

# **The Effect of Cosmetic Products Packaging on Consumer Choice**

**Diploma Thesis**

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**Brno 2017**



## **Acknowledgement**

I would like to thank to Mgr. Ing. Nad'a Birčiaková, Ph.D., the supervisor of my thesis. Her valuable recommendations and her willingness to help were extraordinary. I sincerely appreciate her professional approach and her promptness that helped me a lot during the elaboration of this thesis. I would also like to thank to Ing. Stanislav Mokrý, Ph.D. for his help and valuable advices regarding the eye tracking research. Finally, I would like to thank to doc. Ing. Jana Turčínková, Ph.D. for all courses of marketing that she gave me during my studies at the Mendel University in Brno.





## **Declaration**

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## **Abstrakt**

Štěchová Pavlína. Efekt obalů kosmetických produktů na rozhodování spotřebitele. Diplomová práce. Brno: Mendelova univerzita v Brně, 2017.

Diplomová práce zkoumá, jak mohou obaly kosmetických výrobků ovlivnit chování spotřebitele. Analyzuje chování žen ve věku 18-74 let, které používají kosmetické výrobky. Pro sběr dat byly využity kvalitativní i kvantitativní metody výzkumu. Hlavním cílem práce je navrhnout doporučení pro obaly kosmetických výrobků.

## **Klíčová slova**

Kosmetika, obal, marketingový výzkum, eye tracking, chování spotřebitele.

## **Abstract**

Štěchová Pavlína. The Effect of Cosmetic Products Packaging on Consumer Choice. Diploma Thesis. Brno: Mendel University in Brno, 2017.

The master thesis examines how packaging of cosmetic products can influence the choice of consumers. It analyses the behaviour of 18 – 74 years old female consumers who are users of cosmetic products. For data collections were used qualitative and quantitative research methods. The main objective of the thesis is to propose appropriate recommendations for cosmetics packaging.

## **Keywords**

Cosmetics, packaging, marketing research, eye tracking, consumer behaviour.

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# 1 Introduction

In today's world, packaging of products has become an important part of marketing mix and can significantly influence the consumers' choice in a decision making process. It can be a package that gives to a product its uniqueness and differentiates it from the other products. As many authors believe, a beautiful package sets up expectation for a great product. This mean, sometimes a product can be considered of a higher quality and more luxurious than it actually is only because its packaging. Usually, introducing the poor packaging can cause the product failure in the market because product packaging can consequently affect the consumer's opinion, expectation and final choice.

When deciding about which concrete sector would be the most suitable and preferable for evaluating the effect of products packaging on consumer choice, the cosmetic sector was chosen for several reasons. Cosmetics products can be regarded as aesthetic feelings oriented products. Since visual properties of products partake of aesthetics, packaging designed can be supposed to have more effect on consumers' choice behaviour in cosmetics products. Aesthetic feelings are subjective, therefore can be considered as perception based. Due to the fact that consumer perception can be said to be more critical in assessing the value of these products, cosmetics products are estimated to be more sensitive in value assessment. Moreover, the market of cosmetics is constantly developing and the cult of beauty has become an important part of people's everyday life.

This thesis is focused on exploring and analysing the main attributes connected with cosmetic products packaging that influence the consumer's choice when deciding about a purchase of a cosmetic product. It brings the answers to the several questions. How are female consumers influenced by cosmetics products packaging when making a decision about which product to buy? What are the main factors regarding the packaging that can positively or negatively influence the decision about which product to buy? How should the cosmetic producers pack their products to have a success on a market?

## 2 Objectives

The main objective of this thesis is to propose appropriate recommendations for cosmetics packaging based on the qualitative – eye tracking study and in – depth interviews, and quantitative - questionnaire survey marketing research.

The main objective will be achieved by meeting the following partial objectives:

- analyse the secondary data regarding the beauty market worldwide and packaging,
- identify the main factors of packaging influencing the consumers' choice when buying cosmetic products,
- identify what elements of packaging attracts consumers and what element do not capture their attention,
- based on the research results formulate recommendations for the packaging in cosmetic sector.

## 3 Literature Overview

In this part, some basic terms regarding the importance of products packaging, cosmetics and its division, consumer behaviour and its decision making process, and marketing research with main focus on eye – tracking method will be explained and defined.

### 3.1 Packaging

Kotler (2005) defines packaging as all the activities of designing and producing the container for a product. Quail (2005) claims that package is a wrapper or container for a consumer product that serves a number of purposes including protection and description of the contents, theft deterrence, and promotion.

Kollár (1999) believes that the main function of a package is to protect the product against adversely affect of the surrounding environment during transportation, manipulation and storage, and also to facilitate a consumption of a product by consumer. However, nowadays, the package is not just a container for a product. As Sook-kim (2000) claims, the package is an important component of the overall marketing mix and can support product advertising, establish a brand identity, enhance recognition, and optimize shelf space. Packaging can be considered as one of the most important factors in purchase decisions made at the point of sale (Prendergast and Pitt, 1996), where it becomes an essential part of the selling process (Rettie and Brewer, 2000). Rizwan, Vishnu and Muhammad (2014) agree saying that packaging could be treated as one of the most valuable tool in today's marketing communications. As Wells, Farley and Armstrong (2007) believe, packaging works as an instrument for differentiation between a wide rage of parallel products and stimulates consumer's buying behaviour. Crouch and Housden (2003) are convinced that for the achievement of brand objectives is not enough that the package fulfils only the functional requirements, but also the aesthetic components must be chosen correctly. Packaging has a better reach than advertising does, and can set a brand apart from its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used (Rizwan, Vishnu and Muhammad,2014).

Topoyan and Bulut (2008) find out that from well known brands consumers expect more sophisticated packages. Consumers are willing to pay more on better packages, and better packaging design influences positively consumer satisfaction. Quality can be perceived by human senses, as sight. Cosmetics are the category of products where packaging and labelling are some of the sources consumer refers in order to judge the quality of the product and make a choice. (Lunardo and Guerinet, 2007)

Jesenský (2007) claims that the effect and a design of a package depends mainly on the category of a product and a target group, however, the package is one of the most important parameters for impulse decision making during a buying process. Kapferer (2008) adds that consumer spends by selection of a concrete

product a very little time in a shop. Often, a consumer glances a packaging and makes a decision. For this reason, an appropriate packaging saves the time to consumers and built their relationship to the brand.

### 3.1.1 Wrapper layers

Packaging consists of a few layers. Each layer has a different function and usually is made from a different material.

According to Markets and Markets (2017) and Zbicinsky (2006), there are three types of packaging:

- **Primary packaging** - the material to be packed that first covers the product which is directly in contact with the product
- **Secondary packaging** - involves outside primary packaging or grouping primary packages. This layer is in a direct contact with the consumer.
- **Tertiary packaging** - used for transport purpose or bulk handling

Jakubíková (2013) divides packaging layers differently:

- **Primary package** – the direct package of the product
- **Secondary package** – a package protecting the primary package. Does not have an influence on a product quality.
- **Transporting package** – a package precluding a damage of products during transportation.
- **A label** – its purpose is a product identifications and a product quality declaration.

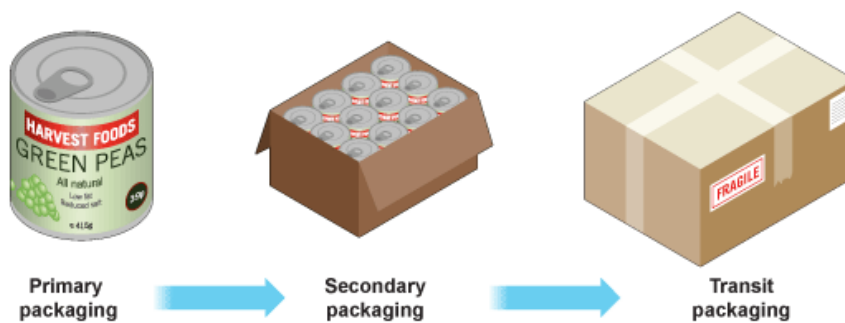


Figure 1 Packaging layers

Source: BBC, 2014

### 3.1.2 Factors influencing a consumer's perception of a product

Rizwan, Vishnu and Muhammad (2014) consumer buying behaviour is inter alia dependent on packaging colour, packaging material, design of wrapper, and innovation.



### **Packaging colour**

As Mehta and Zhu (2009) believes, colour is a basic aspect of human perception and has intrigued many researchers to study its impact and cognition on consumer behaviour. The colour of a package plays a key role in consumer choice because it carries more than just a message about the product, but also it relays the desired attributes that are unique to a brand (Doyle, 2014). Colour is an essential component of packaging because consumers expect certain type of colours for particular products (Keller, 2013). Silayoi and Speece (2004) agree that the colours and graphics of a package have a significant influence on consumer perception of a product. Eiseman (2007) is convinced that a colour is more effective tool for information transmission than words.

Ampuero and Vila (2006) looks at colour in relation to packaging as a tool how to influence the consumer's quality perception. Companies use different colours for emphasizing a different mood, like, black is used for power, blue for trust, red for energy, green for balance or organic and fresh. There is a strong relationship between dark colours, especially black, with the allure of elegance and refinement. Products packaged in dark colours will tend to communicate higher value and more exclusivity. On the other side, products packaged in bright colours tend to appear as just any other product and a consumer's perceived psychological view of it would be 'a common product' that would mean that this kind of product is affordable and less exclusive. Doyle (2014) believes that warm colours, such as yellow, orange and green are a sign of nature and a consumer sympathizing with less chemicalized products will trust these products packages. According to Sevilla (2012) manufacturers sometimes choose to use a transparent package as a sign of trustworthiness because a brand in this scenario is therefore more reliable.

Sometimes, in a packaging design is used a special colour phenomenon called colour discord. It is a combination of discordant colours that is visually very disturbing. If the colour discord is used well, packaging can be very visually appealing and can attract an attention. (Lauer and Pentak, 2012)

### **Packaging material**

Packaging material is any material used specially to protect a product (Rizwan, Vishnu and Muhammad, 2014). However, as Coles et al. (2003) say, regarding the material choice, not only a protection function is important, the packaging material must be also affordable, environmentally friendly, and also it should support a brand image or an image of a product itself.

Consumer perceptions regarding certain materials could change the perceived quality of a product (Smith and Taylor, 2004).

In a packaging industry are used many different materials. The most common are glass, metal, plastic, and paper. The current trend in packaging is to combine more different material with the purpose to achieve the optimal quality and attractiveness of the packaging. (Klimchuk and Krasovec, 2012)

### **Design and text on a wrapper**

Kotler (2007) says that an interesting design and a creative text are the main factors that convince a significant part of consumers to purchase a product in the last moment when deciding about which product to buy. Mousner (2008) agrees saying that a well designed wrapper can capture a consumers' attention at many levels. The wrapper design must enhance the brand value and should allow to the consumer to classify the product from a price and a quality point of view (Ambrose and Harris, 2011).

Rabinowitz (2002) defines design of a wrapper as a production of a container that engages a consumers' attention. Rizwan, Vishnu and Muhammad (2014) are convinced that the design of a wrapper plays a key role in attracting the consumer and also say that the most sensitive to the wrapper design are children between 10-18 years. Aesthetic elements of a design must be chosen correctly to fulfil the objectives of a brand and in the same time satisfy the consumer (Kotler and Keller, 2012). Consumers often prefer authentic and original design over a corporate design of well known brands (Gibbs, 2015).

Text on a wrapper must have two properties: must be informative and must have an advertising effect. All the information must be true and clear, and also stylistically interesting. Sometimes, the texts on wrappers have only an informative character with many technical information but do not fulfil a marketing purpose (Křížek and Crha, 2012). Regarding a text on a wrapper, Vukovic (2012) sums up the following attributes that it should have: comprehensibility and simplicity, sincerity, and originality.

### **Innovation**

As Hisrich (2000) notes, innovative package may actually add value to a product if it meets a consumer needs. These needs can be recyclability, tampering – proof, easy to carry and easy to open, non breakability, easy to store and easy to portion control. Zekiri and Hasani (2015) add that also a package practicality like easily opening, easily stored, and recyclable, is very important for creating the added value. Vukovic (2012) agrees that a practicality is a very important aspect when the goal of a producer is to capture an attention of a consumer. Practicality depends mainly on a shape, size, and a functional elaboration of a wrapper.

## **3.2 Cosmetics**

Lintner (2009) defines cosmetics as substance or mixture of substances, manufactured, sold, or represented for use in cleansing, improving or altering the complexion, skin, hair or teeth and includes deodorants and perfumes. According to U.S. Food and Drug Administration (2009) cosmetics are articles intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions. As EU Commission (2000) claims a "cosmetic product" shall mean any substance or preparation intended to be placed in contact with the various external parts of the hu-

man body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odours and/or protecting them or keeping them in good condition. Sakamoto et al. (2017) say that cosmetics are daily goods that many consumers use in their life, and their quality and safety must be assured under governmental standards and provided by the entities that distribute them to the consumers, which are the manufacturers that produce and sell these goods.

Sakamoto et al. (2017) believe that cosmetics are products where emotional and mental value have more weight than scientific functionality. They say that the customers are not just costumers, but they are also cosmetic users who love the process and effects of using cosmetics.

Cosmetics represents a global industry with the main markets to be found in the European Union, the United States, and Japan (Amparo and Chisvert, 2007).

### 3.2.1 Division of cosmetics

Lobell (2012) divides cosmetics into two categories: the **low-end cosmetics** and the **high-end cosmetics**. Usually, low-end cosmetics are sold for lower prices and have a lower price margin, that means that companies make less profit on each piece sold, however, they sell more quantity of products compared to high-end cosmetics. Lobell (2012) also add that the packages of high-end cosmetics, or also premium cosmetics, are design to evoke an emotional response and convey luxury. Lopaciuk and Loboda (2013) agrees with this division and say that the division between low-end cosmetics and high-end cosmetics depends on a brand prestige, price of a product, value perception and channels used for a product distribution. Statista (2017) divides beauty products into premium and mass production segments, according to the brand prestige, price and distribution channels used.

Lintner (2009) believes that cosmetics can be divided into **beauty preparations** such as makeup, fragrance, nail polish, skin creams, and lotions as well as **grooming aids** like shampoo, soap and deodorant. Mitsui (1997) says that cosmetics should be divided according to their use and the area of application. He divides them into cosmetics for skin (skin care, make up, and body cosmetics), cosmetics for hair and scalp, oral cosmetics, and perfumes. Gaille (2013) divides cosmetics into following categories according to their market share: facial skin care (27%), personal care (23%), hair care (20%), make up (20%), fragrances (10%). Other, more specified division into cosmetic product categories, is made by Food and Drug Administration (2016):

- **Hair products** – dyes, relaxers, removal, hair – smoothing products
- **Makeup** – eye products, lipstick, blush, foundation, face powder, eye shadow, eye pencil, and many others.
- **Nail products**
- **“Organic” cosmetics**

- **Soaps and lotions** – by soaps are intended also cleaning products. Into cosmetics belong only lotions which are intended to make people more attractive. Lotions that are intended to affect the structure of body or have a therapeutic purpose are not considered to be cosmetics but drugs.
- **Tanning products** – sunless tanner, bronzer. The purpose of a sunscreen is to protect a skin against sun, thus it is not considered to be cosmetics, it belongs into category of drugs.
- **Tattoos and permanent makeup** – also includes temporary tattoos and henna

However, even if cosmetics can be divided according to many different factors, most authors agree that cosmetics are generally divided into following categories: **skincare, haircare, make - up, perfumes, toiletries and deodorants, and oral cosmetics.**

### **Skincare**

Skin care products serve to take care of a skin by cleansing, protecting, maintaining, and improving skin condition. Into cleansing skin care cosmetics belong bar soap, liquid or gel cleansers, and any time of cream cleanser. Skin toners, emulsion products, and skin creams are common type of skin care cosmetics used to protect, maintain and improve skin conditions. (Sakamoto et al., 2017)

As Lopaciuk and Loboda (2013) believe, skincare is the segment with the biggest growth potential. It will remain the flagship segment on the cosmetic market over the next few years.

The global skincare market is divided into facial care (2/3 of the total sales), hand and body care and sun care (Lopaciuk and Loboda, 2013). Mitsui (1997) agrees that a facial care makes the biggest part of all skin care products.

### **Haircare**

Mitsui (1997) includes into haircare shampoos, treatments, and hair styling preparations as well as permanent wave agents and hair dyes. Barel, Paye and Maibach (2001) divide the hair care products into non colouring preparations, e.g. shampoos, conditioners, straighteners and tonics and colouring preparations, such as lighteners, tints, colours, bleaches and dyes.

### **Make - up**

Make up, also called decorative cosmetic, is generally used to cover minor or visible imperfections. These imperfections can be shiny and oily skin, inhomogeneous colouring, and slight imperfections on skin surface. These products play important role in creating an effect of youthfulness and wholesomeness which have become very important in today's society. The different types of decorative cosmetics include foundations, lipstick, glosses, mascaras, nail lacquers, and powders. (Amparo and Chisvert, 2007). Mitsui (1997) further divides make up into base makeup and point make ups.

Into face colouring products belong foundations and powders. Foundation is a make up product designed to be applied to the face with the purpose to even the complexion and to cover imperfections. The shade of foundation should be closest possible to one's natural carnation. Powders are used to enhance the complexion, or also to improving the mat aspect and the softness. Powders can be found in loose form or pressed form for different uses. Loose powder fixes the foundation and has a mat effect. On the other hand, compact powder evens out skin colour and tones down imperfections. (Amparo and Chisvert, 2007)

Into eye make up belong the following products: eye shadows, pencils, mascaras, and eye liners. Regarding the lips make up, certainly lipstick is the main product. It can be solid (stick), semi – solid (jars), or liquid (tube). It should be easy to apply, giving protection and comfort. Lipsticks are made up of a white base and a coloured base. The trends and expectations from lip make up are changing and a current trend regarding lipsticks is a shine and a persistence. What regards nails, nail lacquers are designed to give a shine and colour to nails. These products have to fulfil a few cosmetic qualities such as even colour, shine, easy application, resistance, but also easy removal with an adapted lacquer remover. (Amparo and Chisvert, 2007)

### **Perfumes**

Fragrances play an important role in cosmetics and add a satisfying scents to cosmetics for beauty and health, thereby making people who use cosmetics more attractive. Perfumes are mainly used on the body but sometimes on the scalp hair and earlobes. (Mitsui, 1997)

### **Toiletries, deodorants**

Deodorants are products specially made for controlling underarm wetness and odour. Deodorants and antiperspirants have become one of the largest Health and Beauty Aids (HBA) product categories. The range of packaging forms and types of formulations for these products is greater than for any other cosmetics category. It includes aerosols, pump sprays, squeeze sprays, creams, roll-ons, suspension roll-ons, deodorant sticks, antiperspirants solids, clear solids, soft solids, gels, and pads. (Laden, 1999)

### **Oral cosmetics**

As Mitsui (1997) says, oral care primary includes toothpastes and products such as mouth washes. Barel, Paye and Maibach (2001) note that toothpastes can be in a form of pastes, powder, liquids or aerosols and a mouth washes can be in a form of liquids or sprays.

## **3.2.2 Trends in cosmetics**

As Sakamoto et al. (2017) believe, cosmetics are the market of ever-changing fashion where there are strong trends and changes, and small repeating trends and changes. These trends are influenced mainly by socioeconomic environment and

overall cultural environment. Currently, into the main trends can be counted cosmetics from natural ingredients and cosmetics innovations regarding time-saving and long lasting products.

According to Dayan and Kromidas (2011) the cosmetics from natural ingredients are a very popular category in twenty – first century and 59% women indicates that 100% natural ingredients are very important when purchasing personal care products and that they are willing to pay premium prices for this kind of cosmetics.

Currently, there are two trends among the cosmetics product innovations of the recent years: the time-saving and the long-lasting products. Examples of time-saving cosmetic products are e.g. the quick drying nail polish or multi preparations like the 3-in-1 shower gel, facial wash with shaving foam or hybrid products for the face that incorporate elements of make-up, skincare and sun protection. Long-lasting cosmetics are perceived to have a good price-value ratio, as they can be used more sporadically than the conventional products. Examples include: long-lasting lipsticks, nail polishes and 24-hour moisturizers in skincare. (Lopaciuk and Lobota, 2013)

### **3.3 Consumer Behaviour**

The aim of marketing should be to satisfy and meet the consumers' needs and wants. Gillespie and Hennessey (2011) note that the main function of marketing is to earn profit and this can be done by satisfaction of human wants and needs. To do so, it is necessary to understand the consumers' behaviour, to understand how they feel, how they think, what they want and desire.

