A Study on the Purchase Status and Behavior of Cosmetics Using SNS of Men in their 20s

Seong-Hyeon SHIN[1], Jae-Seong LEE[2], Young-Hun GWAK[3], Young-Jin SO[4]

1. First Author   Student, Dept. of Beauty & Cosmetic Science. Science College of Bio Convergence, Eulji University, Korea. Email: slsldnjfem@naver.com

2. Second Author   Student, Dept. of Beauty & Cosmetic Science. Science College of Bio Convergence, Eulji University, Korea. Email: ljs980325@naver.com

3. Third Author   Student, Dept. of Beauty & Cosmetic Science. Science College of Bio Convergence, Eulji University, Korea. Email: highfol@naver.com

4. Corresponding Author   Professor, Dept. of Beauty & Cosmetic Science. Science College of Bio Convergence, Eulji University, Korea. Email: yjso@eulji.ac.kr

Abstract

Purpose: This study was conducted to examine the structural relationships among mothers' parenting practices, child's self-esteem, and child's well-being and to explore the mediating effects of mothers' parenting practices on child's well-being through child's self-esteem. **Research design, data, and methodology**: Data from the 10th and 13th waves of the Korean Child Study Panel were used for the study, and data from 1,213 mothers and child were analyzed using SPSS 28.0 and the R statistical program. **Results**: First, in the relationship between the mother's parenting practices, the child's self-esteem, and well-being, the mother's authoritative parenting practices were positively correlated with the child's self-esteem and well-being. Second, the mother's authoritative parenting practices in preschool directly influenced the child's self-esteem in late school, and the child's self-esteem directly influenced the child's well-being. Third, mothers' authoritative parenting practices in the preschool years had a static effect on child's Well-being through the mediation of child's Self-Esteem in the late school years. The direct mediation effect of the Child's Self-Esteem was confirmed. **Conclusions**: To promote child's Well-being, mothers should adopt authoritative parenting practices with affection and control and try to improve child's self-esteem. In addition, programs that focus on improving child's self-esteem can be expected to enhance school-aged child's well-being.

Keywords : Self-Esteem, Well-Being, Parenting Practice

JEL Classification Code: I10, I31, J13

1. Introduction

Recently, as men's interest in appearance management has increased, the number of active men in appearance management behavior is increasing. In addition, men are emerging as important consumption leaders in fashion and

beauty-related companies, along with the perception that men's appearance is important competitiveness (Lee, 2018). As men's appearance is recognized as important, the male cosmetics market is also gradually increasing in size. According to market research firm Euro monitor, the market size of male cosmetics in Korea has doubled in the past decade from 730 billion won in 2010 to 1.4 trillion won in 2020. In particular, men in their 20s are familiar with digital networks such as the Internet, and are highly interested in purchasing cosmetics necessary for appearance management. It has been used for productive purposes such as business, information sharing, product sales, and purchase through SNS, which has a great impact on sales. In particular, the importance of SNS advertising activities is being emphasized more as it has become an advertising target through SNS sites. SNS frequently used by the public is used in the order of Facebook, Kakao Story, Instagram, and Naver Band's Naver Blog, and the importance of SNS advertising activities is more emphasized as it has become an advertising target through these SNS sites. In addition, according to a survey conducted by the online media company Social Media Ecaminer, 85% of the marketers who participated in the survey said they had "more opportunities to inform consumers of their business" through social media marketing, 69% said "online traffic has increased," and 40% said sales have increased thanks to social media (Nahai, 2017).

Anyone can operate SNS to conduct various marketing activities, and there are no operating costs, so research and development on SNS advertising attribute factors and consumer behavior are constantly being conducted to improve corporate performance.

As shown above, male appearance interest and demand for male cosmetics in their 20s are increasing, and men's cosmetics purchasing power is also increasing. Recent prior research on male cosmetics relates to the overall age of men (Kim, 2018) Advertisements related to cosmetics purchases are also limited to functional cosmetics. Most of the services and quality of purchasing factors and container design (Lee, 2018) are insufficient, so this study aims to study and identify the purchase status and behavior of cosmetics according to the use of SNS by men in their 20s, provide basic data on marketing using SNS of men's cosmetics and present directions.

