

An Analysis on the Relationships between Professions in the Beauty Industry and Blood Type

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Abstract

This study was carried out after the author experienced different personalities according to blood type over many years and thus have attempted to find out the relationships between blood type and each occupation in the industry. This study aims to analyze employees in the beauty industry (hair design, skin care, nail art and makeup) in Seoul with regard to their blood types. The significance of this study is to provide baseline data for entrants and managers in the beauty industry in order to help them choose the right occupation and reduce turnover rates through analyzing employee personalities by blood type. Research topics include the following: first, to understand the characteristics of employees in the beauty industry; and second, to find out the relationships between blood types and types of professions. After conducting an inquiry into the relationships between blood type and profession in the industry, a significant portion of skin care (49.3%) and nail art (43.8%) professionals was blood type A; nail artists (43.8%), type AB; hair designers (54.7%), type B; and makeup artists (50.0%) and hair designers (29.2%), type O. In conclusion, these results reflect the personalities of people within the beauty industry by blood type. Skin care and nail art shops are quiet environments, whereas hair salons are relatively louder with contemporary music along with the sounds of various equipment.

Key words : beauty industry, beauty-related professionals, blood type, personality type.

I . Introduction

In general, the beauty industry that helps people maintain health and beauty plays a significant role not only in managing looks but

also in social activities. The beauty industry that rapidly grows keeping pace with social needs are divided into the areas such as hair design, skin care, nail art and makeup, and required personalities differ depending on the specific

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occupation. This study was carried out after the researcher experienced personalities different depending on blood type over many years and attempted to find out the relationships between blood types and professions in the beauty industry.

This study aims to analyze employees in the beauty industry (hair design, skin care, nail art and makeup) in Seoul, regarding their blood types, and the significance of this study is to provide baseline data for entrants and managers in the beauty industry in order to help them choose the right occupation and reduce their turnover rates through analyzing personalities by blood type.

Research topics include: first, to understand the characteristics of employees in the beauty industry; and second, to find out the relationships between blood types and types of occupation (hair design, skin care, nail art and makeup).

II . Theoretical Background

1. Blood Type

1) Definition of Blood Type

A blood type is a classification of blood based on the presence or absence of inherited antigenic substances on the surface of red blood cells.

2) Kinds of Blood Type

(1) ABO Blood Group

Discovered by Austrian biologist and physician K. Landsteiner, which classifies blood into O, A, B and AB in 1900.

(2) Rh Blood Group

Discovered by K. Landsteiner in 1940, which is of clinical importance.

(3) MN Blood Group

Discovered by K. Landsteiner in 1927, which classifies blood into M, N, and MN.

The generally known ABO blood group(Y. Kim, 2006) is used in this study. It was discovered in 1900 and announced to the public in 1901 by Austrian medical scientist K. Landsteiner. Landsteiner reported A, B and C blood types first and added type AB next year (1902) Later, blood type C was changed to blood type O. There are reasons why people prefer personality classified by blood type and it has psychological grounds as outlined below.

According to Baumeister (1998), a desire for knowing oneself clearly is one of the fundamental reasons why people enjoy quasi-scientific personality tests, 'psychological tests' that have no scientific proof (S. Cho, Seo, & Noy, 2006). Lee (2003) study revealed that a person with an introverted personality is timid and unsocial but great at planning while one with an extroverted personality is not good at planning, but great in action. Also, blood type never changes and is consistent throughout one's life(B. Jo, 2007).

2. Blood Type and Personality

1) Relationship between Blood Type and Personality

The relationship between personality and blood type has been known for approximately 80 years, and a considerable number of people believe this to be relevant.

According to studies on the types of characteristics in personality by blood type carried

out by Nomi (1996) (Table 1); K. Jo (1985), K. Kim (2004), Park (2004); strengths of people in blood group A include: They are careful, considerate, logical, serious, have high public morality and voice their thoughts clearly while weaknesses of them include : They suspect easily, discriminate

