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경제학 석사 학위논문

The Effect of Electronic Word of Mouth  
Information on Consumer Attitudes  
toward Nutricosmetics and Health  
Functional Food

- Focus on the Role of Consumer's Self-Regulatory Focus -

2017년 2월

서울대학교 대학원

농경제사회학부 지역정보전공

황 서 영

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Information on Consumer Attitudes toward  
Nutricosmetics and Health Functional Food  
– Focus on the Role of Consumer’s Self-Regulatory Focus –

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이 논문을 경제학 석사학위논문으로 제출함

2017년 2월

서울대학교 대학원  
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# **Abstract**

## **The Effect of Electronic Word of Mouth Information on Consumer Attitudes toward Nutricosmetics and Health Functional Food - Focus on the Role of Consumer's Self-Regulatory Focus -**

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This thesis seeks to classify the lifestyle of consumers preferring nutricosmetics or health functional food and to understand the factors of marketing communication affecting consumer attitudes toward nutricosmetics or health functional foods under Higgins's regulatory focus theory. Study 1 examines the effects of the lifestyle characteristics of female consumers affecting the purchase intention toward each of nutricosmetics and health functional foods. According to the results of multiple regression model with lifestyle and regulatory focus variables on purchase intentions, the consumers who pursue a good appearance have higher purchase intentions toward both products. Unlike health functional foods, nutricosmetic products are preferred by the consumers who actively participate in leisure and pursue wealth. Also, the higher their promotion focus, the higher their purchase intention toward nutricosmetics. Study 2 determines the most preferred platform type and description type of e-WoM according to a product's perceived regulatory value. It was discovered that individuals who have high purchase intention toward health functional food prefer e-WoM messages to brand official

webpage when seeking information about the products. Several implications and suggestions for future studies are also provided.

**Keyword :** Functional food, Nutricosmetic, Health functional food, regulatory focus theory, consumer lifestyle, e-WoM

**Student Number :** 2015-21518

# Table of Contents

<b>I . Introduction .....</b>	<b>1</b>
1. Research Background.....	1
2. Research Objectives.....	3
<b>II. Study 1 : What the differences of consumer characteristics buying nutricosmetics or health functional foods?.....</b>	<b>6</b>
1. Introduction.....	6
2. Theoretical Background & Hypotheses.....	8
2.1. Regulatory Focus Theory .....	8
2.2. Consumer’s Lifestyle on Purchase Behavior ..	14
2.3. Research Model & Hypotheses Development .	17
3. Methodology .....	19
3.1. Data Collection.....	19
3.2. Measurements Development .....	21
3.3. Method Description & Analysis Model .....	24
4. Results.....	27
4.1. Measurement Model Validation .....	27
4.2. Hypotheses Testing .....	31
5. Discussion .....	39
5.1. Summary of Findings .....	39
5.2. Contributions and Limitations.....	41
<b>III. Study 2 : How e–WOM of nutricosmetics and health functional foods affect consumer’s purchase intention?...</b>	<b>45</b>
1. Introduction.....	45
2. Theoretical Background & Hypotheses.....	47
2.1. Attribution Theory and the Impacts of e–WoM .....	47
2.2. Effects of Regulatory Focus on Advertisement .....	53
2.3. Framing Effects on Product Attribute .....	54
2.4. Research Model & Hypotheses Development .	57
3. Methodology .....	60
3.1. Data Collection.....	60
3.2. Measurements & Stimuli Development.....	61
3.3. Method Description & Analysis Model .....	64
4. Results.....	66
4.1. Measurement Model Validation .....	66

4.2. Hypotheses Testing .....	68
5. Discussion .....	75
5.1. Summary of Findings .....	75
5.2. Contributions and Limitations .....	77
<b>IV. Conclusions.....</b>	<b>82</b>
Reference.....	84
Appendix A: Survey Questionnaires of Study 1 .....	94
Appendix B: Survey Questionnaires of Study 2 .....	103
Appendix C: Stimulus Material of Study 2.....	109
Abstract in Korean.....	118

## List of Figures

Figure 1. Overview of states evoking regulatory fit and mismatch (Otto et al., 2010).....	1 1
Figure 2. Study 1: Research Model of Nutricosmetics.....	1 8
Figure 3. Study 1: Research Model of Health functional foods .....	1 8
Figure 4. Regression models of Female consumer's lifestyle and regulatory focus.....	2 5
Figure 5. Mediating Model Using Multiple Regression .....	2 6
Figure 6. Study 2: Research Model.....	5 8
Figure 7. Interaction between platform and message type on Purchase Intention toward Nutricosmetics .....	7 0
Figure 8. Interaction between platform and message type on Purchase Intention toward Health functional foods .....	7 1

## List of Tables

Table 1. Study 1: Hypotheses.....	1 8
Table 2. Study 1: Demographic Characteristics of Participants .....	2 0
Table 3. Study 1: Operationalization of Variables .....	2 1
Table 4. Study 1: Loadings of Survey Items.....	2 9
Table 5. Study 1: Correlation among Constructs.....	3 0
Table 6. Products' Regulatory values .....	3 1
Table 7. Participants' Regulatory Focus Orientations .....	3 2
Table 8. Multiple Regression of Indicators for Purchase Intentions of Two	

Products .....	3 4
Table 9. Testing Mediator Effects for Purchase Intention toward (A) Nutricosmetics and (B) Health functional foods .....	3 7
Table 10. The results of hypothesis testing .....	3 8
Table 11. Hypotheses in Study 2.....	5 8
Table 12. Study 2: Demographic Characteristics of Participants.....	6 0
Table 13. Study 2: Experimental design .....	6 1
Table 14. Study 2: Operationalization of Variables .....	6 2
Table 15. Study 2: Loadings of Survey Items .....	6 7
Table 16. Study 2: Correlation among Constructs.....	6 7
Table 17. Products' Perceived Regulatory values .....	6 8
Table 18. Standardized path coefficients, t value and coefficient of determination ( $R^2$ ) for product subgroups.....	7 4
Table 19. Results of Smith-Satterthwaite t-test for product subgroups	7 4
Table 20. The results of hypothesis testing .....	7 5

# I . Introduction

## 1. Research Backgrounds

Today's vast amount of available information allows consumers to explore and to learn as active shoppers. Consumers accept technology and innovation in the advent of advanced biologically active ingredients claimed by cosmetic brands (Meng and Pan, 2012). Unsurprisingly, the level of sophistication of today's female individuals has increased: They are skilled and well-educated consumers (Meng and Pan, 2012; Penning, 2011).

As consumers continue to seek out the most effective beauty products, "nutricosmetics products (so-called 'inner-beauty products' in the Korean market)" are maintaining a strong, significant presence in the global beauty marketplace (Barel et al., 2014). Nutricosmetics is the portmanteau of "nutrition" and "cosmetics" can be defined as ingestible foods and dietary supplements (pills or capsules, tablets, liquids, granulates, or foods) that benefit the health and beauty of the skin by directly affecting bodily mechanisms and metabolism (Barel et al., 2014; Tabor and Blair, 2009).

Many female consumers pursue the most effective beauty products and skincare therapies. Nutricosmetics appeal to a wide range of female groups as a method to obtain and enhance young-looking skin because they are formulated and marketed specifically

for beauty purposes (Penning, 2011). The aging population especially spends billions of dollars annually on vitamins, minerals, botanical extracts, and antioxidants in an effort to maintain the youthful appearance of their skin and promote overall well-being (Patel et al., 2015).

Along with this trend, the nutricosmetics market was valued at \$1.5 billion in 2007 but was projected to reach \$4 billion by 2015, with Europe as the most important market followed by Japan and the United States. According to statistical data from the Korean Ministry of Food and Drug Safety, the Korean market for nutricosmetics has experienced significant annual growth, from 1.16 trillion won in 2009 to 1.79 trillion won in 2013 (Jin, 2015).

Likewise, the market for food supplements and nutricosmetics is characterized by substantial annual growth, and nutricosmetics can be described as a recent result of a global convergence phenomenon between the cosmetics and food industries (Barel et al., 2014; Mellage, 2008). Notwithstanding its development, only a few researchers have explored the nutricosmetics market and related consumer behaviors in the marketplace (Meng and Pan, 2012).

In Korea, nutricosmetics are regarded as health functional food by Korean food safety law, and both products share similar ingredients and personal care purposes (Barel et al., 2014). But the

relevant industries have promoted the nutricosmetics and health functional food differently in terms of marketing and mentions, and consumers recognize these differences: Nutricosmetics are specifically used for beauty purposes, while health functional foods contribute to disease prevention or general health care.

Therefore, this thesis seeks to classify the lifestyles of consumers who prefer nutricosmetics or health functional foods and to understand the marketing communication factors that affect consumer attitudes toward nutricosmetics and health functional foods.

## **2. Research Objectives and Questions**

This paper attempts to investigate the consumer lifestyle characteristics and marketing communications that influence Korean female individuals' attitudes and purchase intentions toward nutricosmetics and health functional foods, under Higgins' regulatory focus theory, with two experiments.

The purpose of Study 1 was to determine the relationship between female consumer lifestyles and the evaluative criteria used in the purchase of nutricosmetics and health functional foods. Taking regulatory focus theory into account, Study 1 attempted to verify differences between the lifestyle characteristics of consumers buying either nutricosmetics or health functional foods. For this

purpose, the author manipulated regulatory motivation as either promotion– or prevention–focused. The research questions for Study 1 are as follows:

*RQ<sub>1-1</sub>: Which of the products, nutricosmetics or health functional foods, do consumers tend to purchase according to their regulatory focus?*

*RQ<sub>1-2</sub>: What is the difference in lifestyle characteristics between consumers of nutricosmetics or health functional food products?*

*RQ<sub>1-3</sub>: What is the effect of the regulatory motivation of nutricosmetics and health functional foods on consumers' purchase intentions?*

Secondly, Study 2 sought to determine the e–WoM communications factors that influence the purchase of nutricosmetics and functional food products. Under the mediating role of regulatory focus, the author investigated how e–WoM message factors affect consumers' purchase intentions toward nutricosmetics and health functional foods. The second study's research questions are as follows:

*RQ<sub>2-1</sub>: What the effect of the platform types of e–WOM on purchase intentions toward nutricosmetics and health functional foods?*

*RQ<sub>2-2</sub>: What the effect of the message types of e-WOM on purchase intentions toward nutricosmetics and health functional foods?*

*RQ<sub>2-3</sub>: Under the products' regulatory motivations, what the difference in the effect of e-WoM on purchase intentions toward nutricosmetics and health functional foods?*

To sum up, this study investigates the effect of positioning differences between nutricosmetic and health functional foods on consumers' purchase intentions under the regulatory focus of individuals and the perceived regulatory value toward the products themselves. Using definitions of consumers' regulatory focus and products' regulatory motivation in the minds of consumers based on previous studies, two survey-based experiments were designed to identify the effect of each product, nutricosmetics versus health functional foods, on consumer behavior.

## **II. Study 1 : What the difference of consumer characteristics buying nutricosmetics or health functional food products?**

### **1. Introduction**

The purpose of Study 1 was to determine the relationship between female consumer lifestyles and the evaluative criteria used in the purchase of nutricosmetics and health functional foods. Taking regulatory focus theory into account, Study 1 attempted to verify the differences between the lifestyle characteristics of consumers who buy nutricosmetics or health functional foods.

In Korea, nutricosmetics are included as health functional foods in light of Korean food safety law, and both products share similar ingredients and personal care purposes (Barel et al., 2014). But the functional food industries have promoted and advertised the two products differently, and consumers recognize these differences: Nutricosmetics are specifically used for beauty purposes, while health functional foods contribute to disease prevention or general health care.

Therefore, the author investigated the relationship between female consumer lifestyles and the evaluative criteria used in the purchase of nutricosmetics and health functional foods. Taking

regulatory focus theory into account, Study 1 attempted to verify the differences between the lifestyle characteristics of consumers who buy nutricosmetics or health functional foods.

For this purpose, the author manipulated regulatory motivation as either promotion- or prevention-focused. The author assumed that the regulatory value of nutricosmetics is associated with a promotion focus (goal), while the corresponding value of health functional foods is associated with a prevention focus, according to their applications and purchase situations. Taking regulatory focus theory into account, Study 1 thus attempted to verify the differences between the lifestyle characteristics of consumers who buy nutricosmetics or health functional foods using analytical methods, including a multiple regression model and mediator effect analysis.

Data from 403 female participants were collected through online surveys on consumers' lifestyle attributes, regulatory focus, and purchase intentions toward nutricosmetics versus health functional foods. This study therefore tried to reveal the differences between the two products, nutricosmetics versus health functional foods, as presented by the product preferences and purchase intentions of their consumer segments.

