

## A Study on the Cosmetics Benefits Sought and Cosmetics Use

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Millions of people invest a lot of money and endeavours to improve their look, feel, and smell of their bodies. This quest for beauty has a long history, and cosmetics industries are expanding to fulfill these requests. Also, cosmetics industries are suffering severe competitions and try to segment cosmetics market to cope with the their customers' sensitive requests and to provide individualized services.

The purposes of this study were to identify the cosmetics benefits sought and the use of cosmetics to prepare fundamental materials for the segmentation of cosmetics market and development of new cosmetic products.

Free descriptions about the cosmetics benefits sought written by 20 students majoring in Skin and Beauty Design and the results of related references were used as a foundation in preparing questionnaires. Questionnaire was composed of cosmetics benefits sought, monthly cosmetics expenditure, use of cosmetics, and demographic variables. Survey periods was from June 1 to June 15, 2003. The respondents were women residing at Jeonbuk Province. 620 questionnaires were used for data analysis. Frequencies, percentages, means, factor analysis, cluster analysis, one-way ANOVA, Chi-square test, multiple range rest were calculated by use of SPSS PC(Ver. 10.0).

The results were as follows; 1. Most women spent less than 40,000 won monthly, used basic cosmetics most frequently but functional cosmetics least when they went out.

2. The factors of cosmetics benefits sought were self-confidence, individuality, beauty, saving appearance, and supplement defect, and their total variance was 66.58%. The respondents were segmented into the beauty pursuit, the supplement defect pursuit, the multi-benefits pursuit, and the self-confidence pursuit. The group size of the beauty pursuit was the largest, and the multi-benefits pursuit was the smallest. 3. The beauty pursuit used all kinds of cosmetics more than other groups, but the supplement defect pursuit used functional cosmetics more. The multi-benefits pursuit used color cosmetics more but spent cosmetics expenditure least. The self-confidence pursuit used all kinds of cosmetics least and spent cosmetics expenditure least. 4. The beauty pursuit was found among the older, the less educated, and jobless married women. The supplement defect pursuit was found among sophomores. The multi-benefits pursuit was found among married or unmarried working women, and the more educated. The self-confidence pursuit was found among seniors. 5. The use of basic cosmetics was affected by cosmetics expenditure, age, supplement defect, and saving appearance. The use of color cosmetics was affected by cosmetics expenditure, supplement defect, age, self-confidence, and individuality. And the use of functional cosmetics was affected by cosmetics expenditure, supplement defect, age.