

Final Report

NARS

FAB Ads Agency

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I. Introduction

In this final report, our agency, FAB Ads, will be examining Narsissist, otherwise known as NARS. NARS is a global cosmetic brand considered to be of high-end quality in the makeup industry. The company has been receiving backlash for switching from being a cruelty-free cosmetic brand to now using animal testing for their products. Our agency will be conducting research to discover how this policy change will affect NARS and their consumers. We will be analyzing how much knowledge consumers have within the beauty industry and how they feel about their makeup brands, whether they are cruelty-free or not.

However, we want to focus specifically on our client Narsissist (NARS) and their consumer base while including other brands (such as MAC, Urban Decay, etc.) to receive a wide range of opinions and to gain more insight into consumers' makeup purchasing habits. We specifically want to see if consumers check for a cruelty-free label by naturally observing them at local makeup stores such as Sephora and Ulta. After they make their purchase, we then would like to ask them for a couple minutes of their time to ask them a few questions about the products they chose, such as if they know if their products are cruelty-free or not, if cruelty-free products matter to them, and also what influenced them to buy them. This research will then help us accomplish our goal of determining if NARS will continue to thrive in the makeup industry or if their reputation amongst consumers has been tarnished.

II. Situation Analysis

The following section of our report will cover an in-depth analysis of the brand's history and the background regarding NARS's policy change. Our agency will discuss the strengths and opportunities NARS has with their recent decision to start animal testing. We will also look into their weaknesses and threats they will face following this change. After analyzing NARS to the best of our abilities, we will share our research goals and questions we hope further research can answer.

Introduction

Narsissist, known as **NARS**, has been one of the most dependable cruelty-free brands for many consumers. NARS was created by Francois Nars in 1994, when he designed his very own twelve iconic lipsticks and shot his own ad to promote them. His non-conventional and raw talent landed him success and the brand, NARS was born.¹ The summer of 2017, the popular brand announced they will be testing their products on animals after years of being cruelty-free. According to NARS, "We firmly believe that product and ingredient safety can be proven by non-animal methods, but we must comply with the local laws of the markets in which we operate, including in China. We have decided to make NARS available in China because we feel it is important to bring our vision of beauty and artistry to fans in the region."² NARS is

¹ François Nars. (n.d.). Retrieved from <http://www.narscosmetics.com/USA/francois-nars.html>.

² Young, S. (2017, June 29). Nars Cosmetics boycotted by consumers as it announces it's no longer a cruelty-free brand. Retrieved September 29, 2017.

<http://www.independent.co.uk/life-style/fashion/nars-cosmetics-boycott-cruelty-free-brand-no-longer-consumers-chinese-market-china-animal-a7814466.html>

recognizing their products can be tested without harming animals. However, in order to allow their business to grow, there is no way for them to avoid animal testing due to legal issues. Are consumers going to think the brand is putting money over ethics by making this transition?

NARS has hired our agency to discover how consumers' views on their brand has changed with the announcement of no longer being a cruelty-free brand. They want to see what drives consumers to purchase their products and stay loyal to the company. Before conducting this primary research, we must look at secondary sources to find out more on NARS, animal testing, cruelty-free products, and the cosmetic industry. These secondary sources will allow us better understand any strengths, weaknesses, opportunities, and threats Narcissist faces from making this bold decision. Then, we can further divulge into areas that require primary research in order to assess the situation at hand.

Background

Like many established brands, NARS has been built upon three building blocks, paving the way for the brand to have a good foundation. The first block is the story of their creator, Francois Nars. By using the true story of how their brand came to be, it gives the company an authentic feel. Fashion is another building block they rely on in order to be a successful brand. They try to affiliate themselves with fashion brands that share a similar sense of style as them, such as Marc Jacobs and Alexander Wang. Staying fashion forward allows them to be the cutting edge brand consumers have seen them as over the years. Lastly, makeup artistry is at the core

values of their company. Since they are a cosmetic brand, they want to have the expertise in the area of makeup artistry in order to earn credibility in the beauty industry.³

Through these building blocks, it is clear NARS is concerned with staying relevant and keeping up with the cosmetic industry. In 2014, NARS CEO Louis Desazars said the answer to staying relevant is developing a solid reputation and putting their consumers first and foremost. Desazars spoke about how they are just beginning to breakthrough international markets, mentioning how China offers many opportunities for the brand to grow and expand.³ However, selling their product in China would mean the brand must go back on being considered a cruelty-free brand.

Cruelty-free brands have been becoming more popular amongst makeup consumers in the recent decade as there is a growing dislike towards animal testing. The cruelty-free pledge consists of humane alternative processes to testing the safety of ingredients in cosmetics.⁴ The processes are tested consistently with different related factors and later validated in order to be approved for use. Groups like Humane Society International are a part of working to make cruelty-free a popular developing method that pushes animal testing further away from existence. The group's *Be Cruelty Free* campaign has caught attention as different cosmetic brands and cruelty free groups to make cruelty-free mainstream.¹⁰ With the influence of these groups, many people believe animal rights deserve to be realized in our current society. Being living things, animals require the same consideration as humans in the minds of those who are against animal cruelty.

³ NARS talks business and artistry on 20th birthday. (2014, September 1). Retrieved October 06, 2017, from https://www.cosmeticsbusiness.com/technical/article_page/NARS_talks_business_and_artistry_on_20th_birthday/101352

⁴ Humane Society International. Challenging animal experiments and promoting alternatives . (n.d.). Retrieved from <https://www.crueltyfreeinternational.org/Science>.

The words “cruelty-free” tend to give cosmetic products a cutting edge in comparison to products that do not claim to be cruelty-free.

Although, it is up to the brand to decide whether or not to be cruelty-free, the ultimate decision belongs to the consumers.⁵ Consumers are the ones who decide if they are going to go out of their way to purposely not support companies who choose to implement animal testing. In a poll to discover how consumers felt about products being tested on animals, 60% of consumers between the ages of 25 to 34 said their purchasing habits would be altered due to being knowledgeable about a brand’s cruelty-free promise.⁴ Knowing these statistics, has NARS made the right decision to break their promise to their consumers of being a cruelty-free brand?

While there is no animal testing occurring on NARS products or ingredients currently, NARS is going to start testing on animals when required by law - this is specifically because they want to expand their brand into China and this is a requirement for all cosmetic lines in the region. Despite this change in the company’s policy, their beliefs seem to remain the same. In their official statement for their consumers, NARS stated “The global elimination of animal testing needs to happen...NARS is committed and actively working to advance alternative testing methods.”⁴ A 2013 survey found that 75% of Americans want to reduce animal testing and work towards elimination.⁶ Based on this survey’s results, it is no surprise that many NARS beauty users are disappointed with the company’s changes and have been expressing their displeasure with multiple petitions, campaigns and hashtags throughout various social media outlets. People

⁵ Winders, D. J. (2006, Apr.). Combining Reflexive Law and False Advertising Law to Standardize “Cruelty-Free” Labeling of Cosmetics. Retrieved September 28, 2017.
<http://heinonline.org.ezproxy.depaul.edu/HOL/Page?public=false&handle=hein.journals/nylr81&page=454&collection=journals>

⁶ Almiron, N., & Khazaal, N. (2015, October 30). Lobbying Against Compassion. *American Behavioral Scientist*, 60(3), 256-275. doi:10.1177/0002764215613402
<http://journals.sagepub.com.ezproxy.depaul.edu/doi/pdf/10.1177/0002764215613402>

have taken to the social media platform, Instagram, to boycott against the brand. With hashtags such as #boycotters and #stopanimaltesting, consumers are truly showing how they feel about the brand now. Although the brand seems to have some weaknesses in the minds of consumers, they also have many strengths. The following page is an analysis of the company's strong and weak points along with their future opportunities and threats they could face from this dilemma.

