

Study on the Influences of South Korean Cosmetics Brand Personality on Chinese Consumers' Brand Preference

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Abstract: Brand Personality Is One Of The Most Significant Strategic Factors In Brand Image Differentiation. Different From Previous Studies Which Commonly Adopt Aaker's BPS To Measure Brand Personality, This Study Takes Chinese Consumers As The Research Subjects And Illustrates The Brand Personality Measurement Dimension Of South Korean Value Project Proposed By Kim Yugyeong (2000) To Study Chinese Consumers' Awareness Of South Korean Cosmetics Brands. Research Results Could Be Summarized Into Four Points. At First, Chinese Consumers Have Realized The Brand Personality Of South Korean Cosmetics Brands Characterized By "Affection", "Excitement" And "Sincerity". Secondly, South Korean Cosmetics Brand Personality Makes An Effect On Chinese Consumers' Selection Of Brands By The Factors Of "Sincerity" And "Affection" In The Sequential Order. Thirdly, The Research Results Of Gender Variance Indicated That Both Males And Females Suffer From Greatest Influences From The Factor Of "Sincerity". As For Men, The Factor Which Has Second Greatest Influences Is "Excitement" While For Women, The Second Most Influential Factor Is "Affection". Finally, According To The Research Results Concerning Age Variance, It Can Be Found That Consumers Aged Below 24 Would Be Affected By "Sincerity" And "Excitement", Consumers Aged Between 25 And 30 Would Be Affected By "Sincerity" And Consumers Aged Above 31 Would Be Affected By "Affection" To The Greatest Extent.

Keywords: Korean Cosmetics Brand, Chinese Consumer, Brand Personality, Brand Preferences.

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I. Introduction

From The End Of The 1970s, China Has Opened Its Door To The World. Inspired By Policies Of Reform And Opening-Up, A Country With The Largest Population In The World Has Driven Into The Fast Lane Of Social And Economic Prosperity. As Policies Of Reform And Opening-Up Promote And Develop Social Economy, A Large Number Of Foreign Products Are Sold In The Large Chinese Market. As A Result, The Living Standard Of Chinese People Has Been Greatly Improved, Chinese Society And Culture Have Been Diversified, And Chinese Consumption Behavior Which Is Driven And Influenced By The Needs Of Consumption Diversification Has Also Been Diversified. On The One Hand, When Foreign Products Are Sold In Chinese Market, Chinese People Have A Wider Choice Of Consumption To Some Extent. But On The Other Hand, It Updates The Consumption Concepts Of Chinese Consumers, And Changes Their Former Consumption Habits. The Consumption Of Cosmetics Is A Case In Point. In The Course Of Chinese History, Chinese People Used To Beautify Women's Make-Up With Traditional Cosmetics. However, As A Large Variety Of Foreign Cosmetics Have Entered Chinese Market, Chinese People Realize That They Can Use More Advanced And Simpler Cosmetics For Beauty. Thus The Scale Of Chinese Cosmetics Consumption Increases Rapidly.

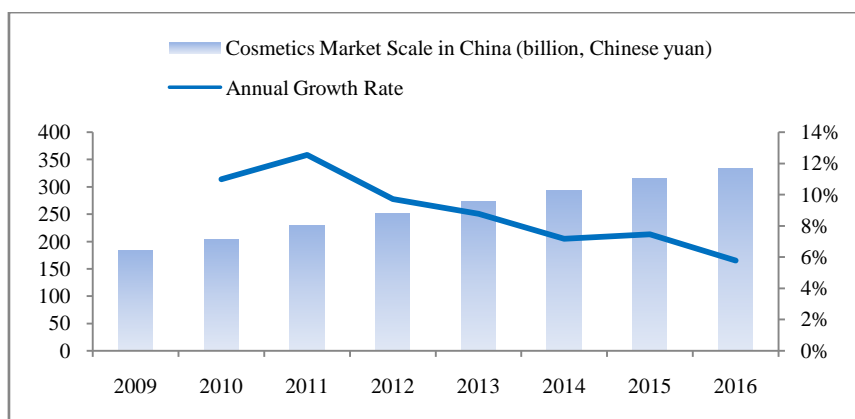


Figure 1: Changes Of Cosmetics Market Scale In China From 2009 To 2016 (Billion, Chinese Yuan)

