



BUSINESS INTELLIGENCE AS A MARKET DRIVER FOR THE PERSONAL CARE BRANDS: CASE OF THE MIDDLE EAST

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AUTHORS' CONTRIBUTIONS

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ABSTRACT

This study explored the usage and benefits of business intelligence in personal care industry of the Middle East. Business intelligence is driving the placement of brands to be a part of consumer's consideration set. Generally Saudi Arabia and UAE are considered the leading Gulf Corporate Countries (GCC) in skincare and cosmetic consumptions due to several factors including population, climatic, urbanization, tourism and high-volume of resided expatriates. The authors have focused on the integration of business intelligence in communication, influencers-marketing, trending ingredients and market adaptation. The critical review is being followed by quantitative data to support the findings. The research was conducted on 150 sample-size in five different countries (Oman, Bahrain, U.A.E., Saudi Arabia and Qatar) within five-month span. The online questionnaire utilized the random convenience sampling technique to obtain first-hand analysis as well as ordinal and nominal scale with additional open-ended questions. The questionnaire results highlighted Middle Eastern consumers' motives when selecting skin/personal care products according its social-media popularity, trend, and real-time results. The survey analysis has provided a valuable insight to cosmetic brands in terms of consumers' habits, choice, and demographics to invest and explore new market segments intelligently. The findings empathized the trends that the leading cosmetic brands should follow for updating the ingredients and enhance product transparency to achieve client loyalty. Moreover, being gender-natural is one of the key-factors in adapting today's cosmetic global market. The present findings have supported the prior, however limited research that the heuristics side of any decision taken based on datamining cannot be guaranteed unless the potential segment can relate to the same. The pioneer brands in the personal care industry proposed the revamping of competitive advantage based on business intelligence on a regular basis. The present study is a novel attempt in the proposed area as no literature is available for the personal care industry in the Middle East region in terms of an empirical research. Finally, the recommendations have been divided into various subsections including Diversification and inclusiveness, Product Strategy, Prioritize transparency, Product Sustainability and E-Commerce and Technology.

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1. INTRODUCTION

The beauty and personal-care industry have substantially boomed over recent years, reaching market value of \$532 billion due to the international adaptable marketing strategies such as ingredients transparency, affordable pricing, and the use of influencer-marketing that beauty brands have been initiating [1]. According to e-Commerce in Middle East and North Africa (MENA) Report [2], the cosmetic and personal-care sector has approximately \$1 billion market-share value in the Middle East region more specifically Gulf Corporate Countries (GCC) countries. Moreover, domestic personal-care manufacturing is concentrated mostly on the fragrance and perfume sector (both Arabian and Foreign) as they are consumed the most, especially within the GCC countries due to its climatic, cultural, and religious aspects. Based on The Washington Post [3], it has always been that women are the leading spenders for beauty and personal-care products, nevertheless, beauty companies are removing the gender bias and revamping their marketing strategies to gain popularity amongst the male population and increase their brand's market-value.

The beauty and personal-care industry have taken a drastic shift, which has been disrupted largely due to the all-inclusive advertisement approach being implemented by these brands in view of the lifestyle and personal contemplation changes in the female segment. Hence, influencing the male segment in various perspective depending on the geographical location and cultural background [3,4]. Nevertheless, according to Salpini [5] despite the changes taking place, many brands persist in classifying products based on gender, were brands label female products as "beauty" and "grooming" for male products.

1.1 Research Gap

The inclusion of business intelligence in the strategic communications makes this study quite relevant in today's business climate of the Middle East; as most of the existing research conducted by Mediamix, McKinsey and Forbes to name a few primarily covers the scope of Western Markets [6,7,8]. Nevertheless, there is an evident lack of quantitative and academic resources in the subject of study. Thus, the selected literature with findings and recommendations will act as an important tool for the managers of the personal care industry in the Gulf Corporate Countries (GCC).

2. LITERATURE REVIEW

In perspective of the literature-review authors have attempted to identify and link the Middle Eastern consumers' choice and habit based on the current trends with their personal-care product choices. Furthermore, through the questionnaire conducted, the analysis has offered an enhanced understanding on the present business-intelligence strategies used by cosmetic brands and determine its effectiveness, efficiency and whether it is adapted to the current global-market.

Business and Competitive Intelligence: According to Andrade et al. [9], Business Intelligence (BI) plays a major role in product development and marketing strategies for multinational beauty companies such as Big Data, and 3D facial recognition (AI) system. Big Data allow beauty companies such as Charlotte Tilbury to understand consumers' behaviour and analyze the key influential factors to purchase decision-making. Additionally, L'Oréal extracts vital information from its "Cloud-Data" to develop high-quality products such as anti-aging and sun blocks. Such approach guide companies to establish unbiased, effective, and efficient strategies; hence, expanding their customer segments/demographics and develop financial portfolios globally. Moreover, according to Manovich [10], beauty companies have a competitive opportunity understanding peoples' trending behaviour and consumption habits through analyzing shared visual and imagery data on social-media platforms. Companies that specialize in beauty research such as PROVEN [11] perform such task by a visualization software on algorithm basis that can be utilized for the company's business intelligence strategies as it is considered vital for financial portfolio. On the other hand, face-recognition or analysis technology may be used, however, there are several challenges in implementing such method namely lighting, facial-expressions, or any object that may block full-face view [9].

Investors and skincare companies are shifting digitally even when it comes to skin-consultation. For instance, according to Priya [11], Chatbots and skincare brands such as "Curology" specializes in offering customized skincare advice and solutions, more specifically acne related issues, utilizing an Artificial Intelligent (AI) software without the need to visit cosmetic clinics. Another example of using business intelligence strategy in the establishment of prominent skincare and cosmetic search-engine "My Beauty Matches" that offers countless skin solutions and products recommended by dermatologist at no cost. These are

all emerging marketing strategies, allowing consumers to select the recommended products after consultation and purchase accordingly.

Existing and Futuristic Global Trends: According to Statista [12], it is projected that the beauty and personal-care market in the Middle East and North Africa (MENA) region will approximately approach \$40 billion dollars by the year 2026 as shown in Fig. 1.

The above data shows that business-intelligence is essential for the brand’s planning, designing and effectively utilization of its marketing-mix.

While the Fig. 2. is showcasing the future growth of the personal care industry in terms of market share.

In recent years, the implication of advertisement has evolved drastically due to the rise of influencer-marketing and intractable social-platforms such as YouTube and Instagram. Users are tired from viewing falsified and glamorized advertisements without seeing actual results. Therefore, they revert to their social-media influencers to seek real-time results and interact with them directly for any questions. This is confirmed by skin-care companies’ performance such

as Neutrogena, where the brand’s adaptation to online trends and hiring well-known social influencers allowed consumers to obtain honest feedback and real-time results [13].

