

A Study on the Cosmetics Purchasing Status of Elementary, Middle and High School Students

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Abstract

Background/Objectives: This study is intended to look into the cosmetics purchasing status, including favorite cosmetics brand, cosmetics purchasing place and important thing for cosmetics purchase, by expanding research subjects to elementary school students who first use cosmetics with interest.

Methods/Statistical analysis: The variables used in this study were formed to fit the purpose of this study by applying questionnaires verified in previous studies. The SPSS v. 21.0 was used to analyze the collected data through the process of data coding and data cleaning. The cross-tabulation analysis was conducted to figure out the cosmetics purchasing status of elementary, middle and high school students and the school-level difference.

Findings: Teenagers' favorite cosmetics brand was 'Etude' at a time when the makeup age of teenagers is getting faster. Most of them purchased cosmetics themselves in cosmetic shops. The cost of purchasing cosmetics was less than 10 to 30 thousand won. Most of the students raised the money for purchasing cosmetics by collecting pocket money, and thought the quality for cosmetics purchase was the most important thing.

Improvements/Applications: Schools need to understand the makeup culture changed from the past, and prepare the programs on cosmetics selection and purchasing behaviors, not ways to stop students from putting on their makeup unconditionally. Businesses need to raise elementary, middle and high school students' awareness of cosmetics by providing them with the correct information, and establish marketing strategies that can meet their needs.

Keywords: elementary school students, middle school students, high school students, cosmetics, purchasing status

INTRODUCTION

In today's society, the desire for beauty is constantly evolving as one of the basic needs of human beings¹. In particular, women are expressing themselves through makeup for positive images of aesthetic appearance². In addition, the development of mass media in the rapidly changing society is causing the interest in makeup to expand increasingly.

Moreover, the makeup starting age of teenagers who have come into contact with various media and Internet environment early is gradually increasing as the exchange and spread of information on makeup becomes faster and broader³. In previous studies, the most amount of students first started real makeup when they were 'elementary school students'⁴. They are growing more and more interested in their body as social environment is expanded from home to school while they are in school age⁵. Especially, the phenomenon occurs as a result of physical and mental premature due to the acceleration of maturity in which puberty starts from elementary school students in higher grade.

The '2016 Youth Discrimination Status' of 10,450 middle and high school students and elementary school students(4th~6th grade) across the country, conducted by National Youth Policy Institute in 2017, showed that students who have been discriminated against even once are 3,505 persons(33.5%). For the highest discrimination type, academic record and appearance were the same by 2.67 points, respectively. For the perpetrators, friends or seniors and juniors(appearance 92.9%) were overwhelmingly high. For the discrimination type, appearance of elementary school students was second by 2.18 points, following disability, and appearance of middle school students was the highest by 2.76 points⁶. These results indicate that elementary, middle and high school students have a lot of interest in their appearance, and their appearance is an act of finding their identity and their common cultural category⁷.

Appearance management means using various tools to show as expected when one present one's figure to others⁸, and the closest thing to us with these tools is cosmetics⁹. Especially, appearance management behaviors appear naturally in a form of makeup behaviors as elementary, middle and high school students place more emphasis on physical self than any other time.

The cosmetics market has been dominated by adult women in the past, but it is being recently segmented as product markets become more common, and the scope of users is also expanding through the continuous development of products¹⁰. At the same time, the cosmetics industry is competing fiercely by launching its exclusive cosmetics brands to meet the purchase of growing youth¹¹.

Therefore, the cosmetics industry needs to figure out the needs and purchasing situation of teenagers, ie, elementary, middle, and high school students, since it has a large

preemption effect that cosmetics used in teenagers lead to generations in their 20s who use many cosmetics in earnest. However, previous studies on the cosmetics purchasing status showed that the results of a survey of elementary and middle school students are inadequate despite the low age of makeup.

This study is intended to look into the cosmetics purchasing status, including favorite cosmetics brand, cosmetics purchasing place and important thing for cosmetics purchase, by expanding research subjects to elementary school students who first use cosmetics with interest. It is expected to help elementary, middle, and high school students choose right cosmetics through this. Companies will be provided with basic data for segmenting the cosmetics market and establishing marketing strategies.

METHODS

Subjects of Investigation

In this study, a survey was carried out to 550 elementary, middle, and high school students in Gwangju city through March 11 to May 20, 2017.

A total of 537 questionnaires except for the unfaithful responses were selected. Those surveyed by school-level were 176 elementary school students(33.3%), 176 middle school students(32.8%) and 182 high school students(33.9%) respectively.

Measuring Tools

The variables used in this study were formed to fit the purpose of this study by applying questionnaires verified in previous studies. The contents of item consisted of favorite cosmetics brand, cosmetics purchaser, cosmetics purchasing place, way of raising cosmetics purchasing cost and important thing for cosmetics purchase related to the cosmetics purchasing status in the multiple-choice type.

