A STUDY OF PSYCHOGRAPHICS AND THE APPLICATION OF

PSYCHOGRAPHIC SEGMENTATION

IN THE HONG KONG COSMETICS MARKET

by

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ABSTRACT

Consumer patterns of spending time and money inspire new ways of understanding and predicting their consumption behavior. Lifestyle and psychographic analyses can increase marketing effectiveness by enabling marketers to match product positionings and marketing plans to the market before the products are launched.

To provide useful input to Hong Kong marketers, we conducted a psychographic study of female cosmetics users. Through a review of relevant literature, company interviews and customer surveys, we found that frequent users of cosmetics are older, more likely to be married, mostly employed in sales/servicing, homemaking, or management (in rank sequence), and have relatively high personal incomes. Additionally, we found that frequent users of cosmetics have a lifestyle which could be described as fashion conscious and functionalist.

New methods of market segmentation, product launch, distribution, advertising and promotion are derived based on the above findings. Hence, more effective strategies may result in greater satisfaction for both the consumer and marketer.

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PREFACE

Psychographics is a term used by marketers which refers to the development of psychological profiles of consumers and psychologically-based measures of lifestyles. Lifestyle refers to the distinctive modes of living of a society or any of it. The use of psychographic information can reduce marketing risk and helps minimize the difference between product characteristics and consumer needs. Both are important in the development of effective marketing strategies.

Our study is organized into seven chapters. Chapter I develops the research objectives and methods used in our study. Chapters II and III give brief background information on the development of psychographic profiles and the nature of the local cosmetics market. Chapter IV presents our findings and analyses on our research area. Chapter V deals with suggestions for cosmetics marketers to enable better market development. Chapters VI and VII specify the limitations of our study and offer suggestions for future researchers who are interested in related aspects of our study.

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We are greatly indebted to Ms. Vicki Au, the Marketing Services Manager of Parfums Christian Dior Division of Jardine Pacific Limited, and another marketing executive of a leading cosmetics company who would like to remain anonymous. Both of them provided invaluable information to us. During our discussion, we learned a lot about the cosmetics market in Hong Kong.

From a survey Ms. Au had conducted, we also got more insight for the design of our research. We must thank her again for her kind assistance and sincere suggestions.

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CHAPTER I

INTRODUCTION

1.1 Rationale of Study

Consumers are becoming more sophisticated in their value systems and lifestyles. Traditional demographic study alone is no longer sufficient to predict market trends nor to help formulate marketing strategy. Consumer patterns of spending time and money provide other ways of understanding their consumption behavior.

The focus of this study is on the lifestyles of local female cosmetics users. The cosmetics market was chosen for our study because time is essential to the success of the business, and it is a product category which depends heavily on dynamically continuous innovations to provide new product alternatives in this market, according to Robertson's classification system (1967). Understanding activities, interests and opinions of customers is crucial for cosmetics marketers in designing appropriate strategies for their new products.

Published research projects seemed to be more interested in studying the marketing mix and the

demographics of the customers than in their lifestyles. In order to cater for the needs of cosmetics user as a whole person, we should try to find out their activities, interests and opinions in addition to their demographics. We would also like to know the life-style differences, if any, between the regular and occasional cosmetics users and explore the possibility of having a life-style market segmentation on the basis of the frequency of wearing makeup.

1.2 Research Objectives

This study is to investigate the demographic and lifestyle characteristics of local female cosmetics users. One objective was to see if there was a difference between frequent and occasional users of cosmetics using a product specific measure of lifestyle. Another objective was to test the same difference using a general (not product related) measure of lifestyle. For frequent users of cosmetics only, a third objective was to see if there product-specific lifestyle was different from their lifestyle in general.

1.3 METHOD

This study involves three parts to solicit information on cosmetics from a company as well as a consumer's view point.

1.3.1 Literature Review

Various publications on lifestyle studies in the local cosmetics market was consulted to generate a preliminary picture of this industry and the behavior of cosmetics consumers.

1.3.2 Interview with Cosmetics Companies

Two marketing executives of two leading cosmetics companies were interviewed. One executive wished to remain anonymous. The other executive is listed in our bibliography. The purpose was to develop a general understanding of the market and, especially, the market segmentation approaches commonly adopted.

1.3.3 Customer Survey

1.3.3.1 Objectives

A customer survey was conducted to offer first hand information on characteristics of local cosmetics users. The objectives were to:

1. understand activities, interests and opinions (AIO) of cosmetics users;

2. know the usage level of cosmetics users;

3. collect information on the most used brands; and

4. gather demographic information on cosmetics users.

1.3.3.2   Pilot Study

A self-administered and structured questionnaire was designed on the basis of foreign literature and self-construction. A pool of sixty seven AIO statements on cosmetic products specific aspect and general aspect was developed to establish lifestyles of cosmetics users. By general aspect, we mean a general measure of lifestyle - not product related. This is as opposed to a measure of lifestyle as it specifically relates to cosmetics. The statements were grouped under eighteen types of lifestyles:

1. fashion conscious
2. shopping goer
3. magazine reader
4. compulsive housekeeper
5. financial optimist
6. price conscious
7. self-confident
8. swinger
9. advertising favourite

10. self-designated opinion leader
11. unhappy with present situation
12. conservative
13. future aspirator
14. risk averse
15. new brand trier
16. earlier adopter
17. personality expressive
18. functionalist

Questions concerning personal particulars, usage level and most used brand were also asked. Twenty female cosmetics users were invited to complete the questionnaire, and it was followed by a group discussion. Modifications were made to ensure correct interpretation and easy administration. Statements were then reduced to fifty numbers under same groups of lifestyle for study.

1.3.3.3   Questionnaire Design

The questionnaire was translated into Chinese for use in the field. Backward translation was carried out to ensure consistency in the English and Chinese versions. Both copies are listed in Appendix 1.

The questionnaire was also a self-administered and structured one. There were fifty statements: seventeen concerned AIO on cosmetics products and the remaining thirty-three concern AIO on general aspects. Respondents were asked to indicate their attitudes by checking how strongly they agreed or disagreed to those carefully constructed statements on a 6-point Likert Scale.

In addition, several questions were set to collect information on demographics, usage level and mostly used cosmetics' brands and a nominal scale was used.

1.3.3.4   Sampling Design

The fieldwork was carried out in three heavy traffic areas, namely City Plaza in Tai Koo Shing, Tsim Sha Tsui Star Ferry Pier, and Tsuen Wan MTR Station. These areas were selected because they represent residential, commercial and industrial areas in Hong Kong Island, Kowloon as well as the New Territories. The sampling period was from February 23 (Saturday) to 26 (Tuesday) in 1991, from 4 to 6 p.m. daily. Thus, we included both week days and week end in our sampling period.

Only responses from local female cosmetics users who were between 15 and 54 years of age were used in our study. Our sample size was 120. Systematic convenience sampling was employed to collect responses from every fifth local female passer-by. If the picked passer-by refused to respond or failed to meet the age screening criterion, we approached the next female passer-by.

CHAPTER II

PSYCHOGRAPHICS

2.1 Introduction

The belief that the more you understand about your customers, the better you can communicate and market to them has aroused the attention of marketers and advertisers the importance of understanding the customers. According to Nelson (1970), the primary contributing factors for the increasing popularity of psychographic research are:

1. its ability of providing quantitative measures with large samples which leads to acceptance of applying behaviourial science information to advertising and marketing problem-solving;

2. availability of computer programs that can perform multi-variate analyses on large numbers of people;

3. proliferation of so many new kinds of products and brands;

4. very high incidence of new products that fail;

5. acceptance of the concept of market segmentation; and

6. decreasing relevance of certain demographics characteristics.

Since Russell Haley's application of psychographics in his study of "the people next door" in 1962, many psychographic studies have been completed. Wells (1975) has

traced the psychographic lifestyle profiles that have appeared in the literature: carryout foods, eye makeup, shortening, oranges, lemons, beer, mouthwash, heavy duty hand soap, bank charge cards, department stores, air travel, readership profiles of magazines, and viewers of various television programmes.

2.2 Definition of Lifestyle

Much efforts have been made to refine the concept and develop methods of measurement. However, no single definition has met with general approval. Various terms like, "lifestyle", "psychographic", and "activity and opinion" research have emerged. Within this diversity, Wells (1975) identified two common characteristics:

1. Something more than demographics

All psychographic researchers find demographic attributes alone are not sufficient and they have attempted to move into new dimensions, including activities, interests, opinions, needs, values, attitudes, and personality traits.

2. Quantitative, not qualitative

Most psychographic researchers have used precoded, objective questionnaires to place consumers on psychological dimensions. This makes the use of large, representative samples and multivariate statistical analysis of findings possible and hence, distinguishes

psychographic studies from traditional qualitative motivation research.

For this research, Engel's definition (1990) is adopted and lifestyles are defined as "patterns in which people live and spend time and money. They are a function of consumers' motivations and prior learning, social class, demographics, and other variables. Lifestyle is a summary construct reflecting the values of consumers." As Kelly (1955) pointed out, values are relatively enduring; lifestyles change more rapidly, reflecting a person's need to conceptualize cues from the changing environment to be consistent with his or her own values and personality.

In this study, the terms, "lifestyle" and "psychographics" will be used interchangeably.

2.3 Lifestyle Measures

2.3.1 AIO (Activities, Interests, and Opinions) Statements

One of the most widely used approach to lifestyle measurement has been AIO (Activities, Interests, and Opinions) Statements, which can be situation-specific or general. Consumers are usually presented with a list of statements covering different dimensions of lifestyle (Table 1).

Table 1 <u>Lifestyle Dimensions</u>

ACTIVITIES	INTERESTS	OPINIONS	DEMOGRAPHICS
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family Size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

Source: Plummer, Joseph T., "The Concept and Application of Life Style Segmentation", <u>Journal of Marketing</u>, Vol 38, Jan 1974, pp 33-37.