Table 1. General Features According to Blood Types

Blood Type	General Features		
A	<ul style="list-style-type: none"> • careful, ready • reluctant to make decisions • gentle, not feisty • sacrifice themselves 	Strength	<ul style="list-style-type: none"> • careful, considerate, serious logical, has high public morality • decide precisely • humble, humane • sacrifice themselves
		Weakness	<ul style="list-style-type: none"> • suspect easily, discriminate, perfunctory • reluctant to make decisions, back down dependent on emotion • pessimistic, introverted
AB	<ul style="list-style-type: none"> • showing B's feature externally, but having A's character inside 	Strength	<ul style="list-style-type: none"> • hardworking, having a social sense of obligation • have self-control, various hobbies, talented in many fields • have strength and weakness of blood type B externally • have strength and weakness of blood type A internally
		Weakness	<ul style="list-style-type: none"> • lack humbleness, patience
B	<ul style="list-style-type: none"> • careless • cheerful, interested in various things • react sensitively 	Strength	<ul style="list-style-type: none"> • kind, creative, impressible, honest • optimistic forthright • extroverted, sensitive • friendly, cheerful
		Weakness	<ul style="list-style-type: none"> • rude, egoistic, reckless, have lingering attachment easily • careless • lack will, capricious • talkative window dressing
O	<ul style="list-style-type: none"> • calm • not perturbed easily • not influenced easily • worrisome 	Strength	<ul style="list-style-type: none"> • good at maintaining collectivity • professionalism • confident • have strong will • intelligent, not sentimental • strong will power, do not hesitate
		Weakness	<ul style="list-style-type: none"> • driving, accomplishment driven but can become coercive, calculating • strong personality, lack flexibility • cold-headed, cold-hearted • likely to be individualistic

- An Exploratory Study of Advertisement Effect by Blood Types, p. 192

easily, discriminate and are perfunctory. People in blood group AB are hard working, have a social sense of obligation and public spirit. They have self-control, self-esteem and their hobbies are extensive. Their weaknesses include: They lack independence, humbleness and patience.

Those with blood type B have strengths that they are kind, creative, susceptible, and honest while they have weaknesses that they are rude, egoistic, reckless, and have lingering attachment easily. Those with blood type O have strengths

that they are good at maintaining collectivity, and tend to specialize anything. They are also, goal-oriented and have high desire for achievement; these often become a weakness of this blood type, when overdone so they appear coercive and calculating. Table 1 shows the general features in accordance with blood groups.

Basic personalities by blood type are as follows:

Table 2. Basic Personality in Accordance to Blood Types

Type of Personality	A	AB	B	O
Living	<ul style="list-style-type: none"> • desire for a better life and desire for stable life are equally strong . • seek reward in life. 	<ul style="list-style-type: none"> • want to be involved socially, finding what they can do. have dedication to community 	<ul style="list-style-type: none"> have social ambition 	<ul style="list-style-type: none"> • ambitious in living, unlimited desire for growth
Living Tendency	<ul style="list-style-type: none"> • draw a line between public and private matters. • diligent 	<ul style="list-style-type: none"> • reasonable, functional • seek hobby actively. • good at business, react quickly 	<ul style="list-style-type: none"> • do not adhere to custom or formality • egoistic • dislike rules and shackles 	<ul style="list-style-type: none"> • aggressive, realistic, sensible • strong desire for achievement, concentrate well,
Action	<ul style="list-style-type: none"> • cautious, patient in new action, 	<ul style="list-style-type: none"> • ambitious at start, but do not patiently continue 	<ul style="list-style-type: none"> • do not care about what's around, do not hesitate to start new things 	<ul style="list-style-type: none"> • magnanimous act • straightforward
Learning	<ul style="list-style-type: none"> • understanding and move forward step by step 	<ul style="list-style-type: none"> • understand fast 	<ul style="list-style-type: none"> • focus on facts instead of curiosity 	<ul style="list-style-type: none"> • professionalize curiosity • memorize deeply
Emotion	<ul style="list-style-type: none"> • ambitious and hasty internally, but mainly suppressive externally • take time to heal emotionally, laugh often 	<ul style="list-style-type: none"> • has two sides -cold headed and disturbance 	<ul style="list-style-type: none"> • has many ups and downs • do not suppress their emotions. 	<ul style="list-style-type: none"> • mainly stable • clear emotion • get confused deeply in some situations

