

A Study on Satisfaction with Makeup-kits and Makeup-kit Brand Development -Focused on Lifelong Education Centers of Colleges-

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Abstract

The purpose of this study is to develop a new makeup-kit brand for education, analyzing customer satisfaction of makeup-kits used in makeup lessons provided by lifelong education centers of colleges. The research method is as follows. In order to understand the current status of the kits used in makeup lessons offered by lifelong education centers of colleges in South Korea, the study conducted a survey from October 10 of 2014 to October 31 via fax, telephone and e-mail targeting these 98 colleges that were open makeup-courses available in October 2014. As for an analysis technique, the study used a frequency analysis. In order to develop a makeup-kit brand, the study investigated these makeup-kits as well and presented a BI draft and a makeup-kit design that the study had created for itself using Photoshop CS6 and Illustrator CS4. According to findings of the survey, the students were not satisfied with kits that had too many items, were high in price and had poor case design. In the light of that, the study conducted to develop a low to middle priced makeup-kit ranging from 110,000 KRW and 150,000 KRW with approximately 26 items. In terms of a case design, black was a dominant color which would make the case feel simple and modern. Dimensions of a small size makeup-kit container were 22cm*35cm*37cm with a sponge and rubber pad proposed as product ideas. The study also worked on a BI design.

Key words : Makeup-kits, Customer Satisfaction, Lifelong Education Centers, Makeup-kit Brand

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I . Introduction

1. Purpose of the Study

Recently, with increasing interest in beauty, the beauty service market is becoming more active and, according to 2012 data of Korea Health Industry Development Institute, total sales of the beauty industry in 2011 was about 5,773 billion KRW, 32% more than that of 2008 as shown in Fig. 1. Specifically, sales of makeup and other beauty services were 155.7 billion KRW, and growing at a fast rate as shown in Fig. 2.

In addition, the number of beauty-related educational institutions is rapidly increasing, and beauty-related education is offered at universities, vocational colleges, culture centers, and private institutions. Especially, in the beauty

Industry, makeup is a professional area in which people choose for self-satisfaction and employment. According to 2012b data of KHIDI, there are 33 beauty-related departments in 30 universities and 106 departments in 96 vocational colleges. Particularly, university-affiliated schools of continuing education offer makeup classes in every semester that are popular among students.

As of 2013 data of Korean Educational Statistics Service , there are 3,965 schools of continuing education in Korea, with 405 university-affiliated ones, particularly, and the number is increasing every year as shown in Table 1.

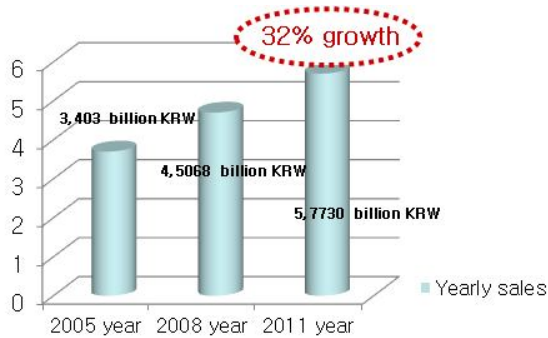


Figure 1. Yearly sales of beauty service, 2012a
-KHID

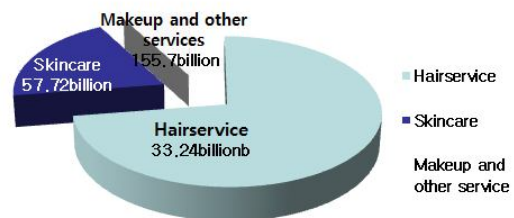


Figure 2. Sales by sector, 2012a
-KHID

Table 1. Number of University-affiliated Schools of Continuing Education in Korea, Educational Statistics Service, as of May 1, 2013

Classification(Year)		2013	2012	2011	2010	2009	2008	2007
Total	Total	3,965	3,768	3,591	3,213	2,807	2,620	2,221
School-affiliated	K-12	8	10	11	12	11	12	9
	University (graduate school)	405	403	397	388	380	378	375
	Subtotal	413	413	408	400	391	390	384
On-line form		876	887	853	781	674	611	502
Company-affiliated		375	357	328	298	268	244	207
Civil organization-affiliated		524	495	461	386	275	244	166
Media-affiliated		703	494	376	203	107	92	78
Knowledge human resource development		687	727	774	761	713	681	570
Schools of continuing education		387	395	391	384	379	358	314

Therefore, it is of urgent necessity to develop class materials suitable for beauty education at schools of continuing education at universities.