Consumers are asked to indicate their degree of agreement or disagreement on the scales provided. The analysis is done by correlating product use with AIO items and cross tabulating product consumption with the use of other products and demographics. Statements can be administered in person, by phone or by mail. The following aspects were identified by Plummer (1974) in measuring people's lifestyles:

1. how they spend their time;

2. their interests, what they place importance on in their immediate surroundings;

3. their opinions in terms of their view of themselves and the world around them; and

4. some basic characteristics such as their stage in life cycle, income, education, and where they live.

2.3.2   General-Specific Continuum

Depending on the degree of generality of the activity and attitude measures, three categories can be distinguished (see Table 2).

Table 2 <u>Example Measures Illustrating the General-Specific Continuum of Psychographic Constructs</u>

- - - - General - Specific - - - -		
Self-Designated <u>Opinion Leader</u>	Self-Designated <u>Fashion Opinion Leader</u>	Self-Designated <u>Midi Opinion Leader</u>
My friends or neighbours often come to me for advice.	My friends and neighbours often ask my advice about clothing fashions.	Several of my friends asked my advice about whether the midi would become a fashion or not.
I sometimes influence what my friends buy.	I sometimes influence the types of clothes my friends buy.	I told my friends that the midi was a recurrent style from yesteryear and that it would be unflattering and make most women older.
People come to me more often than I get to them for information about brands.	My friends come to me more than I go to them for for information about clothes.	At coffee breaks my friends tended to ask my opinion of the midi more often than I initiated the conversation about it.

Source: Hustad, Thomas and Edgar A. Pessemier, "The Development and Application of Psychographic Life Style and Associated Activity and Attitude Measures" in William D. Wells ed., <u>Life Style and Psychographics</u>, 1974, pp 31-70.

At the "general" end, widely applicable descriptive variables across different product categories are used. Examples can be found in a series of studies conducted at the University of Chicago by Tigert and Wells who have developed an inventory of 300 AIO questions.

At the "specific" end, the analysis is based on the importance of various benefits associated with a given product class and/or brands(s). Supporters of this approach emphasize factors that are more causally related to market behavior, especially product class and brand purchases. Haley (1968) put forward the idea of "benefit segmentation" as he believes people want as many benefits as possible but different groups of people attach different weights to each benefit.

Regarding the pros and cons of these approaches, considerations should be given to the following dimensions: costs, flexibility, and relevance.

Greater flexibility and cost efficiency is achieved with general measures as a single psychographic instrument can be applied to different product classes. However, this brings in the question of relevance. As Ziff (1971) pointed out "the individual product segmentations, by virtue of their concentration on attitudes relevant to a particular class of products, provided a much deeper understanding of the values and needs in a product class than did the overall segmentation."

The question remains to what point the trade-off of costs and flexibility with increased prediction emerge. To answer this question, Reynolds and Darden (1974) suggested to draw reference from personal construct theory which

states that a personal construct is convenient for the anticipation of a finite range of events only, and hence we should "use product specific or benefit type measures for products construed by consumers only in terms of benefits, and use more general measures for products of clusters of products that are construed in more general terms."

2.4 Market Segmentation

Lifestyle segmentation provides a broad, everyday view of consumers. By combining lifestyle methods with typologies and clustering methods, identifiable whole persons rather than isolated fragments can be generated. To achieve this, Plummer (1974) suggested a two-step process which involves:

1. determining which of the lifestyle segments are best from the stand-point of efficiently producing the greatest number of customers for a brand and this calls for an examination of the usage and frequency of usage of the category, brand usage and brand share, and product attitudes and usage pattern; and

2. defining and describing the target customer in more depth and with more understanding of "why".

2.4.1 VALS (Values and Life Styles)

A widely used[1] commercial source of psychographics data is SRI International's Values and Lifestyles (VALS) developed by Arnold Mitchell. Through statistical and

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[1]Among the many clients SRI International lists are the New York Times, Penthouse, Atlantic Richfield, Boeing Commercial Airplan Co., American Motors, and Rainier National Bank. (Kahle, Lynn R. et. al. (1986))

theoretical means, nine American lifestyle groups were defined: survivors, sustainers, belongers, emulators, achievers, I-am-me, experiential, societally conscious, and integrated, and these nine lifestyle groups belong to three consumer market segments which include need-driven, outer-directed, and inner-directed.

An updated version of this typology, called VALS 2, has been created. Riche (1989) claimed that VALS 2 is more accurate than the original version because VALS 2 is based on a questionnaire that reveals unchanging psychological stances rather than shifting values and lifestyles, and demographics play less of a role in it.

2.4.2   LOV (List of Values)

Although VALS appears to be used more by marketers, there are claims that the List of Values (LOV) has greater predictive utility than does VALS in consumer behavior trends.   Kahle, Beatty and Homer (1986) studied 193 students at the University of Oregon and reported that LOV was superior to VALS and advantages of LOV include:

1.   The demographic predictions are obtained separately which helps the researcher more readily identify the source of influence.

2.   It is simple to administer.

3.   It is easier to preserve the exact phrase from a value survey in an advertisement with LOV than with VALS.   This limits the potential for mistaken commercial as research passes through the marketing system.

Novak (1990) also compared the LOV and VALS systems. Using data collected in 1987 Leading Edge Survey from a national probability sample of 2591 adult respondents, he suggested that the apparent superiority of LOV might be due to the set of seven demographic variables that Kahle and her colleagues had included in their model.

In addition, VALS is a proprietary data base. Researchers do not have full information on the factor loadings or rotation or the explained variance. This weakens the theoretical support for VALS.

2.4.3 Others

Townsend (1985) reported another commercial source of psychographics data, Monitor, which has been charting social values since 1971. Monitor has 120 sponsors who pay for its services. Currently, Monitor tracks 52 trends, including "Anti-Bigness" and "Defocus on Youth".

In the U.K., the increasingly popular use of the TGI (Target Group Index) database, which classify the sample on their attitudes and values, has accelerated interests in lifestyle classification. According to a survey on women between the ages of 15 and 44 years reported by Bowles (1988), the "Self Aware" and "Fashion Directed" are much heavier users of all cosmetic products than the other attitude groups, namely, the "Green Goddesses", "Unconcerned", "Conscience Stricken", and "Dowdier".

Some marketing organization have developed their own measurement systems which, while similar to VALS, attempt to be more specific to the organization's products and customers. For instance, Davis et al (1988), in a study to assess and segment local residents with respect to their attitudes, interests and opinions toward tourism, identified five segments: "haters", "cautious romantics", "in-betweeners", "love'em for a reason', and "lovers'. Demographics were found to be of little value in describing segment membership.

Furthermore, according to DeMuth (1988), an increasing number of vendors are offering demographics and lifestyle databases to savings institutions to: 1. determine where to open branch offices and place automated teller machines; 2. examine merger and acquisition candidates; 3. learn more about competitors and their market areas; and 4. find the most likely prospects to whom specific services can be marketed.

2.5 Uses and Problems

By cross-tabulating the findings in different profiles, psychographics provides us with insights that are not visible under the traditional demographic or geographic approach. While Nelson (1970) identified some specific aspects covered by psychographics[2], Wells (1974) also

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[2]Psychographics encompasses such aspects as:
1. the product benefits that consumers seek;
2. the image of brands, companies and media that they perceive;

summarized the uses of psychographic research as follows:

1. it develops the relationship between the product attributes, lifestyle and psychological variables so that we can segment the market and identify consumer with the highest propensity to purchase a product;

2. helps the development of advertising campaigns;

3. facilitates the positioning and repositioning of products and services with respect to target markets;

4. develops a better understanding of the qualitative aspects of advertising media as well as the patrons of retail outlets.

Like many other questionnaire research, lifestyle or psychographic research must face and answer questions about adequacy of samples, about possible biases introduced through question formats, about the validity of generalizing from questionnaire responses to actual behavior, and about the degree to which the data can meet the assumption of statistics operations. As the systems like VALS are prepackaged, one should be aware of the possibility of telling the user what he already knows.

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3.   the personality traits that they possess;
4.   the opinions and values that they hold;
5.   the mode of buying that they employ;
6.   the unfulfilled psychological needs that they crave;
7.   the leisure activities and interests that they pursue;
8.   the sensitivity to advertising messages they reveal;
9.   the new product adoption rate that they maintain;
10. the degree of communication of product information that they convey;
11. the satisfaction from products/media that they desire;
12. the concepts of potential products that they specify;
13. the effect of the context in which ads are placed that are discerned;
14. the frame of mind during exposure to advertising messages that they feel;
15. the degree of susceptibility to attitude change that they have.

The utilization of lifestyle research should be in accordance with other determinants of consumer behavior. The relationship between lifestyle profile and other physiological, demographic and socio-economic characteristics on the one hand, and other psychological, sociological and anthropological determinants of consumer behavior on the other, should be examined. After all, it is only one technique among many. The lifestyle study itself may represent only a starting point for the development and pretesting of market strategies aimed at changing the status quo.

CHAPTER III

THE LOCAL COSMETICS MARKET

3.1 Increasing Local Consumption on Cosmetics

Cosmetics, include skincare products for the face and the body, makeup, and fragrances. In the late 1940's, cosmetics imported from the West were luxury items used by the well off ladies only. As the economy improves, more and more people become able to afford using cosmetics. Between 1960 and 1985, the average GDP for Hong Kong has risen 6.3%. Moreover, there is a trend toward the increasing presence of women in the workplace. Keating (1989) reported that the labour participation rate for females has risen 8% between 1985 and the first 3 months of 1989. Work requirements and financial independence contribute to the increasing use of cosmetics. Furthermore, the change in the population structure, the popularity of education opportunities, and a changing attitude toward health and fitness - all help to contribute to the increasing popularity of cosmetics among the women in Hong Kong.

