A Study on Appearance Management Behavior Related to Well-being Lifestyles of Women

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ABSTRACT

The purpose of this study was to identify appearance management behavior related to well-being lifestyle of women.

The results of the study were as follows:

1. The factors relating to a well-being lifestyle were personality and value, fashionable appearance, leisure activity, healthy food, brands, social activities, reasonable consumption, environmental protection, and individuality. The factors of appearance management behavior were weight management and skin care, apparel and accessory management, dietary treatment, bathing, make-up and hair styling, underwear management, using hospitals, beauty salons, and identity kits.

2. Women were classified into 4 kinds of groups: well-being, reasonable value pursuit, ostensible consumption, and bad-being.

3. The members of the well-being group were generally married, highly educated, had a high income, and spent a lot of money for their appearance management. They had a high level of appearance management in terms of weight and skincare, apparel and fashion accessories management, dietary treatment, bathing, make-up and hairstyling, underwear management, and in the use of hospitals and beauty salons. The members of the reasonable value pursuit group were generally married, less educated, with a medium income, and spent little for their appearance management. Members of the ostensible consumption group were generally unmarried, with a low income but spent lot of money for sundries and appearance management. They also had a high level of appearance management with regard to weight training and skin care, apparel and fashion accessory management, underwear management, the use of hospitals and beauty salons, and using identity kits. Members of the bad-being group were generally unmarried, had low incomes, little disposable income, spent little on appearance management, and didn't manage their appearance as a whole.

Key Words : *well-being lifestyle, appearance management behavior*

I. Introduction

Although the general level of life has been elevated compared to previous eras, environmental pol-lution has emerged as a serious social problem. As mental well-being and a healthy life have become more of a focus than material abundance for people who are tired of environmental pollution or the harmful effects of industrial development, environ-mental protection and a well-being lifestyle have

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gotten more attention in Korea as well as in the U. S. and Europe.[1] When we examine the changes associated with the modernization of lifestyles, it appears that there is a general trend in preferences for organic vegetables over meat and fast food products, as well as increased interest in one's health, appearance, and in sports and leisure.

Of course the term, 'well-being' itself means being well but the real connotation, especially in Korea, is the pursuit of a healthy and easy life through lifestyle. Therefore 'well-being' amounts to consumption to achieve a healthy and sound life of people and their families.[2] The social significance of 'well-being' is of a new cultural code focusing on the value of peaceful rest and life through harmony with nature, pursuing a balanced health of body and mind. This 'well-being' trend has influence on general foods, clothing and shelter industries including fashion, beauty, furniture, spa and house etc. It has provided natural comfort, pleasure and beauty to modernized people trying to have a nice, free and healthful life in both a mental and material sense.

In the meantime, as more women get educated and become professionals in society, it has become natural to embellish one's beauty since the ethic of 'Lookism' has become widespread in our society.[3] The cultural conception of a focus on beauty, catering to both male and female interpretations, has resulted in the recent expansion of industries related to appearance such as fashion or beauty. Appearance-related industries such as diet, fitness, sauna, plastic surgery that satisfy people's interest in a well-being lifestyle have blossomed but there are hardly any studies that utilize people's feedback and opinion, that could demonstrate how these phenomena influence appearance management behavior.

Most studies related to well-being lifestyle or ap-

pearance management relate to the well-being phenomenon in the fashion industry, analysis of the use of natural cosmetics, physical image and appearance management behavior respectively but only limited aspects of this have been treated.[4][5][6][7] It is really necessary to analyze the well-being lifestyle of women responsible for the family's health and its relationship to different types of appearance management behavior. Therefore this study will classify types of well-being lifestyles of women interested in the family's health and appearance. We provide basic information which is indispensable for companies related to well-being, beauty and appearance to make effective product plans and marketing strategies.

Ⅱ. Review of literature

1. Well-being Lifestyle

The modern usage of the term 'Well-being' relates to the origin of 'Wellness'-the American doctor Halbert Dunn used this term in his essay for the first time in 1959. The origin of 'Well-being' is highly related to the American Hippie movement of the 1960's and 70's. As the hippie movement developed into an antiwar movement it incorporated cultures of naturalism, The New Age and the pursuit of original human values that harmonized with nature, rejecting a consumption-based society focused on materialism. This term then developed into a word meaning a certain status of maximum harmony and balance in every aspect of one's environment, body, mind, and spirit.[8][9]

The 'Well-being' term later became associated with a set of lifestyles in 1990's America. In that decade, health consciousness and eating raw foods were the focus, along with an atmosphere pursuing

a healthy body and mind, and it has since become a part of a culture enjoying yoga and nature, especially among the trendy youth of New York. The dream of a comfortable and pleasant life as an escape from routine and the increasing competitiveness and complications of modern society. One way to live reflecting such desire is the wellness or well-being lifestyle. 'Well-being' has an influence on all aspects of life and even entire industries like fashion, food, health, leisure, living, sleeping, advertisement, and so on.

