Cosmetics Buying Patterns and Satisfaction among Female University Students in China, Japan and Korea

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한 · 중 · 일 삼국여대생들의 화장품구매실태 연구

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(2007. 10. 12. 접수)

Abstract

This study aimed to investigate differences in the purchasing patterns of and the levels of satisfaction with cosmetic products, and the method of disposing dissatisfied cosmetics for female university students among China, Japan and Korea. Survey was conducted with 1,200 female coeducational university students in Beijing, Tokyo and Seoul and 1,115 were used for the data analysis. Data were analysed by frequency analysis, Cronbach's α, chi-square analysis, analysis of variance, Duncan's Multiple Range test. The results showed significant differences in purchasing behaviors in China, Japan and Korea. Japanese students mainly got information through objective sources, while Koreans did so through human network. Regrading the evaluative criteria for basic care items, function and effect were the most important criteria for Chinese and Korean consumers and skin compatibility for Japanese. For color make-up, Chinese, Japanese and Korean respondents respectively cared the most on brand image, convenience of purchase and the current trend. Chinese tended to shop cosmetics at department stores due to store reputation, Japanese preferred supermarkets and pharmacies and Koreans shopped at discount stores for low price. The most influential human sources were friends and colleagues for Chinese and Korean, and models on advertisements and magazines for Japanese. Korean respondents displayed the highest level of satisfaction with cosmetics followed by Japanese and Chinese. As for the methods of disposing dissatisfactory cosmetics, Chinese were the most active in exchanging for other product; Japanese and Korean were not likely to use or throw the products away.

Key words: Cosmetics buying pattern, Satisfaction & dissatisfaction patterns toward cosmetics, Information sources, Motives of purchasing cosmetics; 화장품구매행동, 화장품만족과 불만족, 정보원, 화장품구매동기

I. Introduction

As women's social participation and occupations became professionalized, the importance of skin care and cosmetics has increased to express their individualities and good image. With more opportunities to

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express one's image through physical appearance, the act of beautifying physical features is being manifested in a variety of forms, such as make-up, dressing-up, cosmetic surgery, weight control and exercising, etc(Seong et al., 1999). Interest in make-up is increasing because it can be easily used for upgrading appearances and enables individual expression in diverse ways(Jo & Yu, 1998).

The Korean cosmetics industry is undergoing fast changes and advancement amid increasingly diverse consumers' demands, increased competition among brands and excessive supply due to diversification of distribution channels. However, competition in the domestic market is becoming fiercer each day due to excessive supply and rapid market invasion by imported cosmetic products. Therefore, it is necessary to establish plans of uplifting competitiveness not only in the highly competitive domestic market, but also to advance into overseas markets.

Female university students with a high level of interest and curiosity in appearance are showing strong interest in improving their appearance through make-up. This group has become an increasingly important focus as a major purchaser and consumer of cosmetics. This study aims to identify and analyze cosmetic buying patterns of female university students, who are being highlighted as the major consumers of cosmetics in China, Japan and Korea. China and Japan were chosen due to the former having great potential and the latter being the most advanced market. In addition, these countries are both major exporting partners for domestic cosmetic companies.

Therefore, to provide Korean cosmetics companies with basic data required in establishing marketing strategies for advancement into overseas market to suit consumption patterns of female university students in each country.

II. Literature Review

1. Patterns of Purchasing Cosmetics

The process by which consumers make purchasing decisions must be understood in order to develop strategic applications. Consumer decision making involves complex processes. Consumer purchase behavior illustrates a chain of process in which consumers become aware of a need or desire for the product, search for information, evaluate, make a decision of purchase, consume and evaluate the purchased product. Previous studies regarding the patterns of purchasing cosmetics are using motive for purchase, information sources, evaluative criteria of purchasing cosmetics, place of purchase and factors of satisfaction and dissatisfaction after purchase as variables.

1) Motive of Purchasing Cosmetic Product

Motives are defined as general drives that direct a consumer's behavior toward attaining his or her need and the motivational drive directly affects the specific benefit criteria consumers use to evaluate products(Assel, 1998).

