1. Fenty Beauty Secondary Research

Research Questions

1. *Who is the audience of cult beauty brands?*
2. *How do cult beauty brands build loyalty among consumers?*
3. *How does Fenty Beauty currently compare to competitors in the cult beauty industry?*

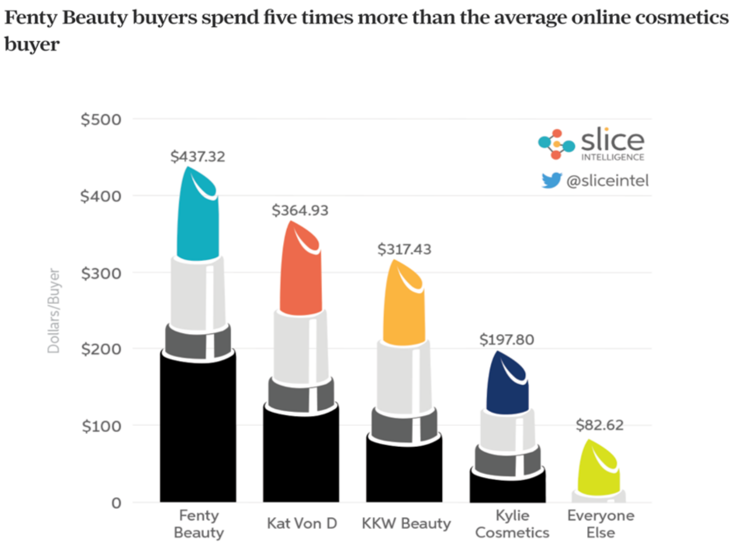
Insights

i. Most of the cult beauty followers are millennials who heavily rely on social media and regularly purchase beauty products.

Increasingly, independent cosmetic brands are standing out from traditional beauty market. In 2016, standard drug stores were down 1.3 percent, while newly established individual brands were up 42.7 percent (How Kylie Jenner Built One of the Fastest-Growing Beauty Brands Ever, 2018). This essential transformation of the beauty industry can be ascribed to the dominance of women ages eighteen to thirty-four, who are the heaviest buyers of beauty products in the thirteen-billion dollar cosmetics industry (Millennials Dominate US Beauty Market, 2016).

Instead of purchasing in person, millenials like to browse, compare, and learn about beauty products online, as they don't want to face overwhelming choices in person and become anxious about making a purchase. Research has shown that millennials, who are potential cult beauty buyers, heavily rely on digital platforms and absorb virtual messages easily during their purchasing: around 63% of beauty buyers have greater trust in brands they can find on Instagram, and 67% of beauty buyers who see an interesting post on Instagram will take further action (Social Statistics on Beauty Buyer, 2017). Moreover, while these beauty buyers rank an efficient buying experience as most important, they also trust the information provided by digital influencers or the people from their own networks. According to the Facebook IQ, “48% of beauty shoppers who research beauty content on Facebook say they trust the people who provide information because they have a personal connection.” An article on HubSpot also states that “Generation Y is 247% more likely to be influenced by blogs or social networking sites” (Generation Marketing: Millennials, 2016) and because of this, many highly successful cult beauty brands established a “social media powerhouse” and made huge impacts to their cult beauty buyers online. A great example is Kylie Cosmetics, which has more than 100 million Instagram followers with an estimated $630 million in revenue (Kylie Jenner, 2018).

Cult beauty followers are not only social media users, but also dominant buyers in the beauty industry. They regularly purchase cosmetics and spend more than the average online cosmetics buyer. The most outstanding cult beauty brands, including Rihanna’s Fenty Beauty, Kim Kardashian’s KKW, and Kylie Cosmetics represent only 12 percent of cosmetics shoppers, but they account for 29.2 percent of cosmetics category revenues. Specifically, Fenty Beauty buyers spend $437.32 per year on makeup, which is five times more than the average shopper (Battle of the Beauty Divas, 2018).



Battle of the Beauty Divas, 2018

This data creates a profile of several characteristics and patterns of the cult beauty market. This data is relevant to us because Fenty Beauty is able to fit among cult beauty based on its exclusivity - Fenty is not a drugstore brand - and its active following on social media, likely due to Rihanna's existing fanbase. Based on the data regarding spending habits, we can effectively conclude that cult beauty followers tend not to be penny-pinchers, as they value the brand's culture and attitude more than finding the best deal. This is significant because it shows that the market is smaller but still largely profitable. Knowledge of where cult beauty consumers are getting their product information from is incredibly valuable. Such knowledge can help Fenty Beauty determine their main marketing channels to attract a strong consumer base, gain consumer insight, and have real-time response to their consumers.

More research about where and how Fenty is recommended would help Fenty keep track of what platforms consumers are using to talk about the brand and provide insight on how to generate conversation about the brand. Although the cult beauty industry is an impressive market, it doesn't represent the majority of users who religiously use staple drugstore makeup brands such as L'Oreal and Revlon. Research on new consumer bases could help expand Fenty's market. Moving forward, another question to consider is whether there are brands that manage to appeal to both cult beauty consumers and beauty buyers who don't typically buy outside of drugstore brands?

ii. Cult beauty brands tap into the emotions of their consumers to build brand loyalty and grow organically from the enthusiasm of their customer base.

Cult beauty brands have a devoted following and enduring sense of loyalty from their customer base. These brands take careful steps to appeal to their consumers and include them in up and coming launches that reflect their needs and wants. Most cult beauty brands thrive off of existing authority and utilize their digital presence to nurture their following. Their consumers feel less like buyers, but rather a part of a deep community. A cult brand provides something unique and memorable and consistently offers this experience for consumers.

Glossier, one of the most popular beauty brands, built their dedicated and loyal customer base by using Instagram. The founder of the company ran a blog and garnered over 13,000 instagram followers before the official launch of the ecommerce site. Prior to the launch, back to back instagram post were used to help build excitement. Customers played a part in the brands evolution by helping to choose their favorite shade of pink as Glossier's theme color. Their distinct tone of voice on instagram captions conveyed the brands identity and values (How Glossier has used Instagram to create a cult following, 2016). Instagram helps build direct connections with consumers because it has the ability to start two-way conversations between the brand and consumers, measure feedback, shape product launches, and create personable and memorable moments for its users. All of these functions ultimately increased brand loyalty for Glossier. The brands sleek packaging encourages user-generated content, which is more valuable than traditional advertising in the fast evolving digital world of beauty (How Glossier has used Instagram to create a cult following, 2016).

Long-standing beauty brand, Maybelline, implemented direct marketing when it needed to improve customer loyalty. The campaign used deep personification and content marketing to create relevant messaging based on ration, emotional, physical and relational characteristics. The main component of the campaign provided a colorful personalized twenty page booklet with cosmetic lessons, personal product recommendations, and discounts. Since its initial 2009 launch, the campaign has increased brand appreciation, improved the likelihood that consumers will recommend the brand to friends, and increased sales (Strategies Drives Maybelline Sales and Loyalty, n.d.).

The data is significant in the sense that it details how cult beauty brands have acquired their loyal customer base and kept them connected through personalization of messages and the use of social media. Consumers want to feel a part of a larger community, where their input and feedback matter. An existing audience also creates authority, jet-setting successful product launches that fans rave over. The data also reveals that digital media plays a vital role in creating large platforms and maintaining community within a brand. When a beauty brand can tap into the emotion and imagination of consumers, engage with consumers, provide a consistent experience, and curate a large organic following, then they have entered the cult beauty brand realm and can capitalize off of their following (Dudler, 2016). These findings raise some potential questions. For instance, do consumers have negative experiences with cult beauty brands? Moving forward, it would be helpful to examine if any cult beauty brands have received any negative feedback or backlash from consumers and how these brands deal with such instances. Are the brands just as devoted to helping consumers who don't have the best experience or do they focus all of their attention on only consumers who rave about the product?

iii. How does Fenty Beauty currently compare to competitors in the cult beauty industry?

