

Focus Group Discussion Transcript

& Analysis

Lee li Wei Deanson
(14491737)

Yip Pui Mun
(14817430)

Chen Huei Wen
(14371897)

Total Participant time required: 55minutes – 1 hour + 15minutes

Total focus group time: 55minutes – 1 hour + 15minutes

Moderator: Deanson Lee

A: Gina

B: Gladys

C: Yong Qi

D: Cheryl

E: Shree

F: Natalie

1. Introduction (3mins)

Moderator: Welcome to this focus group discussion, please feel free to express your opinion and views clearly and in detail one person at a time. There is no right or wrong answers; we are all here to share.

This session is being recorded by a video camera (*direct group to where the camera is*), it would be much appreciated that all mobile devices are on silent or switched off.

The purpose of this focus group is to obtain information about a group's belief and attitudes on female cosmetic products.

All information obtain will be kept confidential. The information from this discussion would be used for analysis as a whole; your names will not be used for the analysis of the discussion.

2. Warm up (5mins)

Moderator: Would everybody please take turns to introduce themselves by giving your name, and briefly share with the group how often you put on make-up.

A: Hi, I am Gina here. So normally I put on light make up in school, when coming to school and heavy make up for wedding dinner.

B: Hi, I am Gladys. How to said cause I put on make-up most of the time but light.

C: Hi, I am Yong Qi. I put on make-up when I am going to wedding dinner or clubbing.

D: Hi, I am Cheryl and I put on light make-up when I go out.

Moderator: As long as you going out?

D: Sometimes I do not when I feel lazy but most of the time when I going out as in like going town.

E: Hi, I am Shree. I wear make-up almost every day when I go out but like is usually light make-up, only for occasional, events will wear heavy make-up.

Moderator: So light make-up when you go out and heavy make-up...

E: Heavy make-up when I have a wedding or something to have.

F: Hi, I am Natalie Tang. I put on make-up when I only I go outing with my friends. Light make-up I do not like heavy make-up because I have sensitive skin.

Moderator: So you only go out with your friends you put on make-up. So you go out alone you do not put on make-up?

F: No. Too lazy.

3. Beauty – Perception (15mins)

*Hand out 1x Blank sheet of paper and 1x Pencil to each individual.
Display the word “Beauty”*

Moderator: Would each of you draw a picture to best symbolize how you feel on this word. “beauty”
(Probe on how the picture drawn symbolizes the word)

F: We can draw anything?

Moderator: Draw anything to describe how you feel about this word. Take your time.

After 2 minutes...

Moderator: Ok, let’s start with Natalie.

F: Actually is a just words, more words than drawing. I am not good enough at drawing. Basically I think beauty is about good figures and light make-up with ok looking(face)

Moderator: So what have you drawn to describe good figure with light make-up?

F: “Kohita” Shape body and some cosmetics.

E: I think pretty is ...should I show them my paper? (Showing the paper)

Moderator: Yes, this is the picture of?

E: This is a picture of a women being elated and happy. She is confident that’s what I think of beauty. So you have to be confident.

Moderator: So you think being confident is beautiful?

E: Yah, I think so.

D: (Showing the paper) Mine is actually a salluaite, there is no face no particular clothing on it. I basically feel that a beauty lies on the eyes of the beholder. So if I think someone is beautiful it doesn’t mean some others people see that as beautiful. So basically is base on your preference.

Moderator: But you yourself what you think is beautiful? Or what do you think to define beauty?

D: Is a bit difficult because either you are talking about superficial or inner beauty?

Moderator: Well, it’s up to you to describe.

D: Basically I categories beauty more in the inner beauty. So if a person has a very good personality, kind and caring. Not too judgmental. I categories them as beauty.

Moderator: So as long as the person is a good person?

D: Yah, a good person.

C: Mine picture is a happy face with thumb up. It means that is you are happy, you can be beautiful also and thumb up means that you are confident on what you do and to look natural.

Moderator: So happiness and confidence is beauty? also natural looks?

C: Yah.

B: My picture here is a pretty girl with flowers on her hair. So I think what makes her beautiful is when you are happy, when you are happy inside it will be shown outside. So this explains why there is flower on her hair.

Moderator: So flowers represent happiness and it leads to beauty to you?

B: Yah, like a natural glow on your face.

A: I try to draw hour glass. For me, I will think that when I see the word beauty. It relates more to the female side. So to me I will think for female, it's the hour glass figure. That's why I draw a hour glass.

Moderator: So to you beauty is a good figure?

A: Yap, girls with good figures.

Moderator: So for you a girl that is sexy is beautiful?

A: Sexy and healthy.

Display image A for group to see. Image A is of a lady without make-up applied on the face.

Moderator: Looking at this image, what impression do you have on this lady?

Probe why.

F: Plain looking without any make up.

Moderator: What impression you have on her as a person?

F: Happy.

Moderator: Happy? Anything else?

F: Erm.

