

Effect of one person fashion/beauty media use on media attitude and appearance management

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Today, a diverse media provides a lot of information related to beauty and fashion and the media affects consumers' beauty standards and appearance behavior. Recently one person fashion/beauty media is widely spread due to the popularization of internet and the development of digital instruments such as smart phone, tablet PC, etc. The influence of one person media is greatly increased, especially in fashion and beauty; it is important to study the effects of one person media use. However, there have been very few studies dealing with one person fashion and beauty media use. The purposes of the study were to investigate the effects of media use on media attitude and to determine the effects of media use on appearance management.

In this study, one person fashion/beauty media users in their 20s~40s were surveyed; a total of 631 questionnaires were used for the statistical analysis. The questionnaire of major variables was developed based on the measurements of previous studies. The data analyses used for the study were factor analysis, reliability analysis, multiple regression analysis and hierarchical regression analysis using a SPSS WIN 18.0 program.

The results of the study showed that the media use consisted of using time, accidental exposure, and interest use. Appearance management had five factors of conformity to celebrities, fashion orientation, other people-directed, cosmetic surgery/management, and body shape management. The regression analyses showed that there were significant effects of all media use factors on media attitude. Since there have been diverse types of one person media and the one person media is widely spread, consumers have a lot of chances to expose themselves to the one person fashion and beauty media. The more consumers are exposed to the media, the more favorable attitude toward the one person media.

Moreover, in regard to the effect of media attitude on appearance management, there was a positively significant effect of media attitude on the factors of appearance management. When

the subjects had a positive attitude toward the one person fashion and beauty media, they were heavily engaged in the management concerning fashion orientation, other people-directed, and cosmetic surgery/management.

Based on the results of the study, the fashion and beauty marketers target their consumers and implement successful positioning and promotional strategies for their consumers.