The purpose of this study is to understand consumer satisfaction with makeup kits used for makeup courses offered by university-affiliated schools of continuing education and examine relevant problems in order to develop a new makeup kit brand for educational purposes.

2. Scope and Method

For this study, largely three methods were used: First, to understand the current state of kits used for makeup courses at university-affiliated schools of continuing education, fax, phone call, or email was used in searching Makeup-kit brand for conducting a

survey between October 10, 2014 and October 31, 2014, to 98 schools that offer makeup courses.

Second, a questionnaire was used to study satisfaction of students with makeup tools, between October 10, 2014 and October 31, 2014. Subjects were randomly selected from students at university-affiliated schools of continuing education in Korea that offer makeup courses. The questionnaire was distributed to 120 subjects and, except 12 people who gave inadequate responses, 108 copies were used for final analysis. Also, as a research method, interview through questionnaire was conducted, and then, it was statistically analyzed by using SPSS(Ver.14) based on frequency analysis.

Third, to develop a makeup kit brand, the study proposed market research, positioning, 4P

strategy, and BI and makeup product design plan by using Photoshop CS6 and Illustrator CS4.

II. Theoretical Background

1. Proposal of a Makeup Kit

The analysis of makeup kits showed that the makeup artist Morris(2008) limited a makeup kit to eyelash curls, brushes, high-lighter, eye-liner, translucent powder, foundation, concealer, shadow, lip-gloss, lipstick, shimmer power, and powder brush. The total number of items is 12.

In his book <Makeup Makeovers Beauty Bible>, the makeup artist Jones(2008) argued that a makeup kit must include foundation, concealer, powder, eyebrow, mascara, eyeliner, eye-shadow, brush, bronzer, lip color, eyelash curl, tweezer, sponge, and powder puff. The total number of items is 14.

Also, Brown(2011), in her book <Bobbi Brown Makeup Manual>, said a at-home makeup kit

should include a concealer, foundation, power, eye-shadow, eyeliner, mascara, blush, lipstick, gloss, and lip-pencil, and, for a portable kit, a palette that has foundation, concealer, blush, and lip-color, in addition to powder compact, basic eye palette, mini mascara, lip-gloss, mini brush, small sample sizes of face cream. The total number of items is 10.

However, there has been no specific proposal of a makeup kit in Korea Academia so far.

2. Makeup Kits Currently Available in Korea

To 98 university-affiliated schools of continuing education in Korea, e-mail was sent from October 10, 2014 to October 31, 2014, to research makeup materials used in classes, 14 of them were using expensive professional makeup kits while 84 were using non-professional kits owned by students or designated by the instructors. Especially, the brands used at 14 institutions were those that are supplied to professional beauty schools. As shown in Fig. 3, C1, M1, M2, A, and C2 were most popular

