Influence of Emotional Experience at the Beauty Salon on Store Preference

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Abstract

Identifying the factors of emotional experience that arouse emotional responses will contribute to determining the relationship between the visual attributes of a salon and the emotional responses of humans, as well as the relationship between service factors and the emotional response of humans. The aim of this study is to examine the effect of the various emotional responses of customers on store preference and to thereby propose marketing strategies for offering an insightful service. The emotionally expressed vocabulary used by customers during their visit is also explored. 300 customers with previous experience of beauty shop services were surveyed and their responses were analyzed using SPSS 20.0 to define the problems. All the emotional experiences at the beauty salon influence the service satisfaction and re-visitation intention. The results showed that, as the customer's level of satisfaction with a service experience increases, the re-visitation intention increases. Of these results, only the service experience influences the recommendation intention. As the effective delivery of positive emotional services influences customers' revisiting intentions, beauty industry workers should be aware of each phase of the customers' emotions and try to provide customer-oriented services to appease these emotions. In addition, workers should strive to create service systems that induce customers' positive emotional responses rather than to offer merely stereotyped services.

Keywords : beauty salon, emotional experience, store preference

I. Introduction

As the consumption trend in 2015, emotion is not simply satisfied with a sense. Customized service to meet various experience of customers would be appeared. Emotional consumption era comes from the change of emotional demand by media development and innovation of digital technique. The high value of digital technique is derived from emotional culture(Mun, 2010). Especially, the importance of emotion in service industry like Emotional Management, Emotional

Marketing, Emotional Engineering, Emotional Leadership etc. is growed and the emotion stood out as important value in various cultural area(Mun, Kwon & Choi, 2012). To find what are the important emotional experience elements can help to understand the relation between visual attribute of object and emotion reaction or service elements and emotion reaction(Jung, 2002).

The improvement of the customers' intellectual level and selection ability is evaluated after their experiencing and perceiving the service compared to the past of supply-side economics(Kim & Jin, 2015). While there was important of hairdresser's technical service in the past, today, there are variety of important things like environments of salon(facilities, interior design), staff training and political service(Lee & Kim, 2014). Thus, beauty salon is rapidly changing simple service store into emotional service selling brand image and emotion store. Emotional store function as not only just selling store but also experiencing the service for the customers(Bae, 2003).

The hair beauty market becomes more competitive and glut because of opening the hair beauty products and technique and having a short vogue. Therefore, to analyzing and anticipating the customer's behavior is very important(Park, 2016). To satisfy the customers and make them loyal by understanding their needs fast and meeting them at a high level than the other shop is important because present customers willingly pay for the technique and service for their beauty compared to the past ones. According to a study, when customer's are on the process of purchasing, they are influenced on the emotion much and that influences on the customer behavior(Lee & Choi, 2003; E. Yoo, 2015). According to a study, when customer's are on the process of purchasing, they are influenced on the emotion much and that influences on the customer behavior.

There are studied much about the customer through emotional experience in various industries like hotel, restaurant and department store. In other area, there is studied about emotional intelligence of children. While there are a lot of the studies about service quality, five senses and emotional marketing in hair beauty area by Mun(2010), Lee(2014) and Hong(2011), there are not enough studies about the marketing through emotional language.

Based on the way of communication through human language, systematization of emotions using language, enables emotions to be constructed in a way that can express emotions in a concrete manor. The linguistic emotional evaluation, using emotional vocabulary, expressing emotion in these languages is regarded as a way to systematically establish emotions in that space(S. Yoo, 2015).

Hair beauty is influenced on human service so it is thought about being influenced on the customer's emotional reaction. In this study, we investigate influence on store preference through emotional language and we suggest the improvement of the hair beauty service. In addition, we focus on the customer's emotion using beauty salon and give the basic data about making marketing strategies of hair beauty service.