E: She looks carefree, I think. Yah and she look like she doesn't care about everything as in wearing make-up on it because I didn't see any make-up on it and she look like she just a very cheerful person and she just smile because of her personality.

D: I feel that she is confident in her own skin. She doesn't need any make up or she doesn't want to impress.

Moderator: She doesn't want to impress?

D: Yah, do not really need to impress anybody just who she is like bare even with no make-up.

Moderator: What kind of personality you think she is?

D: I think she is very confident and basically very happy and very carefree as a person.

C: She is happy, confident and enjoys being herself.

Moderator: Enjoy being herself. What about her Personality?

C: Maybe she does not bother about how people look like her.

Moderator: Will you be friends with her?

C: Why not.

B: I think she is a very contented person. She seems like she do not really care about what people thinks about her and you can tell that she is very happy.

A: As for me, she is like what they said, happy and confident. For personality, she should be having a very cheerful side and she always tends to look at the positive side.

Remove image A

Display image B. Image B is of a lady with make-up applied on the face.

Moderator: Looking at this image, what impression do you have on this lady?

Probe why.

Display both image A & B beside each other

Compare the two ladies, how are the two ladies different to you?

(Probe if needed)

- Who do you think is more successful?
- Who do you think has the ability to attract more attention to them?
- Which one do you think has more facebook friends?

A: I think she has very sharp features. Is like professionals had already help her to make-up and she has been packaged nicely before she is on the scene.

Moderator: So how do you think of her personality?

A: I will say what feeling she gave me. She gave me a very sexy feeling. The personality, maybe there is something hidden behind the back, like mystery.

Moderator: Mystery behind back because?

A: I don't know. Do I have to compare with the previous one (image A)?

Moderator: (Change strategy) Yap, you can. (Shows the previous image)

A: For the previous one, she smiles like she smiling a lot. But for her (^{Image} B) she is trying to smile not that wide but still smiling, but not that wide. So to me I feel that there is something more behind her personality not everything is showed very up-front.

Moderator: Ok, so you said hour glass figures define pretty, you find this girl (Image B) is sexy. So do you think she (Image B) is more beautiful than this (Image A)?

A: Yah.

B: I feel that yes, she (Image B) is pretty but I think she only cares about being pretty on photos. So that why like what "A" said, smile like genuinely because she want to capture the perfect pose and perfect smile on camera or photos. So in that sense she might not be as confident as the first lady (Image A) when it comes to make-up, like if one day she goes out without make-up I do not think she will able to be confident.

Moderator: So you think that she (Image B) is a person with no confidence?

B: Probably.

Moderator: And she requires these cosmetics to boost her confidence?

B: Yah.

Moderator: And you think cosmetics does help female to boost themselves and confidence?

B: Yah, I think for girls, once they start to use make-up longer right, is hard to let them do without.

Moderator: Why do you say so?

B: Because I am the one. I still go out without make-up but sometimes you know you just not very used to your face put without make-up.

Moderator: Without make-up, how do you feel?

B: Actually I am ok, it just maybe a bit sleepy.

- C: This girl over here (image B) is beauty but it just the outlook of physical beauty, but for that (image A) shows the inner beauty. So as what “B” said, if this girl doesn’t wear any make-up or do anything that makes herself to look nice I think she will just hide in one corner.
- Moderator:** You think she will hide one side in a corner because she has no confidence?
- C: She need extra thing to make her look beauty.
- Moderator:** So do you think she (Image A) is beautiful?
- C: Yap.
- Moderator:** Do you think she (image B) is beautiful?
- C: Just physically. Yah, just physical beauty only. Not personality.
- Moderator:** So, you find that this lady (1st image) here has more inner beauty?
- C: Yap.
- Moderator:** Which one do you think is more important?
- C: I think inner beauty because inner beauty takes time to build up. Where else, for physical beauty one just needs to find somebody who knows how to make you look nice.
- D: I agree about whatever they said, she (image B) looks physically beautiful but maybe inner wise she may not be, you know she might be a nasty person. Actually base on this photo because it just basing on the first impression and picture wise. She may be actually beautiful herself, she may not even have much make-up on the in the first place. So she might be naturally beautiful and maybe that how she smile. I mean she does not have a very wide smile I don’t know, but base on this picture she is pretty. But compare the both of them base on the first impression I can said she (image B) is more beautiful.
- Moderator:** The rest of the group talked a lot about inner beauty, do you think she (image B) has a good personality?
- D: I would only know when I get to know her.
- Moderator:** So if these two ladies are in class with you, who would you approach to be friend with?
- D: I guess I’ll be a little bit intimidate by her (image B) the prettier one because she is prettier but the other lady (Image A) she looks more outgoing and approachable.
- Moderator:** So if you make friends, you will 1st come to her (image A)?
- D: Ya.
- E: I think the second picture you showed has like a bit of a mask kind of thing. You cannot really see what she feel but else someone without make-up she (image A) looks like you can actually see how she is inside is shown outside. where else, for this (image B) is it doesn’t seem to show how she is probably feeling on the inside, you cannot really figure out if she is happy from the way she looks or anything like that. She looks nice, but to be friends with, I think I will go with this (image A) for sure.
- Moderator:** So somebody that you perceive has a mask on, and that you don’t know how they are, how do you feel towards this sort of people?
- E: I feel you cannot be “friends”. You know if you building a relationship with somebody, you want to see how true they are not how good they look or how they look physically. So for maybe this kind of picture (image B) is probably for advertisements, but I don’t see normal people looking like that, you cannot connect normally with people that look like that.