Solomon (2004) characterizes a consumer behaviour as a process involved when individuals or groups select, buy, use, or dispose of products, services, experiences or ideas to satisfy their needs and desires. Kotler and Keller (2012) say that to adopt a holistic marketing orientation it is necessary to understand customers, to gain a complete view of both their daily lives and through what changes they pass during their lifetime so the right products are always marketed to the right customers in the right moment and a right way. However, as Kotler (2003) says, consumers may say one thing and do another, therefore understanding the consumer behaviour is never simple. Anyway, Solomon (2013) argues that marketers can influence consumers in their behaviour and also in how consumers use the products or services marketers sell.

#### **3.3.1 Factors influencing consumer behaviour**

As Kotler and Armstrong (2014) say, there are several factors influencing a consumers' behaviour. They are divided into cultural, social, personal, and psychological factors. Kotler (2015) is convinced, that from these factors, the cultural factors exert the deepest and broadest influence on consumer behaviour.

Into these factors can be added also another category: physical factors. Age, sex, health, height, weight, and beauty are examples of physical factors. The con-

sumption patterns diverse during the life. Men and women physically differ and this difference is evident also in their consumption behaviour. Sex has been identified as a powerful segmentation strategy and many products are offered to women or men exclusively. And what regards beauty, even if a beauty is a perceptual factor, the sense of beauty is overwhelmingly present in the world. The level of consciousness varies between men and women. The spread of beauty parlours and clinics all over the world is a clear sign of growth in demand for beauty. (Rao, 2007)

On the other hand, Strydom (2004) is convinced that the factors influencing consumer behaviour are divided just into two groups: individual factors and group factors. Into individual factors belong motivation, perception, learning ability, attitude, personality, and lifestyle. Into group factors belong family, culture, social class, reference groups, and opinion leaders.

### **Non correct influencing strategies**

Some marketing practices are criticised because they can influence consumers and a society in a negative way. Into this practices belong high prices, unfair practices, sales under pressure, or a non – quality products or services. The unfair practices can be divided into three categories – misleading prices, misleading advertisement and misleading products packaging. The misleading products packaging can be done by exaggerated package size with less product content, misleading product picture on the package or also by misleading product description on the package. (Kotler, 2007)

However, many countries, e.g. U.S. tries to avoid the unfair practices by legislation. A good example can be A Fair Packaging and Labelling Act. In title 15 – Commerce and Trade, chapter 39 – Fair packaging and labelling program, §1451 states that: “*Packages and their labels should enable consumers to obtain accurate information as to the quantity of the contents and should facilitate value comparisons.*” (U.S. Food and Drug Administration, 2009)

All these factors can influence the final consumer decision – making process.

### **3.3.2 Consumers decision – making process**

As Kotler (2007) says, consumer decision – making process consists of five steps:

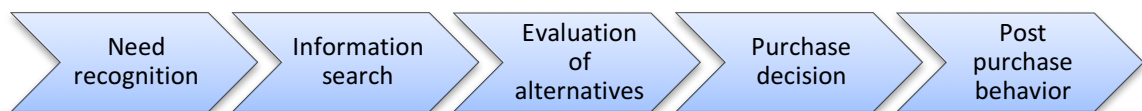


Figure 2 Steps of consumer decision making process

Source: Kotler, 2007.

#### **Need recognition**

The first phase is a need recognition when consumer recognizes a problem or need (Kotler 2007). Solomon, Bamossy and Askegaard (2002) are convinced that con-

sumer find himself/herself in this phase when he or she feels a significant difference between his or her real and desired state. Palmer (2004) believes that need that consumer feels can be divided into several categories: physiological and psychological bases of needs, social influences on needs, or situational factors influencing needs.

It is important to understand which external factors cause the need recognition at consumer. In comparison with other living creatures, humans are most sensitive to visual perceptions and odours. Therefore, marketers should take these facts into considerations when building a communication mix. (Kotler, 2007)

### **Information search**

According to Solomon, Bamossy and Askegaard (2002) the information search can be defined as a process during which consumer surveys his or her environment for appropriate data to make a reasonable decision. However, Kotler (2007) states that if the consumer's motivation is high and closed to him/her is located a satisfying product, the consumer will probably buy it immediately without any tedious search. Palmer (2004) notes that in case of the routine repurchase of a product, probably very little information search about the product is done. On the other hand, in situation where is a higher degree of uncertainty, buyers seek out information about more alternative ways in which they can satisfy their needs. Kotler (2007) says that consumer can seek information from the following sources: personal sources (family, friends, neighbours), commercial sources (advertisement, internet, packages, shows), public sources (mass media, evaluations of other consumers), or experiences (product usage, product observation). However, Solomon (2004) assumes that nowadays, consumers use predominantly internet or specialized portals for information search.

### **Evaluation of alternatives**

As Kotler (2007) says, the evaluation of alternatives is a way how a consumer elaborates information gained and decides which alternative to choose. Koontz and Weinhrich (2007) add that consumer will evaluate which of the alternatives will best contribute to the goal that he/she wants to achieve. Palmer (2004) specifies that in the process of evaluation, the total range of products available in the marketplace is filtered down to a manageable number for evaluation and from these products is made the final choice.

### **Purchase decision**

Kotler (2005) describes this stage as a stage when the consumer actually buys the product. Palmer (2004) states a purchase decision usually involve large numbers of people and when a consumer will decide to actually buy the product, he/she will face other following decisions like when and from who will be the product bought, how many pieces, if any optional accessories will be bought, and how will the purchase be paid.



In most cases, the consumer purchase decision will lead to the purchase of preferred brand, however, two factors can step into the purchase intent and purchase decision. These factors are attitude of the others and situational factors. (Kotler 2007)

According to Kotler (2005) during the purchase decision process, five different roles can be observed: initiator, influencer, decision maker, purchaser and user. One person can assume multiple roles.

### **Post purchase behaviour**

In this phase the consumer faces the question if he/she is satisfied or not with the product. Kotler (2007) says that the answer to this question depends on relation between consumer expectation about product and perceived product performance. Verma (2008) agrees that in this stage consumers evaluate if the product falls of expectations or exceeds them. Palmer (2004) remarks that consumer's feeling about the product will influence his/her decision next time he/she needs to make a purchase of the same product category.

### **3.3.3 Impulse buying behaviour**

There are two types of unplanned purchase: reminder buying and impulse buying (Hawkins and Mothersbaugh, 2010). Also Bell, Corstens, Knox (2010) agree that so called impulse buying is one of the type of the purchase. Bhakat (2013) defines impulse buying as a sudden, immediate urge to purchase. As Hawkins and Mothersbaugh (2010) say, reminder buying is a buying of a product when seen in the store that is out-of-stock at home but this type of buying differs from impulse buying. Impulse buying is done with no antecedent intention or plan to buy a product (Baumeister, 2002).

Authors moreover distinguish the impulse buying from compulsive buying. Compulsive buying is defined by DeSarbo and Edwards (1996) as chronic, abnormal form of spending characterized by an overwhelming and repetitive urge to buy. On the other hand, impulse buying behaviour is not necessarily an inappropriate behaviour. DeSarbo and Edwards (1996) argue that impulse buying is stimulated by external triggers (e.g. in-store promotion) while compulsive is stimulated by internal factors (e.g. anxiety).

The economic importance of impulse buying cannot be underestimated. Dholakia (2000) says that as impulse buying makes a significant contribution to store sales, retailers invest noticeable efforts to trigger impulse buying through their store displays, product packages, and in-store promotional devices. Liljenwall (2004) finds out that three quarters of decisions to buy are made on store premises.

### **3.3.4 Women and shopping**

As Koudelka et al. (2008) say, the buying behaviour is influenced by the biological sex. Men and women perceive, believe and behave in ways unique to their gender.

The purchase decision process of women differs from the purchase decision process of a man because they have a very different set of priorities, preferences and attitudes, and they also respond differently to marketing media, messages and visuals (Barletta, 2003). Noel (2009) agrees saying that men and women respond differently to marketing stimuli.

Reasons for shopping can have hedonic or utilitarian motivations. The difference between these two kind of shopping is, that the hedonic shopping refers to the shopping for pleasure and on the other hand, utilitarian shopping is motivated by a shopping as a task where the goal is the product acquisition. Generally, women are more interested in a hedonic shopping that can be for them a way how to spend a leisure time, solve problems, involve some elements of fun, include seeing new fashions and trends, and be the experience of strolling. Women are more positive about shopping than men and actually two of three women enjoy shopping. (Huddleston and Minahan, 2011) Coley and Burgess (2003) agree saying that women do the shopping voluntarily even in case of buying a products of a daily use where the purchase is not connected with a strong buying experience.

Barletta (2003) even claims that women are the world's most powerful consumers and that they form the core of the market of many companies.

### **3.4 Theoretical methodological basis**

#### **3.4.1 Marketing research**

Berkowitz (2000) defines marketing research as a process of defining marketing problem and opportunity by information collection and analyse, and recommendation of actions which leads to organization's marketing activities improvement. According to Stevens (2006) marketing research refers to the procedures and techniques involved in the design, data collection, analysis, and presentation of information used in making marketing decisions. Beri (2008) says that doing a marketing research is necessary in the moment when firms recognize the need to know what consumers feel about they products or services. As this information is available with consumers, marketing research to collect the data is done.

#### **Marketing research process**

Palmer (2012) describes five stages of marketing research process that start with research problem definition and end with report presentation where all important findings are described. As Panda (2008) says, all stages are highly interrelated and effect one another. In figure below can be seen all stages of marketing research process.



Figure 3 Steps of a marketing research process  
Source: Palmer, 2012.

The first stage is a problem definition that is a statement of the research objectives in terms of information necessary to address the marketing research problem (McDaniel and Gates, 2013). As Wiid and Diggins (2009) note a clearly define research problem is the core of marketing research process.

In the second stage that is research design development is designed the strategy which must be in accordance with the requirements of the problem (Panda, 2008).

In the next stage, data collection, it is necessary to make two decisions. The first one is a choice between interrogation and observation, and the second one is the specific of observation or interrogation technique to use (Stevens, 2006). Panda (2008) notes that also a decision if to collect a primary data, secondary data, or both must be done.

Stevens (2006) says that during the next step, which is the data analysis, it is necessary to choose the method used to analyse the data and this depends on the nature of the data to be analysed. As McDaniel and Gates (2013) note, the methods used to analyse the data can be simple frequency analysis but also complex multi-variate techniques. Stevens (2006) adds that using a proper data analysis approach is the key factor for being able to discover the research objectives.

The last step is to present the findings. According to Stevens (2006) researcher must interpret what the results imply about the solution to management problems and also make a recommendation of a possible action to management. For effective results' presentation Berkowitz (2000) recommend an organization of data into tables, graphs, and figures.

### Marketing research types

Marketing research is divided into two categories: **basic and applied**. The basic marketing research is more general and usually serves to a broader purpose. Meanwhile, applied research is aimed at helping managers to make a better decision about a specific aspect. It is focused on a particular problem. (Wiid and Diggins, 2009)

Sarstedt and Mooi (2014) say research can be **exploratory, descriptive, or causal**. Each of these research designs has different uses and requires the application of different analysis techniques. The common tools to conduct an exploratory research are e.g. personal interviews, focus groups, analysis of selected cases, and projective techniques (Stevens, 2006). Contrary, according to Krishnaswamy et al. (2009) the descriptive research may be guided by a hypothesis and typically is concerned with some general predictions. The causal research tends to identify

cause-and-effect relationship and requires that the researchers have a good understanding of the phenomena being studied (Zikmund and Babin, 2007).

Also there is a division of marketing research into quantitative or qualitative. Traditionally, both qualitative and quantitative methods are used when investigating a problem (Fielding and Fielding, 1986). Basically, quantitative data are presented in values and qualitative can take many forms such as words, stories, observations, audio, or pictures.

There is a strong relationship between qualitative and quantitative data because quantitative data are based on qualitative judgements (Sarstedt and Mooi, 2014). Qualitative research can be used to generate key research phenomena that can be quantitatively researched for general perspectives. Using multiple methods allows more perspectives on the phenomena to be investigated. (Carson, 2001)

**Quantitative research** is according to Palmer (2012) used to measure consumers' attitudes and behaviour where the nature of the research has been defined. As quantitative research is usually conducted among several hundreds or thousands respondents, usually standardized structured questionnaires are used for obtaining the information. The data from quantitative research can be analysed by various techniques, these are e.g. correlation analysis, regression analysis, analysis of variance, conjoint analysis, or neural network analysis. (Palmer, 2012)

**Qualitative research**, as Aaker (2013) believes, is done by collection of qualitative data that helps a researcher to know more about things that cannot be directly measured or observed. These can be e.g. thoughts, desires, intentions, feeling, and behaviour. Belk, Fischer, and Kozinets (2013) defines three core data collection activities of qualitative research. These are depth interviews, observations, and participant observations. The depth interviews lead to in-depth understanding of a topic that the research informant is able to speak about.

### 3.4.2 Eye tracking

Duchowski (2003) defines eye tracking as a process of monitoring people's eye movement which leads to understanding the visual processing behaviours. Bergstrom and Schall (2014) believe that the eye tracking method helps researcher to visual attention understanding. As Nielsen and Pernice (2010) say, eye - tracking is a technique allowing the measurement of eye activity during which a researcher gains the data about where is the observer looking, how long is he/she looking there and what is the eye trajectory. Bojko (2013) agrees that this method measures characteristics of the eye movement and of the eye itself. Sundstedt (2012) describes eye tracking as a process that identifies a specific point that is being looked at by the observer. Horsley and Eliot (2014) add that people are usually unaware of the fact of where they are pointing their eyes.

The beginnings of this technology are dated already in 19<sup>th</sup> century but it has started to be used actively from seventies of 20<sup>th</sup> century (Holmqvist, 2011). Nowadays, this method is used in many areas, e.g. in psychology, design, or marketing (Horsley, 2013). Pieters (2008) adds that in the ultimate period the eye tracking method have been increasingly used in research concerning marketing to deter-

mine consumer behaviour and decision-making patterns. Wedel and Pieters (2008) believe that by understanding closely what consumers see and tracking it, the profitability of businesses can be optimized because by this can be increased the effectiveness of visual marketing efforts.

Thanks to the eye tracking method, the researcher understands where was the observer looking and how long was he/she looking there. However, the researcher does not understand why. This is the main disadvantage of this technique. For this reason, the eye tracking observations are usually accompanied by in – depth interviews that can help to understand the reason of a certain behaviour. (Gidlöf et al., 2012)

### **Eye tracking principle**

As Bojko (2013) notes, for the eye tracking research is used a device called an eye tracker. This eye tracker used for collecting the data can be either remote or head – mounted. The remote eye trackers are the cameras mounted on a flat and stable surface and the head mounted eye trackers are the cameras mounted on the pair of glasses that the participant of the research wears (Graham et al., 2012). Even if there are many types of eye trackers, all of them include two common components: a light source and a camera. The eye tracker is used to measure the rotation of the eye and the direction of gaze, and also it measures a blink frequency and changes in pupil diameter. (Eye tracking, 2011)

The data aggregated from a measurement by eye tracker are written to a file that is compatible with eye tracking software and then the data are analysed and interpreted. There are many software types in the market and each software uses a different technology (Eye tracking, 2011)

Eye tracking method works with two basic metrics, a fixation and saccades. A fixation is defined by Rainer (2009) as a brief amount of time when the eyes stay temporarily still and gaze a concrete point of the visual field. Holmqvist (2011) says that by measuring the eye fixation is also measured the attention to that position. Contrary to the fixation, the saccades are rapid movements of the eye that help the eye to put together a complete scene of what an observer looks at (Bergstrom and Schall, 2014). Each saccade lasts only one tenth to one hundred of a second (Nielsen and Pernice, 2010). From these two basic metrics are derived other metrics, e.g. a trajectory of an eye movement known as a gazeplot, first fixation, or a number of returns to a concrete area of interest (Wedel and Pieters, 2008). Holmqvist (2011) claims that there are more than 100 different metrics that can be measured by an eye tracker.

## 4 Methodology

In this chapter is described in details the methodology used for elaboration of the practical part of this thesis. To provide a thorough and precise view of the problematic of influence of the cosmetics products packaging on consumer behaviour, different research method will be performed: firstly, an analysis of a secondary data will be done and then, an analysis of primary data will be conducted. The primary data will be gathered by three different methods: qualitative method of eye tracking, qualitative method of in-depth interviews, and quantitative method of questioning through anonymous online questionnaire. This chapter provides detailed information about these methods and describes techniques and processes of obtained data evaluation.

Before starting the research, two decisions need to be done. Firstly, that the research will be focused on female consumers. Even if the last years the market with men cosmetics is increasing, the assumption that women consumers are more sensitive on cosmetics is made. Also Hemapatil and BBakkappa (2012) agree saying that cosmetics are traditionally being confined to female consumers to control their physical appearance and physical attractiveness. Moreover, men and women perceptions of certain stimuli can differ a lot so if the research would be conducted on both men and women, the results could be misleading. Therefore, for this study, only females are selected for analysis of perception on cosmetics products influenced by packaging. And secondly, as many authors agree, the general division of cosmetics is following: skincare, hair care, make-up, perfumes, toiletries and deodorants, and oral cosmetics, the research will be conducted on these categories of cosmetics.

### 4.1 Analysis of Secondary Data

First of all, the analysis of the secondary data will be done. Due to the fact that there are not many statistics that would analyse or summarize the facts about cosmetics packaging, the analysis of the secondary data regarding a cosmetic market and a packaging will be done separately.

As it was decided that the analysis of the cosmetics will be done worldwide, the main source of data will be Statista because it analyses not only the specific markets, but also the overall world market. However, also other sources of data will be used and thanks to this, the information will be more objective. All the data used will be as actual as possible, nevertheless, it will depend on the available sources. It will be important to get the information about the annual growth of cosmetic market, division of cosmetics into categories, overview of cosmetic markets by regions and also make statistics about cosmetic consumption of individuals.

What regards the analysis of the situation with packaging, it will be necessary to search not only the general information about it, but focus directly on the cosmetic products packaging. Also here, the main source of the data will be the portal

Statista because it contains information about the situation worldwide and is not focused only on specific markets like many other portals are. Due to the fact that packaging can be considered as something that subjects to the current trends and the preferences of consumers can change over the years, also some information about current trends will be searched and elaborated.

## 4.2 Eye Tracking

The qualitative eye tracking research will be conducted in April 2017 in the eye tracking laboratory EtLab of the Department of Marketing and Trade in the Faculty of Business and Economics of Mendel University in Brno. The study will be conducted using the technology from SMI (SensoMotoric Instruments), specifically the SMI RED 250 remote eye tracker which will be attached to the computer screen. This device works on 250 Hz sampling rate (etlab.cz, 2016). For the research will be used the software SMI iView X, by which also the eye tracker device will be controlled. The whole experiment will be created and run in the program SMI Experiment Centre. Then all the data will be automatically saved in the software SMI BeGaze in which they will be also analysed afterwards.

Before starting the research, a pilot test on one participant will be done. Thank to this pilot test, some imperfections can be discovered and corrected. Then, for gaining the participants of the research, the table with dates and times in Google Drive will be done and this table will be distributed through email and social sites and the participants will have the possibility to sign in for the date that will be convenient for them. In this document will be written also basic instructions about where the research will be conducted and what is the purpose of the research.

### 4.2.1 Testing preparations

When preparing the experiment, the first step is to decide what exactly are the research premises and how they can be tested. All the research premises have their base in the theoretical elaboration of this thesis.

The research premises are following:

#### 1. *Consumers attention depends on a packaging colour*

As mentioned in the previous chapter, the packaging colour has a significant role in products perception (Silayoi and Speece, 2014). Therefore, it will be tested how different colours can attract consumers' attention.

#### 2. *Consumers are more attracted with the product (packaging) of a bigger size than a smaller size product*

As Kotler (2007) notes that exaggerated package size with less product content is a tool of how to influence the consumers to buy the product, it can be assumed that according to this theory, consumers will be more attracted by a bigger size product in comparison with a smaller one.

### **3. *Consumers pay more attention to a product in sale***

Due to the fact, that a sale can be an important factor when buying a product, especially what regards e.g. an impulse buying, it will be tested if a consumer pay more attention to a product on which is indicated that it is in sale.

### **4. *Consumers focus their attention on a packaging with a word bio or natural written on it***

This premise is made because cosmetics made from natural/bio ingredients is considered to be a current trend in a market of cosmetic products (Dayan and Kromidas, 2011).

