

A Work Project, presented as part of the requirements for the Award of a Masters Degree in
Management from the Faculdade de Economia da Universidade Nova de Lisboa

DIRECTED RESEARCH

“Why is the Make-up Consumption in Portugal so Low?”

Sancha de Freitas Ribeiro Carvalho Ferreira, nr. 287

A Project carried out on the Marketing Research course, with the supervision of:

Profª Catherine da Silveira

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Abstract

This work project should be inevitably deemed as a practical approach to a marketing problem - the low consumption of make-up in Portugal, established by a L'Oréal study, dated of 2007. An exploratory quantitative research provided the general idea that the absolute consumption of make-up in Portugal should only be considered feeble when compared to other beauty products, i.e., perfume and facial treatment. Also, and perhaps more important, the notion that the main issue was the fact that make-up is not considered to be a product to be used on a daily basis but rather on an occasional one, especially in the ages of 15 to 28. I then resorted to methods of qualitative research which accommodated several reasons for this. By performing a number of in-depth interviews to women within these ages, I was able to reach the following recommendations, regarding the marketing of make-up in Portugal: the advertising should relate it more to skin care routine and protection; it should also focus in showing different make-up looks, more in line with the Portuguese women/culture; and, very important, make-up companies should invest more in a better distribution of their products in the non-selective channel. A later focus group discussion confirmed these conclusions. Nonetheless, I recommend further studies on the prejudice against make-up that still persist within the Portuguese women, in order to reach the solid growth potential the make-up market evidences in this country.

KEYWORDS:

Make-up

Beauty Products

Occasional Use

Consumer Behaviour

SPECIAL NOTES:

1. This work project covers a very specific subject which has not being explored academically. For that reason it was not possible to apply any theoretical framework. Nevertheless, a theoretical framework was used to complete the market research and make sure the adequate methodology was applied.
2. Even though the final report of the Work Project should be written in English, the quotes regarding the interviews conducted are presented in Portuguese, as it is customary within marketing research reports.
3. Due to the specific nature of the market this project concerns (make-up), a Glossary is included at the end with all the relevant specific terms that are used throughout this work project.

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1. Purpose and Background of the Work Project

This study aims to analyse the make-up market in Portugal, especially trying to understand why the consumption is so low in the segment 15 to 39 years old in comparison with other European countries.

The starting point was the results of a study conducted by L'Oréal Portugal in 2007, according to which the make-up consumption in Portugal in the segment 15 to 39 years old is 5% lower relative to the European average. The make-up market can be divided into four categories: face, eyes, lips and nails. The face make-up is the category with lowest level of consumption, followed by the eyes category and lips.¹ It was found through the qualitative research that most people do not consider nail polish as make-up. For that reason the nails category will not be analyzed in this project.

During this semester I participated in the L'Oréal Brandstorm 2009 Competition. This is an international marketing competition for college students in which the contestants are asked to develop a new product line for an existing L'Oréal brand. This year's challenge was to create a perfume for Maybelline New York. In this context, I had the opportunity to develop a work project on a topic related with the contest subject. Since Maybelline is a make-up brand, I decided to carry out a marketing research project on make-up. Moreover, this is an issue that is still not sufficiently investigated in Portugal, despite being, as I firmly believe it is, of the utmost importance for the women of the XXI century.

1.1. The Make-up Market in Portugal

According to Datamonitor, the Portuguese make-up market consumption volume increased

¹ See Appendix 1

only 1.1% from 2003 to 2007 reaching a total of 13.5 million units. It is forecasted that the consumption volume will experience a compound annual growth rate (CAGR) of 1.4% until 2012. In terms of market value, the CAGR of the market in the period spanning 2003-2007 was 2.7%, reaching a value of €69.1 million and it is forecasted that it will remain stable in the period 2007-2012.² If we look at the European figures, the idea that the Portuguese make-up market is less developed than the European average is reinforced³. More specifically, when comparing the Portuguese values with the ones of Spain, we observe that this market experiences higher growth in the neighbour country, which accounts for 5.5% of the European Make-up Market Value.⁴ This emphasizes the fact of lower make-up consumption in Portugal in comparison with other European countries and it is a sign that there is still room for growth in our country.

L'Oréal S.A., owner of brands such as L'Oréal Paris, Maybelline New York and Lancôme, is the market leader in Portugal with 23.20% market share, followed by Coty Inc, which includes the brand Rimmel, with 19.80%.⁵

In Portugal, 47.50% of the make-up products are sold in the non-selective channel (i.e., hypermarkets and supermarkets), while specialist retailers (i.e., perfumeries) account for 32.10% of sales. Other distribution channels include department stores (e.g.: El Corte Inglés, Duty Free Shops) and pharmacies.⁶

² See graphs in Appendix 2

³ Europe Market Value CAGR – 2003-2007: 4.0%; 2007-2012: 4.6% (source: Datamonitor)

Europe Market Volume CAGR – 2003-2007: 2.4%; 2007-2012: 3.1% (source: Datamonitor)

⁴ Spain Market Value CAGR – 2003-2007: 4.3%; 2007-2012: 4.4% (source: Datamonitor)

Spain Market Volume CAGR – 2003-2007: 1.9%; 2007-2012: 2.1% (source: Datamonitor)

⁵ Se graph in appendix 3

⁶ See graph in Appendix 4

1.2.Exploratory Quantitative Research

First of all, it was important to define the possible reasons for the abovementioned low consumption. I started by establishing the following hypothesis for the reasons of low usage of make-up: (i) few women use make-up in Portugal, (ii) association with occasional use, and (iii) women are regular users of make-up but they only use products from one category (i.e., only face make-up, only eye make-up or only lip make-up).

Due to the lack of specific and concrete data about this subject I started by performing an exploratory quantitative research to find out the source of the problem of low usage. The goal of an exploratory research is “to provide insights and understanding of the nature of marketing phenomena” that are inherently difficult to measure (Malhotra and Birks, 2007). Usually, an exploratory research is qualitative in nature. However, in this specific case, there were no data to conduct a qualitative analysis; therefore a quantitative analysis was the most adequate methodology to follow. More specifically, a small questionnaire⁷ was conducted to 138 women with ages between 15 and 39 years old. The respondents were approached on the street in different areas of Lisbon with the purpose of trying to get an opinion as diverse as possible from a diverse group of women⁸.

1.2.1. The Results⁹

After conducting the questionnaires it was possible to conclude that among the three defined hypothesis, the association with occasional use is the main reason for low make-up consumption.

⁷ See questionnaire in Appendix 5

⁸ See Limitations of the Work Project, page 24

⁹ See Exploratory Quantitative Research Results in Appendices 6 to 8

In fact, when comparing usage frequency of perfumes, face treatment and make-up, one can see that the latter is significantly lower, especially among women between 15 and 28 years old.

Fig. I – Perfume Usage Frequency (by age group)

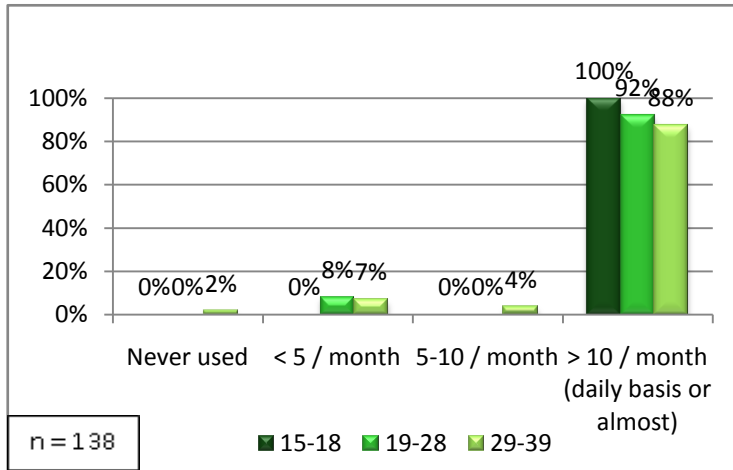


Fig. II – Facial Treatment Usage Frequency (by age group)

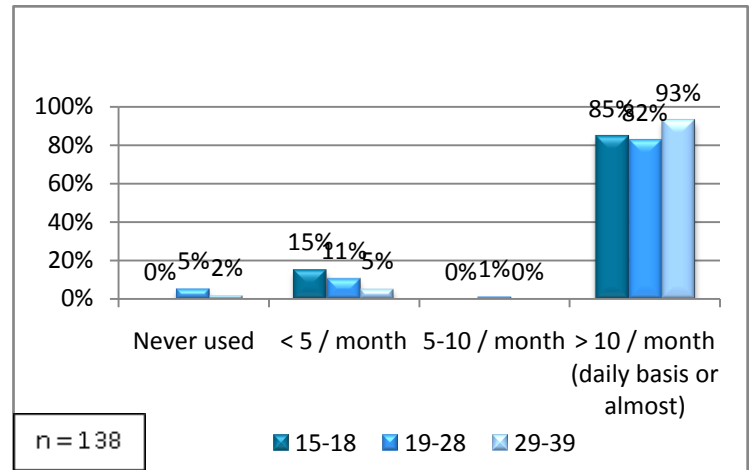
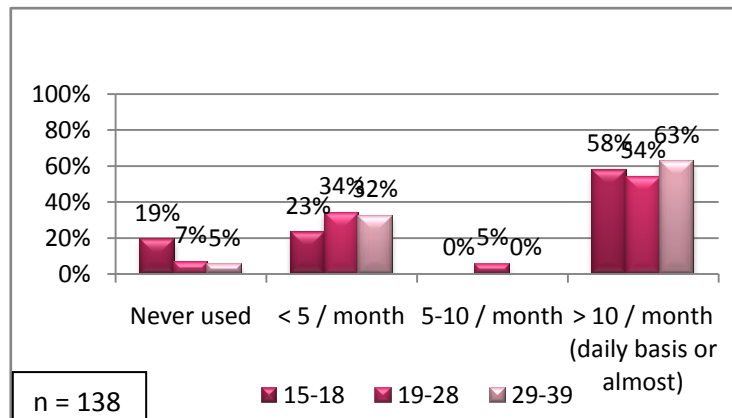


Fig. III – Make-up Usage Frequency (by age group)



2. Qualitative Marketing Research

2.1. Marketing Problem

After conducting and analysing the exploratory quantitative research it was possible to define what the Marketing Problem of this project should be: "How to overcome the occasional use of make-up in Portugal for women between 15 and 28 years old?".

2.2. Research Problem

The next step was to perform a qualitative research searching for an answer to the Research Problem: “To understand how women between 15 and 28 years old use make-up and in which occasions”. This research problem was broken down into the following research objectives: (1) Consumers’ behaviour when *using* make-up products in Portugal (including motivators and inhibiting factors), (2) Consumer’s behaviour when *choosing* make-up products in Portugal, and (3) Consumers’ behaviour when *buying* make-up products in Portugal.

2.2.1. Methodology: Research Design and Sampling Adopted

In order to address the research problem stated above, a qualitative research was then carried out. The method used was the performance of 18 in-depth interviews¹⁰. Five of these interviews were conducted under the purpose of the L’Oréal Brandstorm 2009 competition where some topics about make-up usage relevant for this project were included. All the interviews were recorded with the respondents consent and lasted between 30 minutes and 1 hour.

All the interviewed women are aged between 15 and 28 years old since, according to the exploratory research, the problem is more accentuated in this age category. Of the 18 interviewees, 10 are regular users of make-up (i.e., wear make-up more than 10 times a month – daily basis or almost) and 8 occasional users (i.e., wear make-up less than 10 times a month). The goal was to understand what motivates and what inhibits women to wear make-up. Finally, 10 belong to the AB Class and 8 to the CD Class, to test if there are any differences in behaviour and preferences related to social background. According to Markttest¹¹, social classes are defined

¹⁰ See interview guide in Appendix 9

¹¹ http://www.markttest.pt/Notas_Tecnicas/

mainly based on the following variables: current occupation and academic level. Therefore, the answers to these questions were used to estimate the social class of each respondent.¹²

Bearing in mind that the make-up consumption experience is sensory in nature, affecting mood states and emotions, and that it was necessary to explore issues that the respondents have difficulty in rationalizing (subconscious feelings, complex phenomena), in-depth interview was the best alternative as it is the best method for in-depth probing of personal opinions, beliefs, and values. Moreover, it provides more complete and comprehensive information about the whole context in which the phenomena under study occurs. (Malhotra and Birks, 2007).