Source: Public Information Collected By The Author ^{[1][2][3]}

Under This Circumstance, Many South Korean Cosmetics Brands March Into Chinese Market With Other Foreign Competitors. But In This Process, Products Of Some Countries Are Immensely Attractive To Consumers, While Products Of Other Countries Are Unattractive Although They Have A Reasonable Price And Reliable Quality. Due To The Development Of Technology, The Functional Advantages Of A Product Are No Longer Obvious, Neither Are The Quality Differences Between Products Of Different Brands. So When Consumers Choose Products, They Pay More Attention To The Differences Between Product Image, Cultural Connotation And Product Personality. In Order To Enter Chinese Market Successfully, It Is A Must To Understand Chinese Consumers. Nevertheless, Literature Review Of South Korean Cosmetics Brands In Chinese Market Is Based On The Case Study On Marketing Strategy In China, While Empirical Research Is Based On Aspects Such As The Purchase Of Influential Product Properties, The Relationship Between Purchase Motivation And Chinese Lifestyle, Or The Influence Of Korean Wave(Hallyu). On The Contrary, There Are Few Satisfying Researches On Chinese Consumers' Personality Understanding Of South Korean Cosmetics Brands And Its Influence On The Choice Of Chinese Consumers.

This Research Tries To Figure Out The Brand Personality Of South Korean Cosmetics That Chinese Consumers Accept And Investigates Different Brand Personality On The Brand Preferences Of Chinese Consumers. Additionally, This Research Clearly States The Importance For Cross-National Companies In The International Markets To Build Up Brand Personality And Command Consumer Psychology In The Target Country And Provides Reference Of Marketing Strategies For International Companies Pursuant To The Variance Analysis On Personal Characteristics (Gender, Age).

II. Literature Review

2.1 Brand Personality

In Plummer's Study^[10], Brand Is Defined As "Brand Entity That Consumers Consciously Cognize, And Personality Of Humanization". This Personality Includes Cheerful, Youthful, Gentle And So On. In Blackston's Study^[11], Brand Personality Is Used To Express The Willingness To Put Brand Research Into The Research Level Of "Personification", Because In Fact Brand Personality Can Arouse Consumers' Personality Preference And Inner Closeness Which Can Effectively Mobilize The Consumers' Willingness To Consume. Western Scholar Aaker (1997)^[12] Defines Brand Personality As "A Series Of Human Personality Given By A Specific Brand". According To Aaker, Brand Personality Not Only Has The Internal Personality Such As Warmth And Sensitivity, But Also Includes Demographic Personality Such As Gender And Age.

At Present, When Scholars Conduct Surveys Of Brand Personality, They Mainly Use The Brand Personality Scale (BPS) Put Forward By Aaker (1997)^[12] In His Research. What's More, As An American, Aaker's Research Is Greatly Influenced By American Culture. However, This Cultural Gene Always Brings Changes To The Results Of Related Researches If They Are Applied To Other Cultural Circles Except American Cultural Circle. For Example, Correlation Dimension Becomes "Peacefulness" In Japan And "Passion" In Spain^[13]. Therefore, Every Country Has Projects Of Setting Up Their Local Brand Personality. Chinese Scholars Huang Shengbing And Lu Taihong^[14] Also Use The Method Put Forward By Aaker. They Conclude That, When It Comes To Chinese Local Brands, There Are Five Personality Dimensions: Sincerity, Competence, Excitement, Ruggedness And Sophistication. According To The Research Of South Korean Scholar Kim Yugeong^[15], Consumers In South Korean Have Four Personality Dimensions: Affection, Excitement, Sophistication And Sincerity. Affection In Particular Is The Unique South Korean Dimension Which Is Based On South Korean Culture.