2. Theoretical Backgrounds

2.1. Men's Interest in Appearance

In the past, the concept of appearance mainly talked about the face, but the dictionary definition of appearance refers to the appearance. It means the whole body now. The 'social and cultural attitude' toward appearance is defined as an individual's ideal maze. Due to the recent economic stability, people have solved these aesthetic needs through makeup, and in modern society, the concept that makeup is used as a tool to create and care for a beautiful appearance, and makeup is not only done by women, but also by men has spread widely (Seo & Lee, 2020). It had a positive social effect by forming self-esteem by cultivating appearance. Men's appearance represents social and economic status, has become a means of social success, and has a positive impact on creating various interpersonal relationships in society (Lee & Koo, 2015.) Thus, appearance became a tool for social competitiveness, so men's appearance became a part of social competitiveness (Kim & Kim, 2015; Kim 2018).

2.2. Market Trends of Men's Cosmetics

The male cosmetics market is growing rapidly as men's interest in skin grows (Uh, 2013). Men mainly use foam cleansers, lotions, and skin cosmetics per person (Kim, 2008), and the use of basic cosmetics is increasing more than color cosmetics because they wear masks during COVID-19 (Lee, 2022: Kim & Kim, 2022). The men's cosmetics market is showing rapid growth, exceeding KRW 1.4 trillion last year, and the men's cosmetics market continues to grow this year. In fact, as of the first half of this year, the amount directly purchased by male members among CJ Olive Young's men's care category products increased by 40% compared to the same period last year. In addition, men accounted for 30% of customers who recently used Olive Young for the first time, up 1.5 times from 2021. In the case of Lotte Department Store, sales of men's beauty increased 20% year-on-year, mainly on luxury skincare until July this year. Considering that sales in the beauty sector increased by 10% during the same period, the growth rate of men's products was much higher. As the number of men interested in cosmetics increases, men's cosmetics are expanding in various ways, and the product categories purchased by customers are gradually expanding from existing skincare and shaving, and the items sold are being subdivided as much as female customers such as tone-up sunscreen, BB cream, color lip balm, and hair treatment.
`

2.3. SNS and Internet Shopping

SNS creates social relationships between people as individual needs or personality expressions become stronger, and social network services are also gradually developing through this. The characteristics of SNS are immediacy, sharing and real-time, and interaction-collective intelligence, which means that social network service users can easily access SNS anytime, anywhere with the recent increase in smartphone penetration. Sharing and real-time are very

diverse in tools that provide services, unlike existing media systems (Kim & Baek, 2012). Interaction-collective intelligence means that SNS has two-way nature, which anyone can use to exchange information or opinions, produce or modify content, and that information obtained through these activities is open and continuously accumulated and developed through various communities (Oh, 2012). Internet shopping transcends the constraints of distance, time, and place due to its ubiquity, and provides consumers with convenience, economy, and shopping pleasure because it processes product information, payment, and delivery between sellers and consumers. The characteristics of Internet shopping malls are, first, from a marketing point of view, consumers can save time through quick shopping because there are no restrictions on shopping time and place. Second, it is easy for consumers to obtain information about the product, so they can check information about the product by visiting various shopping malls. Third, consumers can satisfy their needs through communication with companies by presenting information on products or complaints about products to the companies at any time (Lee et al., 2011).

3. Research Methodology

The data collected in this study were statistically processed and analyzed using the SPSS Window version 29.0 program after data coding and data cleaning, and the analysis method is as follows. First, frequency analysis and technical statistics were conducted to understand the demographic characteristics of the survey subjects, SNS use status in their 20s, cosmetics purchase status, and cosmetics purchase behavior, and second, chi-square test was conducted to understand the difference in cosmetics purchase status. Third, we used the Likert 5-point scale (1 = not at all, 2 = not, 3 = normal, 4 = yes, 5 = very much) to measure the importance of cosmetic purchasing behavior.

4. Result and Discussion

4.1. General Characteristics of the Research Subjects

As a result of the analysis of demographic characteristics, high school graduation was 15.15%, college graduation was 82.57%, and graduate school graduation was 2.27%. By occupation, 25.75% of office workers, 15.15% of job seekers, and 59.09% of students were the highest. By average monthly income, it was found to be 36.36% of KRW 500,000 to KRW 500,000 or less, 19.69% of KRW 1 to KRW 1.5 million, 11.36% of KRW 2.5 to 3 million, 7.57% of KRW 3

million or more, 6.06% of KRW 1.5 to 2 million, and 4.54% of KRW 2 to 2.5 million (Table 1).

