

The Effect of Well-being Disposition and Appearance Concern on Cosmetic Purchase Intention and Brand Loyalty for Elderly Women

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노년 여성의 웰빙 성향과 외모관심도가 화장품 구매의도 및 충성도에 미치는 영향

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(2006. 11. 1. 접수)

Abstract

Appearance concern of elderly women has been rapidly increasing with the expansion in aesthetic desire for growing old gracefully and pursuing a healthy and qualitative life. In this regard, the cosmetic industry has great possibilities and it is necessary to develop actively elderly women-oriented silver marketing. The purpose of this study was to review well-being disposition and appearance concern of elderly women. Furthermore, this study investigated the influence of well-being disposition and appearance concern on cosmetic purchase intention and brand loyalty. The sample of this research consisted of 209 elderly women over 55, which was selected from Seoul and the metropolitan area. Frequency analysis, factor analysis, the analysis of confidence level and regression analysis were used for the data analysis using SPSS. The study results showed that the factor of well-being disposition for elderly woman can be classified into an environment-oriented factor, an life satisfaction factor and a physical health factor. In addition, the factor of appearance concern can be classified into 3 factors: serious consideration of appearance, appearance care and skin care. Among these factors, the physical health factor of well-being disposition and the factor for serious consideration of appearance related to appearance concern had effects on cosmetic purchase intention, which turned out to be a potent influence on brand loyalty.

Key words: Well-being disposition, Appearance concern, Cosmetic purchase intention, Brand loyalty;
웰빙 성향, 외모관심도, 화장품 구매의도, 브랜드 충성도

I. Introduction

By the virtue of development in medical technology

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The present research has been supported by a AMORE-PACIFIC Academic & Cultural Foundation

and improvement of life environment, the expected life span of a human has been extended and the population of the elderly has increased constantly all over the world. In the case of Korea, it is expected that various industries for the elderly will prosper as the result of a rapidly aging society. According to the report on growth prospect of Korea silver industry

conducted by the Korea Chamber of Commerce & Industry(2005), it is observed that the average growth rate of domestic industries related to elderly people from 2010 to 2020 will be about 12.9%.

Unlike the traditional elderly people in the past, the elderly people these days are referred to as 'Tonk' which contradicts the traditional images of the elderly and encourages the pursuit of a new style life (The Korea Chamber of Commerce & Industry, 2005a). These elderly people experienced dismantlement of traditional family system as the activation of nuclear family. Their economic level has increased due to the enlargement of pension and have a great purchase power, and thus, they are concerned about comfort and pleasure in their old age(Hong, 1996; "Tonk refused about aged conception in past time", 2005).

New elderly people have a strong aesthetic desire for growing old gracefully and pursuing a qualitative life. They try to enjoy living with their independent and active values. They also pursue young and energetic lifestyle, and thus, they have a great interest in their appearance(Kim, 2000). Due to the increase of the elderly population with these characteristics, appearance oriented industries such as the cosmetic industry have great possibilities and the importance of silver market has grown.

The well-being trend which pursues qualitative aspects of life has spread rapidly, well-being oriented industries have been regarded as the future promising industries(Byun & Lee, 2006; "Well-being & Silver, A rise of future hopeful industry", 2006). The well-being trend has effects on products on all industries as well as products related to food and health. In this regard, it also has an impact on the consumption market for cosmetic products. The well-being trend in the consumption pattern has environment oriented propensities with the pursuit of internal beauty in respect to the qualitative aspects of life and health, as well as pursuing external beauty("Well-Being' Cosmetic", 2005). Therefore, the well-being trend is in keeping with the desire for seeking a qualitative life for the elderly with an emphasis on appearance.

Most of the previous studies on the elderly who have become the new core consumption group, are associated with consumer behaviors related to

clothing(Hong, 1996; Kim, 2000; Kim et al., 1996; Shin et al., 2003). In the future, it will be necessary to continuous investigate the purchase behavior of cosmetic products. According to Wells and Prensky (1996), higher levels of consumer satisfaction on purchase products were likely to have an impact on the behavior of other consumers, as well as their repurchase intention. Further, purchase intention had a great impact on brand loyalty(Engel et al., 1982). That is, it is very important to investigate consumers' purchase intention in the aspects of creating new customers as well as managing current customers. Within this context, it is desirable to analyze the impacts of well-being disposition and appearance concern of elderly women on cosmetic purchase intention since this may be a potent influence on brand loyalty. With this study, it should provide useful information to relevant cosmetic industries which are interested in knowing more about con-sumer behavior of elderly people, so that they can develop and achieve their marketing goals.

