

Consumer Acceptance of Cosmetics Labels and Satisfaction Level with Cosmetics after Purchase: Viewed by the Type of Distribution Channel

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Abstract

The present study analyzed the consumer acceptance of labels, satisfaction with cosmetics after purchase, the relationship between consumer acceptance of cosmetics labels and satisfaction with cosmetics as viewed by type of distribution channel. The study was implemented through a descriptive survey method based on a self-administered questionnaire. The sample consisted of 759 women between the ages of 21 and 49, residing in the area of Seoul, Gwangju, and Gyeonggi Province. There were significant differences in the levels of consideration of labels among consumers from each type of distribution channel. Consumers that prefer door-to-door sales channels, department store consumers consider manufacturer information more important, and consumers who prefer specialty stores/chains and discount stores consider the date of manufacture less important than other types of distribution channels. Significant differences were found in consumer satisfaction with cosmetics after purchasing among consumers from each type of distribution channels. A significant relationship was found between the level of considering the product information listed on the labels and the satisfaction with the cosmetics. With respect to most of the factors, a higher level of label consideration was correlated with a higher satisfaction with cosmetics after purchase.

Key words: Cosmetics labels, Satisfaction level, Distribution channel

I. Introduction

Consumers' interest in cosmetics has moved from just simple skin protection to making a better individual self-image. As a result of this, consumers have come to feel the need for make-up more than before, and there has been a rapid increase in the consumption of cosmetics. This condition has caused a remarkable expansion of the size of the local cosmetics industry.

The total opening of the Korean market to foreign companies has resulted in a large increase in the market share by global companies and an increasing level of competition among domestic and foreign cosmetics companies. With this trend, numerous brands and products have been launched into the Korean cosmetics market. It seems that such a diversity of brands and

products enables consumers to have larger selection opportunities. However, consumers are having more difficulties in making a decision about selection and purchase among the numerous products, information, and exaggerated advertisements.

This phase has caused an increase of consumer concerns about the guarantees of the producer and about the quality of the products. Therefore, there is an increasing need for labels and warranty marks as an information source and a criteria for selection as well. However, because producers and retailers give more attention to avoiding legal problems from possible disputes with consumers than to the convenience of consumers, the effect of the label of the products has been insufficient (Hong & Lee, 2007; Park, 1995; Park et al., 1999). A survey conducted by the Korean Agency for Technology and Standards (2005) revealed that 72.5% of respondents read quality labels, but only

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24.5% of them believe what the label says. This survey demonstrates the need to modify the present labeling system, especially in the aspect of its implementation.

Considering the fact that information search is related to the level of satisfaction with the product selected and purchased (Kim et al., 2007; Kuh & Lee, 1999), it can be easily assumed that consumers' satisfaction level is also relevant to the level of utilizing labels as information sources about the products. Concerning this point, it can also be assumed that an understanding of consumers' attitudes and acceptance toward labels will be helpful for establishing better communication channels between consumers and manufacturers, and ultimately in increasing consumers' satisfaction levels with the products. However, few studies have been made concerning the labels of fashion products, especially those of cosmetics.

On the other hand, there has been remarkable changes in the domestic market of cosmetics owing to the emerging of discount stores, home shopping networks, and internet shopping malls, all of which have increased their market share rapidly. Therefore each type of cosmetics distribution channel needs more detailed information about their own major customers' purchasing behavior for the establishment of more effective and identified marketing strategies.

In light of these realities, the present study examined to what extent consumers utilize the labels of cosmetics as information sources before making decisions about purchasing. The study also analyzed how much they are satisfied with the cosmetics after purchasing, as well as the differences of satisfaction levels according to the level of utilizing labels viewed by the type of cosmetics distribution channel. The ultimate goal of the study is to gather some fundamental information needed for the establishment of more effective and identified marketing strategies for cosmetics labels according to each type of distribution channel.

