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THE CONSUMPTION OF BEAUTY PRODUCTS ON FEMALE YOUNG ADULTS IN PORTUGAL.

RECOMMENDATIONS FOR THE BRAND LANCÔME TO IMPROVE ITS STORE TRAFFIC

MARIA CAROLINA FERREIRA MARCOS LOPES – 2328

A Project carried out on the L'Oréal Brandstorm Field Lab, under the supervision of:

Professor Luísa Agante

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Abstract

This project aims to explore the Portuguese Beauty and Cosmetics market, and to discuss the usage and purchase behaviour of young female adults, between 18 and 26 years old. After a market analysis based on secondary data, it evaluates the results of qualitative and quantitative research based on 9 interviews and 126 online questionnaires to explore the consumers' reasoning when choosing products from this category – fragrances, skin care or make-up – as well as their attitude towards brands, with a special focus on the premium cosmetics brand Lancôme. Contrary to our expectations there was no statistically significant positive influence of the online touchpoints within this age segment's purchase intention. However, results indicate that Lancôme is already being perceived by some as young and modern, but is still suffering the threat of Mass Market brands that are valued by this target, mainly due to a price sensitivity towards premium beauty brands.

Keywords: Female young adults, Beauty industry, premium cosmetics, purchase drivers

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1. Introduction

The beauty industry is a complex market, encompassing categories such as cosmetics, fragrances, and products for skin and hair care. Having very deep roots in history, throughout time people have sought ways to make themselves more noticeable and more beautiful[1].

In the past five years, the Beauty and Personal Care market in Portugal had a total sales value of 1.532,6 EUR million, having been declining each year -9,4%, on average. However, projected forecast points a growth value of 4,6% of the overall Beauty and Personal Care category, with Mass accounting for 5,2% and Premium only 2,1% (Euromonitor, 2014), revealing plenty of growth potential, specially in new and not totally explored age segments, such as young adults.

This study aims to explore and understand what Portuguese young female adults' (18-26 years old) look for and value the most when purchasing Beauty Products and Cosmetics. More precisely, being part of the L'Oréal Brandstorm Field Lab – a project with the premium cosmetics brand Lancôme – it has as main objectives 1) to understand the user and purchase behaviour of this target (the brand is focused on reaching young female adults) and 2) the perception towards Lancôme and its competitors, as well as 3) to assess how influential each of the brand's touchpoints is within these consumers' purchase decision. It has important managerial contributions since it is an important and unexplored target, which has not yet been totally reached not only by the premium cosmetics brand Lancôme but in general, due a lack of knowledge about their preferences, influencers and choices.

[1] http://www.wisegeek.com/what-is-the-beauty-industry.htm

2. Situation Analysis

2.1. The Beauty and Cosmetics industry in Portugal

The beauty industry is a complex market, encompassing categories such as cosmetics, fragrances, and products for skin and hair care. It has a vast number of distribution channels (retailing, supermarkets, pharmacies and internet), with a tremendous number of companies competing, which makes it strongly concentrated. In Portugal (Euromonitor, 2014), the consumption of colour cosmetics (make-up), skin care and fragrances accounted for a sales value of 79.2, 306.3 and 195.5 EUR million in 2014. This market is divided in two segments: Mass and Premium. The Premium Beauty and Personal Care’s sales totalled 324 EUR million, below the Mass Beauty and Personal Care with a sales value of 927,2 EUR million (**Exhibit 1 and 2**).

L’Oréal Portugal leads this market with a market share of 17.2% (Euromonitor, 2014), thriving on delivering “Beauty for All” throughout a wide range of products, for different consumer profiles. The company benefits from a strong focus on product innovation and its well-established product portfolio, which is known to Portuguese consumers thanks to promotion and a long-standing presence in the market.

In the Premium Beauty and Personal Care segment, fragrances show the highest sales value, with 135,6 EUR million followed by Skin Care, with 100,3 EUR million, and lastly Colour Cosmetics (make-up), with 9,9 EUR million (**Exhibit 2**).

Despite the uncertainty of the economic environment in Portugal, it is noticeable that women purchased color cosmetics as a way to compensate for having to reduce their expenditure in other areas, such as clothing (Euromonitor, 2014). Actually, in the Portuguese market, the cosmetics total consumption share remains high relative to

European averages[2]. While many of the key cosmetics segments have reached maturity, the increased awareness of the benefits of cosmetics use has encouraged consumers in Portugal to spend more for products with specific functions. Consumers in Portugal are extremely price-sensitive and focused on basic categories, preferring skin care products to color cosmetics. They became more quality conscious and are now willing to spend extra for products that cater to their specific needs. Portuguese consumers also reveal a preference towards international brands, due to availability and quality, preferentially from large distribution outlets such as supermarkets and hypermarkets.

