



**THE IMPACT OF MARKETING COMMUNICATION
TOOLS FOR SKIN CARE PRODUCTS ON JORDANIAN
ADOLESCENTS**

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Thesis for the Master's Program in Marketing Communication and Public Relations

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ETHICAL DECLARATION

I hereby declare that I am the sole author of this thesis and that I have conducted my work in accordance with academic rules and ethical behaviour at every stage from the planning of the thesis to its defence. I confirm that I have cited all ideas, information and findings that are not specific to my study, as required by the code of ethical behaviour, and that all statements not cited are my own.

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ABSTRACT

THE IMPACT OF MARKETING COMMUNICATION TOOLS FOR SKIN CARE PRODUCTS ON JORDANIAN ADOLESCENTS

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In this study, an overview of the marketing communication tools used in Jordan's skin care industry is presented. Based on the marketing communication tools utilized, their impact on adolescent girls' decision making for skin care brand preference and purchase intent are explored through in-depth interviews among Jordanian female adolescents, who use skin care products daily. First, a group of skin care product marketers are interviewed about the marketing communication tools they use. They stated that they mostly use advertisements, public relations, personal sales, sales promotion, digital communication and sponsorship. Then adolescents were interviewed to understand the effects of marketing communication tools. Interview questions are designed according to marketers' responses, and various academic research (Ferle, Li, and Edwards, 2001; Dalgard et al., 2008; Park and Yang, 2010; Yousif, 2016; Duffett, 2017; Krasinskaya, 2019; Helmi, Ariana, and Supardin, 2022). According to the research results, digital media have the greatest influence on Jordanian teenage girls' decisions when choosing brands in this industry and purchasing skin care products. Sales representatives, particularly those with good

personalities, appearances, and communication skills, also play an important role in their brand choice and purchase decisions. Discounts offer incentives for girls to purchase both expensive and new products. Female adolescents' distrust traditional media because they think these media channels give general information mostly and do not share the products' attributes transparently. Interestingly, none of the girls reported sponsorships of any skincare brand in Jordan, although sales representatives of the first interviews mentioned they also used this marketing communication tool.

Keywords: marketing communication tools, adolescents, skin-care products, Jordan.



ÖZET

CILT BAKIM ÜRÜNLERİ PAZARLAMA İLETİŞİM ARAÇLARININ ÜRDÜNLÜ ERGENLER ÜZERİNDEKİ ETKİSİ

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Bu çalışma kapsamında, Ürdün'deki cilt bakım sektöründe kullanılan pazarlama iletişimi araçlarının, genç kızların cilt bakım markası tercihi ve satın alma niyeti üzerindeki etkisi incelenmektedir. Ürdün'de bu sektörde hangi pazarlama iletişimi araçlarının kullanıldığını saptamak amacıyla ilk olarak pazarlama temsilcileriyle görüşülmüş ve markaların genellikle reklamlar, halkla ilişkiler, kişisel satış, satış tutundurma, sponsorluk ve dijital iletişimden faydalandığı belirlenmiştir. Daha sonra, Ürdünlü kız ergenlerle derinlemesine görüşmeler yapılmıştır. Derinlemesine görüşme soruları pazarlama temsilcileri ile yapılan görüşmelere ve farklı akademik araştırmalara göre hazırlanmıştır. Ürdün'deki cilt bakım sektörüne yönelik markaların tanıtımlarıyla ilgili farklı içgörüler sunmaktadır. Araştırma sonuçları, dijital medyada yapılan tanıtımların, Ürdünlü genç kızların bu sektördeki markaları tercih etme ve cilt bakım ürünlerini satın alma kararlarında en yüksek etkiye sahip olduğunu göstermektedir. Satış temsilcileri, özellikle de iyi bir kişiliğe, dış görünüşe ve iletişim becerilerine sahiplerse, marka tercihlerinde ve satın alma kararlarında önemli bir rol oynamaktadır. Satış tutundurma kampanyaları, Ürdün'de yaşayan genç kızları hem

pahalı hem de yeni ürünleri satın almaya teşvik etmektedir. Görüşülen kızlar, geleneksel medyaya güvenmediklerini, bu kanallardan çoğunlukla genel bilgi verildiğini ve bu kanallarda, ürünlerin özelliklerinin şeffaf bir şekilde paylaşılmadığını belirtmektedir. İlk görüşmelerde, satış temsilcileri, pazarlama iletişimi araçlarından sponsorluk da kullandıklarını belirtmelerine rağmen, görüşülen kızların hiçbiri Ürdün'de herhangi bir cilt bakım markasının sponsorluğundan bahsetmemiştir.

Anahtar Kelimeler: pazarlama iletişimi araçları, ergenler, cilt bakım ürünleri, Ürdün.



I dedicate this to my grandmother, my earliest guide, and to my mother, my constant companion and guiding star. Then, to my father and siblings, my unwavering support, my solace, and my strength. To my family and loved ones, I owe my triumph over illness. Your presence was the sun that warmed my darkest days. And to my friends, the embers that kept me alight when the wind howled.

Thank you, thanks to you I am here today.



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CHAPTER 1: INTRODUCTION

For numerous individuals, especially women, appearing fashionable is of utmost importance. With a plethora of products and services available that cater to this desire, from makeup to dressing up, it is crucial to comprehend the effect of marketing communication tools targeting women. Conducting thorough and comprehensive research in these areas can aid in promoting products and services that will undoubtedly capture their attention. Companies use various marketing communication tools to promote skincare products. Advertising through media channels, digital marketing communication tools, personal selling, and sales promotions are some of these tools enabling brands to connect with their customers.

The skin is exposed to several variables that can negatively impact it. Adolescence is the period when the entire body goes through changes, and the skin is one of the most affected parts. Research has shown that skin conditions negatively influence adolescents' health-related quality of life (HRQoL) (Golics et al., 2009). As girls are more sensitive about their appearance during adolescence (Dalgard et al., 2008), the state of their skin becomes one of the most important concerns. Although they are exposed to many marketing communication messages during this period, limited information exists on the impact of marketing communication tools on adolescents' skincare product brand preferences and purchase decisions, particularly in the Jordanian context.

This study aims to understand how marketing communication tools used for skincare products influence Jordanian adolescents. There is insufficient research on this issue because studies usually limit themselves to the effect of a single marketing communication tool (Ceyhan, 2019; Khanfar et al., 2023; Osei-Frimpong et al., 2019). These studies do not encompass all marketing communication tools. Despite Jordan being known for having the largest skincare market and the highest percentage of cosmetics consumers in the Middle East, as reported by Mordor Intelligence (2019), marketing communication in the skincare industry in Jordan remains largely unexplored.

CHAPTER 2: LITERATURE REVIEW

This chapter outlines the literature reviews regarding marketing communication and its tools. Research examining the impact of marketing communication tools is also presented in the literature review, along with its results to highlight existing gaps. The significance of skincare and appearance for females is discussed to elucidate their interest in skincare products. Given that the research is conducted in Jordan, insights into Jordanian culture are provided.

2.1 Marketing Communications for Skin Care Products

Kotler and Keller (2010) define marketing communications as the process by which enterprises inform, persuade, and remind their audience - both directly and indirectly - about the products and brands they offer. Marketing communications serve as the company's voice, enabling businesses to establish a dialogue and enhance relationships with their customers (Kotler and Keller, 2012). The image and reputation of a corporation can significantly impact its market shares, stakeholders, connections, and investments (García-Sánchez *et al.*, 2022; Chung, Schneeweis, Eneroth, 1999). A marketing communication mix refers to the specific combination of tools that a company employs to convey customer benefits, fostering relationships and making client connections more compelling. According to Proctor and Kitchen (2002), effective communication strategies are essential for 21st-century marketing plans, necessitating the innovative integration of all communication efforts into a cohesive plan.

Business-to-business, business-to-consumer, and not-for-profit organizations utilize a variety of communication channels to market their goods and services, achieving both monetary and non-monetary objectives (Shykolovych, 2023; Indeed Editorial Team, 2022). Communication campaigns of companies encompass various fundamental objectives, including fostering brand awareness, imparting knowledge, generating interest, motivating action, crafting persuasive narratives, delivering entertainment, stimulating demand, establishing brand salience, and facilitating transactions (Mulwijk, 2020; Sukhia, 2023).

The concept of marketing, playing a crucial role in a company's ability to attract customers, has emerged as the most important aspect of a company and is applied across all areas (Kotler, 2000). The traditional marketing mix's pillars of product, pricing, and placement (distribution) are no longer as effective as they once were (Lambin, 2008). While these were instrumental during periods of slow market expansion when the product was the focal point, the components of the traditional marketing mix no longer serve as effective "competitive weapons" (Kareh, 2018). With competitors quickly replicating products and launching similar offerings, the design and production of items using computers or robots have replaced traditional expertise in supplying high-quality goods. In a market with parity, the only way for firms to differentiate themselves is through effective communication (Iannarino, 2011).

Any firm that optimizes its potential can gain a genuine, enduring competitive edge through marketing communication (Hennig-Thurau, 2000). In a highly competitive economy, businesses must harness marketing communication to its fullest capacity to build and sustain long-term connections with existing and potential customers. The company "speaks with one voice" through an integrated marketing communication strategy, maximizing the impact of transmitted messages with the synergy created (Kitchen and Tourky, 2015).

In the business domain, marketing communication is a critical process involving informing, persuading, and reminding customers about the products and brands a company offers. The communication strategy serves as the voice of the organization, facilitating a dialogue and establishing connections with customers (Pantopoulos, 2022). Public perception and the image of a company are pivotal in maintaining robust business relationships and securing funding (Forsey, 2020). A promotional blend, also known as a marketing communication blend, is a specific combination of tools that companies employ to effectively communicate the value of their products and services to customers, with the aim of establishing lasting relationships. In the modern marketing world, effective communication strategies are essential and require an integrated approach, combining all communication efforts into a well-coordinated plan, as emphasized by Proctor and Kitchen (2002).

It is well-known that consumers seek information from various sources during the decision-making process to identify alternatives available on the market and compile the "set of evoked alternatives" from which they will ultimately choose the best option (Cătoi and Teodorescu, 2004). According to a study on young individuals with long-term medical conditions, they may choose different sources for different types of information (Beresford and Sloper, 2003). While the sources of information available to consumers have increased, so have the pressures they face in making complex choices. New generations are confronted with marketing messages that make them both image-oriented and aware of the value of healthcare. This is due to the wealth of data about skincare products and their creative ingredients now available through various channels (e.g., television commercials, printed magazine advertisements, emails, the Internet, etc.). Consequently, younger generations are also striving to delay the onset of aging (Grammenou, 2009).

Marketing communication plays a pivotal role in influencing consumers' choices, whether the information is sought externally from sources like personal contacts (cousins, friends, neighbors, etc.), marketing channels (advertisements, sales, etc.), public or experimental sources, or consumers' internal sources (Cătoi and Teodorescu, 2004).

Research on the impact of marketing communication tools on adolescents has predominantly focused on negative topics such as alcohol and smoking. Studies have shown that advertising can increase the likelihood of alcohol use among adolescents and encourage greater consumption among those already drinking (Anderson et al., 2009). However, the broader impact of marketing communication tools on adolescents has not been extensively explored. The study of how public relations affects teenage decision-making is still in its infancy, with most previous research concentrating on how social media and peer networks influence teenage decisions. The scarcity of scholarly studies specifically addressing how public relations influences teenage decision-making is notable, emphasizing the need for more research in this area (Reiter et al., 2021; Lajnef, 2023). As Lapierre et al. (2017) suggest, there is a need for more comprehensive research to better understand the effects of marketing communications on adolescent buying behavior and decision-making in the skincare market.

A marketing communication program needs to be organized with multiple components that impact not only the actual behavior of consumers but also their perceptions, learning, attitudes, and motivation (Mihaela, 2015; Chapman, 2023).

The method used to promote skincare products in Jordan involves firstly consulting with a group of sales representatives and heads of marketing departments before conducting interviews with teenage girls. It was found that six marketing communication tools are employed, namely advertising, public relations, personal selling, sales promotion, sponsorship, and digital communication. Therefore, these marketing communication tools are addressed in the following sections.

2.1.2 Advertising as a Marketing Communication Tool in Skin Care Field

Consumers have access to information through various media types, including television advertisements, radio, social media, and printed materials like journals and newspapers, as well as word-of-mouth from sources such as friends, family, store owners, pharmacists, and beauticians (in skincare cases). Each method serves a unique purpose. A compelling commercial arouses desire in listeners, readers, or viewers while providing details on how to satisfy a want, influencing the perception of a potential customer about a brand (Jan et al., 2019). Aspirational advertisements, according to Jan et al. (2019), are built on three fundamental components: perfection, sex appeal, and prestige. Celebrity endorsements, as suggested by Ahmed and Ashfaq (2013) and Mittal (2017), are likely to have a beneficial impact on the consumer's buying choice, especially among young customers.

Skincare advertisements fulfill various functions, including communicating product attributes (e.g., texture of a lotion), portraying benefits (e.g., radiant skin), providing usage instructions (e.g., application instructions), communicating an image of quality or luxury, and suggesting emotional responses to product use (e.g., joy or calmness). Therefore, skincare advertisements aim to effectively communicate the benefits and attributes of a skincare product to potential consumers, as stated by Hingorani (2008). Wiechers (2002) suggests that in the skincare market, consumers are more visually inclined than they are towards text or verbal content in advertisements.

Industries such as magazines, advertising, marketing, and fashion tend to promote ideal beauty standards worldwide. They are aware that body image is a crucial factor in the minds of young consumers, particularly adolescents and young adults (Chiodo, 2015).

Like any other industry, the skincare industry relies on advertising to attract consumers. According to studies by Janiszewski et al. (2003) and Schmidt and Eisend (2015), the uniqueness and novelty of advertisements are crucial factors that grab people's attention. Effective advertising involves using distinct product names, trademarks, photos, figurative signs, and informative content that provides insight into the skincare company. People often rely on various sources such as TV, radio, newspapers, online reviews, and video reviews when making buying decisions. With the growth of social media, people now have easier access to information about skincare products. Once exposed to the information, they become familiar with the brand, and this familiarity can impact their buying behavior. Therefore, it is crucial for skincare companies to create effective and unique advertisements that can help them stand out from their competitors and capture the attention of potential consumers (Jan et al., 2019).