Fenty Beauty completed its first year with an impressive debut. Within the first forty days of the initial launch, Fenty sold around 100 million dollars worth of product (Valentine, 2018). To put that into perspective, Fenty sales for the brand's debut month were five times those of Kylie Cosmetics (Miyahira, 2018). While there are certainly many potential factors for the high profits - smart marketing, Rihanna's name, glowing reviews, and an emphasis on diversity throughout the creation of Fenty has secured the brand with a niche. At the time of its debut, the range of skin tones represented in the foundation formulas or the lip tones of other brands on the market was limited. Makeup lovers with darker skin tones often struggle to find makeup that looks right on them. Nyma Tang shared her story with Glamour: how she gave up after driving to five different stores in one day trying to find her shade, how she would try to buy several kinds online and hope that it matched, and how Fenty's release finally gave her what she'd been looking for (Schallon, 2018). This is a common story for the brand. Fenty's customers are significantly more often people of color than white people (Miyahira). The foundation, which boasts forty different shades, drew instant attention. On Sephora's page for the foundation, titled Pro Filt'r Soft Matte Longwear Foundation, almost half of the first thirty reviews mentioned finding their perfect match. Several of the reviews also stated that this product was the first time they had found a perfect match (Sephora.com, 2018).

The combination of the sale numbers and testimonials is significant because it shows not only does Fenty make strong sales, but outsells another prominent makeup brand. An important aspect of cult beauty is the loyal fan following. Customers should be returning after their initial purchases to buy more of the same products, as well as to try out new releases. Kylie Cosmetics, in particular, has an extremely loyal fanbase with over three-fourths of their customers buying exclusively Kylie products (Miyahira). We compared Fenty specifically to Kylie Cosmetics because we see the brand as a major competitor to Fenty Beauty. Cult beauty brands are plentiful but Fenty and Kylie have an important characteristic in common: they are run by celebrities. As such, both brands had an established fanbase before opening, many of whom may buy product simply for the name. Fenty Beauty's diversity gives the brand another uniqueness, which allows the brand to flourish among competitors like Kylie Cosmetics. Kylie Cosmetics, for reference, has only thirty shades of concealer (kyliecosmetics.com). The data tells us that customers are looking for makeup that caters to a wider demographic. This is the niche that helps push Fenty's sales. The Sephora reviews in particular were important to look into because it shows how satisfied customers are with the product. While we cannot predict whether or not the customers will buy again, we know that positive reviews, particularly as it applies to Fenty's niche, demonstrate customers are satisfied with their purchases. Since Fenty is one of the only brands with such extensive ranges, customers are more likely to return in order to meet their needs.

In the future, we would like to gather more data on Fenty's sales over long periods of time and compare our findings to Kylie Cosmetics. It is possible that the profits generated in the first month are not an accurate display of current and future comparisons to Kylie Cosmetics and other cult brands. Since most of the numbers only reflect Fenty Beauty's debut month, the sales could be inflated by the initial excitement of a new launch. Moving forward, we would also like to track how loyal Fenty's customers are and how many of them return to Fenty Beauty. In order to keep up with competitors, Fenty must have a strong fanbase. Finally, we would like to seek out new ways to expand the product line by asking consumers what issues they have when finding cosmetics and what they would like to see more of. Now that the niche is established, Fenty should continue to stand for diversity and inclusivity through their products and be a brand that has options for all makeup lovers.

Conclusion

The data collected through secondary research helps us gain a good understanding of how cult beauty brands are shaped, the industry trends, and the audience of these brands. Not only do we have a better idea of the market Fenty resides in, but also we understand Fenty's unique position in the market and how it measures up to competitors. Moving forward, Fenty would be best served with data surrounding retention of customers. Now that Fenty is an established brand, we would like to see how well they are retaining customers and how other cult brands work to keep customers satisfied and coming back.

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2. Fenty Beauty Focus Group

Research Questions

1. How are everyday people accessing their makeup?
2. Why are young people using makeup?
3. What is the current view of Fenty by everyday consumers and how does it compare to other competitors?

Goals and Objectives

- To gain a better understanding of why young, everyday consumers are purchasing the products they choose
- To understand the participants' feelings towards our brand and its products
- To better comprehend consumer purchasing behavior and preference as it relates to makeup

Focus Group Questions

1. Tell me about your experience with makeup.
2. If you do not use makeup, have you considered buying it for someone else?
3. What is the purpose of makeup, to you personally?
4. What brands of makeup have you used before?
5. Where do you usually purchase makeup from? Online? Target or CVS? Sephora?
6. What is your budget for purchasing the makeup?
7. What other factors affect your purchasing decision?
8. When you buy a product for your face, what characteristics of the product are most important to you?
9. What about a product for your lips?
10. Eyes?
11. Have you heard of Fenty Beauty?

12. Have you tried Fenty or been interested in trying Fenty?
13. Why?
14. Have you tried Kylie Cosmetics or been interested in trying Kylie Cosmetics?
15. Does it matter to you if a brand is headed by a celebrity?

Insights

I. Consumers want to personally try the beauty products before purchasing them, so they usually prefer in-person shopping more than online.

The qualitative result from the focus group interview indicates that normally first-time buyers would like to test the beauty products in person before each purchase, because they want to know the real texture, color, and other qualities and decide whether certain products are really suitable for them. For instance, when asked about the foundation preference, one of the participants pointed out that she will always try foundation personally to check whether it is moisturizing enough for her dry skin type and whether its color matches her face. Many also said that they not only care about color but also want their makeup to feel "natural and comfortable on the face." However, most beauty websites fail to demonstrate these important features to the customers, as they can only display the pictures and videos of the products with some quantitative descriptions. Besides the limitation of presenting the products, many young consumers also stated that some information on the website is not accurate and credible enough. To quote one participant: "I normally never go online for makeup. I want to try and see it in person … because the color line is so different compared to the one on the screen." A few participants claimed that they would occasionally shop their favorite brands online, but they only purchase certain products they have used before. Therefore, customers who would like to try various new beauty products, especially foundation, rarely purchase from the online store, instead, they usually tend to visit the drugstore, the cosmetics counter in the mall, or the brand department.

For brick and mortar stores, drug stores and beauty stores were the most popular choice among young customers compared to cosmetics counters and department stores. This is because they can get more brands and products they want in one place. It is interesting to note that Rite Aid, Ulta Beauty, and Sephora are the three most frequently mentioned companies during the interview, especially Ulta Beauty. One customer said, “If I can get it in Ulta, I will get it in Ulta, because I like they give points there.”

In previous research, we explored the significance of the online promotion of cult beauty products and the popularity of the cosmetics industry among network users. It is seen as an important way to interact with consumers and provide information especially for millennials (Netzer, 2017). However, the focus group contradicts this by revealing the disadvantages of online-only brands compared with the traditional form of purchasing. Although the electronic commerce is featured by low cost, no limitation of scale, and easy promotion and management of the products, it is unable to provide the in-person experience to the customers who want to try, touch, and feel the products to determine their suitability and comfortability. As a result, in spite of the fact that online shopping facilitates the consumer experience and inspires many individual brands, in the cosmetics industry, in-store retail is still indispensable for beauty brands to be successful.

It is wise that Fenty Beauty recognized the weak points of online shopping and has already started retailing at selected Sephora stores worldwide. Most of its competitors, such as Kylie Cosmetics and KKW, have not yet initiated that process. As a newly established brand, however, Fenty still needs to expand its online and offline commerce and further develop its marketing strategies to increase brand visibility. These strategies should focus more on customers’ in-person experience, encouraging and motivating the potential buyers to try the products, as most of them are more inclined to purchase cosmetics after testing them personally.

These findings also raise a few questions which should be further investigated in future focus group and in-depth interviews. Many participants claimed that they know of Fenty's existence and also know that it is located in Sephora stores, but they appeared to show more favor to the well-established brands like NARS, Macs, Estée Lauder, and Lancome. So, how can Fenty Beauty compete with other well-known in-store brands and stand out? Without web marketing and advertising, what others strategies can be applied for the offline retail? And how to stimulate potential buyers to try the products rather than only browsing them? By addressing these concerns, Fenty can build up more effective methods to enhance its competitiveness not only among cult beauty brands but also in the traditional cosmetic industry.

II. *It is common among young women to buy cult beauty brands, but they are not loyal to those brands and prefer a variety of sources for their makeup needs.*

Participants of our focus group said their makeup bags often had a large mixture of brands, from high-end department store brands, to trendy cult beauty brands, to drugstore brands. Variety was the name of the game. One participant said her makeup bag is "half drugstore, half high-end." When participants were asked what makeup they used, brands like Urban Decay, Tarte, and Kat Von D - cult brands usually only found in makeup centered stores like Sephora or brand stores, were mentioned alongside Estée Lauder, MAC, Lancome, and Bobbi Brown. One participant explained, "A lot of brands don't cater to the full spectrum of what I need," and another added on to say "Certain brands are known for certain things: Anastasia - eyebrows, Becca - highlighters." They feel like they had to shop around to get all the best products for them. While one company may make the best concealer for a consumer's skin, their eyeshadow may not be pigmented and their lipsticks may feel gritty, leaving the consumer hopping from store to store to meet all of their needs.

