

Gathering consumer terminology using focus groups – An example with beauty care

by

Audra Megan Sasse

B.S., University of Nebraska-Lincoln, 2017

A REPORT

submitted in partial fulfillment of the requirements for the degree

MASTER OF SCIENCE

Department of Food, Nutrition, Dietetics and Health
College of Human Ecology

KANSAS STATE UNIVERSITY
Manhattan, Kansas

2018

Approved by:

Major Professor
Dr. Martin Talavera

Copyright

© Audra Sasse 2018.

Abstract

Using consumer-friendly terminology is important in order to design and conduct consumer research that is relevant and impactful. As an example, today's marketing is starting to evolve more towards catering to emotional responses, and focus groups are an effective way to gather emotional and attitudinal information in ways that surveys and questionnaires cannot. The objective of this study was to use focus groups as a tool to generate rich information related to emotions, attitudes and other aspects associated with beauty care products in order to provide terminology that is more simple, relevant and impactful. This terminology can then be used to design studies that will better help during product development and product marketing. Women in the Kansas City area were recruited for three focus groups in one of three age groups: 18-35, 36-50, and 51+ (7 women in each group). They were asked questions regarding their thoughts and emotions behind their purchasing habits and use of beauty care products, both positive and negative. Their opinions on ingredients used were also obtained. The focus groups were very useful to obtain consumer generated terminology on emotions, benefits and ingredients. For example, women reported that when not using certain beauty care products, they felt tired, dirty and self-conscious, whereas when they did use certain beauty care products, they reported feeling confident, clean, and beautiful. They also mentioned the importance of ingredients. Women overwhelmingly wanted products to have a more natural ingredient base and to be created "cruelty-free" (tested without having ever been tested on animals). These qualitative techniques will help provide terms that are more relevant and meaningful to consumers, and with this, help marketers and researchers better understand the

consumer, in this case, understand women's feelings and emotions related to the use of beauty care products so companies can better communicate with their target users.

Table of Contents

List of Figures	vi
List of Tables	vii
Acknowledgements	viii
Dedication	ix
Introduction	1
Materials and Methods	5
Results and Discussion	9
A - Beauty care categories	9
B - Terminology generation for feel and emotions	10
C - Terminology generation for benefits	13
D - Terminology generation for ingredients	16
Summary and Conclusions	21
References	22
Appendix A - Screener	26
Appendix B - Discussion Guide	29
Appendix C - Collage Homework	32
Appendix D - Additional Collages Group 18-35	33
Appendix E - Additional Collages Group 36-50	35
Appendix F - Additional Collages Group 51+	37

List of Figures

Figure 1: Post-it notes on board describing emotions to a product category	8
Figure 2: Discussion flow and topic for discussion	9
Figure 3: Figure 3: A collage from the “homework” portion of the 18-35 age group	15
Figure 4: A collage from the “homework” portion of the 36-50 age group	15
Figure 5: A collage from the “homework” portion of the 51+ age group	16

List of Tables

Table 1: Emotional Terminology	11
Table 2: Key Benefit Claims	14
Table 3: “Ideal Beauty Product” Summary	18

Acknowledgements

I would first like to thank my advisor, Dr. Martin Talavera, for his guidance and constructive criticism throughout the process of writing this report. I also would like to thank Dr. Sara Gragg and Dr. Edgar Chambers for serving on my committee. Finally, I would like to give a special thanks to my parents, Jim and Amber, and also to Cody; if not for all of your never-ending love and support throughout this process, none of this would be possible!

Dedication

This work is dedicated to my late Grandfathers, Dr. Bill Metzger and Stan Sasse. I know you two are always with me and guiding me through all of my best and my toughest of times, and I love you both very much!

|

I. Introduction

Emotional associations with foods are becoming increasingly popular in the field of sensory science (King et al. 2013). Previously, emotions have only been used medically to describe discomfort levels (King et al. 2013), but they are more recently being used to link positive emotions to foods and other product categories. Using positive emotions found to be linked to certain products can help during the product development process and product communication to the consumer. According to Bird (1999), the always-increasing consumer culture requires product developers to “get under the skin of social, lifestyle and user needs” to better know the consumer, how they think, and how they react to specific products and categories. Food consumption has previously been shown to alter the mood and emotional predisposition based out of what was eaten and under what circumstances (i.e. too small of a meal having a negative effect or sweetness/fatty textures having a positive effect) (Gibson, 2006). People have shown to be positively biased towards food samples, with one study finding that people experienced positive feelings of “satisfaction, enjoyment, and desire” much more often than negative feelings such as “sadness, anger, and jealousy” (Desmet and Schifferstein, 2008).

Emotional data has previously been collected quantitatively using terminology such as the EsSense Profile (King & Meiselman, 2010), a popular method with a set of 39 terms used to describe both positive and negative emotions. The terms used in the EsSense Profile were obtained from two existing mood-focused questionnaires: The Multiple Affect Adjective Check List (revised) (MAACL-R) (Zuckerman and Lubin, 1985) and the Profile of Mood States (POMS) (McNair et al., 1971). The MAACL-R has been used extensively in clinical psychiatric settings. It contains five scales and has a total of 66 adjectives that

can be used to describe statements in the scales, such as “how you generally feel”. There are two positive scales (sensation seeking and positive affect) and three negative scales (anxiety, depression, and hostility). The POMS is described as “a rapid, economical method for identifying and assessing transient, fluctuating affective states” and has also been used in clinical psychiatric settings. The POMS measures six dimensions of mood: tension-anxiety, depression-dejection, anger-hostility, vigor-activity, fatigue-inertia, and confusion-bewilderment, as well as an overall indication of mood state section. This scale has been used extensively in academic and clinical environments (Lieberman, 2005).

Until more recently, most marketing decisions were based on product attributes and benefits (Laros and Steenkamp, 2005). However, research has moved towards studying emotions evoked by marketing stimuli and emotional responses to advertising (Laros and Steenkamp, 2005; Holbrook and Batra, 1987). If emotions driving product purchases could be better understood, product developers and marketers could make better products and advertise more effectively to their target audiences. It was noted, from Laros and Steenkamp (2005), the importance of including both positive and negative word associations in explaining consumer satisfaction of products. By combining a person’s positive and negative emotions, the person’s overall attitude can then be identified (Laros and Steenkamp, 2005). This study used online questionnaires to ask participants about their emotional associations with different types of food. The types of food were regular, organic, functional, and genetically modified (GMO). The emotions used were in one of six main categories of emotional responses (four negative and two positive). The emotions used were generated from two previous studies done with consumer emotions (Shaver et al. 1987 and Storm and Storm, 1987). The positive emotions were contentment and

happiness, and the negative emotions were anger, fear, sadness, and shame. Within these emotions, there were sub-emotions, which were shown to the participants to gauge their emotional responses towards the specific food products. These responses were then quantified. The results showed that foods that were less controversial (in the “regular” category, for example), received a much lower emotional response. Regular foods were explained as foods that were familiar to the target audience and had no extra claims, such as “organic” or “non-GMO”. However, foods that are known to be controversial, such as in the genetically modified (GMO) category, received a much higher emotional energy behind the participant’s response(s). The more controversial foods showed more negative emotional associations and their intensities were also numerically higher than the other types of foods.