Boush, Friestad, and Rose (1994) conducted a study to investigate adolescents' attitudes towards advertising and their level of trust in advertisers' motives. The findings indicated that adolescents tend to have a high level of disbelief and distrust towards advertisers. Interestingly, the study showed that disbelief increases significantly throughout the year. Additionally, the presence of higher levels of knowledge about advertisers' tactics has been positively associated with being more skeptical of advertising. Therefore, the study suggests that adolescents' attitudes towards advertising are influenced by their level of knowledge and understanding of advertisers' motives.

2.1.2 Public Relations as a Marketing Communication Tool in Skin Care Field

The most recent definition from the Public Relations Society of America was developed in 2011-2012:

“Public relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics” (PRSA, 2012).

To promote and enhance knowledge about skincare products, public relations (PR) tools are frequently used, often in conjunction with other marketing communication tools in this field. These PR initiatives for skincare and cosmetics products include reaching out to influential people in the industry in a novel way, partnering with micro-influencers on social media, cultivating connections with influential people in the media, and creating buzz on social media platforms with fresh content (Teter, 2023; Christina, 2023). In the beauty sector, launching events, holding virtual events, and sending samples to journalists and influencers are other common PR tactics. By interacting with the target audience and effectively promoting skincare products, these tactics aim to spark interest and raise awareness (Christina, 2023; BLND PR, 2021). Typically, brands initiate conversations on social media and generate buzz about the field and their products to increase awareness and attract more customers. In this sense, content generation and trendsetting in social media become more important. As the tools of marketing communication blur (Anderson, 2010) with the developments in digital communication, public relations activities can intersect with some other tools.

Promoting products and services in a way that aligns with the values and beliefs of the target market is one of the most significant challenges facing businesses today. Given that millennials and Generation Z emphasize social and environmental issues, this is especially true for firms aiming to appeal to them. Therefore, businesses must have a deeper comprehension of the interests and values of their target consumers and figure out how to emotionally engage with them through campaigns like social welfare marketing. By doing this, businesses can benefit society in addition to increasing brand favorability and generating new buying intentions. The "Guard Glacier White" public welfare campaign by L'Oréal, which attempts to preserve the Earth's skin and increase awareness, was successful in connecting with its young audience emotionally, differentiating itself from competitors, and contributing to a noble cause (Bin and Xi, 2022).

2.1.3 Sales Promotion as a Marketing Communication Tool in Skin Care Field

A direct enticement that provides an added benefit or encouragement for the product toward the sales force, resellers, or the final customer with the primary goal of generating an immediate sale is referred to as a sales promotion (Haugh, 1983). Similar definitions have been provided by Belch and Belch (2003, p. 495):

“a direct inducement that offers extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.”

Various definitions of sales promotion share a similar perspective: They all entail a brief and noticeable alteration of supply with the ultimate aim of having a significant influence on consumer, reseller, or sales force behavior. Sales promotion is one of the components of the marketing communication mix that most strongly influences consumers' short-term purchasing patterns (Laroche et al., 2003). As Blattberg and Neslin (1990, p. 3) state, it is “action focused.”

According to a study conducted by Khan in 2020, sales promotion contributes to a 5% increase in cosmetic product sales. The research found that sales promotion has a greater impact on women's purchasing decisions for cosmetic products than advertising and direct marketing.

2.1.4 Personal Selling as a Marketing Communication Tool in Skin Care Field

To reach predetermined goals, make sales, and forge enduring relationships with customers, personal selling is described as a method that involves face-to-face interactions between the buyer and seller (Kotler and Armstrong, 2013).

The application of eight procedures is necessary for personal sales success: finding salespeople, choosing a plan of action, evaluating needs, deciding the nature of the offer, choosing a presentation style, handling objections, dedication, and follow-up (Spiro et al., 2008). Personal selling is the technique salespeople use to convince clients to purchase their items, provide them with all the necessary product

information, and try to allay any concerns that customers may have about such products (Jobber and Lancaster, 2020).

According to Ahlam (2006), individuals who work in personal selling attempt to persuade customers to make a buying decision. Personal traits, such as displaying good personal strength and trust, as well as the capacity to convince and negotiate, are crucial to winning customers, influencing purchases, guiding decisions regarding the replacement of products, and even attempting to assist them in obtaining unavailable commodities that they are looking to purchase (Yousif, 2016).

According to a study conducted by Alwi in 2022, it was found that personal selling has a positive and significant impact on the intention to purchase a brand of skincare products. Personal sales interactions are an effective way for salespeople to connect with potential buyers. This approach allows customers to ask questions face-to-face and receive clear answers, leading to a better understanding of the product or service being sold. As a result, better buying decisions can be made, leading to repeat business (Alsamydai and Yousif, 2010). Ziad (2010) suggests that a salesperson's credibility, commitment to promises, patience in dealing with customers, and appearance all play a significant role in customer satisfaction.

In 2022, a study by Njoroge found that customers were more likely to purchase a cosmetic product through personal selling than through other marketing and promotional strategies. This finding is supported by Oladipo (2019), who investigated the effects of personal selling on consumer impulsive buying behavior and found that personal selling has a significant impact on consumers' impulsive buying behavior. As a result, companies should choose the most effective method to market their services as a competitive advantage. The study also showed that providing detailed information about the features of cosmetic products is likely to influence customers' purchasing behavior (Njoroge, 2022). These findings support Laura's (2016) claim that personal selling is a tactic used by salespeople to encourage customers to obtain their goods, provide them with all relevant information, and attempt to alleviate customers' concerns.

2.1.5 Sponsorship as a Marketing Communication Tool in Skin Care Field

Sponsorship refers to the financial support provided by an outside entity to a leisure or sports activity (Hsiao et al., 2021; Yu and Tan, 2017). This support is often provided with a specific commercial purpose in mind, even if it is just to foster goodwill and positive public relations (Dolphin, 1999). The act of promoting a business's objectives and its brands by associating them with a significant and relevant event, organization, or charitable cause is known as sponsorship (Erdogan and Kitchen, 1998). According to Meenaghan (1991), sponsorship is the act of an organization providing support (either monetary or in-kind) to an activity with the intention of attaining communication goals such as enhancing brand awareness, as sponsorship acts as a brand equity-building tool, differentiating the sponsored organization from competitors (Tripodi, 2001). Furthermore, sponsorships can positively influence corporate image, shaping public perceptions and impressions held by specific segments of the audience (Johnson and Zinkhan, 1990). Additionally, successful sponsorship can lead to increased sales of products or services by fostering positive brand associations and influencing purchase decisions (Easton and Mackie, 1998). Finally, sponsorships can be leveraged to bolster corporate reputation, transferring the positive associations of the sponsored event or cause to the sponsoring organization, thereby enhancing their perceived social responsibility and trustworthiness (Javalgi et al., 1994). According to Tripodi (2001), businesses engage in sponsorship both as a marketing strategy and to reap financial rewards. Over the past 20 years, sponsorship has grown as a popular marketing communications tool and outpaced other tools (Tripodi, 2001). However, sponsorship is different from advertising in that the sponsor does not have complete control over the media and the creative message (Javalgi et al., 1994); Tripodi stressed this difference (2001).

2.1.6 Digital Communication as a Marketing Communication Tool in Skin Care Field

The share of purchases made through mobile devices has grown rapidly and now ranges from 22% to 27% of all online sales (Rao, 2015; Malcolm, 2015). Companies are now emphasizing the importance of building a “digital relationship” with

customers (Phillips, 2015). Digital relationships can be built via digital communication.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium according to Kotler and Armstrong (2023).

Digital communication is a term that refers to the use of various modes, such as text, mobile chat, video, and customer relationship management software, to communicate online (Dutton, 2022). The adoption of digital communication has transformed the way companies interact with their customers by providing personalized, adaptable, easy-to-use, and fast message delivery. In several industries, including skincare, digital communication tools are being used to promote consumer engagement, facilitate collaboration, and offer tailored experiences (Gontrand, 2020; Fitzpatrick, 2023). Digital retail and diagnostic tools, social media platforms like Facebook, and Artificial Intelligence (AI) skin technology are some examples of digital communication tools that have been utilized in skincare.

Digital communication tools encompass a range of electronic channels for information exchange, including social media, websites, blogs, video conferencing, text messaging, email, and instant messaging. These are widely used tools in marketing communication. Digital communication has become an integral part of modern-day marketing communication tools. It offers a wide range of benefits, including inclusive and seamless experiences, instant interactions, accessibility, seamless customer experiences, greater engagement, and personalization (Maton, 2022; Brooker, 2023). Digital communication provides customers with consistent and personalized experiences, regardless of their location or disability, and fosters increased engagement and loyalty through two-way interactions (Team, 2023). More importantly, it enhances transparency and satisfaction through its seamless customer experiences, helping businesses create a connected and positive experience for their customers.

In the skincare sector, digital communication tools are frequently utilized. Social media sites like Facebook, Twitter, and Instagram are some of these tools. These platforms are used by skincare brands to interact with customers, share product details,

and provide customer service (Al-Azzam et al., 2023). Many skincare companies also use mobile apps and e-commerce websites to sell their goods online, offer product information, and get feedback from customers (Banuba, 2023).

Another means of communication for skincare brands with their customers is through email and messaging services. These resources are employed in marketing, sales promotion, and client communication (Strapagiel, 2023).

Platforms for telemedicine and tele-dermatology are being utilized more often to provide skincare advice and remote consultations. These platforms allow clients to receive guidance from skincare professionals without leaving their homes (Chang, 2023).

Lastly, customer data, interactions, and comments are managed by customer relationship management systems. This makes it possible for skincare companies to better understand their clientele and offer them superior customer care (Nandya and Permana, 2020).

Hardwick et al.'s (2014) study shed light on how well social network advertising affects consumer behavior and emphasizes the need for more investigation to fully grasp the subtleties of this relationship. Liu, Chou, and Liao (2015) looked at the variables that affected social media product placement's efficacy. Their investigation revealed that videos with subtle product placements resulted in the most favorable attitude and behavioral responses. They also found out that the effect of social media product placements was comparable to other media. This study provides useful insights for marketers who want to use product placement in their social media marketing campaigns.

Additionally, Duffett's (2017) study revealed that young consumers had a comparable level of approval for marketing messages via social media. According to the research, young consumers may be effectively reached through social media marketing communications, and they are more likely to interact with brands that they follow on social media. This study offers insightful information about the efficacy of social media marketing communications, particularly for companies that cater to a younger demographic.

A number of marketing communication methods targeted at engaging customers and promoting products have emerged in the skincare business in recent years. But it has been noted that Jordanian skincare companies haven't yet used these instruments extensively. Some of the notable tools include user-generated content, which encourages consumers to share their experiences and reviews of skincare products, creating a feeling of trust and authenticity among potential customers (Banuba, 2023). Another tool is the use of Augmented and Virtual Reality technologies to provide immersive experiences, such as virtual try-on options for skincare products or interactive educational programs (Banuba, 2023). Furthermore, content-based marketing communications are becoming more and more popular. Businesses are creating educational, entertaining, and engaging material for their campaigns, such as games, quizzes, video tutorials, and polls (Datt, 2022). The importance of sustainable and ethically derived skincare products is also expanding as customers become more conscious of their social and environmental responsibilities. Lastly, there is a growing focus on sustainable and ethically sourced products (Datt, 2022).

2.2 Adolescent Life and Adolescence

According to the World Health Organization (WHO), the adolescence period is between the ages of 10 and 19, and adolescence is the stage of life between adulthood and childhood (World Health Organization: WHO, 2019). It is a distinct period in human development and crucial for setting the groundwork for long-term health. "Adolescence" is a term used to describe a complex and evolving stage of development, which is viewed through various physiological, psychosocial, cultural, and temporal perspectives. This critical period of development is typically recognized as the time between the onset of puberty and the establishment of social independence, according to Steinberg (2014). The age range of adolescence is commonly defined as 10 to 18 years old but can extend from 9 to 26 years old, depending on the source (APA, 2002).

Adolescents grow quickly in terms of their physical, cognitive, and emotional development. This influences their feelings, thoughts, decisions, and interactions with

the outside world. The complex life period of adolescence is marked by several pronounced biochemical, physiological, psychological, and behavioral changes.

According to Adams and Berzonsky (2008), adolescence has three phases:

a) The start of puberty and several changes in school daily existence occur during the early adolescent period, which lasts from the ages of 10 to 13. The family remains a crucial backdrop for the developing little boy and girl throughout these years.

b) The adolescent's attention towards his or her developing individual autonomy may increase as they enter middle adolescence, which lasts from ages 14 to 16, along with increased evidence of alterations in parent-adolescent connections and frequently higher disputes in these family ties. Mid-adolescence is also when peer and romantic interactions start to take center stage.

c) Between the ages of 17 and 21, when adolescence is nearing its end, young people frequently make significant decisions about their future careers, long-term relationships, and educational pursuits. As adolescents transition to young adult years and roles throughout this final phase, integrating self-images and general identity formation are the prominent concerns.

During the formative adolescent years, self-esteem and body image are crucial components that contribute to an individual's "self-image" (Rosenberg, 1989). One's perspective of self-worth and the significance they place on themselves are both encompassed by "self-esteem" (Bailey, 2003). According to a national survey of 1,653 parents with at least one child between the ages of 8 and 18 living in the US (National Poll on Children's Health, 2022), weight, skin conditions such as acne, and hair are the most prevalent sources of insecurity among adolescents.

As adolescents approach adulthood, physical attractiveness becomes increasingly important (Gordon, Crosnoe, and Wang, 2013). Achieving a positive self-image can be a challenging task, but the heightened narcissism that often accompanies adolescence is a natural part of the journey toward developing a unique personal identity (Schave and Schave, 1989). Adolescents are recognized as a distinct consumer group with increasingly significant purchasing power. Based on the results of the Teen Spending Survey, which was conducted recently and had an average participant age of

15.7 years old, spending on skincare products during the fall of 2023 increased by 19% compared to the previous year, with an average spending of \$122. This amount was 16% higher than the average spending over several years (Fonrouge, 2023).

Although personal care products are not a top priority, they remain a popular purchase among adolescents who encourage their mothers to buy preferred brands (Lichterfeld et al., 2015). Adolescents are most likely to buy products for themselves in categories that mothers consider discretionary, such as hair styling aids, expensive fragrances, and cosmetics (Beatty and Talpade, 1994). The study by Lichterfeld et al. (2015) revealed that adolescents have the freedom to choose personal care products that fall into the categories of products that mothers consider highly personal, appreciative, or very valuable. In an article by Bouchez (2005), it was noted that adolescents commonly experience skin problems such as dryness, acne, oiliness, shine, and eczema. Adolescents use many skincare products to solve or prevent these problems. Studies have also shown a higher prevalence of depressive symptoms, including suicidal thoughts, in adolescents with acne (Gupta and Gupta, 1998; Niemeier et al., 1998; Aktan, Özmen, and Şanlı, 2000; Smithard, Glazebrook, and Williams, 2001).