Participants also mentioned Ipsy bags and similar products as one potential reason for such a mixture. Ipsy refers to a company that creates monthly bundles of makeup for consumers. Five products, usually in sample sizes, are chosen from an array of brands specifically to fit each consumer's profile of beauty wants and needs. The subscription-based service intends to expose consumers to new products from both established and emerging brands that they will purchase again in the future.

There was largely, and often enthusiastically, a consensus among the group, comprised of Caucasian women in college, that they did not shop for all of their products in one place. However, they were all buyers of at least one cult beauty brand. This suggests that consumers should not be labeled by whether or not they buy high-end, drugstore, or trendy products; they buy all of them. One potential drawback of this finding is that our focus group all reported that they used makeup but not very much on an everyday basis and preferred natural looks. Because they were all alike in that matter, their answers may only be representative of consumers who use makeup similarly. In future research, more diverse and slightly larger focus groups could help alleviate this concern. One concern from the participants that could be addressed, however, is their complaint that brands do not offer quality products in all the types of makeup they need. Fenty is best known for their foundation, but if a promotional campaign focused specifically on other quality products that Fenty sells, they could perhaps find more consumers who buy Fenty for a variety of their products.

III. Most consumers have heard about Fenty Beauty but are reluctant to try it based on reviews from friends, family members, and influencers.

Fenty Beauty is a widely known beauty brand that receives a lot of traction, but people are reluctant to try it if they have heard negative reviews about the products from trusted friends, family, and influencers.

Most participants in the focus group had heard of celebrity beauty brands such as Fenty Beauty and Kylie Cosmetics, but not everyone had tried the actual product. There was a general consensus among the focus group, that they tried beauty brands based on reviews and feedback from close friends, family members, and online influencers. “I looked up reviews and it said it was very matte and I was like… I would hate this”, said one participant. Another attendee said, “I’ve heard it’s really drying,” causing her to not purchase the product. Using the feedback of others to make buying decisions to actually try the product proved to be a common trend among participants. “My sister loves it. She swears by it and told me to get it. I was like… you don’t know my skin”, said another participant. No one was interested in purchasing Fenty Beauty because they had heard negative reviews or realized the product did not cater to their specific skin type. Reviews are the top indicator of whether or not a product will be purchased. In contrast with the cult beauty brand, Kylie Cosmetics, people had also heard of it but were less willing to purchase because they could not physically test the product in person since products are only sold online.

These findings are significant and proved that purchasing decisions for beauty products are mostly made based on reviews. Due to Fenty Beauty’s tremendous success based on the wide color selection and reach to women of color, it would be interesting to see the contrast of thoughts from this focus group - made up of all Caucasians - to thoughts from women of color. This comparison could determine how a wider audience views the brand and what they have heard from their network of friends, family members, and influencers. Are only negative reviews about Fenty Beauty surfacing the beauty community? Because Fenty Beauty is very successful and continues to be, there are users of the brand who have decided to try the products based on positive reviews. The brand caters to a vast group of people and having a more diverse focus group could bring light to different insights that we were not able to discover with our original focus group. Moving forward, we should aim to diversify our sources. During the ethnography, pay attention to different demographics so our data is a reflection of a wide audience, as Fenty Beauty has intended with their marketing and consumer target.

Self-Evaluation

Overall, the focus group went smoothly and presented an effective sample of consumers' views. One particular strength was the flow of the questions that allowed participants to first build a rapport and then feel more comfortable sharing their thoughts for more specific questions. Another strength was the specific inclusion of everyone in the group. Although not everyone wore makeup, everyone was brought into the conversation regardless to share their thoughts. However, we could have done better in some areas as well. One particular weakness was not going as deep as we could have into why participants chose not to purchase Fenty after hearing about it, or what they think of their products other than foundation. Another weakness was that some questions we asked got redundant as prior answers covered the topic pretty thoroughly. Going specific a little bit more often may have helped with this, to give participants different ideas to think about.

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3. Fenty Beauty In-Depth Interviews

Research Questions

1. Why do college-age beauty consumers buy makeup?
2. What is the current view of Fenty Beauty by average consumers of beauty products?
3. Why do average consumers of beauty products try new products?

Goals & Objectives:

- To better understand if beauty consumers are using cult beauty brands, and if not, what is widely used?
- To gain a better understanding of what urges beauty consumers to try new beauty products
- To better comprehend the message that beauty consumers receive through Fenty Beauty's brand messaging and product advertisements

Interview Questions:

1. Tell me about your experience with makeup.
2. How often do you use makeup?
3. If you do not use makeup, have you considered buying it for someone else?
4. What is the purpose of makeup, to you personally?
5. What kinds of ethical concerns matter to you when considering purchasing makeup from a brand?
6. What brands of makeup have you used before?
7. Where do you usually purchase makeup from? Online? Target or CVS? Sephora?
8. What do you look for in the products you buy?
9. Do you have any kinds of issues with finding the right makeup for you?

10. How much do you usually spend on the beauty products? What types especially? Why?
11. What makes you want to try a new product?
12. Have you heard of Fenty Beauty?
    a. If you have not heard of Fenty, how do you usually hear about new products?
    b. If you have heard of it, what kinds of things have you heard?
    c. What are some words you would associate with the brand or its products?
13. Have you tried Fenty or been interested in trying Fenty?
    a. If you have heard of it and have tried it, why?
    b. If you have heard of it and have not tried it, why not?
    c. What made you interested in it?
14. What have you heard about Fenty's line of products?
15. Where do you most often hear about Fenty?
16. What would entice you to try Fenty?
17. Would you consider buying Fenty for someone else?
18. What do you think of Fenty advertisements? (then show an advertisement)
    a. Does it appeal to you?
    b. Are you more interested in trying Fenty Beauty?
19. Does Rihanna's connection to Fenty matter to you?
20. What aspects of Fenty interest you the most?

Key Findings & Data Analysis:

I. Makeup consumers usually stick to the staple beauty brands that they have found effective for their needs, but are more likely to try products if they have *heard good reviews or come across effective advertising.*

It is generally hard for beauty consumers to break their makeup routine and try new products when they have found their staple favorites. Most participants were reluctant to test Fenty Beauty products or new makeup brands because they are satisfied with the products they use, have been using their current products for a long period of time, and truly enjoy the results that their current makeup routine produces. A participant described their makeup routine as “very basic” and stated they “don’t feel the need to try something new.” Another participant said,“ I already have stuff I use,” when asked why she is not interested in testing Fenty beauty or other brands. What encourages most makeup users to try new products is effective advertising or trusted reviews from family, friends, and the online makeup community. One participant claimed that “good reviews, advertising, and nice ads” help her make decisions to try new products. Another participant said “advertisements and what I have heard” guide her decisions to try new products. After reviewing the official ad campaign launch, interviewees were more interested in trying Fenty Beauty. One participant said she felt the brand is “high-end, but still urban and cool,” while another said the ad had “clean and neutral makeup” and made her “want to look like the models.” This repeating theme shows that there is a strong correlation between consumers seeing positive reviews and enticing advertisements from beauty companies and consumers choosing to make a purchase.

These insights confirm that reviews are very important in the beauty community, as reflected in an insight from the focus group – “Most consumers have heard about Fenty Beauty, but are reluctant to try it based on negative reviews about the products from trusted friends, family, and influencers.” The secondary research that we previously conducted confirmed that most of the cult beauty followers rely heavily on social media. Due to the in-depth interviews confirming the importance of reviews and the insight from the secondary research, it is important moving forward to help our client focus on getting positive reviews of their products and showcasing them on social media to leverage the perception that makeup users have of the Fenty Beauty brand. Fenty beauty showcases a fresh, young, and diverse makeup brand through advertisements, but trusted reviews create a brand perception that consumers consider when deciding whether or not to purchase products. Going into the next phase of research, we should find out the demographics of makeup users who leave positive reviews of Fenty beauty products through secondary and primary research. Is this group diverse? Mostly social media influencers? Is a positive attitude toward the brand connected to a positive attitude toward Rihanna? For the survey, it will be important to define how often people go to makeup stores and come across Fenty Beauty. This finding will be important to determine the amount of in-person visibility that people have with the brand.