Social Media Influencers: Social-Media influencers (aka Beauty Gurus) with a track of millions of followers are indirectly playing a significant contribution in the international market through their product reviews and experiences, which ultimately makes them a vital marketing tool for many brands. This is referred to as “*Influencer-Marketing*” [14]. For instance, YouTube and Instagram platforms have become a gold-mine for skin-care beginners who wants to explore their options when treating their hygiene and skin-care routine. Indubitably, social-media users would refer to their most-trusted influencers seeking a genuine, transparent feedback on the product. Nevertheless, Gerdeman [6] highlights that those consumers are aware of the market soliciting tactics; hence, when reviewing a product, often influencers announce an endorsement disclaimer at the beginning of their YouTube/Instagram video for transparency purposes. Notably, it is imperative to select a suitable influencer to achieve a successful marketing campaign [15].

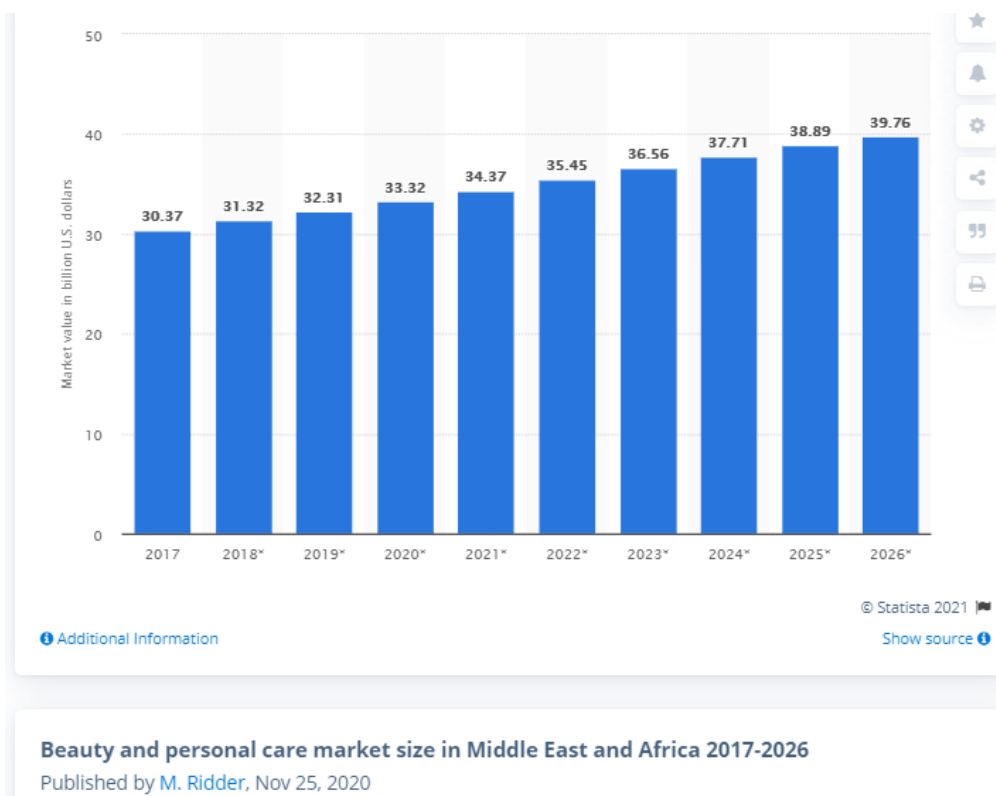
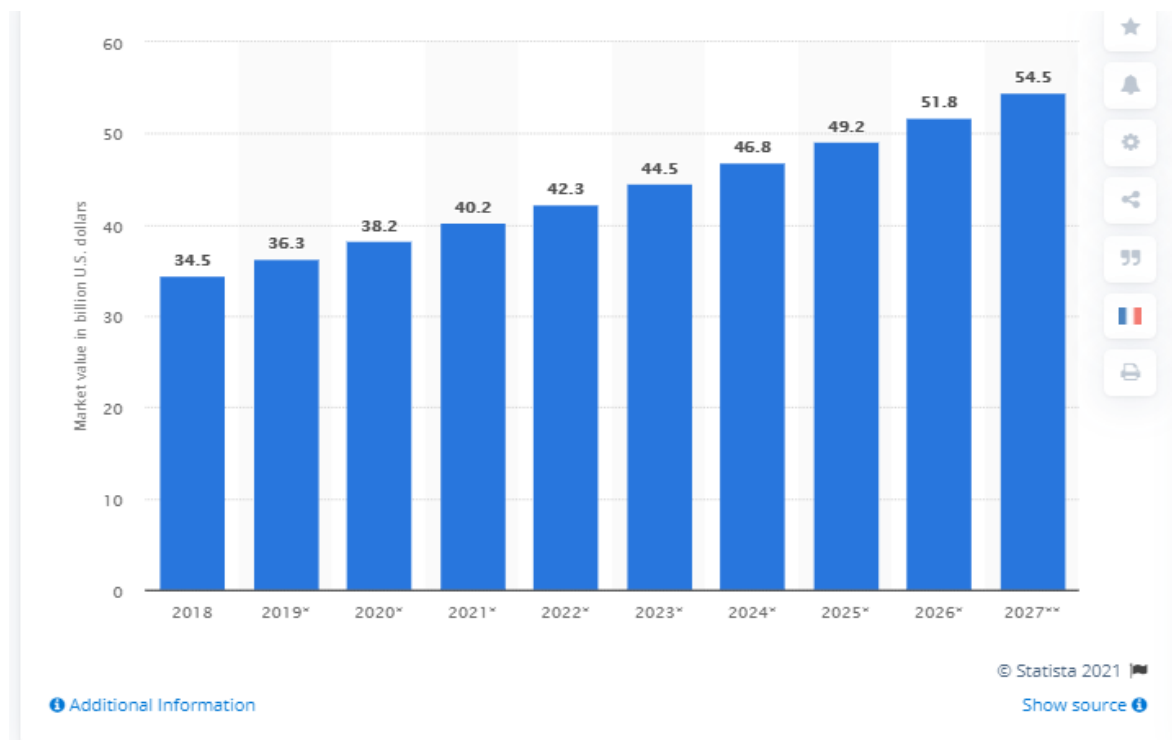


Fig. 1. Future growth of the personal-care industry in the Middle East region



Market value for natural and organic beauty worldwide 2018-2027

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Fig. 2. Future growth of the personal-care industry in terms of market share

According to Wielki [16], businesses including luxurious skin-care brands are eagerly investing in influencer-marketing; estimated to reach around \$15 billion by the year 2022. For example, the cosmetic company “Sephora” use advertisement consistency or the “always-on” strategy to promote their products with well-known influencers to sustain their brand profitability and connect with young potential customers in the long-run [8]. Meanwhile, social influencers have become more independent, where they produce customized skincare or make-up line under their names, which poses a tremendous competition challenge to luxurious beauty brands [17]. For instance, Huda Kattan, a beauty social influencer, owns Huda Beauty brand valued at \$510 million [15].