II. Literature Review

1. Indication of Cosmetics Quality

The word "quality," as used here, refers to the ingredients and effectiveness of a product in respect to its

usefulness of the product in view of its specific consumption purpose. That is, the quality of a product does not mean just its properties and ingredients but the usefulness of the totality of its physical and chemical aspects in relation to the reasons for using it (Sung & Gwon, 1995). Quality indications on a product signify that producers or sellers offer consumers information regarding the characteristics of the product with a view to increasing consumers' sound understanding and reasonable selection of the product. The quality indications contribute to increasing the reliability of the product, and to reducing consumers' damages and complaints caused by misusing the product, so that, in the end, the quality indications work for the benefit of both consumers and sellers (Hong & Lee, 2007; Jung & Kim, 2007).

The quality indication of a product is made mainly by means of describing the quality related information on the label of the product. According to the regulations of the Ministry of Health and Welfare, the information should be clearly inscribed on the label and should be in a shape that is easily found and read by consumers. The regulations also require that the information on the labels is described in clear Korean Characters or in Korean Character and Foreign Characters simultaneously if they are both needed. According to 「Cosmetics Law」 (2007), cosmetics labels have to contain information about ingredients, directions usage, warnings, price, producer information, content (quantity), name of the product, functions/effects/virtues, the date of manufacture (expiration date), and other information that may be required by the Ministry of Health and Welfare. The specific regulation of the Cosmetics Law that required the inclusion of a list of all the ingredients of cosmetics on their containers or packages was enacted in Oct. 2008. In addition to the inclusion of information about ingredients, the Cosmetics Law, specifically Article 7, mandates that every cosmetic product can be placed on the market only after thorough testing of its quality by production number. However, owing to the increase of expenditures and time to complete such through testing, the regulations of the Article have not always been fully observed by some producers. As a result, social problems have been occurred often because of the delivery of untested cosmetics. According to statistics (Shim, 2011) released, 13,738 cases of consumers' damage were reported to the Korea

National Council of Consumer Organizations during the time period of Jan. 2010 - Feb. 2011. When the cases were classified according to damage type, the results were tallied as follows: the largest number, a total of 3752 cases was related to cancellation of contract, exchange, and refund, 2986 cases involved damage caused by the side effects of cosmetics, 1025 cases were related to damage caused by the poor quality, 631 cases were related to damage caused by deficient advertisements and label contents. According to the results of one survey (Korea Food & Drug Administration, 2011), some advertisements and labels of functional cosmetics on TV home shopping might deceive consumers into believing that certain cosmetics can produce the perfect effects of skin cell rebirth, recovery of damaged skin, anti ageing, prevention of oxidization, and prevention of generating melanin pigment, and so forth.

As a way of quality indication, labels of cosmetics imply the "quality guarantee mark" that is a system developed by the Korean Health Industry Development Institute. The Korean Health Industry Development Institute authorizes the quality and excellence of products through a testing of the quality according to thorough criteria. Therefore, the quality guarantee mark itself is a beginning point toward achieving consumer satisfaction. The guarantee system plays an essential role in the world of intense quality competition for both the local market and trade among nations (Korean Standards Association, 2000). As of 2011, regarding the quality of cosmetics, the quality guarantee marks of the GH (Goods of Health) and HT (New Health Technology) systems are in use in Korea. The mark GH is given to excellent quality goods, as determined by the Korean Health Industry Development Institute. After passing a thorough test involving criteria of safety and high quality, a certificate of attestation is given with the authority to use the GH mark for one year. The GH system was introduced first in 1999 and was expanded to become a national quality guarantee mark on Oct. 27, 2006, when The Law of the Korean Health Industry Development Institute was revised (Korean Health Industry Development Institute, 2011). The mark HT is given to new technologies related to the field of health, which are developed by industries, research institutes, and universities (Korean Health Industry Development

Institute, 2011). In the domestic cosmetics market, there is a tendency that consumers are apt to consider the product having quality guarantee mark on its label as trustworthy and good quality product (Park & Kim, 2005).

