

Senior Men's Concern About Appearance and Their Cosmetics Buying Behavior

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Abstract

In our increasingly aged society, the term *centenarian*, meaning people 100 years old or older, is used more and more frequently. Indeed, anticipating long life, middle-aged to advanced-age people have changed their lifestyles to purchase goods for themselves. In addition, as the social trend of careful grooming for positive appearance spreads within the Korean society, the demand for senior male cosmetic products is likely to grow as the society ages further. However, previous large studies on the market for senior male cosmetics are limited. Since information is lacking about senior male consumers' awareness of cosmetics, this study examined their use of cosmetic products, purchase behaviors, and demand for cosmetics in order to explore correlations among interest levels in appearance, cosmetic purchase behavior, and cosmetic demand levels through diverse factors related to multiple variables. The results of this study were as follows : First, the more senior men managed their practical appearance, the more frequent their functional and psychological purchase behaviors. Second, the higher their practical purchase behavior, the stronger their demand for reasonable cosmetic prices. Third, the higher their value-oriented purchase behavior, the stronger the demand for greater product diversity. This study investigated men aged 50 or older residing in Seoul. Therefore, generalizing the findings of this study will be limited. Relevant subsequent studies should examine men aged 50 or older in each Korean region and more clearly identify the correlations among interest in appearance, cosmetic product purchase behavior, and cosmetic product demand using various factors related to multiple variables.

Key words : Senior men, Cosmetics buying behavior, Concern of appearance, Men cosmetic

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I . Introduction

In our increasingly aging society, the term centenarian, meaning people 100 years or older, is used more frequently. Middle- and advanced-aged people, who used to simply care for their grandchildren after retirement rather than attempt to begin another life, have changed their lifestyles to enjoy leisure time, participate actively in social events, and purchase goods for themselves. In addition, as the social trend of careful grooming for an attractive appearance spreads widely in the Korean society, new terms such as *kothalbae* (pinup grandfather) and *kotjungn-yeon* (pinup mid-life) have been coined.

Also they think the care of their appearance is good for a source of their happy life(Park, 2013).

Besides this, the senior generation refuses to be regarded as old and spare no funds in grooming themselves, buying fashionable clothes, dyeing hair and perming their hair, performing wrinkle care, and using cosmetics.

According to the CRM team of LG Health Beautiful, the number of senior men caring seriously about their appearance has grown, along with their market size in Korea from 24% in 2012 to 29% in 2013 and 32% in 2014(Jun, 2014). Thus, the demand for senior male cosmetic products will likely grow as society ages further. As of this writing, however, the market for senior male cosmetic products has yet to be examined because any large previous studies are limited to females or males under the age of 50. In this situation of the lack of studies on senior male consumers' awareness of cosmetics or makeup, this study analyzed their cosmetic product use status, purchase behaviors and demand to examine correlation among

interest levels in appearance, cosmetic purchase behavior and cosmetic demand levels through diverse factors related to multiple variables.

II . Theoretical background

1. Characteristic of senior-generation males

1) Definition of senior generation

In Korea, birth rate has plunged and the percentage of the population aged 50 or has grown quickly, making Korean aging society. The demographic structure of a small younger population with a growing middle- and advanced-aged population, makes Korean an "aging society" an "aged society", or a "senior society"(Matsumura, 2000).

Many societies in the world have grown older, terms referring to the older population vary in each country. In the past, South Korea called its older population the "silver generation", but after a while, the term changed to "senior generation" to add more positive meaning of establishing post-retirement financial independence for enjoying the rest of their lives(A. Kim, Y. Min, N. Kim and B. Kim, 2014).

Although, unifying or accurately drawing a line around the criteria for this title and its scope is difficult, those aged at least 50 who still enjoy consumption for themselves, leisure time activities and social activities after retirement are defined as the "senior generation" in this study.

2) Characteristic of senior-generation male skin status

Like women and other age groups, males in the senior generation experience skin changes,

for instance weakening, more secretions, risk of humidity damage, infection, and so on. Compared to women, men experience a different status of fatigue and aging due to late-night work, smoking, and drinking, all connected with the workplace. Their advancing age and social activities tire both their minds and bodies. During middle-age, the male hormone testosterone is produced in only half the amount as in their 20s, causing many physical changes(Jung, 2006). Thus, middle-age is accompanied by multiple physical changes and aging, from reduction in physical strength to other bodily symptoms. Due to overwork and accumulated fatigue, the body's surface and the skin and droops and under-eye areas begin to develop dark circles and sag, forming "bags" under eyes.