The most frequently used motivation for purchasing a cosmetic product was refill of a used-up product showing 74% followed by changed skin condition or for skin improvement(14.5%), introduction of new product(6.4%) or impulse purchasing(4.5%). Motives for purchasing a cosmetic product showed significant differences according to the women's age. Younger consumers tended to purchase a cosmetic product for refilling of used-up cosmetic product while women age 35-39, purchased due to an expose to a new product, changing condition of skin or wanting skin improvement more than any other age group(Bang, 2005). This indicated that for women in their 30s sensitivity to aging motivated them to purchase new product in order to revitalize their skin condition.

2) Information Sources

There were differences in using information sources among various age groups. Younger consumers tended to purchase due to advertisements (TV, magazine); older consumers purchased based on experiences. During the 1980s, consumers received information mainly from TV and magazine advertising. However, since the 1990's, TV as an information source has increased(Lee, 1993; Lee, 1998b). Kim(1998) stated that friends were the most influential information sources used for purchasing cosmetics. According to Park(1999), TV was the most influencing medium in selecting cosmetics in China. Kim(2001) indicated that the most frequently used information source for purchasing cosmetics by female adults were the sales representatives in the place of purchase. Of working women 41.9% tended

to get information through friend, family and recommendation from colleagues, followed by product advertisement(20.4%), Internet(15.9%), TV(11.2%) and sales people(7.3%) according to the size(Bang, 2005).

3) Evaluative Criteria for Purchasing Cosmetics

As for the most important criteria for purchasing cosmetics, the responses were in order of quality, price and volume of content(Park, 1999). Kim(1998) stated that consumers emphasized colors and fragrances as well as selecting products which suit their individual characteristics. Price was one of the evaluative criteria that consumers cited as a reason for purchase over 40% of consumers believed expensive cosmetics would be better to some extent(Choi, 2003). Kim(2001) pointed out that compatibility with skin, functions and effects were the most frequently considered evaluative criteria for selecting cosmetic products.

In terms of necessary improvements to be made in cosmetics, consumers responded to lower price, improve quality and sophisticated container design (Lee, 1993; Lee, 1998a; Kim, 2001). Kim(1998) and Goh(1996) insisted that female university students in their 20's placed the highest volume upon quality of products and compatibility of products to their skin type when purchasing cosmetics.

4) Place of Purchasing Cosmetics

Store type of purchase cosmetics were door to door sales, direct stores and discount stores. Consumers felt that purchasing cosmetics through door to door sales was convenient, however the price was expensive(Kim, 1998).

In terms of the place of purchase, more than half of the respondents used department stores. Department stores were followed by discount stores and specialty cosmetics stores. The reasons for selecting these places of purchase were because they were reliable and the price was cheap(Lee, 1998a). Kim(1998) insisted that discount stores were the most frequently used place of purchasing cosmetics.

5) Satisfaction and Dissatisfaction

Jo(2000) argued that the more product knowledge, reliance on information source and the amount of

time spent researching a product information, the more purchase satisfaction, thus affected the positive repurchase for the product. Dissatisfaction regarding cosmetic products was mostly related to price. Kim (2000) reported that cosmetic consumers showed dissatisfaction with expensive prices and when the function and effect were not the same as advertised. Also, disposing dissatisfactory cosmetic product were give away dissatisfactory cosmetics to others were most commonly used. Lee's study in 1998 showed that female university students were just leave and not use for dissatisfied cosmetic products.

2. Characteristics of Cosmetics Industry in Korea

Korean cosmetics industry started rapid growth in the 1970's propelled by advancement of national income and development of national economy, and became further activated in the 1980's after market opening. In the 1990's, advancement into domestic market by famous foreign brands remarkably increased in tune with import liberalization in full scale. Advancement into overseas markets by Korean companies also became activated. Cosmetics industry can be regarded as a technology-intensive industry and is a promising industry for the future capable of creating high added values with production of various items in small quantity. At the moment, cosmetics industry of Korea is faced with fierce competition due to complete market opening, alleviation of various import regulations and import liberalization. Securing global competitiveness by cosmetics industry to secure capacities for self-growth has become an urgent task(Shin, 1997).

According to the Korea Cosmetic Association (2007), East Asian countries such as Japan, China, Taiwan and Hong Kong were major exporting partners for domestic cosmetic companies by showing 44.5% of total amount of cosmetic export, followed by the US with the highest occupancy rate(16.8%). Cosmetic industry is subject to significant differences per ethnic groups according to their skin tone, skin characteristics and make-up habits, etc. These differences are more prominent in case of color make-up products. It will be possible to advance into

wider market in addition to the domestic and Asian regions by developing cosmetics through technological development and understanding various differences of consumers.