## **2. Theroretical Background & Hypotheses**

### **2.1. Regulatory Focus Theory**

#### **2.1.1. Higgins's Regulatory Focus theory & Regulatory fit**

The basic concept of the regulatory orientation is based on the general notion that people are motivated to approach pleasure and avoid pain (Higgins, 1997; Higgins, 1998). Based on the nature of the approach–avoidance motivation, consumer goals are theorized in terms of Higgins (1997)'s regulatory focus theory, which classifies them into two broad categories: ideals and oughts (Higgins, 1997; Murali et al., 2007). Ideals indicate people's desires, hopes, and wishes, whereas oughts represent people's responsibilities, obligations, and duties (Higgins, 1997; Higgins, 1998). Higgins (1998)'s regulatory focus theory postulates that ideals and oughts involve two different regulatory orientations: a promotion focus versus a prevention focus.

In particular, the regulation of behavior in relation to ideals involves a promotion focus, which is a regulatory state concerned with advancement and accomplishment. In contrast, the regulation of behavior in relation to oughts involves a prevention focus, which is a regulatory state concerned with protection and safety.

Generally, a promotion focus emphasizes the pursuit of positive

outcomes by maximizing their likelihood and minimizing their absence (Higgins, 1997; Higgins, 1998; Zhang et al., 2010). On the other hand, a prevention focus stresses the avoidance of negative outcomes by minimizing their likelihood and maximizing their absence (Brockner et al., 2002; Higgins, 1997; Higgins, 1998; Zhang et al., 2010).

Regulatory focus theory (Higgins, 1997; Higgins, 1998) assumes that self-regulation operates differently when serving these two different orientations fundamentally. Two self-regulatory strategies are associated with distinct strategic predispositions, whereby the promotion focus is concerned with strategic eagerness, while the prevention focus is concerned with strategic vigilance (Higgins, 2000; Lee and Aaker, 2004). Namely, individuals with a promotion orientation are more inclined toward eagerness (approach) means than vigilance (avoidance) means, whereas individuals with a prevention orientation are more inclined toward vigilance means than eagerness means (Crowe and Higgins, 1997; Higgins, 2000).

The outcome of a goal pursuit diverges in value depending on the relevance of the goal to an individual's general orientation (Higgins et al., 2003). The value of an activity to people increases (and they feel better) when they pursue specific target goals relevant to their motivational orientations (Brunstein et al., 1998; Clary et al., 1994; Higgins et al., 2003; Isaac et al., 1999).

Higgins (2000) and Higgins (2002) proposed that people experience a “regulatory fit” when they pursue a goal that sustains their regulatory orientation. When this regulatory fit occurs or its degree is higher, individuals will feel right about what they are doing, and this value experience can translate to a successive evaluation of an activity or object (Cesario et al., 2004; Higgins, 2000, 2002; Higgins et al., 2003). Shah et al. (1998).

A recent study by Maddox et al. (2006) suggested that the influence of regulatory focus on cognition depends on its interaction with the reward structure of the environment (gains or losses caused by an individual’s actions) (Higgins, 2000; Maddox et al., 2006; Otto et al., 2010). Figure 1 presents an overview of states evoking regulatory fit and mismatch in Otto et al. (2010). As Figure 1 shows, when one’s situational regulatory focus matches the reward structure of the environment, a regulatory fit results. In contrast, when one’s situational regulatory focus does not match the reward structure of the environment, a regulatory mismatch results (Otto et al., 2010).

		Reward Structure	
		Gains	Losses
Regulatory Focus	Promotion	Regulatory Fit	Regulatory Mismatch
	Prevention	Regulatory Mismatch	Regulatory Fit

Figure 1. Overview of states evoking regulatory fit and mismatch (Otto et al., 2010)

### 2.1.2. Regulatory Focus in Consumers' choice

In the process of making purchase decisions, consumers evaluate product information and pursue the consumption of certain products in order to fulfill their consumption goals (Zhang et al., 2010). Individuals are more concerned with information that is related to their activated regulatory focus and thus consider attributes compatible with this focus (Chernev, 2004; Florack and Scarabis, 2006; Higgins, 1998; Higgins, 2002). Also, earlier studies had revealed the implication of regulatory focus theory on consumer choice. Such studies have suggested that an association exists between regulatory orientations and attribute evaluations: People prefer and choose products when their attributes are superior along the dimensions of higher relevance toward their regulatory focus

(Chernev, 2004; Higgins, 2002).

Higgins (2002) proposed examples of valued dimensions relevant to promotion and prevention orientations: Valued dimensions for individuals with a promotion orientation would include luxury, reflecting accomplishment; and technical innovation, reflecting advancement. However, valued dimensions for individuals with a prevention orientation would include protection/warning, reflecting safety; and reliability/service, reflecting security. Chernev (2004) and Chernev (2014) conducted the consumer behavior experiment and found that promotion-focused participants were more likely to consider hedonic, performance-related, and attractive attributes, whereas prevention-focused participants gave more weight to utilitarian and reliability-related attributes (Chernev, 2004, 2014; Florack and Scarabis, 2006).

It has been considered that regulatory focus is not fixed and that individuals' regulatory focus can vary according to different situations (Wang, 2016). A regulatory focus can be either chronically accessible or temporarily primed by situations. According to Shah and Higgins (2001), the difference between a promotion focus and a prevention focus can be observed both as a chronic individual difference and as a situational difference encouraged by experimental manipulations and situational cues. Specifically, a chronical

regulatory focus is shaped by the persistent influence from early childhood (Higgins, 1997) and cultural environments (Lee et al., 2000). A regulatory focus can also be generated temporarily by situational cues—in other words, “regulatory motivations” (Himanshu Mishra et al., 2010). In this vein, the products or brands that frame target goals (Freitas et al., 2002) or situational forces (Gino and Margolis, 2011) in terms of prevention or promotion can induce a promotion or prevention focus in individuals. Along with dispositional and situational sources, Adilson Borges and Gomez (2015) suggested that exposure to the product type itself can trigger consumers’ different regulatory orientations; this is because products are always associated with consumers’ goals (Fishbach and Ferguson, 2007; Wang, 2016). The concept of a goal contains both end states and the means by which desired end states can be achieved, such as via objects and behaviors (Fishbach and Ferguson, 2007; Wang, 2016). Products, behaviors, and brands are used by consumers to achieve their goals, and consumers’ choice is determined by a collection of one or more means from a larger series of obtainable means, in accordance with the associated purpose of a behavior, product, or brand (van Osselaer and Janiszewski, 2012). For example, when an individual purchases a product, doing so is associated with his or her goals. Since the product and the goals are associated, simple

exposure to such consumption objects (e.g., products or brands) can prompt consumers toward these goals (Bargh, 1990; Wang, 2016).

In the context of earlier studies relating to regulatory focus on consumer choice, the author focused specifically on product means and their manipulated regulatory orientations.

Accordingly, the author hypothesized that a product having a specific regulatory value (promotion- or prevention-focused) associated with an individual consumer's goals can cause the self-regulatory focus situation, and that the individual would achieve the desired regulatory value by choosing that product.

## **2.2. Consumer Lifestyle on Purchase Behavior**

The dictionary definition of "lifestyle" refers to the living conditions, behaviors, and habits that are typical of and chosen by a particular person or group of people (Cobuild, 2009). Lifestyle is a field of interest in different areas of science, such as sociology, psychology, geography, economics, and marketing, with various definitions. The sociologist Georg Simmel first used the term in 1900 to discuss social differentiation (Simmel, 1900). Another important aspect of lifestyle was introduced by Max Weber in 1922 for distinguishing between classes and status groups in societies. Classes are defined by economic factors, while status groups are

defined by the conduct of life (Weber, 1922).

In marketing, the lifestyle concept was introduced by William Lazer in 1963. Lazer (1963) considered lifestyle to be the result of cultures, values, assets, and restrictions. He also insisted that studying consumer lifestyles was important for understanding and predicting the consumer behavior of specific groups because this type of behavior reflects their lifestyle. Lifestyle also refers to life patterns built from environmental variables, such as social status, culture, reference group, family, etc., and psychological variables like value, personality, and self-concept (Engel et al., 1978; Levy, 1963). Likewise, lifestyle relates to how people live, how they spend their money, and how they allocate their time among different types of activities (Kaynak and Kara, 2001). One can propose that there will be differences as well as similarities among nations/cultures since, this time, many methods for measuring lifestyle were developed.

Lifestyle is an important determinant of evaluative criteria—the attributes of specifications used in the selection of a product—and is a predictor of consumer behavior (Bartos, 1982; Engel and Blackwell, 1982; Sproles, 1979; Stemm, 1980). If we are able to identify consumer lifestyle groups with common attitudinal and behavioral characteristics and tendencies in an unfamiliar environment, we may also be able to develop more specific/targeted marketing plans and

strategies. Therefore, consumer lifestyle information may be of crucial use to consumer behavior studies insofar as it improves understanding about how consumers live, what types of activities they engage in, and how these activities affect their purchasing– and consumption–related behavior.

Especially, women have been recognized by marketers as the primary purchasing agents for many consumer products (Cassill and Drake, 1987). In precedent studies on female consumers' lifestyles, Plummer (1974) conducted a survey of housewives and husbands on lifestyles and credit card uses, while Green and Cunningham (1975) determined the relationship between lifestyles and family purchase decision processes aimed at married women. Reynolds et al. (1977) defined the dietary and culinary shopping patterns of women using survey items about their activities, interests, and opinions. Douglas and Urban (1977) compared the fashion shopping patterns and lifestyles of female consumers in three nations: the US, the UK, and France. Also, Cosmas (1982) examined the relationship between lifestyle segments and product assortment decisions with female sample groups.

Considering the importance of consumer lifestyles in previous studies, Study 1 investigated the relationship between female consumer lifestyles and the evaluative criteria used in the purchase

of nutricosmetics and health functional foods.

### **2.3. Research Model & Hypotheses Development**

Based on Higgins's (1997) regulatory focus theory, this study assumes that consumers' regulatory focus affects the perceived regulatory value of products and purchase intentions; for example, individuals having a promotion focus may think of nutricosmetics as products focused on promotion values, and thus their purchase intentions toward nutricosmetics will be higher than those of individuals having a prevention focus. Likewise, individuals having a prevention focus may think of health functional foods as products focused on prevention values, and therefore their purchase intentions toward health functional foods will be higher than those of individuals having a promotion focus. Derived from this assumption, this work proposes two research models of each products as indicated in Figure 2 and 3.

To examine the effect of consumer lifestyles and regulatory focus on consumer product choice between nutricosmetics and health functional foods, this study intended to observe purchase intentions toward nutricosmetics and health functional foods. This research also aimed to investigate the mediating effect of a perceived product's

regulatory value and its influence over the relationship between a consumer's regulatory focus and product purchase intentions. Thereby, the following hypotheses were drawn (Table 1):

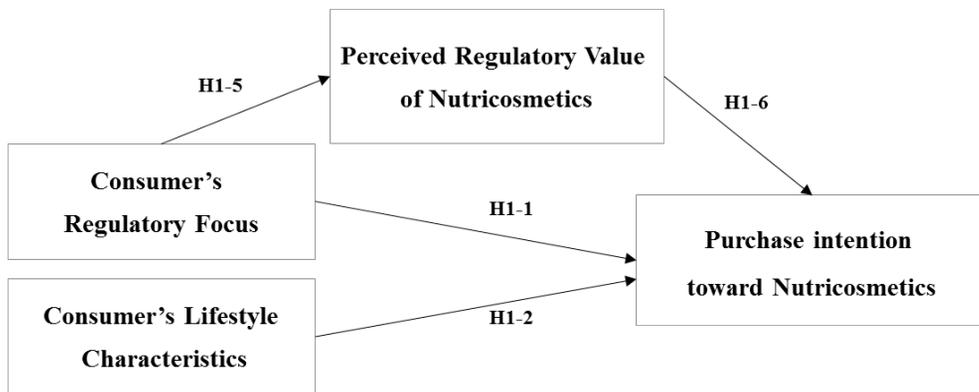


Figure 2. Study 1: Research Model of Nutricosmetics

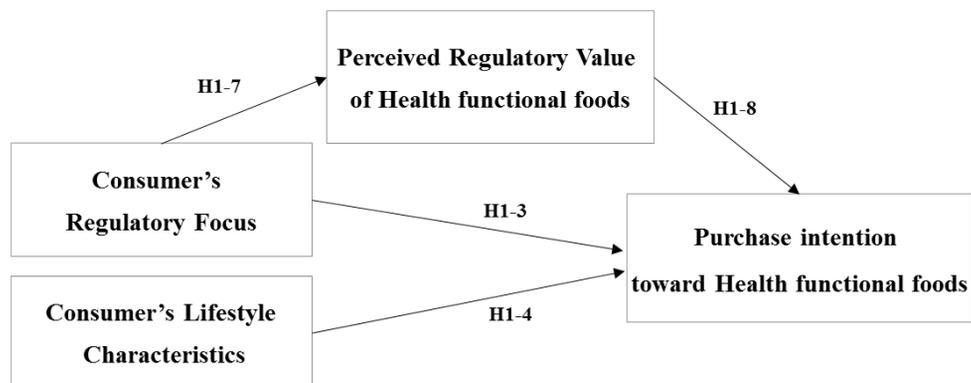


Figure 3. Study 1: Research Model of Health functional foods

Table 1. Study 1: Hypotheses

No.	Hypothesis
H <sub>1-1</sub>	Consumer's regulatory focus affects on purchase intention of nutricosmetics
H <sub>1-2</sub>	Consumer's lifestyle characteristics affects on purchase intention of nutricosmetics.
H <sub>1-2a</sub>	The degree of active-leisure type affects on purchase intention of nutricosmetics.