- F: She (image B) is beautiful and confident. Maybe she is working or what so she put on make-up and then goes to scene. And then, this one (image A) I think she is likely to be at home and taking her own pictures.
- Moderator:** Would you want to be more like her? (Image A)
- F: Sure why not?
- Moderator:** Why?
- F: More beautiful, sharp figures.
- Moderator:** The group talked about inner beauty, and she seems to lack of it because of the make-up she uses, why do you still want to be more like her?
- F: Because not everyone that put on make-up lacks of confidence, some is because of respect. Some countries like in Japan they put on make-up for respect
- Moderator:** In Singapore?
- F: Singapore. Most people make-up because they want to go out to meet friends.
- Moderator:** And does the respect aspect take place in going out and putting on make-up?
- F: No, it just looks nicer.
- A: That what we girls had discuss, I guess of because of how we are being brought up has got on a wrong perception on that pretty people, base on what we share just now, they said this girl (image B) is nasty and all these things. But pretty people do have pretty attitude too, maybe is our upbringing or like the plot we see so much on television, like pretty people do nasty things behind. Then normal people like this (image A), like the Cinderella story, ugly one in the end, got a make over turn into a princess. So that why base on what we discussed we will think this girl (image B) is somebody that does nasty things.
- Moderator:** Would it be also, as “D” mentioned that she seems more intimidating because she is pretty and she has exceptional features and she not normal like “E” said.
- E: I am not saying not normal is but the fact is when she uses the make-up shows her that she not comfortable with her own skin. Like for me you will feel that you know, she need a little bit of kind of like the dramatize factor. Maybe she has confident more when wearing make-up but you wouldn’t really know. when we see someone wearing make-up we will think that : “ yah ok, she know how to take care of herself but then at the same time you wouldn’t truly trust on that person kind of the thing. I don’t know, I feel that way.
- Moderator:** So judging by these two pictures, who do you think is more successful? In the career, in their life, in relationship.
- B: It cannot judge because I am sure this lady (image A) over here she does put make-up on when she has to go out.
- Moderator:** Assuming that both of them are out? Or you all feel that doesn’t make a different?
- E: Doesn’t make a different because she (image A) seems smiling but doesn’t mean she is not doing well in her life. Basically how you feel is the important thing
- A: This lady (image A) she gives me a feeling that she is a professor or teacher in school. So might also be very successful because teacher’s salary is not very low. As for this one (image B), most of us will be think that she either a celebrity or a model, so model their salary are also pretty high. For models, as long as they are on screen or television that’s fame they will be also successful.

Moderator: So basically what you are saying that the amount of make-up on doesn't really show how successful they, are but in fact tells roughly what their jobs or career are?

D: Actually I feel that when people make-up, it adds up to first impressions, and first impression counts. So if they go for an interview based on first impression the second girl (image B) who is prettier, she may have a stepping stone to getting the job. I mean of cause after the interview they will know her personality and so on.

Moderator: "C" you agree about that?

C: I agree that what she said because first impression is very important especially if the person who interview is a guy then it would be even worse.

Moderator: So you think that she (image B) can attract more men than her (image A)?

C: Yap.

A: Just for addition, that day I came across a variety show they said, they said like what "C" said maybe a guy she (image B) will stand an advantage. Let say your superior is a female I think she definitely will think of "ok, you over-dress, you are too pretty." The superior might feel something like that, and she (image B) will not be short listed.

Moderator: "B", you agree?

B: Ya, female bosses are quite hard to tackle. So when they see like another girl whose better looking or dress up they will feel more intimidated.

Moderator: Female bosses only or just girls towards girls you all feel intimidated towards?

B: I think to certain extend all girls do feel intimidated.

E: I think I like to add one more thing because like their perspective of an interviewer like probably look wise this girl might not be wrong but when you go for an interview they want to see how realistic you are and most of the employers, they do not want someone just for the good looks it doesn't make you any credible in all the way you look. So I guess, imagine someone going to an interview with a good smile, she relating to people and being realistic they probably will choose her (image A) more than her (image B).

Hand out 1x Blank sheet of paper and 1x Pencil to each individual.

Moderator: Could you all give me one word to describe your feelings towards the word "Cosmetics"

Probe why the word is chosen

After one minute...

C: The word that I chosen is "Magic". A person will look very different when they make-up and without make-up it is because cosmetics can help to transfer a person more beautiful. Sometime it go to an extreme that we cannot recognize the person with and without make-up. Ya that's all, transforming.