Table 2. Continued

Durability	<ul style="list-style-type: none"> • endure consistent pain or effort • weak in changing situations, get bored easily 	<ul style="list-style-type: none"> • understand the value of efforts, but not as patient 	<ul style="list-style-type: none"> • keep excitement the longest, get obsessed easily. • weak at continuing the same condition, hasty in action 	<ul style="list-style-type: none"> • endure and wait for the best when they have a purpose. • give up easily when they think it is impossible
Relationship	<ul style="list-style-type: none"> • always stable, peaceful, sensitive, but itakes time to open their hearts. 	<ul style="list-style-type: none"> • keep smiling, gentle, do not make many mistakes. • fair, dislike being too close to someone, hate hypocrisy • cold-hearted 	<ul style="list-style-type: none"> • dislike perfunctory people, have two sides –open, or blunt . don't discriminate against people in general 	<ul style="list-style-type: none"> • cool personality, show their affection to their colleague and family, take relationship based on trust to be very important • discriminate people, and have wariness to the unknown
Sociability	<ul style="list-style-type: none"> • take teamwork to be important, respect rules and regulations. 	<ul style="list-style-type: none"> • good at doing middle man's duty, strong at being a third party 	<ul style="list-style-type: none"> • want independent action, react immediately to a change without principle • sensitive about being isolated 	<ul style="list-style-type: none"> • very sensitive in a relationship of power, have a strong sense of rivalry, express their opinion
Hobby	<ul style="list-style-type: none"> • Moody, seek hobby outside of work 	<ul style="list-style-type: none"> • have variety of hobbies • romantic, fairy tale hobbies 	<ul style="list-style-type: none"> • do not distinguish between work and hobbies 	<ul style="list-style-type: none"> • like romantic expression • private, recollect often

– Blood type and personal relationship, pp.76–77

Table 3. Personalities Classification of Extroversion and Introversion of Personalities by Blood Type

Classification of Extroversion and Introversion of Personalities by Blood Types	
Introversion / Blood types A and AB	Extroversion / Blood types B and O
<ul style="list-style-type: none"> • Like to work in a group • Interest in outside of work, panoramic • Friendly, do not shrink • Take opportunities, irresponsible • Require others to do what they do 	<ul style="list-style-type: none"> • Indifferent to other's work • Think responsibility before taking an opportunity • Subjective, interest inside of work • Do not like working in a group • Lonely, keep themselves from outside. • Find it difficult to express themselves, low-self esteem

– Psychology, p.71

It is difficult to classify people's personalities. They are not shown directly as being extroverted or introverted; Most people have mixed personalities and are in between personalities. However, when a character was analyzed in relation to blood type, most introverted people were blood type A or AB while most extroverted people were blood type B or O. Table 4 is a comparison of personalities by blood type as argued by psychologists.

Medical Doctor Kim Chankyu's study shows that blood consists of neurotransmitters such as adrenaline, noradrenaline, dopamine, serotonin and etc. There are other neurotransmitters other than amine, but they are few in number, so all are described as amine. The sugar chain of blood group substance contains saccharides and amine.

Table 5 describes the structure of substance in the blood and the distribution of amine.

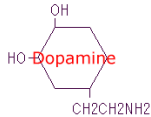
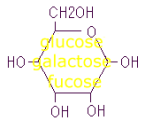
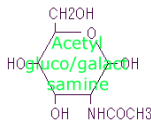
2) Scientific proof in relation between blood groups and personality

Table 4. Comparison of Personalities by Blood Type as Argued by Psychologists

A Table of Personalities Classified by Blood Type as Argued by Psychologists				
	TYPE O	TYPE A	TYPE B	TYPE AB
Masahiko Nomi	Extroverted Strong Expressive	Introverted Perfectionist Restrained	Free-thinking Independent Lacking-ambition	Sensitive Distant Passive
Peter Constantine	Extroverted Outspoken	Introverted Reserved Calm	Pragmatic Organized	Balance of extroversion and introversion
Raymond Cattell	Stable	Prone to anxiety	Self-sufficient	Alienated
Hans Eysenck	Extroverted	Calm	Highly emotional	Introverted
Peter J D'adamo	Extroverted Strong Leader Confident Pragmatic Strategic Logical	Introverted Intense Perfectionist Sensitive Cooperative Creative	Independent Free-thinking Creative Original Subjective Inveterate-organizer	Intuitive Emotional Passionate Passionate Trusting Empathetic

- Analysis in emotions according to preference of colors classified by blood type: accomplishing high-school students, p.56