H <sub>1-2b</sub>	The degree of appearance-oriented type affects on purchase intention of nutricosmetics.
H <sub>1-2c</sub>	The degree of conservative lifestyle type e affects on purchase intention of nutricosmetics
H <sub>1-2d</sub>	The degree of frugal lifestyle type affects on purchase intention of nutricosmetics.
H <sub>1-2e</sub>	The degree of material-oriented type affects on purchase intention of nutricosmetics.
H <sub>1-3</sub>	Consumer's regulatory focus affects on purchase intention of Health functional food.
H <sub>1-4</sub>	Consumer's lifestyle characteristics affects on purchase intention of Health functional food.
H <sub>1-4a</sub>	The degree of active-leisure type affects on purchase intention of health functional food.
H <sub>1-4b</sub>	The degree of appearance-oriented type affects on purchase intention of health functional food.
H <sub>1-4c</sub>	The degree of conservative lifestyle type e affects on purchase intention of health functional food.
H <sub>1-4d</sub>	The degree of frugal lifestyle type affects on purchase intention of health functional food.
H <sub>1-4e</sub>	The degree of material-oriented type affects on purchase intention of health functional food.
H <sub>1-5~6</sub>	The effect of consumer's regulatory focus on purchase intention is mediated by nutricosmetics's regulatory values.
H <sub>1-7~8</sub>	The effect of consumer's regulatory focus on purchase intention is mediated by health functional food's regulatory values.

### 3. Methodology

#### 3.1. Data Collection

Data were collected using a web-based survey system. The survey was conducted by Embrain Online Research Company (Embrain Co., Ltd, Seoul, Korea) between October 26 and October

28, 2016. Our candidate participants were female members of Embrain Research Co.; potential respondents were invited to take part in the survey, and a sample was drawn based on who knew about nutricosmetics and health functional foods and who had experience using them. A total of 403 responses were collected, all of which were usable. The demographics of the sample are summarized in Table 2. All of the subjects were female, and the majority were between 20 and 29 years of age (30.5%).

**Table 2. Study 1: Demographic Characteristics of Participants**

		N	%
<b>Age</b>	20–29	123	30.5
	30–39	97	24.1
	40–49	89	22.1
	50 or higher	94	23.3
<b>Household Monthly Income</b>	2,000,000 KRW or less	41	10.2
	2,000,000–2,990,000 KRW	50	12.4
	3,000,000–3,990,000 KRW	44	10.9
	4,000,000–4,990,000 KRW	83	20.6
	5,000,000–5,990,000 KRW	74	18.4
	6,000,000–6,990,000 KRW	42	10.4
	7,000,000–7,990,000 KRW	22	5.5
	8,000,000 KRW or higher	47	11.7
<b>Job Status</b>	Speicalized	33	8.2
	Clerical	174	43.2
	Technical	3	0.7
	Sales	19	4.7
	Public official	19	4.7
	Owner	9	2.2
	Student	39	9.7
	No job	8	2
	Housewife	85	21.1
Other	14	3.5	

### 3.2. Measurement Development

The scales used to measure the various constructs central to this study are summarized in Table 3. All measures were adapted and modified from previous studies. The author adapted and applied a questionnaire from previous studies, translating it into Korean. The questionnaire was pilot-tested on a group of 50 consumers, data from which were included in the main survey afterward.

The questions categorizing female consumers' lifestyle characteristics were measured using a seven-point Likert scale, from "strongly disagree" to "strongly agree." The questions measuring consumers' regulatory focus in a shopping context and products' perceived regulatory value were measured using a six- and seven-point Likert scale. Zhang et al. (2010)'s questionnaire was modified and employed as the questions applied the opposite descriptions in both ends. And, each question measuring the participants' purchase intentions toward the two products was measured using a five-point Likert scale.

**Table 3. Study 1: Operationalization of Variables**

<b>1. Female consumer's lifestyle variables</b> (Cassill and Drake, 1987; Cho, 1996; Jeong, 2011; Kim, 2004; Kim and Rhee, 1992; Oh and Rhee, 2004)	
<i>Active-leisure type</i>	
Hob1	I enjoy watching plays or movies frequently.
Hob2	I enjoy going to music concerts or art exhibitions.
Hob3	I actively participate in cultural activities.

Hob4	My family frequently goes on a picnic or eats out.
Hob5	I enjoy sports (swimming, balling, tennis, etc.).
Hob6	I love to listen to music or read a book when I get free time.
Hob7	I want to have free time more than making more money.
<b><i>Appearance-oriented type</i></b>	
Face1	It is an important part of my life to make my appearance better.
Face2	I have a lot of interest in beauty care.
Face3	Wearing good clothes is one of the ways to respect myself.
Face4	Women's makeup means the creation of beauty.
Face5	I think I'm stylish.
Face6	I usually read fashion magazines.
Face7	I think I have an artistic sense.
<b><i>Achievement-oriented type</i></b>	
Conf1	I have more independence than most people.
Conf2	I have more confidence than most people.
Conf3	I can handle the given tasks confidently.
Conf4	I think I'm a capable person.
Conf5	Once I decide to do something, I somehow get it done.
Conf6	I have a desire to achieve something.
Conf7	I actively participate in cultural activities.
<b><i>Conservative lifestyle type</i></b>	
Trad1	It is ideal that the husband has to work in the office and the wife has to be at home.
Trad2	Women can achieve their goals through their husband's or children's successful lives.
Trad3	I think that the breadwinner has to decide important family matters.
Trad4	Housewives at work can maintain a warm and stable relationship with their children as well as housewives at home.
Trad5	The husband should return home and take care of housework with his wife.
Trad6	In any case, I won't get divorced.
Trad7	Getting married is not a duty but a choice.
<b><i>Frugal lifestyle type</i></b>	

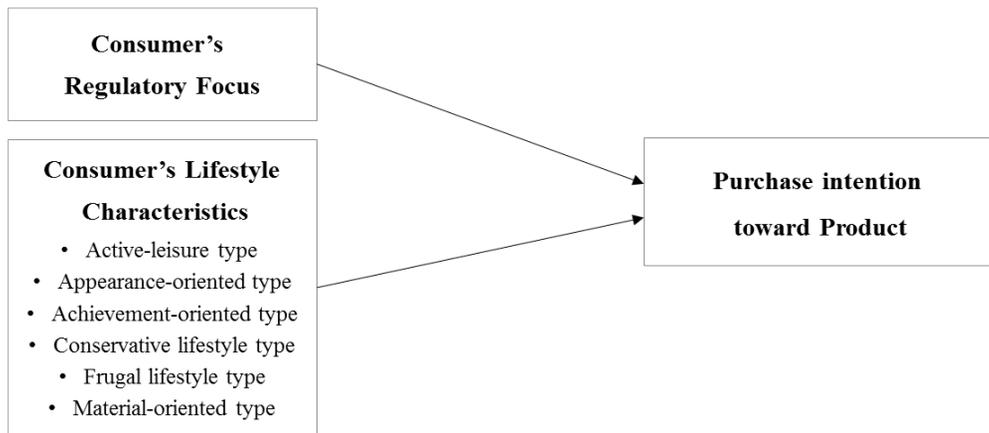
Save1	I can't do anything special to extend my fortune, but I live with my sincerity.
Save2	I check out the prices even if it is a nominal price.
Save3	I spend only under a budget.
Save4	Good housekeeping is very valuable in life.
Save5	I usually look for the price-down promotions.
Save6	I gather and compare the information before I purchase the product.
Save7	If possible, I think it is better to employ a maid or a housekeeper.
<b><i>Material-oriented type</i></b>	
Money1	I am interested in stocks, real estate, and business.
Money2	It is good to move frequently if it is necessary for property growth.
Money3	I want a pleasant and wealthy life.
Money4	I want to be a successful businesswoman more than being a successful scholar.
Money5	I care about the evaluation of others about me.
Money6	I often talk to people about what brand to buy.
<b>2. Consumer's Regulatory Focus in a shopping context</b> (Higgins et al., 1997; Liberman et al., 1999; Na and Choi, 2005; Park et al., 2010; Yeo and Park, 2006; Zhang et al., 2010)	
Focus1	I don't buy when the product has a bad aspect (1) – I buy when the product has a good aspect (6).
Focus2	When evaluating this product, I consider preventing negative consequences from using it (1) – I consider generating positive consequences from using it (6).
Focus3	When evaluating this product, I first consider aspects of using it that I dislike (1) – I first consider aspects of this product that I like (6).
<b>3. Product's perceived regulatory value</b> (Zhang et al., 2010)	
<b><i>Regulatory value of Nutricosmetics</i></b>	
Inner_val	Nutricosmetics are things you need to have in order to avoid negative consequences (-3) – Nutricosmetics are things you like to have in order to generate positive consequences (3).
<b><i>Regulatory value of Health functional foods</i></b>	
Health_val	Health functional foods are things you need to have in order to avoid negative consequences (-3) – Health

	functional foods are things you like to have in order to generate positive consequences (3)
<b>4. Purchase intention toward two products</b> (Davis, 1989; Gefen et al., 2003)	
<i>Purchase intention toward Nutricosmetic products</i>	
Inner_pi1	I intend to purchase nutricosmetics in the future.
Inner_pi2	I plan to purchase nutricosmetics.
Inner_pi3	I am willing to invest time in purchasing nutricosmetics.
Inner_pi4	I would recommend purchasing nutricosmetics to others.
<i>Purchase intention toward Health functional food products</i>	
Health_pi1	I intend to purchase health functional foods in the future.
Health_pi2	I plan to purchase health functional foods.
Health_pi3	I am willing to invest time in purchasing health functional foods.
Health_pi4	I would recommend purchasing health functional foods to others.

### **3.3. Method Description & Analysis Model**

The purpose of the study was to examine (1) the effect of female consumer lifestyle characteristics and regulatory focus on purchase intentions toward nutricosmetics and health functional foods, and (2) the mediating effects of the products' perceived regulatory value.

The analysis consists of two parts (Figure 4 and 5). The first part uses regression models of female consumers' lifestyles and regulatory focus on purchase intentions toward nutricosmetics and health functional products. Using multiple regression models of both products, we can determine which characteristic factors impact purchase intentions toward nutricosmetics and health functional foods.



**Figure 4. Regression models of Female consumer's lifestyle and regulatory focus**

The second part of the analysis focuses on the mediating effects of the perceived regulatory values of nutricosmetics/health functional foods on the relation between consumers' regulatory focus and purchase intentions toward the products.

Mediational analyses can be performed with either multiple regression or SEM (Frazier et al., 2004). The logic of the analyses is the same in both cases. In this study, the author used multiple regression for mediational analysis. The method outlined by Kenny (Baron and Kenny, 1986; Bolger, 1998) is the most commonly used approach in the psychological literature. Using multiple regression, this approach involves testing three equations (Frazier et al., 2004). First, the dependent variable (outcome, "purchase intention toward product") is regressed on the predictor variable ("consumer's regulatory focus") to establish whether there is an effect to mediate

(see Path c in Figure 5A). Second, the mediator (“perceived regulatory value of product”) is regressed on the predictor to establish Path a (see Figure 5B). In the third equation, the outcome is regressed on both the predictor and the mediator. This provides a test of whether the mediator is related to the outcome (Path b) as well as an estimate of the relation between the predictor and the outcome controlling for the mediator (Path c’).