Moderator: Do you truly believe that such magic can be done by cosmetics?

C: Ya, there also lots of video that show on YouTube how they look different before make-up and after make-up.

F: My word is "chemicals"; I personally think that cosmetic is very harmful for use there is a lot of news coming up saying that all the cosmetics containing a

lot of harmful substance in it. So it will harm our skin and damage our organs and health.

Moderator: So because of all this harm, you choose to apply light make-up?

F: yah, I seldom make-up.

Moderator: Do you think people know cosmetics are harmful?

F: Yah.

Moderator: and why do you think they still go on to put on make-up?

F: To be beautiful and confident. Like what "B" said she used to put on make-up already like for my case every day I will put on colourful lens to school but without putting it on I will not go out any more. Or just maybe go nearby shopping.

Moderator: If cosmetics are not harmful you will constantly do it?

F: Yah.

Moderator: Do you think is worth to harm your body to look beautiful?

F: No. Like if you put on make-up the next day more pimples on your face what for you put on make-up?

B: The word I wrote was "maintenance" because cosmetics they are quite expensive so long term wise is not very good for your pockets.

Moderator: Expensive, but you still need it?

B: Actually, I do not really buy cosmetics lately.

Moderator: You said you cannot live without make-up?

B: Yah, I can't live without but I still go out without make-up also and my skin is not very good so I don't usually put a lot of make-up because I scare there will be break out. So I will try not to use if I can but even if I use I will use a little bit.

E: I choose "plastic" as the word because I felt that when I wear make-up there is always a need to take it out, when I go sleep at night I can't have any make-up on my face. Then I don't like the feeling like if there are things on my face, I will feel very weird that there something like chemical, some kind like a third party things on my face. That kind of feeling it doesn't feel good when you wear it like for a long period, let said when you going out clubbing or partying whatever if you have the powder things on your face you will feel like really affect your skin you can feel that.

Moderator: If it is so uncomfortable to put on make-up why you still do it?

E: there are different range of make-up there are some kinds of like this days they have those mineral make-ups, so like they are not as harmful for your skin as what they said I am not sure.

Moderator: Do you believe in what they said?

E: To an extend I guess because they don't use the chemical that come out from their lab and I against animal products like stuff they make out from the animals kind of things so I try to avoid that kind of stuff. That why I said plastic.

D: My word is "unnecessary". I want to say is that is not a necessity, but once in a while you can put it to enhance your features, face or beauty. But I think is not a necessity to real life.

Moderator: Is not a necessity to real life?

D: Ya, I mean you can make through it without any make-up.

Moderator: But you put make-up whenever you out?

D: Sometimes but not all the time.

Moderator: Give me a ratio? If give you 10 times how many times you put on make-up?

D: Maybe 50-50.

A: My word is “pretty”. I don’t want to make myself think a lot when you give me the word “cosmetic”. Pretty yes, it helps the girls to feel pretty. When they go out or even at home. Cosmetics try to design in a way that to be attractive with various colours. So to me when I see cosmetics I will think there are many kind of designs, colours it really attracts me a lot.

4. Cosmetics – General (15mins)

Moderators: When it comes to cosmetics or make-up, what are the brands that come to mind?

Upon brand name being called, take out the image of the brand, prepared before hand, and display it on the table, in a case where there is no image take a blank piece of paper and wrote the brand name down.

A,B,C,D,E,F: Loreal, ZA, MAC, Body Shop, Shishedo, Chanel, Sephora, Bourjois, Cover Girls, Silky Girl, Estee Lauder, Maybeline, Dejavu.

Moderator: I would need the cooperation of all of you to help arrange these brands/images into groups that you think suitable.

Arrange the brand/images physically into groups on the table

Could you explain why these brands belong to the same category?

Could you explain the difference between the categories?

Group A: Chanel, Sephora, MAC, Estee Lauder, Shishedo.

Group B: Maybeline, Cover Girl, Silky Girl, ZA, Bourjois, Loreal

Uncategorised : Dejavu, Body Shop

Moderator: Could you explain why these brands belong to the same category?

ALL: Group A is high range, high end brands

ALL: Group B is mid range.

Moderator: So basically the grouping is just by price? Is that any others category with other facts?

E: I like MAC more than Loreal.

Moderator: So basically all those high end brands perceive as higher quality?

E: No, when I use as well I think that the different between Group A and B can feel it. There is no quality range between the Group A but Group B they are more kind of stand alone.

Moderator: So this (Group A) is more reliable?

E: that’s right.

Moderator: How about these two (uncategorised)? I still need you all to tell me about the products. Lets start with Body Shop first.

A: It is categorized at its difference. They don’t do animal testing on that.

C: Ya, natural.

A: They concentrate not only on make-up so.

D: Their main products are body shower, heel care. Their make-up I think are...

B: Position themselves different.

D: yah.

