

The Effect of Cosmetic Packaging on Consumer Perceptions

A Senior Project

presented to

the Faculty of the Graphic Communication Department

California Polytechnic State University, San Luis Obispo

In Partial Fulfillment

of the Requirements for the Degree

Bachelor of Science

by

Sarah Aidnik

March, 2013

© 2013 Sarah Aidnik

Abstract:

This project explores the relationship between cosmetic packaging, perceived price, quality, and retail environment. Packaging is often how consumers form their first impression of a product. Consumers can identify “high-end” and “low-end” cosmetics based on the items’ packaging using both conscious and subconscious cues. In a retail environment, this can signal a certain level of quality to a consumer.

In addition to extensive research, a survey was conducted on a sample of 16 women over the age of 18 living in southern and central California who regularly use and purchase cosmetics and skincare from low-end and/or high-end retail environments to determine how different packaging affects consumer perceptions.

Table of Contents

i. Chapter One: Purpose of Study	1
ii. Statement of the Problem.....	1
iii. Significance of the Problem	2
iv. Interest in the Problem.....	3
v. Chapter Two: Literature Review	4
vi. "High-End" vs. "Low-End"	1
vii. Cosmetic Packaging.....	7
ix. Cues	9
ix. Chapter Three: Methodology	11
x. Chapter Four: Results	13
xi. Discussion.....	23
xii. Chapter Five: Conclusions.....	24
xiii. Recommendations for Future Research.....	25
xiv. References.....	27
xv. Appendices.....	29
xvi. Survey	29
xvii. Survey Images	30
xviii. Survey Results	38

Chapter One

Purpose of Study

Statement of the Problem

In our modern society, packaging and advertising are huge markets that continue to grow. In cosmetics, many companies rely on packaging and advertising to draw in buyers. Unless a consumer has previously used a product, the packaging will be a significant part of their decision to purchase a product. Customers form an opinion about the product based on its overall appearance before looking at the ingredients or the price tag.

Product packaging acts as an advertisement and as an extension of the product itself. During an interview, Jeanine Lobell, CEO of Stila Cosmetics, she stated, “I believe that a beautiful package sets up expectation for a great product,” (Bryan, “Designer Interview: Jeanine Lobell”). Consumers expect nice packaging from an expensive (and presumably, high quality) product. “In beauty, the experience at point-of-sale (POS) remains the most important,” (Armoudom and Ben-Shabat, “Beauty: Only as Deep as the Customer Experience”). Conversely, a consumer may interpret a product as being more high quality and luxurious than it actually is because its packaging. In addition to packaging of a cosmetic product, the retail environment may also play a significant role in the buying behaviors of consumers. Consumers expect high quality products to be sold at high-end retailers and cheaper products to be sold at lower-end retailers. They expect

to pay certain prices at certain retail environments and this may influence their interpretation of quality and price of products.

Therefore, I intend to study the effect that cosmetic packaging has on consumer buying behavior, specifically when analyzed within two separate environments: low-end retailers and high-end retailers.

Significance of the Problem

The cosmetics industry is worth more than 50 billion dollars. The cosmetics market in the United States ended 2011 with “a total revenue of about 53.7 billion U.S. dollars,” (Schulz, “Statistics and Facts on the Cosmetics Industry”). It is paramount for companies to maximize their marketing strategy and effectively target their desired consumer. This is especially important in cosmetics, as the industry is dominated by several large companies that market multiple brands on different levels. Though many of their respective products are relatively similar, all of these product lines must be packaged and advertised differently to reflect the setting at which they are sold.

Companies assume that they should be making packaging look as high quality as possible, however that isn't necessarily true for all consumers. Packaging should be appropriate for the environment in which the product will be sold. Products may be passed over for either extreme; packaging looking “too nice”, leading to the perception that the product is too expensive or the consumers will be paying for the packaging itself, or packaging looking “too cheap”, leading consumers to view the product as low quality. While there may or may not be a significant physical difference in the chemical makeup of high-end versus low-end cosmetics, the perception of a difference in quality and price

based on packaging is real. “You may have a very expensive cream sold in a very high-end department store in very expensive packaging and another cream sold in the mass market drugstore chain, which might be as good and contain the same ingredients and cost one tenth the price,” (Chura, 2006).

Moreover, when taking the retail environment into consideration, the look of the packaging must match the setting in which it is sold in. An expensive product with premium packaging is going to look out of place in a lower-end retail environment, and thus may not sell. Similarly, a product with very basic and cheap packaging is not going to sell in a high-end retail environment.

Interest in the Problem

I have a personal interest in the cosmetics industry as a regular consumer for a number of years. I find it fascinating that women, including myself, spend so much money on nonessential goods and often make decisions to purchase products based on looks. Two products can effectively serve the same purpose, yet one can cost many times more and still sell. Much of the difference between products is their packaging. I am interested in the conscious decisions women make about cosmetics based on their packaging as well as the subconscious, psychological reasons behind purchases.

Chapter Two

Literature Review

“High-End” vs. “Low-End”

Prior to reviewing different styles of cosmetics packaging, it is important to review and define different levels of cosmetics. For the purpose of this study, cosmetics will be divided into two categories: low-end and high-end. What separates low-end cosmetics from high-end cosmetics is the overall experience associated with the product. “Experience” is an all-encompassing idea: it includes the store purchasing experience, the experience of opening the product and experiencing the packaging, the experience of using the product, and enjoying its aesthetic appeal.

Retail environments where low-end cosmetics and skincare are sold include drugstores, grocery stores, and discount stores including stores such as CVS, Rite-Aid, Walgreens, Walmart, Target, etc. Retail environments where high-end cosmetics and skincare are sold include department stores, cosmetics specialty stores, and brand specific stores, such as Nordstrom, Macy’s, Sephora, Ulta, MAC, etc. Recently, however, some retailers have attempted to bridge the gap between low-end and high-end. Retailers such as Target, Walmart, and CVS have incorporated higher end brands into select locations alongside the lower-end cosmetics. Heidi Hubert, a package engineer who has worked with numerous cosmetics companies stated that CVS’s “Beauty 360” is a good example of this. Beauty 360 was “was an attempt by CVS to cater to a more upscale clientele, with high-end cosmetics priced from about \$15 to \$170,” (Reuters, “CVS Shutting Down

Experimental Beauty 360 Stores”). CVS created additions to their existing drugstores that mimicked higher-end cosmetic stores. However, the strategy was unsuccessful and CVS decided to terminate Beauty 360 in 2012. This highlights the clear definition between “low-end” and “high-end”. “Drugstores are a volume business and succeed by managing inventory well, bulk-buying prescription drugs as cheaply as possible for their pharmacy operations, and bringing thousands of customers into their stores. Luxury demands a high degree of expertise and attention, and its specialized and more personal approach runs counter to the way a mass retailer approaches its market,” (Volkman, “CVS Loses its Beauty”).

For “low-end” cosmetics and skin care sold in a drugstore, there is little to no customer service to aid in choosing a product. For the vast majority of drugstores, cosmetics are self-service – there are no testers or salespeople trained in the products to assist in making a decision. Rather than experience being the main concern for low-end cosmetics, the most important factor is accessibility. The packaging often trends toward function and price-value rather than visual attraction. Blister packs are a perfect example of this. Certain low-end cosmetics such as mascara, eyeliner, and compacts are often packaged in blister packs in order to prevent theft. The primary packaging of low-end cosmetics often has a clear case or cover, which allows consumers to see the product through the package while in the store, since drugstores do not offer tester products. Lower end products are also more likely to have applicators included as consumers of low-end cosmetics do not typically invest in brush sets, (Hubert). In general, low-end cosmetics are sold for lower prices and have a lower price margin, which means that companies make less profit off each product, but sell more of them compared to higher-end cosmetics (Hubert).

In contrast, higher end cosmetics are usually sold in department stores, brand-specific stores, or cosmetic specialty stores that sell a variety of cosmetics brands. Premium cosmetic product packages are designed to evoke an emotional response and convey luxury, (Hubert). Usually, they have trained sales associates on hand that will help choose a product. Packaging is often more elaborate, with nicer add-ons such as brushes, mirrors, and applicators. Tester products are available for consumers to see and try the product before they choose to buy it. Because of this, packaging does not need to have the same functional considerations as in drugstore products. High-end cosmetics are not packaged in blister-packs, as theft is not as critical of an issue as consumers are given one-on-one assistance. The primary packaging does not need to be clear plastic because consumers have access to the product through the testers.

Products sold in drugstores versus products sold by higher-end retailers such as department stores, specialty stores such as Sephora, or brand-specific stores such as MAC, Bobbi Brown, etc. are marketed and packaged differently for their environments and consumers. Although a drugstore product and a department store product may have similar ingredients, the price tag and packaging can be quite different. As Dr. Diane Berson, a dermatologist in Manhattan stated, “More expensive is not necessarily better. You may have a very expensive cream sold in a very high-end department store in very expensive packaging and another cream sold in the mass market drug store chain, which might be as good and contain the same ingredients and cost one-tenth of the price,” (Chura, “On Cosmetics: Marketing Rules All”). This is very likely considering the cosmetics market is dominated by a few large parent companies including Estee Lauder, which markets Clinique, Origins, MAC, Bobbi Brown, Prescriptives, and La Mer, Procter & Gamble, which markets Cover Girl, Olay, and Max Factor, Revlon, which markets

Almay, and L'Oreal, which markets Lancôme, L'Oreal, and Maybelline, (Chura).