If the relation between the predictor and the outcome controlling for the mediator is zero, then the data are consistent with a “complete mediation model.” If the relation between the predictor and the outcome is significantly smaller when the mediator is in the equation than when it is not, yet still greater than zero, then the data suggest “partial mediational relationship.” However, it is not enough to show that the relation between the predictor and the outcome is smaller or no longer significant when the mediator is added to the model.

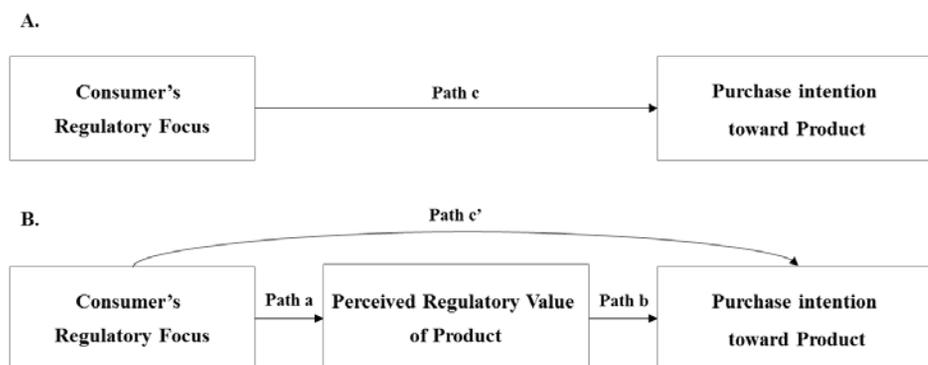


Figure 5. Mediating Model Using Multiple Regression

## **4. Results**

### **4.1. Measurement Model Validation**

Before testing the various structural models, we examined the measurement model to assess its validity using the PLS–Graph software. To validate the measurement model, we tested its convergent and discriminant validities following the method by Chin (1998), Fornell and Larcker (1981). According to Chin (1998), the convergent validity is assessed by the reliability of each survey item and construct. If all of the items' factor loadings are greater than 0.7, the reliability of each survey item is confirmed. To confirm construct reliability, the composite reliability of each construct should be greater than 0.7, and the average variance extracted (AVE) of each construct should be higher than 0.5 (Fornell and Larcker, 1981).

The results of the convergent validity assessment with descriptions of the constructs are shown in Table 4. All of the items' factor loadings and AVEs of the constructs showed sufficient reliability.

The author also assessed the discriminant validity of survey items (refer to Table 5). The square root of the AVE of each construct was higher than its correlations with the other constructs

(Chin, 1998). Therefore, all of the survey items in this study demonstrated acceptable convergent and discriminant validity.

Table 4. Study 1: Loadings of Survey Items

Constructs	Items	Factor Loading	Standard Error	t-value	Composite Reliability	AVE
(1) Active-leisure type	Hob1	0.789	0.024	32.359	0.803	0.577
	Hob2	0.786	0.029	27.049		
	Hob3	0.700	0.035	19.985		
(2) Appearance-oriented type	Face1	0.834	0.026	32.015	0.883	0.655
	Face2	0.844	0.017	48.522		
	Face3	0.814	0.019	43.757		
	Face5	0.740	0.026	28.597		
(3) Achievement-oriented type	Conf2	0.787	0.016	47.886	0.913	0.678
	Conf3	0.850	0.012	72.326		
	Conf4	0.849	0.015	55.493		
	Conf5	0.822	0.018	46.373		
	Conf6	0.807	0.020	41.394		
(4) Conservative lifestyle type	Trad1	0.841	0.016	53.590	0.887	0.663
	Trad2	0.825	0.020	42.312		
	Trad3	0.858	0.015	57.653		
	Trad6	0.726	0.030	24.643		
(5) Frugal lifestyle type	Save2	0.805	0.023	35.787	0.864	0.68
	Save5	0.837	0.018	46.179		
	Save6	0.831	0.024	34.917		
(6) Material-oriented type	Money1	0.864	0.011	75.794	0.855	0.747
	Money2	0.864	0.011	75.794		
(7) Regulatory Focus in a shopping context	Focus1	0.773	0.029	26.999	0.840	0.636
	Focus2	0.842	0.017	50.152		

	Focus3	0.776	0.030	26.004		
(8) Purchase intention of Nutricosmetics	inner_pi1	0.832	0.017	48.282	0.908	0.712
	inner_pi2	0.853	0.018	46.830		
	inner_pi3	0.875	0.014	63.879		
	inner_pi4	0.814	0.026	31.541		
(9) Purchase intention of Health functional foods	health_pi1	0.820	0.017	49.309	0.914	0.726
	health_pi2	0.895	0.012	77.076		
	health_pi3	0.879	0.014	62.179		
	health_pi4	0.811	0.024	34.210		

Table 5. Study 1: Correlation among Constructs

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
(1) Active-leisure type	<b>0.760</b>								
(2) Appearance-oriented type	0.449	<b>0.809</b>							
(3) Achievement-oriented type	0.321	0.351	<b>0.823</b>						
(4) Conservative lifestyle type	0.057	0.104	-0.003	<b>0.814</b>					
(5) Frugal lifestyle type	0.207	0.162	0.182	-0.025	<b>0.825</b>				
(6) Material-oriented type	0.180	0.146	0.235	0.175	0.107	<b>0.864</b>			
(7) Regulatory Focus in a shopping context	0.131	0.102	-0.022	0.108	-0.046	0.110	<b>0.797</b>		
(8) Purchase intention of Nutricosmetics	0.291	0.367	0.212	0.161	0.145	0.265	0.177	<b>0.844</b>	
(9) Purchase intention of Health functional foods	0.235	0.276	0.223	-0.018	0.157	0.146	0.122	0.504	<b>0.852</b>

Note: The diagonal elements are squared roots of AVEs

## 4.2. Hypotheses Testing

### 4.2.1. Verifying the Regulatory focus of Nutricosmetics and Health functional foods

Before applying the analytical models, the author identified the perceived regulatory values of nutricosmetics and health functional foods: promotion value or prevention value. An independent sample *t*-test analysis was used to statistically compare the means of regulatory values for the two products. The results (refer to Table 6) show that the average regulatory values of nutricosmetics and health functional foods are significantly different. The mean of the perceived regulatory value of nutricosmetics is 1.610, while the mean of health functional foods is 1.340. This shows that nutricosmetics have more promotion value than health functional foods. From this result, it is reasonable to assume that nutricosmetics can be manipulated as promotion-focused stimuli and health functional foods as prevention-focused stimuli for the purpose of this study.

**Table 6. Products' Regulatory values**

	Nutricosmetics	Health functional foods	<i>t</i>	95% CI		<i>p</i>
Product's regulatory value	1.610	1.340	- 2.672	- 0.469	- 0.072	0.008**

Note: ·  $p < .1$ , \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .000$

In the next step, the author used an independent sample *t*-test

analysis to statistically compare the means of regulatory focus orientations for the top 50% of consumer groups that have higher purchase intentions toward the two products. The results (refer to Table 7) show that the average regulatory focus orientations of the two consumer groups are significantly different. The mean of the regulatory focus orientation of the consumer group with the higher purchase intention toward nutricosmetics is 0.227, while the corresponding mean for health functional foods is -0.041. This demonstrates that the nutricosmetics consumer group is more promotion-focused than the health functional foods group.

**Table 7. Participants' Regulatory Focus Orientations**

	Top 50% group of nutricosmetics purchase intention (n=130)	Top 50% group of Health functional foods purchase intention (n=28)	<i>t</i>	95% CI		<i>p</i>
Regulatory focus in a shopping context	0.227	-0.041	-2.191	-0.509	-0.027	0.029*

Note: ·  $p < .1$ , \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .000$

#### 4.2.2. Regression models of consumer's lifestyle and regulatory-focus on Purchase intentions

In order to assess the relative contributions of lifestyle variables and the degree of regulatory focus to purchase intentions toward nutricosmetics and health functional foods, multiple regression

models were applied. The six lifestyle variables and the degree of regulatory focus (the higher the degree of the variable, the closer to being promotion-focused) were introduced separately into the model together as independent variables with age and monthly income as control variables. The specified model was applied to the two product categories: nutricosmetics and health functional foods. The results are listed in Table 8.

The adjusted  $R^2$  for consumers' purchase intentions toward nutricosmetics is approximately 0.207; for health functional foods, it is 0.120.

The results show that among the six lifestyle constructs, the "appearance oriented-type" ( $\beta = .236$ ,  $p = .000$ ) is the common factor influencing consumers' purchase intentions toward both products. However, the other lifestyle variables do not contribute to the purchase intentions toward health functional foods.

In the model for nutricosmetics, the results show that the "active-leisure type" ( $\beta = .106$ ,  $p = .049$ ) and "material-oriented type" ( $\beta = .196$ ,  $p = .000$ ) are the factors influencing the purchase intentions toward nutricosmetics. Also, the degree of regulatory focus ( $\beta = .110$ ,  $p = .017$ ) significantly influences the purchase intentions toward nutricosmetics.

Table 8. Multiple Regression of Indicators for Purchase Intentions of Two Products

	Nutricosmetics					Health Functional Foods				
	B	SE	$\beta$	<i>t</i>	<i>p</i>	B	SE	$\beta$	<i>t</i>	<i>p</i>
Constant	-0.166	0.137		-1.211	0.227	-0.226	0.145		-1.558	0.120
<b>Independent Variables</b>										
<i>Lifestyle variables</i>										
Active-leisure type	0.106	0.053	0.106	1.976	0.049*	0.062	0.056	0.062	1.098	0.273
Appearance oriented type	0.236	0.055	0.236	4.269	0.000**	0.172	0.058	0.172	2.945	0.003**
Achievement oriented type	0.002	0.053	0.002	0.033	0.974	0.096	0.056	0.096	1.702	0.090
Conservative lifestyle type	0.046	0.048	0.046	0.960	0.338	-0.080	0.051	-0.080	-1.577	0.115
Frugal lifestyle type	0.037	0.047	0.037	0.785	0.433	0.053	0.049	0.053	1.084	0.279
Material-oriented type	0.196	0.050	0.196	3.948	0.000**	0.087	0.052	0.087	1.673	0.095
<i>The degree of regulatory focus (the higher the degree of variable, the closer to promotion-focused)</i>										
Regulatory focus	0.110	0.046	0.110	2.396	0.017*	0.095	0.048	0.095	1.961	0.051
<b>Control variables</b>										
Monthly Income	0.003	0.022	0.005	0.115	0.909	0.045	0.023	0.095	1.967	0.05*
Age	0.065	0.042	0.075	1.551	0.122	0.012	0.044	0.013	0.261	0.794
Number of Observations	403					403				
Adjusted R-squared	0.207					0.120				

Note: \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .000$

### 4.2.3. Testing Mediator Effect Using Multiple Regression

Table 9A and B contain the analyses necessary to examine the mediational hypothesis. Following the method mentioned earlier for testing mediation (Frazier et al., 2004), we first established that consumers' regulatory focus (the predictor) was related to purchase intentions toward nutricosmetics (the outcome) by regressing purchase intentions on the regulatory focus variable (Step 1). The unstandardized regression coefficient ( $B = 0.16$ ) associated with the effect of regulatory focus on the degree of purchase intention was significant ( $p < .05$ ). Thus, Path c was significant, and the requirement for mediation in Step 1 was met. To establish that regulatory focus was related to perceived regulatory value of nutricosmetics (the hypothesized mediator), we regressed perceived regulatory value on the regulatory focus variable (Step 2). The unstandardized regression coefficient ( $B = 0.241$ ) associated with this relation was also significant at the  $p < .05$  level, and thus the condition for Step 2 was met (Path a was significant).

To test whether perceived regulatory value was related to purchase intention, we regressed purchase intention on both the perceived regulatory value and regulatory focus variable simultaneously (Step 3). The coefficient associated with the relation between perceived regulatory value and purchase intention

(controlling for regulatory focus) was also significant ( $B = 0.193$ ,  $p < .01$ ). Thus, the condition for Step 3 was met (Path b was significant). This third regression equation also provided an estimate of Path c, the relation between regulatory focus and purchase intention, controlling for perceived regulatory value. When that path is zero, there is complete mediation. However, Path c' was 0.113 and still significant ( $p < .05$ ), although it was smaller than Path c (which was 0.16). Therefore, the perceived regulatory value of nutricosmetics is a partial mediator on the relation between regulatory focus and purchase intention toward nutricosmetics.

In the same way as the mediation test using the nutricosmetics model, the mediator effect of the perceived regulatory value of health functional foods in the relation between regulatory focus and purchase intention toward health functional foods was also tested. Unlike the nutricosmetics model, Path c' in the health functional foods model was not significant. The results show that there is no mediator effect of the perceived regulatory value in the relation between regulatory focus and purchase intention toward health functional foods.