Moderator: So how about this? (Dejavu)

A, B, C,D,E: I have no idea what is it about.

F: Is a Japanese brand, I do not how to categorise this brand because I saw this brand in the magazine. So if for me about the brand I think is mid range.

Display the perceptual map. Axis of the map being Quality & Price

Moderator: With these images/brands could you help arrange these brands into this table?

Arrange the brands physically into the map.

From All: A, B, C, D, E, F:

MAC:	Upper middle quality, upper middle price
Sehpora:	Mid-range for all
Chanel:	Upper middle quality, but very high price
Estee Lauder:	Very high quality, high price but not very
Shishedo:	Upper middle quality, not very upper middle price
Bourjois:	Upper middle quality, middle low price
Maybeline:	Low quality, middle price
Loreal:	Middle low quality, middle price
Cover Girl:	Low quality, middle price
Silky Girl:	Very low quality, low price
ZA:	Low quality, middle price
Body Shop:	Mid-range for all
Dejavu:	Middle high quality, middle price

Moderator: Could you help associate each brand to the best type of cosmetic product?
Eg, Mac → Foundation

Pair up the brand images to the words of the cosmetic product.

Probe reasons for the association if none is given.

From All: A, B, C, D, E, F:

Mac:	Eyliner, foundation
Body Shop:	Brushers, blusher
Sehpora:	Eye Shadow
Maybeline:	Lipstick, gloss
Bourjois:	Eye Shadow
Estee Lauder:	Foundation
Sheshido:	Liquid foundation
Loreal:	Blusher
Chanel:	Lip gloss, foundation

Moderator: Chanel seems very high price high quality but none of you can think about any best products to associate with?

E: I had use their lip gloss once, so I think is their gloss.

5. Cosmetics – Consumption (10mins)

Moderator: What are the factors you look out for when purchasing cosmetics?

What do you think is the most important attribute for cosmetics?

How long do you take to apply make-up?

Why do you think is essential to put on make-up?

Moderator: What are the factors you look out for when purchasing cosmetics?

F: Quality and price. Because I learned to get too cheap and quality is very lousy. Like Silky Girl my very first make-up, its not water proof but then when cry the things went off. So disgusting.

Moderator: So you don't want to spend too much but at the same time you don't want the things to be so yucky on your face?

F: I will do some survey before I buy, some online survey and ask friends.

A: I think I am about the same with "F", I also look for the two factors.

B,C,D: Yah..

Moderator: Anyone has a third factor?

E: For me I like quality before price. I don't mind to paying more but the quality has to be there. Also environment friendly stuff so I think I will support something like that.

Moderator: So quality and price which one wills you all go for? Which is the most important factor?

D: Price, I am price sensitive.

Moderator: So if cheaper but not that good you will go for it?

D: The quality cannot be low, depends on the make-up that I buy if something that I have to invest in something like foundation that very important because it cover all the face. Then that one need to invest but I think like blusher or eyeliner I think those like cheap or affordable I go for that.

A: I will go for quality, but what u said just now if the quality is acceptable the cheap price is ok. I go for it.

B: I will prefer price also but the quality come with that bad also. But I believe like what "D" said if foundation you have to invest more because it can break you out.

C: I also prefer if for quality I will goes like foundation, those the first step they will apply on my face that one I think is the most important. Then others the blusher, all is add on to the foundation. So if the foundation good but the blusher not that great, I think is ok.

E: For me eye shadow is doesn't matter, which brand or whatever it just a colour for me. But for whatever I put first like moisturizer and the foundation all that it has to be very good quality.

F: For me because I am still a student, I do not have income. So I depend on if I have more money invest into the cosmetics I will go for quality first but if I have less money I will go for affordable price but not that lousy quality.

Moderator: So you are depend on your buying power?

F: Yah.

Moderator: Ok, so the rest of you all basically is the essential must be there but the rest as long as its fine that's ok.

ALL: yah.

Moderator: How long do you take to apply make-up?

D: 2 minutes, I only used liquid BB cream, powder, blushers and eyeliner that's all.

Moderator: So 2 minutes? That fast? What if heavy make-up?

D: Depends on what function is it?

Moderator: Clubbing?

D: Unless like very special occasion like wedding, large birthday party, significant occasion maybe do more for eyelash, put more eye shadow around 5 minutes. Actually I don't want to do a bit too long, I am quite lazy.

A: I take about 5 minutes for if I come to school I just put on BB cream and blusher that's all. Then, for function like wedding dinner I will put on eyeliner, blushers, mascara and BB cream takes me 10 minutes.

B: For me 3 minutes, I am a bit lazy. I will just put on eyeliner BB cream and blusher. Heavy make-up is basically what they had mentioned just now plus eye shadow takes like 5 to 8 minutes.

C: I put on BB cream need 5 minutes already. So for coming to school I just put BB cream. If going out maybe need half an hour. I do things very slow.

