Study on purchase behavior and satisfaction of Chinese tourists who buy Korean hair cosmetics in Myeong-dong
- Targeting women at 20s and 40s -

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Abstract

In China, the phenomenon called 'Korean Wave' has boosted the interest in Korean pop culture, such as TV drama, music and films, and even in the general culture and society. As Korean singers, movie actors and talents become popular beyond acceptance of public culture, those who learn Korean, buy Korean products and visit Korea have emerged. Especially, most Chinese women have used Korean hair cosmetics and the interests in Korean hair cosmetics are increasing, since cosmetic companies entered China early due to Korean wave. Thus, the status of purchase of Korean hair cosmetics is growing day by day in China.

In particular, since the environment is established to buy hair cosmetics easily in Myeong-dong which is one of the shopping tourism special districts, many Chinese tourists are crowded there. Based on such phenomenon, this study explored the differences in perceptions towards 'Korean Wave' among Chinese tourists who purchased Korean hair cosmetics in Myeong-dong, and analyzed the factors that largely determine the interest in Korean hair cosmetics and their purchase behavior. Therefore, this study is aimed at contributing to the development of hair cosmetics products and the market amid Korean Wave.

As the research methods, 100 answered questionnaires were collected with target of Chinese tourists at 20s and 40s who purchased Korean hair cosmetics in Myeong-dong once 120 questionnaires were distributed. In-depth analysis was conducted and final research data were used.

It was confirmed that Korean fever positively affected the Chinese tourists' purchase behavior and satisfaction of hair cosmetics, and the interests in Korean hair cosmetics at 20s were higher than at 40s. People at 20s had higher awareness, satisfaction and intention of repurchase of hair cosmetics compared rather than people at 40s.

The research confirmed that Chinese tourists are very interested in Korean hair cosmetics as the pop music craze has led to the general Korean Wave, and differences in such perceptions have led to significant differences in the product purchase behavior.

Key Words : hair cosmetic product, Chinese tourist, Buying behavior, Satisfaction

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Ⅰ. Introduction

'Korean wave' is being spread out in Asian countries including China close to Korea as well as other countries.

As overall cultural elements such as Korean pop song, drama, movies, food and fashion become popular due to this 'Korean Wave' phenomenon, Korean stars are emerging and many Asian women who wish to look like them are getting more interested in the beauty and cosmetics in Korea.

This implies that many tourists come to Korea with purpose of beauty and cosmetics, and the beauty industry and cosmetic medicine reach the world-class level in Korea.

In particular, since shopping malls for cosmetics are concentrated in Myeong-dong, it has been highlighted as a tourist route. As the kind of hair cosmetics as well as facial cosmetics are diverse, Korea hair cosmetics industry actively releases the hair products which make hairstyle and represent personality as well as hair cleaning agent being used the most frequently.[1] Since hair cosmetics have been steadily growing and the proportion in the entire industry is being increased, it is clear that hair cosmetics industry is affected by Korean wave and it remains as the homework to know what to do in the future in order to continue to grow it. It is pointed out that it cannot be determined easily since the influence of Korean wave is not transient flow but political and economical flow.[2] According to Choi, Yujeong (2011)[3], results of survey of recognition of Korean cosmetics showed that the product with high quality had high recognition. According to Gyeong, Sanghaeng (2011)[4], it was concluded that the image gave a good recognition of Korean cosmetics due to Korean wave. In addition,

Kang, Cheolkeun (2005)[5] claimed that Korean wave made many contributions to increase affinity and attractiveness for Korea.

Likewise, hair cosmetics are highly likely to be developed in addition to facial cosmetics in light of increase of recognition and continuous development of cosmetics.

Fever of Korean wave became the opportunity to enhance the image and strengthen the competitiveness of Korean hair cosmetics. Many studies on fields affected by Korean wave have been conducted, but these fields mostly included fashion, tourism and media.

Since the study on hair products industry is still lacked, we would like to investigate the purchase behavior and satisfaction of hair cosmetics at the time when Chinese tourists' purchase behavior of hair cosmetics is growing. In addition, we would like to promote the hair products industry development through the study on recognition and satisfaction of hair cosmetics in addition to Chinese market.