Additionally, sebum secretions increase to make pores more noticeable. Men's skin becomes thicker and drier, developing dead cells more frequently. Other physical changes often include increasing hair loss and a protruding belly.

2. Men's grooming behaviors

Appearance management behavior is a way to express themselves to others(Kim, Lim & Jun 2013). Also, It is create their image and pass on to different meaning according to situation(Kim & Lee, 2007).

Men, who used to be indifferent to their looks, just wearing whatever their wives had bought them and applying to their faces whatever was available, are now starting these beauty routines for themselves in front of a mirror. Since the early 2000s, in Korea, more men have become interested in grooming, and new terms have also been created, such as metro-sexual and

grooming group in Korea(Kim & Lee, 2013).

As middle-and advanced-aged men are more interested in their looks, some of them apply the facial masks along with their wives when they arrive home early and they receive skin care once a month. They visit a dermatologist to receive anti-aging treatments or other procedures to retain a tender, graceful look into old age.

Those who previously went only to barbershops, now more frequently go to beauty salons. Unlike in the past when they had only a haircut, now they dye to cover gray hair or permanently curl for more volume and attractiveness. To treat hair loss, almost a symbol of men aged 50 or older, they use shampoos devoted to hair-loss treatment or receive scalp care at a beauty salon. Middle-aged men who have more serious concerns regarding hair loss because their foreheads look wider and they look older than their ages, decide to undergo hair transplantation surgery to make their foreheads look smaller or to look younger([A-ju economy life team], 2014).

3. Cosmetic products for men

1) Concept and types of men's cosmetics

In the history of South Korea men's cosmetic products, until the early 1970s, the symbol of masculine good looks tended to be wild and rough. As national economic and cultural levels rose, however, people started noticing not only such wild, rough masculine good looks but also more personal characteristics of masculine attractiveness(Kim, 2013).

In law, the term cosmetic product refers to goods with minor effect on the human body

used for cleansing the body for glamorization to add more charm or improve one's appearance, for maintenance or improvement of skin or hair health(Dusan all kinds of learning). Men's cosmetics are generally divided into products for basic skin care, scalp and hair care, shaving and fragrances.

In the past, basic skin care products were mainly toner and moisturizer, but they have become more functional, specialized and diversified. Scalp and hair products include pomade, gel, cream, mousse, etc. Such hair products were very rare, but now for the most part, there are a plethora of hair styling and scalp products.

Shaving products include cream, gel, after-shave skin lotion, after-shave emulsion, and so on. Given that men shave almost every day, these products are sold more than other types of men's cosmetics. These days, in addition to shaving products' basic effect, more diverse functionalities are provided by adding ingredients to soothe or stimulate the skin(Hong, 2007).

2) Men's cosmetics market status

The South Korean men's cosmetic market has advanced according to a set pattern. In the 1960s, pomade boomed in the 1970s, after-shave products boomed in the 1980s, cosmetics for rougher masculinity, and in the 1990s, women were attracted toward purchasing pseudo-sexual products. These changes have occurred at regular intervals. In the 2000s, general awareness of men's cosmetic products has transformed, and various enterprises have become aggressive in their marketing efforts: the market has hugely enlarged in terms of diversified categories for further growth(Choi,

2005).

Compared to the size of women's cosmetic market, men's market is smaller, but rose from 737.0 billion South Korean won(KRW) in 2010 to 828.0 billion KRW in 2011, 935.0 billion KRW in 2012; and 1.3 trillion KRW in 2013, for the first time breaching the 1 trillion mark(Choi, 2014). The Korean men's cosmetic product market ranks number one in the world, constituting one-fifth of the global men's cosmetic product sales. Of the total customers purchasing men's cosmetic products, the share of those aged at least 50 increased recently to 24% in 2012, 29% in 2013, and 32% in 2014.

III. Research methods

For this study theoretical review and statistical study were separately conducted. First, preceding studies and literature on the senior generation were reviewed and organized to define the generation's age and set the research agenda and methods. Based on previous studies, a research survey questionnaire was written and then further improved and modified after a preliminary investigation. This study involved men aged 50 or over, living in Seoul.