II. Theoretical background

1. Emotional experience

Emotional experience appeals to the

customer's internal feeling and emotion. Therefore, it is the experience which influences on changing the perimetric thought into strong pride and delight emotion about the brand or products(Kim, 2003).

1) Emotion

Emotion is the ability to accept the external stimulus and the advanced psychological experience to occur to internal parts of human from sense and perception(Lee, 1998). It appears intuitional and momentary so it is variously changed by the individual, environmental, cultural and social factors(Lee, 2010). In other words, it is the integrated of various sense that is the comprehensive feeling and emotion like psychological comfort, advanced and disagreeability(Lee, 2012). Emotion is the strongest during the process of consumption. Strong emotion occurs to interaction with contact. This emotion advances while time goes by and especially it is related to individual contact(Jung, 2002).

2) Experience

Experience is the contents of awareness and the process of awareness in individual subjective thought(Lee, 2012). It is defined special, individual and specific thing. From the marketing point of view, it is the new method of approach supporting the customers for not the price competition but being moved and sympathy while the existing marketing was focused on the product's function, quality and benefit of the service(Lee, 2006). It is the consumptional experience that contacted and perceived by the customer's direct use of the brand during the process of purchasing or after the purchasing.

The another one is the emotional experience of emotional, sensitive, hedonic and symbolic meaning compared to cognitive and rational one(Lim, Chae, & Jeon, 2014).

3) Emotional language

There are 2 different ways to express personal emotion; linguistic and nonlinguistic. Emotional language is the classic way of linguistic(Lim, 2015). Language is the strongest method to deliver personal various thought and feeling to others because we judge the emotion through the language. The strength of language evaluation tool is the fact that it collects whichever language expressing their emotion. It can measure the mixed emotions as well. The weakness is that it is difficult to adapt among cultures due to the difference in language. It is hard to exactly express the meaning contained in emotional language through translation(Jung, 2008).

In this study, we analyze the factors of emotional experience through the Jung(2002).

2. Store preference

According to the Liu(2014), store preference is the amicable word-of-mouth efforts, repurchase intention and repeated purchasing behavior about customer's specific store for a certain period of time by integrated approach method

There are behavioral, attitudinal and integrated approach method in store preference. According to behavioral approach method, store preference is defined repeatedly purchasing tendency of customer about specific store for the certain period of time. According to attitudinal approach method, it is friendly attitude, purchasing intention and purchasing possibility in the future

for specific store(Bae, 2004).

In this study, we would like to measure the store preference as service satisfaction, re-visitation intention and recommendation intention.

1) Service satisfaction

In the study of Ganesan(as cited in Heo, 2005), satisfaction is the core construct of hair beauty service. Satisfied customers influence on the positive outcome through repeated purchasing, positive oral behavior and amicable attitude formation. Service satisfaction means how much the user satisfy the overall service. Generally, it is similar to customer satisfaction and it is used for the way to understand the thinking or assessment in the marketing area(Hwang, 2010).

Customer service satisfaction set a goal to realize value over the customer's expecting level. It is the premise of customer satisfaction through satisfying the customer's need enough. Furthermore, it become the premise of customer surprise so customer satisfaction to control the company activity that satisfies the customer's expectation in the service quality(product quality or point of contact) and lead it to customer surprise(Ham, 2010).

2) Re-visitation intention

Re-visitation intention is the state that has the re-purchase possibility of the service and product or has the high possibility of recommending the service and excellence of products to others spontaneously. As behavioral determinants, it is influenced on the attitude and show a tendency to act consistently(Jeon, Jeon & Lee, 2013). Customer's re-visitation intention is the possibility to use the service repeatedly when the customer is given any service, that means behavioral intention which the thinking and attitude is moved to behavior(Hong, 2011).

3) Recommendation intention

As an oral communication through contact among people, recommendation intention is process of recommending the positive information to other people unofficially about the customers' direct or indirect experience(Kang, 1996). The customer who satisfies a product or service expresses friendly recommendation intention, that takes relatives, neighbors and friends etc. to purchase it or visit the store. Therefore, as a behavior after purchasing, recommendation intention has a strong influence on potential business(Jeon, 2015).