Simple and easy-to-apply products had a big success in Portugal. Women have increasing less time to apply skin care products and colour cosmetics, and many are concerned about a lack of skill in applying these products. According to Margarida Condado, L'Oréal's Marketing Director, beauty consumers are looking for solutions that have not only been designed for their age but also their style and values[3]. They want products that can be easily applied at home and they follow recommendations available online on Social Media. When in their 20's, women reveal an increasing concern towards ageing and wrinkles. There is a desire to maintain a youthful appearance amongst young women, who increasingly want to look and feel good in their skin.

The demand for luxury items like fragrances and toiletries has grown slowly. On the other hand, amongst mass brands there was a growing interest in the Kiko Milano brand by Kiko due to their cheap products - in particular amongst young women, who in general have less purchasing power.

[2] www. cosmeticsdesign-europe.com
[3] http://www.gamaconsumer.com/industry-insight-margarida-condado-loreal-portugal/

The brand Lancôme, which is part of the L'Oréal Group, is in the heart of this study, in coherence with the L'Oréal Brandstorm project. It shows a Brand Share value of 0.9% (Euromonitor, 2014) in the Beauty and Personal Care segment (**Exhibit 4**), performing in three categories that will be explored in more detail: fragrances, skin care and make-up.

Both Colour Cosmetics and Skin Care are expected to present a value growth of 9,1%, more significant than the prevision of 1,9% of Fragrances (**Exhibit 3**). One can conclude that these are categories where Lancôme must focus when targeting a younger audience, as they are expected to see a high growth.

2.2. The brand Lancôme

Lancôme is a luxury cosmetics brand, pioneer and visionary ahead of its time. Founded in 1935 by Armand Petitjean, a visionary and lover of French elegance, Lancôme is part of the L'Oréal Luxe Division and performs in selling fragrance, skin care and make-up to an international audience. The brand successfully combines scientific expertise and an intuitive understanding of women's needs to offer every one of them the possibility to enhance their beauty and femininity, whatever their age and whatever their skin color. Ultra-femininity, French excellence, joie-de-vivre, happiness and beauty are at the very heart of Lancôme's DNA, having as main ambition that every woman who comes to Lancôme to be more beautiful leaves happier. According to Lancôme's values, happiness is the most attractive form of beauty[4].

During its 80 years of success, the first global beauty products brand has become the number one brand in the women selective cosmetics market by offering unique and

[4] L'Oréal Brandstorm Case Study (2015)

complementary skin care, make-up and fragrances. Lancôme is represented by its ambassadresses: Julia Roberts, Kate Winslet, Penélope Cruz, and more recently by the young celebrities Lupita Nyong'o, Lily Collins and Daria Werbowy. Chosen for their beauty, all are charismatic and fully accomplished women. Also, they were chosen due to their intelligence and views on the world around them. They are icons every woman can relate to, who embody a radiant, confident and universal beauty.

2.3. Lancôme targeting young adults

Since its very first years, Lancôme has been addressing mainly women in their 40's. Far from wanting to set aside these consumers to whom it owes it success, the brand is looking now to continue its ascension by targeting younger women. Françoise Lehmann, Lancôme's CEO, explained, "The goal is not to rejuvenate the brand, only to target a wider population of women"[5].

In order to reach a younger target the brand is relying on its reputation whilst developing a range of products for young people and embracing younger ambassadresses. The brand has expressed its desire to multiply the launching of new products with more dynamic packages. A good example of this was the launch of Rouge in Love, a lipstick collection with vibrant colours, with the young actress Emma Watson as the face of the campaign.

To accompany its new strategy, Lancôme has also chosen the actress Lupita Nyong'o as its new ambassador. The actress is delighted to incarnate Lancôme's vision of young women: "I am particularly proud of representing [Lancôme's] unique vision of

[5] http://ohmyluxury.com/lancome-cosmetics-lupita/

women and the idea that beauty should not be imposed, but rather a way for women to express themselves”[6].

3. Market Research

3.1. Methodology

Sample

Portuguese females were considered as the target population, aged 18-24, who are defined as young adults, according to Herrmann (1970). As the respondents were Portuguese, for the purpose of this research the upper limit was increased to 26 years old, as that was the age indicated by Albuquerque (2009) as the Portuguese breakup time. Within the week dedicated to data collection, 152 online surveys were completed. From these, 26 respondents had not bought cosmetics in the last 12 months. As a consequence, those answers were eliminated from the sample, and the final sample is constituted by 126 participants.

