Effects of Haircare Products’ Purchasing Tendencies and Perceptions on the Confidence Building with Hairdressers

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Abstract

This study, with the subjects of customers visiting hair salon in Seoul and metropolitan area, is intended to look into the effects of haircare products’ purchasing tendencies and perceptions on the confidence building with the hairdressers, to provide the customers with more effective service and satisfaction. Further, it is meaningful to provide the basic materials that can increase sales revenue of the cosmetic product.

The data was collected from the hair salon customers, and the final 918 copies of questionnaires following preliminary investigation were processed by SPSS 20.0 with the following findings.

First, the subjects’ demographic features showed the educational backgrounds of college students or graduates, the average monthly income of 1 million to 3 million Won, the women in their 20s to 30s, and the subjects occupations indicated mostly those of service and office workers. Second, the haircare products’ purchasing tendencies were seven, the preferences for haircare products’ perceptions were three, and the confidence building was a single factor. Third, as to the effects of haircare products’ purchasing tendencies on confidence building, the higher the purchasing tendency in loyalty, brand pursuit, impulse, convenience orientation, and conformity, the higher the confidence building for satisfaction and recommendation intent, which is in the positive relation, with the lowering negative relation found in the fashion following type. The higher the purchasing tendency in loyalty, brand pursuit, confidence orientation, impulse, and conformity, the higher the confidence building for revisit intent, which is in the positive relation, with the lowering negative relation found in the fashion following type. Fourth, as to the effects of haircare products’ perceptions on confidence building, the higher the perception in hair salon product preference the higher the confidence building for satisfaction, which is in the positive relation, and the higher the perception in hair salon product and VIP product preferences, the higher the confidence building for revisit and recommendation intents, which is in the positive relation, with the lowering negative relation found in the market product preference.

The study confirmed that the haircare products’ purchasing tendencies and perceptions have significant effects on confidence building. The high confidence building among customers and hairdressers would improve the customer’s loyalty and satisfaction for the products sold at hair salons, with the expected profit creation for the service providers. Thus, hairdressers should carefully analyze and understand the customers’ lifestyles, and they should pay attention to more effective customer management and hair salon marketing by acquiring balanced consulting skills and participating in the related programs.

Additionally, a follow-up study which is applying more various parameters such as product experience marketing, blind test for a hair salon promotion and preference survey of products is expected to be conducted.