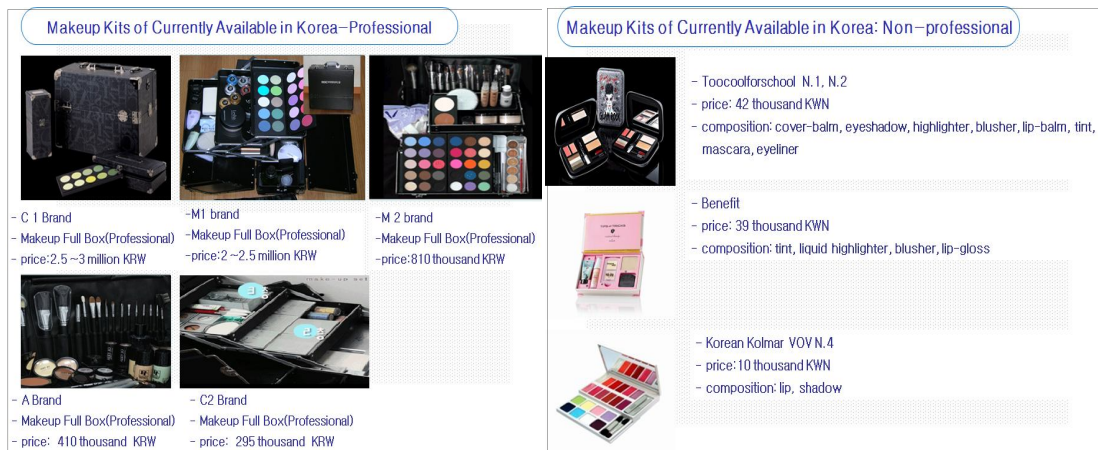


Figure 3. Professional Makeup Kits

Figure 4. Non-professional Makeup Kits

brands.

However, the five brands included more than 80 professional items and the prices ranged from 295,000 KRW(Korean Rate Won) to 3,000,000 KRW.

As for the non-professional makeup kits, as shown in Fig. 4, T, B, and H brands were most commonly used and the prices ranged from 10,000 KRW to 42,000 KRW. However, the items were rather inadequate to be used for makeup courses.

III. Research and Result

1. Satisfaction with Makeup Kits

Table. 2 shows the survey results.

According to the survey on satisfaction with the tools and materials the subjects were currently using, 88.5% answered they were not satisfied with the tools and materials.

Specifically, the subjects were dissatisfied with the excessive number of items, 46.2%, high price range, 34.6%, and package design 18.3%. When asked if they are willing to purchase a makeup kit that has a suitable number of items, low-to-mid price range, and satisfying package design, 100% answered they are.

In particular, all of respondents were satisfied with cosmetic quality.

When asked about the price range of the material they are currently using, 80.8% of the subjects said it is above 200,000 KRW, and 19.2% between 160,000KRW and 200,000 KRW. To a question about a suitable price range for them, 76% of the subjects answered between 110,000KRW and 150,000KRW, and 24% between 160,000KRW and 200,000 KRW.

Furthermore, when asked about the number of makeup products they are currently using, 45.2% said over 90items, while 24% were using between 70 and 89 and 30.8% 50 and 69, which suggests that subjects felt burden from using more than 50 items.

To a question asking about a suitable number of items, 80.8% answered between 20 and 49, followed by 10 and 69, 17.3%, and less than 20, 1.9% .

Also, to a question related to satisfaction with the package design of the makeup kits they were using, 97.1% of the subjects said they were not satisfied. And, when asked what considerations were most important to them in terms of package design, 42.3% answered the color, followed by 38.5% size, and appearance and portability. Particularly, subjects who chose color as the most important design consideration, wanted a neat and unified color, and, as for the size, many subjects answered they wanted a small size of the kit as well as the makeup products.

In conclusion, the subjects were dissatisfied with the materials and tools they were using, and the most dissatisfying factors were the excessive number of items, high price range, and package design. Also, they were willing to purchase a makeup kit that improved these issues, i.e., price range between 110,000 and 150,000 KRW, with the number of items between 20 and 49, and a neat and small makeup kit with a unified color.