According to research conducted by Golics et al. (2009), adolescents' health-related quality of life was significantly lowered by skin conditions. Skin conditions are one of the most prevalent health issues that present and have a substantial impact on public health in both developed and developing nations (Khatami and San Sebastian, 2009).

During the teenage years, the body experiences significant biological changes that can affect the skin. These changes are caused by hormonal synthesis, which impacts sebaceous content, sweat production, the formation of secondary sex hair, and body odor (Oyedepo, Katibi, and Adedoyin, 2020; Turgeon, 1986; Marcoux, 1999). Since the skin is exposed to various physical and chemical elements on a daily basis, it is essential to maintain healthy skin through proper skincare practices such as cleansing, moisturizing, using skincare products, and wearing sunscreen (Lichterfeld et al., 2015). However, it is important to note that individuals may have different preferences when it comes to skincare practices, and the usage of products differs according to cultural, societal, and personal factors rather than scientific studies.

Most adolescents are self-conscious about the way their skin looks, so they may adopt their skincare practices and routines individually. In addition to concerns about appearance, maintaining excellent skin hygiene is crucial. Although it is essential to teach adolescents the fundamentals of excellent skincare, there is no widely accepted recommendation for a daily skincare routine for healthy adolescents.

Adolescence is a time of profound change in how the body looks and the mind develops, ultimately leading to maturity. "Yesterday's Child" will have to take responsibility for and exercise control over all these changes so his or her look turns into a channel of expression, a language to convey a deeper quest for self-identity (Branje, 2022; Branje et al., 2021). Adolescents are seen by the cosmetics industry as "powerful" consumers, and as such, they are offered a range of skincare and toiletry products that should meet their demands, including cleansing, moisturizing, and photo-protective substances. They are also interested in some decorative cosmetics, particularly for their hair and nails (Marcoux, 1999).

In 2010, skincare accounted for the largest share (23%) of the cosmetic market. The growth of this segment was mainly driven by the Asian market, according to Leonard (2010). Skincare has the highest growth potential and is expected to remain the leading segment of the cosmetic market in the coming years (Łopaciuk and Łoboda, 2013).

According to a survey of adolescents, dry skin, acne, dermatitis, oiliness, and sun sensitivity are the specific skin disorders that they experience and identify (Halvorsen et al., 2008). Adolescents use toiletries, including photoprotective products, cleansers, and moisturizing agents, to address these skin issues (Marcoux, 2000). Thirty percent of adolescents wash five times daily because they believe that washing is the best method to avoid acne (Dooms-Goosens, 1996).

According to a recent survey conducted by the American Academy of Dermatology, 82% of the respondents claimed that they consider protecting their skin from the sun to be more important now than they did five years ago (McKenzie et al., 2023). This data implies that a considerable number of adolescents and young adults are aware of the significance of using sunscreen. Among the reasons for sun protection, skin cancer was the most cited (51.7%) (Physician's Briefing Staff, 2021).

The term "skincare products" encompasses a broad range of preparations that are topically applied to the skin for various purposes, such as cleansing, beautifying, promoting attractiveness, and altering its appearance (Surber and Kottner, 2017; de Groot and White, 2001; Pion, Kopf, and Hughes, 1997). These products are typically classified into three categories: cosmetics, over-the-counter skincare products, and prescription products, all formulated to protect, prevent, cleanse, moisturize, and enhance the overall health and appearance of the skin (Surber and Kottner, 2017). Skincare products contain various active ingredients, including cosmetics, FDA-approved actives, and cosmeceuticals, and are formulated to address specific skin concerns such as aging, acne, dryness, and sensitivity (Surber and Kottner, 2017; de Groot and White, 2001). The skincare industry has experienced remarkable growth over recent decades, driven by a surge of new ingredients and delivery vehicles that have led to the development of innovative and diverse products (Surber and Kottner, 2017; Pion, Kopf, and Hughes, 1997). Researchers are actively investigating the impact of skincare products on skin chemistry and the skin microbiome to gain a deeper understanding of their effects on skin health and microbial diversity (Bouslimani et al., 2019).

The outward appearance mirrors an individual, with their face often serving as an indicator of beauty. However, the term "skincare" is not precisely defined and serves as a catchphrase for activities like cleansing, perfuming, altering appearance, managing body odor, and protecting and maintaining the skin's "excellent condition." In recent years, the understanding of skincare has expanded to encompass treating skin disorders, enhancing, and restoring the integrity and function of the epidermal barrier (Michalska, 2023).

Cleansing, relaxing, repairing, strengthening, and protecting are integral parts of modern skincare. Some elements aim to unify facial skin color, while others purify and remove dirt and sunlight. Skincare has evolved from primarily cosmetic goals, such as achieving smooth, healthy-looking skin, to more preventive and therapeutic goals, including soothing, repairing, strengthening, and defending stressed skin. Although guaranteeing the beauty of the skin is challenging, maintaining youthful skin requires a routine facial skincare regimen (Davidson et al., 2002; Tsao, 2004; Draelos and Thaman, 2006, p.2).

Skincare involves providing comfort or care to a person or thing while maintaining and treating the skin under optimal hygienic conditions, excluding medical care (Draelos and Thaman, 2006). The demand for personal care and cosmetic products is robust in Amman, Jordan (Beauty and Personal Care in Jordan, 2023; Alghabin, 2022). Appearance being a social indicator, Jordanians show interest in cosmetics (Khan and Khan, 2013). Local youth are increasingly interested in emerging trends and cutting-edge goods (Euromonitor International, 2022; Khan and Khan, 2013). The people of Jordan highly value quality skincare products and understanding dermatology and its products is essential for women in Jordan (Seetan et al., 2022).

Various businesses employ different marketing communication techniques tailored to their intended audience (Jan et al., 2019). Standardizing these methods would be unwise, given the diverse cultural, linguistic, religious, and value systems of consumers. To the best knowledge of the author, no academic research has been published to explore all the tools employed to promote skincare products. Davidson et al. (2002) and Cash and Pruzinsky (2004) found that individuals start forming their perceptions of beauty in childhood and carry them into adulthood. The term "skin care products" appeals to a broad range of female groups aiming to obtain and enhance youthful-looking skin, as customers, particularly adult females, continually seek the most efficient beauty products and serious skincare solutions. While the skincare industry is fully aware that baby boomers (born between 1942 and 1945) (Bump, 2023) represent a sizable target market showing signs of aging, it is becoming increasingly clear that baby boomers are not the only customers seeking skincare solutions (Tsao, 2004).

E-commerce DB (ECDB) reports that the Jordanian e-commerce market for creams and body lotions is expected to reach US\$1.5 million by the end of 2023, constituting 31% of the country's e-commerce market for bath and body products. The market is projected to grow with a compound annual growth rate of 2.1% from 2023 to 2027, reaching an estimated size of US\$1.7 million by 2027 (ECDB, 2023).

Major of several brands owners assert that skincare products are designed to have a positive physiological impact at the cellular level, in addition to improving appearance (Meng and Pan, 2012).

It is noteworthy that Jordanian university women focus more on their looks and use media sources to learn about it (Baptista and Kaitlyn, 2011). With increasing cosmetics use, Arab nations in the Middle East are home to one of the fastest-growing beauty sectors today (Shah, Sarheed, Ramesh, 2017). The three most popular cosmetics among the many used are perfume, makeup, and specialized skincare items (Hamelin, Mokannef, Gbadamosi, 2018).

Adolescents and children are more susceptible to acquiring skin illnesses than adults because they are more frequently exposed to climatic and social factors that increase the risk of contracting skin infections and sustaining minor skin injuries (Shrestha, 2015). Over a quarter of schoolchildren experience skin problems at any given moment (Ogunbiyi, Daramola, and Alese, 2004; Akello et al., 2007).

In addition to a significant portion of adolescents and adults, acne is a prevalent skin condition (Kutlu et al., 2023). Studies conducted by Smithard et al. (2001) and Collier et al. (2008) have shown that this inflammatory disorder negatively impacts adolescents' quality of life and mental health (Walker and Lewis-Jones, 2006; Beattie and Lewis-Jones, 2006). Studies involving acne patients have suggested a relationship between the acne condition and overall self-esteem (Mallon et al., 1999; Uslu et al., 2008).

When making important life decisions in late adolescence, having a high sense of self-esteem is considered very important (e.g., new work, new careers, and more enduring relationships) (Nadina, 2023). While low self-esteem is linked to sadness, anxiety, and an increase in reports of general mental symptoms (including somatic ones), high self-esteem may be protective in dealing with acute and chronic illnesses (Henriksen et al., 2017; Liu et al., 2021).

As adolescents face many issues related to their skin, they tend to use skincare products to overcome their skin-related problems. Skincare products utilize marketing communication tools to address this young generation. Therefore, this exploratory study aims to understand the effect of marketing communication tools used in the skincare category on female adolescents in the context of Jordan. The main research questions of the study are:

RQ1: What are the effective marketing communication tools for Jordanian female adolescents in skincare products?

RQ2: What are the characteristics of marketing communication tools that attract the attention of female adolescents living in Jordan?



CHAPTER 3: METHODOLOGY

To understand the impact of marketing communication tools on Jordanian adolescents' preferences for skincare products and to determine which of these tools has the greatest influence on the decision-making process, structured interviews were conducted with 20 Jordanian girls aged 16–18 years. In-depth interviews represent a valuable research methodology that allows for the collection of qualitative data. This technique provides researchers with detailed information concerning participants' attitudes, experiences, and behavior (Bhat, 2023). One of the primary advantages of this method is its ability to focus on specific individuals or groups with relevant experiences or perspectives. This allows for a more accurate sampling of participants, which can lead to more reliable and valid findings (B2B International, 2020).

Qualitative methods enable participants to understand how they interpret their experiences and describe occurrences richly and thoroughly (Creswell, 2009; Merriam, 2009; Robson, 2002). A wide definition of qualitative research is any naturalistic type of investigation that works with non-numerical data. Rather than attempting to explain and control variables, it aims to comprehend and investigate. It is interpretative and contextualized, focusing more on the developmental patterns or process than the final result or product of the study. A variety of topics can be investigated using qualitative approaches, some of which may not be well suited for quantitative methods. Interviews, field notes, diaries, observations, and other qualitative data-collecting methods are used to gather data for qualitative research (Nassaji, 2020).

Fundamentally, qualitative research poses open-ended questions with difficult-to-quantify answers, like "how" and "why" (Cleland, 2017). One of the advantages of qualitative research is its capacity to clarify human behavior patterns and processes, which can be challenging to measure (Foley and Timonen, 2015). It permits in-depth investigation of subjects, offering priceless and insightful perspectives into intricate occurrences. Qualitative research findings provide deeper insights into Jordanian female adolescents who use skincare products and are exposed to marketing communication tools implemented in this category.

According to the Personal Care Products Council (1973), skincare products are a category of personal care items designed to improve skin health and appearance. It has been observed that adolescents are the third most frequent purchasers of skincare products and often influence their mothers to buy their favorite brands when shopping for personal care items (Dalgard et al., 2008).

Jordan is a patriarchal country with strict gender norms and expectations (Driessnack et al., 2018). These expectations often limit women's access to leadership positions, higher education, and the labor market, perpetuating gender inequality (Al-Qudah and Al-Ali, 2020). The demand for personal care and cosmetic products is very high in Jordan, and Jordanians place a high value on high-quality skincare products (Khan and Khan, 2013; Euromonitor International, 2022). Jordanian adolescents give importance to having clear skin and looking good. According to a YouGov study (2021), it is found that 78% of Jordanian teens routinely use skincare products. According to studies, Jordanian adolescents are increasingly interested in new trends and innovative products (Khan and Khan, 2013; Euromonitor International, 2022). Family support and parental supervision are also essential factors for adolescents in Jordan (Alshammari, Piko, and Fitzpatrick, 2021).

Based on the points above, this study conducted one-on-one in-depth interviews to gain insights into Jordanian female adolescents' perspectives on the effects of marketing communication tools in the skincare products category. According to the literature review, studies are usually limited to a single marketing communication tool's impact on adolescents (Lapierre et al., 2017; Redmond, 1999; Van Der Bend et al., 2023; Yousif, 2016; Duffett, 2017). There is also insufficient research on the effects of marketing communication tools in the skincare products category in Jordan, despite the fact that Jordan is known to have one of the largest skincare markets and the highest proportion of cosmetics consumers in the Middle East, as reported by Mordor Intelligence (2019). Understanding the impact of marketing communications enables the researcher to better understand the mindset and preferences of adolescents, particularly regarding the impact of marketing communications on skincare products. The cosmetics industry views adolescents as powerful consumers and offers them a range of skincare and personal care products, including cleansers, moisturizers, and sunscreens (Marcoux, 1999).

To identify the marketing communication tools commonly used in the skincare market in Jordan, the researcher conducted interviews with 10 sales and marketing representatives and marketing officials working in this industry. They indicated that the following tools are being used in the Jordanian skincare products market: advertisements, public relations, sales promotion, personal selling, sponsorship, and digital communication. Based on this information, questions were formulated to investigate how these tools affect female adolescents' decision-making when it comes to purchasing skincare products. To address this, several studies on the topic by Ferle, Li, and Edwards (2001); Dalgard et al. (2008); Park and Yang (2010); Yousif (2016); Duffett (2017); Krasinskaya (2019); and Helmi, Ariana, and Supardin (2022) were referred to.

A definition of each marketing communication method was provided to each participant before asking about their insights, aiming for concise understanding of the tools. Several questions were then posed to participants to discuss aspects of marketing communication tools that caught their attention and influenced their preferences and purchase intentions related to skincare products in a meaningful way. Rather than answering questions on a questionnaire or being observed in a laboratory setting, adolescents were encouraged to share their insights in an extended discussion.

3.1. Research Approach

A phenomenological design with a comprehensive approach to studying the impact of marketing communication tools on Jordanian adolescents' skincare choices would likely involve examining the life experiences and perceptions of Jordanian adolescents in a comprehensive and interconnected manner. This approach aims to understand the comprehensive impact of marketing communication tools on skincare choices, considering the interconnection between different factors, such as the effects of marketing communication tools on their decisions. This study utilizes a phenomenological qualitative research design, which involves exploring the essence of the phenomenon under study through in-depth interviews and the analysis of participants' experiences.

