

## Color Cosmetics Market's Segmentation for Korean New Seniors

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### Abstract

Population aging and longevity have compelled major worldwide consumer markets to focus on senior citizens who exhibit a desire to nurture their appearance and obtain related products such as cosmetics. This trend signals an increasing need for in-depth research on elderly consumers in the color cosmetics market. This study identified the characteristics of seniors in the pre-elderly stage ("new seniors") based on their lifestyle and market segments. It employed online surveys with participants consisting of pre-elderly Korean women born between 1955 and 1963 who reside in the greater Seoul and Gyeonggi area. The study used SPSS 23.0 for factor analysis, reliability verification, cluster analysis, ANOVA, Duncan's test, and cross-analysis. The results show that new seniors could be classified into four groups based on lifestyle: Prime Seniors, Potential Seniors, Rational Seniors, and Slump Seniors. Each group has distinct characteristics. The findings suggest that the senior market requires further segmentation and is no longer a single uniform market. This study also confirms that the lifestyles of the elderly is an instrumental variable for their segmentation.

**Key words:** Baby boomer generation, Color cosmetics market, Lifestyle classification, New seniors, Segmentation

### I. Introduction

The rapidly growing elderly populations of several countries have sparked an increased interest in senior consumers (World Health Organization [WHO], 2018). According to the Korea Development Institute, Korea's population is aging faster than that of any other Organization for Economic Cooperation and Development member country. By 2026, one out of every five Korean citizens will be 65 years or older (Lee, 2019). The increase of senior consumers in major markets will trigger a "senior shift," whereby seniors, rather than the young, will become the market's primary tar-

get (Murata, 2012/2013). The beauty market is no exception. As the concept of wellness expands to both internal and external beauty, senior consumers become increasingly crucial in the beauty market, which has seen an increase in senior beauty product consumption for appearance management across genders (Kang et al., 2013).

Members of the baby boomer generation in Korea (born between 1955 and 1964)—that is, Koreans who are currently in the pre-elderly stage of their lives—are financially better off than the past generations and invest lavishly in themselves (Baek & Seo, 2018). Baek and Seo (2018) showed that baby boomers are emerging as an important consumer group in the health and beauty industries related to appearance management and are thus considered the "new seniors." These new seniors are just as keen toward health and beauty trends as younger generations, and they demonstrate a com-

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mitment to age fashionably and well. Therefore, they are sensitive to physical and emotional changes related to aging and work to overcome depression and nurture self-esteem by managing their appearance with fashion and make-up (Irving, 2014/2016; Jeon, 2016).

Recently, interest in in-depth research on the elderly has grown along with an awareness about the need to prepare for the growing number of new seniors. Past research classifies elderly consumers by chronological age. Recent studies flag this as a problem and argue that it is necessary to understand a generation's characteristics rather than its age; accordingly, attempts have been made to uncover the key characteristics of the elderly generation, such as those related to lifestyle and cognitive age (Gunter, 1998; Kohlbacher & Chéron, 2012; Sudbury & Simcock, 2009b). In Korea, the emerging population of elderly baby boomers hopes to enhance the quality of life by analyzing, and thus clarifying the elderly lifestyle. Inquiries into elderly lifestyles report that the elderly population is becoming more heterogeneous (Lee & Shin, 2004; Shin et al., 2003). Analyses of elderly lifestyles illuminate the increasingly diverse needs of the elderly and offer insights that are useful for segmenting the changing old age market (Kim, 2016; Ryu, 2011).

Lifestyle is a behavioral pattern that distinguishes people and, therefore, is an important variable that affects one's overall life, especially in terms of consumption patterns (Chaney, 1996; Kaynak & Kara, 2001). Senior lifestyles are distinct from those of the younger generation; even within the senior market, different categories of seniors display unique characteristics. New tools are required to identify these characteristics and statistically verify the differences among these groups of people. Although corporate interest in the senior consumer market is increasing in terms of consumer needs and purchases, the Korean beauty market still approaches this segment as homogeneous and similar to younger markets. Moreover, although the beauty market recognizes the importance of new seniors, few comprehensive efforts have been made to identify their characteristics while considering different variables. Although some scholars (Joo & Lee, 2015; Lim & Choi,

2010) segmented the middle-aged population according to lifestyle, these studies do not derive characteristics applicable to the beauty industry. It is appropriate to use a specific lifestyle approach to gain insight into the new seniors and the beauty market. Therefore, this study identifies new senior lifestyles, the significant variables influencing these lifestyles, and their characteristics. The findings will be used to segment the market and identify the targets of the color cosmetics market. Moreover, this study verifies the effectiveness of such segmentation in Korea, particularly in the cosmetics market.

## II. Background

### 1. Definition of the "New Seniors"

As the Korean society began to age, the baby boomer generation began to emerge like the *Dankai* of Japan. The Korean baby boomer generation can be divided into the first baby boomer generation, born between 1955 and 1964 (just after the Korean War) and the second baby boomer generation, born between 1968 and 1974. Regarding population ratio, the first and second generations of baby boomers overlap by almost 30%, and as they enter full-scale retirement, Korea will rapidly become an aging society (Jeon, 2016).

