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## Satisfaction, Reliability, and Word-of-Mouth Intention for Online Information According to Cosmetic Consumer Information Search Types

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information search type,  
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satisfaction, reliability,  
word-of-mouth intention

### Abstract

The purpose of this study was to determine the satisfaction, trust and word-of-mouth intention of online information according to the type of information search by female cosmetics consumers in their 20's to 40's. For this study, online and offline surveys were conducted by 307 people. Factor, correlation, and multiple regression analysis were used to analyze the data. The main results are summarized as follows. First, the cosmetic consumer's information search types were identified as active, playful, and economic information search types. Second, the results of examinations on the effect of consumer information search types on satisfaction, reliability, and word-of-mouth intention of the online information searches showed that the active information search type had a positive effect on satisfaction, reliability, and word-of-mouth intention. The economic information search type had a positive effect on satisfaction. The active information search type was confirmed to have high satisfaction, reliability, and word-of-mouth intention for the provided information and thus, the acceptance of the provided information was high. The playful information search type was divided into continuous, habitual, and independent information search and a tendency to assign a low value to consumer information was confirmed. The economic information search type showed high satisfaction with the information obtained by searching, but also a passive attitude toward trust or word-of-mouth intention and was categorized as a passive search type. Online information search is a communication channel with a great influence that can provide various benefits to cosmetic consumers.

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## **I. Introduction**

Nowadays, with the spread of smart devices, the wireless Internet has become commonplace, which has changed the information search and communication activities of consumers. Consumers can search for information quickly and easily online. Consumers acquire evaluations or suggestions about products through internet bulletin boards or social media before purchasing them. It also reached a level of activity in which it was communicated to others and shared with each other. As a result, the evaluation of products online is increasing and has become an important criterion for purchasing products.

The consumer's decision making process involves five steps: problem recognition, information search, alternative evaluation, purchase, and post purchase. Information search is every effort made to get information about product purchases and is defined as part of the process for making good decisions (Kiel & Layton, 1981). It is necessary to classify consumers according to the type of information retrieval during consumer decision-making and to analyze the attitudes of each of these types of consumers about the information. Consumers' information search activities are important for the proper information acquisition of consumers who are exposed to a lot of information. Other prior studies focused on identifying factors influencing consumer's information search (Bloch, Sherrell, & Ridway, 1986) and researches are conducted to classify consumers according to their information search motivation (Je, 2012; Lee & Koo, 2002; Rha, Koo, Kim, Lee, Lee, & Lee, 2013).

Recently, online information search for cosmetics consumers has emerged as a communication channel with a great influence to provide various benefits to consumers, and consumers collect relevant information on the Internet before purchasing cosmetics. Therefore, research on this content is required. The research on cosmetics information search began to expand into the online area since 2000, and the study on the purchase tendency of cosmetics by information search type on/offline suggests that intensive research on the online is necessary (Kim & Lee, 2007). Also, with the

development of online blogs and cafes, a study was conducted on how word-of-mouth and information characteristics influence the purchase intention of cosmetics consumers (Park & Whang, 2012).

As mentioned above, although many studies on online information channels are increasing in the cosmetics industry, related studies on information search types and attitudes toward information are insufficient. Therefore, this study is to investigate the types of information search among cosmetics consumers, and to find out the satisfaction, trust, and word-of-mouth intention for the information provided by the information search channels.

## **II. Theoretical Background**

### **1. Information search**

Information search is an intentional effort by consumers to learn more about stores, products, and purchases, which means that information search is intended to reduce the uncertainty associated with decisions and make the right decisions (Lim, Kim, Hong, & Lee, 1996). The types of information search can be classified according to the components of the information search. Kim (2003) classified the consumer groups into four categories: information acceptance type, information provision type, pursuit of information for pursuit of economic efficiency, and information indifference type for information fun rather than acquisition.

In the study of Choi and Rha (2012), information search was conducted to maximize consumer's satisfaction by acting for consumers to select efficient and reasonable products. This means that various channels are available for consumers to obtain information, and that various types of information search activities are affected by consumers' involvement in information search.

Engel, Blackwell and Miniard (1995) stated that consumers' external information search behavior can be defined according to three main dimensions: the degree, direction and order of information search. First, the degree of information search refers to the total

performance of information search by consumers. Second, the direction of information search means consumers' information sources and details. Third, the order of information search means the order that consumers consider when utilizing information.