2.3. Research Results: Major Findings¹³

(1) Consumers' Behaviour When Using Make-up Products

(1.1) Women wear make-up to feel more beautiful and confident

In general, when wearing make-up, women feel more beautiful, secure and confident. More specifically, women think that when they feel more insecure, sad or less beautiful, make-up can be an important tool to make them feel better. In other words, make-up is especially important when women need a confidence boost.

(I10, 23 years old, AB, regular user of make-up) *“Às vezes há dias que não são nada de especial mas apetece-me porque, sei lá... tou mais ranhosa, menos gira e acho que às vezes **só pôr rimel dá logo outro toque à expressão.**”*

(I17, 26, AB, regular) *“Acho que fico com um aspecto... se calhar **umenta um bocadinho a auto-confiança** porque uma pessoa fica... plo menos acha que fica com um aspecto mais cuidado.”*

¹² See Sampling in Appendix 10

¹³ See Additional Quotes for each topic in Appendix 11

(1.2) The occasional use of make-up is mostly associated with seasonal use and special occasions

Women's motivations to wear make-up differ according to the occasion and, consequently, they prefer different looks as well.

(1.2.1) Seasonal Use:

From this research it was possible to understand that **most women claiming to wear make-up on a daily basis do so only during winter, leading to the conclusion that the occasional use of make-up reflects seasonal use.** These respondents consider themselves as being regular users of make-up despite not wearing any make-up in summer months, at least during the day. These women feel a need to wear make-up in winter months to look healthier and tanner and to hide imperfections.

(I12, 28, AB, regular) ***“A base, leva-me a usar mais no Inverno. (...) Pra ficar mais morena, pronto. Com menos imperfeições na pele.”***

They prefer natural and subtle looks during the day, something that is not noticeable by other people but that makes them feel better. This is why they generally tend to use only face make-up (i.e., foundation and/or blush) and lip care products instead of a regular lipstick or gloss and explains why only four of the interviewees wear eye make-up on a daily basis.

(I10, 23, AB, regular) ***“(...) No dia-a-dia prefiro uma coisa natural, mesmo soft. Noutras ocasiões prefiro uma coisa que marque mesmo.”***

(1.2.2) Special Occasions:

On special occasions, all women wear make-up, even if they do not wear make-up on a daily basis. When talking about special occasions women are mainly referring to going out at night, but those also include ceremonies (e.g.: weddings, baptisms), family events (e.g.: Christmas) and work (e.g.: job interviews, meetings).

(111, 27, CD, occasional) “Só mesmo em **casamentos, batizados...** ou assim **uma saída especial, tipo uns anos.**”

(112, 28, AB, regular) “Há dias em que faço uma maquiagem mais elaborada. (...) **Quando vou sair à noite, tenho um jantar, alguma reunião importante no trabalho (...)**”

The reason why women wear make-up on these special occasions is mostly associated with pleasure. These occasions represent an escape from daily routine which implies taking more care with appearance, including clothing and make-up. In fact, they consider make-up a crucial complement and claim to feel that “something is missing” when they go out at night or go to a ceremony without make-up.

(17, 22, AB, regular) “**Se for sair à noite sem tar maquiada sinto-me... tipo, não gosto. Sinto-me que tou... não tou arranjada.** Que tou mal vestida e isso tudo. Acho que a maquiagem faz mesmo parte.”

(18, 22, AB, occasional) “(...) para me sentir diferente dos outros dias basicamente. **Visto-me de maneira diferente, quero... também pôr qualquer coisa na cara para me sentir diferente.** (...) Quando vou sair à noite e quando tenho um jantar ou quando tenho encontros de família, tipo no Natal, gosto de tar diferente do que no dia-a-dia que é também **pra fugir um bocado da rotina.**”

The ritual is also important in these situations. It is an excuse to hang out with friends, change ideas and learn make-up tips and techniques.

(113, 24, CD, regular) “Por exemplo, eu vivo numa residência, nós juntávamo-nos sempre, trocávamos maquiagem, descobríamos as coisas... **era um momento também de convívio (...)** **É um ritual de todas nós.** Gosto porque (...) ficamos diferentes, ficamos melhor. Se eu me estiver a sentir bem também me vou divertir mais à noite (...) fico mais desinibida.”

Accordingly, **these are situations where women like to elaborate more on the make-up, using products from the three categories** (i.e., face, lips and eyes).

(115, 24, AB, regular) “**Se tiver uma festa qualquer que vá mais arranjada vou-me pintar numa maneira diferente do que me pintaria no dia-a-dia.** (...) Vai ser uma coisa muito mais acentuada, muito menos natural do que... eu sempre que uso maquiagem gosto que fique natural, gosto que pareça natural. No **dia-a-dia uso maquiagem e não faço questão que se note que estou maquiada. E nessas festas** ou numa ocasião dessas **duma festa por exemplo, se eu pintar os olhos com sombras é pa se perceber que eu tou maquiada (...).**”

(1.3) The main reason why people do not wear make-up is because they think it will damage their skin

Most women consider that make-up is something that damages the skin because it is too “heavy” and does not allow the skin to breathe. Moreover, they believe that it causes habituation and makes the skin get older faster. For this reason they do not use make-up or use it as little as possible. For instance, even some regular users consider that the summer is a good opportunity to give some rest to their skin and since they are already tanned they only use eye and/or lip make-up on special occasions. Most women are also concerned about possible irritant and allergic reactions.

(14, 18, AB, regular) “... eu tenho imenso cuidado e penso também que se calhar **se eu me maquilhar muito agora, se calhar aos quarenta tou com a pele toda velha, toda estragada.** Evito pra não estragar a pele. Sempre que posso não usar não uso maquiagem.”

(16, 23, CD, ocasional) “... e também tenho aquela sensação, é ridículo, eu sei, mas é a **sensação de que a maquiagem suja a pele (...) é pesada. Estraga.**”

Nonetheless, few women are aware that make-up does not necessarily damage skin. It can indeed protect the skin against daily aggressions (e.g.: wind, cold, pollution, sun). A foundation can be a sun block or moisturizer (i.e., a cosmetic lotion or cream applied to the skin to counter dryness) and the same happens with lip make-up, although these products are not promoted accurately.

(15, 21, CD, regular) “**Uma base também pode ser hidratante e pôr no dia-a-dia.** Ou um creme que... um creme solar para pôr durante o dia agora no sol. **É bom mesmo a nível de pele.** E são coisas básicas que acho que faz parte da maquiagem. Eu acho que existe muito mas não existe muita publicidade para isso. **Não existe muita divulgação disso.**”

(113, 24, CD, regular) “Pr’além do creme tens a base, que algumas até têm **tratamento**, e protege mais o frio e a chuva, o vento e tudo. Acho que ficamos melhor, temos uma garantia que estamos melhor usando a base. (...) **Acaba por ser uma defesa da pele.** Por exemplo, o batom é essencial para quando está vento e frio.”

(1.4) Other factors inhibiting women from wearing make-up are the Portuguese society and lifestyle, lack of knowledge and price

(1.4.1) Portuguese Society and Lifestyle:

Some women attribute the low usage of make-up to the Portuguese culture and lifestyle. Comparisons arise between Portugal and other countries, such as Spain or Italy, thought to have exuberance more embedded in their cultures. **This may be due to the prejudice that women have, associating the usage of make-up with strong colours. For most of them, a natural look implies little or no make-up, not a natural make-up.**

(117, 26, AB, regular) “(...) **comparando com espanholas e italianas**, por exemplo, que são países também mediterrânicos, acho que sim, que **as portuguesas são muito mais discretas nesse aspecto.**”

(18, 22, AB, occasional) “Talvez **se toda a gente à minha volta usasse maquilhagem então eu me sentisse pressionada** a... (...) **Acho que o facto de não usarmos maquilhagem em geral é uma coisa cultural**, (...) **são as pessoas que nos rodeiam**. (...) Uma pessoa que use maquilhagem todos os dias e que seja sempre com base, com risco, com sombra, com batom, **ainda é um bocado considerado piroso na sociedade portuguesa.**”

(1.4.2) Lack of Knowledge:

Another inhibiting factor is the lack of knowledge women have concerning to what better suits their skin type.

(111, 27, CD, occasional) “Porque é que não uso... Se calhar **por não estar bem a par daquilo que se calhar a minha pele precisa**. E tipo, técnicas. Sei o básico.”

(1.4.3) Price:

Finally, although most women consider there is a wide price range and that you can find make-up at affordable prices, some state price as a barrier. Surprisingly, clear differences were not found in terms of social classes for this issue and, actually, it was observed that women from the class AB seem to be the ones more concerned with price.

(17, 22, AB, regular) “Acho que são sempre muito caros. Acho que **se fossem mais baratos as pessoas andavam se calhar mais arranjadas.**”

(115, 24, AB, regular) “(...) **Eu acho que é cara.** As mesmas marcas se fossem mais baratas, eu provavelmente iria comprar uma marca de nome do que comprar uma marca branca ou uma marca da perfumaria mesmo. (...) Mesmo a nível de supermercados, não sendo um bem necessário, não sendo um bem de primeira necessidade... (...) se calhar acabas muitas vezes até por não comprar porque, porque é aquele bem supérfluo daquela ida ao supermercado.”

(2) Consumers' Behaviour When Choosing Make-up Products

(2.1) Make-up is a high involvement product

Blackwell et al. (2006) define Involvement as “the level of perceived personal importance and interest evoked by a stimulus within a specific situation”. They argue that the degree of involvement tends to be higher when the outcome of the decision affects the person directly. In this specific case we are talking about personal factors such as self-image and beauty. In fact, the decision of buying one make-up product over another will directly affect the women's self-image and looks. In line with this, it was found that most women like to spend some time and effort when choosing make-up products. Therefore, make-up can be seen as a high involvement product.

(17, 22, AB, regular) “**Sou capaz de ficar uma hora a olhar pra todos os produtos** e vejo todos pa ter a certeza que é mesmo... e **só levo se tiver a certeza que é mesmo o que eu quero.**”

(2.2) Brand is not an important factor when choosing a product for all women

In what concerns brand loyalty, women are divided. Some of them are not loyal to any specific brand while others are loyal to one or a few specific brands. There are also some women that only care about the brand they are buying for specific products.

(114, 26, CD, occasional) “Na maquilhagem **vou mudando.** Porque vejo, gosto e adquiero aquela.”

(113, 24, CD, regular) “(...) Agora, **eu quando gosto do produto de uma marca normalmente sou fiel à marca,** não gosto muito de andar a experimentar. (...) Uso duas, três marcas.”

(110, 24, AB, regular) “Só o blush é que é sempre o mesmo. De resto uso o que for.”

Another finding of this research was that, despite not being loyal to any specific brand, women usually infer brand reputation on quality and trust more on those brands. This is why they generally do not buy unbranded products.

(17, 22, AB, regular) “Tudo o que é pra cara tem que ser bom. (...) **Então eu gosto de escolher sempre coisas de marca.** As boas marcas têm que ter laboratórios, e acho que fazem estudos e acho que por isso tem que ser claramente melhor. Yves Saint Laurent, Chanel... São as que eu tenho mais.”

(112, 28, AB, regular) “**Nos chineses já se pode comprar bases, batons, todo o tipo de maquilhagem, mas de péssima qualidade.** As coisas de qualidade minimamente aceitáveis são muito caras.”

(2.3) When choosing make-up products, women try to find the best price-quality ratio possible.

Women make comparisons between different products to find which one has the best price-quality relationship. However, they are not consensual about what is more important: price or quality. Thus, some go more for the quality because they are concerned about possible irritant and allergic reactions, while others do not see any significant differences among brands opting for the cheaper one.

(113, 24, CD, regular) “...por acaso nunca fui pra uma marca... experimentar uma nova marca por ser mais barato. Porque apesar de ser só maquilhagem vais pôr na tua pele por isso convém usares um produto de confiança (...) eu **prefiro apostar um bocadinho mais.**”

(115, 24, AB, regular) “ (...) **Sou muito... influenciada plo preço.** Eu não faço questão de comprar mais cara pa ter determinada base. Isso só acontece com o lápis dos olhos. (...) Em termos de base (...) não noto grande diferença.”