III. Methods

1. Research Questions

The research questions developed for the present study is as follows:

1) To discuss differences in patterns of purchasing cosmetics(motive for purchase, evaluative criteria used on purchase, source of information and places of purchase) by female university students in each country. 2) To discuss differences in degree of satisfaction on cosmetics purchased and method of disposing dissatisfactory cosmetics by female university students in China, Japan and Korea.

2. Measuring Instruments

As the measuring tools of this study, questionnaire based on previous studies(Jo, 2000; Jo & Yu, 1998; Kim, 1994; Kim, 2000; Lee, 1998b) and results of preliminary research were used. Questionnaire was consisted of 4 questions on demographical characteristics and 16 questions on purchase motivation(Jo, 2000), information sources(Lee, 1998b; Jo, 2000), evaluative criteria for purchasing basic skin care items and color make-up products(Kim, 1994; Kim, 2000; Lee, 1998b), store type of purchasing cosmetic product(Jo, 2000; Lee, 1998b) and reasons for store selection(Jo, 2000), persons to exert influence upon purchasing (Jo, 2000) and satisfaction/dissatisfaction(Jo, 2000; Lee, 1998b) on cosmetics purchased.

<Fig. 1> shows theoretical framework of this study.

This study was carried out among three countries of China Japan and Korea. Therefore, questionnaire in Korean was translated into Chinese and Japanese

by expert translaters. Translated questionnaire into Chinese and Japanese version of questionnaires were translated back to Korean by other translaters in order to prevent misunderstanding in translation.

3. Data Collection and Data Analysis

This study was carried out from March 11~April 14, 2002 on the total of 1,200 female university students enrolled in the four year coeducational universities(hundread students per year) located in Beijing, Tokyo and Seoul, the capital cities of China, Japan and Korea respectively. The subject were selected by intercept at the universities in each country.

Among the questionnaire distributed, 1,165 copies were collected(378, 396 and 391 collected in China, Japan and Korea respectively) and 1,115 were used in final data analysis(373, 385 and 357 from China, Japan and Korea respectively). The analysis conducted in the study with SPSS statistics package includes frequency analysis, chi-square analysis, reliability test, analysis of variance and Duncan's Multiple Range test.

IV. Results

1. Demographic Characteristics of the Respondents

The age at which Chinese, Japanese and Korean women first using basic care items and color make up products are different. Women generally begin to use basic care products earlier than color make up products. Chinese students showed low rate of cosmetic usage in terms of basic skin care as well as color make-up product compare to Japanese and Korean. Chinese begin using color make-up products at around age 20(6.7%), while Japanese begin using these same products between the ages of 18-19. Japanese female university students generally begin to
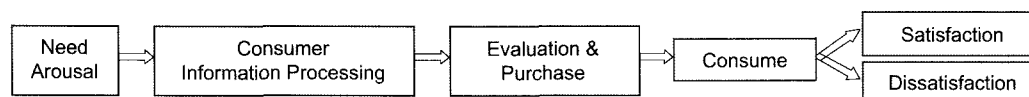

Fig. 1. Theoretical framework.

use cosmetic products earlier than their Chinese and Korean counterparts(Table 1).

The characteristics of the respondents are shown in <Table 2>.

2. Motives of Purchasing Cosmetics

The motives of purchasing cosmetics were compared among female university students in three countries and significant differences were found. In case of female university students in China, 47.7% responded that they buy cosmetics because they are dissatisfied with current cosmetic products. In case

of Japanese, 70.1% tended to purchase cosmetics to refill of used-up products. Korean students showed that 19.9% of impulse cosmetic purchasing, which is the highest rate among the three countries(Table 3).

3. Evaluative Criteria of Purchasing Cosmetics

1) Basic Skin Care Items

The evaluative criteria used when purchasing basic skin care items were compared among three countries. Significant differences were found among the countries. Chinese students place importance in the order of function and effect, and price, those of Japan

Table 1. The age of first using basic and color make-up product

	basic care item(%)					color make-up product(%)					total
	under 15	16-17	18-19	over 20	not wear	under 15	16~17	18~19	over 20	not wear	
China	11(2.9)	6(1.6)	21(5.6)	23(6.2)	312(83.6)	1(0.3)	3(0.8)	9(2.4)	25(6.7)	335(89.8)	373
Japan	193(50.1)	107(27.8)	75(19.5)	8(2.1)	2(0.5)	56(14.5)	114(29.6)	189(49.1)	21(5.5)	5(1.3)	385
Korea	80(22.4)	41(11.5)	78(21.8)	144(40.3)	14(3.9)	6(1.7)	27(7.6)	52(14.6)	218(61.1)	54(15.1)	357

