the generation is often forgotten or ignored by marketers (Moore, 2012). The internet is used a lot less by elderly generations, but the young generations use it more and can easier adapt to new media technologies (Raacke & Bonds-Raacke, 2008; Westlund & Bjur, 2014).

The main focus of this thesis is on the Millennials generation, which is consistent with the purpose. They are also called generation Y, and are the ones born from 1982 to 2005 (Moore, 2012). They have either just recently entered the workforce or are still in school, getting even higher educated than previous generations. McMillan and Morrison (2006) have found that the young generation are more likely to use internet and be connected all the time due to the fact that they tend to use several of email addresses, check their emails regularly and use instant messages. The increased use of internet among the generation has enable them to in a more sufficient way connect it with their education, since they can easier do research, have contact with both professors, friends or group members in projects (McMillan & Morrison, 2006). The Millennials’ are as actively social as the Boomer generation and they are characterized as being team-oriented, confident and used to having a structured life (Leung, 2004). The generation was early introduced with technology and they are used to have internet as an integrated part of their everyday life (Glass, 2007).

In the research done by Moore (2012) a major quantitative study was conducted on a large sample comparing the three different generations. Moore (2012) started to compare the Millennials’ with Generation X and found that the Millennials’ were more likely to have accessed different social media platforms on their mobile devices and followed brands on twitter than generation X. Moore (2012) further compares the findings between the Millennia’s and the Baby Boom generation which indicates that the Millennials’ were more likely to have downloaded and used utility applications on their phones than the Baby Boom generation. They were also more likely to have signed up their e-mails for different marketing purpose at the retailers and they were also more likely to have read and commented on blogs or webpages (Moore, 2012). A similar conclusion about the actual purchase was also found when comparing the Millennials’ with the Baby Boomer as with Generation X and that is that the Millennials’ in both cases are less likely to purchase any products online even if they are more active users of the different platforms (Moore, 2012). Moore’s study gives a good understanding and present very interesting findings when comparing the different generations. However, Moore does not cover how the channels are used and why certain channels are more interesting. That relationship has not been found in other articles either. Hence this thesis is filling the existing gap in previous research and tries to deeply understand the actual behavior of young consumers.

### 3.4 New media and the growing importance of social media

Before the mass media could be defined as a new media or social media, the communication process was only one-way and undifferentiated directed to a great mass of receivers (McQuail, 2010). The shift is both due to social, economic and technological reasons and it implies that a change from being a mass society to a more diverse and complex society demanding bigger networks and smarter ways of communication. New media is composed by three elements, the first being the technological development, the next element is the change in which way people use the media, going from passive to active users. Lastly, the new media has enabled social arrangements and organizations formed around the media forums (McQuail, 2010).
The rise of social media is a complex historical condition that has drawn a lot of attention since it has affected a large amount of people in the modern society (Myers & Hamilton, 2015). It has even been argued that social media is a totally new genre in the history enabling new ways to communicate (Myers & Hamilton, 2014). Social media is defined as being any type of medium where the users interact textually or verbally with another part (Myers & Hamilton, 2015). Some activities within social media are commenting, sharing and communication with friends on for instance Facebook (Kirtis & Karahan, 2011). The first appearance of social media and its definition has been thoroughly researched and it has many different views. Myers and Hamilton (2015) argue that the so called “social” media has existed for a very long time since different types of technological-driven devices enhance social interaction, those being for example telegraph, telephone and personal computers. Myers and Hamilton (2014) and McQuail (2010), on the other hand argue that the new type of social media was first introduced in the twenty-first century. When talking about these new types of media a focus usually goes to the activities relating to internet, including advertising, forums discussions, communities, internet news and information search (McQuail, 2010). Moore (2012) discovers in her research that the Millennia generation tends to use blogs, Facebook and Twitter, to a greater extent than the older generations and that many use it for information gathering and communication purposes. Myers and Hamilton (2015) also argue that Facebook and Twitter are two platforms that are often used as sources that enable the user to gain knowledge about the topic of interest and to communicate without any boundaries. Another research further showed that 70 percent of customers use social media for information search about companies, products or brands (Kirtis & Karahan, 2011).

3.5 The consumer decision process model

Copeland (1923) was one of the first theorists that did research on consumers gathering information before a purchase. Since then, other researcher continued on the same track, which proves importance of the topic, and a whole model that describe a purchase from the first thought of a need to after the product is consumed was developed (Blackwell, Miniard & Engel, 2006). The consumer decision process model was first developed by Engel, Kollat and Blackwell, and was then called the EKB model. Over the years, the model developed and changed name to the EBM model, when Miniard played an important role with his contributions (Blackwell et al., 2006), see figure 3.1. Furthermore, Blackwell et al. (2006) state that the goal of the model was to look at how people make logical and consistent decisions based on facts and influences. The model focuses on how decisions are made and what external and internal forces that leads to the decision. In addition, it in turn looks at how customer think, evaluate and act throughout the process (Blackwell et al., 2006). The model is useful for analyzing customer buying behavior and what is affecting their choices for a potential purchase, which makes it highly relevant for this thesis and it is strongly linked to the first research question. The seven steps that make up the consumer decision process model starts at need recognition to end up in divestment. The exact wording for each stage differs slightly in various sources, and the stages can often be compromised into five stages (Sands et al., 2010). Although in this thesis the stages will be named as the founders did. The first step is then Need recognition, which is when “an individual senses a difference between what he or she perceives to be the ideal verses the actual state of affairs” (Blackwell et al., 2006, p. 71). It means that customers buy products or services that they think will solve a problem of theirs. This step is crucial for retailers since as customer trends change, so does their needs. This is also true when customers go through different stages in life. At this stage is the perfect opportunity to raise awareness about for example a brand or product (Blackwell et al., 2006).
The second step seen in figure 3.1 is called Search for information. It is the most important stage for this thesis and the reason why the model is a good fit. Search for information is the part of the model that will be used, since the purpose is to understand how customers gather information. Research also shows that it is crucial to acknowledge the information search step to understand consumer decision-making (Barber et al., 2009; Sands et al., 2010). Since the authors decide to narrow it to one of the steps, a consequence is that the other steps are to a large extent intentionally left out of this thesis since they are not incorporated into the purpose. The Search for information step aims at finding information that can help solve the experienced need. It can be either internal or external sources (Gursoy & McClearly, 2003), where internal is based on knowledge from memory. External information search is when someone is looking up information from the marketplace or considers advice and knowledge from others in the surroundings, such as family and friends (Barber et al., 2009; Blackwell et al., 2006). The external search can be divided into marketer-dominated or non-marketer-dominated. The first one is information from retailers in the form of advertising, websites and similar. The other one is made up of various forms of word-of-mouth from friends and family, but also from opinion leaders and media (Blackwell et al., 2006). These days, consumers rely on several sources of information, but the dominating platform is internet. The search process can be passive or active, where the latter is when one intentionally tries to find information (Blackwell et al., 2006). Blackwell et al. (2006) continues to discuss that the length and depth of the search process depends on various factors, such as personality, size of purchase, previous experience and perception for brands. When customers are satisfied with a specific brand they may buy the same next time without doing much search. Therefore it is hard for competitors to attract those customers and also why retailers try to build long-term relationships with their customers.

The third stage in the consumer decision process model is Pre-purchase evaluation of alternatives. Consumers narrow the alternatives discovered in previous stage by evaluating them. This leads to Purchase as the next step and Consumption after that. Consumption can either occur straight after purchase or at a future point in time, depending on how long it can be stored (Blackwell et al., 2006). Stage six is another set of evaluation but now it is in relation to how satisfied or dissatisfied the consumer is with the product. Satisfaction is achieved when previous expectations are matched with perceived performance. A satisfied customer is more likely to make the same or similar purchase again. The last step in the model deals with what is done with the leftover of the product, and is called Divestment. It can either be disposal, recycling or remarketing of the product (Blackwell et al., 2006).

Figure 3.1: How consumers make decisions for goods and services

(Blackwell et al., 2006 p. 70).
3.6 Two-factor communication model

Percy and Rossiter are two key authors when it comes to brand-awareness and attitudes. Brand awareness is an important part of understanding consumers’ decision-making (Keller, 1993), and it can be a complement to other consumer decision-making models (Rossiter, Percy & Donovan, 1991). Therefore the model is useful in this thesis and can add value to the consumer decision process model. Moreover, part of the purpose in this thesis is to understand how brand-awareness and attitude can be created, so in order to do that, a model that looks at those two concepts should be implemented. The model is thereby useful when answering the second research question. A consequence is that the model will be integrated in some questions in the interviews and will be compared to previous research on brands in this matter. Percy and Rossiter (1992) founded a model in the 1980s, the so called Two-factor communication model, see table 3.1, that describes the concepts of brand-awareness and attitude in a structured format and is of great use when planning advertising. The model is often also called the Rossiter-Percy grid, and is an extension of a model called the FCB grid (Rossiter et al., 1991). The concepts are also two important communication objectives (Percy & Rossiter, 1992; Rossiter et al., 1991). The first part of the model presents Brand awareness. As the name tells, it has to do with how known a brand is from the perspective of the consumers, but also how easily a brand can be recognized in a product category. It can be divided into brand-recall and recognition (Keller, 1993; Percy & Rossiter, 1992). Brand recognition happens at the point of purchase and once the consumer sees a brand it stimulates a category need (Percy & Rossiter, 1992). The other type of awareness has its roots in the memory of consumers. Here, a category need appears and consumers must then think of one or more brands, recall them, which can solve the need. In order for a company to succeed, they must carefully and continuously use advertising, so they are the first choice in recall by many customers. The major difference between recognition and recall, is then if the need or awareness is the primary drive (Percy & Rossiter, 1992).

Brand attitude is also an important concept for communicating a brand in a successful way and it will be used to some extent in this thesis. Attitudes can be described in many different ways, but the way Percy and Rossiter (1992) do it is how consumers evaluate brands and how well the brand motivate the need and purchase. Further, they list four characteristics of brand attitude. First of all, the attitude depends on the motivation so if motivation changes, so does the evaluation. Secondly, both cognitive and an affective component is part of an attitude. Brand attitude is also relative and “the cognitive component may be comprised of a series of specific benefit beliefs” (Percy & Rossiter, 1992, p. 266). Brand attitude can be divided into involvement and motivation. Involvement can either be low, where one can try a brand and see if one likes it, without much loss, or high involvement, where a lot more convincing is required to sell a product for trial (Percy & Rossiter, 1992). Involvement is hence in some aspects associated with risk (Rossiter et al., 1991). Level of involvement affects a consumer’s purchase decision and how simple or complex the formed attitude is (Rossiter et al., 1991). An attitude and in turn purchase is driven by eight basic motives, that can either be positive, transformational, or negative, informational. A negative motivation can for instance be problem removal, where a purchase can resolve the experienced problem. Other negative motives are problem avoidance and incomplete satisfaction (Percy & Rossiter, 1992; Rossiter et al., 1991). Therefore, more information can satisfy the negative motivation (Rossiter et al., 1991). On the positive side, a purchase can enable social approval or intellectual stimulation (Percy & Rossiter, 1992). The transformational motives are in other words to “enhance the brand user by effecting a transformation in the brand user’s sensory, mental or social state” (Rossiter et al., 1991, p. 16).
Table 3.1: Two-factor communication model

<table>
<thead>
<tr>
<th>Brand Awareness</th>
<th>Brand Recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>(At point-of-purchase)</td>
<td>(Prior to purchase)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Attitude</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Low involvement</td>
<td>Low involvement</td>
</tr>
<tr>
<td>(Trail experience sufficient)</td>
<td>(Trail experience sufficient)</td>
</tr>
<tr>
<td>Informational</td>
<td>Transformation</td>
</tr>
<tr>
<td>(Negative motivation)</td>
<td>(Positive motivations)</td>
</tr>
<tr>
<td>High involvement</td>
<td>High involvement</td>
</tr>
<tr>
<td>(Search and conviction required prior to purchase)</td>
<td>(Search and conviction required prior to purchase)</td>
</tr>
<tr>
<td>Informational</td>
<td>Transformational</td>
</tr>
<tr>
<td>(Negative motivation)</td>
<td>(Positive motivations)</td>
</tr>
</tbody>
</table>


3.7 Uses and gratification theory

Uses and gratification theory (UGT) is a framework for understanding interactive media usage with a focus on young consumers (Moore, 2012). The idea is that the person who uses the media does so depending on his or her perceived satisfaction, wishes, need or motives (McQuail, 2010). Two other studies also cover the UGT, but those studies look more specifically on the mobile phone industry (Grant 2005; Grant & O’Donohoe, 2007). Other existing theories of mass communication is taking different angles than UGT and looks at what mass media is doing to the receiver, UGT instead looks at why people use the media and what the people are doing with the media (McQuail, 2010). Due to that fact, it is a suitable theory to apply since it is in line with the purpose of the thesis and is especially helpful in covering the first research question, even though parts of it can also be connected to the second research question too.

