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“Assessing the Consumer Attitudes towards Inclusiveness in Makeup Products in  
Russia”

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## ETHICS STATEMENT

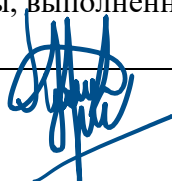
### ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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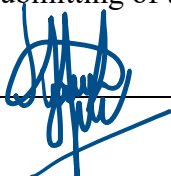
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(Student's signature)

## ABSTRACT

Master Student's Name	Polina Grishanina
Academic Advisor's Name	Marilia Smirnova
Master Thesis Title	Assessing the Consumer Attitudes towards Inclusiveness in Makeup Products in Russia
Description of the goal, tasks and main results the research	<p><b>The research gap</b> lies in the limited exploration of inclusiveness in the Russian cosmetics industry.</p> <p>The <b>research goal</b> of this paper is to identify the role of inclusiveness among Russian consumers and how it affects their purchasing behaviour.</p> <p>The <b>subject</b> of this study is consumer behaviour towards makeup products, and Russian customers serve as the <b>object</b>.</p> <p>The <b>research questions</b> thoroughly studied in this paper are:</p> <ol style="list-style-type: none"> <li>1) What role might inclusiveness hold in the Planned Behaviour model of consumer behaviour?</li> <li>2) How do Russian consumers perceive inclusiveness?</li> <li>3) How does customer's attitude towards inclusiveness affect their purchasing behaviour?</li> </ol> <p>To answer these questions following tasks should be completed:</p> <ol style="list-style-type: none"> <li>1) Analysis of relevant literature on existing interpretations of inclusiveness in the beauty industry – including the ones shaped by Russian social, cultural and historical heritage – together with relevant researches studying postcolonialism, consumer behaviour and positioning concepts;</li> <li>2) In-depth interviews shall be conducted to study the factors affecting choices of Russian consumers' when buying beauty products;</li> <li>3) A survey of more than a hundred respondents shall be ran to gather the data for further analysis of consumers' attitudes towards inclusiveness and its effects on their intentions to buy.</li> </ol> <p>This thesis provides a unique exploration of inclusiveness within the Theory of Planned Behaviour, emphasizing the socio-historical context. The research illuminates how brands can sway consumer attitudes towards inclusivity via marketing and positioning strategies, underlining the importance of acknowledging specific demographic group needs, specifically regarding skin type and age. Corresponding with current trends pushing for inclusivity in product lines and campaigns, this work offers pertinent insights for the dynamically evolving beauty industry.</p>
Keywords	Consumer behaviour, inclusiveness, SEM, diversity, Russia, makeup, attitudes

## АННОТАЦИЯ

Автор	Гришанина Полина Дмитриевна
Научный руководитель	Смирнова Мария Михайловна
Название ВКР	Оценка отношения потребителей к инклюзивности в средствах для макияжа в России
Описание цели, задач и основных результатов исследования	<p>Пробел в исследованиях заключается в ограниченном изучении инклюзивности в российской косметической промышленности.</p> <p>Цель исследования — определить роль инклюзивности среди российских потребителей и то, как она влияет на их покупательское поведение.</p> <p>Предметом исследования является поведение потребителей по отношению к косметическим средствам, а объектом - российские покупатели.</p> <p>Вопросы:</p> <ol style="list-style-type: none"> <li>1) Какую роль может играть инклюзивность в модели запланированного поведения потребителей?</li> <li>2) Как российские потребители воспринимают инклюзивность?</li> <li>3) Как отношение клиентов к инклюзивности влияет на их покупательское поведение?</li> </ol> <p>Задачи:</p> <ol style="list-style-type: none"> <li>1) Анализ литературы об инклюзивности в индустрии красоты, в том числе сформированных российским социокультурным и историческим наследием, вместе с исследованиями, изучающими постколониализм, потребительское поведение и концепции позиционирования;</li> <li>2) провести глубинные интервью для изучения факторов, влияющих на выбор российских потребителей при покупке косметических товаров;</li> <li>3) провести опрос для сбора данных для анализа отношения потребителей к инклюзивности и ее влияния на их намерения покупать.</li> </ol> <p>Эта работа представляет собой исследование инклюзивности в рамках теории запланированного поведения с акцентом на социально-исторический контекст России. Исследование показывает, как бренды могут влиять на отношение потребителей к инклюзивности с помощью стратегий маркетинга и позиционирования, подчеркивая важность признания потребностей конкретных демографических групп, особенно в отношении типа кожи и возраста. В соответствии с текущими тенденциями, требующими инклюзивности в продуктовых линейках и кампаниях, эта работа предлагает подходящие идеи для динамично развивающейся индустрии красоты.</p>
Ключевые слова	Потребительское поведение, инклюзивность, SEM, разнообразие, Россия, макияж, отношение

## INTRODUCTION

Consumers are making a lot of purchasing decisions on a daily basis and the process of them making a choice have become a matter of interest both for academics and practitioners.

Inclusiveness – together with digitalisation and personalisation - is one of the biggest trends in the beauty industry (Marchessou and Spagnuolo, 2021) and has been attracting attention of researchers from many different fields of study for the last few decades. According to a survey conducted by McKinsey & Company, two out of three Americans reported that their social values now shape their shopping choices, and 45 percent believe retailers should actively support Black-owned businesses and brands (Brown, Lucas, Zizaoui, Burns, & Harris, 2023). This group of consumers, referred to as the 'inclusive consumer', is not limited to a specific demographic but includes men and women across ethnic backgrounds, income levels, and age groups. In this research we would like to address *inclusiveness in decorative cosmetics*, interpreting *inclusiveness* in accordance with its definition as given by the Cambridge Dictionary: “*the quality of including many different types of people and treating them all fairly and equally*” (Inclusiveness, Cambridge Dictionary). In the beauty industry inclusiveness can be addressed from many different perspectives, but in this particular study we would like to investigate it from the ethnic side, exploring issues related to the representation of people of colour both in product lines and marketing campaigns. To be more specific, we will be focusing on *how consumers perceive inclusiveness* – or the lack of it – in cosmetic brands’ product lines and marketing activities *both in Russia and globally* – whether it affects their behaviour and influences their decisions and, if yes, in what way.

Such choice of a country can be supported by the multinational nature of the Russian Federation, which is home to around 190 ethnic groups (Wikipedia, 2020), including the ones which can be considered as Asian, meaning that their skin tones are different from those of European ethnic groups. Another reason why we chose Russia for this analysis is related to the current political crisis which led to the key beauty brands – including Chanel, Coty, Estée Lauder, L'Oréal, LVMH, Lush, and L'Occitane (Statista, 2022) - leaving Russian cosmetics market, which was largely dependent on import. The perception of inclusivity in cosmetic brands in Russia is also influenced by the country's historical and cultural context. Russia has a long history of valuing pale skin (Ziemer, 2011; Kuznetsova and Round, 2019), which has led to a lack of diversity in the cosmetic industry. However, there is evidence that younger generations in Russia are more accepting of diversity and inclusivity (Krawatzek and Sasse, 2022), which may lead to a shift in attitudes towards cosmetic brands. Hence, I find it interesting to study how it affected customers’

behaviour and purchasing habits in this sphere, and what could be the possible implications for Russian entrepreneurs capable of filling this gap.

*Inclusiveness in the beauty industry* means making beauty products *accessible* by embracing the diversity of one's consumers. According to Elle Canada (How Lancôme Is Making Inclusivity — From People To Products — A Priority, 2022), developing products that are able to meet consumers' needs irrespective of their race, gender, age, and skin tone is one of the loudest most recent trends in the industry. According to Rebecca Feasey, millennial consumers, clients and customers are keen to see a "broad cross-section of families, couples and individuals" as a sign of "authenticity" in advertising (Feasey, 2022). Moreover, according to the latest research from Mintel (Hennigan, 2022), almost a quarter of US Gen Z consumers feel left out of beauty advertisements, meaning that beauty products for people of colour – which will be sometimes addressed as inclusive products in this paper – lack *awareness* among consumers. To add more, US market research by McKinsey (Baboolall et al., 2022) shows that addressing racial inequity in beauty industry is a \$2.6bln opportunity and that 75% of nonwhite consumers can be persuaded to purchase beauty products by ads that feature various skin tones across all races.

Apart from conveying brand's commitment to diversity and inclusiveness through its product offers, there is another way to broadcast brand's position - advertising. Inclusive advertising can significantly enhance a brand's reputation by demonstrating its commitment to diversity and equality. By representing a broad range of individuals in advertising campaigns, brands can show that they value all customers, regardless of their race, gender, age, or physical ability. This approach can resonate with a diverse consumer base, fostering a sense of belonging and respect. Moreover, inclusive advertising can align with consumers' growing demand for brands to take a stand on social issues, further bolstering a brand's reputation. Successful inclusive marketing campaigns, such as Dove's "Real Beauty" and Always' "Like a Girl," have shown that this approach can not only enhance brand reputation but also contribute to financial success (Whelan, Moon and Grant, 2013). One of the examples of a brand that managed to successfully improve its image through an implementation of more inclusive marketing activities is Dove.

Thus, the most basic criteria of inclusiveness a beauty brand should answer to are a wide range of the foundation tones and products which will close the needs of the customers of all skin tones, and a more inclusive advertisement of beauty products which are able to create awareness about inclusive product lines among consumers.

To assess global attitudes towards inclusiveness I will refer to the articles of researchers who investigated the topic of inclusiveness in beauty industry from different perspectives, such as social equality (Frisby, 2019), feminism (Feasey, 2022) and marketing (Childs, 2022). To study this topic from *practical perspective*, I will turn to cases of such cosmetic brands as L'Oréal, Dove,

and, most importantly, Fenty beauty, which pushed the industry towards a more inclusive future in the first place (Mamona, 2020a). The latest will be analysed with a closer precision due to the disruptive effect it had on the industry (Gray, 2017), including many cosmetic brands having made an effort to expand their product lines to cater to a more diverse range of consumers.

As for the assessment of Russian customers' attitudes towards inclusiveness in the decorative cosmetics, I will use my own data which will be gathered using empirical methods, as there no research has been held on this subject, relying on the theoretical basis described below.

Turning to the theoretical perspective of this research, I would like to say that all of the above will be analysed through the lenses of the **Theory of Planned behaviour** and the concept of **positioning** as coined by Ries and Trout (Ries and Trout, 1986).

**The research gap** lies in the limited exploration of inclusiveness in the Russian cosmetics industry. The application of postcolonial studies could offer a fresh perspective on this issue, potentially enhancing our understanding of the interplay between global and local dynamics in shaping attitudes towards inclusiveness.

The **research goal** of this paper is to identify the role of inclusiveness among Russian consumers and how it affects their purchasing behaviour.

The **subject** of this study is consumer behaviour towards makeup products, and Russian customers serve as the **object**.

The **research questions** thoroughly studied in this paper are:

1. What role might inclusiveness hold in the Planned Behaviour model of consumer behaviour?
2. How do Russian consumers perceive inclusiveness?
3. How does customer's attitude towards inclusiveness affect their purchasing behaviour?

To answer these questions **following tasks** should be completed:

- 1) Analysis of relevant literature on existing interpretations of inclusiveness in the beauty industry – including the ones shaped by Russian social, cultural and historical heritage – together with relevant researches studying postcolonialism, consumer behaviour and positioning concepts;
- 2) In-depth interviews shall be conducted to study the factors affecting choices of Russian consumers' when buying beauty products;
- 3) A survey of more than a hundred respondents shall be ran to gather the data for further analysis of consumers' attitudes towards inclusiveness and its effects on their intentions to buy.



The theoretical part is expected to provide a new perspective on how inclusiveness may be studied in the framework of the Theory of Planned Behaviour, focusing on a socio-historical context behind it. According to one of McKinsey reviews mentioned above (Brown et al., 2022), consumers are increasingly expecting brands to change and become more inclusive. Attitudes refer to people's beliefs about the behaviour, subjective norms are people's beliefs about the expectations of others, and perceived behavioural control refers to people's beliefs about their ability to perform the behaviour. Thus, I am suggesting that cosmetic brands can influence consumers' attitudes towards inclusivity through their marketing activities and positioning strategy (Eisend, Muldrow and Rosengren, 2022). This can involve initiatives such as educational campaigns, diversity and representation efforts, and collaborations with influencers or advocacy groups.

The academic landscape reveals a significant gap in the exploration of inclusiveness within the cosmetics industry, particularly in the Russian market. While inclusiveness has been recognised as a critical factor in various industries, its specific impact within the context of decorative cosmetics remains underexplored. Furthermore, the lens of postcolonial studies, which can offer valuable insights into the dynamics of inclusiveness, has been largely absent in this context. Moreover, application of some postcolonial concepts might enrich our perception of consumer behaviour and roots of discrimination that still remains in cosmetic industry. This presents a compelling opportunity for scholarly investigation to provide a more nuanced understanding of this phenomenon in the Russian cosmetics market through the prism of postcolonial studies.

As for the practical contribution, the results of this research could be used by other researchers or industry representatives for further exploration of this matter. Thus, future research could explore the impact of inclusivity in cosmetic brands on consumer behaviour, such as the willingness to pay a premium for inclusive brands. Additionally, research could investigate the differences in perceptions of inclusivity between different demographic groups, such as age and gender.

## **CHAPTER 1. INCLUSIVENESS AND CONSUMER BEHAVIOUR: GLOBAL AND NATIONAL PERSPECTIVE**

This chapter embarks on a comprehensive exploration of the literature pertinent to our study on the attitudes of Russian consumers towards inclusiveness in makeup products. The chapter is structured into four sections, each focusing on a distinct area of interest that collectively forms the theoretical foundation of our study. The first section delves into the historical and cultural context of beauty standards in Russia, providing a backdrop against which contemporary attitudes towards inclusiveness can be understood. This exploration is crucial as it helps us understand the unique Russian perspective on beauty and inclusiveness. The second section examines consumer attitudes towards inclusiveness through the lens of brand positioning frameworks. This analysis is essential as it provides insights into how brands can effectively communicate their commitment to inclusiveness and how this impacts consumer perceptions. The third section presents a comparative analysis of different consumer behaviour approaches. This comparison is vital as it helps us understand the multifaceted nature of consumer decision-making processes, particularly in the context of inclusiveness in the beauty industry. The fourth and final section discusses inclusive marketing practices in the beauty industry from a global perspective. This global view is necessary as it provides a comparative framework to understand the Russian context better and allows us to highlight the differences and similarities between global and Russian perspectives on inclusiveness in beauty products. The overarching goal of this chapter is to provide a comprehensive theoretical framework that informs our understanding of the role of inclusiveness among Russian consumers and its impact on their purchasing behaviour.

### **1.1. Historical and cultural context of beauty standards in Russia**

In order to effectively gauge the attitudes of Russian consumers towards inclusiveness in beauty products, it is paramount to conduct an in-depth exploration of the perception of beauty within the Russian context, taking into account its multicultural landscape. This necessitates a comprehensive analysis of Russia's historical and socio-cultural backdrop. Such an analysis is pivotal in understanding the attitudes of Russian consumers towards inclusiveness in beauty products, as these attitudes are not spontaneously formed. Rather, they are the product of a complex interplay of historical, cultural, social, and individual factors.

The task of delving into the historical and cultural context of beauty standards in Russia, with the aim of assessing the attitudes of Russian consumers towards inclusiveness in beauty products, can be approached from a variety of theoretical perspectives. These perspectives provide a lens through which we can better understand how beauty standards have evolved in Russia, and

how these standards influence consumer attitudes towards inclusiveness in the beauty industry. This multifaceted approach is crucial for capturing the nuances of consumer attitudes in a multicultural society like Russia. Moreover, this step is crucial for the empirical side of our study, as it provides us with a solid ground for building a comprehensive research design which will take into consideration as many specifics of unique Russian context as we can grasp with academic tools available.

**Feminist theory**, for instance, could be employed to delve into how gender norms and expectations influence beauty standards in Russia. For instance, during the Soviet era, the state's emphasis on gender equality in the workforce may have influenced beauty standards, promoting a more androgynous aesthetic that valued physical strength and practicality (Attwood, 1999). However, the post-Soviet era saw a resurgence of more traditionally feminine beauty standards, possibly as a reaction to the previous era's norms (Rivkin-Fish, 2005). This perspective could also illuminate how these standards affect women's perceptions of inclusiveness in beauty products (Butler, 1990). The beauty industry often reinforces existing beauty standards by creating products that cater to these norms. Therefore, the range of products available to consumers can reflect the extent to which diverse expressions of beauty are accepted and valued within a society (Johnston & Taylor, 2008). In the Russian context, if beauty products cater predominantly to a narrow, traditional standard of beauty, this could signal a lack of inclusiveness to consumers who do not conform to these standards. Conversely, a more diverse range of beauty products could be perceived as more inclusive, reflecting a broader acceptance of different beauty ideals (Rivkin-Fish, 2005).

In the realm of cultural studies, an **interdisciplinary approach** can provide valuable insights into how broader cultural and societal factors shape beauty standards. For instance, media representations, popular culture, and social class are all significant factors that influence these standards (Hall, 1996). Media representations, in particular, play a crucial role in shaping societal perceptions of beauty, often promoting certain ideals that become widely accepted norms. Popular culture, too, contributes to the formation of beauty standards, as it often reflects and reinforces societal values and norms. Social class also intersects with beauty standards, as different classes may have distinct perceptions of beauty, often influenced by factors such as education, income, and access to resources. Thus, understanding these factors is essential for a comprehensive analysis of beauty standards and their impact on consumer attitudes towards inclusiveness in beauty products.

Another approach to study this issue is **sociological theory**. As proposed by **Bourdieu** (1984), it can further enhance our understanding of beauty standards. It allows us to examine how social structures and institutions influence these standards and how they, in turn, impact social

behaviour and attitudes towards inclusiveness in beauty products. For instance, Bourdieu's concept of 'habitus' - the deeply ingrained habits, skills, and dispositions that we possess due to our life experiences - can be instrumental in understanding how societal norms and expectations shape individual perceptions of beauty. Furthermore, his notion of 'cultural capital' - the accumulation of knowledge, behaviours, and skills that one can tap into to demonstrate one's cultural competence - can shed light on how societal status and class distinctions can influence beauty standards. When looking at Russian context through the prism of this approach, we may notice that the state, media, and the beauty industry can all be seen as influential institutions that contribute to the establishment and reinforcement of beauty norms. These institutions can shape social behaviour and attitudes, including perceptions of inclusiveness in beauty products. However, it's important to note that these institutions do not operate in isolation but are influenced by broader socio-cultural and historical contexts

An alternative theory to investigate this matter is presented by **critical race theory**, as discussed by **Delgado & Stefancic** (2017), which can be used to explore how racial and ethnic norms and expectations influence beauty standards. This theory can help us understand how these standards impact perceptions of inclusiveness in beauty products. Critical race theory emphasizes the role of race and racism in shaping social structures and experiences, including perceptions of beauty. For instance, the concept of 'intersectionality' - the idea that various forms of social stratification, such as race and gender, do not exist independently of each other but are interwoven - can be instrumental in understanding how racialized beauty standards affect different groups of consumers. Moreover, the theory's focus on 'counter-storytelling' - the practice of telling the stories of those groups whose experiences are not often told - can provide a platform for understanding the diverse experiences of consumers in the beauty industry.

In essence, each of these theoretical approaches discussed above provide a multifaceted understanding of beauty standards in Russia, highlighting the influence of cultural, sociological, psychological, and racial factors. However, to fully comprehend the unique context of Russian beauty standards and their impact on consumer attitudes towards inclusiveness in beauty products, it is essential to consider the concepts of Orientalism and postcolonialism.