II. Theoretical Background

1. Well-being disposition

Well-Being is a compound word of well(healthy, satisfactory) and being(make a living). It is a concept of including the state of happy and satisfaction without a sickness. Also, it is defined as attitude and lifestyle which focus on calmness of mind and mental richness rather than material values(Byun & Lee, 2006). The progress of industrialization, worsening environmental contamination, and material oriented social stream has contributed to give incentives to dissuade dehumanization and to return to nature. Under these circumstances, the well-being disposition has appeared all over the world(Jeon & Yun, 2005).

As the most recent elderly people pursue qualitative life over the level of simple survival, they began to have great interests in their well-being. At the same time, well-being turns out to be an important social issue(Nam, 2004). Since the elderly have a tendency to want to live comfortably(Meeberg, 1993), they have great interests in a young and healthy appearance, and

they are likely to grow old gracefully(Lee, 1997). Therefore they are concerned about cosmetics of well-being disposition. While well-being is focused on food and health in Japan and North America, all industries are influenced by well-being in Korea. Well-being had an especially great influence on fashion, interior, and beauty industries(Byun & Lee, 2006). The craze of well-being in the cosmetic industry made naturalism as a major trend. This trend gives incentives to continuously research and develop natural high functional cosmetics with materials of vegetable matter and Chinese herbs. Moreover functional products and anti-aging products showed a rapid growth in the cosmetic market since medical science joined with beauty culture("Catch women's heart in fall-functional cosmetics exhibition", 2005; Kweon, 2004). Under these circumstances, the market for well-being oriented cosmetics grows continuously due to an increase of preference for pure natural materials and longing for a clean environment.

According to the results of Park and Kim(2005), naturalism cosmetic purchase behavior was difference between 20s to 30s women by well-being lifestyle. And according to the results of Kim(2005), nature oriented herb cosmetics have strong penetration power, less skin stimulation and high stabilization due to the use of a herb medicine component. Because of these characteristics in combination with the well-being disposition, the market for herb cosmetics is predicted to show a continuous growth. Well-being cosmetics are popular especially for elderly women since these are believed to have delaying effects on the aging of skin and improving wrinkles. Thus, elderly women are likely to have a high purchase intention of natural herb cosmetics("Cosmetic Stock", 2006).

Within this context, this study expected to show that well-being disposition of elderly women is a major factor in explaining cosmetic purchase intention and brand loyalty.

2. Appearance Concern

Appearance concern means the degree of having a continuous interest in personal attractiveness including clothing, beauty care, and accessories for the

enhancement of external features. The meaning of appearance concern includes the expression, the perception, and the change of self-image through clothing, accessories and beauty care, etc.(Lee & Lee, 1997). Within this context, external features play an important role in delivering personal character or personal information to the other people and affecting personal relations(O'connell, 1998).

Beauty care is a major factor in determining personal external features in addition to clothing. It contributes to improve women's external attractiveness and provides self-confidence in personal relations(Moon & Yoo, 2003). According to the results of Kaiser(1990), the management of external features can be defined as a process of self-presentation. In his opinion, each person plays a personal role through interaction with other people. In this process, most women utilize beauty care in order to express self image and to manage personal external features. Due to menopause, aging women experience decreasing flexibility and increasing wrinkles in the skin structure of face, hands and feet. They are sensitive to physical changes(Cho, 1998; Lee, 2005). In this regard, they try to age better and improve social self-confidence through beauty care.

Because purchasing power and social work participation of the elderly, due to higher education and economic levels, have increased lately, self appearance concern of the elderly has intensified. According to the results of Lee and Lee(1997), elderly women with a higher education and larger personal expenditures were more likely to increase appearance concern such as personal attractiveness and clothing concern. The study of Kim et al.(1993) on the satisfaction of life and external features for elderly women showed that the group with higher satisfaction levels of body, face and personal appearance had a higher satisfaction level of appearance than the case of the group with lower satisfaction levels. Also the satisfaction level of appearance was positively related to general satisfaction level of clothing.