Table 5. The Structure of Blood Substance and the Distribution of Amine

<p>- Dopamine</p>																					
<p>- Saccharides forming blood substance (sugar chain) ① Glucose / galactose / hucus</p>																					
<p>② Acetyl glucosamine / Acetyl galactosamine</p>																					
<p>③ Type O Substance (Saccharides-2, Amine-0,5), Amine Rate → 0.20</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 25%;">D-Galactose</td> <td style="width: 25%;">N-acetyl -Glucosamine</td> <td style="width: 25%;">-D-Galactose</td> <td style="width: 25%;">-N-Acetyl Galactosamine</td> </tr> <tr> <td colspan="4" style="border: none;"> </td> </tr> <tr> <td colspan="4" style="border: none;">L- Hucus</td> </tr> </table>		D-Galactose	N-acetyl -Glucosamine	-D-Galactose	-N-Acetyl Galactosamine					L- Hucus											
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L- Hucus																					
<p>④ Type A Substance (Saccharides-2, Amine 1, 5) Amine Rate → 0.43 (Grey - Type O Substance)</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 25%;">N-Acetyl Galactosamine</td> <td style="width: 25%;">D-Galactose</td> <td style="width: 25%;">N-acetyl -Glucosamine</td> <td style="width: 25%;">-D-Galactose</td> <td style="width: 25%;">-N-Acetyl</td> </tr> <tr> <td colspan="5" style="border: none;">Galactosamine</td> </tr> <tr> <td colspan="5" style="border: none;"> </td> </tr> <tr> <td colspan="5" style="border: none;">L- Hucus</td> </tr> </table>		N-Acetyl Galactosamine	D-Galactose	N-acetyl -Glucosamine	-D-Galactose	-N-Acetyl	Galactosamine										L- Hucus				
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<p>⑤ Type B Substance (Saccharides-3, Amine-0, 5) Amine Rate → 0, 14 (Grey - Type O Substance)</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 25%;">N Galactosamine</td> <td style="width: 25%;">D-Galactose</td> <td style="width: 25%;">N-acetyl -Glucosamine</td> <td style="width: 25%;">-D-Galactose</td> <td style="width: 25%;">-N-Acetyl</td> </tr> <tr> <td colspan="5" style="border: none;">Galactosamine</td> </tr> <tr> <td colspan="5" style="border: none;"> </td> </tr> <tr> <td colspan="5" style="border: none;">L- Hucus</td> </tr> </table>		N Galactosamine	D-Galactose	N-acetyl -Glucosamine	-D-Galactose	-N-Acetyl	Galactosamine										L- Hucus				
N Galactosamine	D-Galactose	N-acetyl -Glucosamine	-D-Galactose	-N-Acetyl																	
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As shown above, the amine rate affects neurotransmitters. In other words, the intensity of the impact of blood substance on neurotransmitters by each blood type is in the order, A>O>B.

2. Characteristics of Each Profession in the Beauty Industry

1) Hair Salon

The number of workers were 99, 342 in 1995; 120, 291 in 2000; and 132, 852 in 2005. It has increased by 33% for 10 years, so now it is 248,000 (Hahyoung Kim, 2007).

The job specifications of hair service under Reinforcement Regulation of Public Health Act Article 14, are hair shampooing, hair treatment, hair cut, permanent wave, coloring and bleach, hair setting, blow dry and up style, etc.

The hair salon industry creates beautiful, smart, elegant images. It requires hair styling skills, communication skills, and customer service skills. The ability to read trends is an advantage in this field. It requires patience and strong willpower as it requires staying on one's feet while working. It suits artist and realist types of people who are considerate, friendly, active, social, thorough and have the ability to grow in this industry.

2) Skin Care

It was very difficult to find out the number of workers or businesses before it was required to have a National Skin Care License separate from a beautician's license in 2008.

Skin care specialists started to get nationally recognized license, 23,173 people obtained this license in 2008, and 34,825 in 2009. This

statistic became more accurate due to the nationally recognized license (Choi, 2011).

The job specifications of skin care services under Article 14 of the Reinforcement Regulation of Public Health Act, are facial massage, cleansing, nourishing, blood circulation improving, whitening using steamer, wood lamp, ultraviolet rays, infrared lamp, high frequency, galvanic, paradic, vibrator, suction cup, suction tube, ionized spray, ultrasonic waves, lifting machine except for medical treatment (S. Kim, 1997).

In this industry, analysis thinking of skin type, structure of body, personality is needed. It also requires patience, friendliness, communication skills, and customer service skills. It suits artist and realist types of people, who are considerate, self-controlled, adaptable.

3) Nail art

Nail art business was introduced in 1988 at the Seoul Olympics, and has drastically developed since 1997, which is considered as one business that has seen dramatic changes with changes in people's lifestyle. Given that it did not have a long history, it settled quickly. The market breadth is 800 billion won, the nail product market breadth is 200 billion won, and there are numerous nail businesses including shop-in-shop and individual nail salons (Hyunjung. Kim, O, & Jeon, 2012).

The job specifications of nail service under Article 14 of the Reinforcement Regulation of Public Health Act are classified into manicure, pedicure, artificial nail and nail art.

