

A Study on Women's Preference for the Use of the Esthetic Shop and the Satisfaction Level of Skin Beauty Home Care

Hyeon-Suk Kim

Division of Beauty Design, Wonkwang University

여성의 피부 관리실 이용 선호도 및 피부 미용 홈 케어 만족도 조사 연구

김현숙

원광대학교 뷰티디자인학부

Abstract This study includes online and offline surveys of 255 people conducted from March 11-29, 2021, into women's preferences in esthetic shops, and examines their level of satisfaction with skin and beauty home care. The collected data were analyzed using SPSS 25.0 to obtain technical statistics such as Cronbach's α and a frequency analysis, and applied a chi-square test and one-way ANOVA. According to the results on preferences in esthetic shops, the largest number of respondents (56.1%) said they use professional esthetic shops, but those in their 20s and office workers (57.1%) preferred dermatology clinics. When choosing esthetic shops, the importance of employee skill (skilled, trendy) was high (38.8%), and in skin care, the importance of knowing basic cosmetics use ($M=4.47$), such as cleansing and functional cosmetics ($M=4.20$), was very high. According to results on the current status of home care for skin beauty, other factors of highest importance ($M=4.50$) were in terms of marriage, being a university graduate ($M=3.84$), and experience in a service job ($M=4.06$). As a result, there is a need to develop programs not only specializing in skin beauty but also combining professional esthetic shops and home care.

요약 본 연구는 여성의 피부 관리실 이용 선호도 및 피부미용 홈 케어 만족도 조사 연구를 목적으로 2021년 3월 11일-3월 29일 까지 255명을 대상으로 온라인과 오프라인을 이용하여 설문 조사를 실시하였다. 수집된 자료는 SPSS 25.0 를 이용하여 Cronbach's α , Frequency Analysis, chi-square test, 기술 통계, One way Anova로 분석하였다. 조사 결과 피부 관리실 이용 선호도에서 전문 피부 관리실을 이용한다고 답한 응답자(56.1%)가 가장 많았으나 20대와 사무직(57.1%)은 피부과 병원을 선호하는 것으로 나타났다. 피부 관리실 선택 시 고려사항으로는 직원들의 기술(숙련, 유행)에 대한 항목이 38.8%로 높게 나타났으며 피부 관리 행태에서 클렌징 등 기초 화장품($M=4.47$)과 기능성 화장품($M=4.20$) 사용이 매우 높은 것으로 나타났다. 피부미용 홈 케어 현황을 살펴보면 결혼여부는 기타($M=4.50$)가 가장 높았고, 학력별로는 대졸($M=3.84$)이, 직업별로는 Service Job($M=4.06$)이 가장 높게 나타나고 있으므로 이에 따른 피부미용 전문 프로그램 개발 및 피부 관리실과 홈 케어를 병행할 수 있는 프로그램 개발에 대한 필요성이 높은 것으로 나타났다.

Keywords : Skin Beauty, Skin Care Shop, Home Care, Esthetic Shop, Functional Cosmetics

*Corresponding Author : Hyeon-Suk Kim(Wonkwang Univ.)

email: kkenns@naver.com

Received April 6, 2021

Accepted May 7, 2021

Revised May 4, 2021

Published May 31, 2021

1. Introduction

In Korea, the level of consumption has improved along with economic growth, and women's active entry into society has led to women's direct management of their health and beauty. In particular, as interest in skin beauty increases, the need for home care as well as management through professional esthetic shops is increasing.

According to the results of previous studies, skin care techniques have changed and grown over the past 20 years since it was systematically introduced in Korea, and skin care, which was only performed in the professional esthetic shops, has spread to cosmetics companies and medical areas. It is also reported that the overseas expansion of skin care market is becoming more active and competitive, and this situation is causing many changes in the domestic market also[1].

In the early mid-1990s, esthetic cosmetics began to be imported, skin care, which was exclusively for the upper class, gradually spread to the middle class, and popularization began in the late 1990s when cosmetics imports were opened[2]. In addition, recently more and more people are saving time and cost by simply using home care to take care of their skin[3].

This change in the skin beauty market is actively changing depending on consumers' perception and preference for skin care, and is also based on scientific knowledge of skin. The area of skin care can be managed in a subdivision into administrative, decorative, psychological, and medical areas. Skin care involves not just managing the appearance of the skin, but also identifying and managing diet and lifestyle so that the causes of skin problems can be analyzed and symptoms can be improved[4].

The skin is a tissue that accepts and responds to all stimuli from the outside and has an important function to protect the body from light, physical irritation, germs, chemical

irritation, temperature, etc., so systematic skin care is needed to maintain normal function[5].