In the early 1940s, studies were done on different media types, such as radio quizzes and newspapers. These types of media were often dismissed as superficial but the research showed that for many people media could provide advice, security and support. It also acted as role models, especially for the female viewer (McQuail, 2010). Several years later the theory was elaborated further, Katz and Blumler (1974) describe five basic assumptions of the developed UGT theory. The first is that the audience is perceived as active, which is a very important fundamental statement for the theory. Hence the mass media that are used by the “active user” are assumed to be goal directed (Katz & Blumler, 1974). The second assumption is that a lot of the needs and goals that mass media use can be provided by the audience members themselves. The last assumption is that cultural differences of mass media should be ignored when value judgments of the audience are explored (Katz & Blumler, 1974).
The theory builds on understanding and exploring how mass media fulfills social and psychological need and gratifications and several researchers have applied the theory on new media channels that are constantly appearing (Raacke & Bonds-Raacke, 2008). Katz and Blumler (1974) early stated that individuals use mass communication to connect themselves via integrative relations with others in their surrounding which could for example be friends, family, self or other nations. Payne, Dozier, Nomai and Yagade (2010) express that gratification is both sought and received through different media channels, which for example can be in printed form such as newspapers and on the internet. According to McQuail (2010), some of the major gratifications of the theory that can be generated from media use are that it informs, educates and is a form of guidance for the receiver. All different gratifications from the UGT that usage of media can attract is summarized in table 3.2 below, which will be thoroughly disused and applied in the analytical part later on.

Table 3.2: Uses and gratification theory

<table>
<thead>
<tr>
<th>Uses and gratification theory: Media gratifications sought or obtained</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Information and education</td>
</tr>
<tr>
<td>• Guidance and advice</td>
</tr>
<tr>
<td>• Social contact</td>
</tr>
<tr>
<td>• Relaxation</td>
</tr>
<tr>
<td>• Cultural satisfaction</td>
</tr>
<tr>
<td>• Emotional release</td>
</tr>
<tr>
<td>• Filling time</td>
</tr>
<tr>
<td>• Security</td>
</tr>
<tr>
<td>• Identity formation and confirmation</td>
</tr>
<tr>
<td>• Lifestyle expression</td>
</tr>
</tbody>
</table>

(McQuail, 2010 p. 427).

3.8 Connecting the theories to the purpose

From the discussed theory, three models are chosen as the main ones that will be used in the theoretically driven analysis. However all parts in the frame of reference are relevant and will be discussed and analyzed later on. The three most important theories are connected to the research questions in different ways since they include different factors. The consumer decision process model is strongly connected to the first research question, which deals with information gathering process among young female consumers. In that way the second step in the model is a good fit since it specifically highlights search for information. Because the other steps focuses on other parts of the decision process, only part of the model is used in this thesis. To help answering the second research question that looks at how brand-awareness and attitude is an outcome of the information search process and how it affects young female consumers, Two-factor communication model is used. The model includes both brand-awareness and attitude, which makes the model highly relevant to incorporate. The third model is the Uses and gratification theory that mostly is connected to the first research question, specifically covering the online perspective. Although, some of the gratifications are linked to the second research question as well. These three models also contribute to fulfilling the purpose of the thesis and some of them will be extended after comparing them with the results. This will give the thesis a new dimension and add to previous research.
4 Results

The following section will start with general observations from the pre-questionnaire that were asked right before the focus groups began. Then the results from each focus group are presented separately, ending with a structured table summarizing and comparing the three groups. Lastly results from the in-depth interview are presented.

4.1 Overall structure of the results

As discussed under the method section, the primary data collection consisted of three focus groups and one in-depth interview. Two of the focus groups consisted of female consumers age 18 and 19 years old. The third one was instead investigating slightly older female consumers ranging from 23-26 years old. In addition, there was one in-depth interview with the store manager of the partner company The Body Shop, located in the south of Sweden. The recorded focus group interview, notes and the results were treated with full confidentiality so because of that, the participants’ original names were changed into other ones.

The focus groups and the in-depth interview were manually color-coded according to the coding schedules, see table 2.3 from the methodology chapter, and the coding schedule is divided into three major parts; online, offline and relation to brands. Each of those has several sub-headings with assigned colors. Below, the results from each interview is presented and structured following the codes and some additional headings were added which belong to the open category code. The separate presentation of the groups is also due to the choice of having an interpretive paradigm. At the end of each focus group, one person was asked to show how she would search for information online, on one of the brought computers. Those results are presented in appendices 4-6. In general, the discussions were kept well within the topic and each location was suitable for the different groups.

4.2 General observations from the pre-questionnaire

Before each focus group started, all participants filled out a small questionnaire that described the demographics of them. It was mainly used as a way to ensure that the preferred sample was covered and an opportunity to compare if some of the responses in the questionnaire corresponded with what was actually discussed in the interviews.

The first illustration in diagram 4.1 describes what online platforms the interviewees use. Many times they use more than one, and therefore the sum are higher than the total number of participants. Also, the groups did not have an equal number of participants so focus group one had five participants, the second one had seven and the third one had six participants. It turned out that Facebook was used by all 18 participants and Instagram was used by everyone but one. Snapchat was also popular, where only two said that they do not use it. Pinterest on the other hand, is not common within this sample, since only one girl uses it. The rest of the platforms were relatively represented if looking at the summation of the responses from the 18 participants.
In diagram 4.2, the source of information for their last bought cosmetic product is displayed. The results showed that relying on friends and store personnel for information are the two most common methods. Internet, Youtube and TV commercials are also well represented, but not by all three groups for each source. Even though these were the responses for the asked question, it may vary from a different purchase of cosmetics and also this is just a representation from the 18 participants in the sample, so it cannot be generalized to the whole population.

### 4.3 Results from focus group one

The first focus group took place on March 17, with a group of female students from Erik Dahlbergs gymnasiet in Jönköping and lasted for about 50 minutes. In order to create a familiar environment that opened up for extensive discussion, the focus group was held in one of their classrooms. The aim was to have six participants, so in case we would have a last minute cancellation seven girls were invited. Unfortunately, two of them could not make it, but we got good and insightful answers from the actual participants. In total there were therefore five girls, who are in their last semester on Vård- och Omsorgsprogrammet. Due to confidentiality reasons, their real names were replaced by the following temporary names; Daniella, Johanna, Rosanna, Ida and Elsa. To give everyone a chance to participate at an early stage, everyone presented themselves and shared their last cosmetic purchase. The results showed that most of them bought it for about two months ago. Overall, for many of the questions asked the participants naturally responded with answers that was related to online behavior.
4.3.1 Online behavior

In this focus group the participants were either 18 or 19 years old, which indicates that they belong to the Millennia generation. One observation was that they are basically always connected to internet and use it several times an hour. The major device for internet usage is through a mobile phone. Reading blogs came up as the first reason for one person to why using internet but different platforms of social media was also mentioned and Rosanna is also gaming online. Bloggers have quite a big influence on the girls and some people in general have them as role models. Some are more critical to contents in blogs though and it takes a lot of persuasion for specifically one girl to trust and be motivated to buy something she only reads about in a blog. Whenever a blogger writes a lot about the same products Elsa doubts if it is for real or just a way of advertising. When comparing this statement with the Swedish law and legislation it is possible to see that the bloggers need to take this fact into consideration and clearly state if it is advertising they post. The law states: “All marknadsföring ska utformas och presenteras så att det tydligt framgår att det är fråga om marknadsföring” (9§ Marknadsföringslag 2008:486).

Various platforms of social media were a topic that came up continuously throughout the focus group. The two most common types of social media that this group uses are Facebook and Instagram. Johanna adds that Snapchat is commonly used these days to communicate with friends and watching various videos on Youtube was also a widely used way to gain information in this group of participants. Looking at Facebook specifically, it is mostly used to communicate with friends and the classmates. Johanna also said that she often looks at funny videos on Facebook and share it to friends by tagging them in it. Elsa described a time when she had seen a commercial for a new primer from Maybelline, and as with all commercials they presented all the positive aspects of the product. She was however not entirely convinced since it was a fairly expensive product so she looked at comments about the primer on Facebook. It showed the negative effects as well and Elsa thought that she could trust them more than the information that the company itself advertises.

Instagram is used in a wider sense by the interviewees. Johanna follows friends but also bloggers she likes and she mentioned Kissie and Kenza as two examples, but she does it since she wants to know more about them and not so much for what they write about various products. Johanna also follows music artists on Instagram, which others in the group agreed on. Some girls said that she also like to follow major companies.

‘I follow the Body Shop’ (Elsa, personal communication, 2015-03-17).

‘I follow the one we talked about before, Yves Rocher’ (Daniella, personal communication, 2015-03-17).

Regarding active communication on social media, it was found that the majority comment what their friends post, but not when companies post information about themselves. Then they are often just observing by liking their page. When it comes to uploading photos or stories themselves, the participants referred to that it changes from time to time.

One way that the girls in this focus group gain information about products is by reading comments online. One participant said that she often tries to find web pages where customers who have tried the product of interest have written comments. Then she compares both the comments on the same site, but also between sites. One site she uses is Pricerunner, which she likes since it both compares where one can buy the product at the cheapest price and also customers can leave comments and rate the product.
4.3.2 Offline behavior

To some extent, the participants in this group also value experiences and comments from offline sources as a way to gather information, especially from friends. Some participants value advice from sales people in stores. This was especially true for more expensive products that they do not know so much about themselves in advance. For cosmetic products they usually go to stores that have several brands and ask for advice that goes well with their specific skin type, and feel that they can help at the store since they have probably had many customers with the same questions or have similar personal experiences. They can for example ask at the store called Kicks which product in a chosen category that has the best quality and about what product is best and why. Going to the store was also discussed as a good step since then they can get samples to try at home before deciding if the product is good.

Friends’ opinions and knowledge was an important source of information for these girls and they trust that a product is good if a friend says so. The majority does not feel like they need to compare what friends say with others, instead, it is often enough for them to give the product a try. Comments from friends can also be a source to find out a good brand, and then some would go to the store to look for that brand. Opinions from family also play a major role at least for about half of the group. Rosanna said that she uses the same brand of mascara that her mum uses, since she recommended it and now she is very brand loyal. Elsa said she asks her mum for advice quite often, especially since they have similar skin type and they use the same foundation for instance. When it was asked to what extent they fall for group pressure in being convinced to buy the same product as others have, the girls said that they do not think they fall so easily for that.

4.3.3 Relation to brands

When it comes to exploring how much the participants agree on using the same brand more than once, it was found that they rarely switch to a new brand when they are satisfied with one. This is especially true when it comes to products that are applied directly on the face, which is a product category that the group prefers to have better quality on. On the other hand, Elsa said that if she has not tried a product that she likes yet, she is open to try new ones. Regarding mascaras, the behavior in the group differs and only those who are not happy with the current one would switch.

When asking about how they first got in contact with a new brand they were quite unsure. Ida answered that she would first think of a brand from memory, but at the same time she said that she would go to a store and see what they have. In addition, she would search online for a brand that she has seen in store. Elsa shared that she would try to remember a specific brand that a friend has recommended. Then she would search online on for example Kicks, since they have a wide range of mascaras and if the friend has used one common brand she would probably find it on the website she reasoned. By looking at all mascaras they offer, she can hopefully recognize the one she had in mind.

4.3.4 Price, quality and product type

When deciding on for example what brand of a cosmetic product to choose, the focus group discussed some major factors that they took into account, which also affected how much information they felt they needed to be able to take a stand. First of all, the type of product mattered a lot. Most of them put more effort in choosing better quality brands when the product is meant to be applied directly on an important part of the skin, such as foundation. They thought that since the face is exposed at all times it should be taken good
care of. For that reason, Elsa for instance said she likes The Body Shop since they have ecological products without chemicals that have not been tested on animals.

‘For example when going to the Body Shop that only carry one brand, they give you a quite partial view of it, but at the same time one can trust Body Shop since they do not have added chemicals and they do not have animal testing and such’ (Elsa, personal communication, 2015-03-17).