Ⅱ. Theoretical background

1. Background of Korean wave

For the process of development of Korean wave, as Korean pop song is popular in China in the beginning, it is expanded to Korean general culture including drama, film, fashion and food in China and other Asian countries. The category has gradually been expanded. Among them, the most representative and general Korean wave is Korean drama.[6] Korean drama has affected fashion and beauty very much.

Korean wave is the neologism which began to use as increasing popularity of Korean culture such as Korean drama, pop song, fashion and

food was reported in media in China since the late 1990s, and it has the meaning of 'Korean pop culture craze' and 'Korean pop culture wind' which implied the penetration of other culture.[7]

Korean Wave is referred to as the cultural phenomenon in which people admire, follow and learn Korean pop culture (music, drama, fashion, game, food, cosmetics and hair style) in China, Taiwan, Hong Kong and Vietnam areas.

Due to Korean wave, foreign tourists get crowded in Myeong-dong which has the reputation as the shopping tourism district. Myeong-dong is the street in which the residents as well as foreigners frequently visit, and the place in which a great confusion is made by crowds on weekends and holidays. Thus, high land price is formed in Korea.

Since Myeong-dong is close to Cheonggye cheon, Insadong and Namsan which are favorite places to visit as tourists, it is regarded as the place of attraction where foreign tourists visit the most frequently. According to the Korea Tourism Organization, the tourist attraction which the most foreign tourists visited in Seoul was Myeong-dong, Jung-gu in Seoul (55.1%). The shopping areas such as Dongdaemun market (50.3%) and Namdaemun market (48.5%), and ancient palace (47.7%), Insadong (32.5%) and museums (32.2%) were followed. In addition, Myeong-dong is regarded as the most impressive place to foreign tourists during their travel. Foreign tourists went shopping in duty-free shops, department stores, shops and Myeong-dong in the order. If shopping specialty stores are excluded, it can be interpreted that the Myeong-dong is the place where they visited the most.

2. Concept of hair cosmetics and status of market of hair cosmetics in Korea

According to definition of cosmetics in Cosmetic Act Chapter 1 General, Article 2 paragraph 1, hair cosmetics are legally defined as "Cosmetics are goods used to human body to add attractiveness by cleaning and beautification of body, brighten the appearance and maintain or improve health of skin or hair. However, it functions little in body and goods belonging to medical products according to pharmaceutical Law Article 2 paragraph 4 are excluded."[8]

In other words, hair cosmetics are the goods to clean, beautify, increase and soften hair, and make them healthy.[9] Based on above evidence, hair cosmetics can be regarded as the 'goods which are used to clean and beautify the scalp, give the attractiveness, brighten appearance and maintain the health.'[10] Classification of hair cosmetics based on use purpose is as shown in the table below<See Table 1>

As shown in the table above, the kinds of hair cosmetics are diverse and specified based on the purpose.

In addition, the items of hair cosmetics classified by standards of Ministry of Health and Welfare include products for hair and products for dyeing hairs among items of cosmetics such as products for children, products for bath, products for eye make-up, products for fragrance, products for hair, products for dyeing, products for make-up, products for manicure, products for shaving, products for basic make-up and products for sunburn and prevention of sunburn.[12]

In order to determine the proportion of hair cosmetics in gross domestic cosmetics market, gross market size of domestic cosmetics is investigated. According to 2008 domestic cosmetics production performance announced by Korea cosmetic association, it was 4.72 trillion

<Table 1> Classification of hair cosmetics based on use purpose[11]

Function	Kind	Efficacy
For washing hair	Shampoo	Wash scalp and hair and prevent dandruff and itching
	Hair rinse	Give flexibility on hair, ease of combing the hair and prevent anti-static
For currying hair	Hair oil	Soften hair
	Pomade	Provide hair with moisture and fat
	Hair spray	Maintain the hair style as desired
	Hair mousse	Easily arrange the hair style as desired
For treatment	Hair conditioner	Provide hair with shine and elasticity
	Hair cream	Prevent the rough and cracked hair
For growing hair	Hair tonic	Keep scalp and hair healthy
For hair dyeing	Hair tint	Dye hair temporary
	Semi-permanent hair dye	Dye hair semi-permanently
	Permanent hair dye	Dye hair permanently
For perm	Permanent wave lotion	Form wave on hair Change hair and keep a certain type
For hair loss and removal of hair	Depilatory	Hair on skin is physically removed
	Hair remover	Hair on skin is chemically removed

