

MODEL DEVELOPMENT OPPORTUNITIES FOR ANALYZE CUSTOMER BEHAVIOUR IN THE COSMETICS MARKET

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ABSTRACT

The aim of this study is to present our self-developed model of cosmetic consumer behaviour. The creation of the model was preceded by the exploration of the consumer side of the cosmetics market, cosmetic trends and groups, especially natural cosmetics, the presentation of cosmetic trends and factors, and (health and environment) conscious consumption, as well as a brief summary of source models. After getting acquainted with own model and its factors, a brief description of the methods of primary research planned in the future was outlined. Own model is a theoretical model, which has been developed on the basis of the processing of the literature and which we plan to modify later using the results of primary research. The most important, gap-filling objective of model development is that consumers describe the process of buying and consuming natural - non-natural cosmetic products.

KEYWORDS

Consumer and customer behaviour, models, cosmetics, influencing factors, trends, cosmetics market, conscious consumption

INTRODUCTION

After a brief summary of secondary information and literature approaches on the cosmetics market (such as concepts and categories related to cosmetics, cosmetic services, their grouping options, presentation of the cosmetic market supply side and cosmetic manufacturers, analysis of the process of consumer and customer behaviour related to cosmetics and the factors influencing it) the source models determining the development of the theoretical model are illustrated. The detailed presentation of the theoretical model concludes with a brief description of the design of qualitative and quantitative primary research.

Antecedents of developing one's own theoretical model

The aim of our research is to present a theoretical model illustrating the consumption and purchase of cosmetics and cosmetic services for the reason that there is currently no theoretical approach or research supported by primary data that would describe domestic conditions. The group of cosmetic products and services is also special because the development of beauty care can be traced back thousands of years, and the use of natural substances is playing an increasingly important role in the production of cosmetics. The manual production of natural cosmetics plays a key role in reducing environmental pollution, which reduces machine work, and the use of natural ingredients and packaging materials also has a positive effect on both our environment and our health. During the study of the literature, it became clear that in the case

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of consumer and customer behaviour related to cosmetics, given the special characteristics of the range of products and services that are the subject of the decision, environmentally conscious consumer behaviour is closely related to health awareness. The reason for this can be explained primarily by the role of cosmetics in preventing and maintaining health.

The main research problem is to explore the reasons that make it clear why the consumer chooses a cosmetic with a chemical composition and packaging, or why he decides to buy natural cosmetics.

In connection with the conduct of the research, the fact that there is currently a lack of basic research on cosmetic products and services presenting domestic conditions in Hungary also had a serious motivating force. That is why we considered it necessary to present all the factors influencing the consumer behaviour of cosmetics, highlighting the environmentally and health-conscious factors. The starting point of the research is the introduction of the types of cosmetic products, the cosmetics market, as well as the trends affecting the consumption of domestic cosmetics, as well as the natural vs. exploring preferences related to the consumption and purchase of non-natural cosmetics.

The definition of the different cosmetic consumer / customer groups was based on the secondary sources presented.

The main research problem is that buyers / consumers of natural vs. whether non-natural cosmetic products are preferred in Hungary.

Grouping of cosmetics and cosmetic services

Cosmetics can be grouped according to the purpose and function of the products, where the main product groups are skin care products, hair and scalp care products, nail and nail bed care products, and oral care products. Cosmetics can also be divided into product categories, ingredients, active ingredients, packaging materials, cosmetics classification, certification, manufacturers, production technology, brands, ingredients and product origin, commercial turnover, contact information, advertising. Cosmetic services can be grouped according to the cosmetic products used in the beauty industry, the cosmetics offered for sale and the cosmetic service providers [1] [2].

In the cosmetics market, natural (eco, organic, organic, vegan) and non-natural (chemical) cosmetics can be distinguished on the basis of cosmetic ingredients and packaging materials, but there are also intermediate (temporary) cosmetics that contain both chemical and natural ingredients. (Regulation (EC) No 1223/2009 of The European Parliament And of the Council of 30 November 2009 on cosmetic products does not regulate the different types of cosmetics (natural, organic, eco, organic, vegan), but only in general terms about the different dimensions of cosmetics) [3] [4] [5].

The cosmetics market

In connection with the cosmetics market, it can be briefly stated that the demand side is represented by the consumers and buyers of cosmetics, and the supply is represented by the producers and manufacturers of cosmetics. In the cosmetics market, natural cosmetics are increasingly appearing on the offer of large companies in the name of sustainability, which are placed on store shelves with natural ingredients / in natural packaging. In parallel with the expansion of this range of natural cosmetic products, conscious consumption comes to the fore, i.e. health and environmental protection, price, value and brand awareness, as well as awareness in finance, goals and consumer rights, which are “responsible, conscious trends”. It is also an important aspect to examine the origin and origin of a given cosmetic product. The conscious consumer is constantly looking for information about the range of cosmetic products in order to make the right decision when choosing cosmetics [6].

Trends affecting the cosmetics market

Trends in most countries of the world fundamentally determine development trends. Trends can radically change everyday life, including changes in consumer behaviour [7]. Trend forecasts are made using different trend forecasting methods, which are influenced by past trend movements, retail, market and consumer developments, opinion leaders, the world of catwalks and fashion, drawing inspiration from art, design, technology, from science, food and the influence of international events, research in exhibitions around the world, and personal intuition [1].

One of the main features of today's society is speed, which can be measured in accelerated time, pace, performance, and thirst for knowledge, consumer expectations, and consumption itself. Today, the beauty and health industry is one of the fastest growing industrial and service sectors [8] [9] [2]. In recent years, the cosmetics industry has dramatically diversified its managerial and market orientation to meet customer needs as the response to customer trends has increased toward a healthier lifestyle and the demand for natural cosmetics [10]. The cosmetics industry is a very important industry, as the use of personal care products and cosmetics has always been an important part of consumers' lives. Mentioned as an example, in 2013, the global cosmetics market grew by 3.8% compared to 2014 [11].

However, the shift towards green, sustainable, natural products is steadily increasing in the market for cosmetics and personal care products [12]. The market for "green" products is expanding widely in many industries, such as the food, fashion and cosmetics industries [13]. Currently, an important trend is the interest in the natural ingredients of cosmetic products in the consumer market. Demand for herbal products reduces demand for products containing other ingredients. Consumers are looking for individual, unique products that fully meet their personal expectations, which are increasingly geared towards health and environmental awareness. In countries where GDP is growing, there is a positive trend in consumers' lifestyles, as they have more discretionary incomes, which is reflected in increased demand for skin care products, and in which the use of natural ingredients also plays an important role. Changing the style of packaging and attractive marketing strategies, advanced cosmetic treatments, and increasing awareness of the potential side effects of cosmetics are also important trends [14].

