A Work Project, presented as part of the requirements for the Award of a Master Degree in Management from NOVA – School of Business and Economics

“How to engage low category users through social media – the case of the make-up sector in Portugal”

I. Appendices

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

Professor Catherine da Silveira

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A) Definition of constructs:
• **Social presence/ media richness**: Social presence is defined by (Short, et al., 1976) as the acoustic, visual, and physical contact that can be achieved. Social presence is influenced by the intimacy (interpersonal vs. mediated) and immediacy (asynchronous vs. synchronous) of the medium, and can be expected to be lower for mediated (e.g., telephone conversation) than interpersonal (e.g., face-to-face discussion) and for asynchronous (e.g., e-mail) than synchronous (e.g., live chat) communications. The higher the social presence, the larger the social influence that the communication partners have on each other’s behavior. Media richness theory (Daft, et al., 1986) is based on the assumption that the goal of any communication is the resolution of ambiguity and the reduction of uncertainty. It states that media differ in the degree of richness they possess – that is, the amount of information they allow to be transmitted in a given time interval – and that therefore some media are more effective than others in resolving ambiguity and uncertainty.

• **Self-presentation/ Self-disclosure**: Self-presentation is defined by in any type of social interaction people have the desire to control the impressions other people form of them (Goffman, 1959). On the one hand, this is done with the objective of influencing others to gain rewards (e.g., make a positive impression on your future in-laws); on the other hand, it is driven by a wish to create an image that is consistent with one’s personal identity (e.g., wearing a fashionable outfit in order to be perceived as young and trendy). Self-disclosure is the main reason why people decide to create a personal webpage and is, for example, the wish to present themselves in cyberspace (Schau, 2003) it is the conscious or unconscious revelation of personal information (e.g., thoughts, feelings, likes, dislikes) that is consistent with the image one would like to give. Self-disclosure is a critical step in the development of close relationships (e.g., during dating) but can also occur between complete strangers.

**B) Behaviours and preferences in Portugal**

Portuguese women segment most used is Eye make-up, since it is the best performed segment, thanks to the good performance of eye liner/pencil and mascara. It probably occurs because these categories were the cheapest in make-up cosmetics and enabled women to really change their looks.

The growing popularity of the “natural” look, especially for day wear, contributes to the use of more natural products and probably a switch for products which offered a more natural result, as has being occurred with the lipstick switch for lip gloss products. Portuguese consumers are also very concerned about products’ quality and has very careful about products they use on their skin, and in that sense they preferred to use natural products thus reducing the risk of allergies and adverse effects on the skin.

There is also an emerging of a common trend in facial make-up regarding the anti-ageing formats and UV protection. UV protection is becoming a popular additive to products due to the hot summers experienced in the country, coupled with increased awareness among consumers of the damage that overexposure to UV rays can cause to the skin.

Euromonitor International report (2011) also predicts that the main trend in make-up cosmetics over the forecast period will be a growing interest in make-up as women are increasingly more aware of the need to look good to others, a trend also promoted by the media. The use of celebrities to advertise products is historically common, and has helped to boost make-up cosmetics sales. Portuguese consumers identify themselves
with such celebrities or aspire to be like them. Thus, collaboration between make-up cosmetics brands and celebrities is likely to continue to be an important factor in the development of make-up cosmetic products in the future. Concluding, the growing popularity of the “natural” look and the increase of women need to vary their look will result on a demand for products in line with the clean look, a trend that is very appealing to women who are not in the habit of wearing much make-up.


C) Quantitative result for the question on the questionnaire: In your opinion, when you use make-up, why did you use it?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Mean (µ)</th>
<th>Standard deviation (σ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because it makes me feel more beautiful</td>
<td>4.11</td>
<td>0.84</td>
</tr>
<tr>
<td>Because it makes me feel more confident</td>
<td>3.68</td>
<td>1.25</td>
</tr>
<tr>
<td>I just use because my friends also use</td>
<td>1.26</td>
<td>0.61</td>
</tr>
<tr>
<td>I only use for occasions where the appearance is important (e.g. work presentations, interviews)</td>
<td>3.02</td>
<td>1.33</td>
</tr>
<tr>
<td>To feel different in special occasions (e.g. going out at night, events, parties)</td>
<td>4.02</td>
<td>1.00</td>
</tr>
<tr>
<td>Because it increases my self-esteem when I am bored</td>
<td>3.11</td>
<td>1.30</td>
</tr>
<tr>
<td>Because it is fashion</td>
<td>2.12</td>
<td>1.08</td>
</tr>
<tr>
<td>Because it makes me feel cared</td>
<td>3.93</td>
<td>0.92</td>
</tr>
<tr>
<td>Because I still cannot go out without use it</td>
<td>1.79</td>
<td>1.32</td>
</tr>
</tbody>
</table>