The most distinguishing characteristics of Korean baby boomers are that they are healthy, active, and wish to live younger than their actual age. Contrary to past generations of elderly Koreans who were marginalized in the consumer market owing to high poverty rates and a lack of preparation for retirement, baby boomers are leading consumers because they are economically stable and hold sufficient assets. The reason may partly be because the baby boomers in Korea have higher levels of education than prior generations. They have experienced rapid changes in the social and cultural processes, such as industrialization, urbanization, and democratization, which has helped them develop a unique culture (Chung, 2011). Therefore, Korean baby boomers demonstrate attitudes toward life, values, and the need for leisure and culture distinct from those of

prior generations (Chung & Lee, 2012).

In previous studies, baby boomers were defined as the “new seniors” (Lee et al., 2015; Shin & Han, 2013) and the “New Silvers” (Kang et al., 2014; Lee et al., 2014) to distinguish them from older generations. New seniors are being studied in detail, and new terms such as “Active Senior,” “Golden Age,” and “Super Age” are emerging. This study targets the new seniors of the first generation of baby boomers as they are close to the demographic age of the prospective elderly (in 2018, people born in 1955 turned 64 years old). In contrast, the second generation of baby boomers remain in the preliminary stage of elderly life (Fig. 1).

## 2. Lifestyle

The variety of consumer characteristics has expanded, leading to a need to identify variables that provide an in-depth understanding and classification of consumer identities. Among those consumer characteristics, lifestyle is the overall set of behaviors that describe the livelihood of an individual or group and is generally used to understand consumers as it has high predictive value and can be easily verified. Lifestyle generally consists of activity, interest, and opinion, or value and lifestyle. Demographic or psychological variables may be included too. Lifestyle is more discernible with age and can affect seniors' overall behavior (Moschis et al., 1997). It has also been used as a significant variable to classify senior consumers in various areas (Koubaa et al., 2017; Lesakova, 2014; Sorce et al., 1989; Sudbury

& Simcock, 2009a). Studies show that senior consumers are no longer homogeneous, and each group is different not only regarding their consumer behavior but also regarding other variables. A previous study on elderly lifestyles classified them according to the style of adaptation to aging (Neugarten & Weinstein, 1964). The elderly have also been considered as a purchasing power consumer group and are categorized according to variables other than their age (Day et al., 1987-1988; Moschis, 1991). Relevant research on the elderly as a consumer market began in Korea in the 1990s and revealed that the elderly demonstrated strong conservative, traditional, and reality-compliant tendencies (Lee & Lee, 1995; Moon et al., 1999). However, in the 2000s, the terms “leisure,” “digital,” and “self-life” began to appear in the research (Lee & Lee, 2002; Oh, 2006), indicating the changing lifestyles. This suggests that today's elderly Koreans have different lifestyles than older generations and that the future elderly will also lead new lifestyles.

## 3. Influential Variables: Health Status, Economic Status, Family Relationships, Spouse Status

Other variables also inform senior lifestyles, such as health status, economic status, and family relationships, which directly and indirectly affect the quality of life. Seniors' health status affects their life satisfaction (McClelland, 1982; Worobey & Angel, 1990); better health correlates with better lifestyles and better li-

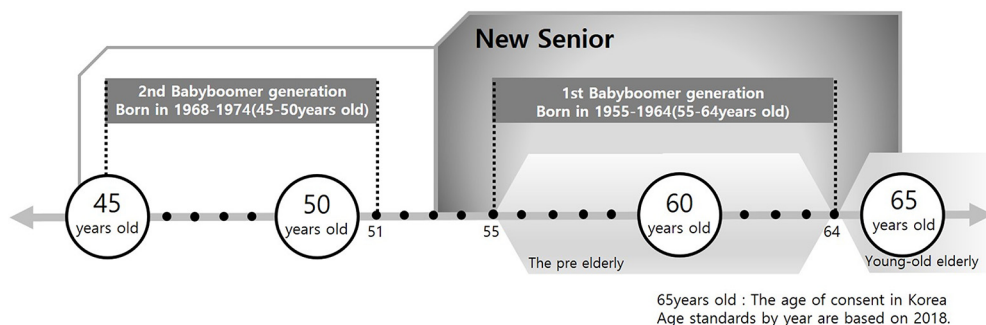


Fig. 1. Definition of new seniors.

festyles imply better health (Kwon et al., 2012). Thus, the interaction between seniors' health status and lifestyle significantly affects happiness and the quality of life during old age.

Prior studies also proved that economic status could significantly affect life satisfaction for seniors (Diener & Oishi, 2000; Krause & Borawski-Clark, 1995). Economic status directly or indirectly affects economic, physical, and social preparation for one's "Golden Age," which directly affects the quality of life. Besides, family relationships are vital in Korean society. New seniors in Korea are called either the "caught generation" or the "sandwich generation" as they are responsible for the care of both their parents and children (Miller, 1981; Orthner, 1981). Although they still retain traditional Confucian values, they seek independence in their lives. Further, they have low expectations that they will be cared for by their children, even though they have provided such care for their family members (Chung & Lee, 2012; Lee, 2008). The burdens and responsibilities of caring for their families significantly affect areas related to economic status and consumption (Park & Kim, 2016).

