

A Study on the Women Image Expressions of Cosmetic Advertisements through the Digital Media

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Abstract

The female image has been changed incessantly with age and has been eminently represented in cosmetic advertisement. The female images are changed from the classical images to the active and professional images with the historical current of cyber, digital, and fusion. These changes in the expression of female image are largely due to the spread of post-modernism, feminism, de-construction (Kim, 1994), digital information revolution, and increase of income.

The female images in cosmetic advertisement have been expressed very variously with fashion, marketing target, and characteristics of articles. (Im, 1997) The cosmetic advertisements of pure and graceful images were popular in the past. But nowadays individual image, womanly image, and unchanged beautiful image are in vogue.

Individual image is very popular in young generation with very short fashion period. Active career woman image represents passion and beauty with extension of women' social roles. Unchanged beautiful image in modern industrial pollution stands for the desire of keeping the beauty in youth. Brand is very important factor to consumers in purchasing. Brand is no larger the simple concept in the past, and accepted as reflection of the image, social status, service, and life-style(Lee, 1998) consumers are very favorable to foreign cosmetics with the increase of overseas travels and import. This phenomenon is considered as very natural, especially in young generation. To create a successful brand image, the harmony of quality, psychological preference, advertisement, and reasonable price are required.

According to the questionnaire research implemented by the subject of college women students in five universities in Seoul, the majority of college women students purchase domestic cosmetic brands in cosmetic specialty stores and depend on the tips of acquaintances. Quality, skin-trouble, and brand are considered as special regards for purchasing. Especially, internet shopping in purchasing marks high growth rate and preference for foreign cosmetics is very ardent. It can be expected that the 21st century is the epoch of various small production different from the mass-production in the 20th century. Female image will be probably expressed with individual, emotional, and professional image in the media of digital, fusion, cyber, and technology culture. It can be said that the tendency of cosmetic purchasing in the future will be more focused on brand image and life style.

Key words: Cosmetic brand, Womanly image, Digital media, Advertisement

I. Introduction

Modern cosmetic advertisements provide the information on make-up, aesthetic maintenance, fashion color, and aesthetic consciousness. Consumers have tendency to accept the concept of beauty as shown in advertisement. Especially, image of model in cosmetic advertisement has great influence on consumers emotionally and psychologically, because cosmetics show beauty and dream to women. Through the analysis of various advertisement and marketing strategies in domestic market, this study tries to investigate the present cosmetic market condition and to analyze female images in advertisement.

1. The Purpose of Study

This study is meant to show substantive analysis on changing process of female image and cosmetic market through female image expression and brand image in digital media. This study tries to speculate that how cosmetic advertisements affect the brand value and marketing. Furthermore, this study intends to make a contribution to cosmetic marketing

through the female image expressions and brand with marketing methods.

2. The Method and Category of the Study

This study refers the documentary records of female image and makes a comparative study of domestic cosmetic advertisement. In global digital age, this study aims to know what the change of female image is. Through consumption analysis, this study shows the relationships between female image and purchasing desire. The study gathered data from the internet and questionnaire. The questionnaire research was implemented by the subject of college women students in five universities in Seoul (Period from September 24th to September 30th in 2002). The subject of 628 students (twenty eight questionnaires were excluded for insincere answering), 600 was equally divided into four groups such as freshman, sophomore, junior, and senior. Each group was composed of 150 college women. Internet research was carried out through the site www.freechal.com/coordinate which was established in 1999 and had 2000 members.

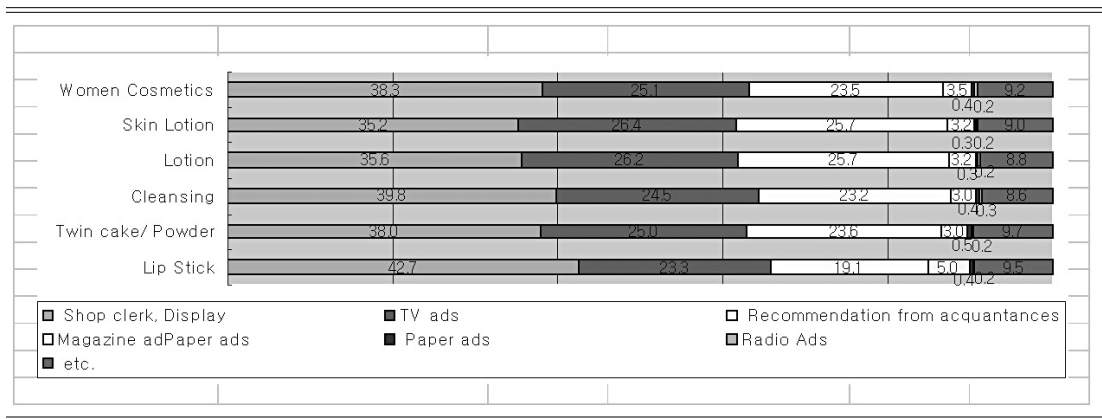
<Table 1> Survey research answers for cosmetic

