

The Perception and Visiting Intention on Word-of-Mouth Information of Beauty Shop⁺

- Comparisons of Female College Students and Adult Women -

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Abstract : The purpose of this study was to investigate and compare visiting intentions by positive and negative Word-of-Mouth (WOM) and/or information of beauty shop between female college students and adult women. Data were collected from 500 consumers (250 from female students and 250 adult women) and was analyzed by using frequencies, factor analysis, t-tests and multiple regression utilizing SPSS/PC+.

The findings revealed positive experience factors to prudent service, time saving/consideration for customer's position, kindness/operating system in waiting time, added services, employees' attitudes, excellent beauty and response skill, rational price and recall system/remind for customer.

The negative experiences were inconsistent service, operators' convenient service, irrational price/poor skill/non-recall, non-customer central service, inappropriate face-to-face management to customer.

Also, the results showed that the positive WOM information such as prudent service, time saving/consideration for customer's position, excellent beauty and response skill and rational price had influence on the visiting intention in case of female college students. The negative WOM information like non-customer central service, had influence on the visiting intention in cases of adult women.

Key Words : positive/negative WOM information, visiting intention, prudent service, time saving/consideration for customer's position, excellent beauty/response skill, rational price, non-customer central service

I. Introduction

The beauty industry is expanding very rapidly. Its market scale as far segmental specialty stores correspond with consumers various needs resulting from the improvement of social economic standards.

Due to growth, the competition of beauty industry has accelerated immensely. In other words, the world of beauty business necessary in order to make positive use beauty management resources to survive and succeed.

The competitiveness of the beauty business includes

service industry, which maximizes consumer satisfaction is in connection to the visiting intention (Hwang, 2003). In managing beauty shops, attachment is more important to business transaction, thus centered on the relationship between supplier and customer than a category of the other business.

One of the most notable service promotions are plans to ensure fixed customers making use of beauty managerial resources such as human resources, physical resources, technical resources and beauty information through word of mouth (WOM) effect. WOM effect needs not only customer management

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but also a good image as an instrument of effective communication of beauty products (Jung, 2002). Consumer behavior related WOM effects is important in the beauty industry (Hwang & Ku, 2005; Hwang, 2003; Shin, 2002).

Of studies on WOM information of products, WOM information has an effect on the potential purchases of consumer products valuation and purchasing intention practicality (Kim & Hwang, 1997; Coovert & Reeder, 1990; Weinberger & Dillon, 1990; Wilson & Peterson, 1989; Brown & Reingen, 1987).

Also consumer satisfaction, quality of relationship, and the perceived service quality in beauty shops does have an effect on the revisiting intention of service store (Kim & Shin, 2001).

WOM information that consumers had experienced using hair shops had an influence on the visiting intentions of potential using consumers (Hwang & Ku, 2005). Concretely in previous study cases, Hwang (2003) investigated female college students with homogeneity as a peer group of similar age in a study on WOM communication of hairshop customers, so revealed that they had the visiting intention in getting the positive WOM information such as consideration in customer's situation, rational price and gift service/benefit in conditions of location, and had no the visiting intention in getting the negative WOM information such as irrational price/ technique insufficiency/inadequate compensational system. Hwang & Ku (2005) investigated adult women in a study on the effects of WOM information on the visiting intention of hairshop customers, so revealed that they had the visiting intention in getting the positive WOM information such as employees' skills/attitudes and rational pricing, but had no visiting intention in getting the negative.

These findings have not been observed when it comes to the case of WOM activities, which may differ when it comes to the effect and the visiting intention when considering the various characteristics of groups. Furthermore, to succeed with WOM marketing, it is necessary to differentiate by consumers' category and

to grasp trends on demographic transition (Lee, 2003).

One aspect of the beauty service is that increase and decrease of customer's income have a great influence on demand (Won, 1999), so according to demographic characteristics consumer behavior may differ. In addition, WOM is person-to-person communication generated among individuality above two and members of reference group (Assael, 1987), so it will be necessary to compare between groups whom the difference of the effect in WOM activity may be. So far, very little has been done research regarding comparisons of female college students and adult women related to WOM in the beauty industry area.

Therefore the purpose of this study is to compare the difference of contents in delivering WOM information as well as difference of the visiting intention between two groups that have not been deal with in previous studies on experiences in using beauty shops.

