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The Effect of Gender Sensitivity for Self-Esteem and Protection and Convergence on Appearance Recognition Behavior of Women in Their 20s

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Abstract

Purpose: Unlike in the past, the modern women have destroyed the frame of stereotypes that women must be feminine and men must be masculine through their own arguments and active actions. This has resulted in changes in the women's self-esteem as their independent tendencies have strengthened due to changes in stereotypes about their roles and the women's advancement into society. The purpose of this study is to examine the effect of self-esteem and gender sensitivity on the appearance recognition behavior of women in their 20s.

Method: The questionnaire items for scale development of the study were used for the women in their 20s for empirical research. The composition of the questionnaire consisted of self-esteem, gender sensitivity, appearance recognition behavior, and demographic variables. A stepwise multiple regression analysis was conducted to investigate the relationship between demographic variables, self-esteem, gender sensitivity, and appearance recognition behavior.

Results: First, as a result of analyzing the effect of self-esteem on gender sensitivity, it turned out that positive self-esteem had a positively significant effect on gender sensitivity, and negative self-esteem had a negatively significant effect on gender sensitivity.

Second, as a result of analyzing the effect of gender sensitivity on the appearance stereotypes, it turned out that gender positive attitude had a positively significant effect on the appearance stereotypes, and gender sensitivity also had a positively significant effect on the appearance stereotypes.

Third, it turned out that gender sensitivity has a mediating effect when the positive self-esteem affects appearance evaluation and respect for appearance, and the negative self-esteem affects appearance evaluation and appearance stereotypes.

Conclusion: It is considered that the research on the direction of the beauty industry and between the classes that become direct consumers must be conducted in various ways because the gender sensitivity that women have as a human being can bring about changes in appearance recognition behavior, thereby breaking away from stereotypes about gender. It is hoped that this study will help understand the gender sensitivity of women in their 20s and contribute to the development of the beauty industry.

Keywords: Women in Their 20s, Self-Esteem, Gender, Gender Sensitivity, Appearance Recognition Behavior

1. Introduction

Unlike the past, the modern women have destroyed the frame of stereotypes that women must be feminine and men must be masculine through their own arguments and active actions. The postmodernism in the late 20th century brought about a change in stereotypes of gender roles due to the dissolution of dichotomous thinking about gender in the past and the influence of feminism[1].

The gender identity develops from infancy through the social construction formed within the framework of interaction with others, while the collective identity is externally defined through social categorization by others based on biological gender differences as a matter of identity[2]. The unique gender that was formed during the act collapses without discrimination due to our relationship and sociality, and collapses into mutual relationships and contextual sociality based on the cultural norms that made gender possible[3].

The pursuit of beauty is a basic human desire [4][5] and a privilege given to the humans [6], and appearance recognition behavior has traditionally centered on women. Recognition that women are the subject of appearance management has recently opened up social images for men as well[7]. The changes in stereotypes about roles and women's advancement into society led to the stronger independent tendencies, which had a significant impact on the status and roles of men and women[8]. Lee HJ, Lee JB, and Kim HW[9] suggested that the women's perceptions and behaviors regarding beauty care are changing after COVID-19. The gender neutral fashion trends include male models wearing women's clothing at fashion shows of famous luxury brands, or both male and female models appearing on stage wearing the same design at the same time, and gender-indistinguishable models appearing[10]. The modern fashion has moved away from the standardization of men and women, and has also changed to the direction of convergence and complex gender expression, and gender in the modern fashion is focused on the essence of expressing oneself[11].

The studies on gender include Kim SH[12], Kim JM[13], Chung YH, Jang EM[14], and Lee SM[15], and they gathered together to organize the dualistic characteristics between the genders[16]. It turned out that women are dependent, obedient, passive, emotional, and peripheral in decision-making, while men are active, active, enterprising, and rational, and appear as independent beings in decision-making[17]. Given such influence, the relationship between women's self-esteem and gender is very important.

High self-esteem means respecting oneself and feeling oneself as a worthy human being. A person with high self-esteem thinks that he or she is leading a valuable, positive, and rewarding life, and has confidence in their actions. Those with a low self-esteem perceive themselves as worthless, are skeptical and depressed about themselves, and often feel anxious and unhappy[18]. The studies on the relationship between self-esteem and appearance were much conducted by Oh YG, Youn CS[19], Lee IS, Yang YM[20], An CY[21], Lee YA[22], Lee HK[23], Lee SH, Park KS[24], Lee HJ, Heo JR[25], among others. However, the studies on the effect of selfesteem on the appearance recognition behavior according to gender sensitivity are insufficient. Hence, this study was conducted to examine and understand the effect of self-esteem and gender sensitivity on the appearance recognition behavior of women in their 20s where a questionnaire was distributed and collected. The questionnaire was composed of appearance, cognitive behavior, and demographic variables. The purpose of this study was to investigate the effect of self-esteem and gender sensitivity on the appearance recognition behavior of women in their 20s. Breaking away from stereotyped notions of gender, it is considered that research on the direction of the beauty industry and between the classes that become direct consumers must be conducted in various ways because the gender sensitivity that women have as a human being can bring about changes in appearance recognition behavior. It is considered to be a necessary study towards that end, and it is hoped that this study will help understand the gender sensitivity of women in their 20s and contribute to the development of the beauty industry.

2. Research Method and Procedures

2.1. Sample selection and data collection

This study was conducted to verify the influence of self-esteem on the appearance recognition behavior of the women in their 20s and identify the mediating effect of the two sub-dimensions of gender sensitivity (gender positive attitude and gender sensitivity recognition). The sample used in the study was obtained through a self-report questionnaire. 400 questionnaires were distributed online for about a month from July 02 to July 25, 2022, targeting female college students in Seoul and Gyeonggi-do, of which 342 copies (return rate 85.5%) were recovered. Finally, 306 copies were selected as valid samples, excluding insincere or non-response questionnaires.

The variables used for this study are independent variables (positive self-esteem, negative self-esteem), parameters (gender-positive attitude, perception of gender sensitivity) and dependent variables (appearance stereotypes, appearance personality expression, appearance evaluation, appearance respect for others). The level of analysis is at the individual level, and all questionnaire items used the 5-point Likert scale. The composition of the questionnaire consisted of self-esteem, gender sensitivity, appearance recognition behavior, and demographic variables, and the total number of questions was 46.

For self-esteem, the questions used for the studies of Rosenberg M.[26], Kim M, Song YE, Kim CH, Kim HB[27], and Lee YA[22] were used, and for gender sensitivity, Kim JH, Hwang MH, Yoo JI[28], and Kim JR[29], Kim KD, Jung DB, and Lee JM[30], while the questions were composed by referring to the researches of Lee JY, Park KS[31], and Choi YA[32].

For the data analysis in this study, SPSS WIN 28.0 program was used.

Frequency, percentage, and average were calculated to examine and understand the demographic characteristics of the research subjects, and the Pearson's moment correlation was calculated to examine and understand the relationship between self-esteem, gender sensitivity, and appearance recognition behavior. The stepwise multiple regression analysis was conducted to investigate the relationship between demographic variables, self-esteem, gender sensitivity, and appearance recognition behavior. And Mediated analysis was conducted using SPSS Process Macro ver. 4.1 with reference to the literature of Hayes, A.F.[33]. The significance level of all analyzes is α =.05.

2.2. Research questions

This study intends to investigate the relationship between self-esteem and gender sensitivity on the appearance recognition behavior in women in their 20s. The specific research questions for this purpose are as follows. As shown in the following <Figure 1>.

Research question 1. Examine and understand general characteristics.

Research question 2. Examine the factor analysis and reliability analysis of self-esteem, gender sensitivity, and appearance recognition behavior.

Research question 3. Examine the effect of self-esteem on gender sensitivity.

Research question 4. Examine the effect of gender sensitivity on the appearance recognition behavior.

Research question 5. Examine the effect of self-esteem on the appearance recognition behavior according to gender sensitivity.

Figure 1. Research model.



3. Research Results

3.1. Demographic characteristics of the study subjects

Examining the details of the sample, first, in terms of education, 24 students (7.8%) attended/graduated from high school, 255 students (83.3%) attended/graduated from university, and 27 students (8.8%) attended/graduated from graduate school. As a result of examining occupations, there were 117 students (38.2%), 78 professionals (25.5%), 48 office workers (15.7%), and 63 others (20.6%) such as self-employed. As a result of investigating their personal monthly income, 120 people (39.2%) earned less than 1 million won, 153 people (50.0%) earned between 1 million won and less than 3 million won, and 33 people (10.8%) earned more than 3 million won. In terms of marital status, 291 (95.1%) were unmarried and 15 (4.9%) were married.

3.2. Factor analysis and reliability analysis

The exploratory factor analysis was conducted using SPSS 28.0, and some items (2 items for self-esteem, 7 items for gender sensitivity, and 5 items for cognitive behavior) were removed for measurement variables through a reliability analysis and scale refinement process. For all measured variables, principal component analysis was performed to extract component factors, and the orthogonal rotation method (varimax) was adopted to simplify the factor loading. The factor loadings of 0.5 or more were considered significant. As a result of the factor analysis, independent variables, parameters, and dependent variables were all grouped into factors with eigenvalues greater than 1. The cumulative explanation rate was 74.811%. The overall reliability coefficient was 0.827, and the reliability coefficient for each factor was 0.657 or higher. Selfesteem, an independent variable, was extracted as 'positive self-esteem (26.585%)' and 'negative self-esteem (8.303%)' variables, and dependent variables, 'appearance stereotypes (13.751%)' and 'appearance stereotypes (13.751%)' variables. The expression of appearance and individuality (10.989%), 'appearance evaluation (5.612%)', and 'respect for others (4.758%)' were extracted, and gender sensitivity, a parameter, was extracted as a variable of 'gender positive attitude (11.354%)' and 'gender sensitivity (7.208%)' were extracted as variables. As shown in the following <Table 1>.

 Table 1. Factor analysis results for the measurement variables.

				Name o	of factor	Name of factor									
Questions	Appear- ance ste- reotypes	Positive self- esteem	Gender positive attitude	Expres- sion of ap- pearance personal- ity	Negative self- esteem	Gender sensitivity recogni- tion	Appear- ance eval- uation	Respect for ap- pearance of others	Common- ality						
I think men don't always have to be masculine.	.885	011	016	.035	.037	.070	.071	013	.796						
I don't think women always have to be feminine.	.878	027	.020	.031	037	.137	.094	053	.805						
I think the evaluation of appearance management is decided by others.	.792	100	.039	251	.053	.124	.069	.179	.756						
I think men should be masculine.	.786	091	.134	041	013	005	.205	.342	.805						
I think it has many advantages.	030	.824	.069	.217	.147	099	.091	.055	.775						
I think I am a person of worth.	.003	.808	.089	025	.191	045	.130	.085	.724						
I wish I could have more respect for myself.	087	.785	110	.136	.145	.045	.161	.179	.735						
I am generally satisfied with myself.	039	.727	.126	.181	122	.135	076	231	.670						
I sometimes feel that there is nothing good about me.	.028	.661	024	225	.389	.026	057	.005	.645						
I believe that all genders should enjoy the same rights.	028	.040	.870	014	.017	.023	.087	.185	.802						
I don't think all genders are equal.	038	056	.774	.129	.294	051	.080	015	.717						
I think I know much about gender.	020	.050	.736	124	.075	.152	.235	.143	.664						
I think all genders are equal.	.386	.092	.647	.035	332	.014	160	055	.717						
I believe that all genders can be discriminated against.	.441	.126	.645	.093	294	.071	137	053	.748						
I believe that taking care of your appearance will improve your quality of life.	047	.146	064	.864	089	.153	013	.122	.820						
I think that the evaluation of appearance care is done by oneself.	039	023	014	.862	.011	068	026	002	.751						
I invest time and money in taking care of my appearance.	050	046	.050	.783	.028	030	063	075	.632						
I think that taking care of my appearance expresses my personality.	.029	.263	.079	.732	.008	.068	.201	.018	.657						
I can get things done just as well as most people.	.053	.181	.028	013	.809	121	.029	066	.711						
I feel like I'm a failure overall.	025	.476	.073	.041	.686	.069	.098	279	.796						
I often think of myself as useless.	020	.444	.062	.002	.622	036	.041	.194	.629						
I've never heard of gender.	.082	029	.060	.040	.000	.864	.153	.109	.795						
I am interested in gender.	.155	.023	.007	.026	069	.843	043	.008	.743						
I believe all genders should enjoy the same freedom.	.306	.072	.329	.040	463	.515	.034	.200	.729						
I care to express my individuality.	.186	.116	.138	179	.048	.005	.837	005	.801						

I tend to choose my tastes often.	.176	.154	.066	.367	.059	.149	.738	.021	.763	
Just as my individuality is important, I think the individuality of others is also important.	.479	.157	.297	.074	120	.246	.058	.677	.884	
I think it's okay for women to dress like men.	.514	.111	.373	.047	158	.234	078	.611	.877	
Eigenvalue	3.850	3.594	3.179	3.077	2.325	2.018	1.571	1.332		
% Dispersion	13.751	12.834	11.354	10.989	8.303	7.208	5.612	4.758		
Cumulative %	13.751	26.585	37.940	48.928	57.231	64.440	70.052	74.811		
Individual reliability	.886	.846	.807	.844	.790	.732	.657	.929		
Overall reliability					.827	,				
Kaiser-Meyer-Olkin	measure o	of sample a	adequacy.				.7	59		
		Approx	ximate chi	-square		5,243	3.277			
Bartlett's sphericity test	Degree of freedom						37	78		
		Signifi	cance prol	bability			0.0	000		

3.3. Correlation analysis

As a result of the descriptive statistics analysis, it turned out that the average of respect for appearance was 4.20, and the standard deviation was 0.928. Appearance stereotypes (M = 4.16, SD = 0.880), positive self-esteem (M = 3.99, SD = 0.712), gender positive attitude (M = 3.95, SD = 0.842), expression of individual appearance (M = 3.71, SD = 0.764)), negative self-esteem (M = 3.61, SD = 0.957), appearance evaluation (M = 3.52, SD = 0.965), and gender sensitivity (M = 3.45, SD = 0.874) all turned out to be above 3 points. As a result of the correlation analysis, it turned out that there was no significant correlation between positive self-esteem, an independent variable, and gender sensitivity, a mediating variable, making it possible to predict the rejection of the mediating effect, and positive self-esteem, an independent variable, and appearance management behavior, a dependent variable. It appears that there is a significantly positive correlation between the two, which makes it possible to predict the adoption of the hypothesis of mediation effect. A significantly positive correlation was also found between gender sensitivity, a parameter, and appearance management behavior, a dependent variable. As shown in the following <Table 2>.

Table	2.	Results of	the	correlation	analys	sis.
	_	nesans or	circ	conclution	anarys	

					Correlatio	on analysis				
	Mean	Standard deviation	1	2	3	4	5	6	7	8
1. Positive self esteem	3.99	.712	1							
2. Negative self esteem	3.61	.957	.543***	1						
3. Gender positive attitude	3.95	.842	.081	.039	1					
4. Gender sensitivity recognition	3.45	.874	.010	194**	.267***	1				
5. Appearance stereotypes	4.16	.880	051	045	.212***	.331***	1			
6. Expression of appearance personality	3.71	.764	.176**	.044	.043	.088	098	1		

7. Appearance evaluation	3.52	.965	.224***	.243**	.189**	.206***	.272***	.171**	1	
8. Respect for appearance of others	4.20	.928	.122*	049	.460***	.515***	.576***	.084	.233***	1

Note: * p<.05 ** p<.01 *** p<.001.

3.4. Effect of self-esteem on gender sensitivity

As a result of the multiple regression analysis performed to examine and understand the effect of self-esteem on gender sensitivity, positive self-esteem (B=0.201, β =.164, t=2.465, p<.05) was positively significant to gender sensitivity, while negative self-esteem (B=-0.258, β =-.283, t=-4.252, p<.001) turned out to have a negatively significant effect on the gender sensitivity recognition. As shown in the following <Table 3>.

Dependent variable	Independent variable	В	se	β	t	p					
Gender	Positive self-esteem	.101	.081	.085	1.249	.212					
positive attitude	Negative self-esteem	007	.060	007	109	.913					
	R^2 = .007, $F(2,303)$ =1.010										
Gender sensitivity	Positive self-esteem	.201	.082	.164	2.465	.014*					
recognition	Negative self-esteem	258	.061	283	-4.252	.000***					
R^2 = .056, $F(2,303)$ =9.055***											

Table 3. The effect of self-esteem on the gender sensitivity.