Ng (1985) reported that over 50 brands were found in the market and over 35 of them were advertised. In 1990, AGB identified over 60 brands advertising on the media. Not only are there more choices, beauty professionals also

visit the territory regularly to demonstrate the latest technique. The net import value totalled HK$539 million in 1989 (Appendix 2).

3.2 Definition of Cosmetics

According to Au (1991), cosmetics is an umbrella term which comprises the following three categories of products:

1. Skincare products: face moisturing cream, hand/body lotion, skin cleansers, astringent/tonic, and skin treatments.

2. Color cosmetics/makeup: lipstick/lip gloss, blush/rouge, nail polish, eye makeup, foundation, and face powder.

3. Fragrance: perfume, cologne, deodorant/antiperspirant, and toilet water.

For this study, the focus would be on the female's use of makeup. Au (1991) mentioned that local females are used to using skincare products but not colored cosmetics, and brand switching, which is not popular in the skincare market, is common in colored cosmetics. We hope to help marketers improve the penetration rate by developing a better understanding of the customers' psychographic profiles. In fact, marketers have tried to use skincare products to build customer loyalty for makeup products. Finally, the color line is thought to be more related to the user's lifestyle in comparison with skincare items and fragrances.

In the following discussion, "cosmetics" means "color cosmetics" or "makeup" only.

3.3 Overview of the Local Cosmetics Market

3.3.1   Distribution

The main retail channels are the department stores, drug stores, perfumeries, and neighbourhood stores like "Manning" and "Watson's". The French Trade Commission (1986) found that, in general, agents' profit margin are from 30 to 35% for perfumes and 20 to 25% for cosmetics. The margin taken by retailers varies greatly depending on the fame of the brand, its price, and the turnover volume.

The department stores carry most famous brands and are perceived by the leading cosmetics marketers as an essential to maintain a top-end image. However, in terms of sales volume, the French Trade Commission said that only a small percentage is generated through department stores. Most of the sales are generated through the other retailers, especially the two chains of stores, Watson's and Manning, and the drug stores located all over the territory. Generally, Central, Causeway Bay, and Tsim Sha Tsui are thought to be the three districts generating the highest turnover. Christian Dior, for instance, is distributed through departments stores in these three districts only.

3.3.2   Promotion

AGB (1990) reported that over 60 skincare / makeup / perfume brands spent about HK$31 million on media advertising. The top 5 are: Lancome (HK$5.21 m), Guerlain

(HK$2.84 m), Max Factor (HK$2.80 m), Estee Lauder (HK$2.40 m), and Christian Dior (HK$1.62 m). Regarding media share, it is believed that the bulk goes to TV, followed by magazine and the press. Because, according to Hong Kong Adex (1990), 68.4% of the advertising budget of toiletries went to TV, 25% to magazine (25%) and 5.2% to the press. Other promotion tactics like the distribution of free gifts and samples, and demonstrations are often used to support aggressive sales staff.

3.3.3   Brands Position

The market share cannot be evaluated as most figures are kept confidential. From a market survey conducted by Christian Dior in 1990, Shiseido, Max Factor, Dior and Lancome were found to be the leaders of the makeup market. For skincare products, Shiseido also topped the list and was followed by Clinique, Max Factor, Lancome and Dior.

The French Trade Commission (1986) reported that the local people generally do not perfume themselves in their daily live. So the lion's share of sales goes to skincare (especially body lotions, and night/day cream), followed by makeup (which are very fashion-orientated and are often changed), and finally perfumes. Local consumers are not loyal to a brand regarding perfumes and cosmetics and are impulsive in their purchasing behavior. The image and fame of the product are the two most important choice criteria and France enjoys a vantage position in this respect.

The use of cosmetics among local males is not popular.

3.3.4   Market Segmentation

The cosmetics market is fragmenting into increasingly smaller segments. According to Au (1991), cosmetics is specially designed to meet the needs of customers at different age groups, with different skin types, purchasing power and lifestyles. From Ng's (1985) study of seven leading cosmetics brands, we can see that marketers have tried to blend together the demographic and psychographic elements in creating a distinct market position (Appendix 3).

CHAPTER IV

FINDINGS AND ANALYSES

4.1 Profile of Respondents

4.1.1 Age Structure

A total of 139 usable returns were obtained. All respondents were local females using cosmetics aged between 15 to 54. The majority (41%) was made up by the 25-34 age group, followed by 19-24 (36%), 35-44 (12.9%), 15-18 (7.9%), and 45-54 (2.2%) (Table 3).

Table 3   Age Structure of Respondents

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15-18  ████ 11
19-24  ████████████████ 50
25-34  █████████████████ 57
35-44  ██████ 18
45-54  ███ 3
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Valid Cases   139   Missing Cases   0
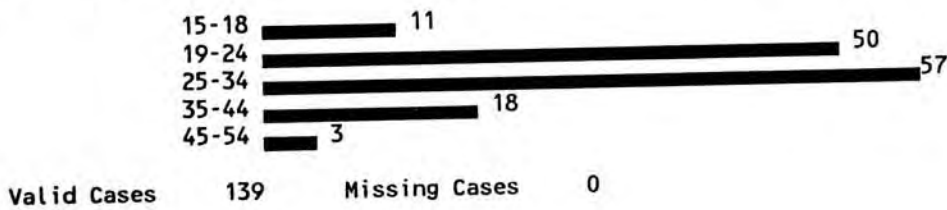
4.1.2 Marital Status

The majority (65.2%) were single while the rest (34.8%) were married (Table 4).

Table 4   Marital Status of Respondents

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Single   ████████████████ 90
Married  ████████ 48
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Valid Cases   138   Missing Cases   1
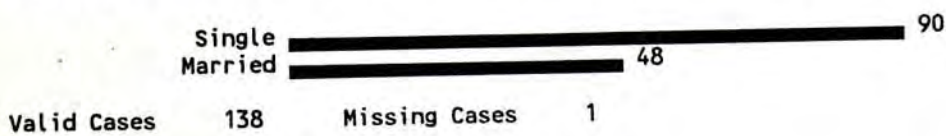
4.1.3   Educational Attainment

For about three quarters (73.4%) of the sample, their highest education attained was secondary level. One quarter (25%) had tertiary or above education while 1.4% had primary or below level (Table 5).

Table 5   Educational Attainment of Respondents

Primary or below	2
Secondary	102
Tertiary or above	35

Valid Cases   139   Missing Cases   0

4.1.4   Occupation

Majority of the respondents were clerical workers (34.3%), followed by sales/servicing (15.3%), management (13.1%), secretarial and student (both at 9.5% respectively), professional (8.8%), housewife (7.3%), and finally blue collar (2.2%) (Table 6).

Table 6   Occupation of Respondents

Student	13
Blue Collar	3
Clerical	47
Secretarial	13
Sales/Servicing	21
Management	18
Professional	12
Housewife	10

Valid Cases   137   Missing Cases   2

4.1.5   Monthly Personal Income

The median monthly personal income was found in the HK$5,001-10,000 range which accounted for 41.8%. About 27.6% (most of them were students with no income) earned HK$5,000 or below. Eighteen percent were in the income

group HK$10,001-15,000 while 4.5% and 8.2% went to the income groups HK$15,001-20,000 and HK$20,000 or above respectively. It should be noted that for housewives with no income, they were asked to state their husbands' income instead (Table 7).

Table 7   Monthly Personal Income of Respondents (HK$)

Income	Count
5000 -	37
5001-10000	56
10001-15000	24
15001-20000	6
20001 +	11

Valid Cases   134   Missing Cases   5
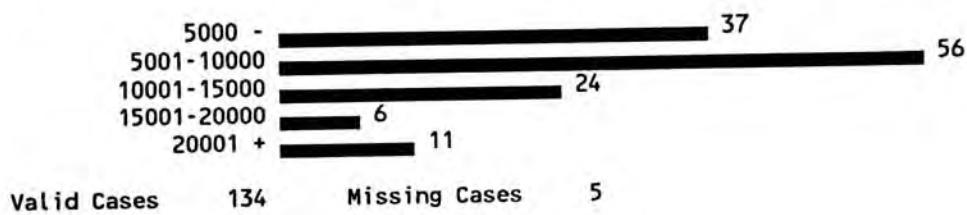
4.1.6   Frequency of Use of Cosmetics

The majority (71.5%) of the respondents considered themselves occasional users while 28.5% regarded themselves frequent users of cosmetics. This reflected that the use of cosmetics, even among users, was not a daily necessity, not to mention the rest of the population (Table 8).

Table 8   Cosmetics Usage Level

Level	Count
Frequent	39
Occasional	98

Valid Cases   137   Missing Cases   2
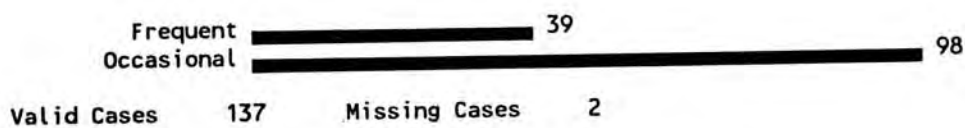
4.1.7 Most Used Brand

Although all respondents were asked if they used makeup products (e.g. lipstick and rouge etc.) at the beginning of the interview, 31.7% did not indicate the brand of makeup that they used most. The reason mentioned most was they forgot. Eighteen percent checked more than one brand indicating the lack of brand loyalty regarding the use of colored cosmetics. Fifteen percent used some other unnamed brands instead. Among all the brands stated, Max Factor was found to be the leader (7.9%) and the order was followed by Shiseido (6.5%), Estee Lauder (5.0%), Christian Dior and Clinique (4.3% respectively), and Elizabeth Arden and Revlon (2.2% respectively) (Table 9).