Through these results, the author hopes to search for ways of making the best use of WOM information and furnish basic data to marketing strategic developments targeted to customers' using beauty shop. Moreover, through these results, the author hopes to give a guideline to marketers who want to make the best use of WOM information according to the characteristics of the customer relationship management(CRM) in managing hairshop.

II. Review of Literature

1. Beauty industry

The beauty industry has characteristics follow as. First, because it is product ability bound intangible human service factor, has a great important (Shin, 2002). Second, in the point of view that customer take participate in service product process, it has simultaneity and inseparability of product and consumption. Third, has heterogeneity rated differently service quality or performance furnished according as whom, when and where the same service provide and

according to customers' characteristic getting service (Shin, 2002). Fourth, it is perish ability which service cannot be stored and fluctuation demand change in an every hour, every day and every season (Stanton, 1984).

Hair design industry is all series of industrial active related with which consumers pay rates to beauty skill, experience quality and its image in service store of beauty shop (Hwang, 2003) Service store of hair shop is feature focusing on person and equipment, being in contact time of middle degree with customer, forming individualization of middle degree, and focusing on process and person with added value of the front and the back (Silverstro *et al*, 1992).

Specialty service experienced consumer using hair shop is important service involving estimated consumptive process and after purchasing, physical environment provided service, and streaming of practical steps and active during service provide process (Lee & Lee, 2001).

As beauty service is what mixed intangible human product with tangible physical one, this makes profit selling human, physical, and systemic service into one product and service for benefit, advantage and satisfaction providing to customer consolidating these service (Won, 1999).

2. WOM effect

WOM, promotional method of the beauty service is a factor, which has an effect on consumers who expect service standard. In addition, the beauty service by WOM type is WOM of experience-realization type delivering through consumers to feel actually experiencing service. Accordingly, the contents are delivered and regarded as true information on 'substance' (Lee & Lee, 2001).

The WOM communication is the positive and negative communication occurring on face-to-face course (Hwang, 2003). The WOM communication that is delivered information on product and service of firms has powerfully influence on consumers'

purchase behavior. Consumers have a tendency to believe the reference group and WOM communication more trustworthy than source of commercial or neutral information in evaluating to an alternative (Herr *et al*, 1991). Consumers' emotion dominates the more personal experience of period the more interpretation and utilization to the WOM information (Alloy & Tabachnik, 1984).

Most studies related WOM regarded WOM as an outcome of customer satisfaction for consumptive experience. Wilson & Peterson (1989) investigated influence of the WOM information on purchase intention by which the potential purchaser how assess the product before they are exposed to the WOM information.

The results showed that consumers had greatly an effect on those if their prior evaluations correspond with the positive and/or negative WOM information before they acquire the WOM information.

In addition, the positive WOM information is strengthened purchasing intention, while the negative WOM is weakened it and has the more influence on the intention than the positive. Richins (1983) revealed that the negative WOM occurred when serious problem broke out and when reaction of service provider was a bad for consumers' complain in the study on the negative WOM by dissatisfied consumers. Blodget (1994) disclosed that satisfied consumers for service played a role attracting new consumers.

Effect of WOM activity has both effects not only accepting receiver's information but also redelivering the information to others. Also effect of WOM activity is showed the positive effect raising degree of preference in delivering course the contents to consumers (Jung & Kim, 2004).

In addition, it is necessary to understand interaction among networks to succeed of WOM marketing, to have different approach by consumers' type, to set the goal differently by characteristic of the product or the service and to grasp trend of demographic transition. Furthermore, it is necessary to consider synergic effect with other communicable means (Lee, 2003).

Shin (2002) revealed which service quality have positively an effect on users' satisfaction, the service value, the revisiting intention and the WOM effect, the user satisfaction have positively an effect on the service value, the revisiting intention and the WOM effect, and the service value have positively an effect on the revisiting intention a point of contact in providing service in beauty industry area.

Proceeding from what has been said above, we knew that consumers had been effected purchase intention by the positive or negative contents of WOM information, and the influence had been differed by consumers' type or group.

III. Methods and Procedure

1. Research questions

The subjects for study of this article are following as.

Question 1. Is there the perceptive difference between female college students and adult women on the WOM information of beauty shop?