Inductive analysis involves deriving themes from adolescents' responses, creating conceptual categories, and finally inserting the themes into a larger theoretical structure. Thematic analysis was used in the data analysis of this study as a method to categorize the qualitative data collected in individual interviews. The method of thematic analysis is to review, take notes, and categorize the data (Boyatzis, 1998). Thematic analysis of the data served as a data analysis method that assisted the researcher in shifting the analysis from a broad reading of the data to identifying patterns and developing themes. Additionally, this method of data analysis allowed a theme to reflect a particular aspect of the data that was significant in terms of the theme of the study (Braun and Clarke, 2006).

3.2. Sample Selection

Participants, whose information can be found in Table 1, were asked about marketing communication tools that would influence their decisions to prefer and purchase skincare products. The interviews were designed to provide valuable insights into the specific facets of marketing communications that capture their attention and influence their purchasing habits. For participant selection, purposive sampling was employed to ensure the inclusion of 16-18-year-old Jordanian females who use at least two skincare products.

Table 1. Participants' Information

Participant number	Age	Hometown
1	16	Zarqa
2	18	Amman
3	16	Zarqa
4	18	Zarqa
5	16	Irbid
6	18	Irbid
7	18	Amman
8	16	Zarqa

Table 1. (Continued) Participants' Information

9	16	Zarqa
10	16	Irbid
11	18	Amman
12	18	Aqaba
13	18	Irbid
14	18	Amman
16	18	Ajloun
17	18	Zarqa
18	17	Irbid
19	17	Irbid
20	17	Zarqa
15	18	Amman

3.3. Data Collection

In-depth interviews for this study were conducted via Zoom, providing a comfortable and open environment for the participants to share their experiences. This can lead to more in-depth and accurate information, as participants may be more willing to divulge information in a less formal setting (B2B International, 2020). As the researcher needed to accommodate one participant at a time, the use of in-depth interviews was preferable via Zoom for quickly capturing hard-to-reach individuals. This makes it easier to find respondents. The researcher could elicit honest responses about the topics of conversation in a private setting with these interviews. The researcher could give undivided attention to each research participant while actively listening.

Utilizing the important themes raised in the interviews to guide the questions and topic probes during the sessions is a critical aspect of collecting qualitative data. The one-on-one in-depth interviews used an interview guide that remained consistent throughout the data collection process. However, minor adjustments were made, such as refining a question, adding a probe, or placing a note on the interview guide as a reminder for the next interview. This approach enabled inductive inferences,

allowing the study to delve deeper into the topics discussed. In-depth interviews on Zoom generally lasted about 45 minutes. With the participants' consent, the interviews were recorded using the recording features available in the application.

3.4. Data Analysis

Verbatim transcripts were utilized in the analysis, enabling the researcher to comprehend the participants' opinions in their own words, decipher their meanings, and draw conclusions based on the data. The collection of data and its analysis were interconnected. Some analytic processes commenced during data collection. Analytic concepts were developed inductively from facts, rather than being derived from deductive theories. As the study advanced, concepts were defined and refined through constant comparison. The development of themes in the data was propelled by data analysis.

3.5. Reliability and Validity

The researcher told the research stages, study methodology, and interview questions in detail to the participants. The unprocessed data has been saved and can be seen by anyone upon request. In order to improve reliability, data collecting processes were carried out by precisely recording and standardizing the research data collection methodology. The procedure took into account the time and location preferences of the participants. The participants were encouraged and allowed to express extra ideas during the interviews. Now that it might cause the participants to lose attention, the interviewer chose not to disrupt the flow of the conversation. The results and the data provided are coherent. The researcher was completely conscious of her presumptions and firsthand knowledge of the occurrence.

Regarding the subject and the questions posed, the results made sense and were consistent with each other. They also conformed to the framework of conceptualization. In order to confirm the response or description, some of the findings were returned to the participant as part of the member checking process. Following member checking, the participants reported that their ideas were understood and

expressed accurately in the interviews. Purposeful sampling strengthened the study's validity. The female teenagers had to be Jordanian and have used skin care products at least once in order to meet the inclusion requirements.



CHAPTER 4: RESULTS

Themes derived from the interviews encompass not only the marketing communication tools that affect Jordanian female adolescents but also their skincare routine, reasons for choosing skincare products, the sources they rely on when preferring skincare products, the importance of pharmacists, and their negative experiences. Among the marketing communication tools, the most impactful ones are digital communication, personal selling, sales promotions, advertising, and sponsorship. Additionally, suggestions from teenage girls are considered to enhance the tools through which skincare product companies reach this age group. Regarding recent visits to dermatologists, it can be noted that 11 of the participants had not seen a dermatologist in the past six months, while the remaining had seen a dermatologist one to four times.

4.1 Skin Care Routine

They use facial cleansers, moisturizers, sunscreens, serums, scrubs, toners, rose water spray, masks, special products for dark circles and acne, medications (to treat skin problems), and soap products to cleanse their skin. Out of the twenty participants, seven indicated that the frequency of their product use varied depending on the specific product. Ten participants reported using their skin care products twice a day, while one participant reported using them once a day. Lastly, two participants reported using their products three times a day.

The interview findings indicated that there was a notable disparity in the skincare brands that the participants favored. More specifically, only four respondents revealed a common preference for a specific brand, whereas the other respondents expressed a wide variety of brand preferences. Three of the participants stated that they did not have a favorite brand. One of them explained this by saying:

“I am open to trying different skin care products from different brands. I do not have a specific favorite brand because the most important thing for me is to find a product that works for my skin.”

When buying stated brands, they pay attention to the experiences others have had with the product, its side effects, the type of product, whether it is cosmetic or medical, the skin types it is suitable for, the brand's reputation, the product's ingredients, feedback on the product, the amount and frequency of use, the onset of action and time to target, the opportunity to try the product, and the country of origin of the product.

4.2 Reasons for Choosing the Stated Skin Care Brands

The most common reason for choosing skin care brands is experience. One participant stated.

“I rely on my personal experience. I have tried many skincare products, but the brand I use is the only one that suits me.”

Four of the participants indicated that they rely on the ingredients, and this was observed by a participant who stated:

“I have had many skin problems, so I do not rely on advertisements to make my purchase decision, but I look for acids and substances that can help me solve my skin problems like acne, then I look for a product that contains those acids and substances, and I read reviews about the product before I buy it.”

The rest of the participants based their decision to buy these products on quality, good price, positive comments, and reliance on the advice of sales representatives, influencers, the experience of relatives, social media advertising, marketing, dermatologists, pharmacists, and influencers who are dermatologists on social media.

4.3 Reliable Sources of Information

Seven of the participants indicated that the most reliable source of information for them regarding skin care products is a dermatologist. Four participants also indicated

that they consider influencer dermatologists and pharmacists as reliable sources of information. One participant said.

“I trust dermatologists and pharmacists whom I see in their videos on TikTok because I feel that they speak honestly and truthfully about these matters due to the professional oath they have taken, and I feel that social media brings them closer to us.”

The other sources were relative experience, social media, Google, pharmacists, influencers, reviews and comments, product ingredients.

4.4 Negative Experiences

Most of the participants reported having no negative experiences with skincare products, which they attributed to their lack of confidence in the products being promoted. The majority of these participants explained that they take a significant amount of time to choose skincare products. One participant explained this by saying:

“I do not buy a product just based on marketing. When it comes to skincare, it is very important because it affects one's self-esteem. The face is the first thing we see when we wake up, so I must try the product and be confident in it before I buy it. Regret is a very unpleasant feeling, especially when it comes to regretting the money, I spent on purchasing the product.”

Nine of the participants reported having negative experiences with skincare products that were marketed through advertisements, social media, influencers, sales representatives, and dermatologists. For example, one participant described her negative experience as follows:

“There are products for which I saw many advertisements on social media, and many influencers talked about them, and a dermatologist recommended them to me, and they were famous products that had a good reputation and high prices. When I went to buy it, the pharmacist told me that it was all sold out and that he would order it. It took 14

days to arrive from France, but when I tried it, it was very bad and made my skin sensitive.”

It is interesting to note here that only one participant bought skin care products because she was influenced by a celebrity endorsement and that was a negative experience for her as she explained:

“I tried a product promoted by a celebrity, but it was explained to me that the celebrity did not try the product as she claimed, and my experience was bad.”

4.5 Effective Marketing Communication Tools for Jordanian Adolescents in Skin Care Products

Female adolescents in Jordan consider digital communication, personal selling, sales promotion, public relations, advertising, and sponsorship to be effective tools for marketing communication.

4.5.1. Digital Communication

19 of the participants use Instagram and consider it their favorite social media tool, followed by TikTok and Facebook, noting that TikTok is banned in Jordan and requires a VPN to access it, and finally Snapchat. Only three of the participants indicated that they are not active on social media, while the rest were divided between very active and slightly active.

Three participants indicated that they are not influenced at all, by what influencers publish regarding skincare products. They explained that they do not consider influencers to be a trustworthy source of information, as they often advertise for competing brands in the same industry. One participant explained.

“Influencers never influence my decision, and I am not influenced by their opinion, because they promote a new product every week. As such,

it is impossible for me to trust them enough to try a product they recommend on my skin.”

“The influencer does not directly influence my decision, but when I see a trusted influencer trying a new product, I am encouraged to search for more information about the product.”

This is the opinion of five participants, who explained that influencers have an indirect influence on their decisions to purchase skin care products. They noted that seeing an influencer talking about one of these products encourages them to research about the products, visit the brand page, and read comments about these products.

The majority of participants expressed conditional trust in social media influencers, with the following conditions:

- a) The influencer shares his/her daily life and interacts with followers.
- b) The influencer applies the product to his/her skin.
- c) The customer sees the effect of the product on the influencer's skin.
- d) The influencer does not advertise too often.
- e) The influencer creates a distinctive advertisement with a unique idea.

One participant explained that she initially had great confidence in the recommendations of influencers, but lost trust after trying a product that one influencer promoted. She said:

“During the COVID-19 pandemic, influencers gained popularity, and I followed them closely. Their recommendations had a significant impact on my decisions. Whenever I saw an influencer endorsing a product, I would immediately ask my mother to buy it for me, even though most of these products turned out to be short-lived trends. Many customers later shared negative experiences with these products, citing various problems, such as a sleeping mask, which one influencer advertised before it was available in Jordan. I felt like I needed to buy this specific product, but then many girls started talking about how it caused them skin problems and burn-like marks, even though the

influencer had sworn by its effectiveness. After that, I stopped trusting influencers.”

The majority of participants emphasized the importance of a brand's presence on various social media platforms. They explained that this allows them to feel closer to the brand and easily access feedback from other users. Some participants also noted the importance of the brand's social media accounts appearing professional and consistent across all platforms. One participant explained:

“It depends on the nature of the pages and posts that the company shares. I am very interested in when they explain the products to me in a consistent manner across different platforms.”

Another participant pointed out that each age group has a preferred social media platform, saying:

“I follow brands on all social media platforms, as each platform in Jordan caters to a specific age group. If their content appeals to the majority of these age groups, then it is likely to be suitable for me. I read most of the comments, and if I do not find any negative comments and the product is available in Jordan at a reasonable price, then I can start considering buying it.”

“I do not feel that it has a major impact because, in my opinion, it is normal for these companies to have accounts on all social media platforms, as these media are very effective in marketing.”

Only three of the participants explained that the presence of the brand on many platforms did not have any impact on their decision to purchase products. They attributed this to the fact that it is natural for these brands to have pages on all social media platforms and one of them explained that she is more interested in what influencers share about the brand than what the brand shares on its own accounts.

“My decision to buy does not depend on the company’s social media pages, but it depends on the influencer who promoted these products and her experience with them.”

Many adolescent participants in this study expressed interest in viewing behind-the-scenes content related to the manufacturing and packaging of skincare products. One participant explained:

“I love seeing behind-the-scenes videos where they show us how they make the products. Their attention to detail in packaging and cleanliness, and their focus on it in their factories, really attracts me to follow them and engage with their posts.”

Participants also indicated the need for educational content that provides more information about skincare products, such as the skin types they are suitable for, how to use them, and the effectiveness of the products. They also expressed a desire for brands to provide content that explains the product components and the desired results. One participant suggested:

“They should provide us with information about all their products and explain which is suitable for each skin type. They should offer useful information about their products using attractive colors and professional videos. For example, they can display the product through Zoom or 360-degree videos.”

Additionally, participants noted the importance of sharing general information that does not revolve around the brand's products. One participant explained:

“It would be great if they also share general skincare tips with their followers, unrelated to their own products.”

Finally, participants expressed interest in viewing customer feedback and results of the products on people who have tried them. One of the participants commented:

“They share customer experiences with us, for example, they show someone trying out the product in front of the camera, and of course,

the experience is more authentic without makeup or filters. This catches our attention. They also need to explain the manufacturing process, the ingredients of the products, and how to use them. They can share general awareness posts unrelated to their products, such as determining your skin type and similar topics. They should also pin the posts about customer experiences for quick access so that visitors can easily find and read feedback and reviews about the product.”

4.5.2. Personal Selling

The majority of participants stated that they pay attention to the presence of sales representatives. The majority also indicated that the sales representative has an influence on their decision to purchase products, but this influence is often conditional. For example, participants felt confident when the representative offered them a free sample, and others said they were influenced by what the representative said at the event. They had a positive impression of the product beforehand and said they trusted the representative who explained the product and gave them feedback from some customers.

“I like dealing with representatives who walk me through the purchase process. I feel that they share their experiences and the experiences of other customers with me and explain the product in detail. They show me different products or variations depending on my skin type and are friendly. When all these qualities are present, it motivates me to buy from the representative.”

Many participants stated that the personality, the way the representative speaks, and their appearance are factors that influence their trust in what the representative says. One participant said:

“If the representative has clear and exceptional skin and tells me he uses these products, and his persuasive style influences me, I will be swayed by his words.”

However, some participants indicated that they do not trust the sales representatives' statements at all, believing that sales representatives have sales goals to meet and are not a reliable source of information.

Some participants pointed out the importance of the sales representative's appearance, stating that the sales representative's skin must be free of problems, and he/she must appear in a noble and luxurious appearance and wear formal clothes.

“I think the appearance of the sales representatives and their clothes are extremely important. They should wear formal clothes and have charisma.”

One participant also explained:

“The sales representative is the face and appearance of the brand and the first thing that catches my attention is the appearance of the representative. For example, if the representative has many skin issues on his face, I am not encouraged to buy the product from him.”