Despite the success of influencer-marketing, such strategy encounters several challenges, where inauthentic followers and engagement tops the list as Mediakix states (see Appendix 1). In addition, brands are facing a budgeting and long-term commitment challenges when hiring an influencer, as each spokesperson value would differ depending on their popularity and endorsement history.

According to Common Thread Collective [18], health and beauty contributes 32% to the international share of social-media actions as illustrated in Fig. 3.

Trending Cosmetics and Personal Care Ingredients: The demand for botanical and natural ingredients in skin-care products are steadily growing and considered a key-element to global skin-care marketing strategies [19]. According to the Organic Beauty and Wellbeing Market Report [20], a survey was conducted, and analysis indicated that 79% of participants stated that they would be willing to purchase beauty products that are organic and has plant-based active ingredients as illustrated in Fig. 4.

Furthermore, large number of Asian and Middle Eastern beauty consumers are searching for skin-lightening agents to treat hyperpigmentation, melasma and other skin-discoloration conditions. According to Pollock *et al.* [21], unlike the food and beverage industry, cosmetic and personal-care products are not consistently regulated. Hence, skin-lightening is controversial as many whitening topical-creams obtained without prescription contain harmful ingredients such as steroids and hydroquinone, which are banned in countries such as the U.A.E. As a result,

endorsements of harmless and natural lightening-agents have become a trend on social-media. For instance, skin-care companies such as [The Abnormal Beauty Company - DECIEM], manufactures “The Ordinary” line containing effective yet sustainable ingredients including Vitamin-C and natural acids (e.g., ascorbic, hyaluronic, niacinamide, etc.) [22]. In addition, the Company simplified the chemical terms and active ingredients in order to educate and inform consumers of its purpose, performance-level and skin-

suitability. Hence, when “The Ordinary” entered the market with its affordable products, becoming a social-media sensation without much marketing campaign heightening the market-competition substantially [23]. Similarly, “The Inkey List” is another skin-care brand that competes neck-and-neck with “The Ordinary” and categorizes each of their products’ ingredients ensuring full transparency, innovation and building customers’ knowledge [24].

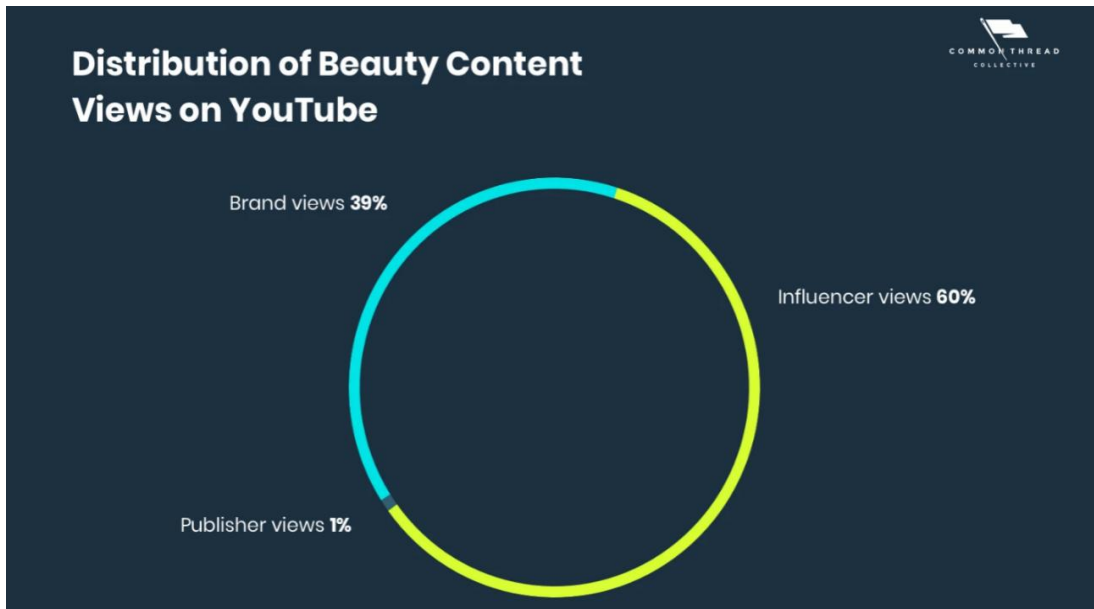


Fig. 3. Distribution of beauty content views on youtube

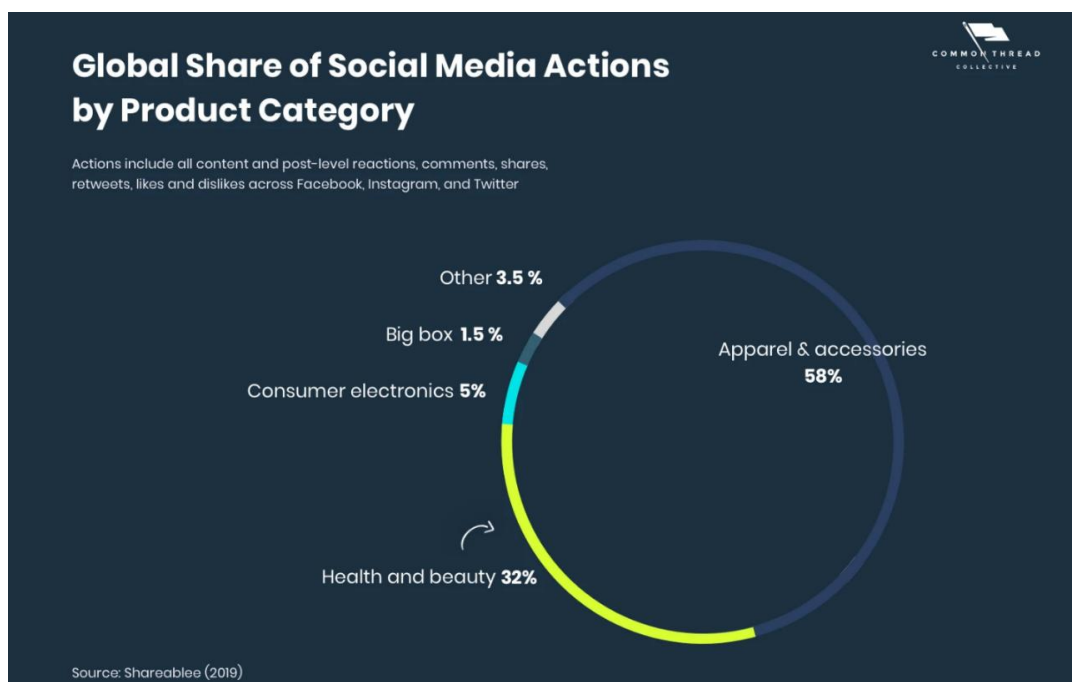


Fig. 4. Global share of social media actions by product category

Whilst new brands enter the global cosmetic and skin-care market, luxurious personal-care brands renovate its existing products to include and capitalize on trending ingredients (e.g., Hyaluronic Acid) that are highly raved on social-media. According to Brand Finance Report [13], 20% of North American L’Oréal Company sale increase derived by products includes CeraVe, Vichy and La Roche-Posay, which are recommended by social-influencers without paid endorsement. The report highlights that L’Oréal Company ranked as the number one valuable brand internationally that is worth \$11.7 billion due to product renovation and innovation.