Spouses also have an important effect on the quality of life in old age (Mannell & Dupuis, 2007). Old age is a period when marital relationships are crucial (Duvall & Miller, 1985). Seniors with spouses are more economically stable (due to access to shared pensions and savings) (Kwon et al., 2012), healthy (Kang & Choi, 2016), and socially active (as they have greater sociopsychological adaptability) (Gordon, 1978). On the contrary, seniors without spouses tend to demonstrate lower life satisfaction and higher rates of mental illness (Gordon, 1978; Nye & Berardo, 1973). Health status, economic status, family relationships, and spouse status thus affect seniors' lives and should be considered important factors when delineating group characteristics by lifestyle.

#### **4. Perceptions and Attitudes Regarding Make-up for the Elderly**

To effectively segment the color cosmetics market,

we must analyze new seniors' attitudes toward make-up for seniors. This attitude is influenced by one's thinking and lifestyle and does not develop over the short term. Considering that the make-up habits of Korean women are thought to be conventional and have interpersonal relationship directivity (Baek & Kim, 2004), it is highly likely that these women will retain the attitude acquired during their initial make-up experience. The 1970s, when the new seniors were first introduced to make-up, was a period of discussion surrounding socialization and gender; women were required to be pure and virtuous, and strict guidelines regulated the management of their bodies and adornment (Hwang & Cheon, 2011). The attitude toward women wearing make-up was extremely negative. In-depth interviews with new seniors on their awareness of make-up for the elderly (Baek, 2020) found that they approach make-up as obligatory and are very conscious of others' perception of their appearance. Thus, this study assumes that new seniors' attitudes toward make-up for the elderly will predict each group's consumer power in the color cosmetics market.

### **III. Methods**

#### **1. Tools**

##### **1) Lifestyle**

Lifestyle items based on prior studies were applied to fit this study. Considering that the participants of the study were Korean women from the baby boomer generation, certain verified items were deduced from similar previous studies in Korea. A total of 49 items were deduced and further divided into five subcategories: personality and value, consumption tendency, social activities, leisure activities, and appearance management behavior. Personality and value consisted of 10 items regarding independence, the beauty world, gender equality, and marriage values (Ahn & Shin, 2005; Hong & Park, 2005; Kim, 2008; Lee et al., 2005). Consumption tendencies consisted of 24 items about trends, innovation, entertainment, morals, synchronism, uniqueness, aesthetics, and display based on the study

by Koo et al. (2015). Social and leisure activities consisted of 11 items about participation in religious and volunteer activities, social activities and participation, financial investment in sports and leisure, cultural activities, and self-improvement (Jeong & Yoon, 2014; Kang & Kim, 2014; Kim & Choi, 2010). Appearance management behavior consisted of four items that measured the degree of interest in appearance and body shape management or beauty (Kim & Lee, 2014; Kim & Han, 2016).

### **2) Health Status**

Health status consisted of five items about overall physical and mental health, vision, and hearing status that can estimate the degree of aging, and limitations in daily and social lives based on the studies by Kang and Kim (2014) and Chung et al. (2015).

### **3) Economic Status**

Economic status consisted of five items that inquired about overall economic satisfaction, ownership of real estate assets, ownership of cashable assets, and regular sources of income based on the studies by Kang and Kim (2014) and Luthans et al. (2004).

### **4) Family Relationships**

Family relationships consisted of seven items of two types, including family support and trust, and family care burdens based on the studies by Kim and Choi (2010) and Jang and Kim (2011). Family support and trust included individual sacrifice when caring for family, degree of assistance within family relationships, and inclusion of family when making decisions. The burden of caring for the family included the degree of responsibility for financial care, degree of burden for family care, and abandonment of personal life due to family.

### **5) Make-up Awareness**

Make-up awareness used items based on the studies by Baek (2020) and Park (2017) related to individual awareness and attitude. It consisted of 24 items, including display, waste, entertainment, obligation, and harmony-pursuit attitudes.

### **6) Make-up Behavior and Purchase Behavior Regarding Cosmetics**

Here, make-up and purchase behavior regarding cosmetics were used as variables to verify the effectiveness of the lifestyle variables and were used to statistically verify the differences by lifestyle groups rather than by interpreting the results. Make-up behavior was composed of experiences with make-up classes such as past and present make-up skills, the duration for applying make-up daily or on special occasions, make-up frequency, and satisfaction after make-up. The purchase behavior regarding cosmetics was constructed from the data collected from stores visited, source of information, such as average monthly cosmetics purchase-basic as well as color cosmetics, and average monthly consumption of beauty products.

## **2. Data Collection and Participants**

This study conducted an online survey in April 2019 of 400 women from the first baby boom generation born in South Korea during the period 1955 to 1963 inclusive. The study was approved by the (IRB) through the Korea National Institute for Bioethics Policy before the survey and followed the IRB guidelines (Approval Number: P01-201806-23-006). The following are the demographic characteristics of the participants. A total of 217 participants were in their 50s (54.3%), 183 were in their 60s (45.8%), 243 lived in Seoul, and 324 (81.0%) had spouses. The most common education level was a 4-year university degree, held by 177 (44.3%) participants. The most common occupation was being a housewife, representing 160 participants (40.0%), and, 215 participants reported having an occupation (53.8%). The most common average monthly income was at the least five million KRW, reported by 170 participants (42.5%).