Data Analysis

The SPSS v. 21.0 was used to analyze the collected data through the process of data coding and data cleaning. The cross-tabulation analysis was conducted to figure out the cosmetics purchasing status of elementary, middle and high school students and the school-level difference.

Results

The following is the result of the cross-tabulation analysis to figure out the cosmetics purchasing status of elementary, middle and high school students and the school-level difference.

Favorite Cosmetics Brand

The following <Table 1> is the result of analysis on favorite cosmetics brands. Analysis showed that ‘Etude’ was the highest by 189 persons(35.2%), followed by ‘Innisfree’ by 157 persons(29.2%), ‘Missha’ by 85 persons(15.8%), ‘Thefaceshop’ by 83 persons(15.5%), ‘TN Skin Food’ by 77 persons(14.3%), ‘Tonymoly’ by 74 persons(13.8%), and ‘Clean&Clear’ by 24 persons(4.5%).

Table 1. Favorite Cosmetics Brand(Multiple Response)

Classification	School			Total
	Elementary School Student	Middle School Student	High School Student	
Missha	35(19.6)	19(10.8)	31(17.0)	85(15.8)
Etude	73(40.8)	83(47.2)	33(18.1)	189(35.2)
TN Skin Food	17(9.5)	35(19.9)	25(13.7)	77(14.3)
Thefaceshop	19(10.6)	42(23.9)	22(12.1)	83(15.5)
Tonymoly	27(15.1)	27(15.3)	20(11.0)	74(13.8)
Innisfree	62(34.6)	62(35.2)	33(18.1)	157(29.2)
Clean&Clear	5(2.8)	6(3.4)	13(7.1)	24(4.5)
Other	25(14.0)	23(13.1)	27(14.8)	75(14.0)

Cosmetics Purchaser

The following <Table 2> is the result of analysis on cosmetics purchasers. Analysis showed that ‘Student Oneself’ was the highest by 303 persons(56.4%), followed by ‘Parent’ by 162 persons(30.2%), and ‘Brother & Sister’ by 47 persons(8.8%).

There were significant differences in school-level(p<.001). Although there were a little differences, more than 50% of elementary, middle and high school students mainly purchased cosmetics themselves.

Table 2. Cosmetics Purchase

Classification	School			Total	χ^2 (p)
	Elementary School Student	Middle School Student	High School Student		
Parent	55(30.7)	51(29.0)	56(30.8)	162(30.2)	29.636*** (.000)
Brother & Sister	3(1.7)	14(8.0)	30(16.5)	47(8.8)	
Student Oneself	108(60.3)	103(58.5)	92(50.5)	303(56.4)	
Other	13(7.3)	8(4.5)	4(2.2)	25(4.7)	
Total	179(100.0)	176(100.0)	182(100.0)	537(100.0)	

***p<.001

Cosmetics Purchasing Place

The following <Table3> is the result of analysis on cosmetics purchasing places. Analysis showed that 'Cosmetics Shop' was the highest by 334 persons(62.2%), followed by 'Internet' by 45 persons(8.4%), 'Supermarket' by 42 persons(7.8%), 'Pharmacy' by 37 persons(6.9%), 'Department Store' by 23 persons(4.3%), 'Stationery Store and Fancy Store in Front of

the School' by 23 persons(4.3%), and 'Supermarket & Convenience Store' by 8 persons(1.5%).

There were significant differences in school-level($p < .001$). Elementary and middle school students mainly purchased cosmetics through cosmetics shops or Internet, but high school students mainly purchased cosmetics through cosmetics shops or pharmacies.

Table 3. Cosmetics Purchasing Place

Classification	School			Total	χ^2 (p)
	Elementary School Student	Middle School Student	High School Student		
Stationery Store and Fancy Store in Front of the School	4(2.2)	7(4.0)	12(6.6)	23(4.3)	50.053*** (.000)
Pharmacy	4(2.2)	12(6.8)	21(11.5)	37(6.9)	
Cosmetics Shop	140(78.2)	103(58.5)	91(50.0)	334(62.2)	
Department Store	3(1.7)	8(4.5)	12(6.6)	23(4.3)	
Internet	9(5.0)	21(11.9)	15(8.2)	45(8.4)	
Supermarket	7(3.9)	16(9.1)	19(10.4)	42(7.8)	
Supermarket & Convenience Store	0(.0)	4(2.3)	4(2.2)	8(1.5)	
Other	12(6.7)	5(2.8)	8(4.4)	25(4.7)	
Total	179(100.0)	176(100.0)	182(100.0)	537(100.0)	

*** $p < .001$

Cosmetics Purchasing Cost

The following <Table-4> is the result of analysis on cosmetics purchasing costs. Analysis showed that 'Less Than 10-30 Thousand Won' was the highest by 156 persons(29.1%), followed by 'Less Than 5-10 Thousand Won' by 132 persons(24.6%), 'Less Than 30-50 Thousand Won' by 116 persons(21.6%), 'Less Than 5 Thousand Won' by 75

persons(14.0%), and 'More Than 50 Thousand Won' by 28 persons(5.2%).

