

How packaging designs of cosmetics affect female consumers' purchasing behavior?

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<p>Abstract:</p> <p>The topic of the thesis is “How packaging designs of cosmetics affect female consumers’ purchasing behavior?” Its aim is to identify whether female consumers are attracted by packaging designs of cosmetics, and how packaging designs of cosmetics affect different female consumer groups. Research question is: “If packaging of cosmetics affects which cosmetics females prefer when they buy cosmetics? And if so, is this preferences related to age and income?” To answer this question, the author uses data collection---questionnaire to investigate this topic. Limitations of the thesis concern nationalities and age groups. Due to questionnaires is distributed in Finland and Arcada University, the author find that most respondents are Finnish and young people, thus, results of minority groups may be not very accurate. The main theories are characteristics affecting consumer behavior, segmenting consumer markets, product and packaging design, and international product decisions. Results of the thesis are most female consumers think packaging design of cosmetics are important, and they will buy good-looking packaging cosmetics. Different nationalities and age groups of female consumers prefer different styles. Most consumers think that it would be best to spend the lowest cost on packaging; however, the higher monthly incomes, the greater proportion of high acceptable cost on packaging design.</p>	
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CONTENTS

1	Introduction.....	6
1.1	Background.....	6
1.2	Motivation.....	7
1.3	Research question.....	7
1.4	Scope and limitation of the thesis.....	8
1.5	Thesis structure.....	8
2	Theoretical framework.....	9
2.1	Characteristics affecting consumer behavior.....	9
2.1.1	<i>Cultural factors.....</i>	<i>10</i>
2.1.2	<i>Social factors.....</i>	<i>11</i>
2.1.3	<i>Personal factors.....</i>	<i>13</i>
2.1.4	<i>Psychological factors.....</i>	<i>14</i>
2.2	Segmenting consumer markets.....	16
2.2.1	<i>Geographic segmentation.....</i>	<i>16</i>
2.2.2	<i>Demographic segmentation.....</i>	<i>17</i>
2.2.3	<i>Psychographic segmentation.....</i>	<i>18</i>
2.2.4	<i>Behavioral segmentation.....</i>	<i>19</i>
2.3	Product and packaging design.....	21
2.4	International product decisions.....	22
3	Methods.....	23
4	Primary research analysis.....	24
4.1	Characteristics of the respondents.....	24
4.2	Attitudes of respondents for packaging design.....	26

4.3	Relationship between characteristics of the respondents and attitudes of respondents for packaging design.....	32
4.4	The deepest impression of packaging design in existing cosmetics packaging to consumers.....	39
5	Results.....	41
5.1	Cultural factors & geographic segmentation (nationalities).....	41
5.2	Age.....	42
5.3	Group & family.....	43
5.4	Economic circumstances & income.....	44
5.5	Psychological factors & behavioral segmentation.....	44
5.6	Packaging design.....	45
5.7	International product decisions & occasions.....	46
6	Conclusion.....	47
	References.....	49
	Appendices.....	51

Figures

Figure 1. Factors influencing behavior.....	9
Figure 2. Respondents by age groups.....	24
Figure 3. Respondents by different nationalities.....	25
Figure 4. Respondents by income (per month).....	26
Figure 5. Respondents' purchasing factors.....	27
Figure 6. Importance of packaging design.....	28
Figure 7. Attracted by packaging?.....	28
Figure 8. If consumers are attracted by good-looking packaging, would they like to buy this cosmetic?.....	29
Figure 9. Packaging styles.....	30
Figure 10. Usage of good-looking packaging.....	31
Figure 11. Acceptable cost of packaging.....	31
Figure 12. Relationship between age groups and purchasing factors.....	33
Figure 13. Relationship between nationalities and purchasing factors.....	34
Figure 14. Relationship between age groups and packaging styles.....	35
Figure 15. Relationship between nationalities and packaging styles.....	37
Figure 16. Relationship between income and acceptable cost of packaging.....	38

1. INTRODUCTION

1.1. Background

Cosmetics are necessities for women. Cosmetics include skin care products and makeup products (<http://en.wikipedia.org/wiki/Cosmetics>). Some women use skin care products only, and some women use both skin care products and makeup products. There are many brands and types of cosmetics on the market and female consumers have many options. Some female consumers buy cosmetics because of brand, some buy cosmetics because of price, some buy cosmetics because their friends' recommendations and others buy cosmetics because of packaging design.

Nowadays, on the competitive market, a good packaging design is the key component of successful sales. The purpose of packaging designs is to stimulate consumers buying the cosmetics. Even if consumers do not buy the cosmetics, a remarkable packaging design could also make a deep impression to the consumers. Packaging design stands for the image of a brand, some good and special packaging designs could make consumers remember their product and pay further attention to the brands. Therefore, there are many special packaging designs of cosmetics especially perfume. The author considers that special packaging designs could catch the attention of consumers.

Packaging is also a good advertising for cosmetics. Packaging designs have a very intuitive effect. Consumers will look at each product at a very short time when they are searching a wide range of cosmetics. Therefore, packaging designs must attract consumers' attention, companies and enterprises should understand how to apply pattern and color, and they should also know consumers' preferences. Packaging of cosmetics should have own innovation and style but also need to cater to the marketing strategies and restrictions of sales environment.

Therefore, this thesis investigates and analyzes consumers' purchasing behavior. As people know, different interests and preferences of consumers based on different nationalities, different age groups, different personalities, etc, therefore, the author researched and analyzed the psychology of consumers and what kind of packaging designs of cosmetics could catch the attention of consumers.

1.2. Motivation

As we know, cosmetics are very important for women; so packaging designs are also very important for cosmetics. If the cosmetics could make women's exterior more beautiful, then the good packaging designs of cosmetics could capture women's inner hearts. The author and her friends are always attracted by good packaging designs of cosmetics. Thus, the author would like to know whether other female consumers are attracted by good packaging designs of cosmetics or not, and how packaging designs of cosmetics affect different female consumer groups.

The author considers that companies and enterprises should understand the different preferences of different female consumers, then companies and enterprises could design good packaging to be outstanding among similar products and win their competitors. Therefore, the author would like to study about packaging designs of cosmetics influence on female consumers' purchasing behavior.

1.3. Research question

If packaging of cosmetics affects which cosmetics females prefer when they buy cosmetics? If so, is this preference related to age and income?

1.4. Scope and Limitation of the Thesis

The limitations of the thesis concern nationalities and age groups. The author had expected the investigated target was female consumers of different nationalities and different age groups. However, since the questionnaires were distributed in Finland, the author found from returned questionnaires most respondents were Finnish. In addition, due to most questionnaires were distributed in Arcada, so most respondents were in the age group between 21 years old and 30 years old. Therefore, the numbers of respondents who were different nationalities except Finnish and different age groups except the age group between 21 years old and 30 years old are not big enough, the answers of respondents' attitudes may not be very accurate. Hence, the author put the small numbers of different nationalities' respondents in one continent together to analyze. These are the limitations of this thesis.

1.5. Thesis structure

The whole thesis includes six parts: introduction, theoretical framework, methods, analysis, results, and conclusion. The first chapter is introduction; it expounds on background, motivation, research question, scope and limitation, and structure of the thesis. The second chapter is theoretical framework; it is based on review of secondary materials to provide the necessary theoretical knowledge in the thesis. The third chapter is methods; it explains what method is used and how the method is used when doing the thesis. Analysis is the fourth chapter; it analyzes the collected data, and could make readers clearly to understand relationship among data by diagrams. The fifth chapter is results; it combines results of analysis with theory to summarize. Conclusion is the last chapter; it summarizes the whole thesis based on research question.

2. THEORETICAL FRAMEWORK

2.1. Characteristics affecting consumer behavior

When consumers purchase something, they are influenced by cultural, social, personal and psychological characteristics (Philip Kotler *et al.* 2005 p. 256). In other words, while they are purchasing something they consider their own culture, their social status, lifestyle, as well as other factors. Therefore, if marketers want to be successful, they should understand these characteristics and satisfy different needs of the consumers.

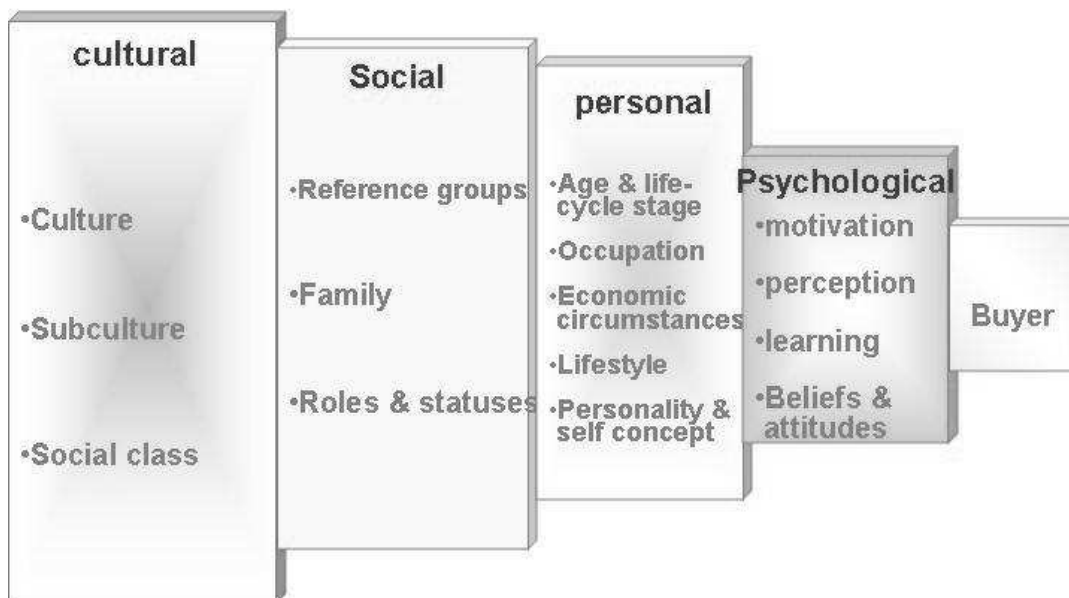


Figure1: Factors influencing behavior (source: <http://www.mbaknol.com/marketing-management/consumer-behaviour-and-factors-influencing-buyer-behavior/>)

2.1.1. Cultural factors

Cultural factors which include culture, subculture and social class are very important issues affecting on consumer behavior (Philip Kotler *et al.* 2005 p. 256).

- **Culture**

As the most basic factor that affects consumer behavior, culture can be defined as a person who contacts basic traditions, taboos, values, attitudes, perceptions, wants, and behaviors from the family and society since childhood to grow up (Philip Kotler *et al.* 2005 p. 256).

In addition, aesthetics represents beauty, good taste, or an appreciation of color and form. Marketers must understand the positive and negative aspects of the packaging design of products. Furthermore, marketers also should try to recognize the local preferences and tastes, and develop the products to tailor local preferences. (David Jobber & Geoff Lancaster 2000 p. 249)

Marketers also need to be acquainted with cultural shifts, and imagine new products to satisfy consumers. Cultural shift also represents the complexity of consumer behavior and international variety. (Philip Kotler *et al.* 2005 p. 257)

- **Subculture**

Subculture can be defined as a group of people share value systems due to common life experiences and situations; subcultures include nationalities, religions, racial group and

geographic regions (Philip Kotler & Gary Armstrong 2008 p. 131). For example, there are different preferences and taboos of patterns and colors in different nations and religions. So subcultures cannot be ignored. Many clever marketers often design products based on subcultures factor to tailor different needs of consumers (ibid).