구분	Age	13-19	20-29	30-39	40-49	Above
Answers	2968	407	793	811	610	347
	100%	100%	100%	100%	100%	100%
Skin Lotion	65.4	28.5	68.7	74.6	77.5	58.5
Lotion	63.1	26.8	64.9	72.1	76.1	57.3
Cleansing	52	16.2	63.7	62.5	55.9	35.7
Twin cake/Powder	42.4	14.5	53.5	49.1	43.9	31.4
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<Table 2> Survey research answers for buying cosmetics



II. Theoretical Background

1. The Characteristics of Digital Media

Nowadays the speed of network in digital media is considered as a value itself. Lots of media experts say that internet is not technology phenomenon. Internet is considered as a new dimensional media different from the unilateral and passive media in the past because of real-time instancy and no limit in space. This means that internet is no longer a simple technological tool which connects information to business. Digitalization insinuates the digitalization of all established media. Digital revolution causes large

change in our communication. TV, cable, and satellite broadcasting are digitalized as active and mutual media. Especially, web broadcasting (world wide web) shows the most rapid growth rate because of on-line internet. The merits of internet, new digital media, are active mutuality and no limit in space. Internet tides over physical barriers such as time and space with real-time instance and activity.

Under the compound and complex culture, digital media is needed to be used not as simple technological tool but as cultural code. Digital media is considered as democratic and active media for overcoming unilateral and passive control. Particularly, it is very encouraging point

<Table 3> Size of Korean Cosmetics Market

Year	1997	1998	1999	2000	2001
Growth rate of Civil consumption	3.5%	-9.6%	9.5%	7.2%	6.9%
Size of Cosmetics market	34000	29500	33500	37600	42000
Growth rate of cosmetics market	19.3%	-13.2%	13.6%	12.2%	11.7%

for new decentralized and re centralized communication system to provide dynamic ground in daily life. The bilateral and positive media enables users to contact information any time. As it is easy to approach information, the necessity of impressive brand is required for appeal to consumers. Therefore, it is a point to make consumers buy cosmetic images not purchase product.

As the types of cosmetics are very various, images and strategies in cosmetics advertisement are very complex. Many images in cosmetics advertisement resulted from various womanly images.(Jang, 2001) The chief tendency in domestic cosmetics advertisement is to put more emphasis on famous stars than on cosmetics itself.

III. Analysis of womanly Image Expression in Cosmetic Ads

Cosmetics companies consider TV and movie stars as the safest strategies. They endeavor to match famous and popular stars with their intended images for safe marketing. Domestic companies advertise their products through internet, TV, and magazines with focus on their models. The copies which explain their products are placed in the corners of advertisement with short remarks. But in foreign cosmetics advertisement, reasonable and functional

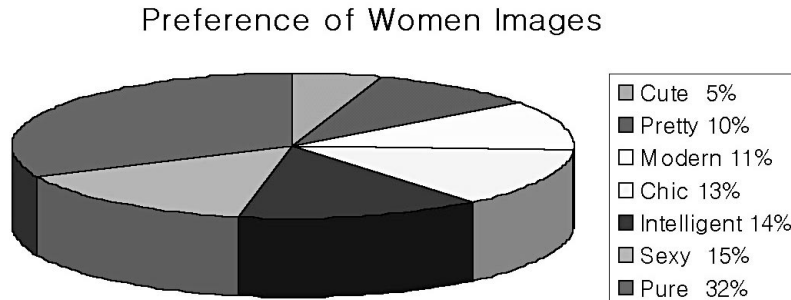
explanation can be easily found. The present main female image in cosmetics advertisement is career women image which express the intellectual, professional, and urban image. The active, righteous, and individual image is considered as healthy and positive image through mass media.