Note: * p<.05 ** p<.01 *** p<.001.

3.5. Effect of gender sensitivity on the appearance recognition behavior

<Table 4> illustrates the results of multiple regression analysis to examine the effect of gender sensitivity on the appearance recognition behavior. First, as a result of analyzing the effect of gender sensitivity on the appearance stereotypes, gender positive attitude (B=0.140, β =.134, t=2.400, p<.05) had a positively significant effect on the appearance stereotypes. The gender sensitivity recognition (B=0.297, β =.295, t=5.296, p<.001) also showed a positively significant effect on the appearance stereotypes.

As a result of analyzing the effect of gender sensitivity on the appearance personality expression, it turned out that both the gender positive attitude and gender sensitivity perception did not have a statistically significant effect on the appearance personality expression.

As a result of analyzing the effect of gender sensitivity on the appearance evaluation, it turned out that gender positive attitude (B=0.165, β =.144, t=2.493, p<.05) had a positively significant effect on the appearance evaluation, while the gender sensitivity (B=0.185, β =.168, t=2.908, p<.01) also had a positively significant effect on the appearance evaluation.

As a result of analyzing the effect of gender sensitivity on respect for appearance others, gender positive attitude (B=0.383, β =.347, t=7.387, p<.001) has a positively significant effect on the respect for appearance others. It also turned out that the gender sensitivity (B=0.449, β =.423, t=8.895, p<.001) had a positively significant effect on the respect for others.

Dependent variable	Independent variable	В	se	β	Т	p			
Appearance	Gender positive attitude	.140	.058	.134	2.400	.017*			
stereotypes	Gender sensitivity recognition	.297	.056	.295	5.296	.000***			
		R²= .126, F	(2,303)=21.849*`	**					
Expression	Gender positive attitude	.019	.054	.021	.356	.722			
personality	Gender sensitivity recognition	.072	.052	.082	1.389	.166			
		R²= .008,	F (2,303)=1.249						
Appearance	Gender positive attitude	.165	.066	.144	2.493	.013*			
evaluation	Gender sensitivity recognition	.185	.064	.168	2.908	.004**			
		R²= .062, 1	F(2,303)=9.980**	*					
Respect for	Gender positive attitude	.383	.052	.347	7.387	.000***			
of others	Gender sensitivity recognition	.449	.050	.423	8.985	.000***			
R^2 =.378, F (2,303)=91.885***									

Table 4. The effect of gender sensitivity on the appearance and behavior.

Note: * p<.05 ** p<.01 *** p<.001.

3.6. Mediating effect of gender sensitivity on the effect of self-esteem on the appearance recognition behavior

3.6.1. Mediating effect of gender sensitivity on the effect of positive self-esteem on the appearance evaluation

<Table 5> presents the results of the analysis conducted to verify the mediating effect of gender sensitivity in influencing positive self-esteem on the appearance evaluation. As a result of the significance test of each pathway, positive self-esteem turned out to have a positively significant effect on gender sensitivity recognition (B=0.201, t=2.465, p<.05), but a statistically significant effect on the appearance evaluation. It also turned out that the gender sensitivity recognition had a positively significant effect on the appearance evaluation (B=0.244, t=3.864, p<.001).</p>

As a result of verifying the significance of the indirect effect of gender sensitivity recognition, which is a parameter, in that positive self-esteem, an independent variable, affects appearance evaluation, a dependent variable, in the case of the path from positive self-esteem to appearance evaluation via gender sensitivity, it turned out to be positively significant (B=.049, CI[.009 \sim .105]) since 0 is not included in the 95% confidence interval.

Table 5. Verification of the mediating effect of gender sensitivity on the effect of positive self-esteem on the appearance evaluation.

Path	В	se	t	р	LLCI	ULCI
Positive → Gender sensitivity self-esteem → recognition	.201	.082	2.465*	.014	.041	.362

Positive self-esteem	→ Appearance evaluation	.114	.087	1.312	.190	057	.286
Gender sensitivity recognition	→ Appearance evaluation	.244	.063	3.864***	.000	.120	.368
Independent variable	Parameter	Depe vari	ndent able	В	BootSE	BootLLCI	BootULCI
Positive self-esteem	Gender sensitivity recognition	Appearance	e evaluation	.049	.025	.009	.105

Note: * p<.05 ** p<.01 *** p<.001.

3.6.2. Mediating effect of gender sensitivity on the effect of positive self-esteem on respect for others in appearance

<Table 6> presents the results of the analysis conducted to verify the mediating effect of gender sensitivity on positive self-esteem influencing appearance and respect for others. As a result of the significance test of each path, it turned out that the positive self-esteem had a positively significant influence on the gender sensitivity (B=0.201, t=2.465, p<.05) and appearance stereotypes (B=0.148, t=2.096, p<.05), and the gender sensitivity recognition turned out to have a positively significant effect on respect for others (B=0.440, t=8.578, p<.001).</p>

As a result of verifying the significance of the indirect effect of gender sensitivity awareness, which is a parameter, in the influence of positive self-esteem, an independent variable, on the appearance, respect for others, a dependent variable, in the case of the path from positive self-esteem to appearance, respect for others via gender sensitivity, it turned out to be positively significant (B=.089, CI[.022 ~ .168]) since 0 is not included in the 95% confidence interval.

Table 6. Verification of the mediating effect of gender sensibility on the effect of positive self-esteem on the respect for appearance others.

0							
Pa	ath	В	se	t	р	LLCI	ULCI
Positive self-esteem	→ Gender sensitivity recognition	.201	.082	2.465*	.014	.041	.362
Positive self-esteem	→ Respect for appearance of others	.148	.071	2.096*	.037	.009	.288
Gender sensitivity recognition	→ Respect for appearance of others	.440	.051	8.578***	.000	.339	.541
Independent variable	Parameter	Depender	nt variable	В	BootSE	BootLLCI	BootULCI
Positive self-esteem	Gender sensitivity recognition	Respe	ect for e of others	.089	.037	.022	.168

Note: * p<.05 ** p<.01 *** p<.001.

3.6.3. Mediating effect of gender sensitivity on the effect of negative self-esteem on the appearance stereotypes

<Table 7> presents the results of the analysis conducted to verify the mediating effect of gender sensitivity in influencing negative self-esteem on the appearance stereotypes. As a result of the significance test of each pathway, negative self-esteem turned out to have a negatively significant effect on the gender sensitivity recognition (B=-0.258, t=-4.252, p<.001), but it turned out to have a statistically significant effect on the appearance stereotypes. It also turned out that there was no significant effect, and gender sensitivity turned out to have a positively significant effect on the appearance stereotypes (B=0.310, t=5.358, p<.001).</p>

As a result of verifying the significance of the indirect effect of gender sensitivity recognition,

which is a parameter, in influencing the independent variable, negative self-esteem, on the dependent variable, appearance stereotypes, in the case of the path from negative self-esteem to appearance stereotypes via gender sensitivity, it turned out to be positively significant (B=-.080, CI[-.125 to -.043]) since 0 is not included in the 95% confidence interval.

Pa	ath		В	se	Т	p	LLCI	ULCI
Negative self-esteem	÷	Gender sensitivity recognition	258	.061	-4.252***	.000	378	139
Negative self-esteem	\rightarrow	Appearance stereotypes	.058	.061	.954	.341	062	.177
Gender sensitivity Recognition	\rightarrow	Appearance stereotypes	.310	.058	5.358***	.000	.196	.424
Independent variable		Parameter	Depender	nt variable	В	BootSE	BootLLCI	BootULCI
Negative self-esteem		Gender sensitivity recognition	Appea stered	arance otypes	080	.021	125	043

Table 7. Verification of the mediating effect of gender sensitivity on the effect of negative self-esteem on appearance stereotypes.

Note: * p<.05 ** p<.01 *** p<.001.

3.6.4. Mediating effect of gender sensitivity on the effect of negative self-esteem on the appearance evaluation

<Table 8> presents the results of the analysis conducted to verify the mediating effect of gender sensitivity in influencing negative self-esteem on the appearance evaluation. As a result of the significance test of each pathway, negative self-esteem turned out to have a negatively significant effect on the gender sensitivity recognition (B=-0.258, t=-4.252, p<.001), but appearance evaluation (B=0.237, t=3.592, p<.001) turned out to have a positively significant effect, and gender sensitivity recognition turned out to have a positive effect on the appearance evaluation (B=0.244, t=3.864, p<.001).

As a result of verifying the significance of the indirect effect of gender sensitivity recognition, which is a parameter, in that negative self-esteem, an independent variable, has an effect on the appearance evaluation, a dependent variable, in the case of the path from negative self-esteem to appearance evaluation via gender sensitivity recognition, it turned out to be positively significant (B=-.063, CI[-.111 \sim -.026]) since 0 is not included in the 95% confidence interval.

Pa	ath	В	se	Т	р	LLCI	ULCI
Negative _ self-esteem	 Gender sensitivity recognition 	258	.061	-4.252***	.000	378	139
Negative _ self-esteem	 Appearance stereotypes 	.237	.066	3.592***	.000	.107	.368
Gender sensitivity _ recognition	 Appearance stereotypes 	.244	.063	3.864***	.000	.120	.368
Independent variable	Parameter	Depender	nt variable	В	BootSE	BootLLCI	BootULCI
Negative self-esteem Gender sensitivity recognition		Appearance evaluation		063	.022	111	026

 Table 8. Verification of the mediating effect of gender sensitivity on the effect of negative self-esteem on appearance evaluation.

Note: * p<.05 ** p<.01 *** p<.001.

In the study by Lee HJ and Heo JR[25], it turned out that appearance management behavior had a statistically significantly positive effect on self-esteem. Among which, it turned out that clothing choice had the greatest influence. Furthermore, a study by Park EJ and Chung MS[34] also showed a high correlation between self-esteem and clothing behavior, and Choi EJ[35] claimed that the appearance management behavior affects not only external changes but also the internal parts of the individuals. This suggests that self-esteem affects the appearance recognition behavior, which is seen in the same context.

4. Conclusion and Recommendations

This study was conducted to verify the effect of self-esteem and gender sensitivity on the appearance recognition behavior of women in their 20s and to identify the mediating effect of gender sensitivity. The results are as follows.

First, as a result of analyzing the effect of self-esteem on gender sensitivity, it turned out that positive self-esteem had a positively significant effect on the gender sensitivity, and negative self-esteem had a negatively significant effect on the gender sensitivity.

Second, as a result of analyzing the effect of gender sensitivity on the appearance stereotypes, it turned out that the gender positive attitude had a positively significant effect on the appearance stereotypes, and gender sensitivity also had a positively significant effect on the appearance stereotypes. As a result of analyzing the effect of gender sensitivity on the appearance evaluation, it turned out that gender positive attitude had a positively significant effect on the appearance evaluation, and gender sensitivity also had a positively significant effect on the appearance evaluation. As a result of analyzing the effect of gender sensitivity on respect for appearance, it turned out that gender positive attitude had a positively significant effect on respect for appearance and others, and gender sensitivity also had a positively significant effect on reflect on the respect for appearance and others.

Third, it turned out that the gender sensitivity has a mediating effect in the positive selfesteem's influencing appearance evaluation and respect for appearance others.

Fourth, it turned out that gender sensitivity has a mediating effect when the negative selfesteem affects the appearance evaluation and appearance stereotypes.

Based on the results of this study, the following recommendations are provided.

Gender identity is not a difference in terms of the biological gender, but an individual identity through the social composition. In the current era of rapid change, the sensitivity between classes and the disposition and behavior of the appearance they pursue are very important. Hence, the studies on gender sensitivity and the various factors they require must be continued, and it is hoped that this study will serve as an important basic data for the beauty industry, and the direction of beauty marketing for genders suitable for changes in society and environment will need to be prepared.

This study conducted a subjectivity study on the subjects of workers in the skin care industry who performed meridian massage on the field.

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6. Appendix

6.1. Author's contribution

	Initial name	Contribution			
		-Set of concepts 🔽			
Lead	IC	-Design 🔽			
Author	50	-Getting results 🔽			
		-Analysis 🔽			
		-Make a significant contribution to collection 🛛			
Corresponding		-Final approval of the paper 🛛			
Author*	CI	-Corresponding 🔽			
		-Play a decisive role in modification $\ igside{\ }$			
		-Significant contributions to concepts, designs,			
Co-Author	IS	practices, analysis and interpretation of data $\ensuremath{\overline{\!\!\mathcal V}}$			
	12	-Participants in Drafting and Revising Papers 🛛			
		-Someone who can explain all aspects of the paper $ \!$			

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A Study on Job Analysis in the Technical Part of Hair Designers

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Abstract

Purpose: In modern society, where professional skills and function are required according to changes in the industrial structure, the personal and technical job capabilities of beauty human resources who pursue beauty targeting the human body are the most important factors affecting the growth of beauty companies along with customer satisfaction. Since it is a resource, it is a time when effective and efficient management of human resources is desperately needed. introduction of the National Competency Standards and Fair Evaluation Qualification System, one of the widely used improvement directions to quickly reflect changes in the industrial field, will help improve the productivity of beauty care by studying whether it is correlated with the technical capabilities of designers.

Method: This survey was conducted for 15 days from August 5, 2022, by setting practitioners nationwide who obtained national qualifications related to hairdressing (hair) and working in hair salons as survey sub-jects, distributed the questionnaires directly, and asked the respondents to fill in the questionnaires directly. An empirical survey was conducted using a self-administered questionnaire survey method. First, a measurement tool was constructed, the factors of the item on the difference in job ability were analyzed, and the validity and reliability of the four factors extracted based on the eigenvalue 1 were tested, and the data were analyzed.

Results: As a result of demographic analysis, there were 239 males (50.9%) and 231 females (49.1%), As a result of the descriptive statistics analysis, the overall job competency averaged 3.45 points. Among technical job skills, 'correction service ability' (M=3.63) appeared the highest, 'Cutting skills' (M=3.62) followed by 'professional work' (M=3.52). Differences in technical job competency by gender were relatively higher in men than women in terms of cutting skills, customer hair evaluation/prescription, and more, In the case of women, compared to men, permanent wave technology, hair coloring technology, straightening service ability, fashion/ingenuity, and hair styling skill were relatively higher, showing differences. Technical job skills by age were relatively higher in those in their 50s, 60s, and 20s than those in their 30s and 40s. Job competency according to the final level of education was relatively high in those with a 4-year college degree or higher. It was found that those who majored in beauty related departments had higher work ability than those who did not major. As a result of the analysis by experience, the overall technical job ability was relatively high for less than 5 years or more than 10 years, and for professional work.

Conclusion: As a result of analyzing the technical job of hair designers working in the industrial field, it can be seen that those in their 20s have the best technical job ability by age, and those with less than 5 years of experience have the best technical job ability by career. It is recognized that the systematic curriculum of NCS is working meaningfully.

Keywords: Beauty Job, Ability, Hair Designer, Increased Productivity, National Competency Standards

1. Introduction

1.1. Necessity and purpose of research

In modern society, where professional skills and skills are required according to changes in the industrial structure, the personal and technical job capabilities of beauty human resources who pursue beauty targeting the human body are the most important factors affecting the growth of beauty companies along with customer satisfaction. Since it is a resource, it is a time when effective and efficient management of human resources is desperately needed. Proficiently producing the style desired by customers is more important than ever before for customer satisfaction and for enhancing the competitiveness of beauty companies[1][2]. When you have the ability to accurately fulfill customer needs, trust with customers is formed, and customer satisfaction based on service quality affects revisit[3][4].

This thesis analyzed the technical job abilities of hair designers who have hair qualifications and are in charge of practical work in the field. Differences in job ability were analyzed and presented according to demographic characteristics such as gender, age, educational background, major, income, and length of service. One of the most important areas of job competency is the national technical gualification system. One of the most important areas of job competency is the national technical qualification system. The demand for fostering talents who have both creative skills and scientific theories of hair designers, who are professionals who must meet qualifications according to certain regulations, leads to national technical qualifications[5]. In 2002, the National Competency Standards (NCS) were developed to quickly reflect changes in the industrial field and suggest improvement directions that can be widely used[6][7]. As a result, a new process evaluation qualification system, which was reorganized based on the NCS-based examination criteria, was newly introduced, which had a positive effect on the improvement of the technical job competency of hairdressers [7]. This study proposes a technical job model according to jobs centered on beauticians in the beauty industry, analyzes the presented technical job capabilities, finds out the correlation with NCS, and helps to improve the productivity of beauty management. Prepare job statements and job descriptions necessary for organizational rationalization and basic work, prepare and utilize basic data for employment, placement, movement, promotion, and improvement of work. It can be used for the purpose of preparing accurate educational and training standards, setting job levels, career planning and development, and safety management, and it is intended to provide basic data.