In the category of manicure, there are wet manicure, paraffin manicure, hot cream manicure and French manicure. In the category of artificial nail service, there are nail tip, nail wrap, silk

extension, acrylic nail, gel nail. In nail art, there are hand painting, fork art, air brush, marble and striping tape, etc.

It requires understanding of nail and an artistic sense to dress nails and toe nails. An ability to read trends can be an advantage. It also requires patience, friendliness, communication skills, and customer service skills. It suits artist and realist types of people, and considerate, friendly, active, sociable and meticulous people have abilities to grow in this industry.

4) Makeup

According to a study by Korea Health Industry Development Institute, most of the makeup businesses are shop-in-shops in hair salons, wedding shops or photo studios rather than individual salons, and most people choose to be freelancers working in studios, broadcast companies or cosmetic brands. So it is not easy to accurately estimate the number of workers. Today, there are 4,644 shops related to makeup, including 700 salons owned by cosmetic brands in Korea. The number of workers in this industry is estimated at approximately 43,000, mainly working in hair salons, studios, stages, many sorts of events, for celebrities and politicians and campaigns etc.

Enforcement Decree of the Public Health Control Act Article 14 provides various fields of makeup such as beauty makeup, character makeup, special effects makeup and art makeup, and reviewing the scope of beauty treatment specified in the Public Health Control Act, the Standard Classification of Occupations by the National Occupational Standards for Beauty Service describes a makeup artist's job as "one to create makeup for customers' individuality through consulting with them or

recreate characters of the works of ads, broadcasting, films or stages (theater, opera, musical and events) using makeup and special makeup effects by a commercial or artistic need (Khidi, 2013; Worknet, 2013).

It requires analytical thinking of clients' preferences, skin type, body structure, personality and ability to read the trend and stream of times. It suits artist and investigator types of people, and it also requires a sense of color and creativity, patience, consistency, and passion for beauty.

III. Subjects and Methods

1. Subjects and Data Collection

This study aimed to find out the relationships between the type of professions in the beauty industry and blood type, and subjects were selected among employees (hair design, skin care, nail art and makeup) in the industry.

Data were collected with the self-administered survey method.

To make clear, accurate measurements, a survey was conducted based on primarily designed contents to check their understandability and suitability of terms, a preliminary survey was conducted on 30 professionals working in the beauty industry in Gyeonggi and Incheon areas from July 20 through 30, 2013. Based on the preliminary survey, a main survey was carried out modifying and correcting the terms and questions to be understood more accurately and clearly.

This study distributed the survey to professionals (hair design, nail, skin care and makeup) working in major cities equally by area

Table 6. Investigation Sample

Subjects	Employees in the beauty industry (Hair design, Skin Care, Nail art, Makeup)
Groups	Employees in the beauty industry in Seoul and Gyeonggi
Collection of information	Self-administered questionnaire survey method
Duration	Aug. 10 ~ Sep. 4, 2013
Distribution and Collection	- Distributed: 500
	- Collected: 450
	- Excluded: 44
	- Analyzed: 406

from August 10, 2013 through September 4, 2013. 500 copies were distributed and 450 were collected. questionnaire with a inconsistent response was excluded and 406 were used for the final analysis. Table 6 below shows the investigation sample.

2. Composition of measuring device and method of information handling

The item questionnaires consist of general feature questionnaires, blood type and personality questionnaires, specialty related to the profession. The details are below.

First, in the general feature questionnaires, 5 questions include sex, age, marital status, academic background, income. This was comprised by nominal scale.

Second, Blood type and personality questions were based on 4 tendency theories and 2 dimensional personality theories studied by Han Eysenck which were mentioned again by Yungung Kim, consisted of two questions, and it is comprised of nominal scale.

Third, to measure the features of the professionals, 7 questions were prepared as a

nominal scale which included: position, monthly days-off on average (including monthly holiday), the period of work experience in the current workplace, total work experience, specialty, location and region, which is comprised of nominal scale.

IV. Results

1. Characteristics of Employees in the Beauty Industry

1) General features

The result of a frequency analysis on subjects' general features is like Table 7.