**Orientalism**, as proposed by Said (1978), refers to the Western construction of the East as the exotic and inferior 'Other'. This concept can be applied to the Russian context, where the West often perceives Russia as a mysterious and backward 'Other'. The Russian beauty industry, much like the East in Said's framework, has been subject to external definitions and standards imposed by the global beauty industry, which is predominantly Western-centric. This imposition has led to a unique tension in the Russian beauty industry, where global (often Western) beauty standards coexist and sometimes conflict with traditional Russian beauty ideals.

**Postcolonialism**, on the other hand, offers a critical perspective on the legacy of colonialism and its ongoing impact on former colonies. While Russia was not formally colonized, it has experienced internal colonization, where the state has exerted control over its own people and territories (Etkind et al., 2013). This internal colonization has shaped Russian identity and beauty standards, potentially influencing consumers' perceptions of inclusiveness in beauty products.

The concept of '**internal colonisation**', as proposed by Etkind et al. (2013), further illuminates the distinctiveness of the Russian context. This concept, which refers to the use of colonial administration practices and knowledge within a country's borders, can be seen in the Russian beauty industry's approach to its consumers. The industry has often treated its consumers as subjects to be studied and understood, much like a colonial power would treat its colonised population. This has implications for how we study Russian consumers' attitudes towards inclusiveness in makeup products.

In essence, the concepts of Orientalism and postcolonialism provide a broader socio-political context for understanding beauty standards in Russia. They highlight the influence of Western perceptions and internal colonization on these standards, and how these factors can shape Russian consumers' attitudes towards inclusiveness in beauty products. The historical and cultural context of Russia, marked by its experiences of internal colonisation and its construction of 'the Other', significantly affects how Russian consumers perceive inclusiveness. The concept of 'the Other', as you've noted, has been used in Russia to denote foreigners, ethnic minorities, and even certain social classes. This has created a societal hierarchy based on ethnicity, social class, and physical appearance, which is inevitably reflected in the beauty industry. **Inclusiveness**, in this context, **is not just about broadening the range of makeup products to cater to different skin phototypes**. It is also about challenging the societal hierarchies and stereotypes that have been ingrained in the Russian consciousness through historical processes of 'Othering' and internal colonisation.

However, to fully grasp the role of inclusiveness among Russian consumers and its impact on their purchasing behaviour, it is crucial to integrate the theoretical concepts of postcolonialism and orientalism with the principles of brand positioning and consumer behaviour theories. By intertwining these frameworks and theories with the postcolonial and orientalist concepts previously discussed, we can delve deeper into the complexities of the Russian beauty industry and its consumers. This comprehensive approach allows us to explore the multifaceted influences on consumer attitudes and behaviours, providing a more holistic understanding of the role of inclusiveness in the Russian beauty market.

## **1.2. Examining Consumer Attitudes towards Inclusiveness through the Prism of Brand Positioning Frameworks**

Brand positioning is a vital concept in marketing and firm strategy, playing a key role in shaping a company's success and performance. The strategic choices made by a company to position itself in the market can wield a substantial influence on its competitiveness and overall business outcomes. By carefully defining and communicating its unique value proposition, target audience, and differentiating factors, a company can establish a distinct position that resonates with consumers and sets it apart from its rivals. This deliberate positioning strategy, when executed effectively, not only enhances the company's market presence but also contributes to its long-term growth and sustainability. Therefore, the thoughtful consideration and implementation of brand positioning strategies emerge as indispensable elements for organizations seeking to thrive in the ever-evolving business landscape.

**Positioning Theory** and **Differentiation Theory** are two widely recognised frameworks in marketing that help businesses understand and improve their brand's unique position in the market. Both theories have advantages and disadvantages, and each provides valuable insights for marketers looking to improve their brand's position in the market.

**Positioning Theory** was initially coined by Jack Trout, who introduced the concept of brand positioning in 1969, which was later popularised by him and Al Ries (Ries and Trout, 1986). It provides a straightforward framework for marketers to define and communicate their brand's unique position in the market. The theory emphasizes the importance of differentiation and staking a claim in consumers' minds, helping companies stand out from their competitors. Companies can achieve a competitive advantage through effective positioning strategies such as developing a unique value proposition or targeting a specific market segment. This advantage can help companies gain market share, increase customer loyalty, and profitability.

However, Trout's Positioning Theory primarily focuses on beating competitors and gaining market share, which may not be suitable for industries where collaboration or cooperation is more beneficial. This one-dimensional perspective can limit companies from exploring other viable options for growth and innovation. In addition, the theory doesn't explicitly address understanding and fulfilling customer needs, which is crucial for building long-term relationships and customer loyalty. In dynamic and diverse markets, positioning theory's simplistic approach may not adequately capture the intricacies of consumer behaviour and market trends. This can limit companies' ability to adapt to changing market conditions and capitalize on emerging opportunities.

Differentiation Theory, on the other hand, draws from the works of marketing scholars such as Theodore Levitt, who emphasized the importance of creating unique selling propositions to differentiate brands in the market, helping companies carve a niche and attract customers (Levitt, 1980). By developing a unique value proposition, companies can differentiate themselves from their competitors and create a compelling reason for customers to choose their brand. Differentiation Theory acknowledges the importance of understanding customer needs and tailoring offerings to match their preferences, leading to increased customer satisfaction. Companies can gain a competitive advantage by developing unique features, benefits, or experiences that are not easily replicated by competitors, leading to increased market share, customer loyalty, and profitability (Banker, Mashruwala and Tripathy, 2014).

However, creating and maintaining differentiation requires ongoing innovation and investment, which can be challenging for companies with limited resources. Successful differentiation can attract competitors who may attempt to replicate or surpass the unique features, eroding the initial competitive advantage. Overemphasizing differentiation can lead to fragmented market segments, making it harder to achieve economies of scale and potentially limiting growth opportunities.

Overall, both Positioning Theory and Differentiation Theory provide valuable insights for marketers looking to improve their brand's position in the market. By understanding the advantages and disadvantages of each theory and integrating **Theory of Planned Behaviour**, companies can develop more effective strategies to differentiate themselves from their competitors and better cater to their customers' needs and preferences. By applying these theories to research on consumer attitudes towards inclusiveness, companies can also promote diversity and inclusivity in their marketing efforts, leading to increased **customer satisfaction** and **loyalty**.

However, when it comes to researching consumer attitudes towards inclusiveness, Trout's Positioning Theory may be a more suitable framework than Differentiation Theory. Positioning Theory can help identify how brands position themselves in terms of inclusiveness, allowing researchers to examine how brands communicate and align themselves with diverse consumer segments. In contrast, Differentiation Theory emphasizes creating a distinct offering that stands out in the market. While differentiation can be effective in attracting customers, it may not be the most effective approach for exploring consumer attitudes towards inclusiveness.

Moving on with Positioning Theory, we shall admit that it doesn't specifically define **inclusive positioning**. However, we can understand inclusive positioning as brands making an effort to create products fitting clients of a wide range of shades and ensuring their launches are accessible. Beyond that, inclusive positioning also involves promoting diversity and inclusion both internally and externally, and supporting marginalized communities (Gluck, 2022). Moreover,

there is some research speaking in favour of applying Positioning Theory for the goals similar to ours. For instance, Pamela Brown and her fellow analysts from McKinsey in their report studying the rise of the inclusive consumers (Brown et. al, 2022), state that consumers are looking for brands that align with their values, including inclusivity. Therefore, Positioning Theory can be used to assess how makeup brands are positioning themselves in the market and whether they are effectively communicating their values to consumers. Brands that position themselves as inclusive and prioritize diversity in their marketing and product offerings may be more appealing to consumers who value inclusivity.

Therefore, in the context of the beauty industry, the application of Positioning Theory can be instrumental in understanding consumer attitudes towards inclusivity in decorative cosmetics. This can be achieved through the following strategies:

- **Target Audience Identification:** Positioning Theory can aid brands in pinpointing their target demographic and tailoring products to meet their specific requirements. For instance, the development of products catering to diverse skin tones, skin types, and genders can be informed by this theory (Homburg, Schwemmler, & Kuehnl, 2020).
- **Unique Selling Proposition (USP) Development:** Positioning Theory can be employed by brands to carve out a unique selling proposition that distinguishes them from their competitors. This could involve a focus on the creation of inclusive products that cater to a wider customer base (Homburg et al., 2020).
- **Brand Image Formation:** Positioning Theory can be utilized by brands to cultivate a brand image that resonates with their target audience. This could involve the use of inclusive messaging and marketing strategies to appeal to underrepresented communities (Homburg et al., 2020).
- **Brand Loyalty Establishment:** Positioning Theory can be leveraged by brands to foster brand loyalty by developing products that cater to the unique needs of their target audience. This could involve the creation of affordable and accessible products that are personalized to their customers (Homburg et al., 2020; Kim & Kim, 2023).

It's important to note that these strategies are not mutually exclusive and can be used in tandem to create a comprehensive and inclusive brand strategy.

In addition, researchers shall integrate into the study of consumer attitudes towards inclusiveness in makeup product some concept which is dedicated to explain consumer's behaviour, such as **the Theory of Planned Behaviour (later - TPB)**. Integrating such approach with Positioning Theory provides a comprehensive framework for understanding consumer attitudes towards inclusiveness (Brown et. al, 2022), predicting behavioural intentions, and guiding marketing strategies and interventions. Hence, by understanding consumer attitudes and



intentions, policymakers and marketers can identify barriers or misconceptions that hinder inclusiveness and develop strategies to address them.

Now let us dive deeper into the benefits which could be provided by application of a theoretical model exploring consumer behaviour and have a detailed discussion on various approaches to studying and explaining consumer behaviour, making an emphasis on one of the most famous one – *Theory of Planned Behaviour*.

### **1.3. Comparative Analysis of Consumer Behaviour Approaches: Exploring Different Perspectives**

Consumer behaviour is a complex and multifaceted field of study, with various theories and models attempting to explain the underlying mechanisms that drive consumers' decision-making processes. These theories provide a framework for understanding the factors that influence consumers' attitudes, preferences, and purchasing behaviours. This subchapter aims to provide a comparative analysis of different consumer behaviour theories, focusing on their applicability in studying attitudes towards inclusiveness in the decorative cosmetics industry in Russia.

Consumer behaviour theories have evolved over time, reflecting the changing dynamics of the marketplace and the increasing complexity of consumer decision-making processes. Some of the prominent theories include the Theory of Planned Behaviour (TPB), the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), and the Social Cognitive Theory (SCT).

The **Theory of Planned Behaviour** (*later - TPB*), developed by Icek Ajzen (1991), is a widely used model in social psychology that explains how human behaviour is influenced by attitudes, subjective norms, and perceived behavioural control. It posits that an individual's behaviour is determined by their intention to perform the behaviour, which is influenced by their attitude towards the behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991). The TPB has been used extensively to predict a wide range of behaviours, including consumer purchasing decisions (Yadav & Pathak, 2016).

**The Theory of Reasoned Action** (*later – the TRA*), a precursor to the TPB, was proposed by Fishbein and Ajzen (1975). It suggests that an individual's behaviour is driven by their behavioural intentions, which are shaped by their attitudes towards the behaviour and subjective norms. The Theory of Reasoned Action argues that these two factors interact and combine to shape an individual's behavioural intention. This intention, in turn, guides and predicts their actual behaviour. The theory assumes that people are rational decision-makers who consider the implications of their actions before deciding to engage in a behaviour. It is important to note that the Theory of Reasoned Action assumes that individuals have control over their behaviour and

that their behavioural intention is a reliable predictor of their behaviour. However, it does not directly account for external factors, such as environmental constraints or situational influences, which may also impact behaviour. Another limitation of the TRA is that it does not consider the individual's perceived control over the behaviour, a gap that the TPB attempts to fill (Fishbein & Ajzen, 1975).

**The Technology Acceptance Model**, proposed by Davis (1989), is another influential theory in consumer behaviour research. It posits that an individual's acceptance of a technology is determined by their perceived usefulness and perceived ease of use of the technology. While the TAM was originally developed to explain computer usage behaviour, it has been adapted to study consumer acceptance of various technologies, including e-commerce and mobile shopping (Venkatesh & Davis, 2000).

**The Social Cognitive Theory**, developed by Bandura (1986), emphasizes the role of observational learning, self-efficacy, and outcome expectations in shaping an individual's behaviour. It suggests that individuals learn by observing others and that their behaviour is influenced by their confidence in their ability to perform the behaviour and their expectations about the outcomes of the behaviour (Bandura, 1986).

Each of these theories offers valuable insights into consumer behaviour, but they also have their limitations. For instance, the TPB and TRA focus primarily on rational decision-making processes, potentially overlooking the influence of emotions and unconscious processes on consumer behaviour (Perugini & Bagozzi, 2001). The TAM, while useful in predicting technology acceptance, may not fully capture the complexity of consumer behaviour in non-technology contexts. The SCT, on the other hand, may overemphasize the role of social influences, neglecting the impact of individual differences in consumer behaviour (Bandura, 1986).

Comparing these theories, it becomes evident that each offers unique perspectives on consumer behaviour. The TPB and TRA, with their focus on attitudes, subjective norms, and intentions, provide a robust framework for understanding the cognitive processes underlying consumer decision-making. They are particularly useful in studying how consumers form attitudes towards inclusive product offers and marketing activities in the decorative cosmetics industry.

The TAM, with its emphasis on perceived usefulness and ease of use, offers valuable insights into how consumers evaluate the usability and functionality of products, which is crucial in the cosmetics industry where product experience plays a significant role in consumer satisfaction and repurchase intentions.

The SCT, with its focus on observational learning and self-efficacy, can shed light on how social influences and personal beliefs shape consumer attitudes and behaviours towards inclusiveness in the cosmetics industry. It can help understand how consumers learn about

inclusive products and brands through social media and other platforms, and how their confidence in using these products influences their purchasing decisions.

However, when comparing these theories in the context of studying attitudes towards inclusiveness in the cosmetics industry, the Theory of Planned Behaviour stands out for several reasons. First, it incorporates **the concept of perceived behavioural control**, which can be particularly relevant in the context of inclusiveness. Consumers' perception of their ability to use inclusive products, and their belief in the effectiveness of these products, can significantly influence their purchasing decisions.

Second, the TPB's focus on attitudes and subjective norms aligns well with the concept of inclusiveness, which is inherently tied to individuals' attitudes towards diversity and social norms around acceptance and inclusion.

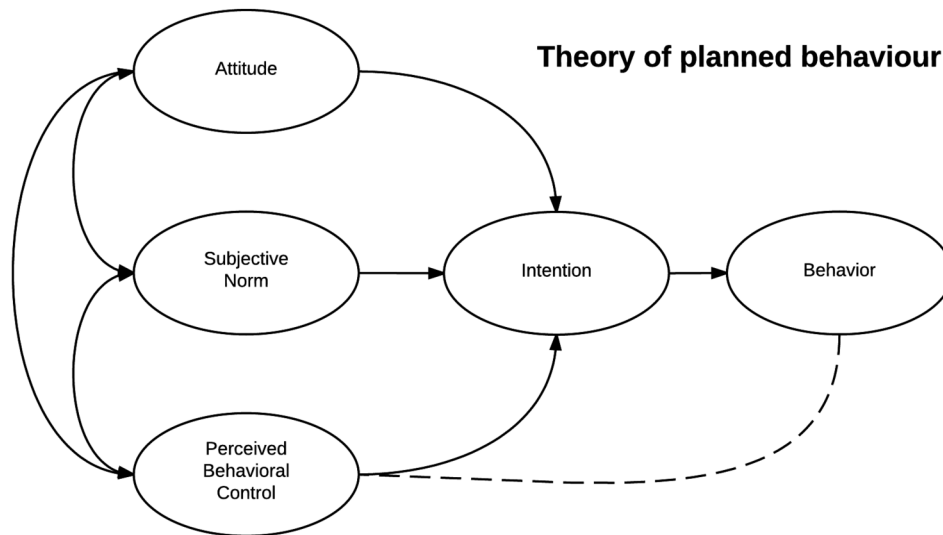
Finally, the TPB has been widely used in consumer behaviour research and has demonstrated robust predictive power in various contexts, including the cosmetics industry (Yadav & Pathak, 2016). This makes it a reliable and valid framework for studying consumer attitudes towards inclusiveness in the cosmetics industry.

The Theory of Planned Behaviour's emphasis on attitudes, subjective norms, and perceived behavioural control makes it a suitable framework for studying consumer attitudes towards inclusiveness in the cosmetics industry.

**Attitudes towards inclusiveness** can be seen as individuals' positive or negative evaluations of inclusive products and brands. These attitudes can be influenced by various factors, including personal beliefs about diversity and inclusion, exposure to inclusive marketing campaigns, and experiences with inclusive products.

**Subjective norms**, or perceived social pressure to use inclusive products, can also play a significant role in shaping consumer behaviour. In today's socially conscious marketplace, consumers are increasingly aware of the societal implications of their purchasing decisions and may feel a moral obligation to support inclusive brands.

**Perceived behavioural control**, or individuals' confidence in their ability to use inclusive products, can also influence their purchasing decisions. For instance, consumers who are unfamiliar with inclusive products may perceive them as difficult to use or ineffective, which can deter them from purchasing these products.



*Pic. 1.1. Theory of Planned Behaviour model*

Therefore, wrapping up our discussion on the TPB, we can conclude that the Theory of Planned Behaviour provides a comprehensive and robust framework for studying consumer attitudes towards inclusiveness in the cosmetics industry. Its focus on attitudes, subjective norms, and perceived behavioural control aligns well with the concept of inclusiveness and can provide valuable insights into how Russian consumers perceive and respond to inclusive product offers and marketing activities in the cosmetics industry. For instance, in a study by de Lima et al. (2019), the TPB was applied to understand the behaviour of consumers in the context of sustainable consumption. The authors found that the TPB could explain the consumers' intention to purchase sustainable products. They highlighted the role of perceived behavioural control in influencing consumers' sustainable purchasing behaviour, suggesting that individuals are more likely to buy sustainable products when they believe they have the resources and opportunities to do so. We believe this reference to be relevant due to the existence of research proving that there is a connection between concepts of inclusiveness and sustainability. For example, Fiandrino, Scarpa and Torelli (2022) discussed the concept of inclusive sustainable consumption and production (ISCP) and its importance in achieving sustainable development. The authors argue that inclusiveness and sustainability are interconnected in the context of consumption and production.

Building on the foundation of the Theory of Planned Behaviour (TPB), it becomes possible to construct a Structural Equation Model (SEM) to assess Russian consumers' attitudes towards inclusiveness in makeup products. SEM is a multivariate statistical analysis technique that is used to analyze structural relationships. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and latent constructs (Hair Jr, Hult, Ringle, & Sarstedt, 2016).

In the context of our study, the measured variables could be attitudes, subjective norms, and perceived behavioural control as proposed by the TPB. The latent construct would be the consumers' intention to purchase inclusive makeup products. By using SEM, we can not only confirm the relationships proposed by the TPB but also quantify the strength of these relationships.

This approach can provide a more nuanced understanding of how different factors influence consumers' attitudes towards inclusiveness in the cosmetics industry. For instance, it can help us understand how much of the variation in consumers' purchase intentions can be explained by their attitudes towards inclusiveness, subjective norms, and perceived behavioural control.

Moreover, SEM can also allow us to test for potential moderating or mediating effects. For example, we could explore whether the relationship between attitudes towards inclusiveness and purchase intentions is moderated by demographic factors such as age or gender, or whether the effect of subjective norms on purchase intentions is mediated by perceived behavioural control.

In conclusion, the integration of the TPB with SEM can provide a robust and comprehensive framework for studying Russian consumers' attitudes towards inclusiveness in the cosmetics industry. This approach can provide valuable insights that can inform marketing strategies and product development in the cosmetics industry.

To sum up, we can say that the use of Positioning Theory together with Theory of Planned Behaviour can help marketers create effective marketing strategies that influence consumer behaviour. By focusing on a unique position for their brand, marketers can create a consistent message that resonates with consumers and influences their attitude towards the brand. This consistent message can also influence subjective norms by creating social pressure to choose their brand over competitors. Finally, by communicating the unique position consistently, marketers can increase perceived behavioural control by making it easier for consumers to choose their brand over competitors.