II. *Makeup consumers like to experiment with new products, but do not want to spend a lot of money on a new product if they are unsure of how well the product will work for them.*

When participants of our in-depth interview mentioned new products, they talked about them as experiments. They often had a set of items they considered staples to their routine – usually products that they have used for years and know work well for their face, personal style, and budget. While having these staples did not deter participants from being interested in new products, it did set up limitations for the consumers, most notably in their budget. One interviewee explained, "I have looked at the [Fenty] website and I think that it is a little too expensive for me to get experimental with it. I would be really disappointed if I spent a good amount of money on a really cool liquid-to-matte lipgloss and then it just looked terrible on me." Fenty is a relatively mid-range cosmetic line – more expensive than the ten dollar drugstore brands, but not as pricey as the eighty dollar designer products. Although most of our participants shopped the mid-range lines for their products that they were used to and trusted, they were wary of the idea when it came to trying out a new product. The fear of not knowing how well the product worked for them and flattered them was enough of a deterrent to keep them away all together.

For Fenty Beauty, as a new brand, one important hurdle to outperforming larger brands is that consumers must make the leap and buy their product for the first time. While our secondary research found that initial sales were boosted by Fenty's first-of-its-kind forty shade foundation line, Rihanna's celebrity power, and positive reviews, many of our participants reported being interested in the launch, but not enough to try it themselves for the price. The types of products most participants mentioned as ones they would most like to try out are cosmetics that involve color or shine, such as highlighters, lipstick, and eyeshadow. It would benefit Fenty, then, to find ways for consumers to try their items before they buy. Sephora stores, where Fenty is sold, do have testers available and allow employees to do a customer's makeup in store. Moving forward, more research should be done into other try before you buy methods for consumers. Mailing samples, deals with monthly subscription bags, or package deals with other brands are examples of methods that could be researched and tested for overall effectiveness and consumer interest. This will help Fenty build connections with consumers and establish themselves as a staple product in makeup bags across the world.

III. Makeup consumers are more loyal to the foundation that satisfies them, but are more likely to try various other cosmetics like lipstick and eyeshadow

The previous focus group interview had found out that many young female customers prefer a variety of sources for their makeup needs and are not loyal to certain beauty brands. However, the qualitative results from the in-depth interviews revealed that most of the beauty buyers are less likely to switch their current foundations to other brands' products, as the foundations they are using already satisfied them, and they believed that trying new foundations is risky and costly. During the research, an interviewee stated that she has not changed her MAC foundation since her high school, because she believed that the product is comfortable and good enough for her. When discussing Fenty's foundation, she said, "It looks good, but I don't know which color is right for me and what it feels like on my face, so I won't buy it." Her response also emphasized that searching for a suitable foundation is difficult and time-consuming, as many facts need to be considered. The second interviewee also claimed that the foundation is more expensive compared to the lipstick and eyeshadow, and she is unwilling to spend much time and take that risk to try other unknown foundation products.

Although the interviewees asserted that they are reluctant to change their original foundations, they showed interests to eyeshadow palette, lip crayons and metallic powder on Fenty's website. "One foundation is enough but I can have many eyeshadows." Said one interviewee. She indicated that she would like to try various eyeshadows and lipsticks for her makeup for different occasions and also prefer to have as many colors as possible. To quote another participant, "I have Tarte, the brown one; and Urban Decay, the naked cherry one. I also like the small pack that I can take it daily to fix my makeup." These responses essentially demonstrate the difference between the foundation and other cosmetic products, and also further prove the fact that young female women tend to be less loyal to certain beauty brands.

The findings from the in-depth interview suggest that beauty buyers have different consumption behaviors based on the nature of the beauty products. As a result, Fenty Beauty needs to understand these consumers' preferences among various cosmetics and to build up separate strategies targeting each of the beauty products. To be more specific, as the research has indicated that beauty buyers are more likely to stick to their original foundation products, Fenty should focus more on how to encourage the potential buyers to try it, and keep them loyal to it. Fenty is already famous for its massive foundation colors, and it should take this advantage for further promotion. On the other hand, the previous secondary research and focus group interview have demonstrated the importance of online advertising and offline retail. To follow these concepts, Fenty should present more colorful palettes, powder sets, and lipsticks online and offline to satisfy customers' needs.

Future research should also focus on the following aspects: How to effectively introduce the foundation to beauty buyers and inspire them to try it? What motivates customers to purchase certain brands' eyeshadow and lipsticks? How frequent they buy these cosmetics? And What is the difference between the process of purchasing foundation and other cosmetics? These questions can be further investigated in the future ethnographic and quantitative researches, and answering these questions will help Fenty to establish more powerful strategies for individual products and their targeted buyers.

Evaluation - Strengths and Weaknesses:

Overall, the in-depth interviews were well facilitated. One strength is that we created probing questions that led participants to talk and share their feelings and opinions. The questions helped created a dialogue where we asked follow-up questions to better understand the attitudes and feelings of participants. This allowed interviewers to draw out more information from each interviewee and gain an overall understanding of them and their viewpoints. Another strength was having visuals for the participants to look at. We included the launch campaign of Fenty Beauty and the website so participants could share what they thought of the ad messaging and range of products. Having this helped create a mental picture for participants who are not so familiar with the brand and helped interviewers learn how the launch campaign made viewers feel.

However, we were unable to choose people specifically who use makeup more often and have a wider knowledge of makeup products, which may have biased opinions towards cult beauty and Fenty specifically. As a new brand especially, the majority of Fenty customers are likely to be people already involved with the beauty community and beauty brands. A way to improve this would be gathering participants who are familiar and active with the beauty brand or similar brands, so our findings are reflective of the actual beauty community. Another weakness of this research is that our sample units are not diverse enough as all the participants are female college students around the same age. Also, due to the lack of time, space, and resources, we were only able to conduct our in-depth interviews with six participants. This small sample size might lead to biased results. To improve on this, enhancing the sample size and demographics will be helpful to make research findings more representative and credible.

4. Fenty Beauty Ethnography

Location: Sephora, The Streets at Southpoint

Date: 10/27/2018

Time: 1:30-3:00 p.m.

Client: Fenty Beauty

Research Question: What motivates consumers to purchase new cosmetics in the beauty store?

Main Insight: *Most of the customers who want to try new beauty products tend to follow salespersons' suggestions.*

Intro sentence: In Sephora store, the majority of the customers would like to try and compare several beauty products from different brands before purchasing them. While they were wondering what to buy, most of them were willing to talk with sales assistants and listen to their suggestions, and almost all of them finally purchase certain cosmetics recommended by salespersons.

Findings:

On Saturday afternoon, I went to the Sephora beauty store located on the first floor of the shopping mall at Southpoint. After informing shop assistant about my research purpose, I received the permission and started my observation by pretending as a potential customer and walking around the store for around an hour and a half. Because of the weekend and good weather, the store was quite busy during that period. I watched people entered the store, browsed the brands, and compared different products. I also listened to what they talked with the sales assistants. And I found out that the beauty buyers in the store generally fall into two broad categories: the "experienced buyers" who know exactly what they want, and the "potential buyers" who intend to purchase certain kinds of the cosmetics but haven't made the decisions.

There were approximately 120 people visited the store during that period, and around 35 of them can be characterized as the "experienced buyers." These 30 percent of the consumers all shared following features: first, they usually walk towards certain brands directly after entering the stores. These customers seemed to be familiar with the store's layout and know where the products located at, so they rarely wandered around different shelves, but grabbed certain products they want and then went to check-out. As a result, they usually complete the whole purchase within 10 minutes. Moreover, they are less likely to talk with salespersons and enjoy shopping individually. I saw several salespeople warmly asked them if they need any help. However, almost all of them tactfully refused by saying "I'm good" or "I'm just browsing." Last but not least, it's interesting to note that the cosmetics they buy quickly are mainly the foundations, highlighters, masks, and facial essences, and all of these are relatively more expensive compared to others like eyeshadow palettes or lipsticks. My interpretation of this phenomenon is that these "experienced buyers" were not purchasing new things, but attempting to re-fill their existing beauty products.