III. Method

1. Subjects for study

To do this study, we would like to investigate emotional things at the beauty salon and the thing that emotional experience influences on store preference. The subjects of this study is as below;

First, review the demographic characteristic of the investigated target.

Second, review the beauty salon's using pattern of the investigated target.

Third, review the level of emotional experience of the beauty salon.

Finally, review the influence on store preference between emotional experience of the beauty salon.

2. Collecting the target for investigation and data

The target for investigation of this study is the customers who have the experience visiting and receiving the service at the beauty salon. The period of this research is from Sep. 1 to Sep. 20, 2015 through self-administered questionnaire. Total 300 questionnaires were distributed, 9 insufficient questionnaires were excluded in the collected 293 so 284 is used for the final analysis data.

3. Measuring tool

This questionnaire consists of the questions about population statistical character, use behavior at beauty salon, expressing the emotional language about service experience at the beauty salon and measuring the store preference. The questions about beauty salon's use behavior consist of 9 questions based on the studies that are modified and complemented of Lee(2014) and Jin(2014). The questions about expressing the emotional language about service experience at the beauty salon consists of 23 questions based on the advice of hair artists and the study that are modified and complemented of Jung(2002). The questions about store preference consists of 3 questions based on the study that are modified and complemented of Bae(2003). The questions about expressing the emotional language about service experience at the beauty salon and store preference uses Likert-type scale from 1: not at all to 5: such a very.

4. Data processing and analysis

The collected data was analyzed by statistical program SPSS 20.0. The analysis of frequency was used to know about population statistical character and use behavior at beauty salon of the polled. The analysis on primary factor, reliability analysis and multiple regression analysis were used to know about influence on store preference of emotional experience at the beauty salon.

IV. Result and Discussion

1. Population statistical character

The result for the analysis of frequency to look into the population statistical character of the polled is like Table 1. The gender of the target group for this study consists of female, 168 persons(59.2%) and male, 116 persons(40.8%). The age of 30~39 is 112 persons(39.4%), 20~29, 40~49, over 50 and below 19 in order. The single are 149 persons(52.5%) and the married are 135 persons(47.5%). For the level of education, the four-year-course college are 135(47.5%), the junior college, at least the graduate school and the high school in order. The occupation the target group, student is 55(19.4%), service industrial employee, technical post, administrative position/white-collar job, self-employed, housewife, civil servant/teacher, etc. in order. About the income level, 2~4million won is 88(31.0%), under 1 million won, 1~2 million won, 3~4 million won, 4~5 million won, over 5 million in order

2. Use behavior at the beauty salon

See the Table 2, the frequency analyzed result to check the use behavior at the beauty salon

Table 1. Population Statistical Character

Category		N	%
Gender	Male	116	40.8
	Female	168	59.2
Age	~19	14	4.9
	20~29	90	31.7
	30~39	112	39.4
	40~49	40	14.1
	50~	28	9.9
MARSTA	Single	135	47.5
	Married	149	52.5
Level of education	Below High School	35	12.3
	Junior College	63	22.2
	Four-Year-Course College	135	47.5
	At Least the Graduate School	51	18.0
Occupation	Student	55	19.4
	Administrative Position/White-Collar Job	36	12.7
	Civil Servant/Teacher	31	10.9
	Service Industrial Employee	54	19.0
	Technical Post	42	14.8
	Self-Employed	33	11.6
	Housewife	32	11.3
	Etc.	1	.4
Income	~100 Million Won	66	23.2
	100~200 Million Won	53	18.7
	200~300 Million Won	88	31.0
	300~400 Million Won	51	18.0
	400~500 Million Won	22	7.7
	500 Million Won~	4	1.4
Total		284	100.0

about the target for investigation.