Using the women aged from 20 to 49 as the subject of study, Moon and Yoo(2003) found that the group with a higher appearance concern was likely to have

more beauty care than the group with a lower appearance concern. According to the results of Lee(2005), menopausal women(aged between 40 and 59) with higher concerns about external features, desire and self-consciousness were likely to have more concern on skin care, and thus, they were likely to visit skin care centers.

Based on these previous studies, this study expected to show that appearance concern of elderly women have important effects on their beauty care behavior and cosmetic purchase intention.

3. Cosmetic Purchase Intention and Brand Loyalty

Purchase intention is a composite concept of consumer's concern on the subject of purchase and the evaluation of purchase possibility. That is, it means consumer's will on purchase(Park, 1990). Tylor and Baker(1994) defined purchase intention as the degree of repurchase will on the same brand from consumers who have buying experience of a certain brand.

Purchase intention which turns out to be purchase behavior by way of purchase decision process, is made of purchase motivation or preference. Further it is also influenced by purchase time, place, and cost. Cosmetics as a high involvement product has a strong tendency to be purchased by an emotional motive. In addition, consumers tend to purchase cosmetics habitually or by the process of limited decision making. However, purchase intention may be different depending on other factors including consumers' external environment, psychological and physical factors(Jeong, 2000). The research of Jeon (2003) on beauty care behavior of elderly women showed that elderly women are more concerned about skin aging symptoms, such as wrinkles and discoloration compared to the case of young women. Therefore they tend to have more concern on quality and functional aspects of cosmetics.

Purchase intention and brand loyalty were found to increase as the level of consumers' satisfaction on goods and services increased. Brand loyalty as the degree of attachment on a certain brand or continuous

repurchase disposition, means consumers' preferable reactions of attitude and behavior(Aaker, 1991; Engel et al., 1982). That is, consumers evaluate products for purchase, depending on brand reliance and conduct purchase decision making based on brand reliance.

Brand loyalty is not formed in a day but starts to constitute after a certain period of time(Zaltman & Wallendorf, 1983). In the case of cosmetics, when cosmetic components are suited to the consumer's skin, a good reputation exists, or brand confidence exists, repeat purchases occur. Therefore, brand reliance has a great impact on brand loyalty with product quality(Jeong, 2000). In this regard, Oh(2005) concluded that consumer's reliance is made if the consumption satisfaction of post purchase is greater than the expectation of pre purchase. At the same time, positive word of mouth is created, and thus, brand loyalty is made.

Brand loyalty of cosmetics is different depending on the characteristics of the buyer. Park(2002) showed that consumer's brand loyalty was found to increase as age, education level and income level increased. A married person had comparatively higher brand loyalties. According to the results of Lee and Lee (2003), women in their forties and fifties have more purchase experience than any other age groups, and thus, they tend to make independent decisions and have high brand loyalties for cosmetics.

Within this context, it is expected that elderly women have a high brand loyalty for cosmetics; therefore, it is very important to investigate significant factors in affecting brand loyalty of elderly women for marketing purpose.

III. Research Method

1. Research Questions

1) *The subjects for this study are following as.*

- Question 1. What's the well-being disposition and appearance concern of elderly women?
- Question 2. Is there the effect of well-being disposition and appearance concern on cosmetic purchase intention of elderly women?

Question 3. Is there the effect of cosmetic purchase intention of elderly women on brand loyalty?

2. Measurement

The measurement of this study is composed of questions on well-being disposition, appear concern, cosmetic purchase intention, brand loyalty and demographic characteristics of elderly women. Twelve questions of well-being disposition for this study were reorganized based on the questions of Jung (2004) and questions of Park(2005). Also twelve questions of appearance concern were made with a partial amendment of questions of Jung(1987), questions of Kim(1996). For cosmetic purchase intention and brand loyalty, seven questions were reorganized based on the questions of Park(2002) and questions of Kim and Cho(2004). In addition, demographic characteristics including age, education, residence, monthly household income, skin type, and the status of employment were used. Among these, questions on well-being disposition, appearance concern, cosmetic purchase intention and brand loyalty were composed of 5 point Likert type scale.