Different cosmetic brands within the same company are tailored to both drugstore and department store environments. "...the same factory makes a particular kind of product, like lipstick, across all its major brands even though each label is positioned and priced differently..." (Chura).

Along those same lines, products must be packaged appropriately for their price point. A woman who took part in a demographic survey stated her preference toward simpler packaging shapes saying, "You're spending less on packaging so you feel like you're getting more value for your money." (Barnes, et. al., "Affective Consumer Requirements: A Case Study of Moisturizer Packaging). This is consistent with Heidi Hubert's assertion that the primary focus of low-end cosmetics is price-value. However, as Topoyan and Bulut found, "consumers expect more sophisticated packages from known brands," (Topoyan and Bulut, p. 187, "Packaging Value of Cosmetics Products: An Insight From the View Point of Consumers").

Cosmetic Packaging

Packaging is a "silent salesman", acting as an advertisement for the product it contains and influencing consumers' purchasing choices. It is meant to seduce the consumer and transform products into objects of desire. On the shelf, packaging must speak for itself and must relate a sense of quality to the consumer. Depending on the environment, packaging must convey the appropriate level of cost and value. It is important to understand the factors that affect consumer perception of price, value, and quality of a product relative to the its packaging.

Cosmetic packaging serves several important functions other than its primary purpose of housing the product, including helping customers identify the specific brand through consistent shape, color, graphics, and design, across all the products within the brand. Companies often use the same colors, fonts, and logo for labeling and the shape of the packaging or product itself may be similar. Customers can easily scan a shelf and distinguish the brand they are looking for. Packaging also helps consumers assess the overall brand or product quality. "...an often overlooked component of packaging is the capability of better reflecting the sense of product attributes to consumers who might assess these attributes valuable," (Topoyan and Bulut, p. 184, "Packaging Value of Cosmetics Products: An Insight from the View Point of Consumers"). Since there is no real way to evaluate the effectiveness or quality of a product or brand in the store, you must find other ways to evaluate the purchase. "What we are then relying on are other cues or signals that give us confidence in the product." (Chura, "On Cosmetics: Marketing Rules All"). Packaging contributes to the overall feel and image of a brand; high quality packaging signals to consumers that the product inside is high quality. As in other industries, "cosmetics companies try not only to sell a brand to consumers but also an image that is associated with certain characteristics or qualities," (Kokoi, "Female Buying Behaviour Related to Facial Skin Products"). For a cosmetics company, these might include characteristics such as luxury and opulence, or conversely, simplicity and good value. Others may be naturalness, advanced, scientific, gentle, effective, etc. (For example the cosmetics and skin care brand Prescriptives is often associated with "advanced" or "scientific" because of its similarity to the word 'prescription'). Eye-catching packaging also serves to distinguish products from their direct competitors. Even if the products themselves are relatively similar, the packaging can be what sets

them apart. The labels and packaging of cosmetics act as promotional advertisements. They are places for the companies to advertise their brand and make claims about the efficacy of their merchandise. Packaging can add value to a product. “Value is added when packages are designed for aesthetics and ability to deploy positive information to consumers...” (Topoyan and Bulut, p. 184, “Packaging Value of Cosmetics Products: An Insight from the View Point of Consumers”).

Cues

Consumers have clear reasons for judging a products quality and whether or not it is high-end. However, many of these reasons are subconscious and consumers may not be able to state why they have formulated their opinions. As Heidi Hubert, a package engineer who has worked with several cosmetics companies including Revlon, states, “They will be able to tell you if it’s high-end, but they won’t be able to verbalize the reasons. It’s very subtle.” There are several different features that signal quality to consumers, whether they realize it or not.

One feature is the weight of a product. Products that are “weightier” feel more substantial and are perceived to be higher-quality. Products can be made weightier by the materials used. In primary packaging that is made of plastic, acrylic may be used for several reasons including its weight. In lower-end cosmetics, polystyrene is often used, which is cheaper and lighter. In some cases companies will attempt to make products seem more substantial by weighting the palettes themselves. NARS cosmetics, which markets as a higher end brand, put small metal weights in the bottom of select products (Hubert).

Another important feature in consumer perception of quality is the “snap feature” or “click” (Hubert). This refers to the snap or click consumers hear when they close a product. The impact that this feature has is often subconscious, with consumers not realizing that they are affected by it. In the cases on products with twist caps, the equivalent is a snap sound in the locking mechanism that signals that it is fully closed.

With cosmetics, there is a direct relationship between quality (or perceived quality) of packaging and the perceived price and quality of a product. If a product has high quality packaging, many consumers would unconsciously assume that the product itself is high quality. Similarly, if a product were high priced, consumers would assume that it is high quality. “Price affects consumer behaviour in many ways and one of its aspects in terms of consumer behaviour is the price-quality relationship...consumers often perceive a strong relationship between the price of a product and its quality. Consumers tend to think that the higher the price of a product, the better the quality, especially when there is little or no other information available for the consumer to make judgments about the product quality,” (Kokoi, “Female Buying Behaviour Related to Facial Skin Care Products”).

It is clear based on research that packaging does affect consumer perceptions of price, value, and quality. This is an important aspect to consider when marketing a product in the cosmetic industry.

Chapter Three

Methodology

The purpose of my research was to determine the effect that cosmetic packaging has on consumer buying behavior, specifically when analyzing products from two separate retailers: high-end and low-end.

The questions of interest guiding this study were:

- What effect does cosmetic packaging have on the perceived quality and price point of a product?
- What is the relationship between price, retail environment, and perceived quality of a product?

The sample for this study consisted of women over the age of 18 that use cosmetics and skincare purchased from low-end or high-end retailers. For the purpose of this study, cosmetics and skincare are defined as, including foundation, blush, eyeshadow, powder, mascara, eyeliner, moisturizer, lotion, eye cream and treatment, acne treatment, facial sunscreen, wrinkle and anti-aging treatment, and other related products. For the purpose of data collection and analysis, this population was split into three age ranges: 18-35, 35-55, and 55 and up.

Women were first asked several questions about their own purchasing habits, including how much they spend on skincare and cosmetics, where they shop, and what brands they purchase. Subjects were asked to explain why they choose specific retail environments and brands. These questions were intended to determine what kind of consumer they were, as well as their motivation for buying certain products and brands.

The procedure of this study involved presenting individual women pictures of two different products, one high end and one low end for each of the following categories: blush, facial moisturizer, eyeshadow, and lipstick. All characteristics identifying the brand of either the store or product were removed. The women were then asked a series of questions involving their response to each product.

The type of data being collected involved descriptive responses to open ended questions about the product (See Appendix). Subjects were asked to give a numerical estimate as to the price of each product and where they thought it might be sold. Finally, subjects were asked to determine which product was superior in each category.

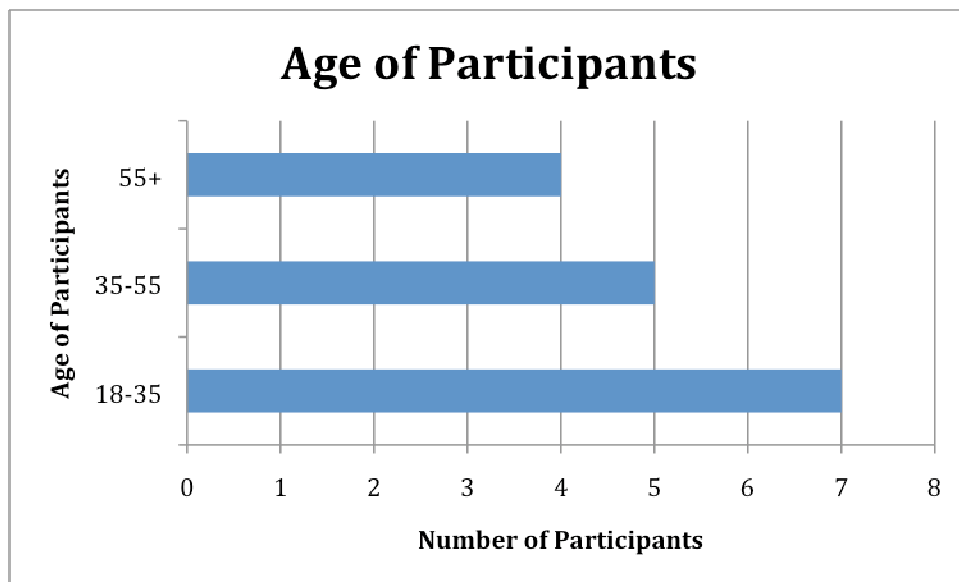
Analysis of data collected was done based on the environment (high-end or low-end) and quality of packaging shown to respondents. The information was categorized by demographic of the subject and like responses were grouped together.