Considering the above mentioned, it could be said that the degree to which consumers use the information on the labels in selecting cosmetics is an important element of cosmetics buying patterns. Therefore, consumers' consideration of the level of information indicated on cosmetics labels in selecting, as well as their level of satisfaction with the cosmetics after purchasing, constitute sources of useful information for better understanding of cosmetics consumers. The resulting information can, in turn, be used to find more effective criteria for segmenting the cosmetics market.

2. Distribution Channels of Cosmetics Market

The Association of Cosmetics (2003) reported that the market share of the cosmetics market was divided in 2002 according to the following percentages: specialty stores 31.5%; sales agents commissioned directly by a manufacturer (a new system of door-to-door sales), 17.2%; sales agents commissioned by a manufacturers' distributor (an old system of door-to-door sales), 20.1%; and department stores, 15.6%. These figures indicate that the market share of specialty stores has, in fact, decreased substantially from 55% in 1997. This decline can be explained by noting the emergence of new distribution networks as well as a change in consumers' attitudes toward specialty stores (Hwang, 2004). This change appears to have taken place because the specialty stores have fallen behind the discount stores in price competition and have lagged behind the department stores and door-to-door sales in the areas of brand power and quality. The market share of specialty stores, according to a report by Yun (2010), has decreased continuously from 31.5% in 2003 to 24.8% in 2010. Also, door-to-door sales also slightly decreased from 37.3 in 2003 to 31.7% in 2010. On the other hand, the market share of department stores increased from 15.6% in 2003 to 26.0% in 2010, and online malls grew rapidly to occupy about 7.1% of the market as of 2010. These recent changes in the distribution channels of the cosmetics market have occurred as a result of structural

fundamental changes in the market itself, including such factors as low growth rate, entrance into a mature stage of the cosmetic industry, more diversified and individualized consumer needs, high quality consumption, remarkable improvement of information technology, and common use of the Internet, and so forth. Such changes in market structure have accelerated the entrance of new channels of distribution, weakening the identity and competitiveness of main products, consistently increasing the cost of products and decrease of benefits, as well as a decline of productivity. The appearance of pharmacies carrying cosmetics, and the increasing number of large discount stores having cosmetics shops, as a type of “shop within a shop,” have also enlarged the size of the cosmetics market. The activation of online trade, owing to the increase of IT users, and the emergence of low-priced cosmetics brand shops, which originated due to the consistent needs of consumers for reasonable prices and quality, also induced tremendous changes with respect to cosmetics distribution channels (Hwang, 2005).

On the other hand, as discount stores, home shopping networks, and Internet shopping malls have emerged and increased their market share rapidly, they are faced with the problems of an ever-growing competition for discounts and a saturation of malls, resulting from the fact that the retail cosmetics business is relatively easy to launch. Considering the changes of distribution channels and severe competition in the cosmetics market nowadays, it could be said that there is a crucial need for information about the characteristics of the purchasing behavior of cosmetics consumers. Such information should, ideally, be arranged according to the type of distributional channel, with a view to implementing different marketing strategies, appropriate for each channel, in order to improve consumers' satisfaction level with the products of each channel. A study of consumers' purchasing behavior could thus establish more effective and differentiated marketing strategies for each distribution channel, and could ultimately improve the competitiveness of the whole cosmetics industries.

3. Satisfaction Level with Cosmetics

Consumers' satisfaction is a reward for the moti-

vation of purchasing products. Therefore, the concept of satisfaction includes an evaluation, which is the result of the comparison process (Howard & Sheth, 1969). It could also be said that consumers' satisfaction is an evaluation that accords well with the effect that consumers expected to obtain through the selection of the product, among the various alternatives, before purchasing. Consumers utilize their experiences and information in order to select the best alternative in the process of decision making. Especially in the case of cosmetics, due to its high usage rate by almost every consumer, self-experiences are highly utilized as information sources in the evaluation of the satisfaction level with the product. Because cosmetics are very trendy products having unique images and are consumed according to the personal taste of consumers, the life cycle of cosmetics is relatively short compared to other products. Therefore, it is quite difficult for a cosmetics brand to preserve the loyalty of its customers owing to consumers' consumption structure becoming more and more advanced, diversifying needs, and consumers' growing knowledge of cosmetics.