(2.4) Advertising can play a role in deciding which product to choose, although not decisive

In most cases, advertising may influence women's choice in the sense that women generally look first for the products they remember from adverts. The same happens with the packaging. A

packaging with attractive colours or format can capture women's attention. It is important to notice, however, that this does not imply that women actually end up buying these products. In other words, advertising and packaging are influencers but not necessarily decisive ones.

(I15, 24, AB, regular) *“Eu vejo as revistas, e vejo a publicidade na televisão e se calhar da próxima vez que for à loja se calhar vou primeiro a essa marca porque vou-me lembrar e vou lá ver pa comparar preços, ou pa comparar a cor ou pa comparar outras coisas quaisquer. Mas **não diria que é o factor principal da minha compra.**”*

(2.4.1) Advertised looks are not adequate to what Portuguese women like:

Despite all this, it is important to state that through this research it was possible to understand that the majority of women is not satisfied with current advertising. They think there are many advertisements for lipsticks and mascaras but they do not remember seeing any other products such as eye shadows or blushes. Moreover, they consider these ads to be repetitive. Finally, **the looks advertised are not directed to daily use given that generally the colours used are too strong and not in line with what Portuguese women like.** Opinions are divided regarding the women chosen to advertise these products. On the one hand, **a large group of women think that these adverts can be de-motivating because they always show “perfect women” and the “Dove campaign for the real beauty” was mentioned a lot of times as a good alternative for make-up advertising.** On the other hand, few women admitted that the fact of using these models is crucial to capture attention. Those women believe that the goal is to aspire to be as these models if they use the products advertised.

(I10, 23, AB, regular) *“(...) Pensando bem **é sempre um bocado à volta do mesmo.** Há sempre imensos anúncios de rímeis, vês por exemplo poucos anúncios de cores de sombras. (...) Acho um bocadinho que as pinturas que mostram é sempre a mesma coisa. (...) **Não há tanto essa diferença dia e noite** e se calhar imensas mulheres gostam, pelo menos pa mim, eu gostava.”*

(I17, 27, AB, regular) *“É a tal coisa, se calhar tem a ver com essa minha ideia de... eu acho que é **muito pouco natural.** Portanto a mim não me... **não me motiva particularmente.** Acho que é normalmente **modelos giríssimas, que já são giríssimas, mas não é pla, pla maquilhagem.**”*

(116, 22, CD, regular) **“Eu associo anúncios de maquiagem a mulheres bonitas e modelos (...) mas acho que tem que ser assim porque a maquiagem é assim uma área de beleza e de luz e assim acho que um bocado de... das mulheres mesmo fantasiarem poderem ser assim e por isso acho que tem que ser assim.”**

(2.5) Sometimes women are influenced by friends and/or family regarding the products they use

Half of the respondents are influenced by their friends and/or family in the sense that they end up using the same products as them. They also ask directly for their opinions when they are not sure which products to choose.

(13, 16, AB, occasional) **“Peço opiniões mais às minhas amigas e à minha mãe que é aquela base, pergunto sempre. Sozinha eu raramente escolho as coisas certas.”**

(113, 24, CD, regular) **“Quando eu comecei a usar costumava usar a marca que a minha mãe usava, porque eu também experimentava em casa e então habituava-me às marcas. Agora também, por exemplo, quando vivi na residência experimentava muito produtos de amigas minhas por isso também ia conhecendo novas marcas.”**

(3) Consumers' Behaviour When Buying Make-up Products

(3.1) Usually women buy their make-up products in specialized stores

The first place that comes to women's mind to buy make-up products are specialized stores such as *Sephora* or *Perfumes & Companhia*. Women prefer these stores to the non-selective channel due to the following factors:

- i) The environment is much more calm, relaxing and beauty related in specialized stores;
- ii) Women can find a wider offer in specialized stores than in the non-selective channel;
- iii) In specialized stores women can get professional advice, which is considered extremely important in order to understand what best suits each person specifically;

iv) In supermarkets or hypermarkets women are not able to test the products which inhibit them from going there, especially if they are buying the product for the first time. It is important to test the product to see whether it incites skin reactions and to determine if you are buying the desired tone.

(I10, 23, AB, regular) *“Em termos de ambiente, **no supermercado, sei lá, não tem grande ambiente. O ambiente da Sephora acho giro, tá organizado as partes das marcas, mas tens ali a zona das maquilhagens, tens uma parte mais com espelhos e não sei quê. A música... Se tás a comprar uma coisa pra te sentires gira, se houver essa música sentes-te muito melhor e se calhar compras muito mais facilmente do que se tiveres num ambiente com luzes muito brancas e que te sentes ainda horrível.**”*

(I13, 24, CD, regular) *“ (...) maquilhagem depende do teu tipo de pele, do tom de pele, do género de roupa que tens, que tu costumavas usar. Por isso **é mais fácil se tu falares com uma pessoa que... ou que já te conhece doutras compras ou que fala contigo e que ouve aquilo que tu precisas e que te ajuda a aconselhar.**”*

(I8, 22, AB, occasional) *“Eu não era capaz de comprar maquilhagem sem... sem experimentar. Porque a cor que tá no pacote nunca corresponde à cor que vai ficar em ti. Cada pele, cada pessoa é diferente e por isso vai ficar sempre diferente. **Só experimentando em ti própria é que tu vais saber mesmo como é que aquilo vai ficar no final. Portanto isso de experimentar pra mim é... é obrigatório.**”*

Even so, women recognize some advantages of the non-selective channel over the selective one. **The main advantages of supermarkets and hypermarkets are convenience and price.**

(I8, 22, AB, occasional) *“O que eu gosto do supermercado é que tu chegas lá e assim, juntamente com o arroz, com a fruta, com essa tralha toda, a maquilhagem, pronto, já tá! **É a eficiência, é mais eficaz, é prático.**”*

(I15, 24, AB, regular) *“**Acho que o preço no supermercado inda pode ser mais barato do que as mais baratas numa perfumaria. E... mesmo uma pessoa que não tenha que perder tempo e que não precise de escolher muito e experimentar vai ao supermercado e é muito mais rápido, a nível de tempo pode ser uma vantagem.**”*

(4) What Could Be Done to Incentive Women to Wear Make-up on a Daily Basis

In the final part of the interviews, women were asked about what could be done to increase make-up consumption, which mainly means wear make-up on a daily basis.

(4.1) Change the service, layout and environment of the make-up area in the non-selective channel

As mentioned above, women think that the non-selective channel is not the best place to buy make-up due to its environment and service. Nonetheless, it is clearly more convenient and accessible. Thus, women claim they would feel more compelled to go there if the place would be redesigned in order to turn it more appealing and more beauty related. Other desired changes would be to have testers available and make-up professionals around.

(I10, 23, AB, regular) *“Diferenciá-lo mais [supermercado]. Aquilo normalmente é a zona de casas de banho e isso tudo. E se calhar, por exemplo, o chão com outra cor, ou ter umas luzes mais tipo aquelas de camarim, ou **uma coisa que mostrasse tipo, este é o sítio pra te sentires mais gira.**”*

(I12, 28, AB, regular) *“**Podia haver pessoas formadas pra isso**, como se vê às vezes nas perfumarias (...) Poderia haver no supermercado ao pé das linhas de... de cosmética e de maquilhagem... Porque realmente as pessoas uuuh... Há muita gente que compra realmente nos supermercados, nos hipermercados e se calhar lá não têm o aconselhamento que poderiam ter noutros sítios, mas que não vão a esses sítios porque os preços são muito mais elevados.”*

(4.2) Use “normal women” in the advertisements and give more incentive to use make-up as a daily routine

Women identify themselves with “normal women” such as the ones in the Dove campaign. They claim that this type of campaigns would make it easier to believe in advertising and therefore they would be more motivated to buy the products.

(I4, 18, AB, regular) *“E acho que às vezes também **nos anúncios deviam tentar pôr pessoas normais**. Porque são sempre modelos perfeitas que com qualquer maquilhagem ficam bem... e isso não acontece a toda a gente... E às vezes uma tentativa de pôr pessoas mais descontraídas e normais podia ajudar a chamar à atenção da maquilhagem para mostrar que qualquer tipo de mulher pode usar aquela maquilhagem. E não deviam se calhar ser tão carregadas... ou então ter as duas versões de uma carregada e uma mais simples.”*

(I5, 21, CD, regular) *“... por exemplo, a **Dove** fez um anúncio muito bom para os cremes que pôs mulheres, não aquelas magrinhas, modelos. **Se calhar se fizessem isso com a maquilhagem era capaz de ter sucesso e chamar mais** . (...) Deviam usar outra maneira de puxar essas pessoas que não têm esse hábito [de se maquilhar].”*

Moreover, women consider there is no incentive to use make-up as a routine and this is one of the reasons why they do not wear make-up.

(117, 26, AB, regular) **“Puxar mais pelo lado tratamento, mais cuidado . Uma coisa mais vocacionada pro cuidado diário, pra profissão, então acho que sim. Não tanto essa coisa do... do... da mulher, tipo... arranjar-se muito... superficialmente. Isso seria mais um look pra noite, não pro dia-a-dia.”**

(4.3) Tell people that make-up does not damage the skin

Women do not know exactly what effects make-up can have on skin. They admit they would probably wear more make-up if it was clearly explained to them that make-up not only does not damage skin but also can protect it from daily aggressions.

(17, 22, AB, regular) **“Se calhar se fizessem, tipo, *anúncios a dizer que até faz bem* talvez também contribuísse pras pessoas também, tipo, se pintarem mais. *Se eu tivesse esses produtos se calhar usava todos os dias [no Verão também].*”**

3. Conclusions

3.1.Main Conclusions and Recommendations

The main conclusion one can take from this research is that the main source of low make-up consumption in Portugal is indeed occasional use as most Portuguese women do not actually wear make-up on a daily basis. More specifically, seasonal use during winter and special occasion use, such as going out at night. Some justifications were found through the interviews of the qualitative research. The most important ones are presented in this section along with recommendations to overcome each of them.

(i) Women believe that make-up damages their skin. However, almost all brands have laboratories devoting efforts in developing hypoallergenic products (i.e., products that cause

fewer allergic reactions) directed to people with intolerant skin (i.e., sensitive or easily irritated skin). Furthermore, make-up can indeed do good to the skin. It can act as a cover against the harsh caused by wind, cold, sun and pollution. Nowadays, it is common to find foundations containing moisturizers and sun block protecting the skin against UV radiation, which is an advantage especially for those women who have no habits of wearing a sun block lotion on a daily-basis (this is the case of most teenagers and young adults in Portugal). Other examples are acne clearing concealers and lipsticks with moisturizers and antioxidants.

Recommendation: Despite all this, the truth is that women actually think that make-up will cause habituation and make their skin get older faster due to the chemicals it contains. Therefore, make-up brands should invest in R&D to give consumers products that are increasingly better at protecting their skin and avoid allergic reactions. It is necessary to transmit the benefits make-up can bring to all these women. This message has to be delivered to them through advertising and also in stores. As two respondents said, make-up is considered a superfluous product when compared to body or face moisturizers. And this can be attested by the results of the exploratory quantitative research where it was found that only 56% of women wear make-up as a routine as opposed to 87% women using facial treatment products on a daily basis and also by the qualitative research. So the goal should be to **change consumers' perceptions that make-up is superfluous and damage skin and convince them that it can in fact be part of women's skin care routine.**

(ii) There is a huge potential for the daily use of make-up in Portugal as **most women do not wear make-up on a daily basis.** Portuguese women prefer natural looks and for them this means little or no make-up at all, not a natural make-up. There is a prejudice in the sense that Portuguese women associate make-up with strong colours.

Recommendation: It is necessary to educate women in the way that **make-up can be helpful in giving the natural look women are looking for while eliminating imperfections and giving a healthier appearance.** This implies reformulating the current catalogues to include softer colours such as white, beiges, browns, peaches and soft pinks. For this purpose it is also necessary to emphasize the use of transparent mascaras, concealers, foundations and powders adequate to each woman's skin tone. Loréal's Maybelline New York has in its UK website¹⁴ some tips for women desiring this natural look. This could be a way to stimulate the daily use of make-up in Portugal and it could be adopted not only by Maybelline New York in Portugal but also by brands such as L'Oréal Paris and Nivea Beauté. Another suggestion is to provide workshops in a regular basis in stores such as *Sephora*, *Perfumes & Companhia* and *El Corte Inglés* teaching women how to achieve a natural look with make-up while taking care of their skin.