### **5. *Consumers are more attracted by a packaging that simplifies a product usage***

As practicality is considered as an important factor that can influence the consumers' decision (Zekiri and Hasani, 2015; Vukovic, 2012) the premise that a packaging that simplifies a product usage will attract consumers is done.

### **6. *Consumers are more attracted by a luxury packaging***

Many authors believe that consumers associate the luxury packaging with a product of high quality. For this reason, the premise that consumers will be attracted by a luxury packaging is made.

For testing the premises, the visualizations of different products will be prepared. The visualizations will be prepared and chosen to fulfil the following conditions: photos of the products of the most profitable cosmetic companies will be used. And also, as mentioned before, general division of cosmetics is into the six following categories: skincare, hair care, make-up, perfumes, toiletries and deodorants, and oral cosmetics. Therefore, when making the visualizations for testing the effects of packaging on consumers' choice, products from these categories will be used.

On each visualization will be six products and every time, the product, that is supposed to attract the attention, will be placed in a different position (right, left, centre, top row, down row). By this will be avoided that some participants of the research understand after first few visualizations where they are expected to look and that they would look in the same place all the time. Also by this will be avoided that the results will be misleading because some participants look automatically e.g. in the centre or in the right. Moreover, the visualizations will appear to each participant in a random order. By this will be avoided misleading results due to the possibility that some participants could get tired during the testing and their attention will might fall.

For the purpose of testing by eye tracking method will be used photos of different products of world top 10 most profitable beauty companies in 2015. The list of them is in the following table including their sales in beauty market and their major brands.



Table 1 Top 10 Beauty Companies in 2015

	<b>Company name</b>	<b>Beauty Sales (2015)</b>	<b>Major Brands</b>
1.	L'Oréal	\$27,6 billion	Garnier, L'Oréal Paris, Maybelline, Lancôme, Vichy, Kerastase, Redken
2.	Unilever	\$22,3 billion	Dove, Rexona, Signal, Sunsilk, Tigi
3.	Procter & Gamble	\$18 billion	Head & Shoulders, Olay, Aussie, Pantene, Old Spice
4.	THE ESTÉE LAUDER COS.	\$11,3 billion	Estée Lauder, MAC, Bobbi Brown, La Mer, DKNY
5.	Colgate-Palmolive	\$10,7 billion	Colgate, Palmolive
6.	Johnson & Johnson	\$7,1 billion	Listerine oral care, Neutrogena, Clean & Clear, Lubriderm
7.	Shiseido	\$6,3 billion	Shiseido, are Minerals, Nars, Benefique, Issey Miyake, Narciso Rodriguez
8.	Beiersdorf	\$6 billion	Eucerin, Nivea, Labello, La Prairie
9.	KAO	\$5 billion	Goldwell, Kanebo
10.	LVMH	\$5 billion	Sephora, Benefit, Guerlain, parfums Christian Dior

Source: Matusow and Cosgrove, 2016, edited by the author

The first visualization will be made for testing how different colours can influence the consumers' perception and if there are some colours that attract consumers' attention more than others. For this testing will be chosen a photos of a skin care creams of a brand Vichy from company L'Oréal. All products have a very similar design, similar shape of packaging, same size. The only thing that significantly distinguishes them is their packaging colour. The colours are completely different – from very light (white) to dark colours (dark red). Each of the colour should evoke different emotions and should be perceived differently. As these products are very popular and are well known above the female consumers, after seeing this visualization, the participant will be asked the following question: 'Do you use any of the previous seen products?' The possible answers were 'yes' or 'no'. By this question the researcher will try to understand if the participant's attraction to some of the product can be caused by knowing the product already before. In the following figure can be seen the visualization that will be used for testing.



Figure 4 Visualization used for testing the colour effect on consumers  
Source: Own research, 2017

The second visualization will be made for testing if consumers are attracted more by a product of a bigger size than by a smaller product. For this testing, the photos of an oral hygiene category - mouthwash Listerine from the company Johnson & Johnson will be used. All products are the same, for this reason the participant can not be influenced by a different design, colour, shape, material etc. However, one of the product will be slightly bigger than others. Afterwards, the participant will be asked: 'Have you noticed that one of the product was bigger than others?'. The answer could be 'yes' or 'no'. By this, the researcher will test if participant consciously noticed that one of the product is bigger or if he looks at it automatically without noticing it knowingly. In the following figure can be seen the exact visualization that will be used during the research.



Figure 5 Visualization used for testing the size effect on consumers  
Source: Own research, 2017

The next visualization will be made for testing if the consumers notice, that some product is in sale and if this can be an important factor that attracts their attention. For this test, photos of deodorants Dove from the company Unilever will be used. Even if all the deodorants have the similar shape, their design and colour differ slightly. However, they will be chosen purposefully in the way that none of them will stand out significantly by its colour or design. At one deodorant will be on purpose added a label saying that it is in sale and the researcher will test if the consumers will be more attracted by that deodorant that is in sale. Then, the question 'Have you noticed that one of the product was in sale?' will be asked. The participant will have the possibility to answer 'yes' or 'no'. By this question will be tested if a participant looks automatically on a product in sale without realizing it and if a sale attracts a consumer consciously or unconsciously. In the following figure can be seen the exact visualization that will be used during the testing.



Figure 6 Visualization for testing the sale effect on consumers  
Source: Own research, 2017

The next visualization will be made to test if bio products attract the customers more than normal products. For this purpose, hair care products will be used and the researcher will test if a bio coconut oil that is largely used for a reparation of damaged and dry hair will attract the attention more than other hair masks. Even if the products will be from different brands and obviously will have different labels, all the products in the visualization will have a white packaging and quite a similar shape to ensure that the participants of a research will not be distracted by any other elements and that they will focus their attention on labels. This should ensure that the result of testing will be as objective as possible. After seeing the visualization, the participants of the research will be asked a simple question: 'Have you noticed that one of the product was a BIO product?'. The possible answers will be 'yes' or 'no'. By this question, the researcher will test if consumers realize that some products are bio and are attracted by it consciously or if they do not wittingly pay the attention to it. It will help to understand if consumers intentionally look for the bio products. In the following figure can be seen the visualization that is going to be used during the eye tracking research.



Figure 7 Visualization for testing the effect of BIO products on consumers

Source: Own research, 2017

The next visualization will be made for testing if consumers are more attracted by a packaging that simplifies a product usage. For this purpose, the product from category make up will be chosen. All products will be of a brand MAC of the company THE ESTÉE LAUDER COSMETICS. It means all the products will have a completely same design, same colour, and a similar size. The only thing that differentiates them is the packaging form and shape – some of them will be in a form of tube, some of them in a form of phial and one packaging will be with a pump. As a pump is considered as something, that simplifies a product usage and that is practical, the research goal will be to explore if the consumers will be mostly interested in that product with a pump. Then the participants will be asked: 'Have you noticed that there was a product with a pump in the visualization?'. The possible answers will be again 'yes' or 'no'. By this question, the researcher will test if consumers knowingly search for a product that is considered to be practical. In the following figure can be seen the visualization that is going to be used for the testing.



Figure 8 Visualization for testing the effect of a packaging that simplifies the product usage on consumer

Source: Own research, 2017

The last visualization will be made for testing if consumers are more attracted by a product with a luxury packaging. According to many studies (Ampuero and Vila, 2006), many consumers perceive luxury from packaging with black and gold colours and also packaging that is not transparent have an effect of luxurious product. For purpose of testing will be chosen products from category perfumes. All products will be from different brands of top 10 beauty companies. All products will have transparent packaging and will be of light colours except one which will be black with a gold letters on it. After seeing this visualization, participants will be asked directly about the perfume which is supposed to evocate a feelings of luxury: 'Have you noticed a perfume Si from a brand Giorgio Armani?' The possible answers will be 'yes' or 'no'. By this question the researcher will test if the participant of the research automatically notices this product even if his attention can be focused also on other products. The figure below shows the visualization that is going to be used for the purpose of testing.



Figure 9 Visualization used for testing the effect of a luxury packaging on consumers  
Source: Own research, 2017

#### 4.2.2 Testing process

In the laboratory will be present only the researcher and a participant of a testing. When participant will come inside the laboratory, firstly he will be explained what is the topic of the thesis and for what purpose is made the eye tracking research. Then some basic information about the eye tracking method will be explained to the participant. Afterwards, he will be asked to sit on a chair in front of a computer screen with an eye tracker device. When he will be sitting comfortably, the process of calibration will start. The process of calibration will be repeated until the deviation will be lower than 0,5. After a successful accomplishment of a calibration, the participant will be shown a six different visualization. He will have 15 seconds to look at a visualization and then a simple question regarding a previously seen visualization will appear on a computer screen and he will have to answer 'yes' or 'no'. After completing the eye tracking research, each participant will be asked if he wants to see his results. If a participant answer that he wants to see the results of his testing, the researcher will show him his own result in a form of heat maps in the software BeGaze.

### 4.2.3 Results evaluation

All the obtained data will be processed in the software BeGaze. Firstly, it will be necessary to control if the tracking ratio of all respondents is higher than 85%. The limit of 85% was derived from the recommendation of Bojko (2013) who suggests the threshold of the data loss in the interval of 10% - 30%. For this reason, the limit of 15% was set for this research and the data of those respondents who will have the tracking ration lower than 85% will be removed from the research. Then, it will be necessary to check if the eye deviation is lower than 50°/50°. The data of respondents with higher eye deviation will be removed from the research.

After the verification that all the data can be used, the heat maps will be processed and also area of interests will be marked and key performance indicators will be made out. The most important indicator will be the dwell time that indicates how much time the respondent spends on looking at certain stimuli (the marked area of interest).

The last step will be an analysis of the data from this research in a software IBM SPSS Statistics. In this software will be analysed the data through One - way analysis of variance (ANOVA). Concretely, homogenous subsets through Tukey HSD test which shows groups under the same subset that do not differ significantly will be defined and visual representation of the group means and their linear relationship through means plot will be shown.

### 4.2.4 Segmentation of respondents

Totally, according to the information in the table made in Google Drive, 25 female participants will come to the research in the eye tracking laboratory. They are from the age 18 - 74 and of different economic status. For this reason, it is expected that the results from this research will be objective. As it is supposed that the important factor influencing the consumer's perception of cosmetics products packaging is the consumer's age, in the following table is described the segmentation of respondents by age.

Table 2 Age segmentation of respondents, n=25

Age	Absolute frequency	Relative frequency (%)
18 - 30	17	68
31 - 50	5	20
51 - 74	3	12

Source: Own research, 2017

The average age of all participants of the eye tracking research is 39, 4 years. According to Czech Statistical Office (2015) the average age of Czech women is 43, 3 years. Though, the average age of the participants of the eye tracking research does not differ significantly from the average age of Czech women.



### 4.3 In – depth interviews

The qualitative in-depth interviews will follow right after the eye tracking research with the same respondents. Therefore, the segmentation of the respondents will be the same as for the eye tracking research. Firstly, a respondent will be asked if he uses cosmetics products from categories skincare, hair care, make-up, perfumes, toiletries and deodorants, and oral cosmetics and if he buys these products regularly. By this question a researcher will verify that a respondent is able to answer to all questions objectively.

The interview will be semi-structured and will take approximately 15 minutes. All the participants will answer to the same open questions and during the interview the researcher will make notes or record an interview. The questions will be following:

- *How important is a packaging for you and what is the most important factor of it?* - the respondents will be asked about their opinions regarding the colour, size, design, practicality, material, and originality of a packaging
- *When you buy cosmetics, what do you notice the most? What does attract you?*
- *Do you read the information about producer, product composition etc. that are written on a product? Do you notice if the product is made only from the natural ingredients – that is bio?*
- *Is a sale of a cosmetic product an important factor to you when you make a buying decision?*

Then the the photos that were used for eye tracking research will be shown to the participant and he will be asked to comment on them and decide by which product is he attracted the most and by which the least and express his opinions about the products.

Finally, the last part of this in-depth interview will be an association test that will serve for a more precise and exact evaluation of participants' perception of the certain cosmetic products packaging. For this method, 34 cards with different adjectives will be used. As Benedek and Miner (2012) say, these cards can participants use to describe their reactions toward the products. There will be represented positive, neutral, and negative adjectives in the cards and participants will be asked to give a quick look at the adjectives and assign them to the most favourite and least favourite products. Afterwards, the data will be processed and word clouds will be created according to the frequency of the adjectives that participants will associate with products shown on photos.

### 4.4 Questionnaire Survey

As the last research method will be used a questionnaire survey. For data collection will be used a questionnaire created through Google documents application form. Firstly, a pilot test with 5 respondents will be conducted. This pilot test may bring some new ideas that will be used in the final version of a questionnaire and

might also help to improve a formulation of some answers. Then the final version of the questionnaire will be distributed through different social networks and email. The data collection will run from March to April 2017. Then all obtained data will be analysed.

As the questionnaire survey is only a supplementary research method to the previous eye tracking and in – depth interviews, only a descriptive analysis of the data will be conducted. This descriptive analysis will may confirm the assumptions from the eye tracking research and also may bring some new ideas for the cosmetic products packaging.

The questionnaire survey will consist of 16 questions from which 5 will be the identification questions. The questions regarding cosmetics and packaging will be divided into subcategories to test specific topics.

The first category of question will only prove if the respondents use cosmetics and how often, this will confirm to the researcher if the respondent is able to answer objectively the following questions. The second set of questions will test if respondents are practicing the impulse buying. As the impulse buying is a spontaneous non planned buying, during this activity the packaging can be a driving factor in decision making process. DeSarbo and Edwards (1996) say that impulse buying is stimulated by external triggers and Dholakia (2000) add that product packages are one of the incentive influencing the impulse buying. For this reason, the set of questions regarding impulse buying will take a part of the questionnaire. The next set of questions will serve to explore what factors influence the buying decision regarding cosmetics and also what are the main drivers regarding packaging that are important for consumers. The last set of questions will test how important is packaging regarding the product quality perception.

The questions will be of different types, some of them will be the basic questions with one possible answer, some of the will be a multiple choice type of questions, and also grid type questions will be used. It will be obligatory to answer to all questions; no question will may be skipped.

As the whole research is made only on female consumers, only women will be asked to fill the questionnaire and if some man will fill it, his answers will be discarded from the final data evaluation. The complete questionnaire can be found in the Attachment A.

#### **4.4.1 Segmentation of respondents**

Totally, the questionnaire survey was answered by 345 respondents. 344 of them were females and one of them was a man. The answers of the male respondent were discarded, therefore, the data of 344 female respondents were evaluated.

To verify that the respondents are a representative sample of Czech population, the quota sampling regarding the size of the town where respondents currently live were used. The quotas were acquired from the Czech Statistical Office and to ensure that the quotas will be followed, the questionnaire was distributed through the different groups of concrete cities and villages on a social site. The quotas used represent a female population by size groups of municipalities and

was published in 2011. In the following table can be seen the distribution of respondents by size of the town in which they are currently living.

**Table 3 Segmentation of respondents by town size, n=344**

Identification information		Absolute frequency	Relative frequency (%)	Observed quotas (%)
Town size	less than 3000 inhabitants	76	22,1	26,0
	3000 - 50 000 inhabitants	151	43,9	42,8
	more than 50 000 inhabitants	117	34,0	31,0

Source: Own research, 2017

What regards the respondents' occupation, 51,7% are employees, 23,3% are students, 9,9% are in a maternity leave, 7% are retired, 5,2% are entrepreneurs, and the last 2,9% are unemployed. The average age of the respondents is 33, 68 that is approximately 10 years lower than the average age of a woman in the Czech Republic. Most of the respondents have the university degree (57%), then 31,4% of respondents has high school with school leaving exam, 8,1% has high school without a school leaving exam and the remaining 3,1% has a primary school. In the following table can be seen the segmentation of respondents by education, occupation and age.

**Table 4 Segmentation of respondents by occupation, education and age, n=344**

<b>Identification information</b>		<b>Absolute frequency</b>	<b>Relative frequency (%)</b>
Occupation	employee	178	51,7
	entrepreneur	18	5,2
	on maternity leave	34	9,9
	student	80	23,3
	retired	24	7,0
	unemployed	10	2,9
Education	primary school	12	3,5
	high school without school leaving exam	28	8,1
	high school with school leaving exam	108	31,4
	university degree	196	57,0
Age	18 - 35	226	65,7
	36 - 50	74	21,4
	51 and more	44	12,9

Source: Own research, 2017

## 5 Practical part

This part of the thesis consists of analysis of the secondary data and analysis of the primary data. In the first part, the part of the secondary data analysis, is summarized the situation in the cosmetics market worldwide with a focus mainly on packaging. Afterwards, in the second part, are analysed the data obtained from the eye tracking research, in – depth interviews, and a questionnaire survey. Finally, recommendations for cosmetics packaging are done and the main results from the research are summarized.

### 5.1 Analysis of Secondary Data

#### 5.1.1 Cosmetics market

The cosmetic market is still developing and consumers spend every year more and more money on cosmetic products. Especially in last years, the consumers have been spending the higher levels of disposable income on cosmetics. Even if during the crisis in 2008 the cosmetic market suffered, generally the cosmetic market is growing. In the following figure can be seen the annual growth of cosmetic market from 2004 to 2016. In 2016 the cosmetic market grew by 4% compared to the previous year sales. (Statista, 2017)

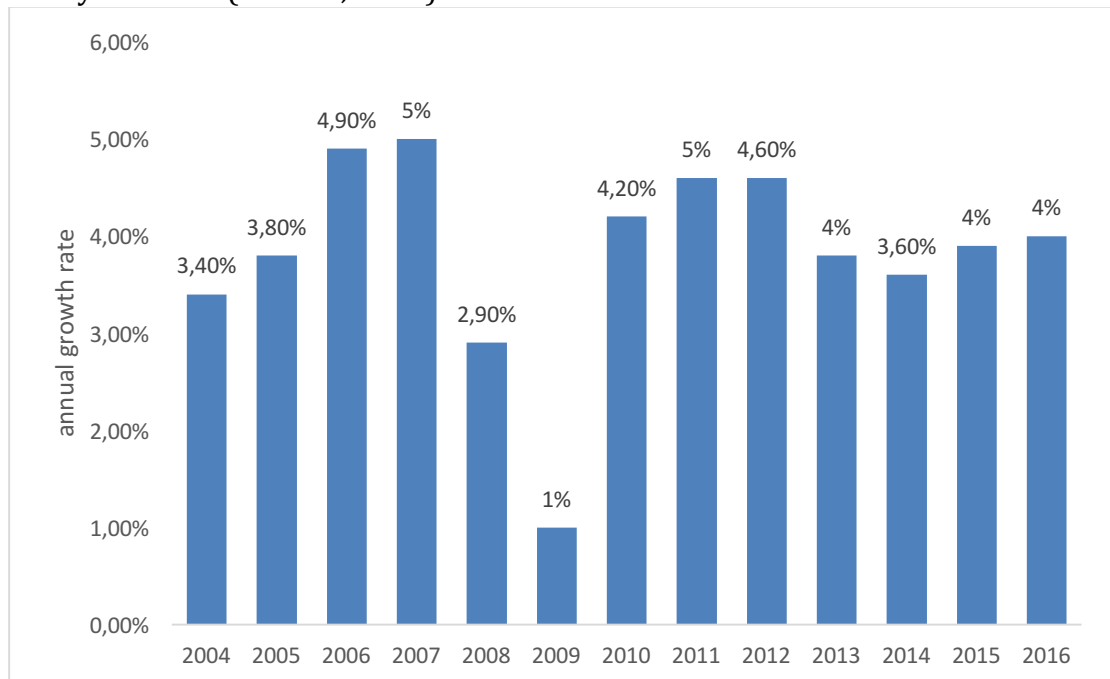


Figure 10 Annual growth of the global cosmetics market from 2004 to 2016

Source: Statista, 2017, edited by the author

The global cosmetic industry is divided into six categories. In the following figure can be seen the division into categories by market share and it is clear that skin-

care products are sold the most. They made over 36, 1% of the global cosmetic market in 2015. After skincare products, hair care products are the mostly sold, they made 22,9% share in the cosmetics market worldwide. Then follows make-up with 17, 3%, perfumes with 12,2%, toiletries and deodorants with 10, 4%, and the last one are oral cosmetics with 1, 1%. (Statista, 2017)

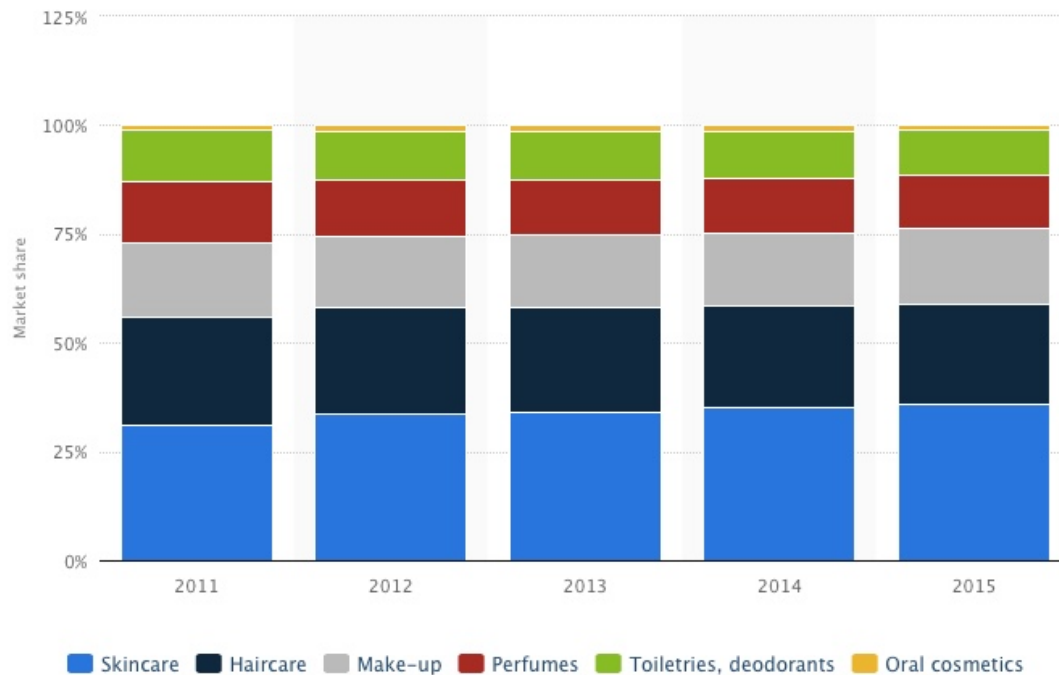


Figure 11 Breakdown of a cosmetic market worldwide from 2011 to 2015, by product category. Source: Statista, 2017.

