

What were the Effects during Covid-19 Pandemic, on Beauty Supply Importers in Relation to Products Sale in Cyprus

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Abstract

This research aims to explore the effects Covid-19 had on Beauty Supply Importers in relation to product sale in Cyprus. Companies were suddenly faced with unprecedented situations and the respond time had to be immediate in order to survive.

To fulfil the purpose of these research questionnaires were given to PSEEA twelve members (Cypriot Association of Beauty Supply Importers) and eleven members responded.

Overall, all companies were facing financial issues and on the other hand, the import and sale prices of products was increasing. The companies were not satisfied with the financial support and measures taken by the Republic of Cyprus to deal with Covid-19, but despite all the difficulties no company was proceed with layoffs. Online platforms were a power tool and the only option through lockdowns that helped with online promotion and sales. The products with the greatest demand were face creams and mascara, leaving behind lipstick, blush, bronze and eye pencil.

Keywords: Covid-19, Beauty industry, Beauty Supply Importers, Beauty products, Online sales

1. Introduction

Covid-19 outbreak had important political, social and economic consequences worldwide. The global beauty industry was deeply affected, as it consisted mostly of retail and service business (Bretas and Alon, 2020). Due to lockdowns, businesses had to shift their promotion and sales online, product availability was deeply affected and price increased was dramatically distressing businesses and consumers. This research will investigate the impacted Covid-19 had on Beauty Supply Importers in Cyprus.

2. Literature Review

One of the modern world greatest challenges was Covid-19 that begin in December 2019, in Wuhan and after a few months it spread all over the world. Covid-19 was declared as a global pandemic by the World Health Organization (WHO) and affected the way we live, work and interact with each other. Several lockdowns required people to stay at home and business activities were suspended (Bretas and Alon, 2020, Oyomno, 2022). Covid-19 had a public health and economic impact upon people in all countries (Strange, 2020). It was hard to find beauty within fear of touching, losses, lockdowns and masks (Maher, 2022). Furthermore, Covid-19 was a big shock for the global beauty industry that generates \$500 billion a year and accounts for millions of jobs, so many brands switched their manufacturing and producing cleaning and hand sanitizers. In addition, there was a need for speed for product innovation and to increase online sales that end up been twice as high as their pre Covid-19 levels (Gerstell et al, 2020).

Trends that were perceived as experimental before Covid-19, such as mobile technology, online sales and omnichannel marketing have nowadays become important components for business (Bretas and Alon, 2020).

E-commerce has expanded its sales dramatically and is associated with survival due to beauty stores closure and people progressively used online shopping. Over the past two decades online consumption of beauty and fashion products has increase in general but through Covid-19 the online purchasing culture has become even more active (Park and Lee, 2021). According to Farisha, et al (2022), Covid-19 affected the cosmetic industry that now relies more on online sales.

Beauty and personal care retailers during Covid-19 had to face another obstacle supply interruption, like product storage, irregularity in product delivery and supplier payment. Those lead them to focusing on product availability instead of brand preference (Chowdhury et al, 2020). Through history cosmetics were used to show peoples intentions, prepare for battle, religious, wealth and in modern times to express beauty, cleanliness, values and lifestyle. Prior Covid-19 consumers purchased products by observing, smelling and touching.

After Covid-19 online shopping has increased, purchasing patterns have changed due to social media referring to reviews from influencers having the ability to increase sales of beauty products (Ma and Kwon, 2021). According to Apriani, et al, (2022), influencers and followers interact with each other and can attract other consumers to trust and buy a product. After the breakout of Covid-19 and the mandatory use of masks, it was found that beauty product purchase was significantly less, as the interest in makeup and appearance satisfaction was decrease. Lip makeup products were most affected, as women used makeup on the face and eye area that was exposed when wearing a mask and minimize or avoid makeup on the lips that were covered by the mask (Park and Kim, 2021). On another study, it was found that also nail care interest was decreasing (Shin and Lee, 2022).

The long-term use of masks was causing skin problems and home care treatments as well as beauty devices were increasing because people were trying to help their skin, as a visit to a beauty salon was unstable due to Covid-19. According to Kim (2021), people who worn mask more than seven hours a day were more likely to have skin problems in the area of wearing the mask.