Research design

In order to understand the consumer and purchase behaviour of Portuguese young female adults in the Beauty and Cosmetics Market, three different phases of research were used. First, secondary data was reviewed using information sources such as Euromonitor International and previous studies held by L’Oréal, the company holding the brand Lancôme. In order to test the consequent findings and understand possible market trends, primary data research was used, starting with a qualitative and followed by a quantitative phase.

[6] http://ohmyluxury.com/lancome-cosmetics-lupita/

The qualitative research consisted of in-depth interviews held in Portuguese with eight non-representative young female adults, using a questionnaire as a guideline. The eight interviewees were chosen due to their age and their Consumer Behaviour, ranging from Mass Market products’ consumers to Premium and Luxury cosmetics’ consumers. The aim was to cluster information on usage and purchase behaviour, as well as to assess the relationship of consumers with the brand Lancôme, which provided the basis for the online survey.

After collecting relevant data to be used in the following step, the next research tool used in this study was an online survey (**Exhibit 5**), using the software Qualtrics. It was necessary a quantitative research to confirm some hypothesis resultant from the previous in order to test the main hypothesis of this paper – if Lancôme focuses on the most influential touchpoints between the brand and the young female adults, will it influence consumers’ purchase intention towards Lancôme’s products?

The questions were based on the results of the interviews, and was conducted in Portuguese with 126 female respondents. The survey was shared with the potential respondents essentially via e-mail and Facebook. It was divided into six major segments: general information about the respondent’s demographic profile, their purchase behaviour, the motivations and influences behind the purchase, the purpose of beauty products usage, their perception of the three most significant brands (information extracted from the qualitative research), and marketing influences.

The questionnaire used multiple choice questions, non-comparative scales measures and simulations of possible marketing initiatives that the brand could have in the most influential and effective touchpoints referred by the interviewees – Facebook, YouTube, Beauty blogs and Instagram. The main objective of this last section is to assess the influence of such stimulus on the brand's perceptions and purchase intention. Considering the non-comparative scale measures, 7-point Likert Scales were used in order to classify the respondents' degree of agreement or disagreement with a range of statements that were presented. The quantitative data collected was analysed with the data analysis software SPSS version 22, with a significance level of 0.05 for all statistical evaluations.

3.2. Key findings of Qualitative Research

The qualitative research on nine young female adults' usage and purchase behaviour revealed key factors that seem to be crucial for understanding the different types of consumers (see **Exhibit 6** for an overview of significant quotations). The majority of interviewees reveal a special concern with the use of skin care products, focusing mostly on moisturizers and makeup removers, being the most mentioned brands Garnier, Nivea, Avéne and Uriage. Regarding makeup, some mention the use of foundation, compact powder and concealer, but eyeliners, blush, lipstick and mascara are also some of their favourite products. The preferred brands are Kiko, M.A.C. and Lancôme. In addition, all interviewees mention the use of perfume on a daily basis. In special occasions, while some interviewees refer the use of the same products, others mention lipstick, mascara and eyeliner. Regarding beauty routines, most interviewees refer the use of moisturizers in the morning, while some mention facial cleanser products, special moisturizers for eye contour and the use of foundation.

Five out of nine interviewees reveal that they got aware and interested in a certain beauty product mostly after being recommended by a friend. They are also influenced by blogs, websites, TV commercials, information provided in the Point of Sale and in magazines.

Regarding the product category, most interviewees usually buy Mass Market products. Still, there are others who only buy Premium products, while the rest sees no restriction on buying from both categories. After getting interested in a certain product, they research for more information in beauty websites and blogs, read reviews and view tutorials on YouTube in order to assess the efficacy of the product, as well as its final result. Also, some ask for their friends' opinions and try the product at the Point of Sale.

All nine interviewees are the buyers of their beauty products. Many also buy as a gift, specially to their mothers or for Christmas. They do their purchases on supermarkets, pharmacies, Sephora and brand shops like Kiko, with one exception of an interviewee who buys online. Regarding the frequency of purchase, they mostly buy their products every 6 months. Others do it every 2-3 months, every month or by impulse. The main motivation for purchase is taking care of their skin, mainly due to skin problems. They buy make-up products to get a healthier look and to feel prettier.