The well-being lifestyle can be divided into the following groups: 'Bobos', 'Slower But better Working', 'LOHAS', 'Downshifters', and 'Well-being'.

Firstly, 'Bobos' is a new term combining the words 'Bourgeois' and 'Bohemian' the latter referring to people with a free and artistic spirit similar to the Renaissance in Europe. American political commentator David Brooks defined 'Bobos' as a new group of elite people who could lead America as the noble class in the newly arisen Information Age. 'Bobos' earn a lot of income but don't waste a lot of money like Yuppies. They succeeded by their own merits, based on their high level of education but still keep their free spirit just like Hippies or Bohemians. Bobos have had a great influence on the social, economical and cultural pattern in America.

The 'Slower but Better working' group came out of the in America of the 1990s.[10] 'LOHAS' is a term composed of the initial letters from 'Lifestyles Of Health And Sustainability'-another well-being culture where conscious consumers focus on having a healthy life through the saving of resources to protect the earth, changing spending patterns based on health and sustainability.

In the meantime, the 'Downshifter' culture ap-

peared in the U.K. of the 1950's; the term refers to 'shifting to a low-speed gear'. In 2002 in the UK, the middle-class professional people of exchanged their high-stress, high-paid jobs for other jobs with much less stress even if it meant earning less money. It has become a world trend that people pursue a more easygoing and comfy life with these spending patterns and lifestyles which came up from the U. S. and Europe. Such trends developed into a single term signifying the most harmonious, satisfying status in every aspect such as body, mind and spirit, and recently this has surfaced in Korea as the well-being movement.[11]

The well-being group amounts to young people pursuing a healthy, satisfying and easygoing life. However, they mostly spend wisely in a harmonious, healthy way instead of spending on ostentatious luxuries. They put the value of life, nature and health foremost and regard spiritual health to be as important as physical health. Also, they try to have a peaceful body and mind instead of being constantly busy and enjoy eating raw foods, slow foods, and utilize spas, aromatherapy, and yoga.[12]

In Korean industries associated with the well-being trend, we can find fusions of fields in some industries such as 'health management', 'cosmetics and beauty', 'food circulation and restaurant', 'construction and houses', and 'clothing and fiber'. 'Beauty Foods', which represents the intersection of the cosmetics and food industries, is another such fusion, and a cosmetic company made a well-known advertisement which stated 'This is food for your skin', accompanied by the image of a model applying food to her face as if it were cosmetics. This demonstrates that well-being trend has shifted to an 'eco / healthy' trend with a new concept of horizontal integration of many different industrial technologies fuzed with the original innocence and

unpolluted naturalism of the 'traditional / classic' image.

In the health management well-being industry, preventive measures are more the focus than medical treatment at hospitals or weight management centers. Aromatherapy, all kinds of massage including blood vessel skin massage, foot massage and stress management, as well as those alternative medicines that promote a healthy life without sickness through the bolstering of the immune system, have become quite popular among people suffering exhaustion and stress.

In trends of the well-being cosmetics and beauty industries, there seems to be a tendency to mix food and beauty. 'Beauty food' refers to products which are not only a general health supplement but also advertised as helping beauty. International cosmetic companies like 'Bodyshop', 'Aveda', and 'Origins' have become quite successful for their prominent philosophy of 'naturalism'. In addition to this, they have actively been developing a new market of cosmetics for men and never engage in price-gouging. Besides these trends, the concept of a 'well-being lifestyle' has been developed in many different ways in the restaurant, electronics, eco-fiber and housing industries and it has become an important household word.[13]

The American "Well-being' industry (perhaps better known as 'Wellness') is very much related to network marketing and roughly 50% of the network marketing market is related to the 'Well-Being' industry in some way. Companies like 'Herbalife', 'Amway', and 'Nuskin' are focused on 'Well-Being' products. The Japanese equivalent of the 'Well-being' industry has developed based on healthy food and increasing internet sales. In Europe, Germany is leading the development of 'Well-being' with a high level of alternative medicine.

The reason of rapid growth in 'Well-being' markets in every country especially the developed ones, is the desire to return to nature from an artificial lifestyle as a reaction against the movement to an aging society with increased elders and decreased birth rate, and to an inhumane society with environmental problems like pollution and materialism. The human desire to live long and healthy will live long through the creation and consumption of 'Well-being' products.

If we examine the pioneering study on the 'Well-being' lifestyle by Hyowon Park and Yongsook Kim[14] the authors identified leisure, self-satisfaction, value consciousness, having healthy food, independent consumption, sharing and communication, and individualism as factors of the well-being lifestyle of 20's~30's women. They divided the women into well-being and bad-being groups, based on criteria of the well-being lifestyle. The level of education and income of the well-being group are high but the ones of bad-being group are not.