Literature Review Shows That American, Chinese And South Korean Dimensions Have The Same 'Excitement', 'Sophistication' And 'Sincerity', Which Indicate That A Global Brand Personality Beyond Any Cultural Circle Can Be Founded. When Personality Dimensions Are Compared Between South Korean Products And Chinese Products, Cultural Similarities And Differences Will Emerge. South Korean "Affection" And Chinese "Sincerity" Are Dimensions That Show Cultural Characteristics Of Various Countries. South Korean "Affection" Includes Politeness, Tolerance, Obedience, Devotion And Sentiment, Which Represent Caring And Loving Toward Others And Symbolize South Korean Psychology Based On Understanding. Chinese "Sincerity" Includes Peace, Harmony, Kindness, Warmth, Integrity And So On, Which Represent Excellent Morality And Ethic. In General, South Korean "Affection" And "Sincerity" Matches Chinese "Sincerity". It Shows That Similar Values Are Formed By Confucianism And The Same East Asian Cultural Circle. On The Contrary, The Dimension Of "Ruggedness" Is Not Found In South Korea. Chinese "Ruggedness" Is Similar To American "Ruggedness", Which Shows The Establishment Of Chinese Brands Is Influenced By Western Theories And Cultures To A Certain Extent.

Research Methods And Brand Personality Scales In Different Countries Are Shown In Table 1 And Table 2:

Table 1 Comparison Of Research Methods In The United States, China And South Korea^[7]

Country	US	China	South Korea
Researcher	Aaker	Huang Shengbing & Lu Taihong	Kim Yugyeong
Research Time	1997	2003	2000
Number Of Research Brands	37	80	16
Brand Personality Vocabulary	114 Adjectives	98 Adverbs	18 Adjectives
Final Brand Personality Vocabulary	114 Words	66 Words	18 Words
Effective Sampling	631	552	906
Research Method	Nation-Wide Letter Of Investigation	Questionnaire	Telephone Interview
Investigated Regions	National Scale Based On Demographic Data	Beijing, Shanghai, Guangzhou, Chengdu, Changchun	Seoul, Busan, Incheon, Daegu, Kwangju

Table 2 Comparison Of Dimension In The United States, China And South Korea^{[13][14][15]}

Country	Dimension	Vocabulary
US (Aaker, 1997)	Sincerity	Down-To-Earth, Honest, Wholesome, Cheerful
	Competence	Reliable, Intelligent, Successful
	Excitement	Daring, Spirited, Imaginative, Up-To-Date
	Sophistication	Upper Class, Charming
	Ruggedness	Outdoorsy, Tough
China (Huang Shengbing & Lu Taihong, 2003)	Sincerity (仁)	28 Words Such As Peaceful, Environmental, Harmonious, Kind, Household, Warm, Economic, Honest, Loyal, Faithful, Pragmatic And Hardworking
	Competence (智)	14 Words Such As Professional, Authoritative, Trustworthy, Expert, Leader, Sensible, Mature, Responsible, Rigorous, Innovative, And Cultural
	Ruggedness (勇)	8 Words Such As Courageous, Dignified, Decisive, Dynamic, Unrestrained, Strong, Novel And Rugged
	Excitement (乐)	8 Words Such As Joyous, Auspicious, Optimistic, Confident, Positive, Cool, And Fashionable
	Sophistication (雅)	8 Words Such As Elegant, Romantic, Tasteful, Decent, Glamorous, Charming, And Beautiful
South Korea (Kim Yugyeong, 2000)	Affection (정감)	Polite, Tolerant, Obedient, Devoted, And Warm-Hearted
	Excitement (열정)	Energetic, Innovative, Modern
	Sophistication (세련)	Intelligent, Good-Looking, Trustworthy, Tough, Charming
	Sincerity (성실)	Practical, Honest

2.2 Brand Preference

Brand Preference Refers To The Friendly Attitude Of Consumers To The Purchased Brand. Turker^[16] Defines Brand Personality As "The Brand That Is More Frequently Bought Between Two Brands In Terms Of Brand Value". Jacoby^[17] Believes The So-Called "Brand Preference" Is The Degree Of Consumer Commitment