Kim (2002) analyzed the components of information search by classifying information search volume and product attribute search. Satish and Sivakumaran's (2010) study classified intensive search consumers, broad search range consumers, and broad information search ranges, but the amount of search was moderate. Park (2018) studied active information search, passive information search, and daily information search.

In this study, based on the previous researches on information search, this study divided the types of information search by cosmetic consumers into active information search, playful information search, and economic information search.

## 2. Online information search type of cosmetic consumers

Information acquisition of cosmetics is made through various information channels. Because the nature of the information channel is different, the content and purpose of the information obtained from the information source used by the consumer are different. Therefore, the choice of channel is important in consumers' information search behavior (H. Lee, 2013).

With the development of online and social networking market, consumers' purchasing patterns are gradually changing, and they are trying to get information about various factors before purchasing cosmetics. As the size of the online market has expanded, cosmetic information in online has been able to communicate simultaneously like individuals and individuals, individuals and companies, free from the past structure where information communication structure was unilaterally made. Currently, the communication is changing to a structure that consumes even consumption. In addition, cosmetics are highly dependent on word-of-mouth information because they are particularly dependent on

online reviews that eliminate risk factors before purchasing (Park, 2007).

Online word-of-mouth refers to information, advice, reviews and testimonials posted by consumers through their various channels (ex: SNS, blogs, internet shopping mall, communities ect.) on the Internet in relation to companies, products, and services (Nam, 2016). Online word-of-mouth effect refers to the recipient's acceptance of word-of-mouth messages delivered by word-of-mouth messages in an online environment, to form attitudes or to modify behavior (Lee & Park, 2006). This is very important in online activities along with oral activities. If word-of-mouth recipient is trusted by word-of-mouth, it affects purchase intention or attitude change.

As online media has become a major space for people to produce and interact with information, most Internet users now find and compare relevant information online before purchasing a product or service.

Types of information search can be divided into goal-oriented search and experiential search. The goal-oriented search, which corresponds to the pre-purchase search, refers to searching for information in order to recognize a need for a purchase and to complete a purchase. Experiential search, which seeks experience through continuous exploration, refers to the search for information with a rather ordinary interest regardless of the immediate purchase (Han & Choi, 2015).

Differences in the types of information search occur in terms of motivation and outcomes, while pre-purchase exploration is driven by motivation to improve the quality of purchase and can be expected to be the best purchase, but continuous search is the Impulse buying is highly likely in terms of stockpiling and some sort of pleasure (Lim & Lee, 2007). The purpose of this study is to classify information search into active information search, playful information search, and economic information search.

## 3. Trust, satisfaction, word of mouth intention of cosmetics online information

Today's online media have been evaluated as a communication medium that can substitute for social interaction because of its bi-directional characteristics compared to other media (Lee, Yoon, & Nam, 2010). In the cosmetics sector, more and more people are searching for 'cosmetic reviews' while expressing their thoughts and feelings in short forms such as product reviews. The information opened in the individual's media becomes intimate with the specific media during the search process of review visitors, and shows loyal behavior. Consumers complete their purchases based on referral information and various behavioral outcomes can be expected including word-of-mouth behavior and review writing on relevant media information (Kim & Chung, 2009; Lee et al., 2010).

As the review through the online media is activated, the understanding of the overall usage behavior of media users becomes important. Furthermore, given the number of online media available to choose from and their participation depends on the motive and type of user browsing, understanding personal characteristics can determine the success of online media operations.

Harrison-Walker (2001) defined word-of-mouth

acceptance as "to form a favorable attitude and purchase intentions for word-of-mouth information." The word-of-mouth receiver plays an active role as a word-of-mouth communicator.

Consumers' trust and satisfaction with online information affect purchase intention or attitude change, and trust directly affects word-of-mouth effects such as attitude and purchase intention formation (Jeon & Lee, 2012). Therefore, this study is to investigate the difference of satisfaction, reliability and word of mouth intention of online information according to the type of information search in online media.

### III. Methods

#### 1. Research questions

The research questions on the types of information search, satisfaction, reliability, and word-of-mouth intention of cosmetics consumers in their 20s~40s are as follows (Figure 1).

1) There will be differences in the types of information search by consumers according to demographic characteristics.