SWOT Analysis of NARS

<p>Strengths</p> <ul style="list-style-type: none"> ● Established brand ● High quality ● Availability ● Well-known ● Acknowledges their consumers 	<p>Weaknesses</p> <ul style="list-style-type: none"> ● Previous promise of being a cruelty free brand has been broken ● Can be seen as unethical to some who are against animal testing ● Expansion into China causes them to lose their reputation as a cruelty-free brand
<p>Opportunities</p> <ul style="list-style-type: none"> ● Expanding their market through ethical trends and exclusive experiences ● Becoming a more global brand ● More profits from entering a market with a large population such as China 	<p>Threats</p> <ul style="list-style-type: none"> ● Losing loyal consumers ● Boycotting the brand ● Possibility of developing a bad reputation ● Competitive brands could take advantage of this

Strengths

Starting off with the company's strengths, Narsissist has worked their way up in the cosmetic industry over the years. They have become a well-known, established brand amongst consumers. Their products and packaging has proven NARS to be a high end and accomplished company. With that being said, NARS makeup has not only been featured on famous celebrities

such as Charlotte Rampling (who was the face of Nars 2014), but also has been used for many renowned fashion shows from London to Hong Kong to New York. Popular brands such as Marc Jacobs, Alexander Wang, Dolce & Gabbana, and more use NARS makeup products on their models. The brand is already available in 39 countries and accessible to many consumers. NARS is sold in a variety of stores like Ulta, Sephora, specialty NARS boutiques, and department stores around the world. Consumers have the ability to easily access and purchase their products online, as well.

With the constant backlash and huge wave of criticism NARS has gotten from their consumers after announcing they were no longer cruelty free, NARS decided to acknowledge them with an Instagram post. This is a strength because they are not disregarding their consumers' feelings or brushing off the topic. They wanted to let their consumers know that they hear them and understand why they are upset with their decision to no longer be a cruelty-free makeup brand. They continue to explain in their post that they agree that global elimination of animal testing needs to take place. However, if they want to expand their line and sell their products in China, they must comply with China's safety laws and regulations.

Weaknesses

However, there is a negative side of choosing to expand their brand into China's market and pursue animal testing. NARS would be breaking a promise they had made to their loyal customers. After being a cruelty-free brand for years, it would be seen as hypocritical of them to go back on their policy just for the opportunity to increase profits. Despite the ethical argument about whether or not animal testing is morally right or wrong, it can be viewed as unethical for the company to break their pledge of not testing their products on animals and not supporting

animal cruelty. Although they never labeled their products as cruelty-free, the brand was vocal about being a cruelty-free brand on social media. These weaknesses could cause consumers to question the company's ethics and morals; therefore decrease overall sales and reputation.

Selling their products in China could be seen as a weakness due to the fact that they are following in their owner's footsteps. Shiseido, a Japanese skincare brand that had taken ownership of Narsissist in 2000, has been a top seller in China over many years.⁴ It is clear that in order to be selling their products in China, Shiseido must be engaged in animal testing as it is a requirement in China. Being that Shiseido owns NARS, it could be harmful to the company's image considering their parent company is not a cruelty-free brand. Although NARS may be trying to maintain and exceed as much success as Shiseido is in the Chinese market, it still goes against their beliefs.

Threats

Due to these weaknesses, it is a possibility the brand could earn themselves a bad reputation in the beauty industry. All of their hard work to become an established makeup icon could potentially be ruined depending on how consumers react. So far, consumers have already taken the approach to boycott NARS. They are voicing their opinions about the brand on social media by using hashtags, such as #boycottNARS and #saynotoanimaltesting. These hashtags could threaten their credibility with consumers.

A major threat the company could face is losing their loyal consumers. Any consumer who relied on the brand because it was cruelty-free may decide to stop using NARS due to their policy change. Other consumers may look at the policy change as contradicting, even if they do not hold as strong of a viewpoint on animal testing. This could cause them to no longer see

NARS as the reliable and consistent brand they always have been. Kat Von D, a makeup artist, entrepreneur, and animal rights advocate, expressed her disappointment with NARS on instagram:

After reading [@narsissist](#) cop-out of a statement, I'd like to say this to them:

...You are NOT at the "forefront" of making change when you consciously choose to test on animals...Shame on you for hiding behind such a false marketing statement in order to line your pockets, while countless animals suffer. Please reconsider selling in China until the animal testing laws change. Until then, I along with many true animal lovers will gladly boycott your products.

[\(thekatvond, 2017\)](#)⁷

The Instagram post had over 129,000 likes with many supportive comments, while the NARS statement instagram post had only 26,000 likes.⁸ When makeup influencers speak out against NARS it may drive once loyal consumers to turn to competitors, especially when other high end cruelty-free cosmetic brands stuck by their promise. Their competition could take advantage of this situation and appeal to these consumers through advertising that they are dependable and do not allow harmful testing on animals.

As new makeup lines gain popularity, consumers have more options to choose from. Ethical brands are now moving from being a trend to being mainstream, which may put NARS in trouble.⁹ Socially responsible consumers want companies to communicate their ethics and

⁷ Thekatvond. (2017, June 30). I don't normally post graphic images... [Instagram post].

Revived from <https://www.instagram.com/p/BV-KDC8gSql/?hl=en>

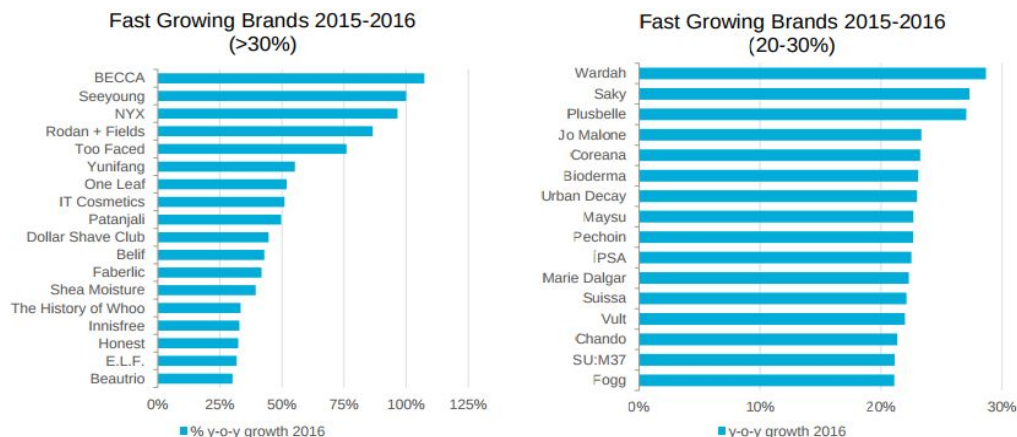
⁸ Narsissist. (2017, June 27). We want you to know... [Instagram post].

Revived from <https://www.instagram.com/p/BV2Of8Mji3/?hl=en>

⁹ Euromonitor International. (2017, August 25). *Ethical Living*. Revived from Euromonitor Passport database. <http://www.portal.euromonitor.com.ezproxy.depaul.edu/portal/analysis/tab>

agenda; with the growth of technology, consumers have a platform to communicate praise or disappointment. For many consumers, honorable brands have different priorities including: the wellbeing of animals and transparency. If the wellbeing of animals is important enough to a consumer, they may go out of their way to only use cruelty-free brands. The same applies for transparency. If transparency is important, consumers will look for brands that do not seem to have any secrets by remaining open and honest with their consumers. NARS was transparent by disclosing that the brand will no longer be cruelty-free so it can be sold in China and while that increases the globalization of the brand, the remaining customers may feel betrayed by this step backward while some may appreciate the transparency the brand had in openly sharing this with them.

For consumers who decide to discontinue use of NARS products based on their decision have plenty of other cruelty-free options, Figure 1 shows the fastest growing makeup brands from 2015 to 2016. It's important to note that IT Cosmetics, BECCA, NYX, Too Faced, ELF, and Urban Decay are other cruelty-free brands that have experienced growth in the past year. The brands are also ranged from high to low end. Consumers have the freedom to choose products that match their personal beliefs and their budget which ultimately challenges long standing makeup brands.