Question 2. Is there the difference for the visiting intention by the WOM information obtaining between female college students and adult women?

2. Data collection/ the instrument measured/ analysis

Data were collected randomly to use with questionnaire from 250 female college students and 250 adult women in Ulsan area in December of 2004. Data of female college students were collected from students whom investigators can randomly contact of university and college in Ulsan and data of adult women were collected from trainees of culture lecture of welfare center and department store in Ulsan. After the questionnaire modified and complemented referring contents of the previous study (Hwang & Ku, 2005; Hwang, 2003; Shin, 2002), based on the pilot test, the final questionnaire was completed after valid test.

After the questionnaire modified and complemented referring contents of the previous study (Hwang & Ku, 2005; Hwang, 2003; Shin, 2002), was consisted of thirty-two statements on the positive experience and twenty-nine statements on the negative. Each statement was measured by five point Likert Type Scales that given one point to 'not tell at all' and five point to 'positively told'.

After questionnaire modified and complemented referring contents of the previous study (Hwang & Ku, 2005; Hwang, 2003; Shin, 2002), statement of the questionnaire asking the visiting intention in obtaining the positive/negative WOM information was consisted two that given one point to 'not at all' and five point to 'very much' to the sentence of 'there are the visiting intention in obtaining WOM information on positive/negative experience'.

The characteristics of the respondents were measured by using questions about an annual times using beauty shop, average cost in visiting once and frequently area. Data were analyzed utilizing frequency, factor analysis, and t-test and regression analysis using SPSS Win 10.0.

3. The demographic characteristics of respondents

The result analyzed the characteristics of the respondents was showed on <Table 1>. In perspective on times using the beauty shop, students had extremely the most visiting times in two month and adult women had the visiting time in three month.

In perspective on spending average cost in visiting beauty shop, all the respondents, students and adults, were the most above 20,000 won below 50,000 won. In perspective on the site of mainly visiting the beauty shop, students used in the order of shop in the residing village, down town and the surrounding university street but adults used in the order of shop in the surrounding university street, down town and the residing village.

<Table 1> Positive Factors

Factors statements	Factor Loading	Eigen -Value	Percent of Variance	Cronbach's α
Factor 1: prudent service				
goodness of prudent advice	.53	7.12	22.25	.66
goodness of all over servicing	.72			
goodness of response with consistently bright look	.63			
Factor 2 : time saving/ consideration for customer's position				
goodness of saving of the necessary time	.65	2.32	7.24	.68
goodness of a designer's total service	.59			
goodness of comfortable response	.68			
goodness of presenting magazine thinking over age	.51			
Factor 3 : kindness/operating system in waiting time				
kindness	.62	1.91	5.96	.67
goodness of immediately service	.56			
goodness of using convenient facilities in waiting time	.62			
caring with carefully employees' mind	.58			
goodness of tenderly speech	.63			
Factor 4 : added services				
goodness of reserved possibility	.47	1.67	5.21	.60
goodness of extra caring nail	.48			
goodness of guiding through letter massage	.71			
goodness of convenient parking facilities	.64			
Factor 5 : employees' attitudes				
goodness of beverage service in waiting time	.73	1.32	4.13	.68
goodness of comfortable care	.65			
goodness of non-anticipative added service	.52			
goodness of attitudes doing employees' best	.42			
Factor 6 : excellent beauty/response skill				
excellent designer's skill	.55	1.20	3.74	.67
goodness of style advice using data	.47			
goodness of refreshing scalp massage	.64			
goodness of detailed advice presenting up to price	.61			
Factor 7 : rational price				
moderate price	.77	1.09	3.42	.66
discount benefit	.78			
Factor 8: recall system/remind for customer				
goodness of re-caring for dissatisfied style	.64	1.01	3.16	.64
goodness of fixing firmly customers in employees' memory	.41			

IV. Results and Discussions

1. WOM information of positive experience

To investigate that consumers specially think of important and deliver others what factors of the positive things experienced in the beauty shop, it was practiced factor analysis using varimax rotation thirty-two statements for the positive experience. The analytic

results were summarized <Table 1>. Total percentage of explained variance was 55.10 percent and the factor analysis eight factors.