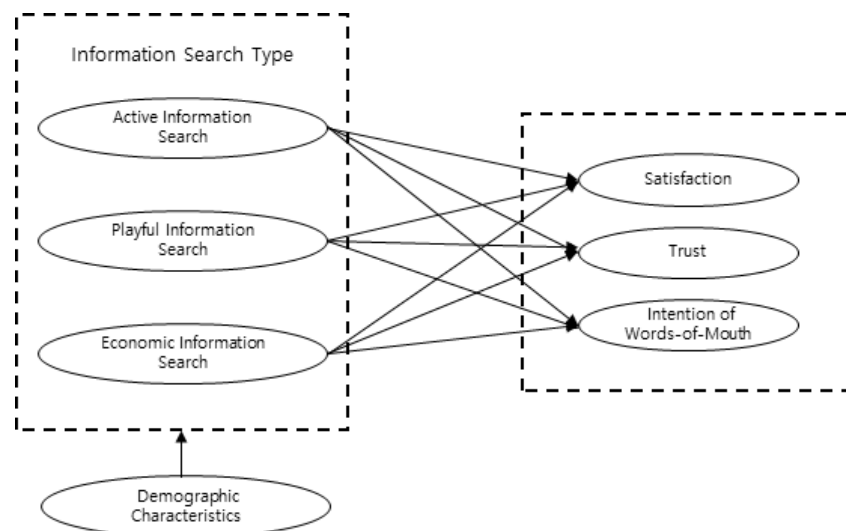


Figure 1. Research Model

2) The type of information search of consumers will affect satisfaction, reliability and word-of-mouth intention.

## 2. Instruments

The questionnaire was composed of items verified based on previous studies and items modified and supplemented for this study. And the validity of the surface was verified through five panels consisting of cosmetic experts and beauty experts.

Based on the feedback of the experts, the phrases whose expression was uncertain or did not exactly fit the purpose of the research were corrected, thereby securing the surface validity of the questionnaire.

In this study, cosmetic consumer information search type was modified according to the study used in the study of Kim and Lee (2007) and Park (2018). The cosmetic consumer information search type was measured by 6 items of active information search type, 4 items of playful information search type, and 5 items of economic information search type.

Satisfaction was defined as satisfaction with the use of cosmetic information search channel information. In order to measure this, this study used 3 items that were modified according to the research of Park (2018) according to this study, and each item was measured on a 5-point scale.

Reliability was defined as the degree of trust and confidence in cosmetic search channel information. And In order to measure this, this study used 3 items modified for the study of Park and Whang (2012), and measured on a 5-point scale.

Word-of-mouth intention was defined as the intention to talk to others about the use of cosmetic search information, and the measurement items used in Chun and Lee's (2012) study were composed of 4 items modified for this study and measured on a five-point scale.

The general characteristics consisted of 8 questions, and a total of 32 questions.

## 3. Data collection and analyzes

### 1) Research subjects and data collection

In this study, a survey was conducted on women in their 20s~40s with the highest internet and SNS usage and cosmetic purchasing power. In addition, in order to purchase cosmetics within the past year, it was limited to consumers who have used PC or mobile to search for information. The survey collected data from online and offline surveys from September 16 to October 2, 2019, with a total of 325 respondents. The final 307 copies, excluding inconsistent or unfaithful responses, were used in the results analysis.

### 2) Data analyses

Data was processed using the SPSS 22.0 statistical package program. The statistical analysis method is as follows.

First, frequency analysis was performed for each demographic characteristic item.

Second, factor analysis was conducted to analyze the types of information search, information satisfaction, trust, and word-of-mouth intention. Principal component analysis and Varimax rotation technique were used, and Cronbach's  $\alpha$  reliability verification was performed to verify the reliability of each factor.

Third, ANOVA was conducted to identify the differences in the types of information search of consumers according to demographic characteristics. Duncan's post-verification was performed for the characteristics that showed statistically significant differences after analysis of variance.

Fourth, correlation analysis was conducted to determine the degree of relationship among factors, and multiple regression analysis was conducted to investigate the effect of information search type on information satisfaction, trust, and word-of-mouth intention.