The rest of the 70 percent of the consumers were mainly those "potential buyers," who would like to walk around the store and browse many brands. Many of them had certain targets as they knew what they were looking for. For instance, around 30 consumers tried many test samples of the eyeshadow palettes around the same price level. Many customers also compared similar color lip gross from various brands. This phenomenon suggests that those buyers usually browse actively and purposefully. Also, most of them would not refuse salespersons when they were wondering which cosmetics is more suitable to them. Many customers tended to ask salespersons questions like "which one is better?" or "do you have any other color choices?" They looked for other's opinion as a help to make the right decision. They also respected the comments and suggestions that could assist them during the purchase because roughly 90% of customers decided to purchase what sale assistants suggested in the end. Moreover, I saw these customers who looked forward to trying new products were mostly interested in eyeshadow and lip products. Those types of cosmetics usually have a wide variety. It also explains why so many beauty buyers would seek recommendations from professional salespersons.

Besides two types of customers, I also observed how the store's layout influences people's purchasing experience. The Sephora at Southpoint locates all the cheap cosmetics on the left front of the store, and those shelves present more eye and lip products. There are also more mirrors, lights, and salespersons in that area, so customers can be easily attracted by these shining counters and reach sales assistants. Oppositely, on the right side of the store, high-end brands mainly sell moistures and foundations, but fewer colorful cosmetics. That section has fewer sales assistants and is less busy than the others. Furthermore, I also noticed many customers who were waiting in the line to check out things frequently browsed the shelves next to the line, and around 50% of them picked out some small sample packs before getting to the cashier desk. Though these findings are less related to the customers themselves, they well-demonstrate the fact that an offline store itself also impacts customers' consumption behavior and nudges them to try new beauty products.

Analysis:

The qualitative and quantitative findings from the observation are consistent with the previous statements from the focus group and In-depth Interview. The majority of the "experienced buyers" re-purchased foundations and facial lotions, while many "potential buyers" attempted to try and compare various new eye and lip products. These behaviors prove the fact that beauty buyers would like to try the new things before personally buying them, and they are also more loyal to the foundation that satisfies them but less loyal to other various cosmetics like eyeshadow and lipstick.

The research also revealed a new fact that the new potential customers are more likely to seek advice from salespersons when they cannot make their own decisions. Most of them also would follow their suggestions. This phenomenon indicated that sales assistants play an indispensable role in beauty products' offline retail. They can easily influence buyers' choice, especially for those first-time consumers who lack the knowledge of beauty products.

The beauty industry is competitive due to the variety of beauty products and brands, so how to stand out in such a competitive market is the primary concern for newly established brands like Fenty Beauty. This research gave an insight into the beauty buyer's offline shopping behavior in the beauty store. It can help Fenty to build up more effective strategies in beauty store marketing. Specifically, recruiting more sales assistants will be an excellent approach to promote its new products to potential buyers in the beauty store. For the foundation products, Fenty can also exhibit more sample packs on those popular shelves, to encourage customers to try them. These findings also raise some questions which need further investigation in future researches. For example, Fenty needs to know how to position itself among various other Cult Beauty brands. Is Fenty going to focus on its high-end foundations, or promote its cheaper eyeshadow palettes or lip crayons? Answering these kinds of questions will help Fenty to determine its best position and build up a unique brand image to the potential buyers.

Strength and Weaknesses:

One of the strengths of this research is that I was able to actively observe many customers in the beauty store and gain useful insights from my findings. What I perceived in the store are more straightforward and credible than what I listened to during the group talk and interviews. Moreover, these results further verified the findings from the previous qualitative researches and also dived into several specific aspects. For instance, I have recognized that customers prefer to buy beauty products in-person and are more likely to try various new cosmetics, this ethnographic research helped me to go further to learn what really motivate them to purchase new cosmetics in store after have personally tried them. Another strength is that my observation did not affect the regular business of the store because I was pretending as an ordinary customer during the research. What I saw and heard in the field were unfeigned, so my findings are credible.

However, several flaws should be improved in future researches. First, my observation period is short. The study was only conducted on a weekend afternoon and in one Sephora store located in Orange County. Most of the customers were college students and residents nearby. Therefore, my research results fail to represent a wide range of beauty buyers. To improve on this, I should conduct more observations in diverse areas and during different time periods. The second defect is that there is no Fenty Beauty counter in that Sephora store, but only some other Cult Beauty brands. Although I recognized some patterns during the research, I was unable to address the Fenty directly. The analysis will be more convincing if it were conducted in beauty stores with Fenty, so the observation would be more detailed, relating to the brand itself. Another weakness is that the I did this ethnographic research by myself, so the results might be biased as my previous personal shopping experience could influence my focus points. If more observers were watching the same field, the findings would be more comprehensive and credible.

5. Fenty Beauty Survey

Research Questions:

I. *How do consumers' thoughts on purchasing cosmetic products differ or stay the same based on the type of product?*

II. *How do consumers feel about samples and tester palettes of cosmetic products before purchase?*

III. *What is Fenty's brand reputation and how is it being established among self-identified cosmetic users?*

Survey Questions and Design:

Introduction: Hello! The following survey is on beauty product use and the Fenty Beauty brand. All answers will be kept confidential. This survey is for educational use and is limited to students at the University of Chapel Hill.

Block One: Make-Up Use

1. Have you ever used makeup before?
    a. Yes
    b. No
    c. Other____

Skip Logic applied here to take participants who select "No" to Block Five: Gift Giving

2. How often do you wear makeup?
    a. Always
    b. Most of the time
    c. About half the time
    d. Sometimes
    e. Never

3. Please rank the places you prefer to buy cosmetics from, with first being your most preferred place to shop and last being your least preferred place.
    a. Drug Stores or Supermarkets (e.g. CVS or Target)

   b. Cosmetic Stores (e.g. Sephora or Ulta)
   c. Brand Stores (e.g. Bare Minerals)
   d. Department Stores (e.g. Macy's)

Block Two: Try Before You Buy

1. Please rank, in order of importance to you, the reasons that would prevent you from trying a new cosmetic product.
   a. Cost
   b. Brand reputation
   c. Dislike of color choices
   d. Not knowing how it looks on you
   e. Ethical problems
   f. Sensitive skin/health problems

2. Using the scale below, how likely are you to use in-store tester palettes?
   a. Extremely likely
   b. Somewhat likely
   c. Neither likely nor unlikely
   d. Somewhat unlikely
   e. Extremely unlikely

3. Using the scale below, how much does sampling a product affect your decision to buy it or not?
   a. A great deal
   b. A lot
   c. A moderate amount
   d. A little
   e. None at all

4. In the last year, have you purchased a full-size beauty product after trying a sample?
   a. Yes
   b. No
   c. Unsure

5. Using the scale below, what is the likelihood you would try a sample kit given out by Fenty Beauty?
   a. Extremely likely
   b. Somewhat likely
   c. Neither likely nor unlikely
   d. Extremely unlikely

Block Three: Preferences By Product

1. Approximately how many different brands of each product have you tried in the past year?

Number of Brands

0 2 4 6 8 10

foundation products (foundation, concealer, loose powder, etc.)

facial essence (facial cream, toner lotion, sunscreen, etc.)

eye products (eye shadow, mascara, eyeliner, etc.)

lip products (lipstick, lip gloss, etc.)

2. What is your ideal price range of each of the following products?

Price in Dollar

0 20 40 60 80

foundation products (foundation, concealer, loose powder, etc.)

facial essence (facial cream, toner lotion, sunscreen, etc.)

eye products (eye shadow, mascara, eyeliner, etc.)

lip products (lipstick, lip gloss, etc.)

3. In the last month, approximately how many times have you used each of the following products?

0 10 20 30

foundation products (foundation, concealer, loose powder, etc.)

facial essence (facial cream, toner lotion, sunscreen, etc.)

eye products (eye shadow, mascara, eyeliner, etc.)

lip products (lipstick, lip gloss, etc.)

