Study on purchase behavior and satisfaction of Chinese tourists who buy Korean hair cosmetics in Myeong-dong
- Targeting women at 20s and 40s -

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Abstract
In China, the phenomenon called ‘Korean Wave’ has boosted the interest in Korean pop culture, such as TV drama, music and films, and even in the general culture and society. As Korean singers, movie actors and talents become popular beyond acceptance of public culture, those who learn Korean, buy Korean products and visit Korea have emerged. Especially, most Chinese women have used Korean hair cosmetics and the interests in Korean hair cosmetics are increasing, since cosmetic companies entered China early due to Korean wave. Thus, the status of purchase of Korean hair cosmetics is growing day by day in China.

In particular, since the environment is established to buy hair cosmetics easily in Myeong-dong which is one of the shopping tourism special districts, many Chinese tourists are crowded there. Based on such phenomenon, this study explored the differences in perceptions towards ‘Korean Wave’ among Chinese tourists who purchased Korean hair cosmetics in Myeong-dong, and analyzed the factors that largely determine the interest in Korean hair cosmetics and their purchase behavior. Therefore, this study is aimed at contributing to the development of hair cosmetics products and the market amid Korean Wave.

As the research methods, 100 answered questionnaires were collected with target of Chinese tourists at 20s and 40s who purchased Korean hair cosmetics in Myeong-dong once 120 questionnaires were distributed. In-depth analysis was conducted and final research data were used.

It was confirmed that Korean fever positively affected the Chinese tourists’ purchase behavior and satisfaction of hair cosmetics, and the interests in Korean hair cosmetics at 20s were higher than at 40s. People at 20s had higher awareness, satisfaction and intention of repurchase of hair cosmetics compared rather than people at 40s.

The research confirmed that Chinese tourists are very interested in Korean hair cosmetics as the pop music craze has led to the general Korean Wave, and differences in such perceptions have led to significant differences in the product purchase behavior.

Key Words: hair cosmetic product, Chinese tourist, Buying behavior, Satisfaction

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I. Introduction

‘Korean wave’ is being spread out in Asian countries including China close to Korea as well as other countries.

As overall cultural elements such as Korean pop song, drama, movies, food and fashion become popular due to this ‘Korean Wave’ phenomenon, Korean stars are emerging and many Asian women who wish to look like them are getting more interested in the beauty and cosmetics in Korea.

This implies that many tourists come to Korea with purpose of beauty and cosmetics, and the beauty industry and cosmetic medicine reach the world-class level in Korea.

In particular, since shopping malls for cosmetics are concentrated in Myeong-dong, it has been highlighted as a tourist route. As the kind of hair cosmetics as well as facial cosmetics are diverse, Korea hair cosmetics industry actively releases the hair products which make hairstyle and represent personality as well as hair cleaning agent being used the most frequently.¹ Since hair cosmetics have been steadily growing and the proportion in the entire industry is being increased, it is clear that hair cosmetics industry is affected by Korean wave and it remains as the homework to know what to do in the future in order to continue to grow it. It is pointed out that it cannot be determined easily since the influence of Korean wave is not transient flow but political and economical flow.² According to Choi, Yujeong (2011)³, results of survey of recognition of Korean cosmetics showed that the product with high quality had high recognition. According to Gyeong, Sanghaeng (2011)⁴, it was concluded that the image gave a good recognition of Korean cosmetics due to Korean wave. In addition, Kang, Cheolkeun (2005)⁵ claimed that Korean wave made many contributions to increase affinity and attractiveness for Korea.

Likewise, hair cosmetics are highly likely to be developed in addition to facial cosmetics in light of increase of recognition and continuous development of cosmetics.

Fever of Korean wave became the opportunity to enhance the image and strengthen the competitiveness of Korean hair cosmetics. Many studies on fields affected by Korean wave have been conducted, but these fields mostly included fashion, tourism and media. Since the study on hair products industry is still lacked, we would like to investigate the purchase behavior and satisfaction of hair cosmetics at the time when Chinese tourists’ purchase behavior of hair cosmetics is growing. In addition, we would like to promote the hair products industry development through the study on recognition and satisfaction of hair cosmetics in addition to Chinese market.

II. Theoretical background

1. Background of Korean wave

For the process of development of Korean wave, as Korean pop song is popular in China in the beginning, it is expanded to Korean general culture including drama, film, fashion and food in China and other Asian countries. The category has gradually been expanded. Among them, the most representative and general Korean wave is Korean drama.⁶ Korean drama has affected fashion and beauty very much.

Korean wave is the neologism which began to use as increasing popularity of Korean culture such as Korean drama, pop song, fashion and