And Love For Specific Brands. According To The Research Of Philip Kotler^[18], A Famous Marketing Expert, When Consumers Face Similar Products, Brand Preference Refers To The Degree Of Psychological Preference When They Decide Which Product Or Service To Choose. In The View Of Philip Kotler, This Description Is Based On Differences Between Brand Rights And Different Attitudes Towards Products And Services Of Certain Brands. Cognitive Psychologists Like Crites, Fabrigar & Petty^[8] Conduct Research On Attitude. They Believe That Preference Is Actually The Show Of Attitude Or The Tendency To Action. Under The Framework Of 3D Attitude Structure, Most Experts Believe That Brand Preference Consists Of Cognitive Preference, Affective Preference And Behavioral Intention Preference^[9]. First Of All, The So-Called "Cognitive Preference" Is Actually Consumers' Inherent Understanding Of Preferred Items. This Recognition Is Based On Past Consumption Experience Or Information Collection, And It Is Also A Subjective Impression Based On The Subjective Brand Cognition Of Consumers. The So-Called "Affective Preference" Mainly Refers To A Subjective Good Impression Of A Brand Or Product After Consumers Match The Advocated Values With Their Self-Followed Values. In This Sense, The Advantages And Disadvantages Of The Brand Itself Do Not Affect The Consumers' Emotional Preference For A Product Or A Brand. The So-Called "Behavioral Intention Preference" Mainly Refers To The Habitual Purchasing Behavior That Consumers May Have In The Actual Consumption Process. This Preference Not Only Includes Actual Consumption Behavior, But Also Includes Consumers' Intentional Behavior To Prepare Purchasing^{[19][20][21]}. Although Many Scholars Agree That Brand Preference Is Divided Into Three Dimensions, Most Scholars Only Choose Some Of Them To Measure Brand Preference.

2.3 Relationship Between Brand Personality And Brand Preference

Brand Personality Is One Of The Most Important Factors Affecting Brand Preference. In Many Studies, The More People Know About Brand Personality, The More Easily They Show Brand Preference. While Analyzing The Influences Of South Korean Business Image And Brand Personality On Chinese Consumers' Selection For South Korean Products, Yoon Seonghwan^[24] Found That Regardless Of The Difference Of Factors Between Mobile Phone And Automobile, Business Image And Brand Personality Perceived By Chinese Consumers Had Positive Influences On Their Preference And Purchase Intention For South Korean Products. Park Hyesun & Yang Dan^[25] Investigated The Influences Of Fashion Brand Personality Cognition On Chinese People Aged Above 20. The Result Shows That Those Above 20 Realize Personalities Of "Competence" "Vitality" "Innovation" And "Emotion" Personality Of South Korean Fashion Brands. Moreover, Different Personality Factors Make Different Impacts On Brand Preference And Exert Positive Influences On Purchase Intention. Additionally, The Research Also Indicated That Brand Personality Influencing Brand Preference And Purchase Intention Would Vary With Brand, Gender And Age. When Yin Shenghuan^[26] Studies South Korean Brands Of Mobile Phone, Television, Small And Medium-Sized Automobile, He Discovers That Although Factors Of Brand Personality Have Different Effects On Different Product Types, They Have A Significant Impact On Chinese Consumers' Brand Preference And Purchasing Intentions On The Whole. According To He Junpeng's^[27] Study, Chinese "Post 80s" Are Consumers Who Have Brand Preference To South Korean And Japanese Products. They Even Prefer South Korean Products To Japanese Products. Moreover, If South Korean Brands Have More Capability And Innovation, They Will Have Higher Brand Preference.

III. Research Method

3.1 Research Questions

The Research Specifically Puts Forward Three Research Questions.

At First, This Study Aims To Infer South Korean Cosmetics Brand Personality Factors Recognized By Chinese Consumers.

Secondly, This Research Is Target At Analyzing The Influences Of Different South Korean Cosmetics Brand Personality Factors On Chinese Consumers' Brand Preference.

Thirdly, The Research Is To Analyze The Difference Of Personal Characteristics (Gender And Age) In The Influence Of South Korean Cosmetics Brand Personality On Chinese Consumers' Brand Preferences.