E: For me is do light make-up probably 5 minutes. But for me I need to make sure I didn't do something stupid because I am very clumsy I take my time to do. Because I wear eye liner all the time, so I like really follow the line. But heavy make-up half an hour because I like doing things slow is kind of therapy things for me.

F: For me, I seldom put on make-up. When I go for outing at least 20 minutes. For heavy make-up I just put the eyeliner thicker and eye shadow about 30 minutes.

Moderator: Why do you think is essential to put on make-up?

E: Is kind of to boost you up, kind of like adding a drama effect. When you go out you need to have little bit of something, when you go out you will feel ok. Especially Monday morning is like perfect to wear make-up, you don't want droopy eyes, and you don't want to face the world how you really feel inside. So you will show happy face then you will feel happy.

C: When you go for something is important, that will show you are respect and excited to go for it.

B: For me I think putting on make-up will not make you look so sleepy especially for school days. As what they said give respect also and you don't want to look sleepy when you see people.

A: For me to put on make-up is to present their selves better, presentable to everyone when meeting. You might not know, for girls when is your Mr.Right is going to be happen. So that will be a reason why girls put on make-up they want to be more presentable, if they can be presentable in the crowd. At least they will feel that girl is comfortable and not to be like so weird looking.

F: I think putting on on make-up will make a person look more pretty like what they said.

- Moderator:** So essentially putting make-up is to allow people to look more pretty?
 F: And presentable, like I put on make-up when I have presentation and outing.
 D: I think as what “B” said less sleepy and enhance your features and whatever. Something simple like feel a bit better inside, ok at least I am not look so sleepy.
- Moderator:** So you agree that normally girls put on make-up because they look sleepy?
 D: I am actually having a sleepy face, for me is look less sleepy.
- Moderator:** So the point for you all to put on make-up is to be more presentable or show respect to the people around. How much do you agree with that?
 D: I totally agree. Every people want to see something nice, appealing, as show respect to other people as well and give your selves some respect also. Because when you see something very sloppy you will just think that they less take care of themselves or they just don’t care. Sometime will think “Why is that girl do not put in effort to take better care of her selves?”
- Moderator:** So basically except the reason is in case you meet Mr. Right, is all is the same.
 A: I get this tips from the social ethical lesson they also said this.
- Moderator:** Do you all agree with her? Would it be attracting attention to yourself?
 A: Not say attention, just to be more presentable when you go out. Just in case.
 B: To a certain extent, you don’t want the Mr.Right to see you always put on make-up. If like that you will also attract the guy who appreciates you.
- Moderator:** Like what we discuss earlier on is first impression it would help also?
 B: Ya, it will help. That why I said to certain extend.

6. Closing (7mins)

Moderator: Before we end out discussion could each of you, in your own words describe how you perceive cosmetics, and how it helps add value to you?

Thank you for your cooperation and time, the information obtained is of much value to us and would be extremely useful for our analysis.

- D: I will said that is not necessity, can live and live without it is fine. It adds value because boost your confident and make yourself more comfortable with your own skin not with bare skin but at least meet people will not be so uncomfortable and be proud to say hi.
- Moderator:** So feeling better and comfortable when meets people?
 D: yah.
 A: I agree on what “D” said, is not a necessity but is more of like what girls want. We trying to make us look more confidence, pretty, presentable and respectful to people. This is the value that sometime cosmetics help us to add value to ourselves. That’s all, and I do believe that guys can put on make-up also.
 B: Agree also, make-up is not a must but it has a lot of bonuses. Like we are in this society which very judgmental and first impressions really do count. So make-up really helps you to get certain things not in the bad way but some people they are quite judgmental they will not be nice to you they will be nice to prettier girls. And a part is feeling confidence and it also very much influence by the society.

- E: Well I think beauty is something that can be achieved in other ways but if you feel happy I don't see any wrong using it as a stimulant if you like it but you cannot judge that beauty is going to give you more. When you think that you wear something it might not since beauty is subjective so you cannot add on to it I guess. For me it is like if cosmetics help you feel good inside so that's ok.
- Moderator:** So it helps you feel good inside?
- E: If stimulated to a point but I do not rely on the happiness like all my beauty all back to cosmetics. So for me beauty isn't equal to make-up. It just adds to it.
- Moderator:** So what does make-up add to you?
- E: It adds cheer some kind of drama into life. Some boring life you just have to have something.
- A: I like how "E" describes it.
- C: Make-up adds value to the appearance for everyone but somebody when they put on make-up it actually boosts up their confidence maybe to enhance their inner beauty also. Then for some people they are not confident what the matter how thick the make-up is, they just look no confident. So for this kind of people I think they don't put on make-up also never mind.
- Moderator:** A lot of you said that you cannot see who she and her inner beauty is some kind of hides her character and everything. So how to enhance the inner beauty?
- C: Some people will enhance their inner beauty because it will boost up their confidence but for those who had make-up but still not confident I don't think they need to put on make-up.
- Moderator:** So as what you saying is with the confidence added on by make-up you can show case yourself more freely and expressly is it?
- C: Yah.
- F: When we put on make-up to enhance our look.
- Moderator:** So you wear colour contact lens then you feel more confident?
- F: Ya, in such a way.
- Moderator:** There is no other things that add value to you?
- F: because I am lazy then I sensitive on chemical things. So I seldom make-up.
- Moderator:** That's all. Thank you for your cooperation and time, the information obtained is of much value to us and would be extremely useful for our analysis.