Moreover, many people depend on regular beauty treatments to enhance self-esteem and reduce stress. For those people beauty treatments is a safety factor (Pikoos et al, 2020). We must consider that the use of beauty products is not only to treat or cover skin issues but also to prevent aging. For women the use of cosmetics is essential in their everyday life and are willing to spend large amounts of money to acquire them (Apriani et al, 2021).

In addition, the necessity of wearing a mask creates a new waste problem and the possibility of using renewable raw materials that can be recycled must be taken seriously to reduce pollution of the entire planet (Morganti and Morganti, 2020).

After Covid-19 cleanliness and hygiene has become more important due to a lifestyle that values immunity and health. Masks are used frequently and more people complain of skin problems so companies have introduced soothing products and use terms like “clean beauty” or “natural skin care” to attract consumers interested in safe non-toxic skin care (Lee and Kwon, 2021). In addition, beauty consumers request more responsibility and transparency from brands towards the environment and social issues (Gardesi, A. S. 2022).

Covid-19 has change everything and everyone and the whole world needs to adjust in these new circumstances, but changes are not always a bad thing maybe people and businesses will take this experience and use it as an excuse to be more creative and invest in new opportunities and ideas.

3. Methodology

To meet this research objectives a quantitative approach was used and data collection was complete via a questionnaire in electronic form using Google Drive.

The research targets PSEEA 12 register members (Cypriot Association of Beauty Supply Importers). The questionnaire is consisted by 20 closed type questions and the anonymity of PSEEA members is protected.

A total of 11 members have participated in this research and the sampling was analyzed by processing the data in Excel and SPSS program.

4. Results

The questionnaire uses a five-point Likert scale, 0-Not at all to 5-Very much. Companies importing beauty products during the Covid-19 pandemic were mainly negatively affected as to question 14, were many companies answered moderately to very much. Despite this, no company proceeded with layoffs (Q:17). Moreover, 45.5% of the companies were dissatisfied with the financial support measures taken by the Republic of Cyprus to deal with the problems due to Covid-19 (Q:18). With a percentage of 81.8% companies noticed a large increase in the cost of importing Beauty products (Q:19) and by extension in the prices of the products (Q:20). Regarding the use of online platforms, 90.9% of companies are active members on Facebook and 81.8% on Instagram (Q:6). During Covid-19 pandemic 45.5% had a very high increase in their sales after registering on online platforms (Q:7) and 63.6% of those companies noticed that their customers made more than one purchase per month through internet (Q:8).

The beauty products with the biggest sale were face creams with a percentage of 63.6% (Q:9) and in cabin professional products, facial treatments had higher sales with a percentage of 72.7% (Q:11). As far as make-up products is concerned, mascara and foundation had the most sales while products like lipstick, rouge and eye pencils were not so popular with a small percentage of 5.3% (Q:10).

5. Conclusion

All companies during Covid-19 faced financial difficulties but a large percentage of those companies adapted to the new data by implementing promotion and sales using the internet. Due to the pandemic, there was an increase in transport and product prices in combination with the interruption of product delivery, which affected the normal operation of companies.

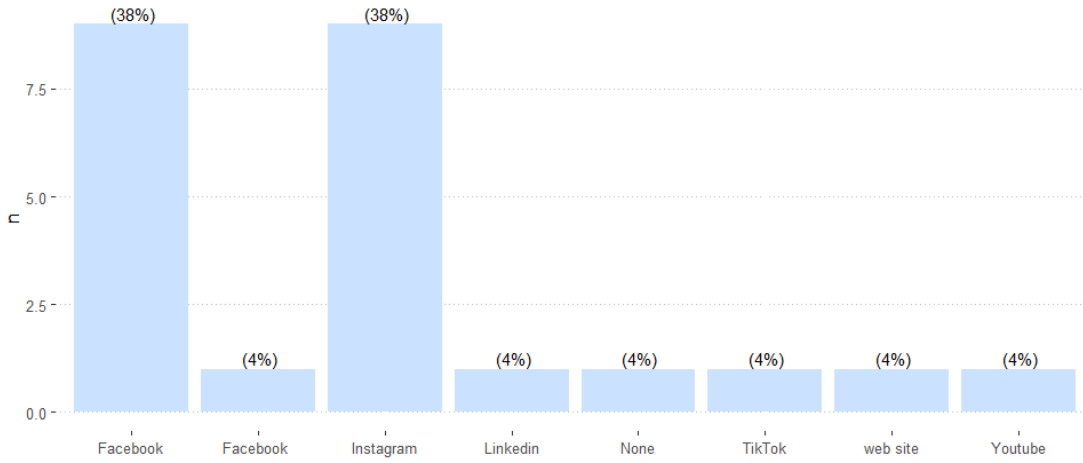
The products with the highest demand was facecream and mascara, according to our literature review the use of masks caused skin problems and people used make-up only to areas that were uncovered, thus mascara had the biggest sales and lipstick, rouge and other products the lowest sales. Companies did the best they could, given the difficult circumstances during Covid-19 pandemic that suddenly came into our lives and overturned what we took for granted. Through this experience some lost and others took the opportunity to learn, experiment and thrive.