Consumers are moving consciously and unconsciously fast, influenced by global forces. The decisions they make reveal a lot about their way of thinking and allow us to extrapolate and predict their future behaviour. Trends are only significant if they do something about them. Each of these trends represents an opportunity for innovation [1].

New trends are outlined in the market dynamics of retail and changes in purchasing habits, as well as online purchases are strongly shaping these habits [15]. The main categories of cosmetic trends are global trends, mega- and metatrends, trends in conscious consumption, and trends influencing fashion (we have associated our own cosmetic examples with sources).

- Global trends, trends that can be linked to socio-economic processes, such as the emergence of globalization with the market emergence of global cosmetic brands, the importance of localization in local cosmetic raw material production, the role of media in cosmetics advertising [16] [7].

- Within megatrends, general trends, counter-trends, trends without counter-order, trends primarily characterizing the behaviour of domestic customers, and other megatrends can be distinguished [16].

- General trends are strong, creating long-term change in different disciplines. Examples of such trends are speed (fast-acting cosmetics), mobility (take-away cosmetics) [16].
- The opposite of these directions is the opposite order. For example, slowing down (does not affect the consumer in an accelerating world), searching for stability (home cosmetic treatments).
- Trends without a counter-order are trends whose counter-orders are either not yet

discoverable or the opposite of the trend is the traditional interpretation (in other words, the basis of comparison is not trend-like). For example, the need for advice on a cosmetic, knowledge of consumer rights [16]. The trends that primarily characterize the behaviour of Hungarian customers are lifestyle and time balance research measuring the change in the habits of the Hungarian population, i.e. what happened in the lives of different groups of the population, how they act (time balance) and how they think and live (lifestyle). For example, gainful employment (the more discretionary income available to the consumer), learning (better knowledge of cosmetic ingredients) [16].

- Other megatrends are those that cannot be clearly classified into the previous megatrend categories. For example, aging, demographics (cosmetic brands for different age groups) [17], personalization (personalized cosmetics) [1].
- Like megatrends, metatrends are important for adapting to the fast-paced world, for the production of fast-acting cosmetics, and for the production of cosmetic active ingredients and packaging materials that comply with ecological, frugal thinking and are less or less harmful to the environment. They are complex, at the highest level, “above-trend trends”, innovative. For example, Asian beauty trends (K-beauty is Korean, J-beauty is Japanese, C-beauty is Chinese beauty trend) [1]. Tendencies of conscious consumption are created by the influence of mega- and metatrends and become the cornerstones of sustainability. Consumer behaviour is turning into a trend, so this form of behaviour is becoming a trend in itself. For example, the use of health and environmentally conscious cosmetics [18].
- And the trends that influence fashion are set for a shorter period (usually a year, season, or season). For example, non-invasive medicine, skin treatment with probiotics [1].

Conscious consumption and sustainability

Sustainability is the focus of conscious consumption. Consumers who also strive to protect the environment in their daily choices strive to reduce their ecological footprint. They aim for sustainability in their cosmetic consumer / buyer decisions in order to leave a clean, healthy environment for future generations. Conscious consumers take responsibility for their environment and therefore prefer the cosmetics that pollute the environment the least and have a beneficial effect on their health [19] [20] [21] [22]. Conscious consumption is responsible consumption, which is socially responsible, environmentally conscious and ethical consumer behaviour. In addition to the above “responsible, conscious” trends, purchasing decisions are also influenced by various mega- and meta-trends. The former can be grasped primarily by their strength, and the latter by their complexity and fundamentality [19].

Environmental problems have become increasingly part of the public in recent decades, encouraging consumers to buy green products. The growing consumer awareness of their preference for green products has increasingly put green consumption in focus. According to a global survey conducted by the Nielsen Company in 2015, the Asia-Pacific region has the highest number of consumers seeking increased market access for green products [23] [24]. As a result, the green strategy has become a critical element in supporting business sustainability, as in reality few companies are able to achieve this at the company level [23] [25]. Part of environmental knowledge is the factual ecological knowledge that influences the way of thinking, influences the values and attitudes that emerge, and through them the willingness to act and the action. Achieving a higher level of knowledge results in more efficient information processing, more informed decision-making processes, and increased adaptability [26].

Examining environmentally conscious consumer behaviour in the cosmetics market is important for the reason that our environment is becoming increasingly polluted by industrialization, the spread of various polluting fuels, waste disposal, artificial materials, plastic product packaging, which affects our immediate environment, the environment itself, also for our lives [27] [28]. Pollution of the environment also has a direct impact on our health,

as “it is becoming increasingly difficult to keep people healthy today due to the increasing degree of denaturation of the environment” [p. 3].

“Environmentally conscious consumption actually results in a purchase that meets the needs at least to the same extent as traditional consumer behaviour, but is able to contribute to waste reduction and lower environmental impact. On this basis, it roughly corresponds to the ‘sub-area’ of consumption” [30] [31 p. 51].

People’s health awareness has spread from the food industry to the beauty industry. Consumers are increasingly interested in natural ingredients, sustainable packaging and other green elements in cosmetics [32].

Factors influencing the purchase of cosmetics and the use of cosmetic services

One of the main grouping factors influencing the purchase of cosmetics and the use of cosmetic services is the division according to cultural, social, personal and psychological characteristics [7]. The basis of our own model is also provided by these factors (Table 1) in addition to the other category.

Table 1. Factors influencing the purchase of cosmetics / use of cosmetic services

| Cultural | Social | Personal | Psychological | Other |
|---|--|---|--|--|
| <i>features</i> | | | | |
| <i>Culture Subculture Social class Values</i> | <i>Community, group effect, reference groups Family Role, status Advertising, social media</i> | <i>Individual taste Personality Way of life, lifestyle Socio-demographic characteristics such as: Age, family life cycle Profession Economic conditions Shopping habits</i> | <i>Perception, memory, association Motivation, personality, emotions Perception Learning attitudes</i> | <i>Place of purchase of cosmetics, place of use of cosmetic services Selection availability Cosmetics market, value chain, sales channel Cosmetics, quality and price of cosmetic services Legal environment Conscious, ethical, sustainable consumption (health-conscious, environmentally conscious), the role of eco-labels, willingness to pay a surcharge Brand Expanding selection, uniqueness, personalized cosmetics</i> |

Source: [7] [33] [34] [35] [36] based on own editing, extension with additional and other category characteristics (2019)

Consumer behaviour models used to explain the purchase of cosmetics

Our research is based on the purchasing behaviour model of Engel-Kollat-Blackwell (1979) [37], the model based on consumer attitude of Dembkowski, Hanmer Lloyd (1994) [38], and models based on factors influencing consumer behaviour (Grunert 1996, Törőcsik 2007, Verbeke 2007, Alvensleben 1989) [39] [40] [41] [42].