When looking into the global market for cosmetic products, valued at €77 billion at retail sales price in 2015, the European cosmetics and personal care market is the largest in the world. The largest national markets for cosmetics and personal care products within Europe are Germany (€13 billion), followed by the United Kingdom (€12.5 billion), then France (€11.3 billion), and the fourth largest national market for cosmetics is Italy (€9.7 billion). Right after the EU market is the biggest market the US market valued at €62 billion at retail sales price in 2015. Then follows China, Brazil, Japan, India and South Korea. In the following chart can be seen the cosmetics and personal care industry overview of the leading markets. (Cosmetics Europe, 2015)

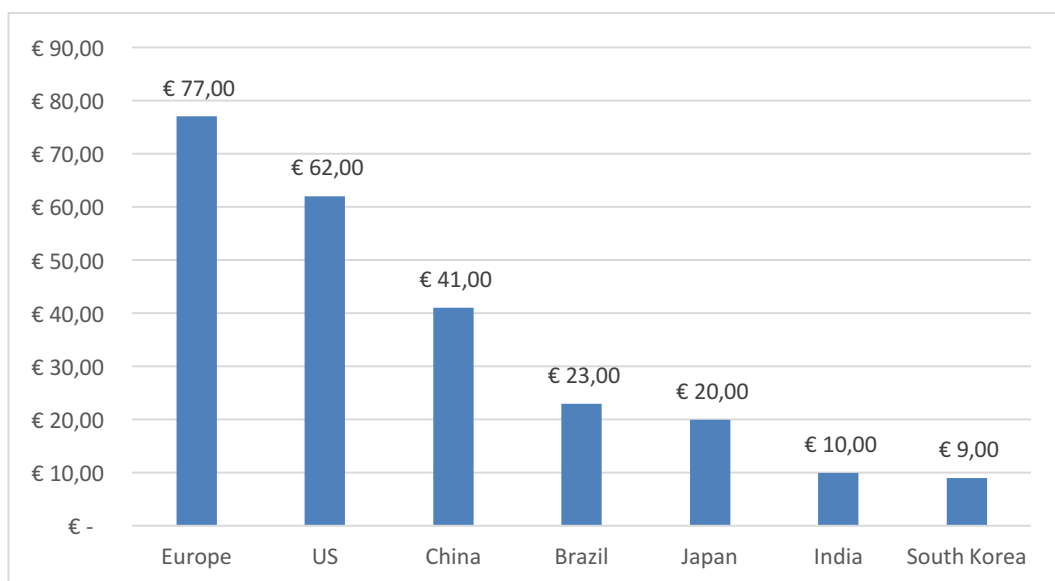


Figure 12 Global market for cosmetic products (billion EUR)

Source: Cosmetics Europe (2015), edited by the author

When looking more specifically on the amount that the average woman spends on the cosmetic products annually, according to Kurzycz (2013) it is around 27 650 CZK. This amount is higher than the average monthly wage in Czech Republic in 2016 which was 27 585 CZK (Český statistický úřad, 2017). In the following table is specified how much average woman invests into the cosmetic products annually.

Table 5 Average annual costs of cosmetic products

Cosmetic product	Price (CZK)
make-up	1000,00
mascara	2000,00
eye shadows	1500,00
powder	500,00
blush	500,00
make-up removers	1600,00
facial wipes	250,00
creams	8000,00
face mask	400,00
body lotion	1200,00
shampoo	2000,00
conditioner	1000,00
hair lacquer	700,00

deodorants, antiperspirants	1000,00
perfumes	5000,00
nail lash	1000,00
<b>total</b>	<b>27650,00</b>

Source: Kurzycz (2013), edited by the author

The survey that was made for purpose to discover what are the purchase drivers for cosmetics in Europe in 2016 revealed that regarding all cosmetic products categories, more than a half of respondents look for the products that are not harmful to animals and are not tested on animals and also products that only contain natural ingredients are very popular. (Statista, 2017)

### 5.1.2 Packaging

What regards packaging, the consumption on cosmetics packaging increase every year. The following statistic depicts cosmetic packaging consumption worldwide from 2003 to 2009. In 2009, global cosmetic packaging consumption was valued at approximately 18.52 billion U.S. dollars. (Statista, 2017)

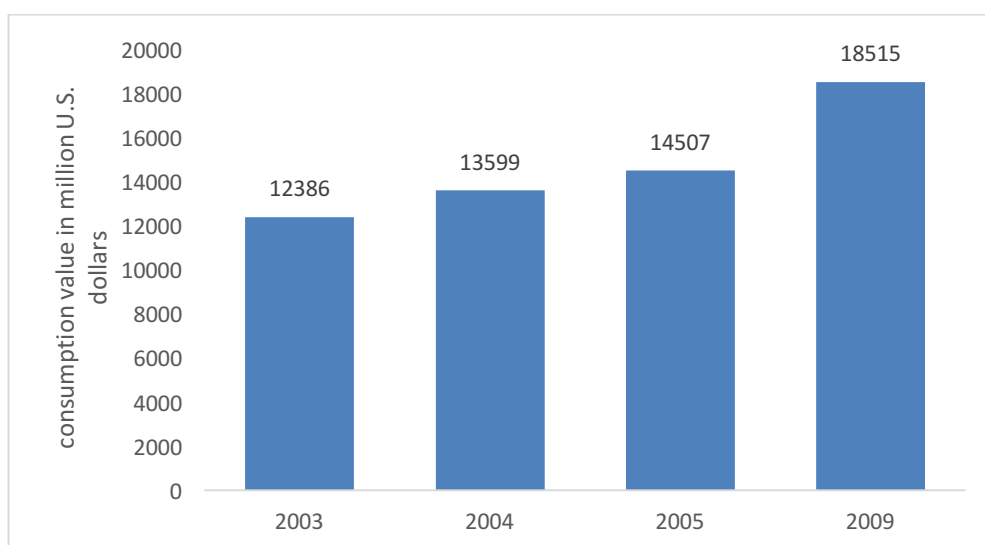


Figure 13 Cosmetic packaging consumption worldwide from 2003 to 2009 (in million U.S. dollars)

Source: Statista, 2017, edited by the author

When looking concretely to the regions, the consumption on cosmetics packaging is the highest in North America with 6,285 billion U.S. dollars in 2009. Also in Western Europe the consumption on cosmetics packaging was significant with 4,242 billion U.S. dollars in 2009. Then follows Asia, Middle East, Eastern Europe, Africa and South and Central America. In Oceania, the consumption on cosmetic products packaging is the lowest with only 221 billion U.S. dollars in 2009. (Statista, 2017)



In the following table can be seen the amounts spent on cosmetics product packaging in each region from 2003 to 2009.

Table 6 Cosmetic packaging consumption from 2003 to 2009, by region (in million U.S. dollars)

Region	2003	2004	2005	2009
Western Europe	3,303	3,69	3,823	4,242
Eastern Europe	637	747	825	1,264
Middle East	811	927	1,081	1,935
Africa	567	613	642	756
North America	4,55	4,834	5,137	6,285
South and Central America	246	263	298	471
Asia	2,132	2,364	2,527	3,342
Oceania	140	162	174	221

Source: Statista (2017), edited by the author

Lupus (2017) predicts a few top trends for products packaging in 2017 that can attract the consumers' attention and distinguish the product. Into these trends belong simple, bold and clear packaging that will elevate the product by its minimalism. Other trend is going to be a custom lettering that will consist of irregular lines or natural texture fills which will create an emotional tie to the product. Also wild colours that can evoke emotions and affect purchasing decisions will be used a lot for packaging. Next trend is going to be a pattern repetition, use of illustrations as narrative, and vintage motives. Important aspect of packaging is also the eco – friendly characteristics of the packaging. Using recyclable materials becomes an important part of every packaging.

## 5.2 Eye Tracking

The eye tracking research was the first part of the whole research process and played a key role in it. Totally the data from 25 female participants were obtained. However, the data from 3 of them could not have been used. The eye tracking ratio of one of these participants was 79, 85 % that is too low as it was established before that the minimum tracking ratio has to be at least 85%. The other two participants had two high values of eye deviation (0, 55°/0, 60° and 0,58°/0,62°). For this reason, the data of these 3 participants were discarded and the data from remaining 22 female participants were used for heat maps, key performance indicators and other statistical tests.

In this subchapter will be analysed how the individual factors of packaging affect the female consumers and if the premises that were made before the start of the research were correct. Only selected heat maps and AOIs with key performance indicators will be shown for better explanation of the results.

### 5.2.1 Consumers attention depends on the colour

The first visualization was testing which packaging colours attract the female consumers the most and which the least. Only 3 of the 22 respondents had known the products used in the visualization before so the results of this testing should be objective.

According to the heat map, the participants were attracted mostly by the light blue product. As verified later, female consumers of age between 18 – 30 prefer packaging of light colours and for this reason, as seen in the heat map, the preferred product was the first one. In the following figure is shown the heat map of the visualization testing the consumers' preferences regarding the packaging colour.



Figure 14 Heat map of visualization testing the effect of colours on consumers  
Source: BeGaze, 2017

However, according to the KPI of area of interest which were designed individually for each product – totally 6 areas of interest, respondents were attracted mainly by the product no. 2 with the packaging of dark blue/green colour. The respondents spent 3100,1 ms watching this product that is 20,7% of total time spent on gazing the visualization. Generally, the respondents spent more time watching products in dark packaging than the products in light packaging with only exception, the product no. 1 that was the preferred one of younger respondents. The respondents spent the least time watching the product no. 6 which has the simplest packaging as it was whole white without any exceptional or uncommon elements. They spent 1561,0 ms watching it that is 10,4% of total time. When comparing these values

with the most favourite product no. 2, the respondents spent twice less time watching the product no. 6.

In the following figure are shown the key performance indicators of each product.

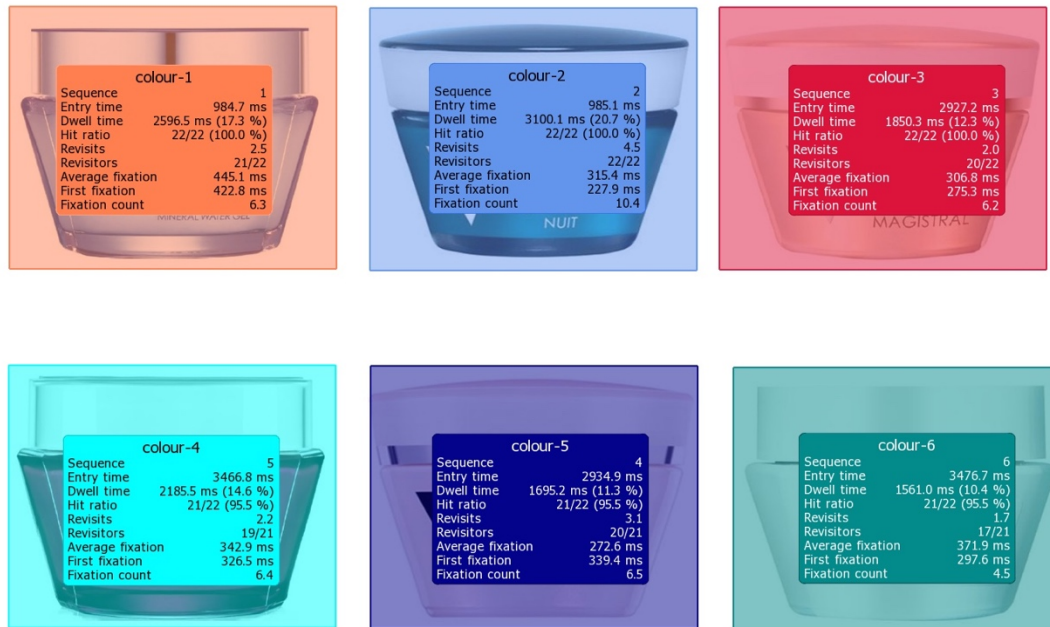


Figure 15 AOIs of visualization testing the effect of colours on consumers  
Source: BeGaze, 2017

The Tukey HSD test shows that there is a difference in colour perception by respondents therefore confirms the assumption that was done before, that consumers' attention depends on the product colour. This test divides the products into three groups. Product no. 1 and product no. 2 are not significantly different as they are under the same subset. This means in this case that product no. 1 in light blue colour and product no. 2 in dark blue/green colour attracted the respondents in the similar way. The remaining products are divided into the subset where are product no. 3, 4, and 1 that are not significantly different and into the subset where are other products of light colours that were perceived by respondents in the same way and according to the dwell times the respondents spent on watching them, they do not differ a lot.

In the following table is shown the division of products under the subsets. As said before, products that are under the same subset are not significantly different.

Table 7 Tukey HSD test for colours

		DwellTime				
		N	Subset for alpha = 0.05			
AOIvalue	1		2	3	4	
Tukey HSD <sup>a</sup>	6,00	22	1561,0182			
	5,00	22	1695,2341			
	3,00	22	1850,3132	1850,3132		
	4,00	22	2185,5114	2185,5114		
	1,00	22		2596,5077	2596,5077	
	2,00	22			3100,0536	
	Sig.		,175	,059	,401	

Source: Own research, 2017

The last test done for proving how the colour of a product packaging influence the consumers was the mean plot that clearly shows what also the other tests and analysis prove – that consumers are more attracted by the packaging of dark colours than by the packaging of light colours and that the simple white packaging is the least preferred and that the dark blue/green packaging that can be considered as a packaging of interesting, not common colour is the most attractive one.

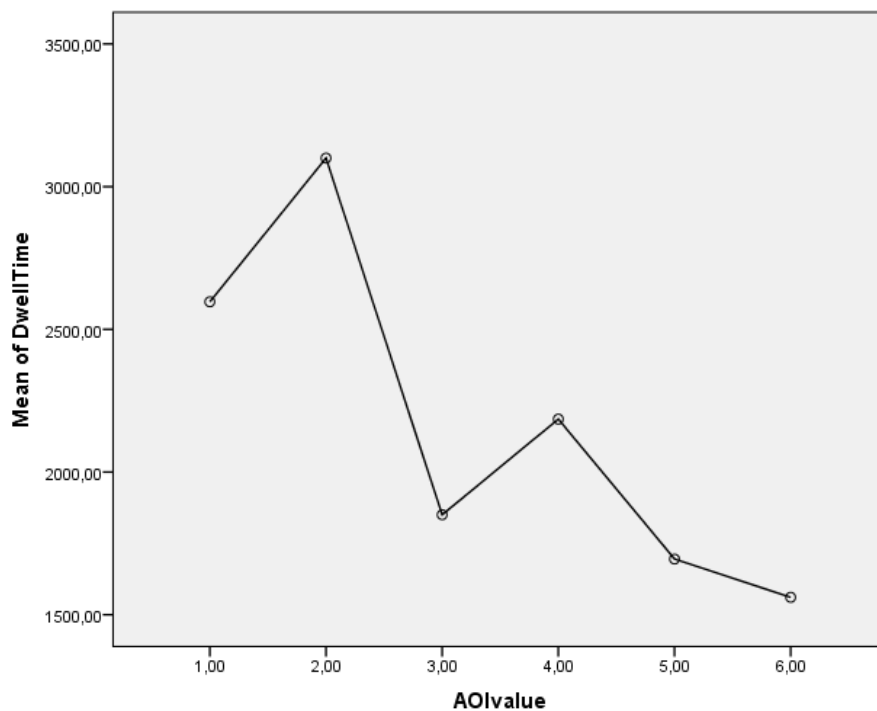


Figure 16 Means plot for testing the effect of colours on consumers

Source: Own research, 2017

## 5.2.2 Consumers are more attracted with the product (packaging) of a bigger size than a smaller size product

When testing the assumption that consumers are more attracted with the product (packaging) of a bigger size than a smaller size product, the visualization with six same products from which one of them was bigger, was used. When the respondents were asked after seeing this visualization if they had noticed that one product had been bigger than others, all respondents answered 'yes'. This proves that consumers consciously perceive the size of the products in front of them.

In the next figure is shown the heat map of visualization with six same products from which one is bigger. It seems that the respondents' attention was not primarily focused on the biggest product, however, on the other hand, the next product after the biggest one gained the least attention. From the heat map can be assumed that product that is farthest from the bigger product gains less attention. It is not clear if it is caused because the product is the farthest one from the biggest product or if it is because the product follows in the sense of rows after the biggest one and as the biggest one already captured all attention, the product that follows immediately after it does not attract the respondents any more.

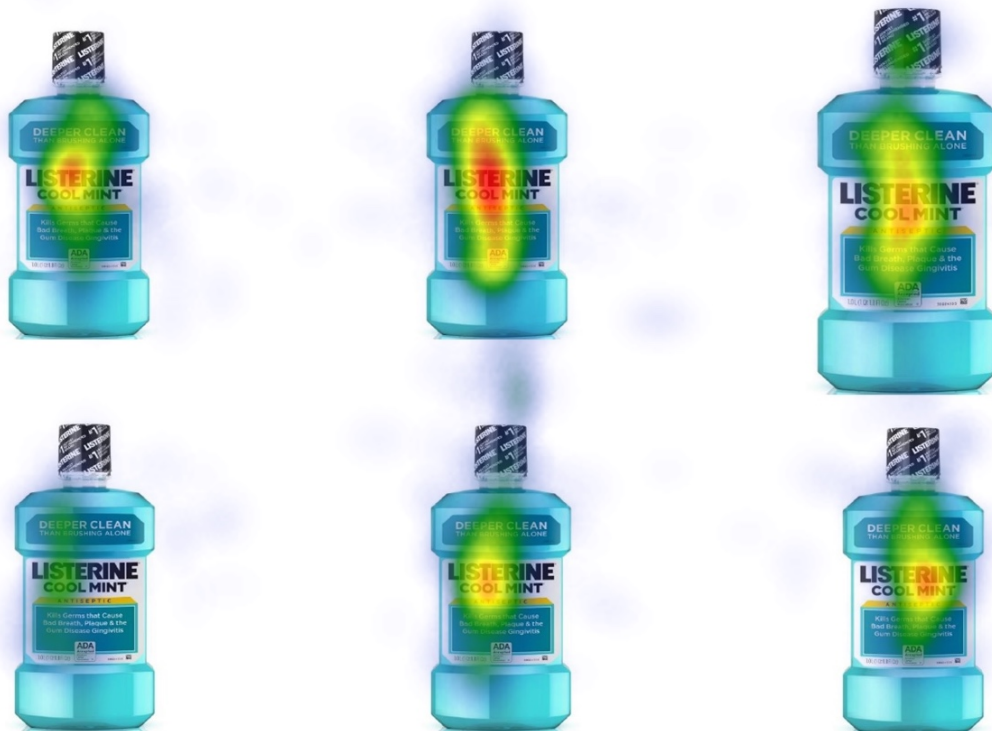


Figure 17 Heat map of visualization testing the effect of product size on consumers  
Source: BeGaze, 2017

Around each product was defined the area of interest and the key performance indicators were generated. According to the dwell time, it is clear that the product no. 2 and the biggest product no. 3 have attracted the consumers the most. They

spent 3248, 7 ms that is 21, 7% of total time watching the product no. 2 and 3112,9 ms that is 20, 8% of total time watching the product no. 3 that was the biggest one. The other products were watched in average 1747, 75 ms that is nearly twice less than the two most attractive products. The reason why the product no. 2 was observed so much even if it was the same (had the same size) as other 4 products is that respondents' vision was captured automatically by the biggest product (product no. 3) and they started to make the comparison with the nearest product to understand if there are any differences in them.