## IV. Results

### 1. Sample characteristics

Demographic characteristics of the subjects were shown in Table 1. The 114 (37.1%) of respondents were in their 20s, 88 (28.7%) were in their 30s and 105 (34.2%) were in their 40s. The frequency of final education was 22 (7.2%) for high school, 174 (56.7%) for college and university, and 111 (63.2%) for graduated or attended

graduate schools. The occupation was 94 (30.6%) for students, 30 (9.8%) for office workers, 63 (20.5%) for housewives, 88 (28.7%) for professional, 6 (2.0%) for preparing for employment, and 26 (8.5%) for other. In terms of monthly income, 99 (32.2%) earned less than 1 million won, 44 (14.3%) earned over 1 million won to

**Table 1. Sample Characteristics**

Characteristics	Type	Total(N=307)	
		frequency	percentage (%)
Age	20's	114	37.1
	30's	88	28.7
	40's	105	34.2
Education	high school	22	7.2
	college or university	174	56.7
	graduate school or more	111	36.2
Occupation	student	94	30.6
	office work	30	9.8
	housewife	63	20.5
	Professional	88	28.7
	Preparing for employment	6	2.0
	other	26	8.5
Income	Less than ₩ 1,000,000	99	32.2
	₩ 1,000,000~less than ₩ 2,000,000	44	14.3
	₩ 2,000,000~less than ₩ 3,000,000	38	12.4
	₩ 3,000,000~less than ₩ 4,000,000	41	13.4
	More than ₩ 4,000,000	85	27.7
Average monthly cosmetics purchase amount	Less than ₩ 50,000	106	34.5
	₩ 50,000~less than ₩ 100,000	119	38.8
	₩ 100,000~less than ₩ 200,000	60	19.5
	₩ 200,000~less than ₩ 400,000	18	5.9
	More than ₩ 400,000	4	1.3
Internet usage time per day	Less than 1 hour	28	9.1
	1 hour~less than 3 hour	134	43.6
	3 hour~less than 5 hour	79	25.7
	5 hour~less than 7 hour	44	14.3
	More than 7 hour	22	7.2
Average monthly number of cosmetic information searches	More than once a day	40	13.0
	Once every 2-3 days	44	14.3
	Once a week	77	25.1
	Once every two weeks	54	17.6
	Less than once a month.	92	30.0
Average time spent searching for cosmetics information	Less than 30 minutes	140	45.6
	30 minutes~less than 1 hour	132	43.0
	1 hour~less than 3 hour	33	10.7
	3 hour~less than 5 hour	2	0.7
	More than 5 hour	0	0.0

less than 2 million won, 39 (12.4%) earned over 2 million won to over 3 million won, 41 (13.4%) earned over 3 million won to over 4 million won, and 85 (27.7%) earned over 4 million won. In addition, the monthly average purchase amount of cosmetics was 106 (34.5%) for less than 50,000 won, 119 (38.8%) for less than 50,000~100,000 won, 60 (19.5%) for 100,000~200,000 won, 18 (5.9%) for 200,000~400,000 won, and 4 (1.3%) for more than 400,000 won. The Internet usage time per day was 28 (9.1%) for less than 1 hour, 134 (43.6%) for 1~3 hours, 79 (25.7%) for 3~5 hours, and 44 (14.3%) for 5~7 hours, and 22 (7.2%) for more than 7 hours. The average monthly number of cosmetic information searches was 40 (13%) for more than once a day, 44 (14.3%) for once every 2~3 days, 77 (25.1%) for once a week, 54 (17.6%) for once every two weeks, 92 (30%) for less than once a month.

The average time spent searching for cosmetics information was 140 (45.6%) for less than 30 minutes, 132 (43.0%) for 30 min.~1 hour, 33 (10.7%) for 1~3 hours, 2 (0.7%) for 3~5 hours, 0 (0%) for more than 5 hours.

## 2. Validity and reliability tests

In order to verify the validity of the measurement instrument, exploratory factor analysis was performed using principal component analysis and the berry max rotation method. Variables were extracted by the number of factors with Eigen value of 1 or more. The cumulative explanatory power was applied at 50% or more to ensure validity. The items with the factor loading of 0.5 or less were judged as lacking the validity and were eliminated. There is no absolute standard for factor loading, however, factor loadings larger than 0.4 is considered as a significant variable. The Cronbach's  $\alpha$  coefficient larger than 0.5 was considered to secure the reliability for each factor (Chae, 2001).

The feasibility and reliability analysis of factors were shown in Table 2.