Human skin in their 20s is healthy and beautiful, but skin function decreases starting at the age of 25, when the body stops growing and aging begins. Skin in their 30s is likely to slow down their physiological function and turn into dry skin, and skin in their 40s needs care to prevent dryness and aging as they begin to age and menopause[6].

Currently, the importance of skin care is growing, and many prior studies are being conducted to contribute to the improvement of the quality of the skin beauty industry and the revitalization of the esthetic shops. During the current COVID-19 period, research on the development of programs combining both professional esthetic shops and home care should be conducted as social risks increase, consumer sentiment and behavior are negatively affected[7], and women's non-face-to-face consuming culture are widespread[8].

The purpose of this research on Women's Preference for the Use of the Esthetic Shop and the Satisfaction Level of Skin Beauty Home Care is to provide basic data to improve the service of the skin care esthetic shop so that the skin care industry can be activated by developing a program that allows both skin care and home care in times of difficulty in face-to-face skin care.

2. Research method

2.1 Research Object

For the research on the satisfaction survey of adult women's skin care and esthetic shops, 258 women in their 20s to 50s were surveyed online through using the Naver Office Form and questionnaires without deciding their region from March 11 to March 29, 2021. Of the 258 collected questionnaires, 255 were used for the study, excluding the three inappropriate ones for use.

2.2 Research Method

This study produced and used questionnaires to investigate Women's Preference for the Use of the Esthetic Shop and the Satisfaction Level of Skin Beauty Home Care. The questionnaire was prepared based on prior researches of M. J. Kim [9], H. W. Lee [10], J. Y. Park [11], I. O. Kim [12], S. K. Jeong [13], D. YU [14] and was modified and supplemented according to the purpose of the study including items of general characteristics, preference for using the esthetic shops, skin care behavior, skin care information acquisition path, and satisfaction with home care for skin beauty.

In addition, the reliability was determined by the Cronbach's α value of Internal Consistency Reliability as a way to assess whether measurements were made with a measurement tool suitable for the purpose of the study[15]. It is known to be reliable when the value of Cronbach's α value is greater than 0.6 and the items used in this study consist of nominal and equilateral scales. And the Likert 5-point scale consisted of 'not at all' (1 point), 'not' (2 point), 'normal' (3 point), 'yes' (4 point), and 'very yes' (5 point). The Cronbach's α value for skin care behavior was 0.781, the Cronbach's α value for skin care use status was 0.860, and the Cronbach's α value for home care satisfaction was 0.799, and internal consistency was obtained.

2.3 Data Analysis

The data collected in this study were analyzed using the statistical package for the social science (SPSS) WIN 25.0 program. Frequency Analysis was conducted to determine the mean and standard deviation of the general characteristic survey of the study subjects. In addition, data were analyzed through technical statistics, Cronbach's α , χ^2 (Chi-square) and one-way ANOVA to determine general characteristics, preference for using the esthetic shops, skin care behavior, skin care information

acquisition path, and satisfaction with home care for skin beauty, and validation was performed at significant level $p < 0.05$.

3. Results and Considerations

3.1 General Characteristics

The general characteristics of the subjects in this study are shown in <Table 1>. Among 255 women in the study, 110 (43.1%) were in their 40s by age, followed by 70 (27.5%) in their 20s, 49 (19.2%) in their 30s, and 26 (10.2%) in their 50s. By academic background, University graduation was the highest with 33.7%, followed by high school with 25.1%, college with 23.1%, and graduate school with 16.5%. By occupation, 25.9% of service workers were the most, followed by 23.1% of specialized job, 16.5% of students and office workers, 14.1% of housewives, and others 3.9%. By Income, the highest monthly income of 2 million won to 3 million won was 44.3 percent.

Table 1. General characteristics of respondents (N=255)

Category	Classification	N	%
Marriage Status	Single	103	40.4
	Married	144	56.5
	Others	8	3.1
Age	20s	70	27.5
	30s	49	19.2
	40s	110	43.1
	50s	26	10.2
Academic Background	High School	64	25.1
	College	59	23.1
	University	86	33.7
	Graduate School	42	16.5
	Others	4	1.6
Occupation	Specialized Job	59	23.1
	Office Job	42	16.5
	Service Job	66	25.9
	Student	42	16.5
	Housewife	36	14.1
	Others	10	3.9
Monthly average income(won)	Less than 1 million	90	35.3
	1 million ~ 2 million	18	7.1
	2 million ~ 3 million	113	44.3
	3 million ~ 4 million	6	2.4
	More than 4 million	28	11.0
Total		255	100.0

