

Women Students' Impulse Cosmetics Purchase Behavior under the Shopping Tendency and Their Responses Shown after Purchase

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I. Introduction

In most cases, consumers purchase articles repeatedly for their living. But impulse purchase is abnormal, because they purchase articles under inner impulse psychology they can not control by themselves.

If consumers purchase only needful articles, never will they purchase them frequently under the impulse purchase behavior. But in fact consumers purchase articles because of a lot of reasons including their needs for articles and services, and they lead to the higher possibility of impulse purchase.

So, the aim of this thesis is to typify the level of shopping tendency and to clarify the experience consumers have when they purchase cosmetics, the source of information, the factor and kind of encouragement, prices, places, and the response they show after impulse purchase.

II. Research Methods

The questionnaire is used as a method of survey. The objects and period of examination are restricted to the university girl students who reside in the area of Gycongnam and the duration between October and November in 2004, respectively.

The analysis of data is made by means of SAS program, and factor analysis, cluster analysis, ANOVA analysis and Scheffé verification.

III. Results and Consults

This thesis classified women students minutely with the shopping tendencies, and compared and analyzed the experience consumers had when they purchased cosmetics in impulse, the source of information, the factor and kind of encouragement, prices, places, and the response

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they showed after impulse purchase. This thesis acquired the results as followings.

This thesis analyzed the shopping tendencies centering on factors. They are factor 1-leisure shopping tendency, factor 2-economical shopping tendency, factor 3-well known trade marked articles shopping tendency, and factor 4-cautious shopping tendency. The analyzed results are as followings. Group 1 was low in all of the leisure shopping tendency and economical tendency and named the low intervention shopping type, group 2 was low in the economical shopping tendency and high in the leisure shopping tendency and named the leisure shopping type, group 3 was low in the leisure tendency and high in the economical shopping tendency and named the leisure shopping type, and group 4 was high in the leisure shopping tendency and the economical shopping tendency and named the high intervention shopping type.

This thesis compared with groups centering on the experiences they had when they purchased cosmetics in impulse and found that the experiences were high in the order of low intervention shopping type > economical shopping type > leisure shopping type > high intervention shopping type. It showed that generally 82% had the experience of impulse purchase.

This thesis compared with the groups centering on the informations they acquired when they purchased cosmetics in impulse and found meaningful differences in fashion beauty magazines, woman magazine advertisements, TVs, radio advertisements, newspaper advertisements, internet advertisements, the cosmetics exhibited in shops, make-up shows, dialogues between friends, informations about cosmetics they acquired from meetings, columns about fashion beauty written in newspapers, and the cosmetics talents, announcers, and talents used.

The low intervention shopping type and the leisure shopping type were high in all sources of information, but, on the other hand, the economical shopping type was low in them. It showed that responses were contrary each other.

This thesis compared with groups centering on the factors of incitement which affected consumers on purchasing cosmetics in impulse and found meaningful differences in popularity, colors, quality, fragrance, trademarks, the degree of being well-known, discounted prices, low prices, and low intervention shopping type. The leisure shopping type was high in all of the incitement factors, but the economical shopping type was the lowest in them.

This thesis compared with groups centering on the cosmetics consumers purchased in impulse and found the highest difference in manicures under the low intervention shopping type and the economical shopping type and in lipsticks under the leisure shopping type and high intervention shopping type. Generally, manicures(51.3%), lipsticks(50.3%), and eyeshadows(42.3%) were purchased in impulse.

This thesis compared with groups centering on the prices and found that 3,000won~5,000won was the highest in the low concernment shopping type and leisure shopping type, 10,000 won~20,000won was the highest in the economical shopping type, and 30,000won~50,000won was the highest in the engagement shopping type. Generally, the order was 30,000won~50,000won>10,000won~20,000won>3,000won~5,000won.

This thesis compared with groups centering on the places where the cosmetics were purchased

in impulse and found that discount shopping centers were the highest, and generally the order was discount shopping centers> department stores> internet, TVs, catalogue shopping.

This thesis compared with groups centering on the response after impulse purchase of cosmetics and found the meaningful differences in all of the factors besides disappointment and non-repeated wills. Only guilt showed high response in high engagement shopping type, but all of other factors were the highest in leisure shopping type. In addition, low engagement shopping type was the lowest in good article, needful articles, and non-used articles, leisure shopping type was the lowest in guilt, economical shopping type was the lowest in affirmative feelings, dissolving of need dissatisfaction, and economic difficulty, and high engagement shopping type was the lowest in the object of reproach.