Table 1: General Characteristics of Subjects

(N=132, %)

Type	Variables	Frequency	Proportion
Education	High school	20	15.15
	university	109	82.57
	graduate school	3	2.27
Jobs	Office worker	34	25.75
	job seeker	20	15.15
	Student	78	59.09
Average monthly income (unit: thousand won)	Less than 500	26	19.69
	500~1,000	48	36.36
	1,000~1,500	19	14.39
	1,500~2,000	8	6.06
	2,000~2,500	6	4.54
	2,500~3,000	15	11.36
	more than 3,000	10	7.57
Total		132	100

4.2. SNS that Use Often

SNS frequently used by men in their 20s was 91.66% on YouTube, 84.84% on Instagram, 28.03% on portal sites, 15.09% on Facebook, 2.27% on Twitter, and 0.75% on others (Table2).

Table 2: SNS that Use Often

(N=295, %)

Media	Frequency	Proportion
YouTube	121	91.66
Instagram	112	84.84
Facebook	21	15.9
Twitter	3	2.27
Portal site	37	28.03
etc	1	0.75

4.3. Analysis of Average Daily SNS Usage Time

As a result of analyzing the average daily SNS usage time, the average daily SNS usage time of men in their 20s was 33.3% for more than two to less than three hours, 32.5% for more than one to less than two hours, 25.7% for more than three hours, and 8.3% for less than one hour. By educational background, high school graduates had more than 1 hour to less than 2 hours, college graduates had more than 2 hours to less than 3 hours, and graduate school graduates had more than 1 hour to less than 2 hours, showing no significant difference. By occupation, 35.9% of students were more than 1 hour to less than 2 hours, 35.9% of students were the highest for more than 2 hours to less than 3 hours, 40% of job seekers were the highest for more than 3 hours, 29.4% of office hour. By educational background, high school graduates had more than 1 hour to less than 2 hours, college

graduates had more than 2 hours to less than 3 hours, and graduate school graduates had more than 1 hour to less than 2 hours, showing no significant difference. By occupation, 35.9% of students were more than 1 hour to less than 2 hours, 35.9% of students were the highest for more than 2 hours to less than 3 hours, 40% of job seekers were the highest for more than 3 hours, 29.4% of office workers were the highest for more than 2 hours to less than 3 hours, and there was a significant difference according to occupation (p<.05). By average monthly income, 500,000 won or less was more than 1 hour to less than 2 hours, 51-million won was more than 2 hours to less than 3 hours, 101-1.5 million won was more than 1 hour to less than 2 hours, 151-2 million won was more than 3 hours, 201-2.5 million won was more than 2 hours to less than 3 hours, 251-3 million won was more than 1 hour to less than 2 hours and more than 2 hours to less than 3 hours, and 3.01 million won or more was the highest within 1 hour and more than 1 hour to less than 2 hours. The highest income within an hour of 3.01 million won or more was the highest, showing a significant difference by average monthly income (p<.01) (Table 3).

Table 3: Average Daily SNS Usage Time

Content		Less than 1 hour	1 hour ~ 2 hours	2 hours ~ 3 hours	More than 3 hours	Total	X^2	p
Education	High school	2 (10)	8 (40)	7 (35)	3 (15)	20 (100)		
	university	9 (8.3)	33 (30.3)	36 (33)	31 (28.4)	109 (100)	3.89 (6)	0.690
	graduate school	0 (0)	2 (66.7)	1 (33.3)	0 (0)	3 (100)		
Jobs	Office worker	5 (6.4)	28 (35.9)	28 (35.9)	17 (21.8)	78 (100)		
	job seeker	0 (0)	6 (30)	6 (30)	8 (40)	20 (100)	8.68* (6)	0.192
	Student	6 (17.6)	9 (26.5)	10 (29.4)	9 (26.5)	34 (100)		
Average monthly income (unit: thousand won)	Less than 500	2 (7.7)	10 (38.5)	8 (30.8)	6 (23.1)	26 (100)		
	500~1,000	3 (6.3)	14 (29.2)	21 (43.8)	10 (20.8)	48 (100)		
	1,000~1,500	1 (5.3)	11 (57.9)	2 (10.5)	5 (26.3)	19 (100)		
	1,500~2,000	0 (0)	0 (0)	3 (37.5)	5 (62.5)	8 (100)	26.74** (18)	0.084
	2,000~2,500	1 (16.7)	0 (0)	3 (50)	2 (33.3)	6 (100)		
	2,500~3,000	1 (6.7)	5 (33.3)	5 (33.3)	4 (26.7)	15 (100)		
	more than 3,000	3 (30)	3 (30)	2 (20)	2 (20)	10 (100)		
Total		11 (8.3)	43 (32.5)	44 (33.3)	34 (25.7)	132 (100)		