The satisfaction with fashion products consists of three factors: price, products, including design, and services, such as a salesperson's kindness or store policies (Suh & Lee, 2011). In general, purchase satisfaction is influenced by consumers' expectations regarding the products, price, and the feeling or impression acquired in the process of purchasing (Kang, 2000). Also, the satisfaction level with cosmetics is different according to consumers' lifestyles (Cho, 2000; Hwang & Kweon, 2006; Park & Kim, 2005), shopping orientation, age, preferred brands (Lee & Lee, 2003), purchase motives (Kim & Lee, 2007), shopping mall attributes (Hong, 2011), store service quality (Kang & Park, 2007), perceived risks, and information search (Kim et al., 2007; Kuh & Lee, 1999). Studies have shown that the group of consumers that searched for information more and thus gained better knowledge about the products before selection, showed the highest level of satisfaction with the products after purchase (Kim, 2002). Expensive prices were singled out most frequently as a dissatisfaction factor of cosmetics, and poor design of the container was also considered as a dissatisfaction factor (Kim, 2004; Lee & Lee 2003). Brand name, age,

and shopping orientation of consumers also have an influence on the level of satisfaction with cosmetics for color make-up (Lee & Lee, 2003). Studies have also indicated that the group of consumers that sought various kinds of benefits from hair care cosmetics depended more heavily than other groups on various kinds of information sources, and, consequently, they were well aware of their hair types and instructions on the hair care cosmetics label (Kwon & Kim, 2000). Therefore, as a way of information search, and as a type of shopping orientation for consumers, the acceptance of the information on labels will have a definite effect on consumers' satisfaction level with cosmetics. Also, the information regarding the level of label acceptance and satisfaction of consumers according to the type of distribution channel will be helpful in diagnosing the effectiveness of the present marketing strategies of each distribution channel.

III. Methods

1. Research Problems

(1) clarify consumers' acceptance level of cosmetics labels as information sources before purchasing as viewed by the type of distribution channel

(2) clarify consumers' satisfaction level with cosmetics after purchasing as viewed by the type of distribution channel.

(3) clarify the relationship between consumers' acceptance of cosmetics labels and satisfaction level with cosmetics as viewed by the type of distribution channel.

2. Sample and Instrument

The study was implemented by a normative-descriptive survey method using a self-administered questionnaire. The sample consisted of 759 women between the ages of 21 and 49, residing in the area of Seoul, Kwangju, and Gyeonggi Province. Fifty-four percent of the sample was in their 20's, 23% in their 30's, and 24% in their 40's. Forty-three percent of the sample was married, and 57% were unmarried.

The questions chosen to measure consumers' consideration of labels include questions about ingredients,

directions usage, warnings, price, producer information, content (quantity), name of the product, function/effect/virtue, the date of manufacture (expiration date), all of which are required by the 「Cosmetics Law」 (2007) to be on the label. Items that were included to measure the level of consumers' satisfaction with cosmetics after purchase were developed on the basis of previous studies (Hwang & Kweon, 2006; Lee & Lee 2003; Sun & Yoo, 2004) and the results of the preliminary survey. The coefficient of Cronbach's alpha of these items was between 0.699 and 0.809. Five-point Likert scales were used for most measures according to the following range: 1=never consider, or very unimportant, and 5= always consider, or very important.