Other

4. Where do you most prefer to buy specific products?

	Drug Stores or Supermarkets (E.g. CVS, Target)	Cosmetics stores (E.g. Sephora, Ulta)	Brand Stores (E.g. Bare Minerals)	Department Stores (E.g. Macy's)	Online
foundation products	O	O	O	O	O
facial essence	O	O	O	O	O
eye products	O	O	O	O	O
lip products	O	O	O	O	O

Block Four: Fenty's Reputation

1. Have you heard of Fenty Beauty?
    a. Yes
    b. No
    c. Other _____

2. If so, rate what you have heard about Fenty Beauty?

Extremely positive	Moderately positive	Slightly positive	Neither positive nor negative	Slightly negative	Moderately negative	Extremely negative
O	O	O	O	O	O	O

3. Where did you hear about Fenty Beauty?
   Text Enter ____________

4. Have you ever tried Fenty Beauty?
    a. Yes
    b. No
    c. Other_____

5. If so, how would you rate their products?

Extremely positive	Moderately positive	Slightly positive	Neither positive nor negative	Slightly negative	Moderately negative	Extremely negative
O	O	O	O	O	O	O

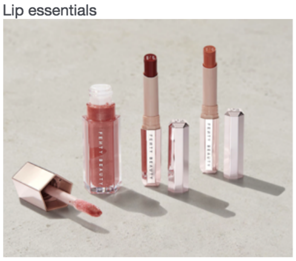
Block Five: Gift-Giving

1. Would you consider buying cosmetics as a gift to someone
    a. Yes
    b. Maybe
    c. No

2. Which of the following do you believe would be a good gift to give someone?
    a. Foundation
    b. Facial essence
    c. Highlighter
    d. Eyeshadow palettes
    e. Lipsticks
    f. Other_____

3. Looking at the following pictures of beauty products, which one do you like most as a gift?

Lip essentials



Foundation with brush

Highlighter and eyeshadow palette

Eyeliner

Block Six: Demographics

1. What year are you at UNC-Chapel Hill?
    a. Freshman
    b. Sophomore
    c. Junior
    d. Senior
    e. Other_____

2. What is your age?
    a. Below 18
    b. 18

c. 19
d. 20
e. 21
f. 22
g. Above 22

3. What gender do you identify with?
   a. Male
   b. Female
   c. Transgender/other
   d. Prefer to self-identify _____
   e. Prefer not to tell

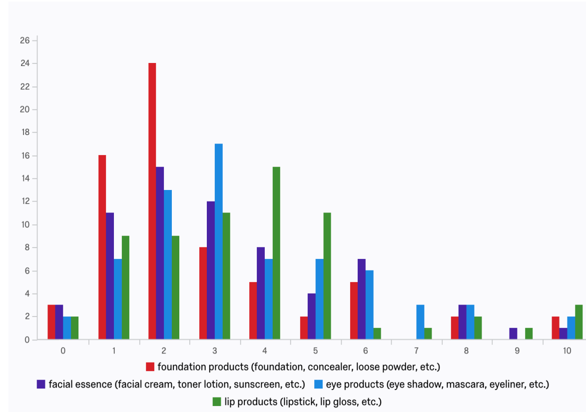
4. What do you describe as your primary racial/ethnic origin?
   a. White
   b. Black or African American
   c. American Indian or Alaska Native
   d. Asian
   e. Native Hawaii or Pacific Islander
   f. Other _____

5. What is your family income?
   a. Less than $20,000
   b. $20,000 to 34,999
   c. $35,000 to $49,999
   d. $50,000 to $74,999
   e. $75,999 to $99,999
   f. Over $100,000
   g. Prefer not to tell

Data Analysis

Theme No. 1: *Consumer preferences towards different beauty products*

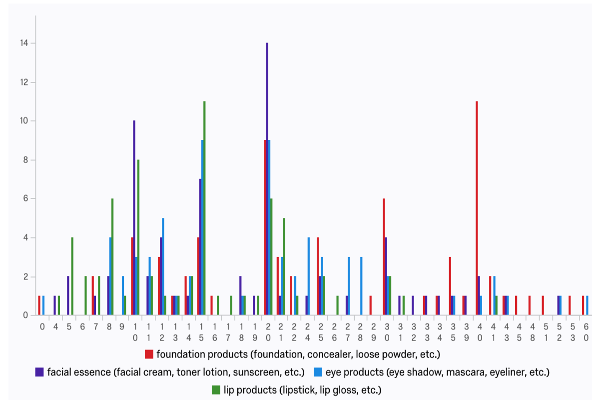
This block of the survey asked the respondents to indicate their loyalty and ideal price, using frequency and purchasing behavior of four distinct categories of cosmetics: foundation products, facial essence, eye products, and lip products.



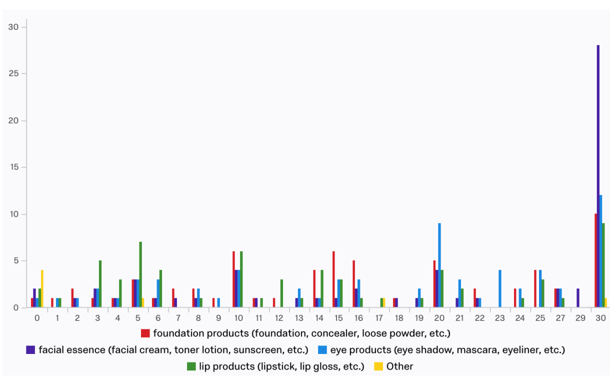
The first question asked the participants to specify the number of different brands of each product they tried in the past year. For the foundation products, the majority of the participants (59.70 percent) claimed that they only tried one or two brands of the foundations in that year. Only 5.98 percent of the participant used more than seven brands of the foundations. The statistics table provided also shows that the respondents tried more lip products brands, as it has the highest mean score of 3.74. The second highest score is the number of eye products brands, which is 3.70. Moreover, the variance of the answers about the lip products (5.30) is the highest among the four categories, but the variance about the foundations is the lowest, which is 4.73.

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	foundation products (foundation, concealer, loose powder, etc.)	0.00	10.00	2.75	2.17	4.73	67
2	facial essence (facial cream, toner lotion, sunscreen, etc.)	0.00	10.00	3.29	2.24	5.04	65
3	eye products (eye shadow, mascara, eyeliner, etc.)	0.00	10.00	3.70	2.24	5.02	67
4	lip products (lipstick, lip gloss, etc.)	0.00	10.00	3.74	2.30	5.30	65

The second question is about the ideal price range of each beauty product. The result shows that respondents tend to spend the most money on foundations, as the mean ideal price of is the highest, 27.00 dollars. However, the variance (166.15) is also the highest compared to others. The two main categories of the answers are: 33.92 percent of the respondents claimed their preferred price ranges is around 40 dollars, while 27.9 percent of the others would like to purchase the foundations ranging from 10 to 20 dollars. On the other hands, the mean ideal price (14.88) of the lip products is the lowest, and it also has the lowest variance, which is 54.67. The bar chart also indicates that the majority of the respondents prefer the lip products which range from 10 to 15 dollars.

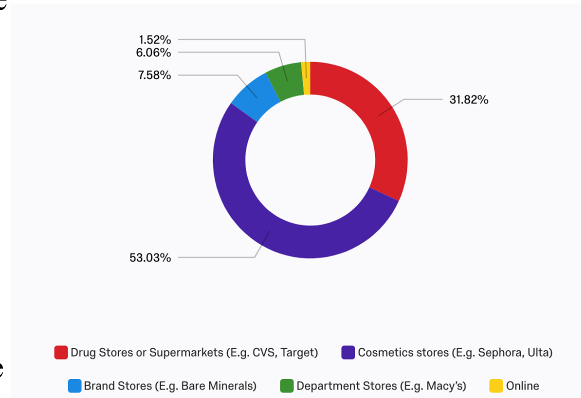


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	foundation products (foundation, concealer, loose powder, etc.)	0.00	60.00	27.00	12.89	166.15	68
2	facial essence (facial cream, toner lotion, sunscreen, etc.)	4.00	52.00	19.33	10.15	103.06	67
3	eye products (eye shadow, mascara, eyeliner, etc.)	0.00	60.00	20.33	10.77	116.01	67
4	lip products (lipstick, lip gloss, etc.)	4.00	41.00	14.88	7.39	54.67	64