Factor 1 gave a name 'prudent service' composed items on prudent advice and response with consistently bright look. Factor 2 gave a name 'time saving/ consideration for customer's position' composed items on goodness of saving of the necessary time, a designer's total service, comfortable response,

presenting magazine thinking over age. Factor 3 gave a name 'kindness/operating system in waiting time' composed items on goodness of kindness, immediately service, using convenient facilities in waiting and tenderly speech. Factor 4 gave a name 'added services' composed items on goodness of reserve possibility, extra caring nail, guiding through letter massage, convenient parking facilities. Factor 5 gave a name 'employees' attitudes' composed items on goodness of beverage service in waiting time, comfortable care, non-anticipative added service and attitudes doing employees' best. Factor 6 gave a name 'excellent beauty/response skill' composed items on goodness of excellent designer's skill, style advice using data, refreshing scalp massage and detailed advice presenting up to price. Factor 7 gave a name 'rational price' composed items on goodness of a moderate price and a discount benefit. Factor 8 gave a name 'recall system/remind for customer' composed items on goodness of re-caring for scrupling style to accept and fixing firmly customers in employees' memory. From these results, we saw that consumers started the WOM activity after they went through the positive experience on the prudent service sparing employees' no pains, saving for customers' time due to speedy caring and well considering service offer for customer's position.

These findings partly supported results of the previous study (Hwang & Ku, 2005) which adult women performed WOM activity to service about timesaving of the positive experience in using beauty shops.

2. WOM information of negative experience

To investigate that consumers specially think of important and deliver others what factors of the negative things experienced in the beauty shop, it was the practiced factor analysis using varimax rotation with thirty-two statements for the positive experience. The analytic results were summarized in <Table 2>. Total percentage of explained variance was 59.43 percent and the factor analysis extracted five factors.

Factor 1 gave a name 'inconsistent service' composed

items on unpleasantness by very little regard for the first visiting, disobliging speech, different greetings before and after the visiting, another working in the middle of hair caring, designer's action without agility, differential price appropriating, unkindness and the wrong window advertising. Factor 2 gave a name 'operators' convenient service' composed items on unpleasantness by washing consumer's hair with unsuitable water temperature, inattentive caring, discriminative treatment and forcing to chat without interest. Factor 3 gave a name 'irrational price/poor skill/non-recall' composed items on unpleasantness by too high price, poor skill, non-compensation of dissatisfied style. Factor 4 gave a name 'non-customer central service' composed items on unpleasantness by consumer damaged by employee's botch in caring hair, designer's caring of poor career, contradictory insistence of dissatisfied style, negative words and deeds to customer's hair feature and insincere hair caring. Factor 5 gave a name 'inappropriate face-to-face management to customer' composed items on unpleasantness by forced conversational inducement, chatting between employees, other customers' chattering. From these results, we saw that consumers did mainly the WOM activity through the negative experience not to got expected service from meeting employee in taking service.

These findings partly supported result of the previous study (Hwang & Ku, 2005) which adult women performed WOM activity to service about inappropriate face-to-face management to customer, non-customer central service and poor skill of the negative experience in using beauty shop.

3. The perception of positive/negative experiences between female college students and adult women

T-test was performed to investigate the difference of perception of the positive/negative WOM information factors between students and adults. The results were showed in <Table 3>.

Based on the analysis, prudent service, and kindness/operate system in waiting time, added

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<Table 2> Negative Factors

Factors statements	Factor Loading	Eigen -Value	Percent of Variance	Cronbach's α
Factor 1 : inconsistent service				
unpleasantness by very little regard for the first visiting	.66	10.89	37.55	.91
unpleasantness by not tenderly speech	.70			
different greetings before and after the visiting	.69			
another working in the middle of hair caring,	.59			
designer's without agility	.60			
unpleasantness by differential price appropriation	.70			
boring by no talking	.71			
unkindness	.73			
wrong window advertising.	.71			
Factor 2: operators' convenient service				
unpleasantness by washing consumer's hair with unsuitable water temperature	.62	2.92	10.08	.78
unpleasantness by inattentive caring	.58			
unpleasantness by discriminative treatment	.62			
forcing to chat without customer's interest	.68			
Factor 3: irrational price/poor skill/non-recall,				
unpleasantness by too high price	.74	1.21	4.17	.77
unpleasantness by poor skill of designer	.78			
unpleasantness by noncompensation of dissatisfied style	.60			
Factor 4: non-customer central service				
unpleasantness by employee's botch in caring hair	.55	1.17	4.04	.87
unpleasantness by designer's caring of poor career	.64			
unpleasantness by contradictory insistence of dissatisfied style	.64			
unpleasantness by negative words and deeds to customer's hair feature	.42			
unpleasantness by insincere hair caring	.46			
Factor 5: inappropriate face-to-face management to customer				
forced conversational inducement	.61	1.04	3.60	.78
unpleasantness by chatting between employees	.71			
unpleasantness by other customers' chattering	.68			