Note: * p<.05, ** p<.01

4.4. Place where Cosmetics are Frequently Purchased

According to the analysis of cosmetics purchasing media mainly used by men in their 20s, drug stores accounted for 55.3 percent, followed by SNS at 33.3 percent, multipurpose offline stores at 8.3 percent, and others at 4 percent. followed by SNS at 33.3 percent, multipurpose offline stores at 8.3 percent, and others at 4 percent. By education level, 45% of men who graduated from high school were drug stores, 35% were SNS, 20% were multipurpose offline stores, 58.7% were drug stores, 31.2% were SNS, 6.4% were multipurpose

offline stores, and 3.7% were others. SNS was the highest for graduate school graduation, and there was no significant difference. By occupation, drug stores are the highest for students at 67.9%, and drug stores are also 50% for job seekers. For office workers, SNS purchases were the most common at 50%, and there was a significant difference in the selection of cosmetics purchase routes according to occupation (p<0.01). Depending on income, 69.2% of drug stores were mainly selected for monthly average of 500,000

won or less, and 68.8% of drug stores were mainly selected for 51-million won. For 101 to 1.5 million won, drug stores were mainly selected at 52.6%, and for 1.51 to 2 million won, social media was mainly selected at 75%. For 201~2.5 million won, 33.3% of drug stores were selected, 60% of SNS was selected for those between 2.51 million won and 3 million won, and 40% of SNS was selected for those over 3 million won. There was a significant difference according to the average monthly income (p<0.01) (Table 4).

Table 4: Place where Cosmetics are Frequently Purchased

	Type	SNS (Online stores)	Drug stores	multipurpose offline stores	etc	Total	X^2	p
Education	High school	7 (35)	9 (45)	4 (20)	0 (0)	20 (100)	11.28* (6)	0.080
	university	34 (31.2)	64 (58.7)	7 (6.4)	4 (3.7)	109 (100)		
	graduate school	3 (100)	0 (0)	0 (0)	0 (0)	3 (100)		
Jobs	Office worker	21 (26.9)	53 (67.9)	3 (3.8)	1 (1.3)	78 (100)	21.65** (6)	0.001
	job seeker	7 (35)	10 (50)	1 (5)	2 (10)	20 (100)		
	Student	16 (47.1)	10 (29.4)	7 (20.6)	1 (2.9)	34 (100)		
Average monthly income (unit: thousand won)	Less than 500	6 (23.1)	18 (69.2)	1 (3.8)	1 (3.8)	26 (100)	36.76** (18)	0.006
	500~1,000	11 (22.9)	33 (68.8)	3 (6.3)	1 (2.1)	48 (100)		
	1,000~1,500	7 (36.8)	10 (52.6)	1 (5.3)	1 (5.3)	19 (100)		
	1,500~2,000	6 (75)	2 (25)	0 (0)	0 (0)	8 (100)		
	2,000~2,500	1 (16.7)	4 (66.7)	1 (16.7)	0 (0)	6 (100)		
	2,500~3,000	9 (60)	5 (33.3)	1 (6.7)	0 (0)	15 (100)		
	more than 3,000	4 (40)	1 (10)	4 (40)	1 (10)	10 (100)		
Total		44 (33.3)	73 (55.3)	11 (8.3)	4 (3.0)	132 (100)		

Note: * p<.01, **p<.001

4.5. Classification of Frequently Used Cosmetics

As a result of analyzing the frequently used cosmetics classification of men in their 20s with overlapping responses, 98.48% of basic cosmetics, 37.87% of perfumes, 37.12% of styling products, and 16.66% of color cosmetics (Table 5).