won and increased by 15.9% compared with 2007. With consideration of domestic cosmetic entire market growth of 6%, it is estimated that production performance can reach 5 trillion won. Accordingly, it is expected that domestic cosmetic production performance would exceed 5 trillion in 2010 when distribution of cosmetics is diversified and entrance of domestic companies into overseas market is facilitated. It is the performance 10,000 times as much as 865 million won in 1965 which is the quickening period of domestic cosmetic industry. As you can see the above chart, exports of Korean cosmetics in the first half of 2007 were 151,783,000 dollars which was increased by 12% compared with the same period in 2006. The imports were 369,775,000 dollars. Among them, items leading the exports were basic cosmetics and hair products, which showed growth of 19% and 13%, respectively. The dependence on exports to China was the highest. Likewise, the proportion of hair cosmetics in cosmetic market is growing<See Table 2>.

<Table 2> Status of import and export of Korean cosmetics in 2006 and 2007[13]

(Unit: 1,000 dollars)

Classification	Export			Import		
	2007	2006	Change rate	2007	2006	Change rate
Basic make-up	97.119	81.358	19%	198.638	192.920	3%
Make-up	30.802	30.234	2%	61.403	59.847	3%
Hair products	13.704	12.169	13%	55.498	49.781	11%
Fragrance products	3.824	4.462	−14%	33.024	27.718	19%
Manicure products	789	730	8%	1.450	1.958	−26%
Pedicure products	912	1.184	−23%	1.002	846	18%
Shaving products	32	202	−84%	5.749	4.778	20%
Bath products	3.506	3.707	−5%	11.094	9.314	19%
Products for children	1.095	1.619	−32%	1.917	2.229	−14%
Total	151.783	135.665	12%	369.775	349.391	6%

III. Research methods and scope

This empirical study was conducted with targets of Chinese tourists who purchased hair cosmetics in Myeong-dong. A total of 120 questionnaires were distributed to Chinese tourists and only 100 questionnaires were collected and used as final research data through in-depth analysis.

The questionnaire for this study consists of six factors and a total of 57 questions. It consists of six questions for general characteristic factors of research subjects, nine questions for country image of Korea, nine questions for awareness of Korean wave, sixteen questions for interests in appearance, ten questions for satisfaction of Korean hair cosmetics and seven questions for purchase behavior of Korean hair cosmetics.

The data collected in this study were processed through data coding and data cleaning, and analyzed by using SPSS (Statistical Package for Social Science) v. 17.0

statistical packages.

Specifically, the following analyses were performed.

First, the frequency analysis was performed to identify general characteristics of the subjects. Second, the cross analysis was performed to identify the purchase behavior of Korean hair cosmetics and determine whether it is different based on general characteristics of subjects.

Third, factor analysis was performed to verify the validity of measurement tool. Crabach's α coefficient was calculated to verify the reliability.

Fourth, independent sample t-test and One way ANOVA were performed to identify the national image of Korea, awareness of Korean wave, interest in appearance and satisfaction of Korean hair cosmetics and determine whether it is different based on general characteristics of subjects. Duncan test was performed as the post-hoc test.

IV. Research results

1. General characteristics of research subjects

The following Table 3 is the result of frequency analysis to identify the general characteristics of subjects. As the results, 100 Chinese tourists consisted of 63 at 20s (63.0) and 37 at 40s (37.0). In terms of marital status, 51 were unmarried (51.0) and 49 were married (49.0). In terms of highest educational history, 42 people and 44 people graduated from high school (42.0) and University (44.0), respectively. 14 people were in graduate school or post-graduate school (14.0). In terms of occupation, 18, 20, 23, 15 and 17 people were self-employed (18.0), students (20.0), housewives (23.0), professionals (15.0) and employees (17.0), respectively. In terms of average monthly income, 33, 19 and 21 people had less than 1,000,000 won (27.0), 1,000,000

– 2,000,000 won (19.0) and more than 3,000,000 won (21.0), respectively<See Table 3>.