Table 9   Most Used Brand of Makeup

Brand	Count
Christian Dior	6
Clinique	6
Elizabeth Arden	3
Estee Lauder	7
Max Factor	11
Maybelline	3
Oil of Ulan	1
Revlon	3
Shiseido	9
Others	20
Multiple	26

Valid Cases   95   Missing Cases   44

Concerning skincare products, 13.7% failed to show their preference. While 23% said that they used more than one brand at most of the time, 23.7% used some other unnamed products. Oil of Ulan (9.4%) was found to be the brand used most. This was followed by Clinique (7.2%), Shiseido (5.8%), Christian Dior and Max Factor (5.0% respectively), and Estee Lauder (4.3%) (Table 10).

Table 10   Most Used Brand of Skincare Products

```
Christian Dior  ████████ 7
     Clinique  ██████████ 10
Elizabeth Arden ███ 3
  Estee Lauder  ██████ 6
    Max Factor  ███████ 7
   Oil of Ulan  █████████████ 13
       Revlon  █ 1
    Shiseido  ████████ 8
      Others  █████████████████████████████████ 33
    Multiple  ████████████████████████████████ 32
```

Valid Cases   120   Missing Cases   19
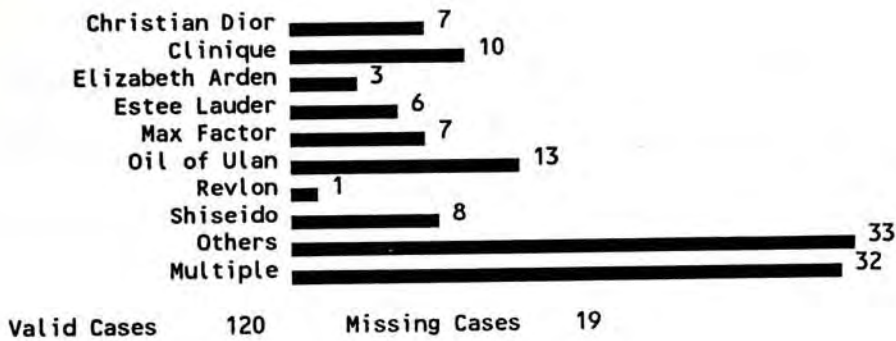
In the case of fragrances, 54.7% left the column blank saying that they did not use fragrance. Christian Dior (17.3%) was far ahead of the rest, for example, Max Factor (5.0%), and Estee Lauder (3.6%). Twelve percent said that they used some other brands not stated in the questionnaire while 2.9% used more than one brand most of the time (Table 11).

Table 11   Most Used Brand of Fragrance

```
Christian Dior  ████████████████████████ 24
     Clinique  █ 1
  Estee Lauder  █████ 5
    Max Factor  ███████ 7
       Revlon  ██ 2
    Shiseido  ███ 3
      Others  █████████████████ 17
    Multiple  ████ 4
```

Valid Cases   63   Missing Cases   76
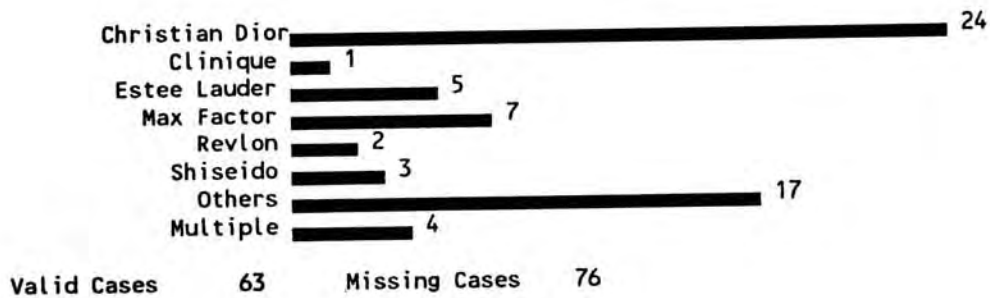
4.1.8 Psychographics

Among the fifty AIO statements on the questionnaire, seventeen statements were on a specific product, cosmetics, and thirty three on general aspects. Overall speaking, the sample has a lifestyle which could be described as fashion conscious, conservative, unhappy with present situation, risk averse, and having a liking for shopping as well as a high aspiration for the future. The detail findings are listed in Appendices 4 and 5.

4.2 Comparison of Frequent and Occasional Cosmetics Users

4.2.1 Demographics

Compared with the occasional user, the frequent user of cosmetics was older. Over 60% of those aged 35 or above considered themselves regular users, but the figure dropped to less than 30% in the younger age groups. As the frequent user tended to be older, she was more likely to be married. Educational attainment, however, did not have any statistically significant effect on the usage level. Regarding occupation, most of the regular users were found in three groups, namely, sales/servicing, housewife and management (in rank sequence). Finally, concerning monthly personal income, the trend seemed that the more one earns, the greater the chance of becoming a regular cosmetics user though this statement is not applicable for the HK$15,001-20,000 income group (Appendices 6 - 9).

4.2.2   Psychographics

Responses on all the fifty AIO statements were grouped under 18 lifestyle types. A two-tailed t-test was conducted to determine whether the difference between the two groups was statistically significant. Only fifteen showed statistically significant difference (at 95% confidence interval) between frequent and occasional users of cosmetics (Appendix 4).

For the product-specific measure, six of ten lifestyle profiles showed statistically significant difference between frequent and occasional cosmetics users (Appendix 10). For the general measure, only five of seventeen lifestyle profiles were found to have statistically significant different between the two groups (Appendix 11).

4.2.2.1   Responses on Cosmetics Statements

More than the occasional user, the frequent cosmetics user agreed that:

"I like to match cosmetics with my clothings."
"Wearing cosmetics makes me feel attractive to men."

More frequent than occasional cosmetics users disagree that:

"I am usually the first among my friends to try new cosmetics products."

Compared with the occasional user, frequent user was more prone to be <u>neutral</u> on:

"I like trendy colors."
"I consider wearing makeup is indispensable on work-days."
"I like to frequent cosmetics counters to see what is new there."
"My friends often come to me for beauty advice."

While the occasional user agreed to the following statements, the frequent cosmetics user remained <u>neutral</u>:

"Putting on makeup is too time-consuming."
"Woman wear too much makeup these days."
"Makeup is bad for skin."

Both groups tended to <u>agree</u> that:

"Beauty advisors cannot sell me anything that I don't want."
"Men should not wear cosmetics."

Compared with the occasional user, the frequent cosmetics user was more fashion conscious and a functionalist. She was unlikely to be an earlier adopter but she seemed to be neutral on statements concerning conservative, self-designated opinion leader and new brand trier than occasional user.

4.2.2.2   Responses on General Statements

More frequent users than occasional users tended to <u>agree</u> that:

"I shop a lot for specials."

She was more likely to be <u>neutral</u> on:

"I like to read international women's magazines e.g., Cosmopolitan."
"I often try new brands before my friends and neighbours do."
"People come to me more often than I go to them for information about brands."
"I am uncomfortable when my house is not completely clean."

When asked whether she regarded herself a/an compulsive housekeeper, self-designated opinion leader, and earlier adopter, the sample tended to be neutral though the occasional user showed slightly more disagreement than the frequent user. Concerning questions on fashion and price consciousness, the frequent user, however, showed a stronger level of agreement than the occasional user.

4.3 Contrasting Responses of Frequent Cosmetics Users on Product-Specific and General Measures

Nine lifestyle types included AIO statements on both product specific (cosmetics) and general measures. Concerning the responses of the frequent cosmetics user on these two measures, statistically significant differences (at 95% confidence interval) were recorded on seven lifestyle types. She responded in the same way on both measures on two aspects - she tended to be fashion consciousness but neutral on the trying of new brand on both measures (Appendix 12).

On the product-specific measure, the frequent cosmetics user was found to be having more self-confidence,

favour towards advertising, aversion for risk and functionalist tendency. However, she remained neutral on these aspects and even denied the functionalist tendency when measured by a general scale.

On the other hand, she did not appear to be conservative nor a self-designated opinion leader as she either remained neutral or disagreed to the related statements when the product-specific measure is used. But, on the general scale, she tended to be more conservative and more likely to be a self-designated opinion leader.

The differences, though not showing big contrasts, imply that the frequent cosmetics user does behave differently on the two measures. Hence, the lifestyle characteristics found on a product-specific (cosmetics) situation cannot be generalized to other lifestyle areas.

CHAPTER V

MARKETING IMPLICATIONS AND RECOMMENDATIONS

The findings show that the frequent cosmetics user does have a different demographic as well as psychographic profile from the occasional user. Cosmetics marketers are suggested to explore the possibility of using lifestyle approach on the following aspects.

5.1 Market Segmentation

To supplement the traditional method of market segmentation by age, income, skin type and country appeal, marketers should consider consumer psychographics in product positioning. Cosmetics companies used to sell fantasies and dreams, but now, women buy reality and value. To cope with the new lifestyles of customers, marketers should capitalize their fashion conscious and functionalist attitudes by applying the psychographic data into their market segmentation strategies.

5.2 Product

In order to promote the habit of wearing makeup, cosmetics marketer should try to increase women's awareness for the latest cosmetics developments as well as fashion trends. Emphasis should be put on the ability of cosmetics

to match fashion and various usage situations. By emphasizing the product benefits, the use of cosmetics would become more popular and the number of frequent cosmetics users rise.

5.3 Distribution

Most of the sales are generated from neighbourhood stores like Manning and Watson's and there is problem to sell at beauty counters in department stores. In order to provide instant advice to customers and to achieve a positive synergy, marketers should consider setting up counters and sell cosmetics in fashion shops or boutiques as complementary goods. It will enhance the interest of using cosmetics and also reduce resistance to beauty consultants who sell in traditional channels.

In addition, career women are busy and have less time to spend on shopping. In order to facilitate their purchase of cosmetics, marketers might also consider doing business in their work place, for instance, holding beauty class during lunch hour in their office.