2. Appearance Management Behavior

Appearance includes physical characteristics which are important factors when we notice others. This includes the figure, face, clothing, make-up, glasses or other accessories, health condition, and even one's smell and these all play an important role in social relationships.

In accordance with Kaiser's[15] definition, appearance management is a process of expressing oneself, playing one's role by mutual relation with others. In other words, it is the method that people use to express their visual image of themselves by wearing clothes or make-up, and to deliver meaning of their appearance through symbols corresponding to the related situation that make others understand

them.

Appearance management behavior means using various items like clothing, cosmetics, accessories to present oneself as the way others expect one to be and these items are called identity kits. People observe the appearance of a reference group by social comparison and unite their appearance management behavior by using diet, clothing, and cosmetics that serve as a method of improving attraction. Ultimately, they will advance their self-esteem and take social advantage.[16].

Youngbo Mun[17] said the face has a greater influence than clothing to make a social look, that is to say, that a face with sociable look gives a sociable impression.

Sunkyeng Lee[18] said that an attractive face gives prominence to personal ability and mental characteristics as the people having attractive face look graceful and dignified, or having a remarkable personality and will.

Jaesook Kim[19] said most women usually practice appearance management behavior without bodily changes, such as skin management, wearing functional underwear, though some dye their hair or get corrective eye surgery, or other plastic surgeries. Also, they believe beautiful clothing improves their mental well-being and self-esteem. As for appearance management behaviors, Rudd and Lennon[20] noted the following: eating, taking medicine, breast augmentation, weight-watching, excessive exercise, whipping, smoking, dangerous cosmetic plastic surgery, social comparisons, clothing, diet, make-up, measuring weight many times a day, among others. Ya Yang and Yongsook Kim[21] chronicled diet, skin management, weight and teeth management, nails and hair management, using identity kits as factors of appearance management behavior of Chinese university students living in Shanghai,

China and they classified the subjects into active groups of appearance management, a group using nails and hair management and identification items, a group of diet and skin management, and a passive group of appearance management on the basis of the afore-mentioned factors. A typical member of the active group of appearance management generally was the only child of their parents, and spends a lot of money for appearance management.

Seongnam Kim and Kyungsook Lee[22] identified make-up, skin management, hair style, clothing, weight-watching, and plastic surgery as factors of appearance management behavior and with the standard of appearance interest by degree, they classified subjects into a group careless about appearances, a group of appearance management conscious of others, and a group of appearance management more concerned with themselves. The group careless about appearances didn't spend much money for appearance management, but the group of appearance management conscious of others were generally in their early 20's and were highly motivated to present themselves and were generally confident of their figures. The group of appearance management more concerned with themselves were generally in their 20's or 30's and they spent a lot of money for appearance management and they are very interested in figure management. Business people maintain their own style by managing fashion, make-up, hairstyle and there appears to be a proportional relationship between interest in advertisements and information about one's appearance and interest in appearance management. Comparing male with female, business women generally care more about appearance management than business men.[23]

This seems to support the view that beautiful-looking women lead active social lives with confidence and self-esteem based on positive self-iden-

tification and their appearance management behaviors include diet, exercise, taking medicine, skin management, changing their figure, fashion, hairstyle, cosmetics, bathing, and so on.

Ⅲ. Research

1. Problems

The research problems were as follows:

First, to identify factors of the well-being lifestyle of women and factors of their appearance management behavior.

Second, to segment women by their lifestyle factors.

Finally, to identify characteristics of the appearance management behaviors, socio-demographics, and the costs of appearance management of the segmented groups.

2. Research subjects

In this study, 400 of women, aged 20~50, and living in major cities in Jeollabuk-do were selected for research. For the sake of researchers' convenience, random sampling has been applied.

<Table 1> shows the characteristics of socio-demographics and the cost for appearance management of the subjects. Categorized by age, women in their 20's make up 35.3%, 30's make up 29.4%, 40's make up 21.5%, and women in their 50's make up 13.8%. By education, 31.7% graduated from high school, 21.5% are university students, 46.8% have at least a bachelor's degree. By vocation, housewife is the most common, 33.0%, and working mothers are 23.1%. By marital status, married women make up 57.8% which is a bit more than the percentage of unmarried women. By average monthly income of the family, less than

1,000,000 won makes up 15.0%, between 1,000,000 won and 2,000,000 won makes up 24.2%, between 2,000,000 won and 3,000,000 won 23.6%, between 3,000,000 won and 4,000,000 won 17.5%, and more than 4,000,000 won makes up 19.7%. By monthly personal expenditure, between 100,000 won and 200,000 won is the largest category, 23.1%, while more than 400,000 won is 22.2%. By personal appearance management, women spending less than 50,000 won on average per month make up the largest percentage, 35.7%, while between 50,000 won and 100,000 won is 22.0%.

3. Questionnaire

The questionnaire for this study is composed of 103 questions categorized under well-being lifestyle, appearance management behavior, socio-demographics of subjects, and the cost of appearance management.