(iii) There is also room for growth through the promotion of summer looks, given that **the Portuguese make-up market also faces a problem of seasonal use.**

Recommendation: Women must be aware that **make-up can contribute to enhance the tan and also to prevent skin from getting dry and protect it from UV radiations.** Once again, Maybelline New York is already promoting this type of looks in the United Kingdom and there is no reason not to do this in Portugal.

(iv) Since advertising can influence the choice of make-up products, it is necessary to make some adjustments for the Portuguese consumers. Currently, **advertisements have been efficient in attracting only those women who already have a habit of wearing make-up.**

¹⁴ http://www.maybelline.co.uk/MUST_HAVE_LOOKS.aspx

Recommendation: The challenge now is to attract those who do not face make-up as a routine and who are not fond of the looks currently advertised. Advertisements should therefore be less focused on “night looks” with strong colours and emphasize more “natural looks” (and “summer looks” during the summer) in order to incentive women to use make-up as a routine and as skin care. The use of “normal women” to promote make-up products was defended by most women in this research. It is clear, however, that this needs to be done with caution since make-up is by nature intended to enhance beauty. Therefore, it is crucial that women “desire” the effects they see in other women. There is a limitation regarding this issue, given that most of the times advertising campaigns are not decided locally, but internationally.

(v) Finally, it was discovered that **most women prefer to buy their make-up products in specialized stores given the advantages they present over the non-selective channel.** Nonetheless, supermarkets and hypermarkets offer more convenience and have more accessible products in terms of price. **There are in fact some women who take price into account but, due to the disadvantages previously mentioned, they generally do not purchase make-up in supermarkets or hypermarkets ending up buying fewer products.**

Recommendation: Changing the service, layout and environment of the make-up area in the non-selective channel can be effective in increasing make-up consumption, especially for women who are more sensitive to prices.

3.2. Testing the Recommendations: Focus Group Discussion

In order to test these recommendations near consumers, a focus group was conducted¹⁵. As in-depth interviews, a focus group is *mostly* a direct qualitative research procedure, given that respondents are aware of the purposes of the project (Malhotra and Birks, 2007). The focus group is the most appropriate method to test these recommendations due to the “free-flowing group discussion” leading to creative and sometimes unexpected findings. According to Malhotra and Birks (2007), the focus group also offers advantages in the sense that it will produce a wider range of information than individual in-depth interviews would and it stimulates the respondents to express their points of view in a spontaneous way. A homogeneous group of 7 women with ages between 22 and 24 years old was recruited all of them using make-up only during the winter and/or on special occasions. The discussion lasted about one hour and a half. The results of this focus group are presented below, organized in three different topics: (1) Occasional use, (2) Effects of make-up on skin and (3) Distribution channels.

(1) Occasional Use: Different looks for different situations

As it would be expected, the respondents opt for different looks according to the situation and their preferences are in line with the findings of the qualitative research.

The respondents were asked about their opinion on make-up advertising. Unsurprisingly, all of them agree that make-up ads are too much focused on “night looks” and not adequate to Portuguese women, especially young women who are now starting to take more care with their own appearance.

(R7, 23) *“Cá em Portugal plo menos não faz sentido. Tipo, ninguém se pinta assim! Principalmente as miúdas que... sei lá, só começaram a sair agora... a pintar-se...”*

¹⁵ See Focus Group Guide in Appendix 12

(R5, 22) *“O look natural atrai mais as pessoas pa começar e criar hábitos de maquilhagem... principalmente pa jovens.”*

There was some controversy about the type of women that should be used in the ads. The Dove campaign was mentioned again by two respondents. However, all the others claimed to prefer ads with beautiful women as they believe those are more effective in attracting them to wear make-up. After some debate, it was consensual that make-up advertising should feature “natural women” rather than “real women”. In other words, they would like to see “natural looks” being promoted, not necessarily through an “average woman”. Moreover, they consider that the use of younger women would be more appealing for them and the target they represent.

(R3, 23) *“Acho que a ideia é que [os anúncios] devam ter mulheres mais naturais, não necessariamente reais... Eu não ia comprar aquilo se fosse numa mulher feia!”*

(R5, 22) *“(...) mulheres mais da nossa idade...Parece que é sempre mulheres de quarenta e tal anos, se calhar por isso é que têm estes batons vermelhos tão carregados... mas não... não é pa nós, pra nossa idade...”*

To finish this topic it was asked to the respondents if initiatives like the one in Maybelline’s UK website, described earlier, would be effective at incentive them to wear more make-up on a daily basis and in the summer. They all appreciate the “natural look” initiative; nonetheless, most of them were not very enthusiastic about the “summer look”. They state that the only thing that would make them wear make-up during the summer would be having products especially developed for that: products giving a sensation of freshness and that do not melt with the hot temperatures.

(R4, 24) *“Também tá tanto calor que tu começa a suar e a maquilhagem fica toda borrada... é horrível e fica peganhento... (...) Se houvesse uma base que me garantissem que não derretia... E se fosse assim fresquinho...”*

In addition to the website other interesting suggestions were made to promote this looks, namely having the products organized by looks in the stores (e.g.: a section with all the

necessary products to achieve a “natural look”) and having tips in the package of each product recommending other complementary products to achieve different specific looks. Other suggestion was to promote more workshops dedicated to “natural looks” in stores.

(R3, 23) *“Era muita bom se quando fosses à loja já tivesse tudo organizado. Tipo, eu gosto de natural e aqui tá tudo o que é preciso, a base, o batom, etc... Muito mais fácil! Eu acho que comprava muito mais... por impulso.”*

(R2, 22) *“Sim! Ou então teres mesmo uns folhetozinhos que vinham com os produtos. A dizer como é que devias conjugar.”*

(2) Effects of make-up on skin

Five of the seven respondents believe that make-up damages the skin, more specifically foundation. Even after explaining the benefits that make-up can have, they stated that it is difficult to believe in those claims. They all agreed that the best way to transmit this idea is to be more emphasized in the ads but the benefits should be clearly explained.

(R6, 24) *“Mais que promover brilho nos anúncios deviam promover saúde.”*

(R1, 23) *“Mas também dizer que tem o ingrediente XPTO que faz bem e não explicar ... Boa! Eu sei lá o que é isso... Fico na mesma... Tem que ser causa-efeito.”*

(3) Distribution Channels

Finally there was a discussion about what should be modified in the non-selective channel in order to make women think about this channel when they want to buy make-up products. It was no surprise to hear that it would be good to have testers and professional advice.

(R2, 22) *“Tipo, sabes aqueles quiosques que às vezes há? Porque é que não fazem isso ao pé da maquilhagem? E sempre que querias saber alguma coisa ias lá pedir à senhora... era melhor.”*

(R5, 22) *“Também se tivessem testers iam pa lá as bimbis todas pintar-se e não sei quê... e se calhar roubavam... mas... se calhar com essas senhoras que tu disseste... podiam ser elas a dar. Quando quisesses experimentar.”*

Despite this, the respondents admitted that they would always prefer to go to specialized stores. Even changing the layout of the make-up area of supermarkets and trying to create a different environment (e.g.: more colours, mirrors, different lightening) they believe the supermarket will always be a second choice since it is too crowded and associated with domestic shopping. Besides, they have some reservations about the quality of the products sold in this channel.

(R7, 24) “(...) Mas não sei... tipo, acho que mesmo com essas mudanças todas eu acabaria por ir às perfumarias na mesma. Sei lá, é muito confuso... eu só compro porque a minha mãe vai fazer as compras do mês e eu, claro, aproveito e ponho no carrinho.”

4. Balance and Limitations of the Work Project and Suggestions for Further Research

Through this research I was able to explore an issue that, as mentioned earlier, is still not being investigated in our country. The make-up market exhibits a great growth potential in face of the increasing importance physical appearance plays in the modern society. Besides, make-up can be seen as a “compensation luxury”. This is related with the theory of the “Lipstick Effect” which refers to the tendency people have during an economic crisis to purchase small, comforting items (as lipstick or other make-up products) rather than large expensive luxury items (as fur coats or cars)¹⁶. Therefore, this project can be useful for companies owning make-up brands as it tries to give an answer to why this potential is not being fully achieved in Portugal and what could be done to overcome this low consumption of make-up. Finally, while dedicating a whole semester to this work project I could develop technical skills in the marketing research field and important personal skills such as creativity and individual work.

¹⁶ See article in Appendix 13

Naturally, while carrying out this project I faced some limitations. To start with, there were no concrete data about the subject and therefore the source of the problem was based on an exploratory quantitative research using a sample of 138 women residing in Lisbon. Consequently, all the findings may not be applicable for all the Portuguese territory as the urban population exhibits very distinctive features. Additionally, given the specificity of the subject, it was not possible to apply any or almost any theoretical framework.

In what concerns the marketing research, one limitation is, as one would expect, the *in-depthness* of the problem. Most of the times, women are not aware of the reasons why they wear or do not wear make-up and it is difficult for them to think about this issue and give concrete answers. For this reason, a quantitative research would not produce valuable outcomes. Instead, I conducted a qualitative research in order to gain more and clearer insights for the subject under study. Given my limited resources, I conducted fewer in-depth interviews than I desired. However, the number of interviews conducted is in line with the qualitative research assessment methodology (Malhotra and Birks, 2007). Finally, I faced some limitations while conducting the focus group. Due to time constraints I was only able to conduct one focus group discussion. The results would probably be more solid if more than one discussion was held exploring different social classes and age categories.

It would be interesting to see further research exploring and understanding the prejudice Portuguese women have against using make-up and their associations between make-up and strong colours and a deeper analysis of the different perceptions among different social classes. It was not found any evidence regarding this matter in this work project probably due to its urban nature. Furthermore, I would suggest some research focusing on the reasons why women consider make-up damages skin.

5. References

Blackwell, Roger D., Miniard, Paul W. and Engel, James F. 2006. *Consumer Behaviour*, Thomson South Western, pp.93

Malhotra, Naresh K. and Birks, David F. 2007. *Marketing Research: An Applied Approach*. UK: FT Prentice Hall

Datamonitor Industry Profiles: Make-up in Portugal, July 2008; Make-up in Spain, November 2008; Make-up in Europe, November 2008

Glossary¹⁷

LIPS

Lip gloss is a cosmetic product used primarily to give the lips shine and sometimes subtle color. It is distributed as a liquid or a soft solid (not to be confused with lip balm, which generally has medicinal purposes). It can be completely clear, translucent, or various shades of opacity, including frosted, glittered, and metallic looks.



Lipstick is a cosmetic product containing pigments, oils, waxes, and emollients that applies color and texture to the lips.



FACE

A **concealer** or **colour corrector** is a type of makeup used to cover pimples, dark circles and other small blemishes visible on the skin.



Foundation is a cosmetic applied to the face to either enhance the appearance, or to cover up pimples/blemishes. (...) Foundations can be gel-based, in a spray canister, liquid or powder (...). Foundation can also be referred to as "base" makeup. It is called this because it is usually the basis or base of make-up application.



Face powder is a cosmetic powder applied to the face to set foundation after application. It can also be reapplied



¹⁷**SOURCE:** <http://encyclopedia.thefreedictionary.com>

throughout the day to minimize shininess caused by oily skin. It comes packaged either as a compact, or as loose powder, which is used for evening make up. It can be applied with a sponge, brush, or powder puff. Because of the wide variation among human skin tones, there is a corresponding variety of colors of face powder. Besides toning the face, the powder also prevents pigmentation under the sun.

Rouge, also called **Blush**, is a cosmetic typically used by women to redden the cheeks so as to provide a more youthful appearance, and to emphasise the cheekbones.

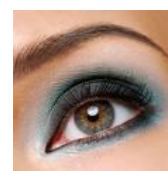


EYES

Eye liner is a cosmetic used to define the eyes. It is applied around the contours of the eye to create a variety of aesthetic illusions.

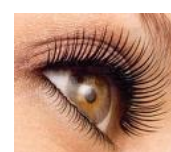


Eye shadow is a cosmetic which is applied on the eyelids and under the eyebrows, to help make wearer's eyes stand out or look more attractive. Eye shadow adds depth and dimension to one's eyes, compliments



the eye color, or simply draws attention to the eyes. Eye shadow comes in many different colors and textures, and is usually made from a powder and mica, but can also be found in liquid, pencil or mousse form.