There were significant differences in school-level($p < .001$). Elementary, middle and high school students purchased cosmetics for less than 30-50 thousand won, 10-30 thousand won and 5-10 thousand won, respectively.

Table 4. Cosmetics Purchasing Cost

Classification	School			Total	χ^2 (p)
	Elementary School Student	Middle School Student	High School Student		
Less Than 5 Thousand Won	25(14.0)	22(12.5)	28(15.4)	75(14.0)	46.592*** (.000)
Less Than 5-10 Thousand Won	35(19.6)	39(22.2)	58(31.9)	132(24.6)	
Less Than 10-30 Thousand Won	49(27.4)	59(33.5)	48(26.4)	156(29.1)	
Less Than 30-50 Thousand Won	55(30.7)	42(23.9)	19(10.4)	116(21.6)	
More Than 50 Thousand Won	1(.6)	8(4.5)	19(10.4)	28(5.2)	
Other	14(7.8)	6(3.4)	10(5.5)	30(5.6)	
Total	179(100.0)	176(100.0)	182(100.0)	537(100.0)	

*** $p < .001$

Way of Raising Cosmetics Purchasing Cost

The following <Table 5> is the result of analysis on ways of raising cosmetics purchasing costs. Analysis showed that 'By Collecting Pocket Money' was the highest by 239 persons(44.5%), followed by 'By Asking Parents' by 204 persons(38.0%), 'By Providing for Oneself(Part-Time Job)'

by 46 persons(8.6%), and 'By Collecting Money with Friends' by 15 persons(2.8%).

There were significant differences in school-level($p < .001$). Elementary and middle school students raised cosmetics purchasing costs by collecting pocket money, but high school students raised cosmetics purchasing costs by asking parents.

Table 5. Way of Raising Cosmetics Purchasing Cost

Classification	School			Total	χ^2 (p)
	Elementary School Student	Middle School Student	High School Student		
By Collecting Pocket Money	82(45.8)	90(51.1)	67(36.8)	239(44.5)	36.792*** (.000)
By Asking Parents	73(40.8)	55(31.3)	76(41.8)	204(38.0)	
By Providing for Oneself (Part-Time Job)	4(2.2)	16(9.1)	26(14.3)	46(8.6)	
By Collecting Money with Friends	1(.6)	8(4.5)	6(3.3)	15(2.8)	
Other	19(10.6)	7(4.0)	7(3.8)	33(6.1)	
Total	179(100.0)	176(100.0)	182(100.0)	537(100.0)	

*** $p < .001$

Important Thing for Cosmetics Purchase

The following <Table 6> is the result of analysis on important things for cosmetics purchase. Analysis showed that 'Quality' was the highest by 248 persons(46.2%), followed by 'Price' by 78 persons(14.5%), 'Volume' by 48 persons(8.9%), 'Brand Image' by 40 persons(7.4%), 'Recommendation of Marginal Persons' by 37 persons(6.9%), 'Container Design' by 35

persons(6.5%), and 'Advertisement Model' by 13 persons(2.4%).

There were significant differences in school-level($p < .001$). Elementary or high school students thought quality or price are important things, but middle school students thought quality or volume are important things.

Table 6. Important Thing for Cosmetics Purchase

Classification	School			Total	χ^2 (p)
	Elementary School Student	Middle School Student	High School Student		
Price	36(20.1)	21(11.9)	21(11.5)	78(14.5)	32.266** (.004)
Quality	82(45.8)	81(46.0)	85(46.7)	248(46.2)	
Container Design	2(1.1)	14(8.0)	19(10.4)	35(6.5)	
Volume	11(6.1)	25(14.2)	12(6.6)	48(8.9)	
Brand Image	14(7.8)	10(5.7)	16(8.8)	40(7.4)	
Advertisement Model	3(1.7)	5(2.8)	5(2.7)	13(2.4)	
Recommendation of Marginal Persons	13(7.3)	11(6.3)	13(7.1)	37(6.9)	
Other	18(10.1)	9(5.1)	11(6.0)	38(7.1)	
Total	179(100.0)	176(100.0)	182(100.0)	537(100.0)	

** $p < .01$

CONCLUSION

This study was intended to look into the status of teenagers' cosmetics purchase at a time when the makeup age of them is getting faster. In consequence, their favorite cosmetics brand was found to be 'Etude.' Most of them purchased cosmetics for less than 10-30 thousand won themselves in cosmetics shops by collecting pocket money, and thought quality is the most important thing. Schools need to understand the makeup culture changed from the past, and recognize the correct awareness of cosmetics to prevent impulse purchase and consumption by preparing the programs on cosmetics selection and purchasing behaviors, not ways to stop students from putting on their makeup unconditionally. Businesses need to raise elementary, middle and high school students' awareness of cosmetics and establish marketing strategies that can meet their needs by recognizing them as new consumers, understanding their supply and demand for various cosmetics as their purchases rise, and providing them with the correct information.

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