Chapter Four

Results

A survey was conducted on 16 women over the age of 18 that use and purchase cosmetics and skin care from low-end and/or high-end retail environments. Surveys were conducted in person or over the phone, with subjects answering demographic questions and a series of questions about 8 images.

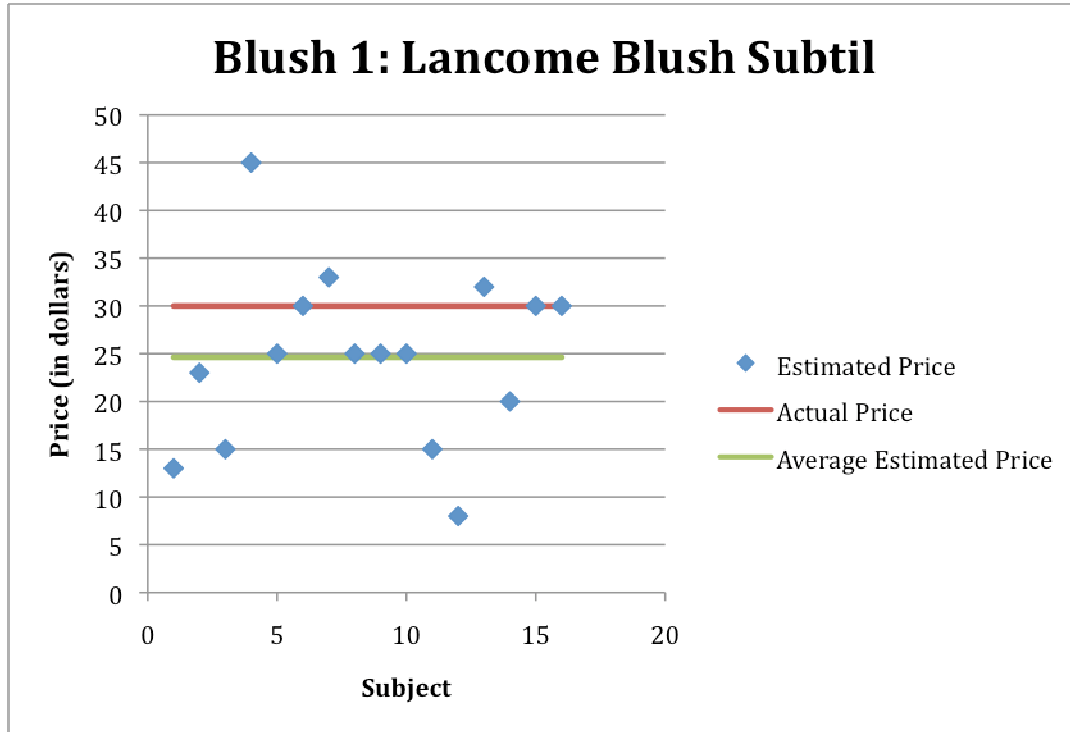
Figure 1



Subjects' approximations of retail environment of each product were categorized into two environments: low-end and high-end. For the purpose of this study, low-end encompasses subject responses such as Walmart, CVS, Walgreens, drugstore, grocery store, and Target. High-end encompasses subject responses such as Sephora, Macy's, Nordstrom, department store, Ulta, and specialty cosmetics store.

(For survey and complete survey results see Appendix).

Figure 2

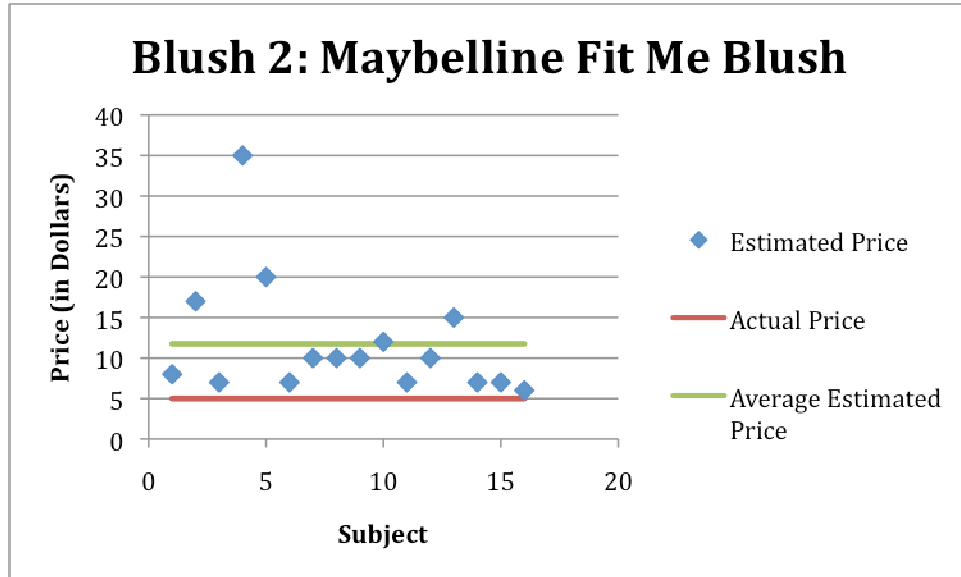


The average estimated cost of Blush 1 was \$24.63. The actual retail value of Blush 1 is approximately \$30.00. On average, subjects underestimated the cost of Blush 1. Blush 1 is sold in retailers such as Sephora, Nordstrom, and Macy's, so for the purpose of this study it would be considered high-end and considered to be sold in high-end retailers. 12 out of 16 participants stated that Blush 1 would be sold in a high-end retail environment.

- 6 participants described Blush 1 as 'fancy', 'nice', 'high-end', and/or 'expensive'.
- 5 participants described Blush 1 as 'appealing' or 'attractive'.

Multiple participants commented positively on the inclusion of a brush and mirror.

Figure 3



The average estimated cost of Blush 2 was \$11.75. The actual retail value of Blush 2 is approximately \$5.00. All participants overestimated the cost of this product. Blush 2 is sold in retailers such as CVS, Target, and Walgreens, so for the purpose of this study it is considered to be low-end.

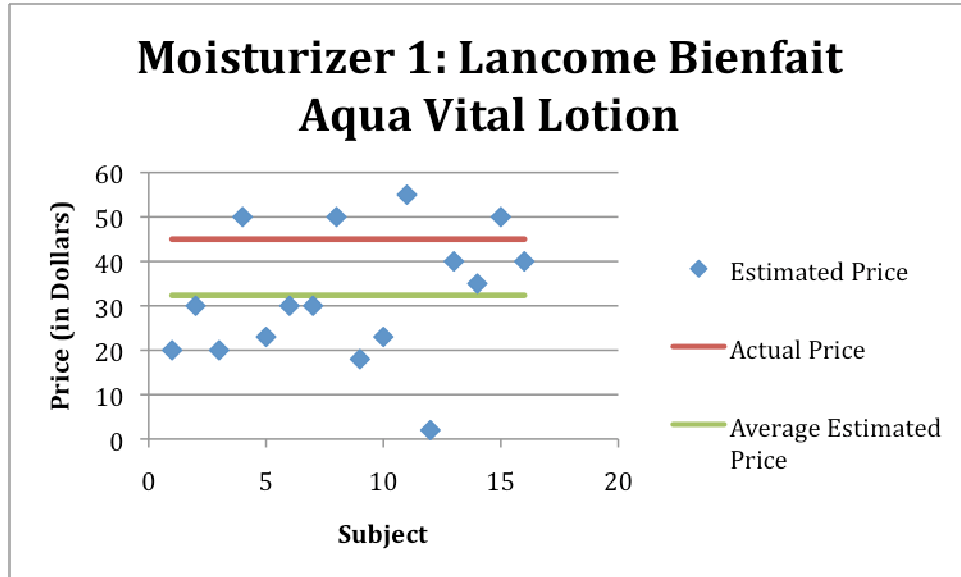
13 out of 16 stated that Blush 2 would be sold in a low-end retail environment.

- 8 participants described Blush 2 as 'low-end', 'cheap', and/or 'inexpensive'.
- 2 participants described Blush 2 as 'affordable' (positive connotation).

Multiple participants commented negatively on the "cheap-looking" plastic and absence of a mirror.

14 out of 16 chose Blush 1 over Blush 2 as the superior product based on the image provided.