For well-being lifestyle, 50 questions were chosen referring to monthly marketing[24][25], Cheil[26], separate volumes[27][28], a precedent study[29] and utilized response items from the 5-level Likert scale. For 'Appearance management behavior' 46 questions were chosen referring to precedent studies[30][31][32] and utilized response items from the 5-level Likert scale. Questions for 'the factors correlated to change related to socio-demographics' include 6 involving age, education, job, marital status, average monthly income, and average monthly personal expense. Finally, there is 1 multiple-choice type question for 'the cost of appearance management'.

4. Procedure

To find out how well people could understand the researchers' questionnaire, it was pre-tested with 10 women in January, 2005 and then some parts were revised. The final research was conducted

<Table 1> Socio-demographics of subjects and the cost for appearance management

Variables			Numbers of subjects	Percentage (%)
socio-demographics	Age	20's	115	35.3
		30's	96	29.4
		40's	70	21.5
		50's	45	13.8
	Education	High school	103	31.7
		University students	70	21.5
		More educated than Bachelor's degree	152	46.8
	Job	Student	70	21.6
		Housewife	107	33.0
		Working mom	75	23.1
		Unmarried worker	47	14.5
		remainder(no job, preparing to work)	25	7.7
	Marrital status	Unmarried	133	42.2
		Married	182	57.8
	Income	Less than 1,000,000 won	47	15.0
		1,000,000 ~ 2,000,000	76	24.2
		2,000,000 ~ 3,000,000	74	23.6
		3,000,000 ~ 4,000,000	55	17.5
		More than 4,000,000	62	19.7
	Personal expenses	Less than 100,000 won	67	20.9
		100,000 ~ 200,000	74	23.1
		200,000 ~ 300,000	54	16.9
		300,000 ~ 400,000	54	16.9
		More than 400,000	71	22.2
The cost for appearance management		Less than 50,000 won	115	35.7
		50,000 ~ 100,000	71	22.0
		100,000 ~ 150,000	56	17.4
		150,000 ~ 200,000	37	11.5
		More than 200,000	43	13.4

from the 2nd and 3rd weeks in May, 2005. 370 out of 400 questionnaires were collected and used for final analysis.

5. Analysis methodology

The SPSS Program(Ver. 12.0) was used for analyzing data.

First, frequencies and percentages were calculated to figure out characteristics of factors correlated to changes related to socio-demographics and the cost of appearance management of women.

Second, factor analysis was conducted to collect factors of women's well-being lifestyle and appearance management behavior.

Third, to classify women based on factors of the well-being lifestyle, Duncan's Multiple Range test

was conducted as further verification after analyzing the general group.

Fourth, one-way ANOVA and a Chi-square Test were conducted to figure out the characteristics of classified group's behavior and the cost of appearance management and factors correlated to change related to socio-demographics.

IV. Results and discussion

1. Factors of the well-being lifestyle and appearance management behavior

We analyzed factors for understanding the construction of well-being lifestyle and appearance management behavior. As a method, orthogonal rotation is applied by the analysis of principal elements and we collected factors with eigen value over 1.0.

Of the 50 questions for the well-being lifestyle, 9 factors were collected by analysis of the remaining 37 questions which were left after deleting 13 questions with low factor loading and so the total R^2 of the 9 factors is 59.20% <Table 2>. Each factor's factor loading was above 0.5 and every Cronbach's α has been calculated to check the questions' inner consistency with the same factor being above 0.5.

Factor 1 was labeled 'personality and value' as it is composed of questions regarding to a social-oriented and value-oriented life focusing on equality between the sexes and its R^2 is 20.02%. Factor 2 was labeled 'trend and appearance' as it is composed of questions regarding to lifestyle preferences of trendy or new products and focusing on appearance management and its R^2 is 9.17%. Factor 3 was labeled 'leisure' as it was composed of questions regarding the enjoyment of the weekend or free time and its R^2 is 6.87%. Factor 4 was labeled 'healthy diet' as

it is composed of questions regarding balanced eating habits with organic foods or health foods and its R^2 is 4.92%. Factor 5 was labeled 'famous brands' as it is composed of questions regarding lifestyle preferences of famous brand products and its R^2 is 4.63%. Factor 6 was labeled 'social activity' as it is composed of questions regarding to social life with neighbors and its R^2 is 4.08%. Factor 7 was labeled 'reasonable consump- tion' as it is composed of questions regarding lifestyle preference for useful items with a discount price and its R^2 is 3.54%. Factor 8 was labeled 'eco attitude' as it is composed of questions regarding to rural life and preferences for eco products and its R^2 is 3.09%. Factor 9 was labeled 'uniqueness' as it is composed of questions regarding the individual and willingness to sacrifice for work and its R^2 is 2.90%.