This study employed the SPSS 20.0 program for empirical analyse, which included the following types: frequency analysis, factor analysis, reliability analysis, regression analysis, etc.

The research survey questionnaire was structured following previous reports of studies by Lee (2009), H. A. Kim (2010), H. S. Kim (2011), Park (2013), B. Kim (2013) and Eo (2013). The survey was conducted from September 3 to 13, 2014 (10days). Distributed were 612 sets of questionnaires, and 550 sets

were collected. Of these, 47 unfinished or poorly answered sets were excluded, thus leaving 503 sets for final analysis.

The research agenda was as follows.

Item 1. Investigate each dimension of interest level in appearance and cosmetic purchase behavior.

Item 2. Investigate the effect of interest level in appearance on cosmetic product demand level.

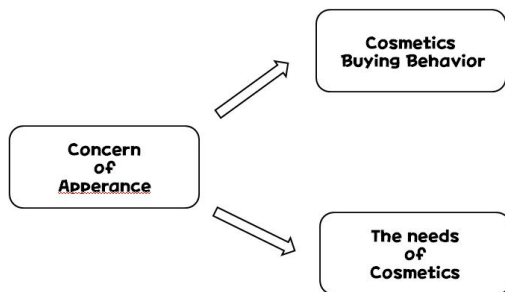


Figure 1. Research Model

IV. Research results

1. Each dimension of interest level in appearance, cosmetic purchase behavior, and cosmetic product demand level

1) Dimension of interest level in appearance

To assess the interest level in appearance, factor analysis was performed on the questionnaire's items. First, we examined whether the "interest level in appearance" data met the assumption of factor analysis. The Bartlett test showed that χ^2 equals 2046.833(df=55, Sig.=0.000), so the variables were deemed have sufficient correlation with

each other.

The Kaiser–Meyer–Olkin(KMO) measure of sampling adequacy was 0.881. Communality was at least 0.480 in all cases. These results demonstrated that there would be no difficulty in performing factor analysis with data measuring "interest level in appearance."

As a result of factor analysis, two factors were extracted, as shown in Table 1. The factors' overall explanatory power was 56.8% and the reliability coefficient of measurement items constituting the factors was 0.852. Each factor was named as follows:

Factor 1 (30.1%) comprised such items as "I am rather interested in appearance", "Good looks seem helpful in social life", "I want to catch others' eyes for my good looks", "I am rather concerned about how others judge my looks", "I wish to look nicer than I do now", and so forth. Because, Factor 1 asks the respondent's thoughts about his own looks or others' views of his looks. It was named "psychological interest in appearance."

Factor 2 (26.6%) includes such items as "I tend to buy trendy clothes, neckties, belts, etc.", "I take more time now to groom myself before going out", "I would undergo plastic surgery for good looks", "I use a toupee to cover my hair loss", "I apply functional cosmetics for skin care", "Dressing well is an important part of my life" and so forth. Because Factor 2, asks about active appearance management behaviors, it was named as "appearance management practice."

2) Dimension of cosmetic purchase behavior

Factor analysis was conducted on items assessing cosmetic purchase behavior. First, we examined whether data measuring cosmetic

Table 1. The Interest Level in Appearance

Korean Senior Men's Level of Interest in Appearance Measurement Items	Psychological interest in appearance	Appearance management practice	Communality
I am rather interested in appearance.	0.761	0.219	0.627
Good looks seem helpful in social life.	0.760	-0.036	0.579
I want to catch others' eyes for my good looks.	0.753	0.267	0.637
I am rather concerned about how others judge my looks.	0.738	0.257	0.611
I wish to look nicer than I do now.	0.704	0.122	0.510
I tend to buy trendy clothes, neckties, belts, etc.	0.334	0.710	0.616
I take more time now to groom myself before going out.	0.343	0.690	0.593
I would undergo plastic surgery for good looks.	0.066	0.690	0.480
I use to cover my hair loss.	-0.181	0.671	0.483
I apply functional cosmetics for skin care	0.295	0.657	0.518
Dressing well is an important part of my life	0.446	0.625	0.590
Eigen value	3.316	2.929	
Individual explanation power(%)	30.142	26.630	
Cumulative explanation power(%)	30.142	56.772	
reliability coefficient (Cronbach' α)	0.829	0.803	

purchase behavior met the assumption of factor analysis. The Bartlett test found that χ^2 equaled 2884.219(df=66, Sig.= 0.0 00), indicating the possibility of sufficient correlation among the variables. In the KMO measurement for sampling adequacy, the value was 0.886. Communality was at least 0.465 in all cases. These results demonstrated that there would be no difficulty in performing factor analysis with data measuring "interest level in appearance."