Moreover, according to the Global Natural and Organic Cosmetics Market report [25], highpoints that current key-trends in the beauty and personal-care industry is all about natural and plant-based products, estimating a market share-value of \$15,370 million within the next five years. In addition, according to research conducted by Common Thread Collective [18], consumers are aiming for “clean” beauty products that has less harsh chemicals, where the market share-value for natural personal-care products is anticipated to reach \$54.5 billion by 2027 [12]. The Global Data Report [26] explains that current consumers are avoiding beauty products that has long-term harmful effects. For example, 39% of Asian-Pacific customers proactively hunt for natural products free of synthetics and artificial ingredients. Additionally, based on a survey conduct by Global Data (Fig. 5), majority of consumers are willing to purchase personal-care items if it contains fruit/vegetable, tea extracts and oils. Hence, companies such as SkinFood utilizes natural

ingredients in their beauty products, leading the Asian-Pacific beauty market with an estimated share \$223 billion by 2023 as indicated in Fig. 5.

Product and Market Adaptation: Post Pandemic Strategies: The world was hit with a vicious virus (Covid-19) in 2019/2020 that destroyed many businesses financially and professionally, several aspects of people’s social and emotional life. With social-distancing and quarantine regulations implemented, people are shifting digitally for their daily needs. Hence, many companies are changing their marketing strategies, rebranding their online marketing campaigns, introducing apps, e-commerce, and social-media platforms. Nevertheless, according to McKinsey and Company Report [7], in-store sales is still crucial to business survival, as many are yet to be familiar with the aspect of online-shopping for various reasons such as age (Fig. 6). Furthermore, beauty brands are aiming to maintain and boost sales via promotional deals and discounts both online and in-stores, ensuring return of investment during and post pandemic.

2.1 Research Approach

A questionnaire was administered online, and the responses offer valuable insight on consumers’ behavior when it comes to beauty and skin/personal care. Moreover, the questionnaire was designed to align with the core objective and literature-review of this research “How do people choose beauty and skincare brands and why?” as well understanding the influencer-marketing and social-media impact on consumers’ purchasing decisions.

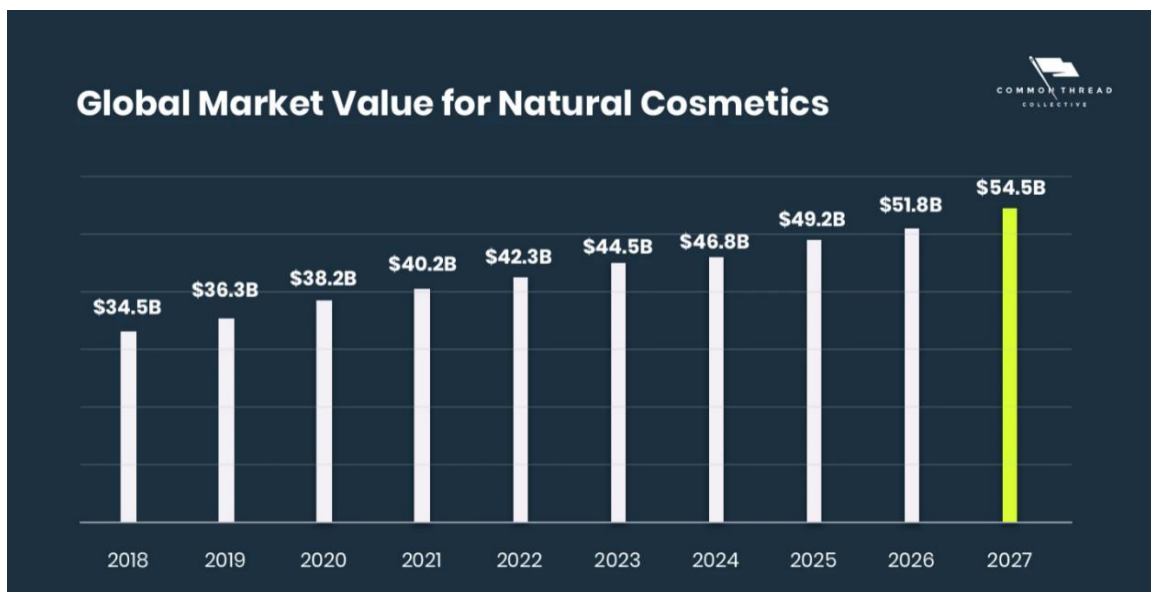


Fig. 5. Global market value for natural cosmetics

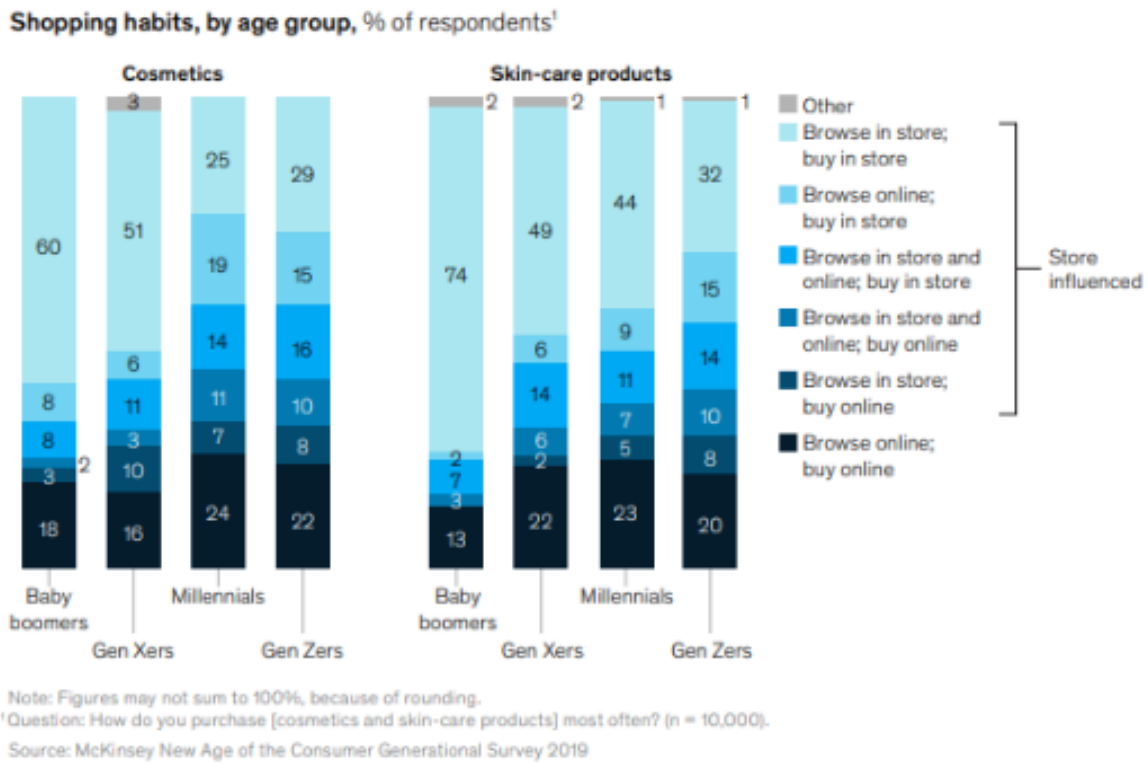


Fig. 6. Shopping habits by age group

Accordingly, the survey (see Appendix 3) covers two sections. Section (1) is vital, as it includes information on participants’ demographics such as gender and age group. Whereas Section (2) covers five questions related to brand choice, reason of selection and trending brands highlighted in social media within the Middle East region.