- **Social class**

The people of social classes share similar values, interests and behaviors (Philip Kotler *et al.* 2005 p. 258). The social class is determined by the combination of occupation, income, education, wealth, and other various aspects (Philip Kotler & Gary Armstrong, 2008 p. 134). The expensive and top brands are status symbols. That is to say, the richer and higher status the consumers are, the more expensive brands they would purchase.

2.1.2. Social factors

Social factors which include groups, family, roles and status can affect consumer responses. Therefore, marketers also need to design their strategies based on social factors. (Philip Kotler *et al.* 2005 p. 259)

- **Groups**

Membership groups technically can be defined as certain amount of people that have direct influences to each other and belong to actual groups. The regular but informal interactions are called primary groups, such as family, friends, neighbors and fellow workers. Moreover, the secondary groups show more formality but have less regular interaction, such as religious groups, professional associations and trade unions. (Philip Kotler *et al.* 2005 pp. 259-260)

Reference groups, also called leader or model groups, can be defined as certain amount of people that have direct or indirect influences on attitudes and behavior among each other. (Philip Kotler *et al.* 2005 p. 260)

- **Family**

Sometimes, family that can also be called a primary reference group, along with family and marital status might also play an important role in consumer behavior (David Jobber & Geoff Lancaster 2000 p. 46). There are two types of families, one is family of orientation, and the other is family of procreation. The first type, family of orientation means parents give their children an orientation that including religion, politics and economics, and a sense of personal ambition, self-worth and love. However, the second type, family of procreation means the purchasing behavior has a more direct influence by spouse and children. Furthermore, the majority of wives purchase for their families; such as food, household products and clothing. But if it involves expensive products, husbands and wives usually make joint decisions. (Philip Kotler *et al.* 2005 pp. 261-262)

In addition, there are five consumers' purchasing roles. These are the initiator who is the person first has suggestions or ideas about buying something; the influencer means the advices of a person could influence purchasing decision; the decider is the person who finally makes decisions to buy or not; the buyer is the person who really buys; the user is the person who uses the product, in many cases the user is not the buyer. (Philip Kotler *et al.* 2005 p. 262)

- **Roles and status**

A person has different positions in the family, group, company and organizations. Different roles and society status of a person will influence his or her purchasing behavior, people usually buy suitable goods for their roles and status. (Philip Kotler & Gary Armstrong 2008 p. 139)

2.1.3. Personal factors

Personal factors which consist of buyer's age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept also influence consumer behavior (Philip Kotler *et al.* 2005 p. 262).

- **Age and life-cycle stage**

People purchase different goods and services largely depending on their ages and life-cycle stages. Furthermore even if life-cycle stages are same, shifting lifestyles will also lead to decline of purchasing some products and growth in others. (Philip Kotler *et al.* 2005 pp. 263-264)

In addition, psychological life-cycle stages also affect purchasing behavior. People experience passages and transformations in their lives, some transformations could stimulate people's purchasing interests. (Philip Kotler *et al.* 2005 p. 264)

- **Occupation**

Different occupational groups have different demands. Marketers should research their different interests, and specialize in providing products to satisfy different needs according to their occupation. (Philip Kotler *et al.* 2005 p. 265)

- **Economic circumstances**

Various economic situations of different people can influence their purchasing behavior. If a person has a high income, he or she is able to purchase relatively more expensive goods and luxury; however in contrary, if a person has a relatively low income, he or

she will purchase reasonably economical goods. And if economic indicators show there is an economic recession, marketers should consider re-pricing the products. (Philip Kotler *et al.* 2005 p. 265)

- **Lifestyle**

Lifestyle is a person's living mode, including activities, interests and opinions (Philip Kotler *et al.* 2005 p. 265).

Once, RISC research agency of Paris investigated to know how social changes affect market trends. They found that there are six types of people: the traditionalist, the homemaker, the rationalist, the pleasurer, the striver, and the trend-setter. (Philip Kotler *et al.* 2005 pp. 266-267)

- **Personality and self-concept**

Each person has his or her unique personality, and the unique characteristic affects his or her purchasing behavior. The personality includes self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness. Based on personality, marketers could analyze consumer behavior for certain product or brand selection. The basic self-concept is possessions of people that reflect their identities. Marketers should be aware of the relationship between consumer self-concept and possessions. (Philip Kotler *et al.* 2005p. 268)

2.1.4. Psychological factors

Consumer behavior is also affected by four important psychological factors: motivation, perception, learning, as well as beliefs and attitudes (Philip Kotler *et al.* 2005 p. 268).

- **Motivation**

There are some different human needs, such as physical needs, like hunger, thirst or discomfort; and psychological needs, like recognition, esteem or belonging. Motivation is a need that people seek satisfaction. (Philip Kotler *et al.* 2005 pp. 268-269)

- **Perception**

We learn information by five senses: sight, hearing, smell, touch and taste (Philip Kotler *et al.* 2005 p. 273). And perception is the complex process of selecting, organizing and interpreting the sensory information (David Jobber 2001 p. 74).

In addition, there are three perceptual processes: selective attention, selective distortion and selective retention. Selective attention means people screen out the information that they are most interested in. In other words, marketers should work hard to catch the attention of people (Philip Kotler *et al.* 2005 pp. 273-274). Furthermore the attention can be influenced by size, color and movement of a stimulus (David Jobber 2001 p. 74). Selective distortion occurs when people distort the message that their existing beliefs and attitudes. Moreover, color also affects interpretation. For example, blue and green are felt cool and security; red and yellow are felt warm and cheerful; black is regarded as a symbol of strength. Thus, consumer behavior can be influenced by using suitable color in packaging design (David Jobber 2001 pp. 74-75). Selective retention means people retain memories that support their attitudes and beliefs (Philip Kotler *et al.* 2005 pp. 274).

- **Learning**

Learning can be defined as changes in people's behaviors due to their long-term memories and experiences. The interplay of drives, stimuli, cues, responses and reinforcement could make learning occur. In addition, if a new company enters the market, it can ap-

peal to a same drives and provide a same cues with its competitors, because consumers like changing their mind among similar brands; this is generalization. However, if a new company enters the market, it designs its brand to appeal to different drives and provide strong cues to transform brands; this is discrimination. (Philip Kotler *et al.* 2005 p. 274)

- **Beliefs and attitudes**

A belief means a person holds or believes about something (David Jobber 2001 p. 78). Marketers pay attention to the beliefs, because the beliefs make up product and brand images that influence consumers' behavior. An attitude means a person is always favorable or unfavorable evaluations, feelings and tendencies for an object or idea. Attitudes are difficult to change, so marketers should try to make the products fit for existing attitudes instead of changing attitudes. (Philip Kotler *et al.* 2005 pp. 274-275)

2.2. Segmenting consumer markets

As we know, market cannot be segmented by a single way. We could segment a market into different parts, such as geographic, demographic, psychographic and behavioral variables. (Philip Kotler *et al.* 2005 p. 398)

2.2.1. Geographic segmentation

Geographic segmentation also consists of different units, such as nations, states, regions, countries, cities or neighborhoods. So a company should understand the geographical

differences in needs and wants. Moreover, climatic differences also generate different lifestyles. (Philip Kotler *et al.* 2005 p. 398)

Many companies alter their products, advertising, promotion and sales efforts to fit the needs of different nations, regions, cities, etc. (ibid).

2.2.2. Demographic segmentation

Demographic segmentation is about population features (Terence A. Shimp 1997 p. 74). The population features include age, gender, sexual orientation, family size, family life cycle, income, occupation, education, religion, ethnic community, race and nationality. Demographic segmentation is very important, because consumer needs, wants and usage rates often change with demographic variables, and the demographic variables are easier to measure. (Philip Kotler *et al.* 2005 p. 400)

- **Age**

Consumers of different ages have different needs and wants (Michael R. Solomon 1996 p. 13). But as people grow older, their needs and wants also change. Therefore, based on consumers' different age groups and life-cycle segmentation, some companies offer different products to cater for them (Philip Kotler *et al.* 2005 p. 400).

- **Ethnic segmentation**

Nowadays, because of globalization, more and more people study, work and live abroad. In other words, mixed ethnic groups in many countries are easily seen. Thus, sheer numbers is the main reason that ethnic minorities are noticed, and marketers cannot ignore the large number of ethnic minorities (Robert Rugimbana & Sonny Nwankwo

2003 p. 27). Consequently many companies could develop new opportunities that offering various products to tailor different racial and ethnic groups (Michael R. Solomon 1996 p. 16). There are all manner of products for multi-ethnic communities in the market, such as clothes, music, cosmetics and many others. Moreover, the communities also develop businesses that beyond their own ethnic borders. (Philip Kotler *et al.* 2005 p. 401)

- **Gender**

Many products are differentiated by gender (Michael R. Solomon 1996 p. 13). Gender segmentation is usually used for clothing, hairdressing, cosmetics and magazines. Male and female have different viewpoints, such as color, pattern and some else, therefore marketers always improve their products design and quality as well as advertisings and define different strategies to attract men and women. (Philip Kotler *et al.* 2005 p. 401)

- **Income**

Income segmentation often shows on vehicles, clothing, cosmetics as well as travel styles. Some companies target wealthy consumers with luxury products and convenient services. While some companies do not target the top-income group of people, they focus on normal consumers. Thus, different income groups should be satisfied by different tactics. (Philip Kotler *et al.* 2005 p. 402)

2.2.3. Psychographic segmentation

Psychographic segmentation can be separated by social class, lifestyle or personality characteristics. Even people are in the same demographic group, they also can have different psychographics (Philip Kotler *et al.* 2005 p. 403). The psychographics represent activities, interests, and opinions of different consumers (Terence A. Shimp 1997 p. 93).

- **Social class**

Social class influences the choices of vehicles, clothes, home furnishings, leisure activities, reading habits, etc. Many companies design products or services to appeal different social classes. (Philip Kotler *et al.* 2005 p. 403)

- **Lifestyle**

The lifestyles of consumers could influence their interests in goods, according to this marketers divide their markets by different lifestyles of their buyers (Philip Kotler *et al.* 2005 p. 403). This segmentation is based on the living of people which relates to their activities, interests and opinions (David Jobber 2001 p. 192).

- **Personality**

Marketers should give their products personalities that accord with consumer personalities. For instance, the products such as cosmetics, cigarettes, insurance and alcohol can be segmented by personality. (Philip Kotler *et al.* 2005 pp. 404-405)

2.2.4. Behavioral segmentation

Behavioral segmentation separates consumers by their knowledge, attitudes, uses or responses to a product (Philip Kotler *et al.* 2005 p. 405).