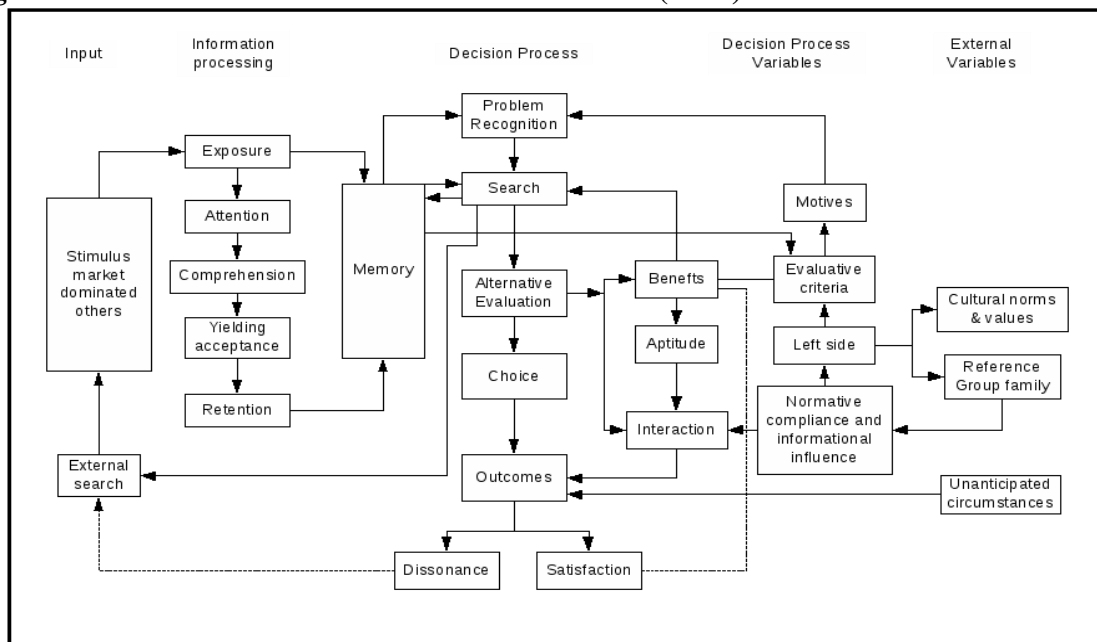
Engel-Kollat-Blackwell consumer behaviour model (1979)

Figure 1. Engel-Kollat-Blackwell explanatory model of consumer behaviour

Source: [37]

The Engel-Kollat-Blackwell model was first introduced in 1968. The model has been revised twice: once in 1973 and again in 1979.

The Engel-Kollat-Blackwell model of consumer behaviour (Figure 1) is based on the customer decision process, which consists of 5 stages, which are problem recognition, search (information gathering), evaluation of alternatives, choice (purchase), post-purchase behaviour (experience), satisfaction, dissatisfaction). Problem recognition means the emergence of needs. In the case of cosmetics, such needs include the need to hydrate and wrinkle the skin.

The determining factors in the decision-making process are consumer interest and the functions of the participants. The level of consumer interest significantly influences the time and complexity of the customer process, the differentiation of the participants according to their functions. Consumer interest as a motivating factor determines the relationship between the consumer, the product and the customer situation. Consumer interest in a given product means the importance of the product to the consumer, which may be different in different situations of purchase or use. The latter is the situational consumer interest. Depending on the purpose of the purchase, the consumer's locational interest in the same product is also different depending on whether the buyer buys it for his own consumption or as a gift. Based on their tasks and functions, the participants in the purchasing process are the following: groups of initiators, influencers, decision-makers, customers and consumers / users [43].

The following information may appear when searching for consumer and customer information:

- personal resources (such as family, neighbours, friends, co-workers);
- Commercial sources (such as cosmetics titles, advertising, sales);
- Public service resources (e.g. certification, inspection bodies, cosmetics publications, consumer test results);
- Sources of experience (for example, after using cosmetics).

The information search and collection phase is followed by the evaluation of alternatives, which leads to the formation of an attitude [43].

The Engel-Kollat-Blackwell approach was important in the process of developing its own theoretical model because it fully presents the decision-making process of consumer / customer behaviour.

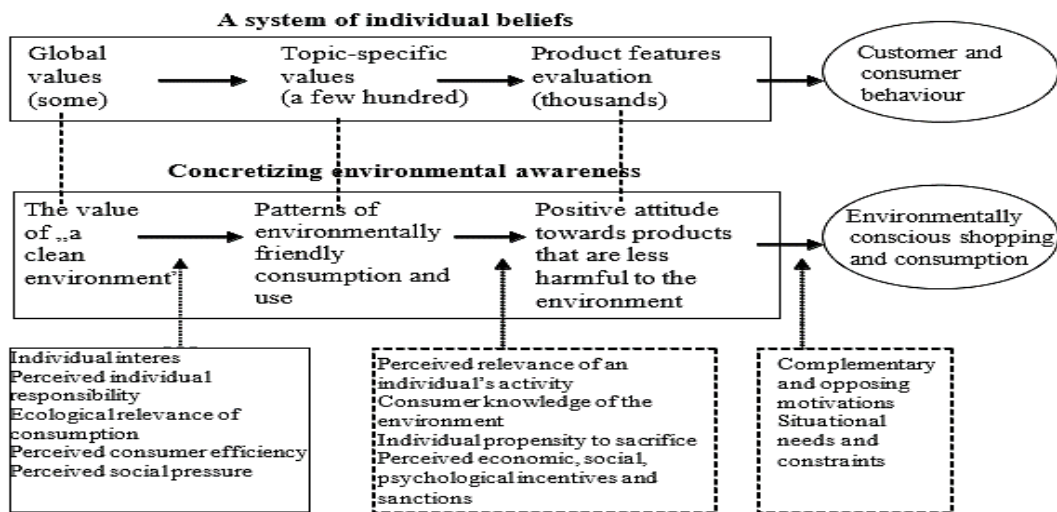
Dembkowski and Hanmer-Lloyd's model of environmental awareness (1994)