It was also important to have better quality on lipstick so it would last longer. For mascara and eye shadow, they did not think it was as important with a really good brand. In those cases they were more willing to try new brands and were easier convinced that it was worth a try. Price is another factor that influenced the information gathering and possible purchase. If they saw a commercial with a product, then if it is quite expensive, more additional information search is done than if it was a cheaper product. For products that was classified as less important to have good quality, the price was a major factor in that they wanted to buy where they found it cheapest.

4.3.5 Trust in various sources

In many questions and in regards to some different topics throughout the focus group the aim was to find out how much the participants trust the different sources of information search they brought up. Comments on forums or websites was somewhat trusted by those who reads these types of comments, but many times it is also a matter of trying a product without really knowing if it is as good as the comments say. Comments from bloggers vary in trustworthiness among the participants. One said that she usually trusts what is being said but another one said that she is really critical and knows that she must put it into perspective. Information from friends however, is one of the most trusted sources according to this focus group. Elsa would in comparison to Daniella however still confirm it with at least one more source or more than one friend. Commercials on TV were briefly discussed, but no one was particularly convinced by them, but still curious since maybe sometimes the product can live up to the message. When companies share information about their own products though, everyone was very critical and did not believe in what they say. Advice from store personnel was often trusted at least as an initial step, and could afterwards be compared to other sources. However, they also mentioned a risk in trusting the stores too much, since they may just recommend the most expensive product. These uncertainties lead the participants to often compare the gained information in several platforms.

4.3.6 Opinions about advertising

There were also a few questions on advertising and their attitudes towards that. It was found that the majority thinks it can sometimes be too much advertising everywhere. Most of them also agreed on that it was irritating if they had planned to buy a certain product, and then before they had a chance to do so, a famous blogger or a friend with many followers Instagram already bought it. Then they feel like they cannot buy the product anymore, for the risk of the others thinking they did it to copy their behavior. Some girls ignore adverts on the sides on webpages, but others feel offended sometimes by the immediate connection to a previously visited site.

4.3.7 Actively showing information search online

In the last part of the interview, Johanna showed some techniques and strategies for how she searches for information, on one of the brought computers, which allowed some screenshots to be taken. She chose to first show us her steps in knowing more about a highlighter and how it should be used.
‘When I want to know how to put on a highlighter, I will search on Youtube’ (Johanna, personal communication, 2015-03-17).

Johanna started at Youtube, see figure 4.1 in appendix 4, by typing in highlighter, to search for tutorials on how to best use the product, and also to see the quality of the brands that comes up. She starts by selecting a video that looks good, but it does not have to be uploaded by the same person each time. It is also not so important for Johanna that the video has many views. After watching one, it linked her to new videos and this process of watching various videos goes on until she feels satisfied with the collected information. Johanna also uses Youtube to learn more about different eye shadows and some techniques to apply it. Johanna also showed the website Yves Rocher, see figure 4.2 in appendix 4, which was discussed during the focus group as well. Both she and Daniella said that they often buy products from this site. The main reason for it is that they think the products are really good and that they also like that they often get some free gifts when ordering products and future purchases of those gifts are then considered. These girls also said that they can go to a store and ask for samples, and if they like the products go back to the store to buy them. That Yves Rocher may have a different target group than young consumers is nothing that affects the girls in this group, they still like what they have to offer and are happy to buy their products. Whenever they order products online, but also in stores they prefer to buy smaller quantities and more frequent.

4.3.8 Summary focus group one

To summarize the major findings in this group, the girls are constantly connected to internet, most times on a mobile device. Reading blogs was one of the most used platform and they see some bloggers as role models and follow them on Instagram. The trustworthiness in blogs varies in the group where some are more critical to its content. Facebook and Instagram were often used, mainly to communicate with friends, but also to follow major companies. Comments on Facebook and other online sources are used as a complement. Snapchat is also highly used and watching tutorial videos on Youtube. Even if online sources were more common, they still value offline information, especially from friends that they often trust without need for comparison. Especially for expensive products, they have a need to ask for advice in stores, but they do not always trust that and instead need to compare with other sources too. The same is true with advice from family members. When the group is satisfied with a specific product or brand they rarely switch brands, but otherwise they can easily be convinced. The amount of information search needed in this group depends on product type, wanted quality and price, where they want to have better quality on products applied directly on the face and cheap products for the rest.

4.4 Results from focus group two

On March 18. the second focus group took place and the duration was around 55 minutes. This one was also with a group of girls from Erik Dahlbergsgymnasiet and was held at their school. In total they were seven girls, where five of them studies at Samhällsvetenskapprogrammet and the other two are within Samhällbeteendevetenskap. The temporary given names for this group are Tilda, Elin, Rosa, Karin, Anna, Alice and Natalie. Each topic that may have been discussed in different lights at different times during the interview will be drawn and matched together so the different codes represent every opinion about the same topic at the same time.
4.4.1 Online behavior

In the more general and wide question in the beginning of the interview it could clearly be seen that this group of girls were using the internet to a large extent. All the participants agreed upon that they are connected several times a day. Most of the girls said that they use the internet mostly on their mobile phones due to convenience reasons and Anna also said that she uses it a lot on the computer as well, depending on the purpose. She said that when she needs to search for fast and easier things she uses the mobile phone. In general it can be seen that the girls use internet to a large extent to connect with friends on social media and also to search for information about products for instance. Although, when looking deeper into the answers, some trends could be found in both what type of platforms they use and also how they use them. The platforms that were most often mentioned were Instagram, Youtube and blogs.

From the first start when the broad question was asked of what the participants uses the internet for, it was clear that the instant answers were several of the social media platforms. It could be seen that all the girls uses Facebook although they have changed the way they use it. First of all they use Facebook a lot less than they have previously done. They are also less active while they are there, hence they do not like, share and post as much activities as they use to do an especially not companies who are sharing information on Facebook. However, one of the girls still likes some companies on Facebook. Although Tilda argued that since Facebook is used less among friends at the moment it makes it easier to find interesting videos or links that you would not have found before and in turn use these links to click and move on to new website with the help of Facebook. Alice said that she is more active on Instagram than Facebook and both Tilda and Anna agreed on that statement. The girls mentioned that Instagram is something many of them uses every day to follow friends and large companies.

“It is very good since Instagram is something I use daily and it enables me to see important comments and similar information. It is not that often that I visit the companies’ webpages” (Tilda, personal communication, 2015-03-18).

Anna stated that she likes to follow famous bloggers on Instagram since it enables her to get a faster and more fun overview of what the blogger is posting in pictures instead of reading a lot of text. Two other girls in the focus group also mentioned this and that it is a fast and fun way for pictures without much advertising, but if there is a deeper interest for the picture they can visit the blog too. Alice stated that previously she read many blogs every day but it has declined and moved on for her to focus on the more famous and bigger bloggers, for example Kenza. Anna agreed and said it is due to lack of time and also interest. She said that the reason why she uses the blogs is many times to get inspired and the other girls also agreed on that.

The girls stressed the need for comparing and contrasting the information online and that they highly value other persons’ comments. Hence, the participants said that they almost always use Google or search for a particular product on the internet and read the comments.

“Although on the companies’ own homepages they do not write as much negative criticism about their own products, that is why I prefer to read opinions from private persons” (Alice, personal communication, 2015-03-18).

Alice also said that if it is a new webpage that she is not that familiar with, the comments on that page are not always enough, where comparisons to other sites or forums become important. When it comes to cosmetic products, Natalie argued that it is very important to
search for information and she says that eleven.se is a webpage that she uses a lot. This webpage enables private persons to make comments about their opinions about the products, description on how to best use them and if they liked them.

In relation to the participants frequent use of comments on forums or webpages they often use a compliment in the form of videos on Youtube and also the comments that are made on that specific video. Anna thought it is useful because she can both see the product of interest and at the same time see advantages and disadvantages that the persons has written about the products. They also use Youtube because it allows them to see the product in real world and it also inspires the participants in another way than just reading about a product.

‘I usually watch Youtube videos in order to get inspired about which products that are good, and then I often buy the products that they recommend in the video clips’ (Alice, personal communication, 2015-03-18).

‘First I usually read about the products and after that type in the brand on Youtube because then I can find clips that show people who are using the product and then they usually tell if the product is good or not’ (Karin, personal communication, 2015-03-18).

4.4.2 Offline behavior

The answers in the focus group could also identify some other trends about their information gathering process that were not only related to the online society. The girls expressed that they highly value personal recommendations in different forms, stretching from recommendations from family and friends to advise from persons in the stores that sell cosmetic products. Tilda and Anna said that they gladly ask friends or someone in their family if they have used a product before and if they can recommend it. Both Karin and Natalie said that they are easily affected of what their friends has to say about a product and feel safer buying a product if they know that a friend has tried it but sometimes additional information search is required. On the other hand, Elin did not feel like she falls that easy for group pressure at least not when it comes to cosmetic products. A store that was mentioned in the interview was Kicks, here the girls can get personal and good help from a person working in the store and they have no problem buying it there if they have the correct brand. Although, not everyone was convinced on that due to that the stores may recommend the most expensive products to increase sales.

4.4.3 Relation to brands

When it came to the question if the participants like to change between different brands of cosmetic products or not it could be seen that they prefer to test new brands relatively often. Once again they think it depends on type of product, mascara for example is something that Tilda can change easily since it does not include as much risk. Although a foundation is a harder product to switch between brands because it is more personal what is working for each specific person. The participants also follow famous brands on Instagram or Facebook. Apple, Michael Kors and MAC are some of the brands that were mentioned. When they were asked about how they first came in contact with a new brand it was a bit hard for the participants to answer since some of the brands has been in their lives as long as they could remember. When the question instead was rephrased it could be seen that many of the participants do not really care about only one brand in most of their cosmetic products. The process is instead more to search for the specific type of products and then they recognize a brand when they have done the broader search, which can lead them further in their information search. That means that once they were reminded of a brand they can use that as a search term for further information gathering.
4.4.4 Price, quality and product

It could be seen that what type of product, what price and also what type of brand a product has plays a crucial role in how much information gathering the participants in this group needs. Anna for example said that if she wants to buy something that is more expensive, like a computer, then she needs a lot more information before a purchase. A normal process then would for her be to ask someone that have knowledge about the product in a store or a person in her surroundings. Tilda also mentioned that she would ask a person that has specific knowledge about that product but she would also search on the internet for more information. When it comes to makeup some differences could be seen depending on what type of makeup it is. Alice and Anna said that mascara does not matter as much when it comes to type of brand or how much information they need, while a foundation that is more personal and also more expensive matters more.

4.4.5 Trust in various sources

Several questions were asked about how much the participants feel that they can trust the sources of information mentioned throughout the interview. The participants shared that they value opinions from family and friends and that they often reach out to them for help. They state that they almost always trust that information and just at some specific times feel a need for further information gathering online or in the stores. When the trustworthiness from the information at the stores was discussed they revealed that they gladly ask for help especially on more expensive products but they do not always trust the information they get. Comments on Instagram, Facebook and other forums were always discussed as reliable sources of information, mostly due to the fact that it is private persons’ own experiences. When the participants were asked about their opinions about the trustworthiness in the blogs, two of the girls said that it depends on whom the blogger is. Hence if it is a big and famous blog it is more reliable than smaller ones, quoted below.

‘… It is more the bigger blogs that I can have a trust in since they do not do it because of the money but instead for their readers sake’ (Anna, personal communication, 2015-03-18).

When asking about the trustworthiness in companies’ webpages and other sources where they share information about for example products they once again said that the size matter, if it is a bigger company they have more trust in them since they do not really see what the company would gain out of lying.

4.4.6 Opinions about advertising

When asking about what the group thinks about advertising in general they all said that it is too much, especially when it comes to TV-commercials. Alice continued that companies always exaggerate in their advertising. Anna agreed, and said that for example Max Factor always have way longer eye lashes in their commercials than what is normal. Hence, the group cannot for the most part trust the messages in commercials and other advertisements. Because of this generalization of not trusting that companies show a fair picture of reality, some advertising messages that may in fact be true is also overlooked and not trusted. In many online platforms the group also perceived it to be too much advertising. There are for example many adverts on the sides of webpages and Youtube has increased the use of commercials to now show them before a song or video clip.

4.4.7 Actively showing information search online

In this group, Karin volunteered to show on her computer how to gather information about a foundation. She would first and mainly search on Youtube, see figure 5.1 in appen-
dix 5, and especially look at some of the first videos. For her it is important that the videos have many views, and there is one girl that uploads videos that she looks at often, but she also looks at new ones since she wanted to compare the results. As a second step, she searched on Google, on specific brands. Then it could also happen that she looks at blogs that talks about the product or brand of interest, but they are often blogs that she has not read before. Natalie showed how she used eleven.se, see figure 5.1 in appendix 5, to learn more about products and brands. She especially liked it since there are often comments from regular people who have tried it, and then writes about what they liked or did not like with it. She said that she also liked that it is in Swedish.