As a result of KMO and Bartlett's test of active information search type, Kaiser-Meyer-Olkin (KMO)

measure of sample suitability was .844, which satisfies  $KMO > .5$  and Bartlett sphericity test was  $\text{Chi-Square}=4698.583$ , so factor analysis was performed. It can be judged as appropriate. In addition, if Bartlett's value is  $p < .001$  and  $p < .05$ , it means that it is not a diagonal matrix. So it can be judged as appropriate (Chae, 2001). Of the 24 items, there were no measurement items with factor loadings below 0.5 or overlapping. With 24 questions, one factor accounted for 14.852% of accumulate variance. The Cronbach'  $\alpha$  coefficient was .845, as a result of active information search reliability test, a sub-variable of consumer information search types used in this study. The Cronbach'  $\alpha$  coefficient was .827, as a result of the playful information search reliability test, a sub-variable of the consumer information search types used in this study. The Cronbach'  $\alpha$  coefficient was .780 as a result of the economic information search reliability test, a sub-variable of the consumer information search types used in this study.

Satisfaction factor explained 51.564% of accumulate variance. The Cronbach'  $\alpha$  coefficient was .830 as a result of the reliability test of the satisfaction factor of on-line information search utilized in this study. Trust factor accounted for 61.257% of accumulate variance. The Cronbach'  $\alpha$  coefficient was .915 as a result of the reliability test of the truth factor of on-line information search utilized in this study. Word-of-mouth intention factor accounted for 70.033% of accumulate variance. The Cronbach'  $\alpha$  coefficient was .919 as a result of the reliability test of the online search word-of-mouth intention factor utilized in this study. As a result of reliability test of all factors used in this study, Cronbach'  $\alpha$  coefficient was .871.

## 3. Differences in consumer information search types according to demographic characteristics

1) Differences in consumers' information search types by age  
First of all, one-way ANOVA was conducted to analyze the differences in the types of information search of consumers according to the age of the study subjects

Table 2. Results of Factor Analysis

Factor	Items	Factor Loading	Eigen value	Accumulate variance(%)	Cronbach' $\alpha$
Active Information Search	I search for information to get good information on purchases	.870	4.159	14.852	.871
	I search for information whenever I feel that I do not have enough information	.819			
	I search for information through various channels	.807			
	I search for the perfect information collection even though it costs time and money	.754			
	I check reviews about the product	.719			
	I actively search for information when new products come out	.552			
Playful Information Search	I search for information for pleasure	.879	3.831	28.533	
	I search for information in simple fun	.851			
	Information search is a hobby for me	.837			
	I search for information when I'm interested in a product, even if it's not for purchase	.679			
Economic Information Search	I only search for information related to purchases	.836	3.271	40.217	
	I only search for products I want to buy	.810			
	I search only the information I need, with the least amount of information search time possible	.741			
	I search for information right before I buy the product I need	.717			
Satisfaction	I am generally satisfied with the online cosmetics information	.909	3.177	51.564	
	I am most satisfied with the cosmetic information provided	.905			
	I am happy and satisfied with the cosmetic information service provided	.787			
Trust	I will be able to trust the information provided	.934	2.714	61.257	
	I will be able to rely on the information provided	.932			
	I think the information provided will be genuine	.908			
Intention of Words-of-Mouth	I would like to recommend to other people the information search I use frequently	.913	2.457	70.033	
	I will speak positively about the information search channels I use frequently	.906			
	I will talk to the people around you about cosmetics learned from the information search channels we use frequently.	.900			
	I would like to share the information provided with others	.871			

KMO = .844, Approximated- $\chi^2=4698.583$ ,  $df=276$ ,  $p<.001$



(Table 3). In active information search type, the 20s were 3.75, the 30s were 3.70, and the 40s were 3.28 ( $F=10.527$ ,  $p<.001$ ). This data showed a statistically significant difference. In the playful information search type, the 20s were 2.81, the 30s were 2.69, and the 40s were 2.71. There was no statistically significant difference. In economic information search type, there were no statistically significant differences (3.79 for 20s,

3.54 for 30s, and 3.73 for 40s).

2) Differences in consumers' information search types according to daily Internet usage time

First of all, one-way ANOVA was conducted to analyze the differences in the types of information research among consumers according to the average daily time spent on the Internet (Table 4). In the active information

**Table 3. Differences in Consumer Information Search Types by Age**

Items		N	Mean	std. dev.	F	p
Active Information Search	20's	114	3.75 <sup>a</sup>	0.734	10.527	.001***
	30's	88	3.70 <sup>a</sup>	0.822		
	40's	105	3.28 <sup>b</sup>	0.909		
Playful Information Search	20's	114	2.81	0.966	.502	.606
	30's	88	2.69	0.938		
	40's	105	2.71	0.914		
Economic Information Search	20's	114	3.79	0.805	2.454	.088
	30's	88	3.54	0.951		
	40's	105	3.73	0.731		