In the following figure can be seen the KPI of each product on the visualization.



Figure 18 AOs of visualization testing the effect of product size on consumers

Source: BeGaze, 2017

The Tukey HSD test has confirmed that there are differences in perception of products regarding their size. The biggest one with the one that was nearest captured the highest attention and belong under the same subset. The other products are divided into other two subsets – the product no. 6 and no. 4 gained the least attention and are not significantly different regarding the dwell times, and the remaining products no. 1, 5, and six belong under the same subset and they do not differ a lot according their dwell times.

In the following table can be seen how are the products divided under the subsets.

Table 8 Tukey HSD test for size effect

DwellTime					
	AOIvalue	N	Subset for alpha = 0.05		
			1	2	3
Tukey HSD <sup>a</sup>	4,00	22	1098,4391		
	6,00	22	1799,8814	1799,8814	
	1,00	22		2038,3773	
	5,00	22		2054,2632	
	3,00	22			3112,8882
	2,00	22			3248,7018
	Sig.		,160	,952	,997

Source: Own research, 2017

The mean plot visually shows what was proved before, that the product no. 2 and the biggest product no. 3 attracted the respondents the most, while the product that followed in the sense of rows after the biggest one attracted the respondents the least. This mean plot confirmed that the consumers are more attracted by a product (packaging) of bigger size.

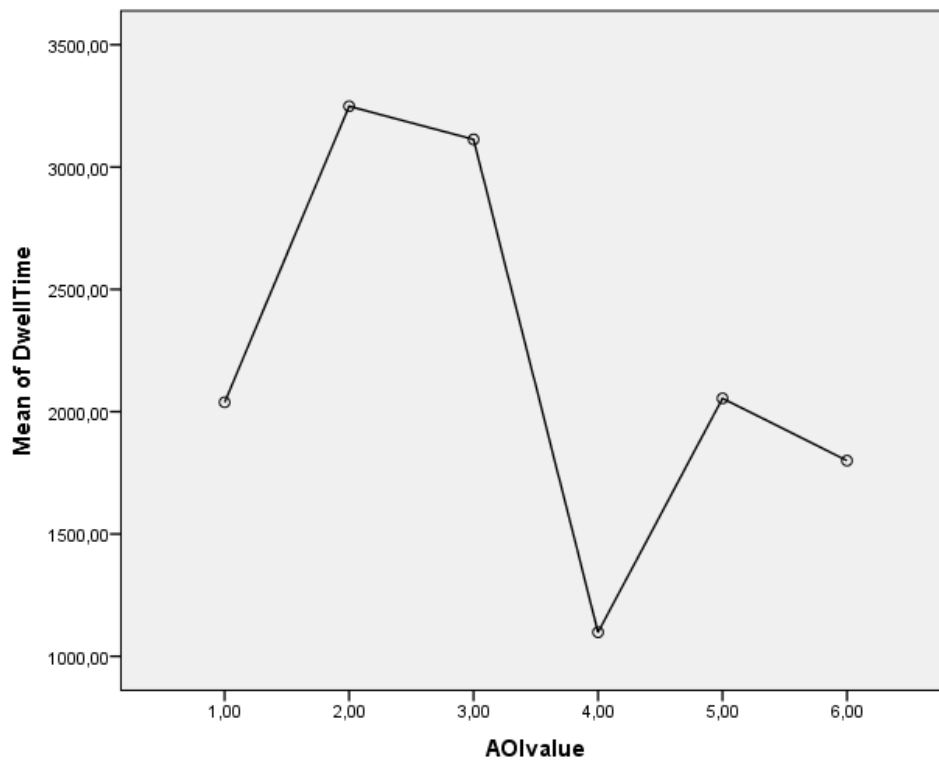


Figure 19 Means plot for testing size effect

Source: Own research, 2017



### 5.2.3 Consumers pay more attention to a product in sale

The next visualization was testing if are the female consumers more interested in a product in sale in comparison with the products that are not in sale. For the purpose of testing this prediction, six products were chosen and one of them had a label saying that it is in sale. When asking the participants if they had seen the product in sale after the visualization disappeared from the computer screen, 14 answered 'yes', however, 8 answered that they had not noticed any product in sale. For this reason, it can be assumed that some consumers are looking for sale consciously and some of them may see the sale by their eyes but do not consciously realize that the product is in sale, therefore, are not attracted by it.

The following heat map shows that the respondents were attracted mainly by the product in sale and that gaze felt not only to the product as whole, but also directly to the label saying that the product is in sale.



Figure 20 Heat map of visualization testing the influence of sale on consumers  
Source: BeGaze, 2017

For every product was made an area of interest and KPIs were generated and it is clearly seen that product no. 5, the product in sale, has the longest dwell time 3302,5 ms is 22% of total time respondents spent watching the visualization. The dwell times of other products do not differ distinctly.

In the following figure can be seen the KPIs of all products used for this testing.



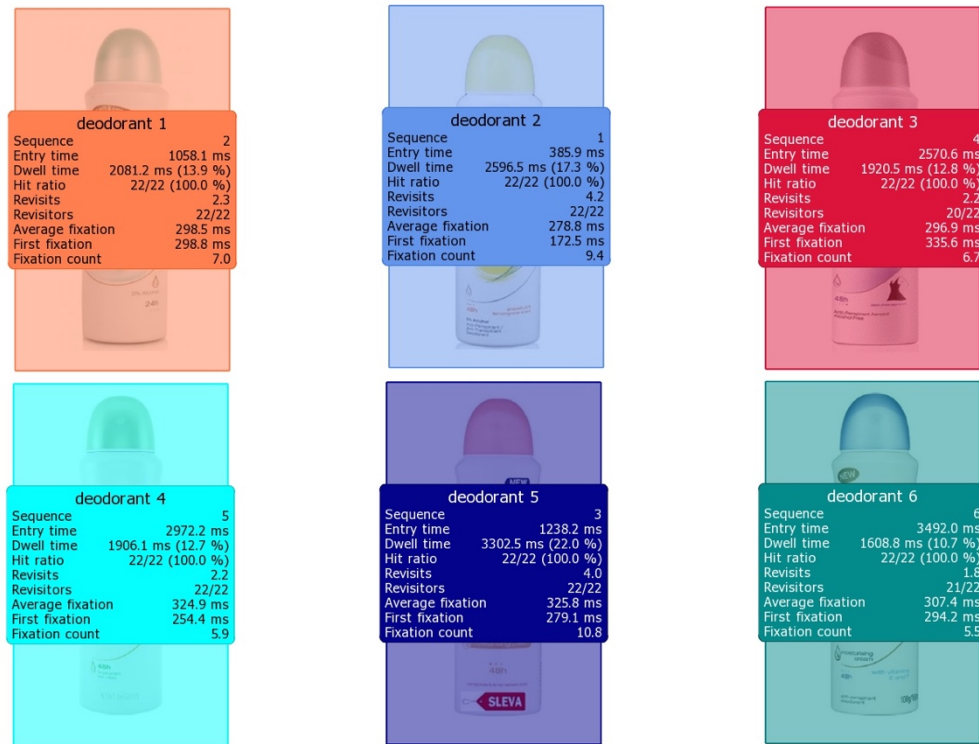


Figure 21 AOs of visualization testing the influence of sale on consumers  
 Source: BeGaze, 2017

The Tukey HSD test has proved that there is a significant difference between products. Therefore, it confirms the prediction that was done before. that consumers perceive the products in sale differently from the product that are not in sale. The product in sale that is the product no. 5 is in the subset 3 and other products are in other subsets but are already more connected and the difference between them is not that significant.

In the following table is seen how are the products distributed into the subsets.

Table 9 Tukey HSD test for sale effect

DwellTime					
	AOIvalue	N	Subset for alpha = 0.05		
			1	2	3
Tukey HSD <sup>a</sup>	6,00	22	1608,8009		
	4,00	22	1906,0682	1906,0682	
	3,00	22	1920,4568	1920,4568	
	1,00	22	2081,2355	2081,2355	
	2,00	22		2596,5345	2596,5345
	5,00	22			3302,5132
	Sig.		,568	,161	,143

Source: Own research, 2017

The following mean plot visually shows that there is a big difference in how are consumers attracted by a product in sale (product no. 5) in comparison with the other products that are not in sale. The assumption that consumers pay more attention to the product in sale is confirmed.

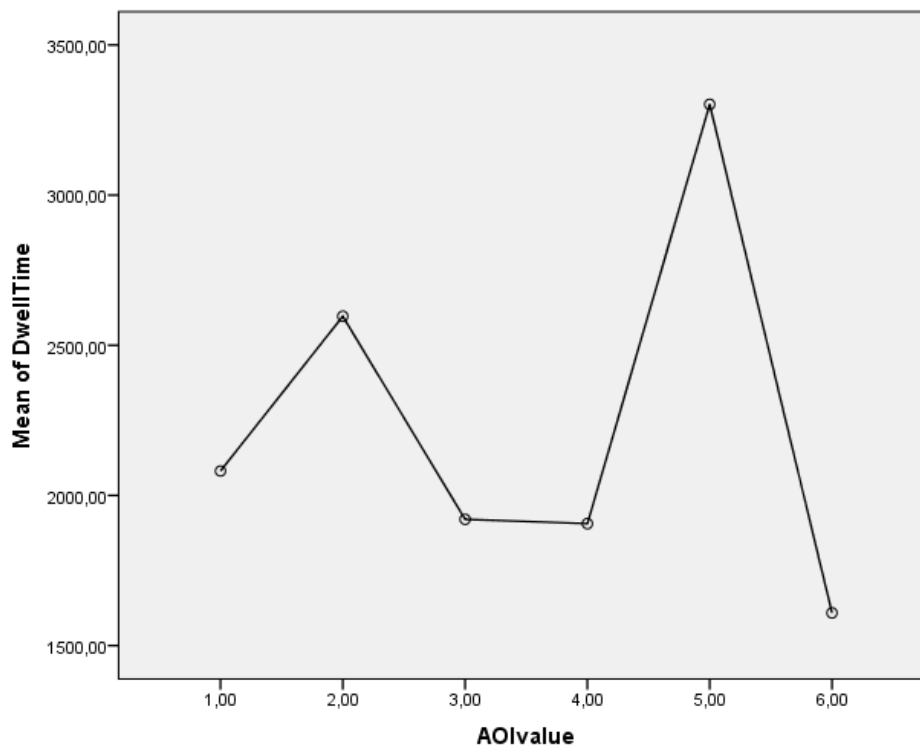


Figure 22 Means plot for testing the sale effect

Source: Own research, 2017

### 5.2.4 Consumers focus their attention on a packaging with a word bio or natural written on it

The prediction that consumers focus their attention on a packaging with a word bio or natural written on it was tested on a visualization with six hair care products. One of them had a word 'BIO' written on a label. Almost every respondent answered that he had noticed that there is a bio product in the visualization, only 4 of them said that they had not noticed this product.

Firstly, the heat map was generated. From this heat map is obvious that the bio product, that is the first one in the visualization, gained the most attention in comparison with the other products.

In the following figure can be seen the heat map of the visualization.



Figure 23 Heat map of visualization testing the effect of BIO product on consumers  
Source: BeGaze, 2017

Secondly, the areas of interest were marked and the key performance indicators were generated. It was proved that the respondents were mainly interested in the product no. 1, which was the first product in the visualization. The dwell time is 2518,8 ms that is 16,8 % of total time spent on watching the visualization. According to this fact, it could be assumed that bio product attracts the consumers the most. However, in comparison with the KPIs of other product, the KPI of the product no. 1 does not differentiate from them significantly. For this reason, it can be concluded that according to the KPIs, what regards a consumers' attention there is not a significant difference between the bio product and other products.

In the following figure can be seen the KPIs of each product on the visualization.



Figure 24 AOIs of visualization testing the effect of BIO product on consumers  
Source: BeGaze, 2017

Also a Tukey HSD test has proved that there is not a significant difference between the product no. 1, which was the bio product, and the other products. All products are under the same subset which means that they are not significantly different.

In the following table are shown the results and even if the dwell time of the product no. 1 is the highest, it does not differ from other product significantly, therefore all the products are under the same subset and it can be concluded that the prediction that consumers pay more attention to the product with a word bio or natural written on it is not valid and that the consumers are not attracted particularly by a product that is bio or natural.

Table 10 Tukey HSD test for BIO product effect

DwellTime			
	AOIvalue	N	Subset for alpha = 0.05
			1
Tukey HSD <sup>a</sup>	6,00	22	2012,6255
	5,00	22	2123,1895
	4,00	22	2155,9309
	2,00	22	2300,3400
	3,00	22	2462,3050
	1,00	22	2518,7905
	Sig.		,423

Source: Own research, 2017

The following mean plot shows visually by which products were the participants of the eye tracking test attracted the most. Even if it seems from this mean plot that the product no. 1 has attracted them the most, the previous tests have showed that there is not a significant difference between the products.

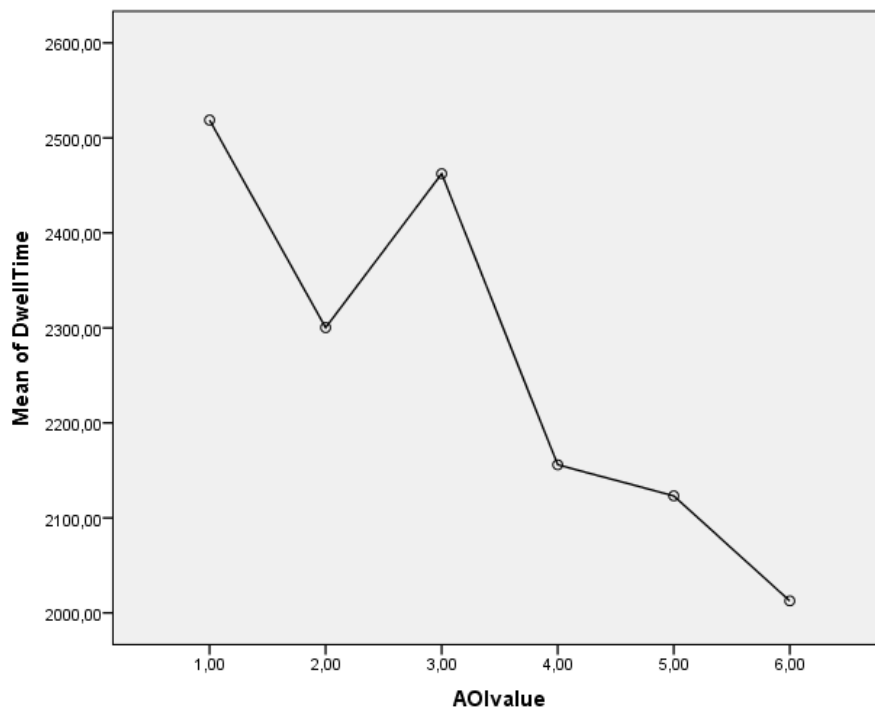


Figure 25 Means plot for testing the BIO product effect on consumers  
Source: Own research, 2017

### 5.2.5 Consumers are more attracted by a packaging that simplifies a product usage

For testing if are the consumers more attracted by a packaging that simplifies a product usage were chosen six products from category make-up. One of them, the last one, has a pump that is considered as something that simplifies a product usage and it is popular between many consumers. After seeing the visualization, the participants of testing were directly asked if they had noticed the product with a pump. 9 of them have not noticed it and the remaining 13 have noticed this product.

The following figure shows the heat map of the visualization. The product with a pump was observed, however, the pump did not get any particular attention. Moreover, when analysing the overall heat map, the product with a pump did not get any particular attention in comparison with the other products.



Figure 26 Heat map of visualization testing the effect of product practicality on consumers  
Source: BeGaze, 2017

The areas of interests were defined for each products and KPIs for these areas of interests were generated. The product no. 6, the product with pump that was supposed to be observed the most, has the dwell time 3319,7 ms that is 15,5 % of total time spent on watching the visualization. When comparing it with the other products, respondents spent the most time watching the product no. 5, where the dwell time was 3115,2 ms that is 20,8 % of total time, and the least time watching the

product no. 3 which dwell time is 1813,9 ms that is 12,1 % of total time spent on gazing the visualization. The KPIs have not proved that the product, that is supposed to be practical because it is with a pump, attracted the consumers the most.

In the following figure are shown the areas of interest with KPIs of all products used for testing the prediction.



Figure 27 AOIs of visualization testing the effect of product practicality on consumers  
Source: BeGaze, 2017

The Tukey HSD test has not proved that the product no. 6 that should be practical because of its pump has attracted particularly the respondents. It belongs under the same subset as products no. 1, 2, 3, and 4 which means that does not differ significantly from them and have not captured an attention of the respondents distinctly. What was not expected is the fact, that product no. 5 will capture the attention of respondents and that will belong under the special subset which means that differs from the other products significantly. As the eye tracking method does not enable to explain why the participant of a test is attracted by a certain stimulus, the reason why were the respondents attracted mostly by product no. 5 might be better understood during the in - depth interviews where the respondents will be asked to gaze again the visualization and will have the possibility to comment on each product.

The following table shows the results of Tukey HSD test and it can be seen that the product no. 6 with the pump is under the same subset as other products, and the product no. 5 is under the special subset. The prediction that consumers

are more attracted by a packaging that simplifies a product usage has not been confirmed by the Tukey HSD test.

Table 11 Tukey HSD test for product practicality effect

DwellTime				
	AOIvalue	N	Subset for alpha = 0.05	
			1	2
Tukey HSD <sup>a</sup>	3,00	22	1813,9155	
	4,00	22	1823,8286	
	1,00	22	2160,4855	
	2,00	22	2227,9423	
	6,00	22	2319,7195	
	5,00	22		3115,2214
	Sig.			,410

The following means plot shows visually how were the participants of the eye tracking research attracted by individual products. It can be seen that they were primarily attracted by product no. 5 and that the other products do not differ significantly one from each other.

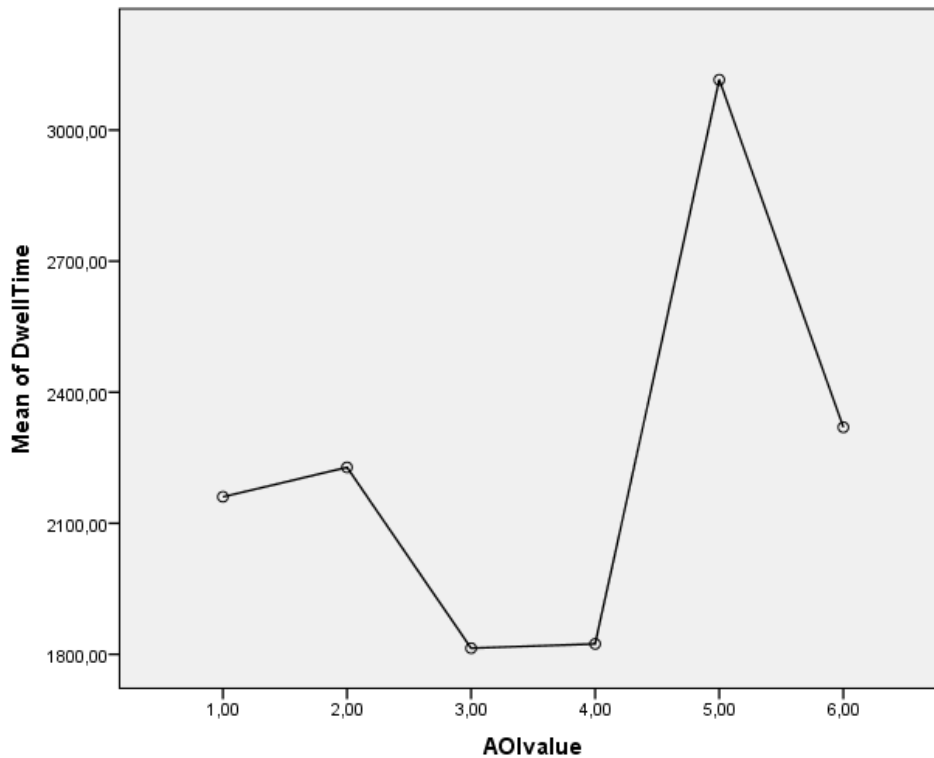


Figure 28 Means plot for testing the effect of product practicality on consumers  
Source: Own research, 2017



To conclude, the prediction that consumers are more attracted by packaging that simplifies a product usage was not proved.