Mascara is a cosmetic used to darken, thicken and define eyelashes. Mascara comes in three forms: liquid, cake and cream. It also comes in



many formulas, tints and colors. The general purpose of mascara is to emphasise, thicken, lengthen, and define lashes. Mascara is available with tube and wand applicators. Ingredients in mascara include water, wax thickeners, film-formers and preservatives. Mascara brushes can be straight or curved, to curl eye lashes, with fine or thick bristles. Some mascara wands contain rayon or nylon fibers to lengthen eyelashes.

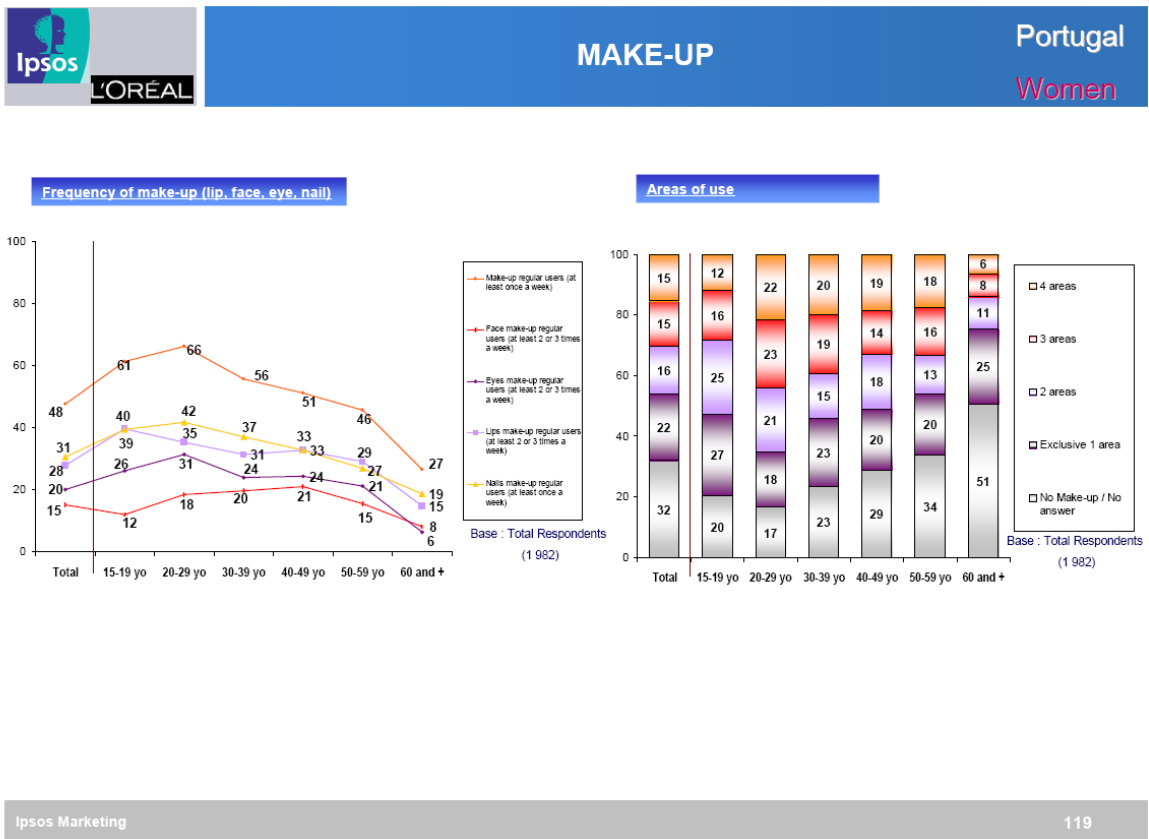
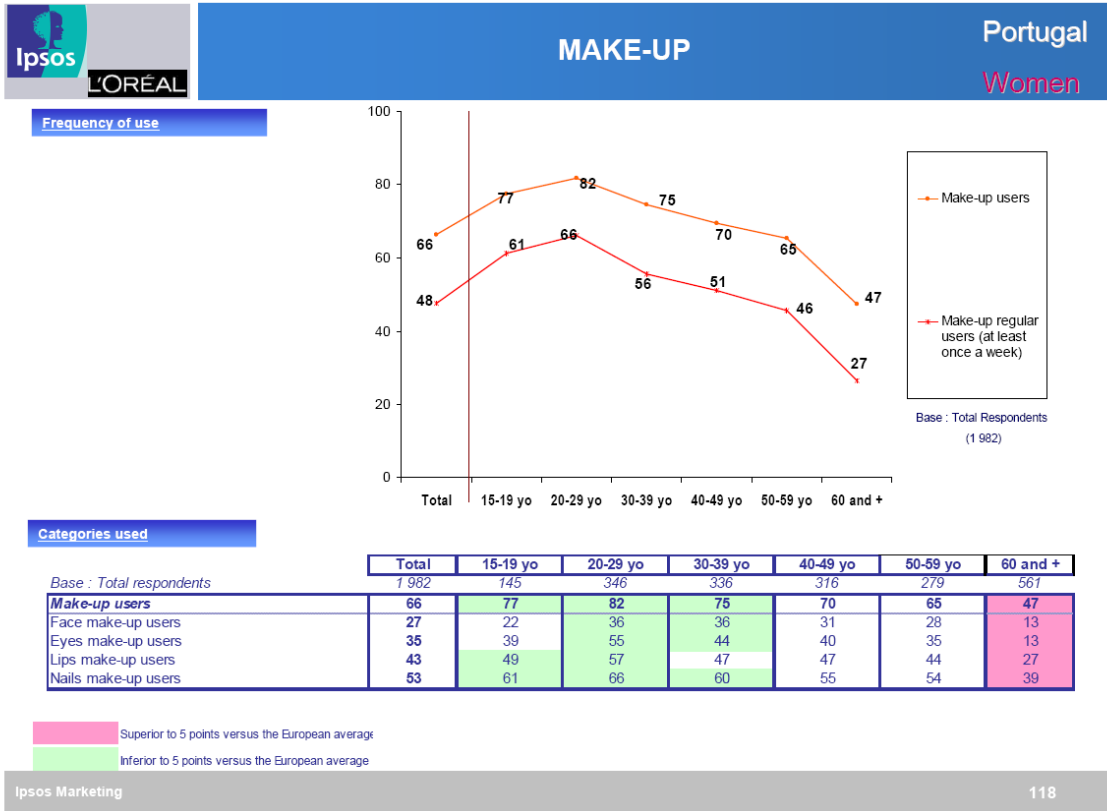
NAILS

Nail polish or **nail varnish** is a lacquer that is applied to the nails of both the fingers and toes, usually cosmetically, but also as protection for the nails.



Appendices

Appendix 1 – Research Conducted in 2007 by L'Oréal



Appendix 2 – Market Value and Market Volume in Portugal

Figure 1: Portugal Make-Up Market Value: \$ million, 2003-2007

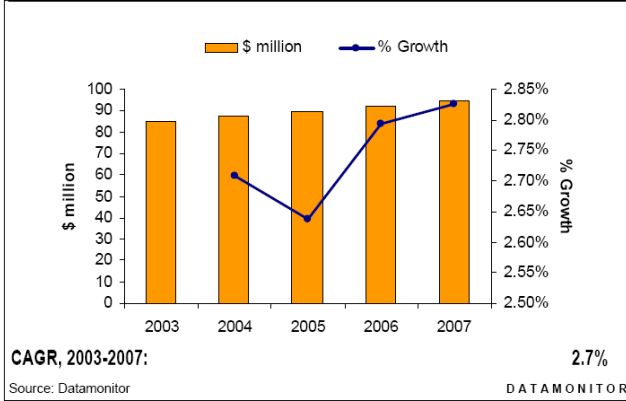


Figure 8: Portugal Make-Up Market Value Forecast: \$ million, 2007-2012

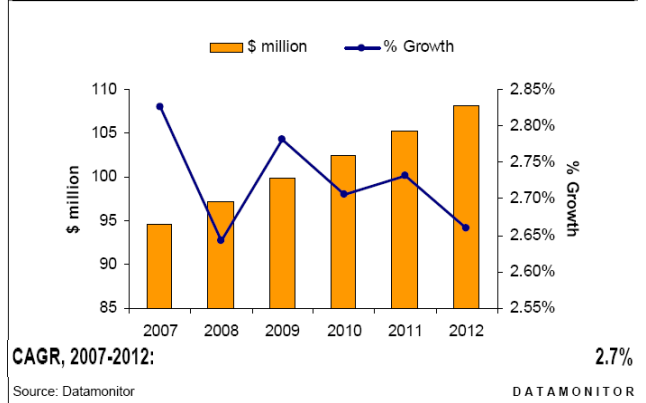


Figure 2: Portugal Make-Up Market Volume: Units million, 2003-2007

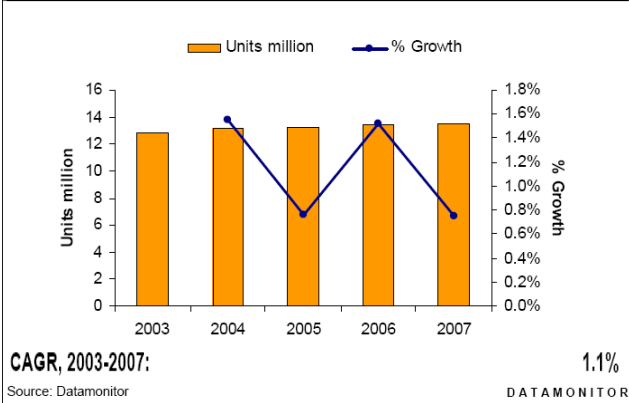
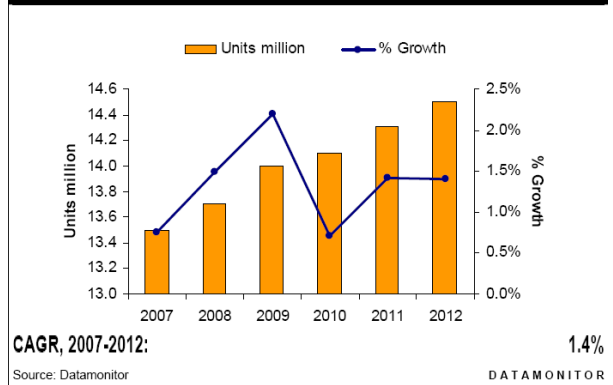
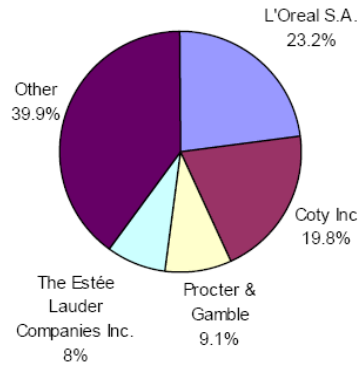


Figure 9: Portugal Make-Up Market Volume Forecast: Units million, 2007-2012



Appendix 3 – Portugal Make-up Market Share

Figure 4: Portugal Make-Up Market Share: % Share, by Value, 2007

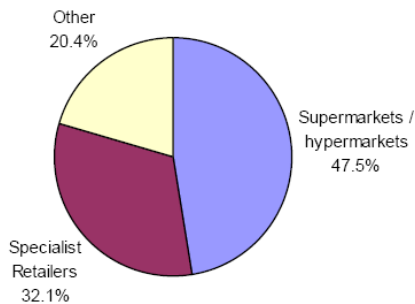


Source: Datamonitor

DATAMONITOR

Appendix 4 – Portugal Make-up Distribution

Figure 7: Portugal Make-Up Distribution: % Share, by Value, 2007



Source: Datamonitor

DATAMONITOR

Appendix 5 – Questionnaire (Exploratory Research)

Filtro: Idade? (15-39)

1. Com que frequência utiliza os seguintes produtos?

	Perfume/Colónia	Maquiagem* (rosto, olhos, lábios)	Creme de rosto
Menos de 5 vezes por mês**			
5-10 vezes por mês**			
Mais de 10 vezes por mês			
Nunca usei			

2. *Que tipo de maquiagem utiliza?