Table 2. Demographic characteristics of the respondents

Variable	level			China(N(%))	Japan(N(%))	Korea(N(%))
year	first			93(24.9)	97(25.2)	87(24.4)
	second			95(25.5)	95(24.7)	89(24.9)
	third			92(24.7)	101(26.2)	96(26.9)
	senior			93(24.9)	92(23.9)	85(23.5)
	total(1115)			373(100.)	385(100.0)	357(100.0)
age	under 20			101(27.1)	265(68.8)	74(20.7)
	21-22			189(50.7)	120(31.2)	174(48.8)
	over 23			83(22.2)	0(0.0)	109(30.5)
	total(1115)			373(100.0)	385(100.0)	357(100.0)
monthly household income (元/000¥/000₩ in order)	under 1000	under 200	under 1000	27(7.2)	105(27.2)	22(6.2)
	1000~1500	200~300	1000~2000	11(3.0)	48(12.5)	55(15.4)
	1500~2000	300~400	2000~3000	21(5.6)	45(11.7)	99(27.7)
	2000~2500	400~500	3000~4000	7(1.9)	70(18.2)	91(25.5)
	2500~3000	500~600	4000~5000	3(0.8)	44(11.4)	65(18.2)
	over 3000	over 600	over 5000	5(1.3)	43(11.2)	12(3.4)
	missing			299(80.2)	30(7.8)	13(3.6)
	total(1115)			373(100.0)	385(100.0)	357(100.0)
spending on cosmetics per month (元/000¥/000₩ in order)	under 25	under 2	under 20	29(7.8)	162(42.1)	141(39.5)
	25~50	2~5	20~50	24(6.4)	159(41.3)	132(37.0)
	50~75	5~7	50~70	15(4.0)	37(9.6)	44(12.3)
	75~100	7~10	70~100	8(2.2)	13(3.4)	25(7.0)
	over 100	over 10	over 100	7(1.9)	12(3.1)	12(3.4)
	missing			290(77.7)	2(0.5)	3(0.8)
	total(1115)			373(100.0)	385(100.0)	357(100.0)

placed importance in the order of skin compatability, function and effect and those of Korea placed importance in the order of function and effect, and skin compatability. Brand image, color, fragrance, convenience of purchase, feeling when using product and advertisement were factors of relative importance in China(Table 4).

2) Color Make-Up Products

The evaluative criteria used when purchasing color make-up products were compared among the three countries. Significant differences were found among the countries after grouping convenience of purchase, methods of use, advertisements and compatability to individual characteristics as 'Others'. The

Table 3. Motives of purchasing cosmetics

purchase motives	Country			row total (%)
	China	Japan	Korea	
refill of used-up products	116(31.1)	270(70.1)	245(68.6)	634(56.6)
dissatisfaction with current products	178(47.7)	19(4.9)	17(4.8)	214(19.2)
bargain or discount event	15(4.0)	17(4.4)	2(0.6)	34(3.0)
extra disposable income	2(0.5)	29(7.5)	13(3.6)	44(3.9)
for relieve one's stress or relaxation	27(7.2)	31(8.1)	9(2.5)	67(6.0)
impulse cosmetic purchasing	35(9.4)	19(4.9)	71(19.9)	127(11.2)
column total(%)	373(100.0)	385(100.0)	357(100.0)	1115(100.0)
χ^2=302.40***, df=10				

