メイク업관심도에 따른 비비크림소비특성에 관한 조사

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Make-up due to Interest on the Characteristics of BB Cream Consumption Survey

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목차

Abstract
국문초록
I. 서론
   I.1. 연구의 목적 및 필요성
   I.2. 연구문제
II. 이론적 배경
   II.1. 비비크림
   II.2. 뷰티트렌드와 메이크업관심도
   II.3. 화장품 구매행동과 소비성향
III. 연구방법 및 절차
   III. 1. 연구대상 및 자료수집
   III. 2. 측정도구
   III. 3. 자료 분석
IV. 연구결과 및 논의
   IV.1. 연구대상자의 일반적 특성
   IV.2. 피부인지도
   IV.3. 메이크업 관심도
   IV.4. 메이크업관심도에 따른 비비크림의 인지도와 분류
   IV.5. 메이크업관심도에 따른 비비크림의 사용실태와 소비특성
   IV.6. 메이크업관심도에 따른 비비크림의 구매행동
V. 결론
Reference
Endnote

Abstract

Because of be said to is being the Blemish Balm, the BB cream was the product which is made in order to calm down and protect the skin receiving impetus on after the skin surgical operation including the peeling or filling, and etc. However, while the various function including the complexion correction, anti-ultraviolet, and etc. was merged since the face and spirit makeup which it seems to be young became the topic, it was gradually generalized.

In many consumption and new product in floods, since the cause for the skin trouble is expected due to the information delivery which is wrong that BBcream is the actual condition without the formal standard classified in the classification of the cosmetics and the consumer as to this, chooses the exact choice, the necessity to the object of this research checks the BB cream is raised. The skin recognition according to this tries to be helpful to the cosmetics development direction guidance efficient, basic data and research based on the research that it looks into the recognition of the BB cream according to the makeup concern degree and makeup concern degree and BB cream propensity to consume.

The method of study looks into the demographic characteristic of the research subject and analyze about the BB cream consumption characteristic whether it is the makeup concern degree and BB cream according to the makeup concern degree whether it is the skin or not or not.

The data acquisition selected against the 20-50th adult which lives in Seoul and Kyonggi area by using the library research and statistics and preceding essay and extra data and the investigation period used the questionnaire method from June 3rd in 2011 until 17th.

Directly the researcher collected. And collected analysis of data were verified in the significance level 5% through data coding and data cleaning. And by using the statistic processing SPSS WIN 18.0 program, they analyze.

First, whether it was the general characteristic of the research subject and skin or not carried out the reliability inspection of each item about the BB cream reality of usage and BB cream purchase and determined the reliability of the between inquiry as the coefficient of the Cronbach’s with the frequency analysis and second in order to look into the makeup characteristic. Third, the makeup concern degree performed the descriptive statistical analysis. It was the BB cream according to the makeup concern degree, even whether it approved the meaningful difference with the fourth through the multiple range test of ($\chi^2$) and one-way ANOVA of variance and Scheffe in the $p<.05$ in order to look into the reality of usage and difference of the purchasing behavior.

In short, it is the research result equal to the next. First, the response rate of 20 and 30 was high for the demographic characteristic. The sex had a lot of the woman. It was the most abundant as the cost expended on the monthly average