Participants stated that the personality of the representatives had a significant impact on their purchase decisions. One participant referred to a negative experience she had. The representative's style was the reason she reversed her purchase decision. She expressed this by saying:

“The personality of the salesperson has a significant impact. If the salesperson is polite, well-mannered, and knows how to explain the product, it motivates me to try the product. I went to the store with the intention of purchasing some skin care products from a brand that I had in mind. However, upon interacting with the salespersons who were representing the brand, I noticed some concerning behavior. Their personality and mannerisms were not up to my standards and made me feel uncomfortable. As a result, I made the decision to change my mind about purchasing from that particular brand and opted for an alternative option instead.”

Participants articulated various attributes they deemed essential for an effective sales representative, encompassing the following dimensions:

- a) Proficiency in formal speaking, tactfulness, and a comprehensive knowledge base were emphasized by participants. One participant stated:

“The representative should possess adept communication skills, be well versed in dermatological issues, demonstrate a nuanced understanding of the efficacy of the offered products, and exhibit problem-solving acumen.”

- b) Charismatic, amiable, and confident traits were identified as pivotal qualities for a sales representative by the participants. One participant conveyed:

“A sales representative with a compelling and affable personality, coupled with an attractive and self-assured communication style, instills confidence in the products they endorse.”

- c) The importance of readiness to address diverse inquiries, coupled with attributes such as patience and honesty was highlighted by the participants. A participant articulated:

“The sales representative should demonstrate patience, receptiveness to diverse perspectives, proficiency in customer interactions, and a commitment to honesty. Possessing a confident demeanor, effective verbal articulation, and a willingness to engage in dialogue and address any query are also deemed essential.”

- d) Participants underscored the significance of the sales representative's approach, emphasizing elements such as confident and repeated mention of the product's name, captivating presentations, the provision of free samples, personalized interactions using the customer's name, and overall politeness and friendliness as elaborated by one participant:

“The sales representative's approach is crucial, encompassing confident articulation, repeated reference to the product, engaging

presentations, the provision of samples, personalized interactions addressing the customer by name, and maintaining a polite and friendly demeanor. The ability to elucidate product details, conduct demonstrations, and employ effective body language, including sustained eye contact, without hesitation, was also deemed imperative.”

“The sales representative's approach is critical. For example, it is important to speak confidently and mention the name of the product several times during the explanation. The presentation itself should be captivating. It is also nice if the representative offered free samples. It is very pleasant if he addresses me by my name and is polite and friendly to me. He must explain the product well and can even demonstrate it. Body language is very important. They should maintain intense eye contact during the explanation. It is also important that they explain confidently and fluently, without hesitation.”

Throughout the study, the participants consistently employed a male-centric approach when referring to salespeople, thereby rendering the role of women in sales invisible. One of the participants clarified this when she said:

“The most important thing is that the salesperson behaves politely and keeps a respectful distance. They must not come too close to me and should be quiet. I prefer them to be men and not women. They should give me a choice, space, and time to think without pressuring me to buy a particular product. I prefer them to be men because I have had two bad experiences with female sales representatives who were not friendly at all and had a bad attitude. Therefore, if the brand representative is a woman, I usually avoid engaging with her and do not ask for her advice.”

Two participants also indicated that it would be good if the sales representative had a skin analysis device and a follow-up procedure:

“I believe that the sales representative should have a skin analysis device and use it before giving the customer the product they want. I

believe that this device will strengthen the trust between the representative and the customer. Based on the analysis, the representative can explain to the customer what skin problems she has, what products will benefit her, how the product will benefit her skin, and how she should use it.”

When participants were asked about the impact of the rebates offered by the representatives, some participants said that the rebates had a positive impact on them. They explained that the discounts encouraged them to buy the product that suited their skin and made them feel special. One indicated this depends on the percentage of the rebate and said:

“If the percentage of the discount is good and worthwhile, it influences me and encourages me to make the purchase decision.”

Other participants said the rebates did not influence them at all. One participant said:

“It does not influence me because my skin is sensitive, so these things do not encourage me, and I feel like a good product does not need a representative to make people aware of it.”

Others said that this method made them lose confidence in the representative and the product. One participant explained:

“This discount makes me feel like the sales representative is trying to get rid of the product by any means necessary.”

4.5.3 Pharmacists

The study found that a majority of adolescents trust pharmacists and view them as doctors. They believe that pharmacists have extensive knowledge of the products they sell, including the ingredients and user feedback. This trust is due to the fact that pharmacists have studied these products and their ingredients in-depth. One participant even provided an explanation for this perception.

The majority of adolescents showed confidence in the pharmacist, with some indicating that they consider the pharmacist a doctor. Most participants attributed this to the pharmacist's knowledge of the ingredients in the products, their prior study of these ingredients, and their access to user feedback. One participant explained,

“Due to the pharmacist's knowledge and study of the product ingredients, they refrain from providing personal opinions and instead offer information based on their scientific background. Moreover, the pharmacist is well informed about the suitability of these ingredients and products for various skin types and their potential side effects.”

Participants explained that they find the pharmacist to be a reliable and honest source of information:

“I trust most pharmacists because I feel that they fulfill their duty honestly, and they have extensive experience with these products.”

This was also explained by another participant who said:

“Most pharmacists are competent individuals with a high level of knowledge and experience. Therefore, I trust the pharmacist, and they are unlikely to recommend a product they do not have confidence in. They want to ensure that I return to them repeatedly so that they will provide reliable advice.”

Three participants indicated that they trust the pharmacist because they are relatives. One participant explained that her trust in the pharmacist varies from one pharmacist to another depending on competence. One of the participants explained that her trust in the pharmacist depends on the cause of the skin problem. She said:

“Depending on whether the skin problem is caused by something internal, then yes, the pharmacist gives useful information, so we need to find out the cause of the problem first.”

Two participants attributed their trust in the pharmacist to the product itself. One explained:

“My trust in the pharmacist depends on the type of products I am inquiring about. For example, if I am interested in moisturizers or facial cleansers, I would feel confident in seeking advice from a pharmacist. However, if the product is not for daily use or if it is a more intensive skincare product like scrubs, I feel that I would need to consult a dermatologist.”

Only two participants expressed a lack of trust in pharmacists. One participant attributed this to the importance of appearance to her. She explained that she is concerned about the possible negative effects of skin care products on her skin and general appearance. She does not trust pharmacists to provide accurate and unbiased information about these products. She explained this by saying.

“The goal of the pharmacist may be to sell the products they have, and they may not guarantee the effectiveness and safety of these products. I cannot use a product I am not sure is safe if it for my skin, as my complexion and overall appearance depend on it.”

The other participant lost confidence in pharmacists due to a negative experience with a pharmacist recommending a moisturizer that caused pimples and clogged pores.

4.5.4 Sales Promotion

Sales promotions encourage the majority of participants to buy skin care products, especially expensive ones because they see it as a way to save their money.

“Discounts greatly encourage me to buy skin care products because they make me feel that I can buy a product that I like and that suits me at a lower price. They also motivate me to try new products that I have not tried before.”

One of the participants stated that she believes these promotional offers will have a positive impact on reputation and popularity. The sales promotion also encouraged some of the participants to try new products, if the product has a good reputation and they need it. On the other hand, the rest of the participants felt suspicious, stating that

the sales promotion makes them feel that the product has a flaw, which could be a stock or manufacturing defect, or that the product is expired. One of the participants stated:

“If the promotion is convincing, then it is possible, but I personally am someone who doubts when I see a product with a high price suddenly drop significantly and a big discount is offered on it.”

Participants prefer these types of promotions:

a) Discount: Most participants indicated that they deserved a discount of 40%. Some indicated that the percentage of discount depends on the product itself. If the participant has not tried the product yet, she would prefer a higher discount percentage, which also depends on the effectiveness of the product, as she explained:

“The decision depends on the product itself, its effectiveness, and whether it is worth investing in. If the product is excellent, even a 10% discount can have an impact.”

b) Buy one, get one free: The high cost of skin care products, combined with the emphasis on quality, makes sales promotion one of the most influential factors in purchasing decisions. Sales promotions encourage consumers to buy, especially when they come in the form of "buy one, get one free" offers. One of the participants stated this.

“I believe that discounts are the most influential factor because most skin care products are relatively expensive because they are focused on quality. Discounts encourage us to buy, and the idea of buying one product and getting the second free is especially enticing.”

c) Free samples: Regarding free samples, opinions were divided between a group that did not have the opportunity to obtain a free sample and another group whose experience was negative or of no value with the free samples, as one of the participants said:

“I received a free sample of sunscreen that I wasn’t familiar with before, but the sample size was tiny, so I couldn't determine whether the product suited me or not.”

On the other hand, the free samples encouraged a group of participants to buy skin products and make them part of their daily skincare routine.

“I have tried samples of several creams, and one of them I felt it was more of a fragrant than moisturizer. It had a nice scent, but the moisturizing effect was not good, and that was not what I was looking for. Therefore, I did not purchase it. Sometimes they give you a free sample that is excellent, but the original product is not the same.”

d) Emphasizing flexibility and openness to all types of offers:

“There is no particular type of offer that interests me, but what is important is that I get a good offer.”

Only one of the participants was skeptical of sales promotion seasons.

“I do not shop during these seasons because I think the stores raise the prices of the products just before the season starts and then reset them to the real price during the season, so it is not a real discount.”

The remaining participants indicated that they love the sales promotion season and benefit greatly from it, especially Black Friday. Several participants indicated that they would buy a certain amount of the product even if they did not need it. One participant stated.

“I enjoy these seasons and benefit from them. I buy and keep the product even if I do not need it, but I bought it at a lower price.”

4.5.5. Public Relations

When the public relations activities of the skin care products were asked to the participants, their distrust in traditional media was highlighted. The majority of

participants do not trust at traditional media at all and attribute this to several reasons, the most important of which are:

- a) The media spreads general information about the nature of the product and its suitability for the skin, but in reality, the characteristics of the skin vary from person to person, as one of the participants explained:

“The media speaks in general terms, but the nature of the skin differs from person to person, even if they have the same skin type.”

- b) Fear of legal consequences, the traditional media does not report anything negative about the product.

“Since the media usually polish these products, even if they have not received financial compensation, they are afraid of legal consequences such as libel suits if they speak negatively about them.”

- c) The media provide society with false information.

“I do not trust these claims because they are often false information to promote the product. I have concluded this from the experiences I have heard from several people who have tried these products and relied on information from the media.”

- d) They trust the media, but it depends on the media outlet and the person speaking.

“I trust the media, but that is not always the case. It depends on the media and the person providing the information. For example, I trust a television interview with a skincare expert or an influencer showing us their skin before and after using a product. A magazine, on the other hand, I might not trust because there could be makeup involved and I cannot see the facial expressions and emotions.”

They indicated that they consider specialized physicians and influencers to be reliable spokespersons, but explained that not all influencers can be trusted and that there is a

certain category of influencers that are considered particularly credible, as one of the participants said:

“There are some influencers that I think we can trust more than physicians.”

However, some participants made it clear that physicians cannot be replaced by influencers. They cannot trust influencers at all, as one of them explained:

“I trust dermatologists, but I do not trust celebrities and influencers because they may only have a contractual agreement and I can't guarantee the quality of the product on that basis.”

It was found that the majority of participants research the information they receive from the traditional media to ensure its accuracy and appropriateness for them, especially if they are interested in the product. However, three participants indicated that they do not obtain information from the media. Participants indicated that they used multiple sources to verify information from the media, such as medical specialists (dermatologists and pharmacists), Google searches, relatives' experiences, the sales representative, the brand's website, feedback, and comments about the product.

Sixteen of the participants had not purchased any skincare products at all based on traditional media, while two of the participants who had purchased based on media had a negative experience. One of the participants said of her negative experience:

“The products were promoted by the influencer who owns the brand on various shows on TV, and that encouraged me to try them, but in reality, the results were disappointing, and I did not get any significant results.”

Participants indicated that honesty is quite important for them. They think that companies should not share misleading information and that they would like to see real product results:

“They should use real before and after photos and explain the product scientifically and show how it works on our skin. The most important

thing for me is honesty, avoiding exaggeration, and avoiding exaggerated claims. Too much talk undermines their credibility.”

They also believe that brands should provide information about the side effects of the product and that companies should hire specialists and show this to the public. One of the participants said:

“Companies should seek the help of experts and hire pharmacists and people who know and study these chemical products. They should also not just rely on celebrities and influencers for advertising.”

They pointed out that distributing free samples would increase the transparency of brands, believing:

“It would be good if they provided free samples of the products. This way, people could try the products before buying them and see if they appeal to them. That could be an effective way to gain consumers' trust and get them to buy more of the products.”

Reputation is *"the way in which important external stakeholders or other interested parties actually perceive the organization,"* according to Bromley (2000). Because reputation depends on how well known or trusted an organization is by outsiders, regardless of how those outsiders view the organization, reputation can be enhanced through corporate communication campaigns, as well as public relations efforts by influential individuals and the media (Deephouse, 2000; Rindova et al., 2005). Participants stated that reputation has a major impact on their purchasing decisions, commenting:

“Reputation is very important to me. When I hear from friends or people who have no connection to the company that a company has good products, it greatly encourages me to buy their products. Conversely, if I want to buy a certain product but then learn that the company has a bad reputation, whether because of the treatment of employees or the quality of its products, I rethink my buying decision.”

“Of course, for example, the Al-Muhra company had an excellent reputation in Jordan for 5 years in terms of their hair package.

Everyone spoke positively about the company. When they launched the skin care package, people bought the products and paid for them even before the package was launched. The names of those who wanted to buy the package were put on the reservation list.”

“If a company has a bad reputation, no one will take the risk of trying their products. My own experience and that of many others confirms this. We have bought products from an influencer brand of their reputation, but if the company itself has a bad reputation, it would be difficult for consumers to trust and try their products, especially when it comes to skincare and beauty products.”

Oliver (1999) defines loyalty as *a deeply rooted commitment to repeatedly purchase or prefer a preferred product or service in the future, resulting in repeated purchases of the same brand or group of brands, despite situational influences and marketing efforts that have the potential to stimulate switching behavior*. Participants stated that there are many factors that can increase their loyalty and trust in brands, such as customer service. For example, participants said:

“It is important to select and train representatives to deal with customers properly. If the rep's behavior is good, the customer likes dealing with that company.”

“Customer service should be 100% excellent and leave no room for error. This includes responding to customers promptly, politely, and hopefully. It should also compensate the customer if there are problems with its products.”