The subjects were 406 persons (Female: 84.7% and Male: 15.3%). Their age groups were in the order of 20~29 (49.0%); 30~39 (29.6%); 40~49 (13.8%); and over 50 (4.7%). To a question about their marital status, 73.4% responded that they were not married; 13.8%, married; and 5.7%, others. To a question about their academic background, 44.3% responded

Table 7. General Features (N=406, %)

Item		Frequency (N)	Percentage (%)
Sex	Male	62	15.3
	Female	344	84.7
Age	Under 19	12	3.0
	20~29	199	49.0
	30~ 39	120	29.6
	40~49	56	13.8
	over 50	19	4.7
Marital Status	Married	85	20.9
	Not married	298	73.4
	Other	23	5.7
Academic Background	High school graduate or lower	39	9.6
	Current college student	28	6.9
	College graduate	48	11.8
	Current university student	180	44.3
	University graduate	23	5.7
	Higher than current master's student	88	21.7
Monthly Income	Less than 1 million won	61	15.0
	More than 1~1.5 million won	98	24.1
	More than 1.5~2 million won	85	20.9
	More than 2~2.5 million won	48	11.8
	More than 2.5~3 million won	59	14.5
	More than 3 million won	55	13.5
Total		406	100.0

Table 8. Blood Type and Personality (N=406, %)

Item		Frequency (N)	Percentage (%)
Blood Type	A	134	33.0
	AB	87	21.4
	B	97	23.9
	O	88	21.7
Personality	Introverted-timid	75	18.5
	Extroverted-brave.	52	12.8
	Friendly-easy going	122	30.0
	Sensitive-meticulous	81	20.0
	Active-like to be alone	76	18.7
Total		406	100.0

that they were current university students ; 21.7% responded that they held a master's degree or higher; 11.8% responded that they were college graduates; 9.6%, high school

graduates or lower; 6.9, current college students; and 5.7%, university graduates. To a question about their income, 24.1% responded that they were making 1 to 1.5 million won a

month, followed by 1.5 to 2 million (20.9%); less than 1 million (15.0%); 2.5 to 3 million (14.5%); more than 3 million (13.5%); and 2 to 2.5 million (11.8%).

2) Blood Type and Personality

The outcome of the frequency analysis is revealed below in Table 8.

The subjects' blood types were in the order of A 33.0%, B 23.9%, O 21.7%, and AB 21.4%.

The respondents' responses to a personality questionnaire were as follows: friendly/easygoing 30.0%; sensitive/meticulous 20.0%; active/like to be alone 18.7%, introverted/timid 18.5%, extroverted 12.8%.

3) Job-related Characteristics

The outcome of a frequency analysis to find out the subjects' job-related characteristics is like Table 9.

The position of most of the subjects were intermediate hands-on workers (experienced more than 3 years) (23.6%), followed by apprentices (22.2%); directors (20.4%); junior hair dressers (experienced less than 3 years) (15.0%); managers (13.1%); and others (5.7%). The percentage of their monthly days-off was mostly 3~5 days (35.5%), followed by more than 7 days (21.4%); 1 day~3 days (19.5%); 5~7 days (16.0%); and none (7.6%). Their experience in the current workplace was mostly 1 year~3 years (30.3%), followed by less than 1 year (30.0%); 3~5 years (19.2%); more than 10 years (11.3%); and 5~10 years (9.1%). Their total experience in the industry was mostly more than 10 years (25.6%), followed by 1 year~3 years (24.1%); 3~5 years (18.5%); 6~10 years (16.3%); and less than 1 year (15.5%). The type

of profession was mostly skin care (34.0%), followed by hair design (26.1%); nail art (23.6%); and makeup (16.3%).

The place of work was in the order of main street (downtown) (61.6%), residential area (18.5%), shopping center in apartments (13.5%) and others (6.4%). The location of the workforce was in the order of Gangnam (38.4%), Gangbuk (28.8%), Gyeonggi (Ilsan, Incheon) (17.2%), Gyeonggi (Bundang) (9.6%) and others (5.9%).

2. The Relationship between Blood Type and Personality

A cross analysis was used to investigate the relationship between blood type and personality, and a dependent relationship was found between the two factors like Table 10.

The percentage of introverted-timid (52.0%) and sensitive-thorough (37.0%) were high in blood group A; sensitive-thorough (25.0%) and extroverted-brave (25.0%), in AB; extroverted-brave (30.8%) and friendly-easy going (26.2%), in B; and extroverted-brave (28.8%) and friendly-easy going (27.9%), in O similar to blood group B.

Cho, Seo, No (2006) supports this research result in her study of blood group A's personalities, which turned out to be 'timid,' and 'meticulous,' and 'introverted.'