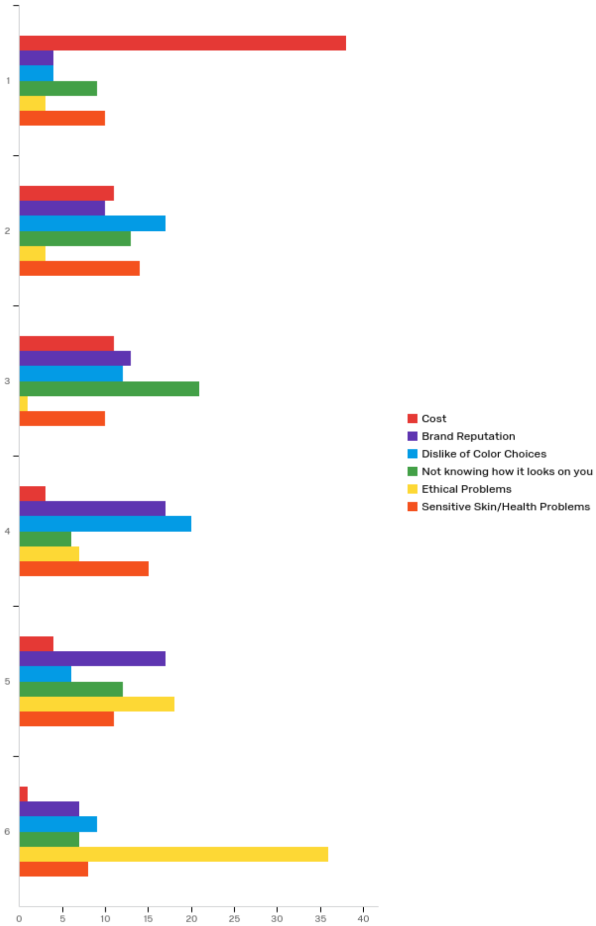
Furthermore, the third question asked about the approximate number of times the participants used different products in the last month. According to the following bar chart, a large portion of the participants stated that they used facial essence every day. The mean score of this is also the highest among the others. This reflects that the facial essence is most frequently used. The one that was least used during the past month is lip products. The mean score is only 13.84 out of 30.

The last question in this section asked the respondents where do they most prefer to buy each type of cosmetics. The pie chart demonstrates that the respondents overwhelmingly inclined to purchase in cosmetic stores like Sephora and Ulta (53.08 percent), and the second most popular place to purchase the beauty products is the drug stores and supermarkets (31.82 percent). It is interesting to note that only 1.52 percent of the participants said they prefer to purchase online. Specifically, the statistics table indicates that people are more willing to buy foundations and eye products from cosmetics stores and are more likely to buy facial essence and lip products from drug stores.



#	Field	Drug Stores or Supermarkets (E.g. CVS, Target)		Cosmetics stores (E.g. Sephora, Ulta)		Brand Stores (E.g. Bare Minerals)		Department Stores (E.g. Macy's)		Online	
1	foundation products	31.82%	21	53.03%	35	7.58%	5	6.06%	4	1.52%	1
2	facial essence	61.19%	41	22.39%	15	2.99%	2	4.48%	3	8.96%	6
3	eye products	31.82%	21	51.52%	34	4.55%	3	3.03%	2	9.09%	6
4	lip products	45.45%	30	37.88%	25	1.52%	1	4.55%	3	10.61%	7

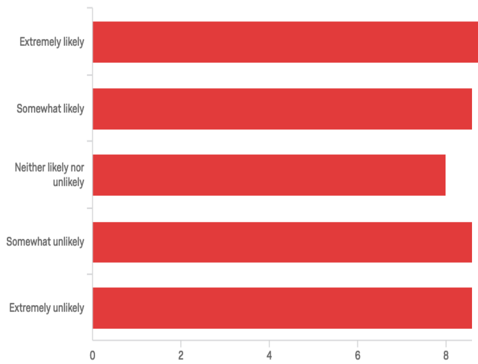
Theme No. 2: *Participants preference towards sampling products*

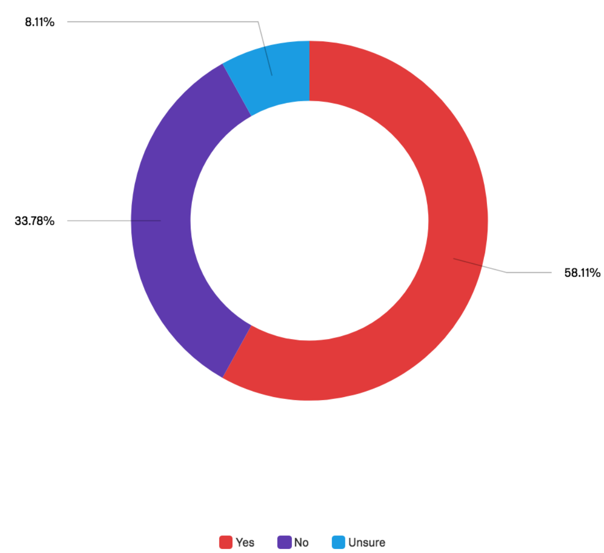


We first asked our participants what the most likely reasons that would prevent them from trying a new product. Although cost was listed as the highest, reason, as seen in the chart, nearly one-third of participants who answered listed "not knowing how it looks on you" as the top two reasons, and twenty-one more ranked it third most important out of six options including "brand reputation," "dislike of color choices," "ethical problems," and "sensitive skin/health problems."

One way to help consumers know how products look on them before purchasing is tester palettes found in stores. Given concerns on the safety of using such palettes, we asked participants how likely they would be to use in-store tester palettes, as seen in the graph below. On a scale of 1 to 5, participants had a mean score of 2.61 with 1 representing "Extremely Likely" and 5 representing "Extremely Unlikely" to try the palette, meaning the participants had a lean towards trying the palettes. The standard deviation was 1.44. “Somewhat likely” recorded the highest score amongst the seventy-four participants with twenty-two selections, while “Extremely Likely” was second with twenty-one selections.

When asked how much they believed sampling a product affects their decision to buy or not, 34 percent of participants stated that it affects their decision “A great deal,” 19 percent stated that it affects their decision “A lot,” and 32 percent stated that it affects their decision “A moderate amount.” This means that at least 85 percent of participants felt that they can be



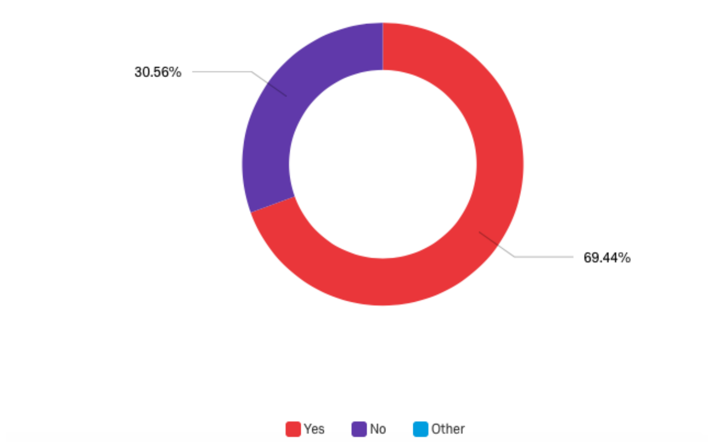


somewhat affected in their decision to buy a product based off of sampling it beforehand. When put into action-based questions, nearly 60 percent of participants said that they have bought a full-size beauty product after trying out a sample in the last year, as seen in the pie chart. For Fenty, nearly 60 percent of participants reported that they were “extremely likely” to try a sample kit and a further 26 percent stated they were “somewhat likely” to try it.

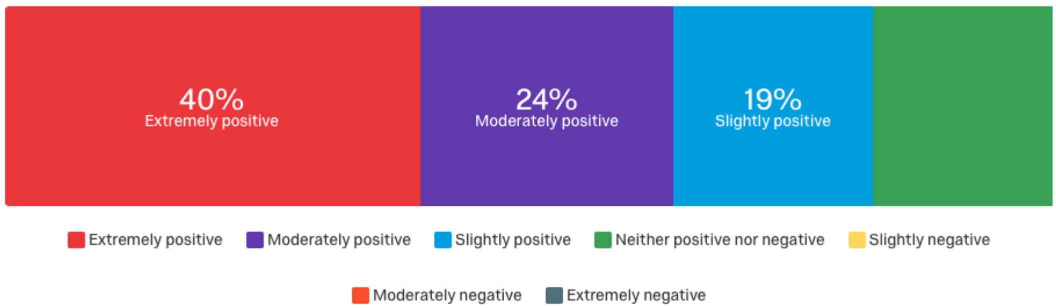
Theme No. 3: *Fenty Beauty is a well-known cosmetic brand that has established a positive brand identity through social media.*

The last part of the survey focused on understanding the brand identity that Fenty Beauty has in the mind of young cult beauty consumers. We wanted to see if the brand is well known, understand what people are saying about the brand, know where these opinions are being generated from, and capture the thoughts that consumers share about the brand after using it.