- Baton
- Gloss
- Lápis de contorno



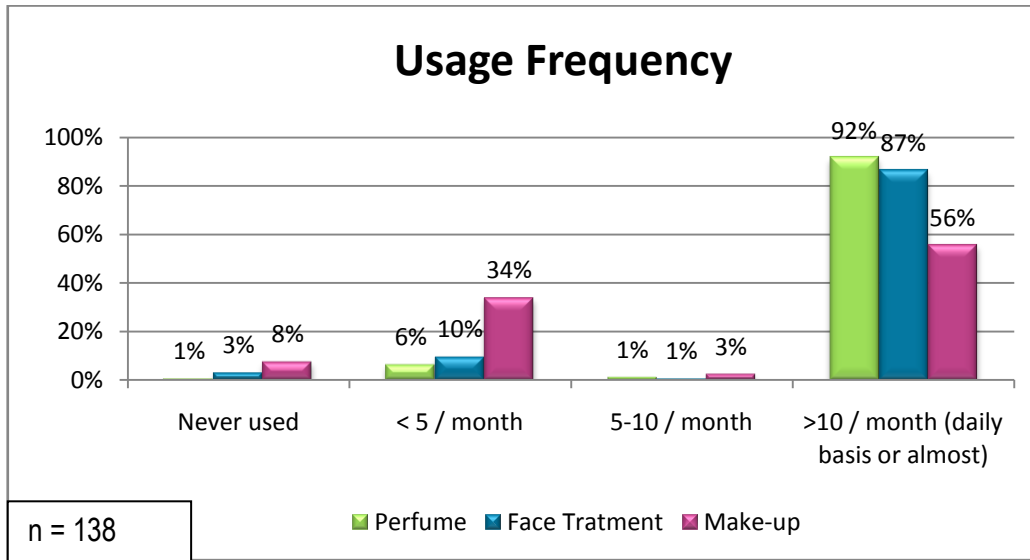
- Base (líquida ou pó)
- Blush
- Corrector



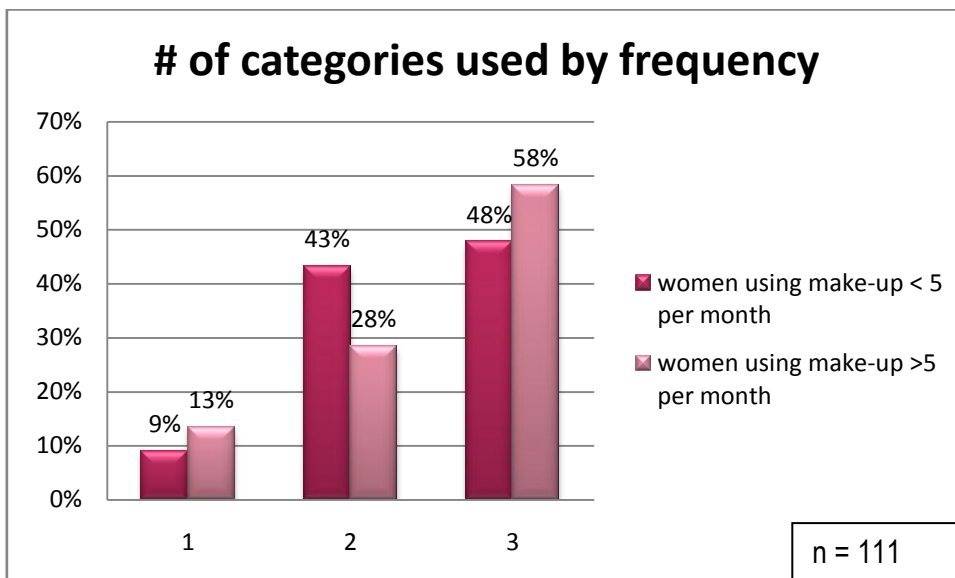
- Lápis ou Eye Liner
- Rímel
- Sombras

3. **Em que ocasiões utilizou maquiagem no último mês (seja o mais específico possível)?

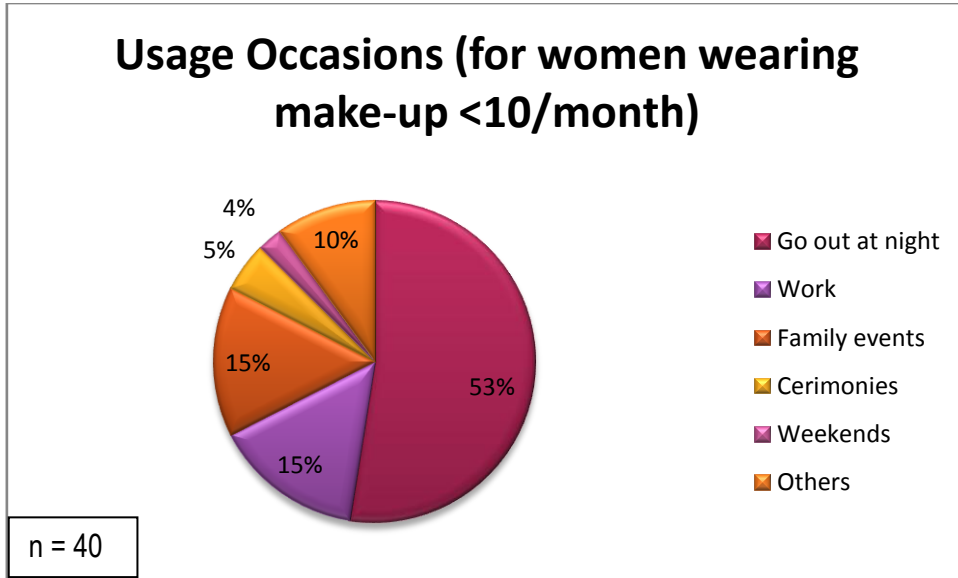
Appendix 6 – Usage Frequency by type of product



Appendix 7 – Categories Used (face, eyes, lips)



Appendix 8 – Special Occasions (in which situations did you wear make-up in the last month?)



Appendix 9 – Interview Guide (Qualitative Analysis)

Filtros

1. Tem entre 15 e 28 anos?
 - Sim: Entrevista Não: Fim de Entrevista
2. É de nacionalidade Portuguesa?
 - Sim: Entrevista Não: Fim de Entrevista
3. Com que frequência utiliza os seguintes produtos?
 - Usa maquilhagem + 10 vezes por mês (diariamente ou quase): 50%
 - Usa maquilhagem 1-10 vezes por mês: 50%

	Perfume/Colónia	Maquilhagem (rostos, olhos, lábios)	Creme de rosto
Menos de 5 vezes por mês			
5-10 vezes por mês			
Mais de 10 vezes por mês (diariamente ou quase)			
Nunca usei			

Questão Inicial

Boa tarde, sou aluna da Faculdade de Economia da Universidade Nova de Lisboa e estou a fazer um estudo sobre o consumo de produtos de beleza em Portugal. Ao longo desta entrevista não lhe vou fazer perguntas específicas. O objectivo é que após a pergunta inicial se sinta à vontade para falar de tudo o que considerar relevante sobre este tema.

Se não se importar, a entrevista será gravada mas a sua identidade será confidencial. A entrevista terá a duração aproximada de 40-45 minutos.

Gostaria então que começasse por me descrever o tipo de produtos de beleza que utiliza normalmente (maquilhagem, perfume, creme de rosto) e que me falasse das suas rotinas de utilização?

(Explorar hábitos de consumo e perceber se há diferenças entre os vários produtos)

Tópicos a Desenvolver

MAQUILHAGEM

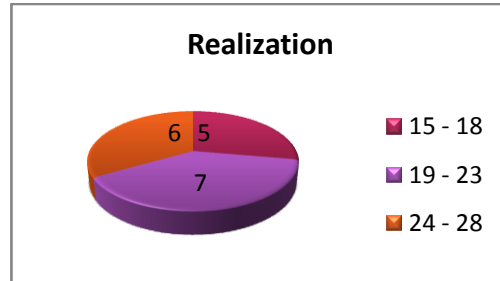
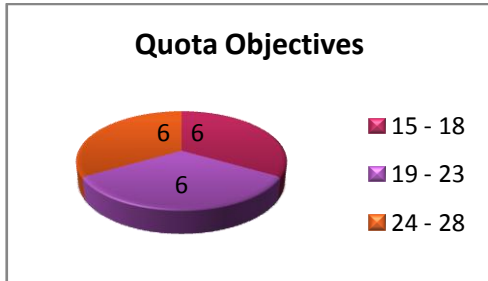
1. Comportamento de Consumo
 - Frequência de consumo
 - Que tipos de produto usa e em que ocasiões
 - Descrição de “Rotina de Consumo” – Rotina vs Consumo Esporádico

2. Factores Influenciadores de Consumo
 - Motivos de consumo - Prazer ou necessidade
 - Escolha de Consumo
 - Influenciada vs. Individual
 - Ponderada vs. Imediata
 - Lealdade vs. Rotatividade e Experimentação
 - *High Involvement* vs. *Low Involvement*
 - Motivadores – campanhas publicitárias, opiniões, *top of mind*, amigos, família
3. Conhecimento
 - Conhecimentos das diferentes categorias dentro de maquilhagem
4. Hábitos de compra
 - Locais, experiência da compra, ambiente e configuração da loja, atendimento
 - Aconselhamento é importante?
 - Testers?
 - Organização
5. Preferências
 - “Looks”, marcas
 - Opiniões / satisfação acerca da oferta actual
 - Sensibilidade ao preço
6. O que poderia ser feito para a levar a utilizar maquilhagem numa base diária?
 - Mais oferta, diferente oferta para as diferentes ocasiões

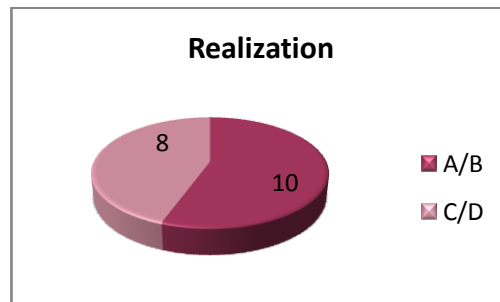
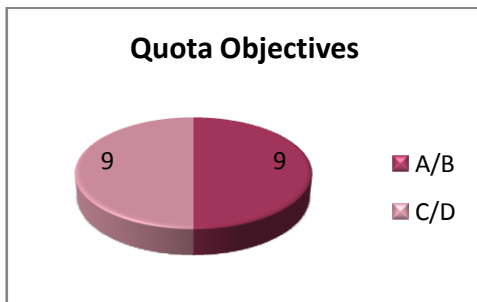
 - Profile
 - Idade
 - Nível de Estudos
 - Profissão / Profissão dos pais
 - Área de residência
 - Programas de TV / Revistas preferidas

Appendix 10 - Sampling Qualitative Research

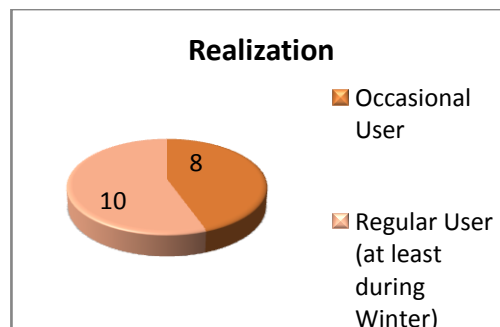
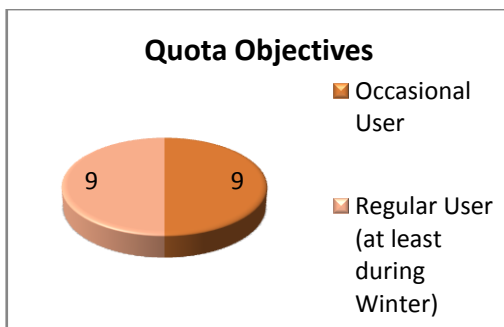
Age:



Social Class:



Make-up User Profile:



Appendix 11 – Additional Quotes

Women wear make-up to feel more beautiful and confident:

(13, 16 years old, AB, occasional user of make-up) *“Pa parecer que... sei lá, tou mais arranjada, porque gosto. Sinto-me muito melhor, muito mais segura se calhar.”*

(112, 28, AB, regular user of make-up) *“Há dias em que faço uma maquilhagem mais elaborada, dá-me mais prazer, sinto-me mais segura.”*