The ascension of women's social status requires more active and righteous image than ever. But traditional and womanly image still attracts favorite reaction. The female image for women in thirties and forties is the nature and graceful image with unchanged beauty and composure.

1. Characteristics from Types and Age of Cosmetic Product

Analyzing the strategies in basic cosmetics can be clearly understood the characteristic of age groups. Bright and cheerful image is the main image strategy for the target of teenagers. They prefer fresh and cute image to graceful and mature image. The basic cosmetics for the young women in twenties emphasize mature and quiet image in contrast with adolescent images. While the advertisement for teenagers tries to represent teenagers' unfledged and fresh image as a girl, the advertisement for twenties stress mature image as a lady. The basic cosmetics for over thirties, focusing on functions request such as whitening and skin care. The purpose of these

<Table 4> Women Images Expression in Cosmetic Ads



advertisements is to impute women over thirties with the feeling that they can lead a life with confidence by ameliorating their defects. In the past, female image represented a prime beauty as a concept for synergy effect. Many stars were shown in cosmetics advertisement owing to the intention of cosmetics companies. Cosmetics companies produced passive image for traditional peculiar image at that time. Compared to the past advertisements, present advertisements treat women not as object but as subject different from traditional recognition.

The representative property of cosmetics advertisement is subjective and positive image irrespective of man-oriented sight. Another property is the classified and discriminated image strategies with age groups. Lipsticks are the typical color cosmetics for various image expressions. The recent advertisement with a young model in early twenties attracts public gaze with peculiar and creative strategy. This advertisement speculated that the target generation from 19-21 ages is very sensitive and impressionable screen generation. Furthermore, this advertisement focused on expressing cheerful and active image through computer graphics with technology. Young models such as Jun, Jihyeon

and Song, Hueikoi showed cute and cheerful image different from beautiful and noble image in the past. Lipsticks for middle aged are heavier and graceful than for young generation and portraits merits with social status and nobleness. Probably lipsticks are the most sensitive cosmetics to age because of color and fashion.

2. Factors from Changes of Womanly image Expression

Female images in the past were generally expressed by beautiful models for the maximization of the synergy effect. Cosmetics companies focused on visualization of traditional and womanly image. They produced passive and man-oriented image. Compared with the past advertisement, the recent female images represent women not as objective but as subjective different from traditional recognition and sexual segregation. Another characteristic of today's cosmetics advertisement is the classified and discriminated image strategies with age groups.

1) Social Factor

Women were treated as property of men one or

two century ago. They were impelled to be obedient and docile wife regardless of their talent and capabilities. As the time goes by, female image required in society has been greatly changed. Many women have their jobs nowadays. Strong and professional image become natural and positive meaning. Women in the past were the object for protection and the feeble existence under men' care. Because of women' insufficient social experience, many people think that strong female image is unavoidable to keep pace with complex and changing society lately. The collapsed boundary between two sexes requires women to show their various abilities. For example, many women soldiers and chief executive officers demonstrate ascended social status of women. Not withstanding these social and cultural changes, the contrast image of career woman image and obedient wife image is still required. Especially, this trend was remarkable in people and amounted to 32.7% with age group of 20-29. Internet also has played an important role to change sexual part and sexual equality with various methods. Many men associations for cooking and embroidery are being rapidly increased. This interesting phenomenon was greatly influenced by internet environment. Internet encouraged similar people to get together for information without coercive established orders. The function of family has been transformed because of social and cultural change. In the past, women were in charge of education and rearing. But nowadays, education and rearing become national well-being problems. Nuclear family trend altered women' status and individual power as a mother in family relationship. Nuclear family produced equality culture in family; therefore, the ascent of social

status and role change of women in Confucian and patriarchal society broke stereotype and prejudice on women. To establish desirable women image in the 21st century, the more efforts of women and society will be required.