Table 9. Testing Mediator Effects for Purchase Intention toward (A) Nutricosmetics and (B) Health functional foods

(A)	B	SE B	95% CI		$\beta$	$p$
<b>Testing Step 1 (Path c)</b>						
Outcome: Purchase intention						
Predictor: Regulatory focus	<b>0.16</b>	0.049	0.062	0.257	0.16**	0.001
<b>Testing Step 2 (Path a)</b>						
Outcome: Regulatory value						
Predictor Regulatory focus	0.241	0.063	0.117	0.366	0.188**	0.000
<b>Testing Step 3 (Paths b and c')</b>						
Outcome: Purchase intention						
Mediator: Regulatory value	0.193	0.038	0.118	0.268	0.248**	0.000
Predictor: Regulatory focus	<b>0.113</b>	0.049	0.017	0.209	0.113*	0.021
<b>(B)</b>						
(B)	B	SE B	95% CI		$\beta$	$p$
<b>Testing Step 1 (Path c)</b>						
Outcome: Purchase intention						
Predictor: Regulatory focus	0.117	0.050	0.019	0.215	0.117*	0.019
<b>Testing Step 2 (Path a)</b>						
Outcome: Regulatory value						
Predictor Regulatory focus	0.291	0.077	0.140	0.443	0.185**	0.000
<b>Testing Step 3 (Paths b and c')</b>						
Outcome: Purchase intention						
Mediator: Regulatory value	0.091	0.032	0.028	0.154	0.143**	0.005
Predictor: Regulatory focus	0.090	0.050	-0.008	0.189	0.090	0.073

Note: ·  $p < .1$ , \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .000$

#### 4.2.4. The Results of Hypothesis Testing

The first aim of Study 1 was to examine the effect of consumer lifestyles and regulatory focus on purchase intentions toward nutricosmetics and health functional foods. The first aim of Study 1 was to examine the effect of consumer lifestyles and regulatory focus on purchase intentions toward nutricosmetics and health functional foods. The results of the hypothesis testing are shown in Table 10.

**Table 10. The results of hypothesis testing**

Hypothesis		Support
H <sub>1-1</sub>	Consumer's regulatory focus affects on purchase intention of nutricosmetics	Support
H <sub>1-2</sub>	Consumer's lifestyle characteristics affects on purchase intention of nutricosmetics.	–
H <sub>1-2a</sub>	The degree of active–leisure type affects on purchase intention of nutricosmetics.	Support
H <sub>1-2b</sub>	The degree of appearance–oriented type affects on purchase intention of nutricosmetics.	Support
H <sub>1-2c</sub>	The degree of conservative lifestyle type e affects on purchase intention of nutricosmetics	Not Support
H <sub>1-2d</sub>	The degree of frugal lifestyle type affects on purchase intention of nutricosmetics.	Not Support
H <sub>1-2e</sub>	The degree of material–oriented type affects on purchase intention of nutricosmetics.	Support
H <sub>1-3</sub>	Consumer's regulatory focus affects on purchase intention of Health functional food.	Not Support
H <sub>1-4</sub>	Consumer's lifestyle characteristics affects on purchase intention of Health functional food.	–
H <sub>1-4a</sub>	The degree of active–leisure type affects on purchase intention of health functional food.	Not Support
H <sub>1-4b</sub>	The degree of appearance–oriented type affects on purchase intention of health functional food.	Support

H <sub>1-4c</sub>	The degree of conservative lifestyle type e affects on purchase intention of health functional food.	Not Support
H <sub>1-4d</sub>	The degree of frugal lifestyle type affects on purchase intention of health functional food.	Not Support
H <sub>1-4e</sub>	The degree of material-oriented type affects on purchase intention of health functional food.	Not Support
H <sub>1-5~6</sub>	The effect of consumer's regulatory focus on purchase intention is mediated by nutricosmetics's regulatory values.	Support
H <sub>1-7~8</sub>	The effect of consumer's regulatory focus on purchase intention is mediated by health functional food's regulatory values.	Not Support

## 5. Discussion

### 5.1. Summary of Findings

This study identified the lifestyle characteristics of female consumers that affect their purchase intentions toward nutricosmetics and health functional foods. Even though the products have similar effects, the results of Study 1 suggest that they may have different consumer groups with different lifestyles.

According to the results of the multiple regression model with lifestyle and regulatory focus variables on purchase intentions, consumers who pursue a good appearance have higher purchase intentions toward both products: nutricosmetics and health functional foods. Unlike health functional foods, however, nutricosmetic products are preferred by consumer groups that actively participate

in leisure and pursue the good wealth.

From these results, it can be assumed that consumers who are active in their social and business lives have higher purchase intentions toward nutricosmetic products than those who do not. To target a specific consumer lifestyle group, nutricosmetics marketing campaigns can be arranged by active and attractive consumer images in social and business lives.

Also, the regulatory focus variable appears to significantly affect purchase intentions toward nutricosmetic products: the higher the score of the variable, the closer it is to being a promotion-focused value. Thus, the higher the promotion focus, the higher the purchase intention toward nutricosmetics.

These results can be concreted by testing the mediator effect of consumer's regulatory focus. As the result shows, the consumers having promotion focus have higher purchase intention toward nutricosmetics because the consumers perceived more promotion-focused regulatory value than health functional foods. In other words, its promotion-focused regulatory value mediates the relation between consumers' regulatory focus and purchase intentions.

Put another way, when consumers purchase nutricosmetics, they expect them to be associated primarily with promotion goals as compared to health functional foods. This means that nutricosmetics

are categorized as health functional foods but, when comparing the two products, their primary goals are different, as are the targeted consumers.

## **5.2. Contributions and Limitations**

In this study, the author investigated the effect of female consumers' lifestyle attributes and regulatory focus on purchase intentions toward nutricosmetics and health functional food products. Although these products have been categorized in the same product category by Korean food safety law, the results of this study indicate that consumers who purchase nutricosmetics or health functional foods have different lifestyle characteristics and goals for using these two products.

This study contributed to some academic achievements. First, the author both designed the experiment for investigating the effect of lifestyle attributes on purchase intentions toward nutricosmetics or health functional foods and discovering differences in lifestyle attributes between consumers who have higher purchase intentions toward either of the two products. "Lifestyle segmentation" has been a useful concept for marketing and advertising planning purposes (Wells and Tigert, 1971). The concept of lifestyle represents a sets of ideas quite distinct from their personality. Lifestyle relates to the

economic level at which people live, how they spend their money, and how they allocate their time (Anderson Jr and Golden, 1984). In this study, the author measured and compared the degree of consumers' lifestyle attributes for determining, from empirical findings, that the two products were similar but differently recognized among consumers belonging to different consumer groups with different lifestyles.

Secondly, this study attempted to empirically explicate Higgins' regulatory focus theory and the regulatory fit effect in consumers' purchase decisions by investigating the mediation effect of a product's regulatory value (associated with either a promotion or prevention goal) on the relation between regulatory goal orientation and purchase intention. The results of this study theoretically suggest that consumers' regulatory focus and goal orientation can be reflected in the perceived regulatory value of a product, and that a product's perceived regulatory value can directly affect consumers' purchase intentions toward it. Higgins et al. (2003) stated that value from regulatory fit is derived from the relation between the manner of goal pursuit and the goal orientation of the person pursuing the goal. There are many studies that explore the basis of the relations among variables and their valued experience caused by regulatory fit as identified in Higgins' regulatory focus theory (Crowe and Higgins

(1997); Higgins (1998)). The results of Study 1 show that the regulatory fit between consumers' goal orientations and goal pursuit process can be differentiated by their purchase behaviors and self-motivated regulatory value of the products.

This study also makes some practical contributions to the current health functional food market. First, marketing campaigns should be compartmentalized into two products: nutricosmetics and health functional foods, despite having similar ingredients or beauty purposes. The results indicate that nutricosmetics and health functional foods are in the same category of "functional foods," but do not share the same regulatory value in consumers' minds; therefore, they need different marketing approaches and targeted consumer segmentations. Especially, nutricosmetics have promotion regulatory value (associated with a promotion goal) and attract consumers who are socially active and material-oriented; thus, marketers should set up marketing campaigns specifically for them.

Nonetheless, the study demonstrated some limitations that can provide guidance for future studies. First, to provide empirical insights into how female consumers' lifestyle attributes differ regarding product preference, the author targeted female participants in the experimental design. The purchase and adoption of cosmeceutical products and related beauty products claiming to

satisfy female consumers' desires, such as being more youthful looking or having a healthier lifestyle, is experiencing strong market growth (Meng and Pan, 2012). However, considering that contemporary perceptions of men's grooming and personal products are becoming more prevalent, their purchase behavior and lifestyles should also be analyzed (Hong, 2013). In future studies, other segments of potential consumers who are underrepresented in this study, such as male consumers, could be developed, and their more desirable lifestyle attributes could be explored.

Secondly, the participants in this study were gathered from Korean female consumer segments. Although the worldwide nutricosmetic market is estimated to be the fastest growing market compared with other personal care products (Barel et al., 2014), nutricosmetic products in Korea—so-called “inner-beauty products”—are still quite unfamiliar, and have experienced only slight growth since 2011 (Shin, 2015). By comparison, the history of the health functional food market is longer and more familiar to Korean consumers since Korean legislation of health functional products in 2001. Although the author controlled the usage experience of both products in the experiment, controlling the level of consumer knowledge of or familiarity with the products should be pursued in future studies.

### **III. Study 2 : How e-WOM of nutricosmetics and health functional foods affect consumer's purchase intention?**

#### **1. Introduction**

An increasing number of consumers are using Web 2.0 tools (e.g., online discussion forums, consumer review sites, weblogs, social network sites, etc.) to communicate their opinions and exchange product information (Cheung and Thadani, 2012).

In the e-WoM (electronic Word of Mouth) literature, researchers basically agree that an e-WoM review can be perceived as diagnostic if it facilitates consumers' product evaluations prior to purchase (Lee and Youn, 2009). For this reason, and due to the rise of new media channels in recent years, e-WoM has undoubtedly become a powerful marketing force (Cheung and Thadani, 2012; Gupta and Harris, 2010).

Especially, industry research reports (Beauty Trend Report, 2016, IDINCU Co.) have shown that when making beauty product purchase decisions, Internet users trust online reviews posted by unknown consumers more than advertisements from traditional media (Cheung and Thadani, 2012). For this reason, the impact of e-WoM on functional foods and the personal care industry casts a long

shadow on current markets and industries.

In Study 2, the author sought to reveal the e-WoM communication factors that influence the purchase of nutricosmetics and health functional food products. With the moderating role of products' regulatory values, the author investigated how e-WoM communication factors affect consumers' purchase intentions toward nutricosmetics and health functional foods.

This research attempted to determine the effects of the two products' recognized regulatory values on purchase intentions using e-WoM communications and proposed specific marketing points for the advertisement and promotion of the two products using e-WoM messages.

The author developed online experiments using the experimental stimuli of e-WoM messages about nutricosmetics and health functional foods; data from 447 female participants were used. Using analytical methods, such as multi-group analysis with partial least-square (PLS) models, the author attempted to determine the appropriate marketing strategies for both experimental products according to their recognized regulatory values and associated regulatory focus.

## **2. Theroretical Background & Hypotheses**

### **2.1. Attribution Theory and the Impacts of e-WoM**

#### **2.1.1. Attribution theory and the Discounting Principle**

Attribution theory is actually a family of theories that are based on the assumption that individuals are social perceivers who make causal inferences about events they observe and experience (Heider, 1958; Jones and Davis, 1965; Kelley, 1973). The attribution theory states that people interpret behaviors in terms of their causes, and that these interpretations play an important role in determining reactions to the behaviors. Namely, it explains how people make causal inferences regarding why a communicator advocates a certain position or behaves in a certain way (Folkes, 1988; Kelley, 1973; Mizerski, 1982). Heider (1958) outlined two types of factors that can shape an attribution of motive: (1) personal factors internal to the actor (intrinsic motives), and (2) situational factors external to the actor (extrinsic motives).

Attribution research has also been used to understand the causal inferences consumers make when they recommend products to other consumers and/or complain about problems (Hunt et al., 1982; Kamins and Assael, 1987). Researchers have often used attribution theory to explain the impact of WoM and other marketing practices

on persuasion (Chatterjee, 2001; Laczniak et al., 2001; Mizerski, 1982; Rifon et al., 2004; Sen and Lerman, 2007).

