

**Motivation**

Engagement/ non-engagement motives

There are a variety of different motives for why people engage online, the top 3 most popular reasons being: to gain information, share information (which also involves answering questions), and to help and support others.

On the other hand, top reasons why people may not engage online includes: Not being passionate in the industry sector (skincare), not having enough time, lack of confidence and knowledge. Although the participants who think they lack confidence and knowledge, they are still quite active in the sector because they post and/or engage with posts in some way or form at least once a month and are not categorized as lurkers. In addition all of them have used skincare for a long period of time (all over 5 years), for this reason there may be a case of imposter syndrome where the participants think they do not know enough and don’t feel good enough to make or share a post as often.

Engagement can be in a variety of different forms but the most popular way of engagement is through reading and watching posts, followed by comments then likes and posting. A majority of the participants also already follow brands or is a member of skincare groups. Those that aren’t members of groups or followers of brands stated that joining or following a brand doesn’t appeal to them, they prefer gaining information without having to join or follow, meanwhile some participants said they were also not aware of skincare groups, and some doesn’t trust online advertising. However, over 80% of users research about products first prior to purchasing them. When asked about what they research for, a majority mentioned that they look at the product’s ingredients, read the product’s reviews, and check prices and available promotions for the best deals.

As suggested by the participants, their online engagement can be boosted through increased brand interactions (between the brand and the customer, eg: reposting of content, replies, partnerships), increased inclusivity, educational and informational posts. Offline engagement through loyalty schemes, events, samples and gifts, informative leaflets and flyers and also new products. Skincare users voted that they prefer pictures over videos with a majority of them liking posts with product demonstrations, informative content, and straightforward and short posts.

When it comes to skincare groups and communities, participants suggested that they are more likely to engage in an open and honest community. When asked what the users like about skincare groups the most popular responses were: supportive community, getting product/brand updates, having conversations with other skincare users, being able to learn more and also read reviews.

Online behaviour vs Offline behaviour

A majority of participants believe they engage equally both online and offline, followed by online more than offline (majority engaging at least once a month), and then engaging offline. 50% of the participants have self-classified themselves as either a lurker or active participant. Those that self-classified themselves as a lurker all mentioned the same reason for not engaging and that is not being passionate about the skincare sector with a few mentioning they don’t have enough time to engage online. These lurkers also stated that they do not post as much as they read posts, this shows that they are still slightly active to certain extent and not completely a lurker.

Judging based on the analysis results, only 3 participants seem to be lurkers as they do not engage at all in the space of 2 months onwards, all having different reasons for not engaging from being afraid to get judged, having problematic skin hence not engaging (confidence issues?), and some even saying the skincare sector is more for females than males. However, all of them research for product information when they are on the lookout for a product, so they are not “forever a lurker”.

Reviews and word of mouth

70% of skincare users leave a reviews, 99% looks at and/or read reviews, and over 60% of participants trust reviews online and are more likely to purchase a product if there are lots of positive reviews on it. A majority said that they are more likely to leave a honest review if they dislike the product. They would also leave a review if they like the product. In addition, 99% of skincare users recommend products to others, most do so online than offline.

When asked what the participants would post about, majority responded that the post would be about whether the product was effective or not, the results of the product, and what they dislike about the product.

**Skincare brands and products**

Reasons why people may purchase the same products and show favouritism towards those particular products include price, effectiveness, vegan/natural and cruelty free, ingredients, and quality. When it comes to openness to trying out new products, most participants prefer to stick to their usual products and routines if they are happy. Those that prefers switching products simply does so because they enjoy trying out new products and finding out products that works for their skin type and also because their skin changes with age.

People mostly found out about the products online through search engines, the brand’s respective website, and Instagram posts and offline through retail stores and supermarkets and also family and friends.

Notes:

Lack of confidence: Participants 10, 4 , 7

Lack of knowledge: participants 10,12, 4

Lack of time: 4

Part. 10 (10 years- posts once a month, engage a few times a week)

Part. 4 (over 40 years, once a month)

Part. 12 (<5 years, engages daily through posts, comments, read etc)

Part. 7 (10 years, posts once a week, and engages daily)

Participant 10, 11, 14, and 17 classified themselves as lurkers.

14: lack of time

10, 14, 17: not passionate

Participant 11 said active in smaller groups but lurk in bigger groups.

10, 14, 17 all engage once a month. 14 and 17 doesn’t post only read

Participants 5, 15, 6 engage once every 2+ months-years.

5 afraid to be judged

15 said they have problematic skin hence doesn’t post (doesn’t want to show skin, confidence issue?)

6 said its more for females