As a result of factor analysis, two factors were extracted as shown in Table 2. The factors' overall explanatory power was 62.6%, and the reliability coefficient of measurement items constituting the factors was 0.901. Each

factor is named as follows:

Factor 1(35.2%) includes items that address choice of products according to the following: "I choose cosmetic product by considering its quality, functionality (performance), my skin color or special skin conditions necessity, and price.", "I tend to compare multiple products to buy high-quality but affordable products.", "I tend to buy a cosmetic after comparing different companies' products."; and so on. Since Factor 1 contains items on considering cosmetic functionality before purchase, Factor 1 was named "functionality purchase."

Factor 2(27.4%) includes such items as "Cosmetic products look classy with a famous

company logo.”, “Expensive cosmetic products have higher quality.”, “Buying a famous company’s cosmetic products enhances my self-value”, “Cosmetic products of famous companies can be trusted.”. “I tend to buy mostly expensive products.”

Because Factor 2 concerns high purchase prices and good awareness of famous brand names, it was named “psychological purchase.”

3) Dimension of cosmetic product demand level

As a result of factor analysis, two factors were extracted as shown in Table 3. The factors’ overall explanatory power was 58.8%, and the reliability coefficient of measurement items constituting the factors was 0.786. Each factor is named as follows.

Factor 1(29.8%) includes items that address such as “I need cosmetic products in diversified price categories, affordable high-quality products and products considering men’s skin colors and special skin conditions.”, Also included was, “There are not enough information or advertisement

Table 2. Cosmetics Buying Behavior

Cosmetics Buying Behavior measurement item	functionality purchase.	psychological purchase	communality
I choose a cosmetic product by considering its quality.	0.811	0.240	0.715
I choose cosmetic a product by considering its functionality (performance).	0.786	0.178	0.649
I tend to compare multiple products to buy high-quality but affordable products.	0.785	0.247	0.678
I choose cosmetic products by considering my skin color or special skin conditions.	0.747	0.199	0.598
I tend to buy a cosmetic after comparing different companies’ products.	0.739	0.258	0.612
I tend to buy a cosmetic product after thinking deeply about the real necessity for it.	0.722	0.144	0.542
I choose a cosmetic product by considering its price.	0.653	0.198	0.465
Cosmetic products look classy with a famous company logo.	0.172	0.820	0.703
Expensive cosmetic products have higher quality	0.129	0.800	0.657
Buying a famous company’s cosmetic products enhances my self-value	0.284	0.779	0.688
Cosmetic products of famous companies can be trusted	0.209	0.777	0.648
I tend to buy mostly expensive products	0.338	0.668	0.560
Eigen value	4.227	3.287	
Individual explanation power(%)	35.226	27.394	
Cumulative explanation power(%)	35.226	62.619	
reliability coefficient (Cronbach’ α)	0.892	0.862	

sources for men's cosmetics.", and so on. Because Factor 1 concerns price and quality diversification, it was named "reasonable price."

Factor 2(29.0%) contains items involving "Men's cosmetic products should come in more diversified types just like women's product for different phases.", "Like women's cosmetic products, there need to be various functional and color cosmetics for men." Additionally, "There need to be some independent space for male customers not to cause any inconvenience in their purchase process.", and so forth. Because Factor 2 concerns the necessity of more diversified men's cosmetic products, it was named "product diversity."

