

Cosmetics Buying Pattern of Korean and Thai College Female Students according to Their Fashion Consciousness

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Make-up is a great part of fashion. Increasing interest has been given to make-up because it serves as a good means of expressing people themselves in various manner.

As a result, there have been a increasing need for the improvement of cosmetics in terms of quality, variety and function. College female students are considered as one of the major consumer groups of cosmetics. The information about their cosmetics buying pattern according to fashion consciousness will be very useful in producing a cosmetics to meet for the needs as much as possible. A lack of consumer unity precludes a single marketing strategy; instead, companies must employ a variety of approaches to appeal to consumers in different markets, taking into consideration separate cultural backgrounds.

The present study compares the cosmetics buying patterns of Thai and Korean female college students in relation to their fashion consciousness.

Fashion consciousness and cosmetics buying patterns were measured by self-administered questionnaires which were developed on the basis of previous studies and pilot survey, and back translated for validity. Likert scales were used for most measures with 1=never or very unimportant and 5=always or very important. The samples consisted of 404 female students: 200 Thai students located in Bangkok, and 204 Korean students at two universities located in Seoul. The survey was implemented during July - Aug. 2001. Data were analyzed by χ^2 , t-test, and ANOVA and the results are as follows.

1. Korean students showed a tendency of pursuing individuality most, while Thai students considered aesthetics most important. Korean students are interested more than Thai students in individuality and fashionability, while in modesty Thai students are more than Korean.
2. No significant difference was found in cosmetics purchasing motivations and the level of wearing make-up of the both countries' students. While significant differences were found in information sources, the criteria of cosmetics selection, cosmetics store preference, local

product preference level, level of satisfaction with cosmetics, and complaining behavior of the two countries' students.

3. There was a tendency that the group having higher fashion consciousness in both countries wear make-up more. Self-experiences are considered more important by the group having high level of pursuing individuality. The group having high level of pursuing fashionability utilize ads in magazines and newspapers much more often as cosmetics information sources. Therefore, in order to increase its efficiency, cosmetic ads in magazines and newspapers should be planed to imply and reflect current fashion trend information as much as possible.