What influences their purchase decision is the price-quality relation, something significantly valued, seeing product results in other person and durability. While most interviewees mention that price has influence on their purchase decision, there are others saying they do not mind paying more for a product with higher quality.

Their experience with the brand Lancôme is majorly positive, as they consider the products to have quality and to be efficient on delivering what they promise. Regarding product knowledge, the qualitative research revealed that the best known Lancôme products are the foundation Teint Miracle, the mascara Grandiôse and Hypnôse. The fragrances La Vie est Belle and Miracle are also mentioned, as well as nail polishes.

Seven interviewees reveal they are satisfied with the products, specially with Génifique and Lipsticks. Some mention they would not buy again only due to price issues, while others say there are cheaper products in the market that deliver the same results. Most interviewees have no loyalty with the brand, saying that if the product they were going to buy was not available they would choose one from another brand. Only one would try to find it in another store. Most interviewees believe the prices correspond to the brand's level of quality, i.e. adequate to a premium brand. Some mention they would like to buy Lancôme products more often but do not do it due to high prices, whether others say they are too expensive for the results they deliver.

Projective Technique - To explore the young female adults' attitude towards the brand Lancôme, the respondents were questioned with the help of a projective technique. When presented with the question "*If Lancôme was a person, how would you describe her?",* they describe Lancôme as a woman in her 30-40s, who lives in Paris, glamorous, elegant, sophisticated, with a clean look. It is associated with celebrities such as Julia Roberts and Natalie Portman.

3.3. Key findings of Quantitative Research

Based on the key results from the in-depth interviews, the quantitative research was conducted with Qualtrics in Portuguese and distributed mainly through Facebook. The obtained data was then analysed with IBM's software SPSS, using Frequencies, Cross Tabulations and Independent-Samples T Tests. In total, 152 young female adults made part of the questionnaire's sample, aged 18-26 years old, but as 26 of them had not bought any beauty product in the last 12 months they were not considered in the analysis.

The qualitative research had previously indicated a significant difference in the frequency of purchase amongst interviewees, which was confirmed by the quantitative research. Consequently, the main analysis is split into two types of consumer groups: the Light Consumers (LC), which buy beauty products each 4 to 12 months (N=50), and the Heavy Consumers (HC), which usually buy between more than once a month to every 3 months (N=76).

Regarding the residence of the sample in Portugal, 6,8% live in the North, 11,1% in the Center, 78,6% in Greater Lisbon, while 2,4% live in Alentejo and only 1,6% in the Algarve. 50,8% of the respondents were students, 36,8% employed, 10,3% students and employed full or part-time, while 2,4% were unemployed. The variable occupation was transformed into dichotomous, splitting students-only (50,8%) and employees that may or may not study (46,8%). At last, 69% live with their parents or relatives, 10,4% with their partner, and 20,6% live alone or with friends (**Exhibit 7**).

Light Consumers are responsible for 27,30% of the Skin Care purchases, whereas Heavy Consumers are the more significant buyers with 72,20%. The same is verified within the Make Up category, where HC account for 65,10% and LC for 34,9% of product acquisitions. However, regarding Fragrances, LC are the most significant buyers with 84%, contrasting with the 16% of HC (**Exhibit 8.1.**). These results are in line with the data collected in the Qualitative Research, stating that all interviewees always use perfume everyday, no matter if they are Mass or Premium Brands consumers. They mostly purchase Skin Care products at the Pharmacy (54%) and Perfumery (54,8%). Regarding Make Up, they purchase mostly at Perfumeries (63,5%), but they also acquire products at Brand Stores (68,3%), such as Kiko. Perfumeries account for 90,5% of Fragrances sales, meaning that consumers mostly buy Premium Fragrances (**Exhibit 8.2**.).

Results indicate a preference for the brand Nivea in the Skin Care category (51,6%), followed by L'Oréal Paris. Kiko leads in the Make Up segment (67,5%), close to the perfumery Sephora. At last, Chanel is the preferred fragrances brand (21,4%), and also Dolce&Gabbana and Ralph Lauren (**Exhibit 9**). It reveals an overall preference for Mass Market brands in the young female adults segment, with the exception of Fragrances, in line with the data collected in the Qualitative Research (**Exhibit 6**).