### 4.4.8 Summary focus group two

Being constantly connected is also for this group a clear trend, but the device used changes depending on the purpose, even though mobile phones are the most common device. Several social media platforms are used, but Instagram and Youtube stand out. On Instagram they follow friends, famous bloggers and large companies and it is used since it gives a faster and fun overview without much advertising. They referred to blogs as giving inspiration, but these days they only look at more famous bloggers and trust the larger blogs more. Youtube is also used for inspiration but in addition they get to see the products being used. Comments from the above mentioned sources are highly used but need to be confirmed with other sources to be trusted. Compared to the other social media platforms the use of Facebook had declined in this group. Friends and family were discussed as highly used and reliable offline sources, and even though advice from stores was referred to they do not always trust it. The group is fairly brand loyal, especially concerning cheaper cosmetic products.

### 4.5 Results from focus group three

This focus group took place on March 26, and there were six girls in total from Jönköping University. One more girl was invited and confirmed but unfortunately something came up so she could not attend. The majority of participants in this group are students in the Civilekonomprogrammet and one study on Affärsjuristprogrammet. For this group too, a familiar location was selected to run the interview and the duration was about 65 minutes. In this case, a group room was booked at Jönköping International Business School. The simulated names in this group are as follows; Nicole, Lisa, Sara, Kristin, Annie and Elvira. The structure of this group was the same as for the others, hence they firstly introduced themselves and their last cosmetic product was bought for about three months ago.

#### 4.5.1 Online behavior

The girls in this focus group are as well born within the Millennia generation. Results showed that they have an extensive online behavior and use internet for basically everything, agreed by everyone. Alice listed search for information as the main reason for using internet and entertainment as the second. Lisa also added to communicate as a third category. For the most part the interviewees use internet on mobile phones since they have it with them at all times and it is really convenient. When asking more about it they talked about how the usage changes depending on the situation so various devices serve different purposes. Some girls use internet for information gathering much more than asking for advice in stores for instance. Then it is in turn more common for them to buy products online as well, on sites that sell the cheapest products.
In this group of female consumers, only a few of them read blogs. Nicole said that she sometimes reads blogs to see if anyone has recommended a specific product, but most times she reads it for the purpose of finding information she did not know about before, and then compares that with other sources to get more details. Lisa said that she follows some bloggers on Instagram, but when reading on the actual blogs she is more interested in the pictures. Some of those who reads blogs said that they do so to get inspiration and because it is fun. Therefore, the purpose according to Nicole is not to find out what color of a rouge that works best on her, since she does not have that interest. Kristin got information about her mascara on Blondinbella’s blog, partly since it is from her line she last bought. Even though Kristin reads about this mascara on the blog she added that it was probably other factors that convinced her to try this brand, but she could not remember those exactly.

The various type of social media used among this group was similar to the findings in the other focus groups. They use Instagram, Snapchat and Facebook frequently but some also mentioned Whatsapp, Twitter and LinkedIn. Instagram is the favorite social media platform according to Kristin, since she thinks it is the most fun one. Lisa agreed that Instagram is more fun than for instance Facebook. She uses it mostly to follow friends and that she followed celebrities more before but that she often got bored doing so, hence, now it is mostly just friends. Sara follows different cooking profiles on Instagram that she can get inspiration and ideas for new dishes from. Elvira does the same regarding posters of meal suggestions, but she is also interested in getting advice and inspiration for exercising purposes.

Facebook is used less by participants in this focus group than they used to. Kristin is sometimes almost dreading to login on Facebook because there are usually several comments that people are expecting her to reply to. She feels that Facebook is so open to everyone, and that basically anyone that wants to contact her can do so, even if she does not feel like having a relation with that person right at that time period. Elvira brought up that the messenger function is used a lot more instead and thereby it is used more for the purpose of communication. Nicole has also experienced a change in the way she uses Facebook. Now it is really rare that she scrolls down in the news feed to see what people are up to, she does not see the fun part in that anymore. Nicole also feels that companies are everywhere on Facebook, to a degree that it is too much advertising and the group do not follow many companies or comment on them. Everyone also shared that posting their own photos or commenting on others online is rarely done these days, not at all like it was before. Sara said that it is more a behavior when you have a closed group with some friends, since it is more personal. LinkedIn is used more now by Annie and the rest of the group, to connect with companies that may be a potential employer. Sara continued that this behavior has increased especially over the past years since it is more important at this stage of life.

These participants sometimes read comments and reviews online as a way to gather information. Sara explained that if she wants to buy for example a dress on Nelly.com she would read the comments for a specific dress of interest. When ordering from that site Sara feels like these comments are enough to gain the right information, partly since she has ordered from them before. Elvira shops online quite frequently, for instance on eBay. She does not read any comments there however, instead she searches on Google for comments so in the end they can be taken from various sources. Sometimes she reads comments on blogs and other times it can be in a forum.
4.5.2 Offline behavior

In this focus group there was a clearer trend than in the other groups of using offline sources to gather information. For Lisa and Sara there is usually a combination of listening at friends for recommendations and asking store personnel for advice. Lisa said that she does not have a huge interest for cosmetics, so she does not spend much time searching for information online about that product category. Instead, she thinks it is more efficient to go straight to a store and ask a sales person. Sara likes asking in the store, for example at Kicks, since then they can give specific advice that matches her skin type and preference. Elvira on the other hand wants to compare what a larger group of people thinks and recommends, since she said that her skin is quite sensitive and need certain products to work well. The person working in the store may not have the same skin type and thereby may not have tried the product that Elvira may need. Elvira continued that therefore she might instead try to sell a different product that she may have been told to sell more of. One motive for Elvira to go to a store instead of searching and buying online would be if they could give out sample so she can try it at home.

To listen to friends’ experiences and knowledge is also valuable information for the whole group. It can be enough to be convinced that a certain product is good and Annie even said that she got inspired and almost convinced to try that brand after listening to the other comments in the focus group. Another way to gain information about products is to ask family, which some of these participants said they are doing. Especially for more expensive products, Sara wants to know everything that is worth knowing before she feels satisfied with the information gathering. Kristin listens to advice from her mum, who was also the first one to introduce her to her first mascara. Annie was recommended some cosmetic products from her aunt who is working within cosmetics. She used those recommended products for about seven years. After a while she was recommended by friends and family to use Bare Minerals instead, so now she changed to that. Elvira was also recommended to use Bare Minerals from a family member so she tried hers a few times and then bought her own. However, the results were unfortunately not so appealing to her after all.

4.5.3 Relation to brands

Overall, it can be said that the interviewees need different type and extent of convincing before being motivated to try a new brand or product, depending on what product category is discussed, hence brand loyalty varies. They usually have the same base products, such as foundation and powder but are open to try new brands when it comes to for example mascara and eyeliner. About half of the group said that they always buy the same brands since they have found one they like. Others continued to say that if they found a brand or product they like, there is no reason to change that, hence they need lots of convincing before changing that behavior. Nicole said that a friend would most likely be the one convincing her to try a new brand but the main reason for it would be that she was out of a product and found a much cheaper one. Nicole wants to make sure her products are ecological and have good content though, so she searches for quite a lot of information, and prefer to read what others who used the products have to say about them. For Lisa it is not so important to be brand loyal when it comes to mascara and eye shadow and therefore she switches brands more often. However, the week before the focus group took place Lisa went to Make-up store to have her make-up done, and through this possibility of trying she was convinced to buy products from the brand. Annie argued that it is easy to keep a brand you are familiar with and especially if there is one that is often on sale. It was also discussed that it is easier to try other products within a brand that they already like.
When the moderator tried to ask how the interviewees came across a brand when finding a need to buy a product, the answers varied somewhat and depended on the situation. Sometimes, Annie said that she just buys a brand that a friend recommended, but other times she goes to a store and look on the shelves what they have that has a reasonable price and nice shape. One girl had for a long time tried to find a specific type of bag that she could then use for many years and therefore it was important for her to find the perfect one. It was hard before she knew what she liked but she got one bag as a Christmas present. Since she did not like that bag she planned to return it and get a refund, but when visiting the store, she found another one on the shelf that she liked and exchanged to

4.5.4 **Trust in various sources**

The level of trust in information varies between the different sources according to the opinions from this group. Often there needs to be a combination of sources to strengthen the reliability, which for instance can be to both ask friends and store personnel, or combining friends with searching for comments online. Those who often ask for help in stores trust that information quite a lot and Lisa can easily be convinced to try whatever she gets recommended in store.

‘In one way you have to. If you do not think cosmetics is fun or have a big interest for it you have no choice, and then that happens’ (Nicole, personal communication, 2015-03-26).

Sara trusts stores since then both they give recommendations, and many times she has also seen TV-commercials or billboards with similar information. Friends is also more trustable than just reading comments online, the latter one requires a larger number to get the same value as one friend.

‘It depends on who it is. If it is from a friend one can trust it more but if it is someone writing online one might need to have more sources’ (Elvira, personal communication, 2015-03-26).

Friends and family much easier convince Alice, who is very critical to knowledge from stores. She almost assumes that staff in stores has not tried a product for a whole day, and therefore is not that well informed. Kristin agreed and she is under the impression that they try to trick her into buying something. However, it depends on what type of connection is established in store. If the sales person shows respect and make sure that the final decision is up to the customer and genuinely tries to build a more personal contact, then it is a lot easier to trust at least some of the given information. When it comes to messages about products directly coming from companies, the group is more skeptical. Of course companies write positive things about their own products they said, but nothing confirms their statements to be true. Those who read blogs are also critical for its content. If a blogger writes a lot about the same brand the girls in the focus group can sometimes treat it as advertising.

4.5.5 **Opinions about advertising**

When the moderator asked about advertising and commercials in general it was found that all participants thought it was annoying and irritating. Elvira thought it depends on what platform it is shown on and to what extent it is exposed. When she is watching something on TV, it is frustrating since then it is shown instead of the actual program. On billboards she is okay with it though, because then she can choose not to look at them. However, for the message to go through to her she must see it many times, and the companies must make it interesting for her to care. Kristin said that adverts on the sides on internet sites are often really breaking the integrity. When she has visited for example Zalando, and then di-
rectly afterwards it appears everywhere, it is really creepy she said. Another type of advertising that is pushed onto potential customers is when companies include samples in for example magazines. Annie said that she got that sometimes but that she usually does not actually try it. Many times it is not the right color or tone for her though, especially when it comes to foundation she continued. It could also be that she was not in the need for that product at that point in time. If Annie on the other hand was out looking to buy a new foundation, she is more than happy to try samples. Then it feels more personal she said and she could then try two different color tones before deciding on one.

4.5.6 Actively showing information search online

In this group, Elvira showed her thought process when searching for information online about Bare Minerals. She looked at ebay, see figure 6.1 in appendix 6, and compared it with prisjakt.se, see figure 6.2 in appendix 6, and what she looked for in particular was to find exactly the same product at both sites, to be able to compare the price and choose the cheapest one. Once on ebay, she buys the product straight away instead of bidding on it and it is enough for her to only look at these two sites since she has done this before. On ebay, she also looks at feedback from customers and one can even search in the feedback section for comments on a specific product. None of the girls use Youtube frequently for this purpose, but one said that she sometimes looks at videos when a blogger shows how to put on make-up.