Figure 2. Dembkowski and Hanmer-Lloyd model of environmentally conscious consumption

Source: [38] based on own editing (2020)

In the Dembkowski-Hanmer-Lloyd model (Figure 2), behaviour appears as a dependent variable, focusing mainly on behaviour in the private sector, primarily on aspects related to purchasing and related consumption. Elements of the system of individual beliefs influence the concretization of environmental awareness. These individual beliefs are global values, theme-specific values, and evaluations of product properties. The global values in this case are the protection of the environment and health. *In the process of developing his own theoretical model, the Dembkowski-Hanmer-Lloyd approach was important because it goes beyond individual beliefs and deals with social responsibility, environmentally conscious behaviour. For cosmetic products, this is the consumer / customer preference for environmentally friendly product ingredients and packaging.* Environmental awareness factors include the creation of a clean, healthy environment, environmentally friendly consumption and a positive attitude towards protecting the environment. The development of environmental awareness is influenced by individual needs, individual responsibility, but also by social “pressure” and the expected forms of behaviour, i.e. group and community pressure [38]. The factors related to individual beliefs in Figure 2 relate primarily to traditional, classic cosmetics, which consist mainly of chemical ingredients and packaging, while environmental awareness factors represent the choice of environmentally friendly cosmetic ingredients and packaging as a result of influencing individual and social norms and attitudes.

Grunert's food-oriented lifestyle model (1996)

Grunert's food-oriented lifestyle model (Figure 3) can also be linked to cosmetics because there is a link between lifestyle and product selection. Lifestyle analyses examined specific and abstract product attributes, i.e. which attributes are of value to certain segments, and therefore determined product and brand positions for each segment.

Features of the Grunert model:

- There is an indirect link between specific product properties and values;
- vertical model as it builds on chain of meaning theory;
- assumes a lasting relationship in the consumer behavioural system (due to the fact that lifestyle changes take place relatively slowly and gradually);

- intermediate lifestyle factors (lifestyle, shopping motivations, quality factors, consumption situations, shopping patterns) form the relationship between value and product as well as brand perception and attitude;
- consumer and customer situations can be characterized by customer motivations, customer habits, ways of making a living, and consumer / user situations;
- consumer behaviour is a subjective perception based on knowledge of facts and ways of doing things, as well as information and experience, as well as the learning process and cognition of the product, and finally appears during use and recycling [43].

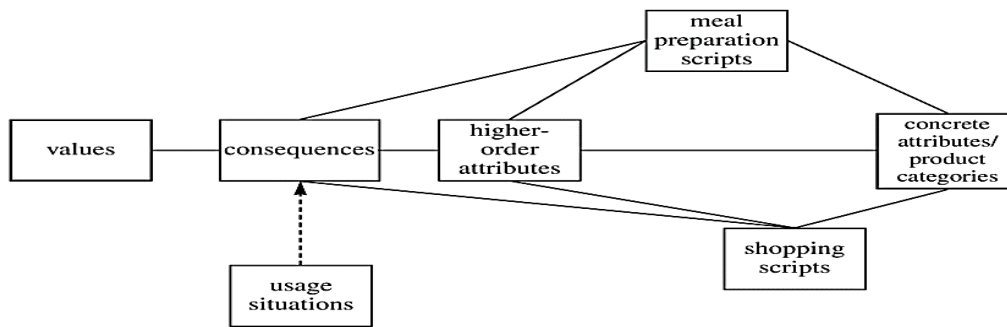


Figure 3. Grunert's food-oriented lifestyle model

Source: [39]

In the process of developing our own theoretical model, Grunert's approach was important because it builds on the impact of lifestyle on consumption and buying, which is also one of the cornerstones of our own theoretical model. In the case of cosmetics, the model is adapted as follows: purchasing motivations are influenced by values, different consumption situations, which determine the way of buying and beauty care through quality factors and specific product characteristics, which are significantly influenced by the consumer's lifestyle, way of life, material and other options. Everyone is in a different consumption situation in terms of their financial resources, needs and requirements, which will motivate them to make different consumption decisions and lead them to cosmetics of different quality, composition and value. The method of purchase can be in-store, where the consumer can view, grasp, feel, smell the desired cosmetic of his / her choice (he / she is convinced of the product properties), or online, without knowing the physical reality of the product, he / she cannot be convinced of the tangible product properties and quality, "blindly" trusts a particular manufacturer, brand. Trust in the chosen brand can be one of the guarantees of quality for the consumer.

Groups of factors influencing customer behaviour

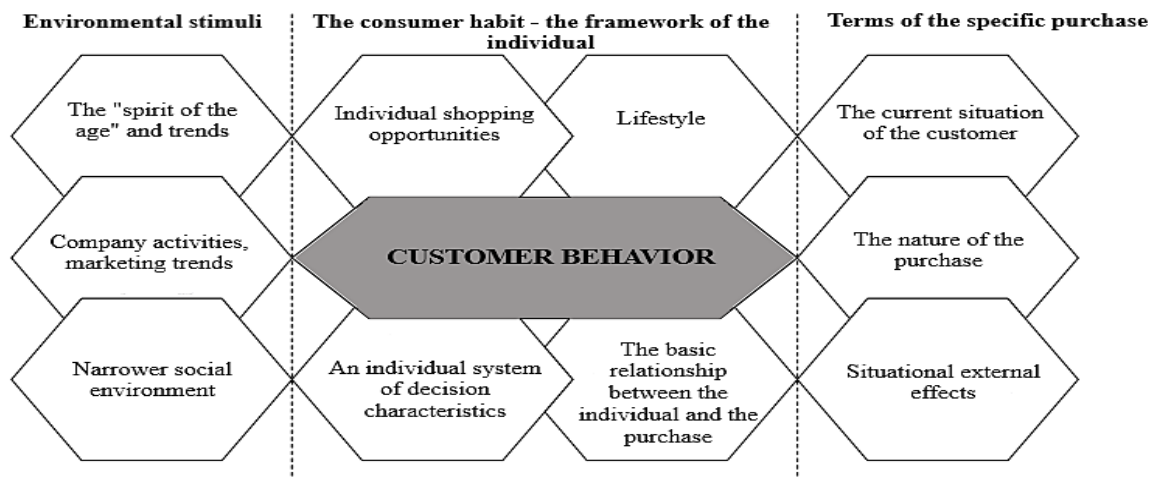


Figure 4. Factor groups influencing customer behaviour

Source: [40 p. 36] based on my own editing (2020)