3. The Relationship between Blood Type and the Type of Profession in the Beauty Industry

The result of a cross analysis to find out the relationship between blood type and occupation is like Table 11. It appears that there is a significant dependent relationship only between profession and blood type among many

Table 9. Job-related Characteristics (N=406, %)

	Item	Frequency (N)	Percentage (%)
Position	Apprentice	90	22.2
	Junior [Less than 3 years]	61	15.0
	Intermediate hands-on worker [Experienced more than 3 years]	96	23.6
	Director	83	20.4
	Manager	53	13.1
	Other	23	5.7
Monthly days-off	None	31	7.6
	1 day ~ 3 days	79	19.5
	3 days~5 days	144	35.5
	5 days~7 days	65	16.0
	More than 7 days	87	21.4
Experience at current workplace	Less than 1 year	122	30.0
	1 year~3 years	123	30.3
	3 years~5 years	78	19.2
	5 years~10 years	37	9.1
	Over 10 years	46	11.3
Total Experience	under 1year	63	15.5
	1 year~3 years	98	24.1
	3 years~5 years	75	18.5
	6 years~10 years	66	16.3
	Over 10 years	104	25.6
Type of Profession	Hair Design	106	26.1
	Skin Care	138	34.0
	Nail Art	96	23.6
	Makeup	66	16.3
Place of Work	Shopping Center in Apartments	55	13.5
	Residential Area	75	18.5
	City	250	61.6
	Etc.	26	6.4
Location of Work	Seoul Gangbuk	117	28.8
	Seoul Gangnam	156	38.4
	Gyeonggi (Ilsan, Incheon)	70	17.2
	Gyeonggi (Bundang)	39	9.6
	Other	24	5.9
Total		406	100.0

job-related characteristics.

The proportions of skin care (49.3%) and nail art (43.8%) were high in blood group A; that of nail art (43.8%), in AB; that of hair design (54.7%), in B; and makeup (50.0%) in O. This outcome is judged to reflect personalities by blood type: e.g. People who like to work in a

quiet environment tend to work in skin care and nail art business while those who like to work in a lively environment tend to work in hair salons where there are a lot of sounds and activities.

Shin (2009) supports this by showing that blood group B occupies the largest portion in the hair salon industry.

Table 10. Relationship between Personality and Blood Type (N=406, %)

Item		Blood type				Row total (%)	χ^2 (df)
		A	AB	B	O		
Personality	Introverted-timid	39	9	15	12	75	35.435*** (12)
		52.0	12.0	20.0	16.0	100.0	
		29.1	10.3	15.5	13.6	18.5	
	Extroverted-brave	8	13	16	15	52	
		15.4	25.0	30.8	28.8	100.0	
6.0	14.9	16.5	17.0	12.8			
Friendly-easy going	32	24	32	34	122		
	26.2	19.7	26.2	27.9	100.0		
23.9	27.6	33.0	38.6	30.0			
Sensitive-meticulous	30	26	17	8	81		
	37.0	32.1	21.0	9.9	100.0		
22.4	29.9	17.5	9.1	20.0			
Extroverted-Like to be alone	25	15	17	19	76		
	32.9	19.7	22.4	25.0	100.0		
	18.7	17.2	17.5	21.6	18.7		
Sum total (%)		134	87	97	88	406	
		33.0	21.4	23.9	21.7	100.0	
		100.0	100.0	100.0	100.0	100.0	

Table 11. Relationship Between Blood Type and Type of Profession (N=406,%)

Item		Blood Type				Row total (%)	χ^2 (df)
		A	AB	B	O		
Occupation in the beauty industry	Hair Design	11	6	58	31	106	173.519*** (9)
		10.4	5.7	54.7	29.2	100.0	
		8.2	6.9	59.8	35.2	26.1	
	Skin Care	68	30	23	17	138	
		49.3	21.7	16.7	12.3	100.0	
		50.7	34.5	23.7	19.3	34.0	
	Nail Art	42	42	5	7	96	
		43.8	43.8	5.2	7.3	100.0	
		31.3	48.3	5.2	8.0	23.6	
	Makeup	13	9	11	33	66	
		19.7	13.6	16.7	50.0	100.0	
		9.7	10.3	11.3	37.5	16.3	
Sum Total (%)		134	87	97	88	406	
		33.0	21.4	23.9	21.7	100.0	
		100.0	100.0	100.0	100.0	100.0	

VI. Conclusions and Suggestions

This study aimed to analyze professions in the beauty industry with regard to blood type. A survey was conducted on 406 people in Seoul and Gyeonggi and the results are summarized as follows:

First, most of the employees in the professions in the beauty industry were aged 20 to 29 currently in college, Their monthly pay or income was mostly 1 to 1.5 million won. Regarding their blood type and character, most of them had friendly and easy-going personalities and were blood type A. Regarding their job-related characteristics, most of them

were intermediate hands-on hairdressers (with at least 3-year experience); the mean of their days-off (including monthly holiday) was 3 to 5 days; their period of work in the current workplace was 1 year to 3 years; and most of them had more than 10-years of working experience.