Figure 4



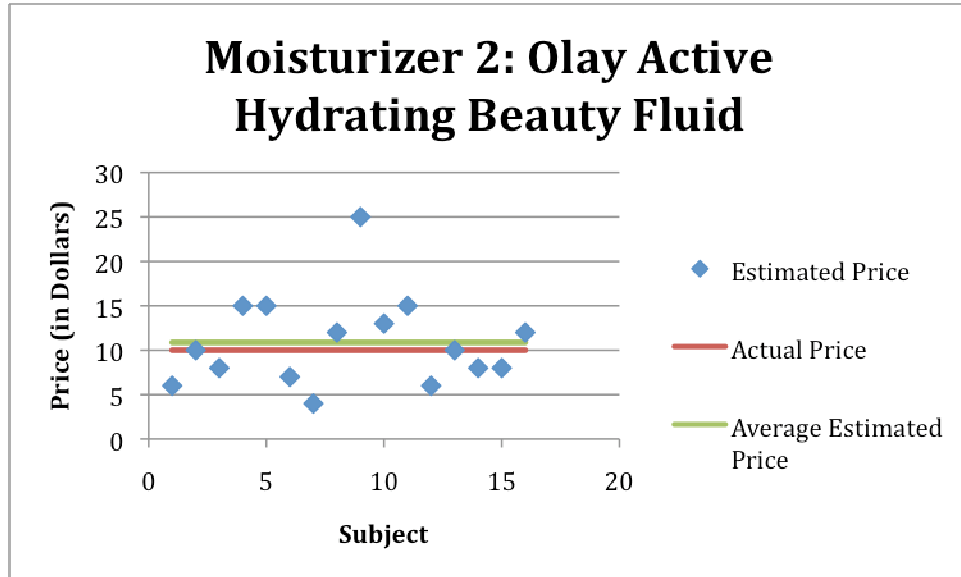
The average estimated cost of Moisturizer 1 was \$32.25. The actual retail value of Moisturizer 1 is approximately \$45.00. On average, participants underestimated the price of Moisturizer 1. Moisturizer 1 is sold in retailers such as Sephora, Macy’s and Nordstrom, and thus for the purpose of this study it is considered to be high-end. 14 out of 16 stated Moisturizer 1 would be sold in a high-end retail environment.

- 6 participants described Moisturizer 1 as ‘sleek’, ‘classy’, ‘chic’, ‘stylish’, or ‘modern’.
- 7 participants described Moisturizer 1 as ‘luxurious’, ‘high-end’, or ‘expensive’.

Five subjects made reference to the French words on the package and stated that this made think the product was higher-end. One subject stated, “It reminds me of a higher-end brand. It has French on it and I associate foreign languages with higher-end.”

Another subject said, “The French writing makes it look nicer.”

Figure 5



The average estimated cost of Moisturizer 2 was \$10.88. The actual retail value of Moisturizer 2 is approximately \$10.00. The average estimated price of Moisturizer 2 was extremely close to its actual price. Moisturizer 2 is sold in retailers such as CVS, Target, Walgreens, and grocery stores, so for the purpose of this study it would be considered low-end and considered to be sold at low-end retailers.

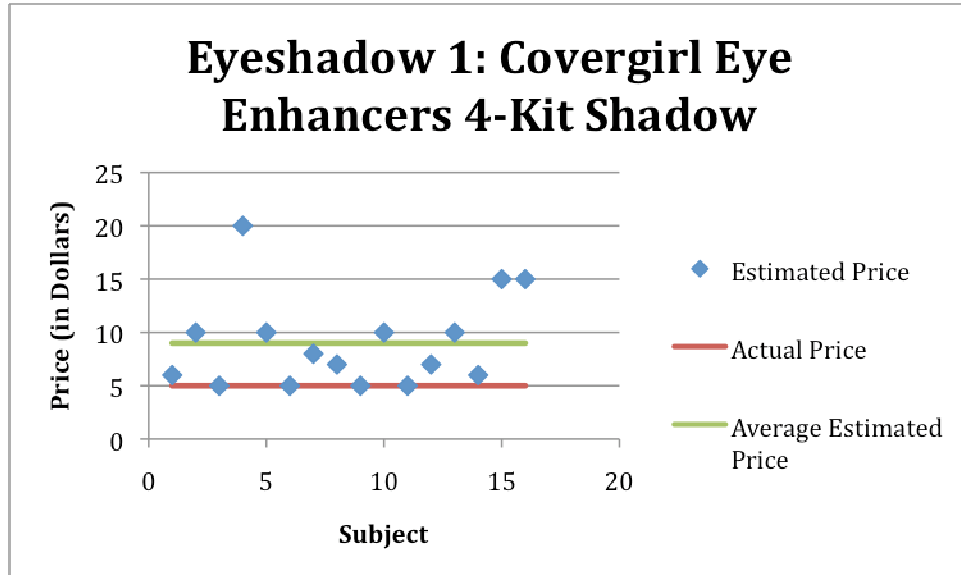
15 out of 16 participants stated that Moisturizer 2 would be sold in a low-end retail environment.

- 6 participants described Moisturizer 2 as 'inexpensive', 'cheap', or 'discount'.
- 7 participants described Moisturizer 2 as 'average', 'plain', 'standard', 'simple', or 'generic'.
- 4 described Moisturizer 2 as 'competent', 'useful', or 'durable'.
- 3 participants described Moisturizer 2 as 'affordable' (positive connotation).
- 5 participants recognized this specific moisturizer as being Olay brand.
- 1 participant that recognized Moisturizer 2 described it as 'faithful'.

- 1 participant that recognized Moisturizer 2 described it as ‘iconic’ and stated, “This product reminds me of beauty.”

14 out of 16 chose Moisturizer 1 (Lancome) over Moisturizer 2 (Olay) as the superior product.

Figure 6



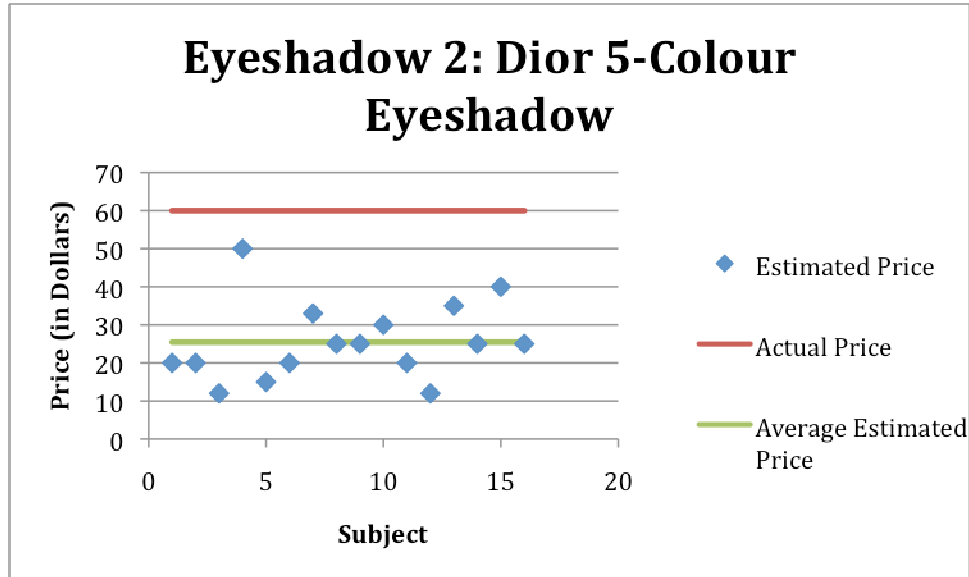
The average estimated cost of Eyeshadow 1 was \$9.00. The actual retail value of Eyeshadow 1 is approximately \$5.00. On average, participants overestimated the cost of Eyeshadow 1. Eyeshadow 1 is sold in retailers such as CVS, Target, Walgreens, and grocery stores, so for the purpose of this study it would be considered low-end and considered to be sold at low-end retailers.

16 out of 16 stated Eyeshadow 1 would be sold in a low-end retail environment.

- 6 participants described Eyeshadow 1 as 'basic', 'boring', 'standard', 'simple', 'generic', or 'average'.
- 7 participants described Eyeshadow 1 as 'inexpensive' or 'cheap'.
- 2 participants described Eyeshadow 1 as 'breakable' or 'replaceable'.

Multiple participants stated that Eyeshadow 1 looked like a drugstore product because it had a plastic cover and no mirror.

Figure 7



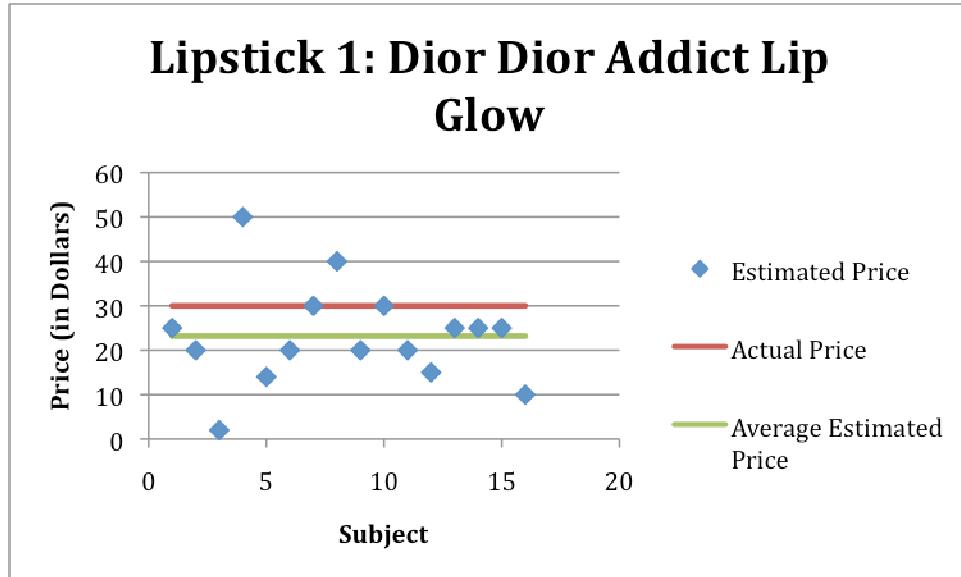
The average estimated cost of Eyeshadow 2 was \$25.44. The actual retail value of Eyeshadow 2 is approximately \$60.00. On average, participants underestimated the price of Eyeshadow 2. Eyeshadow 2 is sold in retailers such as Sephora, Macy's and Nordstrom, and thus for the purpose of this study it is considered to be high-end. 16 out of 16 stated Eyeshadow 2 would be sold in a high-end retail environment.