3. Process, Delimitation and Data Analysis

As types of distribution channels of cosmetics, department stores, specialty stores/chains, discount stores, on-line malls, and door-to-door sales were considered in the survey. In spite of the existence of various kinds of cosmetics, the study was intentionally limited to cosmetics for skin care and color make-up after a consideration of the actual production size of each kind of cosmetics, as reported by the Association of Cosmetics (Korea Food & Drug Administration, 2010). The size of the market for skin care cosmetics is the largest among all kinds of cosmetics, and the size of color make-up cosmetics ranks third. The study also considered, in selection of the survey items, that almost all female consumers have high involvement in, as well as experience of use and purchase of, the two primary kinds of cosmetics, namely, skin care and color make-up.

The survey was conducted in December 2010, and the questionnaires were collected immediately after the respondents answered. Descriptive statistics, ANOVA, Duncan's multiple comparison, and correlation analysis were employed for the analysis of data.

IV. Results

1. Level of Consumers' Label Consideration Viewed by Cosmetics Distribution Channel

With respect to most types of distribution channels,

Table 1. Level of consumer's label consideration viewed by the type of distribution channel

Distribution channel		Contents of Label															
		Ingredients		Directions for use		Producer information		Content (quantity)		Price		Function/ effect		Date of manufacture		Name of product	
		M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Department Stores	(N=130)	3.42B	0.91	3.89A	0.89	3.72A	0.90	3.56	0.78	3.58	0.89	4.16	0.81	3.85AB	0.97	3.55A	0.85
Specialty/chain Stores	(N=311)	3.31B	0.92	3.59B	0.90	3.47BC	0.88	3.52	0.79	3.74	0.78	4.16	0.74	3.64B	0.92	3.41AB	0.79
Discount Stores	(N= 55)	3.35B	0.97	3.55B	0.90	3.40C	0.89	3.62	0.87	3.84	0.86	3.93	0.90	3.67B	0.90	3.25B	0.97
Online malls	(N=129)	3.32B	0.84	3.54B	0.85	3.35C	0.86	3.54	0.81	3.70	0.86	4.11	0.74	3.79AB	0.82	3.59A	0.79
Door-to-door sales	(N=134)	3.67A	0.84	3.67AB	0.8	3.69AB	0.81	3.72	0.80	3.76	0.82	4.12	0.75	3.96A	0.82	3.53A	0.96
Total	(N=759)	3.40	0.90	3.60	0.88	3.53	0.88	3.57	0.80	3.72	0.83	4.13	0.77	3.76	0.90	3.47	0.85
F		4.153*		2.587*		4.705**		1.554		1.312		1.175		3.694**		2.423*	

* $p < .05$, ** $p < .01$

Duncan Test: A>B>C

the mean score of considering function/effect information on the label falls above 4 on the 5 point Likert scale, indicating a quite high degree of consumers' consideration (Table 1). Mean scores of the other types of information on the label, except the function/effect, fell between 3 and 4, indicating the level of considering those information on the label is not so high as a whole. There were differences in the level of label consideration according to the type of distribution channel, and customers of department stores and door-to-door sales considered label contents more than the customers of the other types of distribution channels in general. As examined in detail by the specific information expressed on the labels of cosmetics, no significant differences were found in the levels of consumers' consideration about quantity, price, and function/effect according to the type of distribution channel. On the other hand, there were statistically significant differences in the level of consumers' consideration about use direction ($p < .05$), ingredients ($p < .01$), producer information ($p < .01$), the date of manufacture ($p < .01$), and the name of product ($p < .05$), according to the type of distribution channel. Consumers who buy cosmetics mainly through door-to-door sales are more concerned about information about ingredients than those who purchase mainly through the other distribution channels ($p < .05$). On the other hand, department store customers

are more interested in producer information than the customers of specialty/chain stores, discount stores and online malls ($p < .05$).

With regard to the level of consideration for the date of manufacture, patronage of specialty/chain stores and discount stores showed lower mean scores than those of department stores, online malls and door-to-door sales. In consideration of product name, those who buy cosmetics mainly at discount stores showed a lower mean score than those who buy at other types of distribution channels ($p < .05$).