Even though published data regarding the research and quantification of emotions in foods exists, there is little published work related to the research of emotions in other categories such as personal care and beauty care, where emotions are a key aspect of product communication to consumers. More specifically, there is a lack of terminology that specifically applies to beauty care emotional associations that may not necessarily apply to foods.

Research of emotions in the beauty care industry is important. It has been stated that emotional appeal and the incorporation of emotions into promotions is considered one of beauty care firms’ most important marketing strategies (Roos, 2014). Based on other research conducted in China, one of the top markets for beauty care in the world, positive purchase intent in the beauty care category will be affected by the attention levels generated by a combination of emotional advertisement, celebrity endorsement, and appeal drivers

(Majeed et al., 2017). These authors also state that different consumers in different cultures may respond differently to emotions, so marketers should attempt to better understand specific target consumers and the terminology they generate in order to better shape marketing strategies more specifically designed towards them (Martin and Morich, 2011).

Companies today know that understanding emotions is important to better reach consumers; however, there is no fast, consistent way to define them (Magids et al., 2015). Reaching to consumers' emotions is not an easy task, because consumers themselves may not be even aware of them or be able to vocalize what a product makes them feel. Moreover, those authors state that emotional connections with products are neither uniform nor constant and that these will vary by industry, brand, touch point, and the consumers' decision power (Magids et al., 2015). This creates a need for generating simple, meaningful and impactful terminology (Spenner and Freeman, 2012) through qualitative exercises aimed at discovering emotional terminology for very specific product categories, brands, or use occasion, that the consumer will understand, rather than using very broad and general lists of emotion terms that are not specific to a product category or user experience.

Focus groups have previously been shown to be an effective way to gain more specific insights into reactions, attitudes, beliefs, and intentions otherwise unknown through surveys and questionnaires alone (Kinzinger, 1995 and Hung et al., 2016). Focus groups can get this information by encouraging participant interaction socially, which enables the collection of the previously inaccessible data, leading to insights and themes that would not have been present before.

When researching emotions, the focus should be on using terminology that is specific to the category of research in order to make sure that the terminology generated is

easy to understand, relevant and meaningful to the consumers during research as well as the target audience during product communication. It has been shown previously how certain terminology can lead to a consumer having a positive or negative association to certain products depending on whether or not they liked the way the product processing was described (Cardello et al. 2007). This shows the importance of selecting the right terminology when describing a product to the target audience.

This research was designed as an attempt to use qualitative techniques to quickly generate consumer terminology related to emotions, attitudes, and other topics that may be relevant to the researcher, and that are more simple, meaningful and impactful as they are associated with a specific product category, in this case, beauty care. Instead of using lists of terms that are broader and not as relevant to specific categories, we believe it is important to allow the consumer to generate his or her own terminology to describe the feelings and attitudes towards more specific products. This is useful because products do not only perform the tasks they were purchased for, but they satisfy other functional requirements, such as emotional needs (Jordan, 1998; McDonagh-Philp and Lebbon, 2000). Using this information could lead to more effective marketing strategies. These results will also help with the development, reformulations, and marketing of these types of products.

I. Materials and Methods

Female users of skincare, makeup, and haircare products were recruited in the Kansas City area. To qualify, they had to be above 18 years of age, could not have any skin allergies or sensitivities, and could not have worked for an advertising/public relation firm,

marketing firm, or fashion/beauty company. They also had to claim that they have a daily routine/regime for maintaining the care of their skin, had to wear makeup at least 4-6 times per week, and had to use at least three or more makeup products on a typical day along with at least two or more haircare products (excluding shampoo) per day.

There were three focus groups conducted: the first included ages 18-35, the second included ages 36-50, and the third was age 51+. Due to the rapid nature of this technique and the intention to gather preliminary consumer-generated terminology rapidly for further steps in the research process, only three groups were conducted. Guest et al., (2016) states that when conducting three focus groups, about 80 to 90% of the information can be discoverable. Those authors also mentioned that three focus groups were “enough to identify all of the most prevalent themes within the data set”. The participants were all female and there were seven to eight participants on each group. Focus groups lasted 90 minutes and were conducted at Center for Sensory Analysis and Consumer Behavior at Kansas State University by a trained moderator. Before meeting for the focus groups, participants were asked to create a collage at home and bring it to the focus group, illustrating the question “How do you feel when taking care of your face and your appearance?” These collages served two main purposes: (1) to serve as a warm up for participants so they start gathering their thoughts and start thinking about the topic before the groups start; and (2) to encourage the generation of terms to describe emotions of consumers when taking care of themselves and understand the effect of age on beauty care needs and emotions.

The focus groups started with introductions and then moved into a discussion about the collages, so each participant could show their homework assignment to the group and

share their behaviors and opinions when taking care of their face and appearance. The moderator then asked the participants to describe their general overview of beauty care. They were specifically asked to think about the precise categories under beauty care. Using a large notepad, the moderator wrote down the participants' responses and the responses were briefly discussed. Categories were described and defined. The focus groups then moved on to what their expectations were regarding the benefits of beauty care products. Each category was then discussed individually; after the categories were discussed, each participant was given 10 sticky notes to write down one-word emotions and attitudes associated with each category. There were questions asked to stimulate thoughts. For makeup specifically, the moderator asked, "How does wearing makeup make you feel? How do you feel when not wearing makeup?" For skincare, the moderator asked, "How does wearing a skincare product make you feel? How do you feel when not wearing your skincare products or when you break your routine?" Finally, for haircare, the moderator asked, "How does using a haircare product make you feel? How do you feel when not using your haircare products or typical haircare routine?" These sticky notes were then put onto their respective notepads labeled with the proper category, and the results were discussed for clarification and further understanding (Figure 1).



Figure 1: Post-it notes on board describing emotions to a product category.

To conclude, participants were asked to think about an ideal beauty care product. They were instructed to take a few minutes to think about the product and come up with a sales pitch, highlighting the key characteristics of the product. A diagram explaining the flow and structure of the topics discussed in the group can be seen on Figure 2.