4.6. Importance of Cosmetics Purchase Behavior

The results of analyzing the factors that are mainly considered important when purchasing cosmetics by dividing them into six categories are as follows. Economic feasibility (M=3.74), internal pleasure pursuit (M=3.64), functionality (M=3.63), skin safety (M=3.08), brand

orientation (M=2.70), and trend pursuit (M=2.48) were shown in the order of importance (Table 6).

Table 6: Importance of Cosmetics Purchase Behavior

Type	Mean	SD
Skin safety	3.08	1.19
Functional	3.63	0.97
Pursuit of Inner Pleasure	3.64	0.99
pursuit of fashion	2.49	1.14
brand orientation	2.70	1.15
Economics	3.74	1.02

5. Conclusion

Men in their 20s used SNS for an average of more than an hour a day, watched cosmetics advertisements on SNS at least twice a week on average, and one in three purchased cosmetics through SNS media YouTube and Instagram. And the most important factor in purchasing cosmetics was 'economy'. Therefore, it is expected that it will be very effective to establish an advertising marketing strategy using SNS to promote men's cosmetics products.

References

Kim, H. J. (2008). Research on the current status and development strategy of the cosmetics industry. Yonsei University Master's Thesis, pp. 25-30.

Kim, J. D. (2018). The Research Regarding the Trend of Men's Usage and Purchasing Behavior of Cosmetics. *Korean Society of Cosmetics and Cosmetology, 8*(1). 125-131.

Kim, J. Y & Kim, J. D. (2015). A study on the status of men using cosmetics and skin awareness. *Korean Society of Cosmetics and Cosmetology, 5*(2), 137-150.

Kim, S. E & Kim, J, D. (2022). A Study on the Purchase Behavior of Cosmetics by Using SNS. *Korean Society of Cosmetics and Cosmetology, 12*(1), 121-132.

Kim, T.W., & Baek, D. H. (2012). A Requirement Analysis Method of Smart-Phone Users by Using Contents Analysis of SNS. *The Journal of Society for e-Business Studies, 17*(4), 197-208. doi: https://doi.org/10.7838/jsebs.2012.17.4.197

Lee, D. C, Lee, E. J, Kim, B. S, & Jin, K. O. (2011). A Study of Influencing Factors in Internet Shopping of the Consumer's Purchase Intention, *Management & Information Systems Review, 30*(1), 211-226. doi: 10.29214/damis.2011.30.1.009

Lee, H. O. & Koo, Y. S. (2015). Study on the relationship of Interpersonal Relations Disposition, Appearance Concern, Appearance Management Behavior of Men. *Journal of the Korean Society of Costume, 65*(7), 118-128.

Lee, J. B. (2022). A study on purchasing behavior of male consumers in their 20s and 30s on basic cosmetics and perfumes, Eulji University Master's Thesis.

Lee, M. S. (2018). A Study on Sociocultural Attitudes toward Appearance and Clothing and Cosmetics Purchasing Behaviors of Male Consumers - Focused on Comparative Analysis between 20s~30s and 40s~50s -, *Fashion & Textile Research Journal, 20*(4)389-399. doi: 10.5805/SFTI.2018.20.4.389

Nathalie, N. (2017). Webs of influence: Attractive Online Marketing, Gilbott, Book Publishing Co., Ltd., 196-212.

Oh, E. H. (2012). A Study on Main Features of SNS Affecting SNS User Acceptance Decision, *Daehan Academy of Management Information Systems, 31*(3), 47-73. doi: 10.29214/damis.2012.31.3.003

Seo, M. H. & Lee , H. W. (2020). A Combined Study on the Preference for the Design of Men's Cosmetics Container - Focused on Korean Men's Cosmetics Brand -. *The Korean Society of Science & Art, 38*(5), 273-285. doi: 10.17548/ksaf.2020.12.30.273

Sim, S. W. & Kim, W. H. (2011). A Study on the Effects of College Students` Use Motives of Social Media on Advertisement Uses. *The Korean Journal of Advertising and Public Relations, 13*(2), 342-376.

Uh, E. J. (2013), A study on consumption practices and needs of male workers in their 30s~40s on cosmetics, Kunkok University Master's Thesis. 7-15.