Introduction

• Even as COVID-19, the cosmetic industry in the US was expected to grow to $559.2 billion in 2020 as well as expected to lose revenue and experience market setbacks (Ender, 2020).

• Known survey responses, surveys suggested that cosmetic-related trends led to or worsen pre-COVID-19 usage but that potential have shown significant changes.

The following research aims to contextualize and explain changes in consumer behavior as it relates to the AfriCosmetics industry. Specifically,

1. The two research questions are: a) Is there long-term consumer's attitude and preferences towards pre-COVID-19? b) What marketing strategies can AfriCosmetics experience during pre-COVID-19?
2. Market requirements may affect any type of cosmetic and partially, facial cosmetic (image 3).
3. The industry, affected by the pandemic and social distancing, has seen new trends. In fact, for the industry especially, the global makeup market grew by 4.9% in 2019 to reach a value of $559.2 billion in 2020. (Ender, 2020). Dynamic changes in the industry influence marketing, elasticity, and strategy—providing new potential growth of $559.2 billion to be recovered by 2020 (Ender, 2020).

In 2019, retail sales of beauty and personal care products in the United States were $559.2 billion (Ender, 2020), p. 196. Additionally, out of the top 50 beauty retailers, Ulta, Sephora, and Ulta comprised 30% of the industry (Wise, 2019).

Because of COVID-19, 2019’s economic structure has decreased by 7.9% and employment by 3.1% in 2020 (Ender, 2020). A great part of this decrease is because beauty, cosmetics, and fragrance sales to both US and Mexico were seen for two months due to COVID-19, resulting in a revenue deconstruction of 9.3% (Kumaran, 2020). In addition, these issues also were faced with the closure of thousands of employers. (Kumaran, 2020).

Market research done by Motiva Marketing stated that the month ending March 14, 2020, compared to the prior year, US cosmetic sales were down 22%, cosmetic applicants were down 39%, and cosmetic giants were down 39% (Global Cosmetic Industry, 2020).

As previously mentioned, many women are trying to stay away from their regular beauty routines amid mask requirements and working remotely (Alvarez, 2020).

Now, many women are righting to a balanced (skincare and focusing on dinosaur routine instead) Chemical, 2000; Crosciello, 2019). Intrinsic, external events are still steering face masks and naturals because of the lack of face masks and selfies (Roffman, 2020; Edwards, 2020).

Overall, women are noticing more accepting of wearing makeup to their daily routines, going for a more natural look, which would have long-term ramifications on the cosmetic industry (Edwards, 2020).

Methods and Measures

The methodology utilized in this thesis research is a quantitative research project based on a survey. This survey was conducted among students and aimed to gather data on 100 female AFUW students enrolled in classes of 9/2/2020.

The survey was sent through Qualtrics to 100 students. The data was gathered through Qualtrics and sent through Excel and SPSS, a statistical analysis software.

Out of the original 960 participants invited, 215.31% started the survey. After removing incorrect surveys, surveys from respondents who did not wear makeup, and surveys from respondents who filled the blanks at random, there were 371 completed surveys used for data analysis.

All of the attitudes, behaviors, and characteristics taken from the best literature. All surveys extended importance of 0.7.

Results

• Everyone started 17.81% expected to return to their regular beauty routines amid mask requirements and working remotely (Alvarez, 2020).

• A majority of participants were white, 70% (N = 1,246) or African American 15% (N = 262).

• School attendance decreases 21.3% (N = 361) of participants were freshmen, 18.5% (N = 334) were sophomore, 23.9% (N = 468) were junior, 21.5% (N = 347) were senior, and 7.9% (N = 147) were graduate students.

Table 1: Comparison in Means for Attitude Factors Between Pre-COVID-19 and Post-COVID-19

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Pre-COVID-19</th>
<th>Post-COVID-19</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attitude</td>
<td>1.0</td>
<td>0.8</td>
<td>0.09</td>
</tr>
<tr>
<td>2. Behavior</td>
<td>0.6</td>
<td>0.5</td>
<td>0.12</td>
</tr>
<tr>
<td>3. Social</td>
<td>0.3</td>
<td>0.2</td>
<td>0.15</td>
</tr>
</tbody>
</table>

- **Cosmetic companies are expected to go back to pre-COVID-19 usage except for face cosmetics.**

- **Consumers are trading in face cosmetics for eye and lip cosmetics, which is concerning because this is shown that lip cosmetics experienced the biggest loss.**

- **Slimmer cosmetics were found for men and important option post, pre, mid, and post-COVID-19.**

- **Price cuts will continue to be the most important factor.**

- **Convenience becomes more important mid- and post-COVID-19.**

Recommendations

- **Creating all campaigns that focus on positive attitudes in cosmetics is a great way to market in this time.**

- **Creating all campaigns that are reliable and sympathetic toward cosmetics are more effective.**

- **Implementing social media ads to boost consumer's interest.**

- **Implementing contactless shopping to make consumers feel safe.**

- **Making options when shopping from home.**

- **Implementing what cosmetic products are in stock for making.**

- **Innovate cosmetics should redirect their efforts to prioritize products.**

- **The results do indicate that high-cost brands should have lower prices.**

- **Incorporating a distant line into each brand.**

- **Exciting news include the following data.**

- **Putting more emphasis on face makeup and more focus on online promotions, online communications, e-commerce, and digital products.**

- **Focus more on natural-looking cosmetics like Bobbi Brown.**

- **Putting digital products in the same axis as美妆 products.**

- **Making data a priority and fail to point consumer's information.**

References


Conclusion

All of the results suggest that cosmetic companies are expected to go back to pre-COVID-19 usage except for face cosmetics. Consumers are trading in face cosmetics for eye and lip cosmetics, which is concerning because this is shown that lip cosmetics experienced the biggest loss. Slimmer cosmetics were found for men and important option post, pre, mid, and post-COVID-19. Price cuts will continue to be the most important factor. Convenience becomes more important mid- and post-COVID-19.

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