4.5.7 Summary focus group three

Compared to the other two focus groups, this one is less active online when it comes to information gathering, but they are always reachable on their mobile devices. They still use Instagram quite a lot though since it is more fun than Facebook, which they consider being boring and hesitate to login to since they are expected to reply and be active. Thereby, they do not post things on Facebook themselves anymore and think there are too many companies and advertising there. A few follow bloggers on Instagram and read some blogs to get inspiration but compared to the previous focus groups, these girls mentioned more mature bloggers, use them for a different purpose and are critical to the content. Offline sources are continuously used by the girls, both asking friends and in stores since it is efficient. The stores are often trusted since it is more personal, but some must still compare with other sources and some prefer online search instead. Advices from friends are more trusted than comments online, partly since the girls expect the friends to have tried the product and give a more honest opinion. Recommendations from family members are valuable but information directly from companies is not trusted. Lastly, the group is brand loyal ones they have found a brand like.
## Summary of the results from the focus groups

Table 4.1 Summarizing the major findings from the focus groups

<table>
<thead>
<tr>
<th>Focus group 1</th>
<th>Focus group 2</th>
<th>Focus group 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online</strong></td>
<td><strong>Online</strong></td>
<td><strong>Online</strong></td>
</tr>
<tr>
<td>They are constantly connected, where Facebook, blogs, Youtube and especially Instagram is often used. The reason for that is that they can communicate with friends, follow companies and find useful information. Instagram and Youtube are highly trusted but not everyone in the group was convinced that they trust the bloggers.</td>
<td>This group is also constantly connected and search for information online but are more likely to shift source of information depending on purpose. The two most used platforms are Youtube and Instagram where they follow large bloggers and companies. They use them since it inspires and gives a fast and fun overview. There are no question about the trustworthiness on Instagram and Youtube while depending on the size of the blog the trustworthiness varies.</td>
<td>This group is a bit less active online for their information search. They still use Instagram since it is more fun and personal than Facebook. Only a few people read blogs that are of a more mature writer than the other groups and they are the group that are most critical to its content.</td>
</tr>
<tr>
<td><strong>Offline</strong></td>
<td><strong>Offline</strong></td>
<td><strong>Offline</strong></td>
</tr>
<tr>
<td>They still value offline sources even if online sources of information are most common. Friends are the most used and trusted offline source.</td>
<td>Similar to focus group one this group still uses offline sources but not as much as online ones. Friends and family are asked and listened to but often needed to be confirmed with other sources to be trusted.</td>
<td>This is the group that mostly uses the offline sources. Many of them ask for advice in stores and those who do trust that information. Advice from family and friends are also considered as trustable sources.</td>
</tr>
<tr>
<td><strong>Relations to brands</strong></td>
<td><strong>Relations to brands</strong></td>
<td><strong>Relations to brands</strong></td>
</tr>
<tr>
<td>This group is fairly brand loyal once they found a brand they like. This group uses a combination of brand-recall and recognition but for the most part recall is mentioned first.</td>
<td>This is the one that is most likely to switch from one brand to another. The group both mentions brand-recall and recognition but from the answers one can tell that they often starts with recognition by searching for a product category and then they move on to the specific brand.</td>
<td>This group is also brand loyal but what type of brand it is does not play such a big role. A brand that they feel comfortable with is more important than what type of brand it is. Most times they are more affected by brand recognition.</td>
</tr>
<tr>
<td><strong>Price, quality and product</strong></td>
<td><strong>Price, quality and product</strong></td>
<td><strong>Price, quality and product</strong></td>
</tr>
<tr>
<td>No direct questions about price, quality and product were asked, instead it was an observed relationship among those factors. For more expensive products they needed more information and they wanted better quality on certain products within the cosmetic category.</td>
<td>These factors affected how much information was needed. The more expensive a product is, the longer the search process. Also for more personal products they need more information.</td>
<td>There was no clear relationship observed between these factors in this focus group.</td>
</tr>
<tr>
<td><strong>Opinions about advertising</strong></td>
<td><strong>Opinions about advertising</strong></td>
<td><strong>Opinions about advertising</strong></td>
</tr>
<tr>
<td>All the groups agreed on the fact that advertising can get a bit too much especially on Facebook and TV-commercials. That is why all the groups has increased the usage of Instagram and other sources of information since they are a lot more personal and less overcrowded with different advertisements from companies.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.7 Results from in-depth interview with The Body Shop

The interview with the owner of The Body Shop was held at March 12, 2015, it lasted for about 35 minutes and it was held in a comfortable environment at the store. As mentioned in the method, the interview was semi-structured which made room for a more open environment and actual answers more close to what the interviewee actually thinks about the topic. Due to confidential reasons the owner of the store will be given the fictive name Marie. She explained useful insights in several important areas such as providing insight in The Body Shop’s values and goals and she also described how she perceive a young consumer, hence how they are like and what type of issues she often face dealing with this customer group.

4.7.1 Information about The Body Shop

Marie clearly defined that The Body Shop’s core value is self-esteem and in turn how their products and services can help in boosting their consumers’ self-esteem. She mentioned that The Body Shop takes great care of what the products are containing and how the products are produced. An example of that is that the products are always produced in an environmentally friendly way and no animal testing is allowed. Moreover, their products are inspired by the nature, which also implies that their entire products are ecological and always gentle for the users skin. Marie said that these factors are much appreciated among their consumers and often the reason why they choose their brand. Further she also mentioned an important part about the marketing decisions that are made in the company. She said that even though she is the owner of that specific store all the marketing material and strategies are made from the head office. That is due to the fact that The Body Shop wants to be seen as a cohesive chain of stores that shares the same values and products no matter where in the world the consumer are. She mentioned that today a lot of press material such as blogs and other social media sites are directed to speak towards a slightly older generation and she does not always think that is the smartest strategy for The Body Shop.

4.7.2 Experiences about young consumers

When the interviewer later asked Marie whom the major target market is for The Body Shop she finds it hard to answer only one age group and instead she argued that the target audience can be divided into several age segments depending on what time of the day it is. By this she means that during early mornings almost all the customers that are entering the stores are between 60 and 70 years old. They often have a lot of time on their hands and require a lot of help. Right before lunch the newly become mums come with their children, while during lunch time the busy career woman is a regular customer and after noon a lot of young consumers enter the store. According to Marie they often take a lot of time before they decide on a purchase, they often enter with two or more friends at the same time and almost all the young customers are extremely aware of what type of products they are interested in. The fact that the age group is very aware of their preferences and has often done much research before they enter the store is something that Marie stressed several times during the interview.

‘Even if they do not always buy as much products I would still argue that the young consumers are a very important target group. I could not emphasis enough on that fact. To us it is very important to follow the young consumer’s trends. Those are the once that are the future and they it extremely important that they like us’ (Marie, personal communication, 2015-03-12).
Marie also expressed that for a company, young consumers are often harder to communicate to since they do not really understand how they are thinking and they are changing their opinions relatively quickly compared to older age groups. Even if they can be a bit hard for companies to follow, Marie managed to identify some behavioral trends among the young consumers. The thing that came up several times during the interview is that the young consumers are often open-minded and prefer to test several different products. It is more common that the older generation is buying the same brand and products repeatedly but in the younger generation they usually switch easier among brands and faster get tired of a product compared to the older generation. The Body Shop has tried to follow this behavior by introducing famous products in smaller package size. Marie also said that they introduced the Christmas calendar a couple of years ago and it works in the way that the buyer gets 24 small gifts from The Body Shop product range every day before Christmas and through this she has seen a raised interest of their products among younger consumers. She thinks the reasons for that are that they can try small packages without any risk and without getting tired of the smell or other features in the product.

‘…it seems like they get tired faster on big products … although the usually buy small and cheaper products but they do it more frequently … they gladly try new products but they are not as faithful customers’ (Marie, personal communication, 2015-03-12).

A growing trend for our customers is the mother/daughter counseling that we offer, Marie continued. It started when The Body Shop noticed that many young consumers get inspired by the mothers’ habits and preferences of brands and in turn many mothers are very interested in what type of products their children are using. Another source where the young consumers often gain their information is through listening to recommendations from what their friends say. Marie also said that they are aware and informed usually before they enter the store. Although one negative factor about that she said, is that they usually believe in everything they read and have a hard time changing their mind. If she for example recommends something that would fit their skin type better they usually have a hard time trusting that since they have read something else online. When Marie was asked if she has any understanding of where they get this type of information she said that she believes it is mostly from blogs but also from newspapers and TV-commercials.

‘To summarize I think that the young consumers are very clear with what they want and they gladly listen to friends and what they have read before they enters the store. They also like small packages of products since they prefer to switch between brands’ (Marie, personal communication, 2015-03-12).

When the final question was asked about her prediction of the future about The Body Shop she said that she thinks it is very important for them to establish a good relationship from their part in the young consumers mind. Marie also mentioned that she thinks that blogs will keep on being a platform where many young consumers will relate their information to but they will still value the personal contact. Another thing that she mentioned is that he believes that it is very important for a company to keep the feeling for a brand and not change the initial concept too much just because a quick trend has entered the market.
Analysis

The following chapter will combine and analyze the results from each focus group into one result that represent the findings from the whole sample. The results from the focus groups and the in-depth interview will then be compared and analyzed in contrast with previous research to see if they can be confirmed or not and if some theories need to be further extended. The chapter follows the structure of the purpose and research questions.

5.1 Information gathering

5.1.1 Online behavior

The results from the focus groups show that a young female consumer is constantly reachable and connected to internet. Depending on the purpose, different devices are used, but the mobile phone is the dominating one often due to convenience. Social media is an important part for the participants in the study to gather information and some clear trends were observed, while other differed somewhat. One such trend was that the platform that stood out was Instagram, which was used by the whole sample and served various purposes and is quicker and more enjoyable than Facebook. Everyone agreed on that the purposes for using Instagram was to follow friends but some also follow bloggers, celebrities and larger companies to learn more about them on a personal level and to get inspiration. Companies that were mentioned in regards to Instagram were for example The Body Shop and Yves Rocher. Some positive reasons for using Instagram are cited by Tilda below.

'It is very good since Instagram is something I use daily and it enables me to see important comments and similar information. It is not that often that I visit the companies' webpages' (Tilda, personal communication, 2015-03-18).

A decreased usage in Facebook was found and many said that it gets a bit too much, both too many companies and advertising, but also that there is a certain expectation to be active and reply on many things once logged in, hence indicating an increased stress. Moreover, Facebook has lost the personal touch, so now basically everyone can reach the sample. However, the messenger function is good for fast communication with friends and classmates in group projects. Overall, no one said that they regularly upload photos or stories themselves on social media, but that they can comment on friends' posts. Watching videos on Youtube was another seen trend for information search that was done by a fairly large part of the sample, since then they can watch the product being used and get some instant comments on the result. The process when using Youtube is described by Karin below.

'First I usually read about the products and after that type in the brand on Youtube because then I can find clips that show people who are using the product and then they usually tell if the product is good or not' (Karin, personal communication, 2015-03-18).

Numerous people read blogs but they are more interested in the person behind the blog and to get inspiration, but say it is too time consuming if the texts are very long so therefore the pictures are more valuable. Another trend is a decrease in total number of blogs read, where those who read blogs are focusing on the larger ones and are generally quite critical to if the information is true, mainly for less known blogs. Regarding companies online, some in the sample follow them on social media, but the content is not trusted, especially not from smaller companies. The last online category discussed is to read comments online on forums or web sites. The comments were taken from various sources, sometimes even from blogs if that came up as an alternative on Google. Often the sample
trusts most of these sources since they many times come from private persons, as long as more than one person said the same thing.

Integrating the above-mentioned findings and some deeper additional results to previous research it can be confirmed that research by Rezabakhs et al. (2006) and Vaglio (2007) regarding the power of consumers is true. Customers are thanks to internet in control, and they can easily find and share both positive and negative information about products, brands or companies. Internet has proven in this thesis to have a strong influence on consumers and it changes the way information is collected, which was also discussed in earlier studies (Sands et al., 2010; Verhoef et al., 2007). The research in this thesis further confirms that the young female consumer uses internet as an integrated part of in her daily lives (Glass, 2007). Research by McMillan and Morrison (2006) also shows that the young Millennia generation use internet constantly and is more or less always connected, and Moore (2012) also adds that it is often on their mobile device, which this study shows as well. Using social media is proven both in research and in this study to be a good tool in school for instance where they can easier communicate with group members and friends (McMillan and Morrison, 2006). Several participants in the sample mentioned that they often use instant messengers on Facebook for this exact reason.

Some parts on the other hand, in research by Myers and Hamilton (2015) and Moore (2012) cannot be confirmed after conducting this study. The researchers all agreed on that the most commonly used social media platform among the young Millennia generation were Facebook and Twitter and that they are used for easier communication and to gain knowledge about various topics. Although, the authors of this thesis argue that this is not true for the selected sample. Since the participants in each focus group filled out a small pre-questionnaire just before running the interviews some of those answers can be analyzed in accordance to what was discussed orally. In diagram 4.1 in chapter four, the usage of online platforms is presented, and even though Twitter is the second least used platforms there were still some that filled out that they use it. There is a doubt however in how much they actually use it, since they did not mention it at all in the focus groups and therefore a conclusion is that they most likely use it more seldom. Another interesting finding in diagram 4.1 was that everyone said that they use Facebook, but when asking more about how they use it the answers indicated a decrease in usage. None of them expressed that they use it as much as before and now they are quite annoyed by all the advertising that is constantly present. They also experience Facebook as stressful since they are expected to quickly reply and be active once logged in. Hence, the research regarding Facebook and Twitter is not true for the selected sample.