2) Cultural Factor

The advent of post modernism was grotesque and odd to the western people and was considered as the compound of trivial fragments in Korea in the late of 1980's. The general evaluation of post modernism is more or less negative. Post modernism is the modern intellectual movement for decentralization and division of power. Post modernism is the theory that the essence of object can be interpreted differently by observers' attitude, information, and technology. The advertisement in post modernism culture code mixes reality and cyber fiction, one image and the other image in screen. Post modernism makes much of symbolic relationship rather than of utility of product. Probably future society will require all the members in society to convert the frame of recognition and will be based on the change of way of thinking. Women have been estranged from political, economical, military, and legal power. However, they develop their capabilities in these restricted fields in the past and modify the established network with no value consciousness. Future society also will entail democratic partaking in power and will develop proper leadership individually. Feminists host anti Miss Korea fair to criticize Miss Korea fair which impels women to take monolithic criterion on beauty. Women' social status equal to men encourages female image to be expressed in righteous and frank manners. Women with professional job hold an important position and lead an independent

life with sizable economic ability.

Modern women don't think that marriage is the most momentous factor for successful life. The recent smile in advertisement is changed into blank and aggressive eyes to express femininity. Dr. Freedman in Chicago University said that women have tendency to use smile for escaping dangerous situation and disguising one's defects. He also pointed that women smiled when they wanted to smile like men. Many cosmetics advertisement discards the strategy that women use cosmetics to be beloved by men. The main idea of recent advertisement is to show professional career woman and enterprise image different from beautiful smile of famous model in the past. Strong women image has much to do with the improvement of social status. Career woman becomes the most desirable image because economic ability matters in the complex modern society. Increased income and self-realization also are the main factors to compel woman to be a career woman.

3) Economic Factor

Economy in the information age is being transformed to flexible manufacturing system and requires brand power. Companies set store by information processing capability, originality, planning ability and sharp acumen irrespective of gender and age. These social conditions make a great contribution for women to set up independent world. To solve the economic burden, men are very favorable for women to work. Many women have no choice but to acquire competent ability and professional knowledge to get a job and to satisfy the expectation of men. Job becomes requisite and ineluctable meaning to women and society needs professional career woman. Namely, modern

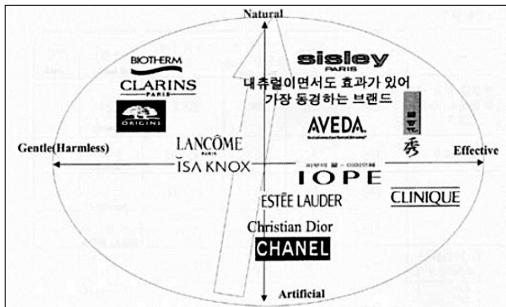
society encourages women to develop their capabilities. Therefore, female image requires in modern society strong and competent women as well as wife and mother.

3. Brand and Fashion Analysis

Fashion is the powerful element in society and individuals show various reactions to fashion. To make a long story short, fashion has the power to cause people to do a specific behavior. Many people are compelled to display sensitive reactions. Generally, there is periodic characteristic in fashion trend from the late of 1970's. Fashion is a social and cultural phenomenon and make-up is the leading power of total fashion. Popular colors have much to do with trend. Trend means a new theory or a social phenomenon which reflects the specific age. Politics, economy, culture, technology, and environment are main factors of trend. Popular colors in fashion and make-up are produced by companies intentionally. Women show active and positive attitude to fashion. Fashion is repeated by predictable period. Fashion is defined as the dominant style which the majority of elements in society accept. Fashion includes custom and attitude as well as clothes. Fashion is the social product made by lifestyle and imitation. Fashion is the window that shows philosophy, technological innovation, politics, and economy of the times. Then, fashion reflects the ways of life and contemporary culture. Fashion also plays an important role in shaping individual image. The effects of mass media in make-up and fashion are unification and popularization. Beautiful and feminine image has been considered as routine and ordinary image. Modern people prefer

<Table 5> Brand and Fashion Analysis(one thousand won)

Rank	Brand Name	Sales in the First Half of 2001	Growth Rate of Sales for Last year	Number of Shops	Average Sales per Shop
1	Amore	43,320	38%	51	849
2	Chanel	36,500	25.9%	38	961
3	Lancome	33,500	21.8%	38	882
4	ESTÉE LAUDER	30,200	37.3%	31	974
5	Christian Dior	24,300	28.6%	40	608



<Fig. 1> The Transition of Popularity in Cosmetic Brands

uses light make-up concept for natural image.

2. Noticed female image

Everybody likes to be noticed by others. Especially women are very sensitive to other's eyes. Preferred image is the discriminated and extraordinary image with favorable reaction to others. Though these female images show egocentric tendency, they will be chief images in the future.

external beautiful appearance to internal beauty.