2. Definition of Terms

2.1. Beauty job

"The job definition of hair beauty at NCS is shampoo, haircut, hair perm, hair color, scalp, hair care, and hair styling by using beauty devices and products for customers who want to increase emotional satisfaction and self-esteem through the satisfaction of aesthetic needs. It is to provide beauty services such as etc" [7][8][9][10]. The factors that the NCS system influences on job competency are job calling, job achievement, self-management, job awareness, and information orientation, and job satisfaction increases as these factors increase [11]. Job satisfaction refers to the degree of positive feelings of workers[12].

2.2. Ability

It is an attitude that can express cognitive and emotional results required for job performance [13], and is the level of presenting performance using knowledge and skills when necessary[14]. It is an attitude that can express cognitive and emotional results required for Hairdresser's competency doubles job ability, influences customer satisfaction, and affects productivity, Basic job skills include resource management skills, technical skills, organizational understanding skills, interpersonal skills, communication skills, self-development skills, and numeracy skills[15][16].

2.3. Capabilities

The dictionary meaning is defined as the power or ability to effectively do something, and knowledge, skill, and ability are components of competency[17]. Core competencies can be demonstrated when innovation, creativity, collaboration, communication, problem solving, and critical thinking are combined in a complex way. Beauty skills have a close relationship between job attribute factors and competency factor creativity[18].

2.4. National competency standards(NCS)

It was developed to promote competitiveness improvement with the goal of realizing a competency-centered society in order to nurture young talents who will lead the future national competition of the Park Geun-hye administration and promote the development of lifelong vocational skills[19]. The state systematizes the contents of knowledge, skills, and attitudes required to perform duties in industrial settings by industry sector and level.

3. Research Method

3.1. Subject of research

A survey was conducted targeting practitioners who obtained hair-related national qualifications and had field experience working in the barber and beauty industry.

3.2. Validity and reliability of measurement tools

3.2.1. Composition of measurement tools

It consists of questions about gender, age, education, and occupation that ask general demographic characteristics, and questions about differences in job ability according to hair national qualifications. Lytle's job evaluation elements (Lytle 1946) were referred[20], and common and basic elements among the function [NCS] of the competency unit design standard of the NCS job analysis promoted by the Human Resources Development Service of Korea and the job competency and job competency required by the industry can be included. The researcher's designer evaluation system used in the beauty field was modified and supplemented and used as a measurement tool. As a result of a factor analysis of 14 items (likert scale from 'strongly agree (5 points) to not at all' (1 point)) on the difference in job ability, the 4 factor questions extracted based on the eigenvalue 1 were selected as factors. Arranged in the order of load size, the common properties of the items in the sub-area were displayed with names reflecting them.

3.2.2. Feasibility and reliability of measurement tools

Exploratory factor analysis was conducted to verify the validity of the measurement tools in this study. Principal component analysis was performed to extract the constituent factors, and as one of the methods of condensing the correlation of numerous variables into a small number of basic factors, it is assumed that there is a factor common to all variables, and this factor is found to determine the extent to which each variable is affected. It is a statistical analysis method that calculates the degree and describes the characteristics of the group[21]. Varimax rotation was performed to simplify factor loadings. The Verimax regression method used a factor loading value of 0.40 or higher, which indicates the degree of correlation between each variable and the factor.

Verimax rotation was performed to simplify factor loading values. In the Verimax recovery method, the factor load value indicating the degree of correlation between each variable and factor was 0.40 or more, In general, a factor loading greater than 0.40 is considered a significant

variable, and a factor loading greater than 0.50 is considered a very important variable[22][23]. The total variance explained by the item selection criterion of eigenvalue 1.0 or higher and factor loading value .60 or higher was 86.22%, which was relatively valid. Reliability coefficient Cronbach's α appeared as a value of .9 or higher, ensuring reliability of each factor.

3.3. Data analysis method

3.3.1. Collection of data

This survey was conducted for 15 days from August 5, 2022, by setting practitioners nationwide who obtained national qualifications related to hairdressing (hair) and working in hair salons as survey subjects, distributed the questionnaires directly, and asked the respondents to fill in the questionnaires directly. An empirical survey was conducted using a self-administered questionnaire survey method.

3.3.2. Data analysis method

As a statistical analysis method of the collected data, SPSS 21.0 program was used and the following analysis procedure was performed. First, frequency analysis was conducted to find out the demographic characteristics of the survey subjects. Second, exploratory factor analysis was conducted to verify the validity of the measurement tool, and Cronbach's α coefficient was calculated to verify reliability. Third, an independent sample t-test and one-way ANOVA were conducted to find out the technical job competency of barber and beauty practitioners and to find out if there were any differences according to the demographic characteristics of the survey subjects. As a post hoc test method, Scheffe test was performed. All difference tests were verified at the significance level p<0.05.

4. Research Results and Considerations

4.1. Demographic characteristics of survey subjects

<Table 1> shows the results of frequency analysis conducted to find out the demographic characteristics of survey subjects. As a result of the analysis, by gender, 239 men (50.9%) and 231 women (49.1%) were found. By age, 72 people in their 20s (15.3%), 102 people in their 30s (21.7%), and 111 people in their 40s (23.6%)), 90 (19.1%) in their 50s, and 95 (20.2%) in their 60s or older. As for the final level of education, 247 (52.5%) graduated from high school, 193 (41.1%) graduated from a junior college, and 30 (6.4%) graduated from a 4-year university or higher. As for majors, 285 people (60.6%) majored in hair and beauty related departments, and 185 people (39.4%) majored in hair and beauty related departments. The average monthly income was 69 (14.7%) less than 2 million won, 274 (58.3%) between 2 and 3 million won, 86 (18.3%) between 3 and 4 million won, and 41 (8.7%) over 4 million won, working period Less than 3 years 82 (17.4%), 3-5 years 85 (18.1%), 5-10 years 86 (18.3%), 10-15 years 30 (6.4%), 15 years or more 187 (39.8%)

Ques	stions	Frequency(N)	Percent(%)		
Conder	Men	239	50.9		
Gender	Women	231	49.1		

 Table 1. Demographic characteristics of survey subjects.

	20's	72	15.3
	30's	102	21.7
Age	40's	111	23.6
	50's	90	19.1
	Over 60's	95	20.2
	high school graduation	247	52.5
A final education	Graduated from a junior college	193	41.1
	Four-year college graduation or higher	30	6.4
Majors	Beauty related majors	185	39.4
	Beauty related non-majors	285	60.6
	less than 2 million won	69	14.7
An average monthly	less than two to three million won	274	58.3
income	Less than 3-4 million won	86	18.3
	Over 4 million won	41	8.7
	less than three years	82	17.4
	Less than 3-5 years	85	18.1
Period of work in the beauty industry	Less than 5-10 years	86	18.3
	Less than 10-15 years	30	6.4
	for more than 15 years	187	39.8
Colum	in total	470	100.0

4.2. Validation of validity and reliability of technical job competency

The validity and reliability of technical job skills were analyzed as shown in <Table 2>. Eight factors with an eigen value of 1 or more were extracted, and the total explanatory power was 85.613%. For each sub-factor, "hair styling proficiency" was 14.547%, "hair coloring technology" was 12.094%, "professional work" was 11.853%, "customer hair evaluation/prescription" was 11.495%, "trend/originality" was 10.917%, "cutting technology" was 9.374%, "correction service capability" was 9.037%, and 6 percent In other words, the factor load value of the eight factors is 0.40 or more, and the validity of the constituent concept has been verified, and the reliability was also 0.824 to 0.987, which was analyzed as a very reliable measurement item.

 Table 2. Validation of validity and reliability of technical job competency.

Question	Hair styling	Hair coloring	Professional	Hair evaluation	Trend and	Cutting	Correction	Permanent wave
Roll setting proficiency	0.916	0.218	-0.001	0.128	0.171	-0.042	0.044	0.029
Iron proficiency	0.916	0.218	-0.001	0.128	0.171	-0.042	0.044	0.029
Up style proficiency	0.811	-0.085	0.016	0.163	0.249	0.379	0.113	-0.038
Blow dry proficiency	0.800	0.315	-0.008	-0.044	0.158	-0.074	0.109	0.087
Braided proficiency	0.773	-0.217	-0.007	0.184	0.295	0.255	0.031	-0.007
Intensive Highlighting	0.137	0.929	-0.056	0.135	0.111	0.005	0.120	0.159
Dyeing, highlighting, weaving	0.126	0.919	-0.017	0.120	0.150	0.014	0.168	0.178
Root dye	0.145	0.902	-0.012	0.142	0.146	0.005	0.155	0.174
Compliance with laws and regulations for sanitation control	0.141	-0.020	0.883	-0.202	0.009	0.201	-0.089	0.083
Compliance with safety rules	-0.020	-0.044	0.867	0.265	-0.039	-0.026	0.027	-0.032
Maintenance of clean and tidy equipment	-0.073	-0.006	0.840	0.292	-0.026	0.154	0.019	-0.021
Ownership of the necessary equipment	-0.072	-0.044	0.838	0.384	-0.041	0.183	-0.009	-0.057
Sales of products	0.027	0.179	0.048	0.872	0.271	0.009	0.159	0.063
Sales of additional services	0.329	-0.010	0.262	0.836	0.137	0.138	0.094	-0.003
Efficient consultation	0.123	0.198	0.383	0.739	0.022	0.275	0.080	0.034

Knowledge of prices, services and products	0.181	0.229	0.298	0.713	-0.081	0.363	0.086	0.059
Creative hair permanent wave	0.207	0.144	-0.090	0.047	0.889	0.027	-0.076	0.118
Creative hair coloring	0.239	0.050	0.095	0.081	0.842	0.153	0.068	0.091
Creative hair styling	0.238	0.101	-0.086	0.068	0.821	0.185	0.235	0.078
Creative cut	0.360	0.368	-0.032	0.231	0.645	-0.020	0.141	0.032
Clipper technique	0.018	-0.032	0.188	0.121	0.139	0.897	0.178	0.003
Razor technique	0.089	-0.126	0.186	0.127	0.099	0.878	0.217	0.060
Scissor technique	0.114	0.313	0.108	0.362	0.114	0.650	-0.117	0.079
Cutting technique	0.043	-0.068	0.081	0.002	-0.105	0.223	0.809	-0.060
Permanent wave Correction service	0.017	0.279	-0.122	0.027	0.255	-0.082	0.749	0.158
Hair coloring Correction service	0.031	0.345	-0.168	0.175	0.184	0.004	0.730	0.220
Hair conditioning	0.295	0.143	0.135	0.243	0.067	0.240	0.712	0.122
Heat permanent wave	0.071	0.269	0.077	-0.005	0.103	0.020	0.090	0.889
Cold permanent wave	-0.003	0.180	-0.086	0.092	0.143	0.079	0.160	0.887
An eigenvalue	4.219	3.507	3.437	3.333	3.166	2.718	2.621	1.826
Variance Description(%)	14.547	12.094	11.853	11.495	10.917	9.374	9.037	6.297
Cumulative Variance Description(%)	14.547	26.641	38.494	49.988	60.906	70.279	79.316	85.613
Reliability	0.925	0.987	0.913	0.911	0.899	0.865	0.824	0.865

4.3. Technical job competency of beauty practitioners

4.3.1. Overall technical job competency

<Table 3> shows the results of descriptive statistical analysis to find out the overall technical job competency of beauty practitioners.

As a result of the analysis, overall, 'correction service ability' (M=3.63) was the highest, "Cutting technology" (M=3.62), "professional work" (M=3.52), "permanent wave technology" (M=3.48), "customer hair evaluation/prescription" (M=3.46), "hair styling skill" (M=3.40), "hair coloring technology" (M=3.39) and "trend/creativity" (M=3.15) were in order, the overall technical job competency averaged 3.45 points, indicating that hair designers have more prominent job competencies of haircuts and perm.

	Division	М	SD
	Cutting technique	3.62	0.437
	Permanent wave technology	3.48	0.506
	Hair coloring techniques	3.39	0.560
Technical	Correction service	3.63	0.390
competency	Trend and creativity	3.15	0.493
	Hair styling Related proficiency	3.40	0.515
	Hair evaluation and prescription	3.46	0.519
	Professional work	3.52	0.442
	Column total	3.45	0.293

 Table 3. Overall technical job competency of beauty practitioners.

4.3.2. Differences in technical job competency according to demographic characteristics

4.3.2.1. Differences in technical job competency by gender

<Table 4> shows the results of analyzing whether there is a difference in technical job ability according to gender. The analysis revealed statistically significant differences in cutting technology, permanent wave technology, hair coloring technology, calibration service ability, trend/singularity, hair styling proficiency, customer hair evaluation/prescription, and professional work (p<).05), In the case of men, it was found that cutting skills, customer hair evaluation/prescription, and professional work skills were relatively higher than that of women,

Compared to men, women showed relatively higher permanent wave skills, hair coloring skills, correction service skills, fashion/singing skills, and hair styling skills.

		G				
Division	М	en	Woi	men	t-value	Р
	М	SD	М	SD		
Cutting technique	3.69	0.446		0.413	3.909***	0.000
Permanent wave technology	3.42	0.515	3.55	0.488	-2.838**	0.005
Hair coloring techniques	3.24	0.459	3.54	0.612	-6.051***	0.000
Correction service	3.59	0.362	3.67	0.414	-2.137*	0.033
Trend and creativity	3.08	0.527	3.22	0.444	-3.194**	0.001
Hair styling proficiency	3.34	0.529	3.45	0.494	-2.361*	0.019
Hair evaluation and prescription	3.54	0.516	3.37	0.509	3.677***	0.000
Professional work	3.73	0.381	3.31	0.395	11.861***	0.000
Column total	3.45	0.290	3.44	0.295	0.321	0.749

Table 4. Differences in technical job competency by gender.

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

4.3.2.2. Differences in technical job competency according to age

<Table 5> shows the results of analyzing whether there is a difference in technical job ability according to age. As a result of the analysis, there were statistically significant differences in overall technical job skills, cutting skills by sub-factors, permanent wave skills, hair coloring skills, calibration service skills, trend/singing skills, and customer hair evaluation/prescription (p<.05). First, in terms of overall technical job ability, it was found to be relatively higher than those in their 20s and 50s, and those in their 60s and older than those in their 30s and 40s.

In addition, in terms of cutting technology for each sub-factor and customer hair evaluation/prescription, those in their 60s and older were found to be relatively high, In terms of permanent wave technology, hair coloring technology, and trend/original power, those in their 50s were relatively high, and those in their 20s were relatively high in correction service ability and hair styling proficiency.
 Table 5. Differences in technical job competency by age.

					A	ge						
Division	20	20's		30's		40's		50's		More than 60's		p
	М	SD	М	SD	М	SD	М	SD	М	SD		
Cutting technique	3.71 ^b	0.445	3.34ª	0.382	3.59 ^b	0.388	3.56 ^b	0.452	3.92°	0.295	28.677***	0
Permanent wave technology permanent wave technology	3.40ª	0.487	3.45ª	0.495	3.54 ^{ab}	0.435	3.62 ^b	0.614	3.39ª	0.468	3.311*	0
Hair coloring techniques	3.24ª	0.427	3.42 ^{ab}	0.495	3.23ª	0.664	3.66 ^b	0.551	3.38ª	0.488	9.826***	0
Correction service	3.80 ^c	0.246	3.54ª	0.374	3.46ª	0.368	3.68 ^b	0.501	3.76 ^{bc}	0.294	13.905***	0
Trend and creativity	3.26 ^{ab}	0.530	3.06ª	0.507	3.05ª	0.291	3.29 ^b	0.741	3.14 ^{ab}	0.238	4.888**	0
Hair styling proficiency	3.84 ^b	0.392	3.37ª	0.505	3.21ª	0.504	3.38ª	0.506	3.32ª	0.436	20.871***	0
Hair evaluation and prescription	3.43ª	0.379	3.30ª	0.516	3.37ª	0.502	3.37ª	0.596	3.84 ^b	0.359	19.173***	0
Professional work	3.50	0.501	3.47	0.440	3.55	0.470	3.57	0.450	3.52	0.348	28.677***	0
Column total	3.55 ^b	0.216	3.36ª	0.282	3.36ª	0.276	3.50 ^b	0.406	3.53 ^b	0.167	9.980***	0

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

Scheffe : a<b<c.