$p<.001$  \*\*\* , Duncan test (c < b< a)

**Table 4. Differences in Consumer Information Search Types According to Daily Internet Usage Time**

Items		N	Mean	std. dev.	F	p
Active Information Search	Less than 1 h	28	3.27 <sup>a</sup>	0.702	3.149	.015*
	1 h- less than 3 h	134	3.47 <sup>a</sup>	0.819		
	3 h- less than 5 h	79	3.67 <sup>ab</sup>	0.923		
	5 h- less than 7 h	44	3.88 <sup>b</sup>	0.548		
	More than 7 h	22	3.63 <sup>ab</sup>	1.176		
Playful Information Search	Less than 1 h	28	2.53 <sup>a</sup>	0.949	3.000	.019*
	1 h- less than 3 h	134	2.74 <sup>ab</sup>	0.966		
	3 h- less than 5 h	79	3.12 <sup>b</sup>	1.049		
	5 h- less than 7 h	44	3.01 <sup>b</sup>	1.114		
	More than 7 h	22	3.03 <sup>b</sup>	0.836		
Economic Information Search	Less than 1 h	28	3.94 <sup>a</sup>	0.641	2.892	.023*
	1 h- less than 3 h	134	3.79 <sup>a</sup>	0.733		
	3 h- less than 5 h	79	3.67 <sup>a</sup>	0.916		
	5 h- less than 7 h	44	3.56 <sup>ab</sup>	1.021		
	More than 7 h	22	3.26 <sup>b</sup>	0.696		

$p<.05$  \* , Duncan test (c < b< a)

search type, 3.27 for less than 1 hour, 3.47 for more than 1 hour and less than 3 hours, 3.67 for more than 3 hours and less than 5 hours, 3.88 for more than 5 hours and less than 7 hours, and 3.63 for more than 7 hours and 3.63. There were statistically significant differences. In the playful information search type, 2.44 for less than 1 hour, 2.61 for more than 1 hour and less than 3 hours, 2.95 for more than 3 hours and less than 5 hours, 2.89 for more than 5 hours and less than 7 hours, and 2.84 for more than 7 hours, 2.84. There were statistically significant differences. In economic information search type, 3.94 for less than 1 hour, 3.79 for more than 1 hour and less than 3 hours, 3.67 for more than 3 hours and less than 5 hours, 3.56 for more than 5 hours and less than 7 hours, 3.26 for more than 7 hours and 3.26 for statistical information. There were no statistically significant differences.

3) Differences in consumers' information search types according to monthly average cosmetic information search One-way ANOVA was performed to analyze the differences in the types of information search among consumers according to the average number of cosmetic information searches (Table 5). In the active information search type, 4.07 once or more per day, 4.03 once every two to three days, 3.64 once a week, 3.60 once every two weeks, and 3.07 less than once a month. There were statistically significant differences. In the playful information search type, there was a statistically significant difference of 3.18 times more than once a day, 3.20 once every two to three days, 2.92 once a week, 2.53 once every two weeks, and 2.31 less than once a month. In economic information search type, there was no statistical difference between 3.46 more than once a day, 3.72 once every 2 to 3 days, 3.72 once

**Table 5. Differences in Consumer Information Search Types According to Monthly Average Cosmetic Information Searches**

	Items	N	Mean	std. dev.	F	p
Active Information Search	More than once a day	40	4.09 <sup>a</sup>	0.753	18.673	.001***
	Once every 2-3 days	44	4.03 <sup>a</sup>	0.608		
	Once a week	77	3.64 <sup>b</sup>	0.761		
	Once every two weeks	54	3.60 <sup>b</sup>	0.636		
	Less than once a month	92	3.07 <sup>c</sup>	0.894		
Playful Information Search	More than once a day	40	3.40 <sup>a</sup>	0.959	12.679	.001***
	Once every 2-3 days	44	3.35 <sup>a</sup>	1.073		
	Once a week	77	3.04 <sup>a</sup>	0.899		
	Once every two weeks	54	2.68 <sup>b</sup>	0.916		
	Less than once a month	92	2.41 <sup>b</sup>	0.924		
Economic Information Search	More than once a day	40	3.46	1.058	1.138	.339
	Once every 2-3 days	44	3.72	0.897		
	Once a week	77	3.72	0.657		
	Once every two weeks	54	3.67	0.757		
	Less than once a month	92	3.79	0.853		

$p < .001$  \*\*\*, Duncan test (c < b < a)

a week, 3.67 once every 2 weeks, and 3.79 less than once a month.