***p<.001

Table 4. Evaluative criteria of purchasing basic and colored cosmetics

	evaluative criteria	Country			row total (%)
		China	Japan	Korea	
B A S I C	brand image	30(8.0)	8(2.1)	5(1.4)	43(3.9)
	price	95(25.3)	41(10.6)	19(5.3)	155(13.9)
	function and effect	101(27.1)	135(35.1)	177(49.6)	413(37.0)
	color & fragrance	24(6.4)	14(3.6)	10(2.8)	48(4.3)
	skin compatability	52(13.9)	147(38.2)	131(36.4)	329(29.5)
	container design	6(1.6)	6(1.6)	2(0.6)	14(1.3)
	convenience of purchase	9(2.4)	2(0.5)	0(0.0)	11(1.0)
	feeling when using product	28(7.5)	26(6.8)	13(3.6)	67(6.0)
	advertisement	28(7.5)	1(0.3)	1(0.3)	30(2.7)
	missing	0(0.0)	5(1.3)	0(0.0)	5(0.4)
	column total(%)	373(100.0)	385(100.0)	357(100.0)	1115(100.0)
	χ^2=263.10***, df=18				
C O L O R	brand image	129(34.6)	99(25.7)	105(29.4)	333(29.9)
	price	92(24.7)	17(4.4)	51(14.3)	160(14.3)
	current trend	24(6.4)	35(9.1)	163(45.7)	222(19.9)
	color & fragrance	31(8.3)	75(19.5)	2(0.6)	108(9.7)
	skin compatibility	32(8.6)	1(0.3)	3(0.8)	36(3.2)
	container design	16(4.3)	21(5.5)	32(9.0)	69(6.2)
	others	49(13.1)	137(35.6)	1(0.3)	187(16.8)
	column total(%)	373(100.0)	385(100.0)	357(100.0)	1115(100.0)
	χ^2=503.21***, df=12				

***p<.001

result indicated that Chinese students placed impor-
tance in the order of brand image, price and others,
those of Japan rated the importance in the order of
others, brand image and color and fragrance as
important criteria and those of Korea placed impor-
tance in the current trend and brand image(Table 4).

4. Information Sources

1) Information Sources

The information sources used for purchasing cos-
metics were compared among the three countries.
There were significant differences in the information
sources among the countries(Table 5).

Chinese students reported that they received infor-
mation from recommendation from friends and col-
leagues and women's and beauty magazines, 27.6%
and 27.3% respectively. As for Japanese students,
53.5%, 15.6% and 15.1% respectively responded
their information sources were women's and beauty
magazines, recommendation from friends and col-
leagues, and stores(recommendation from sales rep.).
On the other hand, 38.1% and 27.7% of Korean
female university students respectively responded

they received information from friends and col-
league's recommendation and women's and beauty
magazines. The result of comparing information sources
for female university students in three countries indi-
cated that information acquisition through experi-
ence was relatively higher in China, while female
university students of Japan obtained information in
personal means through objective data of magazines
and beauty gazettes. Those of Korea tended to obtain
information through personal network like recom-
mendation from friends and colleagues.

2) Personal Influence on Purchase

Result of cross-tab analysis showed that female
university students of China received the most influ-
ence from friends and colleagues followed by sales
rep, while those of Japan received the most influence
from models on advertisements and magazines fol-
lowed by friends and colleagues. Female university
students of Korea received the most influence on
purchasing cosmetics from friends and colleges fol-
lowed by parents and models on advertisements and
magazines(Table 5).

Table 5. Information sources used for purchasing cosmetics

influence factor		China	Japan	Korea	row total (%)
Information Source	media	68(18.2)	32(8.3)	21(5.9)	121(10.9)
	women's & beauty magazines	102(27.3)	206(53.5)	99(27.7)	407(36.5)
	mail order, Catalog, Internet shopping, homepage	9(2.4)	11(2.9)	36(10.1)	56(5.0)
	experience(sample use)	58(15.5)	18(4.7)	27(7.6)	103(9.23)
	department stores, cosmetics shop (sales rep.'s recommendation)	33(8.8)	58(15.1)	38(10.6)	129(11.6)
	recommendation from friends & colleagues	103(27.6)	60(15.6)	136(38.1)	299(26.8)
column total(%)		373(100.0)	385(100.0)	357(100.0)	1115(100.0)
χ^2=170.27***, df=10					
Human Influence	sales rep.	46(12.3)	61(15.8)	31(8.7)	138(12.4)
	parents	13(3.5)	47(12.2)	49(13.7)	109(9.8)
	siblings	34(9.1)	29(7.5)	35(9.8)	98(8.8)
	friends, colleagues	148(39.7)	113(29.4)	187(52.4)	448(40.2)
	models on advertisements	45(12.1)	122(31.7)	49(13.7)	216(19.4)
	celebrities	32(8.6)	8(2.1)	5(1.4)	45(4.0)
	missing	55(14.7)	5(1.3)	1(0.3)	61(5.5)
column total(%)		373(100.0)	385(100.0)	357(100.0)	1115(100.0)
χ^2=316.79***, df=12					

***p<.001

5. Store Type to Purchase Cosmetics and Reasons for Store Selection

1) Store Type to Purchase Cosmetics

The result of cross-tab analysis on the store type to purchase cosmetics indicated that the major store of cosmetics purchase were in the order of department stores and cosmetics specialty stores in China, supermarkets or pharmacies and department stores in Japan and discount stores and department stores in Korea. Korean students placed relative importance in purchasing cosmetics through discount stores, those of China through department stores and those of Japan though supermarkets and pharmacies(Table 6).