Consumer behaviour is influenced by environmental stimuli, the consumer's individual habitus, framework, and the conditions of the given purchase. Environmental stimuli affect current trends, trends, the activities and marketing trends of a given cosmetic manufacturer or distributor, and the narrower social environment of the consumer. The consumer's lifestyle, buying opportunities, decision characteristics, and the consumer's relationship to the purchase fundamentally determine his / her purchase decision. The conditions of the given purchase, the current situation of the customer, the nature of the implementation of the purchase, or the external influences of the situation may influence the decision. In the case of environmentally friendly cosmetics, the conscious trends, the advertising campaign of the given cosmetic company, and the experiences and recommendations of the acquaintances and the narrower environment are decisive. Individual habitus, demand appears in financial possibilities as limits, and in what lifestyle the consumer pursues, how he likes or dislikes buying, and how he / she accomplishes this. What is important is the individual's financial and health situation, his or her emotions, and his or her attitude towards a particular cosmetic (Figure 4) [40].

Consumer / customer decision-making processes for cosmetic products / services are also determined by the factor groups of the model, such as the Engel-Kollat-Blackwell model, which is also one of the cornerstones of our own model.

Gap between science and consumer perception

Verbeke's perceptual filter theory (Figure 5) shows that the main task in promoting preventive health behaviour is to "translate" the scientific relationship between personal hygiene and beauty care into consumer language. When scientific facts pass through the perceptual filter, they are transformed into subjective perception (perception). Cosmetic characteristics, marketing communication, and situational factors arising from an individual's situation together determine perception. Consumer preference and choice is formed as a result of subjective perception, the end result of which is the selection of the cosmetic, i.e. the purchase. The right choice of marketing communication direction is also important [44]. "Perception is a spiritual phenomenon." The impulses run in our nervous system, and as a result of various crosstalk, the vegetative also "responds" to stimuli from the outside world, as well as stimuli from the inner world. A word spoken in a thought often has a stronger effect than a word heard [45 p. 80]. This phenomenon is related to desires, the formulation of desires that stems from our needs.

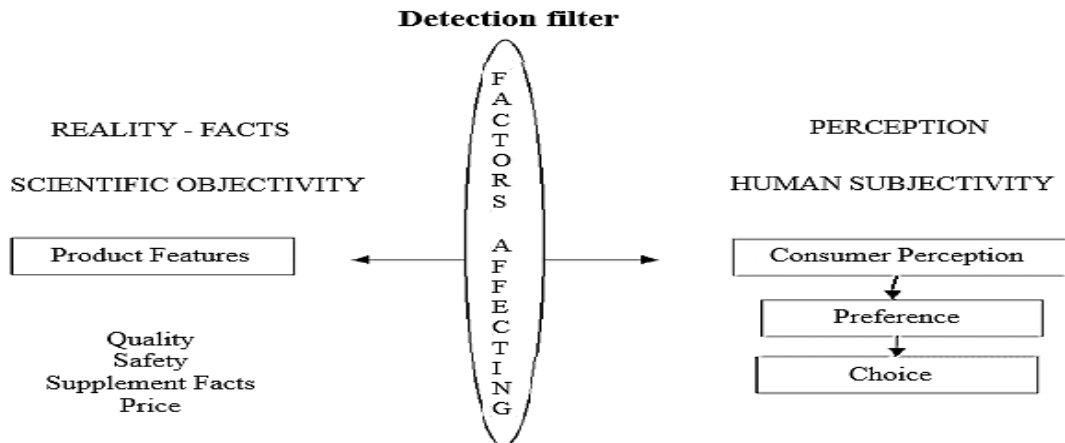


Figure 5. Gap between science and consumer perception
 Source: [41] [44 p. 17] based on my own editing (2020)

The perception filter (the influencing factors) “translates” into the “language” of the consumer who prefers cosmetics the objective cosmetic characteristics, cosmetic facts, quality, safety, price, ingredients, by which the consumer “embraces” the information and then by perception you can relate to them, find your way around the alternatives, evaluate and choose them, that is, make the purchase decision.

Customer satisfaction

After the choice, purchase and consumption, the buying process does not end. The post-consumer customer experience manifests itself in the form of satisfaction or dissatisfaction, and has a repercussion on the repurchase process. Consumer satisfaction depends on the degree of satisfaction / dissatisfaction with the cosmetics and the customer's place. Satisfaction by the cosmetic or the place of purchase depends on the degree of agreement or discrepancy between the perceived level of the cosmetic properties and other determining environmental factors and the level expected by the consumer. Consequences of satisfaction: increase in repurchase, customer and consumption frequency. In case of dissatisfaction, the consumer refuses to buy back and will use negative word of mouth [43]. During repurchases, shoppers prefer to take off the shelf what, in addition to the effect they have already tried in their everyday lives, also gave them a pleasant plus [46]. Customer satisfaction expresses the extent to which a given cosmetic or cosmetic service meets customer expectations (Figure 6) [47]. Strong brands should always be offered at a price that is in line with the accepted value, a value that sometimes needs to be brought to the attention of consumers. A brand that offers security and is no stranger to consumers will continue to be attractive to consumers, in saturated, competitive and mature markets where consumers are experienced and well informed, provided that the price-quality ratio is acceptable [48].

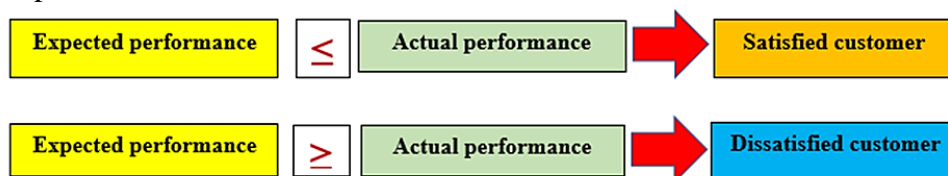


Figure 6. Customer satisfaction
 Source: [42] [43 pp. 56-57] Based on own editing (2020)

This model is also relevant to our research because if the consumer is frustrated with a particular cosmetic, he or she will be dissatisfied, will have a harder time making future purchase decisions, and will develop distrust, meaning he or she will feel deceived.