3. Data Collection and Sample

This study defined elderly women as the women aged over 55 who start to arrive at senescence. This study used a sample that was selected from Seoul and Kyunggi-do, using women over 55. The data was collected with a questionnaire. The pre-survey was conducted between January 10, 2006 and January 17, 2006 with participants of department store culture center as the subject. Based on the results of pre-survey, survey questions were completed after revising and supplementing existing questions. The main survey was conducted between January 20, 2006 and February 10, 2006 in department stores, department store culture center, discount store, senior citizen center, company, and religious facilities of Seoul and Seoul's metropolitan area by means of direct interviews. Among 220 elderly women selected, 220 responded to the questionnaire and 209 reponses

were used in the statistical analysis. Eleven cases were dropped due to missing information.

About 79.4% of the respondents were located in Seoul and 20.6% of the respondents were located in Kyunggi-do. For an education variable, the proportion of 'under high school graduate' was 53.1% and the proportion of 'college and higher' was 46.9%. About 27.8% of the respondents had less than 3,000,000 won as a monthly household income and 42.6% had a monthly household income between 3,000,000 won and 5,000,000 won. And 29.7% of the respondents had over than 5,000,000 won of a monthly household income. For the results of self-evaluation on skin type, approximately half(49.3%) of the respondents had dry skin while 6.7% of them had oily skin. About 26.8% of the respondents had neutral skin and 17.2% of them had complex skin. For the status of employment, 76.6% of the respondents were full-time housewives and 23.4% of them participated in the labor force. The proportion of unemployed wives was higher than the proportion of employed wives.

4. Data Analysis

The statistical analysis of this study was conducted using SPSS 11.0. For the analysis of respondents' demographic characteristics, frequency analysis was used. In order to investigate well-being disposition and appearance concern, several analyses including factor analysis, the analysis of confidence level and regression analysis were used.

IV. Results

1. Factors of well-being disposition and appearance concern of elderly women

1) Factors of well-being disposition

In order to investigate the well-being proportion of elderly women, factor analysis was conducted and the results were summarized in <Table 1>. Based on the results of factor analysis on well-being proportion, the factor of well-being disposition was classified into three factors which explained about 62.7% of total variations and had significant explanatory power

Table 1. Result of factor analysis for well-being disposition

Factor name	Items	Factor Loading	Eigen Value	Explained Value	Cronbach's α
Factor1: Environment-oriented	I frequently use natural cosmetics or the cosmetics made of natural stuff	.80	2.91	24.26	.78
	I am more concerned about the protection of f nature or environmental issues	.79			
	I frequently tend to use recycled products	.76			
	I tend to use natural detergent if possible	.73			
Factor2: life satisfaction	My standard of living is generally comfortable	.77	2.80	23.35	.64
	I tend to make economic preparations for my old age	.75			
	I am inclined to be healthy mentally and physically	.74			
	I still have a passion to do something that I want	.73			
	I tend to invest in leisure life to a certain extent	.61			
Factor3: Physical health	I tend to have health examinations at regular interval	.81	1.80	15.05	.70
	I tend to sleep well	.76			
	I try to get rid of stress	.61			

Table 2. Result of factor analysis for appearance concern

Factor	Items	Factor Loading	Eigen Value	Explained Value	Cronbach's α
Factor1: Appearance importance	I am much concerned about the trends of fashion and beauty care.	.82	3.47	28.9	.75
	I am likely to be concerned about appearance.	.81			
	I tend to pay careful attention to beauty care and wardrobe.	.81			
	I have confidence in myself if I go out wearing make-up.	.73			
	I think that appearance is very important.	.58			
Factor2: Appearance care	I have experienced plastic surgery on more than one area of my body and face.	.73	2.15	17.98	.71
	I tend to receive nail care and foot care from specialists.	.67			
	I tend to receive skin care from specialists.	.62			
	I do not mind having plastic surgery, if I can become beautiful.	.62			
Factor3: Skin care	I use the appropriate cosmetics for my own skin type.	.81	1.73	14.41	.69
	I thoroughly understand my skin condition.	.78			
	I tend to enjoy massages and skin packs at home.	.52			

as the confidence level of .60 and upward. Factor 1 was composed of the question on the nature, questions on more concern of environment issues and questions on the use of natural detergent and natural cosmetics. Thus, it was called the environment-oriented factor. Factor 2 was named the life satisfaction factor since it was related to comfortable life, economic preparation for retirement. Factor 3 was called the physical health factor since it included the questions on conducting health examination at regular intervals, regular exercise, and question on how well they sleep.