*Figure 1*¹⁰

Opportunities

By choosing to use animal testing methods on their products, NARS receives the opportunity to expand their market to another country, China. This would allow the brand to become even more well-known around the globe. NARS could potentially become a powerful, international brand by entering China's market. Since China possesses such an expansive market, the brand would have the opportunity to make more profits and gain consumers worldwide. It would be financially beneficial for NARS to sell their products in China.

While NARS' decision to test on animals may be a weakness for the brand, there may be other ways to gain favor with consumers. A Euromonitor 2016 survey gathered that globally 66% of respondents tried to have a positive impact on the environment and over 10% of millennials believe that making a difference for the Earth is a life priority.⁸ This means that regular makeup consumers are increasingly looking for ethical ways to spend their money beyond cruelty-free products. As awareness and concern for other environmental issues like waste, global warming, and drought increase, makeup brands in niche markets look for methods to set their brands apart.

Cosmetic brands that are environmentally conscious can be referred to as "green beauty" and some brands are ahead on the trend. For example, Unilever launched their Lux self-foaming body wash that does not require water for lathering. The product is said to save consumers 11% of the water they would normally use with regular body wash.⁹ Using less foam in makeup formulations is another way to save water and may be an important feature for consumers.

¹⁰ Euromonitor International. (2017, September). *Competitive Strategies in Beauty and Personal Care*. Revived from Euromonitor Passport database. <http://www.portal.euromonitor.com.ezproxy.depaul.edu/portal/analysis/tab#>

The need for transparency also increases as brands continue to engage with consumers on social media. Not only do consumers want to know about their environmental footprint, but there is also an increased interest in natural ingredients. Unilever is transparent with customers by using its SmartLabel technology to give all customers easy access to the ingredient information of their favorite products.⁹ If product information is easy to find, consumers will naturally garner more trust for brands. NARS may be able to gain some favor back with consumers by finding greener ingredient alternatives and finding more direct ways to communicate with consumers about their products.

Other than ethical behavior and transparency, there are different emerging trends that have been disrupting the market. Offering premium features that merge retail with new experiences gives consumers more than one way to use and remember the brand.⁹ For instance, subscription boxes allow customers to try new makeup at a fixed price every month, and the box is conveniently sent to their door. Birchbox, Ipsy and Boxycharm are a few examples of popular beauty subscription boxes. Many brands have followed the trend by offering their own subscription services that can be tailored to gender or themes that appeal to the consumer's interests. Giving consumers a unique and memorable experience helps set brands apart.

Pop-up shops and interactive workshops, methods typically used by niche brands, offer unique customer experiences through customization.⁹ For instance a beauty company called LOLI creates custom products in front of consumers. Custom products give consumers the satisfaction of knowing that a product was made specifically for them.

There are many ways to give customers a unique experience with a brand. By combining several customer needs and wants, NARS may appeal to new and regular customers. Getting

ahead of trends would give NARS an advantage in the market and help reestablish themselves as the ethical, reliable brand NARS always was.

Research Goals

Our agency will conduct research on the current consumer base of NARS to see how this change will impact their makeup routine and overall consumer behavior. To achieve research goals, our agency will need to interview NARS consumers and find out their current opinions of certified cruelty-free makeup. We also want to find out whether consumers like the ingredients that are currently being used in their products opposed to animal tested ingredients.

Some required questions that will aid our research are: What are important factors that consumers keep in mind while purchasing makeup? Are makeup consumers typically loyal to brands or do they switch brands often? How do consumers feel about NARS makeup brand? What do consumers think about the brand after the change to test on animals? We would like to gain insight on how consumers feel about NARS first without mentioning the change for animal testing. We would also like to determine whether consumers are even conscious of animal testing and what their opinions are of animal tested makeup.

Our next set of questions focus more on the animal testing aspect of the brand and the impact on NARS: What effect do boycotts have on brands? What are the statistics of consumer buyers: regular makeup versus cruelty-free makeup products? How much of a decline in sales did Nars experience after revealing they were no longer cruelty-free? Did it affect their brand image? What are some advantages and disadvantages of cruelty-free makeup?

When we conduct our research we will speak to a variety of consumers. We will not only gather opinions from regular everyday NARS users, but the opinions of specialists like

employees at cosmetic only stores such as: Ulta and Sephora, beauty bloggers, and authority figures. Ultimately, we would like to know how or if Narsissist's decision to change their ethical stance on animal testing to enter the Chinese market changes their brand image amongst consumers.

This primary research will help us test the limits of public opinion on the conventional methods of animal testing on cosmetics and offer insight into how NARS can effectively reposition the brand for consumers.

III. Interview Report

Topic & Research Goals

Nars is an incredibly renowned makeup brand in the cosmetic industry. However, recently they have decided to expand their market into China where animal testing is required, despite being a cruelty-free brand since the launch of their products. Our overall goal for these in-depth interviews was to see if consumer's opinions about NARS has shifted or changed since their decision to start animal testing.

Our overarching research questions include:

- How do consumers feel about cruelty-free versus non-cruelty-free makeup products?
- How do consumers feel about NARS as a brand overall?
- What makes NARS stand out against their competition?

Justification of Method and Sampling

We found that an in-depth interview would be an effective tactic to use because this allows us to have consumers voice their honest opinions and it gave us a chance to get to know our target demographic. In-depth interviews allow for free-flowing conversations that will allow us to guide the research as necessary and allows us to build rapport with our target audience as opposed to other methods. We used convenience and judgement sampling in order to gather our sample. Convenience sampling was effective because we were able to interview those that we

could connect with easily. Judgement sampling was used in order for us to specifically interview sales representatives of the brand NARS.

Interview Highlights

18 Year Old, White Female High School Student

- Cost is a huge factor when choosing makeup products. This participant usually opts for cheaper options.
- She finds that NARS has great quality products but sees that there are many cheaper more affordable dupes out there.
- She thinks that animal testing that it is inhumane and terrible, however she does not actively seek out cruelty-free products- when she finds out the products are not cruelty-free, she stops using them.
- She was not aware about the decision that NARS but had a very strong negative opinion about their situation. She believes that there will be a negative response with her generation.

21 Year Old, White Female College Student/Part-time Sales Representative

- Finds that brands do not advertise enough that they are cruelty-free and she believes that knowing whether or not a brand is cruelty-free or not will alter and skew their beliefs upon the brand.

- She finds that brand quality is just as important as a brand being cruelty-free. This particular interviewee stated that she does not agree with brands that are not cruelty-free but still continues to use NARS because of the quality of their products.
- Youtube vloggers heavily influence her makeup purchases as she trusts their reviews and opinions about certain brands.
- Price is not much of a deciding factor when purchasing makeup- if she likes the quality she will pay the price.
- Although she does not agree with animal testing, she admits that she does not actively seek out these products and mentions that she should pay more attention to it because she does care.
- As a makeup sales representative, she finds that not many have asked about NARS decision but those that have are usually upset about the switch. However, she has not seen a decrease in NARS's sales.

18-25 Year Old Female Makeup Consumer

- This interviewee alternates their makeup routine and products due to changes in their skin and not necessarily because of the brand's reputation.
- Many of the makeup products that this interviewee uses are drugstore products, but she still follows the trends surrounding high-end makeup brands.
- Though she does not use NARS products, she still finds that they have good reviews and is highly modern.

- She also mentioned that she is against animal cruelty, however she is not aware of whether or not the brands she uses are cruelty-free.
- She does not agree with NARS switch to start animal testing, as she finds this disrespectful for the loyal customers who liked them for their cruelty-free aspect.

21-25 Year Old Female Asian-American College Student/Make-up Sales Representative

- This interviewee finds that the quality of a product trumps both pricing and ethics/morals of a company.
- Seeks makeup products that sit well with her skin more than anything else.
- This participant used to use NARS products and liked the quality of the product but stopped using it because she realized she was paying too much for the amount of product she was given.
- She does not agree with animal testing but does not actively seek out cruelty-free products.
- As a makeup sales representative, she has not had much opportunity to work with NARS products because many of her customers gear more towards Tarte and Becca.