2. Awareness of Korean wave

1) Verification of validity and reliability of awareness of Korean wave

The following Table 4 is the result of factor analysis for nine questions for awareness of Korean wave. As the result, one factor was derived and factor 1 (75.087%) was named as 'awareness of Korean wave'. Since one factor loading value was more than 0.4, it was analyzed that the validity was secured in factor 1. Since the reliability was more than 0.6, it fell into the reliable level<See Table 4>.

Wang, Mingil (2007)[14] derived the results in which Korean wave affected the advertising effect or image and product loyalty. Yu, Min (2005)[15] concluded that Korean wave gave the positive effect.

<Table 3> General characteristics of research subjects

Classification		N(%)
Age	20s	63(63.0)
	40s	37(37.0)
Marital status	Unmarried	51(51.0)
	Married	49(49.0)
Highest educational history	Graduate in high school	42(42.0)
	Graduate in University	44(44.0)
	Higher than graduate school	14(14.0)
Occupation	Student	20(20.0)
	Employee	17(17.0)
	Professional	15(15.0)
	Self-employed	18(18.0)
	Housewife	23(23.0)
	Other	7(7.0)
Average monthly income	< 1,000,000 won	33(33.0)
	1,000,000 – 2,000,000 won	27(27.0)
	2,000,000 – 3,000,000 won	19(19.0)
	> 3,000,000 won	21(21.0)
Sum		100(100.0)

Next one is the result of independent t-test and One way ANOVA in order to identify the awareness of Korean wave and determine whether there is the difference based on general characteristics of subjects. Duncan test was performed as the post-hoc test.

2) Difference of awareness of Korean wave based on general characteristics

The following Table 5 is the result of analysis to determine whether the awareness of Korean wave is different based on general characteristics. It was shown that the awareness of Korean wave had an average of 3.86. As the result of analysis, it was shown that there was statistically significant difference based on marital status and occupation (p<.01). First, in terms of age, people at 20s had relatively positive

<Table 4> Verification of validity and reliability of Korean wave

Classification	Components
	Awareness of Korean wave
7. I positively think Korean wave.	.912
2. I like Korean wave.	.906
6. I want to look like appearance of Korean celebrities.	.869
5. I have Korean celebrities that I like.	.869
8. Korean wave is fresh and modern culture.	.868
3. I know Korean pop songs.	.858
4. I know Korean TV drama.	.854
9. Korean culture has similar emotion and sense of value.	.834
1. I know Korean wave.	.824
Eigen value	6.783
Variance description (%)	75.087
Cumulative description (%)	75.087
Reliability	.955

<Table 5> Difference of awareness of Korean wave based on general characteristics

Classification		Mean (M)	Standard deviation (SD)	t/F-value
Age	20s	4.16	.776	4.770***
	40s	3.35	.880	
Marital status	Unmarried	4.16	.770	3.611***
	Married	3.55	.928	
Occupation	Student	4.37^c	.647	3.418**
	Employee	3.99^{bc}	.928	
	Professional	4.09^{bc}	.755	
	Self-employed	3.70^{abc}	.848	
	Housewife	3.48^{ab}	.860	
	Other	3.27^a	1.278	
Total		3.86	.901	

**p<.01, ***p<.001   Duncan test : a<b<c

awareness of Korean wave than people at 40s. In terms of marital status, unmarried people had relatively positive awareness of Korean wave than married people.

In addition, in terms of occupation, students had relatively positive awareness of Korean wave than people with other occupations<See Table 5>.

3. Purchase behaviors of Korean hair cosmetics

It is the result of cross analysis in order to identify the purchase behavior of Korean hair cosmetics and determine if there is any difference based on general characteristics of subjects.

1) Frequency of purchase of Korean hair cosmetics

The following Table 6 is the result of analysis of frequency of purchase of Korean hair cosmetics. As the result of analysis, 35 people (35.0%) purchased it at the 'first time' which was the highest. 34, 24 and 7 people purchased it 'more than five times' (34.0%), 'less than three times' (24.0%) and 'less than five times' (7.0%), respectively. Most people purchased Korean hair cosmetics at the first time or more than five times.

