

Purchasing and Using Behaviors on Cosmetics According to Women's Consumption Propensity

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The purposes of this study were to examine the purchasing and using behaviors of cosmetics according to women's consumption propensity.

A self administered questionnaire was used and the subjects were 600 women of 20s and 30s in Jeonbuk Province. The data collecting periods were July, 2003. Means, percentages, and frequency were calculated. And factor analysis, cluster analysis, one-way ANOVA, and Chi-square test were done by use of SPSS PC(Ver. 10.0).

The study results were as follows; first, the consumption propensity of women was consisted of pleasure & sociality, public interest, economy, and rationality, and the total variances was 53.26%.

Second, women were classified into the rational public-interest pursuit group, the consumption retard group, and the social pleasure pursuit group. The rational public-interest pursuit group were found among house wives of the older, lower education, and lower personal expenses. The consumption retard group was found among college students or married career women. Most single career women in 20s were the social pleasure pursuit group. They were highly educated and spent more money on their personal expenses.

Third, the factors of propensity to purchasing cosmetics were dependency on advertisement & impulsive motive, value orientation, purchasing best quality products and brand

royalty, and total variances was 53.97%. The public interest pursuit group showed higher value orientation, but the consumption retard group showed lower tendency in every factor. The social pleasure pursuit group showed high propensity to dependency on the advertisement & impulsive motive and purchasing best quality products. Fourth, the factors of information resource on cosmetics were marketer oriented information resource, experience, and human oriented information resource, and the total variances was 58.48%. The rational public-interest pursuit group depended on their own experience more. The consumption retard group showed lower dependency on any information resources, but the social pleasure pursuit group depended on various information resources more.

Fifth, the rational public-interest pursuit group spent less money on cosmetics and purchased new one only after finishing the older one. They corrected their make-ups more frequently in a day, had higher tendency to buy refill products, and selected cosmetics by price. The social pleasure pursuit group spent money on cosmetics more and disposed cosmetics in case of skin trouble or out of expire date. They also corrected their make-ups more frequently, had higher intention to buy refill products, and selected cosmetics by price, variety of products, the fashionability of products, free samples or gifts.