3.2 Measurement Tools

This Research Adopts The Questionnaire Method. Firstly, Brand Personality Is Composed Of The 15 Questions Proposed By Kim Yugyeong(2000). Although The Study Of Kim Yugyeong(2000) Simply Quotes Few Brand Samples And Band Personality Measurement Attributes, The Author Still Applies This Research Since It Helps Understand How Chinese People Recognize South Korean Brands. Brand Preference Is Constituted By Five Scales ("Products With Sound Functions", "Products With Deep Impressions", "Products Which Make Me Pleasant", "Products Which Have Identical Values With Me" And "My Frequently Used South Korean Brands") In Accordance With The Scale In Previous Studies^{[20][21]}. Above Questions Are All Measured

By Likert Five-Point Scale. The Demographic Statistics Is Composed Of The Five Questions Including Gender, Age, Education Level, Monthly Income, And Purchase Frequency Of South Korean Cosmetics Throughout The Whole Year.

3.3 Material Collection And Analysis

This Research Questionnaire Is Collected In South Korean Duty-Free Shops Targeted At Chinese Consumers From 6th Jan. 2018 To 20th Jan. 2018. During This Period, A Totally Of 200 Chinese Consumers Participated In The Questionnaire. After Removing Dishonest Answers, The Research Analyzes The Remaining 188 Questionnaires Using SPSS 23 Statistical Procedures. The Involved Analysis Methods Include Frequency Analysis, Validity Analysis, Reliability Analysis And Regression Analysis. The Characteristics Of Research Subjects Can Be Shown In Table 3.

Table 3 Personal Information Statistics And Distribution Of Research Samples

		Frequency	Percentage
Gender	Male	45	23.9%
	Female	143	76.1%
Age	Below 18	3	1.6%
	18-24	41	21.8%
	25-30	80	42.6%
	31-40	56	29.8%
	Above 40	8	4.3%
Monthly Income	2000RMB And Below	17	9.0%
	2001-4000RMB	26	13.8%
	4001-6000RMB	38	20.2%
	6001-8000RMB	29	15.4%
	8001RMB And Above	78	41.5%
Education Level	Senior High School And Below	26	13.8%
	Junior College	67	35.6%
	Undergraduate	85	45.2%
	Master And Above	10	5.3%
Times To Purchase South Korean Cosmetics Throughout The Year	One And None	14	7.4%
	2-4	51	27.1%
	5-8	45	23.9%
	9-12	31	16.5%
	13and More	47	25.0%

IV. Research Results

4.1 Factor Analysis On South Korean Cosmetics Brand Personality And Brand Preference

To Comprehend South Korean Cosmetics Brand Personality Factor Structure, The Current Research Conducts A PCA (Principal Component Analysis) And Varimax Factor Analysis Which Is Composed Of 15 Questions With 3 Factors. Hereafter, After Deleting The Questions About “Worm-Hearted” And “Charming” With Crossed Loads, The Research Finally Preserves 13 Questions To Constitute The 3 Factors. Table 3 Shows The Constitutive Questions, Factor Loading, Eigen Value, Variance, And Cronbach’s A Of Each Factor. Among These Factors, Factor 1 Is Named As “Affection” Including The Item Of “Tolerant”, “Polite”, “Obedient”, “Devoted”. Total Dispersive Explanatory Power Is 39.3% And Cronbach’s A Is 0.829. Factor 2 Is Named As “Sincerity” Containing The Item Of “Practical”, “Honest”, “Trustworthy” And “Tough”. Corresponding Total Dispersive Explanatory Power Is 10.9% And Cronbach’s A Is 0.786. Factor 3 Is Named As “Excitement” Which Includes The Item Of “Energetic”, “Innovative”, “Modern”, “Good-Looking” And “Intelligent”. Total Dispersive Explanatory Power Is 10.2% And Cronbach’s A Is 0.757. The Dispersion Value Of Three Extracted Factors Is 60.336, Which Accounts For 60.3% Of Total Dispersion. As Indicated By The Verification Results For Extraction Factors, KMO (Kaise-Meyer-Olkin) Is 0.842 And Bartlett Test Significance Level Is 0.000. All Of The Research Results Are Proved To Be Significant Objects. Research Results Show That Chinese Consumers Do Not Realize That “Sophistication” Is An Independently Personalized Item, But Just Generalize It As The Subordinate Items Of “Sincerity” And “Excitement”. It Indicates That Chinese Consumers Regard Cosmetics As The Product Which Could Be Directly Applied On The Skin. In Comparison With The Beautiful Package, They Pay More Attention To Products’ Use Values. In Addition, In The Aspect Of Factor Composition, Kim Yugyeong (2000) Suggests The Subtle Difference In Brand Personality Measurement Dimensions. However, It Can Also Be Concluded That Chinese Consumers Also Have High Recognition About The Personality Measurement Dimension Of “Affection” For South Korean Cosmetics. The Reason Is That Both China And South Korea Center Around Chinese Characters And Confucian Culture To Establish East Asia Culture And Form Similar Values Under A Similar Historical And Cultural Background^{[4] [5]}. In Order To Confirm Brand Preference Validity, This Research Carries Out Factor Analysis With The Similar Method Used In The Personality Factor Analysis Of South Korean Cosmetics Brand. Analysis Results As Shown In Table 4,