4.3.2.3. Differences in technical job competency according to final education

<Table 6> shows the results of analyzing whether there is a difference in technical job ability according to the final education.

As a result of the analysis, there were statistically significant differences in overall technical job skills, cutting skills by sub-factors, permanent wave skills, hair coloring skills, calibration service skills, trend/original skills, hair styling skills, customer hair evaluation/prescription, and professional work (p<.001). First, in terms of overall technical job ability, it was found that four-year college graduation or higher than high school graduation or junior college graduation was relatively high.

In addition, cutting technology, permanent wave technology, hair coloring technology, correction service ability, trend/original ability, customer hair evaluation/prescription, and professional work for each sub-factor, four-year college graduation or higher than high school graduation or junior college graduation, When it comes to hair styling skills, compared to high school graduation In the case of liberal arts college graduation or four-year college graduation or higher, the difference was found to be relatively high, showing the same results as Hwang Doo-young's [24].

			Final ed	ucation					
Division	High school	graduation	Graduat a junior	ion from college	Four-yea graduatior	n college n or higher	F-value	p	
	М	M SD M SD M		М	SD				
Cutting technique	3.58ª	0.451	3.60ª	0.402	4.06 ^b	0.264	17.548***	0.000	
Permanent wave technology	3.42ª	0.463	3.47ª	0.476	4.07 ^b	0.653	24.051***	0.000	
Hair coloring techniques	3.25ª	0.554	3.48 ^b	0.494	3.91°	0.587	25.890***	0.000	
Correction service	3.58ª	0.394	3.64ª	0.362	3.96 ^b	0.372	13.441***	0.000	
Trend and creativity	3.01ª	0.493	3.25 ^b	0.390	3.69°	0.560	38.072***	0.000	
Hair styling proficiency	3.22ª	0.531	3.62 ^b	0.420	3.43 ^b	0.337	38.631***	0.000	
Hair evaluation and prescription	3.30ª	0.551	3.57 ^b	0.407	3.98°	0.341	35.537***	0.000	
Professional work	3.41ª	0.428	3.60 ^b	0.436	3.94°	0.157	27.210***	0.000	
Total	3.33ª	0.267	3.54 ^b	0.239	3.84 ^c	0.261	73.398***	0.000	

Table 6. Differences in technical job competency according to final education.

Note: ***p<.001.

Scheffe:a<b<c.

4.3.2.4. Differences in technical job competency according to major

<Table 7> shows the results of analyzing whether there is a difference in technical job ability depending on the major. As a result of the analysis, there were statistically significant differences in overall technical job skills, cutting skills by sub-factors, hair coloring skills, calibration service skills, trend/singing skills, hair styling skills, customer hair evaluation/prescription, and professional tasks (p<).001),In the case of major in beauty-related departments, overall technical job skills, cutting skills, cutting skills, correction service skills, trendy/original skills, hair styling skills, customer hair evaluation/prescription, and professional tasks (p<).001),In the case of major in beauty-related departments, overall technical job skills, cutting skills, customer hair evaluation/prescription, and professional work skills were found to be higher. This was contrary to the study that the job performance ability, job performance knowledge, and skill retention ability of graduates of the beauty department were very insufficient[25]. It is considered very desirable that graduates of the major department have excellent job skills.

		Ma	jors				
Division	Beauty relat	ed majors	Beauty non-n	related najors	T-value	p	
	М	SD	М	SD			
Cutting technique	3.77	0.387	3.51	0.437	6.743***	0.000	
permanent wave technology	3.54	0.521	3.45	0.493		0.072	
Hair coloring techniques	3.54	0.492	3.28	0.578	5.069***	0.000	
Correction service	3.77	0.272	3.54	0.425	7.410***	0.000	
Trend and creativity	3.27	0.414	3.07	0.523	4.444***	0.000	
Hair styling Related proficiency	3.68	0.404	3.21	0.494	11.330***	0.000	
Hair evaluation and prescription	3.73	0.321	3.28	0.547	11.146***	0.000	
Professional work	3.72	0.401	3.40	0.421	8.408***	0.000	
Column total	3.64	0.209	3.33	0.275	13.779***	0.000	

 Table 7. Differences in technical job competency according to major.

Note***p<.001.

4.3.2.5. Differences in technical job competency according to average monthly income

<Table 8> shows the results of analyzing whether there is a difference in technical job ability according to average monthly income. As a result of the analysis, overall technical job skills, cutting skills by sub-factors, permanent wave skills, hair coloring skills, calibration service skills, There were statistically significant differences in trend/singularity, hair styling proficiency, customer hair evaluation/prescription, and professional work (p<.001). First, in terms of overall technical job ability, it was found that more than 3 million won was relatively high compared to less than 3 million won.</p>

In addition, cutting technology, permanent wave technology, hair coloring technology, and customer hair evaluation/prescription for each sub-factor were relatively high in the case of more than 3 million won compared to less than 3 million won, In terms of correction service ability, trend/singing ability, and hair styling proficiency, 4 million won or more is relatively high compared to less than 4 million won, In terms of professional work, less than 3 million won to 4 million won was relatively high compared to less than 2 million won or more than 4 million won, which is the same as the research result of Jang Man-woo[25].

		Average monthly income											
Division	Less t millio	:han 2 n won	Less t 3millio	Less than 2- 3million won		Less than 3-4 million won		l million on	F-value	p			
	Μ	SD	М	SD	М	SD	М	SD					
Cutting technique	3.43ª	0.458	3.52ª	0.427	3.94 ^b	0.262	3.89 ^b	0.241	37.288***	0.000			
Permanent wave technology	3.31ª	0.463	3.44 ^{ab}	0.468	3.59 [♭]	0.538	3.82°	0.567	11.058***	0.000			
Coloring techniques	3.14ª	0.567	3.34 ^{ab}	0.526	3.40 ^b	0.491	4.11 ^c	0.263	33.852***	0.000			
Correction service	3.67 ^b	0.375	3.51ª	0.385	3.79 [⊳]	0.260	4.04°	0.230	36.337***	0.000			
Trend and creativity	3.21 ^{ab}	0.716	3.02ª	0.395	3.30 ^b	0.459	3.59°	0.319	22.510***	0.000			
Hair styling proficiency	3.38ª	0.621	3.41ª	0.535	3.20ª	0.316	3.77 ^b	0.247	12.080***	0.000			
Evaluation and prescription	2.98ª	0.463	3.41 ^b	0.491	3.85°	0.346	3.745°	0.253	55.237***	0.000			
Professional work	3.20ª	0.379	3.56 ^{bc}	0.451	3.74 ^c	0.248	3.38 ^{ab}	0.471	23.968***	0.000			
Column total	3.29ª	0.303	3.40ª	0.277	3.59 ^b	0.196	3.78°	0.174	41.398***	0.000			
	**	**p<.001	Scheffe : a·	<b<c< td=""><td></td><td></td><td></td><td></td><td colspan="3">Scheffe : a<b<c< td=""></b<c<></td></b<c<>					Scheffe : a <b<c< td=""></b<c<>				

 Table 8. Differences in Vocational Skills by Average Monthly Income.

4.3.2.6. Differences in technical job ability according to length of service

The result of analyzing whether there is a difference in technical job ability according to the period of employment in the barber and beauty industry is <Table. 9>. As a result of the analysis, overall technical job ability and cutting technology by sub-factor, permanent wave technology, hair coloring technology, Proofreading service ability, fashion/creativity, There was a statistically significant difference in hair styling skill, customer hair evaluation/prescription, and professional work (p<.001).

First of all, compared to less than 5-10 years in overall technical job ability, It was found to be relatively high for less than 5 years or more than 10 years, In terms of permanent wave technology, it is relatively high for more than 10 years compared to less than 3 years, In terms of hair

coloring technology, it is relatively high for more than three years compared to less than three years, For professional work, less than three years compared to three to five years, The difference was found to be relatively high for less than 10-15 years and more than 15 year.

	Period of work in the beauty industry											
Division	Less tha	n 3years	Less th ye	Less than 3-5 years		Less than 5-10 years		Less than 10-15 years		than 15 ars	F-value	p
	М	SD	м	SD	М	SD	м	SD	м	SD		
Cutting technique	3.79 ^c	0.369	3.40 ^b	0.400	3.25ª	0.355	3.76 ^c	0.419	3.78 ^c	0.366	43.109***	0.000
Permanent wave technology	3.26ª	0.402	3.52 ^{ab}	0.503	3.40 ^{ab}	0.484	3.57 ^b	0.450	3.59♭	0.533	7.163***	0.000
Hair coloring techniques	3.04ª	0.459	3.55⁵	0.495	3.39 ^b	0.485	3.39 ^b	0.480	3.46 ^b	0.613	11.124***	0.000
Correction service	3.61 ^b	0.246	3.86 ^c	0.305	3.36ª	0.327	3.68 ^{bc}	0.435	3.65 ^b	0.422	20.902***	0.000
Trend and creativity	2.98 ^b	0.241	3.43 ^c	0.419	2.72ª	0.615	3.04 ^b	0.208	3.31 ^c	0.407	42.045***	0.000
Hair styling related proficiency	3.60 ^{bc}	0.593	3.65°	0.422	3.03ª	0.401	3.45 ^{bc}	0.388	3.35⁵	0.472	24.012***	0.000
Hair evaluation and prescription	3.48 ^b	0.461	3.49 ^b	0.478	2.86ª	0.365	3.88 ^c	0.284	3.64 ^b	0.427	58.809***	0.000
Professional work	3.70 ^c	0.457	3.33ª	0.367	3.39 ^{ab}	0.466	3.64 ^c	0.313	3.58 ^{bc}	0.427	11.479***	0.000
Column total	3.45 ^b	0.251	3.54 ^b	0.253	3.14ª	0.246	3.54 ^b	0.192	3.53 ^b	0.267	39.787***	0.000

Table 9. Differences in technical job competency according to the period of employment in the beauty industry.

Note: ***p<.001.

Scheffe:a<b<c.

5. Thought

In particular, the system of qualification grades is not very helpful for the development of vocational skills of hairdressers[26]. The current cosmetology qualification system is the career leading function is weak[27]. A study showing that job competency education must be continuously received even after obtaining a hair design qualification and It can be seen that the meaning is the same as the research result of Youngjoo Lee[28], who studied the improvement of the unbalanced qualification system. Having a long career does not necessarily mean that you have

excellent job skills. Job competency must be able to be flexibly applied in practice to industry, technological change, and social needs. Job satisfaction affects designer's quality of life Not only does it affect[29][30][31][32]. In order to adjust the social treatment of the beauty industry, not only technical job skills but also personal job skills such as customer trust, interpersonal skills, quality improvement, It is necessary to take a closer look at work habits, etc., and to subdivide appropriate qualifications according to this[27][28], and to develop and activate customized training programs to improve job skills[29].

6. Conclusion and Recommendations

As a result of the technical statistical analysis, the overall job ability was the highest with an average of 3.45 points, with men with cutting skills and women with permanent wave skills and majors with high technical job skills. Designers continuously acquire new information and improve job skills through retraining and learning. Modern society requires professional skills and skills, and the most considered thing to accommodate these needs is to improve job skills. But Currently, compared to other occupations, the beauty qualification system is a two-stage qualification system of skilled workers and skilled workers, and the career-leading function is weak. This system of qualification ratings. Since it has not helped the development of hairdressers' vocational skills, job competency education must be continuously received even after obtaining hair design qualifications. Experience does not mean that job skills are excellent. Job competency should be able to be applied flexibly to industrial, technological, and social needs. Job satisfaction not only affects the quality of life of designers, but also requires a thorough review of individual job skills such as customer reliability, interpersonal skills, quality improvement, and work habits to control social treatment in the beauty industry.

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8. Appendix

8.1. Author's contribution

	Initial name	Contribution
Author	YL	-Set of concepts ☑ -Design ☑ -Getting results ☑ -Analysis ☑ -Make a significant contribution to collection ☑ -Final approval of the paper ☑ -Corresponding ☑ -Play a decisive role in modification ☑ -Significant contributions to concepts, designs, practices, analysis and interpretation of data ☑ -Participants in Drafting and Revising Papers ☑ -Someone who can explain all aspects of the paper ☑

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Exploring the Determinants of Preference for Visiting Beauty & Health Multi-Shop Operate by One Person

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Abstract

Purpose: A beauty health multi-shop is a place where two or more beauty and health-related professional services are managed, and it is divided into a multi-person multi-shop where multiple managers manage users and a one-person multi-shop that is operated by a single person. This study was conducted to conduct an objective and in-depth exploration of how the preference determinants of beauty health one-person multi-shop customers are organized.

Method: As a research method, the first open-ended survey was conducted, and based on this, preliminary questions were constructed through content analysis, and the second closed-ended survey was conducted. The first survey was conducted on 95 adults with experience in using beauty and health one-person multi-shops, and the second survey was conducted on 212 questionnaires with the same experience, and the final preference determinants were derived through exploratory factor analysis and reliability verification.

Results: The results of the study were implied by 17 sub-constructs, 6 constructs and 1 other factor. The first three internal preference determinants were identified as manager expertise, customer care environment, and affordability, and the second three external preference determinants were identified as diversity, convenience, and member retention services.

Conclusion: Currently, in Korea, the beauty health industry is based on the health industry and the beauty industry is being mixed and converged, creating new demands that are connected to health, culture, emotions, and aesthetic pursuits. The results of this study provide an objective explanation of the determinants of consumers' preference for visiting beauty and health one-person multi shops, so it is expected to be used as a resource for various operational measures in the future.

Keywords: Health Multi-Shop Operate by One Person, Content Analysis, Preference Determinants, Experience, Differentiation

1. Introduction

In Korean society, appearance management behaviors are not only used as a means of expressing psychological states to relieve daily stress, but also as a means of external expression to increase self-confidence and make a good impression in interpersonal relationships. Furthermore, by combining these appearance management behaviors with the concept of health care, it appears that people are favoring healthy beauty[1][2].

Modern people's desire to look good has long been accepted as an aesthetic standard required by society, but in Korean society, regardless of age, an attractive and likable image is an important factor in social life and is recognized as a necessary element for a successful life. As a result, efforts are being made to change one's external standards, and it is known that maintaining an ideal appearance has a positive impact on social life, including better interpersonal relationships, higher self-evaluation, and increased self-esteem[3][4][5]. Although there are differences between each generation, Korean society is engaged in various activities for physical change and participation in cultural contents depending on the level of education and economic level, and is active in self-improvement and interpersonal appearance management activities for a happy and healthy life[6][7][8][9].

Korea has already entered an ultra-aging society, and healthcare is changing from treatment to the 4Ps era of prevention, prediction, personalization, and participation. This shows that the beauty and health industries are also changing into the realm of the convergence healthcare industry[10][11][12]. Information related to Korean people's appearance management behavior is rapidly communicated through internet media and TV, and various beauty and health products are newly launched and gradually becoming more advanced and specialized according to their aesthetic needs and interests. As a result, various and sophisticated styles are being demanded from beauty care managers, including sellers. Therefore, beauty and health-related industries are developing as high added value in Korean society[13][14][15][16].

The beauty and health industry includes skin care and cosmetic surgery, diet and fitness, and the use of cosmetics and beauty devices to maintain health and enhance appearance. Recently, beauty and health shops in Korea are increasingly becoming beauty and health multi-shops that operate two or more specialized beauty programs in one store to meet the high demands of consumers[17][18]. As Korean consumers tend to break away from uniform systems and products to express their own personalities, the phenomenon of personalization, which is differentiated by individual interests, appearance, taste, and individuality, is gaining attention as a trend, and consumer purchase decision-making patterns are also changing to be more individualistic[19][20].

In the modern beauty health industry, healthcare and beauty care are emerging as new industries with the growth of innovative technologies, and anti-aging, which fits the characteristics of modern people who pursue healthy beauty, is forming a new industry paradigm as a high value-added industry. Therefore, the beauty industry and the health industry are not separate fields, but are converging and intermingling, and Korean society is also showing increasing consumer interest in the beauty health field, which is a form of health care combined with beauty, as the economy develops and living standards rise[14][21].

