

Determinants of cosmetic marketing channels in Japan, China and England

Ichiro Sasaki

Faculty of Commerce, Doshisha University

Currently, cosmetic marketing channels via the internet or mail orders are steadily increasing. But, little study has been done to investigate the factors affecting the internet or mail order sales channels, especially after controlling for socioeconomic status.

In this study, we analyzed the determinants of cosmetic marketing channels after controlling for socioeconomic variables by using internet survey data, which included 1500 women participants from Japan, China, and England.

We found that age and information source of cosmetic advice were associated with internet or mail order selection in cosmetic sales channels. Further research should examine the association between information source and cosmetic marketing channels for more details.