### **5.2.6 Consumers are more attracted by a luxury packaging**

The last prediction that was tested was if the consumers were more attracted by a luxury packaging. For this test were chosen six perfumes from which one should be considered luxurious because of its black non transparent packaging. When afterwards were the respondents asked if they had noticed that perfume, 16 of them answered 'yes' and 6 of them answered 'no'.

The heat map has not shown any particular results and for this reason is not even put into this thesis. However, when the AOIs were defined and the KPIs were generated, it went out that the product no. 4 that was supposed to attract more attention as it should be the luxurious one, does not differ by its dwell time much from the products no. 1, 2, 3, and 5. Nevertheless, one product stands out and differs by its dwell time from the others. This product is the perfume no. 6. Its dwell time is only 1343,7 ms that is 9,0 % of total time spent on gazing the visualization. This product has the simplest packaging and can be considered as the least luxurious because it has the transparent packaging, common shape of the packaging, and it is without any label, text or other particular design elements. For this reason, it can be assumed that the most luxurious product does not get any particular attention in comparison with other common products, however, it depends on the luxury packaging because the least luxurious packaging gets the least attention.

In the following figure are shown the AOIs with KPIs of all products.



Figure 29 AOs of visualization testing the effect of luxurious packaging on consumers  
Source: BeGaze, 2017

The Tukey HSD test confirms what was derived from the KPIs that the luxurious packaging does not capture the consumers' attention particularly in comparison with other 'normal' products packaging. The products no. 1, 2, 3, 4, and 5 are all under the same subset which means that they do not differentiate significantly. However, the product no. 6 – the least luxurious product is under the individual subset which means that it differs a lot from the others. This leads to the same conclusion as was done thanks to KPIs, that the luxury of a packaging is important in a sense that the packaging that is not luxurious does not attract the consumers.

In the following table can be seen the division of products under the subsets.

Table 12 Tukey HSD test for luxury packaging effect

DwellTime				
	AOIvalue	N	Subset for alpha = 0.05	
			1	2
Tukey HSD <sup>a</sup>	6,00	22	1174,2755	
	4,00	22		2183,9586
	3,00	22		2190,7000
	5,00	22		2313,2555
	2,00	22		2641,9755
	1,00	22		2787,6095
	Sig.		1,000	,361

Source: Own research, 2017

The means plot shows visually that the first five products of the visualization do not differ significantly by their dwell times, however, the last, sixth product, differs significantly from them. This again confirm that even if the prediction that consumers will be more attracted by a luxury packaging was not proved, the fact that if the packaging is not luxury in comparison with the other product, the interest in it by the consumers is minimal, was discovered.

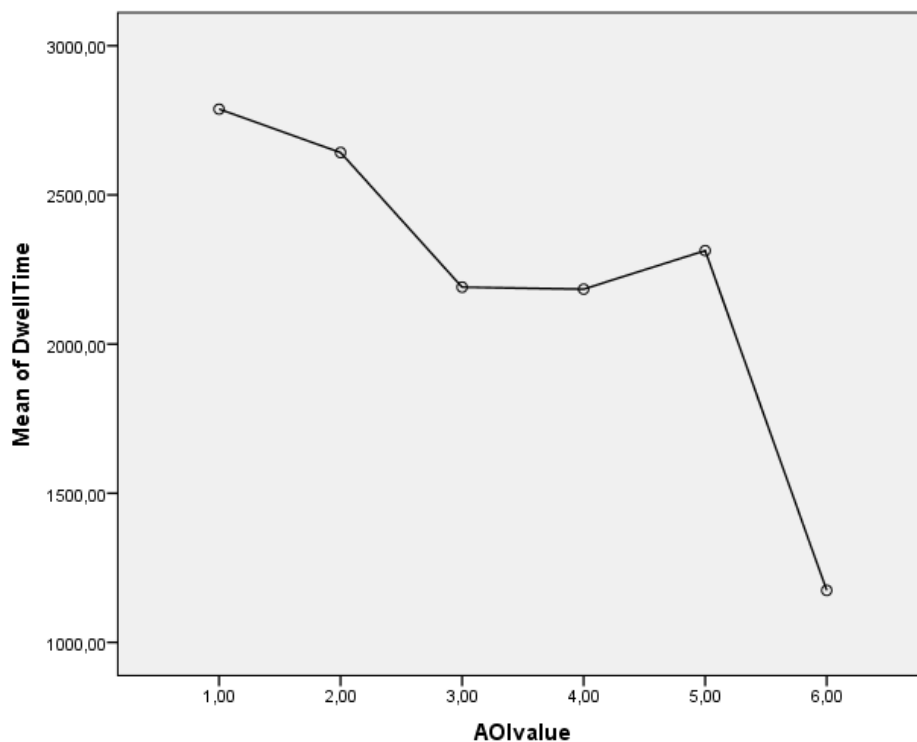


Figure 30 Means plot for testing the effect of luxury packaging on consumers

Source: Own research, 2017

### 5.3 In-depth Interviews

In – depth interviews were carried out right after the completion of the eye tracking research. In comparison with the eye tracking research, from these in-depth interviews nobody had to be excluded. Therefore, totally, 25 female participants attended the interviews. They were between 18 to 74 years old and their economic activities were different – students, employees, and also retired. Thanks to this fact, it could be evaluated also how the age and economic activity can influence the opinions about packaging of cosmetics and how these factors can influence the perception of these products.

The interview started by asking the respondents if they use the cosmetics from categories: skin care, hair care, make up, toiletries and deodorants, perfumes and oral hygiene. All respondents answered that they use products from these categories. Then, the interview continued by asking respondents directly to the packaging: *'How important is the packaging for you? What concretely is important to you?'* They were asked to express their opinion about the importance of colour, size, design, practicality, material, and originality. The interesting finding was that many female consumers prefer to buy a cosmetic product of a bigger size because they believe that it is usually more cost – effective, but on the other hand, a small size products are more practical for them because they better 'fit into the handbag' and they can bring them everywhere with them. However, the most important finding was that for female consumers differ the preferences regarding packaging according to the category of the cosmetic products. Regarding perfumes, the design of packaging is a very important factor. Pavla, 22 said: *'I like perfumes packaging of strange shapes and unconventional design. Perfumes usually last for a longer time than other cosmetics and every time when I use a perfume that is in a luxury packaging, I feel special.'* What regards the make up, practicality by using a small size packaging is a driving factor. Usually, consumers do not have preferences in terms of a material or colour, even if as Andrea, 26 says: *'When I see some cosmetics in a packaging of a gold colour, I am automatically attracted by it because I associate a gold colour with something that is good and that I need. From my experience every cosmetic that was packaged in a wrapper of a gold colour was of a good quality and I was satisfied with that product.'* As seen from Andrea's answer, some consumers may connect certain colours with certain product's characteristics. Nevertheless, this is individual and it cannot be done any conclusion for it. However, generally, female consumers connect packaging of dark colours with the products for consumers of higher age and packaging of light colour with the products for younger consumers.

When asking the consumers if they read the information about composition, ingredients or producer on the products' labels, the answer was united 'no'. All respondents answered that in the contrary with the e.g. food, they do not read any information about product written on the label. The only products where some of them take into account the ingredients are the products used on the face. Lucie, 25 even said: *'I prefer minimalism, I do not like when there is too many text on the wrapper or other disturbing elements so for this reason when I see that there is too*

*much text on the label, I automatically skip the product*'. However, many respondents have agreed that there should be written the basic information about composition and a product usage on a label. Especially in case of some special cosmetic product that is not well known by the users. Also when asking if they notice that the product is 'bio' or 'made from natural ingredients', most of respondents answered that this is not a crucial factor for them. Many of them even think, that these characteristics of product automatically increase the products' price so they try to avoid these products purposefully.

Regarding products in sale, most of respondents answered that a sale is not a crucial factor for them when buying cosmetics products. However, if it is in sale some luxurious product that is normally expensive, they are attracted with it and they at least consider if to buy it. Generally, sale is not an important factor, actually Viktorie, 25 said: *'Sometimes have happened to me that I had seen some cosmetics in sale so I had bought it but then I have never used it. So for this reason I do not buy anymore anything that I do not know just because it is in sale.'*

The final step of the in-depth interview was an association test. As all the factors that can influence the consumers' opinions about a product like sale, size, bio ingredients etc. were discussed before, this association test served mainly to explore how the colours influence the consumers' perception about some products. Respondents were shown again the visualization from the eye tracking research in a printed form and they were asked to decide what product attract them the most in visualization – skincare creams VICHY and in visualization – perfumes. When they decided, they were asked to assign to the products adjectives that can express their feeling toward the product. The adjectives were written in small cards and respondents quickly looked at them and then assign them to the products. The list of all adjectives used for this test can be found in Attachment C, the two visualizations used can be found in Attachment D.

From the perfumes, the product that have attracted the respondents the most was the perfume Si by Giorgio Armani. This result was expected by the researcher, however, the cards with adjectives have helped to understand better the reasons why this product gets the attention of respondents. Many respondents agreed that this product gives a feeling of luxury (7 times), high quality (5 times), that it is original (7 times), exceptional (5 times) and attractive (3 times), but also expensive (4 times). This confirm the fact that thanks to the black and gold, non transparent packaging, consumers may perceive a product as luxurious, expensive and of a high quality. However, many respondents in the age between 18-30 believe that this product is suitable for the female consumers of higher age and they associate the dark colours of packaging with the products for older consumers.

In the following figure can be seen the word cloud made by adjectives respondents connected with the perfume Si.



Figure 31 Word cloud - perfume Si  
Source: Own research, 2017

The other perfumes that had the transparent packaging and were of the light colours were associated with characteristics like easy to use, fresh, pleasant, nice, common, resistant, practical, well known, attractive, non original, of high quality, cheap, trustful, simple, non interesting. However, even if most of the respondents were primary attracted by perfume Si, the younger respondents said that they would not buy this perfume because they do not perceive that this product would suit to them.

Afterwards, the respondents did the same thing with the skincare creams. Also here the products that have attracted the most were products of dark colour, especially the cream in a dark red packaging. All participants of this test noted it and many of them said that this product is really convincing (9 times), attractive (6 times), original (6 times), beautiful (4 times), interesting, pleasant, of high quality (3 times), and also nice, flawless, luxurious and many others. Nevertheless, as in the previous test, the younger respondents in the age between 18 – 30 commented that even if they had noticed this product they would never buy it because they feel that this product is suitable for consumers of higher age. In the figure below is seen a word cloud made from adjectives that respondents associate with the dark red skin care cream.



Figure 32 Word cloud - skincare creams with packaging of dark colours  
Source: own research, 2017

The respondents were quite positive towards the products in light colours packaging, mainly by the light blue packaging. Especially younger respondents said that they would buy these products and that they perceive a freshness from them. It was proved that whole gold packaging gives to the consumers a feeling of luxury, originality, and exceptionality.

The least favourite product was the cream in a white packaging. Respondents believed that it was too common (4 times), simple (4 times), non original (3 times), not interesting (2 times) and cheap (2 times). On the other hand, they also perceived that it would be healthy (2 times), easy to use (1 time) and tender (1 time). Nevertheless, when they could decide if they prefer any other product of other packaging colour, they said 'yes'.

The following figure shows the word cloud made from adjectives respondents associate with the white packaging.



Figure 33 Word cloud - the least favourite product packaging  
Source: Own research, 2017

The main findings from these in-depth interviews are that preferences about cosmetics products packaging depend on the age of consumer and on a category of cosmetics. Generally, female consumers perceive that the packaging of dark colours are of product suitable for consumers of higher age and the packaging of light colours for the products for younger consumers. It was proved, that dark coloured non transparent packaging gives a feeling of luxury to the consumers. What regards the size of a packaging, within the categories hair care, oral cosmetics, skin care, toiletries and deodorants, consumers prefer bigger size of packaging. For the categories make-up and perfumes, consumers prefer smaller packaging as they consider it more practical. Sale marked on a packaging does not influence the consumers and also bio products do not influence them. They predominantly do not read the information about the products on the labels and they do not have preferences regarding the material. Packaging design is important mainly in case of luxurious cosmetics.

## 5.4 Questionnaire Survey

In this subchapter, the analysis of the data obtained through online questionnaire is done. The data are evaluated by descriptive analysis and the outcome from this data evaluation should serve for better understanding the female consumers' attitude toward cosmetics products packaging.

The first question was testing, if the respondents have the experience with a purchase of cosmetic products and therefore are able to answer objectively the questions that will follow in the questionnaire. The result is that 56,4% of respondents buy the cosmetics product regularly more than once a month, 41,9% of respondents buy the cosmetic products irregularly less than once per month and only 1,7% do not buy the cosmetic products at all.

The next question was testing how often the consumers buy the cosmetics from different categories. The categories between which the respondents could



choose were the same as the categories used for the eye tracking research: skin care, hair care, make – up, perfumes, toiletries and deodorants, and oral cosmetics. From the results is obvious that cosmetic products are type of goods that are bought by consumers regularly. With the only exception – perfumes, most of the consumers buy all the cosmetic products regularly once or twice per month. Most often requested are toiletries, deodorants and oral cosmetics. Some respondents buy products from these categories even once every week (around 7-8%).

In the next figure is seen in details how often how many percent of respondents buy cosmetics from concrete categories.

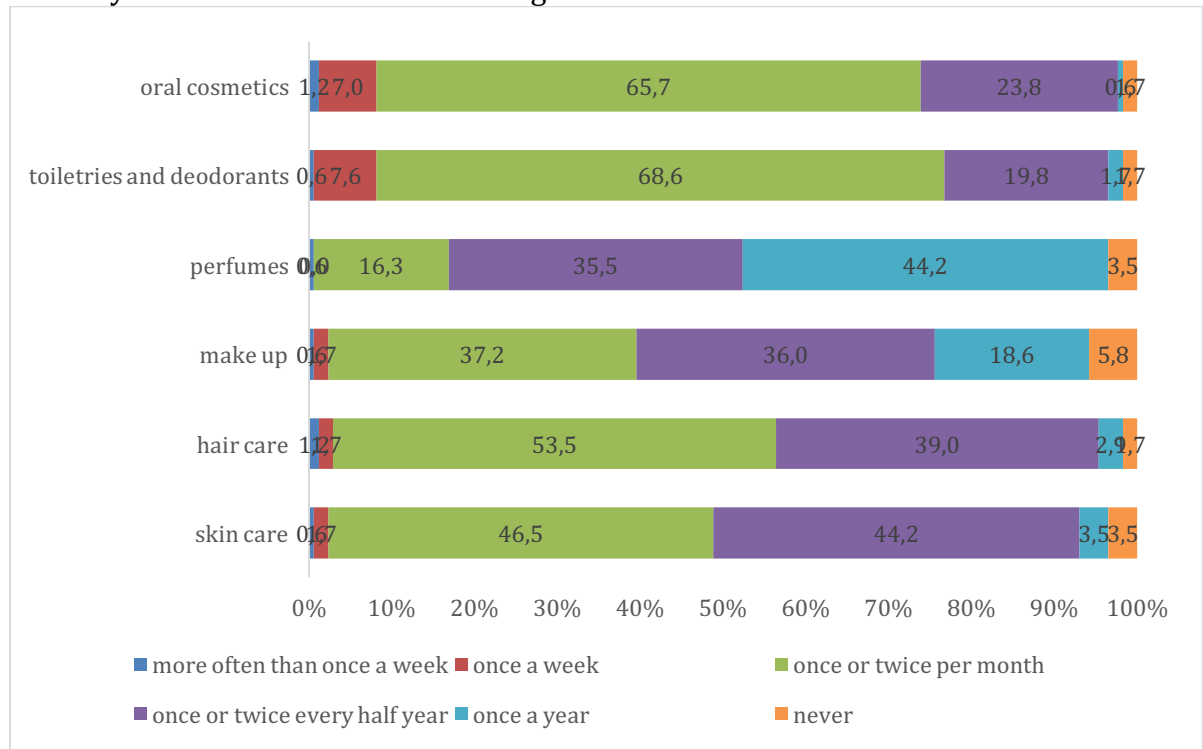


Figure 34 How often do you buy the cosmetic products?

Source: Own research, 2017, n=344

The next question was testing if are the consumers willing to buy and try new cosmetic products or if they are loyal to the same product all the time. As 80% of respondents answered that they are willing to try new product if the product captures their attention, it can be assumed that the cosmetic producers should try to find the way how to attract the consumer and how to capture his attention. One of the way how to do this can be by the product packaging that is the first thing of the product that the consumer sees. 7% of the respondents even answered that they buy every time cosmetics of different brand. With the competition that is in the cosmetic market, it is important to attract the consumer by the own product and persuade him to buy the concrete product. Again, the process of attraction can be influenced by the product packaging. The result of this research question is that 87% of consumers are willing to try and buy new cosmetic products and are not loyal just to concrete products that they buy all the time. For this reason, for the

cosmetic producers should be important to persuade them to buy their products and this can be done besides others by the product packaging.

In the next figure can be seen how were the respondents answering to the question if they like trying new cosmetic products.

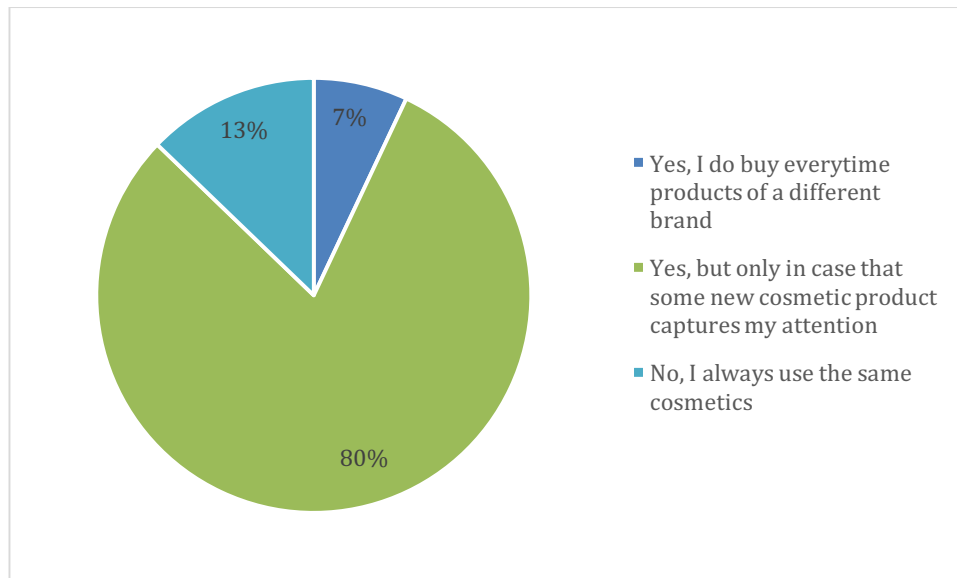


Figure 35 Do you like trying new cosmetic products?

Source: Own research, 2017, n=344

#### 5.4.1 Impulse buying

During the impulse buying, consumers decide spontaneously about a product purchase and a packaging can be one of the factors that influence them in their decision making process. From the research came out that most of the respondents have the experience with impulse buying. To the question if they buy the cosmetic products impulsively, 83% answered 'yes'. Most of the respondents (48%) practice the impulse buying less then once per month, however, 35% of respondents practice the impulse buying of cosmetics at least once per month. On the other hand, 17% of respondents does not practice the impulse buying at all. Nevertheless, the majority of respondents practice the impulse buying of cosmetic products and as said before that the packaging can be an important factor in decision making process, it can be concluded that it is important that the product has a packaging that attracts the consumer and that catches the attention in comparison with the other products packaging.

In the following figure is seen how were the respondents answering to the questions if they buy the cosmetics impulsively.