- 6 participants described Eyeshadow 2 as 'attractive', 'appealing', 'aesthetically pleasing', 'pretty', or 'visually pleasing'.
- 10 participants described Eyeshadow 2 as 'nice', 'pricey', 'fancy', 'expensive', 'luxurious', or 'high-end'.
- 2 participants described Eyeshadow 2 as 'quality'.

Multiple participants commented positively on the inclusion of two applicators, the metal material of the applicators, and the mirror.

16 out of 16 chose Eyeshadow 2 (Dior) over Eyeshadow 1 (CoverGirl).

Figure 8



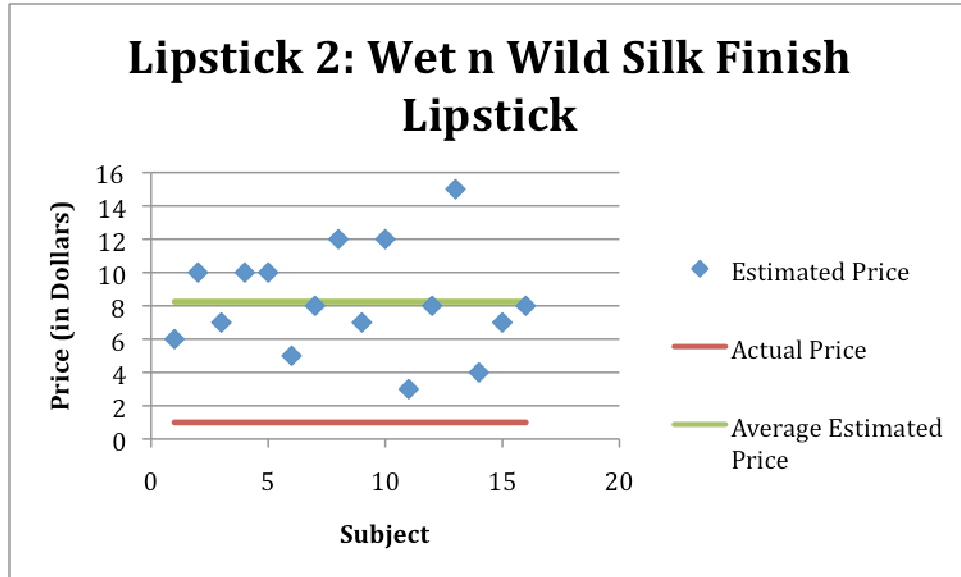
The average estimated cost of Lipstick 1 was \$23.19. The actual retail value of Lipstick 1 is approximately \$30.00. On average, participants underestimated the price of Lipstick 1. Lipstick 1 is sold in retailers such as Sephora, Macy's and Nordstrom, and thus for the purpose of this study it is considered to be high-end.

14 out of 16 stated Lipstick 1 would be sold in high-end retail environment.

- 3 participants described Lipstick 1 as 'unique'.
- 6 participants described Lipstick 1 as 'fancy', 'nice', 'luxurious', or 'high-end'.
- 4 participants described Lipstick 1 as 'feminine' or 'girly'.
- 5 participants described Lipstick 1 as 'attractive', 'appealing', 'cute', or 'pretty'.
- 2 participants described Lipstick 1 as 'overdone', 'gaudy', or 'gimmicky'.

Multiple participants commented positively on the metal case material.

Figure 9



The average estimated cost of Lipstick 2 was \$8.25. The actual retail value of Lipstick 2 is approximately \$1.00. On average, participants overestimated the cost of Lipstick 2. Lipstick 2 is sold in retailers such as CVS, Target, Walgreens, and grocery stores, so for the purpose of this study it would be considered low-end and considered to be sold at low-end retailers.

15 out of 16 stated Lipstick 2 would be sold in a low-end retail environment.

- 8 participants described Lipstick 2 as 'basic', 'average', or 'plain'.
- 3 participants described Lipstick 2 as 'inexpensive' or 'cheap'.

Several participants stated that they thought Lipstick 2 would be sold in a low-end retail environment (such as a drugstore) because it has a clear plastic cover.

14 out of 16 participants chose Lipstick 1 (Dior) over Lipstick 2 (Wet n Wild)

Discussion

The vast majority of participants identified the higher-end product as the superior product. Moreover, when asked to explain why they believed one product superior over another, almost every participant stated that the packaging made them believe the product was higher-end and more expensive and therefore better quality. Subjects appeared to use specific aspects of packaging to identify higher-end products versus lower-end products. Some of the cues that were mentioned included materials, opacity of primary package, dispensing mechanism, and overall creativity of design.

One interesting aspect to note is that participants consistently underestimated the cost of high-end products and overestimated the cost of low-end products. It seems that subjects trended toward estimates in between low-end and high-end prices. It is unclear why this is.

There did not appear to be a noticeable correlation between the amount participants spent on cosmetics or the “type” of cosmetics consumer (purchasing mostly high-end brands or mostly low-end brands) and the accuracy of their price estimates.

Conclusions

There is a clear association between the packaging of a product, the cost of a product (and related retail environment) and the perceived quality of a product. The results of the survey showed the vast majority of consumers were able to identify a product's retail environment solely based on an image of its primary packaging, and associated nicer packaging with higher quality. Subjects used specific aspects from the various packages as ways to identify them.

Conscious clues that participants used included materials, opacity of primary package, dispensing mechanism, and overall creativity of design. Clear packaging was associated with lower-end products. Metal (or metal-looking) packaging was associated with higher-end products; conversely, "cheap-looking" plastic was associated with lower-end products. Designs that subjects thought were unique or different were associated with higher-end products, whereas more "generic-looking" or "traditional" packaging was associated with lower-end products.

Furthermore, participants of the survey formed strong judgments on the efficacy of the products themselves from images of the products. Subject 11 stated of Lipstick 1 (Dior's Dior Addict Lip Glow), "It has nicer packaging and thus makes me think it would moisturize all day. Another subject stated that she thought Moisturizer 2 would be "creamy".

Subjects assumed that products [they believed to be] sold in higher-end retailers were higher quality because they were assumed to be higher cost. Subject 5 stated, "If you're paying more it must be a good product...It looks better and if it costs more it works better." Almost every single product that was chosen as superior in its respective

category by each participant was also estimated to be the higher cost product between the two.

There also seemed to be an association between quality of packaging and higher satisfaction with overall cosmetic experience. When asked about her purchasing habits, Subject 13 acknowledged, “I do pick products based on their packaging. Aesthetically pleasing products enhance the overall experience for me.” Subjects openly stated that the reason they chose one product over another or stated that they thought it would be sold in a drugstore versus department stores was because of the perceived quality of its packaging. Similarly, there is an emotional component to cosmetics and their packaging. Subject 8 described Eyeshadow 2 (Dior 5-Colour Eyeshadow) as “superior because it [the packaging] is appealing and if you have a product like this it makes you feel special.”

These results are consistent with research findings and the original hypothesis. Further research should be conducted in order to verify these conclusions.

Recommendations for Future Research

A survey such as the one done for the purpose of this project could be improved in several different ways, including having a larger, more diverse sample. It would be beneficial to create a multisensory survey where consumers can actually touch the product packaging. Different controls could be added in such as showing packages without products in them. This would help eliminate subconscious biases because of color of the product (even though subjects were told to disregard color). Survey conditions should be tightly controlled and questions scrutinized to ensure they are not

leading. Further analysis should be also done to explore whether culture and demographic significantly affect women's cosmetic packaging perceptions and cosmetic buying behavior.