2. Consumers' Satisfaction with Cosmetics Viewed by Distribution Channel

<Table 2> shows the results of the confirmatory factor analysis using Varimax rotation to test the validity and reliability of the conceptual construction of consumers' satisfaction with cosmetics. As a result of factor analysis, four factors were found; reliability, function/effect, aesthetics, and economy. The total explained variable was 62.3%, and Cronbach's alpha coefficients ranged from 0.685 to 0.809 showing moderately high reliability.

As shown in <Table 3>, significant differences were found according to the type of distribution channel with respect to satisfaction with reliability and aesthetic

Table 2. The result of factor analysis for satisfaction with cosmetics

Items	Factors	Reliability	Function/effect	Economy	Aesthetics	Communality
Producer information		0.844	0.073	0.092	0.012	0.727
Ingredients		0.771	0.165	0.110	0.108	0.646
Refund/Exchange		0.703	0.018	0.343	0.124	0.627
Time limit to use		0.587	0.152	0.179	0.227	0.451
Brand		0.520	0.076	0.517	0.070	0.549
Fitting to skin		0.132	0.789	-0.051	0.075	0.649
Color		-0.110	0.789	0.073	0.211	0.685
Well-applied		0.145	0.780	0.086	0.116	0.651
Fine particle		0.224	0.717	0.210	0.007	0.608
Discount		0.101	-0.030	0.814	0.121	0.688
Price		0.123	0.299	0.676	-0.108	0.573
Re-fill		0.377	-0.096	0.543	0.259	0.513
Quantity		0.366	0.225	0.520	0.174	0.485
Identity		0.095	0.158	0.165	0.832	0.753
Fashionability		0.227	0.167	0.031	0.811	0.739
Container design		0.083	-0.078	0.086	0.769	0.612
Eigen value		2.880	2.633	2.209	1.621	
Variance (%)		19.198	17.555	14.729	10.804	
Cumulative (%)		19.198	36.753	51.482	62.286	
Cronbach' α		0.809	0.804	0.685	0.699	

Table 3. Differences of satisfaction with cosmetics viewed by distribution channel

Factors of Cosmetics Satisfaction	Type of Distribution Channel										F	
	Department Stores (N=130)		Specialty/Chain Stores (N=311)		Discount Stores (N=55)		Online Malls (N=129)		Door-to-door Sales (N=134)			
Skin Care Cosmetics	Reliability	3.49AB	0.55	3.38B	0.50	3.47B	0.50	3.30B	0.51	3.61A	0.58	4.825**
	Function /Effect	3.62	0.71	3.55	0.65	3.55	0.55	3.61	0.63	3.69	0.60	1.261
	Aesthetics	3.44AB	0.51	3.38AB	0.48	3.30B	0.49	3.37AB	0.51	3.51A	0.51	4.007**
	Economy	3.27	0.67	3.37	0.61	3.45	0.64	3.41	0.65	3.37	0.69	1.116
Color make-up	Reliability	3.43AB	0.57	3.32B	0.50	3.45AB	0.54	3.37B	0.49	3.62A	0.60	7.817***
	Function /Effect	3.63	0.54	3.50	0.53	3.54	0.49	3.61	0.50	3.60	0.60	1.997
	Economy	3.29	0.56	3.33	0.51	3.39	0.59	3.37	0.60	3.45	0.62	1.754
	Aesthetics	3.58A	0.66	3.34B	0.53	3.39B	0.57	3.35B	0.57	3.64A	0.61	3.911**

** $p < .01$, *** $p < .001$

Duncan Test: A>B

factors of the cosmetics, both skin care and color make-up. With regard to the reliability factor of skin care cosmetics, door-to-door sales showed a higher score on satisfaction, displaying a mean score of 3.61, compared to specialty/chain stores, discount stores, and online

malls ($p < .01$). Door-to-door sales showed a higher mean score in satisfaction with aesthetics, and discount stores displayed lower satisfaction than other types of distribution channels ($p < .01$).