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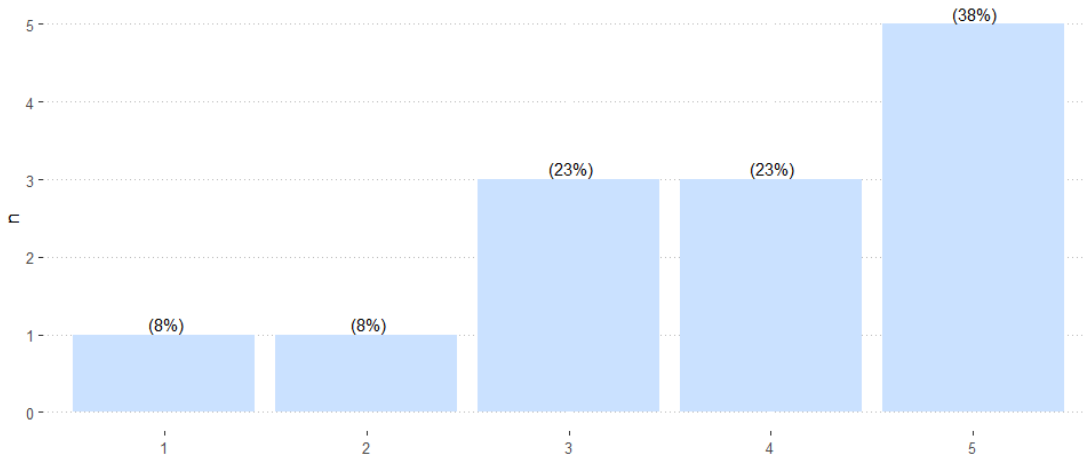
Question 6:

In which of the following social networks are you a member and an active user?



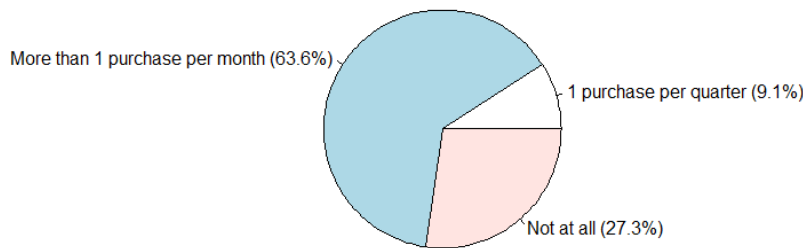
Question 7:

After signing up for social networks and using them, have you noticed an increase in your sales?



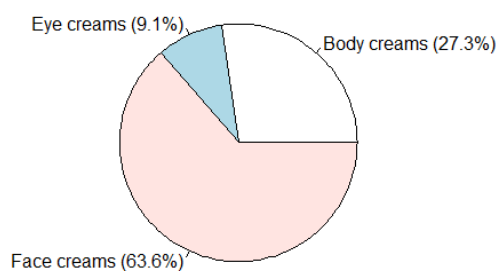
Question 8:

How often do estheticians buy products during the Covid 19 pandemic?