- **Occasions**

Occasion segmentation divides the market into groups according to occasions to purchase, or the use of the purchased products. Occasion segmentation can help marketers to promote usage of goods. For example, during festivals, marketers can provide festival-related goods, such as drinks, special lights, costumes, etc. (Philip Kotler *et al.* 2005 p. 405)

- **Benefits sought**

A strong segmentation separates buyers according to the different benefits that they seek from the goods. People look for the main benefits in the product class, and different people look for different benefits and effects. In brief, companies could use benefit segmentation to explain why consumers should buy their goods, analyze the important characteristics of their brands, state how they deal with competitors, and also could search for new benefits. (Philip Kotler *et al.* 2005 pp. 405-406)

- **User status**

Some marketers divide consumers into non-users, ex-users, potential users, first-time users and regular users of products. Potential users and regular users may require different kinds of attraction. Moreover, the market position of a company may also affect the marketing strategy of the company. For instance, larger company will intend to attract potential users, but smaller firms will focus on retaining current users. (Philip Kotler *et al.* 2005 p. 406)

- **Buyer-readiness stage**

Buyer-readiness stages mean the stages that buyers pass through on their way to purchase, including awareness, knowledge, preference, conviction (Philip Kotler *et al.* 2005 p. 408).

2.3. Product and packaging design

Product style and design also attract consumers. Some companies manufacture their products in concentration on outstanding style and design. However, some companies lack a “design touch”, their product designs are not good enough or common looking. As everyone knows, good design can catch the attention of consumers and create strong competitiveness in the target market. Thus, product design is very important to marketers. (Philip Kotler *et al.* 2005 pp. 546-549)

In addition, packaging could also affect consumer behavior. Packaging involves designing and producing container or wrapper for goods. And the package includes the primary container, like the tube of toothpaste and the bottle of perfume; the secondary package is thrown away when the product is used, like wrapping paper; and the shipping package which uses for transportation to store. (Philip Kotler *et al.* 2005 p. 550)

Nowadays, many companies recognize packaging is also an important marketing tool (Philip Kotler *et al.* 2005 p. 550). Sometimes a small packaging could make a big difference (Philip Kotler & Gary Armstrong 2008 p. 226). Good packaging can catch the attention of consumers in this competitive market. Hence, manufactures should use well-designed packaging to highlight their goods. If a new product will enter market, the company must make many decisions. Firstly, the company should define the main functions of packaging that protect its products, state its qualities, the brand or company. Then, the company should design the packaging that covers specific elements, such as size, shape, materials, color, pattern, text and brand mark. (Philip Kotler *et al.* 2005p. 550)

Sensory system includes vision, smell, sound, touch, and taste. Vision embodied in advertising, store design, and packaging. Color is a symbol and sometime stands for cultures. For some countries, the packaging must be careful on color selections. Different

colors can evoke good and bad feelings in the packaging design. For instance, red, white and blue means patriotism for Americans and French people, while red makes people feel arousal; blue makes people feel relaxing. In addition, the color selections are also influenced by trends; sometimes consumers follow the fashion trends in selecting colors. (Michael R. Solomon 1996 pp. 58-66)

2.4. International product decisions

International marketers must determine what products enter in which countries, and whether the products standardize or adapt the international markets. In addition, consumers all over the world have their own cultures, attitudes and purchasing behaviors. International marketers also face the challenges of different packaging standard. Consumers around the world also have their different packaging preferences. For instance, Europeans tend to efficient, functional, recyclable boxes with understated designs. However, some Asian, like Japanese and Chinese, often use well-designed packaging as gifts to present to their families, friends as well as business partners. In brief, companies must know different wants of the consumers from different countries, design suitable products and packaging to attract consumers and win the competitors. (Philip Kotler *et al.* 2005 p. 569)

3. METHODS

In this study, the methodology used in the investigation was a two-page questionnaire. For the primary research questions, the questionnaire would be the best tool to survey different female consumers' preferences. The questionnaires were conducted on sample of 120 respondents in April 2011 in Helsinki. All the questionnaires were distributed in three days, and all 120 questionnaires were returned, there was 0% loss. The women who surveyed cover different age groups and different nationalities. The author spent three days to distribute questionnaires. At first, the author planned to distribute 60 questionnaires in flourishing area, like city-center; and distribute 60 questionnaires in Arcada. Thus, survey would cover different age groups, as well as cover different nationalities. However, in fact, the author found that it was difficult to distribute questionnaires in flourishing areas, many people did not have time to fill questionnaires, so the author collected 35 questionnaires in central railway station on the first day. And on the second day and third day, the author distributed questionnaires at Arcada; the author distributed questionnaires to schoolgirls as well as female teachers, there were 85 questionnaires were collected in Arcada.

Questions in the questionnaire were related with the theoretical framework, and the questionnaires were only available in English version. The questionnaire form can be found in the appendices of the thesis.

4. PRIMARY RESEARCH ANALYSIS

4.1. Characteristics of the respondents

The respondents are segmented by different age groups, different nationalities, and different income per month. Here, the author analyzed different age groups, different nationalities, and different incomes by diagrams.

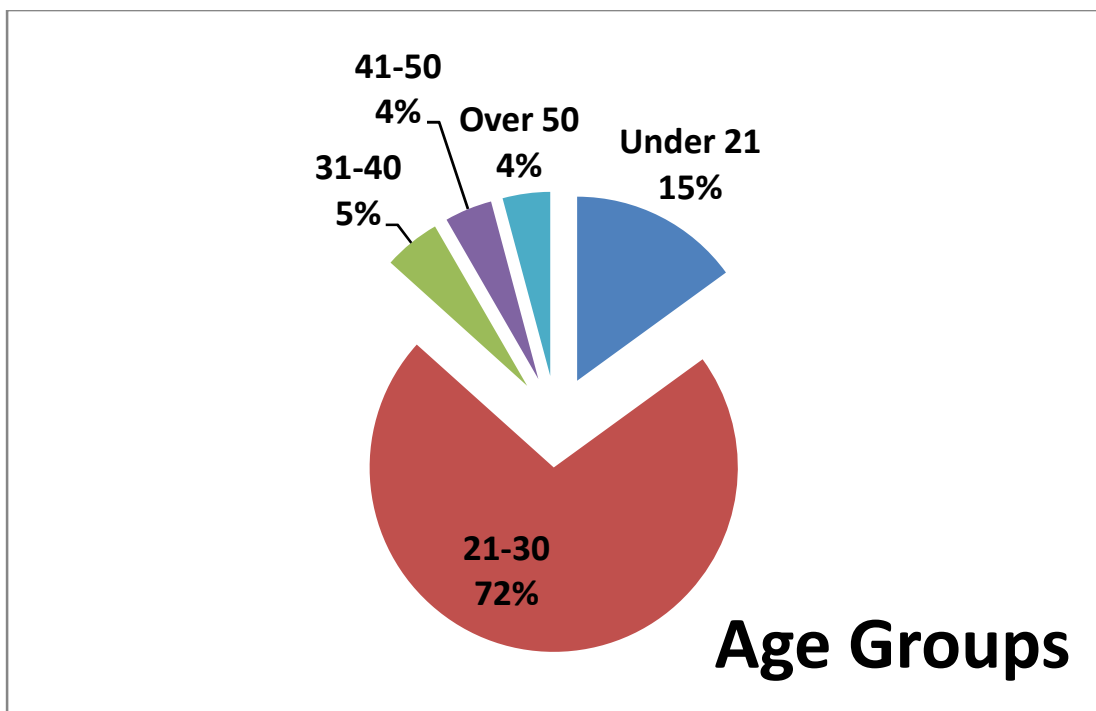


Figure 2 - Respondents by age groups

The age groups of respondents are shown in Figure 2. In this investigation, the ages of respondents were separated into five groups: under 21-year-old, between 21-year-old to 30-year-old, between 31-year-old to 40-year-old, between 41-year-old to 50-year-old, and over 50-year-old. There were 86 respondents were between 21-year-old to 30-year-old, this age group accounted for 72% in the whole age groups.

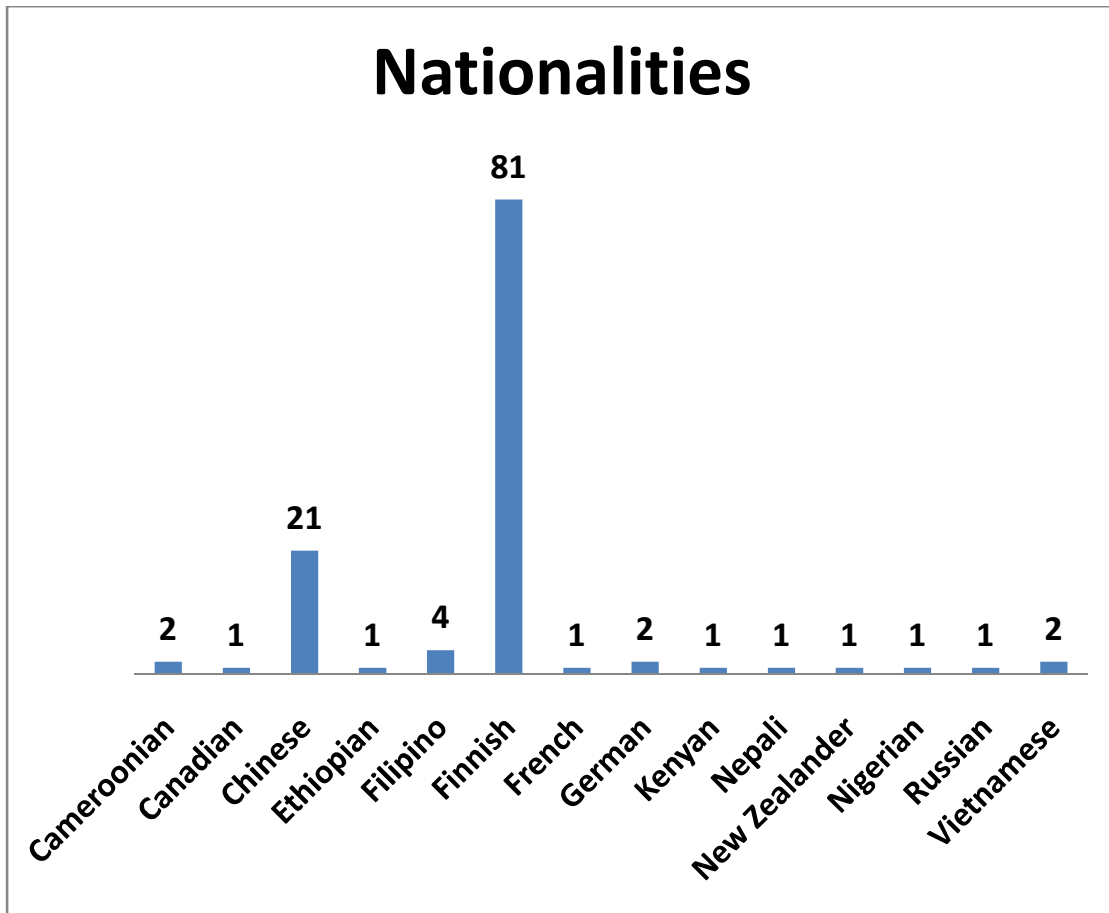


Figure 3 - Respondents by different nationalities

The different nationalities of respondents are shown in Figure 3. There were 81(67%) respondents were Finnish, 21(17%) respondents were Chinese, and 18(26%) were other nationalities. We can know that there are many respondents are Finnish, so in the later analysis, the respondents of different nationalities will be combined into several continents.