#### **1.4. Global Perspectives: Inclusive Marketing Practices in the Beauty Industry**

Building an inclusive brand image can have a profound impact on a brand's reputation. Inclusivity in branding is about ensuring that all individuals, regardless of their race, gender, age, or physical ability, feel represented and valued by the brand. This approach can enhance a brand's reputation by demonstrating its commitment to diversity and equality, which can resonate with a broad range of consumers.

One of the most notable examples of successful inclusive marketing campaigns is **Dove's "Real Beauty"** campaign launched in 2004. This campaign aimed to challenge the traditional beauty standards portrayed in the media by featuring women of all shapes, sizes, and ethnicities.

The campaign was a massive success, leading to a significant increase in Dove's sales and solidifying its reputation as a brand that celebrates diversity and real beauty (Dove, 2004).

Another example is the **"Like a Girl"** campaign by **Always**, a Procter & Gamble brand. This campaign sought to challenge gender stereotypes and empower young girls. It used the phrase "like a girl" in a positive context, thereby changing its traditionally negative connotation. The campaign was widely praised for its positive message and impact on gender equality (Always, 2014).

The Dove's "Real Beauty" and Always' "Like a Girl" campaigns have been widely recognised for their positive impact on brand reputation. Here are some key points that support this:

- **Positive Consumer Perception:** These campaigns were successful in creating a positive perception of the brands among consumers. They were seen as more than just marketing strategies, but as initiatives that aimed to address important social issues. This helped enhance the brands' reputation as socially responsible entities (Du, Bhattacharya, & Sen, 2015).
- **Strengthened Stakeholder Relationships:** The campaigns were effective in strengthening relationships with multiple stakeholders. They resonated with consumers, employees, and the wider public, creating a sense of shared values and fostering a stronger connection with the brands (Du et al., 2015).
- **Increased Brand Loyalty:** The positive perception and strengthened relationships resulted in increased brand loyalty. Consumers were more likely to choose these brands over others due to the positive associations created by the campaigns (Du et al., 2015).
- **Enhanced Brand Image:** The campaigns helped enhance the brands' image by positioning them as leaders in corporate social responsibility. This not only differentiated them from competitors but also added a unique value proposition to their offerings (Du et al., 2015).

It's important to note that the success of these campaigns was also due to their authenticity and alignment with the brands' overall mission and values. They were not seen as one-off initiatives, but as part of a broader commitment to social responsibility, which further enhanced their impact on brand reputation.

Inclusive branding can also have a positive impact on a brand's financial performance. A study by McKinsey & Company (2018) found that companies with diverse executive teams were 33% more likely to outperform their peers on profitability. This suggests that inclusivity can not only enhance a brand's reputation but also contribute to its bottom line. Moreover, inclusiveness also aligns with the growing consumer demand for brands to take a stand on social issues. According to a study by Accenture (2018), 63% of global consumers prefer to purchase products and services from companies that stand for a purpose that reflects their own values and beliefs.

Another prime example of inclusive marketing in the beauty industry is “True Match” launched by L'Oréal in 2015 (IPA, 2018). The campaign, which initially offered 33 foundation shades and has gradually expanded that product line to 45 shades. Moreover, it features diverse models and influencers, reflecting the brand's commitment to inclusivity.

Overall L'Oréal's performance can be used to assess the True Match campaign's success. For instance, a news article from GlobeNewswire titled "L'Oréal successfully prices a 2 Billion euro dual tranche bond" indicates the company's strong financial position, which could be partially attributed to successful marketing campaigns like True Match (L'Oréal, 2023).

If we analyse this campaign through the framework of the Theory of Planned Behaviour, we might conclude that consumers' attitudes towards the brand can be attributed to its inclusive product range, catering to a diverse set of skin tones. We suggest that inclusivity has positively influenced consumers' attitudes, leading to a strong intention to purchase L'Oréal's True Match products.

Another prominent example of a brand that has made a substantial impact on promoting inclusiveness in beauty industry is Rihanna's **Fenty Beauty**, which makes it a very interesting case for a thorough analysis using theoretical models chosen in previous part of this paper to check whether it answers to their main points.

Fenty Beauty was launched with a wide range of products catering to an extensive array of skin tones, promoting inclusivity and diversity right from its inception. This strategy resonated with the inclusive consumer, who values diversity and representation in the brands they support.

As it was mentioned before, the TPB suggests that behaviour is determined by intention, which is influenced by attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). In the context of Fenty Beauty, consumers' **attitudes** towards the brand can be attributed to its inclusive product range, catering to a diverse set of skin tones. This inclusivity has positively influenced consumers' attitudes, leading to a strong intention to purchase Fenty Beauty products.

**Subjective norms**, another component of TPB, refer to the perceived social pressure to perform or not perform a behaviour. The beauty industry has long been criticized for its lack of diversity. Fenty Beauty, with its inclusive approach, has created a positive subjective norm, encouraging consumers to support brands that promote diversity.

Lastly, **perceived behavioural control**, which refers to individuals' perceptions of their ability to perform a behaviour, is also evident in the case of Fenty Beauty. The brand's wide range of products gives consumers the confidence that they can find products that match their skin tone, thereby increasing their perceived behavioural control.

The abovementioned Positioning Theory, on the other hand, focuses on how an organization's product is perceived in the minds of customers relative to competitors' offerings

(Trout & Ries, 1981). Fenty Beauty has successfully positioned itself as a brand that champions inclusivity. This positioning is evident in its tagline, "Beauty for All," and its launch of 50 foundation shades, a move that set a new standard in the beauty industry.

By positioning itself as an inclusive brand, Fenty Beauty has not only differentiated itself from competitors but also appealed to a broader market segment. This strategic positioning has played a crucial role in the brand's success.

Hence, we can sum up that the success of Rihanna's Fenty Beauty can be attributed its alignment with the trend towards inclusivity in consumer behaviour, as well as its effective use of TPB and positioning theory in its marketing strategy. The brand's commitment to diversity and inclusivity resonated with the inclusive consumer, leading to positive attitudes, strong purchase intentions, and ultimately, the successful performance of the brand in the decorative cosmetics market. Therefore, building an inclusive brand image can significantly enhance a brand's reputation by demonstrating its commitment to diversity and equality.

Inclusive marketing practices, characterized by aligning brand values and marketing strategies with principles of inclusivity, have proven beneficial for brands in the beauty industry. Brands like Dove, Always, L'Oréal, and Fenty Beauty have all experienced positive outcomes such as enhanced brand reputation, strengthened stakeholder relationships, increased brand loyalty, improved brand image, and even boosted financial performance due to their inclusive marketing initiatives. Such campaigns resonate with consumers not only because they address societal issues but also due to their alignment with the overall mission and values of the brand, thus coming across as genuine commitments. These strategies effectively meet the increasing consumer demand for brands that reflect their own values and beliefs.

Theoretical models, like the Theory of Planned Behaviour and Positioning Theory, have played a critical role in understanding consumer behaviour and brand positioning in these instances. Particularly, the case of Fenty Beauty exemplifies how marketing strategies aligned with consumer attitudes, societal norms, and perceived behavioural control can lead to success.

In conclusion, the evolution of the beauty industry underscores the importance of inclusivity in marketing strategies. Brands that effectively weave inclusivity into their marketing narratives are poised to bolster their reputation, carve out a competitive edge, foster brand loyalty, and ultimately, achieve greater success. It is, therefore, advisable for more brands to adopt inclusive marketing practices. Such practices not only contribute to a more diverse and equitable beauty industry but also resonate with a wider consumer base, leading to improved business outcomes.

Inclusiveness, in this context, emerges as a potent tool for brand positioning. It fosters an emotional bond with customers, a connection that can culminate in brand loyalty (Salsabila &



Apriliyanty, 2022). By adopting a customer-centric approach and crafting a brand image that exudes warmth and inclusivity, marketers can secure a competitive advantage and cultivate brand loyalty (Ries & Trout, 1986).

Therefore, the integration of inclusivity into brand positioning and marketing strategies is not just a socially responsible move, but also a commercially astute one. It is a testament to the power of inclusivity in shaping consumer attitudes and behaviors, and its potential to drive business growth and success in the beauty industry.

## **1.5. Summary**

Upon reviewing the literature, we find that the historical and cultural context of beauty standards in Russia is deeply influenced by a complex interplay of historical, cultural, social, and individual factors. This understanding is crucial as it shapes our approach to assessing attitudes towards inclusiveness in beauty products. In the realm of brand positioning, we find that brands that position themselves as inclusive and prioritize diversity in their marketing and product offerings may be more appealing to consumers who value inclusiveness. This insight informs our approach to studying how brand positioning impacts consumer attitudes towards inclusiveness. In our comparative analysis of consumer behaviour approaches, we find that the Theory of Planned Behaviour provides a comprehensive framework for understanding consumer attitudes towards inclusiveness. This theory helps us predict behavioural intentions and guide marketing strategies and interventions. Finally, our review of global inclusive marketing practices in the beauty industry provides a comparative lens to understand the Russian context better. It highlights the importance of promoting diversity and inclusivity in marketing efforts, leading to increased customer satisfaction and loyalty. Importantly, this global perspective allows us to contrast and compare the attitudes of consumers towards inclusiveness in makeup products in the global context with the unique Russian context, as explored in the first subchapter. Collectively, these insights from the literature review provide a robust theoretical foundation for our study, enabling us to assess attitudes of consumers towards inclusiveness in makeup products in Russia effectively.

## CHAPTER 2. EMPIRICAL RESEARCH METHODOLOGY

### 2.1. Methodology and research design

To study the attitudes of Russian consumers towards inclusiveness in decorative cosmetics and its advertisement we have decided to apply mixed methods of research. In the domains of social and human sciences, this particular research approach is relatively novel. Mixed methods research, as described by Johnson, Onwuegbuzie, and Turner (2007), is a comprehensive approach to knowledge acquisition that strives to incorporate a variety of perspectives, viewpoints, and methodologies. It is recognised as a distinct research paradigm, separate from solely qualitative or quantitative research. This approach is characterised by its inclusivity, always considering the standpoints of both qualitative and quantitative research. Hence, employing a mixed-methods research approach can be particularly advantageous for then purposes of our research.

**Mixed-methods research** can provide a more thorough understanding of consumer attitudes due to its flexibility and adaptability. As we collect and analyse our data, we may find new questions emerging that we hadn't considered at the start of our research. With a mixed-methods approach, we can adjust our research methods to explore these new questions (Creswell, 2014).

Furtermore, mixed-methods research can provide practical insights that can inform real-world decision-making. For instance, our quantitative data might show that a certain percentage of Russian consumers value inclusiveness in makeup products and ads, while our qualitative data might provide insights into why they value inclusiveness and how makeup brands can effectively communicate their commitment to inclusiveness. These insights can be directly applied to the development of marketing strategies (Creswell, 2014).

Therefore, the use of both qualitative and quantitative methods also allows for cross-verification of our findings. Themes that emerge from our qualitative data can be tested with our quantitative data, and vice versa, increasing the validity and reliability of our findings (Creswell, 2014).

Now let us dive into the advantages of each of these parts to explore how we can benefit by applying them to our research.

The **qualitative component** of mixed-methods research can help us understand the cultural, social, and historical context that shapes Russian consumers' attitudes towards inclusiveness. This context can be crucial for interpreting our quantitative data and for developing effective marketing strategies (Creswell, 2014). Taking into consideration our goals and research questions, we have chosen semi-structured interviews as a tool for exploring the context and cultural peculiarities of Russian customers for the first part of our study.

**Quantitative methods** can offer broad, generalisable data about consumer attitudes and behaviors, while **qualitative methods** can provide deeper insights into the reasons behind these attitudes and behaviors. This dual approach can yield a more complete picture of the consumer landscape, as it combines the breadth of quantitative research with the depth of qualitative research (Creswell, 2014).

According to researchers, research design is a particular – possibly unique – combination of methods and techniques that will enable researchers to obtain data that will address the purpose for which the research is to be undertaken (Kent, 2007).

For our research we have chosen a **multi-component research** following a **sequential exploratory strategy**. In this case **qualitative part** (further – qual) plays a role of a supplementary method. While it adds to an overall project, the results of such methods are not able to stand on their own. Hence, **quantitative part** (further – QUANT) represents core methods in our research. This part is strong enough to stand on its own, and it may drive the use of supplementary – *qual* in our case – method within our project (Morgan, 1998).

In the initial qualitative phase, researchers explore the research topic in depth, often through methods such as interviews or focus groups (Morgan, 1998). This phase allows us to gain a deep understanding of the topic, including the range of perspectives and experiences related to it. The qualitative phase is exploratory in nature, allowing researchers to adapt our research focus based on what we learn.

The **qualitative** part of this research is represented by a series of ***semi-structured interviews***. The main reason for us to hold these interviews was to get a deeper understanding of consumer's experience in Russia, together with their cultural, ethnic and behavioural characteristics. Moreover, this step was needed to gather insights for the second – quantitative - part of the research. Insights extraction and analysis of the interviews was performed by using ***syntaxis analysis*** method.

The semi-structured interviews are in between of two extremes - **open** and **pre-coded interviews**. On one hand, the interviewer has a structure for the purpose of reminding the respondents about the areas and topics that need to be explored, hence, covered by the interviewees. On the other hand, the respondent is free to answer the questions in whichever manner that seems reasonable and convenient to her, leaving a room for insights generation and extraction.

**The criteria for the sample** were mainly based on the market research of L'Oréal's audience demographics (similarweb, 2023), since it was the dominant player on the Russian cosmetics market (Statista, 2022).

According to market research (similarweb, 2023), around 70% of L'Oréal's customers are women and around 50% of customers (of both genders) belong to the first two age groups, which will be reflected in the sample.

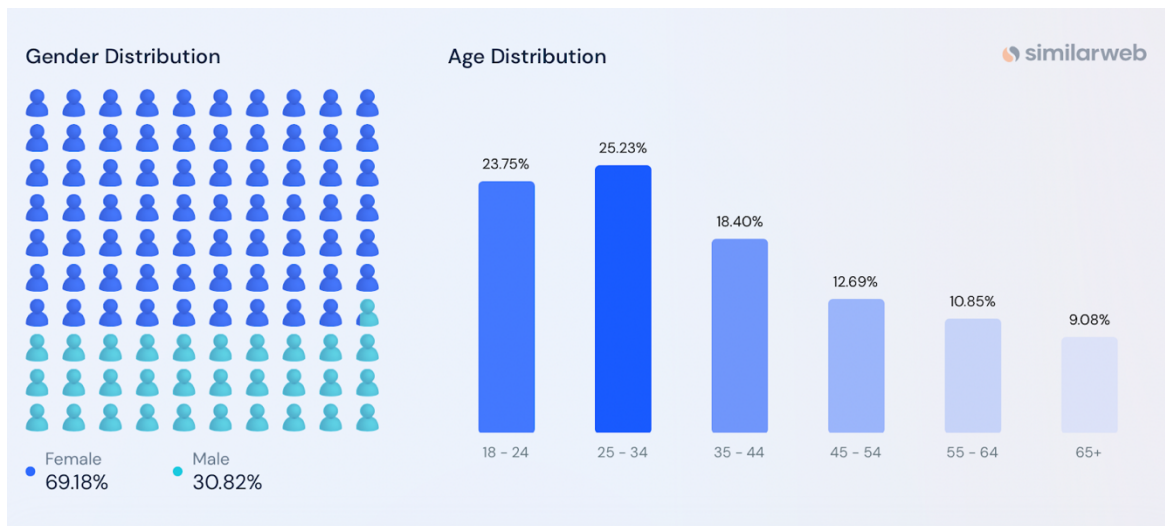


Fig. 2.1. L'Oréal consumers' distribution by age and gender (similarweb, 2023)

Unfortunately, due to current Russian legislation, which aims to protect *traditional values* as interpreted by its politicians (President of Russia, 2022), it does not seem to be completely accessible from the legal perspective to research the male part of Russian makeup products consumers.

Assumptions for the interviews were based on the literature review (McKinsey) and a competitive analysis of the product lines of the brands presented on the Russian market:

1. Brands that are **perceived as committed to diversity** and inclusion are more likely to have **positive attitudes** towards their products;
2. **Russian customers experience difficulties** with finding products matching their skin tone cosmetic brands' product lines through having difficulties with finding products
3. Cosmetic brands should make an effort to **expand their product lines** to cater to a more diverse range of consumers to have a better image among them;
4. Cosmetic brands should ensure that their **marketing activities** are inclusive and representative of their diverse customer base;
5. Catering to a more diverse range of consumers will help to create a more positive image of the brand and increase consumers' **satisfaction**, making it more likely that they will purchase the brand's products again.

Hence, based on the criteria listed above, the sample consists of **7 women** of different phototypes and skin types **aged from 18 to 64** who have an experience of using makeup products and who have been living in Russia during the last year (2022 – 2023). Moreover, the respondents have been distributed into three price segments according to their preferences – **mass-market** (e.g. Maybelline, L'Oréal, Vivienne Sabó), **premium** (e.g. Dior, Chanel, Shiseido), and **both**. To find reliable interviewees, relatable networking communities have been scanned and six women with matching profiles were identified.

Here is a list of people who have agreed to take part at this stage of research and were interviewed for the purposes of this research:

Name	Age	Phototype	Skin type	Price segment
Anastasiia	23	I (pale white)	Normal	Both
Daria	24	I (pale white)	Dry	Premium
Polina	24	II (fair white)	Oily	Both
Polina	25	III (light brown/olive)	Oily	Premium
Yana	26	II (fair white)	Combined	Mass market
Céline	31	IV (olive)	Combined	Mass market
Olga	54	IV (olive)	Combined	Premium

*Table 2.1. List of interviewees*

Following the qualitative phase, we then **move on to the quantitative phase**. In our case this phase involves such method as a **survey**, which allows us to test hypotheses and make generalisations about larger populations. The quantitative phase is based on the insights gathered from the interviewees and on some other results of the interviews using the insights gained during the qualitative exploration to form the design of the quantitative part.

The **hypotheses** designed for the **quantitative part** of the research are based on the results of in-depth interviews. The data for testing the hypotheses was gathered through an online **questionnaire** distributed through such online platforms as relatable Telegram channels, student's channels, Twitter and WhatsApp. The results of the survey were cleaned using Excel and then analysed using various statistical methods of analysis in IBM SPSS.

Another contribution of the **interviews** have **affected the control variables** chosen for the quantitative part. In particular, apart from phototype and age, such variables as **skin type** (dry, normal, combined or oily) and sensitiveness (binary variable with a yes or no answer) were added to the questionnaire.

The hypotheses that were built based on the results we got from the analysis of the qualitative part are divided in two groups – **academic and practical**.

**Academic group** is made up by the following hypotheses:

H1: Consumers are more likely to purchase beauty products from brands inclusive marketing activities

H2: Inclusive positioning invokes positive attitudes among consumers.

**Practical group** consists of the following hypotheses:

H3: Consumers are willing to pay premium for more inclusive range of cosmetic products.

H4: Skin type has a significant influence on consumers' desire to purchase inclusive products

H5: Beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless their demographic characteristics

H6: Inclusive marketing activities of beauty brands positively affect consumers' attitudes towards them

H7: Consumers with darker skin tones are willing to pay price premium for more inclusive cosmetics;

H8: Attitudes towards inclusiveness are influenced by consumers' skin phototype.