(113, 24, CD, regular) *“Gosto porque... se calhar somos só nós que notamos os pormenores, mas ficamos diferentes, ficamos melhores. (...) Se eu me estiver a sentir melhor também me vou divertir mais à noite. (...) Acabo por me divertir mais, fico mais desinibida.”*

The occasional use of make-up is associated to seasonal use and special occasions:

(14, 18, AB, regular) *“Por exemplo no Inverno tou menos queimada e não gosto, então ponho um bocadinho de blush pa ficar com melhor cara”*

(17, 22, AB, regular) *“No Inverno... ponho blush, quase todos os dias. (...) Ah, às vezes ponho a base também (...) No Verão uma pessoa tá queimada, tipo, nem sequer precisa nem de base nem de, tipo, nada”*

(110, 23, AB, regular) *“Uso blush no dia-a-dia mas só no Inverno... (...) Dá imenso gozo, uma pessoa sabe pintar-se, sinto-me bem. No Inverno completamente também por necessidade porque acho que fico branca.”*

(115, 24, AB, regular) *“No Verão provavelmente vai haver dias em que não vou usar. Se já tiver muito queimada e mesmo pra proteger mais a pele. No Inverno acho que... não sei, nunca saio de casa sem pôr base. É por necessidade, pronto, é pa... é pa disfarçar um bocado a pele mas também, sei lá, é mesmo pa ficar com um aspecto mais homogéneo.”*

(12, 16, AB, occasional) *“Eu no dia-a-dia não ponho nada. Mas maquilhagem só ponho às... **quando vou sair**. Sexta e Sábados e isso...”*

(13, 16, AB, occasional) *“Normalmente uso quando vou sair, sei lá, quando tamos com péssima cara... quando vou sair com os meus tios ou quando vou pa jantares de família ou essas coisas...”*

(110, 23, AB, regular) *“Se tenho alguns... não é bem castings, coisas pa trabalhos e assim uso sempre. Quando vou trabalhar de hospedeira sempre. (...) Alguns dias uso rímel se tenho alguma coisa que quero tar mais gira. Se tenho um dia normal mas à noite tenho um jantar ou vou jantar com o meu namorado, ou tenho qualquer coisa a seguir. (...) Quando vou sair à noite, por exemplo. (...) Pa cerimónias também, mas aí pinto-me mais.”*

(18, 22, AB, occasional) *“Quando vou sair à noite. Ou quando vou jantar, no Natal, casamentos, baptizados. Páscoa...”*

Women's motivations to wear make-up differ according to the occasion and, consequently, they prefer different "looks" as well:

(I4, 18, AB, regular) *"Por exemplo, no Inverno tou menos queimada e não gosto, então ponho um bocadinho de blush pa ficar com melhor cara. De vez em quando um anti-olheiras quando tou com mais olheiras. E quando me quero produzir mais e arranjar-me mais, aí pinto-me mais."*

(I14, 26, CD, ocasional) *"Penso que é para dar um bocadinho mais de brilho ao rosto. E como geralmente o sair à noite implica sempre um bocadinho mais de... de retoque, acho que fica sempre bem."*

(I13, 24, CD, regular) *"Eu também nunca uso muito carregado. Por isso não muda a minha cara e não parece que estive na praia e não estive. (...) Quando vou sair ou assim é que estou a jogar mais com as cores e mais preocupada... (...) Aí já uso um batom... que se note mais."*

(I5, 21, CD, regular) *"Se for sair à noite, gosto de uma coisa mais vistosa por assim dizer... (...) abuso mais a nível de cores e de combinar um bocado com as cores quem tenho também vestidas."*

The main reason why people do not wear make-up is because they think it will damage their skin:

(I3, 16, AB, ocasional) *"Maquilhagem, não dá... Porque acho que isso estraga imenso a pele e não há necessidade porque acho que acaba sempre por não se esconder muitas coisas, não sei... nunca há aquele resultado que nós queremos."*

(I7, 22, AB, regular) *"Depois, tipo, às vezes ponho base. Mas isso não ponho todos os dias porque acho que uma pessoa... plo menos, tipo, com a minha idade eu acho que as raparigas, tipo, não devem pôr muito essas coisas, bases e isso. Dizem que não faz mal. Mas eu acho, tipo, que faz mal, uma pessoa, tipo, habitua-se."*

(I16, 22, CD, regular) *"A experiência que eu tenho é que as raparigas que não usam normalmente têm comentários estilo, ah essa base faz mal à pele. Tás a ficar com a pele toda estragada e quando fores mais velha vais ficar com rugas mais depressa que eu. E acho que existe essa noção muito e por isso há algumas pessoas que não usam por causa disso."*

Other factors inhibiting women from wearing make-up are the Portuguese society and lifestyle, lack of knowledge and price:

(I15, 24, AB, regular) *"Eu acho que tem a ver com o estilo de vida. (...) Se calhar em Portugal há muitos sítios [profissões] onde não... a pessoa não para e não pensa, ah... não sente essa necessidade. E acho que há alguma despreocupação das pessoas em Portugal, das mulheres nesse aspecto."*

(17, 22, AB, regular) “Olha eu não uso porque as minhas amigas, tipo, não usam todos os dias. Por isso acho que isto é uma bola de neve. Acho que se eu me pintasse durante o dia, tipo... a sociedade portuguesa... por exemplo, eu comparo os italianos, as italianas andam sempre todas arranjadas. De manhã, tipo, até à noite. Andam sempre impecáveis. Tipo, nós não, Nós só nos pintamos à noite. A acho que já é muito da sociedade.”

(110, 23, AB, regular) “Como tá na zona de casas de banho de repente há um choque realmente, vais comprar coisas de pintura e são mesmo caras. Se calhar às vezes vejo um amaciador que até posso ter em casa e não preciso e levo porque acho que deve ser espectacular. Enquanto se calhar não vou à secção de pinturas se tiver pinturas porque à partida são sempre mais caras.”

(112, 28, AB, regular) “Acho caríssimo. É muito caro. Depois temos o polo oposto. Nos chineses já se pode comprar bases, batons, todo o tipo de maquilhagem, mas de péssima qualidade. As coisas de qualidade minimamente aceitável são muito caras.”

Make-up is a high involvement product:

(13, 16, AB, occasional) “Muito indecisa. Não consigo comprar logo. Tenho que esperar imenso teempo.”

(15, 21, CD, regular) “Eu sou muito indecisa. Eu fico sempre indecisa entre vários.”

(110, 23, AB, regular) “Demoro imenso a escolher. Antes não. Sou muito impulsiva. Mas depois quando tou na loja em si demoro um bocado, vou comparando.”

(111, 27, CD, occasional) “Vou, vejo. Depois vou e vejo outra vez. E depois se calhar só à quarta vez é que digo assim: olhe, desculpe lá, mas você acha que isto é bom pra mim?”

Exceptions:

(18, 22, AB, occasional) “(...) eu vou ao supermercado e vou directa às marcas brancas (...).”

(114, 26, CD, occasional) “Pa comprar maquilhagem sou um bocado objectiva.”

When buying make-up products, women try to find the best price-quality ratio possible:

(110, 23, AB, regular) “... tipo, a L'Oréal, a Nivea... Acho que são boas e têm um preço acessível por isso motivam-me muito mais a comprar.”

(I14, 26, CD, occasional) “Vou mais pela qualidade. Porque, aí está, como eu não compro assim tanto, não gasto tanto dinheiro em maquiagem, penso que gosto de adquirir algo po futuro que seja um bocadinho melhor e que dure um pouco mais que a maquiagem normal. (...) talvez tenha dado um pouco mais de dinheiro por um lado, mas foi uma qualidade melhor.”

Advertising can play a role in deciding which product to buy, although not decisive:

(I1, 17, CD, regular) “Eu vi na televisão um reclame e... e pronto, eu e a minha mãe decidimos experimentar esse.”

(I2, 16, AB, occasional) “Há anúncios de coisas que nós vemos que... fazem-nos querer ter aquilo.”

(I5, 21, CD, regular) “Eu faço a divisão distinta entre o meu dia-a-dia e pra sair. Se calhar a nível de publicidade não há tanto essa divisão. (...) Uma base também pode ser hidratante e pôr no dia-a-dia. (...) São coisas básicas que acho que faz parte da maquiagem. Eu acho que existe muito mas não existe muita publicidade pra isso. (...) São chamativos , e até podem motivar, mas não a todas as pessoas. Não abrange todo o tipo de pessoas. Pessoas que regra geral não usam maquiagem diariamente, que não têm por hábito usar maquiagem. São mais dirigidos a quem já é... já usa os produtos.”

(I11, 27, CD, occasional) “(...) vamos com aquela ideia: vou lá, meto o produto e tá bom, resolve tudo. (...) e depois tu vês: ya, isto não é assim. (...) A mim, não sei... é difícil [motivar]... Porque eu, por exemplo, o meu estilo é não... maquiagem em mim não é aquela maquiagem berrante e que dê nas vistas e não sei quê. (...) Acho que passa muito naquela fase pra sair à noite, ou tás com os amigos ou assim. Não passa tanto daquela maquiagem tipo pra um casamento, vamos imaginar.”

(I14, 26, CD, occasional) “Geralmente é pa público que gosta de se maquilhar todos os dias (...) Como pra mim não é bem assim, pronto, não me faz impressão mas sei que não é bem pra mim que aquele anúncio está a ser dirigido.”

(I16, 22, CD, regular) “... se na altura vir algum produto que me chame à atenção ou se me lembro dum anúncio, ou porque a embalagem é apelativa, porque isso acho que também influencia nos produtos de maquiagem, posso acabar por experimentar. Mesmo que não tenha ido com essa ideia.”

Usually women buy their make-up products in specialized stores:

(I3, 16, AB, occasional) “Supermercados, não consigo. Não consigo procurar porque eu não gosto de supermercados porque tem muita gente e aquilo é muito confuso. (...) A música, se não for aquela música muito pesada que às tantas não se consegue tar a ouvir e (...) não consigo tar com muitos cheiros ao mesmo tempo. Eu raramente entro em perfumarias, não consigo. Faz-me impressão. Menos na Sephora porque tem sempre imenso espaço e não é uma confusão.”

(I4. 18. AB. regular) “Na Perfumes & Companhia. Normalmente é onde compro sempre.”

(I4, 18, AB, regular) “No supermercado tem uma desvantagem. É que não se pode experimentar as coisas (...) ou já se comprou antes e se sabe o que se vai comprar ou então não sabemos.”

(I7, 22, AB, regular) “[Gosto das perfumarias porque] tem música, descontrai. Uma pessoa quando vai ao supermercado não é muito agradável tar lá a pintar-se e isso.”

(I7, 22, AB, regular) “Gosto da Sephora. Depois muitas das vezes onde eu compro é tipo no aeroporto (...).”

(I10, 23, AB, regular) “... se queres perguntar alguma coisa não tens ali ninguém disponível (...). Não tens espelhos, não tens... sei lá, se tas a comprar produtos de beleza gostas de te sentir bem, bonita, e ali não há de todo esse ambiente. (...) Depois por acaso não acho que as prateleiras sejam muito apelativa. Às vezes os anúncios são muito aquele formato básico... a cara da mulher e depois as coisas da marca todas em baixo. Mas não acho que sejam especialmente giros. Se calhar não tão tão diferenciados como deviam tar dos outros produtos. (...) Às vezes acho que não é fácil encontrar o que quero.”

(I13, 24, CD, regular) “Compro no Corte Inglés (...) ou então há uma marca que é a MAC e tem lojas próprias (...) ou então há aquelas lojas multi-marcas, perfumarias.”

What could be done to motivate women to wear make-up:

(I5, 21, CD, regular) “Há muita gente, e eu compreendo, que não, não utiliza, sei lá, uma base, ou mesmo um anti-olheiras que não se nota praticamente nada, é só mesmo para disfarçar, ou um corrector de borbulhas, acho que são coisas que demoram 30 segundos, nem tanto, e que era uma coisa básica que as pessoas podiam usar. E não vêes muito incentivo a isso. Se fossem motivadas mais para isso, acho que sim. acho que eram capazes de usar mais.”