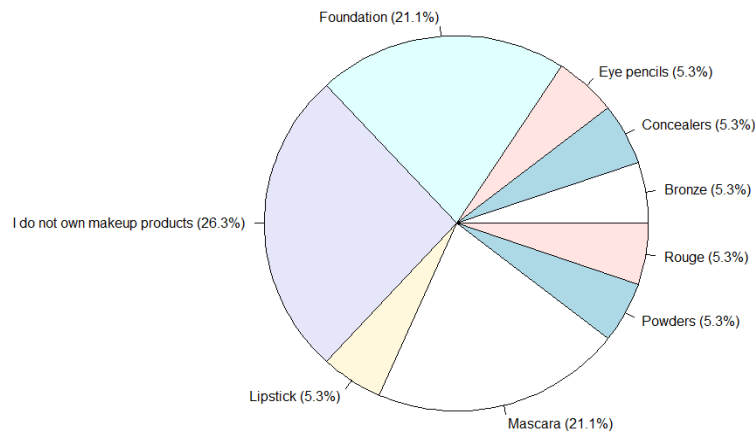
Question 9:

During the covid-19 pandemic, in which products did your sales increase?



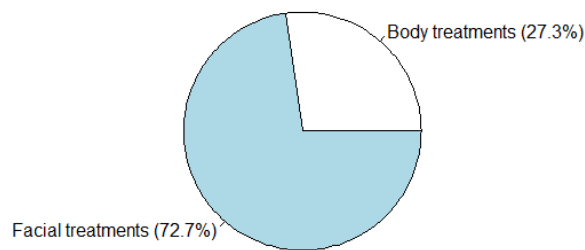
Question 10:

If your company has makeup products, during the covid-19 pandemic, which of the following products did your sales increase?



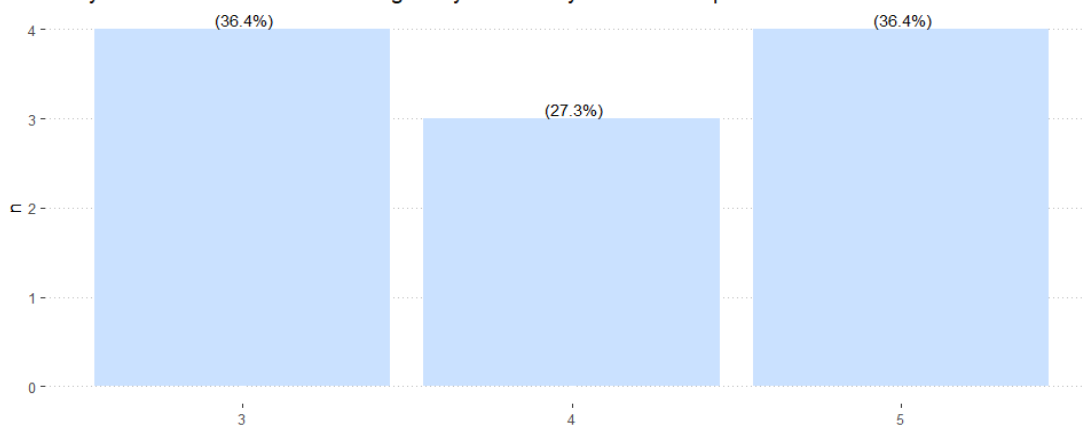
Question 11:

After the covid-19 period, which professional products had the biggest increase in your sales?



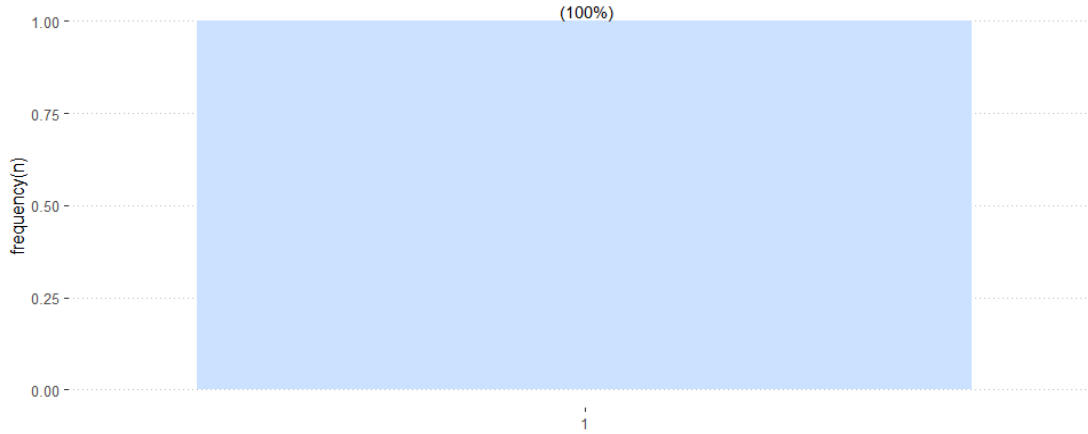
Question 14:

Has your business turnover been negatively affected by the Covid-19 pandemic?