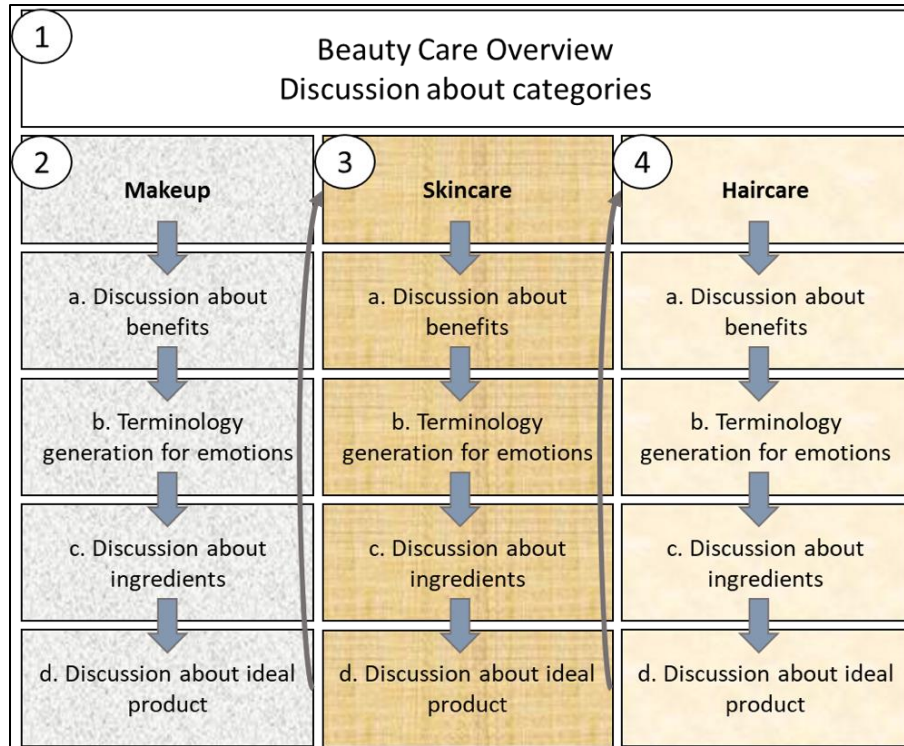


Figure 2: Discussion flow and topic for discussion.

I. Results and Discussion

A. Beauty Care Categories

With regards to the general categories of beauty care, consumers associated beauty care with a variety of different subgroups, which can be divided in three general categories: makeup, skincare, and haircare. Some of the individual categories mentioned by participants, in addition to makeup, hair and skin were cleansing, sunscreen, moisturizing, nails, and at a lesser extent, tools, devices, teeth, healthy lifestyle and vitamins. According to a report from Euromonitor International, skincare, haircare, and color cosmetics are the leaders in sales globally (Euromonitor International, 2016). Other categories that were also important are fragrances, oral care, and bath & shower products. Fragrances were not

largely mentioned in these groups as a general category; however, consumers mentioned that scent was an important factor when selecting beauty care products.

B. Terminology generation for feel and emotions

Emotions and attitudes that were described throughout the focus groups and through the homework assignments were logged and frequency of word use was examined (words were put into an Excel document and sorted alphabetically; from there, it could be observed which words were repeated more than the others). These results are a combination of opinions across all three focus groups. Full terminology results are shown in Table 1.

There were commonalities and differences between the three beauty care categories found in Table 1 (it should be noted that these terms are not mutually exclusive). All terminology will be validated at a later stage, but these are some preliminary observations. The participants said that beauty care products make them feel confident, clean, energized or awake, younger or more youthful, and mature/adult/ professional. The negative commonalities for not using these products were feeling tired, lazy, dirty, and greasy. The makeup and hair categories had more commonalities to each other than they did to the skincare; positive terms in common with use were feeling sexy, professional, and pretty or beautiful, and without their use, the participants said that they felt self-conscious and embarrassed. A possible conclusion from this is that these categories of beauty care are used more for vanity than health benefits as opposed to skincare.

Table 1: Top positive and negative emotional terminology for each of the three categories of beauty care products. The emotions describe how the participants wanted to feel or how they have felt when using these products (positive emotions) and how not using the products has made them feel (negative emotions). Terminology that was not as common but still mentioned is indicated by an (*).

****These terms are not mutually exclusive.**

Beauty Care Category	Positive Emotions	Negative Emotions
Makeup	Confident Pretty/Beautiful Happy Polished Energized Younger/Youthful Professional Bold Clean/Fresh *Adventurous *Awake *Enhanced *Mature *Powerful *Put-together *Sexy *Refreshed	Tired Exposed Self-Conscious Naked Incomplete Dirty Greasy Vulnerable Unconfident *Dull *Embarrassed *Flawed *Frumpy *Lazy *Messy/Sloppy *Old *Sad *Ugly/Unattractive

Skincare	Clean Refreshed/Fresh Healthy Protected Glowing Soft/Supple/Moisturized Responsible Confident Energized Young/Youthful *Accomplished *Adult *Beautiful *Calm *Comfortable *Radiant	Dirty Oily Dry Greasy Lazy Guilty Tired *Acne-prone *Crusty *Dull *Irresponsible *Incomplete *Old *Rough *Unhealthy *Unhappy
Beauty Care Category	Positive Emotions	Negative Emotions
Haircare	Clean Confident Pretty Ready/Awake Younger/Youthful Refreshed Happy Healthy/Glowing Creative Fresh *Approachable *Attractive *Carefree *Motivated *Polished *Professional *Sexy *Stylish	Greasy Dirty Oily Lazy Self-Conscious Tired Unkempt Frizzy *Damaged *Embarrassed *Flaky *Frumpy *Grimy *Gross *Messy *Stressed *Uncomfortable *Unprofessional

Vanity as a key driver seems to be in line with previous research exploring the differences in cosmetic usage based on age and marital status. It was reported that

unmarried younger women tend to use more cosmetics, and then decrease usage after marriage. Interestingly, males were using more cosmetics after marriage (Ramshida and Manikandan, 2014). No males were included in our research.

Skincare yielded more terms such as soft/supple/moisturized, responsible, and protected with use, and guilty and irresponsible without use, suggesting that this category is not used for vanity, but instead for health benefits. Positive terms generated that are specific to beauty care (not applicable to food) were confident, pretty/beautiful, polished, younger, sexy, glowing, moisturized, radiant, and approachable. The negative non-food words were self-conscious, vulnerable, unconfident, embarrassed, frumpy, old, ugly, embarrassed, and stressed. It is important to point out words that are not related to food since so little research has been done with beauty care terminology.

C. Terminology generation for benefits

Additional benefits for each category were also recorded, which can be seen in Table 2. For haircare, it should be noted that the majority of participants agreed that a hair product needed to have an appealing scent in order for them to use it. For skincare, however, some consumers mentioned that products for the skin with a strong scent may be overwhelming as it may interfere with the fragrances they are already using. Nevertheless, according to Mintel, the scent/smell of products is very important to consumers when shopping for personal care products (Mintel, 2014).