3. METHODOLOGY

The research has utilized both qualitative and quantitative approaches to find out the factors influencing the decision making for the personal care products. Besides the thorough review of literature conducted on trending beauty and personal-care products in the Middle East region; the study also performed an analysis to uncover the importance of business intelligence in influencing brand choice. The structured questionnaire had both ordinal and nominal scale with additional open-ended questions. The nominal and ordinal approach considered a subsidiary-level measurement and chosen for research since they are less complex to assess and operate [27]. In terms of the sample-size, 150 questionnaires were sent to respondents having more than 14 years of age. Authors have received total of 132 responses.

Analysis: In order to determine and have empirical analysis of top trending brands not first hand analysis. The research instrument was sent to the potential

respondents online applying the random convenience sampling technique. Convenience sampling approach is important to obtain primary data on consumer’s perception and behaviour for a specific topic as this method is inexpensive and straightforward [28]. A disclaimer was made that this survey is only intended for academic research and not for marketing related purposes (see Appendix 3).

In Section (1), questions about gender and age-range were given to identify and map consumers’ demographics. The results were as follows in Table 1.

Table 1. Distribution of gender

Gender	Responses (%)
Men	32%
Women	68%

According to the gender results, women are the leading consumers for beauty and personal-care products in comparison to men by a margin of 36%. Nevertheless, a portion of male respondents claimed that they allow their wives or female family-members to make choice of skin and personal-care products on their behalf because they feel uncomfortable. Based on the responses, the age group were divided into five groups as seen in Graph (1) between the ages (14 – 21, 22 – 31, 32 – 47, 48 and above). Majority of the

responses were from the age group (22 – 31) with (53%) followed by (14 – 21) with (24%).

In Section (2), it was essential to ask consumers/individuals whether they understand the difference between skincare and cosmetic items and on what basis. Majority (62%) of the questionnaire’s participants understand the difference. There was a mixed reaction from both gender on whether skincare and cosmetic items were considered the same, as they both manage skin issues. According to the results, 38% claimed that skincare and makeup are not different; nevertheless, the responses for (No) are subjective as most male responses do not use makeup and thus, would not comprehend the difference between the two. The results are represented in Table 2.

