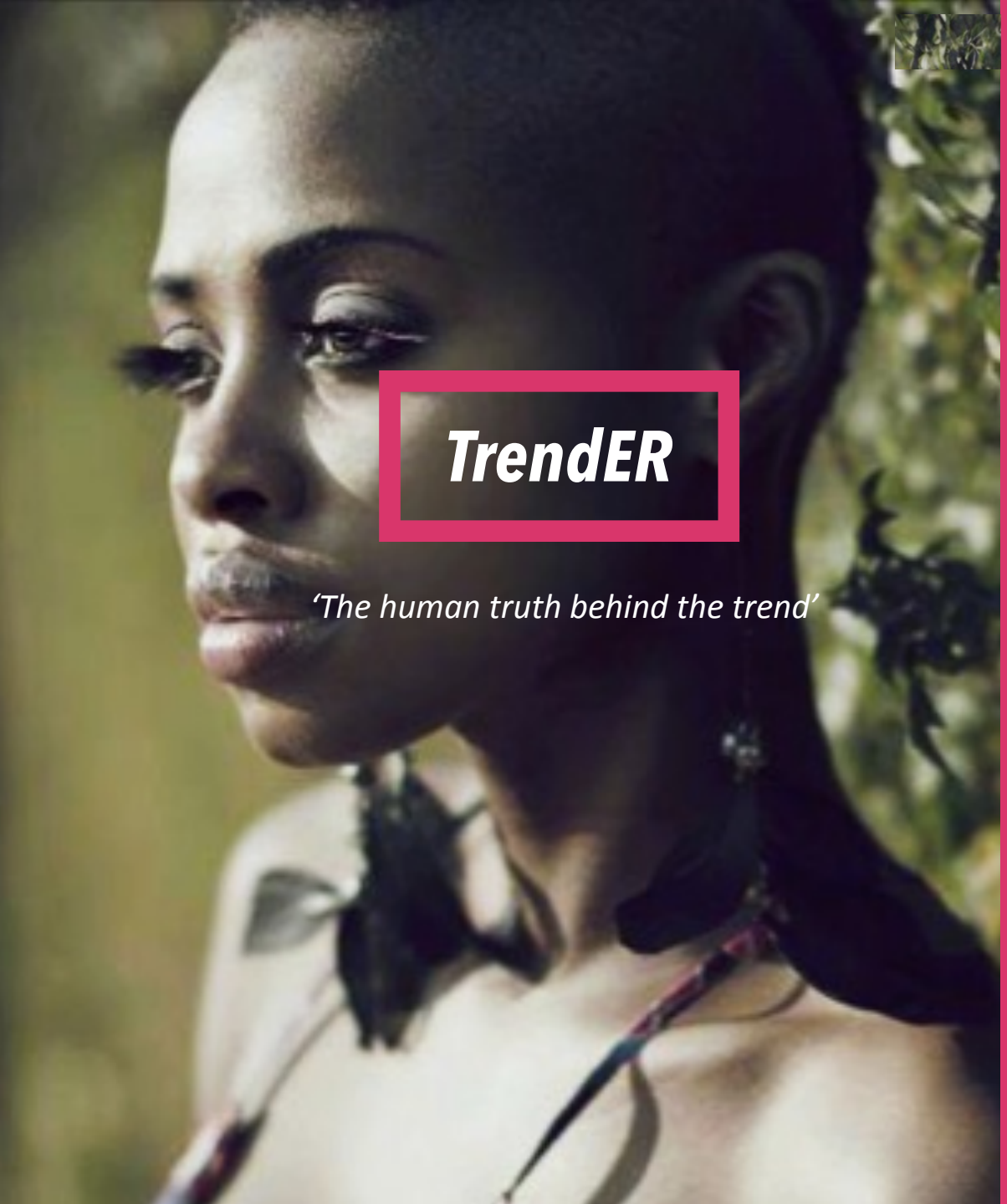

TrendER

'The human truth behind the trend'

Do South African women feel beautiful?

TrendER Insights 2015



Research Methodology

❖ Research
Research was conducted using a sample size of 60 respondents

❖ Digestion
This phase involves the collection of all research data for analysis. In the digestion phase our trend analysts scrutinize all information received in order to export the data into relevant and meaningful insights. This is where we 'unlock the human truth behind the trend'

❖ Report
In the report phase we use the research insights extracted from the second phase to compile a consumer research report. These research reports are the tools designed to help marketers and brands gain a deeper understanding of the consumer market in their path to developing differentiated brand positioning's, impactful communication and campaigns.

Do you feel beautiful?

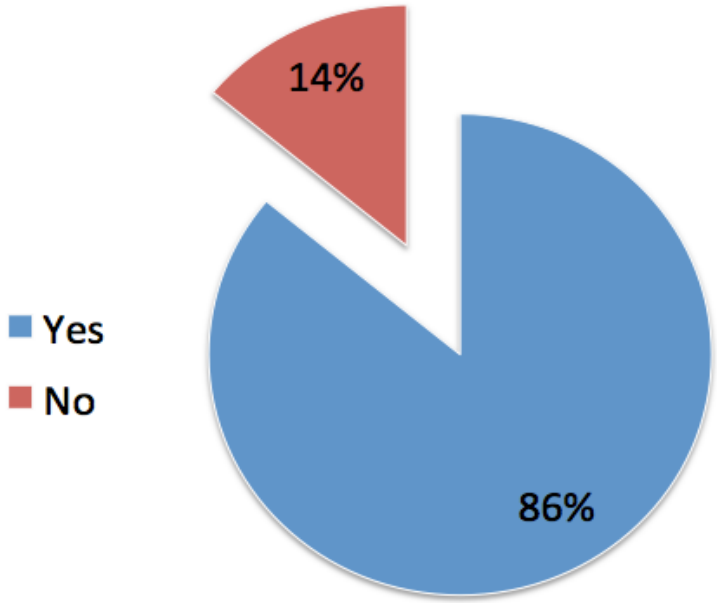

Figure 101: Do you feel beautiful?

Majority of South African women (86%) agree that they do feel beautiful and this is a result of being confident as well as being comfortable with themselves.



The (14%) that did not feel beautiful, stated that it depended on the type of day and their mood. They did not always feel beautiful but didn't considered themselves to be unattractive.



Key insight

The results and responses show us that every woman does indeed feel beautiful in some way or another. However, some do at times seek reassurance.

A key insight to consider in this situation is that beauty for women is not a hard to reach ideal as it is something they already consider themselves to possess.
Therefore when addressing women about beauty, one should focus more on complimenting or enhancing beauty..

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