Instead, the results of the research in this thesis revealed that the young female consumer more often use Instagram and Youtube. Since our purpose is to understand how they use it, several questions were addressed to answer this. As discussed above, follow friends, bloggers and larger companies are reasons for why Instagram gained popularity. It is also an easier, more fun and personal platform since the user itself decides who to follow and whom to be followed by. After analyzing the overall behavior in the focus groups, it was discovered that the participants in the sample as much as possible tried to avoid advertising and that is another reason to why they valued Instagram more than Facebook.

The second most commonly used platform was Youtube, and the reason for why they use that in their information search was that it is a great tool for learning more about how the cosmetic products are applied and learn more about the quality by looking at videos and reading associated comments. In that way they look at sequences of videos and how they choose which ones to watch was demonstrated in the last part of the interviews and some
screenshots of the visited sites are found in appendix four, figure 4.1 and appendix five, figure 5.1. To get inspiration for various products was also found to be important in the study and they get that from YouTube, Instagram but also blogs. Moore (2012) discovered in her study that blogs are well used by the young Millennia generation and that was also confirmed to a relatively great extent in this study. By comparing the focus groups regarding blogs, the slightly older girls are more critical to its content and like more mature bloggers than the younger girls. However, they are all mostly interested in getting to know the bloggers on a personal level by focusing on the pictures and as a consequence of that scroll through some news about products or brands.

The ten gratifications that is provided in the Uses and gratification theory (UGT), see table 3.2 from chapter three, are not all confirmed to be accurate when analyzing and comparing them with the results from this thesis. It is seven out of the ten gratifications that is confirmed to be true in this research and those are that media enables: information and education, guidance and advice, social contact, filling time, security, lifestyle expression and identity formation and confirmation. These will be the focus below and the remaining will be further developed in the theory extension part later in this chapter. The first gratification called information and education can without any further doubt be accepted as correct. This research proves that media is used for information search and mainly on Instagram, Youtube and blogs as mentioned above. The second gratification called guidance and advice is also correct and is linked to the information search. Hence the result shows that the sample uses different forms of media platforms to be guided and get advice about cosmetic products that they lack information about. The third gratifications is called the social contact and this is true since the participants several times shared that they are always connected and both feel it is a fun part of their everyday life when communicating with friends but also a bit of a stressful element. Filling time and security are also confirmed, based on an overall analysis of what was discussed during the focus groups, even though they did not mention those exact words. Some more explanations on this are found under theory extension in chapter five. Lastly it is also possible to confirm that media gratifies lifestyle expressions and also identity formation and confirmation. This could be seen in the results in a multi dimension way, firstly being that the girls express the importance of always being active on the most popular platforms and they say that depending on what you post, who or what company you follow or like also expresses what type of person you are and what lifestyle you have.

5.1.2 Offline behavior

Since online sources are often not reliable enough to be the only source of information, the study revealed a strong need for the participants to compare the result to confirm it. Collecting many results from the same source or comparing online and offline results through so called multi-channel search was observed both in the study in this thesis and in earlier research by Joo and Hyung-Jin Park (2008). Research by Darley and Smith (1995) said that women usually try to find all available information before making a decision, and that was also observed from the research in this thesis, especially for more expensive products.

When it comes to the habits of the sample and their offline behavior it could be seen that the overhanging part of the participants use this type of information gathering extensively. The main source that all the participants in the study apply is asking their friends for opinions about good products or brands and if they have any important knowledge to share. Their friends’ information is viewed has highly reliable for almost everyone due to the fact that they feel safe to hear personal recommendations. A few still mentioned that they need to search for further information in addition to asking friends in order to be satisfied. An-
other type of offline and personal communication that many of the participants often are applying is asking their family for help, especially their mother. A major reason for that is that their family often shares similar opinions and features such as same skin type when referring to cosmetic products. Still, most of the participants do not trust only their family’s advice and definitely feel like they need to search for further information. Another type of information source that were up for discussion several times among the participants were the use of sales persons in stores but only approximately half of all the girls use this type of information source. The reasons for that is that they often lack in trusting that the sales personnel has enough knowledge about their personal needs and also they often believe that they just recommend the most expensive products to earn more money. One way to change those opinions would be if they feel a connection and personal relationship with the sales person instead of them being too sales- and profit oriented.

Research by Sands et al. (2010) divides offline sources of information into subgroups, which are, to mention some, individuals including friends and family. There are also channels referring to stores and experience by previous trials by the consumer. Moreover, women are by several researchers characterized to often greatly trust information from personal sources (Barber et al., 2009; Bishop & Barber, 2012). In the User and gratification theory (UGT), Katz and Blumler (1974) describe four assumptions of the theory that McQuail (2010) says has to do with what people are doing with mass media. The assumptions assume an active user and that media usage are affected by other sources of need gratification. Further, some of those needs can be satisfied by the audience members themselves (Katz & Blumler, 1974). When reflecting on these above findings in relation to this research several correlations were found. Firstly, the study showed that a young female consumer sometimes asks both friends, family and store personnel to gain more knowledge about products or brands. Even here, the emphasis lies on personal relationship to increase the trustworthiness of the source. Sands et al. (2010) also express that experience from previous trails can effect consumers’ behavior. This is something that is regularly found in this study as well since many of the answers can be correlated with this statement. Hence the results show that the participants often think back to a previous experiences of a brand or products and if they feel satisfied with the outcome they do not have the need for further information search since the can rely on these experiences. A correlation of the above mentioned assumptions from the UGT theory can also be found where this study also discovered that the user is confirmed to be an active user and are driven by her needs. Research by McQuail (2010) also found that the way people use media today makes them active users.

As Barber et al. (2009) and Sands et al. (2010) express in their articles it is crucial to acknowledge the information search in order to understand consumers’ decisions, which is why parts of The consumer decision process model is applied and here analyzed in combination with the results. Similar to what Sands et al. (2010) mentioned in the previous paragraph, Gursoy and McClearly (2003) also found that a source of information can be from memory, they call it internal information search which can again be connected to the participants previous trials in this thesis’s research. The opposite is external information search where the consumer often has an active search behavior. Information resulting from word-of-mouth is part of the external search and refers to for example friends, family and opinion leaders, which has been confirmed to be a useful source above. The other type of information come directly from companies and is presented or may be perceived as advertising.
5.1.3 Insights from The Body Shop

From the interview with a store manager at The Body Shop, it was clear that even though they often have young females as customers, they felt that they do not understand their behavior well enough. They could share their experience from helping and observing young consumers but still wanted to learn more since they are an important part of their target group. Some of the information that Marie had observed about the young consumers could be seen to match very well with the results from the focus groups. The first being her observation about the time and effort young consumers put in finding the right makeup. Marie said several times that they are always aware about the products before they enter the store and she thinks it seems like they have done a lot of research beforehand. As mentioned above, the same results can be found among the focus group members. She also said another thing that is proven to be true in this research and that is that they often enters with a lot of friends at the same time and that it seems like they tend to listen to their friends sometime even more than on her advice. Although she knows for sure that many consumers appreciate the personal help that she can provide and that were also found in the offline part, hence the consumers want to have it personal but they can feel a bit unsure how truthful the sales persons are. Another thing that Marie said that makes them even harder to reach out to is that she thinks they always trust what is written online and an example she said is blogs. By this she means that she does not think that the young consumers understand that the bloggers earn money on their recommendations. This statement is not confirmed to be true by this research, since many people in the group expressed that they not trust the bloggers and that they almost always check their posted information on other sources. Another thing that turned out to not be accurate either was that Marie thought that many of the girls mainly get information about makeup from newspapers or TV commercials but instead online sources such as Instagram and Youtube turned out to be the most used sources.

5.2 Brand-awareness and attitude as an outcome of information gathering

In earlier studies on information search it was found that the more product knowledge a customer has the less time is spent on searching for new information (Brucks, 1985). When analyzing the results from this thesis’s study, the same type of relationship was found both for products, but also considering brand knowledge. Those consumers that have found a brand they like, usually buy the same one again without much thought or information search, hence they are often brand loyal. That was also confirmed in past research, which found out that customers buy the same brand when they are satisfied with it, without spending much time on additional search (Blackwell et al., 2006). Due to that it can be hard for companies to attract new customers and why building long-term relationships become important (Blackwell et al., 2006).

It was learnt though that their behavior changes depending on product category, and to learn more about how the behavior changes was in earlier research described as a wanted outcome (Barber et al., 2009). Overall, the participants in the focus groups keep the same base cosmetic products such as foundation. Instead they search for information and switch between brands to a greater extent for products like mascaras that usually are cheaper and that they have not yet found a favorite brand for. Hence, even though both products are within the cosmetic category, there are differences also within a category. The amount and depth of information needed for a customer to be satisfied also varies depending on size of purchase, previous experience and perception of brands (Blackwell et al., 2006). The last
two have already been covered but the first one can be analyzed some more. The study in
this thesis discovered that for more expensive products, such as thinking of buying a com-
puter, the young consumer wants to have much more information than for cosmetic prod-
ucts, even though they still want a lot of info even then. They often start by asking an ex-
pert in the field, either in stores, friends or family, but the information must be backed up
with several sources.

Looking specifically at brand awareness from the selected model in chapter three, see table
3.1, it can quickly be described as how aware a customer is of a specific brand and how it is
recognized within a product category. Brand awareness can either be recognition or recall,
and the difference is if the need or awareness is the major drive (Keller, 1993; Percy & Ros-
siter, 1992). Brand recognition happens in stores, at the point of purchase, where the cus-
tomer is reminded of a need to buy a certain brand, hence the awareness is the drive. Brand
recall on the other, starts from memory where a person has a need for a product and think
of brands he or she remembers can solve the need (Percy & Rossiter, 1992). During the fo-
cus groups in this thesis, several questions were asked to try to understand how the partici-
pants usually get in contact with a brand. Results showed that if they were recommended a
brand from a friend, they would try to remember that brand and buy it, but as a help, they
would look at for example Kicks’s website on a specific product category. Then they can
normally recognize the brand by color or package, but the first contact with the brand is
still more reflecting brand recall. It could in contrast also be that the girls go to a store and
look what they have, which would then indicate brand recognition. Another example of
brand recognition was that a girl was about to exchange a present she got, but once she was
in the store she recognized the brand and found another design that was more appealing
and convincing to her within the same line of brand. Once the participants have found a
brand they are interested in they can also search specifically on that brand on the internet.

Brand attitude in table 3.1, will briefly be discussed, but the main focus in this thesis re-
garding brands was as discussed on brand awareness. Percy and Rossiter (1992) describe
brand attitude as how much a brand motivates a need and how consumers evaluate brands.
Involvement is part of brand attitude and has to do with how easy or hard it is to convince
a customer to change brands (Percy & Rossiter, 1992). In this study, it was found, as men-
tioned above, that for some cosmetic products the sample is easier convinced than others.
Generally, lots of convincing for switching brands is required for base cosmetic products
and for brands that they are already satisfied with. Part of the model in table 3.1 is also
negative motivation, which for instance can be problem removal and incomplete satisfac-
tion (Percy & Rossiter, 1992; Rossiter et al., 1991). In the research for this thesis, one par-
ticipant shared that she wanted to switch brand because she was not happy with the results,
in this case she did not think the foundation was covering enough. Therefore it was rela-
tively easy for her to try a new brand. Another example is that many said that they had not
found a favorite mascara yet, which can be related to incomplete satisfaction. Both these
problems could possibly be resolved with more information, which is the usual step in
solving a negative motivation (Rossiter et al., 1991).

In research by Lee et al. (2011), it was found that consumers frequently visit official brand’s
websites when they have trust in that brand or have high brand awareness about a specific
brand. This was however not true when comparing that information with the results, since
they generally do not trust information given directly from companies, regardless if they
have trust in the brand. Level of brand awareness did not affect them either and did not
lead to an increase in visits on company websites. Information from companies was in fact
as much as possible avoided by the sample in the study in this thesis, due to extensive use
of exaggeration in the companies’ messages. Therefore, that is not a used source for information search for the young consumer, hence that previous information does not go in line with the findings in the sample. Instead, as discussed above the sample shared that they prefer to follow brands or companies on social media, since it demands less effort. Being an active user and follow brands on social media also goes in line with Moore’s (2012) statement about the Millennia generation. Another research further found that 70 percent of consumers look up information on social media to learn about companies, brands or product categories (Kirtis & Karahan, 2011). Even though that exact number was not measured in this study, it was still found that the majority of the participants practice this phenomenon. On the other hand, Lee et al. (2011) continued to say that third-party websites are perceived as giving higher credibility and being relatively neutral in its content. Third-party websites can for instance be forums, which was used by the sample. This was discussed to be true, since the sample said that companies would never say negative things about themselves, but on third-party websites private persons can share both positive and negative experiences about a brand or company. The participants said though that several comments must be compared to gain the samples trust. Due to these above discussed observations, social media is clearly used in relation to learning about brands for the selected sample. Because of that, this behavior will be further discussed and analyzed next under the Two-factor communication model extension, since that model includes various aspects of brand relations.