According to attribution theory, readers who are considering whether or not to believe an e-WoM product review will base their decision on the causal inferences they make regarding the reviewer's motivation in posting the review. People often attribute a persuasive communicator's message about a stimulus to the stimulus itself (i.e., product performance) and/or to non-stimulus-related factors (i.e., dispositional characteristics of the communicator or circumstances) (Mizerski and Green, 1978; Mizerski, 1982; Sen and Lerman, 2007).

According to Kelley (1972)'s discounting principle, which is derived from attribution theory studies, consumers discount or minimize an explanation if an alternative explanation exists; and research has shown that when extrinsic motivation explains an event, intrinsic motivation is discounted. That is, when receivers attribute a communicator's review to product reasons (stimulus), they will perceive the review to be credible and consider it useful. On the other hand, when receivers attribute the review to reviewer reasons (non-stimulus), they will suspect his/her underlying motives for writing such a review, and will thus be less likely to be persuaded by it (Cheung and Thadani, 2012). In other words, how receivers attribute a communicator's message has an effect on the persuasiveness of

that message (Cheung and Thadani, 2012).

### **2.1.2. Impact of e–WoM Platforms on Product Judgement**

The impacts of WoM communication can be attributed to the closeness of the relationship between the participants, referred to as “tie strength” (Levy and Gvili, 2015). The strength of the relationship between a communicator and a receiver is one of the most distinctive differences between WoM and e–WoM (Chatterjee, 2001). The tie strength of a relationship depends on personal familiarity with the source. A communicator with strong ties to the receiver is someone who has a prior relationship with the receiver (e.g., family or friends); a communicator with weak ties to the receiver is someone who has little or no prior relationship with the receiver (e.g., strangers or fellow consumers) (Brown and Reingen, 1987; Duhan et al., 1997; Granovetter, 1973).

It has been suggested that strong tie sources may be perceived as more credible than weak tie sources (Rogers, 1983), and that the effect of information obtained from strong tie sources is more influential than information obtained from weak tie sources (Brown and Reingen, 1987). The strength of the ties between the communicators and the receivers of e–WoM is usually considered weak because anyone can post their opinions about a product to

various online platforms (Chatterjee, 2001; Granitz and Ward, 1996). Because the identities of e-WoM communicators are not constrained by the receivers' social circles, researchers have argued that there is a greater likelihood of finding people with product expertise among weak-tie communicators (Duhan et al., 1997).

However, in general, it is difficult for consumers to determine the quality and credibility of product recommendations when looking for advice from weak-tie participants on the web (Chatterjee, 2001; Schindler and Bickart, 2005). Participants in e-WoM often do not feel much responsibility for the consequences of their recommendations because their postings are read by strangers (Granitz and Ward, 1996). Thus, there exists a greater potential for misinformation or incorrect information to be passed on to other participants (Bailey 2004). Moreover, consumers often do not know the true identities of e-WoM participants or their real motivations (Chatterjee, 2001; Schindler and Bickart, 2005). Because it is difficult to determine the quality and credibility of e-WoM based on information provided by communicators, consumers tend to use other cues to make causal inferences about the communicator's intention (Lee and Youn, 2009): One of these cues is the platform on which the e-WoM message is posted (Schindler and Bickart, 2005; Senecal and Nantel, 2004; Xue and Phelps, 2004). Therefore, the nature of

the platform on which the e-WoM message is posted can also impact the effectiveness of the message itself (Cheng and Zhou, 2010).

e-WoM platforms can be classified as marketer-generated and non-marketer-generated web platforms. This classification is made by the person or organization who owns the platform, has control of its information, and can make modifications to better satisfy their interests. Lee and Youn (2009) cited a brand's website as an example of a marketer-generated platform, and independent product review websites as non-marketer-generated platforms. Consequently, whether a website is marketer-generated or not seems to be important because consumers may suspect that consumer-generated product reviews on marketer-generated websites have ulterior motives comprising selling intentions (Schindler and Bickart, 2005; Senecal and Nantel, 2004; Xue and Phelps, 2004). It can be assumed that persuasion of a consumer-generated product review is decreased due to the possibility of a marketer's involvement, which would influence the reviewer to deliver a biased illustration of the product's actual performance in the review (Lee and Youn, 2009). Based on discounting principle in attribution theory (Kelley, 1973), it has been suggested that consumers may discount a product's actual performance because of marketer's ulterior selling intentions in marketer-generated-platforms (Lee and Youn, 2009).

However, as a rapidly advancing form of Internet technology, social media presents both potential threats to and opportunities for advertising (Jung et al., 2016). If viral marketing using social media is pervasive, then the traditional classification of whether a platform is marketer-generated or not can become blurred.

Therefore, the author would assume that the impact of e-WoM platforms on consumer behavior differs according to their type (an official brand webpage versus an online community) under the discounting principle of attribution theory used in Study 2.

Additionally, the author assume that consumers who have a prevention focus and products that have prevention-focused regulatory value will be more sensitive to the discounting effect caused by the difference in the e-WoM platform used.

The author supposed that traditional marketer-generated platforms such as official brand webpages are more preferred by consumers willing to purchase prevention-focused products (e.g., health functional foods); meanwhile, traditional non-marketer-generated platforms such as online communities are more preferred by consumers willing to buy promotion-focused products (e.g., nutricosmetics) because of the discounting effect caused by the perceived possibility of viral marketing. The author formulated hypotheses that the impacts of e-WoM platforms on consumer

behavior are moderated by regulatory focus.

## **2.2. Effects of Regulatory Focus on Advertisement Effects**

The distinction between promotion-focused concerns and prevention-focused concerns applies to both chronic individual differences and transient situations (Crowe and Higgins, 1997).

Regulatory focus theory distinguishes between different strategic means of goal attainment—namely, between an eager strategy and a vigilant strategy (Higgins, 1997; Higgins, 1998).

The impact of regulatory focus is not limited to attributes of choice options, but is also effective in advertising campaigns. Advertisements that stress means compatible with the regulatory focus of the recipients are more effective (Florack and Scarabis, 2006; Pham and Avnet, 2004). Promotion-focused participants are more likely than prevention-focused participants to be persuaded by a message that stresses eager means to reach a goal. By contrast, a message that entails the use of vigilant means is more effective when participants are prevention-focused than promotion-focused (Florack and Scarabis, 2006; Pham and Avnet, 2004). For example, the relevant literature has referred to the attributes of advertisements as consumers' regulatory focus orientation, which means that consumers who have a promotion focus are more

persuaded by advertisement messages showing positive results after use (Aaker and Lee, 2001), as well as subjective, affective responses about the product in question (Pham and Avnet, 2004). They also prefer messages describing hedonic and attractive achievements (Chernev, 2004). On the contrary, consumers who have a prevention focus are more persuaded by advertisement messages showing negative results for disuse (Aaker and Lee, 2001), and objective information about the given product (Pham and Avnet, 2004). Additionally, they prefer messages describing utilitarian and unattractive, yet reliable, properties of the product (Chernev, 2004).

Thus, we would assume that the impact of e-WoM message descriptions on consumer behavior differs according to their type (subjective versus objective descriptions) under the moderating effect of consumers' perceived regulatory value of products, as we have seen in Study 1.

### **2.3. Framing Effects on Product Attribute**

A "frame" is a central organizing idea for making sense of relevant events and determining the nature of issues (Gamson and Modigliani, 1989), and research on issue framing has revealed the potentially important benefits of studying the effects of communication content on opinion (Gamson, 1992; Gamson and

Modigliani, 1989; Gitlin, 1980; Iyengar and Simon, 1993; Kinder and Herzog, 1993; Kinder and Sanders, 1990; Nelson and Kinder, 1996; Nelson et al., 1997; Pan and Kosicki, 1993; Shanto, 1991). The conception of framing has been applied extensively by academics in psychology, politics, and communications research (Nelson et al., 1997).

The literature on the framing effect has revealed various types of framing effects (Levin et al., 1998). Specifically, Levin et al. (1998) described framing as being composed of three different types: risky choice framing, goal framing, and attribute framing. The first type of manipulation, risky choice framing, refers to changes in one's intention to take risks, depending on whether alternatives to the risky choice are expressed positively or negatively. According to research by Tversky and Kahneman (1985), a respondent's decision about risk choice can be changed by frame: Respondents chose risk when negative frames were used and avoided risk when positive frames were used.

Another basic form of framing is goal framing, in which the goal of an action or behavior is framed. This means that a decision is changed by presenting the potential success or positive results of the matter in order to achieve goals; conversely, suggesting the potential failure or negative results of the matter can be used to avoid losses

(Levin et al., 1998). Goal framing is often used to encourage and persuade individuals to do something and is therefore often used in health-related areas (Joo, 2012).

A third type of manipulation is attribute framing, in which a decision about a product or event is different depending on the frame in which its main attributes are presented (Joo, 2012; Levin et al., 1998).

The keynote for attribute framing is explained by information processing theory. Thompson and Hamilton (2006) stated that the attributes of a product itself can serve as clues about information processing. Therefore, many academics have argued that utilitarian products induce analytical information processing, while hedonic products induce imagistic information processing (MacInnis and Price, 1987). According to Jaworski and MacInnis (1989), under information processing theory and in the case of utilitarian products, consumers' cognitive aspects play a leading role, and the product evaluation process is very analytical and systematic. However, in the case of hedonic products, emotional aspects play a leading role, which leads to a holistic evaluation process rather than an analytical one. In other words, intangible benefits or images provided by products rather than objective and tangible attributes, and consumers' feelings or emotions, fantasy or imagination about product consumption, are

important criteria.

Taken together with the results of existing research, consumers focus on potential damage as the analytical information processing component of utilitarian product messages. Conversely, messages of hedonic products can be inferred to be subjected to image information processing and to focus on potential benefits.

Conversely, messages about hedonic products can be inferred to be subject to imagistic information processing and to focus on potential benefits.

This study will focus on the effect of e-WoM message characteristics on purchase decisions on the basis of the framing effect of product attributes formed by consumers' regulatory focus and regulatory value associated with products, nutricosmetics, and health functional foods.

## **2.4. Research Model & Hypotheses Development**

According to this conceptualization, we argue that product-related attributions of e-WoM reviews will influence purchase intentions toward products. This is because product-related attributions enable consumers to obtain information pertaining to the characteristics of a product, which is helpful for them in judging its performance before purchase.

Under this assumption, the author formulated hypotheses and a research model on the effects of e–WoM characteristics on purchase intentions toward nutricosmetics and health functional foods under the moderating effects of the perceived regulatory value of products in Figure 6 and Table 11.

The author determined two attributions of e–WoM for this study: platform type and message description type. The types of platforms used by e–WoM consist of official brand webpages and online communities, while information types consist of subjective descriptions and objective descriptions of a product.

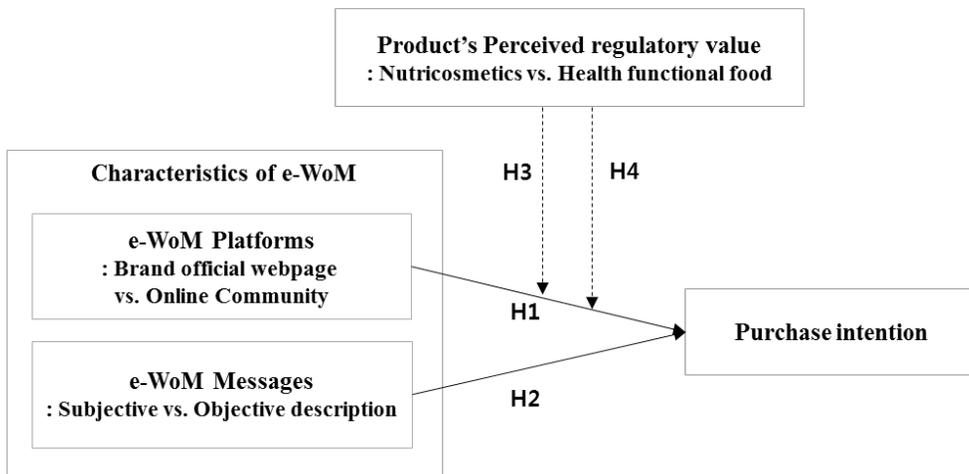


Figure 6. Study 2: Research Model

Table 11. Hypotheses in Study 2

No.	Hypothesis
H <sub>2-1</sub>	There will be differential effects of e–WoM platform types on consumer attitudes toward nutricosmetics and health functional foods.

H <sub>2-2</sub>	There will be differential effects of e-WoM message types on consumer attitudes toward nutricosmetics and health functional foods.
H <sub>2-3</sub>	The effects of e-WoM platform types on consumers' purchase intentions toward nutricosmetics and health functional foods are moderated by the products' perceived regulatory value.
H <sub>2-4</sub>	The effects of e-WoM message types on consumers' purchase intentions toward nutricosmetics and health functional foods are moderated by the products' perceived regulatory value.