D) Quantitative result for the question on the questionnaire: Why did you decide to be fan/follower of a brand?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Mean (µ)</th>
<th>Standard deviation (σ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To get informed about brands’ activity (e.g. promotions, events, parties)</td>
<td>4.35</td>
<td>0.72</td>
</tr>
<tr>
<td>Because I like the brand</td>
<td>4.28</td>
<td>0.93</td>
</tr>
<tr>
<td>Because a friend recommended</td>
<td>2.51</td>
<td>1.22</td>
</tr>
<tr>
<td>To get informed about new products</td>
<td>4.08</td>
<td>0.89</td>
</tr>
<tr>
<td>To know more information about products available</td>
<td>3.96</td>
<td>0.94</td>
</tr>
</tbody>
</table>
E) POST method:

- **People** – Review your target customer's social behaviors and attitudes. Create a social profile of the target customer leveraging a custom survey to identify and categorize social technology behaviours.
- **Objectives** – Decide on your social technology goals. Conduct interviews with stakeholders around the organization to understand the range of business needs and goals and define what business goals want to accomplish.
- **Strategy** – Determine how your objectives will change your relationship with customers. Analyze the social profile data, business objectives and identify a social technology strategy for how to accomplish the pretended goal and change the relationship with customers.
- **Technology** – Choose the appropriate technologies to deploy.

F) “Dove or the really beauty” campaign by Unilever

The campaign was launched by Unilever in 2003 as a marketing worldwide campaign. It showcased photographs of regular women (in place of professional models) showing to consumers a new concept of “beauty” and creating a relationship of proximity with them (eMarketer, 2011).

Dove got women talking and sharing across media channels. The brand tried to reach their consumers where they live, worked and played with innovative marketing that sparked rich dialogue and conversation; truly facilitated through the use of social media (eMarketer, 2011).

Besides, “retain authenticity” through all channels, fulfill consumers needs, know the target audience and be different from other competitor brands; Robert Candelino (Marketing Director, Personal Wash-US Unilever) (eMarketer, 2011) also refer other Dove best practices used through social media which turn the campaign a success:

- Surround the consumer at various touch points with relevant content where they live, work and play.
- Took off virally campaign films which generates word-of-mouth
- Build credibility and thrust: creation of a community where people are genuinely invited to have a voice and engage with the brand. This involves a degree of letting go and resisting the temptation to control the dialogue. Dove users are invited to share their stories with the brand. “The Dove brand's Facebook page encourages open conversation about the issues that are pertinent to our brand. We communicate and engage with consumers regarding Dove core messaging that includes both its social mission and equity, as well as the care offered by our products.” (Robert Candelino) (eMarketer, 2011)
In this way, Dove promoted social media relationships and shown how is possible to increase consumers’ engagement with the brand. Some of these strategies will be used, as example, for the recommended strategies on the conclusions and recommendations part of the work project.

G) 4 R’s Coca-cola social media strategy (Insights, 2010):

**Review**: listen and filter all online data through analytical tools. Coke has a comprehensive strategy in web surveillance, trawling through digital platforms and networks for mentions of its name, and feedback from surfers.

**Respond**: constantly create, cultivate and nurture opportunities for dialogue and conversation. Coke looks at empowering its subject matter experts to respond on social media following the Coca-Cola Online Social Media Principles (include coverage of the company's online commitments, guidelines for online associates, as well as guidelines for online spokespersons)

**Record**: involves creating little video vignettes that respond to the chatter in an entertaining, but informative manner. Coke creates little video vignettes, photos, blogposts, and other tit-bits of social media content on Youtube and other channels. What this does is to rely on 'purposeful entertainment' that informs and enlightens (often with a dash of humour) without trying to be too commercial.