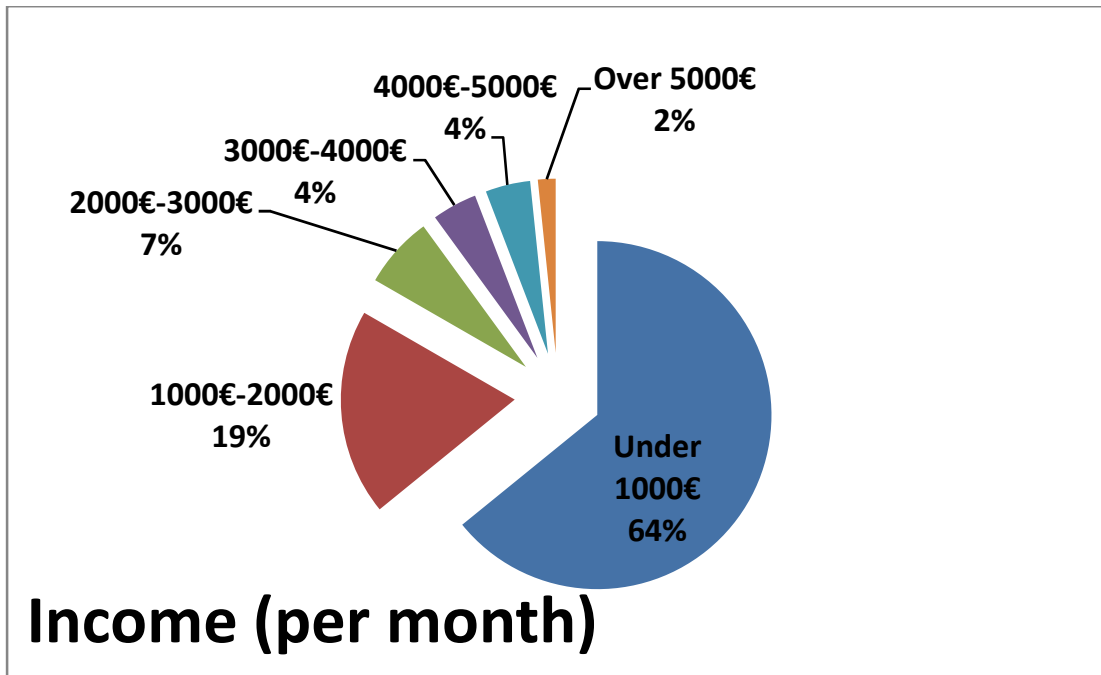


Figure 4 - Respondents by income (per month)

The incomes of respondents are shown in Figure 4. In this investigation, the incomes were separated into six levels: under EUR1,000 per month, between EUR1,000 to EUR2,000 per month, between EUR2,000 to EUR3,000 per month, between EUR3,000 to EUR4,000 per month, between EUR4,000 to EUR5,000 per month, and over EUR5,000 per month. Due to most respondents were young people or students, so the incomes were under EUR1,000 per month accounted for 64% in total incomes of respondents.

4.2. Attitudes of respondents for packaging design

Some female consumers buy cosmetics because of brand, some buy cosmetics because of its price, some buy cosmetics because of their friends' recommendations, and others buy cosmetics on account of packaging design. Some consumers think packaging design is important for cosmetics but some consumers do not think so. Moreover, some con-

sumers consider that good-looking packaging is to send families or friends as gifts, some consumers consider that good-looking packaging is to collect by their own interests, but some consumers consider that good-looking packaging is just wasting money. Therefore, the following is to analyze the attitudes of respondents for packaging design by diagrams.

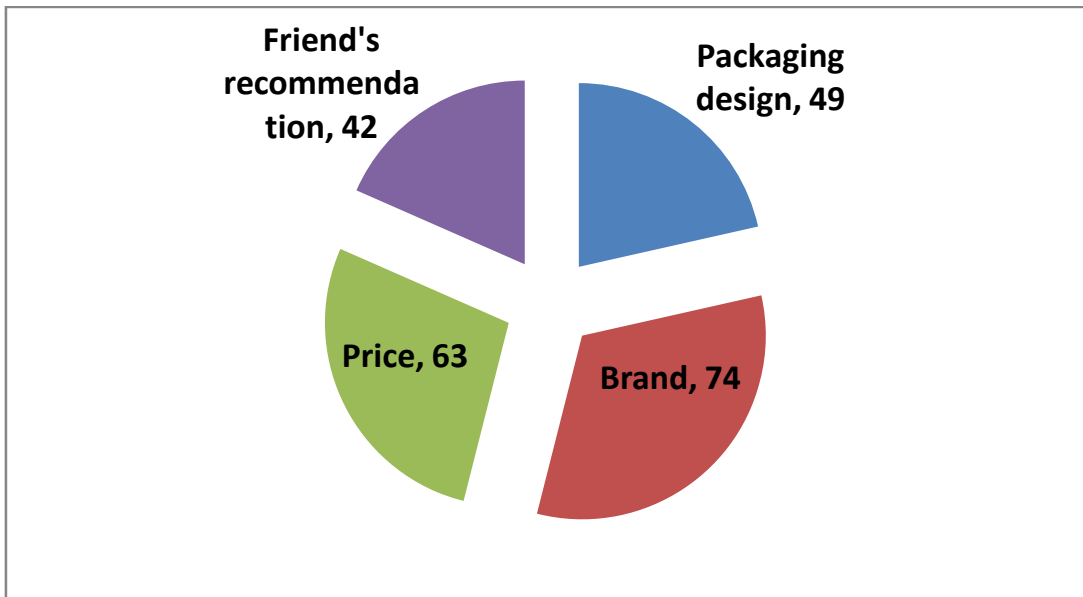


Figure 5 - Respondents' purchasing factors

Figure 5 shows respondents' purchasing factors, in other words, which factors attract consumers to buy the cosmetics, and this is a question that respondents could select one or multi choices in the questionnaire. As can be seen from Figure 5, brand was chosen by 74 respondents, price was chosen by 63 respondents, packaging design was chosen by 49 respondents, and friend's recommendation was chosen by 42 respondents.

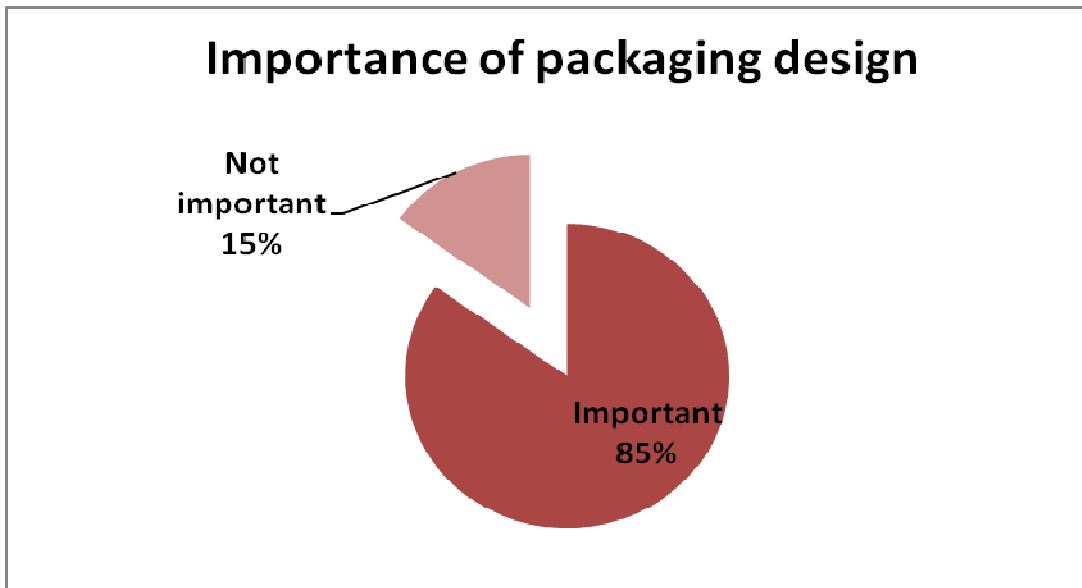


Figure 6 - Importance of packaging design

Figure 6 shows the importance of packaging design, in other words, whether packaging design has a significant impact on cosmetics. There were 102(85%) respondents thought packaging design had a significant impact on cosmetics, and 18(15%) respondents did not think packaging design had a significant impact on cosmetics.

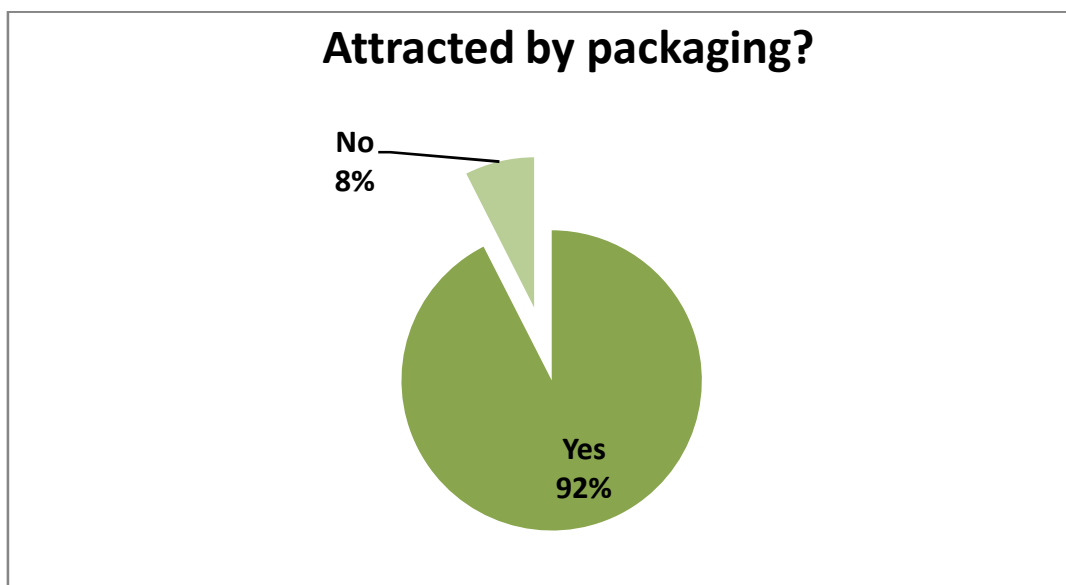


Figure 7 - Attracted by packaging?

Figure 7 shows that whether consumers could be attracted by good-looking packaging. There were 111(92%) respondents were attracted by good-looking packaging, and 9(8%) respondents were not attracted by good-looking packaging.