The above-mentioned factors are results corresponding to the well-being trend[33] which is largely concerned with health and environmental protection and more focusing on a personal, value-oriented life than promotion or higher salary at work. Building on the work of Hyowon Park and Yongsook Kim[34] which greatly advanced the factor construction of the well-being lifestyle, this study has included trends, appearance, products with famous brands and accessories as factors. This is largely because we tried to analyze the data with appearance management behavior in mind.

Among the 46 questions related to appearance management behavior, 31 questions remained when 15 questions having low factor figures were deleted, and in the final analysis 9 factors were consolidated and the total R^2 is 62.64% <Table 3>. To check the inner consistency of questions included in the same factor, we calculated Cronbach's α and the results are all over 0.5. Factor 1 was labeled 'weight and skin management' as it is composed of ques-

<Table 2> Factor construction of well-being lifestyle

Contents	Reliability	
	Factor's name	Factor loading
Equality between the sexes		.75
Independent life after retirement		.70
Value-orientation of life and nature	Factor 1	.68
Satisfaction	Personality and	.68
Social life	Value	.56
Interest in social issues		.50
Eigen value :　　　　　　　　　Variance : 20.02%	Cronbach's α : .77	
Preference for clothing, accessory and cosmetics		.76
Sensitive to fashion trends		.74
beauty shop usages	Factor 2	.69
Controlling body shape	Fashion and	.62
Positive attitude about plastic surgery	Appearance	.56
Purchasing new products		.50
Eigen value: 3.48	Variance : 9.17%	
Accumulative variance : 29.18%	Cronbach's α : .69	
Mental improvement		.76
Participating in weekend leisure sports		.72
Spending time	Factor 3	.60
Experience abroad	Leisure	.59
Cultural activities		.56
Eigen value : 2.61	Variance : 6.87%	
Accumulative variance : 36.05%	Cronbach's α :.71	
Preference for organic food		.79
Balanced nutrition	Factor 4	.75
Preference for health food	Healthy diet	.75
Drinking plenty of water		.55
Eigen value : 1.87	Variance : 4.92%	
Accumulative variance : 40.97%	Cronbach's α : .68	
Preference for brands		.77
Preference for foreign products	Factor 5	.74
High priced products equate with high quality	Famous brands	.72
Preference for famous brands		.69
Eigen value : 1.76	Variance : 4.63%	
Accumulative variance : 45.60%	Cronbach's α : .76	
Easily get along with neighbors		.79
Good leadership	Factor 6	.76
Proud of popularity	Social activities	.60
Participating in alumni meeting, etc.		.59
Eigen value : 1.55	Variance : 4.08%	
Accumulative variance : 49.68%	Cronbach's α : .67	

Contents	Reliability	
	Factor's name	Factor loading
Sensitive to price	Factor 7	.83
Purchasing useful products	Reasonable	.77
Shopping only on sale	consumption	.67
Eigen value : 1.34	Variance : 3.54%	
Accumulative variance : 53.21%	Cronbach's α : .65	
Preference for a house in the suburbs	Factor 8	.62
Advertise good aspects of eco products	Eco attitude	.57
Relate experience of using eco products		.54
Eigen value : 1.17	Variance : 3.09%	
Accumulative variance : 56.30%	Cronbach's α : .72	
Avoiding sacrificing themselves for work	Factor 9	.72
Life of marked individuality	Uniqueness	.54
Eigen value : 1.10	Variance : 2.90%	
Accumulative variance : 59.20%	Cronbach's α : .74	

<Table 3> Factor construction of appearance management behavior

Contents	Reliability	
	Factor name	Factor loading
Acupuncture for lipolysis and controlling appetite		.83
Controlling weight		.83
Controlling weight through smoking		.77
Taking medicine for water retention or diarrhea	Factor 1:	.77
Straightening body with girdles or bandages	Weight	.69
Using lipolysis cosmetics	and skin	.69
Wearing artificial eyelashes	management	.67
Partial or full wigs		.61
Regular skin massage		.60
Permanent tattoo such as eyebrows		.55
Simple stretching		.52
Eigenvalue : 8.70 Variance : 24.17%	Cronbach's α : .69	
Wearing fashionable clothing and accessories		.76
Preference for sexy clothing	Factor 2:	.72
Wearing clothing like Hollywood stars	Clothing and	.69
Wearing high heels or height enhancing shoes	Fashion accessory	.67
Preference for tight clothing		.55
Eigen value : 3.66	Variance : 10.16%	
Accumulative Variance: 34.33%	Cronbach's α : .78	