3.2 Preference for using the esthetic shops

3.2.1 Preference for use of skin care facilities

In this study, the types of facilities used for skin care was first investigated to find out the

Table 2. Comparison of use of skin care facilities (N=255)

Category	Classification	Professional Esthetic Shop	Clinic (Dermatology)	Hospital (plastic surgery)	Total	X ² (df)	p
Marriage Status	Single	51 (49.5)	52 (50.5)	0 (0.0)	103 (40.4)	7.621 (4)	.106
	Married	88 (61.1)	52 (36.1)	4 (2.8)	144 (56.5)		
	Others	4 (50.0)	4 (50.0)	0 (0.0)	8 (3.1)		
Age	20s	30 (42.9)	40 (57.1)	0 (0.0)	70 (27.5)	18.053 (6)	.006**
	30s	31 (63.3)	18 (36.7)	0 (0.0)	49 (19.2)		
	40s	64 (58.2)	44 (40.0)	2 (1.8)	110 (43.1)		
	50s	18 (69.2)	6 (23.1)	2 (7.7)	26 (10.2)		
	Others	30 (46.9)	34 (53.1)	0 (0.0)	64 (25.1)		
Academic Background	School	35 (59.3)	22 (37.3)	2 (3.4)	59 (23.1)	41.262 (8)	.000***
	College	64 (74.4)	20 (23.3)	2 (2.3)	86 (33.7)		
	University	10 (23.8)	32 (76.2)	0 (0.0)	42 (16.5)		
	Graduate School	4 (100.0)	0 (0.0)	0 (0.0)	4 (1.6)		
	Others	30 (46.9)	34 (53.1)	0 (0.0)	64 (25.1)		
Occupation	Specialized Job	16 (38.1)	24 (57.1)	2 (4.8)	42 (16.5)	22.170 (10)	.014*
	Office Job	36 (54.5)	30 (45.5)	0 (0.0)	66 (25.9)		
	Service Job	26 (61.9)	16 (38.1)	0 (0.0)	42 (16.5)		
	Student	26 (72.2)	8 (22.2)	2 (5.6)	36 (14.1)		
	Housewife	8 (80.0)	2 (20.0)	0 (0.0)	10 (3.9)		
	Others	46 (51.1)	42 (46.7)	2 (2.2)	90 (35.3)		
Monthly average income (won)	Less than 1 million	8 (44.4)	10 (55.6)	0 (0.0)	18 (7.1)	8.513 (8)	.385
	1 million~2 million	73 (64.6)	38 (33.6)	2 (1.8)	113 (43.3)		
	2 million~3 million	2 (33.3)	4 (66.7)	0 (0.0)	6 (2.4)		
	3 million~4 million	14 (50.0)	14 (50.0)	0 (0.0)	28 (11.0)		
	4 million~5 million	143 (56.1)	108 (42.4)	4 (1.6)	255 (100.0)		
	More than 5 million						
Total		143 (56.1)	108 (42.4)	4 (1.6)	255 (100.0)		

*p<.05, **p<.01, ***p<.001

status of use of the esthetic shops. 56.1% of the respondents said they use professional esthetic shops for skin care, followed by hospitals (dermatology) with 42.4% and hospitals (plastic surgery) with 1.6%. According to the marriage status, 50.5% of single people use hospitals (dermatology), while 61.1% of married women use professional esthetic shops.($\chi^2=7.621, p<.106$).

By age, 57.1% of 20s used hospitals (dermatology), while those in their 30s to 50s use professional esthetic shops, indicating that there is a significant difference due to the high use of esthetic shops as the age increases.($\chi^2=18.053, p<.006$). By Academic Background, University and Others used esthetic shops, Graduate School used hospitals, and also there was a significant difference.($\chi^2=41.262, p<.000$). By Occupation, 72.2% of housewives use professional esthetic shops, and 57.1% of office jobs use hospitals(dermatology), which show significant differences.($\chi^2=22.170, p<.014$). By income, 64.6% of 2 million won to 3 million won used professional esthetic shops, 66.7% of 3 million won to 4 million won used hospitals(dermatology), but there was no significant difference.($\chi^2=8.513, p<.385$).

3.2.2 Considerations and Improvements for Esthetic Shops

When choosing an esthetic shop, employees' skills (skilled, trendy, etc) were the highest at 38.8%, followed by reasonable service charges at 21.2%. This was consistent with the results of a motivation survey in which users chose the esthetic shops in the preceding study, 'The technology and expertise of the esthetic shops' was the highest with 4.02 points[16].

