Women's Perception about Beauty online users, aged 18+, living in urban areas

What men think

about women

by Starcom Romania

(%)

about themselves and their appearance? (%) Totally Agee + Agree Neutral Disagree + Totally disagree

When a woman doesn't feel beautiful

In 21st century people pay more

A physically attractive woman is more

Examples of social norms (singers, actors,

models) require the 21st century woman

Beautiful women have more opportunities

Nowadays are accepted more types of beauty

To be attractive is about physical appearance,

but the real beauty comes from inside

A woman is beautiful no matter her age

I believe every woman is beautiful

Beauty is reached through attitude,

I find myself in the persons

mood and other attributes that have

who appear in certain advertisements

Generally, beautiful women manage

I feel the most beautiful when I'm fulfilled

any situation without the use of

and I have everything I want

A beautiful woman is a mother

who takes care of children / family.

the ones making the woman more beautiful.

Totally Agree + Agree

intelligence, humor etc. 🕛

Women VS. Men Vision about Beauty

Both women and men declared that women's inner beauty is more important than the physical appearance, the attitude and mood are

Most women don't describe themselves to others as beautiful, due

to the 21st century examples of social norms which require women

them believe people pay more attention to women's attractiveness.

to be physically attractive, fact that discourages them and make

for women: cosmetics, clothing, perfumes, etc.

nothing to do with physical appearance.

in her own way

25

38

(e.g. natural, extravagance)

attention to women attractiveness

appreciated and wanted by a man

Beautiful and attractive women are more loved by their partners

to be physically attractive 🔼

she is not well in general

What women think

Neutral 37 Women don't consider themselves as beautiful 25

Disagree + Totally disagree 49

Women don't describe themseves to others as beautiful

31

43

and their appearance?

21 21 17

more to beautiful women (above 80% - totally agree + agree): people pay more attention to

inside.

women attractiveness, social norms require the 21st century woman to be physically attractive and attractive woman is more appreciated and wanted by a man. Due to the social norms examples of the 21st century only 25% of the interviwed women find themselves in the persons who appear in certain advertisements for women: cosmetics, clothing, perfumes, etc.

9 out of 10 women have a positive opinion about

women's beauty and how they see themselves:

matter the age, the real beauty comes from the

Some women also believe that the society offers

every woman is beautiful in her own way, no

14

15

13

12 5

13 8

12 6

11 8

7 5

11 7

8 3

8 10

21

27

27

23

37

28

6 3

11

10

10

13

25

24

26

25

86% of men agree that every woman is beautiful in her own way.

extravagance). The beautiful women advantage was pointed out by men also: beautiful women are more appreciated and wanted by a man and have more opportunities (80%- totally agree + agree).

Men believe in greater extant than women that a mother who takes care of her children/family is the most beautiful woman. Women don't consider themselves as beautiful Women don't describe themseves to others as beautiful When a woman doesn't feel beautiful she is not well in general In 21st century people pay more attention to women attractiveness A physically attractive woman is more appreciated and wanted by a man

Examples of social norms (singers, actors, models) require

Beautiful and attractive women are more loved by their partners

Nowadays are accepted more types of beauty (natural, extravagance)

To be attractive is about physical appearance, but the real beauty

the 21st century woman to be physically attractive

Beautiful women have more opportunities

comes from inside A woman is beautiful no matter her age I believe every woman is beautiful in her own way Beauty is reached through attitude, mood and other attributes that have nothing to do with physical appearance. Generally, beautiful women manage any situation without the use of intelligence, humor etc.

I feel the most beautiful when I'm fulfilled and I have everything I want A beautiful woman is a mother who takes care of children / family.

How would you Describe

a Beautiful Woman?

Self-Description

pretty, beautiful and good looking.

and voluptuous.

60%

50%

40%

30%

20%

10%

Normal

Women vs. Men vision (%) For women a beautiful woman is someone that trust herself, The make up intelligent, her entire appearance has an impact on others and knows how to dress. While men describe a beautiful Happiness woman as kind and intelligent,

with a good sense of humor, that knows when to reveal her Kindness sexiness. Trust in themselve

Most women describe themselves as normal, cute, feminine and pretty.

Young women are the most self-aware of their appearance (18-24 y.o.):

her", "for her inner beauty" and " she is intelligent". Do you find the woman next to you beautiful/attractive?

I don't know ----

Are you happy

appearance?

Very happy+ Happy

with your

themselves.

(%)

The way I see Myself vs.

Men don't expect for women to have all these

satisfaction percentages. Is just a pressure that

nowadays women add on their shoulders by

When looking in the mirror most women are happy with their mouth, height and shape of

their face. And are the least happy with their

perfect physical qualities, as we notice their

importance scores are lower than women's

What is important for Him

Cute

to them is beautiful/attractive.

9 out of 10 men declared that the woman next

Top reasons mentioned are: "is a beautiful

woman", "is the ideal woman for me", "I love

Feminine

Men's Perception about their Women

Pretty

How important are for

aspects in a woman's

Very important + important

you the following

appearance?

(%)

eyes and weight. What are main physical women attributes important for men? On first place the eyes, followed by their skin, mouth, hair and weight.

Am I satisfied with my life?

Very satisfied + Satisfied

For 8 out of 10 women, their family or their

highest satisfaction in their life, especially for

relationship are the aspects that bring the

those between 45-54 y.o.

100%

80%

60%

40%

20%

Friends Health Family relationship Lifestyle aspects that make a woman feel Beautiful Very important + Important At the end of the day being beautiful is not about how others see you, but how you feel and

glow from inside.