The standard to select the beauty salon is the Service, 73(25.7%) ranked no. 1, technic, price, convenience in use(approachableness), friendship with the employee, facilities and interior, etc. in order.

The average visit count to beauty salon is once every 2~4 months, 98 persons(34.5%) ranked no. 1, once a month, once every 6 months, etc., once a year and once a week in order.

The main service the customers' use is the hair cut 96(33.8%) ranked no. 1, perm, dyeing,

etc., hair and scalp clinic and drying in order.

The main source getting the beauty salon's information is from family and friends, 90 persons(31.7%), internet(blog, cafe etc.), visit experience, mass media(TV, Radio, etc.), beauty application and so on in order.

The purpose of visiting beauty salon is for regular hair styling 84(29.6%) ranked no. 1, blowing off steam or refresh themselves, changing image and mood, following the new trend, special meeting, improving their appearance young and beautiful, hair health, etc.

The average expense for a visit is

50,000~100,000won;102 persons(35.9%) ranked no. 1, 10,000~50,000won, 100,000~150,000won, over 150,000won, under 10,000won and over 200,000won in order.

Table 2. Use Behavior at the Beauty Salon

Category		N	%
Selection standard	Price	48	16.9
	Technic	57	20.1
	Service	73	25.7
	Convenience in Use(Approach Ableness)	44	15.5
	Facilities and Interior	25	8.8
	Friendship With the Employee	32	11.3
	Etc.	5	1.8
Average visit count	Once a Week	3	1.1
	Once a Month	56	19.7
	Once every 2~4 Months	98	34.5
	Once every 6 Months	50	17.6
	Once a Year	34	12.0
	Etc.	43	15.1
Main service the customers' use	Hair Cut	96	33.8
	Perm	84	29.6
	Dyeing	66	23.2
	Drying	2	.7
	Hair and Scalp Clinic	16	5.6
	Etc.	20	7.0
Source of information	Family and Friends	90	31.7
	Internet(Blog, Cafe Etc.)	58	20.4
	Mass media(TV, Radio, Etc.)	45	15.8
	Visit Eexperience	52	18.3
	Beauty Application	22	7.7
	Etc.	17	6.0
Purpose of the visit	For Blowing off Steam or Refresh Themselves	78	27.5
	For Following the Nnew Trend	37	13.0
	For Changing Image and Mood	47	16.5
	For Regular Hair Styling	84	29.6
	For Special Meeting	15	5.3
	For Improving Their Appearance Young and Beautiful	13	4.6
	For Hair Health	8	2.8
	Etc.	2	.7
Average expense for a visit(won)	~10,000	28	9.9
	10,000~50,000	63	22.2
	50,000~100,000	102	35.9
	100,000~150,000	54	19.0
	150,000~200,000	32	11.3
	200,000~	5	1.8
Total		284	100.0

3. Emotional experience aspect of the beauty salon

To check the validity about emotional experience at the beauty salon, the analysis on primary factor was used and the result refer to Table 3.

As factoring method, principal axis factoring in common factor analysis is used. The KMO is .950 and the significance probability of Bartlett's sphericity assumption is .000 so that is suitable for using as the analysis on primary factor. The accumulated explanation power of the factor is 73.962%, all the value of the factor is over 0.5 so all questions were used for analysis. After the reliability analysis, all Cronbach's α factor is over 0.895, it shows internal consistency and higher level of trust.

The number of factors about emotional experience at the beauty salon is settled 3 as it deems appropriate and it named from the main contents of the questions. Factor 1 is named Service experience on using because it consists of emotional languages felt on using hair beauty service. The eigen value is 10.508 and the explanation power is 43.404%. Factor 2 is named Service experience during entrance/exit because it consists of emotional languages during entrance/exit. The eigen value is 4.779 and the explanation power is 17.152%. Factor 3 is named Service experience while waiting for because it consists of emotional languages during the waiting time. The eigen value is 1.724 and the explanation power is 13.406%.