### 3. Methodology

#### 3.1. Data Collection

Data were collected using a web-based survey system. The survey was conducted between December 14 and 16, 2016. The author drew a sample from those who knew about nutricosmetics and health functional foods. A total of 447 responses were collected, all of which were usable. The demographics of the sample are summarized in Table 12. All of the subjects were female, and the sample was distributed evenly by age in each experimental cell.

Participants were randomly assigned to one of eight conditions in a 2 (e-WoM platforms: independent product review website, brand website or online community)  $\times$  2 (e-WoM message description: positive or negative) between-subjects experimental design (See Table 13).

Table 12. Study 2: Demographic Characteristics of Participants

		N	%
Age	20–29	117	26.2
	30–39	121	27.1
	40–49	101	22.6
	50 or higher	108	24.2
Education	High school graduate or less	62	13.9
	Undergraduate	29	6.5
	College degree	307	68.7
	Graduate student	9	2
	Graduate degree	40	8.9
Job Status	Speicalized	39	8.7
	Clerical	213	47.7

	Technical	1	0.2
	Sales	19	4.3
	Public official	14	3.1
	Owner	17	3.8
	Student	31	6.9
	No job	8	1.8
	Housewife	96	21.5
	Other	9	2
Household Monthly Income	2,000,000 KRW or less	36	8.1
	2,000,000–2,990,000 KRW	53	11.9
	3,000,000–3,990,000 KRW	68	15.2
	4,000,000–4,990,000 KRW	92	20.6
	5,000,000–5,990,000 KRW	70	15.7
	6,000,000–6,990,000 KRW	36	8.1
	7,000,000–7,990,000 KRW	35	7.8
	8,000,000 KRW or higher	57	12.8

**Table 13. Study 2: Experimental design**

	Nutricosmetics		Health Functional Foods	
	Subjective message	Objective message	Subjective message	Objective message
Brand Official Webpage	Group 1	Group 2	Group 5	Group 6
Online–Community	Group 3	Group 4	Group 7	Group 8

### **3.2. Measurements & Stimuli Development**

The scales used to measure the various constructs central to this study are summarized in Table 14. All measures were adapted and modified from previous studies. The author translated and recreated a questionnaire in Korean as the previous studies and applied.

Questions about consumers' online review search tendencies

were measured using a five-point Likert scale, from “strongly disagree” to “strongly agree.” The questions measuring consumers’ regulatory focus in a shopping context and a product’s perceived regulatory value were measured using a six- and seven-point Likert scale with the same measurements and scales. At in the end of the experimental stimuli, questions measuring the participants’ purchase intentions toward the products were measured using a five-point Likert scale.

**Table 14. Study 2: Operationalization of Variables**

<b>1. Consumer’s Online Search Tendencies</b> (Cheung et al., 2009; Son and Eo, 2008)	
Q1_1	<b>I tend to refer to product reviews.</b>
Q1_2	I have an experience that I felt a favorable feeling about the product and wanted to purchase it after I read a product review. (1-5)
Q1_3	I trust the contents of the product review. (1-5)
Q1_4	I would like to share information with others by posting reviews of my experience. (1-5)
Q1_5	If I have a chance, I will post what I read in the product reviews on other websites. (1-5)
Q1_6	The contents of the product are helpful, but I will not write on other sites or communicate to people about it. (1-5)
<b>2. Consumer’s Regulatory Focus in a shopping context</b> (Higgins et al., 1997; Liberman et al., 1999; Na and Choi, 2005; Park et al., 2010; Yeo and Park, 2006; Zhang et al., 2010)	
Q2_1	When evaluating this product, I first consider aspects of the product that I dislike (1) – I first consider aspects of the product that I like (6).
Q2_2	When evaluating this product, I first consider preventing negative consequences from using it (1) – I first consider generating positive consequences from using it (6).
Q2_3	When evaluating this product, I first consider aspects of the product that I dislike (1) – I first consider aspects of

	the product that I like (6).
<b>3. Product's perceived regulatory value</b> (Zhang et al., 2010)	
<i>Regulatory value of Nutricosmetics</i>	
Q3_5_1	Nutricosmetics are things you need to have in order to avoid negative consequences (0) – nutricosmetics are things you like to have in order to generate positive consequences (7).
<i>Regulatory value of Health functional foods</i>	
Q3_5_2	Health functional foods are things you need to have in order to avoid negative consequences (0) – health functional foods are things you like to have in order to generate positive consequences (7).
<b>4. Purchase intention toward the products</b> (Davis, 1989; Gefen et al., 2003)	
<i>Purchase intention toward Nutricosmetics / Health functional foods</i>	
Q4_3_1	I intend to purchase nutricosmetics in the future.
Q4_3_2	I plan to purchase nutricosmetics.
Q4_3_3	I am willing to invest time in purchasing nutricosmetics.
Q4_3_4	I would recommend purchasing nutricosmetics to others.

For setting experimental conditions (see each experimental condition in Table 13), the author created a stimulus composed of a graphical image imitated as an official brand website (marketer-generated) or community webpage (non-marketer-generated) that resembled a screenshot captured from a real online review website. The stimuli were assembled with an image of a product and two online review message types: subjective versus objective descriptions.

The messages were written, subjectively and objectively, along with the experimental design. The subjective message of the product was manipulated according to salient personal experiences and

effects, and the objective message was manipulated to provide a product's ingredients, certification, or scientifically improved effects.

To reduce the influence of brand names and elements, we blurred the related information and remained their consistencies in formatting by using Adobe Photoshop tools; we also adjusted the image size, page, and number of letters of textual content in the target review layout exactly the same across each experimental condition.

### **3.3. Method Description & Analysis Model**

For the moderating effects of products, multi-group analysis using the PLS model, recommended by Chin (2004), was applied.

First, the sample was segmented into two subgroups according to each product type. After the measurement properties for each subgroup were examined to achieve the requirements of convergent validity and discriminant validity, the explanatory power of the research model for nutricosmetics and health functional foods was evaluated independently and the standardized path coefficients for each subgroup model was calculated to determine the significant relationships between variables in each model.

The author conducted two-way analysis of covariance (ANCOVA) on each product's average purchase intention, controlling for the age, online search tendency, and regulatory focus of

participants, to determine which experimental cell had the highest level of purchase intention.

The author also used the bootstrapping method, a statistical method for estimating the sampling distribution of an estimator by sampling with replacement from the original sample (Velayutham et al., 2012), in the PLS analysis to derive robust estimates of standard errors.

Finally, the Smith–Satterthwaite  $t$ -test recommended by Chin (2004) was applied to determine whether the differences between the subgroups were statistically significant. The applied formula of the Smith–Satterthwaite  $t$ -test is as follows:

$$t = \frac{Path_{sample1} - Path_{sample2}}{\sqrt{S.E.^2_{sample1} + S.E.^2_{sample2}}}$$

## **4. Results**

### **4.1. Measurement Model Validation**

Before conducting PLS procedures for the two products, the author confirmed the convergent validity and discriminant validity of the constructs. To validate the measurement model, we tested the convergent and discriminant validities following the method by Chin (1998), Fornell and Larcker (1981) in the same way as in Study 1.

The results of the convergent validity assessment with descriptions of the constructs are shown in Table 15. All of the items' factor loadings are greater than 0.7, and the AVE scores of the constructs are greater than 0.5 (Chin et al., 2003); thus, the results showed sufficient reliability.

The author also assessed the discriminant validity of survey items. To confirm discriminant validity, the square root of the AVE of each construct must be higher than its correlations with the other constructs (Chin, 1998). The results of the discriminant validity test are listed in Table 16. As shown in Table 16, the square roots of the AVEs are greater than the correlation between constructs. All of the constructs thus showed sufficient discriminant validity.

Therefore, all of the survey items in this study demonstrated acceptable convergent and discriminant validity.

Table 15. Study 2: Loadings of Survey Items

Constructs	Items	Factor Loading	Standard Error	t-value	CR	AVE
(1) Online browsing tendencies	Q1_1	0.8292	0.0184	45.006	0.831	0.621
	Q1_2	0.8187	0.0202	40.594		
	Q1_3	0.7116	0.0358	19.8874		
(2) Consumer's Regulatory Focus in a shopping context	Q2_1	0.8028	0.0225	35.7557	0.832	0.623
	Q2_2	0.8324	0.0191	43.5566		
	Q2_3	0.7295	0.0287	25.4307		
(3) Purchase intention toward products	Q4_3_1	0.9217	0.0073	126.0058	0.956	0.844
	Q4_3_2	0.9108	0.012	75.75		
	Q4_3_3	0.9264	0.0073	127.2123		
	Q4_3_4	0.9167	0.0092	100.0089		

Table 16. Study 2: Correlation among Constructs

	(1)	(2)	(3)
(1) Online browsing tendencies	<b>0.788</b>		
(2) Consumer's Regulatory Focus in a shopping context	0.023	<b>0.789</b>	
(3) Purchase intention toward products	0.021	0.259	<b>0.919</b>

Note: The diagonal elements are squared roots of AVEs

## 4.2. Hypotheses Testing

### 4.2.1. Verifying the Regulatory focus of Nutricosmetics and Health functional foods

Before applying the analytical models, the author identified the perceived regulatory values of nutricosmetics and health functional foods: promotion value or prevention value. An independent sample *t*-test analysis was used to statistically compare the means of the regulatory values for the two products.

The results (refer to Table 17) show that the average regulatory value of the nutricosmetics and health functional foods were significantly different. The mean of the perceived regulatory value of nutricosmetics is 5.705, while the corresponding mean of health functional foods is 5.461 ( $p = 0.001$ ); This is the same as the results of Study 1 and shows that nutricosmetics have more promotion value than health functional foods.

Table 17. Products' Perceived Regulatory values

	Nutricosmetics	Health functional foods	<i>t</i>	95% CI		<i>p</i>
Product's regulatory value	5.705	5.461	3.408	0.1032	0.3845	0.001**

Note: \*\* Significant at the 1% level; \* at the 5% level

#### 4.2.2. The results of Two-way ANCOVA on each product's purchase intention between e-WoM platform and message type

The author expected that people would have different purchase intentions toward nutricosmetics or health functional foods according to e-WoM platforms and message types.

We conducted 2 (e-WoM platforms: online community versus official brand webpage)  $\times$  2 (e-WoM message types: objective message versus subjective message) ANCOVA of purchase intentions toward the two products separately, with participants' age, online search tendency, and regulatory focus as covariates.

The analysis of nutricosmetic products (Figure 7) showed no significant main effects of platforms or message types ( $F(1,221) = .166, p = .684$ ;  $F(1,221) = .521, p = .471$ ) nor interaction effects ( $F(1,221) = 2.842, p = .093$ ) when reading e-WoM for the products; this means that there is no difference in purchase intentions toward nutricosmetics according to the manipulated situations.

The analysis of health functional foods (Figure 8) revealed a significant main effect of e-WoM platform ( $F(1,226) = 5.279, p = .023$ ) but no significant main effect of e-WoM message type ( $F(1,226) = .483, p = .488$ ); there was also a significant two-way interaction effect of platform  $\times$  message type ( $F(1,226) = 7.75, p = .006$ ).

The planned comparisons showed that when reading e-WoM about health functional foods, participants would prefer to purchase significantly more from official brand webpages ( $M_{community} = 2.529$  vs.  $M_{Brand-webpage} = 2.810$ ;  $p = 0.023$ ). The significant interaction effect of platform  $\times$  message type derived mainly from the finding that the effect of e-WoM message type on purchase intentions toward health functional foods differs depending on the effect of the platform.

The results of comparisons showed that the average purchase intention toward health functional foods is highest when e-WoM is written subjectively on official brand webpages.