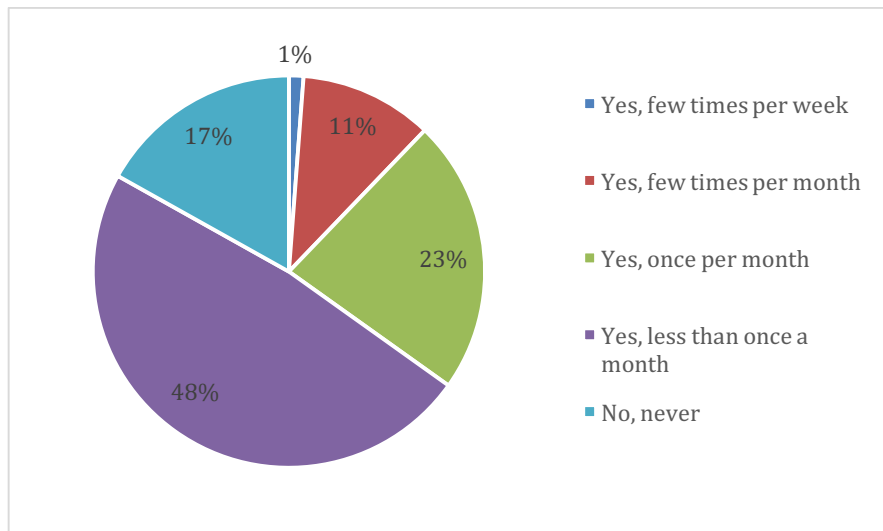


Figure 36 Do you buy the cosmetics impulsively (unplanned spontaneous purchase without a long decision making process)?  
 Source: Own research, 2017, n=344

When asking where this impulse purchase usually take place, most respondents (72%) answered ‘in retail shop’. From this answer it can be assumed that it is important that the cosmetic products packaging differs from the other products in the retail store shelves and therefore captures the attention of consumers at the first glance.

In the following figure is seen how were the respondents answering to the question about where does the purchase take a place if they buy cosmetics impulsively.

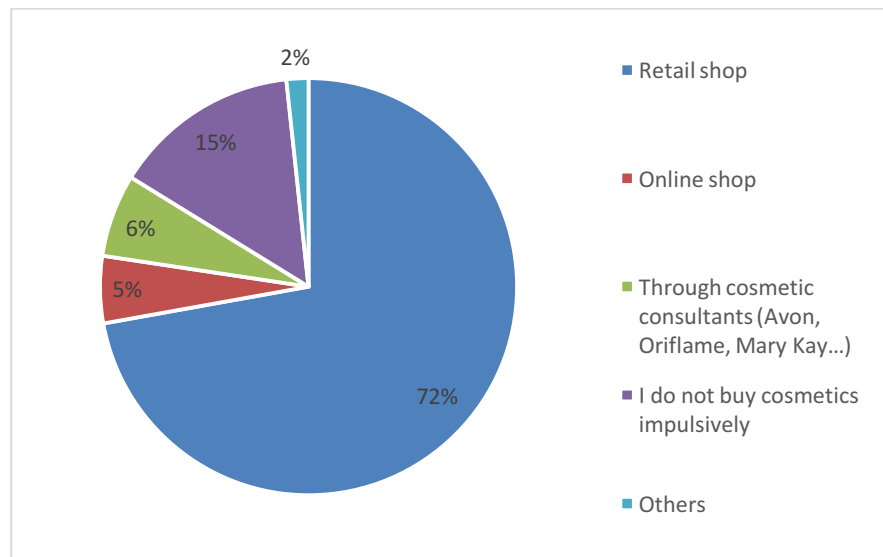


Figure 37 If you ever buy cosmetic products impulsively, where does this purchase usually take place?  
 Source: Own research, 2017, n=334

### 5.4.2 Factors influencing the buying decision

This part of the questionnaire consists of questions that are exploring which factors influence a consumer when buying cosmetics. Firstly, the respondents were asked universally about the factors that are important to them when buying cosmetic products. Afterwards, the questions that went more deeply and were testing what are the factors influencing their buying decision in a retail store were asked and also what concretely is important for the respondents regarding packaging was tested.

The first question was 'What is the decisive factor for you when buying a cosmetic product?' The respondents had the possibility of multiple choice and the results are following: The most important factor is the product price. 79,7% of respondents answered that this is an important factor to them. From this results could be assumed that products in packaging that are alerting a sale can attract the consumers. The second most important factor is the product quality (67,4%). As mentioned before, packaging may influence the consumers' s perception of product quality. The product in luxurious packaging is often perceived as a product of a high quality. For this reason, it can be said that product in a nice luxurious packaging will attract the consumers more than a product in a common simple packaging. Next important factor for the respondents is the product brand (58,7%). From this result it could be supposed that the well known brands should use always the same logo and similar design of packaging to attract the consumers and grab their attention to the concrete brand with which they may have already a good experience. The factors that are important for consumers but do not have any connection with the product packaging are recommendation of friends and family (55,2%) and product review (44,2%). Special characteristics of a product, e.g. that is anti allergic, without parabens etc. is important for 44,8% of respondents. For this reason, it should be taken into account the possibility to write on the packaging the characteristics of the product as it may attract quite half of potential consumers. Pack size and a product design is important for approximately a quarter of the potential consumers. And advertisement and a recommendation of a famous person or celebrity is important for less than 10% of consumers. Therefore, it can be said that it is not important to use a photo of a famous person or celebrity on packaging as it may not bring the intended results.

In the following figure can be seen in details what factors regarding the purchase of a cosmetic products are important for the consumers.

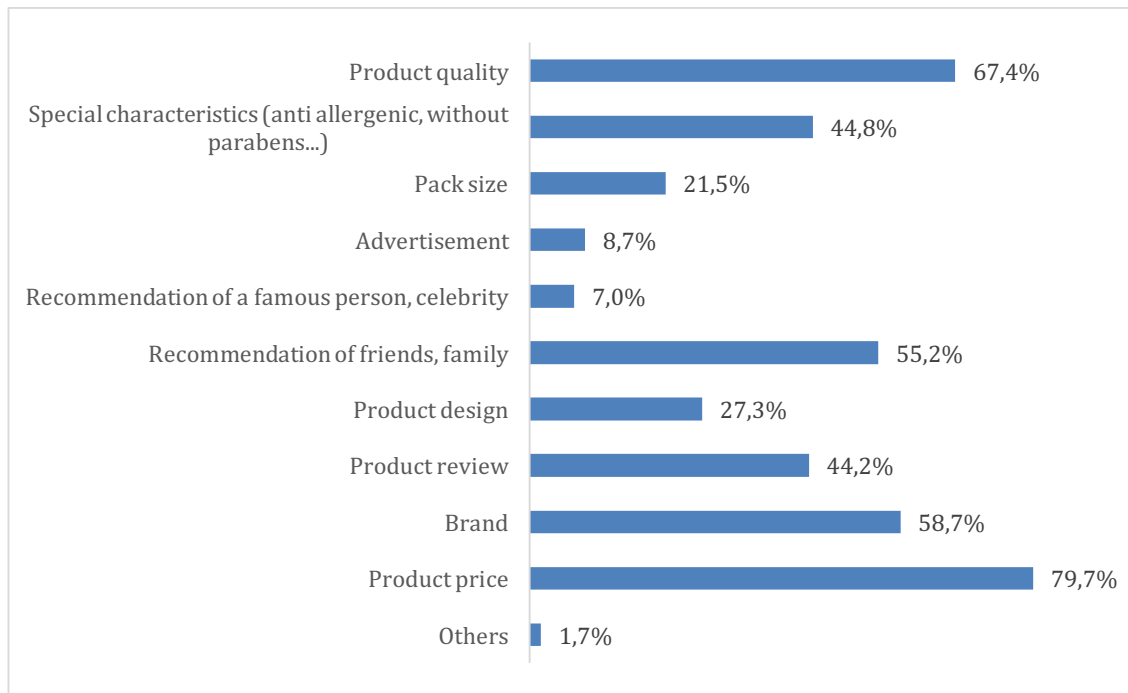


Figure 38 What is the decisive factor for you when buying a cosmetic product?  
 Source: Own research, 2017, n=344

The purpose of the next question was to discover what attracts the consumers on product when making a purchase in a retail store. It should explain by what the products that are on the shelves catch the consumers' attention. It came out that the most important factor is the design (59,9%) followed by the sale alert (52,3%). For this reason, it can be assumed that the packaging with interesting design and a label announcing sale will attract the consumers' attention more than other products.

In the following figure can be seen how many percent of consumers are attracted by concrete factors when making a purchase in a retail store.

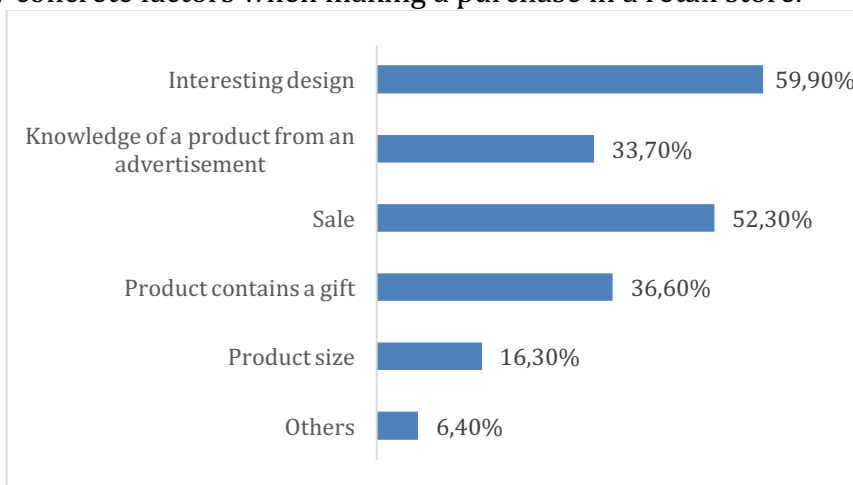


Figure 39 By what does a product attract you when you make a purchase in a retail store?  
 Source: Own research, 2017, n=344

By the following question was tried to find out what characteristics of packaging are the most important for the consumers. None of the characteristics was that very important for most of the. It can be said that packaging including thorough description of a product description and its use, packaging size and a packaging that simplifies a product usage are very important factors for approximately quarter of the respondents. In addition, the packaging size and a packaging simplifying a product usage are partially important for more than half of the respondents. Product accessories, e.g. a mirror or a small blush, are also partially important for nearly half of the respondents so it can be said that adding this kind of accessories to the packaging can attract some consumers.

In the following figure can be seen how much are certain characteristics of packaging important to the respondents.

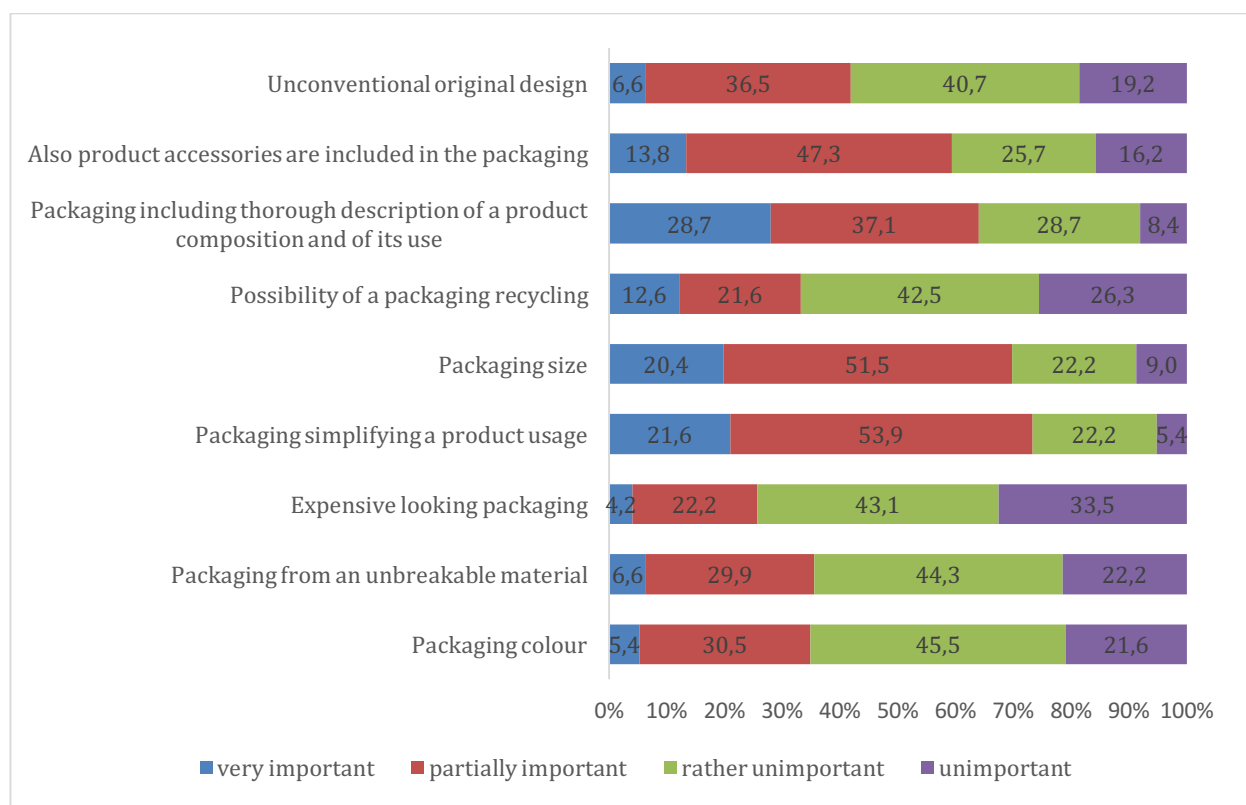


Figure 40 How are these characteristics of cosmetic packaging important to you?

Source: Own research, 2017, n=334

### 5.4.3 Packaging and product quality perception

The last set of the questions was determined to explore how is connected the packaging and the product quality perception.

From the answers to the first question, if had been the consumers ever deterred by an impractical or unsightly packaging from buying a cosmetic product, came out the 51% of respondents knowingly recognize that they have been de-

tered by it, 37% of respondents are not sure, and only 12% of respondents believe that the impractical or unsightly packaging is not a factor that would influence their decision about buying a cosmetic product. For the reason of this result, it can be supposed that a nice practical packaging can positively influence the buying decision of a consumer.

In the following figure can be visually seen the result of answers to the question.

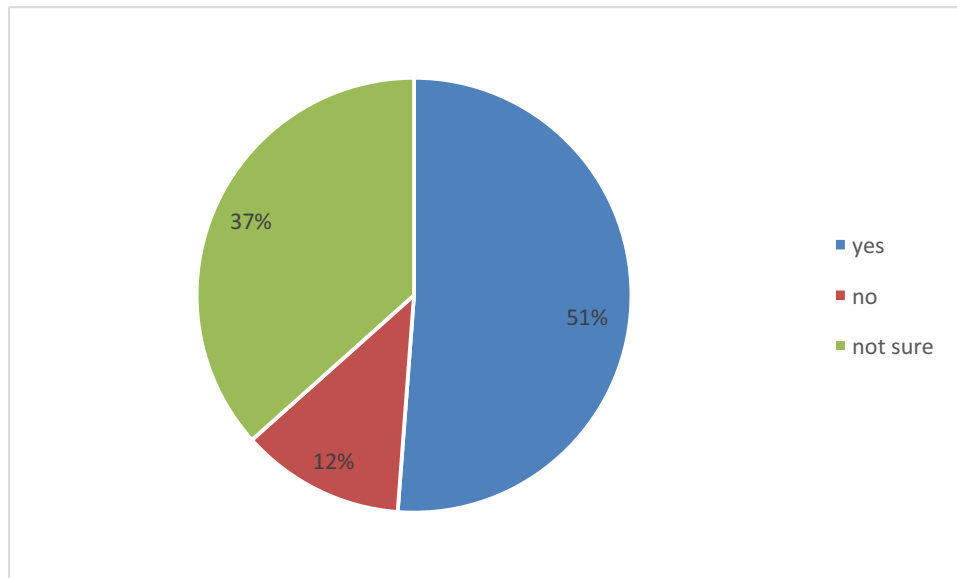


Figure 41 Have you ever been deterred by an impractical or unsightly packaging from buying a cosmetic product?

Source: Own research, 2017, n=334

The next question was reconnoitring if the consumers think that a good product packaging is a sign of a quality of product itself. Even if 56% of respondents answered 'no', still nearly half of the respondents think that a good product packaging is a sign of a product quality or are undecided about it. Even if according to the answers to this question, the opinion of the respondents about this issue is quite unambiguous, it can be still considered as a good strategy to use a good product packaging in case that the producer wants that his product is perceived as a product of high quality.

The following figure shows the portions of answers to the question 'Do you think a good product packaging is a sign of the quality of the product itself?'

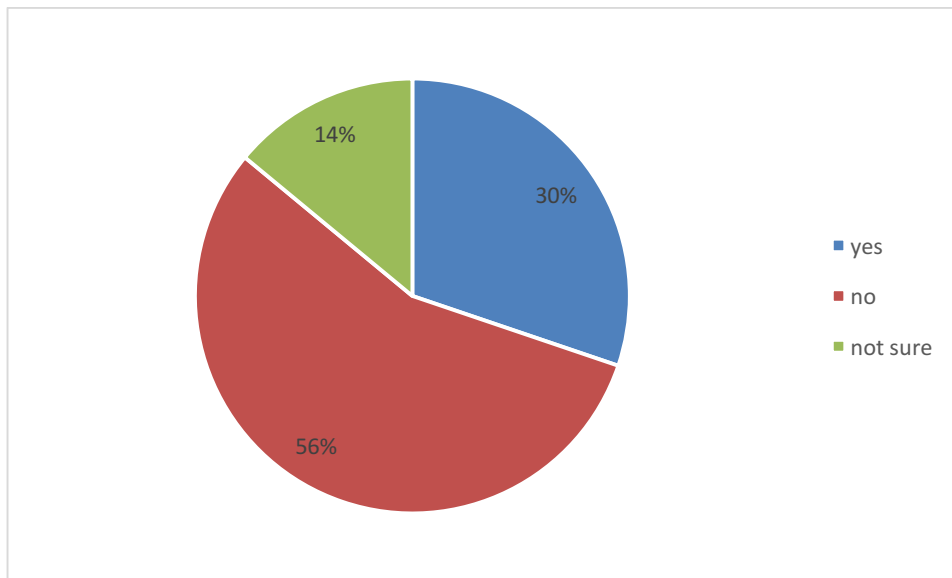


Figure 42 Do you think a good product packaging is a sign of the quality of the product itself?  
Source: Own research, 2017, n=334

The answers to the last question of the questionnaire confirm that consumers are willing to pay more for a cosmetic product of a good quality (85%). As explored before, many consumers connect a nice packaging with the product of a high quality. In the frame of it, it could be assumed that nice packaging will allow to the producers to raise the price of the product as the product will be perceived of a high quality.

The following figure shows visually the distribution of answers to the question 'Are you willing to pay more for a cosmetic product of a good quality?'.

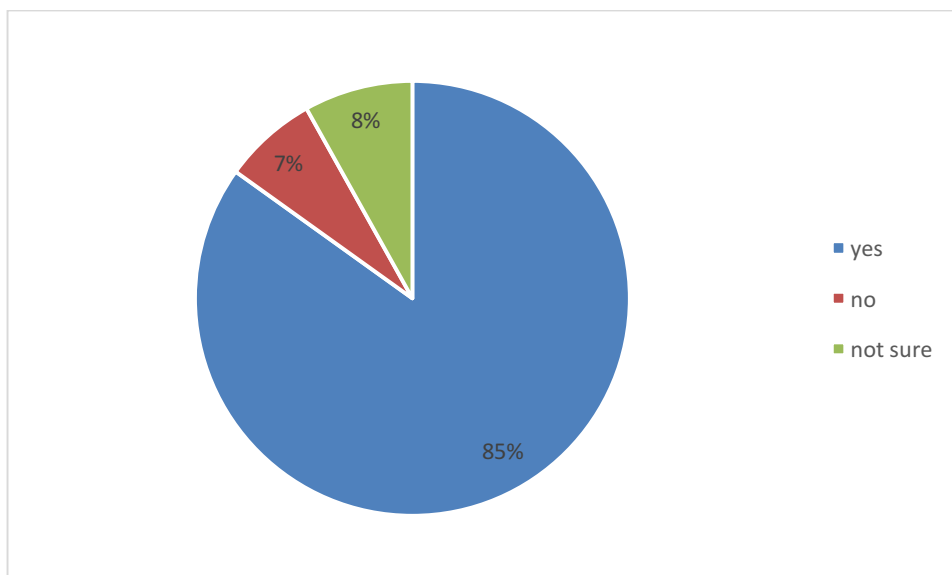


Figure 43 Are you willing to pay more for a cosmetic product of a good quality?  
Source: Own research, 2017, n=334



## 6 Recommendations

The research has brought a few ideas about how to design a cosmetics packaging in order to attract potential consumers. From all the research methods, that were conducted during the elaboration of this thesis, clearly came out that consumers notice the product packaging and it has an influence on them. It is for them a very important factor when deciding about a cosmetic product purchase, and thus it can be said that consumers can be highly positively or negatively effected by a product packaging. Therefore, it is obvious that packaging of cosmetic products should be coherent and should be considered as a very important part of the overall marketing mix of every product.