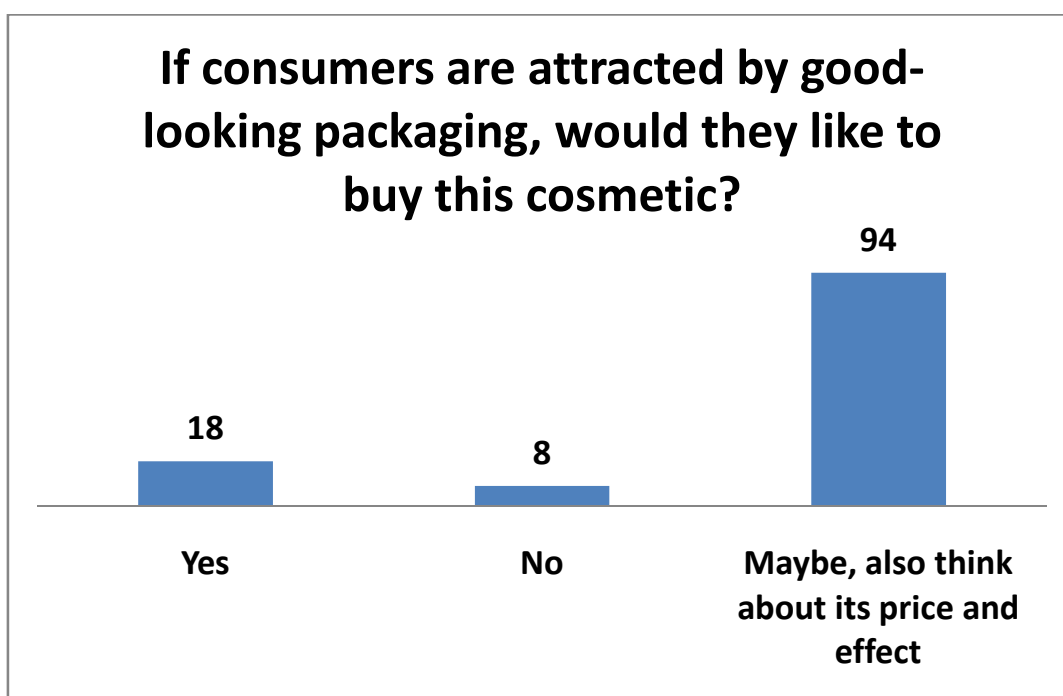


Figure 8 - If consumers are attracted by good-looking packaging, would they like to buy this cosmetic?

Figure 8 shows that if consumers are attracted by good-looking packaging, would they like to buy this cosmetic. There were 18(15%) respondents would like to buy the good-looking packaging cosmetics, 8(7%) respondents would not like to buy the good-looking packaging cosmetics, and 94(78%) respondents chose maybe, because they also needed to think about price and effect.

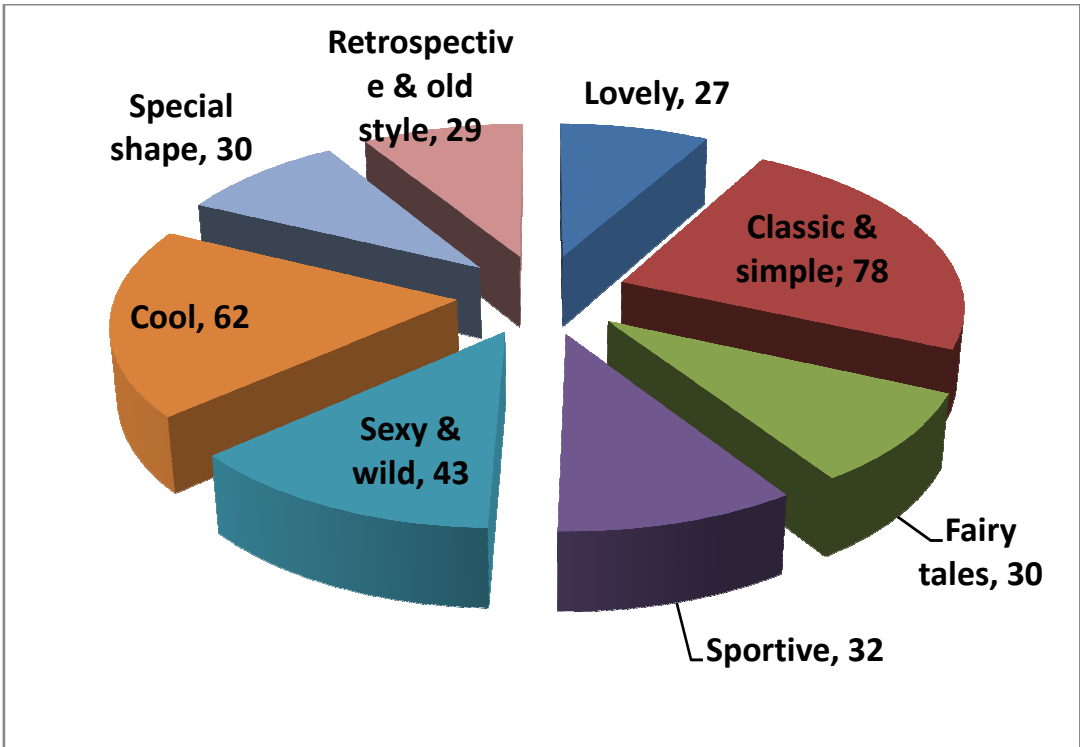


Figure 9 - Packaging styles

Figure 9 shows that which kinds of packaging styles do female consumers like, this is a question that respondents could select one or multi choices in the questionnaire. According to Figure 9, it can be seen that classic & simple style and cool style were the most chosen; packaging of classic & simple style was chosen by 78 respondents, and packaging of cool style was chosen by 62 respondents.

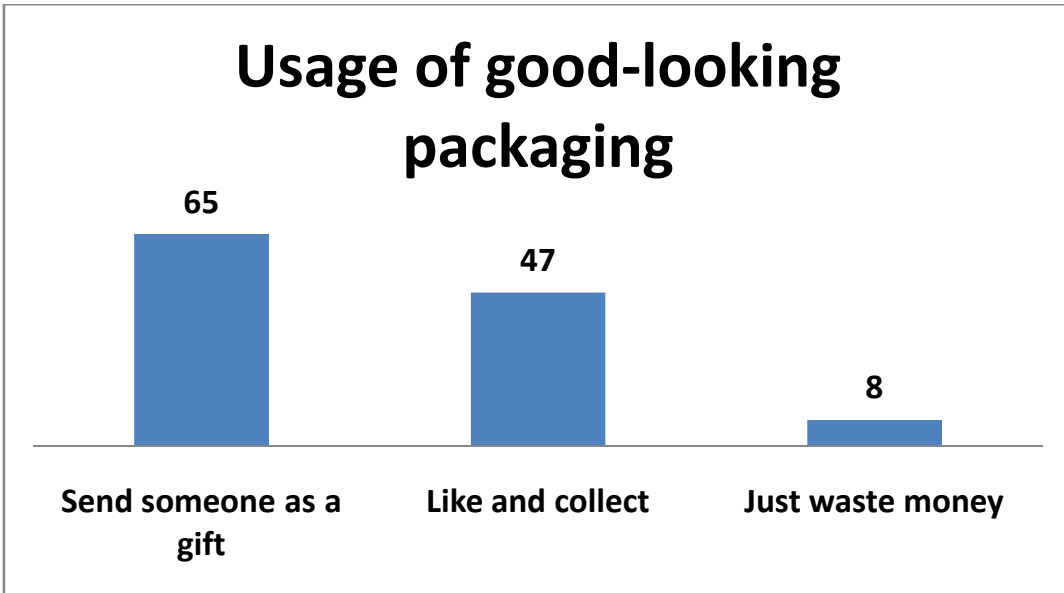


Figure 10 - Usage of good-looking packaging

Usage of good-looking packaging is shown in Figure 10. In this investigation, there were 65 respondents selected the good-looking packaging cosmetics to send their families and friends as gifts, 47 respondents selected to liked and collected the good-looking packaging cosmetics, and 8 respondents thought buying good-looking packaging cosmetics were wasting money.

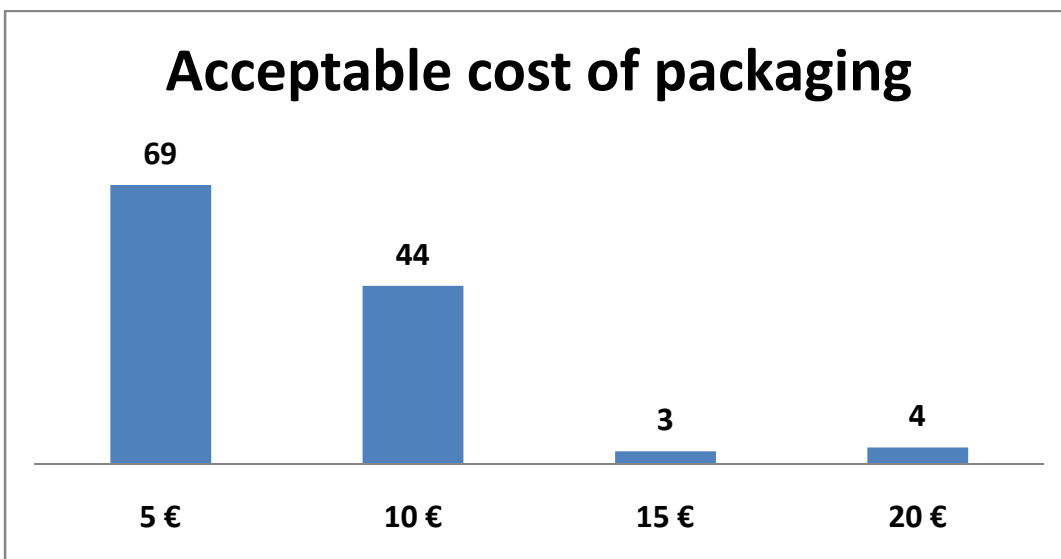


Figure 11 - Acceptable cost of packaging

Figure 11 shows acceptable cost of packaging. In the questionnaire, the question is “if you like the packaging design, how much can you accept to spend on the packaging (if the price of the cosmetic is EUR40)?” According to Figure 11, we know that most respondents thought the lower cost on packaging the better; so there were 69(58%) respondents thought they could accept the cost of packaging was EUR5, and 44(37%) respondents thought they could accept the cost of packaging was EUR10.

4.3. Relationship between characteristics of the respondents and attitudes of respondents for packaging design

The following is to analyze the relationship between characteristics of respondents and attitudes of respondents for packaging design by diagrams.