2) Reasons for Store Selection

As the result of cross-tab analysis on reasons for store selection for purchasing cosmetics, the female university students of China responded that store reputation(reliability)(18.8%) was the biggest reason for selection followed by good atmosphere and service(16.4%), while those of Japan responded low price(33.2%) followed by variety of products available(20.3%) and those of Korea responded low price(27.5%) followed by convenience in access(20.2 %)(Table 7).

There are various components affected in selecting store type and reasons for selecting stores among China, Japan and Korea due to the differences in purchasing situation, channels of distribution and store promotion.

Table 6. Store type to purchase cosmetics

store type of purchase cosmetics	Country			row total (%)
	China	Japan	Korea	
department stores	129(34.6)	99(25.7)	105(29.4)	333(29.9)
cosmetic specialty stores	92(24.7)	18(4.7)	51(14.3)	160(14.4)
discount sores	24(6.4)	35(9.1)	163(45.7)	222(19.9)
traditional markets	31(8.3)	75(19.5)	2(0.6)	108(9.7)
door to door sales	32(8.6)	1(0.3)	3(0.8)	36(3.2)
mail order, internet shopping	15(4.0)	21(5.5)	32(8.7)	69(6.0)
supermarkets or pharmacies	50(13.4)	135(35.3)	2(0.6)	188(16.9)
column total(%)	373(100.0)	385(100.0)	357(100.0)	1115(100.0)
χ^2=495.01***, df=12				

***p<.001

Table 7. Reasons for selecting places of purchase

reasons	Country			row total (%)
	China	Japan	Korea	
convenience in access	23(6.2)	48(12.5)	72(20.2)	143(12.8)
good atmosphere & service	61(16.4)	68(17.7)	29(8.1)	158(14.2)
advice from one's close associates	58(15.5)	12(3.1)	6(1.7)	76(6.8)
store reputation(reliability)	70(18.8)	14(3.6)	41(11.5)	125(11.2)
variety of products available	48(12.9)	78(20.3)	62(17.4)	188(16.9)
low price	30(8.0)	128(33.2)	98(27.5)	256(23.0)
effective display of product	34(9.1)	6(1.6)	2(0.6)	42(3.8)
product reliability	49(13.1)	29(7.5)	47(13.2)	125(11.2)
missing	0(0.0)	2(10.5)	0(0.0)	2(0.2)
column total(%)	373(100.0)	385(100.0)	357(100.01)	1115(100.0)
χ^2=291.36***, df=18				

***p<.001

3) Reasons for Selecting Department Stores

The reasons used by the respondents of the three countries for patronizing store when purchasing cosmetics need to be analyzed per store type. However, each store type was dominantly used by one country and other countries showed quite low number, resulting the analyses to find the differences among the countries difficult. Thus, frequency was computed for the reasons for selecting department stores since it was patronized the most by almost all three countries(Table 8).

6. Degree of Satisfaction and Method of Disposing Dissatistactory Cosmetic Products

1) Degree of Satisfaction with Cosmetics

In relations to the degree of satisfaction on price, respondents of Korea indicated the highest level of satisfaction. The result of follow-up verification showed similar results from respondents of China and Japan with significant difference from those of Korea(Table

9).

Degree of satisfaction on product diversity was found to be the lowest in China. The result of follow-up verification showed similar trends in Japan and Korea with significant difference from that of China. As the result of follow-up verification, degree of satisfaction on quality, color, product diversity and user convenience was found to be similar in Japan and Korea, while there was significant difference from that of China. In terms of satisfaction on fragrance, there was significant difference among the three countries. For design satisfaction, there was substantial difference between China and Korea.