## **3. Analytical Method**

The study used SPSS 23.0 for data analysis, and the analysis methods used in each study content are as follows. Factor analysis and Cronbach's  $\alpha$  reliability veri-

fication were conducted for lifestyles and make-up motivations, and cluster analysis was used to classify lifestyles. Chi-square analysis were used to identify differences in demographic characteristics, cosmetics purchasing behaviors, and make-up behaviors by lifestyle groups. An ANOVA and Duncan's test were conducted to identify the differences in economic status, health status, family relationships, and make-up awareness by lifestyle groups.

## IV. Results and Discussion

### 1. Classification of Lifestyles

#### 1) Lifestyle Dimensions

To analyze the lifestyle dimensions of new seniors, the study used the principal components as the factor sampling on 49 items about lifestyle, as well as Varimax rotation to deduce factors with an eigenvalue of at least one. Cronbach's  $\alpha$  was calculated to show the internal consistency among the items to verify whether the scale items of this study were homogeneous. Following the first factor analysis, six items with a factor load lower than .5 were deleted. After the second-factor

analysis, one item with a factor load lower than .5 was deleted. A total of 42 items were used in the factor analysis, and 12 factors were deduced. The variables were named as follows: Seek Innovation, Seek Social/Leisure Activities, Seek Independence, Seek Entertainment, Seek Synchronism, Value Consumption, Seek Uniqueness, Appearance Management, Seek Efficiency, Interpersonal Relationships, Body Shape Management, and Seek Openness. The total explanatory power of the 12 factors was 70.938%. After calculating Cronbach's  $\alpha$  to verify the reliability of the 12 factors, the reliability coefficients for all dimensions were above 0.7.

#### 2) Classification of Lifestyle Groups through Cluster Analysis

After conducting the K-value cluster analysis method using the averages of the lifestyle dimensions' 12 subfactors, four new senior lifestyle groups emerged. The characteristics of the four groups were identified by comparing the averages of the lifestyle factors, and the group names were partially based on prior studies on new seniors (Baek & Seo, 2018). Compared with the other groups <Table 1>, Group 1 included 29.0%

Table 1. Lifestyle differences by group

Lifestyle factors	Mean (S.D.)				F
	Group 1 (n = 116, 29.0%)	Group 2 (n = 120, 30.0%)	Group 3 (n = 70, 17.5%)	Group 4 (n = 94, 23.5%)	
Seek innovation	3.22 (.6) C	2.93 (.6) B	2.31 (.6) A	3.71 (.6) D	79.953***
Seek social/leisure activities	2.33 (.7) B	2.93 (.6) C	2.13 (.6) A	3.39 (.7) D	75.820***
Seek independence	3.97 (.5) B	4.01 (.5) C	3.83 (.6) A	4.45 (.4) D	24.607***
Seek entertainment	3.63 (.5) C	3.42 (.5) B	2.90 (.5) A	4.02 (.5) D	69.194***
Seek synchronism	3.43 (.5) B	3.20 (.4) C	2.76 (.5) D	3.77 (.5) A	65.373***
Value consumption	3.59 (.6) C	3.36 (.5) B	3.20 (.6) A	4.04 (.5) D	35.255***
Seek uniqueness	3.47 (.5) C	3.07 (.5) B	2.55 (.6) A	3.85 (.6) D	85.814***
Appearance management	2.92 (.7) B	2.99 (.6) B	2.33 (.6) A	3.48 (.7) C	43.808***
Seek efficiency	4.13 (.5) B	4.08 (.5) B	3.94 (.5) A	4.49 (.4) C	23.147***
Interpersonal relationships	1.89 (.6) A	3.48 (.6) C	2.21 (.7) B	3.38 (.9) C	140.316***
Body shape management	2.95 (.6) B	3.34 (.6) C	2.63 (.7) A	3.86 (.7) D	60.255***
Seek openness	3.37 (.7) C	3.12 (.7) B	2.79 (.8) A	3.45 (.7) C	14.504***

\*\*\* $p < .001$

Duncan test results (A<B<C<D)

of the new seniors, who had the highest level of openness, and was the most passive in interpersonal relationships; however, other factors were at an intermediate level. This group was named “Rational Seniors.” Group 2 comprised 30.0% of the new seniors, and in contrast to Group 1, was the most active in interpersonal relationships. This group was generally interested in other factors, showed an intermediate level average, and was named “Potential Seniors.” Group 3, the lowest among the groups, accounted for 17.5% of the new seniors, was disinterested in all factors, and was named “Slump Seniors.” Group 4, which included 23.5% of the new seniors, proved to be the most promising and active with the highest averages in all items, and was named “Prime Seniors.”