30 Year Old Female Ophthalmic Technician

- This interviewee finds that NARS is a strong brand and that their products are of high quality but the only downfall is their pricing.
- She is an advocate for cruelty-free makeup and is pretty sure that all of the products she uses are cruelty-free.

- After finding out that NARS is currently making the switch to testing on animals, she says she will not purchase products from them.

Insights

There were a few prevalent themes throughout these in-depth interview. One theme that appeared in almost every single interview was that the individuals who said they were against animal testing did not actively seek out cruelty-free products. This may suggest that most consumers become more conscious of a company's ethics and morals when animal cruelty is pushed to the forefront of a brand's advertising tactics or is voiced as a concern. We also discovered that although many of the participants shopped outside of the brand, they still found NARS to be of high-quality and notably respected for that purpose. Most of the interviewees admitted that price has a significant influence when making purchasing decisions and that their price point was one of their weaknesses.

Progress Towards Research Questions

How do consumers feel about cruelty-free versus non-cruelty-free makeup products?

- When put on the spot, it seems as though our participants had a negative view of non-cruelty free makeup products. However, most of them stated they do not seek out products that are solely cruelty-free. It seems as though the participants see cruelty-free products as more of an incentive and bonus but is not a make or break

How do consumers feel about NARS as a brand overall?

- Overall, NARS had a very steady reputation amongst all of our interviewees. They viewed the brand as being high-end and classic. However, they did note that NARS was on the pricier side and saw it as a downfall. Most of the participants noted that they thought the quality of the products were great.

What do current NARS users think about the brand now that they are testing on animals?

- Many of the participants definitely disagreed with NARS's decision to start testing on animals. They saw it as inhumane and did not see the point in starting to test on animals just to enter into a different market. One participant stated that she would no longer purchase NARS products now that she is aware of their decision. She was also the most conscious about the ethical implications of cosmetic companies. Most of the other interviewees stated that this does not really affect their purchasing decisions for the brand.

IV. Survey Report

In this section of our report, we will disclose the topic of our research. We will cover our research goals for the survey we will be conducting and how we plan on conducting this survey. The variables for our research will be discussed as well as their relationship with one another. Furthermore, our agency will analyze the data we received from our survey and the meaning of this data in regards to NARS and the dilemma at hand.

1. Research Topic

Our research topic is to find out how the Narsissist (NARS) brand will be affected after announcing that they will no longer be cruelty-free. While NARS was recognized as a cruelty-free makeup brand, most likely there are consumers who use the products regardless. Specifically, we would like to know if current users suddenly feel an ethical obligation to discontinue use of NARS products or if they will remain loyal to the brand.

2. Overarching Research Goals

- How do current NARS users view the brand now that they have decided to go through with animal testing?
- What do consumers think about NARS in comparison to its competition?
- How do makeup users view animal cruelty in general?
- Does being qualified as cruelty-free make a difference to makeup consumers?
- How much money are consumers willing to spend for certain brands?

- Do consumers prefer : quantity or quality?
- What impacts a makeup consumer's buying habits?
- Is loyalty based on brand ethics or marketing skills?
- Did NARS do a good job communicating their change?
- Does this change affect a consumer's values and ethics?
 - How does this it make them feel about the brand's ethics?

3. Plans

Method: Survey

We are conducting a survey among various other methods because it allows us to reach a greater number of people quickly and mobily. While interviews can be quite useful, a survey will allow us to get an idea of how the generalized population feels about NARS and cruelty-free makeup.

Sampling

A) We used **convenience sampling** to find survey participants for the pilot test because we did not have the time or resources to survey people from different populations.

B) If we had the budget for a larger scale survey, we would use cluster sampling to divide the population into sub groups and get a broader perspective on our research topic. We would use clusters of makeup consumers who have used NARS products, who have not used NARS products, who are advocates of cruelty-free makeup, and those who do not consider cruelty-free to affect their buying habits. Since NARS is a wide known and global brand sold around the world, the more responses we could receive the better. 1,000 participants would be a fairly large

and diverse population in order to receive more accurate results. It would be useful to understand the difference between generalized makeup users and cruelty-free makeup users including important demographics.

Administration

We used Qualtrics to create the survey. To ensure that we reached as many people as possible, we posted anonymous links of the survey on social media such as Facebook and Twitter with the requirement that the participant does use makeup on a regular basis. Other techniques involved for exposure was sending the survey link to friends or family who fit the criteria.

4. Variables and Relationships

A) Our three variables are brand **loyalty**, **cost** and **consumer ethics**.

Brand **loyalty** is defined by the amount of NARS products that consumers use in their makeup routine and on how many products they continue to purchase. Loyal users chose NARS over other brands despite other factors like cost and ethics. To find out if consumers are loyal to the brand, we asked them questions regarding their experience with NARS, how long they've been using the brand, and how many products the consumers' uses regularly. We also asked how likely a consumer would be to recommend the brand and how likely they are to purchase from NARS in the coming year. This information will be used to gauge if consumers are loyal to the brand enough to recommend it and continue purchasing it. (Questions: 5, 6, 7, 11, and 13)

Cost efficiency is defined by the amount consumers who invest into a certain product. We aim to figure out what range of prices users are willing to pay for a product because there are certain situations where some don't mind paying more for a high-end product. If this is correct,

then it is possible that this type of consumer may not consider the price as an important factor. On the other hand, other consumers strongly consider the cost of a product when they purchase makeup because they may value quantity over quality. Understanding this component is important when we examine NARS consumers because we must understand how this aspect will impact the perception of the brand. To measure this, we asked participants to rate the importance of price over other factors as well as how satisfied customers are specifically with NARS's price, product quality and product quantity. (questions 4 and 8)

Our last variable is **consumer ethics**. Consumer ethics are specifically identified as recognizing animal rights by purchasing cruelty-free cosmetics. While some consumers may claim to be against animal testing, we want to find out how many consumers with these ethics actually take action. A form of taking action can be discontinuing use of animal tested products, contacting the brand about dissatisfaction with their ethics, or purchasing from only cruelty-free brands. To measure consumer ethics, we first asked consumers if they do research on the brand before they make a purchase (question 3). In question 4, we also asked how much a brand's ethics influence a consumer's purchase. When we combine the answers from questions 3 and 4, we can gauge if the consumer is concerned with a brand's integrity. After that, the consumers will be asked to scale how important cruelty-free makeup is to them to see if they care about the topic along with possessing knowledge about the topic (question 9). We further challenge the consumer's knowledge by asking them about what brands are labeled cruelty-free and if they are aware about NARS's change of perspective on the position, which would lead into how they personally feel about it (questions 10 and 12). By measuring the importance of the topic, the

awareness of the consumer, and the reaction to important decision, we will be able to determine what the consumers care about, how they take action, and how this could affect the brand.

B) Relationships Between Variables

- Consumers who purchase from the same brand (Variable: brand loyalty) may not consider the values of a brand (Variable: brand ethics) to be important to their purchase because the quality of the brand and its products outweigh the ethical implications. Brand loyalty will outweigh the brand's ethics. Based on our goals, this will tell us if loyalty is based on ethics or marketing skills.
- Consumers who purchase from the same brand (Variable: brand loyalty) may not consider cost (Variable: cost) to be an issue when purchasing makeup products because the quality of the brand and its products are worth spending more. This also applied to lower cost brands. A consumer's brand loyalty will outweigh how they view the cost of the product, even if it is a drugstore product versus a higher end product. This relationship may remain the same. Based on our goals, this will tell us how much money consumers are willing to spend for the quality of their products (even if they consider drugstore products to be of better quality).