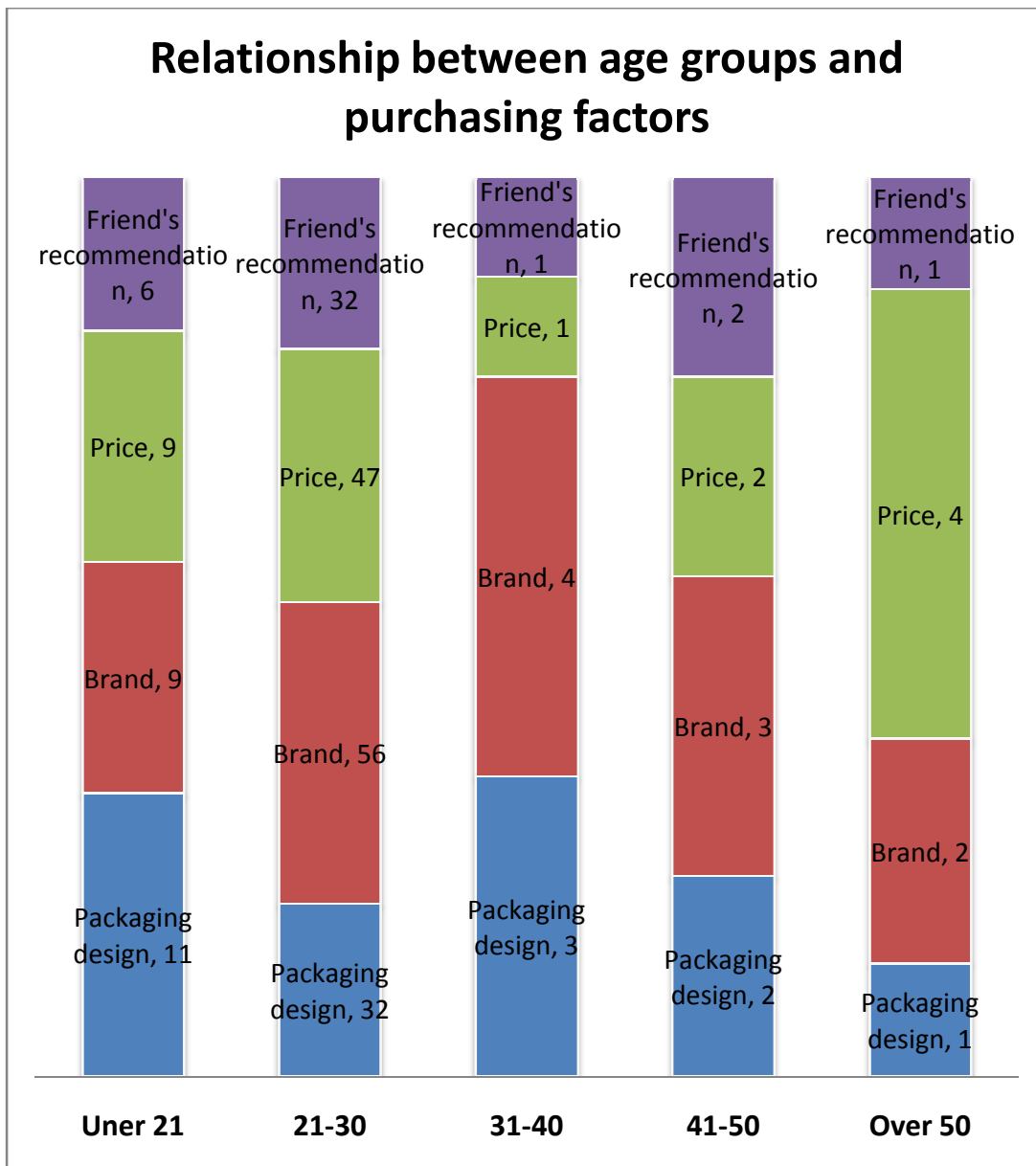


Figure 12 - Relationship between age groups and purchasing factors

As can be seen from Figure 12, most respondents of under 21-year-old would be attracted by good-looking packaging to buy cosmetics; most respondents of between 21-year-old to 30-year-old and between 31-year-old to 40-year-old bought cosmetics because of brand; for respondents of between 41-year-old to 50-year-old, factors of purchasing cosmetics were average; and most respondents of over 50-year-old thought price was the most important purchasing factors.

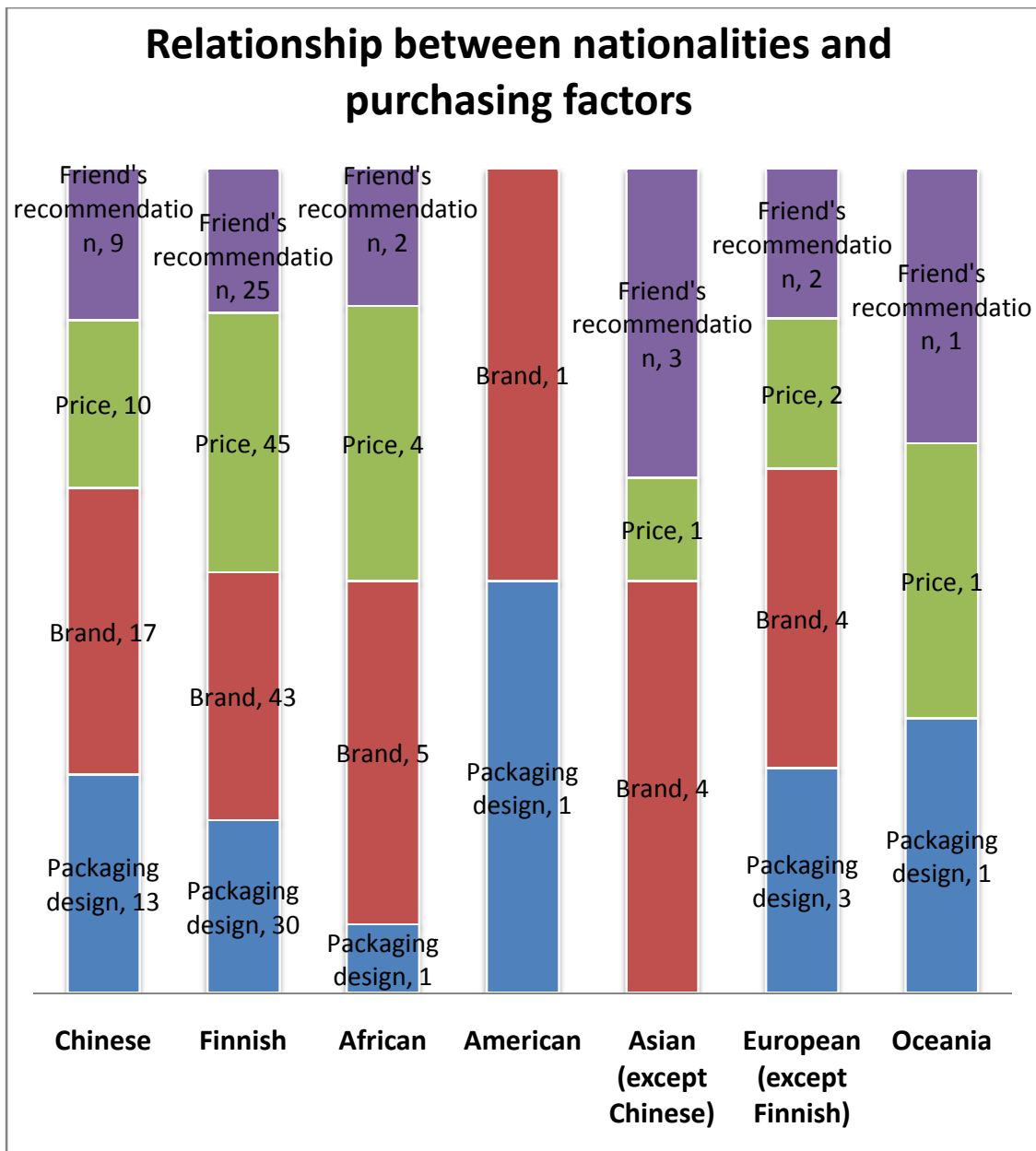


Figure 13 - Relationship between nationalities and purchasing factors

Relationship between nationalities and purchasing factors is shown in Figure 13. Due to the numbers of some nationalities' respondents were not big enough, the author put the small numbers of different nationalities' respondents into one continent together to analyze. Thus, nationalities can be separated into seven parts: Chinese, Finnish, African, American, Asian (except Chinese), European (except Finnish), and Oceania. African includes Cameroonian, Ethiopian, Kenyan, and Nigerian; Canadian is in American;

Asian (except Chinese) includes Filipino, Nepali, and Vietnamese; European (except Finnish) includes French, German, and Russian; and New Zealander is in Oceania. Chinese, Finnish, African, Asian (except Chinese), and European (except Finnish) thought brand was the most important purchasing factors.

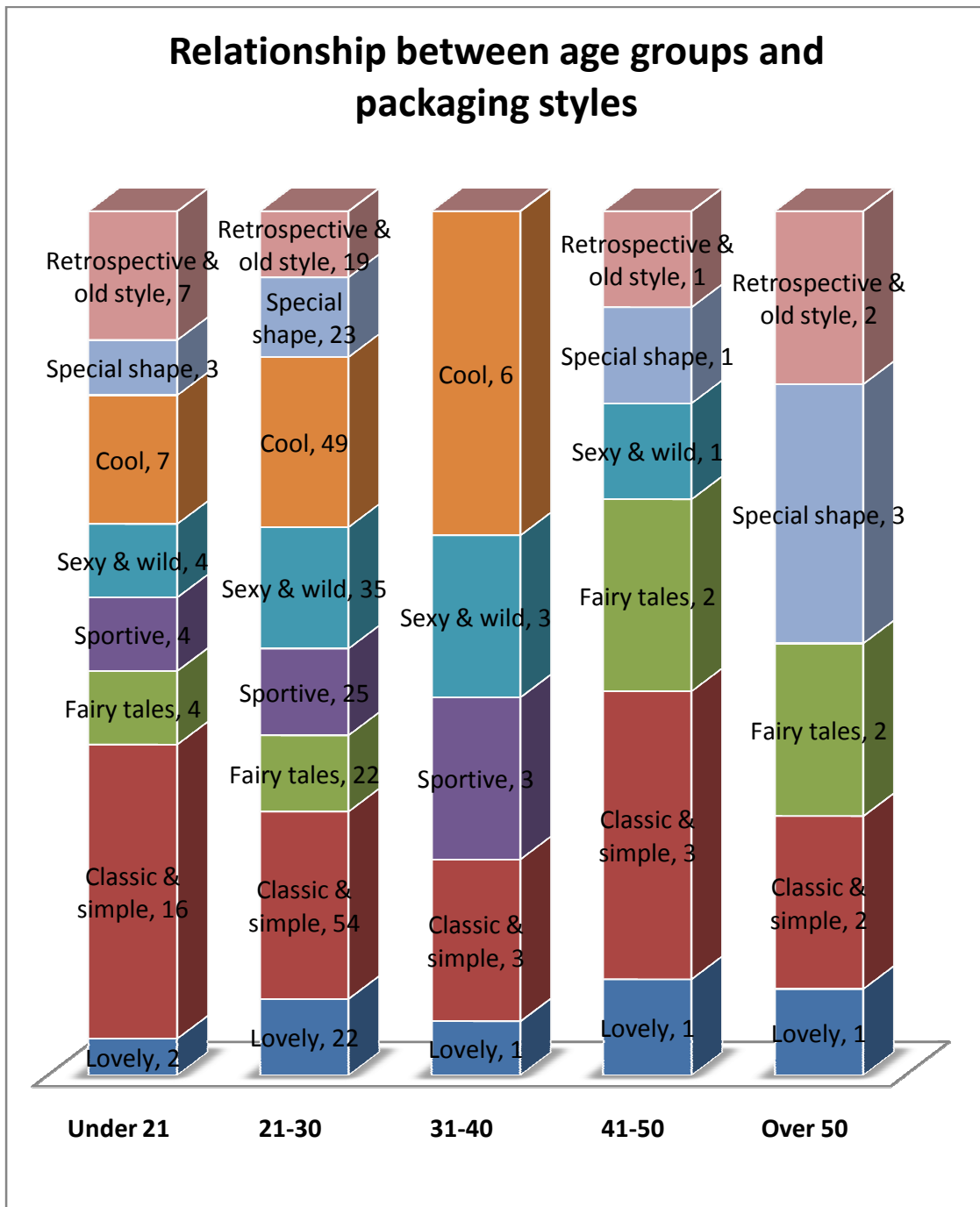


Figure 14 - Relationship between age groups and packaging styles

Figure 14 shows relationship between age groups and packaging styles. According to Figure 14, it can be seen that most respondents of under 21-year-old, between 21-year-old to 30-year-old and between 41-year-old to 50-year-old preferred classic & simple style packaging; most respondents of between 31-year-old to 40-year-old preferred cool style packaging; and most respondents of over 51-year-old preferred special shape style packaging.