2) Factors of appearance concern

In order to investigate the appearance concern of elderly women, factor analysis was conducted and the results were summarized in <Table 2>. Based on the results of factor analysis on appearance concern, the factor of appearance concern was classified into three factors which explained about 61.39% of total variations and had significant explanatory power as the confidence level of .60 and upward. Factor 1 was composed of the question on concern of the trends for fashion and beauty care, question on careful attention of overall appearance and question on serious

consideration of appearance. Thus, it was called the factor for serious consideration of appearance. Factor 2 was named the appearance care factor since it was composed of questions on appearance care including the experience of skin care, nail care and foot care, and the experience of plastic surgery. Factor 3 was called the skin care factor since it was related to the use of appropriate cosmetics for their skin type based on understanding of their skin condition.

2. The effect of well-being disposition and appearance concern on cosmetic purchase intention of elderly women

In order to investigate the effect of well-being disposition and appearance concern on cosmetic purchase intention of elderly women, multiple regression analysis was conducted. In this analysis, cosmetic purchase intention was a dependent variable and well-being disposition and appearance concern were used as independent variables. Based on the results of <Table 3>, the physical health factor of well-being disposition ($F=2.50, p<.05$) and the factor for serious consideration of appearance related to appearance concern ($F=3.83, p<.05$) were significant variables in explaining cosmetic purchase intention. The elderly women having health examinations at regular

intervals and trying to get rid of stress were more likely to be more concerned with beauty care, fashion and their trends. The elderly women concerned about their external features tended to have higher cosmetic purchase will.

This result implies that cosmetic purchase intention of elderly women will be intensified since their concern on healthy aging and external features has increased depending on the change of their lifestyle and the increase in social activities. However, coefficients of determinant (R^2) were 0.03(3%) and 0.05 (5%) which showed a comparatively low explanatory power. Consequently, cosmetic purchase intention had limitations in explaining well-being disposition and appearance concern.

3. The effect of cosmetic purchase intention on brand loyalty of elderly women

In order to investigate the effect of cosmetic purchase intention of elderly women on brand loyalty, multiple regression analysis was conducted with brand loyalty as a dependent variable and cosmetic purchase intention as an independent variable. As was shown in <Table 4>, the model had relatively good explanatory power. Cosmetic purchase intention appeared to have statistically significant explanatory

Table 3. Effect of well-being disposition and appearance concern on cosmetic purchase intention

Dependent Variable \ Independent Variable		Cosmetic purchase intention		F	R ²
		β	t		
Well-being disposition	environment-oriented factor	.10	1.37	2.50*	.03
	life satisfaction factor	.08	1.16		
	physical health factor	.14	2.06*		
Appearance concern	appearance importance factor	.02	3.21*	3.83*	.05
	appearance care factor	.04	.65		
	skin care factor	-.06	-.87		

* $p<.05$

Table 4. Effect of cosmetic purchase intention on brand loyalty

Dependent Variable \ Independent Variable	Brand loyalty		F	R ²
	β	t		
Cosmetic purchase intention	.29	4.34***	18.89***	.08

*** $p<.001$

power in explaining brand loyalty.

The elderly women with higher cosmetic purchase intention were more likely to increase their brand loyalty. Elderly women tended to prefer specific cosmetics or cosmetics that suited their skin type. Within this context, if elderly women habitually purchase depending on the purchase experience of the past or if they purchase a certain brand cosmetics based on the realization of purchase intention, it is possible to lead to repeat purchases since brand loyalty of elderly women is increased in the long run. However, a coefficient of determinant(R^2) was 0.08 (8%) which showed a comparatively low explanatory power. Consequently, brand loyalty had limitations in explaining cosmetic purchase intention.