5. Analysis

While analyzing the data, a question which stuck out the most was question 8, which asked participants how satisfied they are with the NARS brand in terms of cost, product quality, and product value for price. Forty-eight percent of those who responded declared they were satisfied with the product quality. The data shows that no one said they were not satisfied

with the product quality. This shows how NARS's product quality could be a competing factor that keeps consumers loyal to the brand despite the brand's cost or ethics. If consumers cannot find a brand that matches the quality of NARS, then the possibility of consumers switching to a new brand will be dependent on the importance of cruelty-free to the consumer.. By further analysing this data, we will have to consider how important cruelty-free is to consumers compared to the brand's quality. We can do this by conducting a cross tabulation on these two questions. In regard to conducting a full-scale study, the results may be similar for NARS users, considering they clearly chose the brand for a specific reason. That reason may be the quality of their products in comparison to other makeup brands as seen in this smaller-scale survey.

Within question 10, we asked consumers how important it was to them for their makeup to be labeled cruelty-free on a scale from 0, being not important, to 10, being extremely important. Most of the results indicated that most participants in our survey lean towards it being important, but not extremely important. Only 4% of participants chose 10, while 44% participants found themselves to fall in the 6-8 range on the survey scale. In terms of our data, it showed a majority of our participants found it important for their makeup to be cruelty-free, but do not see it to be a breaking point. This could mean consumers would be easily influenced to purchase makeup brands or products, if there is an aspect to the brand/product that is more important to them than being cruelty-free. This could also imply that our participants are not actively searching for cruelty-free products but see it more as a bonus to their cosmetic purchases rather than a deciding factor. Some aspects which potentially influence consumers are cost, value, quantity or quality over the brand's ethics.

If this was conducted as a full-scale study, we may experience similar results considering participants who choose 10 must feel very passionate about animal cruelty, whereas many people may find it important but can not say they are dedicated to putting an end to animal cruelty.

6. Discussion and Reflection

The results of our NARS survey were similar to what we expected as a group. The current results have concluded that a majority of the participants, 70%, who do use NARS were not aware about their implementation of animal testing and do not agree with the decision. The status of NARS's cruelty-free campaign was not very well-known among consumers according to our survey, which may be a reason why many did not realize that the brand was previously marketed as such. By cross tabulating this information, we can discover how their satisfaction with the products correlates with the importance of stopping animal testing.

The questions used to retrieve the information we required in the survey were satisfactory. They did fulfill the requirements we had set for ourselves regarding our ultimate search for whether consumers truly care about NARS changing their opposition on the usage of animals as a method to test the safety of their products. Although, the questions did an adequate job retrieving information and our test group did not report issues with the survey, there were areas we could potentially improve on.

Our group unanimously agreed that we needed to incorporate more demographic based questions to narrow down a more specific target audience. Demographics will aid us in our search for a more conclusive consumer base that most widely makes general makeup, NARS, and cruelty-free purchases. We also realized that some questions required more developed

instruction as how to respond (such as those with diagrams), in order to obtain accurate answers. The survey not being administered in person creates complexity as to whether a participant understands the extent of the question to the best of their ability. This was a potential issue, as the participants could not verbally ask someone for help if they required it. With more time, we would be able to gain a larger sample and ask more in depth questions. We most definitely would achieve a greater success in determining whether NARS no longer being labeled as cruelty-free did actually impact individuals' choices to a more accurate degree.

In the process of creating a survey, our group realized that formulating a productive questionnaire is more challenging than expected. In our opinion, putting together questions to ask our participants was the most difficult part (especially interactive questions). When asking individuals about our project topic, we had to make sure they were different from our research questions. These questions were to be more direct and open or close ended. This was complicated at times because we strived to avoid being repetitive or biased. Our group struggled in creating questions that would have the most positive impact on our data, in order for us to reach a shared conclusion.

If we were to conduct this survey again in the future, we decided that we may approach the situation from a different angle out of comparison. We would like to see the interaction we receive on the opposite side of the issue. This would consist of composing questions regarding whether some prefer animal tested products in order to guarantee safety when using them or discovering other testing methods that are being utilized. The research topic of NARS implementing animal testing could still be associated with these types of questions, but in a more supportive perspective.

V. Recommendations for Further Research

This section will contain recommendations for further research on NARS, their consumer base, and makeup consumers' views on cruelty-free cosmetics. Our agency will disclose different ways to accomplish this further research and questions to continue considering when analyzing more data. We will talk about what could be done if more time is permitted and more resources were provided for us.

The research we have conducted so far has given us some insight to how makeup consumers feel about makeup brands that are not cruelty-free. From our situation analysis, we learned that in a poll to discover how consumers felt about products being tested on animals, 60% of consumers between the ages of 25 to 34 said their purchasing habits would be altered due to being knowledgeable about a brand's cruelty-free promise¹¹ and that in 2013 a survey found that 75% of Americans want to reduce animal testing and work towards elimination¹². This is what led us to want to further explore what makeup consumers today have to say about the makeup products they currently use, if they have a stance on products that aren't cruelty-free, and what influenced them to buy their recent purchase. Through our interviews and surveys, we learned that many makeup consumers are unaware of NARS recent changes to no longer be

¹¹ Humane Society International. Challenging animal experiments and promoting alternatives . (n.d.). Retrieved from <https://www.crueltyfreeinternational.org/Science>.

¹² Almiron, N., & Khazaal, N. (2015, October 30). Lobbying Against Compassion. *American Behavioral Scientist*, 60(3), 256-275. doi:10.1177/0002764215613402
<http://journals.sagepub.com.ezproxy.depaul.edu/doi/pdf/10.1177/0002764215613402>

cruelty-free and do not agree with their choices of the change. We also learned that many consumers were unaware if the makeup they were currently using was cruelty-free or not.

With that being said, there is still more research to be conducted. To gather more research on regular makeup consumers, we would conduct a field observation to see what consumers look for while shopping for makeup. We would specifically aim for young females between the ages of 18-30 and watch them throughout their shopping experience. For example, we would naturally observe shoppers at our local Sephora or Ulta and see what they are focusing on. Are they looking for:

- Sales?
- Cruelty-free label?
- Prices?
- Popularity?
- What color best suits them?
- Quality?
- Brand/no brand name?

To answer these questions, we would need to use social engagement as a research method. When consumers are done checking out, we would then ask them if they could spend few minutes of their time answering some questions about their makeup they currently use and

just bought. In return, they would receive an incentive of \$5 to Starbucks. Some questions we would want to focus on are:

- **What brands did you just purchase?** We would like to see what brands they are currently interested in.
- **What influenced you to buy them?** Many people get drawn in from sales or the high-end brands that everyone is talking about. We want to find out what made them make the decision into buying their specific products.
- **What is something you check for when purchasing your makeup?** Some people check for what ingredients makeup has in it because they have sensitive skin. Others may check for price, reviews, cruelty-free, quality, etc. We are trying to figure out what the most important thing is to them when checking out a certain brand of makeup.
- **Do you care if the makeup brands you use are tested on animals?** We want to find out if consumers are concerned with brands that test their products on animals and see if it makes an impact on their decision when it comes to purchasing their makeup.
- **Are you aware if any of the makeup you just bought are cruelty-free or not?**
- **What are your top three most used brands? Why?** These last two questions are a good way to truly find if consumers have any sort of knowledge when it comes to cruelty-free products and if it really matters to them or not. By asking them these last two questions, we can get a clear insight on how cruelty-free products impact their decisions when purchasing makeup.

Another method we want to use to find out more about makeup consumers is using an in-depth survey. The first survey we created helped us determine that 82% of our respondents did not agree with NARS deciding to testing on animals, but that disagreement did not mean that would stop consumers from purchasing from NARS or other animal tested brands in the future. When asked if how important cruelty-free was to the consumers' makeup purchase (10 being the most important) 5% answered with a ten, 21% were at a seven and 18% at a six. While this data is helpful, it doesn't fully answer whether or not NARS testing on animals will negatively impact the brand on a wider scale. For this reason the new survey will focus more on how the values of consumers match up with their buying habits.

The revised survey will consist of more specific questions focusing on why they wear makeup and the frequency they purchase their makeup products. Some added questions that will cover this are:

- **Why do you wear makeup?**

This question will have a variety of answers and will allow the respondent rank the responses that resonate most to him or her. The possible answers are: to cover imperfections, to feel put together in a professional environment or special occasion, to express creativity, to fit in with others, and to try new products. There will be a text box available for any respondents who don't see a response that matches their answer. This question will help us separate different kinds of makeup users based on their reason for wearing makeup in the first place. For instance, someone who likes to try new products may not mind switching products as much as a consumer who only uses makeup to correct imperfections.