**Redirect**: direct content through the most popular sources (YouTube, Twitter, Facebook etc.). Coke embraces a comprehensive strategy in generating link-love by sharing ideas and links in a reciprocal manner. The company abides by four truths in this regard: 1)You don’t own your brands, 2) Every day is an election day, 3) Fish where the fish are and 4) Success revolves around genuine, compelling content.

H) Qualitative results on friends and relatives influence on make-up usage.

Women revealed to be influenced by friends and relatives (particularly by mothers and older sisters).

“Eu comecei a usar maquilhagem por causa da minha mãe... ela sempre foi uma mulher muito vistosa... e sabe maquilhar-se muito bem... quando era pequena estava sempre a observá-la a maquilhar-se e aprendi muitos truques com ela (...) e sempre me incentivou também usar.” (I7, H/M, 23)

The segment between 15 – 19 years old also refers to be very influenced by friends on their style choice, because they want to feel integrated in a society or friends’ group. Further, they referred they completely trust on their friends’ opinion which has high impact on their make-up products choice.

“...comecei a usar mais maquilhagem agora na escola, porque estou muito branca agora no inverno e quero parecer mais bronzeada... as minhas amigas também usam todas... e até foram elas que me recomendaram o produto...” (I18, H/M, 18)
However, this friends’ influence shown to be not very relevant in aged women. In fact, it was verified that as aged women are the greater is their ability to search for themselves and choose what is better for them. In other words, the segment between 31 – 45 years old tend to search more for others’ opinion besides friends, using for that many resources (e.g. internet, shop advisors, professional specialists).

“Pesquiso na internet por dicas e truques para maquilhar... e por alguns produtos... vejo alguns comentários de outras pessoas... de blogs que costumo seguir ou no YouTube.. para saber se um produto é bom ou não e depois vou à loja experimento e se gostar compro.” (I1, H/M, 32)

D) Figures:

Figure 1 – Social networks Infographic (Milhões na internet, 2011).
J) Interview guide of the Qualitative research

1. Pré-recruiting questionnaire and filters
| Filter 1 | Did you wear make-up during last 2 weeks? | - Yes: Filter 2.  
- No: Stop Interview. |
|----------|-----------------------------------------|---------------------------------------------------------------------|
| Filter 2 | How many days did you wear make-up last 2 weeks? | - Everyday  
- 3-6 days per week  
- 2 days per week  
- 1 day per week  
- Less than 1 day per week |
| Filter 3 | How many days did you assess social media sites (Facebook, Twitter, Youtube, Linkedin, Blogs, ...) during last 2 weeks? | - Everyday  
- 4-6 days per week  
- 1-3 days per week  
- Less than 1 day per week |
| Filter 4 | Did you look for any make-up content on social media sites last 6 months? | - Yes: Start interview.  
- No: Stop Interview. |

**2. Guiding Principles**

**Warm-up**

“Good morning/evening, I am a student from NOVA School of Business and Economics; and I am conducting a Research study for my thesis project about make-up and social media.

For this Research, I am using a particular technique: the non-directive method; it means that I will not ask you specific questions about the subject as in a standard questionnaire.

First, I will just define some terms that will be used during the interview:

After the first question that I will introduce now, you will be free to tell me whatever comes to your mind on the subject...

If you don’t mind, I will record the interview. This interview will last approximately half an hour.

So my question is the following:

**Initial question:**

“Could you please describe me the last time you looked for make-up contents on social media sites?”
Make-up: it is divided in four segments: Eyes, Face, Lips and Nails. Each segment includes all products related to it.

Social media sites: all sites which allow people to share ideas, contents, thoughts and to build relationships online. They can take different forms as: collaborative projects (e.g. Wikipedia), blogs and microblogs (e.g. Twitter), content communities (e.g. Youtube), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft).