2. Development of a Makeup Kit Brand

Based on the survey result above, market analysis, and experts' opinion, the suitable number of items was decided to be 26, and, by reducing the number of items and negotiating

Table 2. Survey Results

	Variable	Frequency	Percent(%)
Satisfaction with the subjects' current materials	Unsatisfied	92	88.5
	Satisfied	12	11.5
	Subtotal	104	100.0
Dissatisfying factors about the current materials	Price range	36	34.6
	Number of item	48	46.2
	Quality	0	-
	Package design	19	18.3
	Other	1	0.9
	Subtotal	104	100.0
Price range of the currently used materials	Less than 50,000KRW	-	-
	Between 50,000 and 100,000 KRW	-	-
	Between 110,000 and 150,000 KRW	-	-
	Between 160,000 and 200,000 KRW	20	19.2
	Over 200,000 KRW	84	80.8
	Subtotal	104	100.0
Desirable price range	Less than 50,000KRW	-	-
	Between 50,000 and 100,000 KRW	-	-
	Between 110,000 and 150,000 KRW	79	76
	Between 160,000 and 200,000 KRW	25	24
	More than 200,000 KRW	-	-
	Subtotal	104	100.0
Number of items currently used	Less than 20	-	-
	Between 20 and 49	-	-
	Between 50 and 69	32	30.8
	Between 70 and 89	25	24
	More than 90	47	45.2
	Subtotal	104	100.0
Suitable number of items for subjects	Less than 20	2	1.9
	Between 20 and 49	84	80.8
	Between 50 and 69	18	17.3
	Between 70 and 89	-	-
	More than 90	-	-
	Subtotal	104	100.0
The important considerations for makeup containers and package	Shape	10	9.6
	Color	44	42.3
	Size	40	38.5
	Portability	10	9.6
	Subtotal	104	100.0

with manufacturers, it was found to be possible to develop a mid-priced educational makeup kit priced between 110,000KRW and 150,000KRW. Also, regarding makeup material and package design, the subjects considered color, size, shape, and portability to be most important. In this study, a BI(Brand Image) was developed by using green, gray, and yellow red for young students and black was used for the containers and package design. To improve the size problem, a small size of 22cm×35cm×37cm was proposed for the makeup kit. Survey results, the size of the smallest mold kit box is 22cm×35cm×37cm that are currently being sold in the domestic.

1) Positioning

Based on the survey result above, this study proposed a mid-priced educational makeup kit priced between 110,000KRW and 150,000KRW. As shown in Fig. 5, the proposed makeup kit will be positioned based on a unique strategy. This study was aimed to development

professional kit even though unprofessional use. Therefore, it is almost certainly a match this positioning.

2) Product Strategy

① Specific items(26 items)

Based on the survey result above, in this study, the number of items was limited to 26, including 9 base makeup items, 3 color makeup, 6 liners, 7 makeup tools, and 1 cleansing product, considering that the subjects felt the general number of items in the kit they are currently using was excessive. Table. 3 shows the specific items.

Also, the following was proposed as a design for makeup items in the makeup kit and was made by using Photoshop CS6 and Illustrator CS4 as shown in Fig. 6. The main color in this design was black and only the logo used chromatic colors to create a simple and modern image.