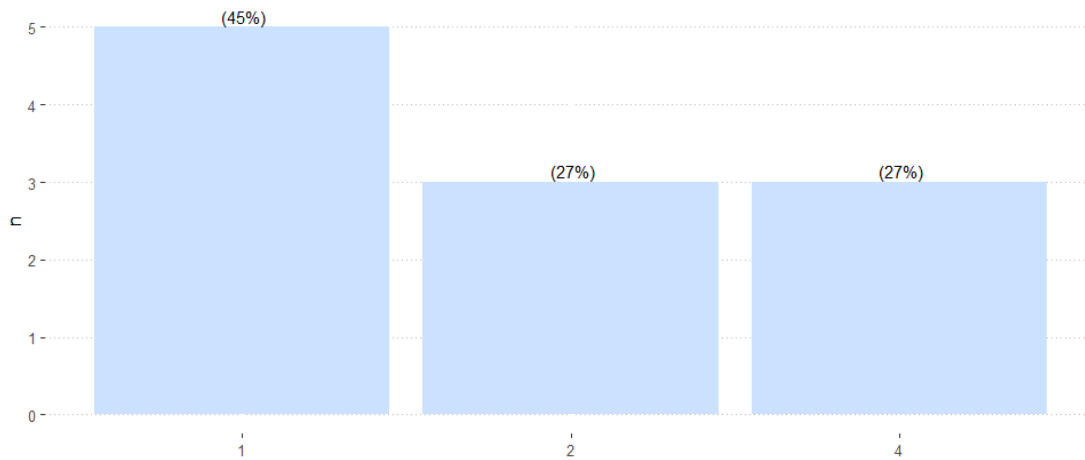
Question 17:

Has your company laid off staff after the covid-19 period?



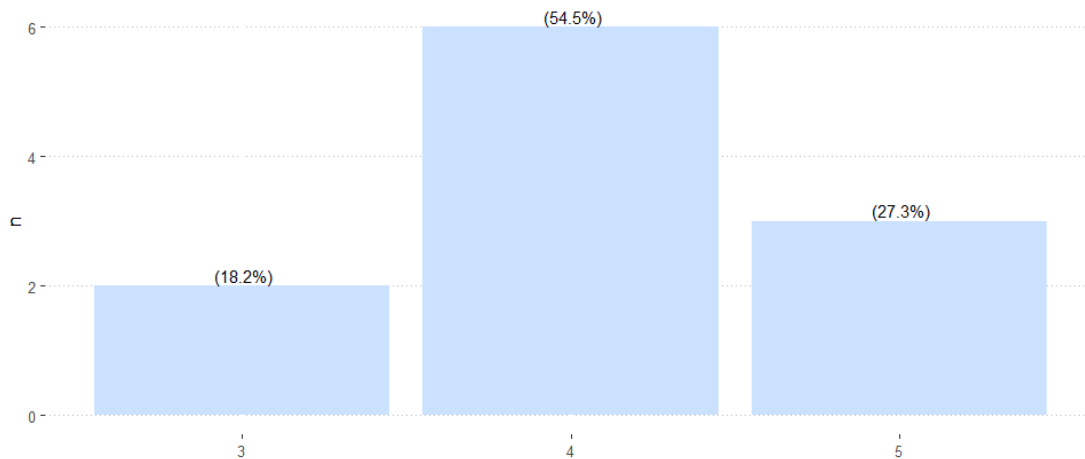
Question 18:

Did the financial support measures taken by the government due to the Covid-19 pandemic help you?



Question 19:

Has the cost of importing your products increased due to the Covid-19 pandemic?



Question 20:

Have product prices increased due to the Covid-19 pandemic?