The questions for the survey were designed mainly using **5-points Likert Scale** and based both on the existing literature (Bearden et al., 2011) and insights from the interviews. Initially **31 variables** have been created. They can be allocated to **following groups**:

1. **Control variables** – these group of questions is needed to check for potential confounding factors that could influence the relationship between the independent and dependent variables to ensure the validity of the findings:
  - Age (6 groups)
  - Price segment (3 groups)
  - Phototype (6 groups)
  - Skin type (4 types)
  - Skin sensitivity (2 types)
2. **Perceived Behavioural Control** – checks the level of consumers' confidence in their ability to find inclusive products and to check what is considered to be inclusive among respondents. The respondents were asked to rate various characteristics of makeup products on a **Likert scale from 1 to 5** based on how important they are for them:
  - Texture;
  - Durability;
  - Tone match;
  - Hydration;
  - SPF level;
  - Confidence in one's ability to find a suitable product;
  - Confidence in one's ability to find an inclusive product;
3. **Attitudes towards inclusiveness in products** – checks which qualities of makeup products do consumers value the most. The respondents were asked to rate various characteristics of makeup products on a **Likert scale from 1 to 5** based on how important they are for them:

- Willingness to recommend the brand;
  - Willingness to recommend the product;
  - The brand responds to my needs;
  - The product benefits my skin;
  - I feel more attractive when wearing makeup;
  - Level of satisfaction with the effect from the product;
  - The quality of the product answers to my expectations;
4. **Attitudes towards inclusiveness in advertisement** – checks consumers’ attitudes towards ads and the level of influence of brands’ marketing activities on consumer decisions:
- Ads show women the way they really are;
  - Ads show women performing their routine activities;
  - Ads make me feel seen;
  - Ads inspire me to purchase makeup goods;
  - Makeup ads make me feel insecure;
  - Makeup ads upset me;
  - This advertisement:
    - 1) Causes disgust for the brand, I will never purchase their product;
    - 2) Does not appeal to me, I would not have tried their product;
    - 3) Does not invoke any emotions in me;
    - 4) Seems appealing to me, I would have tried their product;
    - 5) Makes me interested in the brand, I am willing to buy their product.
5. **Willingness to buy inclusive makeup products** – this group of variables is designed to check if consumers are more inclined to buy inclusive products and what expression of inclusiveness – in product offers or in advertisement – matters the most for them:
- I prefer the brands which are dedicated to inclusiveness both in marketing activities and product offerings;
  - I am ready to switch to more inclusive products;
  - I am willing to pay premium for inclusive products;
  - For me practical aspects are more important than inclusiveness;
  - I am in an active search for products with complimentary qualities;
  - Between the product with complimentary features and a usual one I would prefer the first;
  - I am ready to switch to pay premium only if the product will match my skin type and tone.

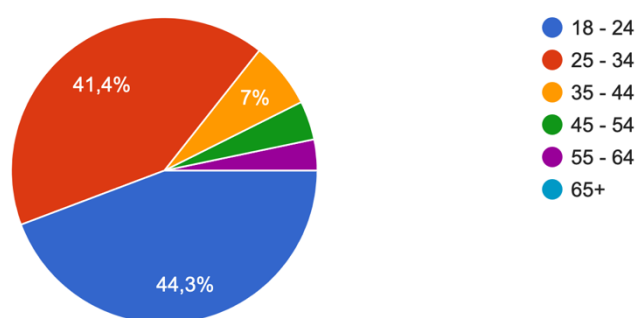
To make the sample representative, **more than 200 women** have been asked to participate in an **online survey**. To be eligible to take part in our survey women were supposed to answer to the

same criteria as for the qualitative part of the study. The data for testing the hypotheses was gathered through an online **questionnaire**, which was distributed through such online platforms as reliable Telegram channels for finding respondents for researches and various SPBU student's channels, accompanied by sharing it among Twitter and WhatsApp users in order to make sure that people of different ages will have a chance to see the survey and take part in it.

In order to make the data more convenient for quantitative analysis, respondents have been divided into **4 main age** groups and **2 additional** groups which are mostly needed for the exploratory purposes of this study and for searching for outliers:

1. 18 – 24
2. 25 – 34
3. 35 – 44
4. 45 – 54
5. 55 - 64

As a result, **240 women** took part in our survey. The 65+ age group was added in order to cut off the outliers since, according to the sources on which based our sample criteria, these group of consumers does not belong to the target audience of main beauty conglomerates.



*Fig. 2.1. Sample distribution by age.*

Hence, we may see that in general **the age distribution** of our samples follows the one from the L'Oréal (similarweb, 2023), as the majority of asked consumers belong to the age groups 1 and 2, with the rest of respondents being almost evenly distributed among groups 3, 4 and 5. Hence, we keep the fifth age group as a relevant one and include it in our further stages of analysis.

To define respondents' phototype, we asked them to describe their skin tone based on Fitzpatrick's scale (Appendix I). The reason behind using this type of diversity verification instead of asking for their nationality is rooted in a socio-cultural background of Russia, which was thoroughly described in the first subchapter of chapter 1.



According to the results, the majority of respondents belongs to the second group (fair white), around 30% of respondents belong to the third group (light brown/olive skin), an equal amount of respondents – 11,5% - belong to the first and the fourth groups (pale white and olive skin respectively), and less than 1% of respondents have answered that they have a fifth phototype.

You can see the distribution of respondents by phototype on a pie-chart below:

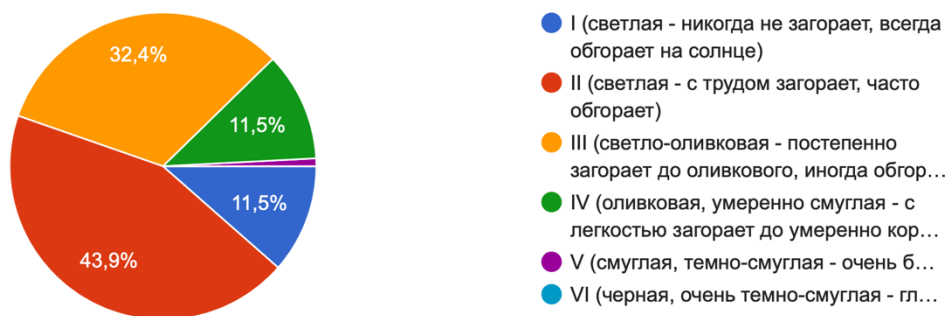


Fig 2.2. Sample distribution by phototype.

As for the skin type, we have a following sample distribution (green stands for oily, orange – mixed, red – for normal, and blue represents the amount of respondents with dry skin):

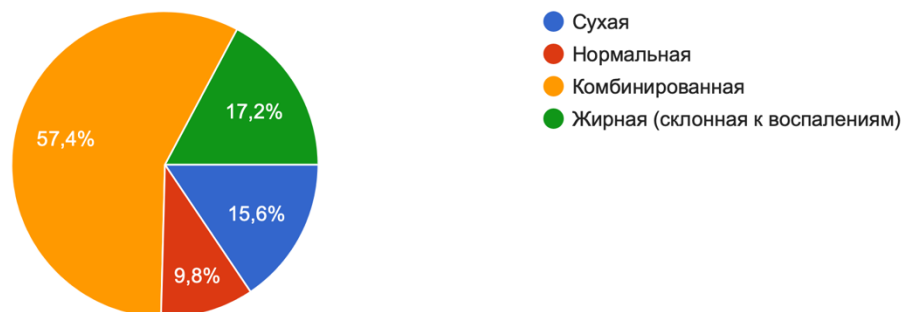


Fig. 2.3. Sample distribution by skin type.

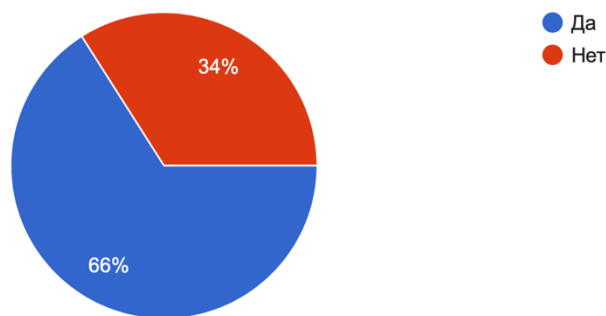
Hence, we may see that the majority of respondents has a mixed skin type, while less than 10% of respondents have described their skin type as normal.

Moving on to the distribution of respondents by price segments, we can see that more than 50% belong to both segments, the minority of around 8% of respondents are using makeup products from the premium segment and around 40% stick to mass market options:



*Fig. 2.4. Sample distribution by price segment.*

As for the skin sensitivity, the majority of respondents – around 66% - has answered “yes” to the question if they have sensitive skin:



*Fig. 2.5. Sample distribution by skin sensitivity.*

After observing the very first results of the survey, we have cleaned them using **Excel**. The outliers have been indicated and removed, leaving us with 240 observations instead of initial 244. The cleaned data was then used for the preliminary **descriptive** and **factor analyses** in **IBM SPSS** in order to prepare data for the final and most important stage of our analysis – building and interpreting **Structural Equation Modelling**.

Since one of the main theoretical models used in this study is the Theory of Planned Behaviour, the main purpose of running this analysis is to test the **Behavioural**, **Affective** and **Cognitive** Dimensions of consumer decision making process and to see how they interact with each other, affecting **Consumer Behaviour** and **Intentions to Buy**. Hence, the abovementioned SEM approach is particularly beneficial for our research, as it is a powerful statistical technique that allows us to test of complex relationships between observed and latent variables, making it an excellent tool for testing the model of the Theory of Planned Behaviour (TPB) in our research (Hair et al., 2010).

As it has been thoroughly discussed in the previous chapter of this study, the TPB posits that an individual's intention to engage in a behaviour is determined by their attitude towards the

behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991). These constructs are latent variables, meaning they are not directly observable but are inferred from other observable variables. SEM is particularly suited for this type of analysis because it allows for the simultaneous examination of relationships between multiple independent and dependent latent variables. Hence, SEM can be used to test the relationships between the constructs of the TPB and the intention to engage in the behaviour of interest. For example, it can test whether attitudes towards the behaviour, subjective norms, and perceived behavioural control predict the intention to engage in the behaviour. Moreover, SEM can also test whether these relationships are moderated by other variables, in our case such as age, skin type and phototype (Wang et al., 2019).

Furthermore, SEM allows for the inclusion of measurement error in the model, providing a more accurate estimate of the relationships between variables (Kline, 2011). This is particularly important in behavioural research where measurement error is often present due to the subjective nature of the constructs being measured.

In conclusion, SEM is a robust statistical technique that allows for the testing of complex relationships between latent variables, making it an ideal tool for testing the model of the TPB in our research. Its ability to account for measurement error and test for moderation effects further enhances its suitability for this type of analysis.

Furthermore, we decided to test the data using **cluster analysis** for the purpose of exploring the opportunities of using particular elements of TBH model and control variables to define separate groups of consumers for further development of practical and academic implications.

In this subchapter, a mixed-methods research approach is employed to study the attitudes of Russian consumers towards inclusiveness in decorative cosmetics and its advertisement. The qualitative part of the research is represented by a series of semi-structured interviews, which provide a deeper understanding of consumer's experience in Russia, together with their cultural, ethnic, and behavioural characteristics. The quantitative part of the research is a survey, designed based on the insights from the interviews and existing literature. The survey data is analysed using various statistical methods in IBM SPSS, including Structural Equation Modelling (SEM) for testing the model of the Theory of Planned Behaviour (TPB) in the research.

## **2.2. Qualitative data gathering and processing**

The first phase of the study is aimed to expand the knowledge of consumers' behaviour concerning inclusive makeup products and to unveil their experience related to purchasing makeup products throughout their lives from their perspective and in their own words. Therefore, we needed **to gather primary data** from respondents in a way that would have provided them with a room for elaboration on the topics which are especially important for them, while having a

structure that would allow us to conveniently extract insights. Hence, we have decided to apply semi-structured interviews method. Then we need to extract insights and all the necessary information. For this purpose we have decided to apply *syntactic analysis* method.

### 2.2.1. Data gathering

To gather the data, we needed to structure the interviews in a way that would allow us to check the assumptions suggested beforehand. Moreover, although we use semi-structured interviews, we still need some structure to ease the process of insights extraction. Therefore, a matrix with all assumptions and questions have been created using a Miro board as a tool, since it provides a convenient way of fast answers allocation by moving stickers with beforehand prepared answers or to colour the groups assigned to different attitudes and emotions (Appendix II).

The questions were designed in a way for us to be able to use them for checking the assumptions while leaving a room for the interviewees to be creative with their answers and open up about their experience, pains, needs and delights, partly inspired by a Customer Journey Mapping method of customer development (this influence is reflected in one of the “general” questions: “Describe the process of choosing a makeup product starting from the moment you realise you need a makeup product and finishing with making a purchase (online/offline)”. This question was needed to check if there is any difference in emotions invoked in consumers by the process of purchasing decorative cosmetic products and whether any of these groups tends to be more inclined to be effected by marketing activities of the brands.

We have decided to list demographic and more explorative questions separately, since they do not test any assumptions and are needed for the exploratory purposes only:

1.	Describe your experience of using makeup products, especially the ones like skin foundation, blush, powder, lipsticks, sculpturing etc. – anything that should be chosen based on the tone of your skin.
2.	Describe the emotions usually invoked on you by the process of choosing makeup products and at the moment you realise the need to purchase them.
3.	When do you wear makeup?
4.	Why do you wear makeup? What motivates you?
5.	How do you feel when wearing makeup? Why?
6.	Describe the process of choosing a makeup product starting from the moment you realise you need a makeup product and finishing with making a purchase (online/offline).

7.	Please, state your age (obligatory) and nationality (optional).
----	---

*Table 2.2. General and exploratory questions.*

For the convenience we have numbered the assumptions in a following manner:

1. Brands that are perceived as committed to diversity and inclusion are more likely to have positive attitudes towards their products;
2. Russian customers experience difficulties with finding products matching their skin tone cosmetic brands' product lines through having difficulties with finding products
3. Cosmetic brands should make an effort to expand their product lines to cater to a more diverse range of consumers to have a better image among them;
4. Cosmetic brands should ensure that their marketing activities are inclusive and representative of their diverse customer base;
5. Catering to a more diverse range of consumers will help to create a more positive image of the brand and increase consumers' satisfaction, making it more likely that they will purchase the brand's products again.

Here you can see the list of questions together with the assumptions they were designed to check:

№	Questions	1	2	3	4	5
1	Have you experienced the withdrawal of major beauty brands from Russian market? If yes, how does it show?		x	x		x
2	Have you found a product that suits your skin tone perfectly? If yes, how much time did you have to spend searching/how many brands and tones did you try? If not, how do you get out of this situation?		x	x		
3	What difficulties did you face in choosing the product that best matches your skin tone?		x			x
4	How does advertising affect your attitudes towards brands?		x	x	x	
5	What would you like to see in cosmetics advertising?		x	x		x
6	Is diversity in cosmetics advertising important to you?	x			x	
7	Do you pay attention to the appearance of models advertising cosmetics? If yes, what exactly? Why?	x			x	

8	Would you like to see more variety in ethnicities and skin tones among models in advertising for products such as foundation? Why?	x			x	x
9	What are you guided by when choosing a cosmetic product?				x	
10	What are the distinguishing features of the chosen brand(s)? What attracted you? What would you change?	x				
11	What are the distinguishing features of the selected product(s)? What attracted you? What would you change?		x			
12	Describe your ideal product and its advertisement	x		x	x	x

Table 2.3. Questions allocation between assumptions.

### 2.2.2. Data processing

To be able to extract data and insights from the interviews, we applied *syntactic analysis* – also known as syntagmatic. Syntactic analysis is a method that focuses on the structure or syntax of the data. It examines the relationships and sequences of elements within the data (Boschi et al., 2017). In the context of interview analysis, syntactic analysis can be used to understand the structure and patterns within the responses, providing insights into the narratives and relationships that shape the attitudes and behaviours of participants (Bedi et al., 2015; Garde et al., 2007).

During the conversations with abovementioned interviewees, some valuable **insights** were gathered. They can be divided into following groups according to some elements of the TPB model framework:

#### 1. Attitudes towards advertisement:

- There is a demand for more inclusive and relatable ads: interviewees mentioned that they feel unseen. To quote **Polina (24)**: “not all of us live Bella Hadid’s kind of life”.
- The commercials they see do not represent them or facilitate their choice of products. They stated that they would like makeup promo materials to show real women performing their daily routine tasks like going to work, meeting with friends, etc. **Anastasiia (23)** notes: “I believe that showing women in real-life scenarios wearing makeup suitable for routine activities could have saved me a lot of time spent on choosing cosmetics and picking makeup options appropriate for various daily life scenarios”.
- Using images of women with non-conventional appearances may close the consumer’s demand for marketing activities that would have shown the actual effect that can be reached by using the product. According to **Céline (31)**: “Showing pictures of women taken before and after they have applied makeup – especially foundation,

concealer etc. – would have been persuasive, particularly if women with skin imperfections take part in photoshoots”.

- Some consumers have stated that they would have certainly be attracted to the brand and interested in trying their product if it was known to be progressive. **Yana (26)** says: “I am more likely to buy from an inclusive brand. However, the inclusiveness should be consistent and transparent in all of the brands activities. For instance, not only their marketing activities should be diverse and inclusive – the must provide inclusive product offers and maintain reflect their dedication to diversity in their public activities – e.g. donate to charities helping minorities, promote corporate social responsibility etc.”.

## **2. Perceived behavioural control:**

- There is a demand for more inclusive products not only in terms of matching consumers’ skin tone, but also their skin type. Interviewees mentioned such desired qualities as moisturising effect, high level of SPF and maybe some active ingredients which could benefit aging or acne-prone skin.

## **3. Attitudes towards inclusiveness in product lines:**

- Consumers are willing to support inclusive brands yet unwilling to stop using products of not inclusive brands if they fit them well. To quote **Polina (24)**: “I would keep buying their product, but I would not buy their stock”.

- All interviewees – with four different skin types - have highlighted the problem related to the products’ **texture** conflicting with their skin type.

- Some interviewees mentioned having difficulties with applying SPF before foundation as it affects the durability of the makeup product. Hence, **Céline (31)**, **Polina (25)**, **Dariia (24)** and **Polina (24)** have expressed their need for a makeup product which would contain a reasonable amount of a high level of protection SPF (no less than 30) in its formula.

## **4. Willingness to Buy:**

- There is some evidence showing that consumers would have paid more for makeup products if it would perfectly answer to their demands or at least match their skin tone. For example, **Daria (24)**, says that she is ready to pay up to 20% more for a foundation that would match her skin tone and moisturise her skin at the same time. Hence, this insight has become one of the reasons we added another control variable to our research – **skin type**.

- This opinion was also supported with some insights gathered during a conversation with **Olga (54)**, who said that she spent years to find a foundation which would have matched her skin type, as she has relatively dry aging skin.

Hence, we can suggest that there is an intersection of factors influencing customer's demand for more inclusive products and various characteristics can intertwine and affect consumer's purchasing intentions and behaviour. Moreover, the results of these interviews have discovered the importance of **another dimension of inclusiveness**, which are reflected in such practical characteristics as texture, durability, moisturizing and sun protection. However, the purchasing method (online or offline shopping for decorative cosmetics) did not seem to have any influence on the general attitudes of consumers towards the process of choosing and purchasing makeup products, as all of the women have been facing the same products regardless their method of making purchases.

### **Summary**

In this subchapter, semi-structured interviews were explored as a supplementary method to gain a deeper understanding of consumers' experiences and attitudes towards inclusiveness in makeup products. The interviews are structured to test pre-determined assumptions and allow for open-ended responses, providing rich, qualitative data. The findings confirm all the initial assumptions, revealing a demand for more inclusive and relatable ads, a need for products catering to diverse skin types, and a willingness among consumers to support inclusive brands. These insights contribute to a comprehensive understanding of consumer attitudes and behaviours in the context of inclusiveness in the beauty industry.

### **2.3. Quantitative data gathering and processing**

This phase of research is dedicated to investigating female shoppers' attitude, perceived behavioural control and purchase intention towards inclusive makeup products using a Theory of Planned Behaviour model.