The Korean beauty and healthcare industry has been showing an increasing propensity to browse and purchase information online even before COVID-19, and it is predicted that this trend will continue in the post-COVID-19 era as it relates to well-being. The Korean government has introduced the concept of one-person creative enterprises to create jobs to improve youth unemployment, and many young people are showing interest. As a result, people who have creative ideas or expertise in beauty technology are starting their own beauty companies. A one-person beauty company is characterized by one manager providing one-on-one care to one client from consultation to completion, and is operated as a 100% reservation system with only one client at the same time in a small facility with one or two management rooms. And although it is a small-scale care room, users are highly satisfied because they can use their personal space comfortably without encountering other people in a neat and clean indoor environment[22][23][24].

Therefore, this study focuses on the one-person multi-shop operated by one person among these beauty health multi-shops. We conducted an in-depth analysis of the motivations and experiences of the growing number of users through the content analysis method and identified the determinants of their preferences. Through the results of this study, we identified what type of beauty & health multi-shop participants prefer and objectively analyzed the changed beauty care behavior of modern people.

2. Research Methods

2.1. Selection of study participants

This study conducted a first open-ended survey to find out the preference determinants of beauty health one-person multi-shop experience. Based on this, preliminary questions were organized and a second closed-ended survey was conducted. The first survey was conducted among 95 adults who have used Beauty & Health multi-shop operate by one person. The second survey was conducted with 220 people who had the same experience, and 212 questionnaires were analyzed, excluding 8 questionnaires that were answered dishonestly. The sample for this study was selected using convenience sampling and judgmental sampling.

2.2. Measurement instruments

In this study, we chose a content analysis method to learn about the participants' experiences. Content analysis is an analysis method that identifies and categorizes response procedures through open-ended questionnaires. The categorization method for each area according to the level of analysis was triangulation, in which only the contents agreed upon by the researchers were categorized, and the analysis was divided into sub-components and final components centered on the organized thematic areas. The open-ended questionnaire consisted of general characteristics such as gender and age, and three free responses on the positive and negative points of using Beauty & Health Multi-shop operate by one person.

2.3. Data processing and analysis

We explained the purpose of the study sufficiently to minimize errors due to participants not understanding the semi-structured questionnaire correctly. In addition, when participants asked questions, we answered them immediately and did not suggest examples to encourage active participation in the survey, but encouraged them to write down their own answers. The raw data of the collected semi-structured questionnaires were organized into topic areas, subcomponents, and final components, and the questions were organized according to the content of the components.

Based on the analysis of the responses collected in the primary data analysis, preliminary questions were constructed and used in the secondary data analysis. The questionnaire consisted of a 5-point Likert scale and was tested for validity and reliability using the SPSS 21 program. For the exploratory factor analysis, the model fit was evaluated using the KMO measure and Bartlett's X² test, and the factor explanatory power was checked using principal component analysis and the Varimax rotation method with right-angle rotation. The reliability of the components was analyzed by conducting Cronbach's a test to determine the reliability level.

3. Research Results

3.1. Content analysis of beauty & health multi-shop operate by one-person

According to the content analysis method, the contents of the raw data were divided into internal and external areas and other areas, and the subcomponents that appeared were identified and categorized into components. Based on the representative primary data, the first classification implied 6 components and 1 other factor. In the second classification, 17 subcomponents and one other factor were identified. Finally, the content analysis of beauty and health one-person multi-shop preference was confirmed as shown in <Table 1> below.

Areas	Components	Subcomponents	Representative raw data examples			
		Technical Expertise	I trust their skills/I can trust them with other treatments/I can keep up with them/I don't want to change hands every time/1 person shop has good skills/I can trust them/Experienced owner/Expert hands/ Different treatments for different clients/Experienced owner takes care of me/I'm comfortable with them/Expertise in multi-treatment/Continuous care.			
Internal areas	Manager Ex-	Counseling Expertise	Knows me well/trusted the consultation/customized explanation of me from the start/consistent/communicated during the consultation/relia- ble/customized consultation/professional consultation/personal consul- tation/Personal communication			
	pertise	Knowledge Expertise	Manager's multiple knowledge specialties/holder of a comprehensive li- cense in cosmetology/manager's expertise in a variety of manage- ment/extensive knowledge/qualifications and certifications/related knowledge/expert knowledge/manager's expertise/certifications in cos- metology.			
		Service Expertise	Reliable/manager takes care of me/friendly/intimate/best service/regular customer/recognized for professional service/continuity/atter tive/comfortable atmosphere/service is professional/comfortable se vice/manager doesn't change/customized service/professional feel/know what I want.			
		Personal care	I don't have to talk to strangers in private/I don't have to face other cli- ents/I like that it's not crowded/quiet/comfortable/Independent care/my own space/free to talk/special place/privacy/I'm comfortable with personal care/I know what I'm doing/tailored care/I like being cared for alone.			
	Customer care experi-	Focused care	Personalized management because they know me well/no need to ex- plain because they know me well/direct management by the owner/Don't get in the way/centralized management/focus on me/no change of manager/natural management flow/customized management service/careful management/Manage while relaxing/high management focus.			
	ence	Procedures Explained	Immediately acknowledges discomfort/ immediately accommodating/ one-on-one care/ feeling pampered/ knowing your personality/ knowing what you're sensitive to/ explaining what you need/ explaining what you need/explaining the process of care.			
		Hygiene	No people, so no worries about COVID-19/ hygienic/neat/pleasant/clean interior/clean/equipment sanitized/managers care about hygiene/work-ing to keep it clean/personal items available/wearing a mask/wearing custodial gloves/hygienic.			
	Economic benefit	Reduce costs	Reduces costs/discounts on simultaneous procedures/lower administra- tive costs due to lower marketing costs/less expensive/price reductions available/save money/receive two treatments economically/reduce travel costs/reduce prices/reduce costs/reduce amounts/financially effi- cient/discounted prices available.			

Table 1. Results of the content analysis on the preferences of beauty & health multi-shop operate by one-person.

		Eliminate unnecessary care	I can choose the care I want/I can only do the care I need/I don't do un- necessary care/I don't duplicate care/I don't duplicate care/I don't rec- ommend unnecessary care/I only do the care I need/I know me well so I don't have to explain unnecessary things/I'll let the manager do it.			
		Save time	Simultaneous care saves care time / no need to go twice /suitable for busy modern people /reduces travel time /reservation system reduces management time /no waiting time /can reduce travel time / simultane- ous management in one place saves time / It's good not to move to an- other place.			
	Diversity	Program diversity	All in one place/Multiple concerns addressed/comprehensive care/mul- tiple beauty services in one place/multiple treatments in one visit/differ- ent programs available/multiple treatments available/different treat- ments available/different services available/familiarity/different ser- vices/multiple services at once.			
External areas	Diversity	Information diversity	Get a variety of marketing information/get information on care produ I didn't know about/get recommendations for care I need/get reco mendations for good programs/get a variety of information/get beau care information/get beauty information/get care information/get a riety of beauty care information.			
	Convenience Membership service	Ease of booking	It's a reservation system, so it's easy to get a good time/saves me the hassle of making a reservation/it's easy to get a good time/it's easy to make a reservation/it saves me the hassle of going to multiple places/it's easy to make a reservation/it saves to make a reservation/it makes other things easier/it saves time/it doesn't have a waiting time/it doesn't have a waiting situation.			
		Facility accessibility	No need to go everywhere/save energy to find another shop/familiar- ity/comfortable/less hassle to park/practical/easy to find directions/fa- miliarity/small but comfortable/not crowded/use my own equip- ment/quiet and relaxing/quiet shop atmosphere/I feel like it's my own space/my own special place.			
		Membership Services	One membership allows for a variety of care /one membership registra- tion allows for benefits /simultaneous use with friends /access to multi- ple programs per day /family care services /convenient to have a mem- bership.			
		Event Services	Provide sample cosmetics/available demo management service/addi- tional services are available after familiarization/receive services as an event/participate in seasonal events/event services for special occa- sions/easy to win events.			
Other areas	Etc.	Etc.	No side effects/home care management information.			

3.2. Preliminary questionnaire for preference decision of beauty & health multi-shop operate by one-person

To explore the determinants of customers' preference for beauty and health one-person multi-shops, preliminary questions were developed based on the components. The preliminary questions were organized around the original data and 17 thematic areas identified through the structure search, and the contents of the thematic words were considered to be included. The number of preliminary questions was 3 to 5 for each factor, making 25 questions, and a 5-point Likert scale was adopted, with scores ranging from 1 to 5. The contents of the preliminary questions are shown in <Table 2>.

Table 2. Preliminary question contents.

Components	Preliminary question content			
	01. The manager has specialized skills in running a beauty and health multi shop.			
Manager expertise	02. They provide me with professional counseling.			
factors	03. The manager has a wide range of management expertise.			
	04. They know what I want and provide customized services			
	05. Personalized care allows for privacy			
Customer care	06. I can receive focused care because they know me well.			
environment factors	07. Explain the procedures and contents of the care.			
	08. Hygienic care is provided.			
	09. Beauty and health multi shops can save money.			
Economic factors	10. Unnecessary care is eliminated by not doing duplicate care.			
	11. Simultaneous care for my needs saves time.			
	12. It is convenient to not have to travel to another location.			
	13. The beauty and health multi-shop has a variety of programs.			
Diversity factor	14. It is possible to solve various problems through the management that suits me.			
	15. I can get various beauty and health information in one place.			
	16. It is convenient because it is not crowded because it is a reservation system.			
Convenience factor	17. It's convenient to go to one place without having to go to multiple places.			
	18. The beauty and health multi shop for one person is small but comfortable.			
	19. Various services are available with one membership.			
Manahanahin	20. I can use it with family and friends at the same time.			
iviembersnip	21. I can use several programs in one place in one day.			
service factor	22. There are various event services.			
	23. Various samples are provided.			
	24. The management of the beauty health one-person multi-shop has no side effects.			
Other factors	25. Provides information on home care management			

3.3. Results of exploratory factor analysis of preliminary questions

This study conducted an exploratory factor analysis and reliability analysis of the preliminary questions on the determinants of preference for beauty and health one-person multi-shops. The results of the analysis are shown in <Table 3>. The model fit test conducted for the exploratory factor analysis showed that the KMO measure was .930, and the Bartlett's X2 test was analyzed at .000 (p<.001), indicating that the factor analysis model was appropriate. The factor analysis used Principle Component Analysis (PCA) and Varimax rotation with right-angle rotation, and the explanatory power of the model was 62.824%. The reliability of each component was analyzed by Cronbach's a test, and the reliability of the manager expertise factors was .774, the customer care environment factors was .763, the economic factors was .758, the diversity factor was .717, the convenience factor was 703, and the membership service factor was .752, showing a relatively high level of reliability.

For the exploratory factor analysis, significant variables were selected based on variables with eigenvalues above 1.0 and factor loadings above 0.4. As a result of the analysis, seven items (4, 8, 14, 17, 19, 24, and 25) did not meet the criteria and were deleted. The extracted factors consisted of a total of 18 questions and 6 factors, and finally consisted of 3 questions on manager expertise, 3 questions on customer care environment, 4 questions on economic, 2 questions on diversity, 2 questions on convenience, and 4 questions on membership services.

Components	No.	1	2	3	4	5	6	Cronbach's a	
	2	.809	.331	.066	.262	.007	.071		
Manager expertise factors	3	.779	.006	.420	.095	.199	.145	α=.774	
	1	.554	.318	.080	.118	023	.122		
Customer care environment factors	6	.152	.653	.112	066	.321	.138		
	7	.141	.508	005	.382	.338	.178	α=.763	
	8	.137	.480	.263	026	.196	001		
Economic factors	10	.127	.117	.690	.196	.340	.316		
	11	.137	.212	.610	.179	.329	186	α=.758	
	12	.194	.098	.531	.118	017	.034		
	9	.093	.144	.511	.163	.208	.207		
	13	.163	.053	.304	.704	.393	.101	~- 717	
Diversity factor	15	.152	.204	.414	.636	.104	.479	α=.717	
Convenience factor	16	.167	.430	.147	.110	.737	.185	~- 702	
	18	.233	.161	.126	.314	.650	.148	α=.703	
	23	.093	.045	.238	.151	.188	.772		
Membership	22	.084	.090	.005	.194	.075	.763	a. 750	
service factor	21	.101	.511	.370	.165	.109	.734	α=.752	
	20	053	.106	.055	.010	.110	.662		
Eigenvalue	es	3.192	2.678	2.435	2.118	2.059	1.967		
Explanatory Varia	ation(%)	13.879	11.642	10.587	9.21	8.953	8.553		
Cumulative varia	nce (%)	13.879	25.522	36.108	45.318	54.271	62.824		

 Table 3. Exploratory factor analysis and reliability analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy=.930 Bartlett's Test of Sphericity=2192.01, df=300, Sig.=.000

3.4. The final content of organization for the preference determinant

Based on the results of the validity and reliability analysis centered on the content analysis of the determinants of customers visiting beauty & health one-person multi-shops, 6 constructs and 18 constructs in total were finally extracted. The following <Table 4> is the final composition of the determinants of preference for beauty & health multi-shop run by one-person.

Table 4. The final content of organization for the preference determinant of beauty & health multi-shop operate by one-person.

Components	Configuration content
Manager expertise factors	 The manager has specialized skills in running a beauty and health multi shop. They provide me with professional counseling. The manager has a wide range of management expertise.
Customer care environment factors	 Personalized management allows me to protect my privacy I can receive focused care because they know me well. They will explain the procedure to you.
Economic factors	 Beauty and health multi-shops can save money. There are no duplicate treatments, so unnecessary treatments are eliminated. The simultaneous care I need saves time. I don't have to go anywhere else.
Diversity factor	 Beauty and health multi-shop has a variety of programs. I can get various beauty and health information in one place.
Convenience factor	 It is convenient because it is not crowded because it is a reservation system. Beauty and health one-person multi-shops are small but comfortable.
Membership service factor	 I can use it with family and friends at the same time. I can use several programs in one place in one day. There are various event services. I can receive a variety of samples.

4. Conclusion and Recommendations

Modern society is characterized by the convergence of two or more systems and technologies to create new technologies or products. In the past, it was mainly centered on high-tech information and communication and innovative technologies, but as society changes, different services and technologies tend to be combined and spread[16][25]. This situation is also occurring in the beauty and health industry, where the health industry and the beauty industry are merging and converging, creating new demands linked to health, culture, emotions, and aesthetic pursuits, leading to the recent emergence of beauty and health one-person multi-shops. The birth of beauty and health one-person multi-shops is being driven by one-person entrepreneurs who prefer a personal space where they can work freely and comfortably due to changes in lifestyle, and is based on the desire of consumers to take care of themselves in their own space without being disturbed by others.

Therefore, this study was conducted to empirically investigate the preference determinants of customers who use beauty and health one-person multi-shops, which have been newly established in recent years. In the first study, 18 sub-components, 6 components, and 1 other component were identified through content analysis of raw data using an open-ended questionnaire. In the second phase of the research, the preliminary questions were analyzed with a total of 25 questions, and exploratory factor analysis was conducted to select significant variables based on variables with an eigenvalue of 1.0 or more and a factor loadings of 0.4 or more. From the analysis results, a total of 7 items were deleted because they did not meet the criteria,

and the final extracted factors were explored in 6 components and 18 contents, including overall manager expertise factors, customer care environment factors, economic factors, diversity factors, convenience factors, and membership service factors.

A recent study on service satisfaction with one-person beauty companies found that most users perceive the difference between one-person beauty salons and regular beauty salons as one-person management and 100% reservation system. In addition, users like the unique and personalized interior, and in terms of service quality, they report that professionalism, reliability, empathy, and continuity are influencing user satisfaction and service use value judgment[26][27].

Korea's beauty and health industry is based on the health industry, and as the beauty industry is becoming mixed and converged, it is creating new demands connected to health, culture, emotions, and aesthetic pursuits, and recently, beauty and health one-person multi shops have emerged. The birth of beauty and health one-person multi-shops is being driven by solo entrepreneurs who prefer a personal space where they can work freely and comfortably due to changes in lifestyle, and is based on the desire of consumers to take care of themselves in their own space without being disturbed by others. In Korea, studies on choice attributes, satisfaction, and consumer marketing of beauty and health multi shops have been continuously conducted, but few studies have been conducted on beauty and health one-person multi shops. Therefore, the results of this study provide an objective and in-depth interpretation of the determinants of preference for beauty & health multi-shop run by one-person.