Content: it has anything that can be digitized and delivered from the creator to the consumer over the Internet. This includes text, images, music, video and software. (http://www.subhub.com/articles/content-monetization)

3. Topics to be developed

- Usage attitudes towards social media:
  - Sites visited
  - Frequency
  - When/ time spent
  - Motivations to engage with social media sites
- Perceptions and attitudes towards social media marketing contents:
  - Strengths and weaknesses of the contents
  - Values associated with branded social media sites
  - Motivations to engage with branded social media sites
  - Influence on the buying process
- Perceptions and attitudes towards make-up usage:
  - Strengths and weakness
  - Brands/ products
  - Frequency/ How did you start to use make-up?
  - Risk/ opportunities
  - Values associated
  - Main concerns and difficulties
- Importance of social media for a make-up user:
  - Sites used to access make-up contents (branded sites, community sites, …)
  - Frequency of search for make-up contents.
  - Information search tool before purchase and after purchase
  - How the respondent had knowledge about the social media sites used to see make-up contents (friends/webpage’s publicity/search engines/…)
  - Type of contents most searched/ why?
  - What excites users when looking for make-up information? What they want to find the most?
• Motivations found on social media that influence users to turn more involved with make-up

4. Additional questions

Using now the computer I have here with Internet connection, could you please show me your favourite social media sites which do you use to look for make-up contents? Could you please now choose one and indicate me the make-up content do you like the most?

1. Why do you like this content? And why did you choose this social media site? What makes it interesting?
2. This content motivates you to wear make-up? Why?
3. When looking for make-up contents which types do you like to find the most?
4. Usually after seeing make-up contents do you feel more motivated to wear make-up?
5. In your opinion, what is the main reason why did you started to use make-up?
6. Did online contents have an important role on your engagement with make-up? In your opinion, which content do you think more interesting and capable to strongly motivate women to wear make-up?
7. As a make user, do you usually find make-up contents useful and trustable? Which ones do you trust more, branded or community contents? Do you are a fan/follower of any social media site which provides you those contents? Do you usually interact with them?
8. Do you use to buy the products you had seen on those contents?
9. Do you recommend any social media campaign, content type or application you think will strongly motivate women to use make-up? Do you suggest any other online or offline initiative to motivate them?

5. Respondent Profile

• Age
• Gender
• Internet usage:
  • Search for information before purchase
  • Experience in purchasing online
• Social media sites used by the respondent
• Level of interaction in social media pages (light/medium/heavy)
• Make-up brands/products used/ How many products used?
• Level of education
• Occupation
K) Online questionnaire of the quantitative research

Maquilhagem nos Social Media

Este questionário demora apenas cerca de 15 min e faz parte de um estudo para a realização da minha tese. Participe!
Obrigada.
*Obrigatório

Primeiro gostaria de lhe colocar algumas questões que servirão como filtro para este estudo.

Indique o seu género:
- Feminino
- Masculino

Continuar »

Já preencheu este questionário antes?
- Sim
- Não

Continuar »

Idade:
- Menos de 15 anos
- 15 - 17 anos
- 18 - 19 anos
- 20 - 30 anos
- 31 - 45 anos
- Mais de 45 anos

Continuar »

Utilizou maquilhagem nas últimas 2 semanas?
Maquilhagem inclui todos os produtos de maquilhagem de olhos, rosto, lábios e unhas.
- Sim
- Não

Continuar »
Quando utilizou maquilhagem nas últimas 2 semanas? *
Indique em média o número de dias por semana.
- Todos os dias
- 3 – 6 dias por semana
- 2 dias por semana
- 1 dia por semana
- Menos de 1 dia por semana

É um utilizador de social media (ex.: Facebook, Twitter, Blogs, YouTube, Wikipedia)? *
- Sim
- Não

Quando acedeu a páginas de social media nas últimas 2 semanas? *
Indique em média o número de dias por semana.
- Todos os dias
- 4 – 6 dias por semana
- 1 – 3 dias por semana
- Menos de 1 dia por semana
Na sua opinião, porque é que não usa mais maquilhagem?
Diga em que medida concorda com as seguintes afirmações usando a escala seguinte:

<table>
<thead>
<tr>
<th>1: Discordo</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5: Concordo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porque faz mal à pele.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Porque associou o uso de maquilhagem a ocasiões especiais (ex. para sair à noite, festas, eventos), e por isso só uso nessas ocasiões.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Porque não sei aplicar.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Porque demora muito tempo a aplicar.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Porque não confio na qualidade dos produtos.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Porque não gosto de usar, sinto-me desconfortável.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Porque acho que fico melhor sem maquilhagem.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Porque existem épocas do ano em que não preciso tanto de usar (ex.: Verão).</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Por questões econômicas.</td>
<td></td>
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</tr>
</tbody>
</table>
Maquilhagem nos Social Media

Gostaria agora de lhe fazer algumas perguntas sobre maquilhagem.