Skin care (34.0%) accounted for most of the areas of specialty, which is interpreted as reflecting the respondents' characteristics. A survey was conducted distributing a total of 500 copies of a questionnaire equally by area, but as a result of the exclusion of 44 copies of the questionnaire with inconsistent responses from 450 copies of the questionnaire collected, the fewest respondents in the area of skin care were left off.

Most of them worked in the main streets of Gangnam, Downtown Seoul.

Regarding their blood type and personality, most of those with blood type A responded that they were introverted-timid (52.0%) and sensitive-meticulous (37.0%).

Second, as a result of an inquiry into the relationship between blood type and professionals in the beauty industry, most of the hair designers were blood type B (54.7%), followed by O (29.2%), A (10.4%) and AB (5.7%) while most of the skin care professionals were blood type A (49.3%), followed by AB (21.7%), B (16.7%) and O (12.3%). Most of the nail artists had blood type A (43.8%) and AB (43.8%), followed by O (7.3%) and B (5.2%) while most of the makeup artists were blood type O (50.0%), followed by A (19.7%), B (16.7%) and AB (13.6%).

The results of the research into the relationships between blood types and the type of professions in the beauty industry are as follows:

The blood types of the professionals in the area of hair design were in the order of B (54.7%), O (29.2%), A (10.4%) and AB (5.7%). This area requires styling ability by various age groups, customer service skills, communication ability, a sense of fashion to understand the trend, and stamina, strong will power and patience as this area requires them to work standing on their feet long hours, unlike other professions. So, it is interpreted that those who have artistic and realistic dispositions, considerate, bold and active, adaptive, dynamic, creative, meticulous and sociable personalities work in the area of hair.

The blood types of those in the area of skin care were in the order of blood type A (49.3%), AB (21.7%), B (16.7%) and O (12.3%). Those in the area always want a fixed, stable and peaceful work environment to provide consultation about and solve problems: such as middle and high school students' pimples, workers' troubled skin, housewives' wrinkles, and take care of brides-to-be skin, as well as to provide rest, relaxation and refreshment. So it is interpreted that those who have meticulous, quite and calm dispositions to carry out small motions and delicate treatments work in this area.

The blood types of those in the area of nail care were in the order of A or AB (43.8%), O (7.3%) and B (5.2%). The area has main customers aged 20s and 30s, who want to change colors or refresh themselves or middle age women who want to manage themselves. Thus, it is interpreted that those who have smooth communication skill, attentive and sociable personalities in their conversations with customers, and sensitive and meticulous characters to carry out delicate and elaborate tasks work in this area.

The blood types of those in the area of makeup were in the order of O (50.0%), A (19.7%), B (16.7%) and AB (13.6%). In this area, tasks are carried out in various places, such as first-birthday parties, interviews, weddings, companies, parties, studios, entertainment agencies and stages. So, those who have meticulous, calm, concentrative and active personalities and skills for communications with customers work in this area.

In sum, it is interpreted that blood types A and AB are introverted while blood types B and O are extroverted.

To interpret the above results by profession, an overwhelming majority of 138 respondents in the area of skin care were blood type A, so they may be interpreted as being introverted; most of the 106 respondents in the area of hair design were blood type B, followed by type O, so they may be interpreted as being extroverted. In addition, an overwhelming majority of 66 respondents in the area of makeup were blood type O, and yet, many were blood type A or B, so they are interpreted as having a complex disposition, and an overwhelming majority of 96 respondents in the area of nail care were blood type A or AB, so they are interpreted as being introverted.

Therefore, a majority of workers with type A workers are in the skin care industry; those with type AB account for a large percentage of workers in the nail industry; those with type B mainly work in the hair industry; and most of those with type O work as makeup artists.

This study has a lot of limitations in terms of its generality; however, it will provide basic information to help people make the right choice of occupation and therefore reduce their turnover rates.

In addition, It is suggested that further studies

should be carried out on the comparison and analysis of employees in the beauty industry through 16 MBTI types of personalities and DISC personality analysis.

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