Which Could Constitute A Factor. The Dispersion Value Of One Extracted Factors Is 53.665, Which Accounts For 53.7% Of Total Dispersion. As Indicated By The Verification Results For Extraction Factors, KMO (Kaiser-Meyer-Olkin) Is 0.779 And Bartlett Test Significance Level Is 0.000. Finally, In Order To Confirm The Correlation Between Brand Personality And Brand Preference, The Research Conducts An Analysis. Relevant Analytic Results Are As Shown In Table 5. There Exists Certain Correlation Between Brand Preference And Affection (0.426), Sincerity (0.469), Excitement (0.386) In Brand Personality.

Table 4 Brand Personality And Brand Preference Factor Analysis And Reliability Analysis Results

Factor	Question	Factor Loading	Eigen Value	Variance%(Cumulative Variance%)	Cronbach's A
Affection	Tolerant	0.847	5.105	39.272 (39.272)	0.829
	Polite	0.790			
	Obedient	0.720			
	Devoted	0.648			
Sincerity	Practical	0.814	1.416	10.891 (50.163)	0.786
	Honest	0.771			
	Trustworthy	0.663			
	Tough	0.656			
Excitement	Energetic	0.802	1.323	10.173 (60.336)	0.757
	Innovative	0.685			
	Modern	0.626			
	Good-Looking	0.618			
	Intelligent	0.590			
Brand Preference	BP1	0.814	2.683	53.665(53.665)	0.781
	BP2	0.775			
	BP3	0.707			
	BP4	0.687			
	BP5	0.669			

Table 5 Analysis Results Of The Correlation Between Brand Personality And Brand Preference

		1	2	3	4
Brand Preference	R	1			
	P-Value				
Affection	R	.426**	1		
	P-Value	0			
Sincerity	R	.469**	.504**	1	
	P-Value	0	0		
Excitement	R	.386**	.514**	.470**	1
	P-Value	0	0	0	
** Means Significant Correlation At The (Bilateral) Level Of 0.01					

4.2 South Korean Cosmetics Brand Personality And Brand Preference

To Understand The Influences Of Cosmetics Brand Personality Perceived By Chinese Consumers On Brand Preference, This Research Makes A Multivariate Regression Analysis. Table 6 Presents Corresponding Analysis Results. Among Cosmetics Brand Personality Factors, Apart From "Excitement", "Sincerity" (B=.302) And "Affection" (B=.202) Could Also Exert Significant Influences On Brand Preference. In Addition, This Factor Has 28% Explanatory Power (R Square).

Besides, Regarding The Influences Of South Korean Cosmetics Brand Personality On Brand Preference, Analysis Results Of Gender Difference Are Presented In Table 6. Among The Male Group, "Affection" Would Not Make Impact On Brand Preference, While "Sincerity" (B=.394) And "Excitement" (B=.303) Successively Affect Brand Preference In The Sequential Order. The Explanatory Power Of The Factor (R Square) Is 40%. Among The Female Group, "Excitement" Will Not Make Impact On Brand Preference While "Sincerity" (B=.273) And "Affection" (B=.245) Successively Affect Brand Preference In The Sequential Order. Explanatory Power Of The Factor (R Square) Is 25%.