Own theoretical cosmetics consumer behaviour model





Figure 7. Model of the relationship between the factors influencing the consumption and purchase of cosmetics and the use of cosmetic services
 Source: Own editing based on the models described above (2020)

The possible flowcharts of the basic factors of the own cosmetics consumer behaviour model (in short: own theoretical model) are illustrated in Figures 8-10. In each case, the starting point of the model is the information input (endpoint 1) and the process base endpoint 2 is to learn about and evaluate the (environmentally and health-friendly) cosmetic product / service, and to determine the objective and subjective product properties. In Figures 8-9, the relationship between the two endpoints is indirect, created by four factors in the first case and one factor in the second case. In Figure 10, the relationship between the two endpoints is direct, as no additional factors are found between them. In Figure 8, between the two mentioned endpoints, lifestyle, way of life, status as factor 1, subjective norms and attitude as factor 2, recognition of needs, desires, and problems as factor 3, attention, interest and process of motivation as factor 4 creates a connection.

The identity of the consumer and the customer are not always the same. Such cases are, for example, when the customer gives a gift to the consumer or when the customer buys cosmetics for his / her family members or other acquaintances that he / she does not use himself / herself, for example, a wife buys a face alcohol for her husband. There may also be buying opportunities where the two roles are also split when the customer is buying for someone because they are asked to do so but do not live in a household, i.e. the customer is not a consumer of the cosmetic purchased.

The role of the gift is important for one's own theoretical model because the person of the customer and the consumer are also different. The customer is the giver, the consumer is the gifted. So gifts, such as the giving of Christmas gifts, are also important in our model because the Nielsen Retail Index also measures sales of Christmas gift packages by target group, which is the highest value turnover for packages for men and women. Both segments have a market share of 48%. Stores larger than 2,500 m² are in the 1st place in the sale of gift packages, which concentrates almost 50% of the value sales, the 2nd most important channel is the drugstore, which carries out 43% of the value sales of Christmas gift packages [49]. Observations in drugstores played a prominent role in our research.

When giving a gift, the customer can also gift cosmetics or cosmetic services that match the customer's lifestyle, way of life or status, because they want to give a cosmetic that, for example, the recipient cannot afford, but the customer does. You can also give a gift that is the same as the life of the recipient. There may even be cases that are unrelated to the way of life of any of them, a kind of status symbol that would embody the need for belonging for them. The customer can therefore also buy a cosmetic, which is a kind of status symbol, but does not necessarily express the customer's current social affiliation. He chooses a product or service that is different, for example, his discretionary income may not allow him to prefer and buy premium category products / services, but his desires and desire to belong elsewhere motivate him to do so. In some cases, the lifestyle, way of life and status do not correspond to the lifestyle and social status of the customer.

The purchasing decision processes in Figure 8 were identified with the classic consumer / buyer behaviour, i.e. as a result of the information input, the consumer reaches the filter of his own subjective norm and attitude through the lifestyle, way of life, status factor. Through this, your needs, desires and problems arise that induce you to buy cosmetics. You start to get interested, monitoring the range of cosmetic products or services you want or need that motivate you to get to know them better by evaluating both objective and subjective product properties. The next step, for all three (Figures 8-10) initial processes, is to set up criteria for product purchase by perceiving objective and subjective product characteristics as a kind of filter. This is followed by some form of purchase or non-purchase (Figure 7).

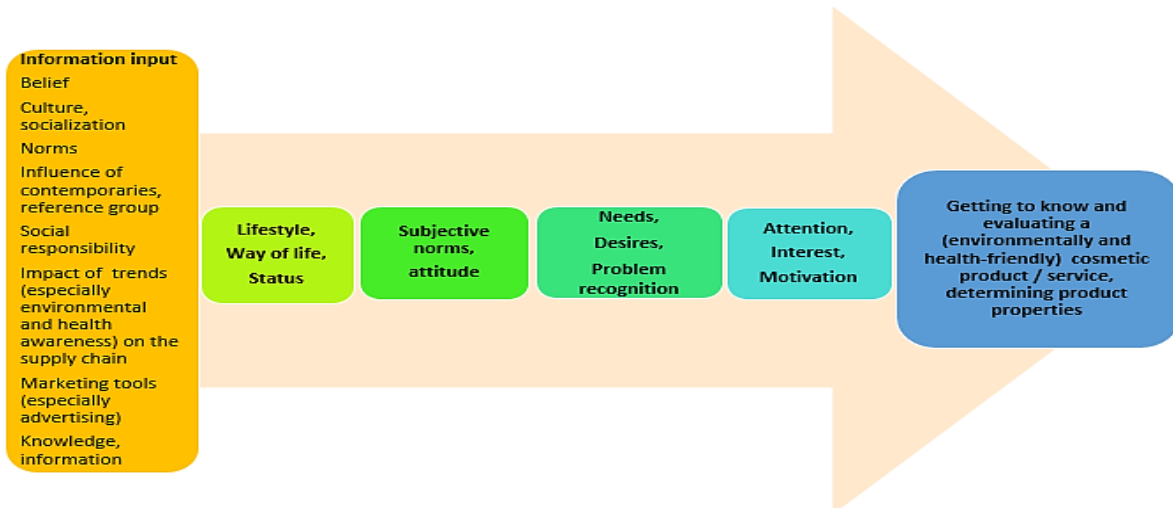


Figure 8. Possibility of process 1 of the base factors of the own model

Source: Own editing based on the models described above (2020)

In Figure 9, the indirect relationship between the two endpoints is made by lifestyle, way of life, and status without affecting intermediate bases other than these, such as one's own norms, needs, but usually the other person, the gift, or the cosmetic product's other responds to its consumer by learning about and evaluating the properties of different cosmetics or cosmetic services. The other processes are the same as described in Figure 7.