Relationship between nationalities and packaging styles

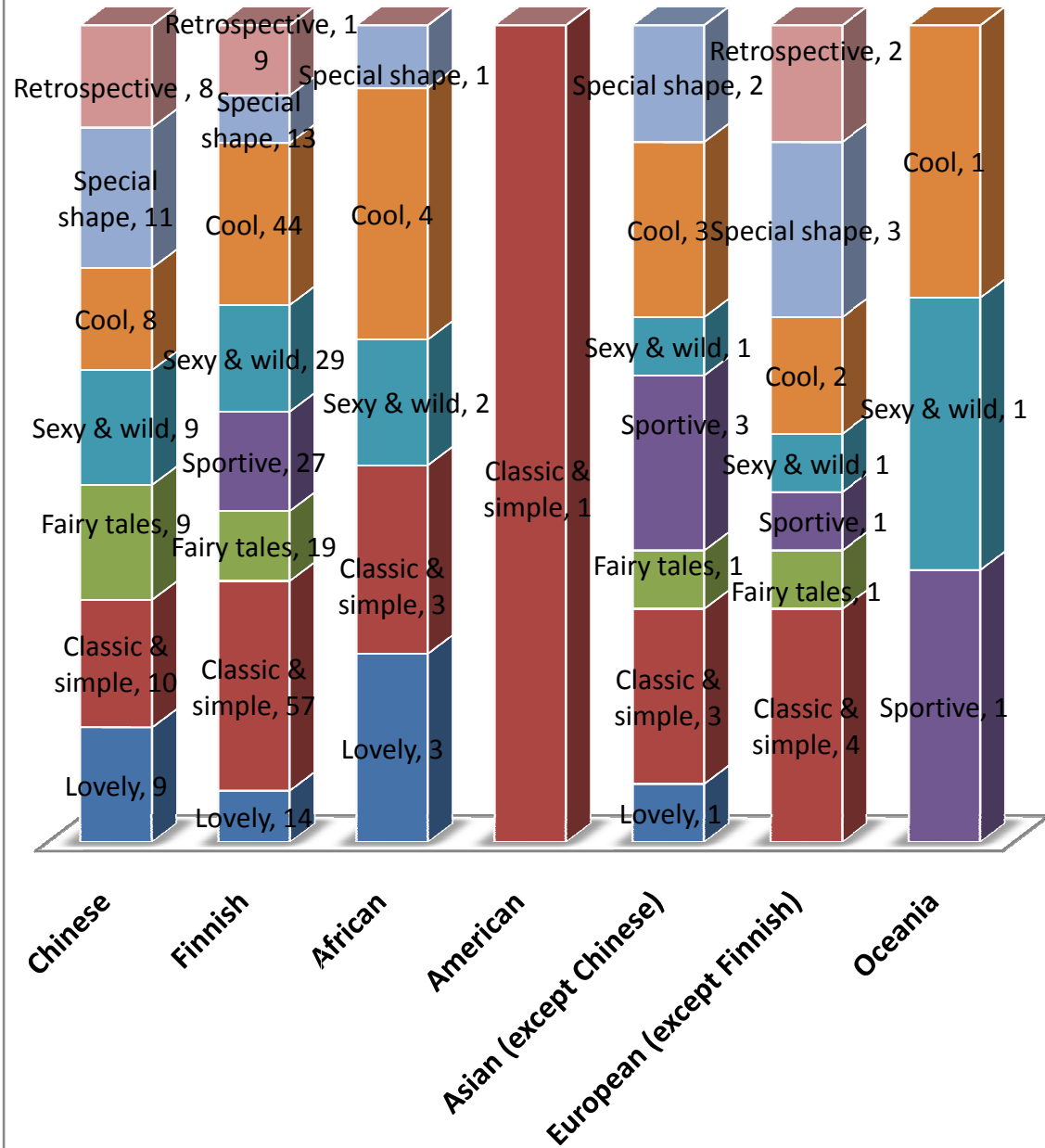


Figure 15 - Relationship between nationalities and packaging styles

Figure 15 shows relationship between nationalities and packaging styles. According to Figure 15, it can be seen that most Finnish respondents preferred classic & simple style

and cool style; for other nationalities respondents, they liked various styles packaging averagely.

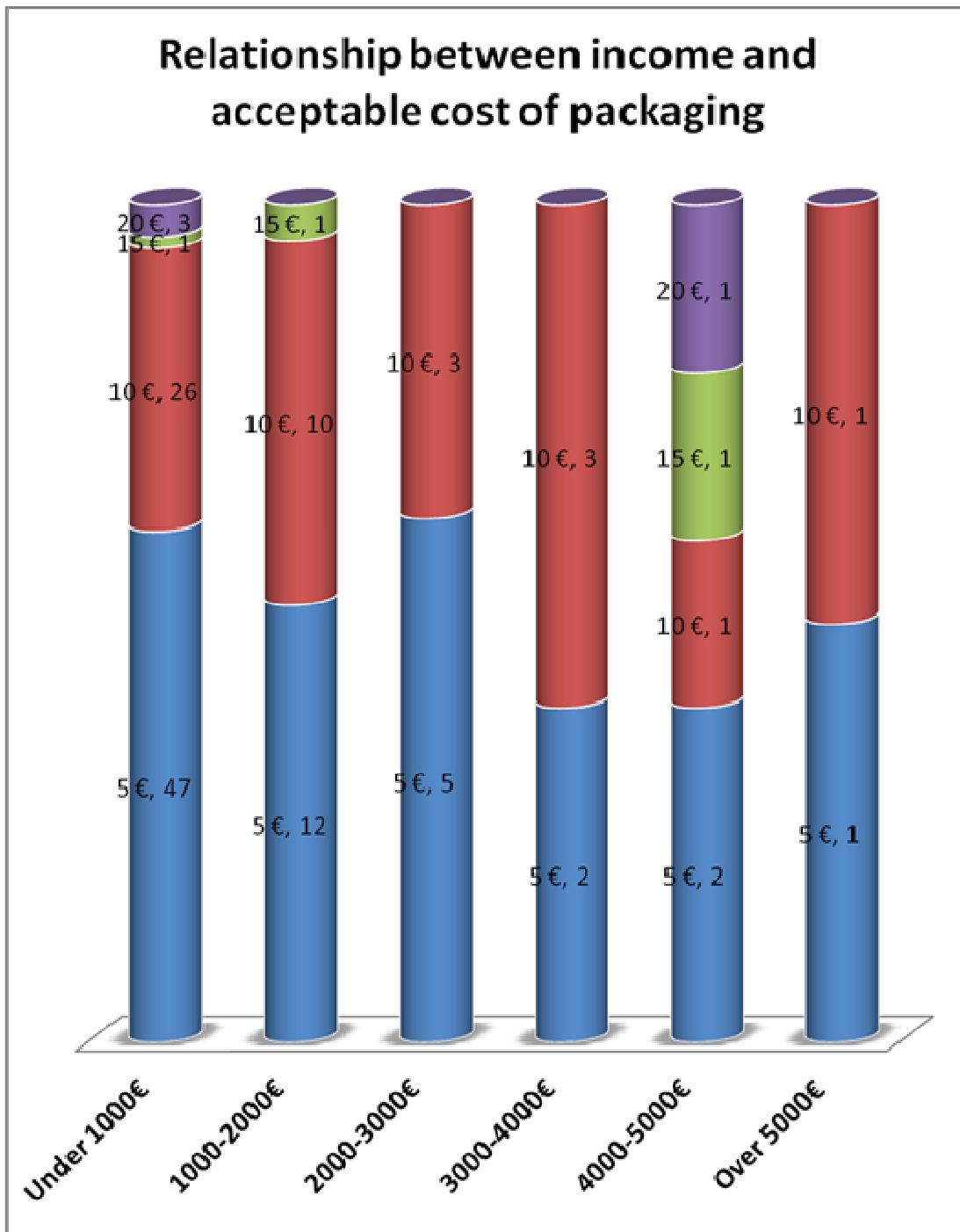


Figure 16 - Relationship between income and acceptable cost of packaging

Relationship between income and acceptable cost of packaging is shown in Figure 16. For most respondents whose incomes were low, they could accept to spend low cost on the packaging; and for respondents whose incomes were high, they could accept to spend high cost on the packaging.

4.4. The deepest impression of packaging design in existing cosmetics packaging to consumers.

The question NO.9 is an open question in the questionnaire, the question is “which brand(s) and which kind(s) of cosmetics do you like and which are the most impressive in existing cosmetics packaging? Why it is or they are the most impressive to you?” In this open question, Dior, Chanel, Biotherm, Lumene, Shiseido, L’Oreal, YSL, Puma, Adidas, Lancôme, HR, Clinique, Urban Decay, MAC, Anna Sui, Benefit, Guerlain, The Body Shop, Diesel, Marc Jacobs, Max Factor, Rimmel, MOR, Viktor & Rolf, Escada, Tommy Hilfiger, Make up store, Versace, Burberry, DKNY, Juicy Couture, these brands were mentioned more times.

One respondent liked Dior because she liked the series of Miss Dior, she thought there was a butterfly tie on the scent-bottle, it was very special and had a girl’s feeling; one respondent liked Dior because she thought the packaging of Dior always embodied a feeling of noble; another respondent thought some products of Dior had special and strange shapes that she liked and wanted to collect; and some respondents liked Dior because they thought Dior was stylish, simple and fresh. Some respondents liked Chanel due to they thought Chanel was classical, simple and stylish. Some respondents liked Lumene because they thought Lumene had beautiful pictures and colors, it was a down-to-earth and fresh design. Some respondents liked Puma and Adidas because they liked sportive style. One respondent liked HR (Helena Rubinstein) because she thought printed panther of mascara looked very luxurious. Some respondents liked Urban Decay due to they thought Urban Decay was fashion and colorful. One respondent liked MAC

because she thought the series of MAC were very attractive, she liked the series of Hello Kitty, Disney, a Tartan Tale, etc, she thought they were lovely and nice packaging. Some respondents liked Anna Sui because they thought Anna Sui was special, cute, fantasy, and had a girl's feeling. Some respondents liked Benefit due to they thought Benefit was classic, retrospective, colorful and lovely. Some respondents liked Guerlain because they thought Guerlain was luxurious. Diesel was liked by respondents because it had feelings of rock and cool. Some respondents liked Marc Jacobs, they mentioned that they liked Marc Jacobs Daisy because they thought Daisy was special, elegant, pure and fresh. Some respondents liked perfume of Viktor & Rolf because they thought the bottle like a diamond or a bomb, and there was a flower on the bottle, it was very sweet and sexy. Some respondents liked simple and generous Burberry. And some respondents liked Juicy Couture due to they liked the feelings of sweet princess.

5. RESULTS

5.1. Cultural factors & Geographic segmentation (Nationality)

In this investigation, respondents were from Cameroon, Canada, China, Ethiopia, Philippines, Finland, France, Germany, Kenya, Nepal, New Zealand, Nigeria, Russia, and Vietnam. Due to the numbers of some nationalities' respondents are not big enough, the author put small numbers of different nationalities' respondents into one continent together to analyze. Thus, nationalities can be separated into seven parts: Chinese, Finnish, African, American, Asian (except Chinese), European (except Finnish), and Oceania. African includes Cameroonian, Ethiopian, Kenyan, and Nigerian; Canadian is in the American; Asian (except Chinese) includes Filipino, Nepali, and Vietnamese; European (except Finnish) includes French, German, and Russian; and New Zealander is in Oceania.