It was shown that there was statistically significant difference in marital status and occupation based on general characteristics of subjects (p <.05). First, in terms of marital status, unmarried people purchased it more than

<Table 6> Frequency of purchase of Korean hair cosmetics

(N=100)

Classification		Frequency of purchase of Korean hair cosmetics				χ^2
		Once	Less than three	Less than five	More than five	
Nationality	China	35(35.0)	24(24.0)	7(7.0)	34(34.0)	3.406
Age	20s	17(27.0)	16(25.4)	6(9.5)	24(38.1)	5.654
	40s	18(48.6)	8(21.6)	1(2.7)	10(27.0)	
Marital status	Unmarried	10(19.6)	12(23.5)	3(5.9)	26(51.0)	16.067**
	Married	25(51.0)	12(24.5)	4(8.2)	8(16.3)	
Occupation	Student	5(25.0)	4(20.0)	1(5.0)	10(50.0)	26.225*
	Employee	5(29.4)	4(23.5)	3(17.6)	5(29.4)	
	Professional	1(6.7)	3(20.0)	3(20.0)	8(53.3)	
	Self-employed	9(50.0)	6(33.3)	0(.0)	3(16.7)	
	Housewife	11(47.8)	7(30.4)	0(.0)	5(21.7)	
	Others	4(57.1)	0(.0)	0(.0)	3(42.9)	
Total		35(35.0)	24(24.0)	7(7.0)	34(34.0)	

*p<.05, **p<.01

five times, but unmarried people purchased it at the first time. In terms of occupation, students and professionals purchased it more than five times, but self-employed and housewives purchased it at the first time, but employees purchased it at the first time or more than five times<See Table 6>.

2) Appropriate price of Korean hair cosmetics

The following Table 7 is the result of analysis of appropriate price of Korean hair cosmetics. As the result of analysis, 36 people (36.0%) answered '30,000 - 50,000' which was the highest. 27, 21 and 16 people answered '10,000 - 30,000' (27.0%), 'less than 10,000' (21.0%) and 'more than 50,000' (16.0%), respectively. Most people thought that '30,000 - 50,000' was appropriate.

It was shown that there was statistically significant difference in occupation based on general characteristics of subjects (p<.05). Housewives thought that less than 10,000 was the most appropriate, but students thought that 10,000 - 30,000 was the appropriate. Employees, professionals and self-employed thought that 30,000 - 50,000 was the appropriate<See Table 7>.

3) Items to be considered the most upon purchase of Korean hair cosmetics

The following Table 8 is the result of analysis of multiple choices to identify items to be considered the most upon purchase of Korean hair cosmetics. As the result of analysis, 35 people (35.0%) considered 'effect', which was the highest. 32, 28, 24, 23, 22, 13, 11, 3, 3 and 2 people thought 'brand' (32%), 'price' (28.0%), 'product model' (23.0%), 'fragrance' (22.0%),

<Table 7> Appropriate price of Korean hair cosmetics

Classification		Appropriate price of Korean hair cosmetics				χ^2
		< 10,000	10,000 - 30,000	30,000 - 50,000	> 50,000	
Nationality	China	21(21.0)	27(27.0)	36(36.0)	16(16.0)	5.190
Age	20s	10(15.9)	20(31.7)	20(31.7)	13(20.6)	6.694
	40s	11(29.7)	7(18.9)	16(43.2)	3(8.1)	
Marital status	Unmarried	7(13.7)	14(27.5)	19(37.3)	11(21.6)	4.693
	Married	14(28.6)	13(26.5)	17(34.7)	5(10.2)	
Occupation	Student	3(15.0)	9(45.0)	2(10.0)	6(30.0)	26.427*
	Employee	3(17.6)	2(11.8)	8(47.1)	4(23.5)	
	Professional	1(6.7)	3(20.0)	8(53.3)	3(20.0)	
	Self-employed	4(22.2)	4(22.2)	9(50.0)	1(5.6)	
	Housewife	9(39.1)	5(21.7)	8(34.8)	1(4.3)	
	Other	1(14.3)	4(57.1)	1(14.3)	1(14.3)	
Total		21(21.0)	27(27.0)	36(36.0)	16(16.0)	

*p<.05

'hair type' (13.0%), 'scalp type' (11.0%), 'capacity' (3.0%), 'gift' (3.0%) and 'container design' (2.0%), respectively. In general, people considered the effect to be the most important upon purchase of Korean hair cosmetics<See Table 8>.