2) Method of Disposing Dissatisfactory Cosmetic Products

Method of disposing dissatisfactory cosmetic products of Chinese, Japanese and Korean female university students were simply leave and not use the dissatisfactory cosmetics(43.5%), giving the cosmetics to others(25.2%) and exchange the cosmetics for

Table 8. Reasons for selecting department stores

reasons for selecting department stores	Country			row total (%)
	China	Japan	Korea	
convenience in access	2(1.6)	3(3.0)	4(3.8)	9(2.7)
store reputation	45(34.9)	40(40.4)	38(36.21)	123(36.9)
good store atmosphere	40(31.0)	28(28.3)	22(21.0)	90(27.0)
variety of products available	20(15.5)	15(15.2)	13(12.4)	48(14.5)
effective display of product	8(6.2)	3(3.0)	8(7.6)	19(5.7)
product reliability	14(10.8)	10(10.1)	20(19.0)	44(13.2)
column total(%)	129(100.0)	99(100.0)	105(100.01)	333(100.0)

Table 9. Degree of satisfaction with cosmetics   (N=1115)

satisfaction factor	Country			F	p
	China	Japan	Korea		
quality	2.97 A[a]	3.47 B	3.51 B	58.53	.000***
fragrance	3.00 A	3.25 B	3.47 C	42.00	.000***
price	2.94 A	2.84 A	3.13 B	14.18	.000***
design	3.20 A	3.24 AB	3.34 B	3.57	.029*
color	3.19 A	3.44 B	3.50 B	19.49	.000***
product diversity	3.11 A	3.28 B	3.25 B	5.16	.006**
user convenience	3.19 A	3.35 B	3.45 B	11.88	.000***

*$p<.05$, **$p<.01$, ***$p<.001$
[a]The different alphabet letters the significant difference among groups out of Duncan's multiple test.

Table 10. Method of disposing dissatisfactory cosmetic products

method of disposing dissatisfactory cosmetics	Country			row total (%)
	China	Japan	Korea	
simply leave & not use	46(12.3)	228(59.2)	211(59.1)	485(43.5)
giving the cosmetics to others	93(24.9)	92(23.9)	96(26.9)	281(25.2)
throw away	21(5.6)	41(10.6)	21(5.9)	83(7.4)
exchange for other cosmetics	208(55.8)	8(2.1)	22(6.2)	238(21.3)
missing	5(1.3)	16(4.2)	7(2.0)	28(2.5)
column total(%)	373(100.0)	385(100.0)	357(100.02)	1115(100.0)
χ^2=445.20***, df = 8				

***p<.001

other products in the places of purchases(21.3%) in order(Table 10).

Respectively 59.2% and 59.1% of female students in Japan and Korea were found to leave and not use the dissatisfactory cosmetics and giving the cosmetics to others. The result of comparing method of disposing dissatisfactory cosmetics among female university students of three countries indicated that 55.8% of respondents in China exchanged the dissatisfactory cosmetics for other products in the places of purchase. This indicated more active attitude of disposing dissatisfactory cosmetics. On the other hand, only 2.1% of female university students of Japan exchanged dissatisfactory cosmetics for other products, indicating relatively passive action in disposing dissatisfactory cosmetics. The results of the study showed that Korean and Japanese consumers are much more passive when confronted with a cosmetic purchase they find to be dissatisfactory and simply hold on to the product, despite well regulated return and refund policies in their respective countries. Chinese consumers, conversely, are more aggressive than their Korean and Japanese counterparts and take action to ensure that they receive value in return for their purchase price, consistently taking action to exchange dissatisfactory products for new products.

V. Conclusions and Suggestions

The objective of this study was to compare and analyze differences in patterns of purchasing cosmetics and level of satisfaction and dissatisfaction with cosmetics displayed by female university students in China, Japan and Korea, therefore to provide data for

marketing strategy targeted toward cosmetics consumers of each country.

Results of this study indicated that, in terms of the patterns of purchasing cosmetics, the strongest motive for purchasing cosmetics in China was dissatisfaction with current products. The motivation for purchasing cosmetics in Japan and Korea was to refill used-up products. As for the information sources, female university students of Japan mainly gathered objective data by using personal methods, while those of Korea obtained information through human networks. In relation to the evaluative criteria for purchasing basic skin care items, female university students of China and Korea placed emphasis on function and effect, while those of Japan placed importance on skin compatibility. In the case of color make-up products, female university students of China, Japan and Korea respectively placed the highest importance on brand image, convenience of purchase and the current trend. As for the places of purchasing cosmetics, female university students of China most frequently used department stores, while those of Japan used supermarkets and pharmacies and those of Korea used discount stores. As for the reasons for selecting the store type of purchase, the highest number of Chinese respondents answered because the store of purchase Chinese respondents selected department stores for reliability of products, while Japanese and Korean respondents chose stores based on low prices. Chinese and Korean respondents were most influenced by friends and colleagues when making cosmetic purchase decisions, while Japanese respondents were most influenced by models on advertisements and magazines. In relation to