References

- Armoudom, Pascal, and Hana Ben-Shabat. *Beauty: Only as Deep as the Customer Experience*. Rep. A.T. Kearney, 2012. Web.
- Barnes, C., Childs, T., Ewart, K., Henson, B., & Livesey, R. (2006). Affective consumer requirements: a case study of moisturizer packaging. *Concurrent Engineering*, 14(3), 187.
- Bryan, Lori. "Designer Interview: Jeanine Lobell." *CPC Packaging*. Cosmetic & Personal Care Packaging Magazine, n.d. Web.
<http://www.cpcpkg.com/magazine/02_09_designinterview.php>.
- Chatterjee, I. (2007). Packaging of Identity and Identifiable Packages: A study of women-commodity negotiation through product packaging. *Gender, Place & Culture: A Journal Of Feminist Geography*, 14(3), 293-316.
doi:10.1080/09663690701324953.
- Chura, H. (2006, November 18). On Cosmetics: Marketing Rules All. *The New York Times*. Retrieved from
<http://www.nytimes.com/2006/11/18/business/18instincts.html>.
- "CVS Shutting Down Experimental Beauty 360 Stores." *Reuters*. Reuters, 26 Mar. 2012. Web.
- Hubert, Heidi. Personal Interview. March 8, 2013.
- Kokoi, I. (2011). Female Buying Behaviour Related to Facial Skin Care Products. Retrieved from
<https://publications.theseus.fi/bitstream/handle/10024/26464/Thesis.pdf?sequence=1>.
- Shell, E. (1996). Package design: The art of selling, all wrapped up. *Smithsonian*, 27(1), 54.
- Smith, G. (2011). Significance of Design and Color in Cosmetic Packaging. Retrieved from
<http://packaging.ezinemark.com/significance-of-design-and-color-in-cosmetic-packaging-7d2df2c8df25.html>.
- Schulz, Cory. "Statistics and Facts on the Cosmetic Industry." *Statista*. Statista, Oct. 2012. Web. <<http://www.statista.com/topics/1008/cosmetics-industry/>>.
- Topoyan, M., & Bulut, Z. A. (2008). Packaging Value of Cosmetics Products: An Insight from the View Point of Consumers. Retrieved from
kisi.deu.edu.tr/mert.topoyan/dosyalar/topoyan_bulut.pdf.

Volkman, Eric. "CVS Loses Its Beauty." *Daily Finance*. AOL Inc., 3 Apr. 2012. Web.
<<http://www.dailyfinance.com/2012/04/03/cvs-loses-its-beauty/>>.

Appendices

Survey

1. What is your age range?
 - a. 18-35
 - b. 35-55
 - c. 55 and up
2. How much do you typically spend on cosmetics and skin care in one month?
3. Where do you typically shop for cosmetics and skin care?
4. What brands do you purchase for skincare and makeup?
 - a. Why?
5. What adjectives would you use to describe this product?
6. How much do you think this product costs?
 - a. Why?
7. Where do you think this product would be sold?
 - a. Why?
8. Which do you feel is the superior product?
 - a. Why?

Survey Images

Participants were shown only images in the survey; however the corresponding information is provided now for the convenience of the reader. All obvious brand identifiers were removed.



1. Lancome Blush Subtil

Price: \$30.00

Sold in high-end retail stores such as Macy's, Nordstrom, Sephora, etc.



2. Maybelline Fit Me Blush

Price: \$5.00

Sold in low-end retail stores such as CVS, Rite-Aid, Walgreens, etc.



3. Lancome Bienfait Aqua Vital Lotion

Price: \$45.00

Sold in high-end retail stores such as Macy's, Nordstrom, Sephora, etc.



4. Olay Active Hydrating Beauty Fluid Lotion

Price: \$10.00

Sold in low-end retail stores such as CVS, Rite-Aid, Walgreens, etc.



5. CoverGirl Eye Enhancers 4-Kit Shadow

Price: \$5.00

Sold in low-end retail stores such as CVS, Rite-Aid, Walgreens, etc.



6. Dior 5-Colour Eyeshadow

Price: \$60.00

Sold in high-end retail stores such as Macy's, Nordstrom, Sephora, etc.



7. Dior Dior Addict Lip Glow

Price: \$30.00

Sold in high-end retail stores such as Macy's, Nordstrom, Sephora, etc.



8. Wet n Wild Silk Finish Lipstick

Price: \$1.00

Sold in low-end retail stores such as CVS, Rite-Aid, Walgreens, etc.

Survey Results

Subject 1

1. c) age 55 and up
2. \$75 in two months
3. Sephora, Nordstrom, Costco
4. Benefit, Bobbi Brown, Oil of Olay
 - a. I use these because they are effective.

Blush 1	Blush 2
5. appealing, nice case and brush	5. cheap
6. \$13	6. \$8
7. Unsure, anywhere from Walmart to Sephora. I like the mirror and the trim of the brush. I like the way the package looks.	7. Target. This product looks cheap and it doesn't have a mirror.
8. Blush 1 is superior because it has a nicer presentation and a mirror.	
Moisturizer 1	Moisturizer 2
5. high-end	5. inexpensive
6. \$20	6. \$6
7. department store. This has a pump and a lid and it looks like you can control the amount of product.	7. Walmart. The packaging looks cheap.
8. Moisturizer 1 is superior because the package looks better and the phrasing on the bottle makes me feel like the product is higher quality.	
Eyeshadow 1	Eyeshadow 2
5. generic	5. nice, pricey, good presentation
6. \$6	6. \$20
7. Target	7. high end department store
8. Eyeshadow 2 is superior because it looks more expensive and like it would be sold in a nicer store.	
Lipstick 1	Lipstick 2
5. high end, nice case	5. generic
6. \$25	6. \$6
7. high end department store. The looks and packaging makes me think it would be sold in a higher end retail environment. I like the case.	7. Target
8. Lipstick 1 is superior because the case and presentation is better.	

Subject 2

1. c) age 55 and up
2. \$100 in two months
3. Aveda, Macy's, Sephora
4. Aveda, Estee Lauder
 - a. I purchase Aveda because it is all-natural and I have sensitive skin. I purchase Estee Lauder because I like the customer service I receive at the Estee Lauder counter at Macy's.

Blush 1	Blush 2
5. cheery, functional, appealing	5. boring, unexciting
6. \$23	6. \$17
7. Sephora	7. drugstore
8. Blush 1 is superior. It looks better and has nicer packaging.	
Moisturizer 1	Moisturizer 2
5. fresh, clean	5. clean, plain
6. \$30	6. \$10
7. department store. The shape of the bottle looks like it is sold at a higher end store.	7. drugstore. It looks cheaper and more plain.
8. Moisturizer 1 is superior. I like the wording on the packaging.	
Eyeshadow 1	Eyeshadow 2
5. plastic, looks like it's from the drugstore	5. interesting, pretty
6. \$10	6. \$20
7. drugstore, Kmart, Walmart	7. department store. The product looks middle-of-the road.
8. Eyeshadow 2 is superior.	
Lipstick 1	Lipstick 2
5. soft, girly, feminine, princess-looking	5. pretty, cheery, unappealing packaging, plain
6. \$20	6. \$10
7. department store. The packaging looks fancy.	7. drugstore. It looks like it comes from the drugstore because the packaging is plain and has a clear cover. Products from the drugstore have plastic covers so you can see the product because you can't try it on.
8. Lipstick 1 is superior because it has superior packaging.	

Subject 3

1. b) age 35-55
2. \$130 in two months
3. Mary Kay, Sephora, Target
4. Mary Kay, Olay
 - a. I purchase Mary Kay because I have a family member who sells it and I want to support her. I have purchased Olay for a long time, my mother used it, I grew up with it and it reminds me of my childhood.

Blush 1	Blush 2
5. sleek, slim	5. lower-end, inexpensive
6. \$15. I'm comparing this product to current products I use to estimate price.	6. \$7
7. drugstore. It doesn't look nice and the bursh looks like it's made from unnatural hair.	7. discount store. The writing on the lid makes it look very inexpensive.
8. Blush 1 is superior.	
Moisturizer 1	Moisturizer 2
5. clean-looking	5. faithful
6. \$20	6. \$8
7. specialty cosmetics store	7. drugstore. I recognize and use this product.
8. Moisturizer 2 is superior. It is familiar and I know I like it.	
Eyeshadow 1	Eyeshadow 2
5. drugstore	5. coordinated, put-together
6. \$5	6. \$12
7. drugstore. The packaging looks cheap.	7. department store. The case makes it looks like it belongs to a "line". It looks like there was more time put into it.
8. Eyeshadow 2 is superior. It has nicer packaging.	
Lipstick 1	Lipstick 2
5. gimmicky	5. simple
6. \$2	6. \$7
7. discount store	7. drugstore. It has a clear cover and looks inexpensive.
8. Lipstick 1 is the superior product but I would rather buy lipstick 2 because I don't the packaging of lipstick 1.	

Subject 4

1. b) age 35-55
2. \$200 in two months
3. Costco, CVS
4. Eucerin, Neutrogena,
 - a. I purchase these products based on dermatologist and aesthetician recommendations.

Blush 1	Blush 2
5. small (negative)	5. useful, big (positive)
6. \$45	6. \$35
7. Sephora. It looks compact and it has a mirror and brush.	7. CVS. It's made of cheap plastic and there's no mirror.
8. Blush 1 is superior.	
Moisturizer 1	Moisturizer 2
5. high-end	5. useful
6. \$50	6. \$15
7. Sephora or Macy's. It looks expensive, it has a pump, nice packaging, and a nice font.	7. CVS. It has plain packaging and it's a squeeze bottle (in contrast to a pump).
8. Moisturizer 1 is superior.	
Eyeshadow 1	Eyeshadow 2
5. average	5. visually pleasing
6. \$20	6. \$50
7. CVS. It looks plain and the applicators don't look ver high quality.	7. Sephora. It has nice applicators, I like the way it's packaged, and the case looks like it's made of nice material.
8. Eyeshadow 2 is superior.	
Lipstick 1	Lipstick 2
5. appealing, feminine	5. plain
6. \$50	6. \$10
7. Sephora. I like the packaging – they put more time into it.	7. CVS. It looks like drugstore quality.
8. Lipstick 1 is superior because it has superior packaging.	