Na sua opinião, das vezes em que utiliza maquilhagem, porque é que a usa?
Classifique as seguintes razões de acordo com a escala.

<table>
<thead>
<tr>
<th>Razão</th>
<th>1: Discordo Completamente</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5: Concordo Completamente</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porque me faz sentir mais bonita.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque me faz sentir mais confiante.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Só uso porque as minhas amigas também usam.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Só uso em ocasiões em que a aparência é importante (ex.: apresentações, entrevistas)</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Para me sentir diferente em ocasiões especiais (ex.: sair à noite, festas, eventos)</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque me eleva a auto-estima, quando estou mais em baixo.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque é fashion.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque me sinto mais cuidada.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque já não consigo sair de casa sem maquilhagem.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
</tbody>
</table>

Qual é a razão porque começou a utilizar maquilhagem?
Diga em que medida concorda com as seguintes afirmações usando a escala seguinte.

<table>
<thead>
<tr>
<th>Razão</th>
<th>1: Discordo Completamente</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5: Concordo Completamente</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porque comecei a preocupar-me mais com a minha imagem.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Para sair à noite.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque a minha mãe/ irmã mais velha me incentivou a usar.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque as minhas amigas também usavam.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque gosto de me maquilhar.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td>Porque o meu trabalho requer que tenha uma boa imagem.</td>
<td>○</td>
<td>○</td>
<td></td>
<td></td>
<td>○</td>
</tr>
<tr>
<td></td>
<td>1: Discordo Completamente</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5: Concordo Completamente</td>
</tr>
<tr>
<td>-----------------------------------------------------------------</td>
<td>---------------------------</td>
<td>---</td>
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<td>---</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Não confio na qualidade dos produtos.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Não sei aplicar correctamente.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenho dúvidas sobre com a composição dos produtos (ex: ingredientes naturais)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Não tenho muita experiência.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenho medo de me esquecer de retirar a maquilhagem antes de ir para a cama</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Não gosto de me preocupar em ter de retirar a maquilhagem.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Social Media
Irei colocar-lhe agora algumas perguntas sobre social media.

Dos seguintes social media, quais são aqueles que usa:
- Facebook
- Twitter
- YouTube
- Blogs
- LinkedIn
- Wikipedia
- Fóruns
- Outra: [blank]

Em média, quanto tempo despende por dia nestes sites?
- Mais de 3 horas
- 3 horas
- 1 - 2 horas
- 1 hora
- Menos de 1 hora

É fã ou segue alguma marca nos social media?
Marca: não necessariamente de maquiagem, pode ser relativa a qualquer produto ou serviço.
- Sim
- Não
- Não se lembra
Se sim, porque decidiu tornar-se fã/ seguidora?
Diga se concorda com as seguintes afirmações de acordo com a escala.

<table>
<thead>
<tr>
<th>1: Discordo Completamente</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tbody>
<tr>
<td>Para saber mais informações sobre actividades da marca (ex.: promoções, festas, eventos)</td>
<td></td>
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</tr>
<tr>
<td>Porque gosta da marca.</td>
<td></td>
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<tr>
<td>Porque uma amiga recomendou.</td>
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</tr>
<tr>
<td>Para saber mais informações sobre novos produtos.</td>
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<tr>
<td>Para saber mais informações sobre produtos existentes.</td>
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<tr>
<td>Porque acho o conteúdo da página interessante.</td>
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<tr>
<td>Porque gostou das aplicações disponibilizadas.</td>
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</tbody>
</table>

Visitou algum conteúdo (ex.: vídeo, imagem, texto, aplicações) de maquilhagem na Internet nos últimos 6 meses?

- Sim
- Não
Quais são os canais onde costuma aceder (ou acedeu da última vez) a conteúdos de maquilhagem?

- Facebook
- YouTube
- Blogs
- Sites das marcas
- Sites de venda online
- Outra: 

Com que frequência visita esses conteúdos?