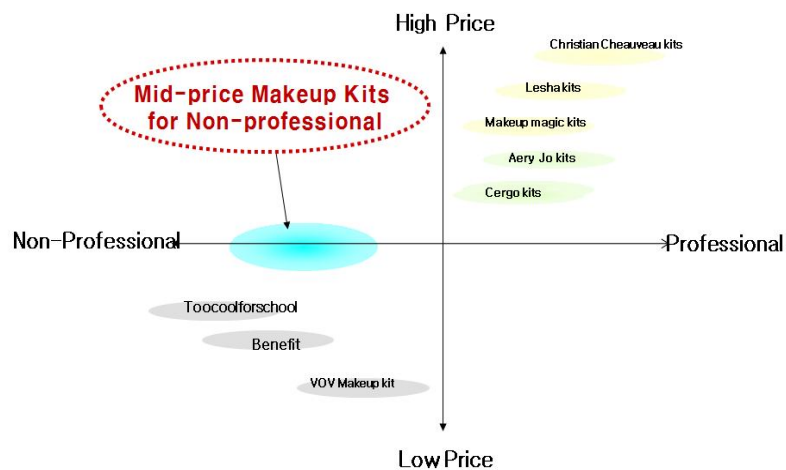


Figure 5. Product Positioning

Table 3. Considerations for Makeup Containers and Package

Type	Item
Base makeup (9)	Softfoundation 3 type(dark brown, white, natural beige), Liquidfoundation 2 type(natural, beige), Power 2type(beige, transparent), BB cream, Concealer
Color makeup (3)	Eye-shadow set, Lip palette, Lip gloss
Liners (6)	Ebony pencil, Eyebrow pencil 3type(black, white, brown), Liquid eyeliner, Mascara
Makeup tools (7)	Brush, Puff, Tweezers, Byureo, Pencil sharpener, Eyelashes, Eyebrow scissors
Cleansing product(1)	Cleansing oil

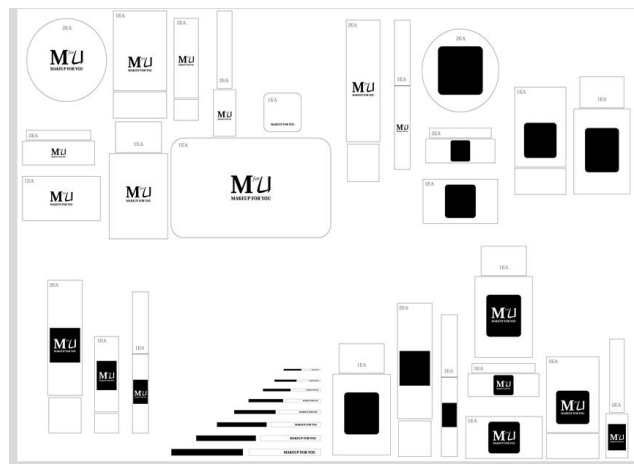


Figure 6. Proposing Design for Makeup Items

② Kit box

The proposed makeup kit has a small size of 22cm×35cm×37cm. Researcher analysed related data such as internet site which is selling kit boxes. Survey results, the size of the smallest mold kit box is 22cm×35cm×37cm that are currently being sold in the domestic. The existing, high-priced makeup kits are of larger sizes, and students wanted a more portable makeup kit. Therefore, a small kit box as in Fig. 7 was proposed.

③ Idea Product(Idea Puff, Idea rubber-pad)

In addition, rendering of the idea products was performed. Especially, the sponge in the A type is a semi-circle on one side and round on another side so that it can be taken out by rotating as shown in Fig. 8. Also, considering that sponges are consumable, two or three lines of cuts were made so that the sponge can be renewed by pulling out the dirty part. The B type is with a semi-circle sponge with a lid on either side, as shown in Fig. 9, and the rendered imaged was shown in Fig. 10. Types A and B

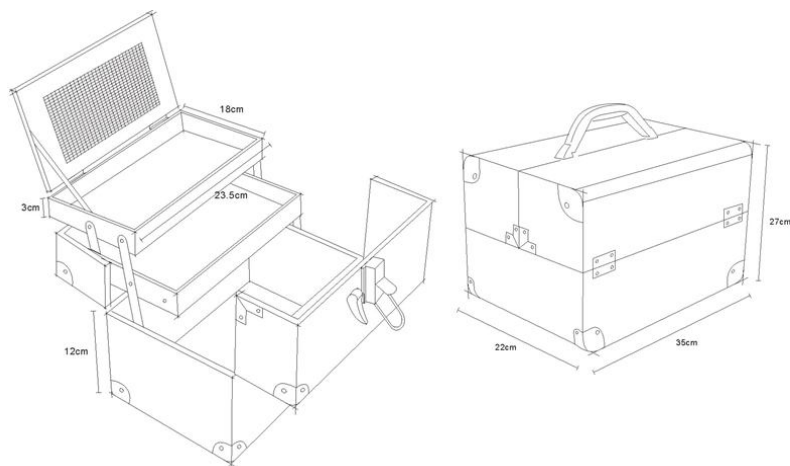


Figure 8. Makeup Kit Box Design

are the difference between selecting a semi-circular and circular in accordance with consumer preferences.