According to the results of the improvements required by the esthetic shops, 38.4% of the respondents said hygiene, and 29.0% of the respondents said low cost.

Table 3. Considerations and Improvements for Esthetic Shops

		(N=255)	
Category	Classification	N	%
Considerations for choosing esthetic shops	Kindness, Service of the Employees	14	5.5
	Skills(Skilled, Trendy) of the Employees	99	38.8
	Cleanness of the Shops	44	17.3
	Reasonable Service Charge	54	21.2
	Cosmetics used in the shops	44	17.3
Improvements for esthetic shops	Reasonable Service Charge	74	29.0
	Quality of Devices	41	16.1
	More Use of Devices	10	3.9
	Better Service	32	12.5
	Hygiene of the Shops	98	38.4
Total		255	100.0

3.3 Skin Care Behavior

To find out more specific skin care behaviors of respondents, the survey was written on a five-point scale of 1 (not at all), 3 (normal), and 5 (very yes). Looking at the results, there was very positive answer to the items ‘Must use basic cosmetics after washing the face with cleansing products(M=4.47)’ and ‘Use functional cosmetics(M=4.20)’ and also answered positively in the items ‘Use packs and masks periodically

Table 4. Skin care behavior and usage status of facilities

		(N=255)		
Questions	N	Mean	SD	
Skin Care Behavior	Whether to use basic cosmetics after cleansing	255	4.47	.812
	Whether to use of functional cosmetics	255	4.20	1.021
	Whether to use of skin beauty pack & mask	255	3.54	1.139
Skin Care Usage Status	Whether there is inconvenience in using the esthetic shops because of COVID-19	255	3.39	1.535
	Whether to use esthetic shops to care the skin troubles	255	3.59	1.469
	Whether to use of specialized hospitals to care the skin troubles	255	3.99	1.250

(M=3.54)’. It can also be seen that items such as ‘whether there is inconvenience in using the esthetic shops because of COVID-19(M=3.39)’, ‘use esthetic shops to care the skin troubles(M=3.59)’ and ‘use of dermatology or specialized hospitals(M=3.99)’ are indicating more than normal.

3.4 Information Acquisition Path

According to the data on the information acquisition path for skin care of respondents, Internet use was the highest at 74.1%, and 21.2% of respondents used SNS. As people who affect skin care, 54.1% of the respondents said beauty-related workers or experts, followed by friends or colleagues. This is a somewhat different result from the previous study[17] in which 69.9% obtained information about the skin care room through the suggestion or recommendation of an acquaintance, and 17.9% of the Internet.

Table 5. Information Acquisition Path (N=255)

		(N=255)	
Sortation	Selection	N	%
Information Acquisition Path	Internet (cafes, blogs, etc.)	189	74.1
	SNS (Facebook, Instagram, Kakao Story, etc.)	54	21.2
	TV commercials	4	1.6
	magazine and newspaper advertisings	2	.8
	Application (Glowpick, etc.)	6	2.4
Influential factor	friends or colleagues	83	32.5
	families	6	2.4
	Beauty workers or experts	138	54.1
	celebrities	4	1.6
	past experiences	12	4.7
Others		12	4.7
Total		255	100.0

3.5 Home Care Satisfaction for Skin Beauty

3.5.1 Status of Home Care for Skin Beauty

An important factor affecting skin condition is healthy and proper lifestyle, and the knowledge and information needed for proper care is also

required to be provided through education[18]. And it is important for skin health to practice the proper and right living routine through home care. According to the status of home care for the respondents in <Table 6>, others(M=4.50) were the highest in terms of marriage status and married(M=3.10) were the lowest.(F=30.26, $p<.000$). By age, 30s (M=3.69) had the highest usage rate and decreased as the age increased, resulting in significant results.(F=8.789, $p<.000$). University graduates(M=3.84) by academic background, Service Jobs(M=4.06) by occupation, and 3 million won to 4 million won(M=4.00) by monthly average income were the highest, with significant results.

A previous study also found that women needed more home care when they didn't have time to go for skin care when they wanted to get

Table 6. Status of Home Care (N=255)