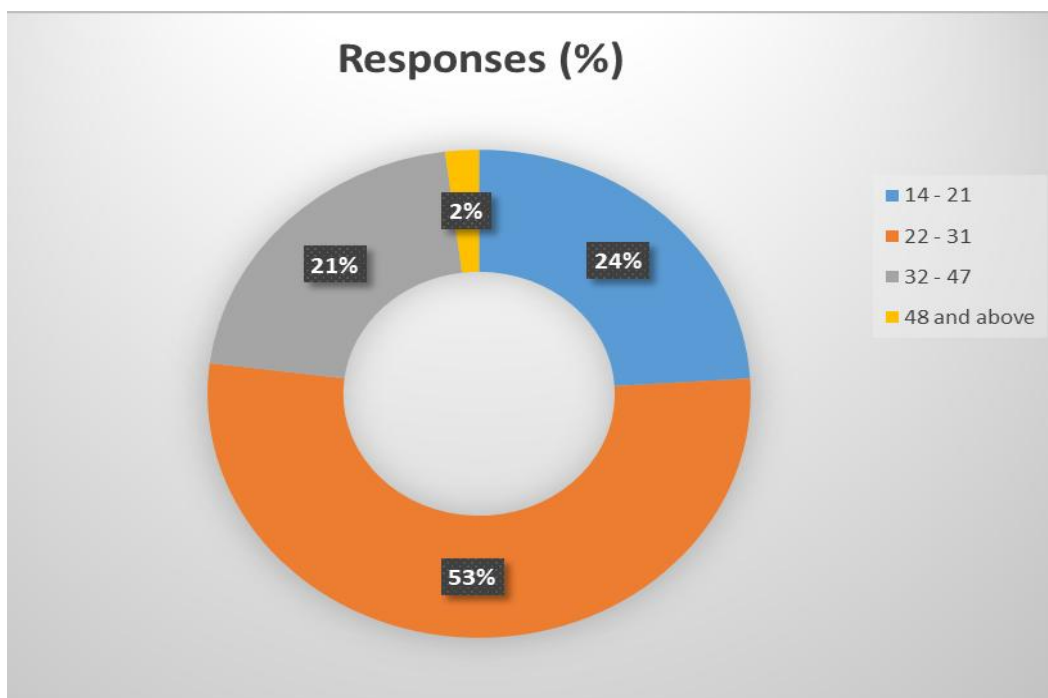
Table 2. Distribution of makeup use

Yes	62%
No	38%

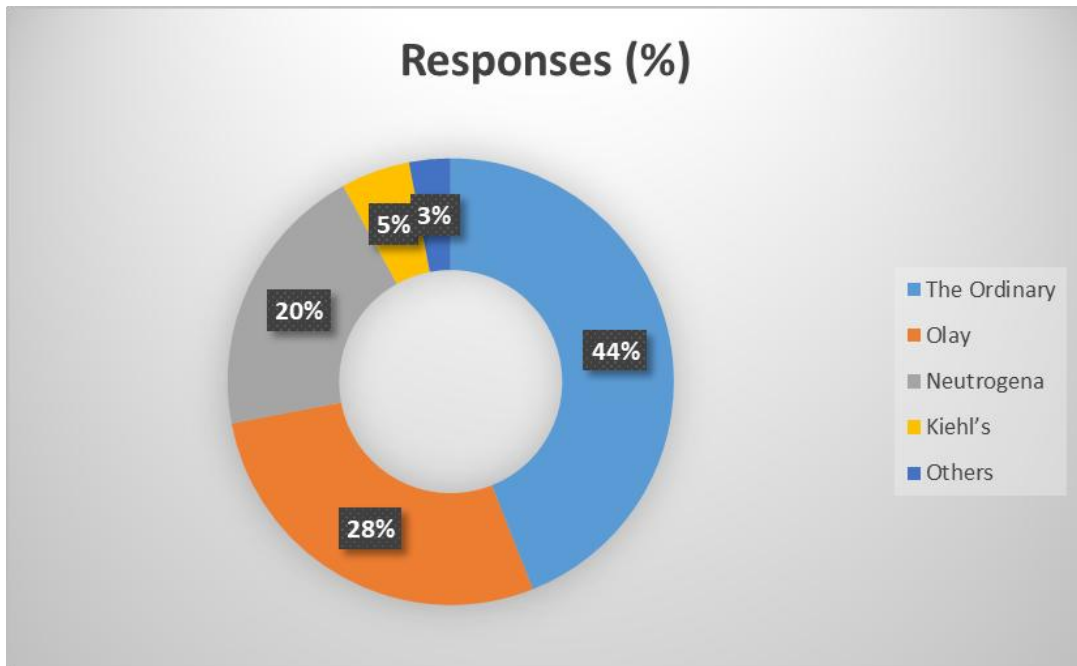
Furthermore, the majority who answered yes, their response was: Makeup is for occasional, events and social gathering, whereas skincare is a daily basis routine (at least two-times a day) and should not be mixed together. Some brands such as MAC cosmetics, experiment with dual action makeup, where it treats dull skin as well as foundation. However, most brands choose to separate as not all

women wear/use makeup on daily basis and the product would not give optimum results. To rank brands by consumers, brand name options were given to consumers to choose which they prefer the best. According to the results for the most trending products and Graph (2), The Ordinary ranked number one with 44% followed by Olay (28%), Neutrogena (20%) and Kiehl’s (5%).

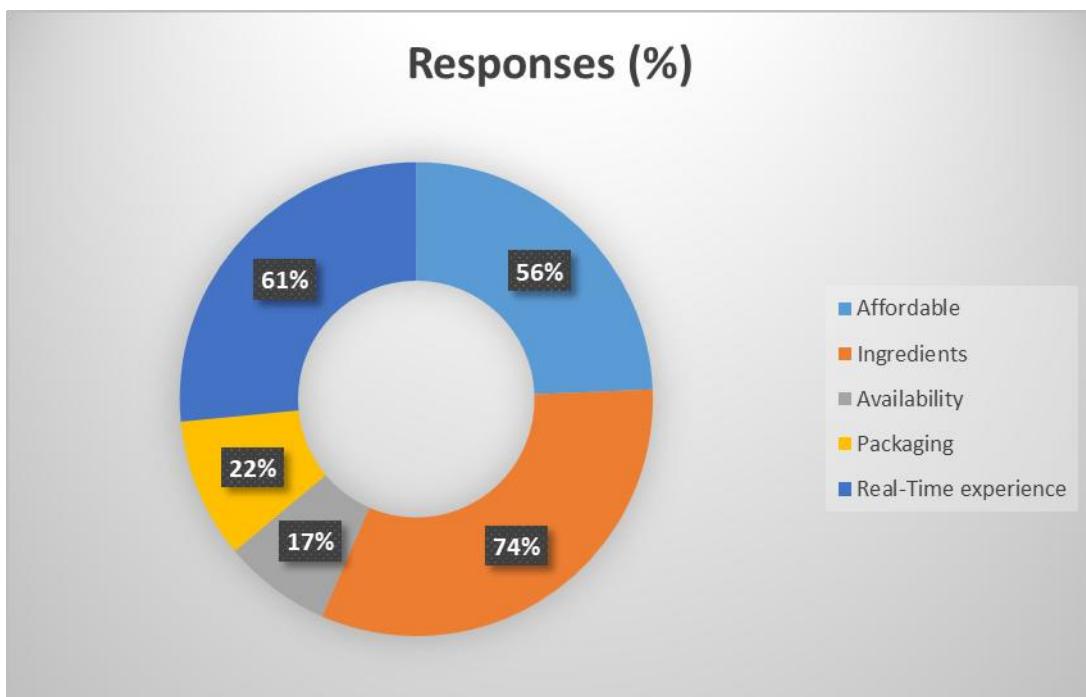
It is vital to understand from research and analysis point of view the main reason for choosing the brand(s). The question included five reasons, where consumers can choose more than one option. Based on the results represented in Graph (3), ingredients at (74%) followed by Real-Time experience (61%) and product’s affordability (56%) are the motives for customers to become loyal to the chosen brand. Furthermore, some consumers commented on the (Availability), where it was mentioned that the brand such as “The Ordinary” is high in demand and specific products from the brand is often sold-out. Hence, availability option is not excluding only the distribution channels, but also the item availability itself. Nevertheless, to group of customers, product affordability and availability are not purchase barriers, such as the case in The Ordinary brand, the individual would wait until the item is back in stock at any given price due to real-time experience and its effective active ingredients.



Graph 1. Responses percentage



Graph 2. Responses percentage

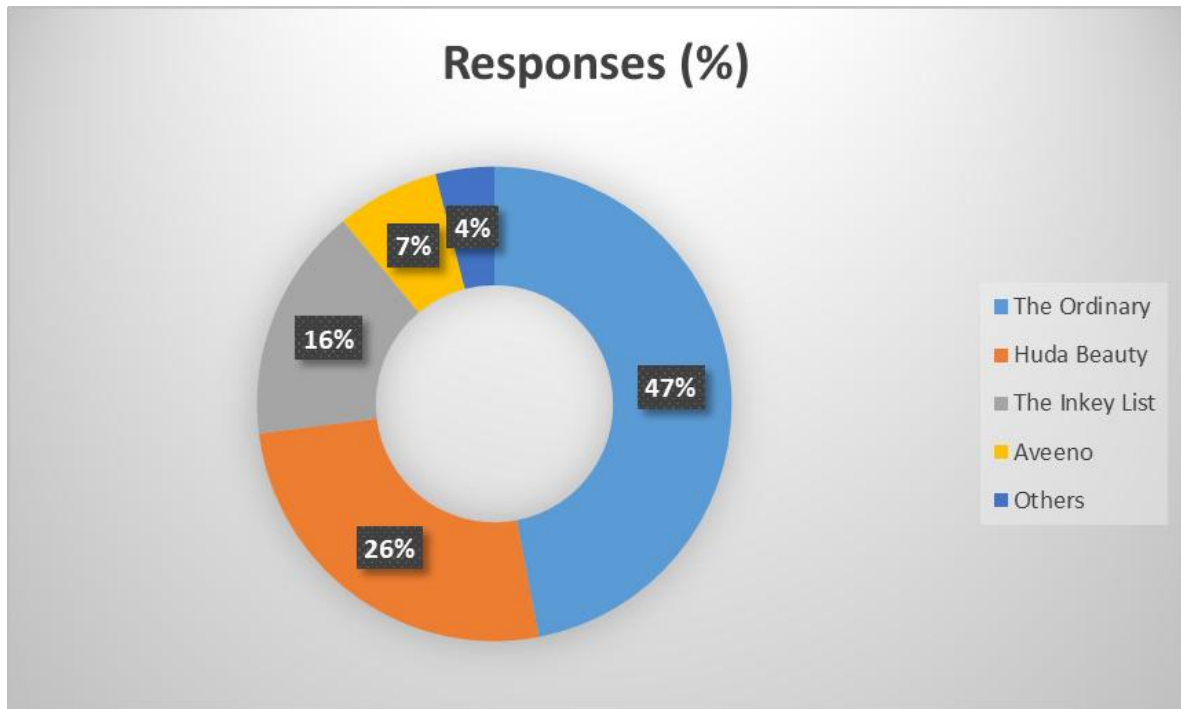


Graph 3. Responses percentage

Finally, the questionnaire asks participants to name the most trending brand on social media in the Middle East. Based on the responses in Graph (4), The Ordinary leads the trend with 47% followed by Huda Beauty (26%), The Inkey List (16%) and Aveeno (7%). Hence, these results indicate that social media is