The research has clarified what are the main factors regarding cosmetics packaging that influence consumers during their decision making process. The following recommendations are designed for all producers and suppliers of cosmetic products as well as directly for designers of wrappers for cosmetic products.

There are several factors and elements of cosmetics packaging that can have an influence on the female consumers. These factors are among others packaging colour, packaging size, packaging on which is marked that the product is in sale, and packaging that has a luxurious appearance. However, all these factors are perceived differently according to the cosmetic products categories and according to the consumer's age. For this reason, it is recommended firstly to alter packaging of a product in accordance with the category of the cosmetics and secondly to decide to which target group is the product designed and adapt the packaging in compliance with the preferences of the concrete target group. As the consumers' preferences depends inter alia on their age, the target groups should be preferably defined by the consumers age.

As it was proved that many consumers practice the impulse buying in the retail store and that they are willing to try products that they have not known before, it is important that the product attract their attention in comparison with the other products on the retail store shelves. This can be done mainly by the elaborated and original packaging design. There are several ways how to design such type of packaging.

Generally, for all consumers is important a price of a product. Therefore, it is recommended to advertise a sale on the packaging if it is possible. Even if some consumers do not buy the cosmetic products just because they are in sale, label advertising the sale for sure attracts their attention and the consumers at least notice the product among others. However, even if the sale would be advertised on the wrapper, the packaging should be still designed in a luxurious way as this kind of design makes the consumers feel like the product is of a high quality. The basic recommendation of how to design a wrapper that would evocate a quality is following: on the label should be clearly seen the cosmetic brand and the name of the product. If there is not anything written on the label, consumers automatically distrust the product and perceive it as a product of a low quality. The label design should be simple and clear, however, the wrapper should have interesting, not too

common shape. What regards colour, it is recommended to make coloured packaging instead of transparent or white packaging. The darker the colours used for packaging are, the more luxurious the product seems. It is without any doubt that dark coloured packaging always gains more attention than the packaging of light colours. Nevertheless, on the other side, sometimes dark colours are perceived as colours for products for older consumers and can discourage the younger consumers from buying the products. For this reason, it is recommended to evaluate in prior what is the age of a target group and in case that the target group are younger consumers, use lighter colours that still makes a perception of quality, e.g. light gold colour.

What regards size of the packaging, it is recommended to adapt the size to the product category. For sure, consumers are attracted by products of a bigger size as they believe that they are usually more economically convenient. However, sometimes the practicality is a more important factor, so they prefer to buy smaller products that they can easily bring everywhere with them and thus are more practical for them. Generally, within categories of hair care, oral care, skin care and toiletries, consumers prefer the packaging of bigger size. What regards make up and perfumes, consumers prefer smaller size packaging as it is more practical for them.

When taking into the account the practicality itself, as it was said before, consumers usually connect practicality mainly just with the cosmetic product size, not with the packaging form or material. What regards the product that they need to bring all day with them, like deodorants and make up or even perfumes, they find practical if the packaging is of a smaller size. What regards the products that are used only at home, like e.g. shampoos or mouth washes, they prefer a bigger packaging as it is usually more economically convenient.

What concerns the informative text on the labels, it is recommended to describe the product usage and specify the product composition, however, it would be better to try to avoid useless or too specific technical text. Consumers prefer to have the possibility to get the basic information about the product composition and the way of its usage, but on the other hand, too complicated text can dissuade them from buying the product because the consumers usually prefer simplicity.

If there is a possibility to include into the packaging also the accessories that would help the consumer with the usage of a product, it is recommended to grasp this opportunity. Many consumers perceive this as something that adds a value to the product and will prefer such a product with accessories included in packaging in comparison with the product without any accessories.

The main factors that have influence on the consumers have been described, but on the other hand, there are also some elements used sometimes on packaging that do not have any particular effect on the majority of the consumers. These elements are indication that the product is bio or made from natural ingredients. Also the packaging material does not interest the consumers particularly. Finally, consumers do not take any particular attention to the products that are supposed to be practical thanks to its packaging form, e.g. products with a pump. Because of these findings, it is recommended to try to save time and costs on inventing packaging

with these elements, and instead of it focus the attention to the factors that have more significant influence on consumers.

It should be also mentioned that from the cosmetic products that can be considered more luxurious like perfumes or make up, consumers expect more sophisticated and original packaging. From the products that are meant for common use like deodorant, oral care etc., consumers do not expect such an extraordinary packaging.

To conclude, when designing the cosmetic product wrapper, it is recommended to take into account mainly the packaging colours, size, quality, and possibility of advertising the discount on the packaging label. These are the most important factors regarding the cosmetic product packaging. Among other factors that can positively influence the consumers' decision belongs putting the accessories that serve for the more comfortable use of a product into a packaging, write the composition of a product on a label and use a packaging that simplifies a product usage. However, it is highly recommended to take always into account the cosmetic product categories and clear out who exactly are the target consumers. The preferences regarding the cosmetics categories and target groups of consumers can differ significantly.

## 7 Discussion

For elaboration of this thesis were done several researches. Firstly, the analysis of secondary data was done. For this part of thesis, several statistics mainly from the portal Statista were used. However, there have not been done many researches and statistics connecting the cosmetics and packaging both. Therefore, it was necessary to analyse separately the cosmetics market worldwide and then the packaging in general. Even if all information used are valid, they might not be completely testifying and analysing the situation on cosmetics packaging.

When obtaining the primary data, 3 different types of researches were done – the eye tracking research, the in – depth interviews and the questionnaire survey. The purpose of using all these different types of researches was to avoid some misleading conclusion and wrong data analysis as every of these research had some limitation. However, unfortunately, it has not been found any study focused on cosmetics packaging that would use the same type of researches together and therefore the result cannot be compared completely.

By eye tracking research are obtained the data that show exactly where the participant was looking and what he was fixating, however, the obtained data do not explain why he was looking there and what was the driving factor that kept his attention. For this reason, the in – depth interviews followed after the eye tracking session and during this interview the respondent could deeply and in more details explain the reasons for which he was attracted by certain stimuli. Unfortunately, sometimes happened that during the eye tracking research, the participant was attracted by some stimuli unknowingly and has not realized consciously that his eyes are attracted with that stimuli and because of it the information gathered from eye tracking research and in – depth interviews can differ slightly. It happened a few times that participant was convinced that certain factor does not attract him but according to the heat maps from his eye tracking session he was highly attracted by that factor. Another limitation of the eye tracking research could be the fact that some products shown on visualization could have been familiar to the participants of the research so they could pay attention automatically to that products and skip other products on the visualization even if normally they would have been more interested in them. Also as it were used the products from the most profitable cosmetic companies for the visualizations, some respondents may have known the products or brands and could have been influenced by the personal experiences and opinions instead of the packaging itself. The last limitation of the eye tracking research was the fact, that to the participant of the research were always shown six products on the computer screen in the same time and some participants are used looking automatically e.g. to the centre of the computer screen so for this reason they might have looked every time in the same place at a certain product even if normally they would be more attracted by another product. Even if it was tried to avoid the distortions in results by putting the concrete product which was supposed to be observed every time in another place, some distortion in the results could be found. What regards the in – depth interviews, some

results could be influenced by the fact that the interview was not a completely anonymous as it was an interview face to face between the researcher and a respondent and some respondents could try to change their answers to make a better impression. Another limitation of the eye tracking research and in – depth interviews was a small sample size. Totally 25 respondents from which 3 had to be even deleted from the eye tracking research can be considered not enough to make completely objective and general conclusions. Moreover, even if the average age of all of them is closed to the average age of the women in Czech Republic, the group in age from 18 to 30 made the biggest part of the respondents and due to the fact that came out – that consumers' preferences regarding the packaging depends on their age, some results from eye tracking research could be slightly distorted.

What regards the questionnaire survey, the respondents in age between 18 – 30 were prevailing. This imbalanced distribution of respondents could have some impact on the final results.

The last limitation that should be acknowledged is the fact that it was not possible to make comparison with any similar study. Studies about cosmetic products packaging have been using different types of researches, prevailingly questionnaire surveys. Eye tracking research or in – depth interviews were completely missing. The studies that have used the eye tracking research or in – depth interviews were focused on analysis of different sectors or were focused only on packaging in general or on cosmetics in general.

Future research on cosmetic products packaging should be focused more deeply on only a certain age group as preferences regarding packaging are highly influenced by age and as this thesis is focused on female consumers from 18 to 74, the results are too general.

## 8 Conclusion

The main objective of this thesis was to propose appropriate recommendations for cosmetics packaging that can be used generally by all producers and suppliers of cosmetics and also by designers of cosmetics wrappers. It was decided that the the main objective would be achieved by meeting the partial objectives that were the analysis of the secondary data regarding the beauty market worldwide and packaging, identification of the main factors of packaging influencing the consumers' choice when buying cosmetic products, identification what elements of packaging attracts the consumers and what elements do not capture their attention, and finally, based on the research results formulate the recommendations for the packaging in a cosmetic sector. The partial objectives and afterwards the main objective were achieved by several steps.

Firstly, the literature overview about packaging, cosmetics, consumer behaviour and marketing research was done. This theoretical resume made a basis for the elaboration of practical part of the thesis and served to a better understanding of the issues connected with the effect of cosmetic packaging on consumers' choice.

Secondly, the methodology regarding the practical part was proposed. This methodology served to the clarification of what steps have to be done during the practical part of the thesis elaboration.

Then, the practical part of the thesis was performed. It consists of the secondary data analysis where are summarized basic facts about cosmetics market worldwide and packaging. Then follow different type of marketing research. To reach the most objective results possible, three different types of researches were performed. The qualitative research of eye tracking, the qualitative research of in – depth interviews, and the quantitative research of the questionnaire survey. The eye tracking research and in – depth interviews were the main methods of gaining the required data for making the conclusion. The questionnaire survey was only a supplementary research method that was supposed to confirm the results obtained from the other research methods. However, all the performed researches have brought some interesting results.

After the data evaluation, it came out that the cosmetic products packaging has a strong influence on consumers' choice and that it makes an important part of the overall marketing mix. The results from the researches show that every supplier, producer or designer of cosmetic packaging should take into account several factors regarding the packaging that can cause a product failure or a product success in comparison with other competitive products. These factors are mainly packaging colour, packaging size, luxurious packaging appearance, and discount notification on the packaging. Also information about product composition and its usage should be written on the label in a simple way. If the packaging includes also some special accessories for the product usage, it can add a value to the product and distinguish it from the other products on the market.

If looking more in details into the the packaging colour, it came out that dark coloured packaging attracts the consumers more than the packaging of light col-

ours. Usually, product in a dark packaging is also perceived as the luxurious one. On the other hand, products in dark coloured packaging can be sometimes perceived as products for older consumers and the younger consumers dislike them. For this reason, it is necessary to adapt the packaging colour to the target market. The preferences regarding the packaging size depend on the product category, consumers prefer packaging of bigger size for the products from categories hair care, skin care, oral care, toiletries and deodorants. On the other hand, what concerns the make up and perfumes, the consumers prefer the packaging of smaller size as it is more practical for them. Next important finding is that the consumers are automatically attracted by the packaging on which is advertised that a product is in sale. Even, if they claim that they do not usually buy any cosmetic product just because it is in a sale, this kind of advertisement on a packaging can get their attention and can distinguish the product from the others. On every label of a cosmetic product should be written the basic information about the product composition and the product usage, however, they should be written in a simple way without too detailed specifications or technical terms. Consumers prefer also if a product packaging contains some extra accessories that can be used e.g. for product application and will choose a product with such a bonus in comparison with the other product without anything.

During the elaboration of this thesis was proved that packaging is a very powerful marketing tool and that it has a significant influence on consumers during their decision making process. The previously mentioned factors, that have been identified like the main factors regarding the cosmetics packaging that effect the consumers' perception of the product, should not be underestimated. On the other hand, there have been detected some elements of packaging that do not have influence on the consumers' choice and can be avoided in the packaging design. The factors that do not influence the consumers particularly are the indications that the product is bio or made from natural ingredients, packaging material, and packaging shape and form that should make the usage of the product easier.

On the basis of the result from the researches, that have been done during the elaboration of this thesis, have been made the general recommendations for cosmetic product packaging. One of the important ascertainment that should be always taken into account when designing packaging for cosmetics is the fact that the preferences of consumers depends on the age of consumers and on the cosmetics category.

In conclusion, it should be said that packaging can play a key role in the overall marketing mix of any cosmetic product. Nowadays, the consumers have challenging requirements and choose carefully what product to buy. If any cosmetic producer wants to have a success with its product on a market, it is not enough to have just a good product itself, but it should take into consideration also other aspects that can influence the consumers and into these aspects belongs for sure the product packaging as it is the first thing that the consumer sees when he gets in touch with a product.

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# **Attachments**

## A Questionnaire Survey - Czech

1. Nakupujete pravidelně kosmetické výrobky, jako například pleťové krémy, sprchové gely, dekorativní kosmetiku, vlasové šampony, deodoranty apod.?
  - Ano, nakupuji kosmetické výrobky pravidelně minimálně jednou měsíčně
  - Ano, nakupuji kosmetické výrobky nepravidelně méně často než jednou za měsíc
  - Ne, nenakupuji kosmetické výrobky
  
2. Jak často nakupujete následující kosmetiku?
  - Pleťová a tělová kosmetika
  - Vlasová kosmetika
  - Dekorativní kosmetika
  - Parfémy
  - Hygienické potřeby a deodoranty
  - Ústní kosmetika
  
3. Zkoušíte ráda nové kosmetické produkty?
  - Ano, kupuji pokaždé jinou značku nebo řadu kosmetiky
  - Ano, ale pouze v případě, že mě nějaký nový kosmetický produkt zaujme
  - Ne, používám stále stejnou kosmetiku
  
4. Nakupujete kosmetické výrobky impulzivně? (neplánovaný, spontánní nákup bez dlouhého rozhodování)
  - Ano, několikrát do týdne
  - Ano, několikrát do měsíce
  - Ano, jednou měsíčně
  - Ano, méně než jednou měsíčně
  - Ne, nikdy
  
5. Pokud někdy nakupujete výrobky impulzivně, kde tento nákup většinou probíhá?
  - V kamenném obchodě
  - Přes internet

- Prostřednictvím kosmetickým poradců (Avon, Oriflame, Mary Kay...)
  - Nenakupuji kosmetiku impulzivně
6. Jaký je pro Vás rozhodující faktor při výběru kosmetiky?
- Cena produktu
  - Značka produktu
  - Recenze produktu
  - Design produktu
  - Doporučení kamarádů, známých, rodiny
  - Doporučení veřejně známé osoby, celebrity
  - Reklama
  - Velikost balení
  - Speciální vlastnosti (anti alergenní, bez parabenů, ekologický výrobek...)
  - Kvalita produktu
7. Čím Vás zaujme kosmetický produkt na první pohled v případě nákupu v kamenném obchodě?
- Zajímavý design
  - Znalost produktu z reklamy
  - Sleva
  - Dárek (např. 50% navíc zdarma nebo další produkt jako dárek k nákupu)
  - Velikost produktu
8. Vyberte, jestli jsou pro Vás následující charakteristiky obalů kosmetických produktů důležité
- Barva obalu
  - Obal z nerozbitného materiálu (např. plast)
  - Draze vyhlížející obal
  - Obal zjednodušující používání produktu (např. díky pumpičce)
  - Velikost obalu
  - Možnost recyklace obalu
  - Důkladný popis složení produktu a způsobu používání

- Součástí balení jsou i doplňky k produktu, jako například štětec či malé zrcadlo
  - Nekonvenční originální design
9. Odradil Vás už někdy nepraktický či nevzhledný obal od koupi kosmetického produktu?
- Ano
  - Ne
  - Nevím
10. Myslíte, že kvalitní obal produktu je známkou kvality produktu samotného?
- Ano
  - Ne
  - Nevím
11. Jste ochotní si připlatit za kvalitní kosmetický produkt?
- Ano
  - Ne
  - Nevím
12. Jaké je Vaše pohlaví?
- Muž
  - Žena
13. Jaký je Váš věk?
14. Jaké je Vaše nejvyšší dosažené vzdělání?
- Základní
  - Středoškolské bez maturity
  - Středoškolské s maturitou
  - Vysokoškolské
15. Jak velké je město, ve kterém žijete?



- Méně než 3000 obyvatel
- 3000 – 50 000 obyvatel
- Více než 50 000 obyvatel

16. Jaká je Vaše současná ekonomická aktivita?

- Zaměstnanec
- Podnikatel/živnostník
- Důchodce
- Student
- Mateřská dovolená
- Jiný

## B Questionnaire Survey – English

1. Do you buy cosmetic products like e.g. skin creams, shower gels, make up, shampoos deodorants etc., regularly?
  - Yes, I buy cosmetic products at least once per month
  - Yes, I buy cosmetic products less than once per month
  - No, I do not buy cosmetic products
  
2. How often do you buy the cosmetics from following categories?
  - Skincare
  - Hair care
  - Make - up
  - Perfumes
  - Toiletries and deodorants
  - Oral care
  
3. Do you like trying new cosmetic products??
  - Yes, I buy cosmetics of a different brand every time
  - Yes, but just in case that some cosmetic product attracts me
  - No, I use the same cosmetics all the time
  
4. Do you buy cosmetic products impulsively?(unplanned spontaneous purchase without a long decision making process)
  - Yes, few times per week
  - Yes, few times per month
  - Yes, once a month
  - Yes, less than once a month
  - No, never
  
5. If you ever buy cosmetic products impulsively, where does this purchase usually take place?
  - In a retail store
  - Online shop
  - Through cosmetic consultants (Avon, Oriflame, Mary Kay...)

- I do not buy cosmetics impulsively
6. What is a decisive factor for you when buying a cosmetic product?
- Product price
  - Brand
  - Product review
  - Product design
  - Recommendation of friends, family...
  - Recommendation of a famous person
  - Advertisement
  - Product size
  - Special characteristics (anti allergenic, without parabens, eco product...)
  - Product quality
7. By what does a product attract you when you make a purchase in a retail store?
- Interesting design
  - Knowledge of a product from an advertisement
  - Sale
  - Product contains a gift
  - Product size
8. How are these characteristics of cosmetic packaging important to you?
- Packaging colour
  - Packaging from an unbreakable material
  - Expensive looking packaging
  - Packaging that simplifies a product usage (e.g. because of a pump)
  - Packaging size
  - Possibility of packaging recycling
  - Packaging including a thorough description of a product composition and its use
  - Also product accessories are included in the packaging
  - Unconventional original design

- 
9. Have you ever been deterred by an impractical or unsightly packaging from buying a cosmetic product?
- Yes
  - No
  - I am not sure
10. Do you think that the packaging of a high quality is a sign of a quality of product itself?
- Yes
  - No
  - I am not sure
11. Are you willing to pay more for a product of higher quality?
- Yes
  - No
  - I ma not sure
12. What is your gender?
- Male
  - Female
13. How old are you?
14. What is your highest education received?
- Primary school
  - High school without school leaving exam
  - High school with school leaving exam
  - University degree
15. How many inhabitants has the town where you currently live in?
- Less than 3000
  - 3000 – 50 000
  - More than 50 000

16. What is your occupation?

- Employee
- Entrepreneur
- Retired
- Student
- Maternity leave
- Other

## C Adjectives used during the association test

- appropriate
- attractive
- beautiful
- cheap
- common
- complicated
- convincing
- disgusting
- easy to use
- effective
- expensive
- extraordinary
- flawless
- healthy
- important
- interesting
- luxurious
- necessary
- nice
- non interesting
- non necessary
- non original
- of high quality
- of poor quality
- original
- pleasant
- practical
- resistant
- simple
- tender
- trustworthy
- ugly
- untrustworthy
- well known

## D Visualizations used for the association test



Figure 44 Visualization 1 for the association test  
Source: Own research, 2017



Figure 45 Visualization 2 for the association test  
Source: Own research, 2017