V. Conclusion and Discussion

Appearance concern of elderly women has been rapidly increasing with the expansion in aesthetic desire for growing old gracefully and pursuing a healthy and qualitative life. Under these circumstances, this research was to investigate the effect of well-being disposition and appearance concern on cosmetic purchase intention and brand loyalty of women over 55.

Based on the results of this study, well-being disposition of elderly woman was classified into an environment-oriented factor, an life satisfaction factor and a physical health factor. Also appearance concern was classified into the factor for serious consideration of appearance, appearance care factor and Skin care factor. Among these factors, the physical health factor of well-being disposition and the factor for serious consideration of appearance related to appearance concern had effects on cosmetic purchase intention which turned out to be a potent influence on brand loyalty.

Several conclusions can be derived based on the results of this research. First, elderly women who attach importance to physical health, such as conducting health examination at regular intervals, and who are more concerned about external features, depending on the progress of an aging society and lifestyle changes of the elderly appeared to have higher

purchase intention. In this regard, the industry of cosmetics should find the demand of elderly women in accordance with the changes of social environment and should establish successful programs of customer relation management to suit their demand.

Second, the factor for serious consideration of appearance was significantly associated with cosmetic purchase intention. However, appearance care and skin care turned out to be insignificant variables in explaining cosmetic purchase intention. This result may imply that elderly women who have a serious consideration of appearance, such as paying careful attention to beauty care and wardrobe, and who are more concerned about the trends of fashion and beauty care tend to have higher cosmetic purchase intention than elderly women who have experienced plastic surgery and who receive skin care from specialists. Therefore, it is very important to consider the effects of providing beauty information and opportunities to experience cosmetic know-how to suit their age in order to preoccupy elderly-oriented silver market.

Third, elderly women who attach importance to physical health and are concerned about external features appeared to have higher brand loyalty after purchasing cosmetics. Therefore, it is necessary to request marketing strategies to increase their brand loyalty. That is, cosmetic companies will create customers with higher brand loyalty if they provide high quality information for healthy and qualitative life, new products, and the trends of fashion and beauty care at regular intervals by targeting elderly women having purchasing experiences of their products. At the same time, they have to figure out the importance of an adequate information system using data base of elderly women having purchasing experiences in order to create customers with higher brand loyalty.

This research had limitations in explaining cosmetic purchase intention and brand loyalty of elderly women due to the sample selection process. This research could not investigate other variables in explaining consumer behavior of the elderly on cosmetic purchase intention and brand loyalty, except for well-being proportion and appearance concern.

The authors hope that the effects of other significant variables can be investigated in explaining cosmetic purchase intention and brand loyalty in further studies.

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요 약

질적인 삶을 추구하는 노년 여성이 증가하고, 아름답게 가꾸고 싶어 하는 미적 욕구가 커짐에 따라 화장품 산업의 급성장이 예견되고 있다. 이러한 시점에서 본 연구는 노년 여성들의 웰빙 성향과 외모관심도에 대하여 알아보고, 이들 변인이 화장품 구매의도와 브랜드 충성도에 미치는 영향을 알아보고자 하였다. 이를 위하여 서울 경기도에 거주하는 만 55세 이상의 여성 209명을 대상으로 설문분석을 실시하였고, SPSS를 이용하여 빈도분석, 요인분석, 신뢰도분석, 회귀분석을 실시하였다. 그 결과 노년 여성의 웰빙 성향은 친환경요인, 생활만족요인, 신체건강요인으로 나뉘어졌고, 외모관심도는 외모중시요인, 외모관리요인, 피부관리요인으로 구분되었다. 이들 요인 중 웰빙 성향의 신체건강요인과 외모관심도의 외모중시요인이 노년 여성의 화장품 구매의도에 영향을 미치고, 화장품 구매 의도는 브랜드 충성도에 영향을 미치는 것으로 나타났다. 이와같이, 노년 여성들이 신체건강 및 외모를 중시할수록 화장품 구매의도 및 브랜드 충성도가 높아졌으므로, 이들의 웰빙 성향과 외모관심도는 브랜드 충성도를 유발하는 요인이라 할 수 있다.