- **How often do you purchase these makeup products?**

There will be a list of products (foundation, concealer, setting spray, face primer, eye primer, eyeliner, mascara, powder, makeup palettes, etc.) that respondents will sort into categories based off of how often they purchase or don't purchase each item. Many products will be common in any makeup collection, while other products like different palettes will indicate a more experienced user. This question combined with the previous will help determine if the user repurchases items a lot or branches out to try new things. We will also keep the question about what determines whether or not certain factors influence the consumer's purchasing habits to get a fuller picture of what actually determines a purchase.

- **Would you stop purchasing makeup from a brand if they began testing on animals?/Would you stop purchasing makeup from a brand if it no longer tested on animals?**

While revising our pilot survey we found that asking this question will tell us how consumers actually feel versus asking questions that hint at this one. This will help us determine whether the way the consumers feel matches up with their buying habits.

As we expand on the pilot test of the survey we want to use a sample of 1000 makeup users between the age of 18 to 30 years old. It's important to gain understanding of the general makeup climate as it is now, so the respondents will be obtained through stores that sell NARS products like Sephora or Ulta because they offer a variety of brands at different price points to a variety of consumers. The respondents will be contacted through an email list that the stores already have access to and will be sorted by the amount of points they have on their rewards card

along with the amount of activity on the account. This ensures that we can gather heavy to medium makeup who will best be able to answer the questions. The survey will be conducted through qualtrics and each email will have an anonymous link to keep the survey confidential. As a reward for taking the survey, respondents will be offered with a \$10 Amazon gift card for their time. At the end of the survey, NARS should gain a better understanding of their makeup habits and the thought process behind their purchases.

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VII. Appendices

A. Copy of Revised Survey for Further Research

Makeup Survey for Further Research

Start of Block: Default Question Block

Q1 Welcome! Thank you for taking part in this survey. The purpose of this survey is for us to gain more knowledge and insight into the minds of makeup consumers. This survey should take no longer than 5-10 minutes to complete. There are no right or wrong answers, so please answer each question honestly. All of your responses will remain confidential.

Q2 How often do you wear makeup?

Everyday (1)

A few days a week (2)

Rarely, maybe on special occasions (3)

Q22 Why do you wear makeup? Please rank the answers based on what resonates most with you (1= it resonates the most with you). If you don't see your answer, then type it in the text box below.

_____ To cover imperfections (1)

_____ To feel put together at work or a special occasion (2)

_____ To fit in with others (3)

_____ To try new products that come out (4)

_____ To be creative (6)

_____ Other (7)

Q21 Please sort the products based off of how often you purchase them to the best of your ability.

Every Few Years	Every Year	Every Few Months	Every Month	Every Few Weeks	Every Week	I Never/Rarely Buy This Product
-----------------	------------	------------------	-------------	-----------------	------------	---------------------------------

_____	_____	_____	_____	_____	_____	_____
Face Primer	Face Primer	Face Primer	Face Primer	Face Primer	Face Primer	Face Primer

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r (1)	r (1)	r (1)	r (1)	r (1)	r (1)	r (1)
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_____	_____	_____	_____	_____	_____	_____
Eye Primer (2)	Eye Primer (2)	Eye Primer (2)	Eye Primer (2)	Eye Primer (2)	Eye Primer (2)	Eye Primer (2)

_____	_____	_____	_____	_____	_____	_____
Foundation (3)	Foundation (3)	Foundation (3)	Foundation (3)	Foundation (3)	Foundation (3)	Foundation (3)

_____	_____	_____	_____	_____	_____	_____
BB Cream (4)	BB Cream (4)	BB Cream (4)	BB Cream (4)	BB Cream (4)	BB Cream (4)	BB Cream (4)

_____	_____	_____	_____	_____	_____	_____
CC Cream	CC Cream	CC Cream	CC Cream	CC Cream	CC Cream	CC Cream

Cream (5)	m (5)	m (5)	m (5)	m (5)	m (5)	m (5)
Tinted Moisturizer (6)	Tinted Moisturizer (6)	Tinted Moisturizer (6)	Tinted Moisturizer (6)	Tinted Moisturizer (6)	Tinted Moisturizer (6)	Tinted Moisturizer (6)
Concealer (7)	Concealer (7)	Concealer (7)	Concealer (7)	Concealer (7)	Concealer (7)	Concealer (7)
Powder (8)	Powder (8)	Powder (8)	Powder (8)	Powder (8)	Powder (8)	Powder (8)
Bronzer (9)	Bronzer (9)	Bronzer (9)	Bronzer (9)	Bronzer (9)	Bronzer (9)	Bronzer (9)
Blush (10)	Blush (10)	Blush (10)	Blush (10)	Blush (10)	Blush (10)	Blush (10)
Lip Stick (11)	Lip Stick (11)	Lip Stick (11)	Lip Stick (11)	Lip Stick (11)	Lip Stick (11)	Lip Stick (11)
Lip Gloss (12)	Lip Gloss (12)	Lip Gloss (12)	Lip Gloss (12)	Lip Gloss (12)	Lip Gloss (12)	Lip Gloss (12)

Mas cara (13)	Mas cara (13)	Mas cara (13)	Mas cara (13)	Mas cara (13)	Mas cara (13)	Mas cara (13)
Eyeli ner (14)	Eyeli ner (14)	Eyeli ner (14)	Eyeli ner (14)	Eyeli ner (14)	Eyeli ner (14)	Eyeli ner (14)
Setti ng Spra y (15)	Setti ng Spra y (15)	Setti ng Spra y (15)	Setti ng Spra y (15)	Setti ng Spra y (15)	Setti ng Spra y (15)	Setti ng Spra y (15)
Mak eup Brus hes (16)	Mak eup Brus hes (16)	Mak eup Brus hes (16)	Mak eup Brus hes (16)	Mak eup Brus hes (16)	Mak eup Brus hes (16)	Mak eup Brus hes (16)
Mak eup Spo nge (17)	Mak eup Spo nge (17)	Mak eup Spo nge (17)	Mak eup Spo nge (17)	Mak eup Spo nge (17)	Mak eup Spo nge (17)	Mak eup Spo nge (17)
High light (18)	High light (18)	High light (18)	High light (18)	High light (18)	High light (18)	High light (18)
Eye Sha dow (indi vidu)	Eye Sha dow (indi vidu)	Eye Sha dow (indi vidu)	Eye Sha dow (indi vidu)	Eye Sha dow (indi vidu)	Eye Sha dow (indi vidu)	Eye Sha dow (indi vidu)

als) (19)	als) (19)	als) (19)	als) (19)	als) (19)	als) (19)	als) (19)
—	—	—	—	—	—	—
Eye Sha dow Palet te (20)	Eye Sha dow Pale tte (20)	Eye Sha dow Pale tte (20)	Eye Sha dow Pale tte (20)	Eye Sha dow Pale tte (20)	Eye Sha dow Pale tte (20)	Eye Sha dow Pale tte (20)
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—	—	—	—	—	—	—
Othe r (22)	Othe r (22)	Othe r (22)	Othe r (22)	Othe r (22)	Othe r (22)	Othe r (22)
—	—	—	—	—	—	—
Othe r (23)	Othe r (23)	Othe r (23)	Othe r (23)	Othe r (23)	Othe r (23)	Othe r (23)
—	—	—	—	—	—	—
Othe r (24)	Othe r (24)	Othe r (24)	Othe r (24)	Othe r (24)	Othe r (24)	Othe r (24)

Q3 When you decide to purchase a new makeup product, do you first research the brand?

Always (1)

Usually (2)

Might or might not (3)

Usually not (4)

Never (5)

Q19 Where do you usually shop for makeup? Check all that apply.