The table below is a summary of the reasons for beauty care use according to the participants. With some preliminary research from a major makeup retailer's website (Sephora.com), best-selling products across all three of these categories were examined for

benefit claims. For makeup, most products, such as concealers, made claims similar to improve appearance, even out skin tone, cover up flaws, and highlight best qualities, but the other benefits listed here such as boost self-esteem and help to stand out were not represented; this could be because makeup companies are tapping into only the physical corrections that makeup use provides and not the emotional benefits as well. For haircare, similarly the companies claimed to help hair hold style/body and give more style options, but the emotional benefits were, again, left out (i.e. feel more approachable, help to make better impressions). Finally, for skincare, the claims made (depending on the product) were very close overall to the benefits listed in this table for skincare; the only difference was that there were very little claims in relation to improving sleep. Overall, companies are mostly focused on physical benefit claims but appear to be lacking on emotional benefit claims.

Table 2: Table of key benefit claims for each category, according to the participants.

Makeup	Haircare	Skincare
Improve appearance	Feel more approachable	Skin feels softer
Even out skin tone	Help hair hold style/body better	Wrinkle prevention
Cover up flaws	Help to make better impressions	Wrinkle reduction
Help to look more professional	More style options	Clear of blemishes/fight acne
Highlight best qualities		Better sleep at night with regular use
Help to stand out		Overall feeling of skin “glowing”
Boost self-esteem		
Help to feel ready for the day		

A noticeable difference between the age groups was that the older group (51+) was looking for more anti-aging and wrinkle reduction benefits from a skincare product as opposed to the two younger groups, where they were looking for skincare products to fight acne (Figures 3, 4, and 5). Based on previous research, the most common reason women reported for using anti-aging products is to maintain a youthful appearance. However, very few women perceived anti-aging products to be effective. Still, this did not prevent them from purchasing these types of products, as it provides them with a sense of control over the aging process (Muisse and Desmarais, 2010).



Figure 3: A collage from the “homework” portion of the 18-35 age group. This participant said that she uses her skincare routine to feel more “youthful” and she wants her skin to be left with a “glow”. She also said how she wants her routine to be as easy as possible, and she also feels short of time (represented by the hourglass). There are also terms such as “happy” and “pretty” pasted on, representing how she wants to feel from her beauty care products. She is also frustrated by some products and how they may or may not work, as represented by the “OMG!” picture.



Figure 4: A collage from the “homework” portion of the 36-50 age group. The participant who created it claimed that she used beauty care products to feel “clean, fresh, ageless, and confident”. The hourglass represents how she does not have much time to use products. The woman holding the metal object represents how the participant feels “powerful” when she wears a full face of makeup.



Figure 5: A collage from the “homework” portion of the 51+ age group. The participant who created it said that she did not like that anti-wrinkle ads use young people as they do not have wrinkle problems yet, as portrayed by the AgeDefy and Olay pictures. She also mentioned how taking her makeup off before bed was important for her to sleep through the night (picture of pillow). Overall, she said that wearing makeup makes her feel

“glamorous, confident, and happy” as she portrays though the glamorous models used for this collage.

D. Terminology generation for ingredients

When asked about ingredients, some positive associations women made were product claims such as “all-natural” and “water-based”, and some also wanted their products allergen-free (in specific, to certain dyes, such as red dye no. 4). Consumers also claimed that they looked for ingredients like vitamins (such as retinoids for anti-aging purposes) and ingredients that provide a secondary benefit, such as SPF (protects from sun damage); also, coconut and oatmeal were pointed out as “good” because they are considered to be more “natural” ingredients. Although some women wanted their products oil-free, some said that they want oil in some of their products (such as in hair products that promise moisturizing benefits, or in body lotions for the same reason), so that term was subjective. Some negative associations with product ingredients that women had were very straightforward. They did not want their products to contain parabens, alcohol, sulfates, and in some cases, depending on the product, fragrances. Reasons for the aversions to these ingredients were not specific, but most of the respondents claimed that they had heard not to use these ingredients from the media, advertisements, etc. Most of the women that did not want fragrance in their products either because it caused skin irritations, or they did not like the scent. Some also said that they would not purchase an item if it had previously been tested on animals (they wanted “cruelty-free” products).

The summary of results from the “ideal beauty product” section at the end of the focus groups can be seen in Table 3. Some similarities between categories were that the women wanted products to be multi-purpose, long-lasting, easy to use, contain attributes

that pertain to good overall health (such as acne-fighting for makeup, pH-balancing for skincare, and non-stripping of oils for hair), and the price needed to be a good value (cost proportional to the effectiveness of the product). Some differences between the categories were that ingredient content, although prevalent in all categories, was shown to be most important in the hair care category through rejection of ingredients such as parabens, alcohol, and sulfates while only oil was mentioned as a non-desirable ingredient for skincare and makeup. The women wanted their hair products to last up to several days, which was different from makeup and skincare, as that was understood that the latter two types of products are applied on a daily basis. Also, since all three categories go on relatively different parts of the body, it was to be expected that different terminology for different uses would occur (i.e. frizz-fighting for hair products would not apply to a skincare or makeup products).

Table 3: Summary table from the “ideal beauty product” section of the focus groups. This is a summary of attributes of what the women in the focus groups thought would constitute the ideal product for each category.

Beauty Care Category	Desired Attributes
Makeup	Acne-fighting Anti-aging Blends easily Can sleep in it Easily washes off No caking No pore clogging Easy application Evens out skin tone Full coverage “Glow” Good price/value Healthy Lasts all day Lightweight Comes in many shades Moisturizing Multi-purpose Natural ingredients Natural-looking No shine Non-flaking Non-greasy Oil-free Smoothing Softening Sunscreen added Travel size available Waterproof

Beauty Care Category	Desired Attributes
Skincare	Easily/quickly absorbs/dries completely Multi-purpose Anti-aging Clean Clean/light scent Will not cause breakouts/fights acne Easy to use/simple Effective Energizing Evens skin tone Exfoliates Few ingredients Safe for sensitive skin Gentle Moisturizing/hydrating Hypo-allergenic Lasts all day Less steps Lightweight Mattifying Natural ingredients No shine Will not clog pores Non-greasy/oily Unscented Oil-free Permanent results pH-balancing Good price/value Protects Quick application Refreshing Safe Smooth application Softening Soothing Sun protection

Beauty Care Category	Desired Attributes
Haircare	Alcohol-free Brush-able Clean smell Easily washes out Cleansing Color-safe Conditions Controlling Detangling Does not strip natural oils Easy to use/style Expensive* Flexible Gentle Nice-smelling Good value Natural ingredients Helps color Holds style Hypo-allergenic Lasts all day/several days Made domestically Moisturizing Multi-purpose No build-up Frizz-fighting Non-greasy Not sticky Nourishing Paraben-free Protects Shiny Repairing Softens Sulfate-free Volumizes

*Expensive meant that the women associated a higher cost with a higher quality of product, such as a salon brand.