Contents	Reliability	
	Factor name	Factor loading
Avoiding fattening foods	Factor 3: Diet	.85
Having low calorie food		.84
Curbing appetite		.81
Eigen value : 2.20	Variance : 6.10%	
Accumulative Variance: 40.43%	Cronbach's α : .77	
Using functional cosmetics	Factor 4: Bathing	.74
Brushing teeth after meals		.64
Taking frequent showers		.63
Basic make-up		.60
Eigen value : 1.63	Variance : 4.51%	
Accumulative Variance : 44.94%	Cronbach's α : .69	
Using hair spray or jell	Factor 5: Make up and Hair style	.60
Full make-up		.59
Partial make-up		.53
Drying hair		.52
Eigen value : 1.44	Variance : 4.00%	
Accumulative Variance : 48.94%	Cronbach's α : .71	
Wearing clothing for shaping	Factor 6: Underwear	.71
Tightening the waist		.64
Eigen value : 1.39	Variance : 3.86%	
Accumulative Variance : 52.80%	Cronbach's α : .78	
LASIK surgery	Factor 7 Hospital Usage	.67
Straightening teeth		.67
Eigen value : 1.28	Variance : 3.55%	
Accumulative Variance : 56.35%	Cronbach's α : .68	
Perming hair	Factor 8 beauty shop usage	.78
Dyeing		.63
Eigen value : 1.18	Variance : 3.28%	
Accumulative Variance : 59.63%	Cronbach's α : .81	
Piercing earlobes	Factor 9 Using Identity kits	.77
Wearing contact lenses instead of glasses		.71
Eigen value : 1.08	Variance : 3.01%	
Accumulative Variance : 62.64%	Cronbach's α : .70	

tions regarding to using medicine, surgery, and tattoos and its R^2 is 24.17%. Factor 2 was labeled 'clothing and fashion accessory' as it is composed of questions regarding to managing appearance by wearing clothing and fashion accessories and its R^2 is 10.16%. Factor 3 was labeled 'diet' as it is composed of questions regarding to eating low calorie food and curbing appetite and its R^2 is 6.10%.

Factor 4 was labeled 'bathing' as it is composed of questions regarding to taking a shower and basic make-up and its R^2 is 4.51%. Factor 5 was labeled 'make-up and hair management' as it is composed

of questions regarding to color make-up, using hair spray and hair dryers and its R^2 is 4.00%. Factor 6 was labeled 'underwear management' as it is composed of questions regarding to wearing underwear to shape and tighten the waist area and its R^2 is 3.86%. Factor 7 was labeled 'hospital usage' as it is composed of questions regarding LASIK surgery to improve eyesight or straightening teeth and its R^2 is 3.55%. Factor 8 was labeled 'beauty shop usage' as it is composed of questions regarding to perms and hair dying and its R^2 is 3.28%. Factor 9 was labeled 'using identification items' as it is composed of questions regarding to piercing one's earlobes or wearing contact lenses instead of glasses and its R^2 is 3.01%.

Comparing the above-mentioned factors of appearance management behavior to factors collected from preceding studies, the factors of trendy products, clothing and fashion accessory were more pointed in this study. Ya Yang and Youngsook Kim[35] included related questions in the 'factors of identification method' in their study and Jeongae Kim and Yongsook Kim [36] included questions related to hospital usage in the "factors of changing body" in their study.

2. Classifying women on the basis of well-being lifestyle

Conducting a K-average group analysis to classify women on a basis of well-being lifestyle factors, 4 different groups reflected 4 distinguishing characteristics of the well-being lifestyle. The result of this classification is tabulated as <Table 4>.

The 1st group is usually labeled 'Wellbeing group' (also referred to as 'Wellness group' or 'Cham-Sal-I group' in the original Korean term) as it has the highest figure for personality and value, trendy appearance, leisure, health food, reasonable consumption, eco attitude, and uniqueness and makes up 25.91% of the total. The 2nd group was labeled 'Value-oriented group' as it has the highest figure for social life and reasonable consumption and makes up 25.61%. The 3rd group was labeled 'ostentatious consumption group' as it has the highest figure on trendy appearance, health food, famous brand and it is occupied 27.44% which is a bit more numbers of member than others. The 4th group was labeled 'Bad-being group' as it has the lowest figure for all 9 factors of the Wellbeing lifestyle and it makes up 21.04% which is the smallest membership of all the groups. 'Bad-Being' is meant to be an opposing term to 'Well-being' and has also been referred to as 'Ill-being', which signifies 'an economic status not sufficient to care about well-being and the health of body and mind' and it is a newly-coined English loan word in the Korean language in 2004[37].

It is apparent that all 4 groups have similar numbers of members from the lowest figure, 21.04% to the highest figure, 27.44% in our study. Hyowon Park and Yongsook Kim[38] classified women in their 20's and 30's into Well-being, Bad-being and Communication groups and established that search activity using mass communication or Internet as a characteristic of the well-being lifestyle. The gap in results was understood to be due to the age gap.