IV. Substantive Analysis of Womanly Image in Cosmetic Advertisements

In choosing products, images in advertisement are powerful incentives in purchasing items. There are attractive and charming models in cosmetics advertisement. While beautiful models were mainly themes in the past, nowadays various and classified images are expressed. These images are as follows:

1. Cute and pretty image

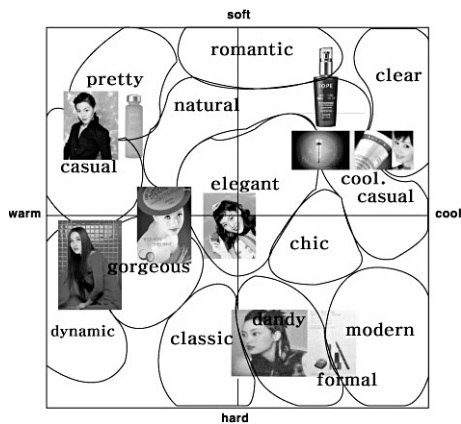
Beloved and cute image with pretty facial expressions and gestures are the most impressive image to the most of men. This image

3. A success woman image

Modern career woman and professional woman image take on independence and feminism. The copy, 'working women are beautiful' expresses righteous and proficient image commensurate to man. This image stands for strong quality of women with progressive and enterprise personality.

4. Noble female image

Princess image with Cinderella complex was in fashion in 1990's. This image express luxurious, aristocratic, and high class-oriented image resulted from self-esteem and longing for one's appearance.



<Fig. 2> Women images in map

5. Unchanged beautiful image

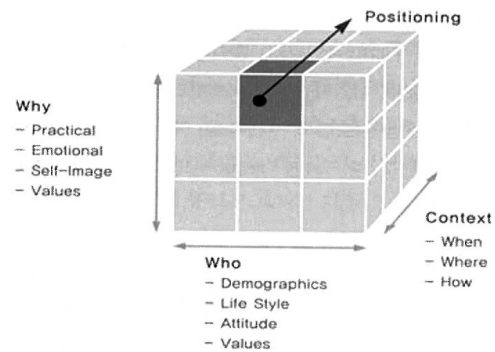
The unchanged beautiful image targets middle aged women in thirties or forties. This image emphasizes the desire of middle aged women to keep young image considering their age. These cosmetics accentuate quality of product on the basis of close relationship between emotion and science with refined image. Models are also significant factor to provoke consumers of this age group.

6. Mysterious female image

Mysterious model image has ineffable attraction to induce customers to purchase items. Though this image is more or less esoteric and ambiguous, the intention is looked on as more powerful than expected.

7. Sexy female image

The word of sexy becomes favorable meaning to women nowadays. Sexy and sensual image is



<Fig. 3> Brand positioning

one of the typical modern female images. This image is expressed in gorgeous and urban mood. Red color is the main incentive of sexy image in cosmetics advertisement.

8. Cheerful female image

Yupgi is the most popular culture code now. Healthy and cheerful image is also in vogue. Young girls express their individual image with cute and realistic mood.

9. Proud and magnificent female image

Proud and arrogant image represents strong charm of proud woman in dignified manners with no sexual discrimination.

IV-1. Brand Image Expressions in Advertisements

When consumers purchase cosmetics, they don't think the main ingredients of cosmetics. They judge the function and merit of cosmetics from brand. Image of a product is formed by

<Table 6> The Pursuit of Female images

	Brand	The Pursuit of Female images	Age Group
Amore Pacific. Co.	LANEIGE	Refined Career Woman Image	20-30
	MAMONDE	Warm and Natural Image	20
	IOPE	Young Image for Age	30
	STEMIII	Composed and Mature Image	40
LG	LACVERT	Active and Vehement life Style Image	20-30
	ISA KNOX	Intellectual & Beautiful Female Image	20-30
	OHUI	Natural Image	20
	HERECIANA	The Image from Refined Life Style	20-30
Coreana	RETEM	Romantic and Beautiful Image	Housewife, 30-40
	CALLI	Fresh, Cheerful, and Individual Image	Late of 10- Early 20
	A3F	Active and Prudent Image	From 30
	PLANNER	Positive and Professional Female image	20-30
Hanbul	ICS	Rational, Digitalized, & Characteristic Image	25-50
	VATANG	Clean and Twinkling Image	20