## 2. Differences in Characteristics by Lifestyle Group

### 1) Differences in Demographic Characteristics by Lifestyle Group

Chi-square analysis were conducted to identify the differences in demographic characteristics of the lifestyle groups. The results indicated significant differences in spouse status, education level, and average monthly income among the groups (Table 2). Although many Potential Seniors, Slump Seniors, and Prime Seniors had spouses, many Rational Seniors did not. Rational Seniors had the most extensive educational range of all groups and contained the highest proportion of participants with high school education with an intermediate proportion reporting two years of college, four years of university education, and graduate school studies and beyond. Potential Seniors had the most significant proportion of two-year college and four-year university graduates, and Prime Seniors had the most significant proportion of those who attended graduate school and beyond. Prime Seniors had the highest proportion of those with an average monthly income of five million KRW and above. In contrast, Potential Seniors showed high proportions of those with income between three million KRW and four million KRW, and four million KRW and five million KRW. Rational Seniors

had the highest proportion of those with income between one million KRW and two million KRW, and two million KRW and three million KRW. Slump Seniors generally showed low proportions except for those with less than one million KRW.

In summary, Prime Seniors have high education levels and high incomes. Rational Seniors exhibit significant differences in education levels within the group and have higher proportions of less than average income levels. Potential Seniors have higher averages in education level and income, and Slump Seniors have relatively lower education levels and income compared to the other groups.

### 2) Differences in Economic Status, Health Status, and Family Relationships by Lifestyle Group

The study first conducted a factor analysis and reliability verification to confirm the variables' validity and reliability to identify the differences in economic and health status, and family relationships by lifestyle type. Economic and health status were deduced as single dimensions after the factor analysis. Both variables had a factor load of at least .6, and the reliability of economic and health status were .789 and .741, respectively. There were two factors for family relationships based on one eigenvalue factor, and the reliability of each dimension was above .7. Considering the characteristics of the items, Factor 1 was named “Family support and trust,” and Factor 2 was named “Burdens of caring for the family.”

Each item was calculated as variables, and the average was analyzed. An ANOVA and Duncan's test were conducted based on the results. As shown in <Table 3>, there were significant differences in economic status, health status, and family support and trust in family relationships. Overall, the more positive and active the senior's lifestyle, the higher the average of economic status, health status, family support, and trust, supporting the results of previous studies (Diener & Oishi, 2000; Krause & Borawski-Clark, 1995; Kwon et al., 2012; Park & Kim, 2016). Specific results are outlined below.

**Table 2. Differences in the demographic characteristics by lifestyle group**

Classification		Rational Seniors (n = 116)	Potential Seniors (n = 120)	Slump Seniors (n = 70)	Prime Seniors (n = 94)	$\chi^2$
Age	50s	58 ( 26.7)	73 ( 33.6)	33 ( 15.2)	53 ( 24.4)	4.537
	60s	58 ( 31.7)	47 ( 25.7)	37 ( 20.2)	41 ( 22.4)	
Area of residence	Seoul	69 ( 28.4)	72 ( 29.6)	36 ( 14.8)	66 ( 27.2)	6.187
	Gyeonggi	47 ( 29.9)	48 ( 30.6)	34 ( 21.7)	28 ( 17.8)	
Spouse status	Yes	80 ( 24.7)	103 ( 31.8)	60 ( 18.5)	81 ( 25.0)	15.381**
	No	36 ( 47.4)	17 ( 22.4)	10 ( 13.2)	13 ( 17.1)	
Education level	High school and below	45 ( 36.0)	34 ( 27.2)	29 ( 23.2)	17 ( 13.6)	20.308*
	2-year college	14 ( 31.8)	15 ( 34.1)	7 ( 15.9)	8 ( 18.2)	
	4-year university	45 ( 25.4)	58 ( 32.8)	23 ( 13.0)	51 ( 28.8)	
	Graduate and above	12 ( 22.2)	13 ( 24.1)	11 ( 20.4)	18 ( 33.3)	
Occupation	Housewife	42 ( 25.9)	53 ( 32.7)	34 ( 21.0)	33 ( 20.4)	22.502
	Sellers/service workers	16 ( 47.1)	10 ( 29.4)	6 ( 17.6)	2 ( 5.9)	
	Self-Employed	8 ( 21.6)	9 ( 24.3)	9 ( 24.3)	11 ( 29.7)	
	Office workers/ technical staff/ business management	30 ( 31.9)	27 ( 28.7)	10 ( 10.6)	27 ( 28.7)	
	Professionals	10 ( 20.4)	16 ( 32.7)	8 ( 16.3)	15 ( 30.6)	
	Part-time/freelancers	10 ( 41.7)	5 ( 20.8)	3 ( 12.5)	6 ( 25.0)	
	Less than two million	16 ( 43.2)	7 ( 18.9)	10 ( 27.0)	4 ( 10.8)	
Average monthly income (KRW)	Two million and above, less than three million	19 ( 42.2)	10 ( 22.2)	12 ( 26.7)	4 ( 8.9)	40.300***
	Three million and above, less than four million	23 ( 33.3)	23 ( 33.3)	14 ( 20.3)	9 ( 13.0)	
	Four million and above, less than five million	24 ( 30.4)	26 ( 32.9)	12 ( 15.2)	17 ( 21.5)	
	Five million and above	34 ( 20.0)	54 ( 31.8)	22 ( 12.9)	60 ( 35.3)	
Total		116 (100.0)	120 (100.0)	70 (100.0)	94 (100.0)	