In order to define factors which affect customers' attitudes towards inclusiveness in makeup products and choices they make, **primary data was collected** through a **survey** which was held online. Respondents have been attracted through various networking platforms in Telegram, WhatsApp and Twitter and the final amount of respondents has reached a number **244 people**. However, after the process of cleaning the data using Excel, the amount of respondents has been reduced to 240.

In order to be eligible for taking part in the survey women had to indicate that they use makeup and to be aged from 18 to 65.

The **8 hypotheses** designed for the quantitative part of the analysis can be divided into two main groups depending on what type of research questions they ask - *Academic* and *Practical* ones.



*Academic group* of hypotheses checks whether there is a connection between factors and/or factors. This group studies *Attitudes Towards Inclusiveness, Subjective Norms Related to Makeup Products, Perceived Behavioural Control* and *Behavioural Intentions Towards Purchasing and Using Inclusive Makeup Products*.

Academic group is made up by the following hypotheses:

H1: Consumers are more likely to have better attitudes towards brands associated with inclusiveness.

H2: Consumers are more accepting of brands with inclusive products.

*Practical group* of hypotheses is more related to the practical implications of this study and consists of hypotheses which are mainly tested with variables which measure or can be grouped to measure *Willingness To Pay for Inclusive Makeup Products, Perceived Behavioural Control* (in terms of customer's evaluation of their ability to find suitable makeup products) and importance of various *makeup products characteristics*.

Practical group consists of the following hypotheses:

H3: Inclusivity in cosmetic products will increase consumers' intentions to buy;

H4: There is a demand among consumers for more inclusive beauty products in terms of skin type.

H5: Among consumers there is a request for products with beneficial characteristics.

H6: There is a demand among consumers for more inclusive promotional products.

H7: Consumers with darker skin tones are willing to pay price premium for more inclusive cosmetics.

H8: Russian consumers face difficulties in choosing the right makeup products.

First column shows a unique number assigned to each observation - ID. Next six columns are **demographic – or control – variables**: gender, age group, price segment, skin phototype, skin type, skin sensitivity.

Label	Name of the variable	Variable type	Values
Sex	sex	Binary	1 – Male 2 – Female
Age group	age	String	1: 18 – 24 2: 25 – 34 3: 35 – 44 4: 45 – 54 5: 55 - 64
Price segment	price	Nominal	1 – Both 2 – Mass market 3 – Premium
Skin phototype	phototype	Nominal	1 - Pale white 2 – Fair white 3 – Light olive 4 – Olive 5 – Brown 6 – Dark Brown
Skin type	type	Nominal	1 – Dry 2 – Normal 3 – Mixed 4 – Oily
Skin sensitivity	sensitive	Binary	0 – Not Sensitive 1 – Sensitive

*Table 2.4. Demographic variables.*

Using skin phototype as a control variable in a Structural Equation Model could provide more insightful results than using nationality. This is because skin phototype, unlike nationality, directly relates to the physical characteristics of consumers and is less stigmatised in the eyes of the society. Furthermore, women who use makeup products that are designed to enhance or modify the way their skin looks tend to know their phototype, as they need to the products to match their skin tone. Therefore, they are used to comparing their skin tones to the ones on the images and or product samples, which means that there is a high probability that they can successfully compare their skin tone to the one on the picture. Moreover, skin phototype, as a variable, captures the diversity within the Russian population, which is a result of Russia's history as a multiethnic empire and a multinational state. This diversity, often overlooked in the global beauty industry's homogenising tendencies, is a crucial aspect of the Russian consumer market.

### 2.3.1. Rejected groups of variables

One of the groups of variables was called “Usage situations”. It was an experimental group of variables. The purpose of exploring these variables was to find out for what reasons do women wear makeup.

Label	Name of the variable	Variable type	Values
For work/study	US1	Binary	0 – No 1 - Yes
For formal occasions	US2	Binary	0 – No 1 - Yes
For informal occasions	US3	Binary	0 – No 1 - Yes
Wears makeup no matter what	US4	Binary	0 – No 1 - Yes

*Table 2.5. Usage situations variables.*

However, it was assumed that this group will be unreliable due to its binary structure and different comprehension of this question by different women.

This assumption has been confirmed by Reliability Statistics Test ran in SPSS as this factor turned out to be highly unreliable - its Cronbach’s Alpha is significantly lower than 0.6:

Reliability Statistics		
Cronbach’s Alpha	Cronbach’s Alpha Based on Standardised Items	N of Items
,444	,452	4

*Fig. 2.6. Reliability statistics for Usage Situations factor.*

As we can see, the Cronbach’s Alpha for this group of variables only equal 0,4, which is clear evidence of factor’s unreliability.

Therefore, this group of variables will not be taken into consideration and will not be used on further stages of analysis.

Another group of variables was designed to test **subjective norms** of consumers in order to measure if they have any influence on their intentions and purchasing behaviour.

Label	Name of the variable	Variable type	Values
I use makeup because I need to hide skin imperfections	UR1	Binary	0 – No 1 - Yes
To have fun	UR2	Binary	0 – No 1 - Yes
To meet the expectations of others	UR3	Binary	0 – No 1 - Yes
To be liked by others	UR4	Binary	0 – No 1 - Yes
To be liked by myself	UR5	Binary	0 – No 1 - Yes
To feel more confident	UR6	Binary	0 – No 1 - Yes

Table 2.6. Subjective norms variables.

However, this factor turned out to be unreliable with its Cronbach's Alpha being equal to 0,416:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,437	,416	6

Fig. 2.7. Reliability statistics for Subjective norms.

Therefore, it was decided to exclude this group of variables from further analysis.

### 2.3.2. Behavioural block of variables

One of the groups of variables from this block was designed to measure *the Perceived Behavioural Control* of customers who buy makeup products.

For this block we have chosen **5-points Likert Scale** and asked respondents to evaluate their perception of different characteristics of beauty products.

Seven variables have been chosen to test this factor and they all proved to be reliable by a scale reliability test ran in SPSS:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,617	,624	7

*Fig. 2.8. Reliability statistics of behavioural group of variables.*

However, since its Cronbach's Alpha has a rather borderline value, it was decided to take a look at the values of the Alpha upon deletion of each variable from the group:

Label	Name of the variable	Scale	Alpha if item deleted
Texture is what I value the most in the product	BEH1	1 - 5	,581
Durability is what I value the most in the product	BEH2	1 - 5	,568
Tone match is what I value the most in the product	BEH3	1 - 5	,560
Moisturising effect is what I value the most in the product	BEH4	1 - 5	,566
Level of SPF is what I value the most in the product	BEH5	1 - 5	,579
I am sure in my ability to find a suitable product for me	BEH6	1 - 5	,594
I am sure in my ability to find an inclusive product	BEH7	1 - 5	,612

*Table 2.7. Perceived behavioural control group of variables.*

According to Table 2.7., the Cronbach's Alpha there is no point in removing any variables, since this step will not improve the reliability of this factor.

However, we decided to perform an extra analysis in order to be secure in our factor and checked the correlations between variables.

To check the correlations between variables, we can take a look at the Inter-Item Correlation Matrix:

Inter-Item Correlation Matrix							
	BEH1	BEH2	BEH3	BEH4	BEH5	BEH6	BEH7
BEH1	1,000	,319	,421	,296	,155	,128	,038
BEH2	,319	1,000	,435	,262	,185	,097	,058
BEH3	,421	,435	1,000	,262	,229	,145	,022
BEH4	,296	,262	,262	1,000	,558	,064	,084
BEH5	,155	,185	,229	,558	1,000	,126	,111
BEH6	,128	,097	,145	,064	,126	1,000	,565
BEH7	,038	,058	,022	,084	,111	,565	1,000

Fig. 2.9. Inter-Item Correlation Matrix for Perceived Behavioural Control variables.

It can be seen that the strongest correlations (Pearson correlation coefficient is higher than 0.3) can be observed between following pairs of variables:

1. BEH6 and BEH7
2. BEH4 and BEH5
3. BEH2 and BEH3
4. BEH1 and BEH3
5. BEH1 and BEH2

Therefore, it could be assumed that the weakest variables here are BEH 6, BEH 7, BEH 4 and BEH5, as they only correlate in pairs. However, Table 2.7. shows that such move will worsen the reliability of this factor. Therefore, no variables will be removed.

**Another** group of variables from the Behavioural block was designed to test customers' **Willingness To Buy Inclusive Products Makeup Products.**

Variable BW4 had to be reversed due to the negative meaning of this question regarding the research purposes of this factor. It was reversed in a following manner:

- "1" was assigned value "5";
- "2" was assigned value "4";
- "3" remained the same;
- "4" was assigned value "2";
- "5" was assigned value "1";

Below is a list of variables, their names, scales and Alpha if Item Deleted:

Label	Name of the variable	Scale	Alpha if Item deleted
I prefer brands which are dedicated to inclusiveness both in product lines and commercial materials to others	BW1	1 - 5	,538
Willingness to switch to more inclusive products	BW2	1 - 5	,562
Willingness to pay price premium for inclusive products	BW3	1 - 5	,570
Practical issues are more important to me than ideological ones	BW4	1 - 5	,678
I am actively searching for makeup products with beneficial characteristics	BW5	1 - 5	,549
Between a product which has beneficial characteristics and a usual one I will choose the first one	BW6	1 - 5	,541
I am willing to pay price premium for a product which will match my skin type	BW7	1 - 5	,559

*Table 2.7. Willingness To Buy Inclusive Products*

Reliability test reveal that the factor is relatively reliable, but there was a room for improvement, as its Cronbach's Alpha is of a borderline value:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,612	,603	7

*Fig. 2.10. Willingness To Buy Inclusive Products Reliability Statistics*

Hence, there is a reason for us to review the values of Cronbach's Alpha if Item Deleted for each of the variables to see if there is a chance to improve the factor's reliability by removing one of the variables. Thus, we see that if we remove the reversed variable BW4, we will improve the value of Cronbach's Alpha of this group of variables.

After we got rid of the problematic variable BW4 Cronbach's Alpha became closer to 0,7, which can be accepted as a satisfying level of reliability:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,653	,662	6

*Fig. 2.11. Willingness To Buy Inclusive Products Reliability Statistics after BW4 removed*

Therefore, for now we keep six variables in this group to later test them in future stages of our research.

### **2.3.3. Affective block of variables**

This block was designed to measure the Affective Response of Customers to inclusiveness in marketing activities and product offers. For these purposes two groups of variables have been made.

#### **Affective Response of Consumers to Inclusiveness in Products**

The first group of variables was designed to measure the Affective Response of Consumers to Inclusiveness in Products and consisted of seven variables:

Label	Name of the variable	Scale
I am likely to recommend the brands I use	AFF_P1	1 - 5
The brand's products answer to my needs	AFF_P2	1 - 5
The product compliments my skin	AFF_P3	1 - 5
I feel more attractive when wearing makeup	AFF_P4	1 - 5
I am satisfied with the result I can achieve using makeup products	AFF_P5	1 - 5
The quality of products corresponds to my expectations	AFF_P6	1 - 5
I am likely to recommend the products I use	AFF_P7	1 - 5

*Table 2.8. Affective Response of Consumers to Inclusiveness in Products*

Following the usual procedure recommended before factor analysis, we have checked Reliability Statistics for this group of variables:



Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,795	,799	7

Fig. 2.12. *Affective Response of Consumers to Inclusiveness in Products Reliability Statistics*

Strong Cronbach's Alpha indicates that this factor is reliable and there is no need to remove any variables from the group, hence, we could skip the analysis of Cronbach's Alpha if Item Deleted for each of these variables.

### **Affective Response to Inclusiveness in Advertisement of Makeup Products**

Another group of variables from the Affective block was designed to explore how Russian consumers perceive inclusive marketing activities of beauty brands and what effect does makeup products advertisement have on their purchasing behaviour. To do so, six questions using Likert 5-points scale have been posed – later they have been then labeled as variables AFF\_C1 – AFF\_C6. Variable AFF\_C7 was coded using a slightly different approach.

Variable “Attitudes towards inclusive advertisement” was created by calculating mean values of 4 separate values for each observation using Excel. Respondents have been asked to answer four 5-points Likert Scale questions regarding their affective response towards certain examples of inclusive makeup commercials included into the survey. The newly created variable AFF\_C7 also used 5-points Likert Scale.

Moreover, variables AFF\_C5 – “*Makeup products commercials make me feel insecure*” – and AFF\_C6 – “*Makeup products commercials make me feel sad*” – had to be reversed due to the negative connotation of these questions (values were graded from 1 – very positive – to 5 – very negative), which stand out from the rest of the questions, which are grading variables from very negative (1) to very positive (5). These variables were recoded using the following procedure:

- “1” was assigned value “5”;
- “2” was assigned value “4”;
- “3” remained the same;
- “4” was assigned value “2”;
- “5” was assigned value “1”.

Therefore, this factor initially contained following variables:

Label	Name of the variable	Scale	Alpha if Item deleted
Makeup ads portray women the way they really are	AFF_C1	1-5	,529
Makeup ads show women performing their real daily tasks	AFF_C2	1-5	,495
Makeup ads make me feel seen	AFF_C3	1-5	,463
Makeup products commercials inspire me to purchase	AFF_C4	1-5	,487
Makeup products commercials make me feel insecure	AFF_C5	1-5	,487
Makeup products commercials make me feel sad	AFF_C6	1-5	,519
Attitudes towards inclusive advertisement	AFF_C7	1-5	0,572

Table 2.9. *Affective Response of Consumers to Inclusiveness in Advertisement*

However, Reliability Statistics revealed that Cronbach’s Alpha of this factor appears to be quite unreliable:

Reliability Statistics		
Cronbach’s Alpha	Cronbach’s Alpha Based on Standardised Items	N of Items
,548	,532	7

Fig. 2.13. *Affective Response of Consumers to Inclusiveness in Advertisement Reliability Statistics*

Hence, it made sense to check the values of Cronbach’s Alpha after deleting Items for each variable. This measure revealed an opportunity for a slight improvement of Reliability Statistics through removing variable AFF\_C7 – “Attitudes towards inclusive advertisement”. Deletion of this variable helped us slightly improve factor’s Cronbach’s Alpha, which barely satisfies the requirement for data to be reliable:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
,567	,572	6

*Fig. 2.14. Affective Response of Consumers to Inclusiveness in Advertisement Reliability Statistics with AFF\_C7 removed*

However, we see that this factor seems to be not so reliable, even though, according to Item-Statistics upon deleting AFF\_C7, removing other variables will not bring any positive results:

Label	Name of the variable	Scale	Alpha if Item deleted
Makeup ads portray women the way they really are	AFF_C1	1-5	,549
Makeup ads show women performing their real daily tasks	AFF_C2	1-5	,511
Makeup ads make me feel seen	AFF_C3	1-5	,478
Makeup products commercials inspire me to purchase	AFF_C4	1-5	,531
Makeup products commercials make me feel insecure	AFF_C5	1-5	,504
Makeup products commercials make me feel sad	AFF_C6	1-5	,552

*Table 2.9. Affective Response to Inclusiveness in Advertisement with AFF\_C7 removed*

### Summary

To sum up, in this subchapter, the process of gathering and processing quantitative data is detailed. Initially, 244 observations and 31 variables across seven groups were collected. After data processing, the dataset was refined to 240 observations and 19 variables across five groups, including a demographic group with control variables. The remaining four groups, namely Perceived Behavioural Control, Affective Response to Inclusiveness in Products, Affective Response to Inclusiveness in Advertisement, and Willingness To Buy Inclusive Products, will be examined using factor analysis and Structural Equation Modelling (SEM) based on the Theory of Planned Behaviour (TPB):

Construct		Number of items	Cronbach's Alpha
Affective Response of Consumers to Inclusiveness in Products	AFF_P	7	,795
Affective Response to Inclusiveness in Advertisement	AFF_C	6	,567
Willingness To Buy Inclusive Products	WB	6	,653
Perceived behavioural control	BEH	7	,617

Table 2.10. Factors and number of items after Reliability check

All of these findings allow us to make a preliminary draft of our potential model (on the right) and to compare it to the original model (on the left) designed by Ajzen (1991):

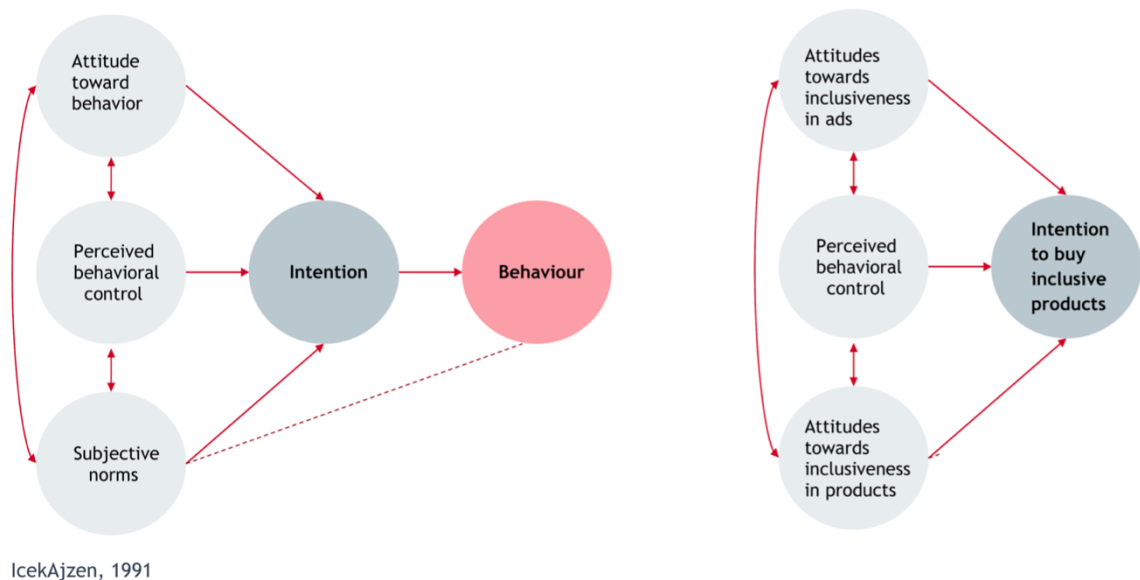


Fig .2.15. Theory of Planned Behaviour Model

Derived from the literature review (Bearden et al., 2011) and socio-cultural context of Russian beauty market, the suggested model tests relationships between variables: attitudes towards inclusive advertisement (AFF\_C), affective response of consumers to inclusiveness in products (AFF\_P), perceived behavioural control (BEH) and willingness to buy inclusive products (BW). Additionally, the effects of control variables on these relationships will be checked.

Therefore, next stages of our research are dedicated to exploring the relationships between Perceived Behavioural Control, Affective Response to Inclusiveness in Products, Affective Response to Inclusiveness in Advertisement and how they affect Intentions to buy Inclusive Products.

## CHAPTER 3. MODEL AND CLUSTER ANALYSIS

### 3.1. Exploratory Factor Analysis

Model analysis starts with Exploratory Factor Analysis (later – EFA). This step is essential for us to confirm item loadings on the four factors we have designed and to check reliability, validity and correlation matrices. The constructs come from the qualitative part of research. Most metrics were adapted from the existing literature (Best, 2014, Bearden et al., 2011), some of the metrics (for the items which were eventually deleted – groups of variables US and UR) were adapted both from literature and results of the qualitative part of research.

Factor analysis was performed with Maximum Likelihood (later – ML) extraction method on 21 items, because both CFA and SEM use this method when estimating model fit and regression weights. For the rotation method we have chosen Oblimin with Kaiser Normalisation. For the sample to be accepted as an adequate one, we need Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value to be bigger than 0,5. In our case **KMO is ,665**, which proves our sample to be adequate. Then we check **Bartlett’s Test of Sphericity** estimates, which confirm to be significant as well (p-value < **.001**).