5.3 Theory extension

Following an abductive approach, selected theories have been tested through primary data collection but they have also been analyzed and modified based on the findings. Consequently, two of the theories have been extended to better fit with the results from this thesis’s study.

5.3.1 Two-factor communication model extension

One theory that has been useful in this thesis is the Two-factor communication model, see table 3.1 in chapter three. The theory includes brand- awareness and attitude, which was tested against in the focus groups. For this sample, those two dimensions are appropriate and testable in accordance to the purpose. A shortcoming of the model however, is that it does not include adaption to the digital world, which would be appropriate since young people today have a strong digital orientation and are always reachable (Palfrey & Gasser, 2010; Westlund & Bjur, 2014). That was also a finding in this thesis for the selected sample, hence it is important to consider in the model. Social media was one of the major findings to be used by a young female consumer, when gathering information and learning about brands, which was also found in research (Kirtis & Karahan, 2011). Social media is thereby a useful source that other researches also describe as a way to communicate and to gain knowledge (Myers and Hamilton, 2014; Myers and Hamilton, 2015). Hence that could be a suitable perspective to add as a third dimension to the Two-factor communication model. It is suggested by the authors of this thesis to add a perspective called Brands on social media, which can be divided into passive or active behavior. This new third perspective is just as the original two considered as separate dimensions that do not depend on each other. The new model can be seen in table 5.1 below. The green and white areas represent the original model that is still applicable in regards to the results. The orange parts of the model show the extended perspective that will be further discussed below.
The new dimension on the left side in table 5.1, called Be passive, refers to a person following brands and/or companies on social media, but not actively participate in the discussions. This behavior was observed from the participants in the primary data collection for this thesis, since they clearly expressed that they like to follow brands and companies but they do not comment on them. The opposite behavior on the right side in the model is to Be active, which for example means sharing and discussing what companies are posting online or comment on experience of a new purchase, in addition to the passive behavior. A finding from this study was that many of the young girls have this behavior towards friends, but at this point not towards companies.

Since the results showed that the participants rely on comments online it is interesting to find out in the results that they do not post comments themselves online. The problem can therefore be two-fold if this third dimension of the Two-factor communication model is not included. The first part of the problem is that if this behavior is true for the whole population it will in turn be a problem in the future where in the end, no one may continue to post comments. Hence, either there are and will still be people that like to post their own comments on forums and other online platforms, or that behavior is generally declining which means that the total number of new comments are declining. A consequence of that is that if consumers wants to have access to other customers comments they must be more active online themselves, which the part of the new dimension in the model suggests.

The other part of the problem is that a decline in new online comments would harm the companies. This is true since if the sample say that they trust comments made by private persons but not anything that companies themselves share or posts, then the question is where they in the future can find information about brands that they trust and value that replace the value from the missing comments. Therefore, it is important for companies to gain back the trust from customers by trying to get them more active online again. In summary, the extended Two-factor communication model in table 5.1 can be a tool to adapt and integrate brand awareness and brand attitude into the digital world. The new perspective should also be included especially when investigating young consumers information search process.
5.3.2 Uses and gratification theory extension

Uses and gratification theory (UGT) is another theory that is used and discussed in several occasions throughout this thesis. UGT mainly expresses ten gratifications that is sought to be obtained through the usage of media and can be seen in table 3.2 from chapter three. Some examples are that different media provides social contact, relaxation and security (McQuail, 2010). Earlier in the analysis, seven out of the ten gratifications were confirmed to be true when comparing with the results in this study and those were information and education, guidance and advice, social contact, filling time and lastly security. Lifestyle expression and identity formation and confirmation were also confirmed but they are perceived by the authors to be quite similar. They will therefore be discussed some more below. Even though for example filling time was not explicitly mentioned by the sample in the study in this thesis, they said that they are constantly connected to internet. Therefore, filling time may be an appropriate assumption for part of their online usage. Security was also not named exactly as a reason but it may be that the sample feels more secure about their product- and brand knowledge after having searched for information. Hence the participants most times expressed all of these seven factors as reasons to why they use different information gathering techniques and what it provides them. Since several of the gratifications are confirmed, they are kept in the model, but some changes are also made, so the modified model is presented in table 5.2, and the changes will be discussed below. The first five gratifications, marked with green, are kept from the original model and confirmed by the primary data collection. The next one, marked blue, is a combination of the original Lifestyle expression and Identity formation and confirmation. Further, the orange one is a new gratification that more represent what the sample gain from the media, instead of being relaxed they are more stressed by it. The last two, marked red, are also from the original model but they cannot be confirmed in this sample with the purpose of the thesis.

Three gratifications the theory suggests that media can give are relaxation, cultural satisfaction and emotional release. After comparing the findings in this research with these gratifications it could be concluded that they were not found explicitly in this research to that extent as with the other ones that were confirmed and stated above. The authors are well aware though that depending on the purpose of the research and the different questions asked to the participants will result in different answers and in turn fulfill different gratifica-

Table 5.2 The extended Uses and gratifications theory

<table>
<thead>
<tr>
<th>Uses and gratification theory:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Media gratifications sought or obtained</td>
<td></td>
</tr>
<tr>
<td>- Information and education</td>
<td></td>
</tr>
<tr>
<td>- Guidance and advice</td>
<td></td>
</tr>
<tr>
<td>- Social contact</td>
<td></td>
</tr>
<tr>
<td>- Filling time</td>
<td></td>
</tr>
<tr>
<td>- Security</td>
<td></td>
</tr>
<tr>
<td>- Lifestyle and identity formation</td>
<td>5 gratifications that are confirmed to be accurate</td>
</tr>
<tr>
<td>- Evoke stress</td>
<td></td>
</tr>
<tr>
<td>- Cultural satisfaction</td>
<td>Lifestyle expression and Identity formation and confirmation has been combined into a new gratification called Lifestyle and identity formation</td>
</tr>
<tr>
<td>- Emotional release</td>
<td>Relaxation is replaced by the new developed gratification called Evoke stress</td>
</tr>
<tr>
<td>2 gratifications that are not confirmed to be accurate but not excluded since they can still be possible gratifications in other research with different purpose</td>
<td></td>
</tr>
</tbody>
</table>

Master thesis by Angelica Fredriksson and Emma Färemo
tions depending on research and that has been taken into consideration when extending the model.

With that said the authors of this thesis do not want to state that the theory as a whole is not accurate, still it is considered to be a highly relevant theory in the contexts of the medi- as different gratifications that can be obtained by the user. Although a suggested change in the table and a theory extension has been developed after analyzing and comparing the model with the findings. One change is that two of the original gratifications are relatively similar, based on the results from the focus group study. Those two are lifestyle expression and identity formation and confirmation. The sample indicated that they use some platforms because they are trendy at the moment, and therefore it is a way to express and share their lifestyle. In that way, they are also forming and sharing their identity as individuals. Because of this, the authors believe that these two gratifications are too similar, and should be combined into a new gratification, called _Lifestyle and identity formation_, marked blue in table 5.2. Another change is that the gratification called relaxation should be excluded from the theory. That is based on several reasons from this thesis results, the first one being since the young participants do not express any type of media use as being relaxing to them. Instead they express it as being the opposite and say that they think it is something that can stress and put a pressure on them almost every day. Secondly since it is proven that they are always connected and are expected to reply quickly on instant messages and be socially active on many types of media platforms at the same time. They also feel a high need to always compare different types of platforms in their information search process since they do not trust only one source of information and that is found to be more time consuming and all these factors are more stressful for the sample. Therefore the replaced gratification is called _Evoke stress_, marked orange in table 5.2.

To summarize this theory extension, see table 5.2, five of the original gratifications are kept and considered accurate. Two of the gratifications are combined into one, called _Lifestyle and identity formation_. Relaxation is removed, and instead replaced by _Evoke stress_. By doing this, most gratifications are confirmed in this study. Lastly, two of them are not confirmed, but may be useful when applying the model on a different purpose or product category.
6 Conclusion

After having thoroughly investigated and analyzed both previous research and integrating and comparing it with primary data collection it is now possible to answer the research questions and fulfill the purpose of this research. The work followed the structure and choices made in the methodology section and the answers to the research questions will be answered separately next.

When summarizing all the findings from the online and the offline sources and comparing and contrasting the analytical parts it is now possible to answer the first research question that this thesis has which is the following: How do young female consumers gather information about cosmetic products?

These days, consumers rely on several sources of information, but the dominating platform is the internet. Young female consumers from this study try to find as much information as possible about a cosmetic product before they feel satisfied with their information search. One source of information is by far not enough, instead they do extensive information search at several platforms and compare all the answers. The first step usually is to search for the information online on either a product category or on a specific brand. This method enables the young consumer to get an overall picture of the available information from a variety of people. It is also a way to get recommendations for new sites to visit where additional information and personal comments from previous users can be found, which are highly valued. The most frequently used platforms are Instagram, Youtube and to some extent blogs. What especially the first two platforms have in common is that they are fun, give inspiration and are a fast way to learn about products. Youtube is in addition good since they can see the products being used, and can learn how to best apply them. Blogs are used to get inspiration, but not primarily to learn about products. Facebook has experienced a decline in usage among the young consumers since they believe that it has become too impersonal and overcrowded with too much advertising. The second step in the search process is usually to apply an offline search method where friends, family, store personnel or experts within the field are asked. Among these, the friends are the most frequently asked and also the only type of source that can be trusted without much else comparison. The three other sources are always in the need to be confirmed with some type of online search, hence that is why the parts of the offline search method is concluded to be a less valuable and also less used source of information.

Another conclusion and major finding that can be drawn from the young consumers information search is that building a personal relation to the source used is very important. This was observed in all types of platforms used for the purpose of gathering information, both online and offline. That means that the sample does not want information that is perceived as advertising, but instead gain trust by personalizing the information. This could maybe be done by learning more about a company’s activities besides only showing their products on social media. In this way they get to know the company in a fun way and on a more personal level. Video clips and pictures with less text on Instagram and Youtube were expressed as preferable tools to communicate with the young consumers since once again it really builds on the fun and personal angle. To answer the first research question, young female consumers spend most of their information search on Instagram and Youtube since it is fun and give inspiration, but also value recommendations from friends. On all platforms they highly value a feeling of personal relationships.
To get a wider dimension of the information gathering question this second research question was also asked: **To what extent is brand-awareness and attitudes an outcome of the information gathering process and how does it influence young female consumers behavior?**

Brands have been found to play a large role when gathering information about products. The young consumer in this study is also very brand loyal to certain products within the cosmetic category. How brand loyal they are depends on how satisfied they are with a brand and once they like one it is hard for them to be convinced and switch to another brand. They are also more open to try a new product in the same brand line once they are satisfied with the brand and have built a relation to it. Hence if they for example have a foundation within the Max Factor brand and like the quality of it they are more willing to try a mascara within the same brand. When they are searching for information online about a product category, they automatically learn about different brands, since many times they do not type in an exact brand, but instead just for example foundation, to see what comes up. That behavior is also seen when they were sharing their knowledge gained about brands in stores. Some said that they go to the stores and look what brands they offer, and then they get in contact with several brands as an outcome of searching for information. For the young consumer it is moreover important that brands are well presented and visible in stores but also that they through different platforms get reminded of brands to increase the likelihood of future purchase and building long-term relationships. **To answer the second research question, brands are for the most part very important for the young female consumers and they learn about brands both in their information search online and offline when talking to friends or visiting stores.**

By focusing on young female consumers, this study contribute to existing research since that specific segment has not been researched with the same purpose before. Further, it adds to previous studies since the interviewees actively showed some examples of the steps in their search process during the interviews and got a chance to express their actual feelings. After conducting the research in this thesis it was now possible to better understand how young consumers use various online and offline platforms for information gathering. The authors were also able to describe why they prefer certain platforms more, which further contributed to earlier studies and have a societal impact. Another contribution is that through deep analyses of two of the theories, it was possible to develop extended models that goes even better in line with the target audience and the purpose of this thesis. In previous studies there was a gap in understanding how various channels are used by the young generation, why some channels are more interesting and how they behave as customers. Therefore, the gap that was found in previous research and expressed by the partner company NY has been filled. Moreover, the purpose of understanding the information gathering process for young female consumers and to what extent brand-awareness and attitude is an outcome of the information search has also been fulfilled.