I. Summary and Conclusions

This research is a fast way to provide rich information to help scientists, product developers and marketers have the ability to better understand consumer terminology in specific topics to further validate and better design questionnaires, set up test objectives, and/or study plans for follow-up research based on information that is relevant to consumers and that will generate higher impact. Focus groups can be a great tool to “validate the participants’ perspective on a given topic” during initial research stages and as a component of a larger study design (Threlfall, 1999), therefore focus groups can be a good way to do this type of research as a preliminary stage before further steps. People have emotional ties to products (McDonagh et al., 2002) and therefore these very specific feelings and emotions must be discovered and understood in order to cater better and more effectively to the target audience.

For future research on terminology generation with regards to beauty care, age-neutral and gender-neutral screening for participants may be the next step (Intel, 2018). According to Intel, the future of beauty care product-marketing will move towards less exclusivity and more inclusivity of all people, regardless of age or gender. This type of research may give more well-rounded terminology to appeal to a new demographic: neutrality.

I. References

- BIRD, E. (1999). Brave new world—meeting the needs of society in the twenty first century, the role of design and design education. IDATER conference (International Conference of Design and Technology Educational Curriculum Development), Loughborough, Department of Design and Technology, Loughborough University, pp. 35–38.
- CARDELLO, A. V., SCHUTZ, H. G., and LESHER, L. L. (2007). Consumer perceptions of foods processed by innovative and emerging technologies: A conjoint analytic study. *Innovative Food Science & Emerging Technologies*, 8, 73-83.
- DESMET, P. M. A. and SCHIFFERSTEIN, H. N. J (2008). Sources of positive and negative emotions in food experience. *Appetite*, 50, 290-301.
- EUROMONITOR INTERNATIONAL (2016). Premium opportunities: US market trends and the changing consumer landscape. Retrieved online on June 25, 2018.
www.euromonitor.com
- GIBSON, E. L. (2006). Emotional influences on food choice: Sensory, physiological and psychological pathways. *Physiology and Behavior*, 89, 53-61.
- GUEST, G., NAMEY, E. and MCKENNA, K. (2016). How many focus groups are enough? Building an evidence based for nonprobability sample sizes. *Field Methods*, 1 – 20.
- HOLBROOK, M. B. and BATRA, R. (1987). Assessing the Role of Emotions as Mediators of consumer Responses to Advertising. *Journal of Consumer Research*, 14, 404-420.

- HUNG, Y., VERBEKE, W., and DE KOK, T. M. (2016). Stakeholder and consumer reactions towards innovative processed meat products: Insights from a qualitative study about nitrite reduction and phytochemical addition. *Food control*, 60, 690-698.
- JORDAN, P. W. (1998). Human factors for pleasure in product use. *Applied Ergonomics*, 29, 25-33.
- KING, S. C. and MEISELMAN, H. L. (2010). Development of a method to measure consumer emotions associated with foods. *Food Quality and Preference*, 21, 168–177.
- KING, S. C., MEISELMAN, H. L., and CARR, B. T. (2013). Measuring Emotions Associated with Foods: Important Elements of Questionnaire and Test Design. *Food Quality and Preference*, 28, 8–16.
- KITZINGER, J. (1995). Introducing focus groups. *British Medical Journal*, 311, 299-302.
- LAROS, F. J. M. and STEENKAMP, J. E. M. (2005). Emotions in Consumer Behavior: A Hierarchical Approach. *Journal of Business Research*, 58, 1437–1445.
- LIEBERMAN, H. R. (2005). Human nutritional neuroscience: Fundamental issues. In H. R. Lieberman, R. B. Kanarek, and C Prasad (EDS.). *Nutritional neuroscience* (3-11). New York: Taylor and Francis.
- MAGIDS, S., ZORFAS, A. and LEEMON, D. 2015. The new science of customer emotions. *Harvard Business Review*. November 2015. Retrieved online on July 9, 2018 at: <https://hbr.org/2015/11/the-new-science-of-customer-emotions>
- MAJEED, s., LU, C. and USMAN, M. 2017. Want to make me emotional? The influence of emotional advertisements on women’s consumption behavior. *Frontier of Business in China* 11(16): 1-25.

- MARTIN, N., & MORICH, K. (2011). Unconscious mental processes in consumer choice: Toward a new model of consumer behavior. *Journal of Brand Management*, 8(7)483–505.
- MCDONAGH, D., BRUSEBERG, A., and HASLAM, C. (2002). Visual product evaluation: exploring users' emotional relationships with products. *Applied Ergonomics*, 33, 231-240.
- MCDONAGH-PHILP, D. and LEBBON, C. (2000). The Emotional Domain in Product Design. *The Design Journal*, 3, 31-43.
- MCNAIR, D. M., LORR, M., & DROPPLEMAN, L. F. (1971). Profile of mood states. San Diego: Educational and Industrial Testing Service.
- MINTEL (2014). Fragrance in Cosmetics: The smell of Success. Retrieved online on June 25, 2018. www.mintel.com
- MINTEL (2018). Global Beauty Trends 2018, Retrieved online on July 2, 2018. www.mintel.com
- MUISE, A. and DESMARAIS, S. 2010. Women's perceptions and use of "anti-aging" products. *Sex Roles*. 63(1), 126 – 137.
- RAMSIDA, A. P. and MANIKANDAN, K. 2014. Cosmetics usage and its relation to sex, age, and marital status. *International Journal of Social Science & Interdisciplinary Research*, 3(3), 46 – 55.
- ROOS, J. M. (2014). Personal marketing appeals: How personality dimensions influence feelings toward emotional images. *International Journal of Economics Practices and Theories*, 4(5), 526–533.

SEPHORA, 2018. Bestsellers for makeup, skincare, and hair. Retrieved online on July 2, 2018. www.sephora.com

SHAVER, P. SCHWARTZ, J., KIRSON, D., and O'CONNER, C. (1987). Emotion knowledge: further exploration of a prototype approach. *Journal of Personality and Social Psychology*, 52, 1061-1086.

SPENNER, P. and FREEMAN, K. 2012. To keep your customers keep it simple. *Harvard Business Review*. November 2015. Retrieved online on July 9, 2018 at: <https://hbr.org/2012/05/to-keep-your-customers-keep-it-simple>

STORM, C. and STORM, T. (1987). A taxonomic study of the vocabulary of emotions. *Journal of Personality and Social Psychology*, 53, 805-816.