**Structure Matrix**

	Factor			
	1	2	3	4
AFF_P6	,810			
AFF_P5	,691			
AFF_P2	,648			
AFF_P7	,629			
AFF_P3	,506			
AFF_C6	-,320			
BEH6	,313			
AFF_P1	,236			
BW7		,777		
BW3		,738		
BW6		,462		
BEH1				
BEH4			,753	
BEH5			,715	
BW5		,221	,423	,238
BEH2			,249	
AFF_C3				,567
AFF_C1				,531
AFF_C2				,496
AFF_C4		,244		,494
BW1		,282		,353

Extraction Method: Maximum Likelihood.  
Rotation Method: Oblimin with Kaiser Normalization.

*Fig. 3.1. EFA Structure Matrix*

We have successfully extracted 4 factors with 3 and more variables in each. However, we have to get rid of the following variables:

1. AFF\_C6 loads negatively on Factor 1;
2. BEH6 was assigned to Factor 1 and shall be removed;
3. AFF\_C4 since it loads on many factors;
4. BW5 since it loads weakly on the expected factor;
5. BW1 since it loads heavier on another factor.

Hence, 5 out of 21 variables have been removed based on the EFA and four following factors have been extracted:

1) ***Affective Response to Inclusiveness in Products (F1):***

This factor measures how satisfied are customers with the products they are currently using or have tried at some point of their lives. This factor consists of variables AFF\_P2, AFF\_P3, AFF\_P5, AFF\_P6, AFF\_P7 – “The brand’s products answer to my needs”, “The product compliments my skin”, “I am satisfied with the result I can achieve using makeup products”, “The quality of products corresponds to my expectations”, “I am likely to recommend the products I use”.

2) ***Affective Response to Inclusiveness in Advertisement (F4):***

This factor measures customer’s attitudes towards makeup advertisement and helps us explore how inclusiveness or the lack of it affects consumer’s intentions to buy. According to factor loadings, these factor is mostly affected by variables are AFF\_C1, AFF\_C2, AFF\_C3 – “Makeup ads portray women the way they really are”, “Makeup ads show women performing their real daily tasks”, “Makeup ads make me feel seen” respectively.

3) ***Perceived behavioural control (F3):***

Perceived Behavioural Control is a factor which is expected to measure the extent to which consumers are trying to control the products they use, especially the inclusive characteristics. This factor appears to be strongly affected by variables BEH2, BEH4, BEH5 – “Durability is what I value the most in the product”, “Moisturising effect is what I value the most in the product”, “Level of SPF is what I value the most in the product” respectively.

4) ***Willingness To Buy Inclusive Products (F2):***

This factor is expected to be influenced by three other factors and is supposed to measure consumers’ intentions to purchase inclusive products. Following variables load heavily enough to be included into the model: BW3, BW6, BW7 – “Willingness to pay price premium for inclusive products”, “Between a product which has beneficial characteristics and a usual one I will choose the first one”, “I am willing to pay price premium for a product which will match my skin type”.

### 3.2. Confirmatory Factor Analysis

To proceed further with our research, we perform the **Confirmatory Factor Analysis** (later – CFA). Our primary motivation for utilising CFA is to validate the idea we have regarding the factor structure of the latent construct through statistical means. This involves determining the extent to which the latent constructs are defining the observed variables. To evaluate how well the data fits theoretical model we assess goodness of fit.

For this purpose we use SPSS AMOS software to conduct Confirmatory Factor Analysis both on the full set of variables and on the reduced one identified with Exploratory Factor Analysis. The model, which contained all 21 variables which remained after Reliability statistics was performed yet before EFA, proved to be of a poor fit.

Construct	Item	Unstd	S.E.	t-value	P	Factor loading	CR	AVE
BW	BW6	1				0,392	.70	.46
	BW3	1,962	0,368	5,331	***	0,675		
	BW7	1,977	0,397	4,978	***	0,873		
AC	AFF_C1	1				0,646	.60	.33
	AFF_C2	0,858	0,212	4,056	***	0,643		
	AFF_C3	0,581	0,143	4,054	***	0,415		
BEH	BEH5	1				0,633	.62	.40
	BEH4	1,224	0,389	3,151	0,002	0,857		
	BEH2	0,33	0,104	3,161	0,002	0,24		
AP	AFF_P2	1				0,787	.81	.47
	AFF_P3	0,736	0,098	7,505	***	0,504		
	AFF_P6	0,752	0,096	7,876	***	0,629		
	AFF_P7	0,886	0,1	8,855	***	0,609		
	AFF_P1	1,245	0,114	10,959	***	0,843		

*Table 3.1. Convergent Validity Assessment Matrix of the Measurement Model*

Following the changes made to the model during the Exploratory factor analysis (EFA) phase, we assessed the convergent validity of all components. We used maximum likelihood to do a confirmatory factor analysis on the measurement model, which had 14 indicators across four components. We calculated Composite Factor Reliability (CR) to confirm convergent validity and discovered that half of the factors exceeded the required threshold of 0.7.

Furthermore, the Average Variance Extracted (AVE) exceeded the 0.5 threshold, as evidenced by the Discriminant Validity Matrix provided by Hair in 2017. Nonetheless, in order to move further with the research, the findings reflected in this matrix must be judged adequate. By comparing the square root of AVE with the values of inter-construct correlation, discriminant validity was determined. All retained components demonstrated discriminant validity, with square root AVE metrics exceeding correlations. This confirmation of discriminant validity establishes

that previously presumed unconnected components are, in fact, separate and assess distinct conceptions.

<b>Construct</b>	<b>CR</b>	<b>AVE</b>	<b>BW</b>	<b>AFF_C</b>	<b>BEH</b>	<b>AFF_P</b>
<b>BW</b>	.70	.46	<b>.68</b>			
<b>AFF_C</b>	.60	.33	-.038	<b>.57</b>		
<b>BEH</b>	.62	.40	.066	.164	<b>.63</b>	
<b>AFF_P</b>	.81	.47	.209	.106	0	<b>.69</b>

*Table 3.2. Discriminant Validity Matrix of the Measurements Model dimensions*

The CFA model using items extracted with EFA (visualisation of a CFA model using the factors extracted during EFA can be found in **Appendix III**), in its turn, showed notable improvement, demonstrating good fit of this model for the dataset it was built on:

<b>Measure</b>	<b>Threshold</b>	<b>Estimate</b>	<b>Conclusion</b>
CMIN/DF	< <b>3</b>	1.63	Excellent
GFI	> <b>.95</b>	.94	Acceptable
CFI	> <b>.9</b>	.94	Acceptable
TLI	> <b>.9</b>	.92	Acceptable
RMSEA	< <b>.06</b>	.04	Excellent
Pclose	> <b>.05</b>	.429	Excellent
	<b>Threshold</b>	<b>Estimate</b>	<b>Conclusion</b>
AGFI	> <b>.8</b>	.906	Excellent
RMR	< <b>.1</b>	.065	Excellent
NFI	> <b>.9</b>	.9	Acceptable
IFI	> <b>.9</b>	.94	Acceptable
RFI	> <b>.85</b>	.8	Acceptable

*Table 3.3. Confirmatory Factor Analysis model fit (Hu & Bentler, 1999; Gaskin, 2019)*

For the measurement model encompassing 4 constructs with 14 items, we carried out a confirmatory factor analysis leveraging maximum likelihood. Our assessment of the model's overall fit was multifaceted, looking at indices such as the comparative fit index (CFI), chi-square to degrees of freedom (df) ratio, incremental fit index (IFI), and others. A CFI value of .95 or higher, for instance, indicates a satisfactory model fit, for our model the value is 0.94. For TLI values of 0.9 or higher are acceptable, in our case it is .92. Additionally, we can see that values of



df and Pclose are excellent, being 1.63 and .429. Similarly, we examined the root mean square residual (RMR), with an ideal value being 0.1 or lower, in our case it is 0.065. Next, we looked at the goodness of fit index (GFI) and the adjusted goodness of fit index (AGFI), with a satisfactory model fit suggested by an AGFI of .85 or higher and a GFI of .90 or higher. In our case the values are .906 and .94, respectively. Lastly, we assessed the root mean square error of approximation (RMSEA), with an ideal value of .06 or lower, for our model the value is .04. Finally, we can see that values for TLI, NFI, RFI are within the acceptable range of .9, .94 and .8, respectively. Upon assessing all these fit indices, we were able to confirm that our model exhibits an adequate level of construct validity and reliability.

Concluding on the CFA model fit, we can say that it is overall acceptable, which allows us to move further with our analysis and to build SEM.

### 3.3. Structural Model and Hypotheses testing

Now having all the variables and factors reviewed and checked for statistical significance, we can move on further to building a Structural Equation Model based on the original TPB model discussed in Chapter 1.

As it was stated before, we use affective variables AFF\_C and AFF\_P and behavioural variables BEH to check how they interact with variables BW. Moreover, control variables such as age, phototype and type (also known as skin type) are included to check for the moderating effects of demographic reasons. This move helped us increase the reliability of the model after various rounds of experimenting with different items. Moreover, for the purposes of exploring the factors that affect consumer's intentions to buy (F2), three control variables have been added to the model – age, phototype and type.

The Correlation Statistics, produced by AMOS SPSS (Appendix IV), revealed correlation between variables age and type, e4 and e6 (errors reproduced by items AFF\_P6 and AFF\_P1 respectively), e4 and e5 (errors reproduced by items AFF\_P6 and AFF\_P7 respectively). Adding correlation between them in the model helped us to improve its significance. The final model was built on the 3<sup>rd</sup> iteration using SPSS AMOS tool.

Moving on with our research, we must check the validity and measures of fit for this model.

In the context of a structural equation model, understanding how well items explain **variance in factors** and the extent to which factors influence the dependent factor involves a careful examination of several key estimates. **Factor loadings**, for instance, are crucial as they represent the regression coefficients of observed variables on their respective latent factors. High factor loadings suggest that a significant amount of variance in an observed variable is explained by the latent factor (Merton, 1987).

Another important aspect to consider is **path coefficients** (estimates). These coefficients represent the regression of dependent variables on their respective independent variables, indicating the direct effect of an independent variable on a dependent variable. A high path coefficient signifies a significant influence of an independent variable on a dependent variable (Sheldrick, 2008).

Lastly, the **goodness of fit** indices are statistical measures that indicate how well the model fits the data. These indices include Chi-square/df, Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), and Standardized Root Mean Square Residual (SRMR) among other:

<b>Measure</b>	<b>Threshold (Hu &amp; Bentler, 1999)</b>	<b>Estimate</b>	<b>Conclusion</b>
CMIN/DF	< 3	1,367	Excellent
GFI	>.95	0,9	Acceptable
CFI	>.9	0,95	Good
TLI	>.9	0,9	Good
RMSEA	<.06	0,04	Excellent
Pclose	>.05	0,9	Excellent
<b>Threshold (Gaskin, 2019)</b>			
AGFI	>.8	0,907	Excellent
RMR	<.1	0,065	Excellent
NFI	>.9	0,826	Acceptable
IFI	>.9	0,95	Good
RFI	>.85	0,8	Acceptable

*Table 3.4. SEM model fit (Hu & Bentler, 1999; Gaskin, 2019)*

Based on the values from Table 3.4, we can conclude our model to be of a good enough fit according to the thresholds set by Hu & Bentler (1999) and Gaskin (2019). GFI (Goodness of Fit Index) and AGFI (Adjusted Goodness of Fit Index) compare the observed covariance matrix with the one predicted by the model with values close to 1 indicating a good fit. Our values are 0,9 and 0,907 respectively, showing an overall good model fit. CFI (Comparative Fit Index), TLI (Tucker-Lewis Index), IFI (Incremental Fit Index), and RFI (Relative Fit Index) are incremental fit indices that compare the specified model with a baseline model. Values above 0.9 or 0.85 (for RFI) are considered acceptable, meaning that our values of CFI=0.95, TLI=0.9, IFI=0.95, RFI=0.8 all meet

these criteria. RMSEA (Root Mean Square Error of Approximation) measures the model's error of approximation. A value less than 0.06 is considered excellent, and our model (RMSEA = 0.04) falls excellently within this range. RMR (Root Mean Square Residual) of 0.065 demonstrates a good average discrepancy between the observed and predicted covariances.

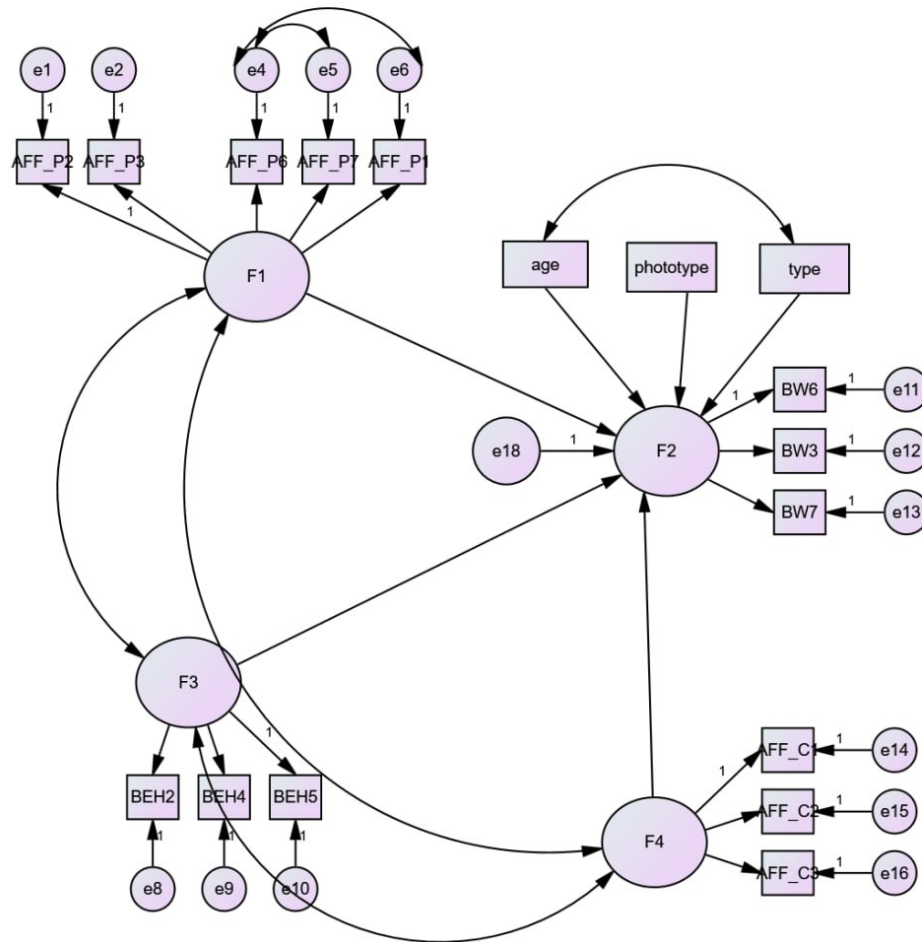


Fig. 3.2. Structural model

Now let us move on to explore the relationships between the variables. This is necessary for us to explain to what extent constructs are explained by different variables and other constructs. The estimates in Table 3.5 represent the strength and direction of these relationships. P-value shows which of these relationships are significant and which are not. Therefore, we will focus on the relationships for which  $0,01 < p\text{-value} < 0,001$  confirms. For such relationships we will be commenting on the Factor Loadings which can be observed in Estimates column to explain to what extent particular variable or factor explains construct.

Hence, we shall examine the Regression Weights (table 3.5) more precisely to see:

Construct				Estimate	S.E.	C.R.	P
Willingness To Buy Inclusive Products	F2	<---	F1	0,151	0,054	2,775	0,006
	F2	<---	F3	0,07	0,041	1,699	0,089
	F2	<---	age	-0,078	0,034	-2,318	0,02
	F2	<---	phototype	-0,015	0,034	-0,442	0,659
	F2	<---	type	0,039	0,033	1,162	0,245
	F2	<---	F4	-0,054	0,051	-1,065	0,287
Affective Response to Inclusiveness in Products	AFF_P2	<---	F1	1			
	AFF_P3	<---	F1	0,736	0,098	7,491	***
	AFF_P6	<---	F1	0,755	0,096	7,873	***
	AFF_P7	<---	F1	0,887	0,1	8,847	***
Perceived behavioural control	BEH5	<---	F3	1			
	BEH4	<---	F3	1,03	0,29	3,552	***
	BEH2	<---	F3	0,314	0,102	3,089	0,002
Willingness To Buy Inclusive Products	BW6	<---	F2	1			
	BW3	<---	F2	1,962	0,368	5,331	***
	BW7	<---	F2	1,977	0,397	4,978	***
Affective Response to Inclusiveness in Advertisement	AFF_C1	<---	F4	1			
	AFF_C2	<---	F4	0,858	0,212	4,056	***
	AFF_C3	<---	F4	0,581	0,143	4,054	***
	AFF_P1	<---	F1	1,254	0,114	10,989	***

Note. \*\*\* - significant at .001 level

Table 3.5. Structural Model Regression Weights.

Factor loadings of the SEM model show that the endogenous factor Willingness To Buy Inclusive Products (indicated as F2 at the Fig. 3.2.) is influenced (p-value < 0,05) by two exogenous variables – age and Affective Response to Inclusiveness in Products (indicated as F1 at the Fig. 3.2.). Affective Response to Inclusiveness in Products (F1) has a positive influence on Willingness To Buy Inclusive Products, explaining up to 15% of its variance, while age has a negative influence of 7% on it, which leaves a room for future research. Perceived behavioural control factor is significantly related with the desire to control level of SPF in products used (BEH5), moisturising effect (BEH4), and durability of products (BEH2). All these relationships are positive, with BEH4 and BEH2 being statistically significant at the 0.001 and 0.05 levels respectively. Affective response to products is most significantly affected by the desire of consumers to recommend the brands they use (AFF\_P1) based on the extent to which products quality corresponds to their expectations (AFF\_P6), meaning that brand's image partly depends on the quality of the products and is one of the drivers of consumers willingness to buy cosmetics.

Based on the output, we can move on to the analysis of our hypotheses.

To sum up, following conclusion regarding hypotheses can be made so far:

<b>Index</b>	<b>Hypothesis</b>	<b>Conclusion</b>
H1	Consumers are more likely to purchase beauty products from brands with inclusive marketing activities	Rejected
H2	Inclusive positioning invokes positive attitudes among consumers	Confirmed
H3	Consumers are willing to pay premium for more inclusive range of cosmetic products	Confirmed
H4	Skin type has a significant influence on consumers' desire to purchase inclusive products	Confirmed
H5	Beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless their demographic characteristics	Confirmed
H6	Inclusive marketing activities of beauty brands positively affect consumers' attitudes towards them	Rejected
H7	Consumers with darker skin tones are willing to pay price premium for more inclusive cosmetics.	To be checked
H8	Attitudes towards inclusiveness are influenced by consumers' skin phototype	To be checked

*Table 3.6. Hypotheses testing*

Therefore, based on the available data, we can conclude that willingness to buy is significantly influenced by variables BW3, BW6 and BW7. However, to confirm H1 we needed variables BW1, BW4, BEH6 and BEH7 to be significant, which they were not. Since neither of the significant variables were related to the Hypothesis 1, we conclude that there is no proof that consumers are more likely to purchase beauty products from brands inclusive marketing activities. Next, we confirm on the hypothesis 2 that states that inclusive positioning invokes positive attitudes among consumers. Hence, we needed variables BW3, BW6-7, AFF\_P2 and AFF\_C1-3 to be significant and to have significant relationships with Factor 2 (Appendix II). Even though F4 (AFF\_C1-3) has no significant influence on Factor 2, we still can state that this hypothesis holds if we measure positive attitudes not only from the perspective of its power to influence consumers to purchase products but also from the point where we perceive the fact that consumers notice the effort of the brand to produce inclusive content. Moving on to the next hypothesis, we conclude it to be accepted as well, since Factor 1 (AFF\_P) has a significant influence on Factor 2, meaning that inclusive product features increase consumers' willingness to buy. Hypothesis 4 holds too, because there is a covariance between age and skin type, and age has a significant negative influence on Factor 2, while Factor 1 also proves to be significant in its relationship with Factor 2. However, var BEH2 and BEH4 have no significant influence on Factor 2, which means that the

particular inclusive qualities of the products that are important for people whose purchasing decisions are affected by their skin type are yet to be explored, together with the beneficial characteristics which affect consumers willingness to buy inclusive products regardless their age, skin type and phototype. This last conclusion derives from the acceptance of the H5, which claims that beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless their demographic characteristics. H6 - Inclusive marketing activities of beauty brands positively affect consumers' attitudes towards them – was rejected due to the absence of relationship between Factor 4, which is very important in this context due to the fact that in our context it is important to prove a potential positive ROI from the marketing activities, which could be possibly measured through a significant influence of such activities on Factor 2 – Willingness to Buy.