5.4 Advertising

Working women are required to have great personal interaction. People are generally more interested in beautiful figures. Well-groomed image also adds credibility to the ability of female workers. This explains why sales/servicing workers and managerial staff are frequent

users since they are functionalists and use the product for its benefits. To increase the brand's attractiveness and promote brand switching to one's brand, marketer might develop for her brand an image of "executive cosmetics user" which would have special appeal to co-workers and the opposite sex.

Married women and housewives increasingly accept the habit of wearing cosmetics. It is because they continue to work after marriage and also participate more actively in social functions, not simply act as a housekeeper. To promote the habit of wearing cosmetics, marketers should put more efforts in educating consumers that it is a social politeness to wear cosmetics. Successful model of "housewife cosmetics user" can be portrayed by emphasizing increasing acceptance by the spouse and peers to this contemporary and healthy image.

5.5 Promotion

In order to match cosmetics with clothings as well as skin color, marketer should distribute samples of makeup on top of skincare products, for instance, through beauty counters or by means of the mailing list to encourage prospective customers to try the product. It is more persuasive and helps establish credibility of beauty consultants.

More sponsorship of fashion show and distribution of

colorful cosmetics brochures with fashion are necessary to educate the association of these two product categories. It can strengthen the concern of fashionable sense and the benefits of wearing cosmetics.

More exhibition and beauty class can be organized by cosmetics houses to increase awareness and involvement of public. Acceptance of cosmetics including new product can also be increased by helping women understand the concept and tips of wearing makeup more appropriately as well as conveniently through these channels.

CHAPTER VI

LIMITATIONS OF THE STUDY

Psychographic research is still a developing technique. Most of the literature on this topic has a western origin. There is few published research done on the local context. As the culture and the environment has a great bearing on the moulding of attitudes, interests and opinions, the ideas borrowed from abroad might not be relevant in Hong Kong.

Although two cosmetics marketers were interviewed, there is still a lack of sources for verification that could bias the findings. Moreover, as most of the trade figures are kept confidential, we could only estimate, for instance, the sales generated through different distribution channels. As the design of the sample size and the method of information collection were decided on that basis, the reliability and validity of the findings, again, could have problems.

Concerning the field work, although arrangements have been made to make the sample as representative as possible, there were still many cases in which the target refused to answer the questionnaire. So, errors could happen due to

the failure to obtain data from parts of the survey population. Also, in order to shorten the length of the questionnaire, only a few questions were developed for each lifestyle profiles making it difficult to generalize the findings.

Finally, owing to the limitation in computer capacity, it is not possible to do factor analysis on the AIO statements. This adversely affects the study of the interrelationship among the variables and the attempt to carry out lifestyle segmentation for the local cosmetics market.

CHAPTER VII

CONCLUSION

The frequent cosmetics user was older, more likely to be married and engaged in the occupation of sales/servicing, housewife and management than occasional cosmetics user.

Her lifestyle as reflected by her responses on product specific statements suggests that she tended to be fashion conscious and a functionalist. On the other hand, she tended to be fashion conscious and price conscious on general aspects when compared with the occasional cosmetics user.

Some differences can be observed in the lifestyle of the frequent cosmetics user if different scales are used. According to the product-specific scale, she was self-confident, functionalist, favored advertising and had an aversion for risks, and not likely to be an earlier adopter. However, on the general scale, she was found to be neutral on the above characteristics with the exception of functionalist description which she denied.

Considering the lifestyle of the frequent cosmetics user as measured by the product-specific scale, she was self-confident, risk averse, a functionalist but not an earlier adopter when compared with her profile on general aspects.

Cosmetics marketers should consider psychographic together with demographic information to derive market segmentation and respective marketing strategies. They are suggested to capitalize the "fashion conscious" and "functionalist" lifestyles of cosmetics users by matching new cosmetics development, distribution and promotion activities with fashion trends.

In planning for advertising and promotion campaigns, marketers should consider building the "executive cosmetics user" image which is believed to have special appeal to co-workers and opposite sex as well as the "housewife cosmetics user" image which would be loved by the spouse and peers. By doing so, the brand's image can be distinguished from the competitors'. On the other hand, samples of makeup should be delivered; more exhibition and beauty class should also be organized to reduce perceived risk of the user and to increase persuasiveness and credibility of beauty consultants.

CHAPTER VIII

SUGGESTIONS FOR FUTURE RESEARCH

Lifestyle study is only at the beginning stage in Hong Kong. An inventory of AIO statements with special reference to the local consumers can be developed on the base of western study and experience. It enables a contrast between consumers in different culture.

This is a primitive study to look into lifestyle classification. Future research can be developed for comparisons within product category (e.g., lipstick and eye shadow) and also across product categories (e.g., cosmetics and fashion). Marketers can gain synergy by saving efforts and cutting marketing costs if study addressing a specific product can be generalized to other products.

A more detailed study can be conducted to explore the effects on usage situations with variations in consumer demographics and psychographics. The research process will become more complicated but more insights into the customer as a whole person can be gained.

This study includes female cosmetics users only. Men in Hong Kong tend to stay single longer and will lead to a

change of their shopping behavior. They may want to buy products and services that they believe make them attractive to women. It is thus worthwhile to put more efforts in marketing men's cosmetics by applying psychographic analyses on top of the traditional demographic approach.

APPENDIX 1

QUESTIONNAIRE OF CUSTOMER SURVEY

I am a CUMBA student studying the lifestyles of cosmetics users in Hong Kong. If you are a cosmetics user, please take a few minutes to answer the following questions by rating yourself on the following scale:

1----------2----------3-----------4-----------5-----------6

| strongly agree | agree | slightly agree | slightly disagree | disagree | strongly disagree |

Cosmetics

1 ___ Different brands of cosmetics stand for different personalities.

2 ___ I like trendy colors.

3 ___ I consider wearing makeup is indispensable on work-days.

4 ___ I am usually the first among my friends to try new cosmetics products.

5 ___ I like to match cosmetics with my clothings.

6 ___ Putting on makeup is too time-consuming.

7 ___ Beauty advisors cannot sell me anything that I don't want.

8 ___ Makeup is a way to cover-up my skin problems.

9 ___ I won't put on cosmetics that makes me stand out from everybody else.

10 ___ Women wear too much makeup these days.

11 ___ I seldom pay attention to cosmetics advertisements.

12 ___ Makeup is bad for skin.

13 ___ I like to frequent cosmetics counters to see what is new there.

14 ___ My friends often come to me for beauty advice.

15 ___ Wearing cosmetics makes me feel attractive to men.

16 ___ The way I wear makeup is influenced by people I admire.

17 ___ Men should not wear cosmetics.

1---------2----------3----------4----------5----------6

strongly agree	agree	slightly agree	slightly disagree	disagree	strongly disagree

General

18 ___   I go shopping often.

19 ___   Shopping is fun. I can get new ideas even though I have no intention to buy.

20 ___   It is more likely for me to buy when accompanied by friend(s) than shopping alone.

21 ___   I often wish for the good old days.

22 ___   Magazines are more interesting than television.

23 ___   I like to read local general interest magazines e.g. Ming Pao Weekly.

24 ___   I like to read international women's magazines e.g. Cosmopolitan.

25 ___   I will probably have more money to spend next year than I have now.

26 ___   I enjoy the finer things of life and don't mind paying for them on credit.

27 ___   A woman should not smoke in public.

28 ___   I am usually the centre of attention in a group.

29 ___   Advertising leads to wasteful buying in our society.

30 ___   I often try new brands before my friends and neighbours do.

31 ___   Once I find a brand, I like to stick with it.

32 ___   If I had my life to live over again, I would sure do things differently.

33 ___   An important part of my life and activities is dressing smartly.

34 ___   Spiritual values are more important than material things.

35 ___   People come to me more often than I go to them for information about brands.

36 ___   I wish I were younger than I am.

37 ___   I enjoy most forms of housework

38 ___   I am uncomfortable when my house is not completely clean.

39 ___   I consider myself a risk-taker.

40 ___   I often can talk others into doing something.

41 ___   I shop a lot for specials.

42 ___   I would rather spend a quiet evening at home than go out to a party.

43 ___   I like to be considered creative, daring and imaginative by my friends.

44 ___   I would not participate in dangerous sports.

45 ___   My choice of brands for many products is influenced by advertising.

46 ___   My greatest achievements are still ahead of me.

47 ___   I would like to take a trip around the world.

48 ___   I usually have one or more outfits that are of the very latest style.

49 ___   Investing in the stock market is too risky for most families.

50 ___   It is worth to pay more for reputatious products.

Personal Particulars

1. Age:
___ 15 - 18
___ 19 - 24
___ 25 - 34
___ 35 - 44
___ 45 - 54
___ others

2. Marital Status: ___ Single   ___ Married

3. Highest Education Attended:
___ primary or below
___ secondary
___ tertiary or above

4. Occupation: ___ student
___ blue collar
___ clerical
___ secretarial
___ sales/servicing
___ management
___ professional (eg lawyer, social worker, teacher, nurse)
___ housewife
___ others (pl specify: _____)

5. Personal Monthly Income:

___ HK$5000 or below
___ HK$5001 - HK$10000
___ HK$10001 - HK$15000
___ HK$15001 - HK$20000
___ HK$20001 or above

(Answer for your husband's income if you're a housewife with no income.)