The Drugstore (2)

Multi brand stores (ex: Sephora or Ulta) (3)

Single brand stores (ex: The Mac store) (6)

Online (4)

Other (7) _____

Q4 How much does each option contribute to your cosmetic purchases?

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Familiarity with the brand/product (1)

Reviews/Recommendations (2)

Price (3)

Product Quality (4)

Cruelty-free (doesn't test on animals) (5)

Product Ingredients (6)

Trends (7)

Packaging (8)

Q5 What makeup brands have you tried or currently use? Check all that apply.

Anastasia Beverly Hills (1)

BareMinerals (2)

Becca (3)

Benefit (46)

Clinique (47)

Hourglass (48)

Kat Von D (49)

MAC (50)

Makeup Forever (51)

NARS (53)

Tarte (54)

Urban Decay (55)

Other (59) _____

Display This Question:

If What makeup brands have you tried or currently use? Check all that apply. = NARS

Q6 If you currently use NARS, how many of the brand's products do you regularly use?

1 (1)

- 2 (2)
 - 3 (3)
 - 4 (4)
 - 5+ (5)
 - I don't currently use any NARS products (6)
-

Display This Question:

If What makeup brands have you tried or currently use? Check all that apply. = NARS

Q7 How long have you used/been using NARS products?

- 1-6 months (1)
 - 7-12 months (2)
 - Over a year (3)
 - 2+ years (4)
-

Display This Question:

If What makeup brands have you tried or currently use? Check all that apply. = NARS

Q8 How satisfied are you with NARS in each category?

	Not Satisfied (1)	Neutral (2)	Satisfied (3)
Price (1)			
Product Quality (2)			
Product Value for Price (3)			

Q9 How important is it that your makeup is cruelty-free (doesn't test on animals)?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

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9 (9)

10 (10)

Q10 Answer this question to the best of your ability.

From your knowledge, which of the following brands are cruelty-free?

NOT Cruelty-free (1)

Cruelty-free (2)

I don't know (3)

Anastasia Beverly
Hills (7)

BareMinerals (8)

Becca (9)

Benefit (10)

Clinique (11)

Hourglass (12)

Kat Von D (13)

MAC (14)

Makeup Forever (15)

NARS (16)

Tarte (17)

Urban Decay (18)

Other (19)

Display This Question:

If What makeup brands have you tried or currently use? Check all that apply. = NARS

Q11 On a scale from 0-10, how likely are you to recommend NARS cosmetics to a friend or colleague?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)

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Q12 Were you aware that NARS will begin animal testing this year in order to enter the Chinese market?

I was not aware, but I have no problem with it (1)

I was not aware, but I don't agree with the choice (2)

I was not aware, but I don't have an opinion (3)

I was aware, but I don't have an opinion (4)

I was aware and I don't agree with the choice (5)

I was aware but I have no problem with it (6)

Q13 Thinking about the makeup purchases you will make in the coming year, how likely are you to purchase a product from NARS in the next year?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)

Q20 Would you ever stop purchasing makeup from a brand if the products were tested on animals? Please share your reasoning.

Yes (1) _____

No (2) _____

Other (3) _____

Q23 Would you ever stop purchasing from a makeup brand if the products were not tested on animals? Please share your reasoning.

Yes (1) _____

No (2) _____

Other (4) _____

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Q14 What's your gender?

Male (1)

Female (2)

Other (3)

Q15 How old are you?

18-24 (1)

25-34 (2)

35-44 (3)

45-54 (4)

55-64 (5)

64+ (6)

Q16 Are you currently a student?

High school (1)

College/Technical School - part-time (2)

College/Technical School - full-time (3)

Graduate/professional School - part-time (4)

Graduate/professional School - full-time (5)

I don't attend school (6)

Q17 Do you work?

I have a full time job (1)

I have a part time job (2)

I don't currently work (3)

Q18 Thank you for participating in this survey! As mentioned before, all responses will be kept anonymous and completely confidential.

B. Makeup Survey - Original

Start of Block: Default Question Block

Q1 Welcome! Thank you for taking part in this survey. The purpose of this survey is for us to gain more knowledge and insight into the minds of makeup consumers. This survey should take no longer than 5-10 minutes to complete. There are no right or wrong answers, so please answer each question honestly. All of your responses will remain confidential.

Q2 How often do you wear makeup?

Everyday (1)

A few days a week (2)

Rarely, maybe on special occasions (3)

Q3 When you decide to purchase a new makeup product, do you first research the brand?

Always (1)

Usually (2)

Might or might not (3)

Usually not (4)

Never (5)

Q4 How much does each option contribute to your cosmetic purchases?

Familiarity with the brand/product (1)

Reviews/Recommendations (2)

Price (3)

Product Quality (4)

Brand Ethics (5)

Product Ingredients (6)

Trends (7)

Packaging (8)

Q5 What makeup brands have you tried or currently use?

Anastasia Beverly Hills (1)

BareMinerals (2)

Becca (3)

Benefit (46)

Clinique (47)

Hourglass (48)

Kat Von D (49)

MAC (50)

Makeup Forever (51)

NARS (53)

Tarte (54)

Urban Decay (55)

Other (59) _____

Display This Question:

If What makeup brands have you tried or currently use? = NARS

Q6 If you currently use NARS, how many of the brand's products do you regularly use?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5+ (5)
- I don't currently use any NARS products (6)

Display This Question:

If What makeup brands have you tried or currently use? = NARS

Q7 How long have you used/been using NARS products?

- 1-6 months (1)
- 7-12 months (2)
- Over a year (3)
- 2+ years (4)

Display This Question:

If What makeup brands have you tried or currently use? = NARS

Q8 How satisfied are you with NARS in each category?

	Not Satisfied (1)	Neutral (2)	Satisfied (3)
Price (1)			
Product Quality (2)			
Product Value for Price (3)			

Q9 How important is it that your makeup is cruelty-free?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 (10)

Q10 Answer this question to the best of your ability.

From your knowledge, which of the following brands are cruelty-free?

NOT Cruelty-free (1) Cruelty-free (2) I don't know (3)

Anastasia Beverly
Hills

(7)

BareMinerals (8)

Becca (9)

Benefit (10)

Clinique (11)

Hourglass (12)

Kat Von D (13)

MAC (14)

Makeup Forever (15)

NARS (16)

Tarte (17)

Urban Decay (18)

Other (19)

Display This Question:

If What makeup brands have you tried or currently use? = NARS

Q11 On a scale from 0-10, how likely are you to recommend NARS cosmetics to a friend or colleague?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)

Q12 Were you aware that NARS will begin animal testing this year in order to enter the Chinese market?

I was not aware, but I have no problem with it (1)

I was not aware, but I don't agree with the choice (2)

I was not aware, but I don't have an opinion (3)

I was aware, but I don't have an opinion (4)

I was aware and I don't agree with the choice (5)

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I was aware but I have no problem with it (6)

Q13 Thinking about the makeup purchases you will make in the coming year, how likely are you to purchase a product from NARS this year?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)

Q14 What's your gender?

Male (1)

Female (2)

Other (3)

Q15 How old are you?

18-24 (1)

25-34 (2)

35-44 (3)

45-54 (4)

55-64 (5)

64+ (6)

Q16 Are you currently a student?

High school (1)

College/Technical School - part-time (2)

College/Technical School - full-time (3)

I don't attend school (4)

Q17 Do you work?

I have a full time job (1)

I have a part time job (2)

I don't currently work (3)

Q18 Thank you for participating in this survey! As mentioned before, all responses will be kept anonymous and completely confidential.

C. Makeup Survey - Revised

Start of Block: Default Question Block

Q1 Welcome! Thank you for taking part in this survey. The purpose of this survey is for us to gain more knowledge and insight into the minds of makeup consumers. This survey should take no longer than 5-10 minutes to complete. There are no right or wrong answers, so please answer each question honestly. All of your responses will remain confidential.

Q2 How often do you wear makeup?

Everyday (1)

A few days a week (2)

Rarely, maybe on special occasions (3)

Q3 When you decide to purchase a new makeup product, do you first research the brand?

