

# Over-consumption Of Lipstick

phenomenon & causes

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**Let's start with a few interesting questions.**

# Start with questions

**Let me ask ladies questions as follows:**

1. How many lipsticks do you have?
2. Are you satisfied with the amount of your lipsticks?
3. What's the function of lipsticks in the daily life?



# Outline of Introduction

- Research Background
- Research Question
- Research Significance
- Research Methodology
- Division of Our Work

# Research Background

Instructed by Lin Shengyin

# Research Background

- With the development of society and economy, the purpose of consumption has shifted from **meeting a single dimension of material needs** to **meeting multi-dimensional needs** including psychological and social needs.
- The **connection between consumption and aesthetics** is becoming increasingly close.
- Lipstick has become a research case for observing the above two phenomena due to its unique properties.

# Research Background



- It takes three months to use up one.
- Far exceeds the normal amount.
- Having a lot but never using up a single one.
- Buying lipstick is just to follow the trend.

| 3.3 lipsticks per person(2018) → 5 lipsticks per person(2021)

# Research Question

Instructed by Yang Yingze

# Research Question

## RQ 1

**What is the reason for the over consumption of lipstick among female college students ?**

## RQ 2

**What's the attitude of female college students towards over consumption of lipstick ?**

# Research Significance

Instructed by Yang Anni

# Research Significance

- Gain an understanding of and critique on female consumption.
  - Deep insights into societal issues.
  - A caring attitude towards the female community.
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- **Through aesthetic reconstruction, we aim to help women understand their current situation and confront the wave of consumerism, liberating female consumers from the constraints of consumerism and attaining consumption freedom.**

# Research Methodology

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# Research Methodology

## Qualitative research

- Case study:
  - **Collecting interviews** with women about lipstick consumption
  - Analyze and summarize the **characteristics** of women's over-consumption of lipstick and its **causes**
- Structured interview:
  - Design a **questionnaire** and collect information from ladies around us
  - Collect the results and add them into the **case library** for the same research process.

# Division of Our Work

## Instructed by Ling Jize

# Division of Our Work

- Yang Yingze & Yang Anni:
  - Design the questionnaire and survey.
  - Collect interviews materials from Internet.
- Lin Shengyin & Ling Jize:
  - Sort out the reference materials.
  - Tentative analysis.
- Together:
  - Set up the research schedule.
  - Project research.
  - Write the treatise.

# Thanks!

By

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