6. Regarding use of cosmetics, you consider yourself a/an

___ frequent user
___ occasional user

7. Please tick the cosmetics brand for each category that you use most.

Make-up	Skin Care	Fragrance	
___	___	___	Christian Dior
___	___	___	Clinique
___	___	___	Elizabeth Arden
___	___	___	Estee Lauder
___	___	___	Max Factor
___	___	___	Maybelline
___	___	___	Oil of Ulan
___	___	___	Revlon
___	___	___	Shiseido
___	___	___	Others (Pl specify: _____)

* Thank you for your co-operation *

我是香港中文大學工商管理碩士課程的學生，在研究使用化粧品的香港女性的生活方式。如果你是化粧品（唇膏、胭脂水粉等）的使用者，請用數分鐘回答下列問題。所有資料將會保密。謝謝。

1	2	3	4	5	6
非常同意	同意	略同意	略不同意	不同意	非常不同意

你同意下列各點嗎？請從上表選出適當的數字，填寫在各題空位上。（1代表非常同意，6代表非常不同意。）

甲. 化粧品

1. 不同牌子的化粧品代表不同的性格。＿＿
2. 我喜歡趨時的顏色。＿＿
3. 我認為上班必須化粧。＿＿
4. 在我的朋友中，我通常是第一個使用新的化粧品。＿＿
5. 我喜歡化粧來配襯我的服式。＿＿
6. 化粧太花費時間。＿＿
7. 美容顧問不能使我買任何我不喜歡的東西。＿＿
8. 化粧可以用來遮蓋我有問題的皮膚。＿＿
9. 我不會塗抹令自己與眾不同的化粧品。＿＿
10. 現今的女性化的粧太濃。＿＿
11. 我很少留意化粧品廣告。＿＿
12. 化粧對皮膚不好。＿＿
13. 我喜歡經常到化粧品櫃位逛逛，看看有甚麼新的產品。＿＿
14. 我的朋友常來請教我化粧之道。＿＿
15. 化粧令我感到能吸引異性。＿＿
16. 我怎樣化粧是受到我崇拜的人的影响。＿＿
17. 男士不應化粧。＿＿

1	2	3	4	5	6
非常同意	同意	略同意	略不同意	不同意	非常不同意

乙．**其他**

18. 我經常行街購物。＿＿＿

19. 行街購物是充滿樂趣的，就算我沒有意思買東西，我也可從中獲得新的靈感。＿＿＿

20. 我與朋友一起比獨個兒的時候，購物的機會高一點。＿＿＿

21. 我渴望過去的美好日子能夠再現。＿＿＿

22. 看雜誌比看電視有趣。＿＿＿

23. 我喜歡看本地的娛樂雜誌，如明報周刊。＿＿＿

24. 我喜歡看國際性的婦女雜誌，如大都會 (Cosmopolitan)。＿＿＿

25. 明年我可以花的金錢會比今年多。＿＿＿

26. 為了更完美的生活，我不介意用分期付款、信用咭等借貸方式購物。＿＿＿

27. 女性不應在公眾場合吸煙。＿＿＿

28. 我通常是焦點人物。＿＿＿

29. 廣告引致過份消費。＿＿＿

30. 我總會較朋友及鄰居更先使用新牌子產品。＿＿＿

31. 當我選定一個牌子後，會一直使用它。＿＿＿

32. 若果我能重新生活一次，我肯定會做不同的事情。＿＿＿

33. 穿着得體是我生活的重要部份。＿＿＿

34. 精神價值比物質享受更為重要。＿＿＿

35. 朋友向我請教對不同牌子產品的意見多於我問他們。＿＿＿

36. 我希望自己比實際年齡年輕。＿＿＿

37. 我喜歡做大部份的家務。＿＿＿

38. 我的家若非一塵不染，我會感到不舒適。＿＿＿

39. 我認為自己是個愛冒險者。＿＿＿

40. 我常可説服別人依我的説話行事。＿＿＿

41. 我經常搜購特價貨品。＿＿＿

42. 我寧願留在家中渡過寧靜的黃昏也不去參加派對。＿＿＿

43. 我希望被朋友視為有創意、大膽及富想像力的人。＿＿＿

44. 我不會參加有危險的運動。＿＿＿

45. 廣告影響我對牌子的選擇。＿＿＿

46. 將來我會找到我最大的成就。＿＿＿

47. 我想環遊世界。＿＿＿

48. 我通常有一套或以上的服裝是最流行的款式的。＿＿＿

49. 對大部份家庭來説，投資股票是太冒險的了。＿＿＿

50. 付出較多費用購買名牌是值得的。＿＿＿

丙. <u>個人資料</u> (請於適當空格「✓」)

51. 年齡: a. 15 - 18 歲 ___   c. 25 - 34 歲 ___   e. 45 - 54 歲 ___

              b. 19 - 24 歲 ___   d. 35 - 44 歲 ___   f. 其他 ___

52. 婚姻狀況: a. 單身 ___   b. 已婚 ___

53. 教育狀況: a. 小學或以下 ___   c. 大專或以上 ___

              b. 中學 ___

54. 職業狀況: a. 學生 ___   f. 管理階層 ___

              b. 藍領 ___   9. 專業人仕 ___

              c. 文員 ___   (如律師·社工·教師·護士等)

              d. 秘書 ___   h. 家庭主婦 ___

              e. 營業/服務行業 ___   i. 其他 (請註明: _____)

55. 個人每月入息 (全職家庭主婦請填上丈夫月入以代之)

     a. HK$5,000 或以下 ___   d. HK$15,001 — HK$20,000 ___

     b. HK$5,001 — HK$10,000 ___   e. HK$20,001 或以上 ___

     c. HK$10,001 — HK$15,000 ___

56. 化粧品的使用: a. 經常 ___   b. 間中 ___

57 你最常用的化粧品 - 護膚品及香水<u>分別</u>是甚麼牌子呢?
請在適當位置「✓」.

化粧品	護膚品	香水	
___	___	___	Christian Dior 姬仙蒂娜
___	___	___	Clinque 倩碧
___	___	___	Elizabeth Arden 伊莉沙伯雅頓
___	___	___	Estee Lauder 雅詩蘭黛
___	___	___	Max Factor 蜜詩佛陀
___	___	___	Maybelline 美寶蓮
___	___	___	Oil of Ulan 玉蘭油
___	___	___	Revlon 露華濃
___	___	___	Shishedo 資生堂
			其他 (請註明於空格上)

* 多 謝 合 作 *

APPENDIX 2

HONG KONG COSMETICS AND PERFUMERY

TRADE STATISTICS (HK$'000)

	1989		1988		1987	
	Import	Re-Exp	Import	Re-Exp	Import	Re-Exp
Perfumery	426,568	350,037	442,230	414,793	344,072	281,949
Lipsticks	89,027	31,677	77,326	24,721	37,089	13,956
Rouge face powder & foundation creams	45,715	12,337	47,396	14,172	41,182	26,367
Manicure preparations	21,831	3,166	19,243	6,549	10,668	2,951
cosmetics & toilet preparations	696,235	342,962	663,891	333,631	599,195	218,066
	1,279,376	740,179	1,250,086	793,866	1,032,206	543,289

Source: Census and Statistics Department, Trade Statistics Reports 1987 - 1990.

APPENDIX 3

MARKET POSITIONING STRATEGIES OF

SEVEN LEADING COSMETICS BRANDS IN 1985

Clinque - projects a clean scientific and clinical image. The product is scientifically researched, simple and effective skincare products for young female.

Lauder - conveys an up-class fashion image for the discriminating women of today.

Max Factor- targets at the medium price bracket with an American fashion glamour image to meet a mass market demand.

Maybelline - projects a young, fashionable updated image for the makeup conscious ladies; a mass market merchandise offering reasonable quality at economic prices.

Orlane - creates a European up-class and mature image.

Revlon - emphasizes her fashionable American image and status as a specialist for color cosmetics.

Shiseido - projects a very mysterious oriental image - the white beauty; uniquely positioned as a complete and perfect skincare and makeup line manufactured for the perfection of Asian complexion and skin type.

Source: NG, Yee Chung Anita, A Study of the Marketing Mix of Leading Cosmetics Brands in Hong Kong and an Analysis of Their Market Positioning Strategies, MBA Dissertation, University of Hong Kong, 1985.

APPENDIX 4

FINDINGS OF QUESTIONNAIRE SURVEY

Mean Scores on Product Specific (Cosmetics) Statements

1----------2----------3----------4----------5----------6

| strongly agree | agree | slightly agree | slightly disagree | disagree | strongly disagree |

Freq User	Occ. User	Two Tail Prob	Over all		Statements
4.03	3.95	.781	3.94	1	Different brands of cosmetics stand for different personalities.
3.03	3.84	.001	3.58	2	I like trendy colors.
3.23	3.83	.000	3.39	3	I consider wearing makeup is indispensable on work-days.
4.13	5.09	.000	4.80	4	I am usually the first among my friends to try new cosmetics products.
2.26	3.34	.000	3.01	5	I like to match cosmetics with my clothings.
3.74	2.84	.000	3.12	6	Putting on makeup is too time-consuming.
2.46	2.48	.942	2.48	7	Beauty advisors cannot sell me anything that I don't want.
2.79	3.19	.118	3.07	8	Makeup is a way to cover-up my skin problems.
2.18	2.27	.678	2.25	9	I won't put on cosmetics that makes me stand out from everybody else.
3.51	2.95	.011	3.13	10	Women wear too much makeup these days.
3.92	3.49	.057	3.62	11	I seldom pay attention to cosmetics advertisements.
3.31	2.29	.000	2.59	12	Makeup is bad for skin.
3.82	4.59	.002	4.35	13	I like to frequent cosmetics counters to see what is new there.
3.82	4.45	.008	4.25	14	My friends often come to me for beauty advice.
2.95	3.50	.012	3.32	15	Wearing cosmetics makes me feel attractive to men.
4.51	4.49	.920	4.48	16	The way I wear makeup is influenced by people I admire.
2.59	2.49	.711	2.55	17	Men should not wear cosmetics.