2. Effect of interest level in appearance on cosmetic purchase behavior and cosmetic product demand level

1) Effect of interest level in appearance on cosmetic product purchase behavior

Research participants were divided into two groups, one presently using cosmetic products and the other not using cosmetic products. Using regression analysis, we examined the former group to discover any effect of their "interest level in appearance" on "cosmetic product purchase behavior." Table 4 depicts these results, showing that this group's

Table 3. The needs of Cosmetics

Korean Senior Men's Need for Cosmetics Measurement Items	reasonable price.	product diversity	communality
I need cosmetic products in diversified price categories.	0.837	0.087	0.708
I need affordable high-quality products.	0.820	-0.036	0.673
I need products for men's skin colors and special skin conditions.	0.668	0.429	0.630
There are not enough information or advertisement sources for men's cosmetics.	0.555	0.420	0.484
Men's cosmetic products should come in more diversified types just like women's products for different phases.	0.200	0.771	0.634
Like women's cosmetic products, there need to be various functional men's products	0.314	0.695	0.582
There need to be some independent space for male customers not to cause any inconvenience in their purchase process.	0.237	0.667	0.501
here need to be color cosmetics for men just like women's cosmetic products.	-0.244	0.655	0.488
Eigen value	2.381	2.320	
Individual explanation power(%)	29.756	29.005	
Cumulative explanation power(%)	29.756	58.761	
reliability coefficient (Cronbach' α)	0.771	0.699	

“interest level in appearance” significantly positively affected their “cosmetic purchase behavior.”

First, among cosmetic purchase behaviors, the functional factor was explained to be approximately 31.6% by two factors of appearance interest level. The higher the practical and psychological aspects, the stronger the effect on the functional factor of cosmetic purchase behaviors.

Second, among cosmetic purchase behaviors, the physical factor was explained to approximately 15.8% by two factors of appearance interest level. The higher the practical and psychological aspects, the stronger the effect on the psychological factor of cosmetic purchase behavior.

In a study with elderly females, Lim(2014), reported that, among types of appearance interest, interest in weight affected

pursuit of brand names, economy, and trend/personality: interest in attire affected pursuit of brand name and trend/personality in a diverse spectrum. In cloth purchasing, great explanatory power was observed in the tendency to pursue trend/personality ($R^2=.519$). These result indicate that in buying clothes, the elderly, as their interest in looks increased, no longer sought solely comfort and practicality. Concerning cosmetic purchase behaviors, along with rising interest in appearance of senior men, due to their changed lifestyle and increased social activities, a growing number of senior men take more care of appearance and buy more fashion, beauty, and cosmetic products. In contrast to the past, cosmetic functionality is estimated to significantly impact cosmetic purchases.

Table 4. The effects of Appearance Interest upon Cosmetic Buying Behavior

Dependent variable (Cosmetics Buying Behavior)	Independent variable (Interest in appearance)	B	β	t		R^2	modify R^2	F	
Functionality purchase		-0.057		-1.444		0.319	0.316	102.878	***
	Appearance management practice	0.449	0.438	11.114	***				
	psychological interest in Appearance	0.362	0.357	9.068	***				
Psychological purchase		-0.043		-0.976		0.162	0.158	42.456	***
	Appearance management practice	0.349	0.340	7.784	***				
	Psychological interest in Appearance	0.218	0.215	4.931	***				

*** $P < 0.001$

2) Effect of interest level in appearance on cosmetic product demand level.

The research participants were divided into a group presently using cosmetic products and a group not presently using cosmetic products. Using regression analysis, we examined the former group to discover any effect of their "interest level in appearance" on "cosmetic purchase behavior." Table 5 shows the results.

First, for the using group, we found a significantly positive effect on their "cosmetic product behavior" Among "cosmetic purchase demand level" factors, "reasonable price" was found to be explained approximately to 5.8%: The higher the practical and psychological aspects in appearance interest level factors, the stronger the effect on the reasonable price

factor of the cosmetic product demand level.

Of the cosmetic product demand level factors, product diversity explained approximately 13.2% of variance. Among appearance interest level factors, the higher the practical and psychological aspects, the stronger the effect on product diversity in the cosmetic product demand level.

In modern society, one's look has become part of competitiveness, and people's awareness of appearance has changed, while their attention to their appearance has also increased. As these findings show, when appearance interest level rises, cosmetic product demand for cosmetic brand names, reasonable price, product quality, and functionality also rise. In this sense, products manufactured in line with such cosmetic product demand, will attract more

Table 5. Effects of Korean Senior Men's Appearance Interest on Cosmetic Product Demand by Cosmetic Users

Dependent variable (needs for cosmetics)	Independent variable (Interest in appearance)	B	β	t		R ²	modify R ²	F	
Reasonable price		0.028		0.637		0.063	0.058	14.656	***
	Psychological interest in appearance	0.205	0.210	4.545	***				
	Appearance management practice	0.134	0.136	2.942	**				
Product diversity		0.011		0.245		0.136	0.132	34.514	***
	Appearance management practice	0.282	0.282	6.348	***				
	Psychological interest in appearance	0.235	0.238	5.360	***				