3. The characteristic of the segmented group's appearance management behavior and the factors correlated to change related to socio-demographics:

A one-way ANOVA was conducted in order to

<Table 4> Classification of factors of the well-being lifestyle

Factor \ Group	1st	2nd	3rd	4th	F
Personality and Value	3.08(A)	2.80(B)	2.51(C)	2.07(D)	59.94***
Trend and Appearance	2.11(A)	1.37(B)	2.07(A)	1.35(B)	72.75***
Leisure	2.24(A)	1.56(B)	1.60(B)	1.17(C)	44.31***
Diet	2.92(A)	2.51(B)	2.91(A)	1.67(C)	83.17***
Famous brands	2.16(B)	1.07(C)	2.97(A)	1.17(C)	67.93***
Social activities	2.63(B)	2.87(A)	2.13(C)	1.44(D)	68.73***
Reasonable consumption	2.47(A)	2.28(AB)	2.05(B)	1.76(C)	18.02***
Eco attitude	2.60(A)	2.13(B)	1.81(C)	1.44(D)	63.55***
Uniqueness	2.72(A)	2.42(B)	2.12(C)	1.73(D)	32.68***
The number of member	84	85	90	69	328
(Percentages)	(25.61)	(25.91)	(27.44)	(21.04)	(100.00)

***p<.001

P.S.) Alphabet means the results of Duncan's Multiple Range Test.

<Table 5> Difference between the segmented group and appearance management behavior

Factor \ Group	Well being group	Reasonable value-oriented Group	Ostentatious Consumption group	Bad-Being Group	Entire	F
weight and skin management	0.96(A)	0.58(C)	0.94(AB)	0.75(BC)	0.81	6.66***
Clothing and Accessories	1.77(A)	1.08(B)	1.60(A)	1.12(B)	1.41	20.17***
Diet	2.25(A)	1.74(B)	1.91(B)	1.29(C)	1.83	19.86***
Bathing	3.14(A)	2.61(B)	2.69(B)	2.15(C)	2.68	31.84***
Managing cosmetics and hair	2.23(A)	1.65(C)	1.86(B)	1.51(C)	1.83	17.51***
Underwear management	1.56(A)	0.98(B)	1.43(A)	1.06(B)	1.27	9.90***
Hospital usage	1.14(A)	0.67(C)	1.03(AB)	0.79(BC)	0.91	5.42***
beauty shop usage	2.36(A)	1.90(B)	1.96(B)	2.00(B)	2.06	4.94**
Using identification items	1.34(BC)	1.04(B)	1.56(A)	1.32(BC)	1.32	3.68**

***p<.001, **p<.01

P.S.) Alphabet means the results of Duncan's Multiple Range Test.

understand the appearance management behavior of the well-being lifestyle group and its result is tabulated as <Table 5>. The well-being group maintained a good appearance through weight and skin management, clothing and fashion accessories, diet, bathing, cosmetics and hair management, underwear management, hospital usage and using the beauty shop even though they didn't use identification items much.

However it appears that the bad-being group made less effort to maintain their appearance than other groups. The reasonable value-oriented group tried more to manage diet, bath and cosmetics and hair for a better appearance and the ostensible con

\<Table 6\> Characteristics of the segmented group's socio-demographics and appearance management

Variables			Well-being group	Reasonable Value-oriented group	Ostentatious Consumption group	Bad-being group	
Reason correlated to change related to sociolo demogr aphics	Age	20's	22(29.6)	16(29.6)	47(31.7)	30(24.0)	42.19***
		30's	35(24.7)	20(24.7)	21(26.5)	20(20.0)	
		40's	16(18.0)	32(18.0)	14(19.3)	8(14.6)	
		50's	11(11.6)	16(11.6)	8(12.4)	10(9.4)	
	Education	High school	16(26.6)	38(26.6)	21(28.2)	28(21.6)	31.47***
		Univ. student	12(18.1)	13(18.1)	27(19.2)	18(14.6)	
		Over bachelor's degree	56(39.3)	33(39.3)	41(41.6)	22(31.8)	
	Job	Student	9(18.1)	13(18.1)	30(19.2)	18(14.5)	46.75***
		House wife	23(27.7)	42(27.7)	18(29.4)	24(22.1)	
		No job	28(19.4)	22(19.4)	13(20.6)	12(15.5)	
		Unmarried worker	17(12.2)	5(12.2)	17(12.9)	8(9.7)	
		Others	7(6.5)	2(6.5)	11(6.9)	5(5.2)	
	Married	Unmarried	27(32.1)	20(33.4)	54(36.3)	32(27.9)	28.73***
		Married	57(67.9)	59(45.6)	32(49.7)	34(38.1)	
	Monthly income	Less than 1,000,000 won	7(12.4)	7(12.4)	19(12.9)	14(9.3)	42.28***
		1,000, 000 won~2,000,000 won	15(20.1)	16(20.1)	23(20.8)	22(15.0)	
		2,000,000 won~3,000,000 won	16(19.6)	27(19.6)	21(20.3)	10(14.6)	
		3,000,000 won~4,000,000 won	20(14.5)	23(14.5)	7(15.1)	5(10.9)	
		More than 4,000,000 won	25(16.4)	10(16.4)	16(17.0)	11(12.2)	
	Personal expenses	Less than 100,000 won	7(17.4)	31(17.4)	13(18.4)	16(13.8)	44.68***
		100,000 won~200,000 won	15(19.2)	18(19.2)	18(20.4)	23(15.3)	
		200,000 won~300,000 won	14(14.0)	12(14.0)	16(14.9)	12(11.1)	
		300,000 won~400,000 won	20(14.0)	13(14.0)	13(14.9)	8(11.1)	
		More than 400,000 won	27(18.4)	9(18.4)	28(19.5)	7(14.6)	
Appearance management expenditure		Less than 50,000 won	12(29.6)	44(30.0)	25(31.8)	34(23.6)	66.54***
		50,000 won~100,000 won	21(18.3)	20(18.5)	14(19.6)	16(14.6)	
		100,000 won~150,000 won	15(14.4)	10(14.6)	25(15.5)	6(11.5)	
		150,000 won~200,000 won	13(9.5)	8(9.7)	7(10.2)	9(7.6)	
		More than 200,000 won	22(11.1)	8(11.2)	18(11.9)	1(8.8)	