Furthermore, to prevent the cosmetics within the kit from moving, a rubber pad was made and attached inside the kit to ensure functionality and practicality. And then, the rubber pad design was proposed in Fig. 11.

3. Brand Image(BI) Development

Currently, the BI 'Makeup For You' is not registered in Korea. Therefore, in this study, the brand Makeup For you was proposed as a provisional brand, and Fig.12 was chosen as the final design. The main color scheme was based on green, gray, and yellow red. Kim & Jae (2013), in their book <Beauty Color>, said that yellow red gives a passionate and cheerful color image of a young man. Also, she said that green is a symbol of youth and life, it expressed the hope and peace. As well as, she said that gray maintain peace and highlight the sophistication and modern. Kim and Kwon

(2014), in their book <Image Making>, said that yellow red gives a cheerful, bright, energetic, fun, happy and youth image.

Also, they said that green is a symbol of youth and nature, it expressed the relaxation and stable. As well as, they said that gray is intelligent and sophisticated image, black is Luxury, calm, urban, intellectual image.

So, I suggest to co-exist with the youth and sophistication through BI.

The background was made in gray to give a stable image, while green was used for the letters to create refreshing image. And then, yellow red was used to accentuate the design and a young and fresh image of the brand.

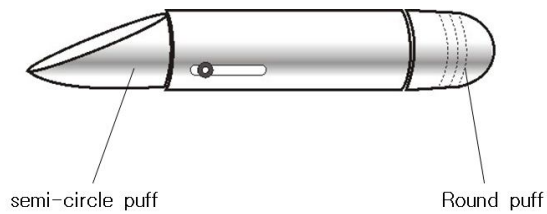


Figure 8. Puff Design (A-type)

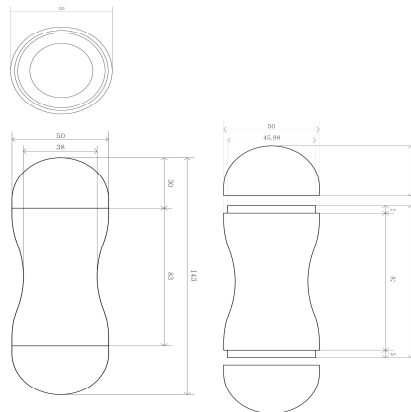


Figure 9. Puff Design (B-type)



Figure 10. Puff B-type Rendering

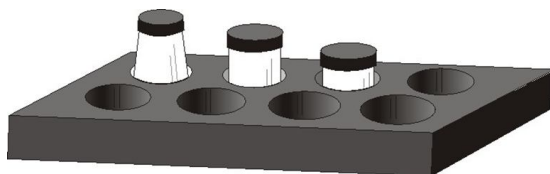


Figure 11. Rubber Pad Design for Fixing



Figure 12. Brand Image Design

IV. Conclusion

The purpose of this study is to understand consumer satisfaction with makeup kits used for makeup courses offered by university-affiliated schools of continuing education and examine relevant problems in order to develop a new makeup kit brand for educational purposes.

The survey result shows that students were not satisfied with the materials and tools they were currently using, mainly because of the excessive number of items, high price range, and package design. Also, they were willing to purchase a new makeup kit that improved these problems, with the price ranging between 110,000KRW and 150,000KRW and the number of items between 20 and 49. Also, as for the package design, they wanted a small kit with unified color.

Based on the survey result, a mid-priced makeup kit priced between 110,000KRW and 150,000KRW was developed and positioned, with 26 items and simple and modern black package of 22cm×35cm×37cm. A puff and rubber pad were added as unique products and BI was designed and proposed.

Also, in the study, many inadequate factors were found in the Korean distribution network. Materials used at schools of continuing education were solely dependent on the instructors or individual purchase, which might cause a problem related to unsystematic distribution system.

This study is expected to provide important basic data to the academy and industry by understanding problems related to the makeup kits used for education and developing a new brand as an alternative.

Although this study was limited to schools of continuing education, the future study can be

expanded to include universities and private schools to develop professional makeup kits that can be used at these institutions.

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