indeed a major influence when it comes to consumption behavior.

Based on this research and survey conducted, the authors recommend beauty companies and businesses to follow to successfully advance in current competitive market.



Graph 4. Responses percentage

4. DISCUSSION OF FINDINGS

The findings can be divided into various subsections, related to the business intelligence strategies useful in the personal care industry in the Middle East.

4.1 Diversification and Inclusiveness

Product diversification is essential for brands to grow stronger within the market and expand their consumer segments. Luxurious beauty brands should not exclude specific ethnicity, skin-type or gender in order not to fall behind in the competitive market. For example, the company Luluemon is a yoga/sport-based business, however, it introduced a gender-neutral personal-care products for existing and potential customers to explore and use [29].

4.2 Product Strategy

The outcome of this research suggests that the cost of cosmetic and beauty products is on the high-end due to the cost of ingredients and research and development. Nevertheless, most current consumers of cosmetic and beauty products are in the age bracket of 18-40; who look for affordable, yet effective products; and companies should invest in expanding their demographic and consumer segments through their pricing strategy. With today's pandemic presences, beauty brands are recommended to apply discounts and promotions to increase customers'

loyalty and the overall revenue both in physical stores and online.

4.3 Prioritize Transparency

In the current market, transparency in products' effectiveness, ingredients and advertisement are vital as consumers have become aware of marketing baits and edited product results. Therefore, beauty companies are advised to continuously keep-up with the current trends, especially, capitalizing on digital and influencer marketing strategies. Real-Time demonstrations/results are a key to a successful marketing campaign that would instantly gain consumers' trust. Additionally, it is recommended that brands should implement the direct-to-consumer method when aiming to increase its consumer demographics as it would enable customers to test and try products prior to purchasing and be fully committed to the brand in the long-run.

4.4 Product Sustainability

Transparency and sustainability go together when it comes to the success of marketing campaign. Based on this research, it is evident that current consumers are looking for "clean" and "natural" alternatives that is hypoallergenic, cruelty and toxicity free. Additionally, recyclable, and sustainable packaging is also a drive for consumers to trust the brand mission and purchase its products. According to our survey, it is recommended to maintain or develop sustainable

alternatives to gain a reputable name within the current skin-care trends [1].

4.5 E-Commerce and Technology

Since the pandemic hit hard financially on businesses, beauty and personal-care brands are advised to establish or develop their own online sites to support e-Commerce activities and boost sales-revenue. As this research suggests that the beauty industry is shifting digitally and incorporating peoples' feedback in developing their marketing and sales strategies. Hence, brands could gain a competitive advantage by investing in Artificial Intelligence (AI) software or seek support from a beauty research facility to obtain valuable data. Hence, offering customers services such as customized skincare and cosmetic products through online consultancy or comprehensive survey would increase web-traffic ratio as well as support branding strategies effectively.

5. CONCLUSION AND LIMITATIONS

The study concluded that women are the most important contributor of revenue in the personal care industry in the Middle East region claiming 68% of the respondents. In this age of customer empowerment where all the information is readily available on a click of a button, still 38% of the respondents believe that there is no difference between skin care and cosmetics. However, irrespective of the age of the customers ingredient is the main differentiation factor with 74% of respondents choosing the skin care brands based on ingredients used. Moreover, the brands of the skin care industry should also understand the importance of providing real time experience to the customers as affordability is the least important while choosing skin care and cosmetic products. In addition, beauty and personal-care companies are in for a critical challenge as the COVID-19 pandemic took a toll on the economy as a whole and changed people's daily-life drastically, specifically their shopping habits. Based on the literature-review and the research conducted, it is important to note that cosmetic brands need to up their game and revamp their marketing tactics to remain competitive in the global market. As consumers are becoming knowledgeable and well attentive to products' active Ingredients; hence, brands should ensure transparency and demonstrate real-time experience to gain consumer's loyalty. Emerging market strategies such as influencers-marketing, simplifying products' packaging to be gender-neutral, and manufacture skincare products with trending and clean ingredients are key-factors in attracting customers.

The beauty industry has been struggling with bad reputation for their racial and ethnic bias leading to

continuous backlash from customers. Hence, beauty brands should be aware of their products' inclusivity where all skin-color and type should be able to use their products. Well-established brands such as L'Oréal and Estée Lauder cannot stand global competition solely based on their legacies, traditional marketing strategies or being fixated on specific demographics. As young brands such as The Ordinary and The Inkey List enter the market, it attracts younger demographics who are highly tentative of product authenticity promoted throughout various channels of digital marketing. Furthermore, skin, and personal care brands should increase investment in the male segment as men are becoming more attentive to their physical appearances due to environmental and social changes such as urbanization.

The results of this study certainly shed-light on the reasons behind choosing a specific brand that is trending on social-media in the Middle East region and identifying consumers' segment that is profitable in terms of sales-revenue and investment-return. Additionally, based on the data collected, beauty companies can determine their targeted demographics in terms of trends, consumption habits and niche market such as the case in men personal-care and halal cosmetic segment. Moreover, consumers' awareness to traditional marketing tactics, drive beauty brands to invest in big-data, research, and the use of Artificial Intelligence (AI) to advance and elevate their presence in the competitive global market. Technological advances such as e-commerce, 3D face-mapping and big-data revolutionized the beauty and personal-care industry, offering an optimum business and competitive intelligence such as the case with L'Oréal.

The study has offered a valuable insight on consumers' decision-making where majority of participants voted for active ingredients and affordability to be the main reason for selecting a specific brand such as "*The Ordinary*" and "*Huda Beauty*". Based on these responses, recommendations are given to assist beauty and personal-care companies in their marketing strategy decisions in terms of pricing, transparency, sustainability, products' diversification, and inclusiveness.

There is limitation to this research, namely the lack of academic resources and beauty market research, particularly for the Middle East region. However, authors feel that this research is going to fill that gap. In addition, majority of the article and reports found tend to focus on women's beauty segment, which may view as biased. Further research scopes on the beauty trends, halal/local brands, and men's cosmetic market would support analyzing the ever-changing consumer

behavior and rapid increase demand for niche products.