4) Items to affect the determination of purchase of Korean hair cosmetics the most

The following Table 9 is the result of analysis of items to affect the determination of purchase of Korean hair cosmetics the most. As the result of analysis, 37, 28, 16 and 14 people answered 'advertising of TV or Internet' (37.4%), 'recommendation of friends' (28.0%), 'my experience' (16.0%) and 'brand image of cosmetics' (14.0%), respectively. It was found that advertising of TV or Internet affected it the most.

It was shown that there was statistically significant difference in nationality, age and occupation based on general characteristics of subjects (p<.05). First, in terms of nationality, advertising of TV or Internet affected the purchase the most in China. Advertising of TV or Internet or recommendation affected the purchase the most in Japan. There was somewhat different in nationality. In terms of age, advertising of TV or Internet affected the purchase the most in 20s, but recommendation affected it the most in 40s. There was somewhat different in nationality. In terms of occupation, advertising of TV or Internet affected the purchase the most in student, employee and self-employed, but recommendation or his/her own experience affected it the most in housewife or professional, respectively. There was somewhat different in nationality<See Table 9>.

<Table 8> Items to be considered the most upon purchase of Korean hair cosmetics
(multiple choice)

Classification		Frequency (N)	Percentage (%)
Items to be considered the most upon purchase of Korean hair cosmetics (multiple choice)	Price	28	28.0
	Brand	32	32.0
	Scalp type	11	11.0
	Hair type	13	13.0
	Effect	35	35.0
	Advertising	24	24.0
	Capacity	3	3.0
	Container design	2	2.0
	Fragrance	22	22.0
	Recommendation	12	12.0
	Gift	3	3.0
	Product model	23	23.0

<Table 9> Items to affect the determination of purchase of Korean hair cosmetics the most

(N=100)

Classification		Items to affect the determination of purchase of Korean hair cosmetics the most					χ^2
		Advertising of TV or Internet	Recommendation from friends	Brand image of cosmetics	His/her own experience	Other	
Nationality	China	37(37.4)	28(28.0)	14(14.0)	16(16.0)	5(10.0)	13.420**
Age	20s	29(46.0)	15(23.8)	10(15.9)	8(12.7)	1(1.6)	10.375*
	40s	8(21.6)	13(35.1)	4(10.8)	8(21.6)	4(10.8)	
Marital status	Unmarried	21(41.2)	8(15.7)	9(17.6)	10(19.6)	3(5.9)	8.125
	Married	16(32.7)	20(40.8)	5(10.2)	6(12.2)	2(4.1)	
Occupation	Student	7(35.0)	4(20.0)	7(35.0)	2(10.0)	0(.0)	31.522*
	Employee	11(64.7)	3(17.6)	1(5.9)	1(5.9)	1(5.9)	
	Professional	3(20.0)	2(13.3)	3(20.0)	5(33.3)	2(13.3)	
	Self-employed	8(44.4)	5(27.8)	2(11.1)	2(11.1)	1(5.6)	
	Housewife	7(30.4)	10(43.5)	1(4.3)	4(17.4)	1(4.3)	
	Other	1(14.3)	4(57.1)	0(.0)	2(28.6)	0(.0)	
Total		37(37.0)	28(28.0)	14(14.0)	16(16.0)	5(5.0)	

*p<.05, **p<.01

5) Kind of Korean hair cosmetics to be used the most

The following Table 10 is the result of analysis of multiple choices to identify kind of Korean hair cosmetics to be used the most. As the result of analysis, 48 people (48.0%) used 'shampoo', which was the highest. 34, 34, 21, 9, 7, 6 and 4 people used 'treatment' (34%), 'essence' (34.0%), 'rinse/conditioner' (21.0%), 'gel' (9.0%), 'spray' (7.0%), 'wax' (6.0%) and 'mousse' (4.0%), respectively. In general, people used the shampoo the most frequently<See Table 10>.

6) Experience of purchase of expensive hair cosmetics

The following Table 11 is the result of analysis of experience of purchase of expensive (> 100,000 won) hair cosmetics. As the result of analysis, 35 people (35.0%) had the experience of purchase of expensive (> 100,000 won) hair cosmetics, but 65 people (65.0%) did not have the experience of purchase of expensive (> 100,000 won) hair cosmetics.