Mean Scores on General Statements

```
1----------2----------3----------4----------5----------6
```

| strongly agree | agree | slightly agree | slightly disagree | disagree | strongly disagree |

Freq User	Occ. User	Two Tail Prob	Over all		Statements
2.44	2.71	.192	2.66	18	I go shopping often.
2.18	2.43	.231	2.36	19	Shopping is fun. I can get new ideas even though I have no intention to buy.
3.59	3.43	.579	3.48	20	It is more likely for me to buy when accompanied by friend(s) than shopping alone.
2.41	2.66	.312	2.60	21	I often wish for the good old days.
3.13	3.21	.733	3.18	22	Magazines are more interesting than television.
3.41	3.53	.659	3.49	23	I like to read local general interest magazines e.g. Ming Pao Weekly.
3.08	3.59	.027	3.45	24	I like to read international women's magazines e.g. Cosmopolitan.
3.36	2.95	.101	3.07	25	I will probably have more money to spend next year than I have now.
3.69	3.76	.828	3.76	26	I enjoy the finer things of life and don't mind paying for them on credit.
2.13	2.22	.733	2.24	27	A woman should not smoke in public.
4.08	4.29	.350	4.25	28	I am usually the centre of attention in a group.
2.95	3.21	.281	3.17	29	Advertising leads to wasteful buying in our society.
3.54	4.27	.002	4.06	30	I often try new brands before my friends and neighbours do.
3.23	3.40	.488	3.36	31	Once I find a brand, I like to stick with it.
2.77	2.66	.645	2.68	32	If I had my life to live over again, I would sure do things differently.

Mean Scores on General Statements

```
1----------2----------3----------4----------5----------6
```

| strongly agree | agree | slightly agree | slightly disagree | disagree | strongly disagree |

Freq User	Occ. User	Two Tail Prob	Over all		Statements
2.18	2.53	.073	2.41	33	An important part of my life and activities is dressing smartly.
2.03	2.01	.931	2.00	34	Spiritual values are more important than material things.
3.00	3.58	.010	2.48	35	People come to me more often than I go to them for information about brands.
2.21	2.59	.110	2.48	36	I wish I were younger than I am.
3.44	3.89	.103	3.75	37	I enjoy most forms of housework
3.10	3.64	.041	3.46	38	I am uncomfortable when my house is not completely clean.
3.58	3.81	.386	3.75	39	I consider myself a risk-taker.
3.11	3.26	.457	3.18	40	I often can talk others into doing something.
2.77	3.26	.038	3.09	41	I shop a lot for specials.
3.41	3.07	.211	3.14	42	I would rather spend a quiet evening at home than go out to a party.
3.59	3.93	.211	3.86	43	I like to be considered creative, daring and imaginative by my friends.
2.90	2.89	.972	2.89	44	I would not participate in dangerous sports.
3.54	3.22	.145	3.33	45	My choice of brands for many products is influenced by advertising.
2.64	2.95	.115	2.86	46	My greatest achievements are still ahead of me.
1.82	1.85	.902	1.84	47	I would like to take a trip around the world.
2.77	3.13	.135	3.04	48	I usually have one or more outfits that are of the very latest style.
2.85	2.69	.512	2.71	49	Investing in the stock market is too risky for most families.
3.74	3.69	.854	3.73	50	It is worth to pay more for reputatious products.

APPENDIX 5

LIFESTYLE CHARACTERISTICS OF RESPONDENTS

```
1----------2----------3----------4----------5----------6
strongly      agree      slightly      slightly      disagree      strongly
agree                    agree         disagree                    disagree
```

Lifestyle Profiles	AIO Statements (Qu #)	Mean Scores
Fashion Conscious	5, 33, 48	2.82
Shopping Goer	18, 19	2.51
Magazine Reader	22, 23, 24	3.37
Compulsive Housekeeper	37, 38	3.60
Financial Optimist	25, 26	3.42
Price Conscious	41	3.09
Self-Confident	7, 20, 28, 40	3.35
Swinger	42, 43	3.57
Advertising Favourite	11, 29, 45	3.52
Self-Designated Opinion Leader	14, 35	3.84
Unhappy with Present Situation	32, 36	2.58
Conservative	10, 12, 17, 21, 27	2.61
Future Aspirator	46, 47	2.35
Risk Averse	9, 39, 44, 49, 50	2.96
New Brand Trier	2, 4, 13, 30, 31	4.09
Earlier Adopter	4, 30	4.43
Personality Expressive	1, 16	4.21
Functionalist	3, 6, 8, 15, 34	3.58

≡ Reversed coded statements

APPENDIX 6

AGE PROFILE OF RESPONDENTS

Crosstabulation: Q56   cosmetics usage level   By   Q51   age

Q51–>	Count Row Pct Col Pct	15-18 1	19-24 2	25-34 3	35-44 4	45-54 5	Row Total
Q56	1		10 25.6 20.4	16 41.0 28.6	11 28.2 61.1	2 5.1 66.7	39 28.5
frequent							
occasional	2	11 11.2 100.0	39 39.8 79.6	40 40.8 71.4	7 7.1 38.9	1 1.0 33.3	98 71.5
	Column Total	11 8.0	49 35.8	56 40.9	18 13.1	3 2.2	137 100.0

Chi-Square	D.F.	Significance	Min E.F.	Cells with E.F.< 5
17.50993	4	.0015	.854	3 OF 10 (30.0%)

APPENDIX 7

MARITAL STATUS PROFILE OF RESPONDENTS

Crosstabulation: Q56   cosmetics usage level   By   Q52   marital status

Q52->	Count Row Pct Col Pct	single 1	married 2	Row Total
Q56				
frequent	1	17 43.6 19.3	22 56.4 45.8	39 28.7
occasional	2	71 73.2 80.7	26 26.8 54.2	97 71.3
	Column Total	88 64.7	48 35.3	136 100.0

Chi-Square	D.F.	Significance	Min E.F.	Cells with E.F.< 5
9.41912	1	.0021	13.765	None
10.67615	1	.0011	(Before Yates Correction)	

Number of Missing Observations =   3

APPENDIX 8

OCCUPATION PROFILE OF RESPONDENTS

Crosstabulation: Q56 cosmetics usage level By Q54 occupation

Q54 ->	Count Row Pct Col Pct	Stu 1	Blue C 2	Cler 3	Sec 4	Sale/Ser 5	Mgr 6	Prof 7	HW 8	Row Total
Q56 frequent	1	1 2.6 7.7		6 15.4 13.3	3 7.7 23.1	13 33.3 61.9	8 20.5 44.4	3 7.7 25.0	5 12.8 50.0	39 28.9
occasional	2	12 12.5 92.3	3 3.1 100.0	39 40.6 86.7	10 10.4 76.9	8 8.3 38.1	10 10.4 55.6	9 9.4 75.0	5 5.2 50.0	96 71.1
Column Total		13 9.6	3 2.2	45 33.3	13 9.6	21 15.6	18 13.3	12 8.9	10 7.4	135 100.0

Chi-Square	D.F.	Significance	Min E.F.	Cells with E.F.< 5
25.09705	7	.0007	.867	6 OF 16 (37.5%)

Number of Missing Observations =   4

APPENDIX 9

INCOME PROFILE OF RESPONDENTS

Crosstabulation: Q56 cosmetics usage level   By   Q55   monthly personal income

Q55->	Count Row Pct Col Pct	5000 - 1	5001-100 00 2	10001-15 000 3	15001-20 000 4	20001 + 5	Row Total
Q56							
frequent	1	3 8.3 8.3	10 27.8 17.9	13 36.1 56.5	2 5.6 33.3	8 22.2 72.7	36 27.3
occasional	2	33 34.4 91.7	46 47.9 82.1	10 10.4 43.5	4 4.2 66.7	3 3.1 27.3	96 72.7
	Column Total	36 27.3	56 42.4	23 17.4	6 4.5	11 8.3	132 100.0

Chi-Square	D.F.	Significance	Min E.F.	Cells with E.F.< 5
30.50313	4	.0000	1.636	3 OF 10 (30.0%)