<Table 3> The Perception of Positive/Negative Factors between Female College Student and Adult Women

Factors	Division	Female Student (n=250)	Adult Women (n=250)	T Value
POSITIVE	prudent service	3.43	3.23	2.85**
	time saving/ consideration for customer's position	3.06	3.11	n.s.
	kindness/operating system in waiting time	3.42	3.26	2.56*
	added services	2.82	3.17	-5.01***
	employees' attitudes	3.26	3.16	n.s.
	excellent beauty/ response skill	3.49	3.29	2.63**
	rational price	3.25	3.25	n.s.
	recall system/remind for customer	3.20	3.03	2.09*
NEGATIVE	inconsistent service	2.84	3.03	-2.51**
	operators' convenient service	2.97	3.18	-2.93**
	irrational price/poor skill/non-recall	3.16	3.38	-2.86**
	non-customer central service	3.09	3.24	n.s.
	inappropriate face-to-face management to customer	2.82	3.03	-2.56*

* $p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$

services, and 'excellent beauty/response skill and recall system/memory for customer showed different perceptions with regard to the WOM activity for the positive experience in the beauty shop. Inconsistent service, operators' in convenient service, irrational price/poor skill/non-recall and inappropriate face-to-face management to customer showed different perceptions with regard to WOM activity after the negative experience in shop.

It was shown that female college students perceived more important factors such as prudent service($t=2.85$, $p=0.01$), kindness/operate system in waiting($t=2.56$, $p=0.05$), excellent beauty/response skill($t=2.63$, $p=0.01$) and recall system/remind for customer($t=2.09$, $p=0.05$) in WOM activity after the positive experience than adult.

In addition, they perceived less important factor of added services than adults did($t=-5.01$, $p=0.001$). In addition, it was showed that adults perceived more important factors such as inconsistent service($t=-2.51$, $p=0.05$), operators' in convenient service($t=-2.93$, $p=0.05$), irrational price/poor skill/poor recall($t=-2.86$, $p=0.05$) and inappropriate face-to-face management to customer in the WOM activity after the negative experience than female college students.

In other words, we saw that female college students had a tendency to percept doing more positive and affirmative WOM activity when they experienced prudent advice, taking service with consistently bright look, taking immediate service without waiting or things experienced kindness using convenient facilities of internet, foot vibrator and so on, although exist waiting time, hair designer's excellent technique, things experienced detail guide with style producing, re-caring of dissatisfied style, fixing firmly customer in employee' memory.

In addition, adults had a tendency to percept doing the WOM activity when they experienced added service such as executing reservation, nail caring, guiding letters massage and using convenient parking facility.

Furthermore, we knew that adults had a tendency to

percept doing more the negative WOM activity when they experienced such as unkindness, different greetings before and after the visiting, another working in the middle of hair caring, slowly motion of designer, blunt speech, what experienced somewhat different contents of POP advertising, shampooing with unsuitable water temperature, what treated negligently due to busy for many customers, discriminate treatment, what experienced continuous gossiping paying no attention to customers' response, exceeding price, technological shortage, what experienced non-recall for dissatisfied style, ear-to-ear chatting between employees, other customers' chattering and inducing compulsory dialog than students.

These findings revealed that consumers differently acted the WOM informational deliver to the positive and the negative experience by group though they had a similar experience.

4. The difference of the visiting intention by the WOM information between female college students and adult women

Multiple regression analysis was performed to investigate the difference of the visiting intention to the beauty shop by the positive/negative WOM informational acquisition between female college students and adult women, so the results were showed in <Table 4>.

In spite of very explainable power of regression, expression was low, female students had no significant differences the visiting intention by the WOM informational acquisition of the negative experience but F-Value was significant to 4.319 at 0.1% level in case of intention by informational acquisition of the positive experience.