The first question asked if people have heard of Fenty Beauty, with 69.44 percent of people saying they have heard of the brand, proving that Fenty is fairly well-known within the beauty community of young makeup users . The pie chart shows the remaining 30 percent of respondents have not heard about the brand before.

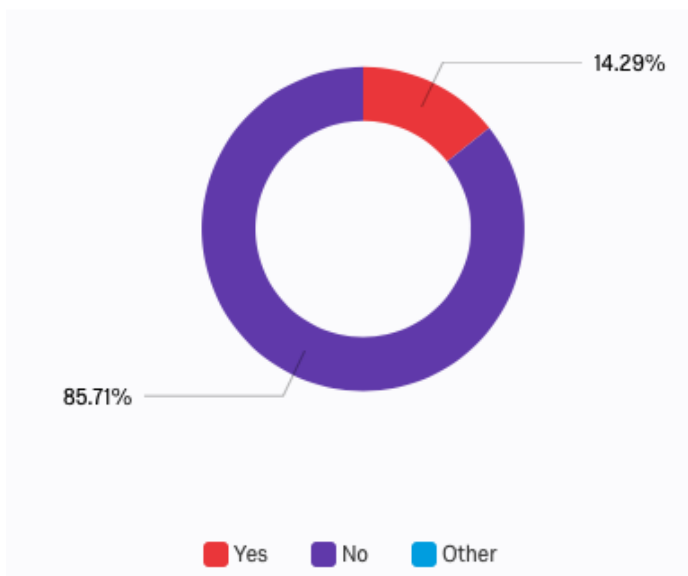


The next question asked respondents to rate what they have heard about Fenty Beauty on a scale of 1-7, with 1 being extremely positive, 2 being moderately positive, 3 being slightly positive, 4 being positive nor negative, 5 being slightly negative, 6 being moderately negative, and 7 being extremely negative. The breakdown bar below shows that 40 percent of people heard extremely positive things, 24 percent heard moderately positive things, and 19 percent heard slightly positive things. None of the respondents heard extremely negative, moderately negative, or slightly negative things about the brand.



The next question seeks to understand where respondents have heard of Fenty Beauty and ask if they have heard about the brand through the internet, social media, friends, Twitter, Fenty Beauty internet gurus, or Instagram. The word map below shows that the main source of reviews come from social media platforms, Instagram, and Youtube.

The next question asks respondents if they have ever tried Fenty Beauty. Although most have heard of the brand, not a lot of beauty consumers have actually tried the products, with the pie chart below indicating that only 14.9 percent have used the product and 85.71 percent have not.



The last question catered to respondents who said they have used the brand before and ask respondents to rate their thoughts on their experience on a scale of 1-7, with 1 being extremely positive, 2 being moderately positive, 3 being slightly positive, 4 being positive nor negative, 5 being slightly negative, 6 being moderately negative, and 7 being extremely negative. The pie chart below indicates that 38 percent of respondents had something positive to say about their experience with 61 percent claiming neither a positive or negative experience.

Insights

Insight No. 1: *Customers who prefer expensive foundations tend to spend more on other cosmetics like eye and lip products, and vice versa.*

The data from the survey confirmed most of the results conducted from our previous qualitative researches. For instance, the first figure in Theme No. 1 suggests the majority of the beauty buyers are more loyal to their foundation products, as 59.70 percent of the respondents indicated they only tried one or two brands of foundation during a year. Also, they tend to try various brands of the eye and lip products, because the mean score of the brands' number is comparatively higher than that of the foundations and facial essence. Besides the loyalty, the the survey also proved that most of the customers (around 98 percent) would like to buy cosmetics offline, and the majority of them inclined to purchase in cosmetics stores like Sephora and Ulta, followed by supermarkets and drugstores, like CVS and Target.

What is different from our previous outcome is the answer about ideal price ranges. Though we have learned from the focus group research that beauty customers prefer to purchase high-end foundations, the data from the survey shows that they have very different preferences towards foundation products. Among half of the participants tend to spend around 40 dollars on their foundations, which is relatively expensive. However, the remaining participants tend to buy cheaper products ranging from 10 to 20 dollars; there is a significant variance in the result. Therefore, not all the beauty buyers believe that they should have the high-priced foundations.

Moreover, the data also reflects a correlation between the amount of money customers would like to spend on different types of cosmetics: most of the participants who claimed they prefer to purchase expensive products also said they would spend more money on eye and lip products. To be more specific, the people who prefer foundations above 40 dollars are usually more willing to spend more than 20 dollars on their other eye and lip products. The others whose ideal price of foundation is around 20 dollars, is likely to pay around 15 dollars for their other cosmetics.

These two new findings are significant as they suggest the importance of logical price fixing for a brand. In order to attract beauty customers and encourage them to use various brand products, Fenty Beauty needs to make wise prices for all its cosmetics. For example, the current price of Fenty's PRO FILT'R foundation is 34 dollars, which is above the average price of the foundation products. If buyers are likely to pay 34 dollars for Fenty's foundation, they are also more likely to pay for other eye and lip products that are above the average price. Based on this, Fenty can set a reasonable price range to avoid the targeted buyers shifting to other brands and to maximize its profits. Furthermore, Fenty needs to combine the other characteristics of customers purchasing preferences, such as the locations and frequencies, to establish more powerful offline marketing strategies. Future research can be conducted focusing on the relevance between the price of different beauty products from the same brand. It is necessary for Fenty to learn more about its target consumers' ideal price range for different cosmetics. The responses to this research would assist Fenty to make reasonable prices for their products to help retain loyal buyers and to better position itself among other cult beauty brands.

Insight No. 2: *Consumers have heard favorable things about Fenty but are not choosing to purchase it. One way to remedy this is trying products before buying, which consumers tend to enjoy*

The data shows that the cult beauty brand, Fenty Beauty is no mystery to more than half of the survey respondents. Fenty Beauty has managed to create a favorable presence in the mind of young female makeup users, as 58 percent of respondents have heard extremely positive or somewhat positive things about the brand mainly through social media. Although the highly credible brand has created much buzz, most makeup users have not actually purchased any products. There is no correlation between hearing good reviews and making an online or in-store purchase. One way to remedy this problem is to have Fenty Beauty promote the use of in-store tester palettes and sampling to help lead customers to purchase a product. As stated in theme two, the data shows that participants favor a try-before-you-buy method. With an increase in the promotion of testing products, this could bridge the gap between the favorable brand image of Fenty Beauty and consumers actually making a purchase.

At least 85 percent of participants felt that they could be somewhat affected in their decision to buy a product based off of sampling it beforehand and nearly 60 percent of participants said that they had bought a full-size beauty product after trying out a sample in the last year. For Fenty, nearly 60 percent of participants reported that they were “extremely likely” to try a sample kit and a further 26 percent stated they were “somewhat likely” to try it. This data consistently shows that buying behavior is greatly influenced by consumers ability to sample a product. If customers do not know how a product will look on them, they are less likely to make a purchase despite what they have heard about the brand. It is important that in-store cosmetic shopping experiences provide customers with the ability to test products so that they are more likely to buy them.

Limitations

Both Quantitative and Qualitative

When we created our questions, we were drawing on the findings and ideas that had come out of our previous research. Although our questions were tailored to the survey format, most of them were very qualitative questions. The majority of our questions asked had to do with how people feel about certain cosmetic products, sampling techniques, or makeup brands. Therefore, when analyzing the data, we have much more data that is difficult to translate into hard numbers. While we understand the value of asking participants for their thoughts on the aforementioned topics, a more equal mix of quantitative and qualitative data would be able to provide a stronger analysis of the beauty market and Fenty's position in it. For example, including a question on how often participants buy new makeup products could have helped provide quantitative data and balanced out our analysis.

Simplify and Center

As previously stated, research questions and survey questions were based on us wanting to know a wide variety of information that had stood out in our research with focus groups and in-depth interviews. While we organized our survey into blocks with a flow within each block, the overall flow of the survey tried to cover many topics which can come off as clunky to participants. In order to give the overall survey a better flow with a clear direction, we could have centered our research questions to be more related and therefore fit more logically. For instance, the survey would have been more concise and easy to follow if we had focused on brand perception as a whole as it related to Fenty specifically, diversity more broadly, and how much that affects consumer decision making.