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ **Table 3. Differences in economic status, health status, and family relationships among the lifestyle groups**

Individual characteristics	Mean (S.D.)				$F$
	Rational Seniors (n = 116)	Potential Seniors (n = 120)	Slump Seniors (n = 70)	Prime Seniors (n = 94)	
Economic status	2.70 ( .7) A	3.04 ( .7) B	2.65 ( .7) A	3.27 ( .6) C	18.391***
Health status	2.81 ( .5) A	2.97 ( .4) B	2.82 ( .3) A	3.18 ( .5) C	14.339***
Family support and trust	3.87 ( .6) B	3.85 ( .4) B	3.69 ( .6) A	4.07 ( .6) C	6.500***
Burdens of caring for family	2.95 ( .8)	2.90 ( .7)	2.77 ( .8)	3.05 (1.0)	2.911

\*\*\* $p < .001$ 

Duncan test results (A&lt;B&lt;C)



The results concerning economic and health status, from the highest to the lowest, were as follows: Prime Seniors, Potential Seniors, and Rational Seniors or Slump Seniors. The order of results for family support and trust were: Prime Seniors, Rational Seniors or Potential Seniors, and Slump Seniors. A significant difference was observed between types of seniors regarding the burden of caring for the family. Prime Seniors emerged as the group with the most stable economic status, satisfactory health status, and had high trust and support in family relationships, resulting in a group with a better quality of life. Slump Seniors exhibited unstable economic and health status, and relatively weak family support and trust, resulting in a group estimated to have high levels of anxiety in life. Potential Seniors showed an intermediate level in all items, similar to the differences in demographic characteristics. Rational Seniors showed unsteady economic and health statuses and intermediate level family trust and support—family trust and support may ease difficulties in life. Although there were no significant differences between the groups regarding the burden of caring for a family, all had a generally low average in family support and trust. Considering that the averages of the items “I like taking care of my family even if I sacrifice what I want” and “I wish to be someone who can be helpful to my family” are 3.65 and 4.14, respectively, regardless of lifestyle type, this signals that new seniors may experience burdens in caring for family, but willingly assume the responsibility and sacrifice.

However, previous studies (Gordon, 1978; Kang & Choi, 2016; Kwon et al., 2012; Nye & Berardo, 1973) show that the presence of a spouse is a variable that affects health status, economic status, and family relationships. In this study, significant differences were observed in the spouse, health, and economic status, and family relationships among lifestyle groups. However, in the case of the Slump Seniors, 85.7% were married, and 14.3% were not. Ultimately, spouse status did not have a significant effect on the lifestyles of pre-elderly subjects in their 50s and 60s, especially when they were compared to elderly subjects.

### ***3) Differences in Awareness of Make-up for the Elderly by Lifestyle Group***

The study first analyzed the dimensions of awareness regarding make-up for the elderly by new senior lifestyle groups. The study used factor analysis with 24 items about awareness of make-up for the elderly. After deducing factors with an eigenvalue of at least one, a total of four factors were deduced. Factor 1 was named ‘positive attitude’ as it was consisted of items related to positive attitudes that provide fun, confidence and mental stability from senior makeup (Eigenvalue: 7.734, Total Factor Load: 32.224). Factor 2 was named ‘wasteful attitude’ as it was consisted of items related to the attitude that makeup is wasteful and extravagant for senior makeup (Eigenvalue: 4.437, Total Factor Load: 18.488). Factor 3 was named ‘obligatory attitude’ as it was consisted of items related to the awareness that makeup is social responsibility and manners (Eigenvalue: 2.662, Total Factor Load: 11.092). Factor 4 was named ‘inconsistent in harmony attitude’ as it was consisted of items related to attitudes that seek senior makeup as being unnatural and inharmonious (Eigenvalue: 1.998, Total Factor Load: 8.327). The total explanatory power of the four factors was 70.131%. After conducting a Cronbach's  $\alpha$  test to verify the reliability of the four factors, the  $\alpha$  index of all dimensions was above 0.7, thus confirming reliability.

After conducting an ANOVA and Duncan's test to analyze the differences for lifestyle groups based on the four deduced factors, significant differences were found in positive and obligatory attitudes (Table 4). The highest average was in the Prime Senior group in both positive and obligatory attitudes, and the lowest average was in the Slump Senior group. Meanwhile, Rational Seniors and Potential Seniors showed intermediate level averages in awareness of make-up for the elderly. However, there was no significant difference by the group in the wasteful attitude toward make-up (as there was a low average compared to other attitudes in all groups aside from Slump Seniors). It can therefore be said that new seniors generally had positive attitudes toward make-up for the elderly and felt

**Table 4. Awareness of make-up for the elderly by lifestyle group**

Awareness of make-up for the elderly	Mean (S.D.)				<i>F</i>
	Rational Seniors (n = 116)	Potential Seniors (n = 120)	Slump Seniors (n = 70)	Prime Seniors (n = 94)	
Positive	3.26 ( .6) B	3.20 ( .5) B	2.90 ( .5) C	3.74 ( .5) A	35.400***
Wasteful	2.32 ( .7)	2.36 ( .6)	2.23 ( .6)	2.16 ( .8)	1.744
Obligatory	3.37 ( .8) B	3.24 ( .7) B	2.83 ( .8) C	3.82 ( .8) A	21.966***
Inconsistent in harmony	3.09 ( .8)	3.01 ( .6)	3.04 ( .7)	2.93 ( .9)	0.867

\*\*\**p*<.001

Duncan test results (A&lt;B&lt;C)

that make-up was obligatory as they aged.