Number of Missing Observations =   7

APPENDIX 10

CONTRASTING LIFESTYLE PROFILES OF

FREQUENT AND OCCASIONAL COSMETICS USERS

ON PRODUCT-SPECIFIC MEASURE

Strongly Agree   Strongly Disagree

```
fashion conscious      1----2-x--3-x--4----5----6 (*)
(Q.5)
shopping goer          1----2-+--3-/---4----5----6

magazine reader        1----2-+--3'----4----5----6

compulsive housekeeper 1----2-+--3----4----5----6

financial optimist     1----2-+-/3----4----5----6

price conscious        1----2-+/--3----4----5----6

self-confident         1----2-x--3----4----5----6
(Q.7)
swinger                1----2---3----4----5----6

advertising favourite  1----2----3x-x-4----5----6
(Q.11)
self-designated        1----2----3---x4-x--5----6 (*)
opinion leader (Q.14)
unhappy with present   1----2----3--/-4----5----6
situation
conservative           1----2--x-3x---4----5----6 (*)
(Q.10, 12, 17)
future aspirator       1----2-+-/3----4----5----6

risk averse            1----2x---3----4----5----6
(Q.9)
new brand trier        1----2----3--x-4-x--5----6 (*)
(Q.2, 4, 13)
earlier adopter        1----2----3----4x---x----6 (*)
(Q.4)
personality expressive 1----2----3----4x---5----6
(Q.1, 16)
functionalist          1----2---x3-x--4----5----6 (*)
(Q.3, 6, 8, 15)
```
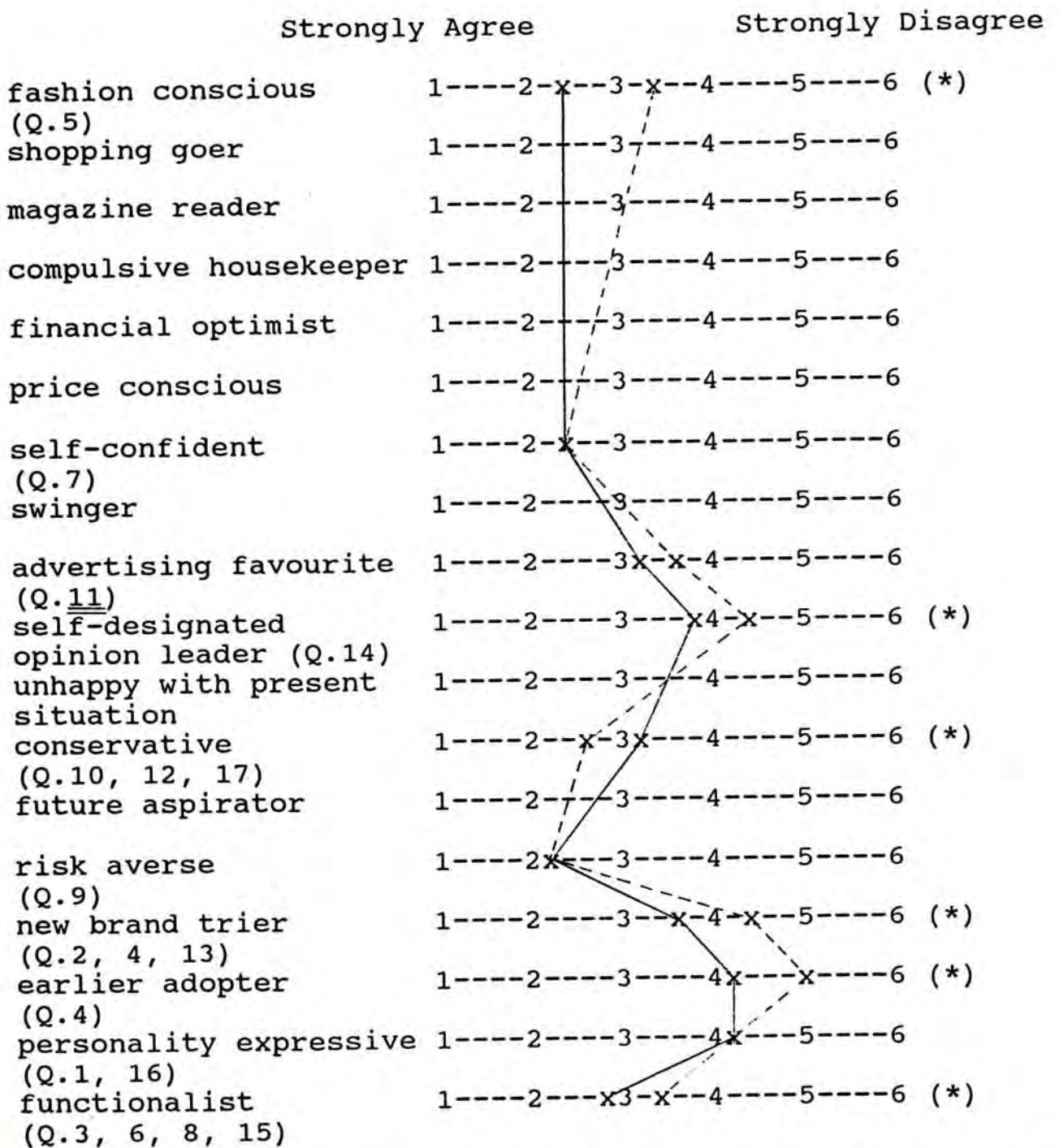
(*) There is significant difference in profile between
     frequent and occasional cosmetics users.
___ Reversed coded statements
=== Frequent User
---- Occasional User

APPENDIX 11

CONTRASTING LIFESTYLE PROFILES OF

FREQUENT AND OCCASIONAL COSMETICS USERS

ON GENERAL MEASURE

```
                       Strongly Agree        Strongly Disagree

fashion conscious      1----2-x-x3----4----5----6  (*)
(Q.33, 48)
shopping goer          1----2-xx-3----4----5----6
(Q.18, 19)
magazine reader        1----2----3xx--4----5----6
(Q.22, 23, 24)
compulsive housekeeper 1----2----3x--x4----5----6  (*)
(Q.37, 38)
financial optimist     1----2----3-xx-4----5----6
(Q.25, 26)
price conscious        1----2--x-3x----4----5----6 (*)
(Q.41)
self-confident         1----2----3--xx4----5----6
(Q.20, 28, 40)
swinger                1----2----3-xx-4----5----6
(Q.42, 43)
advertising favourite  1----2----3-xx-4----5----6
(Q.29, 45)
self-designated        1----2---x--x-4----5----6  (*)
opinion leader (Q.35)
unhappy with present   1----2-xx-3----4----5----6
situation (Q.32, 36)
conservative           1----2xx--3----4----5----6
(Q.21, 27)
future aspirator       1----2xx--3----4----5----6
(Q.46, 47)
risk averse            1----2----3x---4----5----6
(Q.39, 44, 49, 50)
new brand trier        1----2----3--xx4----5----6
(Q.30, 31)
earlier adopter        1----2----3--x-4x---5----6  (*)
(Q.30)
personality expressive 1----2----3----4-x--5----6

functionalist          1----2----3----4---x5----6
(Q.34)
```
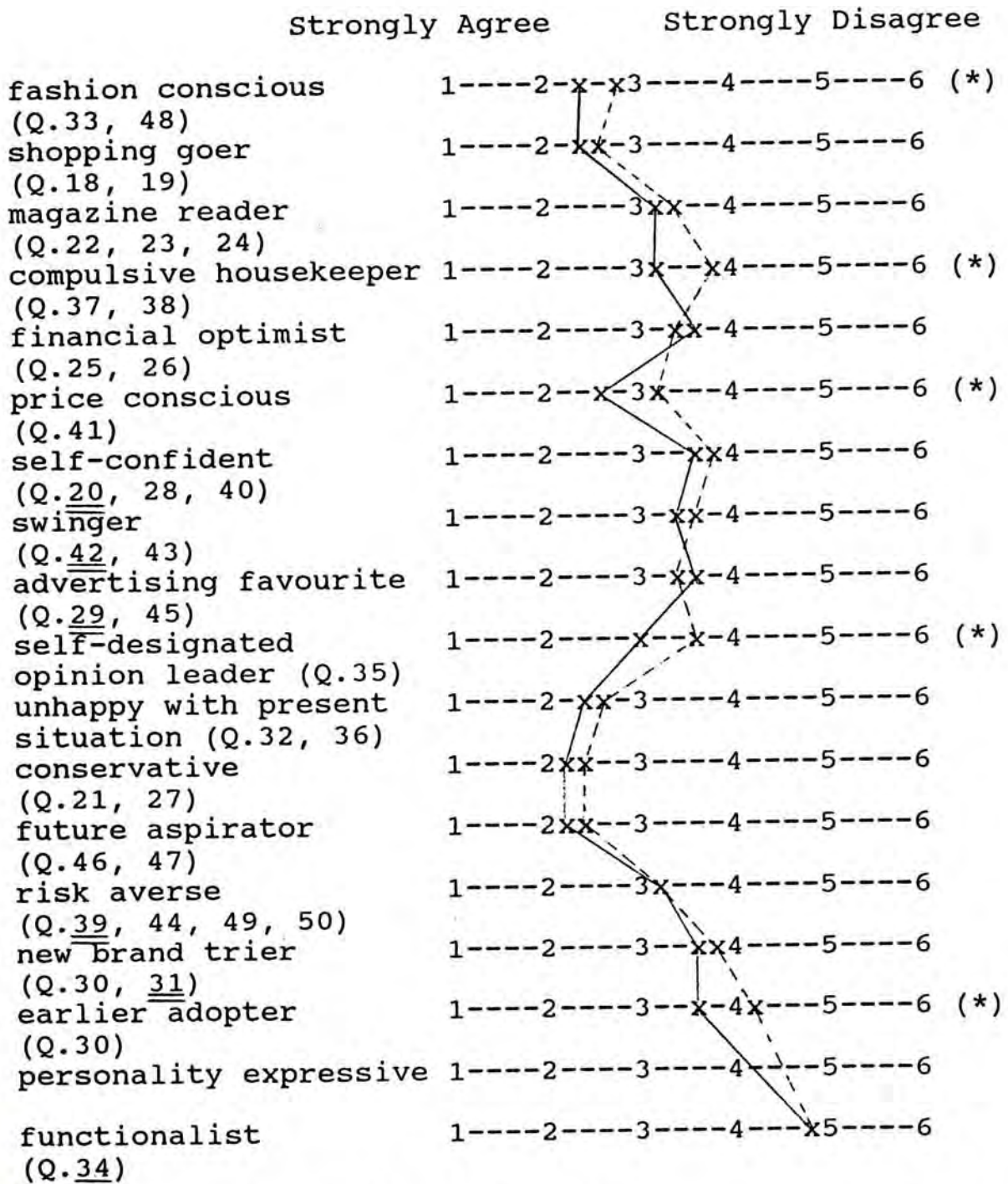
(*) There is significant difference in profile between
     frequent and occasional cosmetics users.
 ═══ Reversed coded statements
 ═══ Frequent User
 ---- Occasional User

APPENDIX 12

CONTRASTING LIFESTYLES OF FREQUENT COSMETICS USERS ON

PRODUCT-SPECIFIC AND GENERAL MEASURES

```
1----------2----------3-----------4-----------5-----------6
strongly      agree      slightly    slightly    disagree      strongly
agree                    agree       disagree                  disagree
```

Lifestyle Type	Cosmetics Product	General Aspect	Two Tail Prob.
fashion conscious	2.256	2.474	.273
self-confident	2.421	3.526	.000
advertising favourate	3.077	3.795	.004
conservative	3.137	2.269	.000
risk averse	2.211	3.204	.000
new brand trier	3.658	3.654	.984
earlier adopter	4.128	3.539	.019
functionalist	2.930	4.974	.000
self-designated opinion leader	3.895	3.000	.000

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