consumers' recognition. Image plays an important role as purchasing incentive. Consumers have two reactions to products generally. (Aaker, 1996) One is rational reaction and the other is emotional reaction. Rational reaction is easily shown in deciding price. Emotional reaction is wholly in the power of the labyrinth of image and purchasing desire. The most part of rational and emotional reaction. Brand image is made up of by six factors below. To create effective and imaginative brand, six factors should be compounded harmoniously. Peter F. Drucker in 'the practice of management' said that the purpose of business in the only one of creating consumers. (Peter, 1996) Because the aim of business is to get many consumers, there are two basic businesses of marketing and development. He pointed that marketing and innovation are the main objects of business. Marketing is on the basis of consumers' desire and satisfaction rate (Davis, 2000).

Images of rival companies are important to set

up successful marketing strategy. Recent penetration of foreign cosmetics brands classify and subdivide domestic market. To understand main value, category, and substructure of a brand is integral to make out the basic properties and brand system. For examples, IOPE and Enprani are typical. IOPE advertisement emphasizes the merits of functional cosmetics for skin care with the slogan of dermatologist's expertise on skin safety. IOPE targets middle aged women in thirties or forties. IOPE also casts JunIn Hwa to enhance sympathy and persuasion of middle aged women. Enprani is targeted the women in the late of twenties with the slogan "forever twenties." Enprani utilize the desire to keep their skin condition in twenties. Red case powder dodo casts Eum Junghwa disguise with a cat and represents lascivious and sexy concept. The harmony of the model image and red color is very appropriate to eject sex appeal which many modern women pursuit for. Dodo casts Halisoo as a next model, She also shows

<Table 7> Summary of women lifestyle

Age Group	Characteristics	Main Incentives of Purchasing
Early in the twenties(Single Women)	<ul style="list-style-type: none"> • Sensitive to Fashion and Appearance • Preference for Brand new and Luxurious Products • Sociable& Adventurous Leisure Activities • Habitual contact with Media • Active Skin Care • Prominent Fashion Sense and Individuality 	<ul style="list-style-type: none"> • Individuality • Present fashion
In the late & middle of twenties (Single Women)	<ul style="list-style-type: none"> • Sociable, active, & Success oriented Leisure Activities • Habitual contact with Media • Preference for Brand new and Luxurious Products 	<ul style="list-style-type: none"> • Company Reliability • Image in Advertisement
In the late & middle of twenties & Early in the thirties(Married Women)	<ul style="list-style-type: none"> • Liking for Famous Brands • Non sense for practical issue • Logic and Positive thinking • Success Oriented leisure with family • Positive to ads • Luxurious Style • Imported Items 	<ul style="list-style-type: none"> • Good Reputation • Effectiveness & Function
Over middle of thirties(Married Women)	<ul style="list-style-type: none"> • Practical purchasing • Passive Leisure Activities 	<ul style="list-style-type: none"> • Function • Quality • Fashion Sense • Convenience

sexual beauty off very well. This sexual image can be thought as the manipulated image to meet men's desire. In A word, the aspiration of being sexy includes men' request. In contrast to dodo, Lacvert represents portraits the established women' independent longing of escaping from the established image. Lacvert casts Kin Nam Jo to express active and urban career woman with the slogan "consulting with Lacvert." General cosmetics advertisement use close-up to accentuate functional effects. Laneige is the representative advertisement. Laneige casts Lee Nayoung, and shows clean and pristine image with slogan "Today also is

clear." Her pretty and cute image with light make-up is very popular to young women. Nadri casts Choi Yun Young for "Mesonie" brand. Mesonie advertisement starts with close to of the model and the copy says "the number of woman CEO is 10 of 700 companies registered in KOSDOQ". The fragmented mirror in this ad stands for 'external beauty' and argues that modern women should lead a proud life as career woman. This ad ends with the copy 'woman wins.' The last scene expresses enterprise and active image. It reflects women' psychology to pursue their own world and aesthetic cognition with refined and urban image. This copy 'there is no limit' 'I am

busy', but I like to live luxuriously' and 'so, I am bad woman.' explain the intention of this advertising.