4. Influence on store preference of emotional experience at the beauty salon

1) Multiple regression analysis for Service satisfaction

Multiple regression analysis is used to check the influence on store preference of emotional experience at the beauty salon and refer to the Table 4 for the result.

All emotional experiences at the beauty salon influence on service satisfaction. Of that, the more they have the service experience on using, the more they have the service satisfaction(β =.711, P<.001).

In the study of Kim(2011), variable of standby cost and standby room significantly influences on customer satisfaction so it supports this study. The study of Oh(2005), the positive emotional experience in store influences on the cognitive experience. The more they have the positive emotion through the in-store experience, the more they have the interest in the products and service.

The emotional experience at a beauty salon will have a considerable effect regarding satisfaction in service received, therefore it is necessary to provide service in different ways and method in order to satisfy the customers five sense.

2) Multiple regression analysis for Re-visitation intention

Multiple regression analysis is used to check the influence on re-visitation intention of emotional experience at the beauty salon and refer to the Table 5 for the result.

All emotional experiences at the beauty salon influence on the re-visitation intention. Of that, the more they have the service experience on using, the more they have the re-visitation intention(β=.869, P<.001).

In the study of Lee & Joung(2003) about the service experience during a queue forms outside the family restaurant, meal, entrance and exit,

the emotional factors influence on service satisfaction, re-purchasing intention and oral behavior. That is similar result to this study.

As shown in the research results above, beauty skills (performance) is not enough to entice the customers to come back, this case shows it is necessary to keep researching about the services that can be provided to the customer when they come in/leave and or when waiting.

Table 3. Emotional Experience Aspect of the Beauty Salon

	Service Experience on Using	Service Experience During Entrance/Exit	Service Experience While Waiting for	Community
Unfair/Fair	.943	.087	−.031	.898
Distracted/Quiet	.899	.067	.034	.814
Nervous/Reliable	.890	.150	−.061	.819
Shameful/Proud	.881	.170	−.005	.804
Uncomfortable/Comfortable	.869	.165	.057	.787
Angry/Pleasant	.867	.103	−.058	.766
Not enough/Enough	.844	.113	−.059	.728
Bothersome/Kind	.843	.106	−.013	.723
Inquisitive/Curious	.834	.192	.023	.733
Disdainful/Treated	.821	.032	.009	.676
Unfamiliar/Familiar	.813	−.020	−.030	.662
Resentful/Thankful	.782	.105	.071	.628
Lifeless/Lively	.729	.037	.000	.533
Uneasy/Easy	.711	.119	.150	.543
Unpleasant/Pleasant	.165	.902	.238	.898
Abegging/Welcome	.136	.878	.213	.835
Boring/Exciting	.109	.832	.213	.750
Cold/Warm	.132	.805	.163	.692
Unhappy/Happy	.122	.791	.172	.670
Deficient/Sufficient	−.016	.202	.867	.793
Indifferent/Expected	−.090	.228	.850	.783
Nervous/Relaxed	.073	.205	.835	.745
Gloomy/Thrilling	.014	.262	.814	.732
Eigen value	10.508	4.779	1.724	
Explanation power(%)	43.404	17.152	13.406	
Accumulated explanation power(%)	43.404	60.556	73.962	
Cronbach's Alpha	.969	.924	.895	

Table 4. Influence on Store Preference of Emotional Experience at the Beauty Salon

	Emotional Experience at the Beauty Salon	B	β	t
Service Satisfaction	(a Constant)	3.866		103.860 ***
	Service Experience on Using	.656	.711	17.602 ***
	Service Experience During Entrance/Exit	.110	.119	2.940 ***
	Service Experience While Qaiting for	.138	.150	3.702 ***

R²=.543, adj R²=.538, F=110.724***

***p<.001

3) Multiple regression analysis for recommendation intention

Multiple regression analysis is used to check the influence on recommendation intention of emotional experience at the beauty salon and refer to the Table 6.