However, as it can be observed from the Table 3.6., some hypotheses still have to be checked due to the fact that the amount of evidence in our model is insufficient for us either to confirm or reject hypotheses H7 and H8, which are partly confirmed by SEM, but to be completely sure we shall run cluster analysis for different demographic variables.

### 3.4. Cluster analysis

For deeper exploration of our data, we decided to run cluster analysis with the same variables as in our SEM using K-means centroid method cluster analysis in SPSS software. This method suggests that we use a predefined number of clusters and cases are classified based in their distances to the centres (Field, 2009). Even though one of the main limitations of K-means method is that it shall be solved manually and sometimes ran several times, for us it turns out to be an advantage rather than a drawback. That is because we have pre-defined groups by which we can label cases. Hence, we know how many clusters to set beforehand, which gives us more freedom in experimenting with the results while reducing the amount of attempts we take to achieve the acceptable results.

The first criteria we chose to label the cases by is *age*. As it was outlined before, we have 5 age groups, hence, we set the number of clusters to 5 and run the analysis.

First attempt of running ANOVA for this criteria showed that all variables which belong to the *Affective Response to Inclusiveness in Advertisement* factor, together with BW3 (Willingness to pay price premium for inclusive products) and BW7 (I am willing to pay price premium for a product which will match my skin type) are insignificant ( $p\text{-value} > ,001$ ), leaving us with only one variable from the “Willingness To Buy Inclusive Products” factor – BW5 (I am actively searching for makeup products with beneficial characteristics). This could mean that willingness to buy products with beneficial features is significant and changes among different age

groups, whereas such parameters as willingness to pay premium for products perfectly matching one's skin tone and willingness to pay premium for inclusive products in general do not depend on age. Hence, we shall re-run our analysis without these particular variables.

However, despite the ANOVA and Post-Hoc analyses results proving our final clusters to be significant (see Appendix V), we see that there is almost no difference in variables AFF\_P1, AFF\_P2, AFF\_P3 and AFF\_P7 between age groups 1, 3 and 4. Based on these results we can suggest that inclusiveness in products matters more for consumers aged 18-24, 35-44 and 45-54. Durability (BEH2) of products is what has almost the same importance for all age groups, while level of SPF (BEH5) and moisturising effect (BEH4) matter more for respondents aged from 18 to 44, leaving a room for further development of how different generations perceive different characteristics of products and what influences which inclusive features of decorative cosmetics they value the most.

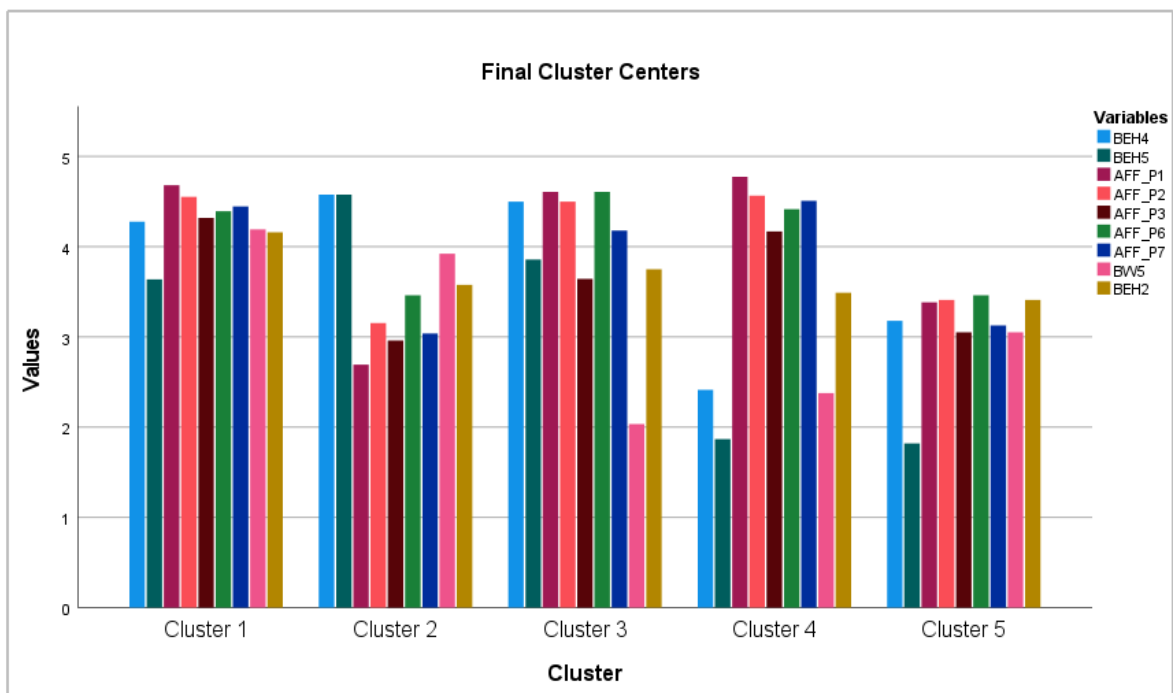


Fig 3.3. Clusters labeled by age.

Then we ran cluster analysis using the same procedures as before labelling cases by skin type. Here we shall pay precise attention to such items as BEH4 and BEH5, since they reflect the essence of H4 and are directly related with the skin type of respondents.

Just as in case with cluster analysis with cases labeled by age, ANOVA shows that variables from *Affective Response to Inclusiveness in Advertisement* factor, together with items BW3 (Willingness to pay price premium for inclusive products) and BW7 (I am willing to pay price premium for a product which will match my skin type) are insignificant ( $p\text{-value} > ,001$ , Appendix VI), leaving us with only one variable from the “Willingness To Buy Inclusive Products” factor –

BW5 (I am actively searching for makeup products with beneficial characteristics). However, it can be noted that items AFF\_P1 – AFF\_P3 score lower among respondents from cluster 4 (oily skin), which could be interpreted as them being less satisfied with the quality of the products than others.

Final clusters labelled by skin type show that most significant changes between respondents with different skin types are observed in importance of such items as level of SPF, moisturising effect, and active search for products with beneficial characteristics:

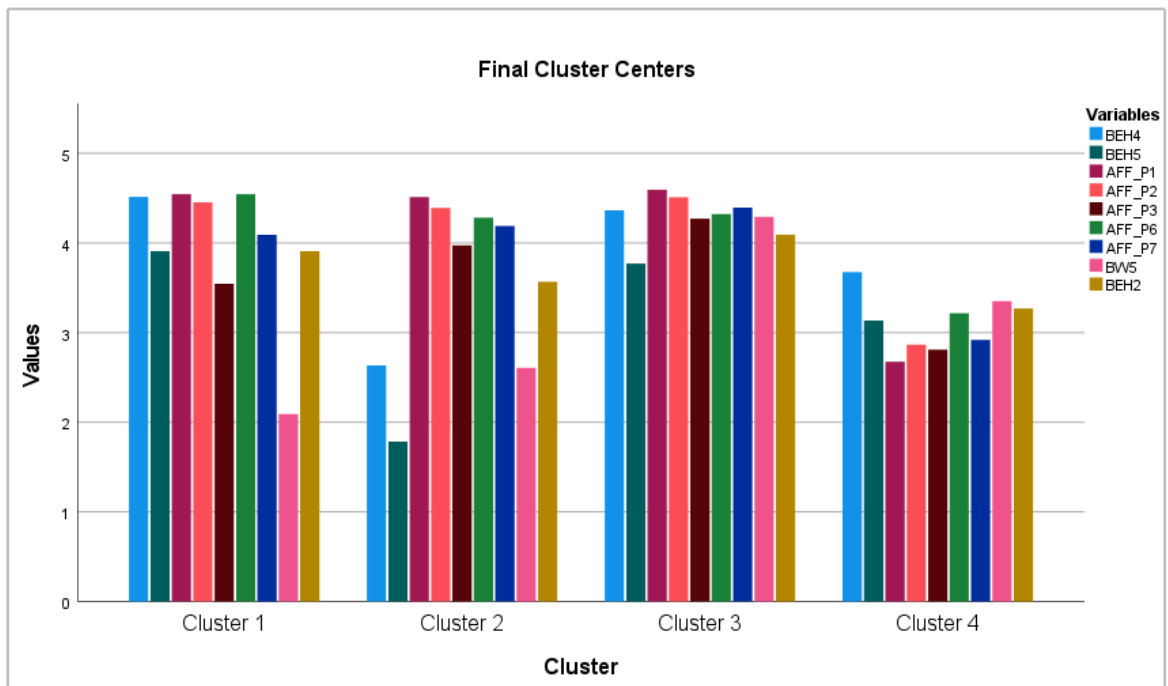


Fig 3.4. Clusters labelled by skin type.

For instance, we see that moisturising effect matters more to people with dry and mixed skin types, and a little less to people with oily skin, whereas respondents with normal skin are not paying much attention to this feature in decorative cosmetics. Moreover, high level of SPF in makeup products is also valued the most by people with skin types 1, 3 and 4, which could be explained by the fact that people who belong to these groups are more concerned with the state of their skin and are likely to prefer products protecting them from such consequences of sunbathing as pigmentation.

Finally, we run cluster analysis labelling cases by phototype. The results of preliminary ANOVA prove all items except for BEH2 (“Durability is what I value the most in the product”) to be significant ( $p\text{-value} < .001$ , Appendix VII), which could mean that inclusiveness in advertisement of makeup products is significant when we view it from the perspective of people with different phototypes, whilst age and skin type do not have significant influence on consumers attitudes towards this construct. Moreover, willingness to pay premium for inclusive products and



willingness to pay premium for products matching one’s skin type is significant from this point of view, unlike the cases of clusters labelled by age and skin type. To add more, here these parameters matter the same for almost all phototype groups, except for the most common phototype, to which belongs the majority of respondents, which is Fair White (Phototype II). Here Willingness to pay premium for inclusive products is lower than among other clusters. Groups with the highest level of diversity in products appreciation are Phototype I (Pale White) and Phototype V (Brown/Dark-Olive), which are represented by less than 15% of respondents.

As for the attitudes towards inclusiveness in makeup ads (items AFF\_C1 – AFF\_C3), only phototypes I and III score high on these metrics, especially on “Makeup ads portray women the way they really are” and “Makeup ads show women performing their real daily tasks” – AFF\_C1 and AFF\_C2 respectively. Relatively low scores on AFF\_C3 – “Makeup ads make me feel seen” – could be interpreted in a way that this feeling might be brought on the respondents by the lack of representation. However, this factor proved to be rather controversial and less reliable than others, hence, leaving room for future research on this matter.

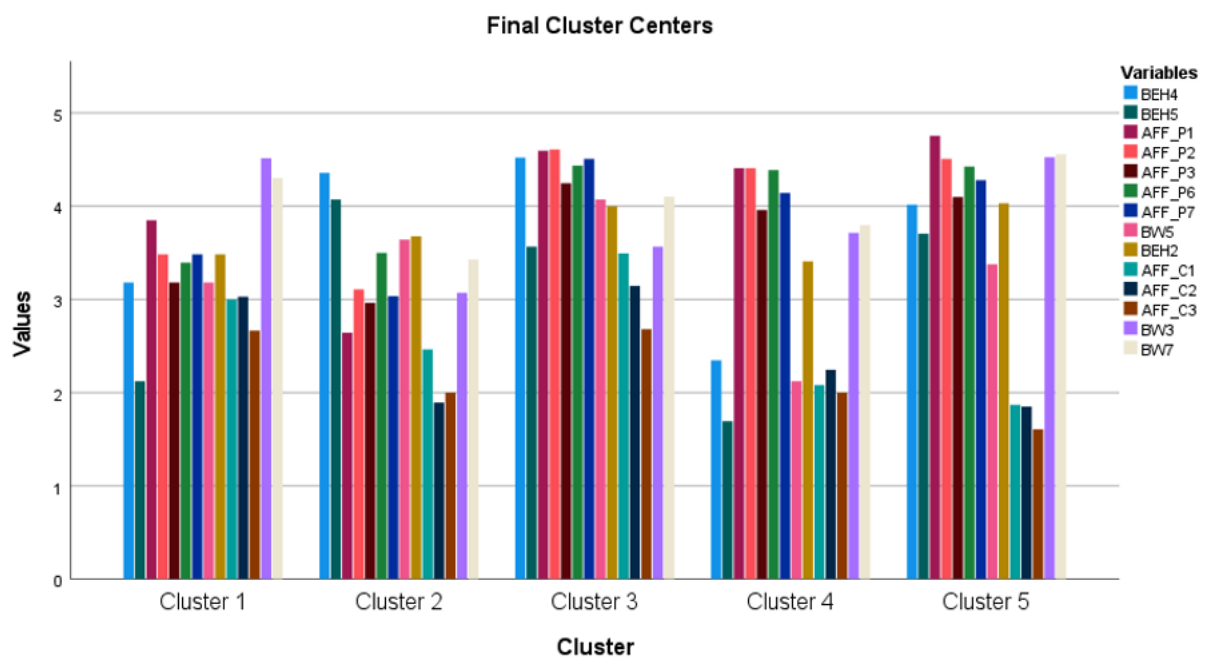


Fig 3.5. Clusters labelled by phototype.

Therefore, based on all three cluster analyses we can conclude that demographic characteristic “phototype” seems to have the biggest effect on how various items are changing from cluster to cluster. Moreover, this is the only characteristic for which attitudes towards inclusiveness in advertisement proved to be significant, meaning that consumers care more about diversity of colours rather than ages and skin types. However, further research with bigger sample

is needed to study attitudes of each age group towards this construct, since in our dataset the older age groups are represented less than the younger ones.

To sum up the results of our cluster analyses, people with phototypes less commonly observed in our sample tend to value diversity and inclusiveness – especially in shades range of products – both in ads and product offers and express more willingness to purchase products which can be defined as inclusive ones. Furthermore, our research shows that consumers needs in product’s qualities vary between respondents of different skin types, revealing special needs of consumers with dry, mixed and oily skin, hence, creating a niche for players in the beauty industry.

Hence, regarding the hypotheses H7 and H8, which needed to be verified with cluster analysis, we can conclude the following:

<b>Index</b>	<b>Hypothesis</b>	<b>Conclusion</b>
H7	Consumers with darker skin tones are willing to pay price premium for more inclusive cosmetics.	Confirmed
H8	Attitudes towards inclusiveness are influenced by consumers’ skin phototype	Confirmed

*Table 3.7. Hypotheses testing*

### **Summary**

Given that none of the significant variables were related to Hypothesis 1, it can be concluded that there's no evidence to suggest consumers are more likely to buy beauty products from brands with inclusive marketing activities. Moreover, we found that inclusive positioning does foster positive attitudes among consumers, if we evaluate positive attitudes beyond purchasing influence and acknowledge consumers' recognition of brands' efforts to generate inclusive content. Hypothesis 3 is accepted, as Factor 1 (AFF\_P) significantly impacts Factor 2, implying that inclusive product features enhance consumers' buying intent. Hypothesis 4 also stands, considering the covariance between age and skin type and their significant relationship with Factor 2. However, variables BEH2 and BEH4 do not significantly affect Factor 2, indicating the need for further exploration of specific inclusive qualities important to people whose purchasing decisions are influenced by skin type, along with the advantageous characteristics impacting consumer intent to buy inclusive products, regardless of age, skin type and phototype. This derives from accepting Hypothesis 5, which suggests that beneficial features in decorative cosmetics positively affect consumer purchasing intent, regardless of demographic characteristics.

However, the particular inclusive qualities of the products that are important for people whose purchasing decisions are affected by their skin type are yet to be explored, together with the beneficial characteristics which affect consumers willingness to buy inclusive products

regardless their age, skin type and phototype. Speaking of phototype, it appears to exert the most significant influence on the variation of items across clusters. Furthermore, it is the sole characteristic where attitudes towards inclusiveness in advertising demonstrated substantial significance, indicating that consumers prioritize diversity of colours over diversity in ages and skin types. Nonetheless, to better understand the attitudes of each age group towards this concept, further research with a larger sample is required, particularly as our current dataset underrepresents older age groups compared to younger ones.

Inclusiveness in the advertising of makeup products is significant when examined from the viewpoint of individuals with various phototypes, whereas age and skin type don't considerably influence consumer attitudes towards this construct. Furthermore, the readiness to pay a premium for inclusive products and for products matching one's skin type is significant from this perspective, contrasting with clusters labelled by age and skin type. Moreover, these parameters are nearly uniform across all phototype groups, with the exception of the most common phototype, Fair White (Phototype II), representing the majority of respondents, where the willingness to pay a premium for inclusive products is lower than among other clusters. The groups that demonstrate the highest appreciation for product diversity are Phototype I (Pale White) and Phototype V (Brown/Dark-Olive), which constitute less than 15% of respondents. Nevertheless, Hypothesis 6 - inclusive marketing activities of beauty brands positively influencing consumers' attitudes - was rejected due to the lack of relationship with Factor 4. This is particularly important in this context, as demonstrating a potential positive ROI from marketing activities, possibly measured through a significant influence on Factor 2 - Willingness to Buy, is crucial.

More thorough conclusions and recommendations on this part of our research will be outlined in the discussion subchapter of this paper.

## CHAPTER 4. DISCUSSION AND MANAGERIAL IMPLICATIONS

### 4.1. Research results

This study reveals that even though the hypothesis about the existing demand for inclusive ads has been rejected, there still is a need for inclusive makeup products on the Russian market. Moreover, it was revealed that consumers view inclusiveness not only through the prism of shades and colours, but also from the perspective of being inclusive for people of different ages and skin conditions. Therefore, in our survey we paid precise attention to such characteristics to explore the extent to which they influence consumer's intentions to buy. Furthermore, the research findings indicate that consumers' affective response to inclusiveness in makeup products has a positive influence on their willingness to buy such products, accounting for up to 15% of the variance. Interestingly, age negatively influences this willingness by 7%, suggesting an area for future research.

The perceived behavioural control factor is significantly associated with consumers' desire for specific product characteristics, such as the level of SPF, moisturising effect, and product durability. These relationships are positive and statistically significant, indicating that these product features are important to consumers. However, the particular inclusive characteristics are the potential area of future research since the features suggested in this research proved to have insignificant influence on consumer's intentions to make a purchase.

The affective response to products is significantly influenced by consumers' willingness to recommend the brands they use, particularly when product quality meets their expectations. This suggests that a brand's image is partly dependent on product quality and is a key driver of consumers' willingness to buy cosmetics. Therefore, improving product's quality together with making it more suitable for different skin types might increase not only consumer's satisfaction and willingness to spend more on the products, but also to spread the word of mouth recommending the product.

The research also reveals that inclusiveness in products is particularly important for consumers in the age groups of 18-24, 35-44, and 45-54. Product durability is almost equally important across all age groups, while the level of SPF and moisturising effect are more important to respondents aged 18 to 44. This finding suggests potential for further research into how different generations perceive various product characteristics and which inclusive features of decorative cosmetics they value most.