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6. Appendix

6.1. Author's contribution

	Initial name	Contribution		
		-Set of concepts 🔽		
Lead Author		-Design 🔽		
	אס	-Getting results 🔽		
	DK	-Analysis 🔽		
		-Make a significant contribution to collection $ igside S$		
		-Final approval of the paper 🛛		
		-Corresponding 🗹		
		-Play a decisive role in modification $\ igside{\ V}$		
Corresponding		-Significant contributions to concepts, designs,		
Author*	ΠVV	practices, analysis and interpretation of data $\ oxdot$		
		-Participants in Drafting and Revising Papers 🛛		
		-Someone who can explain all aspects of the paper $ igside $		

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The Effect of Hair Beauty Shop Customers' Perception of General Risks and Beauty Shop Risks on Consumer Sentiment

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Abstract

Purpose: As the COVID-19 pandemic began, the concepts that have been used in Korean society are "With Corona" and "Post Corona." In Korea, social distancing and mask wearing were mostly lifted, but the sense of crisis did not disappear. As consumer sentiment shrank, productivity decreased, and the entire industry was affected, the beauty industry (mainly face-to-face services) is also subject to many negative effects. Consumer sentiment appears irrational and rationally regulates consumption habits. The general risk perception and beauty shop risk perception of COVID-19 were set as factors that affect consumer sentiment of hair beauty service consumers. This study aims to provide basic data to present a differentiated strategy that is different from other service fields for the development of the beauty industry.

Method: The data of this study were statistically analyzed using SPSS 25.0, and first, an exploratory factor analysis was performed to analyze the validity of the measurement tool. Reliability was analyzed using Cronbach's alpha coefficient. Frequency analysis and descriptive statistical analysis were performed, and chi-square test and multiple regression analysis were performed.

Results: Social and environmental risk and economic risk, sub-factors of general risk perception, appeared to have a significant positive (+) effect on consumer sentiment, and human risk, a sub-factor of beauty shop risk perception, had a significant negative (-) effect on consumer sentiment. Was found to have an effect on In other words, it can be said that the higher the social and environmental risk and economic risk, sub-factors of general risk perception, the higher consumer sentiment, and the higher the human risk, the sub-factor of beauty shop risk perception, the lower consumer sentiment. Economic risk (β =.290, p<.001), human risk (β =-.231, p<.01), and social and environmental risk (β =.118, p<.05) affects consumer sentiment in the order has been shown to affect.

Conclusion: 'Presence of regular beauty shops', 'Beauty shop selection criteria', and 'Reason for reduction in beauty expenditure and items after COVID-19' according to the age and gender of research subjects differ. Therefore, different marketing methods should be sought for each generation or gender. Since the relationship between risk perception and consumer sentiment has been revealed, it can be utilized to help recover and improve hair beauty shop business in the future.

Keywords: Hair Beauty Shop, Beauty Industry, Perception of Social and Environmental Risks, Perception of Beauty Shop Risks, Consumer Sentiment

1. Introduction

The social risk caused by the spread of COVID-19 was a disaster that put humanity at risk, and it can be accepted as a concept of risk that society suffers due to a disaster or disease [1][2][3]. Uncertainty and negative psychology due to corona affect consumer psychology and consumption orientation. Due to economic difficulties caused by Corona 19, consumer sentiment is further shrinking[4]. The panic and fear caused by the epidemic shrank consumer sentiment and caused major setbacks in production[5]. As such, the contraction in consumption in the service

industry due to the prolonged COVID-19 has had a negative impact on economic activities and is also having a great impact on the beauty industry[6]. In addition, as the public's concerns and anxiety over the re-spread of the second and third variant viruses increased due to the rapid spread and prolonged spread of COVID-19, governments around the world further strengthened social distancing and physical distancing. Since then, negative sentiments such as anxiety about the spread of infection and uncertainty about the future have increased [7][8].

It is expected that the economic and social crisis will spread as consumer sentiment shrinks, productivity declines, and affects the overall industry. In addition, the center of the industry will change and the trend of the industry will also change. As non-face-to-face services are gradually progressing from existing face-to-face services in the aftermath of Covid-19, onlineization is also expected to accelerate. In particular, it is expected that the digital trend utilizing individualism and IT technology will become the new normal [9][10].

As the COVID-19 pandemic began, the concepts that have been used in Korean society are "With Corona" and "Post Corona." In Korea, social distancing and wearing masks have been mostly lifted, but the sense of crisis has not disappeared, so consumer sentiment appears irrational and rationally adjusts consumption habits. When Middle East Respiratory Syndrome (MERS) broke out in the past, sales of large marts decreased significantly in areas where the outbreak occurred compared to areas where there was no outbreak. Negative effects such as a decrease of up to 28% in offline sales, while the spread continued, were confirmed [11]. On the other hand, small marts or online purchases with a relatively low risk of infection appear to increase.

In modern society, there are various unpredictable risks, and risk occurrence depends on subjective judgment rather than objective judgment. In other words, risk perception can be summarized as "a subjective assessment of the probability of a dangerous event, the seriousness of damage that can occur from that risk, and the vulnerability to which an individual is exposed"[12]. Consumers' perception of risk is a kind of anxiety perceived when purchasing a product or service [13], and refers to the possibility of encountering a negative event that can cause undesirable results [14]. It is difficult to predict whether a consumer will make a riskaverse or risk-taking decision in a context of perceived risk. This is due to the difference in individual tendencies, and risk perception is affected by various environments and factors, and the level of risk perception also differs depending on the size of the group [15]. Hairdressing services have been studied to have risk perceptions in both the service process and the outcome, and the risk perception in hair beauty services is greatly influenced by consumers' psychological uncertainty. Consumers cannot check the results in advance, and must receive services directly on their own bodies, and the high proportion of human services results in high heterogeneity of quality[16]. In addition, risk perception types appear differently depending on the characteristics of items, and in beauty services, psychological risks are perceived higher than physical and economic risks^[17]. In the COVID-19 situation, fear and rejection of infection arises because it is impossible to predict when and where it will be infected. Social confusion, disappearance of trust, and uncertainty increase the desire to acquire knowledge about diseases, and make it possible to accurately grasp prevention rules [18]. The risk perception of an infectious disease is accompanied by an analytical process, and individuals determine the degree of risk according to the collected information [19]. Individuals are more influenced by subjective perceptions from trivial cues than objective probabilities [20], and people who feel more fear and worry have higher risk perception levels [21].

Among the industries that are experiencing a crisis due to COVID-19, the beauty industry is facing a decrease in sales and even a threat to its existence, such as a decrease in customer visits, an extension of the treatment cycle, and a decrease in the frequency of treatment, especially because it provides face-to-face services based on human resources[22]. To respond to this, hairdressers are applying means such as wearing masks, providing disinfectants, ventilation,

and limiting the number of people, but due to the characteristics of multi-use facilities, customers' perception of danger inevitably occurs and there is.

Accordingly, based on subjective judgment, consumers are showing behaviors such as visiting single-person or small-scale beauty salons with low number of people, or visiting large-scale beauty salons based on trust in systematic quarantine. The risk perception of COVID-19 is generally It can be thought that it will reduce consumer sentiment, but according to previous studies, it appears to increase consumer sentiment depending on the level of risk perception. According to a study on the relationship between COVID-19 risk perception and beauty healthcare behavior by Lim Chae-won[23], physical risk perception decreases skin beauty behavior, but economic risk perception increases skin beauty behavior, showing conflicting results according to risk perception. In a study by Park Hyeon-jung and Nam Mi-woo[24], even if individuals feel social anxiety or 'corona blue', hair services lead to cathartic consumption to relieve anxiety because they are an essential field for personal hygiene and image maintenance. A study by Hong Soo-nam also analyzed that despite the perception of the risk caused by COVID-19, the psychology of using beauty services was due to social manners, psychological rewards, and satisfaction of social needs[1]. Research on beauty behavior has been conducted, but research on risk psychology for marketing is relatively few, so there is a need for research[25][26][27][28][29].

After reviewing the preceding studies and literature above, the general risk perception of COVID-19 and the risk perception of beauty salons were established as factors influencing consumer psychology of hair beauty service consumers. This study seeks to find out the impact of COVID-19 on consumer psychology of beauty consumers and countermeasures accordingly. For the development of the socially stagnant beauty industry, the purpose is to provide basic data in order to present a differentiated strategy that is different from other service fields.

2. Research Method

2.1. Research subjects

Data to be used for analysis were collected online from March 15 to March 25, 2022, and a survey was conducted targeting adult men and women nationwide who use hair beauty shops. A total of 368 questionnaires were collected.

2.2. Survey design and definition of variables

The contents of the questionnaire were designed by referring to previous research results and modifying and supplementing to suit the purpose of the study. General risk perception and beauty salon risk perception were set as independent variables, and consumer sentiment was set as a dependent variable, respectively. Sub-factors of general risk perception are social and environmental risk and economic risk. The sub-factors of beauty salon risk perception are human risk and space risk. General information consisted of gender, residence, age, occupation the presence or absence of regular hair salons.

The questions consisted of a total of 39 questions and were measured on a 5-point Likert scale(34 questions) and Nominal scale(5 questions).

2.2.1. Consumer sentiment

Consumer psychology is a concept that can judge or predict consumption trends, and in this study, Stimulate consumers' desire to purchase when customers who use thread purchase beauty services. It is defined as a psychological index meaning "psychological factor".

In order to measure consumer psychology, the scale used in the previous research results was modified and supplemented [1][5][30]. The questions consisted of a total of 15 questions.

2.2.2. Perception of risk

Perception of risk is the perception of the possibility that an action chosen by a person may cause negative consequences [31], and is an important variable for predicting and understanding consumer behavior. Risk perception factors due to COVID-19 in previous studies Factors that are expected to be presented are socio-environmental, economic, physical, and interpersonal risk perceptions [32]. Another researcher classifies risk into relationship risk, technology risk, price risk, loss risk, and ex-post risk [13]. In this study, consumers in the COVID-19 situation judged that the level of hygiene risk perception would be higher than other risk perceptions, so it was determined by adding human risk and spatial risk. The contents of the questionnaire were designed by modifying and supplementing the previous research results [5][13][32]. The questions consisted of a total of 19 questions

First, the sub-factors of general risks perception are social and environmental risk and economic risk. In this study, the subjective evaluation of anxiety, damage, and vulnerability felt when exposed to 'social & environment' or' economic' risk was defined as each definition.

Second, the sub-factors of beauty shop risk perception are human risk and space risk. Human risk refers to the risk perception of personal quarantine of hairdressers, tools used by hairdressers, infection through hairdressers who come in contact with many people, and close contact with hairdressers. In other words, the totality of anxiety about being infected through hairdressers ers providing beauty services can be defined as human risk. Due to the nature of the service, hairdressers must come into close contact with customers and deal with a large number of people in a short period of time[33], so they may feel a higher risk of infection than other service workers.

Third, The space risk in the COVID-19 situation is not only the anxiety of multi-use facilities used by many people, but also concerns about whether the virus remains in ventilation, chairs or shampoo stands, and haircuts and hair dryers used by an unspecified number of people. It means the anxiety that comes from becoming a member, the risk of contagion felt due to the small size of the beauty salon you visit, and trust in periodic disinfection and quarantine phrases.

2.3. Research model

The research model is shown in <Figure 1>.

Figure 1. Multiple regression analysis model.



2.4. Data analysis

The data of this study were statistically analyzed using SPSS 25.0, and the contents are as follows.

First, exploratory factor analysis was performed to analyze the validity of the measurement tool. Reliability was analyzed using Cronbach's alpha coefficient to analyze the items constituting the factors.

Second, frequency analysis and descriptive statistical analysis were conducted to identify the cognition and general characteristics of the research subjects, and cross-tabulation, independent sample t-test, and one-way ANOVA were conducted.

Multiple regression analysis was performed. In the statistical analysis, statistical significance was judged based on the significance level of 5%.

3. Results

3.1. General characteristics of the study subjects

A survey was conducted on 368 people for this study, and the general characteristics of the study subjects are as follows <Table 1>.

Characteristics	Categories	N	%
Gender	Male	173	47
Gender	Female	195	53
	Seoul	146	39.7
Residence	Metropolitan City (Incheon, Daegu, Gwangju, Daejeon, Ulsan, Busan)	51	13.9
	Metropolitan area	126	34.2
	Etc.	CategoriesNMale173Female195Seoul146Metropolitan City , Daegu, Gwangju, Daejeon, Ulsan, Busan)51Metropolitan area126Etc.45Under 296230 to 39 years old6540 to 49 years old4850 to 59 years old10460 and older89Housewife18Self-employment51Profession78Service position42Office worker87Student48Etc.44Fotal368	12.2
	Under 29	62	16.8
Age	30 to 39 years old	65	17.7
	40 to 49 years old	48	13
	50 to 59 years old	104	28.3
	60 and older	89	24.2
	Housewife	18	4.9
	Self-employment	51	13.9
	Profession	78	21.2
Occupation	Service position	42	11.4
	Office worker	87	23.6
	Student	48	13
	Etc.	44	12
	Total	368	100

Table 1. General characteristics.

3.2. Validation

3.2.1. Consumer sentiment

For consumer sentiment, a factor analysis was conducted with a total of 15 items. As a result of the analysis, the KMO measure .910, and the result of Bartlett's sphericity test was also significant (p<.001), confirming that the factor analysis model was suitable.

3.2.2. General risk perception

Factor analysis was performed with a total of 9 items, and as a result of the analysis, the KMO measure was .797, and the result of Bartlett's sphericity test was also significant (p<.001), confirming that the factor analysis model was appropriate. General risk perception was classified into two factors, and the two factors showed factor explanatory power of 63.645%. The first factor is 'Social and environmental risk' with 5 items, and the second factor is 'Economic risk' with 4 items.

3.2.3. Beauty shop risk perception

Finally, factor analysis was conducted with 7 items after excluding 3 items that hindered validity. As a result of the analysis, the KMO measure was .929, and the result of Bartlett's sphericity test was also significant (p<.001), confirming that the factor analysis model was suitable. Beauty shop risk perception was classified into two factors, and the two factors showed 82.030% explanatory power. The first factor was 'Human risk' with 3 items, and the second factor was composed of 'Space risk' with 4 items.

3.3. Reliability analysis

In general, when Cronbach's alpha is 0.6 or higher, reliability is considered relatively high (Hair et al., 2006), and the alpha coefficients of all variables are 0.8 or higher, indicating high reliability. It is shown in <Table 2> below.

Variables		No. of items	Cronbach's α
	Social and environmental risk	5	0.806
General risk perception	Economic risk	No. of items Cronback ental risk 5 0.806 ik 4 0.865 9 0.837 3 0.888 4 0.925 7 0.942 15 0.925	0.863
	Total	9	0.837
	Human risk	3	0.888
Beauty shop risk perception	Space risk	No. of items Cronbach's :al risk 5 0.806 4 0.863 9 0.837 3 0.888 4 0.925 7 0.942 15 0.922	0.925
perception	Total	7	0.942
(Consumer sentiment	15	0.922

Table 2. Reliability for each variable.

3.4. Correlation analysis

Pearson's correlation analysis was conducted to find out the correlation between the variables in this study. Consumer sentiment was significant with General risk perception (r=.241, p<.001), Social and environmental risk (r=.146, p<.01), and Economic risk (r=.245, p<.001). There was a positive (+) correlation, beauty shop risk perception (r=-.182, p<.001), human risk (r=-.194, p<.001), space risk (r=-.158, p<.01) and showed a significant negative (-) correlation. General risk perception was social and environmental risk (r=.777, p<.001), economic risk (r=.888,

p<.001), beauty shop risk perception (r=.356, p<.001), Positively significant with human risk (r=.327, p<.001), space risk (r=.349, p<.001), Consumer sentiment (r=.241, p<.001), showed correlation. Beauty shop risk perception was general risk perception (r=.356, p<.001), social and environmental risk (r=.282, p<.001), economic risk (r=.312, p<.001), Significantly positive (+) correlations were shown with human risk (r=.937, p<.001), space risk (r=.964, p<.001), and consumer sentiment (r=-.182, p<.001). .001), and showed a significant negative (-) correlation.