It has been found that participants are afraid that companies change active ingredients with a positive result after they have gained a good reputation and become widespread. Therefore, using high-quality and safe products has a significant impact on their loyalty. Comments include:

“The company uses really excellent and high-quality materials and ingredients, and they only change those ingredients when they want to develop for even better ones.”

“They avoid changing the active ingredients they use, which is the reason for their popularity.”

“That the ingredients in the product are safe for the skin and that the results the product promises are honest and really address the problem.”

4.5.6. Advertising

To understand the effect of advertising on the participants, first, questions were asked to understand whether adolescents perceive and pay attention to advertising. It was found that adolescents often ignore advertising and do not pay attention to it, as participants indicated that they pay more attention to the other methods of marketing communication, such as digital communication, personal selling, sales promotion, and public relations. Participants explained this by saying:

“I usually do not pay much attention to advertisements because I do not rely on them for my skincare product purchasing decisions. Instead, I rely more on the experiences of the people around me.”

“To be honest, I do not pay much attention to advertising. What grabs my attention more are the sales representatives.”

“I am not always attracted to advertising, but even when I am intrigued, it is impossible for me to buy a product without consulting an expert like a pharmacist or dermatologist.”

“The ads for skin care products do not grab my attention because they all look similar and have nothing intriguing about them.”

It was found that the concept of creative advertising for adolescents is an ad that is posted on social media, where the face of the ad is a famous influencer and is specifically targeted at adolescents. They explained this by saying:

“I feel that working with influencers and celebrities on social media can have a big impact on us paying attention to advertising.”

“I feel like the idea of following influencers and their daily lives has become very popular right now, and there is a trend among adolescents to imitate them. They are drawn to trying products that their favorite influencers use.”

“The advertising is creative and unusual, and at the same time it makes us as adolescents feel that they understand our problems and know what we suffer from, because in adolescence we often want someone to make us feel that they understand our suffering and know what we feel, and it is very nice when they make us feel with this advertising that there are many personalities who suffer from this problem and that you are not alone.”

“It would be great if the ads were aimed specifically at adolescents. For example, the ads should address the skin problems that adolescents often struggle with, such as acne and discoloration. If the ads focused on these issues, they would be more appealing to adolescents.”

Accordingly, the adolescents pointed out several characteristics that must be present in an advertisement for skin care products to attract their attention, starting with the face of the advertisement, to which the participants commented:

“The person in the ad should be a credible brand ambassador, and I expect to find a lot of accurate information in the ad.”

“The model or person in the ad actually has beautiful and glowing skin without filters or makeup. That is what is most likely to catch my attention.”

It has also been shown that the photographic techniques used in advertising are able to attract the attention of adolescents, as the participants expressed by saying:

“The colors really stand out to me, and I could stop and look at an entire ad because of the colors, but the colors have to be eye-catching and not overwhelming.”

“Quality photography and a well-chosen soundtrack are important. It is critical that the colors are carefully chosen.”

“The advertisement should not be too long and should not contain exaggerations, as exaggerations can undermine credibility. The cinematography should be distinctive, and it can use new filming techniques. The product should be useful, and its appearance and texture should be attractive.”

It has also been shown that the following information can draw adolescents' attention to advertising:

a) Testimonials: Participants stated that they consider ads that contain testimonials to be attractive and attention grabbing. One participant expressed this by saying:

“If the ad shows user experiences and how the product affected their skin, that might catch my attention and make me interested in watching the ad.”

b) The product's active ingredients and their efficacy: Many participants indicated that they would be interested in seeing an advertisement that stated the product's active ingredients, their level of efficacy, and what they expected to see. Participants commented by saying:

“I am interested in knowing the ingredients of the product and exactly what it does to the skin so I can understand why I need this product and why I should buy it.”

“I want to know what result I will get with this product and how long it will take to get that result.”

c) The skin types for which the product is suitable: It was found that the participants consider it important that advertisements mention the skin types for which the advertised product is suitable, which is evident in the words of one of the participants:

“Advertisements encourage me to buy new products when they are filled with information such as the skin type suitable for the product and application instructions.”

Participant teenage girls could remember different distinctive advertisements, these are some of the advertisements that they referred to:

“The advertisement I am referring to was made by an influential social media personality. In this advertisement, she appeared as Bana Elayyan promoting a toner. What was special about the commercial was that she applied a full face of makeup on camera and then wiped it off with the toner to show how effective it was at removing makeup. She also demonstrated how toner helps set the makeup. I felt like the product had more than one use, so I was excited and bought it immediately. I have had excellent results with it and still use it along with my skincare products.”

“I remember seeing an advertisement for a body scrub called Flamingo. What caught my attention in the commercial where the bright colors and the flamingo itself.”

“I saw an advertisement for YC brand toner that touted the quality and benefits of the product. That encouraged me to try it, and indeed, my experience with it was excellent.”

“The most remarkable and memorable advertisement for me is the one by Sara Altantawy, the owner of Al-Mahra company, for the Pearl Al-Mahra skin care package. The advertisement was really unique and extraordinary and made me eagerly wait until I finished treating my

skin to buy the package. The advertisement featured a video of Sara sitting in a shell with many pearls around her. What made me believe in the advertisement was the fact that I knew it was not just empty words. I actually tried their company's full hair package, and the results were amazing.”

4.5.7. Sponsorship

In the participants' responses to the question of whether they have seen sponsorship before, the majority of the participants answered that they do not remember if they saw it, with the exception of sponsoring TV programs. One of them explained this by saying:

“In our society, sponsorship is often on television, where companies sponsor TV shows or programs. However, I do not think skincare brands rely heavily on this kind of promotion (sponsorship). I do not think they are reliable because they only tell me that a certain program is sponsored by this or that company, but do not give me the information I need.”

11 of the participants stated that they did not feel adversely affected by sponsorship and did not perceive it to be noticeable, as they put it. This was evident from their responses regarding the impact of sponsorship on them. The responses were as follows:

“I think sponsorship is an expensive endeavor for companies, but I do not think it benefits them because people do not pay attention to the sponsors, and no one focuses on the sponsoring companies.”

“I do not think sponsorship gets attention.”

“I am not strongly attracted to the concept of sponsorship, but they must choose the things and people they sponsor carefully.”

Therefore, to understand whether the problem was in the type of sponsorship presented, participants were asked about the type of sponsorship that might attract their attention. Four participants stated that the sponsorship could not attract their attention at all, but the majority of the participants stated that the type of sponsorship that could attract their attention was the charitable sponsorship, and they expressed this. They said:

“If the company sponsors charity events or gives a percentage of sales to the needy, orphans, or other groups in need. In that case, I might buy the product, even if it is not a good product.”

“It would be wonderful if companies used a portion of their profits to support charities, such as orphanages.”

“Charitable sponsorship should be genuine and authentic, and there should be evidence of its authenticity.”

“I am encouraged to make a purchase if the company sponsors small projects. I believe this will be a great promotion for both parties.”

Incidentally, they explained that the type of sponsorship that could attract their attention is the sponsorship related to the same field of beauty and skincare, as the comments included:

“They should sponsor things that are not media-related and trivial, like sponsoring celebrities, they should sponsor events related to their field, like sponsoring an educational event for students about the importance of skincare.”

“It is important that the people or events they sponsor are related to the skin care field.”

4.6. Jordanian Adolescents' Suggestions for Skin Care Products' Marketing Communication Tactics

Participants expressed many suggestions for the development of marketing communication methods, and their responses were spread across all means. For example, some pointed out the importance of developing sponsorship, and some explained this by saying:

“Companies conduct educational campaigns in schools about the importance of skincare, and the goal of these campaigns is not to promote their products, but to raise awareness.”

“It is good when companies organize field trips for students to visit their factories, as this increases the transparency and credibility of the company. The company must adhere to honesty and clarity and give out free samples.”

Some also pointed out the importance of increasing the number of representatives and choosing them well:

“Selecting better representatives, for example, means choosing people with appealing personalities, polite manners and beautiful skin for a sales representative of skin care products. Also, I believe companies should improve and expand the sales and visibility of their representatives.”

“I believe that companies should increase the number of representatives because they do not have many and it is rare to see a company representative. Packaging is also crucial; the product should look attractive and appealing.”

Some made suggestions for expanding public relations, saying:

“I think we are easily influenced. The most important thing is for the company to make them feel like they understand how much skin problems can affect their lives, and that it understands their struggles and how much they want to be perfect and have better skin. We need to

feel that this product will help us to solve all these problems and boost our confidence. So, advertising campaigns should be based on making adolescents feel that we are with them, understand them, empathize with them, and that we have all had similar experiences, including celebrities and influencers.”

Participants felt that all aspects of marketing communications should be developed, commenting as follows:

“They should avoid making misleading advertisements, choose their brand ambassadors carefully, and discuss both the positive and negative aspects of their products. As adolescents, we tend to share our experiences, and this has a significant impact on the brand's reputation. In addition, it is important that they provide excellent customer service by selecting sales representatives with pleasant personalities and a good demeanor. They should also engage in social media with a friendly and engaging approach. For example, if they are attentive to comments, this can generate a positive response on social media platforms and highlight their excellent customer interactions.”

“There are several things I think skin care companies should do. First, they should be more active on social media and engage with their audience by responding to comments and messages. This gives the audience a sense of connection and communication with the company. They should also respond to any inquiries about their products. In addition, the idea of showing people's daily experiences with their products lends credibility to the company. As for sales promotion, I believe that companies here in Jordan should offer free samples that are not often seen so that customers can try the product and make an informed decision.”

“There are several points that can be improved. For example, it is rare in Jordan for something to be sponsored. Therefore, it would be nice if these companies would sponsor an influencer event or support a tent for small and home projects. I also think the concept of free samples

should be promoted more. Companies should choose their advertising faces carefully, because in Jordan right now many influencers are more popular than some celebrities. Also, campaigns should target Jordanian adolescents, because famous people in Jordan are not the same as famous people in neighboring countries.”



CHAPTER 5: DISCUSSION

5.1. Skin Care Routine

The adolescents discussed using a variety of skincare products, including masks, rose water sprays, cleansers, moisturizers, sunscreens, serums, scrubs, and toners for their faces. They also acknowledged using products specifically designed to treat acne and dark circles. Additionally, they utilize soap products and medications to address their skin issues on a daily basis. However, Dr. Waldorf, an expert on skin health in the US, suggests that youthful skin should only be moisturized at night and gently cleansed twice a day, with an oil-free moisturizing sunscreen applied in the morning. Dr. Waldorf clarified that teenagers' skin is extremely sensitive, and frequent exposure to chemicals might result in various skin issues (Tabin, 2023).

The data analysis makes it evident that teenagers consider various factors, including the active component of the product, when making skincare product purchases. Dr. Waldorf highlighted the importance of selecting a skincare product by examining its active ingredient. It is crucial to exercise caution when choosing skincare products for adolescents, as some active components may be harsh on their skin (Tabin, 2023).

5.2. Negative Experiences

In a seminal investigation conducted by Bush, Furstad, and Rose in 1994, the hypothesis emerged that adolescents exhibit a proclivity toward skepticism regarding advertising. Building upon this premise, the present study seeks to scrutinize the impact of marketing communication tools on the decision-making processes of adolescents regarding skincare products. The findings of the current investigation posit that adolescents do not base their purchasing choices on advertising. This phenomenon is explicable by adolescents' apprehension of adverse experiences that could impede their physical appearance and self-esteem.

Observations indicate that a substantial proportion of adolescents participating in the study did not encounter detrimental outcomes in their utilization of skincare products. Nevertheless, a noteworthy number of adolescents assert that their purchasing

determinations are guided by the reputation of the brand. This aligns with Koetz's (2019) research, which posits that customer experience constitutes a pivotal determinant influencing customer satisfaction, loyalty, service quality, purchase intention, reputation, and company revenue.

In summation, it is evident that adolescents remain impervious to the persuasive influence of advertisements in the context of skincare product acquisitions. Instead, their decision-making is anchored in considerations of brand reputation. This underscores the paramount significance of cultivating a favorable market standing to cater to the requirements and predilections of this pivotal demographic.

5.3. Effective Marketing Communication Tools for Jordanian Adolescents in Skin Care Products

The data analysis reveals that effective marketing communication tools are digital communication, personal selling, sales promotion, public relations, advertising, and sponsorship, respectively. The results of each marketing communication method are discussed below separately.

5.3.1. Digital Communication

The results show that Instagram is the most used social media platform by Jordanian adolescents. According to Stat Counter Global Stats (2023), Facebook is the most used by Jordanian citizens, but the difference in results may be due to the fact that we studied a specific age group with a limited number of adolescents. Adolescents (young people aged 10 to 19 as defined by WHO, n.d.) use social media networks extensively (Anderson and Jiang, 2018). Not surprisingly, the results show that the majority of participants consider themselves active on social media.

Studies have shown that social media influencers have a significant impact on young customers. 18 of them have already tried a new product or visited a place based on influencer recommendations. More than half of young customers trust influencer recommendations, and 80% said they are willing to try new things based on their

suggestions (Qin, 2020). Among adolescents, there is no difference in the impact of influencers on skincare products, as most participants mentioned that influencers' recommendation of a specific product motivates them to search for product information and user comments, which may lead them to purchase the product.

The results showed that teenagers tend to place their trust in social media influencers to a large extent. However, this trust is not absolute but rather conditional. In other words, teens' trust in influencers depends on the influencer trying the product themselves before recommending it.

Recent research shows that social media marketing budgets continue to rise, indicating that brands are increasingly interested in interacting with their fans, influencing their experiences, and even using their voice to increase their marketing influence (Liebesman et al., 2012). Social media can improve brand awareness (New Media Age, 2010; Fanion, 2011). Through social media tools, businesses can reach a vast number of people who are already active on social media, which can help create brand awareness (O'Flynn, 2012). As more social media attracts Internet users, businesses should consider their increased presence on multiple social media networks.

The cross-platform presence of brands helps users get feedback and past experiences from users who have already used/purchased a service/product, as suggested by some authors (Hennig-Thurau et al., 2004; Hart and Blackshaw, 2006; Garrettson, 2008). Furthermore, the fact that some users make complaints visible to everyone is an additional feedback mechanism that allows others to evaluate the organization's handling of complaints (Jane, 2012). A study by Duffet (2017) showed that younger consumers have positive attitudes toward social media marketing communications. The findings from participant interviews suggest that social media platforms are essential for brands to be present if they want to connect with a wide range of age groups. In order to satisfy the demands of the various age groups they follow on social media, participants recognized the significance of brands being present on all of these platforms. This emphasizes how important it is for brands to interact with their consumers on social media platforms to develop a devoted following of customers.