Regarding color make-up cosmetics, door-to-door sales

showed a higher score on satisfaction with reliability than specialty/chain stores and online malls ($p < .001$). Consumers of department stores and door-to-door sales showed a higher satisfaction with aesthetics than those of specialty/chain stores, discount stores, and online malls ($p < .01$).

The results show that consumers who purchase cosmetics mainly through door-to-door sales and department stores, compared to other types of distribution channels, are more satisfied with the reliability, including ingredients, the date of manufacture, the possibility of refund, the origin of product and the brand, as well as the aesthetic, including the container design and fashionability.

It is important to note that no significant differences were found in the satisfaction with the factors of function/effect and economy, when viewed according to the types of distribution channel. Considering the fact that satisfaction is closely related to the consumers' expectations before purchasing, and considering that each type of distribution channel has a different price policy from the others, this result could be a reflection of the idea that consumers' expectations with regard to each type of distribution channel are different according to the differentiated marketing strategies of each channel. The fact that the target consumers of all types of distribution channels of cosmetics have similar levels of satisfaction with the function/effect and economic factors of cosmetics could be considered as a result of the severe price competition in the cosmetics market. Also, it could be said that offering low prices alone, not in combina-

tion with other consumer-friendly policies, cannot be an effective differentiated marketing strategy anymore.

3. Relationship between the Level of Label Consideration and the Consumer's Satisfaction with Cosmetics

In order to analyse the relationship between the level of label consideration and the consumers' satisfaction with cosmetics, Correlation analyses were conducted, and the results are shown in <Table 4>.

It can be observed that, in general, that there was a positive correlation between most of the satisfaction factors and the consideration level of information on cosmetics labels. In the case of skin care cosmetics, a significant positive correlation was found between the level of reliability factor satisfaction and consideration level of all eight aspects of the information on the label ($p < .001$). The function/effect factor satisfaction had a positive correlation with the consideration level of seven out of the eight aspects of the information on the label. The odd aspect lacking the positive correlation was the information about ingredients. The aesthetic satisfaction showed a positive correlation with six out of the eight aspects of information on the label, with the ones lacking such a correlation being the information about ingredients and function/effect. The satisfaction with economic aspect showed a positive correlation with three out of the eight aspects of the information on the label, including quantity, price, and date of manufacture.

Table 4. Correlation between satisfaction with cosmetics and the level of label consideration

Factors of Cosmetics Satisfaction		Contents of label							
		Ingredients	Directions for use	Producer information	Content (Quantity)	Price	Function/Effect	The date of manufacture	Name of the product
Skin care Cosmetics	Reliability	0.219***	0.206***	0.252***	0.232***	0.212***	0.135***	0.247***	0.149***
	Function/Effect	0.060	0.102**	0.090*	0.183***	0.150***	0.242***	0.149***	0.096*
	Aesthetics	0.068	0.101**	0.132***	0.124**	0.164***	0.057	0.151***	0.139***
	Economy	0.018	0.056	0.028	0.343***	0.123**	0.057	0.116**	0.065
Color make-up Cosmetics	Reliability	0.183***	0.182***	0.263***	0.216***	0.197***	0.125**	0.256***	0.121**
	Function/Effect	0.140***	0.152***	0.184***	0.228***	0.208***	0.203***	0.148***	0.183***
	Economy	0.122**	0.127***	0.109**	0.178***	0.170***	0.064	0.158***	0.145***
	Aesthetics	0.098**	0.109**	0.141***	0.184***	0.159***	0.125**	0.168***	0.130***

* $p < .05$, ** $p < .01$, *** $p < .001$

In the case of color make-up cosmetics, all the satisfaction factors and consideration levels of all the information on the label have positive correlations with each other, except the correlation of satisfaction with economic aspect and the consideration level of function/effect information on the label as shown in <Table 4>.