(I7, 22, AB, regular) “Se fizessem pessoas, tipo, mais da minha idade, tipo, a usar, se calhar... pa mim era mais sensível. E depois que ela mostrasse, por exemplo... mostrava, tipo, uma rapariga da minha idade a acordar e tipo, a arranjar-se, a vestir-se, depois a maquilhar-se e isso. Acho que isso, tipo... como rotina.”

(I14, 26, CD, occasional) “Por exemplo, uma coisa que eu acho imensa piada, os anúncios da Dove pos cremes de corpo, geralmente escolhem sempre pessoas... normais, pronto, que têm o corpo normal, que... as mulheres do dia-a-dia. Penso que isso dá sempre... vai muito bem pro público alvo que são as mulheres do dia-a-dia (...). Também acho que estes anúncios funcionariam com maquilhagem.”

(I16, 22, CD, regular) “... acho que não é transmitida muito essa mensagem de que os produtos de maquilhagem podem não fazer assim tão mal. Eu tenho essa noção de que são capazes de fazer pior do que não usar nada. Mas... não se transmite a mensagem de que... qual é o ponto em que afecta. Acho que a maior parte das pessoas tem ideia mesmo que envelhece mesmo muito, que faz mal à pele (...). Por isso acho que essa mensagem devia ser mais transmitida.”

(I17, 26, AB, regular) “Seria mais uma coisa do género, por exemplo aquela campanha que a Dove fez pra mulheres normais, uma coisa dessas. Portanto, a tal coisa que tavamos a falar de... por exemplo, um look fácil, um workshop fácil que dá sempre outro aspecto mas que não é nada... uma questão só de uso diário, de cuidado diário. Só mesmo os básicos.”

Appendix 12 – Focus Group Guide

FASE	OBJECTIVOS/TEMAS A ABORDAR	TÉCNICAS	ESTÍMULOS	DURAÇÃO
1 AQUECIMENTO + UTILIZAÇÃO	<p>Para começar pedia que se apresentassem, que dissessem os vossos nomes, idade e o que fazem.</p> <p>Sendo mulheres, com certeza que todas usam maquilhagem regularmente ou em determinadas ocasiões específicas. Gostava então que cada uma de vocês me falasse dos seus hábitos de utilização de maquilhagem. (EXPLORAR FREQUÊNCIA DE UTILIZAÇÃO, PRODUTOS)</p>	CONVERSAÇÃO		15 MINUTOS
2 USO OCASIONAL: Diferentes looks para diferentes situações	<p>Pelo que percebi, cada uma de vocês utiliza maquilhagem em diferentes situações. Olhando para estas imagens (MOSTRAR CARTÃO COM DISCOTECA, TRABALHO, INVERNO E VERÃO), gostava que me dissessem como se maquilhariam para cada situação.</p> <p>Tendo em conta aquilo que me disseram pedia-vos agora que me falassem dos anúncios de maquilhagem que se lembram e que me dissessem em que situações se maquilhariam dessa forma? (SE NÃO SE LEMBRAREM DE NENHUM MOSTRAR MAYBELLINE, L'ORÉAL E NIVEA)</p> <p>Sentem-se motivadas a comprar maquilhagem com estes anúncios? (EXPLORAR ADEQUAÇÃO DA PUBLICIDADE ÀS PREFERÊNCIAS DAS MULHERES - TIPO DE LOOKS, MULHERES)</p> <p>Se este look fosse promovido pelas marcas de maquilhagem em Portugal sentiam-se mais motivadas a usar maquilhagem no dia-a-dia? (MOSTRAR CARTÃO MAYBELLINE NATURAL LOOK)</p> <p>E relativamente a este look? Ficariam mais motivadas a usar maquilhagem no Verão? (MOSTRAR CARTÃO MAYBELLINE SUMMER LOOK)</p> <p>Acham que haveriam outras formas interessantes de as motivar a utilizar maquilhagem nestas situações?</p>	<p>CONVERSAÇÃO</p> <p>CONVERSAÇÃO</p> <p>CONVERSAÇÃO</p>	<p>CONCEPT BOARD</p> <p>CONCEPT BOARD</p> <p>CONCEPT BOARD</p>	40 MINUTOS

<p>3 EFEITOS DA MAQUILHAGEM NA PELE</p>	<p>Existe muito a ideia de que a maquilhagem faz mal à pele. Concordam? Porquê?</p> <p>Na realidade a maquilhagem até pode trazer benefícios – proteger a pele da chuva, vento, frio, sol, poluição. Acham que esta ideia é transmitida? Como é que esta mensagem podia ser transmitida a mulheres como vocês?</p>	<p>CONVERSAÇÃO</p>		<p>20 MINUTOS</p>
<p>4 CANAIS DE DISTRIBUIÇÃO</p>	<p>Gostava agora que me dissessem onde é que normalmente compram maquilhagem.</p> <p>Quais são para vocês as vantagens e desvantagens das perfumarias. E dos supermercados?</p> <p>O que fariam para tornar a zona de maquilhagem do supermercado mais atractiva? (EXPLORAR ALTERAÇÕES DE SERVIÇO, LAYOUT, TESTERS E AMBIENTE)</p> <p>Se essas alterações fossem feitas compravam mais maquilhagem?</p>	<p>CONVERSAÇÃO</p>		<p>20 MINUTOS</p>



1

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Appendix 13 – Article on the “Lipstick Effect”

The New York Times

May 1, 2008

SKIN DEEP

Hard Times, but Your Lips Look Great

By KAYLEEN SCHAEFER

LAST month, Betsy Stein made a beeline for Bloomingdale’s to buy a shirt, but the Nanette Lepore top she found was \$280. Ms. Stein, 33, a business manager for a classical music composer in Manhattan, told herself that in the current economic climate, she shouldn’t charge it.

“With the scare of the downturn,” she said, “I decided to cut back on my shopaholic problem and exercise some restraint.”

But the next day at Sephora, she made a substitute purchase. “I could buy one or two lipsticks for about \$40,” she said. “That’s far less than \$280.”

Ms. Stein’s rationale for buying lipstick echoes a theory once proposed by Leonard Lauder, the chairman of Estée Lauder Companies.

After the terrorist attacks of 2001 deflated the economy, Mr. Lauder noticed that his company was selling more lipstick than usual. He hypothesized that lipstick purchases are a way to gauge the economy. When it’s shaky, he said, sales increase as women boost their mood with inexpensive lipstick purchases instead of \$500 slingbacks.

Beauty brands remain true believers in the theory, even though in the last few years the lipstick market has fallen on hard times as its glistening cousin, lip gloss, has had robust sales.

With the specter of another recession, brands like Clinique and DuWop Cosmetics are preparing for a big year in lip color, for two reasons.

First, they would like to see a return to lipstick, which usually costs slightly more than gloss. Second, the companies believe that in down times women will continue to splurge on lip lacquer even as they make do with last season’s dress.

But do economists, and not just companies that need to move a lot of lip color, believe that lipstick sales could skyrocket as the economy tanks? And what’s the draw of lipstick in particular for women worried about having to pay as much for gas as they would a handbag?

Not only is the lipstick theory plausible, “it’s perfectly consistent with all kinds of economic theory,” said Richard DeKaser, the chief economist with National City Corporation, a financial holding company and bank in Cleveland.

Three sorts of products sell robustly during tough times, said Lou Crandall, the chief economist at Wrightson ICAP, an independent research firm.

The first is what economists call traditional inferior goods, what people have to buy when they can no longer afford their favorites. If you’re a salmon lover eating tuna casserole, you’re chewing on inferior goods.

Lipsticks aren't inferior goods, economists say, but they could be small indulgences, an inexpensive treat meant to substitute for a bigger-ticket item. Or lipsticks could also be morale boosters, like Charlie Chaplin films were during the Depression. A warm shade that perfectly matches your skin tone might make you forget how far your 401(k) has tanked.

Although this relationship exists, Mr. Lauder was wrong about one thing: counting lipstick purchases won't confirm whether we're in a recession. "It doesn't surprise me that lipstick sales go up," Mr. Crandall said, "but if I had to choose my top economic indicators to take to a desert island with me, I'm not sure it would make my top 20."

Not the least because lipstick sales aren't exactly economic indicators used by the news media.

"ABC News samples consumer confidence every week," Mr. Crandall said. "We don't have lipstick sales on a weekly basis. This is because they are more granular. The smaller the economic data becomes, the more volatile it tends to be, and the harder it is to extract the underlying signal."

Indeed, lipstick sales for the first 12 weeks of this year ending March 23 don't validate the lipstick theory. Sales of lipstick in supermarkets and drugstores have decreased 3.3 percent compared with the same time period in 2007, according to Information Resources Inc., a market research firm that tracks sales of mass consumer products. Sales of lipstick are also down 13 percent in department stores from the same quarter last year, said Karen Grant, the senior beauty industry analyst for the NPD Group, a market research firm. But the actual decline, Ms. Grant cautioned, is slightly lower because more weeks were counted in 2007 than this year.

Still, old hunches die hard. Banking on an economic downturn, Cristina Bartolucci, the creative director of DuWop Cosmetics, introduced Prime Venom, her first matte plumper designed to be worn under lipstick. "One of the main reasons we came up with this product is that we're in a recession, or a difficult time with the war," she said. "You always think of the classic lipstick and stockings doing well in wartime."

Prime Venom is the same formula as the company's 1999 best seller, Lip Venom, which claims to inflate your pout without collagen shots. In the last month, Ms. Bartolucci said, Prime Venom's sales have been double that of the original Lip Venom.

This spring, for the first time, Marissa Shipman, the chief executive of the Balm, a lip gloss brand, included lipsticks in her line. She hopes that Mr. Lauder's theory will pan out for her. For their initial order, retailers like Sephora have ordered twice the amount of the lipstick as they did the glosses she started selling in 2003, Ms. Shipman said. She doesn't have qualms about profiting in an economic downturn, because she's glad she can provide something for \$16 that makes women feel good. "I would feel more guilty if I were taking \$400 from someone," she said.

Ms. Grant suggested beauty companies are engaging in some wishful thinking hoping that if they promote a new wave of lipsticks then customers will come. "The early adopters of trend are getting onto the lipstick bandwagon and are seeing increases in lipstick sales," she said. "But it's not an overall trend. This is more like a gut feel, like when you say it's time for skirts to come back."

In the last four years, gloss has increased its market share by 2.5 percent, while lipstick has lost 5.8 percent, according to Information Resources. So to lure gloss-happy customers back to lipstick (which tends to cost more), brands are aping the charms of lip gloss.

Last fall, Estée Lauder reformulated its Signature Lipstick by using a blend of oils that had been typically reserved for glosses, and it eliminated the harsher beeswax smell in favor of a subtle fig and vanilla scent.

This fall, Clinique plans to add eight shades to its Colour Surge Butter Shine Lipstick line, which is a mashup of lipstick and gloss. “It’s a bridge, for when she wants a more grown-up look,” said Janet Pardo, the senior vice president for global product development at Clinique. “We’re transitioning people from gloss into that hybrid place.”

Any woman with a few lines around her lips should be reaching for moist — not matte — lipsticks, said Kriss Soterion, the makeup artist who worked with **Hillary Clinton** before a New Hampshire debate last year. “No matter how you cut it,” she said, “dewy looks young.”

April Lane Benson, a psychologist in Manhattan who works with compulsive spenders, said there are two reasons why women would want lip color more than other affordable pleasures. Lipstick can be applied as many times a day as you’d like. “It’s very primal,” Dr. Benson said. “The mouth is an organ of so much pleasure. Kissing is what you do with your lips.”

Lipstick also helps a woman look poised, even when her bank account is overdrawn. “When women use lipstick in times of stress,” Dr. Benson said, “they’re doing it to put forward an image that they are more alive and more vibrant, and not as down in the mouth. It’s part of the uniform of desirability and attractiveness. A shirt or a cup of gelato is much farther removed from that.”

Melissa McQueeney, 34, a fifth-grade teacher in Shelton, Conn., refuses to stop buying lipstick, even though her bills have increased considerably in the last year, mostly because of rising gas prices. Her fiancé has a 70-mile commute.

“It’s how I freshen up,” she said. “It makes me feel feminine, even if I’m in sweats and sneakers.” Last month, at a Sephora outpost, she chose a \$6 gloss over one for \$25, and held it up triumphantly as she walked to the register. “I didn’t even try it on,” she said. “I’m just splurging.”