Proceeding by factors within the WOM information of the positive experience, prudent service ($\beta=.124$, $p \leq .05$), time saving/consideration for customer's position ($\beta=-.139$, $p \leq .05$), excellent beauty/ response skill ($\beta=.153$, $p \leq .05$) and rational price ($\beta=.186$, $p \leq .01$) were showed significant to the visiting intention.

In other words, explainable power to the visiting

<Table 4> Visiting Intention between Female College Student and Adult Women

Visiting Intention		Female Student				Adult Women			
		BETA	T값	R	F값	BETA	T값	R	F값
POSITIVE	prudent service	.124	1.996*			.032	.496		
	time saving/consideration for customer's position	-.139	-2.219*			.093	1.429		
	kindness/operating system in waiting time	.121	1.880			.039	.588		
	added services	-.033	-.516	.125	4.319***	-.055	-.835	.024	.754
	employees' attitudes	-.049	-.756			-.020	-.302		
	excellent beauty/response skill	.153	2.427*			.030	.451		
	rational price	.186	2.985**			-.025	-.383		
	recall system/remind for customer	.102	1.654			.100	1.533		
NEGATIVE	inconsistent service	.008	.111			.081	1.230		
	operators' convenient service	-.006	-.082			-.048	-.689		
	irrational price/poor skill/non-recall	-.048	-.739	.011	.524	-.102	-1.577	.063	3.274**
	non-customer central service	-.083	-1.245			-.229	-3.602***		
	inappropriate face-to-face management to customer	.020	.307			-.027	-.418		

* $p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$

intention among significant four factors was revealed in the order of rational price, excellent beauty and response skill, prudent service and time saving/consideration for customer's position.

These results supported the previous study which if female college students obtain positive WOM information as a rational price of WOM information related with beauty shop, they have the visiting intention (Hwang 2003).

Adult women had no significant factors to the visiting intention by the WOM informational acquisition of the positive experience but F value was significant to 3.274 in the level of 1 percent in case of the negative. Proceeding by factors within the WOM information of the negative experience, non-customer central service ($\beta = -.229$, $p \leq .001$) was showed significant to the visiting intention.

These findings revealed that female college students had the strongest the visiting intention when they obtained WOM information on a low price and the beauty shop well bestowing discount favor and then they had the visiting intention when they the beauty shop excellent skill.

When they obtained information to the beauty shop presenting up to price with data to recognize formation correctly in advising for style and when they obtained the positive WOM information to service going

together prudent advice with bright look.

We knew that adult women had no the visiting intention when they obtained the negative WOM information such as in the case of designer's caring of poor skill somewhat for non-patronage, employee's non-response to dissatisfied style.

In case damaged body or clothing by employee's mistake in producing hair style, hair caring as employee does not makes effort and giving negative advice on customer's hair feature.

V. Conclusion and Implications

The purpose of this study was to investigate perception to what consumers delivered the positive and negative experience to others after they experienced those in using the beauty shop and to reveal difference of the visiting intention between female college students and adult women.

When they obtained WOM information to these experience and so to help for managers of beauty shop in establishing marketing strategy.

The result of this study follows as:

First, consumers experienced among the positive experience in using the beauty shop, the WOM

<Table 5> The Demographic Characteristics between Female College Student and Adult Women

division	contents	Female Student case (rate%)	Adult Women case (rate%)
using times	once in one month	61(24.4)	35(14.0)
	once in two month	75(30.0)	57(22.8)
	once in three month	52(20.8)	62(24.8)
	whenever season's change	14(5.6)	25(10.0)
	twice in one year	26(10.4)	27(10.8)
	the others	22(8.8)	44(17.6)
average cost	below 20,000 won	22(8.8)	27(10.8)
	above 20,000 won - below 50,000 won	145(58.0)	139(55.6)
	above 50,000 won - below 100,000 won	81(32.4)	75(30.0)
	above 100,000 won - below 150,000 won	1(0.4)	8(3.2)
	above 150,000 won	1(0.4)	1(0.4)
site	beauty shop inside department store	16(6.4)	7(2.8)
	beauty shop inside discount store	8(3.2)	18(7.2)
	residing village	102(40.8)	63(25.2)
	surrounding university street	37(14.8)	97(38.8)
	conventional market	4(1.6)	1(0.4)
	down town	78(31.2)	64(25.6)
	the others	5(2.0)	0(0.0)

informational contents were composed eight factors, such as prudent service, time saving/consideration for customer's position, kindness/waiting operate system, added services, employees' attitudes, excellent beauty and response skill, rational price and recall system/memory for customer. Among the negative experience, the WOM informational contents were composed five factors such as inconsistent service, operators' convenient service, irrational price/poor skill/non recall, non-customer central service and inappropriate face-to-face to management customer.