DISCLAIMER

The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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APPENDIX

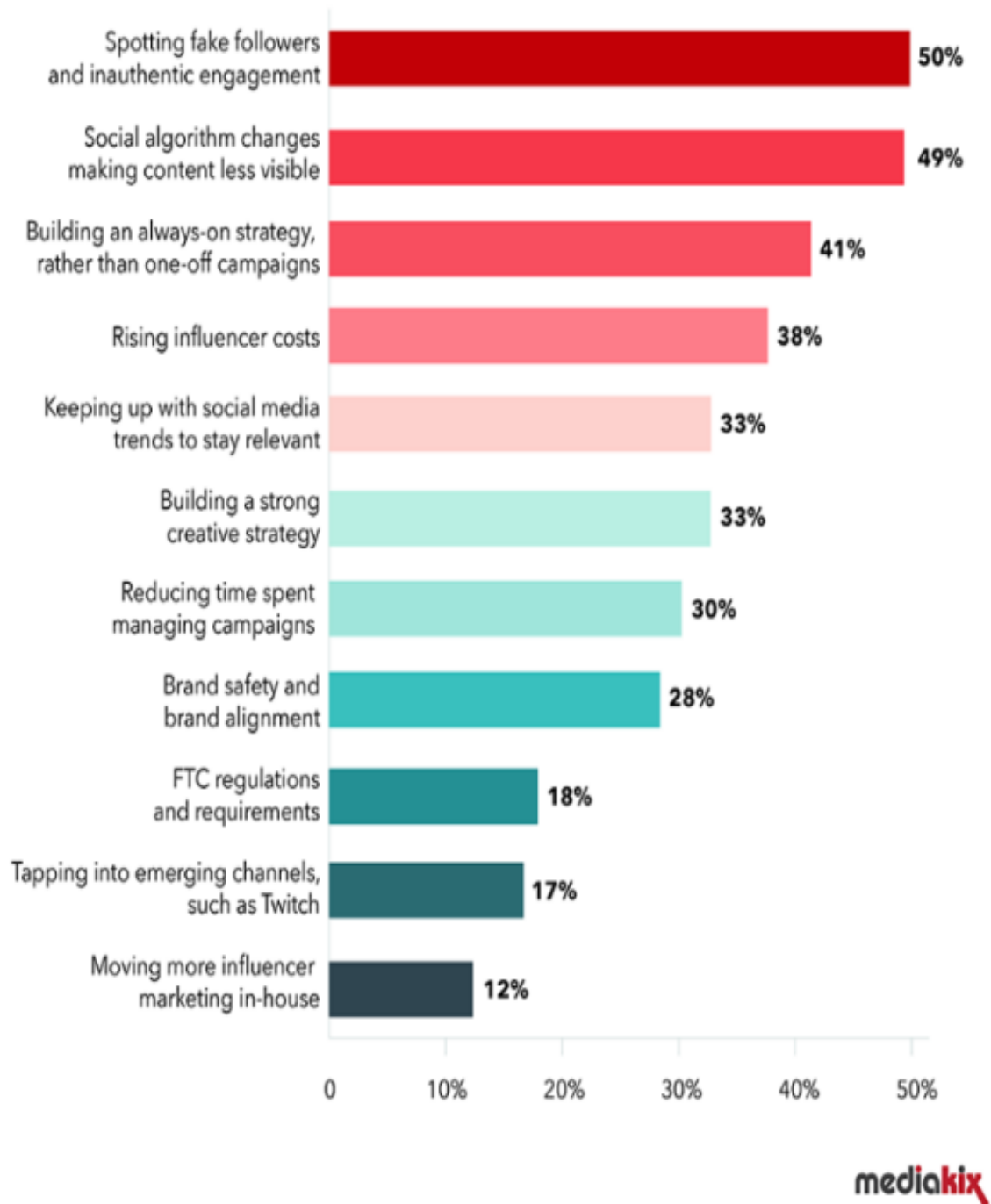


Fig. 1. Influencer Marketing Challenges

Mediakix. 2019. Accessed 21 May, 2021. Available: <https://mediakix.com/influencer-marketing-resources/influencer-marketing-challenges/>



Fig. 2. Store design layout, Kiehl's at Asia Pacific Zone

Kayla Soo. Accessed 24 May, 2021. Available: <https://cargocollective.com/kaylasoo/Store-design>

Disclaimer: This survey is for an academic research and not intended for marketing purposes.

Section (1):

a) **E-mail:**

b) **Gender:** Male Female

c) **Age Group:** 14-21 22-31 32-47 48 and above

Section (2):

a) **Do you treat skin-care and makeup products differently?**

Yes

No

b) **If yes, How?**

c) Which is your most preferred brand? (Please choose up to 4 brands)

- | | | |
|--|---|--|
| <input type="checkbox"/> Neutrogena | <input type="checkbox"/> Aveeno | <input type="checkbox"/> Fenty Beauty by Rihanna |
| <input type="checkbox"/> Kiehl's | <input type="checkbox"/> La Mer | <input type="checkbox"/> Kylie Cosmetics |
| <input type="checkbox"/> Johnson & Johnson | <input type="checkbox"/> Gillette | <input type="checkbox"/> Jeffree Star Cosmetics |
| <input type="checkbox"/> Olay | <input type="checkbox"/> The Ordinary | <input type="checkbox"/> Shiseido |
| <input type="checkbox"/> Dove | <input type="checkbox"/> Clinique | <input type="checkbox"/> Avene |
| <input type="checkbox"/> Vichy | <input type="checkbox"/> The Inkey List | <input type="checkbox"/> Yves Saint Laurent |

d) Why do you choose this/these brand? (You can select more than one option)

- Affordable price
- Ingredients
- Availability
- Packaging
- Real-Time experience

e) Which skin-care brand has the most effective/impact in social-media presence in the Middle East region? (Please choose up to 4 brands)

- | | | |
|--|---|--|
| <input type="checkbox"/> Neutrogena | <input type="checkbox"/> Aveeno | <input type="checkbox"/> Fenty Beauty by Rihanna |
| <input type="checkbox"/> Kiehl's | <input type="checkbox"/> La Mer | <input type="checkbox"/> Kylie Cosmetics |
| <input type="checkbox"/> Johnson & Johnson | <input type="checkbox"/> Gillette | <input type="checkbox"/> Huda Beauty |
| <input type="checkbox"/> Olay | <input type="checkbox"/> The Ordinary | <input type="checkbox"/> Shiseido |
| <input type="checkbox"/> Dove | <input type="checkbox"/> Clinique | <input type="checkbox"/> Avene |
| <input type="checkbox"/> Vichy | <input type="checkbox"/> The Inkey List | <input type="checkbox"/> Yves Saint Laurent |

Thank You for Your Participation