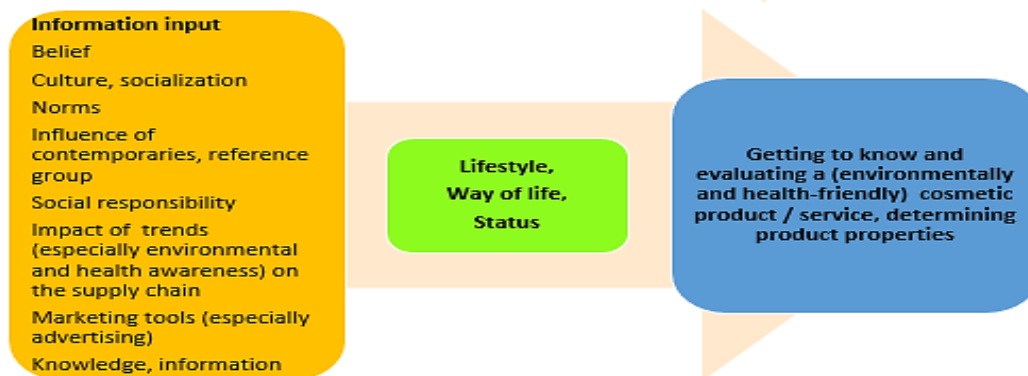


Figure 9. Process Possibility of Own Model Base Factors 2

Source: Own editing based on the models described above (2020)

In Figure 10, the two endpoints are directly related to each other. In this case, the choice of cosmetics and cosmetic services are independent of lifestyle, way of life, status and other basic factors. There are conscious consumers who directly know and appreciate the objective and subjective product characteristics as a result of the information input, and choose products that differ from their previous lifestyles and, in particular, encourage them to buy / use environmentally and health-friendly products and services. Another group of consumers instinctively feels that eco-friendly cosmetic products / services are particularly suitable for them, due to the subconscious effect of previous information inputs. The other elements of the process are the same as described in Figure 7.

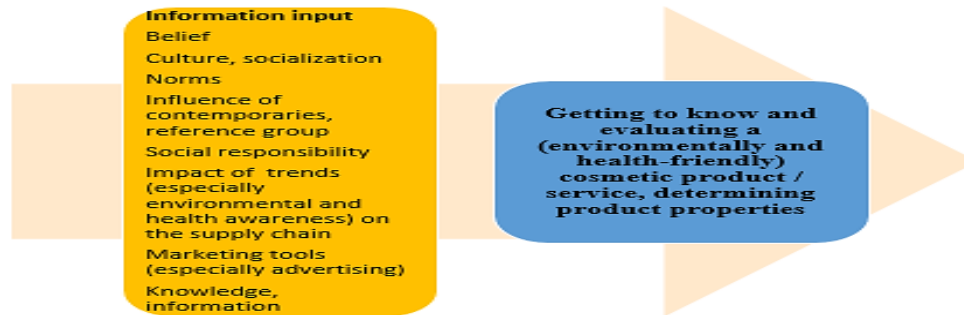


Figure 10. Possibility of process 3 of the base factors of the own model

Source: Own editing based on the models described above (2020)

Table 2 summarizes the main factors of our own model, based on the own theoretical model in Figure 7.

Table 2. Presentation of the factors of the own theoretical model

| The main factors of our own model | The main factors of the own model are detailed and the relationship between the factors |
|---|---|
| Information input | <p>The own model starts from the input of information, that is, one starts from one's own cultural medium as an individual.</p> <p>Beliefs and attitudes about cosmetics are determined by several factors, i.e. knowledge, health history, shopping habits, demographic and socio-economic characteristics of the customer shape beliefs, ideas, attitudes, environmental awareness, health awareness, beliefs about environmental friendly cosmetics and services. These include knowledge of the types of cosmetics selected, their composition, their effects on health, their effects on beautification and personal hygiene, the environmental impact of their packaging, and the use of sources of information on cosmetics. All of these factors influence beliefs about health, beauty, and the environment in cosmetics, which in turn determines beliefs associated with the properties of cosmetics and natural cosmetics, and ultimately attitudes. The individual's health history includes chronic illnesses, therapies, and the level of physical activity resulting from deterioration in health due to family history illnesses [44].</p> <p>Through socialization, the consumer acquires the abilities and skills that are the root of the formation of culture. He will have different beliefs, and group norms will be decisive for him, his actions will be influenced by his family and his contemporaries. Education has a decisive role in the development of health and environmental protection and social responsibility, and in the following stages of life, conscious trends will also play a major role in decisions, of which environmental and health awareness stands out from the point of view of our topic. Manufacturers are also affected by these trends, according to which they are producing more and more environmentally and health-friendly cosmetic products. For example, consumers can get acquainted with the products through the mediation of various marketing tools and the recommendation of acquaintances, i.e. they can gather knowledge and information about cosmetics.</p> |
| Factor group 1: lifestyle, way of life, status | <p>How the consumer decides in relation to the purchase of cosmetics plays a key role in his / her current lifestyle, way of life and status, as he / she forms the norms and attitudes for his / her own further life on the basis of these.</p> |
| Factor group 2: getting to know and evaluating environmentally and health-friendly products / services, | <p>The dashed arrow from lifestyle, way of life, status points to factor group 2, as this is optional, the customer is affected by his / her lifestyle, if he / she buys for himself / herself, if he / she buys cosmetics as a gift to someone else, it is usually no longer based on his / her lifestyle, as it does not necessarily match and the lifestyle of the customer with the lifestyle of the gifted.</p> |