#### 4. The correlation between consumer information search types, satisfaction, trust, and word-of-mouth intention

Correlation and multiple regression analyzes were conducted to examine the effects of the types of consumer information search on the subjects' satisfaction, trust, and word-of-mouth intention.

1) Correlation between independent and dependent variables  
As a result of examining the correlation between subvariables and dependent variables of consumer information search type, the correlation coefficients between variables did not show statistically significant correlations between economic information search type and trust, economic information search type and word-of-mouth intention. The correlations between subvariables and dependent variables of the other types of consumer information retrieval were found to be statistically significant (Table 6).

Specifically, active information search type, a sub-

variable of consumer information search type, was positively correlated with satisfaction ( $r=.481$ ), trust ( $r=.339$ ) and word-of-mouth intention ( $r=.451$ ). Playful information search type, a sub-variable of consumer information search type, has a positive correlation with satisfaction ( $r=.210$ ), trust ( $r=.156$ ) and word-of-mouth intention ( $r=.116$ ). Economic information search type, a sub-variable of consumer information retrieval types, showed a positive correlation with satisfaction ( $r=.130$ ).

2) The Effect of consumer information search types on satisfaction, trust and word-of-mouth intentions

Through multiple regression analysis, the effects of consumer information search types on satisfaction, trust and word-of-mouth intention are as follows (Table 7).

Active information search type and economic information search type, which are sub-factors of consumer information search type, have a statistically significant effect on satisfaction. However, playful information search type did not have a significant effect on satisfaction. The regression model was found to be  $F=33.393$  ( $p<.001$ ) and  $R^2=.248$  for the regression equation with 24.8% explanatory power. The regression

Table 6. Relationship between Consumer Information Search Types, Satisfaction, Trust, and Word-of-Mouth Intention

	Active Information Search	Playful Information Search	Economic Information Search	Satisfaction	Trust	Words-of-Mouth Intention
Active Information Search	1					
Playful Information Search	.373**	1				
Economic Information Search	.036	-.238**	1			
Satisfaction	.481**	.210**	.130**	1		
Trust	.339**	.156**	-.015	.571**	1	
Words-of-Mouth Intention	.451**	.116*	.099	.612**	.587**	1

$p<.01$  \*\*,  $p<.05$  \*

**Table 7. The Effect of Consumer Information Search Types on Satisfaction, Trust, Word-of-Mouth Intentions**

Dependent variable	Dependent variable	standard error	$\beta$	$t$	$p$
Satisfaction	(constant)	.264		4.370	.001***
	Active Information Search	.051	.449	8.278	.001***
	Playful Information Search	.044	.074	1.320	.188
	Economic Information Search	.050	.132	2.547	.011*
	model/ variance	$R=.498$ , $R^2=.248$ , Modified $R^2=.241$ , $F=33.383$ ,			
Trust	(constant)	.322		6.170	.001***
	Active Information Search	.062	.329	5.601	.001***
	Playful Information Search	.053	.028	0.433	.642
	Economic Information Search	.061	-.020	-0.364	.716
	model/ variance	$R=.341$ , $R^2=.116$ , Modified $R^2=.108$ , $F=13.292$ ,			
Words-of-Mouth Intention	(constant)	.272			.001***
	Active Information Search	.053	.463	8.331	.001***
	Playful Information Search	.045	-.039	-0.683	.495
	Economic Information Search	.052	.073	1.374	.170
	model/ variance	$R=.460$ , $R^2=.211$ , Modified $R^2=.203$ , $F=27.039$ ,			

$p < .05$  \*,  $p < .001$  \*\*\*

model is suitable because the tolerance limit value is higher than .01 and there is no problem in multicollinearity. Therefore, the higher the active and economical information search type of consumer information search type, the higher the satisfaction.

Active information search type, a subfactor of consumer information search type, has a statistically significant effect on trust. However, playful information search and economic information search type have no significant effect on trust.

The regression model was found to be  $F=13.292$  ( $p < .001$ ) and  $R^2=.116$  for the regression equation with 11.6% explanatory power. The regression model is suitable because the tolerance limit value is higher than

.01 and there is no problem in multicollinearity. Therefore, the higher the active information search type of consumer information search type, the higher the reliability.