THRELFALL, K. D. (1999). Using focus groups as a consumer research tool. *Journal of Marketing Practice*, 5(4), 102 – 105.

ZUCKERMAN, M., and LUBIN, B. (1985). The multiple affect adjective checklist revised. San Diego: Educational and Industrial Testing Service.

Appendix A. Screener

N=24 (cap at 60 qualifiers of Screener data); 3 groups of 6-8

Gender: 100% Female

Age: even distribution of 18-35, 36-50, 51+ years per group

Users of skincare, haircare and makeup

SQ1. What is your gender?

1. Female
2. Male

If 1 – continue, otherwise terminate

SQ2. What is your age?

1. Less than 18
2. 18-35
3. 36-50
4. 51+

**If 1 – terminate, otherwise continue
(even distribution)**

SQ2. Do you or does any member of your immediate family work for any of the following types of companies? (choose all that apply) (randomize order 1-10)

1. Advertising or public relations
2. Market research
3. Broadcast or print media
4. Pet food, food or beverage manufacturer
5. Fashion or beauty company
6. Bank or financial institution
7. Grocery store or supermarket
8. Auto manufacturing/sales
9. Credit card company
10. School – primary, secondary, or university
11. None of the above

**If select 1, 2, or 5,
terminate, otherwise
continue**

SQ3. Do you have any skin allergies/sensitivities or skin conditions?

1. Yes **TERMINATE**
2. No

If 2 – continue, if 1 - terminate

SQ4. How much do you agree with the following statement?

“I have a daily routine/regime for maintaining the care of my skin”.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

**If 1 or 2 – continue,
otherwise terminate**

SQ5. How often do you typically wear makeup such as powder, blush, eye shadow, lipstick, etc?

1. Daily/every day
2. 4-6 times per week
3. 1-3 times per week **TERMINATE**
4. Less than once per week or Never **TERMINATE**

If 1, 2 – continue, if 3,4 - terminate

SQ6. On a typical day, how many different makeup products do you use?

1. 0-2 **TERMINATE**
2. 3-4
3. 5 or more

If 2 or 3 – continue, if 1 – terminate

SQ7. Excluding shampoo, how many *other* haircare products do you typically use each day?

1. 0 or 1 **TERMINATE**
2. 2
2. 3
4. 4 or more

If 1 – terminate, otherwise continue

SQ8. Where do you typically purchase your skincare, haircare, or makeup products?
(choose all that apply)

1. Ulta, Beauty Brands, Sephora
2. Walgreens/CVS
3. Department store
4. Walmart or Target
5. Luxury shop (such as Chanel)
6. Online
7. Through personal sales rep (Direct selling such as Mary Kay or Avon)
8. Other:
9. None of the above

SQ9. On average, how much do you typically spend ANNUALLY on the following product categories?

Makeup \$ _____
Skincare \$ _____
Haircare \$ _____

SQ10. What **BRAND** of **makeup** you most often purchase?

SQ11. What **BRAND** of **skincare** products do you most often purchase?

SQ12. What **BRAND** of **haircare** products do you most often purchase?

SQ13. Based on your responses, you may be eligible to participate in a 90-minute focus group about personal care products. Each participant will be required to complete a homework assignment that they bring with them to the session. If selected, would you be willing to complete the homework assignment and participate in a focus group?

1. Yes
2. No **TERMINATE**

SQ14. In order to determine if you qualify for this study, a staff member at the Sensory & Consumer Research Center would need to ask you a few questions over the phone. Would you be willing to participate in a 5-minute call to answer these additional questions? If yes, please include the phone number that is best to reach you. You will be contacted during business hours Monday through Friday.

1. Yes. Daytime Phone Number:
2. No **TERMINATE**

SQ15. If you qualify for the study, which of the following times are you available to participate - DURING A REGULAR WEEKDAY? (choose all that apply)

1. 9:00 am - 12:00 pm
2. 12:00 pm - 3:00 pm
3. 3:00 pm - 5:00 pm
4. 5:30 pm - 8:00 pm

Appendix B. Discussion Guide

INTRO: Hello, Thank you for taking the time to come and talk to us today. My name is Martin and I will be your moderator for the next 90 minutes. Today we will be talking about your perceptions and opinions about your Beauty Care.

FACILITY SETTING: Mention mics, observers through video, and taping.

This session is being recorded so that I can go back and review what was said, not who said it. That will help me write a more accurate report and no identifiable information will be provided at any time. Your participation today is confidential.

You are free to get up and excuse yourself to go to the restroom or get water. **I ask that only one person should be up or out at a time** so we do not disrupt the normal flow of this group.

I have a few guidelines I would like you to follow for a more productive research session

1. **Please only talk one at a time.** Remember that this session is being recorded.
2. **Talk as loudly as the moderator** does so that everybody, including people listening to the recording, can hear.
3. **Avoid any side conversations.** All comments are important for the research, so if you have something to say, please share it with the group.
4. Work for **equal “air time”**. I want everybody to talk and share your opinions, no one talking too much or too little.
5. I encourage discussion. **Allow for different points of view**, there are no wrong answers, and **AI WANT TO BE VERY CLEAR ABOUT THIS**.
6. **Say what you believe**, that is why you are here, even if no one agrees with you, it is fine to disagree.
7. I am aware that **I have an accent**. If there is anything you do not understand, please let me know and I will be happy to repeat.
8. As I mentioned before, **only one person up or out of the room at one time**.

Homework: **Collage**

How do you feel when taking care of your face and your appearance?

Before we begin, I would like to know a little more about you: **(10 min)**

Please tell me:

1. First Name
2. Who lives with you at home
3. Briefly talk about your collage to the group

➤ **Overview (10 min)**

What do you think when you hear about Beauty Care? What products come to mind?
If you had to divide your beauty care into categories or buckets, what would these be?



Write categories on board

What is the most important aspect or category of beauty care?

➤ **Benefits (10 min)**

What benefits do you expect when using your beauty care products?



Use the post it notes to write down no less than 10 benefits. One benefit per post it note and stick them on the board on each of the categories from previous step. Group benefits by similarity within a category

Are these benefits immediate? Are you willing to wait for your products to work?

How long?

➤ **Makeup (20 min)**

➤ Now let's talk about makeup, related to cosmetics such as lipstick, powder, or color applied to the face.

➤ What are the reasons that make you wear makeup?

➤ Are there any ingredients that would make you not use a makeup product?



➤ How does wearing makeup make you feel? Use the post it notes to write down 10 emotions or feelings from using makeup (positive or negative). Stick them on the appropriate board.

➤ How do you feel when not wearing makeup?