Category	Classification	N	Mean	SD	F	p
Marriage Status	Single	103	3.99	1.184	30.266	.000***
	Married	144	3.10	.787		
	Others	8	4.50	.535		
Age	20s	70	3.54	1.188	8.789	.000***
	30s	49	3.69	.983		
	40s	110	3.62	.977		
	50s	26	2.54	.761		
	Total	255	3.50	1.068		
Academic Background	High School	64	3.28	1.076	4.189	.003**
	College	59	3.51	.972		
	University	86	3.84	1.235		
	Graduate School	42	3.14	.354		
	Others	4	3.50	1.732		
Occupation	Specialized Job	59	3.75	1.076	13.473	.000***
	Office Job	42	2.67	.570		
	Service Job	66	4.06	.975		
	Student	42	3.43	1.151		
	Housewife	36	3.06	.860		
	Others	10	3.80	.789		
Monthly average income (won)	Less than 1 million	90	3.56	1.029	2.471	.045*
	1 million~2 million	18	3.00	.840		
	2 million~3 million	113	3.60	1.106		
	3 million~4 million	6	4.00	.000		
	More than 4 million	28	3.14	1.145		
Total	Total	255	3.50	1.068		

* $p<.05$, ** $p<.01$, *** $p<.001$

skin care[19]. As with the results of <Table 7>, cleansing 47.1% was the highest among the opinions women considered important in home care, followed by cosmetics with 25.9%. It was the highest with 60.0% professionalism and 17.3% cosmetics in terms of the lacking items in home care, and 52.5% spent for less than 30 minutes and 38.8% for 30 minutes to 1 hour for home care.

Table 7. Important factors, Lacking Items and Spent Time for Home Care (N=255)

Category	Classification	N	%
Important factors for home care	Cleansing	120	47.1
	Manual Technic(Massage)	4	1.6
	Mask, Pack	36	14.1
	Beauty Equipment	29	11.4
	Cosmetics	66	25.9
Lacking items in Home Care	professionalism	153	60.0
	massage techniques	18	7.1
	Services	2	.8
	Facilities (Devices)	38	14.9
	Cosmetics	44	17.3
Time Spent for Home Care	Less than 30 min.	134	52.5
	30 min.-1 hour	99	38.8
	1 hour-1 hour 30min.	6	2.4
	1 hour 30 min.- 2 hours	12	4.7
	Others	4	1.6
Total	Total	255	100.0

3.5.2 Analysis of Satisfaction with Home Care for Skin Beauty

In order to find out the satisfaction level of home care for respondents, a survey of home care (M=3.50) was conducted first as shown in <Table 8>. Both 'Home Care Implementation (M=3.50)' and 'Home Care Satisfaction (M=3.58)' showed positive results, and especially quite high responses for 'Professional Skin Beauty Home Care Program (M=4.00)' and 'Both Professional Esthetic Shop and Home Care (M=4.26)'.

Table 8. Home Care Interest and Satisfaction for Skin Beauty (N=255)

Questions	N	Mean	SD
Home Care Implementation	255	3.50	1.068
Home Care Satisfaction	255	3.58	.809
Interests on Professional Skin Beauty Home Care Program	255	4.00	1.074
Interests on the development of programs combining the Professional Esthetic Shop and Home Care	255	4.26	.908

4. Conclusion

A summary of the results of the study on Women's Preference for the Use of the Esthetic Shop and the Satisfaction Level of Skin Beauty Home Care is as follows.

First, the results of the survey on preference for using the esthetic shops showed that single women in their 20s and office workers prefer dermatology clinics, although the most respondents said they use the professional esthetic shops. When choosing a skin care center, employees' skills (skilled, trendy) are most considered, and improvements needed items are found to be hygienic in the esthetic shops most, reflecting the social situation caused by COVID-19.

Second, after looking at skin care behavior, the use of basic and functional cosmetics such as cleansing was very high, and the use of mask and packs was higher than normal. The information acquisition path for skin care was the highest on the Internet, and it was found to be affected by beauty-related workers or experts' opinions.

Third, looking at the status of home care for skin beauty, others was the highest in terms of marriage, and University Graduate by academic backgrounds, Service Job by occupation showed the highest value. Satisfaction level of home care for skin care was more than normal, and interests in professional home care programs and in the development of programs that combine

professional esthetic shops and home care were very high.

According to the results of this study, especially at a time when face-to-face skin care is difficult, it is shown that women's preference for using the professional esthetic shops is still high but also shown that women's home care for skin beauty is actively carried out, and there is a high interest in the development of professional skin care programs that can combine esthetic shop care and home care. The results from this research can first be presented as a way to revitalize the skin beauty industry, and further research on the development of specific programs is expected to be required. In addition, it is predicted that the development of various skin care programs in the future will be helpful for customer management as a beauty service system in a changing era.

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Hyeon-Suk Kim

[Regular member]



- Feb. 2021 : Graduate School of Wonkwang Univ., Dep. of Beauty Design, Ph. D.
- Mar. 2020 ~ Present : Lecturer, Division of Wonkwang Univ.

<Research Interests>

Skin Beauty, Esthetic Theory, Aroma Therapy