Subject 5

1. a) age 18-35
2. \$200 in two months
3. Sephora, CVS
4. Clinique, Mary Kay, Bare Minerals, Tarte, L'Oreal
 - a. My mother also uses Clinique and recommended it. Sales associates at Sephora recommended Bare Minerals and Tarte.

Blush 1	Blush 2
5. nice, convenient	5. convenient, appealing
6. \$25	6. \$20
7. Sephora	7. CVS or Sephora. This product looks cheaper because it doesn't have a mirror and it has cheap hinges.
8. Blush 1 is superior. If you're paying more it must be a good product.	
Moisturizer 1	Moisturizer 2
5. neat, slick, clean	5. durable
6. \$23	6. \$15
7. Sephora. This product looks classy.	7. CVS. I recognize this product based on the bottle shape.
8. Moisturizer 1 is superior. It looks better and if it costs more, it works better.	
Eyeshadow 1	Eyeshadow 2
5. clean	5. pretty
6. \$10	6. \$15
7. CVS	7. Sephora. This looks fancier and has "extras" such as the mirror and two brushes.
8. Eyeshadow 2 is superior. It looks more expensive.	
Lipstick 1	Lipstick 2
5. unique, pretty	5. pretty, neat
6. \$14	6. \$10
7. Sephora. This stands out and doesn't look like a typical brand. It looks more expensive.	7. Sephora. This has a unique look. I like the see-through cover; it's nice because you can see the shade.
8. Lipstick 1 is superior because it's more expensive.	

Subject 6

1. a) age 18-35
2. \$50 in two months
3. Target, Sephora
4. Neutrogena, Aveeno, Bare Minerals
 - a. I purchase these because they are natural brands

Blush 1	Blush 2
5. fancy, expensive	5. inexpensive, generic
6. \$30	6. \$7
7. department store. It looks like it has nice packaging.	7. Target. It looks cheap because of the clear plastic cover.
8. Blush 1 is superior because it had more work put into it.	
Moisturizer 1	Moisturizer 2
5. modern, fancy, high-end	5. simple, generic, inexpensive
6. \$30	6. \$7
7. department store. It looks expensive.	7. Target. This looks familiar like something that would be sold in a drugstore.
8. Moisturizer 1 is superior because it looks fancier.	
Eyeshadow 1	Eyeshadow 2
5. simple, familiar, generic	5. fancy, creative, pretty, aesthetically pleasing
6. \$5	6. \$20
7. Target. This looks similar to products I have seen there.	7. MAC, department store. They put more effort into this product.
8. Eyeshadow 2 is superior because more work was put into it.	
Lipstick 1	Lipstick 2
5. creative, shiny, pretty	5. simple, generic, familiar
6. \$20	6. \$5
7. department store or makeup store.	7. Target, Walmart
8. Lipstick 1 is superior because it looks fancier.	

Subject 7

1. c) age 55 and up
2. \$20 in two months
3. online health stores, Sephora
4. Bare Minerals
 - a. I like the way natural products feel. I purchase based on ingredients, never by looks. I never go into a store [to purchase cosmetics and skin care] without knowing what I am purchasing.

Blush 1	Blush 2
5. simple, adequate	5. cheap
6. \$33	6. \$10
7. Nordstrom. It looks neat and compact.	7. drugstore. The clear plastic makes it look like it's sold in a drugstore.
8. Blush 1 is superior.	
Moisturizer 1	Moisturizer 2
5. clean	5. ugly, unmarketable, cheap
6. \$30	6. \$4
7. department store. The wording and type makes it look like it would be sold in a department store.	7. Target, CVS.
8. Moisturizer 1 is superior.	
Eyeshadow 1	Eyeshadow 2
5. basic	5. expensive, versatile
6. \$8	6. \$33
7. Target. This looks like similar drugstore products.	7. Macy's.
8. Eyeshadow 2 is superior. If you have a superior product you better be able to market it better.	
Lipstick 1	Lipstick 2
5. attractive, appealing, feminine	5. simple
6. \$30	6. \$8
7. Sephora, department store. The container makes it look nicer.	7. Target, Walmart, CVS.
8. Lipstick 1 is superior.	

Subject 8

1. b) age 35-55
2. \$25 in two months
3. Walmart
4. L'Oreal, Maybelline
 - a. I purchase these brands because they are affordable and they work.

Blush 1	Blush 2
5. attractive, appealing, beautiful	5. nice, compact, affordable
6. \$25	6. \$10
7. department store	7. Walmart.
8. Blush 1 looks more expensive but that doesn't necessarily mean it works better, so I don't know.	
Moisturizer 1	Moisturizer 2
5. luxurious, lightweight, creamy	5. quality, affordable, tried and tested
6. \$50	6. \$12
7. Sephora, department store. It has a pump and has words in French.	7. drugstore. I recognize this brand.
8. I don't know.	
Eyeshadow 1	Eyeshadow 2
5. dependable, familiar, affordable, classic	5. finely-milled, luxurious, high-end
6. \$7	6. \$25
7. drugstore. This looks like products I have purchased at the drugstore.	7. department store. This looks like a brand I have seen in department stores.
8. Eyeshadow 2 is superior because it is appealing and if you have a product like this it makes you feel special.	
Lipstick 1	Lipstick 2
5. fancy, girly, unique, French, European	5. tried and true, basic
6. \$40	6. \$12
7. department store or specialty cosmetics store. The design makes me think it is higher-end.	7. Target. It has a clear package which looks like products from the drugstore.
8. Lipstick 1 is superior because it's pretty. It would look nice in my purse.	

Subject 9

1. a) age 18-35
2. \$40 in two months
3. Sephora, CVS
4. Neutrogena
 - a. I purchase this because it is a reputable brand.

Blush 1	Blush 2
5. middle-class, generic	5. trendy, cheap
6. \$25	6. \$10
7. CVS. It looks generic.	7. Target or Macy's.
8. Blush 1 is superior because it has a mirror.	
Moisturizer 1	Moisturizer 2
5. clean	5. conservative, generic
6. \$18	6. \$25
7. Target	7. Target or Macy's. This product looks generic.
8. Moisturizer 1 is superior because it's French.	
Eyeshadow 1	Eyeshadow 2
5. cheap	5. fancy, expensive
6. \$5	6. \$25
7. CVS	7. Macy's
8. Eyeshadow 2 is superior because it has metal brushes and there are patterns embossed on the eyeshadow.	
Lipstick 1	Lipstick 2
5. luxurious	5. simple
6. \$20	6. \$7
7. Sephora	7. Target
8. Lipstick 1 is superior because it's fancy.	

Subject 10

1. a) age 18-35
2. \$60 in two months
3. Avon, Sephora, Target
4. Avon, Covergirl, L'Oreal, Clinique
 - a. I purchase these brands because they are things my family used. L'Oreal and Covergirl I picked out at the drugstore because I like they way they looked.

Blush 1	Blush 2
5. high-end, nice, quality	5. cheaper, affordable
6. \$25	6. \$12
7. Sephora. It looks like it has a nice brush and it has a mirror.	7. Target
8. Blush 1 is superior because the packaging is nicer.	
Moisturizer 1	Moisturizer 2
5. higher-end, works better, expensive	5. cheaper, affordable, not as nice
6. \$23	6. \$13
7. Sephora. This product looks like it has a smaller quantity. When I see products that are smaller, it makes me think they work better.	7. Target, Walmart
8. Moisturizer 1 is superior because the packaging is sleeker.	
Eyeshadow 1	Eyeshadow 2
5. cheap	5. nice, quality, expensive
6. \$10	6. \$30
7. Walmart, CVS	7. Sephora, Ulta
8. Eyeshadow 2 is superior because more time went into producing it. The case is made of more expensive plastic.	
Lipstick 1	Lipstick 2
5. higher-end, nicer brand, better quality	5. cheap, affordable
6. \$30	6. \$12
7. Ulta, Sephora, Nordstrom	7. Target, CVS
8. Lipstick 1 is superior because more time went into the packaging so the product is nicer.	

Subject 11

1. b) age 35-55
2. \$25 in two months
3. Grocery store, drugstore
 - a. I shop here because it's convenient
4. Olay, Garnier, L'Oreal

Blush 1	Blush 2
5. compact, convenient	5. competent
6. \$15	6. \$7
7. Macy's because it has a mirror.	7. CVS. It looks similar to drugstore products because of the plastic and the absence of details.
8. Blush 1 is superior because the quality of the actual product looks better.	
Moisturizer 1	Moisturizer 2
5. expensive, higher-end, quality, sleek, stylish	5. competent, less expensive, iconic, anti-aging, reminds me of beauty
6. \$55	6. \$15
7. Macy's. The pumping mechanism makes it look like it has better engineering.	7. drugstore. I recognize the product.
8. Moisturizer 1 is superior because it looks like a better quality package.	
Eyeshadow 1	Eyeshadow 2
5. inexpensive, replaceable	5. expensive, decent quality
6. \$5	6. \$20
7. grocery store, drugstore. It has inexpensive packaging and no mirror.	7. Macy's. This product looks like it's targeted toward high-price consumers. It has embossing on the eyeshadow and better materials in the brushes.
8. Product 2 is superior because it is packaged better.	
Lipstick 1	Lipstick 2
5. space-age, very exclusive	5. inexpensive, not the best quality
6. \$20	6. \$3
7. Sephora. It is made of expensive materials.	7. drugstore
8. Lipstick 1 is superior. It has nicer packaging and thus makes me think it would moisturize and last all day.	