➤ Think of a time when you were feeling down (sad, worried, anxious, etc.), was there anything you did regarding the use of makeup and your appearance to help you feel better?




➤ Write a statement describing your favorite makeup product, as if you were advertising it to sell.

- Have them read it to the group. Probe on most important sensorial/physical properties.

➤ **Skincare (20 min)**

- Now let's talk about skin care, such as lotions, creams, cleansers, etc.
- What skincare products do you use on your face? Do you have a routine?
- What are the main reasons that make you use skin care products on your face?
- What is the most important factors for you when choosing a skincare product over another?
- Are there any ingredients that you expect to be present in your skincare?
- Are there any ingredients that would make you not use a skincare product?
- How do you learn about the ingredients present in the product? (Probe: Reading the label or based on "package callouts").




- How does wearing a skincare product make you feel? Use the post it notes to write down 10 emotions. One benefit per post it note and stick them on the board.
- How do you feel when not wearing your skincare products or when you break your routine?
-  Write a statement describing your favorite skincare product, as if you were advertising it to sell.
 - Have them read it to the group. Probe on most important sensorial/physical properties.

➤ **Haircare (20 min)**

- Now, I want you to think about haircare, another category within beauty care
- What are the main reasons that you use haircare products?
- Are there any ingredients that you expect to be present in your product?
- Are there any ingredients that would make you not use a haircare product?



- How does using a haircare product make you feel? Use the post it notes to write down 10 emotions. One benefit per post it note and stick them on the board.
- How do you feel when not using your haircare products or typical haircare routine?
-  Write a statement describing your favorite haircare product, as if you were advertising it to sell.
 - Have them read it to the group. Probe on most important sensorial/physical properties.

I want to thank you for your time and for providing your comments on this topic. I really enjoyed our conversation!

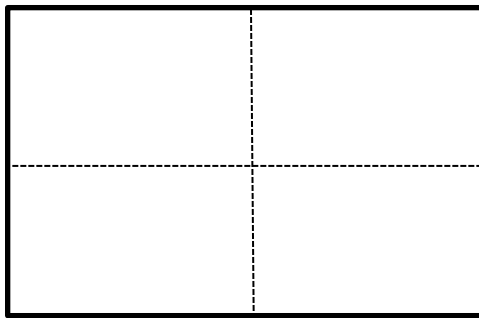
Appendix C. Collage Homework

Prepare a collage with pictures taken from internet printouts, magazines, newspapers, drawings, sketches, etc. to illustrate the question:

How do you feel when taking care of your face and your appearance?

Please follow these guidelines to prepare this collage. PLEASE READ THIS CAREFULLY

1. Grab four (4) standard pieces of paper (8.5-inch wide by 11-inch tall letter-size paper) and tape them together (sample below). This will be your worksheet.



(You may use a different material for your worksheet [cardboard, pasteboard, etc.]. However, the dimensions of the final worksheet should be comparable. Slightly larger worksheets are acceptable)

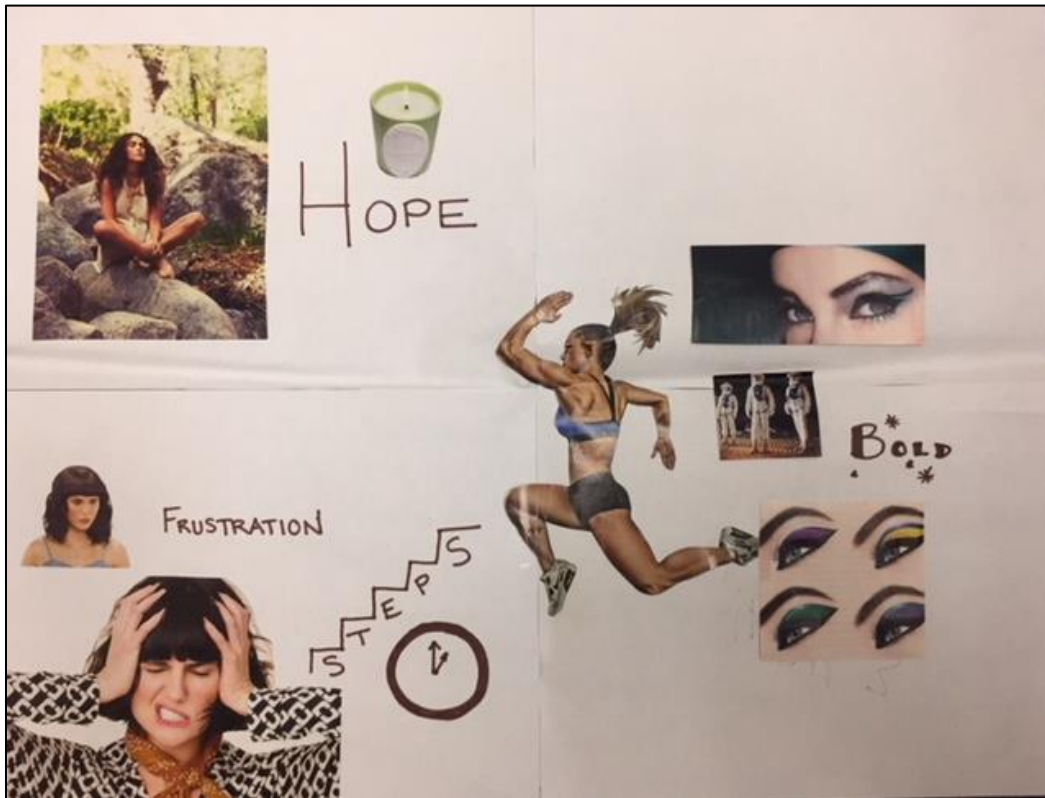
2. And now the collage: In your new worksheet, glue or tape pictures printed out from the internet, cut outs from magazines, newspapers or any printed media. Drawings/sketching or a combination with pictures is also acceptable.
 - a. Minimum of 7 pictures
 - b. Maximum of 15 pictures
3. These pictures should represent your emotions, feelings, or the state of mind you experience when taking care of your face and your appearance.
4. These pictures can be anything that represent your feelings. Be creative!
5. How you organize the pictures in the worksheet is up to you, you can scatter them across the paper, or you can organize them by categories, or anything you see fit.
6. You may also use single words to be able to more clearly explain your feelings. However, you may only use up to four (4) words in the entire collage. Full statements are not acceptable.

Please bring the hard copy of your homework with you the day of the group! Pictures on your phone do not qualify! This will be checked at the door before entering the room. Only participants who bring their homework will be allowed into the session.