7 Discussion

7.1 Ethical considerations

The authors of this thesis have carefully considered the ethical implementations in this thesis writing. Before both the focus group and the interview started the participants were informed that all the information that they shared during the interviews were going to be confidentially treated. That is why all the participants’ names were replaced by temporary names in this thesis. The participants were also made aware about the fact that the final report will be published and everyone was okay with that fact. They were also asked beforehand if recoding would be an acceptable technique to use and they were also notified that the questions had no right or wrong answers. The information gained from the collaboration with the partner companies were also treated with respect and confidentiality. The woman that was interviewed from The Body Shop had particular request about this, which is why no recording, location or information that was not approved by her has been included in this thesis.

Another ethical dilemma that the authors of this thesis came across during the process of writing this thesis was the age limitations when making a study on young consumers. It can be questioned if research about marketing should be addressed to a to young age group since it can have an undesirable societal impact. That is why an early decision was made on only examining the slightly older part of the Millennia generation, hence those consumers being between 18-26 years old.

7.2 Data quality issues and limitations

A major choice of method that affects the outcome of the study was to choose a qualitative method. This was however the choice that best serves the purpose, since it enhances a better understanding of the sample and encourages deep and insightful discussions. The quality of the data in qualitative studies can be measured in several ways, but some researchers still use reliability and validity measurements, which was done in this thesis (Saunders et al., 2012). However, qualitative research is further described by Saunders et al. (2012) to often be conducted to explore something, so the strength in this type of research is not always only in reliability and validity measures. The studies are also not always planned to enable replication since they reflect the reality of the time the study was made and are often of semi-structured nature (Saunders et al., 2012). The definition for high reliability is that the research would give consistent findings if it was conducted in a later occasion or would be conducted by a different researcher (Saunders et al., 2012). In the case of this thesis, it is considered reliable for instance because of the accessible interview guide. Even though the study was semi-structured, the three focus groups still gave similar answers and they had comparable understandings of the questions. Since the results are based on deep discussions, it is hard though to always ensure similar answers for a different sample. The behavior of the young consumers would also most likely be somewhat different if the study was to be conducted at a much later point in time. That is due to that many of the results referred to an online behavior, and the digital world is quickly changing.

Validity refers to if the research tested what it was aimed to do (Saunders et al., 2012). Looking at the purpose, this study both gave the authors an understanding of the information gathering process among young female consumers and also revealed that brands are an important outcome in their search process. Because of that, the study is of high validity. Alternative measures of qualitative studies are instead to evaluate the quality against trustworthiness (Bryman & Bell, 2007).
Since the sample is relatively small and the study is of qualitative nature, the results cannot be generalized to a larger population, which is an issue of generalizability (Saunders et al., 2012). In this case though, it was hard to get access to students in the high school age. All high schools in Jönköping, both private and public were contacted but many said that they were not interested. In several cases, the principals were interested, but the teachers said no. The study would also be better if each focus group had the same amount of participants, which was the goal. Therefore, more people than what was needed was invited to participate and even though all confirmed again the day before the focus groups, some still dropped out the same day. The study could also possibly give different answers if another sample was selected since people behave differently, and that is another reason to why the results in this thesis are only based on the selected sample. Hence, even though a random sampling error may have occurred, meaning that the sample does not give a true representation of the population as Malhotra et al. (2012) states, it should not influence this study, since the purpose is not to understand the whole population.

The sample technique could also have an impact, but since Malhotra et al. (2012) describe that non-probability sampling techniques are often chosen for qualitative studies that was the most appropriate choice. Another limitation that could possibly be a data analysis error is that the results were manually coded which had an impact on the selected codes, how the data was reorganized and the way it was presented. Part of non-response errors is participants’ errors, which refers to their inability or unwillingness to answer accurately to the questions (Malhotra et al., 2012). These are harder to control for but the moderator tried her best to get everyone in the focus groups involved and make them feel secure and comfortable. Even though this thesis has some limitations, the authors are well aware of that and overall argue that the study is of high quality, due to the carefully made choices throughout the process.

7.3 Further research suggestion

The first further research suggested takes a similar approach as the one in this thesis. It suggests keeping almost the same purpose but changing the target audience in order to get a wider range of opinions of this interesting topic. Since the sample in this study consisted of three focus groups from two different schools within Jönköping, one suggestion for future studies would be to widen the geographical area. The sample could then be taken from a larger population from several cities, which in turn leads to more schools and a larger spread. It could also be interesting to conduct a similar study in another country than Sweden and examine if comparable results regarding information search for a young consumer will be found.

The second suggestion has to do with a more extended possible way of interpreting the presented result and taking a new angle on further research. The suggestion is that it is possible to take a closer look at one of the social media platforms that were discovered to be most popular and particularly Instagram. Since the research reveals that the young consumers quickly change their opinions about different platforms and that they are always connected it could be interesting to investigate what potential features with Instagram is less favorable and in turn if they could generate in a lack of interest of the platform in the future. If so it could contribute to many marketers and companies so they can learn how to act on Instagram to avoid the negative aspects and how to change their behavior in order to fit the young consumers usage habits on Instagram.
List of references


Kirtis, K., & Karahan, F. (2011). To be or not to be in social media arena as the most cost-efficient marketing strategy after the global recession. *Procedia Social and Behavioral Sciences, 24*, 260–268.

Kitzinger, J. (1994). The methodology of focus groups: The importance of interaction between research participants. *Sociology of Health & Illness, 16*(1), 103-121.


Appendix

Appendix I - Pre-questionnaire

The following section shows the pre-questionnaire that were given to the participants in the beginning of each focus group in order to be able to accumulate the characteristics of the generation. It is displayed in the language it was held in.

Frågeformulär

Kön:
• Kvinna ☐
• Man ☐

Ålder:
• Hur gammal är du? ______

Sysselsättning:
• Studerar: Ja ☐ Nej ☐
  Om ja, vilket program? _______________________
• Arbetar: Ja ☐ Nej ☐
  Om ja, vad arbetar du med? _______________________
• Annat: ____________________________________

Vilka av följande forum använder du?
Instagram ☐ Pinterest ☐
Facebook ☐ Snapchat ☐
Bloggar ☐ Twitter ☐
Youtube ☐ Annan: _______________________

Frågor om dina sminkvanor:
• Hur ofta använder du smink?
  □ Aldrig
  □ Någon gång i månaden
  □ Någon gång i veckan
  □ Varje dag

• När köpte du senast en sminkprodukt?
  □ Mer än 3 månader sedan
  □ Mindre än 3 månader sedan
  □ Köper ej smink

• Om du köpt en sminkprodukt, var fick du information om denna?
  ________________________________________
Appendix

Appendix 2 - The interview guide for the focus groups

The following section shows the interview guides that were used during the three focus group sessions and also during the experimental focus group. It is displayed in the language it was held in.

Introduktion

Fokusgruppen börjar med att alla presenterar sig och svarar på följande 3 frågor:
- Namn?
- Vilket program man går?
- När senaste sminkköpet var?

Övergångsfrågor

1. När du funderar på att köpa något, letar du då upp information innan?
   - Om ja, varför söker du mer information?
   - Vad använder du internet till?

Huvudfrågor

Generationer
2. Hur ofta använder du internet per dag?
4. Hur länge är acceptabelt att vänta att svara på ett sms?
5. Hur länge är acceptabelt att vänta att svara på ett mail?
6. Upplever du att det kan känna jobbigt att inte vara kontaktbar?

Social medier
7. Vilken typ av social medier använder du dig av?
   - Vilken är din favorit bland de sociala medierna?
   - Hur använder du dem?
   - Varför använder du dem?
8. Kommenterar, delar, gillar och/eller publicerar du ofta privata händelser på social medier?
9. Kommenterar, delar och/eller gillar ofta företag på social medier?

Förtroende till informationen online
10. Hur stor tillit har du till den information som företag publicerar om sig själva eller deras produkter online?
11. Hur mycket litar du på informationen om företag som kommer från privatpersoner såsom vänner eller familj?
12. Till vilken grad lyssnar du på eller litar på den information som kan läsas i bloggar?
13. Har du tänkt på att informationen på bloggar ofta kan vara vinklad?

Word-of-mouth
14. Hur mycket värdesätter du en kommentar från en vän eller en familjmedlem innan du ska lära dig om en produkt?
15. Faller du lätt för grupptryck? D.v.s., köper du ofta det som någon i din närhet har rekommenderat?

Överskott på information
16. Vad anser du om reklam?
17. Tenderar det att bli för mycket reklam i din vardag ibland?
18. Kan det vara svårt att urskilja vad som faktiskt är intressant reklam i mängden?
19. Hur mycket information om en produkt behöver du samla innan du känner dig nöjd och eventuellt kan köpa produkten?
20. Upplever du att det är svårt att hitta rätt sorts information om en kosmetisk produkt?
Appendix

21. Jämför du ofta informationen du hittat med andra sorts källor?
22. Hur skiljer sig informationsinsamlandet för andra produktgrupper än smink?

Varumärken och attityder till dem
23. Följer du många företag på sociala medier?
   - Om ja, av de du följer, är många av desminkföretag?
24. Om du gillar ett märke, tenderar du då att oftare läsa om det, dela och/eller gilla det på sociala medier?
25. Tenderar du att använda samma sminkmärken varje gång
   - Om ja, minns du hur du första gången lärde dig om det märket?
26. Hur påverkas mängden av information du söker om du känner till märket väl innan?
27. När du har behov att köpa en ny sminkprodukt, hur kommer du först i kontakt med ett visst märke?
28. Har du någon gång sett en reklam eller annan slags information om en produkt du ej visste om tidigare och resultatet blev att du motiverades att köpa produkten?
   - Om ja, kan du berätta om det tillfället?
29. Är du villig att med lättethet prova en ny sminkprodukt, eller krävs det mycket övertalning?
   - Vilken typ av övertalning hade kunnat få dig att ändra din åsikt?
30. Hämtar du ofta information om ett märke eller en produkt ifrån ditt minne eller använder du dig av externa källor?

Aktiv fråga:
31. Skulle någon kunna tänka sig att aktivt visa hur du går till väga när du ska köpa en helt ny produkt?
32. Är det någon som har ytterligare frågor eller vill lägga till något?

Tack för er medverkan, det har varit till stor hjälp till vår studie.
Appendix

Appendix 3 - The interview guide for the in-depth interview with The Body Shop

The following section shows the interview guide that was used during the in-depth interview with The Body Shop and it is displayed in the language it was held in.

1) Hur länge har du arbetat inom The Body Shop?
2) Vad är din titel?
3) Hur länge har du varit butikschef?
4) Vad är The Body Shops slogan?
5) Vem är The Body Shops huvudsakliga målgrupp?
6) Hur arbetar The Body Shop med sociala medier?
7) Hur involverad är du i The Body Shop marknadsföring?
8) Har du många unga konsumenter i butiken?
   - Om ja, hur ofta?
9) Hur stor del av er försäljningen är upptagen av en yngre marknad?
10) Är den yngre marknaden en viktig målgrupp för The Body Shop?
11) Hur upplever du en ung konsument?
12) Hur pass informerad är en ung konsument innan köp?
    - Om de är informerade, brukar de nämna ifrån var de fått denna information?
13) Är de ofta medvetna om vad de vill ha innan de kommer till er butik?
14) Upplever du att det är lättare eller svårare att sälja till en yngre målgrupp?
15) Vad är det mest effektiva sättet att nå ut till en yngre målgrupp trolig du?
16) Hur tror du dina kollegor ser på den yngre målgruppen?
17) Hur ser framtidens mål ut för The Body shop?
18) Har du något exempel från ett typiskt kundmöte som du vill dela med av?
Appendix

Appendix 4 - Screenshots from Focus group 1, where they actively show information search online

Figure 4.1: Youtube

![Screenshot of Youtube](image1)

Figure 4.2: Yves Rocher

![Screenshot of Yves Rocher](image2)
Appendix 5 - Screenshots from Focus group 2, where they actively show information search online

Figure 5.1: Youtube

Figure 5.2: eleven.se
Appendix

Appendix 6 - Screenshots from Focus group 3, where they actively show information search online

Figure 6.1: ebay

Figure 6.2: prisjakt