- Mais de 4 vezes por mês
- 2-4 vezes por mês
- 1 vez por mês
- Menos de 1 vez por mês

Qual é o tipo de conteúdo que mais a motiva a ver (ou prefere encontrar) quando procura informações sobre maquilhagem na Internet?

- Vídeos (ex.: técnicas de aplicação)
- Imagens (ex.: resultado antes/depois)
- Texto (ex.: descrição de produtos, opiniões de outros consumidores)
Qual é aquele que pensa motivar mais a usar maquiagem?

- Vídeos
- Imagens
- Texto

Qual é o tipo de informação que mais gosta de ver na Internet sobre maquiagem?
Classifique de acordo com a escala seguinte.

<table>
<thead>
<tr>
<th>Técnicas de aplicação</th>
<th>1: Pouco Relevante</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5: Muito Relevante</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
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<tr>
<td>Truques e dicas</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Informações sobre produtos (ex.: preços, composição)</td>
<td>○</td>
<td>○</td>
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<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Produtos novos</td>
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<tr>
<td>Tutoriais de looks de celebridades (ex.: Lady Gaga, Beyoncé)</td>
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<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Curiosidades de maquiagem relacionadas com os meus interesses pessoais (ex.: maquiagem reciclável)</td>
<td>○</td>
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<td>○</td>
<td>○</td>
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</tr>
</tbody>
</table>
De acordo com a escala, diga se concorda com as seguintes afirmações sobre os social media:

<table>
<thead>
<tr>
<th>Afirmação</th>
<th>1: Discordo</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5: Conordo Completamente</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estes desempenharam um papel fundamental no meu envolvimento com a maquiagem.</td>
<td></td>
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<tr>
<td>Estes permitem ter um acesso fácil à informação, sem precisar de ir a uma loja ou perguntar a uma promotora.</td>
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<tr>
<td>Comecei a utilizar mais maquiagem depois de visualizar alguns conteúdos nestes.</td>
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<tr>
<td>Estes são uma fonte de informação muito importante antes de comprar os produtos de maquiagem.</td>
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<tr>
<td>Através dos social media aprendi a aplicar maquiagem.</td>
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</tr>
<tr>
<td>Acho os conteúdos muito interessantes e completos.</td>
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<tr>
<td>Gostava que tivessem mais conteúdos de mulheres Portuguesas a falar sobre maquiagem.</td>
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<tr>
<td>Permitem ver a opinião de outros consumidores sobre os produtos, o qual me ajuda na decisão de compra.</td>
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</tr>
<tr>
<td>Normalmente, comprei os produtos que vejo nos conteúdos.</td>
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</tr>
</tbody>
</table>
Como motivar mulheres Portuguesas a usar mais maquilhagem?
Imagine agora que uma marca irá criar uma campanha para motivar mulheres Portuguesas a usar mais maquilhagem. Diga-me, por favor, o que pensa que deve ser feito:

Na sua opinião, pensa que a internet seria um bom meio para divulgar essa campanha?
- Sim
- Não

Qual dos seguintes canais gostaria que fosse utilizado?
- Facebook
- YouTube
- Twitter
- Blog
- Outra: 

Se pudesse escolher uma figura para a publicidade da campanha, diga qual das seguintes hipóteses pensa motivar mais mulheres a usar maquilhagem:
- Modelos bonitas
- Portuguesas "comuns" (mulheres Portuguesas do dia-a-dia)
- Outra: 

Continuar »
Complete o seu perfil:

Profissão: *

Habilidades literárias:*

Quais foram os produtos de maquiagem que utilizou nos últimos 6 meses? *
Selezione as opções que se adequam:
- [ ] Lápis de olhos
- [ ] Máscara de pestañas
- [ ] Sombras
- [ ] Eyeliner líquido
- [ ] Base
- [ ] Pó matificante
- [ ] Pó bronzeador
- [ ] Corrector de olheiras
- [ ] Pré-base
- [ ] Blush
- [ ] Auto-bronzeador
- [ ] Batom
- [ ] Gloss
- [ ] Lápis de lábios
- [ ] Verniz
- [ ] Outra:

Obrigada pela sua disponibilidade.