P<0.01, *P<0.001

Table 6. Effects of Korean Senior Men’s Appearance Interest on Cosmetic Product Demand by Cosmetic Non-users

Dependent variable (needs of Cosmetics)	Independent variable (Interest level in appearance)	B	β	t	R^2	modify R^2	F
product diversity		-0.072		-0.373			
	appearance management practice	0.344	0.254	2.018 *	0.065	0.049	4.073 *

*P<0.05

senior customers to purchase more.

Second, the non-using group in Table 6, revealed a significant but partial positive effect of “appearance interest” level on “cosmetic product demand”. That is, of the interest level in appearance factors, the practical aspect showed an effect on “product diversity” of “cosmetic product demand” and its explanatory power was 4.9%.

As such, even the non-using group was had some cosmetic product demand, in particular, for more diversified cosmetics. Although not presently using cosmetic products, they have some demand for them. Therefore, if more specified products that reflect customer needs based on this analysis are released and promoted, this group could also become customers.

V. Conclusion

In south Korea’s rapidly aging society, the term centenarian, meaning people 100 years old or older, is becoming more commonly used. Middle-aged to advanced-aged people have changed their lifestyles to enjoy greater consumption and leisure time activities, as well

as social activities. Moreover, the trend of valuing their appearance is coupled to the expectation of a growing demand for senior-men’s cosmetic products. However, the market for senior-generation men’s cosmetic products has yet to grow very large and an insufficient number of marketing studies have been conducted. In recognition of this, this study examines senior-generation men’s interest in appearance, cosmetic purchase behavior and cosmetic product demand level, while also investigating any effect of their interest in appearance on cosmetic purchase behavior and cosmetic product demand level. By doing so, this study provided basic material for the cosmetic industry, along with desirable suggestions for market segmentation aligned with the demand of senior-generation men.

To this end, a preliminary survey was conducted from August 23 to 29, 2014, in the Gangdong-gu region, Seoul, South Korea for 50 men in their 50s. Then, some inappropriate survey items were modified before beginning the main investigation for 10 days beginning September 3, 2014, for men aged 50 or older. A total of 612 sets of survey questionnaires were distributed and then collected. For final analysis 503 sets were used after excluding some with

poor or omitted responses. For this study, frequency, reliability and regression analyses were employed.

Study findings can be summarized as follows.

First, a factor analysis was conducted on cosmetic product purchase behavior and cosmetic product demand to examine interest in appearance. Two factors emerged: psychological interest in appearance and practical appearance management.

To discover research participant's purchase behaviors, factor analysis was performed, and two factors emerged functional and psychological aspects.

Factor analysis for cosmetic product demand found the two factors of reasonable price and product diversity.

Second, participants were divided into a presently cosmetic-using group and a non-using group. Then, the using group was investigated for any effect of their interest level in appearance on their cosmetic purchase behavior. We found that the higher the practical appearance management, the more frequent the functional and psychological purchase behaviors.

According to these findings, if products were developed to align with senior-men's cosmetic product demand, their purchases would rise.

Third, the higher the practical appearance management, the stronger the demand for product diversity. In the non-using group, it was found that, partially, the higher the practical appearance management, the stronger the demand for product diversity. Although this group did not purchase cosmetic products, they did have some demand for them. If appropriate product are developed based on their demand and are well promoted, this non-using group might become future cosmetics users.

Research recommendation for cosmetic

product planning for senior-generation men are as follows.

Cosmetic products for senior-generation men have not yet been diversified enough, compared to those for women. In addition there are not enough specialized products for skin conditions of the senior generation. In this situation, products should be developed that consider senior-generation male skin colors and conditions: products containing various types of fragrance; and products providing diverse functions like women's products. However, given that many men do not want to be bothered with applying cosmetics, products should be simple to use but deliver many good effects.

This study investigated men in their 50s or over, residing in Seoul.

The refore, generalizing the findings of this study will be limited. Relevant subsequent studies are needed for deeper examination of men in their 50s or older in each region and for clear identification of correlations among interest in appearance, cosmetic purchase behavior, and cosmetic product demand by analyzing various factors related to multiple variables.

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