Finally, Analysis Results Of Age Difference Are Presented In Table 6. Due To The Absence Of Sufficient Samples For Consumers Aged Below 18 And Above 40, The Research Fails To Derive Precise Regression Results. Consequently, This Research Conducts A Regression Analysis On Consumer Groups Aged Below 24 And Consumers Aged Above 31. For Consumers Aged Below 24, "Sincerity" (B=.451) And "Excitement" (B=.331) Successively Make Impacts On Brand Preference In The Sequential Order With The Explanatory Power (R Square) Of 40%. Consumers Aged Between 25 And 30 Are Most Vulnerable To "Sincerity" (0.263) With The Explanatory Power (R Square) Of 18%. Consumers Aged Above 31 Are Most Easily Influenced By "Affection" (B=.314) With The Explanatory Power (R Square) Of 34%.

Table 6 Analysis Results Of The Influences Of Brand Personality On Brand Preference

	Dependent	Independent	B	B	T	R ²	F
Synthesis	Brand Preference	Affection	0.162	0.202	2.599**	0.282	24.044***
		Sincerity	0.267	0.302	3.995***		
		Excitement	0.142	0.140	1.847		
Male	Brand Preference	Affection	0.102	0.109	0.746	0.402	9.184***
		Sincerity	0.334	0.394	2.893***		
		Excitement	0.303	0.303	2.208*		
Female	Brand Preference	Affection	0.188	0.245	2.616**	0.253	15.729***
		Sincerity	0.247	0.273	2.973***		
		Excitement	0.077	0.076	0.814		
Below 24	Brand Preference	Affection	0.031	0.044	0.297	0.395	8.703***
		Sincerity	0.394	0.451	3.491**		
		Excitement	0.373	0.331	2.324*		
25-30	Brand Preference	Affection	0.148	0.191	1.435	0.181	5.581**
		Sincerity	0.232	0.263	2.035*		
		Excitement	0.038	0.042	0.314		
Above 31	Brand Preference	Affection	0.271	0.314	2.419*	0.336	11.534***
		Sincerity	0.153	0.166	1.189		
		Excitement	0.255	0.242	1.866		

* P < . 05 ** P < . 01 *** P < . 001

Based On The Analysis Results, It Can Be Found That Most Male Consumers And Female Consumers In China Are Mostly Influenced By The Factor Of “Sincerity”. As A Righteous Attitude, “Sincerity” Is The Foundation To Form Trust, Which Is The Result Of The Investigation About The Preference For Environmental Protection And Trustworthy South Korean Brand^[2]. Moreover, In The Male Group, “Excitement” Will Exert Influences On Brand Preference. “Excitement”, As The Attitude Full Of Modernity, Innovation And Energy, Is Caused By Stimulating The Excitement Of Those Males Who Pay More And More Attention To Their Physical Appearance. However, “Affection” Is Also An Important Factor Influencing Chinese Consumers’ Brand Preference. The Attitude Of “Affection” Lays Emphasis On Etiquette, Obedience, And Deductive Spirits. Additionally, Similar Personality Like “Sincerity(仁)” Is Also Found In China, Which Is Deeply Influenced By Confucian Culture. Moreover, It Also Provides Theoretical Support For The Result Which Insists That The Inherent Cultural Mindset In South Korea “Cheong--Affection” Will Improve The Correlation Between Products And Consumers^[6]. Such Difference Could Be Also Found In The Aspect Of Age. Relatively Young Age Groups Pay More Attention To “Sincerity” And “Excitement”, Middle-Aged Groups Care About “Sincerity” While Groups Aged Above 31 Tend To Be Affected By “Affection”. The Reason Is The Diverse Value Requirements Of Consumers In Different Age Groups For Brands.