Active information search type, a subfactor of consumer information search type, was found to have a statistically significant effect on word-of-mouth intention. However, playful information search and economic information search type did not have a significant effect on word-of-mouth intention. The regression model was found to be  $F=27.039$  ( $p < .001$ ) and  $R^2=.211$  for the regression equation with 21.1% explanatory power. The regression model is suitable because the tolerance limit value is higher than .01 and

there is no problem in multicollinearity. Therefore, the higher the active information search type of consumer information search type, the higher the word-of-mouth intention.

As a result of the research, it can be seen that the active information search type has high satisfaction, trust, and word-of-mouth intention. In this type, consumers search for the information itself, and can see that they are acquiring information about the new product and using various sources. In addition, they tend to trust the information provided and passively search and accept it. Playful information search type can be seen that they do not value satisfaction, trust and word-of-mouth information. Playful information search type is divided into continuous, habitual, and independent information search. This result is consistent with information indifference that searches information for fun rather than acquiring consumer type information in the study of Kim (2003). and it supports the consequences of a tendency to put value low in information.

Also, this result supports J. Lee's (2013) study of preferring neutral and objective information on clothes and cosmetics, such as friends and reviews of internet purchases, and searching for information relatively habitually and continuously.

The type of economic information search shows a high level of satisfaction with the information obtained by searching, but takes a passive attitude toward trust and word-of-mouth intention. It does not have much dependence, expectation or interest on the information provided online, and can be interpreted as a type that searches only for the information provided by the user and is satisfied with the information. It is classified as a passive information search type, and it is mostly an information activity to facilitate a decision about a specific purchase. This result is consistent with the findings of Kim's (2003) study and supports the results of Kim and Lee (2007).

Accordingly, it can be seen that there is a difference in satisfaction, trust, and word-of-mouth intention according to the type of information search, and the results of this study support the results of Park and

Wang (2012), which found that the reliability factors differ depending on the type of cosmetic consumption, which is a previous study.

## V. conclusion

This study examined the types of information search among cosmetic consumers and the effects on satisfaction, trust, and word-of-mouth intention of information provided by information search channels. The main results of this study were summarized as follows.

First, cosmetic consumer's information search types were identified as active information search type, playful information search type, and economic information search type.

Second, as a result of analyzing the difference of information search type according to demographic characteristics, only active information search type was distributed in 20s and 30s only by age. According to the internet usage time, active information search type was most widely used for 5~7 hours, playful information search type for 3~5 hours, and economic information search type for less than 1 hour. The average monthly number of information search was used more than once a day by the active and playful information search types.

Third, there was a difference in the effect on satisfaction, trust and word-of-mouth intention of information provided by cosmetic information search types. The type of active information search has a positive influence on satisfaction, reliability, and word-of-mouth intention. The type of economic information search has a positive influence on satisfaction. Playful information search type did not affect satisfaction, reliability and word-of-mouth intention.

In conclusion, it is confirmed that cosmetic consumers in their 20s and 30s have many types of active information search, and they use the internet for 5~7 hours a day and search cosmetic information more than once a day. In addition, the active information search type was confirmed to have high satisfaction, reliability, and word-of-mouth intention for the provided

information, and thus the acceptance of the provided information was high. Playful information search type was divided into continuous, habitual, and independent information search, and it can be confirmed that there is a tendency to put low value on consumer information. Economic information search type had high satisfaction with the information obtained by searching, but take a passive attitude toward trust or word-of-mouth intention, and can be categorized as a passive search type.

Considering the necessity of a new classification system of consumer types for cosmetic information search by diversifying channels and information sources for information search, the results of this study could be categorized according to the behavior of consumers' prior search for cosmetic decision. In addition, it is meaningful to provide the basic data for consumer research on information search by presenting the difference in satisfaction, trust, and word of mouth intention according to the information search type.

Online information search is a communication channel with a great influence that can provide various benefits to consumers. It can be said that the cosmetic industry has an important influence and activity. Therefore, the cosmetics industry should establish a strategy focused on online marketing.

This study is the first study to classify the types of information search for cosmetic consumers and to measure the satisfaction, trust and word of mouth intention only for women in their 20s and 40s. In the future, it is necessary to study the mediating effect between these variables, and to study the purchasing effect according to search activity and motivation. In addition, as the men's cosmetics market is expanding, it is necessary to expand the research to measure the dimension of cosmetics purchasing behavior including dimensions and lifestyle of men in the future.

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