Additionally, the interviews revealed that the majority of individuals exercise caution when selecting skincare items that could negatively affect their appearance. They

agreed that the general health and look of the skin are greatly influenced by the substances found in skincare products. As a result, they refrain from purchasing products without reviewing reviews and feedback from other users first.

5.3.2. Personal Selling

In support of the importance of the salesperson, Woodside, and Davenport (1974) have explained that the salesperson's power plays an important role when the consumer likes the salesperson. The more the consumer likes the salesperson, the more likely the consumer is to accept the salesperson's recommendations. The influence of a salesperson in a sales interaction is related to the similarity of the salesperson to the consumer in terms of characteristics such as age, gender, interests, and ethnicity. The results of the study support the finding that the sales representative has a significant influence on the customer's purchase decision. However, they differed on the fact that the gender match between the representative and the customer increased the influence of the representative on the customer's decision. In all responses, the representative was described as male, and it was noted that one of the respondents stated that she preferred dealing with a male representative. She justified this by saying,

“I prefer them to be men because I have had two bad experiences with female sales representatives.”

In 2010, Al-Sumaidiy and Youssef conducted a study to investigate the role of sales representatives in promoting customer inquiries and informed decision-making for purchasing the appropriate product. The study revealed that a majority of participants preferred to interact with sales representatives to acquire information on the products of interest. Additionally, the participants reported that their experience with a sales representative influenced their decision to purchase skincare products positively or negatively. The study further found that certain participants had negative encounters with sales representatives that led them to reconsider their intention to purchase a skincare product. These findings illustrate the significance of sales representatives in influencing customer behavior and the importance of providing quality customer service in promoting sales.

The attractiveness effect has garnered the attention of social psychologists for years. Dion et al. (1972) asserts that the phrase "what is beautiful is good" has guided many subsequent researchers, most of whom agree that stereotyping based on attractiveness is a powerful and general phenomenon (Eagly et al., 1991). Among the findings of this line of research are the following: Attractive people are judged to be more socially and intellectually competent than unattractive people (Eagly et al., 1991); attractive communicators inspire more changes in opinion when they attempt to persuade (Snyder and Rothbart, 1971); attractive people are perceived as more decisive, informed, motivated, and logical than their unattractive counterparts (Dipboye et al., 1977).

The theories proposed to explain the attractiveness effect assume that a salesperson's attractiveness does not directly affect sales performance but instead influences some aspect of a customer's impression of the salesperson, such as likability or trust. These interrelated factors are closely related to ultimate sales performance, and understanding these mediating mechanisms will lead to a more complete understanding of how appeal ultimately affects sales performance. Researchers have suggested several possible intervening variables (Kulka and Kessler, 1978; Joseph, 1982; Debevec et al., 1986; Ohanian, 1991).

One study showed that a salesperson's perceived physical attractiveness had a significant impact on actual sales, even among an informed audience making decisions about a risky product (Ahearne et al., 1999). Additionally, a study (Ahearne et al., 1999) found that attractiveness led to higher levels of communicativeness, agreeableness, competence, and trustworthiness. These findings support the implicit personality theory of the attractiveness effect proposed by Eagly et al. (1991). This is what the teenage girls indicated. They mentioned in their responses that the appearance and personality of the salesperson had an impact on their decision to purchase skincare products because if the salesperson's skin was flawless, the girls felt more confident about the skincare products he or she offered. This highlights the need for a more in-depth study to understand if this is the reason teenage girls trust and are attracted to male sales representatives more than female salespeople.

5.3.3. Pharmacists

A recent study by Farha et al. (2022) on Jordanian society shows that despite community pharmacists only performing the traditional role of a pharmacist, there is still community satisfaction with their role and behaviors. However, it has been suggested that the limited role of community pharmacists may be due to either the lack of knowledge among Jordanians about pharmaceutical services or a general lack of interest in the services provided by community pharmacists, despite pharmacists being keen to engage in these services and having the ability to provide satisfactory services (AbuRuz, Al-Ghazawi, and Snyder, 2012; Elayeh et al., 2017; Mukattash et al., 2018).

On the other hand, the study revealed that the majority of adolescents have confidence and satisfaction with the role of pharmacists when it comes to skincare products. Additionally, 12 participants considered the role of the pharmacist to be similar to that of a dermatologist. Several studies have shown that most Jordanian patients consider pharmacists and the community as the most important sources of information regarding prescriptions and medical equipment. The general public also trusts pharmacists and acknowledges their significant role as healthcare professionals in providing sound advice. They support community pharmacies in offering a wide range of services (Wazaifi et al., 2008; Bacchetti et al., 2014).

5.3.4. Sales Promotion

Neha and Manoj (2013) attempted to identify different sales promotion tools and their impact on purchase decisions. Their analysis showed that various sales promotion tools, such as offers, rewards, and contests, have a significant impact on consumers' purchase decisions, while discounts proved to be insignificant. However, for skin care products, the situation is different for Jordanian adolescents. Discounts were found to have the greatest influence on their purchase decisions. This could be due to the limited availability of sales promotion tools in Jordan, especially for skin care products. It could also be related to the limited pocket money that adolescents depend on. Since they do not earn money and rely on their parents for funds, persuading their parents to purchase a particular product or using their limited pocket money for the product

becomes crucial. Therefore, discounts could be a persuasive tool to influence parents or to enable adolescents to afford the product with their pocket money.

The results of this study align with the fact that among various sales promotional tools, special offers stimulate quick and substantial purchases within a limited period. This marketing activity adds a product-related value proposition (i.e., getting more for less money) for a limited time to encourage consumers to buy, promoting sales and the efforts of the sales team (Neha and Manoj, 2013).

Several authors (Campbell and Diamond, 1990; Mela, Gupta, and Lehmann, 1997; Palazon-Vidal and Delgado-Ballester, 2005) have found that sales promotion incentives can be monetary or non-monetary, but both help create and increase brand equity through their positive effects on brand awareness and information structure. This perspective was also shared by one of the participants:

“I feel they increase the reputation and popularity of the product, especially if the upfront discount price is high.”

According to a study conducted by DeVecchio, Henard, and Freeling (2006), large promotions can have a negative impact on brand preference, with promotions exceeding 20% considered large enough to negatively impact brand preferences. In the case of skincare brands, study participants expressed that major promotions exceeding 50% negatively affected their trust in the brand. Therefore, it is essential to consider target consumers and their perceptions when designing promotional strategies for skin care products.

Insights gathered from study participants reveal a noteworthy finding regarding their preferences when it comes to discounts on skin care products. Specifically, the ideal discount for these teens is 40 percent. This result underscores the importance of identifying the consumer and understanding his or her behavior and preferences to effectively market and promote products in the highly competitive skin care industry.

5.3.5. Public Relations

Trust is also a crucial asset for traditional media organizations because there is a strong association between public trust in the press and their relationship to news and media consumption (Tsfati, 2010; Strämbäck et al., 2020). Public trust in the news media also holds financial value for media organizations (Watzek, 2019). This is because a decline in trust would lead to less public awareness of news media content (Williams, 2012). Advertisers would then no longer reach their customers through the news media, resulting in a smaller audience, and news media organizations would consequently lose revenue in various ways (Tsfati and Ariely, 2014; Newman and Fletcher, 2017; Amazeen and Muddiman, 2018; Belair-Gagnon et al., 2019; Figenschou and Ihlebæk, 2019; Knudsen et al., 2021). In this sense, news media are in the business of trust, selling that trust to their audiences and advertisers in the form of news and other content. Conveying the truth, gaining public trust, and maintaining the credibility of their content thus become indispensable assets for the sustainability of future journalism (Mrazek, 2019).

This is precisely what the results showed, as it was found that the majority of Jordanian teenage girls do not buy skin care products based on the information provided by the media about these products. This is because they do not trust traditional media. Previous studies have shown that public trust in the news media has declined globally over the past two decades, and trust is low among youth worldwide (Blobaum, 2014; Swart and Broersma, 2022).

The power of a spokesperson in traditional media can have a significant impact on the audience. Traditional media, such as newspapers, television, radio, and magazines, still play a major role in public relations projects (Walsh, 2013). The language a spokesperson uses can shape people's perceptions, influence their purchasing decisions, and impact their behavior (Stanford University, 2019). The media's ability to shape public opinion and maintain control of the conversation is often referred to as “soft power” (Dunlop, 2022). Therefore, the choice of spokesperson and the language he or she uses in traditional media can profoundly influence the audience's attitudes and beliefs. This was demonstrated by the results. The participants emphasized the importance of choosing a speaker in traditional media, explaining that the speaker can

influence their decision to purchase skin care products, especially if the speaker is a medical professional (pharmacist or dermatologist).

5.3.6. Advertising

The interviews painted a vivid picture of disinterest in traditional advertising when it comes to skincare. Nearly all participants (except one) steered clear of ads, preferring to navigate the market with their instincts. This resonates with Boush, Friestad, and Rose's (1994) findings, where skepticism toward marketing tactics was a recurring theme among young consumers.

This mistrust might stem from a perceived disconnect between online and TV ads regarding effectiveness. Studies (Papper et al., 2005; MRI, 2008) suggest that half of TV viewers multitask while ads roll, their attention fragmented by web browsing, calls, or reading. Moreover, Forrester Research (2007) reports that over 50% actively try to avoid TV commercials altogether, possibly due to annoyance at their frequency or suspicion of their claims.

In conclusion, the research echoes existing perspectives on adolescents and skepticism, with participants overwhelmingly shunning traditional advertising for skincare choices. The appeal of online alternatives might lie in their perceived engagement with a focused audience, unlike the multitasking-plagued TV landscape. This highlights a growing consumer disillusionment with traditional advertising, likely fueled by concerns about overexposure and potentially deceptive messaging.

5.3.7. Sponsorship

The concept of event sponsorship has been defined as a type of brand promotion that revolves around a variety of events, including sports, entertainment, culture, and society. Event sponsorship, according to Belch and Belch (2018), is a sponsorship relationship wherein businesses support certain activities and receive permission to display their brands, logos, and advertising messages as event supporters (Udayani, Wardana, and Giantari, 2018) According to this study, female students' intentions to

purchase cosmetics are positively and significantly impacted by event sponsorship. One of the purposes of the current study was to investigate how sponsorship affected female students' decisions to buy cosmetics. The study specifically looked at which kind of sponsorship—television or events—had a greater impact on the propensity to buy.

According to the data analysis findings, the majority of female adolescents did not consider television sponsorship while making decisions. Even sponsoring events did not catch the participants' attention, but they mentioned that the things that would draw their attention the most are skincare-related activities and charity events. This result can be explained by the fact that sponsoring events is a type of integrated marketing communication that helps companies and consumers communicate. Additionally, it gives businesses the opportunity to secure permission to use their names, logos, and promotional messaging in conjunction with events, thereby boosting brand awareness and recognition.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

The aim of this research is to contribute to both science and practical applications by examining how marketing communications affect the decision-making process of Jordanian female adolescents in the skincare market. The study employed in-depth interviews with adolescent girls to investigate the effects of various marketing communication tools such as advertising, sponsorship, digital communication, sales promotion, public relations, and personal selling of skincare products. The findings of this research can help marketers gain a better understanding of the most effective marketing communication tools, leading to targeted campaigns for this demographic. Additionally, this study provides useful insights into the factors that influence adolescents' purchasing decisions and helps us better understand which marketing communication tools have the greatest impact on adolescents.

Jordanian adolescents are highly concerned about their skin health and seek information about skincare products from reliable sources, such as dermatologists and pharmacists, even on social media. They place greater trust in dermatologists and pharmacists who share information about these products than in some influencers. When they speak about influencers, they state that this trust depends on the influencer's reputation, with many participants indicating that they would be more trusting of influencers who have a good reputation and do not advertise frequently or annoyingly.

Despite their trust in dermatologists, Jordanian adolescents prefer to visit pharmacists to obtain information about skincare products rather than visiting skin specialists. The majority of participants attributed this to the fact that they perceive pharmacists as specialized doctors.

Many adolescents expressed dissatisfaction with skincare product advertisements, finding them weak, uncreative, and lacking in product information. They also indicated that they trust advertisements that show the results of using the product and include before-and-after photos more. Additionally, many participants stated that they would like to see influencers use the advertised product on their skin daily so that viewers can see the results for themselves.

Interestingly, adolescents explained that they do not trust advertisements that feature celebrities or influencers. Instead, they prefer advertisements that feature specialized individuals, such as dermatologists or other experts.

Based on the information provided by adolescents, it is clear that they are interested in learning more about skincare products, but they do not have access to reliable sources of information. Many participants also indicated that they would prefer to receive a free sample of a product before making a purchase decision, which is not often available in Jordan.

Sales promotion strategies in Jordan are limited to offering discounts on skincare products. The majority of participants explained that they prefer to take advantage of discount seasons and look forward to them. Some may even purchase products during discount seasons even if they do not need them immediately. Some participants attributed this to the high prices of skincare products. Additionally, the majority of participants indicated that a discount of 40% would be necessary to influence their purchase decision.

Sales representatives play a significant role in influencing Jordanian adolescents' decisions to purchase skincare products. However, many adolescents indicated that they often have difficulty finding a sales representative. Additionally, most teenage girls prefer to interact with male sales representatives rather than female sales representatives. Some participants shared negative experiences they had with female sales representatives. Another factor that influences adolescents' trust in sales representatives is the appearance of the sales representative's skin. Most participants stated that if a sales representative has skin problems, they are less likely to trust the skincare products that the representative recommends.

Sponsoring charity events and beauty/skincare functions emerges as a potentially effective strategy to capture the attention of Jordanian teens and cultivate a positive brand image. By aligning with charitable causes resonant with the values of this target demographic, skin care industry companies can channel their resources to support social and environmental initiatives while concurrently enhancing brand promotion. Given Jordanian youth's heightened receptivity to health and wellness issues, including

skincare, such partnerships have the potential to yield substantial brand exposure and heightened engagement among this valuable consumer base.

Jordanian teenage girls perceive traditional media as an unreliable source for information on skincare products due to biases, sensationalism, and the prevalence of fake news. However, they emphasize the need for improved customer service. Traditional media outlets and businesses must prioritize transparency, accuracy, and ethical practices to rebuild trust and enhance customer satisfaction.