Always (1)

Usually (2)

Might or might not (3)

Usually not (4)

Never (5)

Q19 Where do you usually shop for makeup? Check all that apply.

The Drugstore (2)

Multi brand stores (ex: Sephora or Ulta) (3)

Single brand stores (ex: The Mac store) (6)

Online (4)

Other (7) _____

Q4 How much does each option contribute to your cosmetic purchases?

Familiarity with the brand/product (1)

Reviews/Recommendations (2)

Price (3)

Product Quality (4)

Cruelty-free (doesn't test on animals) (5)

Product Ingredients (6)

Trends (7)

Packaging (8)

Q5 What makeup brands have you tried or currently use? Check all that apply.

Anastasia Beverly Hills (1)

BareMinerals (2)

Becca (3)

Benefit (46)

Clinique (47)

Hourglass (48)

Kat Von D (49)

MAC (50)

Makeup Forever (51)

NARS (53)

Tarte (54)

Urban Decay (55)

Other (59) _____

Display This Question:

If What makeup brands have you tried or currently use? Check all that apply. = NARS

Q6 If you currently use NARS, how many of the brand's products do you regularly use?

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1 (1)

2 (2)

3 (3)

4 (4)

5+ (5)

I don't currently use any NARS products (6)

Display This Question:

If What makeup brands have you tried or currently use? Check all that apply. = NARS

Q7 How long have you used/been using NARS products?

1-6 months (1)

7-12 months (2)

Over a year (3)

2+ years (4)

Display This Question:

If What makeup brands have you tried or currently use? Check all that apply. = NARS

Q8 How satisfied are you with NARS in each category?

Not Satisfied (1)

Neutral (2)

Satisfied (3)

Price (1)

Product Quality (2)

Product Value for
Price (3)

Q9 How important is it that your makeup is cruelty-free (doesn't test on animals)?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

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8 (8)

9 (9)

10 (10)

Q10 Answer this question to the best of your ability.

From your knowledge, which of the following brands are cruelty-free?

NOT Cruelty-free (1)

Cruelty-free (2)

I don't know (3)

Anastasia Beverly
Hills (7)

BareMinerals (8)

- Becca (9)
 - Benefit (10)
 - Clinique (11)
 - Hourglass (12)
 - Kat Von D (13)
 - MAC (14)
 - Makeup Forever (15)
 - NARS (16)
 - Tarte (17)
 - Urban Decay (18)
 - Other (19)
-

Display This Question:

If What makeup brands have you tried or currently use? Check all that apply. = NARS

Q11 On a scale from 0-10, how likely are you to recommend NARS cosmetics to a friend or colleague?

- 0 (0)
- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)

9 (9)

10 (10)

Q12 Were you aware that NARS will begin animal testing this year in order to enter the Chinese market?

I was not aware, but I have no problem with it (1)

I was not aware, but I don't agree with the choice (2)

I was not aware, but I don't have an opinion (3)

I was aware, but I don't have an opinion (4)

I was aware and I don't agree with the choice (5)

I was aware but I have no problem with it (6)

Q13 Thinking about the makeup purchases you will make in the coming year, how likely are you to purchase a product from NARS in the next year?

0 (0)

1 (1)

2 (2)

3 (3)

4 (4)

5 (5)

6 (6)

7 (7)

8 (8)

9 (9)

10 (10)

Q14 What's your gender?

Male (1)

Female (2)

Other (3)

Q15 How old are you?

18-24 (1)

25-34 (2)

35-44 (3)

45-54 (4)

55-64 (5)

64+ (6)

Q16 Are you currently a student?

High school (1)

College/Technical School - part-time (2)

College/Technical School - full-time (3)

Graduate/professional School - part-time (4)

Graduate/professional School - full-time (5)

I don't attend school (6)

Q17 Do you work?

I have a full time job (1)

I have a part time job (2)

I don't currently work (3)

Q18 Thank you for participating in this survey! As mentioned before, all responses will be kept anonymous and completely confidential.

End of Block: Default Question Block

Copies of other materials if needed, depending on what you propose in section V (e.g. observation recording sheets if you are proposing an experiment or observation)

D. Final Revised In-Depth Interview

Introduction:

We are conducting this interview to learn more about your experience, knowledge, and your feelings about the well-known makeup brand, Narcissist. We would like to analyze your thoughts on animal testing when it comes to purchasing certain makeup products.

My name is ****your name**** and I am happy you are giving me the chance to sit down with you today and ask you a few questions. This interview should only last about 30-60 minutes and I would like you to answer each question with honesty. Don't worry, there are no "right or wrong" answers and all answers will be kept anonymous and confidential. If you don't mind, I will be taking notes throughout the interview just so I can recall and compare your responses. Remember, you are completely in control of your own decisions and if for some reason you no longer want to complete the interview, please feel free to leave at any time.

Here is the consent form that provides all the details regarding this interview. If you could please read through it, sign it, and hand it back to me before we begin that would be great.

Context Questions:

In order for me to gain a better understanding of what makeup brands you enjoy and like to purchase, I would like to start by asking you some general based questions about your makeup routine.

- What is important to you when purchasing makeup?
- What draws you to a certain brand of makeup?
- What kind of research do you do before you purchase a brand?
- What are your favorite makeup brands?
- What do you like about these brands?
- How does price affect your buying habits?
- What is your makeup routine like?
- How often do you wear makeup?

- Do you follow the trends surrounding certain brands?
- Can you name any brands you use the most?
- Describe your ideal makeup brand.
- Can you think of a time when you had to switch makeup brands? (Can you describe what that was like-frustrating, easy, fun, stressful ect.) If so, what was the reason you had to make this switch?

Experience with NARS:

Next, I would like to focus on your affiliation with Narcissist, if any, and get a better insight into about how you feel about this brand.

- What is the first word that comes to mind when you think of NARS?
- Do you use any NARS products (or have you ever)?
- If you do use NARS products, which products do you use?
- What about the brand do you like the most? Strengths/Weaknesses?
- Would you ever consider putting an end to the use of the brand?
- Have you ever switched from a NARS product to another brand? (If so, can you explain the reasoning behind this?)
- Do you follow NARS on social media? If so, which platforms?

Photo Activity:

Next, I want to gauge how you feel about the following makeup brands.

- Which brands are you familiar with?

- Can you rank the following brands in relation to each other?

(Based on your opinion of the respect and quality of the brands, 1 being the best and 9 being the

worst)



- Do any of the brands stand out to you in particular? If so, why do these brands stand out to you?
- Can you associate any words with the brands? If so, what comes to mind?
- What image comes to mind when you see these brands?

Cruelty-Free Related Questions:

Now, I would like to get more in-depth about the issue and would like to hear your feelings on animal testing in the cosmetic industry.

- How do you feel about animal cruelty?
- Why do you feel this way?
- Thinking about the makeup you currently use, are you aware if they are cruelty-free or not?
- Do you care if your makeup is cruelty-free or not?
- Do you think there are any disadvantages in cruelty-free makeup? If so, what are they?
- Were you aware NARS recently announced this Summer that they are no longer cruelty-free?
- How does this make you feel about the brand now that you are aware of this altering switch?
- Now that you know that NARS is no longer cruelty free, would you still purchase from them?

Questions for Sales Representatives Only:

Before we wrap things up, I would like to hear a bit more about your job and how this change in NARS' policy has affected your work experience.

- Where do you currently work?
- How long have you worked at ____?
- What is your job title?

- What are some of the brands that you work closely with?
- What are some of the brands that you personally believe in and really enjoy working with?
- What are some of your top selling makeup lines or products?
- What was your first reaction to NARS transitioning from being cruelty-free to testing their products on animals?
- Have you personally heard comments or reactions about this transition during work? If so, what have you heard?
- Have you seen a decrease in sales for NARS products since this shift? If so, do you know how much of a decrease in sales?

Conclusion:

Thank you for participating in this in-depth interview. We highly appreciate your input. All of your responses will remain anonymous and confidential; we respect your privacy.