Subject 12

1. a) age 18-35
2. \$5 in two months
3. grocery store
4. Bath and Body Works and whatever is on sale.
 - a. I use Bath and Body Works because I got it for free from a family member that worked there. I don't purchase particular brands and I buy based on price.

Blush 1	Blush 2
5. on-the-go, high-end, sturdy	5. modern
6. \$8	6. \$10
7. grocery store. This product doesn't stand out.	7. Sephora. It has a modern shape and modern-looking type. It looks unique and like more marketing went into it. I like the clear cover.
8. Blush 2 is superior because it looks unique.	
Moisturizer 1	Moisturizer 2
5. sleek, convenient, protected	5. utility of use, simplistic, not as convenient, discount
6. \$2	6. \$6
7. grocery store.	7. grocery store
8. Moisturizer 1 is superior. It might be higher-end, but I'm not sure. I like the pump and the metal. It looks like a sleek package.	
Eyeshadow 1	Eyeshadow 2
5. basic, not on-the-go, cheaper, standard	5. sleek, on-the-go
6. \$7	6. \$12
7. grocery store. It looks generic.	7. department store. I like the blue case, it has two brushes, pillowing texture. It reminds me of luxury.
8. Eyeshadow 2 is superior. There was more effort put into this product.	
Lipstick 1	Lipstick 2
5. unique, modern	5. traditional
6. \$15	6. \$8
7. Sephora, department store	7. grocery store. It looks generic
8. Lipstick 1 is superior because more money went into it.	

Additional comments: "People who purchase products at grocery stores want to understand products quickly. They make decisions on price, so they shouldn't look as fancy."

Subject 13

1. c) age 55 and up
2. \$250 in two months
3. Amazon.com (to purchase brands I have already purchased in stores), Macy's
4. Dermalogica, Perricone, Origins, Lancome, Christian Dior, Smashbox
 - a. I have tried these and they are the best out there compared to lower-end. You can tell they are high quality products.

Blush 1	Blush 2
5. appealing, simple, clean-looking, higher-end	5. unappealing shape, don't like brush, packaging, or how it opens to the side.
6. \$32	6. \$15
7. department stores, Sephora, Nordstrom. I recognize this product. I like the gold detail.	7. drugstore. The packaging looks cheaper and I don't like anything about it.
8. Blush 1 is superior.	
Moisturizer 1	Moisturizer 2
5. sleek, easy to handle	5. "It says 'original' on it and to me that means 'basic'". Plain, don't like shape or color
6. \$40	6. \$10
7. department stores. It reminds me of a higher end brand. It has French on it and I associate foreign languages with higher-end.	7. CVS, Target
8. Moisturizer 1 is superior because of the packaging. The blue color and chrome make it look nicer.	
Eyeshadow 1	Eyeshadow 2
5. cheap, cheap applicator	5. expensive, appealing
6. \$10	6. \$35
7. drugstore	7. department store. This looks like Chanel. The quilting makes it look expensive and appealing. The two applicators with metal on them also make it look expensive.
8. Eyeshadow 2 is superior. The packaging is better and therefore it probably has better ingredients.	
Lipstick 1	Lipstick 2
5. overdone, gaudy	5. simple, appealing
6. \$25	6. \$15
7. Target. The packaging is trying to look higher-end, but fails. I don't like the shape.	7. Target, CVS. I like the shape and the two tone metal. I don't like the clear plastic top, it looks like it will crack. Better brands don't

	have that.
8. Lipstick 2 is superior because it's not trying so hard.	

Additional comments:

"I do pick products based on their packaging. Aesthetically pleasing products enhance the overall experience for me."

"I definitely do feel that quality is associated with cost."

Subject 14

1. a) 18-35
2. \$50 in two months
3. Sephora, Mary Kay
4. Bare Minerals, Mary Kay, Clinique
 - a. I purchase Clinique because my mom used it and recommended it. I received help at Sephora and was recommended Bare Minerals, which I liked. I like the personal service I get with Mary Kay.

7. Sephora or somewhere even nicer than that. It looks really special, like something a famous person would use.	7. drugstore. The color is exposed and there is a plastic top.
8. Lipstick 1 is superior. I would use it.	
Blush 1	Blush 2
5. shiny, average	5. cheap, nothing special
6. \$20	6. \$7
7. Macy's. It looks like Lancome, which is sold at Macy's.	7. Rite-Aid. It has a plastic cover, which makes it look like other products at the drugstore.
8. Blush 1 is superior. It is set up nicely and the gold makes it look classy.	
Moisturizer 1	Moisturizer 2
5. classy, chic	5. average
6. \$35	6. \$8
7. Sephora, Macy's. The French writing makes it look nicer. I like the cap and shiny metal.	7. drugstore. This looks like Olay.
8. Moisturizer 1 is superior because it looks nicer.	
Eyeshadow 1	Eyeshadow 2
5. cheap	5. classy, well thought out, there was time put into it, wands look shiny
6. \$6	6. \$25
7. drugstore. It has a clear cover and only one wand.	7. Macy's, Sephora
8. Eyeshadow 2 is superior. There was more time put into it.	
Lipstick 1	Lipstick 2
5. fancy, femme fatale	5. average, no design features
6. \$25	6. \$4

Subject 15

1. a) age 35-55
2. \$50 in two months
3. CVS, online (to purchase products previously purchased in stores)
4. Prescriptives, REN, Maybelline, Estee Lauder, Cetaphil
 - a. The work for me, I like the products. Cetaphil and REN have a reputation of being gentle and natural.

Blush 1	Blush 2
5. sleek, well-made, I like the brush and mirror	5. okay, no mirror, hinges look cheap, no mirror, not-nice brush
6. \$30	6. \$7
7. department store. This looks high-end.	7. drugstore
8. Blush 1 is superior because it has nicer packaging.	
Moisturizer 1	Moisturizer 2
5. sleek, clean	5. standard
6. \$50	6. \$8
7. department store. It has French words and the word “infusion”.	7. drugstore. It looks like a standard drugstore moisturizer.
8. Moisturizer 2 is superior because it looks nicer. I have also used the second one and didn’t like it.	
Eyeshadow 1	Eyeshadow 2
5. simple, straightforward, boring	5. interesting, luxurious, attractive
6. \$15	6. \$40
7. drugstore. There’s not much to it.	7. department store. This looks like Chanel or another high-end “line”.
8. Eyeshadow 2 is superior. It looks nicer and it has an extra brush.	
Lipstick 1	Lipstick 2
5. cute, sleek, I like the metal tube	5. basic, functional – the packaging allows you to see the color
6. \$25	6. \$7
7. Sephora, department store, beauty supply store. The packaging looks sturdy.	7. drugstore. It looks cheaper. The plastic might crack.
8. Lipstick 2 is superior. It looks like sturdier packaging. If they are making a superior product	

they should make the packaging better. You pay more for reputable brands that have better packaging.

Subject 16

1. a) age 18-35
2. \$40 in two months
3. drugstore because it's cheap, Sephora sometimes
4. Neutrogena, Maybelline, Covergirl, Revlon
 - a. My family members that use cosmetics recommended certain products and brands to me. I also sometimes just pick out products at the store.

5. nice, I like the design	5. cheap, simple
6. \$10	6. \$8
7. department store. I like the packaging. You don't see metal packaging in the drugstore.	7. drugstore
8. They are equal because I haven't noticed a difference between high-end and drugstore lip products. I don't see clean packaging affecting my decision on lip products.	8. Blush 1 Blush 2 difference between high-end and drugstore lip products.
6. \$30	6. \$6
7. department store. This looks nice, it's not from the drugstore.	7. drugstore. The brush isn't nice and it looks like cheap plastic.
8. Blush 1 is superior because it looks nicer. Things from the department store are higher quality.	
Moisturizer 1	Moisturizer 2
5. very expensive, foreign	5. cheap, bland
6. \$40	6. \$12
7. Sephora. It looks like glass or nice plastic.	7. drugstore. The plastic looks cheaper and the packaging isn't as nice.
8. Moisturizer 1 is superior because it looks nicer. Nicer moisturizers are from the department stores.	
Eyeshadow 1	Eyeshadow 2
5. cheap, low quality, breakable	5. really nice, nice quality materials (metal), durable
6. \$15	6. \$25
7. drugstore or the department store. It doesn't look dirt cheap, but it's definitely not high-end.	7. department store, Sephora. I like the patterns and the plastic looks nice.
8. Eyeshadow 2 is superior. It looks secure and durable.	
Lipstick 1	Lipstick 2