Second, was shown that women students perceived more important factors such as prudent service, kindness/operate system in waiting time, excellent beauty/response skill and recall system/remind for customer in the WOM activity after the positive experience than adults but they perceived less important factor of added services than adults did. It was shown that adults perceived more important factor such as inconsistent service, operators' convenient service, irrational price/poor skill/poor recall and inappropriate face-to-face management to customer in the WOM activity after the negative experience than female college students.

Finally, it was showed that female college students had the more the visiting intention the higher perception to prudent service, excellent beauty and response skill, and rational price among the positive WOM information. Overall, it was shown that adults had the less visiting intention the higher perception to the negative WOM information as non-customer central service.

From these findings, we knew that female college students had the visiting intention in obtaining the positive WOM information but adult women had no the intention in obtaining the negative information. Female college students had the strongest visiting intention in obtaining the positive WOM information to a low price and beauty shop well bestowing discount favor and then had the intention in obtaining the information excellent skill and to beauty shop presenting up to price with data to recognize formation correctly in advising for style, and in obtaining the WOM information to service going together prudent advice with bright look.

We knew that adult women had no the visiting intention in obtaining the negative WOM information such as designer's caring with poor skill somewhat for

non-patronage, employee's non-response to dissatisfied style, in case damaged body or clothing by employee's mistake in producing hair style, hair caring as employee don't makes every effort and presenting the negative speaking to customer's hair feature.

From these results, another proposes to managers of shops follow as:

First, due to female college students do far positively WOM activity than adult women when they experienced such as what responded with bright look consistently, facilities usage as internet using during waiting time, what experienced kindness, what experienced detailed guide related with hair designer's skill and style produce, re-caring to dissatisfied style, fixing firmly customers in employees' memory, in the long run management perspective. It is necessary that firms should raise the brand cognitive degree to practice these and to do managerial activity to fit target customers.

Second, because adult women act far activity the negative WOM than women students when experienced such as unkindness, different greetings before and after the visiting. Another thing is working in the middle of hair caring, designer of slow action, blunt speech, the wrong POP(point of purchase) advertising contents, washing consumer's hair with water of unsuitable temperature, inattentive caring. This is because of business for many customers, discriminative treatment, forcing to chat without interest. too high price, poor skill, non-recall system of dissatisfied style, chatting between employees, chattering between other customers and forced conversational inducement. Based on the aforementioned, it is necessary that firms should reinforce the brand cognitive degree to establish marketing strategies to benefit them with more reasonable and substantial method to adult women.

Third, in the beauty shop that target consumers are women students, it is necessary that shops should build a plan to ensure more fixed customers through strategy appealing strongly prudent service, excellent beauty skill and rational price.

Fourthly, because adult women had less the visiting intention the higher recognition on non-customer central service it is necessary that designers with the best skill power should deal as the first visiting customer. It is also necessary to strengthen the job training of employees, thus abstaining from negative words and deeds to customer's hair feature. This can be done by having the attitude respecting the customer's responsive and doing shop's best furthermore raising response capability to troubled situation with customer.

Finally, students are more when it comes to shop usage times than adult women so it is necessary to build a promotional plan for the more frequent attracting them to the shop.

The suggestion forand the future study of this study are followed as. First, this study revealed only the visiting intention to the WOM information but the future study needs to identify WOM effect researching whether they visit or not.

Second, this study deals only with the hair section among the beauty service world but the future study needs to extend to skin care, make-up, and nail service etc.

In addition, the future study needs to investigate on comparison of using experiences of product such as cosmetics and servicing experiences of beauty.

Finally, the subject of this study has been limited to Ulsan area residents, so it is necessary to consider in generalizing the findings. Future studies need to investigate the comparison between various areas.

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