Considering the results, it could be said that, in general, consumers that are satisfied more with cosmetics have a higher level of consideration for information on the labels of cosmetics, such as the explanation of ingredients, use direction, producer information, quantity, price, function/effect, the date of manufacture, and name of the product. It is noticeable that the consideration level of producer information and satisfaction with the reliability of cosmetics showed a comparatively higher correlation coefficient (skin care cosmetics; 0.252, $p < .001$. color make-up cosmetics; 0.263, $p < .001$). Also, the correlation coefficient of the consideration of the date of manufacture and satisfaction with reliability was higher (skin care cosmetics; 0.247, $p < .001$. color make-up cosmetics; 0.256, $p < .001$) than that of other factors. The consideration level of quantity information on the label and economic factor satisfaction showed a very high correlation coefficient of 3.342 ($p < .001$). This result leads one to the idea that, if the information having a higher correlation coefficient were displayed in a place where consumers could easily find it, and if this information were presented in moderate-size characters, the resultant information would be helpful for the convenience of consumers and for the improvement of consumers' satisfaction.

In comparing color make-up cosmetics and skin care cosmetics, color make-up cosmetics, more so than skin care cosmetics, showed a higher correlation coefficient between satisfaction and consideration level of information on the label.

As a whole, considering the results that customers of department stores and door-to-door sales showing a higher level of label consideration also displayed a higher satisfaction with the products, and the results that a positive correlation was found between most of the satisfaction factors and the label contents, it is confirmed that there is a relation between the label consideration level and satisfaction. This reality reflects the need for effective label related strategies that will

promote consumers' satisfaction with cosmetics.

V. Summary, Implications and Limitations

The main goal of the research was to discover some fundamental information needed for the establishment of more effective and identified marketing strategies related to the label contents of cosmetics, as viewed by each type of distribution channel. In keeping with this aim, the present study analyzed cosmetics consumers' acceptance of labels, satisfaction with cosmetics after purchasing, and the relationship between consumers' acceptance of cosmetics labels and satisfaction with cosmetics as viewed by the type of distribution channel. The results and implications of the study are as follows:

(1) There were significant differences in the levels of consideration of labels among consumers from each type of distribution channel. Consumers that prefer door-to-door sales consider the information about ingredients more crucial than do consumers who prefer other types of distribution channels; department store consumers consider manufacturer information as more important; consumers who prefer specialty stores/chains and discount stores consider the date of manufacture less than the other types of distribution channels.

(2) With regard to both styles of cosmetics considered in this study, namely, skin care and color make-up, significant differences were found in consumers' satisfaction with cosmetics after purchasing among consumers from each type of distribution channels. Consumers that prefer door-to-door sales showed a higher belief in the quality of the cosmetics that they purchased and a higher satisfaction level with the aesthetic aspect of the products.

(3) A significant relationship was found between the level of considering the contents on the labels and the satisfaction with the cosmetics. With respect to most of the factors, a higher level of considering labels was correlated well with a higher satisfaction level with the cosmetics after purchasing.

The results mentioned above, demonstrate the need for consumer education to elevate the usage level of labels, which will, in turn, improve consumers' satisfaction. Also, this study leads one to the conclusion that

each type of distribution channel needs to differentiate label strategies for more effectively attracting its own loyal customers and increasing new customers as well. It is recommended that label designers for door-to-door sales have to make an effort to highlight ingredients information, and so forth. The strategies could include development of label design to display the particulars, taking into consideration customers' main concerns more effectively, through various methods, such as enlarging the size of the letters. In addition, label designs should consider a more efficient place where the particulars that are described can be found easily by consumers.

Because the subjects of the study were limited to women between the ages of 21 and 49 residing in the areas of Seoul, Gyeonggi Province, and Gwangju, it should be pointed out that generalizations of the results may be limited. Therefore, further study is needed to analyze the age group of teens, who will play a leading role in the future cosmetics market, as well as to include consumer groups residing in other areas that were not included in the present study.

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