Regarding the motivations for purchasing Light and Heavy consumers tend to provide the same reasons, although LC tend to agree more with the sentences than HC (pvalues>0.05 indicate that mean answers are similar). Therefore, both say that they buy Make Up products to feel beautiful and confident (LC $\bar{x}$=5,99; HC $\bar{x}$=5,54 p=0,051), enhancing their natural characteristics (LC $\bar{x}$=5,97; HC $\bar{x}$=5,08 p=0,000), to enhance their look on a special occasion (LC $\bar{x}$=5,75; HC $\bar{x}$=6,01 p=0,104), to get a healthier or suntanned look (LC $\bar{x}$=5,21; HC $\bar{x}$=4,96 p=0,438), being essential for their profession (LC $\bar{x}$=4,01; HC $\bar{x}$=3,00 p=0,004) and correcting skin imperfections (LC $\bar{x}$=5,75; HC $\bar{x}$=5,92 p=,005) (**Exhibit 11**).

When looking to buying a Beauty Product, consumers are mostly influenced by the brand's reputation in the three categories in study. Moreover, they also value Sampling and recommendations from friends (**Exhibit 12**)

Regarding impulse purchase behaviour, results suggest that Heavy Consumers tend to be less impulsive (Never buy on impulse LC= 18,4%; HC= 48%; p=0,004) and that Light Consumers adopt this behaviour mostly in the purchase of Make Up (LC= 46,1%; HC= 24%) (**Exhibit 12.4.)**. The most valued product characteristics when acquiring a Skin Care product are price ($\bar{x}$=5,02), speed of absorption ($\bar{x}$=4,93) and durability ($\bar{x}$=4,83), from which we can understand a price sensitivity and the will to buy products that will last, without having to renew stock frequently. Regarding Make Up, it is mostly important to achieve a final natural look ($\bar{x}$=6,44), but such products must also be easy to apply ($\bar{x}$=6,02) and have a high durability ($\bar{x}$=5,70). In this category price is not one of the most relevant factors, probably due to the preference for mass market brands among this age segment. Besides fragrance ($\bar{x}$=6,79), which is essential to consider when buying a perfume, durability ($\bar{x}$=5,55) is also referred as a valued characteristic in this category (**Exhibit 13**).

Being one of this study's objective to understand the consumers' perception towards the brand Lancôme, we focused on assessing its main competitors Chanel and Dior, referred in the Qualitative Interview and by Lancôme Portugal's Brand Manager, Cláudia Martins. When presented with a product, available in the three brands at the same price, and asked to rank according to their preference, consumers reveal a preference for Lancôme in the Skin Care category ($\bar{x}$=1,64), and for Chanel in both Make Up (Foundation $\bar{x}$=1,51; Mascara $\bar{x}$=1,81) and Fragrances ($\bar{x}$=1,60) (**Exhibit 10**). Amongst the Skin Care Category, 66,7% of Light Consumers indicate Chanel as their number one choice, while for Heavy Consumers it is their last option (56,4%). The opposite happens with Lancôme, registering a preference amongst Heavy Consumers (40,5%). The inverse pattern is verified in the Make Up segment, with Light Consumers favoring Dior or Lancôme and Heavy Consumers having as top choice Chanel. Amongst fragrances, Light Consumers allocate in the first place Dior and Chanel, with 55,0% of Heavy Consumers preferring Lancôme (**Exhibit 10**).

This study also aimed to understand the consumers' perception of the image, quality, price and target of each of the three brands. Regarding the first point, Lancôme is considered the youngest brand (a sign that the brand is being efficient on changing this target's perception and image), while Dior is perceived as the most modern and innovative. Chanel is seen as the most sophisticated, trustable and expensive brand. In the eyes of the consumers, it is also the brand with the highest level of quality (**Exhibit 14**). We could not verify if these differences were significant but, looking at the means, it is possible to understand that all brands are seen as expensive, but with a high level of quality. While Dior and Lancôme are perceived to target women between 30 and 39 years old, Chanel is seen as a brand for more mature women.

	Jovem	*Moderna*	*Sofisticada*	*Inovadora*	*De confiança*	*Cara*	*Com qualidade*	*18-29 anos*	*30-39 anos*	*> 40 anos*
Chanel	3,57	4,44	6,21	4,38	6,10	6,40	6,10	4,13	5,45	5,77
Lancôme	4,51	4,67	5,13	4,77	5,72	5,10	5,83	5,00	5,33	5,16
Dior	4,24	4,79	5,72	4,83	5,75	5,83	5,80	4,52	5,37	5,44

Figure 1: Means on Brand Perceptions of Image, Quality, Price and Target

When inquired about their attitude towards each brand, consumers affirm their willingness to pay a higher price for a product due to its high quality, happening mostly with Chanel ($\bar{x}$=4,29). A very important point to take into consideration is that, when asked for advice on which product to acquire, they always recommend Lancôme ($\bar{x}$=3,43). They trust their benefits more than any other brand's ($\bar{x}$=5,05), and feel identified with Lancôme's image and ideals ($\bar{x}$=4,38). However, when thinking about buying a beauty product, the top of mind brand is Dior ($\bar{x}$=3,63), which is considered to have a superior quality when compared with similar brands ($\bar{x}$=4,81) (**Exhibit 15**).