Focus Group Analysis

OBJECTIVES

- To find out on how to get females who do not own any MAC products to purchase MAC products, specifically towards females who on applies light make, or do not regularly put on make-up.
- To determine the female's perception of Beauty, specifically towards females who on applies light make, or do not regularly put on make-up.
- To determine the female's perception and understanding of cosmetics specifically towards females who on applies light make, or do not regularly put on make-up.

Perception on Beauty

Through the exercise, where the audience was told to draw to describe how they felt on the word "beauty" there was a large emphasis on Inner beauty. More specifically aspects such as Confidence, Happy, and having a good personality is defined as beautiful for to the members in the focus group.

When comparing between the two images, there were more positive feedback from the female who did not have any make up applied on her face compared to the female with make-up.

Words such as confident, positive, approachable were frequently brought up to describe the female without make-up by the focus group.

The focus group finds that the female with make-up heavily applied intimidating due to her looks, the group seem to have felt that the female with make-up on seemed to be putting on a front, there was large emphasis that the female having a mask on, which the group use to describe the inability to connect or relate to her as they strongly felt that they would be unable to know her personality just by looking at her, and to the group who felt strongly about having a good personality adding up to beauty, by having somebody perceived with a mask on added doubt to how they feel towards her. The group also added the point that they think the female with make up on did not have as much confidence in her own skin as compared to the female without make up on. With the addition of the intimidating physical outlook of her, the female with make-up was being spoken of negatively. But when one of the group members was asked if they would want to be like the female in the make-up, she responded "why not?" when probed why, even when shone in such negative light, she commented that not all girls that put on make-up has no confidence, and she would not mind being more beautiful. the group also added that with make-up it allows females to further express their personality, they also mentioned that females with no-self confidence, even with the help of make-up would just end up being lost.

When the group was asked what they thought of cosmetics, words with positive feedback such as "magic" and "pretty" came about. Magical in a sense when make-up is applied, the effects before and after can be extremely drastic, examples of celebrities and online blogs were examples the group given. "Pretty" was use to describe the physical aspect of the cosmetics, due to its vast colours and packaging.

Words specifically "unnecessary", "Maintenance", "chemical" and "plastic" were used to describe the negative aspect of cosmetics. The group thought that it was not necessary to have make-up all the time, in addition, it cost a lot to maintain constant heavy make-up usage. More heavily emphasized is that Chemicals. The group agreed that cosmetics are harmful,

and the term plastic was also used to support chemicals as the group thought that it does not feel good when left on the face over a long period of time.

When asked to categories the different brands of make-up, MAC was perceived to be in the same group as Chanel, Sephora, Estee Lauder and Shishedo. Which are products of higher quality and price. Mac was being placed at the higher quality and higher price in perceptual map.

The group also perceived that MAC has the best foundation and eyeliner among its competitors.

When asked about what is the most important factor when purchasing make-up, it is essentially that the important parts such as the foundation has to be a good quality but for the less important areas such as blushers would be considered base on price.

It would be easier for MAC to target its foundation towards such a market as they perceive that it is essential, for the basic make-up needs such as the foundation to have quality rather than being cheap.

The group also feels that it is essential to put on make up to look presentable, a form of respect to the people around, as without any make up at all comes across as sloppy, like for example wearing singlet, shorts and slippers to a formal presentation. The Group also thinks that with make-up, it helps to make them feel lively, both emotionally and physically. Examples given are that it makes them less sleepy and adding elements into their life to “spice” it up, or “cheering up their Monday blues”

In a Nutshell:

1. Inner beauty is more beautiful than just being purely physically beautiful.
2. Thick make-up is perceived as a mask. Leading to biased judgment of character.
3. Females feel intimidated by other beautiful females
4. Make-up empowers females with confidence
5. Quality of essential cosmetic products are more important than price
6. Heavy make-up is perceived as redundant for females who has no personality or self confidence.
7. Make-up to the group is perceived as a form of looking presentable
8. Make-up has the ability to affect their emotions positively.

Therefore from the focus group, in order for MAC to target to communicate towards females who on applies light make, or do not regularly put on make-up, MAC could use emotions to leverage their products, by saying

1. MAC would not be a mask
2. MAC would not make u only look beautiful physically
3. MAC would bring out your personality
4. MAC is able to make u feel good about yourself, being yourself

2011

Lee Li Wei Deanson
(14491737)

Yip Pui Mun
(14817430)

Chen Huei Wen
(14371897)

[FOCUS GROUP DISCUSSION TRANSCRIPT]

OVERALL QUESTION TO ANSWER IN FOCUS GROUP DISCUSSIONS:

The purpose of the study is to conduct qualitative research to determine:

- The female's perception of Beauty
- The female's perception and understanding of cosmetics
- To find out on how to get females who do not own any MAC products who applies light makeup regularly to purchase MAC products.