| The main factors of our own model | The main factors of the own model are detailed and the relationship between the factors |
|--|---|
| <i>defining product properties</i> | |
| <i>Subjective norms, attitude</i> | <p><i>The subjective norm depends on the “expectations” of the persons considered important, as well as on the extent to which the individual's own motivation supports the fulfillment of these expectations [7].</i></p> <p><i>Positive consumer attitudes towards eco-friendly products (natural cosmetics) ultimately determine the willingness to buy (pay / surcharge, surcharge), i.e. the action [44].</i></p> <p><i>Attitudes towards cosmetics, especially natural cosmetics, are shaped by the individual's current shopping habits and demographic and socio-economic characteristics.</i></p> |
| <i>Recognizing needs, desires, problems</i> | <p><i>Needs, desires, feelings of lack constantly arise, the satisfaction of which the individual tries to compensate by purchasing products and services.</i></p> |
| <i>Attention, interest, motivation</i> | <p><i>The individual satisfies his / her need for health and beauty with cosmetics, and this is what his / her motivation is about. For the first time, the consumer maps the range of cosmetic products corresponding to the trends and the market, gets to know the environmentally friendly alternatives and product properties. Physiological and sensory perception of cosmetics (e.g. packaging, fragrance, design, and function price) also plays a key role.</i></p> |
| <i>Objective and subjective evaluations</i> | <p><i>Based on these, he makes objective and subjective evaluations. Objective evaluations can be made on the basis of product range, labels, categories, or availability, income, subjective ones are highly dependent on personality, habitus, what value to the consumer, what you want to achieve with your purchase, various from your nerves, your habits, and your situation. If the customer really wants to do it for his / her environment, he / she is also willing to pay a surcharge, i.e. to spend more money on a cosmetic that has a more beneficial effect on his /her environment and health.</i></p> <p><i>Compensatory consumption works on an emotional basis, it means compensating for some hidden need by buying and using the selected cosmetic.</i></p> <p><i>Other influencing factors are personal factors such as age, gender, age, status, social affiliation, environmental stimuli, the particular cultural environment, the economic situation, and the impact of marketing activities.</i></p> |
| <i>Processing evaluations, defining criteria related to product purchasing</i> | <p><i>The criteria for the product are made by the customer on the basis of the above assessments, i.e. the extent to which he takes individual responsibility for the environment, his / her own health and the health of his / her family.</i></p> <p><i>You can rank based on quality, i.e. expected and actual features, higher price willingness to pay for environmentally friendly alternatives, value for money, brand (brand loyalty or trying new brands), product availability, competing product characteristics. The range of cosmetic properties is physical, chemical, cosmetic ingredients (natural, artificial substances) and additives (other added substances).</i></p> <p><i>Cosmetic properties affect consumer behaviour through physiological (e.g., the need to colour grey hairs, cleanse the face) and sensory effects.</i></p> <p><i>Regarding individual factors, a range of biological (e.g., age, gender, and hair length), psychological, and sociological factors can be mentioned.</i></p> <p><i>Environmental factors include cultural, economic and marketing factors (price, sales promotion, sales channel, branding) [43].</i></p> |
| <i>From the intention to buy to the act of purchase, or lack thereof</i> | <p><i>The intention to buy is either in the possession of the consumer or not. The action, if possible, leads to product testing, based on which you either buy the product or not. You can postpone your purchase decision if you still can't make a decision. Based on previous product experience, you will either re-purchase the product or refuse to purchase. It is important to evaluate the experience, to learn from the experience. Lack of purchase intent will result in rejection of the purchase. For some reason, the consumer would need cosmetics, but may not find a suitable alternative, so his / her desire remains unsatisfied with regard to beauty care. You may also choose a competing product that better suits your current situation. Purchasing preparations are also affected by the shopping situation, such as the courtesy of the seller, the</i></p> |

| | |
|--|---|
| <i>The main factors of our own model</i> | <i>The main factors of the own model are detailed and the relationship between the factors</i> |
| | <i>atmosphere of the store, the breadth of the product range, and the availability of the cosmetic product (store, online).</i> |

Source: Own editing based on sources in the table and findings on cosmetics (2019)

The novelty of our own theoretical model is that it adapted complete and partial (for non-cosmetic product groups) consumer / customer source models when creating the model of consumer / customer behaviour for the cosmetic product and services. The model also focuses on environmentally and health-conscious decision-making aspects, because conscious consumption and conscious trends are the cornerstones of the topic, but it is also important to include personalized cosmetics and compensatory consumption factors, as these factors are innovative in decision-making of purchasing cosmetics. Another important factor is the evaluation of experiences, learning from experiences.

Planned qualitative and quantitative research

As qualitative research methods, we plan to conduct unstructured observation, individual, pair and focus group interviews, and as quantitative research methods, we plan to conduct structured observation and customer surveys, as well as online surveys.

The main objective of the primary studies is how the factors of our own consumer / customer model influence the natural vs. preference for non-natural cosmetics / cosmetic services. Unstructured observation aims to reveal the main cosmetic consumer groups. Not all factors of the own theoretical model can be examined by this method (only those factors that can be observed with this method are examined). Individual, paired and focus group interviews aim to explore the reasons for customers / consumers to choose natural vs. non-natural cosmetics. All the factors of the theoretical model can be examined by them, i.e. the own theoretical model can be validated with these methods and modified according to the examinations. The structured observation and the point-of-purchase survey and the online survey describe the relationship between the factors influencing the consumption / purchase of cosmetics. The own model validated by the qualitative methods reaches its final structure at this stage.

DISCUSSION

Our own theoretical model was developed on the basis of the source models reported in the study as a result of literature processing and secondary research. The model embodies a complex customer flow chart, the structure of which clearly shows that customers / consumers can make a decision in the course of their purchases due to several factors, which factors are related. The model is a theoretical model, ie the realized customer / consumer decision-making is processed and analyzed during the primary research, according to which the model is modified. Environmental and health awareness play a key role in the theoretical model, as both conscious trends are currently present in the cosmetics market. Depending on his / her past (information input) and present experience, the customer / consumer may decide to buy or refuse to buy a cosmetic product. The study of objective and subjective product properties also plays an important role in the model, as conscious purchases are preceded by the examination and evaluation of these product properties. Emotional purchases are primarily based on the influence of the emotional factor of subjective product characteristics. The current way of life and lifestyle of the customer / consumer is also decisive in their purchasing decision in some cases, just as subjective norms may play a role in the case of certain customer groups (3 types of input options into the whole model in Figure 8-10). The customer can also make / reject purchase decisions at the place of purchase due to the situational factors that characterize the purchase. Testing product samples is paramount because it brings the customer even closer to

the product of their choice. Finally, it can be emphasized that the purchasing decision process consists of complex steps, as customers / consumers do not always “work” objectively, so numerous factors can influence their decisions even outside the model. This model is merely an optional buying behaviour model.

COMPLETION

In the course of the secondary research, the literature antecedents of the development of the own theoretical model were presented (grouping aspects of cosmetics and cosmetic services, presentation of the cosmetics market, trends affecting the cosmetics market, conscious consumption, factors influencing the consumption of cosmetics / cosmetic services, leading source models or own model). The significance of the own theoretical model lies in its complexity and the possibility of three approaches (inputs). Each approach assumes a different type of customer, yet the main conclusion is that customer / consumer decision-making is the result of a complex process, ie a combination of several factors, one possible approach of which is the presented consumer / customer behaviour model. Primary qualitative and quantitative test methods will be performed in the future. Among the qualitative methods, the main groups of cosmetic consumers / customers are identified during the unstructured observation, and the natural vs. consumer groups are identified during the individual and pair interviews, the reasons for choosing a non-natural cosmetic are revealed. Quantitative methods describe the factors influencing the consumption and purchase habits of the cosmetics, as well as the unobservable reasons for the consumption and purchase of the cosmetics, and the main consumer / customer of the cosmetics are definitively delineated.

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