	Quando penso em comprar um produto de beleza, penso de imediato na marca	*Quando me pedem conselhos sobre produtos de beleza, aconselho sempre a marca*	*Confio nos benefícios dos produtos da marca*	*Identifico-me com a imagem e ideais da marca*	*Tem uma qualidade superior a outras marcas semelhantes*	*Estou disposta a pagar um preço superior pela marca devido à sua qualidade*
Chanel	3,57	4,44	6,21	4,38	6,10	6,40
Lancôme	4,51	4,67	5,13	4,77	5,72	5,10
Dior	4,24	4,79	5,72	4,83	5,75	5,83

Figure 2: Means on consumers attitude towards Brands

Throughout this study it is noticeable that Chanel is the most significant competitor of Lancôme. However, an interesting point to observe is what happens when Chanel's consumers are presented with Skin Care products from the three brands, available at the same price. 65,3% of Light Consumers and 50% of Heavy Consumers Chanel's consumers choose the brand Lancôme in the first place. Moreover, 73,3% of LC of both Chanel and Lancôme will also rank it in the first place (p= 0,024), which indicates that Lancôme is able to overcome its competitor in this category, due to their recognized high quality products (**Exhibit 16**).

Regarding the last hypothesis in study, the influence of each stimulus on the purchase intention was assessed, by comparing the different means of Facebook (N=30), Blog (N=38), Instagram (N=21) and YouTube (N=36) exposure. We conducted an ANOVA test and the difference between these four stimulus was not significant for all items, except for the interest in knowing more (**Figure 2**).

	Brand knowledge	*Product knowledge*	*Interest in knowing more*	*Curiosity generated for trial*	*Message delivery efficiency*
Facebook	4,57	2,90	3,77	3,63	3,93
Beauty Blog	4,87	2,95	3,71	3,21	3,55
Instagram	4,81	3,86	4,00	4,00	4,29
YouTube	4,95	3,41	3,97	3,81	3,84
p-value	,844	,282	**,017**	,623	,423

Figure 3: Means on stimulus effect

Overall, we can only observe that the most influential touchpoint seems to be Instagram, one of the trendiest social media platforms nowadays, considered as the one that generates more interest in knowing more about the brand and the products ($\overline{x}$=4,00). It is also responsible for creating the highest curiosity for trying the products ($\overline{x}$=4,00). On top of that, it is also the most efficient touchpoint for the brand to convey its message ($\overline{x}$=4,29). Instagram is then followed by YouTube, Beauty Blogs and Facebook. When observing the two groups of consumers (**Exhibit 17**), it is interesting to see that for Light Consumers the most influential touchpoint turns out to be YouTube ($\overline{x}$=5,48), whereas for Heavy Consumers the preferred one is Instagram ($\overline{x}$=4,85).

4. Limitations and Further Discussion

This research aimed to analyze variables explaining the consumer and purchase behavior towards Beauty Products of Portuguese young female adults. However, is important to refer that there were some limitations. Firstly, the findings of this study were based on a random sample of young women who volunteered to participate in the online survey. Consequently, it is not possible to affirm that we have covered all demographic and behavioral profiles within this market. As the sample focused on all women between 18 and 26 years old, differences within income and lifestyle might be significant. Furthermore, a respondents group of 126 is a relatively small sample what limits diversity. Thus, with a higher number of responses more accurate conclusions could have been taken. Secondly, the purchasing power of the respondents was not assessed. Therefore, in future research, a socio-economic analysis must be conducted in order to better evaluate the purchasing behavior of this segment. Moreover, other research ways can be implemented to measure purchase intention, through the use of different scales or research designs, recurring to focus groups and a larger sample.

Even though it was not possible to statistically affirm the influence on the purchase behavior of the four touchpoints presented in this study, it is noticeable that Instagram and YouTube are more effective on getting consumers attention and getting them to try the products. Moreover, they allow the brand to reach the younger audience who is increasingly more present online, enabling it to transmit its values and get to the consumers in an interactively and innovative way.

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