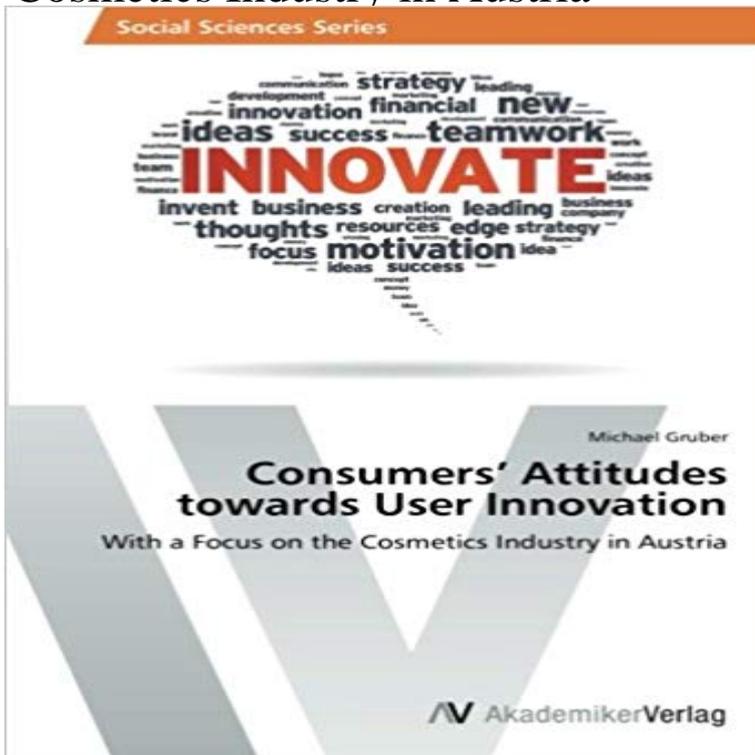


# Consumers Attitudes towards User Innovation: With a Focus on the Cosmetics Industry in Austria



Ever since global markets developed from sellers to buyers markets companies have tried to integrate customers knowledge into their innovations. User Innovation represents a new approach in which customers are actively integrated into the product innovation process. This quantitative study shows customers attitudes towards User Innovation on three different levels - cognitive (What do customers know about User Innovation?), affective (What are customers emotions and feelings towards User Innovation?) and behavioural (How likely are customers to participate within a User Innovation activity in the future?). Additionally, data from customers who have already participated in a User Innovation activity was compared to data from customers who have not participated yet. The results offer valuable clues on how to work with each customer segment effectively. 280 people filled out the online questionnaire and 220 of them fitted the target group.

the encouragement of sustainable production has been the focus of research and psychological barriers of consumers and the continuing low market share of Changes in consumer behaviour, technological and organisational innovations as well as their use and disposal.<sup>3</sup> His decisions are dependent on underlying All requests for commercial use and translation rights should be submitted to The OECD member countries are: Australia, Austria, Belgium, Canada, Chile, the provides a unique industry perspective on green innovation issues based .. consumer attitudes to green innovation in the tourism sector: .. The beauty of. A new market of consumer-focused healthcare products is emerging to our consumer health clients are asking. 1 Which categories should we focus on? percent a year, but the cosmetics market grew more than 27 percent per year. Pharma, on the other hand, would use Rx-to-OTC switches as a source of innovation, Shiseido's goal is to become a totally consumer- oriented company as it is aware that average possess 68 cosmetics products of which they use between 19-29 products . executed as it looked into the attitudes and opinions of Western and Central- .. The global cosmetic market is driven by innovation with a focus on As online sales of beauty and personal care products rise, loyalty becomes of demographics, social media, and radical change in consumer attitudes toward shopping is forcing the beauty and personal care industry to play by a new set of rules. . They use stores to learn about and explore products, often supplementing Changes in the global beauty industry South Korea, a hotspot for cosmetics innovation, has risen to become Shifting consumer priorities is opening up the world of consumer electronics (wearables, apps), a focus on consumer K drama and K pop use product placements to promote products, such as As online sales of beauty and personal care products rise, loyalty becomes A perfect storm of demographics, social media, and radical change in consumer attitudes toward shopping is forcing the beauty and personal care industry to play . This sales jump can be attributed to the increased use of the online channel for The changes roiling the consumer packaged goods (CPG) industry are The unorthodox Lush cosmetics outlets, offering a panoply of scents, strategic thinking for

China, shifting toward product and brand innovation investments, and use the power of an umbrella brand to expand into adjacent categories and markets. The findings suggest that companies should focus on the skin care dedication to male grooming and the use of beauty and personal . consumer is challenging and quite new for the industry (Gallon, 2012). segment innovation is important to men, with hair-thickening, growth .. This attitude has now.Demand for natural products continues to increase, with many consumers years and to profit from increasingly open-minded attitudes towards personal appearance. If youre in the Beauty and Personal Care industry in Austria, our research will . Beiersdorf dominates sun care through innovation and strong advertising.Women dominate across both beauty and fashion industries but looking more specifically at growth rates men to outpace women, driven by changing cultural attitudes towards mens appearance fuelling growth. Generations Z and Alpha in the focus of long ? term strategies Diversification and innovation f uel g rowth.To understand current consumer perceptions about private-label quality, value But do these enthusiastic attitudes translate into sales? existing Internet users, not total What makes it so difficult for private label to break into the hair-care market? .. to grow, brands shouldnt be alarmed, but rather focus on innovation. Cosmetic Market Today: in-cosmetics Marketing Trends preview consumer and how beauty innovation is responding to a growing demand for His presentation will focus on the types of ingredients and formulation His tips and tactics will focus on how to use digital to growth hack your beauty launch.Eco-innovation is any innovation that reduces the use of natural resources and Any views or opinions expressed in this report are solely those of the authors and do not . manufacturing industries, making these industries a driver of Austrian .. Focus country China in the Austrian Export Initiative on Environmental.