V. Conclusions, Limitation And Future Research

While Measuring The Personality Of Brand, Asker’s BPS Is Commonly Used To Analyze Either Domestic Brands Or International Brands. Certainly, Based On Numerous Previous Studies, The Obvious Level Has Been Confirmed But Cultural Difference Could Not Be Yet Illustrated. Therefore, This Research Starts From The Discussion About How Chinese Consumers Perceive Brand Personality Dimension Developed By South Korean Researchers. Furthermore, The Current Study Also Explores The Influences Of Brand Personality Perceived By Chinese Consumers On Their Own Brand Preference And The Difference In Personal Characteristics (Gender, Age). The Results Are Concluded As Follows:

Firstly, According To The Results Which Analyze South Korean Cosmetics Brand Personality Dimension Perceived By Chinese Consumers Using The Brand Personality Measurement Dimension Developed By Kim Yugyeong(2000),Chinese Consumers Have Already Recognized The Brand Personality Of “Affection”, “Sincerity” And “Excitement” Apart From “Sophistication”.

Secondly, Personality Factors Would Affect Brand Preference, Among Which The Personalities Of “Sincerity” And “Affection” Will Generate Influences In The Sequential Order.

Thirdly, As Demonstrated By The Results Of Different Gender Groups, Both Chinese Male Consumers And Female Consumers Are Mostly Influenced By “Sincerity”. Subsequently, Males And Females Respectively Affected By “Excitement” And “Affection”.

Finally, The Results Of Different Age Groups Indicate That Consumers Aged Below 24 Would Be Affected By “Sincerity” And “Excitement”, Consumers Aged Between 25 And 30 Would Be Affected By “Sincerity” And Consumers Aged Above 31 Would Be Influenced By “Affection”.

Based On Above Results, The Following Suggestions Are Proposed.

At First, Brand Personality Is An Important Parameter Which Affects Brand Preference. Therefore, Brands Could Establish Their Own Status In The International Market By Virtue Of Brand Personality Differentiation Strategy. In Terms Of Chinese Consumers, The Personalities Of “Sincerity” And “Affection” Show High Influential Power. In This Sense, South Korean Companies Are Suggested To Reinforce The Production Of Trustworthy And Affective Products. Additionally, In The Male Groups, “Excitement” Would Exert Effects On Brand Preference. As A Result, It Can Be Predicted That Male Cosmetics Market Will Be Continually Expanded In The Future^[23]. In The Process Of Developing Male Cosmetics, It Is Essential To Consider Incorporating What Kind Of “Excitement” To Products. Moreover, It Is Acknowledged That Brand Personality Recognized By Consumers Varies In The Age Groups. As Stated Above, For Consumers With Different Genders And In Different Age Groups, They Are Influenced By Different Brand Personality Factors, Which Once Again Verifies The Importance Of Precise Consumer Positioning And Pertinent Marketing.

Secondly, Previous Studies Not Only Form Global Brand Personality Beyond The Cultural Circle, But Also Prove That Brand Personality Will Change Along With Cultural Values. Therefore, This Research Adopts South Korean Value Projects To Derive The Intrinsic Personality Factor In South Korea –“Affection” Brand Personality Measurement Dimension Proposed By Kim Yugyeong(2000). Nevertheless, The Personality Dimension Of Kim Yugyeong(2000) Still Has Certain Limitations In Brand Sample Size And Tool Validity In Personality Dimension Measurement. Hence, Considering Above Few Questions, It Is Irrational To Generally Apply The Research Results. In The Future, More Efforts Should Be Made To Develop Localization Brand Personality Measurement Dimensions Which Incorporate All National Cultures And Values. Besides, In The Aspect Of Analyzing Diverse South Korean Cosmetics Personalities Recognized By Chinese Consumers, It Is Far From Enough To Simply Use 15 Adjectives. Therefore, Further Studies Should Add Cosmetics Personality Found In Existing Studies With A More Comprehensive Perspective.

Thirdly, Similar To Existing Studies, This Research Generally Measures One Aspect Of Brand Preference. However, In Reality, Consumers' Consumption Psychology Is Very Changeable. Thus, Future Studies On Consumer Psychology Should Be Specifically Classified Into Cognitive Preference, Affective Preference And Behavioral Intention Preference.

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