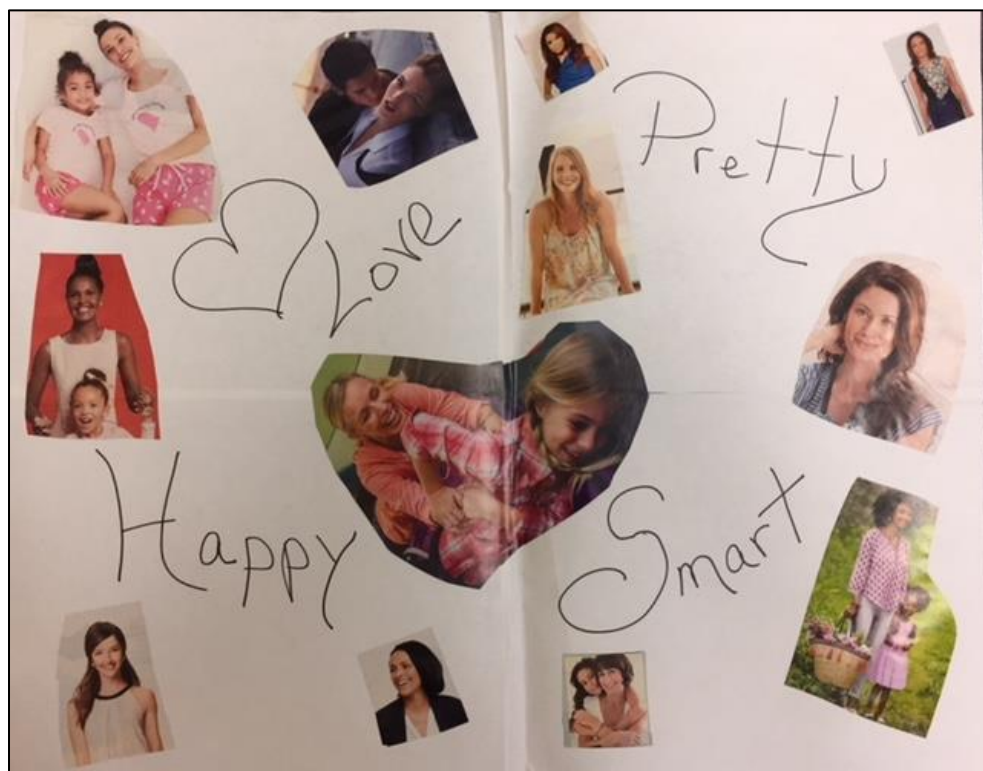
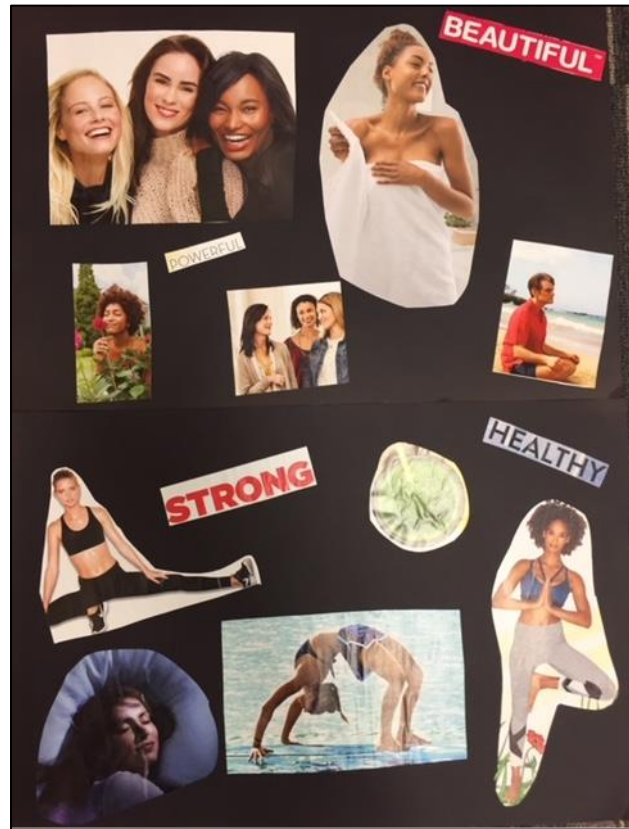
Appendix D. Additional Collages Group 18-35



Appendix D. Additional Collages Group 18-35



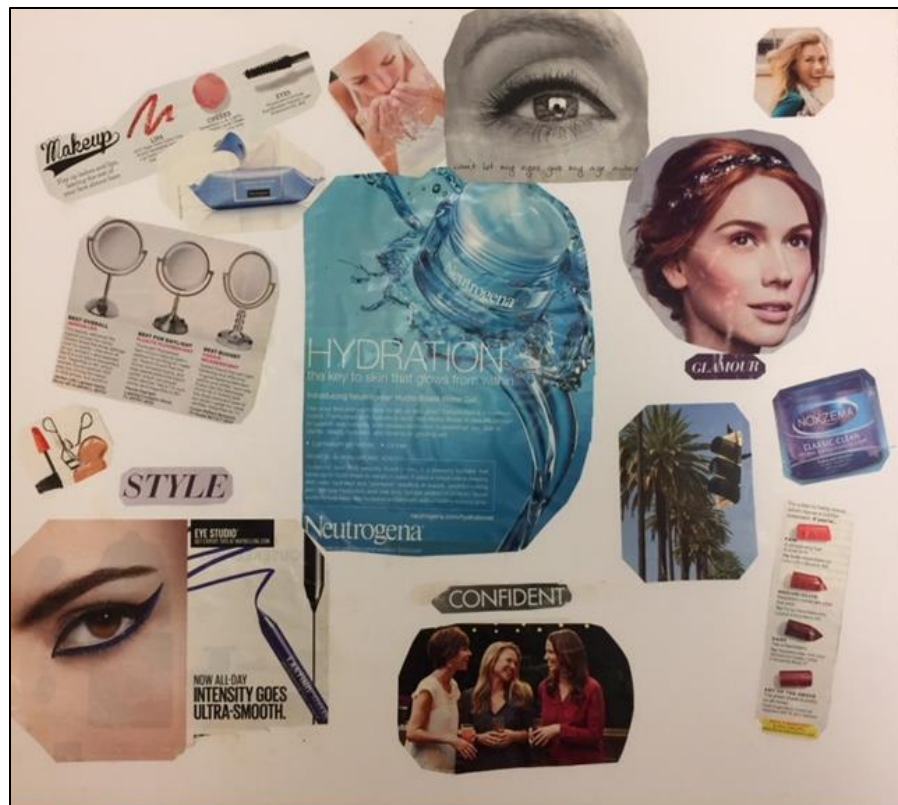
Appendix E. Additional Collages Group 36-50



Appendix E. Additional Collages Group 36-50



Appendix F. Additional Collages Group 51+



Appendix F. Additional Collages Group 51+