For instance, the moisturising effect is more important to people with dry and mixed skin types, and less so to people with oily skin. People with normal skin do not pay much attention to this feature in decorative cosmetics. Moreover, a high level of SPF in makeup products is valued

most by people with skin types 1, 3, and 4, likely due to their concern about skin conditions such as pigmentation since they have to use special treatment for their skin.

Regarding attitudes towards inclusiveness in makeup advertisements, only phototypes I and III score high on these metrics, particularly on the portrayal of women as they really are and showing women performing their real daily tasks. However, the feeling of being seen by makeup advertisements is relatively low, potentially due to a lack of representation. This factor proved to be rather controversial and less reliable than others, suggesting an area for future research. For instance, through enlarging the sample size.

In summary, people with less commonly observed phototypes in our sample tend to value diversity and inclusiveness in both advertisements and product offers and express more willingness to purchase products defined as inclusive. Furthermore, our research shows that consumers' needs in product qualities vary between respondents of different skin types, revealing special needs of consumers with dry, mixed, and oily skin, hence, creating a niche for players in the beauty industry.

Based on these findings, the hypotheses "H2 Consumers have better attitudes towards brands with inclusive products", "H3 Consumers are willing to pay premium for more inclusive range of cosmetic products", "H4 Skin type has a significant influence on consumers' desire to purchase inclusive products", and "H5 Beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless of their demographic characteristics" hold.

#### **4.2. Practical implications of research findings**

From the entrepreneurial perspective, this research findings could be used by existing beauty FMCG representatives to tailor their value proposition in a way that will be able to cover the needs of wider range of consumers. Moreover, it could be taken into consideration by people with intentions to create their own businesses as a source of knowledge about relevant needs of Russian consumers.

For instance, that there is a demand for makeup products that can benefit problematic skin and provide a reliable level of SPF and that women are willing to pay premium for more inclusive products if they match their skin tone and answer to their needs. Moreover, the confirmation of hypothesis H7, which states that consumers with darker skin tones are willing to pay price premium for more inclusive cosmetics, aligns with the confirmed assumption of ours which claims that catering to a more diverse range of consumers will help to create a more positive image of the brand and increase consumers' satisfaction, making it more likely that they will purchase the brand's products again. Furthermore, covariance between perceived quality and willingness to recommend the product – together with a significance of extra product features, leads us to

conclusion, that producing products suitable for different skin types will help spread the word of mouth recommending the product by increasing consumer's satisfaction.

Hence, it allows us to make a conclusion that catering to a broader range of consumers and widening the product lines in a way that will be able to satisfy the need of consumers of various skin tones and types can increase profits of beauty brands, since there is a correlation between attitudes towards inclusiveness in makeup products and willingness to purchase inclusive products in clusters which consist of people with skin tones and skin types which are less commonly met across the population.

Research also shows that even though there is no demand for inclusive ads as women seem to be satisfied with current level of representation, people tend to have more positive attitudes towards brands and products related to inclusiveness. However, judging from the insignificance of this factor in terms of the effects it has on consumers' willingness to buy inclusive products, we can conclude that even though inclusive marketing activities help to improve company's brand image and save them a secure position in consumers' brains, inclusive advertisement cannot be considered as a driver in buyers' decision-making process. Therefore, we cannot recommend investing into more inclusive marketing activities since our research does not provide enough evidence that would speak in favour of this move being able to increase company's profit. It is recommended to perform a separate analytical research with a bigger sample to explore how ads influence intentions to buy.

Potential benefits for the state as a whole and for the governmental bodies in particular are deeply intertwined with what business can extract from the findings of this research. As it was said above, potential managerial implications are that our research reveals a niche which could be filled through creation of new companies which would have been operating in the beauty industry of Russian market, producing makeup products inclusive not only from the perspective of a wide range of shades, but also from the perspective of being able to cater to the interests of people from various age groups and of different skin types (especially dry and oily, since such conditions require specific care and consumers with these types of skin often struggle to find the product which will not conflict with their skin type). Consequently, the establishment of new businesses brings many benefits to the government. For instance, it can help replace the beauty products which were imported to the country before February 24<sup>th</sup>, 2022. Moreover, it is a source of taxes, growth of GMP and creation of new working places for citizens. Hence, reduced social tension and potential improvement of Russian image on the international business arena.

Therefore, producing makeup products to fulfil the needs of people who have a skin type different from normal and have a phototype different from the first one can be beneficial for the beauty companies, hence, for the government and its citizens.

### 4.3. Limitations and further research

However, this research is **limited** by a humble sample size ( $200 < N < 250$ ) and unreliable Subjective Norms factor which cannot be used for factor analysis while considered to be important from the perspective of the Theory of Planned Behaviour. Therefore, this study limitations create a room for future researches in order for marketers to be able to use the results of this research for the development of new products and/or marketing campaigns.

To be more particular, future research can be conducted in order to reveal the reasons behind a negative influence age has on the consumers' willingness to buy inclusive products. As it was mentioned above, a rather humble sample size and a small representation of age groups 3 and 5 – from 35 to 44 and from 55 to 64 respectively – may put significant limitations on the way we interpret these findings, hence, shall be thoroughly examined in order to be appropriate for potential business application.

Furthermore, particular inclusive qualities of the products that are important for people whose purchasing decisions are affected by their skin type are yet to be explored, together with the beneficial characteristics which affect consumers willingness to buy inclusive products regardless their age, skin type and phototype, since our research failed to provide this information.

Moreover, the impact of inclusive advertisement and consumers' attitudes towards it remains significantly underexplored. Therefore, future research could explore the impact of inclusivity in cosmetic brands marketing activities on consumer behaviour, maybe using multigroup analysis for people of different ages and skin tones, since this two criteria turned out to be the less explained by our research. To add more, such future research could investigate the differences in perceptions of inclusivity between different demographic groups, such as age and gender.

Another niche for potential research lies in the realm of including people of different genders – not only women – to such research, since we observe that age and skin type are very significant in terms of decorative cosmetics, leading us to a suggestion that men with problematic skin and various skin imperfections – such as acne and pigmentation – might be interested in the development and promotion of gender-neutral makeup products for men on the Russian market.

## CONCLUSION

Our research was set out with the objective of identifying the role of inclusiveness in influencing the purchasing behaviour of Russian consumers concerning makeup products, and we can confidently state that this goal was achieved successfully. The significant tasks assigned at the onset of the study were completed and the research questions answered using a mixed research method approach. This approach included semi-structured interviews providing qualitative data and structural equation modelling performed in SPSS AMOS, bolstered by follow-up cluster analysis in SPSS for quantitative insights. The research, in its entirety, is principally based on the model provided by the Theory of Planned Behaviour.

In examining the role of inclusiveness, the data showed that the phototype of consumers holds the most significant influence on the differentiation of items across clusters. Additionally, it emerged as the only characteristic where attitudes towards inclusiveness in advertising displayed substantial importance, suggesting consumers prioritise diversity of colours over diversity in ages and skin types. However, a clear necessity for further research was revealed, specifically involving larger sample sizes, to better comprehend attitudes of different age groups towards inclusiveness as our current dataset underrepresented older age groups.

Moreover, the willingness to pay a premium for inclusive products which are matching an individual's skin type was a noteworthy finding, particularly from the perspective of different phototypes. This differs from clusters labelled by age and skin type, offering valuable insights for brands considering their pricing and product development strategies. However, the readiness to pay a premium for inclusive products was lower among the largest represented phototype group, Fair White (Phototype II), suggesting specific considerations for brands targeting this demographic. The groups that demonstrated the most appreciation for product diversity were Phototype I (Pale White) and Phototype V (Brown/Dark-Olive), albeit these groups formed less than 15% of respondents.

The choice of the Russian market for this study was validated by its unique socio-historical context, presenting a rich setting for studying the dynamics of inclusiveness in the cosmetics industry. The findings of this research have potential to influence both academic discourse and industry practice, contributing to the ongoing effort of promoting inclusiveness in the beauty industry.

From a theoretical standpoint, the research filled a significant gap in the exploration of inclusiveness within the cosmetics industry, particularly in the Russian market. It offered a novel perspective on studying inclusiveness within the framework of the Theory of Planned Behaviour, focusing on the socio-historical context behind it. The application of postcolonial studies provided



valuable insights into the dynamics of inclusiveness, enriching our understanding of consumer behaviour and the roots of discrimination that still persist in the cosmetics industry.

Practically, the research demonstrated that brands can influence consumers' attitudes towards inclusivity through their marketing activities and positioning strategy, highlighting the importance of understanding the specific needs and preferences of different demographic groups, particularly in terms of skin type and age. Furthermore, it aligns with current industry trends, such as the push for more inclusive product lines and marketing campaigns, proving to hold significant relevance in today's evolving beauty industry.

To sum up, we can say that the research has achieved its objective of assessing attitudes of Russian consumers towards inclusiveness in makeup products and ads, providing both theoretical insights and practical recommendations, thus making significant theoretical and practical contributions to the field of consumer behaviour, particularly in the context of inclusiveness in the cosmetics industry.

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## Appendix I.

					
<b>Type 1</b>	<b>Type 2</b>	<b>Type 3</b>	<b>Type 4</b>	<b>Type 5</b>	<b>Type 6</b>
Light, pale	White, fair	Medium, white to olive	Olive, moderate brown	Brown, dark brown	Very dark brown, black
Always burns, never tans	Usually burns, tans with difficulty	Sometimes mild burns, gradually tans to olive	Rarely burns, tans with ease to a moderate brown	Very rarely burns, tans very easily	Never burns, tans very easily, deeply pigmented

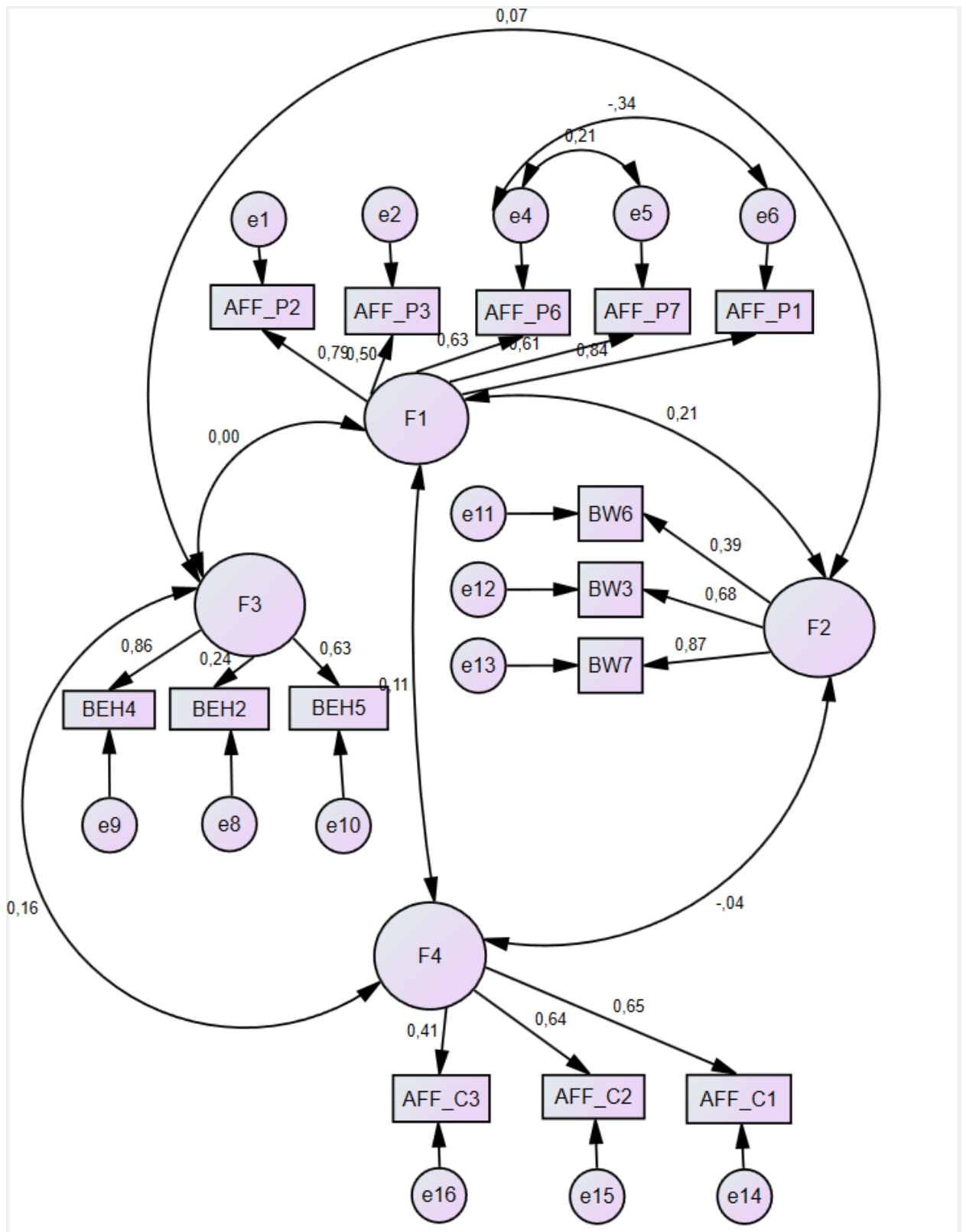
*Fitzpatrick's scale*

## Appendix II.

Label	VAR	F	H2	H3	H4	H5	H6	H7	H8
Willingness to pay price premium for inclusive products	BW3	F2	Inclusive positioning invokes positive attitudes among consumers	Consumers are willing to pay premium for more inclusive range of cosmetic products	Skin type has a significant influence on consumers' desire to purchase inclusive products		Inclusive marketing activities of beauty brands positively affect consumers' attitudes towards them	Consumers with darker skin tones are willing to pay price premium for more inclusive cosmetics.	Attitudes towards inclusiveness are influenced by consumers' skin phototype
Between a product which has beneficial characteristics and a usual one I will choose the first	BW6	F2	Inclusive positioning invokes positive attitudes among consumers	Consumers are willing to pay premium for more inclusive range of cosmetic products	Skin type has a significant influence on consumers' desire to purchase inclusive products	Beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless their demographic characteristics			Attitudes towards inclusiveness are influenced by consumers' skin phototype
I am willing to pay price premium for a product which will match my skin type	BW7	F2	Inclusive positioning invokes positive attitudes among consumers	Consumers are willing to pay premium for more inclusive range of cosmetic products	Skin type has a significant influence on consumers' desire to purchase inclusive products	Beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless their demographic characteristics		Consumers with darker skin tones are willing to pay price premium for more inclusive cosmetics.	
Durability is what I value the most in the product	BEH2	F3			Skin-type has a significant influence on consumers' desire to purchase inclusive products	Beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless their demographic characteristics			
Multitasking effect is what I value the most in the product	BEH4	F3		Consumers are willing to pay premium for more inclusive range of cosmetic products	Skin-type has a significant influence on consumers' desire to purchase inclusive products	Beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless their demographic characteristics			
Level of SPF is what I value the most in the product	BEH5	F3				Beneficial characteristics in decorative cosmetics positively affect consumers' willingness to buy regardless their demographic characteristics			
I am likely to recommend the brands I use	AFF_P1	F1							Attitudes towards inclusiveness are influenced by consumers' skin phototype
The brand's products answer to my needs	AFF_P2	F1	Inclusive positioning invokes positive attitudes among consumers		Skin type has a significant influence on consumers' desire to purchase inclusive products				Attitudes towards inclusiveness are influenced by consumers' skin phototype
The product compliments my skin	AFF_P3	F1		Consumers are willing to pay premium for more inclusive range of cosmetic products	Skin type has a significant influence on consumers' desire to purchase inclusive products				Attitudes towards inclusiveness are influenced by consumers' skin phototype
The quality of products corresponds to my expectations	AFF_P6	F1							Attitudes towards inclusiveness are influenced by consumers' skin phototype
I am likely to recommend the products I use	AFF_P7	F1		Consumers are willing to pay premium for more inclusive range of cosmetic products					Attitudes towards inclusiveness are influenced by consumers' skin phototype
Makeup ads portray women the way they really are	AFF_C1	F4	Inclusive positioning invokes positive attitudes among consumers				Inclusive marketing activities of beauty brands positively affect consumers' attitudes towards them		Attitudes towards inclusiveness are influenced by consumers' skin phototype
Makeup ads show women performing their real daily tasks	AFF_C2	F4	Inclusive positioning invokes positive attitudes among consumers				Inclusive marketing activities of beauty brands positively affect consumers' attitudes towards them		Attitudes towards inclusiveness are influenced by consumers' skin phototype
Makeup ads make me feel seen	AFF_C3	F4	Inclusive positioning invokes positive attitudes among consumers				Inclusive marketing activities of beauty brands positively affect consumers' attitudes towards them		Attitudes towards inclusiveness are influenced by consumers' skin phototype

*The relationship between extracted significant factors from SEM and hypotheses.*

Appendix III.



Reduced dimensions CFA

**Appendix IV.**

<b>Covariance</b>			<b>Estimate</b>
age	<-->	type	-0,205
F1	<-->	F3	0,007
F1	<-->	F4	0,106
F3	<-->	F4	0,153
e4	<-->	e5	0,21
e4	<-->	e6	-0,344

*SEM AMOS output on covariance*

## Appendix V.

### ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
BEH4	41,682	4	,769	235	54,188	<,001
BEH5	61,050	4	,771	235	79,134	<,001
AFF_P1	31,944	4	,482	235	66,341	<,001
AFF_P2	18,522	4	,443	235	41,824	<,001
AFF_P3	18,178	4	,694	235	26,178	<,001
AFF_P6	11,465	4	,477	235	24,026	<,001
AFF_P7	21,539	4	,629	235	34,222	<,001
BW5	44,234	4	,875	235	50,531	<,001
BEH2	6,103	4	1,263	235	4,831	<,001

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

### Number of Cases in each Cluster

Cluster	1	94,000
	2	26,000
	3	28,000
	4	53,000
	5	39,000
Valid		240,000
Missing		,000

Cluster analysis by age ANOVA

## Appendix VI.

### ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
BEH4	49,252	3	,846	236	58,194	<,001
BEH5	64,315	3	,985	236	65,269	<,001
AFF_P1	37,000	3	,551	236	67,204	<,001
AFF_P2	26,677	3	,416	236	64,157	<,001
AFF_P3	20,378	3	,741	236	27,519	<,001
AFF_P6	13,838	3	,494	236	28,036	<,001
AFF_P7	20,090	3	,736	236	27,280	<,001
BW5	59,341	3	,867	236	68,438	<,001
BEH2	7,651	3	1,264	236	6,052	<,001

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

### Number of Cases in each Cluster

Cluster	1	33,000
	2	74,000
	3	96,000
	4	37,000
Valid		240,000
Missing		,000

Cluster analysis by skin type ANOVA

**Appendix VII.**

**ANOVA**

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
BEH4	40,714	4	,786	235	51,818	<,001
BEH5	48,018	4	,993	235	48,341	<,001
AFF_P1	25,619	4	,589	235	43,483	<,001
AFF_P2	17,431	4	,461	235	37,775	<,001
AFF_P3	12,971	4	,783	235	16,565	<,001
AFF_P6	10,902	4	,487	235	22,399	<,001
AFF_P7	14,337	4	,752	235	19,065	<,001
BW5	28,270	4	1,147	235	24,645	<,001
BEH2	4,294	4	1,294	235	3,318	,011
AFF_C1	26,640	4	,991	235	26,888	<,001
AFF_C2	19,216	4	,778	235	24,685	<,001
AFF_C3	11,922	4	1,008	235	11,827	<,001
BW3	16,223	4	1,133	235	14,318	<,001
BW7	7,818	4	,822	235	9,513	<,001

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Cluster analysis by phototype ANOVA