To like what they see

in the mirror

To be in good

physical shape

To be appreciated at work

Top 7 lifestyle aspects (%) To feel loved 96 To do what they like 95 To take care of themselves 95

92

90

89

To have a 88 relationship/mariage Feeling as a Beautiful Woman: The way I am VS. Looking for validation

7 out of 10 women believe is important to feel

beautiful/attractive, especially young women

Half of the interviewed women look for

Products that makes

Me feel Physically Attractive

validation from other persons.

(18-34 y.o.).

Make-up

Shoes

Hair dye

attractiveness.

Current actresses

/local or

foreign stars

Influencers

(e.g. bloggers,

vloggers)

50%

40%

30%

20%

10%

Face care products

Clothes, perfume and make-up are top 3 products that make women feel physically attractive. Top 6 products (%) 65 Clothes Perfume 60

48

38

32

In the end, appearance does matter 7 out of 10 women would like to change something regarding their physical appearance. More than half of these women would like to change their weight and body shape. Currently would you like to change something at your physical appearance? 4% • I don't know ----

That Kind of Beauty 4 out of 10 women declared that they don't believe/have a beauty model, most probably related also with the fact that they don't identify themselves with advertisement characters. Most of those who have a person they admire mentioned local or foreign stars, these being current examples of social norms for physical

Body care products (skin tan, body lotion, highlight products) don't have the same effect on making them feel beautiful. 58 66 69 61 58 68 62 53 38 47 49 50 38 48

40 37 37

While more mature women admire regular people such as a friend, young women tend to follow influencers (e.g. bloggers and vloggers) for beauty and fashion advices.

18-24

35-44

All Sample

25-34

45-54

My friend

tenului Buzele Forma parul plus **Sa Dantura si ^{Multe} SCHIMBA** la Ridurile Mentalitatea Greutate _{Dupa} vrea Părul mă tonusul m-am Talia Să sanii sani parului minus expresie,cearcane mai slăbesc Totul corpului Kilogramele Nasul Over 55

More than 8 out of 10 men declared that beauty is not defined by age, neither by physical appearance and that nowadays are accepted more types of beauty (e.g. natural,

Women 20% 26% 54% 46% 64% 70% 87% 73% 83% 80% 82% 79% 49% 51% 78% 80% 88% 81% 88% 82% 89% 83% 91% 86%

75% 68% 45% 52% 80% 73% 67% 73%

The way they dress Face Their entire appearance [m]m]Inteligence

Women between 25-54 y.o. describe themselves as pretty, sophisticated 18-24 25-34 35-44 All Sample 45-54 Over 55 Good looking Beautiful Sophisticated Gorgeous Special Voluptuous Sexy Why do you consider she is beautiful? Deoarece da

deșteaptă

doresc ne atrage

iubește contează inteleapta

stiu

SIMT el ani ceea

la suflet asta tot mult

ce cea

prin Fiindcă bine

simplu frumusetea

persoana Sufletul

li frumusete din

Frumusețea felul bună inteligenta femeie

vedere când

fizic ci

atras conteaza

percep parerea trebuie interior se succes vad

cred bărbaţii

mea

Mouth

Life partner/

boyfriend

relationship

shape.

91 98 98

92 94 98

89 96 95

92

82 92 92

78 94 91 93

growth

Less important for them is to look better than

Bottom 7 lifestyle aspects

85

81

68

43

39

33

86 To have professional success

To have financial success

To have close

friends/trustworthy

To have their own style

To receive compliments

about the way they look

To have trendy outfits

To look better than other persons I know

86 89

84

59 72 65

47 50 45

others, have trendy outfits and receive

compliments about the way they look.

8

9

(10)

(11)

(12)

(13)

(14)

36

Beautiful

42%

19%

9%

2%

23 26

19

(1)

(2)

3

(4)

(5)

6

 $\overline{7}$

Very important ------

Somewhat important

Less important

At all important

Important

bun fiecare

frumoase pe arata cand toate totul

60 Weight 45 68 Eyes Nose Skin The shape of your body Hair The shape of your face Height 90 To young women (18-34 y.o.) satisfaction comes 18-24 All Sample from being around friends and being healthy. 35-44 25-34 For mature women (45-54 y.o.) main aspects 45-54 Over 55 they are satisfied with are: family, health, life partner/boyfriend relationship, professional growth, beauty and financial success. **Professional** Beauty Attractive **Financial** Developing their own interests appearance success and skills The most important aspect that makes a woman All Sample 18-24 feel beautiful is to be loved, followed by to do 25-34 35-44 45-54 what she likes, take care of herself, like what she Over 55 sees in the mirror and be in good physical

Looking for validation 29% 28% 17% 5% Clothes and make-up were mentioned in higher 18-24 All Sample extent by young women (18-24 y.o.), while 25-34 35-44 perfume more by mature women (45-54 y.o.). Over 55 45-54 Bottom 6 products (%) 31 Hair care products

Jewels

Nail products

Highlight skin products

Body lotion/cream

Skin tan products

grasimea pentru la ten' Aș și câteva nastere în corporala Corpul Supletea Tenul adauga TUNSOAREA macar nasului buza slaba Fata nu muscular släbi Coafura de

/ studies

31 25 15 What would you like to change?

tratamente machia jos din mult noua Aspectul meu rămasă culoarea

ochilor_scap Înălțimea

I don't Someone else I don't know have beauty models

Ask for details from consumer@starcomww.com

A relative

(mother,

aunt, big sister)

A colleague

of work