***p\<.001

sumption group took care of appearance through skin and weight management, clothing and fashion accessories, underwear management, hospital usage, using the beauty shop and identification items.

We conducted a cross-tabulation analysis to understand the factors correlated to change related to socio-demographics and the cost for appearance management behavior of the well-being lifestyle group of women and the result is tabulated in \<Table 6\>. Many well-being group members were in their 30's, well-educated, working mothers or unmarried workers and their monthly income was over 3,000,000 won, their monthly personal expense was over 300,000 won and they spent over 200,000 won

for appearance management. Reasonable value-oriented group members were generally in their 40's and 50's, house wives, not well educated and their monthly income was from 2,000,000 won to 4,000,000 won and they generally spent less than 50,000 won for appearance management. Members of the Ostentatious Consumption group were generally in their 20's, unmarried, university students or workers and they usually spent more money for appearance management than their monthly income. Bad-Being group members were largely not well educated and their monthly income was the least of all groups and they spent the least money for appearance management. Youngho Han[39] had insisted that the more income one has the more one will purchase well-being products and the less income one had the less one has experience buying well-being products. This thinking paralled the results of this study. In addition, Hyowon Park and Yongsook Kim[40] pointed out that the well-being group was usually composed of people having a high income, well-educated, spending lots of money for appearance management and this also is confirmed by this study.

V. Conclusion and Proposal

This study was designed to understand women's appearance management behavior on a basis of the well-being lifestyle. Therefore we analyzed the appearance management behavior of women in their 20's to 50's by the characteristics of a well-being lifestyle as this group of women were so important in the management of family health and also in consumption patterns.

The results of study were as follows:

First, we decided that the factors of the well-being lifestyle are personality and value, fashion and appearance, leisure, healthy diet, famous brands, social activity, reasonable consumption, eco attitude, and uniqueness and the factors of appearance management behavior are weight and skin management, clothing and fashion accessories, diet, bathing, cosmetics and hair, underwear, hospital usage, beauty shop usage, and using identification items.

Second, well-being lifestyle groups were classified into the well-being group, the reasonable value-oriented group, the ostentatious consumption group, and the bad-being group, and the ostentatious consumption was the largest group and the bad-being group was the smallest.

Third, the well-being group members were mostly married, well-educated and they earned lots of money and spent a lot of money for appearance management. Also they actively took care of their appearance by clothing and fashion accessories, diet, bathing, cosmetics and hair, underwear, hospital usage, and beauty shop usage. Most of the reasonable value-oriented group members were married, average-educated and they spent little money for appearance. In addition, they didn't spend much money for diet and bathing, cosmetics and hair which was for the benefit of appearance. The ostentatious consumption group was mostly unmarried, generally university students and they earned little money but spend a lot of money for appearance management. Also they actively took care of their appearance by weight and skin management, clothing and fashion accessories, underwear, hospital usage, beauty shop usage, and use of identity kits. The bad-being group members were mostly unmarried, not much educated and they earned and spent much less money than other groups. Also they generally didn't take much care of their appearance.

Based on the above results, we surmised that membership in the well-being group is increasing

and the that of the bad-being group is decreasing in tandem with the well-being trend which has recently spread in society. The members of the well-being group make lots of effort to keep their family's health and preserve the environment. This group, we anticipate, will be bigger in number. The industries related to appearance management need to create a variety of identity kits to satisfy the ostentatious consumption group members as they often use identity kits for their appearance. For reasonable value-oriented group members, the industries experienced with middle aged customers need to create products or services of appearance management with a variety of prices. Also, the industries related to well-being and appearance management need to make an effort to develop a training program make members of the bad-being group aware of the duty to take good care of their family's health and the environment.

It would be well advised to be cautious about making hasty generalizations about the well-being lifestyle, as is often done for research convenience, for example, by lumping women in their 20's to 50's in with each other in the same group.

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