3.5. Differences in 'presence of regular beauty shops', 'beauty shop selection criteria', and 'reason for reduction in beauty expenditure and items after covid-19' according to the gender of the research subjects

Chi-square tests were conducted to find out whether there were differences in 'presence of a regular beauty shop', 'beauty shop selection criteria', and 'reason for decrease in beauty expenditure and items after COVID-19' according to the gender of the study subject. As a result of the significance test, these differences were all statistically significant. It is shown in <Table 3> below.

		Male	Female	Total	2 ()
Characteristics	Categories	(N=173)	(N=195)	(N=368)	χ² (p)
Presence of	Yes	160(92.5)	167(85.6)	327(88.9)	
regular beauty shop	No	13(7.5)	28(14.4)	41(11.1)	4.338 (.037)
	Good access(nearby)	92(53.2)	66(33.8)	158(42.9)	
	Where I used to know	57(32.9)	57(29.2)	114(31.0)	
Beauty shop selection criteria	Recommendation from a friend	13(7.5)	38(19.5)	51(13.9)	27.074***(<.001)
	Online/SNS, etc.	7(4.0)	22(11.3)	29(7.9)	
	Etc.	4(2.3)	12(6.2)	16(4.3)	
	Income decrease	38(22.0)	37(19.0)	75(20.4)	
Reason for reduction in beauty expenditure and items after	Reduction of gatherings	32(18.5)	42(21.5)	74(20.1)	
	Reduced need for beauty care	34(19.7)	36(18.5)	70(19.0)	11.639*(.020)
	Changes in consumer interest ranking	7(4.0)	26(13.3)	33(9.0)	
	Etc.	62(35.8)	54(27.7)	116(31.5)	

 Table 3. Differences in 'beauty use characteristics' according to gender.

Note: * p<.05 ** p<.01 *** p<.001.

3.6. Differences in 'presence of regular beauty shops', 'beauty shop selection criteria', and 'reason for reduction in beauty expenditure and items after Covid-19' according to the age of research subjects

Chi-square tests were conducted to find out whether there were differences in 'presence of a regular beauty shop', 'beauty shop selection criteria', and 'reason for decrease in beauty expenditure and items after COVID-19' according to the age of the study subject. As a result of the significance test, these differences were all statistically significant. It is shown in <Table 4> below.

		Under 29	30 to 39 years old	40 to 49 years old	50 to 59 years old	60 and older	Total	24.5
Characteristics	Categories	(N=62)	(N=65)	(N=48)	(N=104)	(N=89)	(N=368)	χ- (ρ)
Presence of	Yes	45(72.6)	60(92.3)	44(91.7)	96(92.3)	82(92.1)	327(88.9)	19.972***
beauty shop	No	17(27.4)	5(7.7)	4(8.3)	8(7.7)	7(7.9)	41(11.1)	(<.001)
	Good access(nearby)	25(40.3)	31(47.7)	11(22.9)	51(49.0)	40(44.9)	158(42.9)	
	where I used to know	10(16.1)	17(26.2)	17(35.4)	36(34.6)	34(38.2)	114(31.0)	
Beauty shop selection criteria	Recommenda- tion from a friend	7(11.3)	12(18.5)	11(22.9)	11(10.6)	10(11.2)	51(13.9)	96.638*** (<.001)
	Online/SNS, etc.	20(32.3)	4(6.2)	1(2.1)	2(1.9)	2(2.2)	29(7.9)	
	Etc.	0(0.0)	1(1.5)	8(16.7)	4(3.8)	3(3.4)	16(4.3)	
	Income decrease	8(12.9)	6(9.2)	11(22.9)	29(27.9)	21(23.6)	75(20.4)	
Reason for reduction in beauty expenditure and items after Covid-19	Reduction of gatherings	12(19.4)	10(15.4)	9(18.8)	26(25.0)	17(19.1)	74(20.1)	
	Reduced need for beauty care	13(21.0)	16(24.6)	7(14.6)	21(20.2)	13(14.6)	70(19.0)	33.410** (.007)
	Changes in consumer interest rank- ing	8(12.9)	12(18.5)	4(8.3)	7(6.7)	2(2.2)	33(9.0)	
	Etc.	21(33.9)	21(32.3)	17(35.4)	21(20.2)	36(40.4)	116(31.5)	

Table 4. Differences in 'beauty use characteristics' according to age.

Note: * p<.05 ** p<.01 *** p<.001.

3.7. The effects of general risk perception and beauty shop risk perception on consumer sentiment

Multiple regression analysis was conducted to analyze the effects of general risk perception and beauty shop risk perception on consumer sentiment. As a result of verifying the regression model, the regression model was suitable with F=15.730 (p<.001), and the explanatory power of the model was about 14.8%. Meanwhile, the Durbin-Watson statistic was 2.160, which was close to 2, so there was no problem with the assumption of independence of the residuals. The tolerance limits were all over 0.1 and the variance inflation factor (VIF) was less than 10, so no multicollinearity problem appeared. As a result of the significance test of the regression coefficient, Social and environmental risk, and Economic risk, which are sub-factors of general risk perception, have a significant positive (+) effect on consumer sentiment. Human risk, a sub-factor of beauty shop risk perception, was found to have a significant negative (-) effect on consumer sentiment. In other words, it can be said that the higher the social and environmental risk and economic risk, sub-factors of general risk perception, the higher consumer sentiment, and the higher the human risk, the sub-factor of beauty shop risk perception, the lower consumer sentiment.

Economic risk (β =.290, p<.001), human risk (β =-.231, p<.01), and social and environmental risk (β =.118, p<.05) affect consumer sentiment in the order has been shown to affect It is shown in <Table 5> below.

DV	В	SE	β	t	р	tolerance	VIF
(constant)	2.99	0.218		13.687***	<.001		
Social and environmental risk	0.121	0.056	0.118	2.186*	0.029	0.81	1.235
Economic risk	0.175	0.033	0.29	5.331***	<.001	0.792	1.262
Human risk	-0.137	0.049	-0.231	-2.766**	0.006	0.338	2.958
Space risk	-0.056	0.05	-0.093	-1.113	0.267	0.333	3.005

 Table 5. Factors affecting consumer sentiment.

F=15.730(p<.001), R²=.148, adjusted R²=.138, Durbin-Watson=2.160

Note: * p<.05 ** p<.01 *** p<.001.

4. Discussion and Conclusion

This study aimed to analyze the factors affecting consumers' consumer sentiment targeting adult males and females nationwide who use hair beauty shops. General risk perception and beauty shop risk perception were set as independent variables, and consumer sentiment was set as a dependent variable, respectively. The sub-factors of general risk perception are socio-environmental risk and economic risk. The sub-factors of beauty shop risk perception are human risk and space risk. For general information, gender, age group, region of residence, occupation, and presence of regular hair beauty shops were composed.

The result is: First, as a result of the difference test, it was found that men visited more beauty shops than women. In Song Hye-jeong's study[34], when it was related to the result of a high response that men with a beauty shop as their main use do styles that suit them, men do not want to change much, while women try new hairstyles. The difference appears to be due to the strong tendency.

Second, regarding the reason for the decrease in beauty shop costs after COVID-19, men answered the decrease in income and women gave a high response to the decrease in gatherings. Men can interpret that the importance of their hairstyle is relatively low compared to other items. In the case of women, hairdressers generally treat customers with a polite, kind, and sincere attitude, but women form higher rapport than men[35], and tend to gain social recognition through their appearance. it seems that the motivation to use a hair salon decreased in a situation where gatherings were controlled in the COVID-19 situation.

Third, it was found that there was a difference in the presence or absence of beauty shops that they usually visit by age group, and the response that there is no beauty shop that they usually visit was high among those in their 20s and over, and those in their 30s and older. In the beauty shop selection criteria, there was a difference between those in their 20s and younger, 30s, 40s, and 50s or older. People in their 20s and younger are constantly searching for a hair-style that suits them online or through social media, and visiting various beauty shops to find a place where they can manage their own hairstyle. On the other hand, those in their 30s or older are forced to visit a nearby beauty shop depending on their working environment, and because the beauty shop that suits them is determined to some extent, there is a difference in whether or not there is a beauty shop they usually visit depending on their age. seems to be

Fourth, the result that consumer sentiment decreased as the level of human risk perception increased indirectly supports the results of previous studies. Kim Eun-joo verified the impact of risk perception in the non-face-to-face era caused by COVID-19 on beauty device purchase behavior[32]. action increased. The results of this study can also be interpreted as the risk of infection perceived in human relationships that causes people to avoid face-to-face services and prefer non-face-to-face services.

Fifth, social and environmental risk and economic risk increased consumer sentiment unlike human risk. This supports the preceding study by Kim So-young that the more golfers perceive the risk of COVID-19, the more golfers visit the golf course. In other words, it means that customers using hair beauty shops can visit hair beauty shops even when the risk of infection increases due to COVID-19.

Based on these results, we would like to suggest the following measures to revitalize the beauty industry.

First, in order to attract customers to hair beauty shops, if discounts or promotional events for men are provided, especially monetary benefits for regular customers, it seems that male customers, which have decreased since COVID-19, can be recovered.

Second, for women, it will be necessary to thoroughly prevent beauty shops from being closed due to infection in a situation where social distancing restrictions are lifted. Song Hyehyun thoroughly wears a mask as an effort to quarantine the beauty shop, and suggests periodic ventilation and space division[12]. It will be important to thoroughly disinfect instruments, supplies, etc.

Third, online marketing will be an effective means to secure customers in their 20s who have high consumer sentiment, no beauty shops they visit, and rely on information obtained online and on SNS. Since people in their 20s acquire a variety of information to find their own style, hair beauty shops can appeal to customers that they can provide the style they want through methods such as providing photos of the service results provided to customers. there is. In particular, hairdressers in their 20s have a strong tendency to voluntarily show off through SNS if they like the results of the service they have received, so hairdressers should develop expertise to identify customers' tendencies and needs and realize them.

Fourth, customers in their 30s and older are expected to increase the number of visits naturally as social distancing restrictions are lifted. When activated, you will gain clients by fulfilling the need to present yourself within the group.

fifth, In a situation where anxiety due to COVID-19 is decreasing to some extent, expectations and compensation for beauty shops are increasing[30], so we designed an environmental plan for hair salons and reduced the service cost so that customers can feel relieved. If it is improved, it will be helpful for the recovery and improvement of hair beauty shop business in the future.

In this study, differences according to gender and age were verified. However, the level of risk perception of COVID-19 may differ depending on the regional scale. Therefore, it is necessary to carry out regional studies in follow-up studies.

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6. Appendix

6.1. Author's contribution

	Initial name	Contribution
Lead Author	JP	-Set of concepts ☑ -Design ☑ -Getting results ☑

Corresponding		-Analysis 🔽				
	FC	-Make a significant contribution to collection $\overline{\!$				
Author*	10	-Final approval of the paper 🛛				
		-Corresponding 🔽				
		-Play a decisive role in modification $\ igsqcare{}$				
		 Play a decisive role in modification Significant contributions to concepts, designs, practices, analysis and interpretation of data 				
Co-Author	КН	practices, analysis and interpretation of data $\ igsilon$				
		-Participants in Drafting and Revising Papers 🛛				
		-Someone who can explain all aspects of the paper $\overline{\!$				

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The Effect of Beauty Management Behavior of Beauty Shop Customers on Consumer Sentiment Since COVID-19

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Abstract

Purpose: Currently, beauty shops are experiencing a crisis of survival due to a decrease in customers due to COVID-19, but research on their survival is lacking. The purpose of this study is to find out how modern people's beauty management behavior due to COVID-19, the social anxiety we are facing affects consumer psychology. Through this, beauty service consumers suffering from COVID-19 seek ways to improve consumer sentiment to use beauty services and reflect this to help prepare countermeasures and establish marketing strategies to cope with the difficulties of industry (mainly face-to-face services) due to COVID-19. hope it can be a resource.

Method: The data of this study was an online survey targeting men and women who had experience of using beauty shops nationwide. The data were statistically analyzed using SPSS 25.0, and first exploratory factor analysis was performed to analyze the validity of the measurement tool. Reliability was analyzed using Cronbach's alpha coefficient. Frequency analysis and descriptive statistical analysis were performed, and regression analysis was performed.

Results: All hypotheses of this study were accepted. Beauty management behavior had a significant impact on consumer sentiment. Beauty management behavior had a significant effect on safety expectations. Beauty management behavior had a significant effect on psychological compensation. Beauty management behavior had a significant impact on service expectations.

Conclusion: The results of this study can be said to verify the relationship between beauty management behavior and consumer psychology. Since beauty management behavior has been verified as a factor that enhances consumer emotion, it is important to stimulate individual beauty management behavior. Information on active beauty management behaviors using offline and online to meet consumption patterns and individual needs necessary to activate beauty management behaviors, prepare improvement and measures for intergenerational interest and rapidly changing beauty management behaviors should be provided to consumers.

Keywords: Beauty Shop, COVID-19, Beauty Management Behavior, Consumer Sentiment, Face-to-Face Services

1. Introduction

Due to the COVID-19 pandemic, I was physically and psychologically isolated globally. As stress and economic and material damage increased, daily consumption was also affected[1][2]. Currently, due to global efforts and increased immunity, we are gradually emerging from the effects of COVID-19. However, the fear of infectious diseases remains in people's consciousness, and the negative economic impact continues[3][4].

The normalization of social distancing destroys the standard of living, and the psychology of mentally protecting oneself in a complex reality is affecting our consumer life[5]. Industries experiencing a crisis due to COVID-19 Since the middle and beauty industries provide face-to-face

services based on human resources, they are threatened with a decline in sales and even their existence[6][7].

Despite the social crisis, appearance is not a simple characteristic of an individual but is used as an important means of expressing individuality and consciousness or ability [8][9][10][11]. In addition, external image is recognized as important in forming relationships with others, and beauty management acts as an important factor as a way to improve the image. In other words, beauty management behavior is a compound word of 'beauty' and 'management behavior', meaning beauty and health. It can be said to be the action of caring for and observing an object to create it[12][13].

Beauty management can be seen as part of appearance management including fashion, clothing, and style, and various forms of beauty-related management that individuals act in daily life for themselves are referred to as beauty management behaviors [14]. Kim In-ok defined beauty management behavior as an act of improving one's image through the management of skin, body shape, scalp, hair, make-up, cosmetic surgery, etc. as a means for managing one's external image[15], and Ji Ki-cheol defined beauty management as a therapeutic act of happiness that provides satisfaction in life and self-satisfaction through skin-to-skin contact and a warm and affectionate posture, visually decorating the appearance beautifully[16]. Kim Sook-hee called beauty care behavior a combination of beauty and care behaviors that are widely performed in various ways using various tools related to beauty[17].

Individuals who engage in beauty management behaviors in order to have a better appearance show various forms of consumer psychology[18][19]. For example, consumers use products such as cosmetics and beauty devices, and also use services such as hair styling, fitness, cosmetic surgery, and plastic surgery[20][21][22].

Havlena and Holbrook first presented consumption emotions that linked consumption and emotional state while studying emotional reactions caused by product use or consumption behavior and explained that this was based on experience rather than rational judgment [23]. Consumer psychology is a concept that can judge or predict consumption trends, and understanding consumer psychology is important for economic revitalization [24][25]. In the field of the beauty industry, consumer sentiment is defined as a psychological indicator that stimulates consumers' desire to purchase beauty services when customers using beauty salons purchase them. Due to the nature of beauty that requires continuous management, in the COVID-19 crisis, consumers show beauty management behaviors according to their different consumer psychology according their risk perceptions [26].

Beauty management behavior is expected to be closely related to consumer psychology. A unique consumption culture is formed due to beauty management behavior. Beauty management behavior is a behavior formed through consumer experience, and it is necessary to study empirical emotional judgment along with the cognitive judgment.

Currently, hair salons are experiencing a crisis of survival due to a decrease in customers due to COVID-19, but research on their survival is lacking. The purpose of this study is to find out how modern people's beauty management behavior due to COVID-19, the social anxiety we are facing affects consumer psychology. Through this, beauty service consumers suffering from COVID-19 seek ways to improve consumer sentiment to use beauty services and reflect this to help prepare countermeasures and establish marketing strategies to cope with the difficulties of face-to-face services due to COVID-19. hope it can be a resource.

2. Research Method

2.1. Research subjects

Data to be used for analysis were collected online and a survey was conducted targeting adult men and women nationwide who use hair beauty shops.

2.2. Survey design and definition of variables

The contents of the questionnaire were designed by referring to previous research results and modifying and supplementing to suit the purpose of the study. General information consisted of gender, residence, age, average monthly income.