The service experience just influences on the recommendation intention(β=.640, P<.001).

In the study of Lee(2012), the emotional experience at the family restaurant during entrance/exit strongly influences on the service satisfaction, re-purchasing intention and recommendation intention. That is similar result to this study.

Though the service is good during entrance/exit or while waiting for, they do not recommend the store to others in case they do not satisfy the hair-style.

Ⅴ. Conclusion

In this study, we have wanted to know that the hair beauty service through the emotional language influences on the store preference. The target group for the investigation is the customers who have the experience at the beauty salon and the result is as below;

First, The gender of the target group for this study consists of female, 168 persons(59.2%) and male, 116 persons(40.8%). The age of 30~39 is 112 persons(39.4%) ranked no. 1 and as for the marital status, the single are 149 persons(52.5%) so the single are more than the married. About the level of education, the four-year-course college are 135(47.5%), about occupation, student is 55(19.4%), about the income level, 2~4million won is 88(31.0%) ranked no. 1 each.

Table 5. Influence on Re-Visitation Intention of Emotional Experience at the Beauty Salon

	Emotional Experience at the Beauty Salon	B	β	t
Re-Visitation Intention	(a Constant)	3.750		139.999 ***
	Service Experience on Using	.845	.869	31.487 ***
	Service Experience During Entrance/Exit	.161	.165	5.985 ***
	Service Experience While Qaiting for	.056	.057	2.075 ***

R²=.787, adj R²=.784, F=343.851***

***p<.001

Table 6. Influence on Recommendation Intention of Emotional Experience at the Beauty Salon

	Emotional Experience at the Beauty Salon	B	β	t
Recommendation Intention	(a Constant)	3.687		75.978 ***
	Service Experience on Using	.681	.640	14.019 ***
	Service Experience During Entrance/Exit	.092	.086	1.892
	Service Experience While Qaiting for	.017	.016	.341

R²=.417, adj R²=.411, F=66.745***

***p<.001

Second, the target group's standard to select the beauty salon is the Service, 73(25.7%) and the average visit count to beauty salon is once every 2~4 months, 98 persons(34.5%) ranked no. 1 each. The main service the customers' use is the hair cut 96(33.8%), The main source getting the beauty salon's information is from family and friends, 90 persons(31.7%) and the purpose of visiting beauty salon is for regular hair styling 84(29.6%) ranked no. 1 each. The average expense for a visit is 50,000~100,000won;102 persons(35.9%) ranked no. 1.

Third, the factors of the emotional experience at the beauty salon is set up service experience on using, during entrance/exit and while waiting for based on main contents of the questions.

Finally, all the emotional experiences at the beauty salon influences on the service satisfaction and re-visitation intention. Of that, the more the customers have the service experience, the more they have the satisfaction and re-visitation intention. And of that, only the service experience on using influences on the recommendation intention.

According to the above results, the important factor which the customer evaluates the beauty salon is the service experience on using. The service experience on using takes the most time of the services and it is intertwined with the outcome of the hair-style. In other words, to satisfy changing the hair-style which is the main purpose visiting beauty salon is the most important.

If the negative emotions like the boredom and indifference, etc. are transmitted during entrance/exit or while waiting for, that influence on the service satisfaction and re-visitation intention. Therefore, we should pay attention to the service of the moment as well.

To give customers positive emotional experiences makes them visit again. The employees in beauty salon should realize the customers' phased emotion and supply them for customer-centered service. And also they should not supply the customers for the stereotypical hair beauty service but consider the study for the service that comes close to the customers' emotion and feeling. This study would be good marketing way for the intense hair beauty market.

This study was progressed by the emotional language of other service areas. If there is the study through the measuring tool for the emotional language of hair beauty area, the effective customer service which understands the customers' emotion and feeling well would be practiced.

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