Sampling Planning – Focus group personal criteria

1. Female
2. Age 18- 25 years old
3. Generation Y
4. Live in Singapore
5. Ability to speak and understand English
6. Studying or working
7. Regularly put on light make-up
8. Does not own any MAC product.
9. Know about cosmetics

Tools to be prepare

1. Video Recorder
2. Location- Discussion room in Library (book earlier)
3. Drinks X 6
4. Pencil X 6
5. Plain A4 paper X 12 (additional use)
6. Pictures card of make-up brands name (all the possible cosmetic brand that be listed)
7. 2 images of female (1 with make-up and 1 without make-up)
8. Large piece of paper with the word "Beauty" on it
9. Pictures card with images of basic cosmetic products (typical used)
10. Large piece of paper with Perceptual map, axis-ed Quality & Variability

Cosmetic Brands (Pictures to prepare)

1. Avon Cosmetics
2. Benefits Cosmetics
3. MAC Cosmetics
4. Bobbi Brown Cosmetics
5. Chanel
6. Estee Lauder
7. Guerlain
8. L'Oreal Makeup
9. Lancome Cosmetics
10. Laura Mercier Makeup
11. Latisse
12. Lush Cosmetics

13. Mary Kay Cosmetics
14. Maybelline Makeup
15. Paul & Joe
16. Philosophy Cosmetics
17. Revlon
18. Sephora
19. Sheer Cover
20. Shiseido Cosmetics
21. Stila Cosmetic
22. Max Factor
23. Bourjois
24. Lancaster
25. Giorgio Armani
26. The Body shop
27. Clinique
28. Rimmel
29. Make Up Store
30. Urban Decay
31. Australis Cosmetics

Total Participant time required: 55minutes – 1 hour + 15minuntes

Total focus group time: 55minutes – 1 hour + 15minuntes

1. Introduction (3mins)

Welcome to this focus group discussion, please feel free to express your opinion and views clearly and in detail one person at a time. There is no right or wrong answers; we are all here to share.

This session is being recorded by a video camera (*direct group to where the camera is*), it would be much appreciated that all mobile devices are on silent or switched off.

The purpose of this focus group is to obtain information about a group's belief and attitudes on female cosmetic products.

All information obtain will be kept confidential. The information from this discussion would be used for analysis as a whole, your names will not be used for the analysis of the discussion.

2. Warm up (5mins)

Would everybody please take turns to introduce themselves by giving your name, and briefly share with the group when do you put on make-up?

3. Beauty – Perception (15mins)

*Hand out 1x Blank sheet of paper and 1x Pencil to each individual.
Display the word "Beauty"*

Would each of you draw a picture to best symbolize how you feel on this word. "beauty"
(Probe on how the picture drawn symbolizes the word)

Display image A for group to see. Image A is of a lady without make-up applied on the face.

Looking at this image, what impression do you have on this lady?

Probe why.

Remove image A

Display image B. Image B is of a lady with make-up applied on the face.

Looking at this image, what impression do you have on this lady?

Probe why.

Display both image A & B beside each other

Compare the two ladies, how are the two ladies different to you?

(Probe if needed)

- *Who do you think is more successful?*
- *Who do you think has the ability to attract more attention to them?*
- *Which one do you think has more facebook friends?*

Hand out 1x Blank sheet of paper and 1x Pencil to each individual.

Could you all give me one word to describe your feelings towards the word “Cosmetics”

Probe why the word is chosen

4. Cosmetics – General (15mins)

When it comes to cosmetics or make-up, what are the brands that come to mind?

Upon brand name being called, take out the image of the brand, prepared before hand, and display it on the table, in a case where there is no image take a blank piece of paper and wrote the brand name down.

I would need the cooperation of all of you to help arrange these brands/images into groups that you think suitable.

Arrange the brand/images physically into groups on the table

Could you explain why these brands belong to the same category?

Could you explain the difference between the categories?

Display the perceptual map. Axis of the map being Quality & Variability

With these images/brands could you help arrange these brands into this table?

Arrange the brands physically into the map.

Could you help associate each brand to the best type of cosmetic product?

Eg, Mac → Foundation

Pair up the brand images to the words of the cosmetic product.

Probe reasons for the association if none is given.

5. Cosmetics – Consumption (10mins)

What are the factors you look out for when purchasing cosmetics?

What do you think is the most important attribute for cosmetics?

How long do you normally take to apply make-up?

Why do you think is essential to put on make-up?

6. Closing (7mins)

Before we end our discussion could each of you, in your own words describe how you perceive cosmetics, and how it helps add value to you?

Thank you for your cooperation and time, the information obtained is of much value to us and would be extremely useful for our analysis.