1) Clean and pristine image

Clean and pristine image is the typical case of cosmetics ad. This image is the most preferred image regardless of age because pure and feminine image represents the longing for beauty very well. Beautiful models in advertisement tell consumers that you can be beautiful like models. These advertisement 'provoke imitation desire to purchase items' Mamonde with Park Joo mi and Coreana with Choi Chila are typical advertisement.

2) Intellectual career woman image

Modern career woman and professional woman image cause people to feel intellectual charms. This image is the counter evidence to explain that women' social roles are increased and their status are upgraded. For instance, Lacvert shows portraits successful working woman with active and intellectual lifestyle.

3) Individualized image

The spread of internet and international interchange make various changes in female images. Young people set store by individualized and original image rather than uniform image in the past. Etude gets nice reaction from your generation because of various images and individualized characteristics.

4) Unchanged beautiful image

The unchanged beautiful image targets middle aged women in thirties or forties. This image emphasizes the desire of middle aged women to keep young image considering age. These images focus on the functions to protect skin trouble, to keep young skin, and to decelerate aging process. IOPE white-zen is the representative advertisement. The copy "Don't you want to go out with no make-up?" attracts middle aged women's mind to restore their young beauty with no freckles, wrinkles, and discolorations.

IV-2. The Prospects on Make-up in the 21st Century

The present America after 9.11 terrorism experience sharp descent of economy and many Americans suspect their abundant past ten years. With these change, Media and marketing show transformed concept with smiling face and candle light which gives silent, convenient, and stable mood. Unstable stock market, ominous depression and realignment makes consumers' mind frozen and aggravates the polarized consumption tendency. The polarized consumption phenomenon is also remarkable in Korean society after IMF crisis. Old luxury group and Bobos are chief consumers for expensive brands. There are psychological conditions of women according to the reactions to famous brands. It cannot be said these consumption type is desirable.

Domestic cosmetics companies should strive to hold competent position with high quality and discriminated strategy. Perhaps the future will be

the age of economy and culture different from the military-force oriented age in the past. (Schmitt & Simonson, 1997). Future economy will be changed into small scale companies with various products and venture companies. Culture industries such as sightseeing, hotel, and screen industry will be the main power of a state in the 21st century and dominate state image, while men was favorable in the 20th century. Women will be favorable in the 21st century because sense and emotion will be considered more important than physical labor and power in the past. As consumption oriented society goes, consumers' concern is concentrated on brand and style more and more. Many people look on individualized beauty as the prime value to express discriminated image. Speed, style, and image become insignificant factors in digital age. It can be inferred that female images in the future should be appropriate to lifestyle and various fashion. Cosmetics also will elaborately consider consumers' trend and individual taste.

V. Conclusion

The female image has been transformed incessantly with age and has been eminently expressed in cosmetics advertisement. The female images are changed from the classical images to the active and professional images with the historical current of cyber, digital, and fusion. These remarkable changes in the expression of female image are largely due to the spread of post-modernism, digital information revolution, and increase of income. Female images also have been greatly influences by historical trends of fine arts such as post-modernism, feminism, deconstruction, and

Androgynous. Female images in cosmetics advertisement have been represented very variously with fashion in marketing target and characteristics of articles. The cosmetics advertisements with pure and graceful image were popular in the past. However, nowadays individual image, womanly image and unchanged beautiful image are in fashion. Individual image is very popular in young generation with very short fashion period. Active career woman image represents passion and beauty with enlargement of women's social roles. Unchanged beautiful image in modern industrial pollution stands for the desire of keeping the beauty in youth. The fast distribution of digital technologies entailed mutual communication age, what so called, internet. Digital revolution also requires complex desires of speedy information and individual-centered pluralism. Consumers would like to express individual images in advanced outlet system and mass production more vehemently than ever. To make a successful marketing, preliminary investigations on brand and consumers' want should be implemented in advance (Grant, 2000). Cosmetics are tools for beauty. Women want to be looked beautiful. Cosmetics advertisement reflects the psychology of women very sensitively with brand image and includes contemporary lifestyle and thinking ways. The most favorable female image from the research is pure and clean image. Intellectual image with pure and natural mood is the most preferable image in cosmetics advertisement. Female image will be expressed as individual, emotional, and professional image in digital media environment. Consumers will get more information through digital media than ever. It can be said that the tendency of cosmetics purchasing in the future

will be more focused in the future will be more focused on brand image and individual lifestyle.

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