### 3. Verification of Lifestyle Types through Segmented Purchasing Behavior Regarding Cosmetics and Differences in Make-up Behavior by Group

This section compares the significance levels in cosmetics purchasing behavior and differences in make-up behavior. By establishing the significant differences in demographic characteristics by lifestyle group as standard variables, the effectiveness of market seg-

mentation by lifestyle group was verified. Prior studies used regression analysis to compare the differences in the segmented market (Kamakura & Novak, 1992; Novak & MacEvoy, 1990). This study considered it more useful to compare the significance probability in the chi-square analysis using measured items of the dependent variables as a nominal scale.

<Table 5> shows the five lifestyle variables indicated in the study, and the variables that showed significant differences among the demographic characteristics include spouse status, education level, occupation, and average monthly income, and items that show the

**Table 5. Segmented purchasing behavior for cosmetics and verification of differences in make-up behavior**

Division		Lifestyle	Spouse status	Education level	Occupation	Average monthly income
Purchase behavior for cosmetics	Visited stores	37.439	11.533	29.785	52.631	73.622**
	Source of information	33.551*	3.082	32.239*	46.751*	30.132
	Average monthly cosmetics purchase	15.381**	4.895	29.335*	18.720	44.953*
	Average monthly basic cosmetics purchase	48.223***	4.398	26.555	30.946	36.105
	Average monthly color cosmetics purchase	40.714***	3.808	40.716***	25.603	16.597
Make-up behavior	Average monthly consumption related to beauty	61.016***	8.402	29.701*	30.835	61.591**
	Experiences of make-up classes	14.498**	.007	5.822	1.040	6.951
	Make-up skills in the past	6.824	.392	.179	.766	4.484
	Make-up skills in the present	14.627**	.781	.870	3.056	10.247
	Duration for daily make-up	15.308*	2.770	2.965	14.793	8.051
	Duration for make-up on special occasions	44.523***	5.709	11.471	9.284	24.162
	Make-up frequency	53.633***	4.948	19.220	26.512	38.511**
	Satisfaction after make-up	24.135***	.017	9.753*	9.898	9.134

\**p*<.05, \*\**p*<.01, \*\*\**p*<.001 in the chi-square analysis

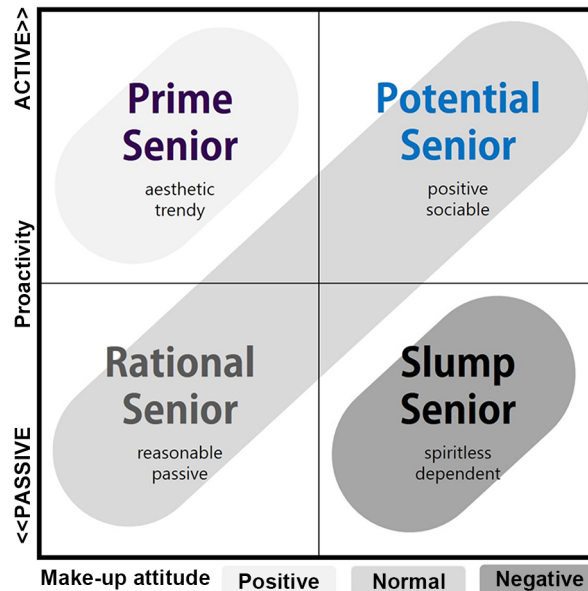


Fig. 2. Type of new seniors by lifestyle.

consumption and use of cosmetics. <Table 5> illustrates that when lifestyle is set as the independent variable, there are significant differences in all items except from visited stores. Make-up behavior also showed significant differences in the lifestyle variable compared to other variables. When lifestyle was set as an independent variable, there were significant differences in all items apart from make-up skills in the past and only one item from education level and average monthly income; there were no significant differences in spouse status or occupation. Therefore, lifestyle is an effective variable for market segmentation in the color cosmetics market for new seniors. The characteristics of the new senior population, reflecting the results of this study, are shown in <Fig. 2>.

## V. Conclusion

As the consumer market focuses on senior citizens, understanding them better can enhance color cosmetics marketing. This study identified the characteristics of new seniors by lifestyle type and segmented the market to suggest effective classification groups for the

color cosmetics market. Four groups of new seniors emerged after this classification: Prime Seniors, Potential Seniors, Rational Seniors, and Slump Seniors. The four groups showed different characteristics and proved that the senior market is not homogeneous but rather heterogeneous and, thus, require segmentation. Besides, lifestyle was established as an extremely effective variable for segmenting new seniors into groups. The comprehensive descriptions of the group characteristics, according to the study findings, are as follows.