It was shown that there was statistically significant difference in final educational history based on general characteristics of subjects (p<.05). As people had higher educational history, they had the experience of purchase of expensive (> 100,000 won) hair cosmetics<See Table 11>.

\<Table 10\> Kind of Korean hair cosmetics to be used the most (multiple choice)

Classification		Frequency (N)	Percentage (%)
Kind of Korean hair cosmetics to be used the most (multiple choice)	Shampoo	48	48.0
	Rinse/ conditioner	21	21.0
	Treatment	34	34.0
	Essence	34	34.0
	Gel	9	9.0
	Mousse	4	4.0
	Wax	6	6.0
	Spray	7	7.0

\<Table 11\> Experience of purchase of expensive hair cosmetics

Classification		Experience of purchase of expensive (> 100,000 won) hair cosmetics		χ^2
		Yes	No	
Nationality	China	35(35.0)	65(65.0)	.396
Age	20s	20(31.7)	43(68.3)	.792
	40s	15(40.5)	22(59.5)	
Marital status	Unmarried	19(37.3)	32(62.7)	.233
	Married	16(32.7)	33(67.3)	
Final educational history	Graduate of high school	8(19.0)	34(81.0)	8.197*
	Graduate of University	20(45.5)	24(54.5)	
	Higher than graduate school	7(50.0)	7(50.0)	
Occupation	Student	6(30.0)	14(70.0)	4.413
	Employee	7(41.2)	10(58.8)	
	Professional	8(53.3)	7(46.7)	
	Self-employed	4(22.2)	14(77.8)	
	Housewife	7(30.4)	16(69.6)	
	Other	3(42.9)	4(57.1)	
Total		35(35.0)	65(65.0)	

*p<.05

7) Intention of repurchase of Korean hair cosmetics

The following Table 12 is the result of analysis of intention of repurchase of Korean hair cosmetics. As the result of analysis, 77 people (77.0%) had the intention of repurchase of Korean hair cosmetics, but 23 people (23.0%) did not have the intention of repurchase of Korean hair cosmetics.

It was shown that there was statistically significant difference in marital status and occupation based on general characteristics of subjects (p<.05). First, in terms of marital status, unmarried people had the intention of repurchase of Korean hair cosmetics compared with married people. In terms of occupation, students or professionals had the intention of repurchase of Korean hair cosmetics<See Table 12>.

4. Satisfaction of Korean hair cosmetics

1) Verification of validity and reliability of Korean hair cosmetics

The following Table 13 is the result of factor analysis of 10 questions for satisfaction of Korean hair cosmetics. As the result, one factor was derived and factor 1 (75.347%) was named as 'satisfaction of Korean hair cosmetics'. Since one factor loading value was more than ±.4, it was analyzed that the validity was secured in factor 1. Since the reliability was more than .6, it fell into the reliable level<See Table 13>.

Hyunju (2012)[16] concluded that the satisfaction of Korean cosmetics was higher as the awareness of Korean wave was higher. Byun, Byukbeon (2012)[17] concluded that satisfaction of Korean cosmetics was high with targets of those who visited Korea. There was

<Table 12> Intention of repurchase of Korean hair cosmetics

Classification		Intention of repurchase of Korean hair cosmetics		χ^2
		Yes	No	
Nationality	China	77(77.0)	23(23.0)	.056
Age	20s	52(82.5)	11(17.5)	2.950
	40s	25(67.6)	12(32.4)	
Marital status	Unmarried	45(88.2)	6(11.8)	7.419**
	Married	32(65.3)	17(34.7)	
Occupation	Student	20(100.0)	0(.0)	13.075*
	Employee	12(70.6)	5(29.4)	
	Professional	14(93.3)	1(6.7)	
	Self-employed	12(66.7)	6(33.3)	
	Housewife	15(65.2)	8(34.8)	
	Other	4(57.1)	3(42.9)	
Total		77(77.0)	23(23.0)	

*p<.05, **p<.01

significant difference compared with this paper.

2) Difference in satisfaction of Korean hair cosmetic based on general characteristics

The following Table 14 is the result of analysis to determine whether the satisfaction of Korean hair cosmetics is different based on general characteristics. It was shown that the satisfaction of Korean hair cosmetics had an average of 3.76. As the result of analysis, it was shown that there was statistically significant difference based on age and marital status (p<.01). First, in terms of age, people at 20s had relatively higher satisfaction of Korean hair cosmetics than people at 40s. In terms of marital status, unmarried people had relatively higher satisfaction of Korean hair cosmetics than married people<See Table 14>.