the level of satisfaction with cosmetic products, Korean respondents displayed the highest level of satisfaction in general, followed by Japanese and Chinese female university students. As for the methods of disposing dissatisfactory cosmetics, female university students of China employed active measures of exchanging the dissatisfactory cosmetics with other products at the place of purchase, while those of Japan and Korea employed a passive method of not using or throwing the products away.

On the basis of the above results, this study suggests providing Chinese consumers with positive brand image in addition to utilizing department stores as distribution channels will advance the Chinese market. Also, considering the activeness of disposing dissatistactory products by female university students in China, it will be necessary to establish a marketing strategy to reduce the level of dissatisfaction experienced by consumers in China by actively responding to their demands. For female university students in Japan, advertisement and magazine models were found to be an important factor of influence on purchasing compared to the cases in Korea and China. Therefore, enhancing brand recognition through advertisements and offering a better quality product for the money while expanding distribution channels to supermarkets and pharmacies will increase market share in Japan. Female university students of Korea placed importance on low price and are largely influenced by word of mouth from their human network, such as friends and colleagues, etc. Therefore, offering a quality cosmetic products at a low price in addition to free samples of items could spread positive word of mouth, in turn boosting cosmetic sales in Korea. When domestic cosmetic companies aim to market at an international level, marketing strategies have to be developed and managed by each country. Therefore product, distribution channels, and promotion should be considered along with consumer buying patterns and behavior.

There were several limitations in this study, first, caution is required in generalizing the results of this study to all female university students of the three countries because sampling for this study was carried out only on female students of four year coeduca-

tional universities in the capital cities of China, Japan and Korea; Beijing, Tokyo and Seoul respectively. Second, cosmetic products tend to change more quickly than products in any other product category. When looking at the results of this study, one should keep in mind that the cosmetic market has undergone many changes since this study was conducted in 2002. Third, behavioral patterns with regard to the purchase of general cosmetics were investigated and analyzed. There are, however, some risks of predicting diverse consumer patterns or trends as the study has not yet been carried out with regard to individual characteristics per each consumer product.

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요   약

본 연구의 목적은 외모에 대한 관심과 호기심이 왕성한 한, 중, 일 세 국가의 여대생들의 화장품구매실태를 조사하고 화장품이용과 관련한 만족, 불만족이유에 대한 세 국가간의 차이점을 비교분석하여 그 결과를 국내 화장품업계의 국내외 진출시 마케팅자료로 활용하고자 함이었다. 본 연구는 서울, 베이징, 도쿄에 거주하는 남녀공학대학에 재학중인 여대생 1,200명을 대상으로 하여 자료수집을 하였다. 연구결과, 세 국가의 여대생들의 화장품구매실태와 화장품과 관련한 만족, 불만족의 차이가 있었다. 중국여대생들은 구매처의 신뢰도와 브랜드 이미지를 중요하게 생각하고 불만족 화장품에 대해서는 교환을 통해 적극적으로 대처하는 것으로 나타났기 때문에 소비자들의 불만족경험을 줄이고 고급스럽고 믿을 수 있는 품질의 제품으로 백화점에 진출하는 마케팅전략이 중국시장진출시 필요하며, 일본여대생들은 광고와 잡지모델이 중국, 한국과 비교하여 상대적으로 구매시 중요한 요인으로 작용하고 슈퍼마켓과 약국을 통해 저렴한 화장품구매를 하는 것으로 나타나 일본시장진출시 광고를 통해 브랜드인지도를 높이고 슈퍼마켓과 약국으로 유통망을 확대하고 품질대비 저렴한 가격전략이 필요하며 한국여대생들은 화장품구매시 친구나 동료 등과 같은 인적네크워크를 통한 구전과 저렴한 가격을 중요하게 생각하고 있어 품질대비 저렴한 가격으로 긍정적인 구전효과를 통한 마케팅전략이 필요하다고 사료된다.