### 1. Segment Market 1: Prime Senior

Prime Seniors are active and outgoing, independent, and open-minded types. They prioritize interpersonal relationships and often participate in social gatherings and club activities. Hence, they are most interested in the management of appearance, including body shaping, and engage themselves positively with make-up. They prioritize expressing their uniqueness while synchronizing simultaneously with their group. They are highly interested in useful items and seek value consumption while being helpful to society or the environ-

ment. Compared with the other groups, their education level is generally high, and they have the most stable economic status, as 35.5% have five million KRW and above in average monthly income. Their physical and mental health status is excellent, and they have the highest average level of trust and support in family relationships; therefore, their quality of life is the best among the four groups. They have a strong interest in the management of appearance and are keen on new trends, similar to younger generations. The color cosmetics market should focus the most on this group.

## **2. Segment Market 2: Potential Senior**

Potential Seniors are socially active and prioritize interpersonal relationships more than any of the other three groups. They enjoy participating in various social gatherings and invest their time in leisure activities. They have a moderate interest in appearance and body shape management, have positive attitudes toward make-up for the elderly, and feel that it is mandatory. Although they seek independence, they tend to have conservative values. Useful and efficient consumption is important to them; however, they are not highly interested in novelty, trends, or displaying their uniqueness. Nevertheless, they do not show a high level of synchronism with their group and have a low interest in value consumption. Their proportion of having spouses is the highest among the four groups, at 31.8%, and they have the highest education level after Prime Seniors. Potential Seniors have a lower status in areas other than interpersonal relationships and social activities compared to Prime Seniors, but generally have a stable economic and health status, and high education levels. Their monthly average income falls mostly between three million and five million KRW. Potential Seniors have the highest capacity to become Prime Seniors if they demonstrate a continuous change in make-up awareness and increased interest in trends.

## **3. Segment Market 3: Rational Senior**

Rational Seniors have similar characteristics as Pri-

me Seniors. They seek openness and independent lives, as well as practicality and innovation in consumption tendencies; however, they differ in social activities and interpersonal relationships. They are the most passive in social gatherings or club activities of the four groups and show low-level participation and invest less time in hobbies, cultural or leisure activities. They have less interest in their appearance and body shape management and are generally passive in outdoor activities. However, they feel that make-up for the elderly is mandatory and tend to have a slightly positive attitude toward it. As they have the most significant proportion of high school graduates and below, their average education level is low. A large proportion of Rational Seniors do not have spouses, generally have low monthly income, and have great dissatisfaction with their economic status. They also have poor health and intermediate level family relationships. Although they wish to manage their appearance, they can have high barriers to make-up exposure due to economic or physical difficulties. As Rational Seniors comprise a high proportion (29.0%) of the new seniors, free make-up education or low-price marketing may improve their accessibility to color cosmetics, and thus, their transition into a highly marketable target group.

## **4. Segment Market 4: Slump Senior**

Slump Seniors are below average in all areas. Although they have a slightly higher average in interpersonal relationships compared to Rational Seniors, this group has the most passive and inactive lifestyle. They have a negative attitude toward make-up for the elderly and feel it is unnecessary. Although their education level is intermediate, they have the lowest scores in economic status, health status, and family relationships; they are the most lethargic and dependent and have the lowest quality of life out of the four groups. Slump Seniors are the most difficult to reach in the color cosmetics market. Their low average emotional health may indicate high psychological anxiety expressed as depression and low self-esteem. An effort should be made to help them realize its importance to bring them into

the color cosmetics market. This group could benefit from campaigns aimed at recognizing the psychological effects of make-up and improving make-up awareness, as well as long-term efforts such as make-up therapy centers.

In summary, this study segmented the color cosmetics market by lifestyle and verified the effectiveness of the segmentation. The academic implications of this study are as follows. First, the results of this study verified that the elderly market has great untapped potential because currently, little attention is paid to it in the cosmetics industry. Despite the rapid aging of this consumer base, it can prove to be a valuable market to focus on. Second, this study also has academic value as it analyzed the characteristics of each segment based on a variety of factors, including demography, economic strata, health status, familial relations, and awareness and receptivity towards make up. These variables reflect social as well as personal characteristics, painting a thorough picture of the elderly market. It has academic significance in that it maximizes the difference between style groups. Finally, in this study, it was confirmed that the lifestyle variable is a very useful variable in revealing difference of makeup behavior. Despite the fact that makeup behavior is very closely related to consumer's life, previous studies typically are used only basic variables such as age and gender. Therefore the results of this study will provide good inspiration for follow-up studies.

Next, the practical implications of this study is as follows. The individual characteristics based on the lifestyle dimensions of the four new senior groups presented in this study will greatly assist in promoting the relevant brands and establishing the appropriate strategies for companies targeting the elderly. The difference in perception of makeup by each segment will be especially useful data for promoting and marketing color cosmetic brands. Although the sample of participants analyzed in this study was restricted to particular areas, thereby limiting the generalizability of the results, the findings provide a novel way of considering new seniors and the beauty and fashion-related industries. Further research should be conducted, building

upon the segmentation developed in this study, to understand the cosmetic purchasing behavior of each group of new seniors for developing specific targeting strategies for each.

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