<Table 13> Verification of validity and reliability of Korean hair cosmetics

Classification	Components
	Satisfaction of Korean hair cosmetics
8. Korean hair cosmetics are well suited to my scalp.	.938
7. Korean hair cosmetics are well suited to my hair.	.932
9. I can trust the Korean hair cosmetics.	.920
10. I am satisfied with Korean hair cosmetics which I purchased and used.	.917
5. I feel good after I use Korean hair cosmetics.	.908
6. The effect is good after using Korean hair cosmetics.	.904
4. The fragrance of Korean hair cosmetics is good.	.810
1. The quality of Korean hair cosmetics is excellent.	.781
3. I like the design of Korean hair cosmetics.	.780
2. The price of Korean hair cosmetics is reasonable.	.764
Eigen value	7.535
Variance description (%)	75.347
Cumulative description (%)	75.347
Reliability	.961

<Table 14> Difference in satisfaction of Korean hair cosmetics based on general characteristics

Classification		Mean (M)	Standard deviation (SD)	t/F-value
Age	20s	4.01	.759	4.353***
	40s	3.34	.730	
Marital status	Unmarried	4.02	.803	3.326**
	Married	3.50	.745	
Occupation	Student	4.15	.756	2.081
	Employee	3.85	.874	
	Professional	3.92	.780	
	Self-employed	3.52	.585	
	Housewife	3.57	.868	
	Other	3.37	.912	
Total		3.76	.813	

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

Ⅴ. Conclusion and recommendation

In this study, the purchase behavior and satisfaction of Korean hair cosmetics with targets of Chinese tourists who purchased hair cosmetics in Myeong-dong were compared and investigated between 20s and 40s. The result showed that they wanted to follow the appearance of Korean celebrities due to Korean wave craze. Awareness of Korean wave is high and positive. This effect was more positive in 20s than 40s, unmarried people than married people and students than employees. It implies that those who are young, unmarried and students are more affected by Korean wave. The difference in awareness leads to the purchase behavior of Korean hair cosmetics. It was shown that unmarried people and students had higher interest and use of Korean hair products. The appropriate ranges of price of Korean hair products were different based on occupation, but 36 people (36.0%) considered 30,000 – 50,000 to be appropriate, which was the highest. In terms of items to be considered the most upon purchase of Korean hair cosmetics, 35, 32 and 28 people considered 'effect' (35.0%), 'brand' (32.0%) and 'price' (28.0%) to be important, respectively. In terms of factors affecting the purchase of Korean hair cosmetics the most, 37 people (37.4%) were the most affected by 'advertising of TV and Internet', which reflected that it was affected by drama or music of Korean wave. In terms of products which they used the most, 48 people (48.0%) used 'shampoo' the most. 'Treatment' and 'essence' were followed since each 34 people (34.0%) used them. In terms of Chinese people's experience of purchase of expensive hair cosmetics (> 100,000 won), 35 people purchased it, but the rest of them did not

purchase it. 77 people (77.0%) answered that they had the intention of repurchase of Korean hair cosmetics. It was shown that unmarried people, students or professionals had the intention of repurchase of Korean hair cosmetics based on general characteristics of respondents. It was shown that they trusted them and they were satisfied with them since Korean hair cosmetics which Chinese thought were well suited for scalp or hair. People at 20s and unmarried people showed relatively higher satisfaction of Korean hair cosmetics. Taken all together, as craze of Korean drama or pop songs leads to general Korean wave through TV or Internet, they had higher interests and uses of Korean hair cosmetics. People at 20s had higher awareness, satisfaction and intention of repurchase of hair cosmetics compared rather than people at 40s.

One limitation of this study was the difficulty of surveying Chinese tourists who only purchased hair cosmetics, because the market is significantly smaller than facial cosmetics. In addition, the number of foreign tourists influenced by Korean Wave, other than Chinese, is rising. Thus, there is a need to examine the perceptions of general foreign tourists toward Korean cosmetics. Based on the results, it would be desirable to research strategies for developing a variety of hair cosmetics products.

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