

A study of Cosmetic Impulse Buying and Mental Characteristics of College Women by Fashion Leadership

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1. Introduction

It is necessary to understand the process how the new style of fashion is introduced and expanded in the purchase of products influenced by fashion, such as clothes and cosmetics. More than anything else, it should be preceded to understand the customers who lead the process. In particular, the leader of fashion, who enables the mass to accept new products by initially purchasing products of new style and communicating the information or advice on fashion, plays an important role, as he activates the fashion beauty industry. Roger (1971) suggests that the leader of fashion tends to like the change and adventure and thus get ready to accept the risk. Gang Gyeong-ja (1999) indicates that the group with high leading ability has a high tendency of impulse buying. This impulse buying is an act so high in dependence on the inner and emotional aspects of consumers that it seems significant to determine the features of consumers which cause the impulse buying.

Therefore, this study aims to classify the groups of consumers according to the leading ability of fashion, targeting university girl students, and determine the impulse buying types, life styles, shopping tendencies, self image differences according to the leading ability of fashion.

2. Research Methods

The questionnaire is used as a method of survey. The objects and period of examination are restricted to the university girl students who reside in the area of Gyeongnam and the duration between October and November in 2004, respectively.

The analysis of data is made by means of SAS program, and factor analysis, cluster analysis, ANOVA analysis, ScheffÉ verification and multiregression analysis are performed.

The items of measurement consist of the following: the 6 used by a previous researcher (Shim S, 1991) under the two sub-concepts of fashion intention leading ability and fashion innovation in fashion leading ability, the 14 on 4 types by Stern (planned impulse buying, retrospective impulse buying, fashion-oriented impulse buying, pure impulse buying and planned buying) in the measures of impulse buying style, the 17 based on the previous study by Lee Jeong-won in shopping tendencies, the 18 measured, targeting the girl students by Lee Ho-jeong in life styles, the 16 and 9 of adjective pairs made of meaning differentiation measures in the measurements of self image, respectively.

3. Results and Conclusions

After dividing consumers into groups according to fashion leading ability, targeting university girl students, an analysis is made of impulse buying types, life styles, shopping tendencies, self image differences of the groups as follows.

To divide consumers into groups according to fashion leading ability, the grades of fashion intention leading ability and fashion innovation are arranged in the order from high to low, are divided by the boundary of median. The ensuing group 1, which is high in fashion intention leading ability and fashion innovation, is called fashion dual leaders, the group 2, which is high in fashion intention leading ability and low in fashion innovation, is called fashion intention leaders, the group 3, which is low in fashion intention leading ability and high in fashion innovation, is called fashion innovators, and the group 4, which is all low in fashion intention leading ability and fashion innovation, is called fashion followers.

The whole impulsiveness and the types of impulse buying (planned impulse buying, retrospective impulse buying, fashion-oriented impulse buying, pure impulse buying and planned buying) show significant difference in all types except planned buying. The whole impulsiveness and the types of impulse buying are arranged in the order of fashion dual leaders>fashion intention leaders>fashion innovators>fashion followers from high to low. The fashion dual leaders are the highest in the fashion-oriented impulse buying, whereas fashion intention leaders, fashion innovators and fashion followers are all the lowest in pure impulse buying.

As a result of factor analysis of lifestyles, factor 1 is dubbed as type of intellectual self-fulfillment, factor 2 type of social participation recommendation, factor 3 type of modern life pursuit, factor 4 type of interior decoration preference, factor 6 type of passive other-orientedness, and factor 7 type of traditional life pursuit. The lifestyles according to fashion leading ability show significant difference in types of intellectual self-fulfillment and interior decoration preference. The types of intellectual self-fulfillment and interior decoration preference are all the highest in fashion dual leaders, but are the lowest in fashion followers, thereby showing opposite responses.

As a result of shopping tendencies, factor 1 is dubbed as tendency of leisure shopping, factor 2 tendency of economic shopping, factor 3 tendency of brand preference shopping, factor 4 tendency of careful shopping. The shopping tendencies according to fashion leading ability show significant differences in all factors. The fashion dual leaders are the highest in all shopping circumstances. The fashion dual leaders are all the highest in all shopping circumstances, show conspicuous response in the tendency of brand shopping.

The self images by fashion leading ability show significant difference between simple and various factors in lifestyles. In life style, fashion dual leaders are various, whereas fashion intention leaders and simple.

As in the above, impulse buying types, life styles, shopping tendencies, self images show significant difference, thus influencing the purchase action.