For skincare brands seeking to connect with Jordanian teenage girls, maintaining a presence on various social media channels is crucial, with Instagram standing out as the most popular platform among Jordanian adolescents. Nevertheless, a comprehensive presence on multiple platforms enhances credibility and authenticity. Leveraging influencers positively impacts these brands, allowing for the development of a more personal relationship with the target audience – a connection challenging to establish through traditional advertising. Influencers play a crucial role in building credibility and trust by endorsing products and sharing personal experiences.

This study underscores the significance of authenticity and transparency in influencer marketing, especially for young consumers. The findings suggest that teenagers are more likely to follow and trust influencers who possess firsthand experience with the products they endorse. Consequently, influencers should strive to establish a reputation for integrity and reliability by providing their followers with honest, unbiased assessments of the products they support. While adolescents seek advice and guidance from influencers, their trust is not automatic. To gain the trust and loyalty of the young consumers they engage with, influencers must demonstrate a genuine interest in the products they promote.

These digital communication tools have the potential to positively impact the decision-making process of Jordanian teenage girls when it comes to purchasing skincare products or enhancing brand image. Consequently, the researcher recommends that skincare brands leverage these tools and conduct a thorough examination of their influence on the decision-making process of Jordanian teenage girls concerning skincare product purchases.

6.1. Theoretical and Practical Implications

This study contributes to the comprehensive examination of the impact of marketing communication tools on the preference and purchasing decisions of Jordanian teenagers regarding skin care products. Most research typically focuses on the influence of individual marketing communication tools on teenagers' decisions, with no previous study addressing the collective impact of these tools on the purchasing decisions of Jordanian teenagers in the context of skin care products. Despite the substantial size of the skin care market in Jordan and the purchasing autonomy of Jordanian adolescents, this study emphasizes the dearth of research on how marketing communication tools affect the preference and decision-making processes of adolescents in the domain of skincare purchases. This contribution significantly enhances the existing literature on the purchasing habits of adolescent girls in the skin care market.

Based on the findings of this study, sales representatives should concentrate on cultivating relationships with premium teenage customers and offering them exclusive discounts. Providing discounts to all customers, irrespective of their loyalty or purchase history, can undermine trust in the products. Sales representatives can employ various techniques to enhance their effectiveness in influencing the purchasing decisions of Jordanian adolescents for skincare products. First and foremost, building trust between salespeople and prospective clients can be facilitated by providing comprehensive information about the items being offered and addressing any inquiries adolescents may have about their skin type and available products. Second, when discussing the benefits and limitations of the products, honesty and transparency should take precedence. To maintain credibility and reliability, sales professionals should avoid making exaggerated claims or using strong language in their sales presentations. Salespeople should also be mindful of the time and financial constraints that many teenagers face when making purchasing decisions. Lastly, establishing a personal connection with adolescents who shop and offering them a tailored shopping experience may encourage referrals and repeat business. Sales representatives can enhance their effectiveness in influencing Jordanian adolescents' skincare product purchases by adhering to these principles. Following these guidelines increases the

likelihood of impacting the decisions of Jordanian adolescents to purchase skincare products.

Research indicates that sponsoring charitable events can have a positive impact on adolescents' decisions to purchase skincare products. Some adolescents may even buy products they do not necessarily need if the brand supports a cause they care about and believe in.

Many adolescents have also expressed a keen interest in witnessing the manufacturing process of skincare products, either through social media or organized factory tours by the company. Adolescents have highlighted their preference for visual content on social media over written content, and they also prefer to find brands on various social media platforms.

In conclusion, the study suggests that to effectively market skincare products to Jordanian adolescents, businesses should employ several marketing communication tactics. Firstly, even in non-essential situations, businesses should consider endorsing charities focused on adolescents to foster brand loyalty and drive product purchases. It is crucial for corporations to thoroughly evaluate potential financial risks associated with supporting specific causes. Secondly, building trust with teenagers through clear and engaging information about the skincare product manufacturing process can enhance the likelihood of them making a purchase. Businesses can achieve this through various methods, including social media, factory tours, and educational programs. Lastly, businesses should maintain an active presence on all major social media platforms, delivering content tailored to the specific audience of each site. Teenagers expect to find their favorite companies across all social media channels. By following these recommendations, companies can increase their chances of reaching and influencing Jordanian adolescents with their skincare marketing campaigns.

6.2. Limitations and Further Research

This topic requires a comprehensive research study with a larger number of participants to gain a better understanding of the subject, identify trends, and assess influencing factors. Conducting a similar study in various countries and comparing the

findings could reveal variations or global trends. Additionally, exploring different age groups in a similar study would enable comparisons and provide insights into how marketing communication tools in the skincare field impact consumers of different ages. After establishing a robust research database, quantitative research methods can be employed to test specific hypotheses and identify relationships between variables.

It is important to note that the researcher used purposive sampling from major cities in Jordan, which may not be representative of all governorates of the Kingdom of Jordan due to population size, recruitment methods, and study objectives. Therefore, the results should be considered as hypotheses for future research, not generalizable to the broader population. The study aimed for a qualitative perspective and should be interpreted accordingly, especially when utilized for marketing purposes. Caution must be exercised when generalizing the results.

Furthermore, the study's researcher was unable to determine the actual impact of sponsorship on the purchasing decisions of Jordanian adolescents regarding skincare products. This limitation arises from participants' lack of prior exposure to sponsorship, making it challenging to assess its true influence on their decisions.

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APPENDICES

APPENDIX A. INTERVIEW QUESTIONS

General:

- 1-Can you describe your current skincare routine and the products you use which brands do they belong to?
- 2- How frequently do you use skin care products?
- 3- Why do you choose these products?
- 4- How do you make your choice?
- 5- What are your favorite skincare brands? Why do you like them?
- 5- What sources do you consider reliable to get information about skin care products?
- 6- How many times have you visited a dermatologist in the last 6 months?
- 7- Does your pharmacist provide reliable information on skincare products? If it is yes, why do you trust her?
- 8- Which information is more important to you? How does this information affect you?
- 9- Have you ever been disappointed by a skincare product that was marketed to you in a certain way? Can you tell me more about that experience?
- 10- What specific marketing communication tools do you find the most effective in promoting skincare products to you? Why do you think that is?

Advertising: This is when a company pays to show its message to a large group of people through TV, radio, outdoor, or the internet. For example, you may see a commercial on TV that promotes a new skincare product.

1. What is your perception of creative advertising that may affect the behavior of your generation?
2. What are the characteristics of typical skin care product advertisements to attract your attention as a teenager?
3. Share with us an advertisement that you find unique and has the ability to change your view, decisions, or behavior towards a brand of skin care products.
4. Do you notice advertisements while you are shopping for skincare products? Which skin care product ads attract you and can you give examples?
5. What are your favorite skin care products ads and why do you like them?

Public relations: This is when a company tries to create goodwill and a positive image among the public. For example, if a company releases a new product, they might use PR to help spread the word about it. They might send out press releases to news outlets, arrange interviews with key people at the company, and use social media to get people excited about the new product. All of these activities are part of PR and are designed to help the company connect with the public in a positive way.

Public relations, or PR for short, is all about communication between a company or organization and the public. Think of it like how you communicate with your friends or family members. You might tell them about something exciting that happened to you, or you might ask them for advice on a problem you're having. Companies and organizations do similar things but on a bigger scale.

PR is all about building and maintaining relationships between a company or organization and the people who are interested in what they do. This can include things like getting good publicity in the media, responding to questions and concerns from the public, and making sure that the company's message is clear and consistent across all channels of communication.

1. Have you ever purchased a skincare product based on news you received from a media outlet? If so, can you elaborate on this? (What information was most influential in your decision to purchase the product?)
2. In general, how much do you trust the information you receive from the media about skincare products? What factors influence your level of trust or distrust?
3. Do you remember any media content that you find particularly persuasive in skincare products? For example, are you more influenced by information from medical professionals, columnists, or celebrities?
4. Do you search for accuracy of the news, interviews, or content published in media in skin care products? Do you rely on other sources of information to learn more? If so, what are these?
5. Do you have a tendency to stick to the same skincare products over time, or do you like to try out new products frequently? How does publicity influence your willingness to try new products?
6. Have you ever had a negative experience with a skin care product that you purchased based on information from a media outlet? What happened, and how did it impact your trust?

7. Do you have any suggestions for ways that companies could be more transparent or informative to persuade adolescents?
8. Do you think the reputation or brand image of a skincare company plays a role in your purchase decisions? If so, can you provide an example?
9. What do you think is important for a skincare company to communicate to its customers in order to build trust and loyalty?

Sales promotion: This is when a company offers a deal or incentive to encourage people to buy their product or service. For example, they may offer a buy-one-get-one-free deal on a new type of candy.

1. How does sales promotion affect your decision to buy skin care products?
2. Do you notice sales promotions while you are doing skincare products shopping? Which kind of sales promotions attract you and can you give any examples?
3. What percentage of the discount do you think you should get in order to influence your decision to buy skin care products?
4. Have you used any sample of a skincare product previously? How did the sample affect your decision?
5. How do you take advantage of the sales seasons regarding skin care products?

Personal selling: This is when a company sends a person to sell their product or service directly to potential customers. For example, a salesperson may come to your house to sell you a new vacuum cleaner, or a sales representative in the shop can help you to find what you are looking for.

1. Do you notice salespersons while you are shopping for skin care products? How can they influence you to purchase skin care products? Can you give any examples? Do you pay attention to salespeople?
2. A sales representative of skin care products usually tries to focus on some products and show them in a distinctive way. Does this process affect your decision to buy these products?
3. How do promotions offered by sales representatives affect your decision to buy a skin care product?
4. When you go shopping for some skin care products, how do you think that the salesperson should behave or help you?

5. How does the personality of the salesperson affect you to make your decision?

Sponsorship: Sponsorship is when a company gives money or other resources to support an event, person, or organization in exchange for some kind of recognition or promotion. It's like when you help out a friend or family member with something, and they thank you or give you credit for your help. Companies do this to help build relationships with people who might be interested in their products or services.

There are different ways that companies can sponsor things. For example, they might give money to support a sports team's uniforms or equipment, or they might sponsor a music festival by providing funding and getting their logo displayed at the event. By doing this, the company is helping to support something that people are interested in, and also getting their name out there so that more people might become interested in what they have to offer.

1. Do you notice skincare brand sponsorships? Which kind of sponsorships?
2. Have you ever decided not to purchase a skincare product because of the sponsor or endorser associated with it? Can you tell me more about your decision-making process in that situation?
3. Which sponsorship attracts your attention can you give an example and why does this example grab your attention? What aspects of sponsorship attract you and can you give examples?
4. Have you ever purchased a skincare product that was sponsored by a celebrity or athlete, and were you disappointed with the product? Can you tell me more about your experience?

Social media content: This is when a company uses digital channels such as social media, search engines, or mobile apps to reach their target audience. For example, a company may use Instagram to promote their new clothing line and engage with their customers.

8- Which social media do you use most and how much time do you spend on it?

9- How do influencers affect your decision to buy skincare products?

10- How does having a skincare brand on more than one social media platform influence your decision to purchase the brand's products?

11- What type of content might attract you? What are the characteristics of social media content? Can you give a social media content example that grabbed your attention?

12- How active are you on the Internet or social media? Have you ever purchased a skincare product based on what you saw on social media? And if it's yes, what is the thing that encouraged you?

13- What role do online reviews and comments play in your decision-making process when it comes to purchasing skincare products?

Do you have any suggestions for skin care product companies on how they can improve their marketing communication strategies to better appeal to Jordanian adolescents?

APPENDIX B. INFORMED CONSENT

We invite you to participate in a study conducted by Rahaf Hamdan, a master's student at Izmir University of Economics, Izmir, Turkey, as part of her thesis entitled "The Impact of Marketing Communication Tools for Skin Care Products on Jordanian Adolescents." The study, as well as your rights as a participant, are completed below.

Description: This study will explore how the marketing communication tools used for skin care products affect Jordanian adolescents' decision to purchase skin care products, so we will ask you a set of questions about each of the marketing communication tools.

Confidentiality: Your answers will not be associated with your name. Instead, you will be given an identification number on your interviewer sheet. Only the researcher will have access to the interview recordings for data analysis.

I agreed to have an audio or video tape of me during this study. I understand that this audio or video will only be used for research purposes (e.g. analyzing responses, writing responses, etc.) and will not be available to anyone other than the researcher:

Risks and Benefits: There are no risks to my safety. The questions do not raise any sensitive or controversial issues and do not contain frightening elements. A copy of the questions was reviewed by an ethics review board and approved for use in this research. Interviews will be recorded for data analysis.

Freedom to withdraw or refuse participation: I understand that I have the right to refuse to answer any of the interviewer's questions without prejudice to the researcher.

Questions: Feel free to ask the researcher any questions before signing the consent form or at any time during or as the study is completed.

Principal Investigator: Rahaf Hamdan: Master's Student in Marketing Communications and Public Relations Graduate Program, Izmir University of Economics,

Advisor: Prof. Dr. Sema Misci Kip: Faculty of Communication, Department of Public Relations and Advertising, Room No.: 509, Building A, Izmir University of Economics, Email:

Informed consent statement

I agree to participate in the proposed project entitled “[The Impact of Marketing Communication Tools for Skin Care Products on Jordanian Adolescents]”. The study was explained to me, and my questions were answered to my satisfaction. I know that my right to dismiss or reject the participant will be respected and that my responses and his will remain confidential. I know that this interview will be recorded. I give this consent voluntarily.

I agree to have a video record audio recording

Signature:

Signature date:

Researcher’s signature:

Date of signature:

SAYI : B.30.2.İEÜ.0.05.05-020-281

28.03.2023

KONU : Etik Kurul Kararı hk.

Sayın Prof. Dr. Sema MİSCİ KİP ve Rahaf Hamdan,

“The Impact of Marketing Communication Tools for Skin Care Products on Jordanian Adolescents” başlıklı projenizin etik uygunluğu konusundaki başvurunuz sonuçlanmıştır.

Etik Kurulumuz 28.03.2023 tarihinde sizin başvurunuzun da içinde bulunduğu bir gündemle toplanmış ve Etik Kurul üyeleri projeleri incelemiştir.

Sonuçta 28.03.2023 tarihinde **“The Impact of Marketing Communication Tools for Skin Care Products on Jordanian Adolescents”** konulu projenizin etik açıdan uygun olduğuna oy birliğiyle karar verilmiştir.

Gereği için bilgilerinize sunarım.

Saygılarımla,

Prof. Dr. Murat Bengisu

Etik Kurul Başkanı