The questions consisted of a total of 28questions and were measured on a 5-point Likert scale(23 questions) and Nominal scale(5 questions).

2.2.1. Consumer sentiment

In the field of beauty industry, Consumer Sentiment is defined as a psychological index that stimulates consumers' desire to purchase when customers who use beauty salons purchase beauty services. The scale used in the previous research results was modified and used, and it consisted of a total of 15 questions[27][28][29]. Consumer Sentiment consists of three sub-factors. The first factor is 'Safety Expectation' with 4 items, the second factor is 'psychological compensation' with 5 items, and the third factor is 'Service Expectation' with 6 items. In previous studies, reliability was good with Safety Expectations 0.74, psychological compensation 0.61, and Service Expectations 0.81.

2.2.2. Beauty management behavior

In this study, as a way to manage one's own appearance, it is defined as an act of improving one's image by self-beauty or beauty management using beauty salon services. Beauty Management Behavior was composed by extracting 8 items corresponding to hair from the appearance management behavior scale used by Jeong Yoorim[30]. Among the questions, the contents corresponding to the beauty salon visit were modified by applying the COVID-19 situation. It consisted of 6 questions and one factor. In previous studies, the reliability was good at 0.806.

2.3. Research model

By analyzing the theoretical considerations of previous studies investigated in Chapter 1, a specific research hypothesis was established for empirical research, and a research model and research method were presented accordingly. It is shown in <Figure 1>. presented below.

Figure 1. Regression analysis model.



According to the above research model, the following hypotheses were established.

H1. Beauty Management Behavior will have a significant effect on Consumer Sentiment. H1-1. Beauty Management Behavior will have a significant effect on Safety Expectations. H1-2. Beauty Management Behavior will have a significant impact on psychological compensation.

H1-3. Beauty Management Behavior will have a significant effect on Service Expectations.

2.4. Data analysis

The data of this study were analyzed using the SPSS 25.0 statistical program as follows.

First, exploratory factor analysis was conducted to confirm the validity of the measurement tool. In addition, the reliability of the items constituting each factor was analyzed using Cronbach's alpha coefficient.

Second, frequency analysis was performed to identify the demographic and sociological characteristics of the study subjects, and descriptive statistical analysis was calculated to confirm the level of research variables.

Third, in order to identify the correlation between the main research variables, Pearson's correlation was conducted.

Fourth, regression analysis was conducted to verify the effect of Beauty Management Behavior on Consumer Sentiment.

3. Results

3.1. General characteristics and beauty salon consumption characteristics of the study subjects

The general characteristics of the research subjects Is as follows.

By gender, there were 173 males (47.0%) and 195 females (53.0%). By age, 62 (16.8%) were 29 years of age or younger, 65 (17.7%) were 30 to 39 years of age and 40 to 49 years of age. 48 (13.0%), 104 (28.3%) between the ages of 50 and 59, and 89 (24.2%) over the age of 60. As for education level, 76 (20.7%) and 2-year school students (53) 14.4%), 23 graduates of a 2-year program (6.3%), 12 students of a 4-year program (3.3%), 132 graduates of a 4-year program(35.9%), and 72 (19.6%) graduate school or higher. By occupation, 18 housewives (4.9%), 51 self-employed people (13.9%), 78 professionals (21.2%), 42 service workers (11.4%), 87 office workers (23.6%), 48 students (13.0%), 44 others (12.0%), 57 people (15.5%) earning less than 1 million won per month, 13 people (3.5%) earning between 1 million and 1.5 million won, 42 people (11.4%) earning less than 1.5 million won to 2 million won), 68 people (18.5%) earning between 2 million and 3 million won, 65 people (17.7%) earning between 3 million and 4 million won, 46 people (12.5%) earning between 4 million and 5 million won, 32 people earning between 5 million and 6 million won (8.7%), 28 people (7.6%) with less than 7 million won to 10 million won, and 17 people (4.6%) with more than 10 million won.

Next, the results of examining the characteristics related to beauty salon consumption of the study subjects are as follows.

Currently, 327 people (88.9%) go to a regular hair salon, and 41 people (11.1%) do not, and the frequency of visits to hair salons is 1-2 weeks for 10 people (2.7%) and 1 month for 176 people (47.8%).), 76 patients (20.7%) at 2 months, 49 patients (13.3%) at 3 months, 44 patients (12.0%) at 6 months, and 13 patients (3.5%) at 1 year. As for the selection criteria for hair salons, 158 people (42.9%) had good accessibility (nearby), 114 people (31.0%) had previously known a place, 51 people (13.9%) recommended by acquaintances, and 29 people (7.9%) such as online/SNS.), and 16 others (4.3%). As for the selection methods (multiple responses) for reducing hair salon consumption, delaying the visit period was 212 (45.3%), reducing treatment items (55 (11.8%)), switching to a low-cost hair salon (48 (10.3%), self-hairdressing 78 (16.7%)).), and 75 others (16.0%). Before the outbreak of COVID-19, 210 people (57.1%) spent less than 50,000 won per visit to a beauty salon, 79 people (21.5%) less than 100,000 won, 49 people

(13.3%) less than 200,000 won, and 300,000 won Less than 23 people (6.3%), 7 people (1.9%) over 300,000 won, and after the outbreak of COVID-19, the cost of using a single visit to a beauty salon was less than 50,000 won 221 people (60.1%), 100,000 won 78 (21.2%) or less, 47 (12.8%) less than 200,000 won, 19 (5.2%) less than 300,000 won, and 3 (0.8%) more than 300,000 won. Since the outbreak of COVID-19, the biggest reason for the decrease in treatment costs or items is 75 people (20.4%) decrease in income, 74 people (20.1%) decrease in gatherings, 70 people (19.0%) decrease in the need for beauty care, and changes in consumption interest rankings. 33 people (9.0%), others 116 people (31.5%), and in the case of self-hairdressing due to COVID-19, what kind of hairdressing would you do (multiple responses), styling dry 144 people (26.7%), dyeing 173 people (32.0%), scalp care 86 (15.9%), cut 81 (15.0%), perm 27 (5.0%), and other 29 (5.4%).

3.2. Validation

3.2.1. Consumer sentiment

A factor analysis was conducted on consumer sentiment with a total of 15 items. As a result of the analysis, the KMO measure was .910, and the result of Bartlett's sphericity test was also significant (p<.001), confirming that the factor analysis model was appropriate.

Consumer sentiment was classified into three factors, and the three factors showed factor explanatory power of 66.315%. The first factor consisted of 'Safety Expectations' with 4 items, the second factor consisted of 'psychological compensation' with 5 items, and the third factor consisted of 'Service Expectations' with 6 items..

3.2.2. Beauty management behavior

For Beauty Management Behavior, 3 items (No. 1, No. 6, No. 7) that impair validity were excluded, and factor analysis was finally conducted with 4 items. As a result of the analysis, the KMO measure was .771, and the result of Bartlett's sphericity test was also significant (p<.001), confirming that the factor analysis model was suitable. Beauty Management Behavior consisted of a single factor.

3.3. Reliability analysis

Regarding the questionnaire items of this study, reliability analysis was conducted to find out whether the subjects of the study did it consistently. Reliability means that the same results must be consistently obtained even when the measurement target is repeatedly measured several times.

To verify this, Cronbach's alpha coefficient was used. In general, if the alpha coefficient is 0.6 or more, it is considered to be relatively reliable (Hair et al., 2006), but the alpha coefficient of all variables is 0.7 or more, so it is judged that the reliability is high. as shown in <Table 1>.

Variables		No. of items	Cronbach's α
	Safety Expectations	4	.834
Consumer	psychological compensation	5	.840
Sentiment	Service Expectations	6	.905
	Total	15	.922
Beauty Management Behavior		4	.787

 Table 1. Reliability for each variable.

3.4. Correlation analysis

Pearson's correlation analysis was conducted to find out the correlation between the variables in this study. It is shown in Table 2 below. Consumer Sentiment is Beauty Management Behavior (r=.450, p<.001), Safety Expectations (r=.820, p<.001), Psychological Compensation (r=.857, p<.001), Service Expectations (r=.888, p<.001) showed a significant positive (+) correlation. Beauty Management Behavior included Consumer Sentiment (r=.450, p<.001), Safety Expectations (r=.285, p<.001), Psychological Compensation (r=.520, p<.001), It showed a significant positive (+) correlations (r=.285, p<.001), Psychological Compensation (r=.338, p<.001). As shown in <Table 2>.

 Table 2. Correlation analysis.

	Beauty Management Behavior	Consumer sentiment	Safety expectation	Psychological compensation	Service expectation
Beauty management behavior	1				
Consumer sentiment	.450***	1			
Safety expectation	.285***	.820***	1		
Psychological compensation	.520***	.857***	.578***	1	
Service expectation	.338***	.888***	.615***	.609***	1

Note:* p<.05 ** p<.01 *** p<.001.

3.5. Effect of beauty management behavior on consumer sentiment

A simple regression analysis was conducted to determine the effect of Beauty Management Behavior on Consumer Sentiment. As a result of verifying the regression model, the regression model was suitable with F=92.999 (p<.001), and the explanatory power of the model was about 20.3%. Meanwhile, the Durbin-Watson statistic was 2.096, which was close to 2, so there was no problem with the assumption of independence of the residuals.

As a result of the significance verification of the regression coefficient, Beauty Management Behavior was found to have a significant positive (+) effect on Consumer Sentiment (β =.450, p<.001). In other words, the higher the Beauty Management Behavior, the higher the Consumer Sentiment. It is shown in <Table 3> below.

Variables	В	S.E	β	t	р
(constant)	2.636	0.101		25.992***	<.001
Beauty Management Behavior	0.289	0.030	.450	9.644***	<.001

Table 3. Effect of beauty management behavior on consumer sentiment.

F=92.999(p<.001), R2=.203, adjusted R2=.200, Durbin-Watson=2.096

Note:*** p<.001.

3.6. Effect of beauty management behavior on safety expectation

A simple regression analysis was conducted to determine the effect of Beauty Management Behavior on Safety Expectation, a sub-factor of Consumer Sentiment. As a result of verifying the regression model, the regression model was suitable with F=32.243 (p<.001), and the explanatory power of the model was about 8.1%. Meanwhile, the Durbin-Watson statistic was 2.066, which was close to 2, so there was no problem with the assumption of independence of the residuals.

As a result of the significance verification of the regression coefficient, Beauty Management Behavior was found to have a significant positive (+) effect on Safety Expectation (β =.285, p<.001). In other words, it can be said that the higher the Beauty Management Behavior, the higher the Safety Expectation. It is shown in <Table 4> below.

Variables	В	S.E	β	t	р
(constant)	2.806	0.126		22.321***	<.001
Beauty Management Behavior	0.211	0.037	.285	5.678***	<.001

 Table 4. Effect of beauty management behavior on safety expectation.

F=32.243(p<.001), R2=.081, adjusted R2=.078, Durbin-Watson=2.066

Note:*** p<.001.

3.7. Effect of beauty management behavior on psychological compensation

A simple regression analysis was conducted to determine the effect of Beauty Management Behavior on psychological compensation, a sub-factor of Consumer Sentiment. As a result of verifying the regression model, the regression model was suitable with F=135.363 (p<.001), and the explanatory power of the model was about 27.0%. Meanwhile, the Durbin-Watson statistic was 2.090, which was close to 2, so there was no problem with the assumption of independence of the residuals.

As a result of the significance verification of the regression coefficient, Beauty Management Behavior was found to have a significantly positive (+) effect on psychological compensation (β =.520, p<.001). In other words, the higher the Beauty Management Behavior, the higher the psychological compensation. It is shown in <Table 5> below.

Variables	В	S.E	β	t	р
(constant)	2.139	0.117		18.243***	<.001
Beauty Management Behavior	0.404	0.035	.520	11.635***	<.001

 Table 5. Effect of beauty management behavior on psychological compensation.

F=135.363(p<.001), R2=.270, adjusted R2=.268, Durbin-Watson=2.090

Note: *** p<.001.

3.8. Effect of beauty management behavior on service expectation

A simple regression analysis was conducted to determine the effect of Beauty Management Behavior on service expectation, a sub-factor of Consumer Sentiment. As a result of verifying the regression model, the regression model was suitable with F=47.176 (p<.001), and the explanatory power of the model was about 11.4%. Meanwhile, the Durbin-Watson statistic was 2.131, which was close to 2, so there was no problem with the assumption of independence of the residuals.

As a result of the significance verification of the regression coefficient, Beauty Management Behavior was found to have a significant positive (+) effect on service expectation (β =.338, p<.001). In other words, the higher the Beauty Management Behavior, the higher the reliability. It is shown in <Table 6> below.

Variables	В	S.E	β	t	р
(constant)	2.937	0.121		24.236***	<.001
Beauty Management Behavior	0.246	0.036	.338	6.869***	<.001

Table 6.	Effect of beauty management behavior on service expectation.
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F=47.176(p<.001), R2=.114, adjusted R2=.112, Durbin-Watson=2.131

Note: *** p<.001.

4. Discussion and Conclusion

All hypotheses of this study were accepted. Beauty management behavior had a significant impact on consumer sentiment. Beauty management behavior had a significant effect on safety expectations. Beauty management behavior had a significant effect on psychological compensation. Beauty management behavior had a significant impact on service expectations.

This study was conducted with the aim of contributing to the smooth management of hair salons in crises such as epidemics in the future by increasing consumers' consumer sentiment in a situation where the management of hair salons is deteriorating due to COVID-19. To this end, beauty management behavior was set as a factor influencing consumer psychology by reviewing previous studies, and the relationship affecting consumer psychology and sub-factors of consumer psychology as a dependent variable was analyzed. The analysis results are as follows.

As a result of analyzing the influence relationship between major variables, beauty management behavior had a significant positive (+) effect on both consumer psychology and its sub-factors. With the perception that the COVID-19 pandemic is coming to a stable end, it is predicted that the anticipation of receiving beauty services again has worked.

The results of this study can be said to verify the relationship between beauty management behavior and consumer psychology. Beauty management behavior is a process of self-presentation to show one's own charm and is used as a positive means to overcome the difference between the ideal appearance and one's negative appearance. After COVID-19, the purchase of basic cosmetics, eye makeup, eyebrow makeup, and skin makeup increased due to mask wear

and mask problems[26][31][32], and hair care plays an important part in changing an individual's appearance image. Therefore, even in the corona situation, abstinence behavior did not decrease and consumption was being made. Since beauty management behavior has been verified as a factor that increases consumer sentiment, it is important to stimulate individual beauty management behavior. Satisfying consumption patterns and individual needs necessary for activation of beauty management behavior, constructing improvement and plans for intergenerational interest and fast-changing beauty management behavior, and providing information on active beauty management behavior using offline and online to consumers I think it should be done so that their interest can be maintained continuously. On the one hand, if you establish a marketing strategy targeting loyal customers among existing customers, it seems to contribute to the management of the hair salon.

In this study, beauty management behavior was set as an influencing factor on COVID-19 consumer sentiment. However, since there can be many variables that affect consumer sentiment, another implication can be suggested by examining the mediating effect with other factors. It is also suggested to study age and gender as moderating variables.

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6. Appendix

6.1. Authors contribution

	Initial name	Contribution			
		-Set of concepts 🔽			
Lead	КП	Contribution -Set of concepts -Design -Getting results -Analysis -Make a significant contribution to collection -Final approval of the paper -Corresponding -Play a decisive role in modification -Significant contributions to concepts, designs, practices, analysis and interpretation of data			
Author	KII	-Getting results 🔽			
		-Analysis 🗹			
		-Make a significant contribution to collection ☑ -Final approval of the paper ☑ -Corresponding ☑			
Corresponding	FC				
Author*	20				
		-Play a decisive role in modification \square			
		-Significant contributions to concepts, designs,			
Co-Author	IP	-Set of concepts ☑ -Design ☑ -Getting results ☑ -Analysis ☑ -Make a significant contribution to collection ☑ -Final approval of the paper ☑ -Corresponding ☑ -Play a decisive role in modification ☑ -Significant contributions to concepts, designs, practices, analysis and interpretation of data ☑ -Participants in Drafting and Revising Papers ☑ -Someone who can explain all aspects of the paper ☑			
	31	-Participants in Drafting and Revising Papers 🛛			
		-Someone who can explain all aspects of the paper $ igvee $			

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