From Figure 13, we know that most respondents paid more attention to brand and price. For Chinese consumers, brand was the most important purchasing factor; they also bought cosmetics because they were attracted by good-looking packaging of cosmetics. Through results of respondents, we know that Finnish consumers paid the most attention to price, and the second important purchasing factor is brand, they did not care about packaging design of cosmetics very much. For African, brand was the most important purchasing factor, and price was also important. American respondent considered that packaging design and brand were the same important purchasing factors. Respondents who were Asian (except Chinese) paid more attention to brand, and they also thought friend's recommendation was important purchasing factor. For European (except Finnish) respondents, brand was the most important, and packaging design was the second important purchasing factor. Respondent who was Oceania thought packaging design, price and friend's recommendation were the same important purchasing factors.

As shown in Figure 15, Chinese respondents seemed to like all different packaging styles of cosmetics except sportive style, there was no Chinese chose sportive style, and other styles were selected almost average. Through those data, we know that Finnish also liked all the packaging styles, but they preferred classic & simple style and cool style. For African respondents, they were fond of lovely style, classic & simple style, sexy & wild style, cool style, and special shape style, among them, cool style was the most chosen, and no African liked fairy tales style, sportive style, and retrospective & old style. Respondent who was from America liked classic & simple style. Asian (except Chinese) respondents were fond of lovely style, classic & simple style, fairy tales style, sportive style, sexy & wild style, cool style, and special shape style, among them, classic & simple style, sportive style, and cool style were the most selected, and no one selected retrospective & old style. For European (except Finnish) respondents, they liked all different packaging styles except lovely style, and classic & simple style was the most chosen. Oceania respondent was keen on sportive style, sexy & wild style, and cool style, and no Oceania liked lovely style, classic & simple style, fairy tales style, special shape style, and retrospective & old style.

5.2. Age

From figure 12, we know that respondents of under 21 years old paid more attention to packaging design of cosmetics, and they thought the second important factors were both brand and price. In the group between 21-year-old to 30-year-old, respondents thought brand was the most important purchasing factor, price was the second important, and both packaging design and friend's recommendation were the same important purchasing factors. In the group between 31-year-old to 40-year-old, respondents considered brand was the most important purchasing factor, packaging design was the second important factor, and they did not care about price and friend's recommendation seriously. In the group between 41-year-old to 50-year-old, respondents thought brand was the most important purchasing factor, and packaging design, price and friend's recommendation were the same position in respondents' minds. In the group over 50 years old,

respondents paid more attention to price, brand was the second important purchasing factor, and they did not care about packaging design and friend's recommendation seriously.

As shown in Figure 14, we can see that respondents who were under 21 years old were fond of all packaging styles, among them, classic & simple style was the most chosen. For respondents who were between 21-year-old to 30-year-old, they were keen on all packaging design, among these styles, respondents preferred classic & simple style and cool style. Respondents who were between 31-year-old to 40-year-old liked lovely style, classic & simple style, sportive style, sexy & wild style, and cool style, among them, cool style was the most chosen, and no one in this age group chose fairy tales style, special shape style, and retrospective style. For respondents who were between 41-year-old to 50 year-old, they were fond of lovely style, classic & simple style, fairy tales style, sexy & wild style, special shape style, and retrospective & old style, among them, classic & simple style was the most selected, and no one in this age group liked sportive style, and cool style. For respondents who were over 50 years old, they were keen on lovely style, classic & simple style, fairy tales style, special shape style, and retrospective & old style, among them, special shape style was the most chosen, and no one in this age group selected sportive style, sexy & wild style, and cool style.

5.3. Group & Family

Purchasing factors of respondents are shown in Figure 5, friend's recommendation was chosen by 42 respondents, in other words, when these female respondents bought cosmetics, there were 30% respondents were influenced by their friends' or families' recommendations. Therefore, the influence of group and family are big.

5.4. Economic circumstances & Income

From Figure 16, we know that respondents whose incomes were under EUR1,000 per month, 61% respondents accepted EUR5 on packaging design, 34% respondents accepted EUR10 on packaging design, 1% respondents accepted EUR15 on packaging design, and 4% respondents accepted EUR20 on packaging design. For respondents whose incomes were between EUR1,000 per month to EUR2,000 per month, 52% respondents accepted EUR5 on packaging design, 43% respondents accepted EUR10 on packaging design, 5% respondents accepted EUR15 on packaging design, and no one accepted EUR20 on packaging design. For respondents whose incomes were between EUR2,000 per month to EUR3,000 per month, 62% respondents accepted EUR5 on packaging design, 38% respondents accepted EUR10 on packaging design, and no one accepted EUR15 and EUR20 on packaging design. For respondents whose incomes were between EUR3,000 per month to EUR4,000 per month, 40% respondents accepted EUR5 on packaging design, 60% respondents accepted EUR10 on packaging design, and no one accepted EUR15 and EUR20 on packaging design. For respondents whose incomes were between EUR4,000 per month to EUR5,000 per month, 40% respondents accepted EUR5 on packaging design, 20% respondents accepted EUR10 on packaging design, 20% respondents accepted EUR15 on packaging design, and 20% respondents accepted EUR20 on packaging design. For respondents whose incomes were over EUR5,000 per month, 50% respondents accepted EUR5 on packaging design, and 50% respondents accepted EUR10 on packaging design. Thus it can be seen, although most respondents could accept EUR5 on packaging design, the higher monthly incomes, the greater proportion of high acceptable cost on packaging design.

5.5. Psychological factors & Behavioral segmentation

In Figure 7, there were 92% respondents were attracted by good-looking packaging, and 8% respondents were not attracted by good-looking packaging. This proves perception,

learning, beliefs & attitudes theories. Most respondents could be stimulated by good-looking packaging, and be fond of good-looking packaging. Thus, these respondents who are attracted by good-looking packaging are likely to become potential users. And in Figure 8, there were 15% respondents would like to buy cosmetics if they like packaging design, 7% respondents would not like to buy good-looking packaging cosmetics, and 78% respondents chose maybe, because they also need to think about price and effect. This proves that when consumers are attracted by good-looking packaging, most consumers will also seek benefits, for example, they will also think about whether effectiveness of this cosmetic fit them.

5.6. Packaging design

According to Figure 9, we know that female consumers like all kinds of packaging styles, and these respondents prefer classic & simple style and cool style. In addition, we could understand which brand's packaging could attract respondents by that open question in the questionnaire. Now the author will give two examples, one is MAC, the other one is MOR. In investigation, some respondents mentioned they liked MAC, one reason was she liked different series of MAC. The author found MAC always produce some series, such as Hello Kitty (lovely), Disney (fairy tale), a Tartan Tale (concise tartan), Wonder Woman (feeling of independence), Fashion Flower (pure and fresh of spring), etc. The different series of MAC show different styles and feelings, and the different series can attract different preferences of female consumers, that is one of the reasons many consumers like MAC. Another brand is MOR, some people probably do not know this brand, but MOR was mentioned by several respondents, therefore the author searched MOR from Internet. MOR is an Australian brand, its products are similar with The Body Shop, there are skin care products and some makeup products, such as fragrances, lip balm, soaps, body butter, etc. The packagings of MOR are colorful, exquisite, and elegant, if consumers want to present as gifts, MOR is a good choice.

Furthermore, from Figure 10, we can know that 54% respondents bought good-looking packaging cosmetics to send someone as gifts, and 39% respondents bought good-looking packaging cosmetics because they liked and wanted to collect the good-looking packaging. Thus, packaging design has different usages, but in short, good-looking packaging can attract consumers to buy.

5.7. International product decisions & Occasions

If a brand wants to enter international markets, company or enterprise should understand local preferences. For example, if a cosmetics brand wants to enter Finnish market, company should know Finnish consumers prefer classic & simple style and cool style.

In addition, companies and enterprises should also know local cultures, and present packaging design associated with local festivals or special customs. For example, in Western countries, people pay attention to Christmas, therefore companies and enterprises could present packaging related with Christmas, like snowflake, snowman, cartoon Santa Claus, etc. And in some Eastern countries, people pay attention to the Spring Festival and have the Zodiac signs, therefore companies and enterprise could present packaging related with their Zodiac signs.

6. CONCLUSION

Through this investigation, we know that most people consider packaging designs of cosmetics are important, and they will be attracted by good-looking packaging when they are shopping, female consumers would like to buy cosmetics which have good-looking packaging, meanwhile cosmetics have good effects and reasonable prices.

Nowadays, there are a variety of styles packaging of cosmetics, these various styles packaging could satisfy different consumers' preferences. Through this survey, the most obvious finding is most Finnish female consumers prefer classic & simple style and cool style packaging, and Chinese female consumers do not like sportive style packaging. Another finding is young female consumers prefer classic & simple style packaging, older female consumers' preferences for various styles packaging are average (perhaps due to the numbers of older female consumers are not big, results are not very accurate).

Compare to brand and price, most female consumers consider that packaging designs are not very important purchasing factor, but there are also some female consumers buy cosmetics because of good-looking packaging. However, most female consumers buy good-looking packaging cosmetics as gifts to send to their families and friends; some female consumers buy good-looking packaging cosmetics because they like and want to collect designed packaging; and few female consumers consider that good-looking packaging cosmetics are wasting money and materials.

For cost of packaging, most female consumers think that it would be best to spend the lowest cost on packaging; however, the higher monthly incomes, the greater proportion of high acceptable cost on packaging design.

In short, female consumers are attracted by packaging design, companies and enterprises should understand different consumers' psychologies, cultures, etc., to design nice packaging to satisfy different preferences of female consumers.

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APPENDICES

Questionnaire

Hello, I am a student who studies in Arcada University of Applied Sciences, and I am working on my Bachelor's thesis. My topic is "How packaging designs of cosmetics affect female consumers purchasing behavior". Thank you for filling this questionnaire.

1. Nationality _____
2. Which parts attract you to buying the cosmetics? (one or multi choices)
 packaging design brand price friend's recommendation
3. Do you think designed packaging has a significant impact on cosmetics?
 yes no
4. Are attracted by nicely designed packaging?
 yes no
5. If you are attracted by a nicely designed packaging, would you like to buy this cosmetic?
 yes no maybe, also think about its price and effect
6. What kind of packaging design do you like? (one or multi choices)



lovely (e.g.)



classic and simple (e.g.)



fairy tales (e.g.)



sportive (e.g.)



sexy and wild (e.g.)



cool (e.g.)

Diesel Fuel for Life Perfume for Women...



special shape (e.g.)



retrospective and old style (e.g.)

Benefit Spring 2009 Lipsticks

7. You think nicely designed packaging is to
 send someone as a gift like and collect just waste money
8. If you like the packaging design, how much can you accept to spend on the packaging? (If the price of cosmetics is 40€.)
 5€ 10€ 15€ 20€
9. Which brand(s) and which kind(s) of cosmetics do you like and which are the most impressive in existing cosmetics packaging? Why it or they are the most impressive to you?

10. Age

Under 21 21-30 31-40 41-50 Over 50

11. Income (per month)

Under 1000€ 1000-2000€ 2000-3000€ 3000-4000€
 4000-5000€ Over 5000€