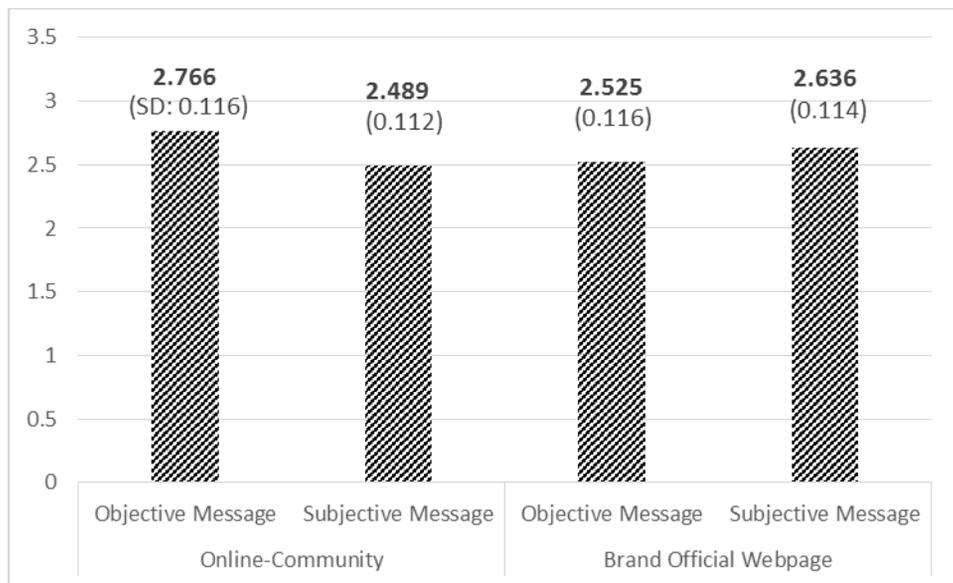
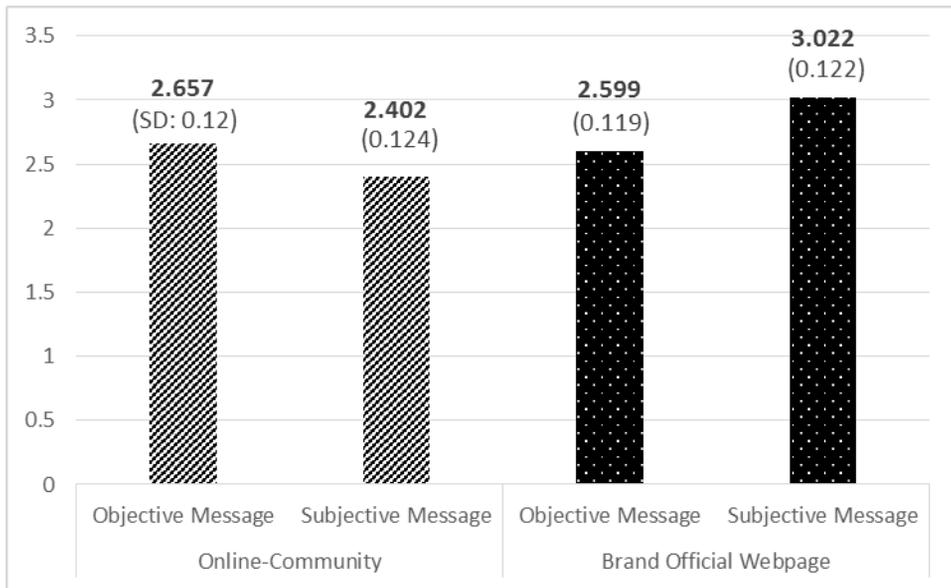


Figure 7. Interaction between platform and message type on Purchase Intention toward Nutricosmetics



**Figure 8. Interaction between platform and message type on Purchase Intention toward Health functional foods**

#### 4.2.3. Multi-group analysis on purchase intention between e-WoM platforms and description types

In order to assess the effects of e-WoM platforms and message description types on purchase intentions toward nutricosmetics and health functional foods, with the moderating effect of products' perceived regulatory value, partial least-square (PLS) models were applied. The multi-group analysis method recommended by Chin (2004) was utilized to examine the hypothesis on the moderating effects of products (nutricosmetics versus health functional foods) in the research model.

First, the variables representing the four categories of influences in experimental cells were coded as dummy variables. The variable

on e-WoM platform was divided as a dummy variable coded ‘-1’ if the platform was an official brand webpage and ‘1’ if it was an online community. Also, the variable on e-WoM message description was divided as a dummy variable coded ‘-1’ if the message description was objective and ‘1’ if it was subjective.

The sample was divided into two groups according to product type. The path coefficients and *t*-values of the hypothesized relationships were calculated to evaluate the significance of the relationships in each subgroup. The results of the analysis are summarized in Table 18. The table shows that the hypothesis on the relation between e-WoM platforms and purchase intentions was supported for the health functional foods subgroup, whereas the relationship for the nutricosmetics subgroup was not significant. The explanatory power of the nutricosmetics model was 25.5%, while it was 17.1% for the health functional foods model. The standardized path coefficient of the health functional foods model was negative (standardized path coefficient = -0.135), indicating that the official brand webpage is preferred by those consumers who have higher purchase intentions toward health functional foods.

The results also show differences between the subgroups. Therefore, the objective was then to determine whether the differences were significant or insignificant. First, the dependent

variable in the data was tested using the Kolmogorov–Smirnov test of normality, with the results indicating that it was not distributed normally. Therefore, we used the Smith–Satterthwaite  $t$ -test, which is utilized for unequal variances or when the data violate the normal distribution (Chin, 2004). Later, the results of the  $t$ -tests for each subgroup were detailed in Table 19. There were significant differences in one path coefficient between the two subgroups ( $p < .1$ )—namely, the path between e–WoM platforms and purchase intentions.

To sum up, the results indicate that official brand webpage platforms are significantly preferred by consumers who have higher purchase intentions toward health functional foods in comparison to the nutricosmetics model. The results of hypothesis testing are discussed in Table 20.

Table 18. Standardized path coefficients, t value and coefficient of determination ( $R^2$ ) for product subgroups

Path	Nutricosmetics		Health Functional Foods	
	Standardized path coefficient	t-value	Standardized path coefficient	t-value
e-WoM Platform types → Purchase Intention	0.021	0.3835	-0.135	2.2587*
e-WoM Message types → Purchase Intention	-0.043	0.8484	0.043	0.669
Age → Purchase Intention	0.112	1.8206***	0.03	0.5032***
Online Search tendencies → Purchase Intention	0.402	7.5	0.322	5.809
Regulatory Focus → Purchase Intention	0.248	4.7044***	0.194	2.9401**
<b>R<sup>2</sup></b>	.255		.171	

Note: two-tailed, ·  $p < .1$ , \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .000$

Table 19. Results of Smith-Satterthwaite t-test for product subgroups

Path	Nutricosmetics		Health Functional Foods		t-Statistic
	Standardized path coefficient	Standard errors	Standardized path coefficient	Standard errors	
e-WoM Platform types → Purchase Intention	0.021	0.0548	-0.135	0.0598	1.9233 ·
e-WoM Message types → Purchase Intention	-0.043	0.0507	0.043	0.0643	-1.0503
Age → Purchase Intention	0.112	0.0615	0.03	0.0596	0.95756
Online Search tendencies → Purchase Intention	0.402	0.0536	0.322	0.0554	1.0378
Regulatory Focus → Purchase Intention	0.248	0.0527	0.194	0.066	0.6394

Note: two-tailed, ·  $p < .1$ , \*  $p < .05$ , \*\*  $p < .01$ , \*\*\*  $p < .000$

**Table 20. The results of hypothesis testing**

No.	Hypothesis	Support
H <sub>2-1</sub>	There will be differential effects of e-WOM's types of platforms on consumer attitude toward Nutricosmetics /Health functional foods.	Support
H <sub>2-2</sub>	There will be differential effects of e-WOM's types of message description on consumer attitude toward Nutricosmetics /Health functional foods.	Not Support
H <sub>2-3</sub>	The effects of e-WOM's types of platforms on consumer's purchase intentions toward Nutricosmetics/Health functional foods is moderated by the product's perceived regulatory value.	Support
H <sub>2-4</sub>	The effects of e-WOM's types of message description on consumer's purchase intentions toward Nutricosmetics/Health functional foods is moderated by the product's perceived regulatory value.	Not Support

## **5. Discussion**

### **5.1. Summary of Findings**

The main objectives of this study were to determine the most preferred platform type and description type of e-WoM according to product's perceived regulatory value. Data were gathered from an online survey of 447 participants and analyzed using multi-group analysis from the PLS procedure recommended by Chin (2004) which was applied to determine which platform was preferred by individuals who had high purchase intentions toward either

nutricosmetics or health functional foods when receiving their information from e-WoM.

The findings of the study discovered that individuals who have high purchase intentions toward health functional foods preferred e-WoM messages from official brand webpages when seeking information about the products. Namely, consumers are inclined to purchase health functional foods after seeking out information on official brand webpages classified as marketer-generated e-WoM platforms. In other words, the reviews of health functional foods perceived as having more prevention-focused regulatory value than nutricosmetics were more inclined to be considered more seriously when they appeared on the official brand webpage.

The author supposed that these results could have been caused by the fact that consumers recognize social networks such as online communities as viral marketing mechanisms, which are treated as marketer-generated platforms by communicators. This assumption shows that the marketer-generated e-WoM platform is the most trusted platform because consumers suspect that information from their online community counterparts may be contaminated (i.e., viral marketing) by the marketer's selling intent (Caridà and Colurcio, 2013; Woerndl et al., 2008). In other words, platforms not using viral marketing are more trusted by e-WoM participants because the

discounting effect is higher when viral marketing is present.

The results show that the discounting effect is more significant on the purchase intentions toward prevention-focused products, such as health functional foods, in this study. Prevention-focused consumers are more alert to the risk of being misled by information than promotion-focused consumers (Higgins, 1998; Kim and Kim, 2010). The author assumed that the effect of advertisement for products with a prevention goal and value would be more vulnerable to the suspicion of marketer-generated information; likewise, prevention-focused consumers would also be more vulnerable to that suspicion.

Therefore, health functional foods have a more prevention-focused value than nutricosmetics, and the effects of the e-WoM platform on purchase intentions toward health functional foods and nutricosmetics are different because the discounting effect in their perceived regulatory values is also different.

## **5.2. Contributions and Limitations**

Study 2 examined and academically contributed to the literature about the effect of e-WoM characteristics on purchase intentions toward nutricosmetics and health functional food products according to their regulatory values. The study tried to explain that the effect

of manipulated requisites for e-WoM is different between the two products because they have different, recognized regulatory values on the basis of the discounting principle of Kelley (1972)'s attribution theory. The results of this study theoretically suggest that consumers' regulatory focus orientation can be reflected in the perceived regulatory value of the product, and that the product's perceived regulatory value can directly affect consumers' purchase intentions toward it. Specifically, nutricosmetic products are more associated with the promotion goal, while health functional foods are more associated with the prevention goal. This study empirically investigated how these associated goals affect product preferences (e.g., purchase intentions) in the context of Higgins (2000)'s regulatory fit effect. From this point of view, this thesis contributes to the potential expansion of empirical investigation based on the regulatory fit effect on the purchase intentions of two products in the market.

Based on the results of this study, health functional foods have a prevention regulatory value (associated with a prevention goal), and their consumers are more alert to discounting effects, such as informational contamination by the marketer's selling intent. Therefore, the marketer should use marketing approaches that consider their prevention goal toward the product and the discounting

effect.

In terms of practical implications, the results indicate that nutricosmetics and health functional foods are in the same category of “functional foods,” but they do not share the same regulatory value in consumers’ minds; therefore, they require different marketing approaches and targeted consumer segmentations.

Despite these contributions from Study 2, several limitations exist. First, although it began with a wide-ranging literature review about the influential factors affecting e-WoM’s effectiveness, the author chose and used two factors (e-WoM platform × message description type) for experimental controllability. Researchers have suggested many factors that could influence the effectiveness of e-WoM communication, such as information source and receivers, information in messages, interpersonal factors, and situational factors (Cheng and Zhou, 2010). However, the author considered only two factors for investigating the role of regulatory focus and its associated goals on purchase decisions. It is assumed that future researchers may use and examine other factors from either the existing literature or future studies that can further our understanding of the effect of e-WoM consumers’ decision process relating to regulatory focus situations.

Second, this research is also limited in that it considers official brand webpages as one of the more credible and less selling-intended platforms. Related literature has used official brand webpages as an example of marketer-generated platforms, which are perceived as being influenced by marketers such that their e-WoM effectiveness may be discounted according to the discounting principle (Lee and Youn, 2009; Xue and Phelps, 2004). However, contrary to earlier research, the results of this study show that consumers have greater purchase intentions toward health functional foods, which are associated with the prevention goal, from e-WoM messages on official brand webpages than in the online community.

The author assumed that these inverted results were caused by Korean online user experience. Korean online reviewers are experienced and accustomed to viral marketing, which is widely used in social media marketing; therefore, Korean consumers have perceived their online community counterpart as a more marketer-generated or marketer-motivated platform. However, the measurements of this study did not include the questionnaire about user experience on viral marketing, so this conclusion was not empirically verified in this study. Future studies examining the mediating role of consumers' cognitions about or experiences with marketers' selling intentions via viral marketing and using social

network service on purchase decisions may help improve our understanding of the mechanism underlying the effect of e-WoM platforms.

## IV. Conclusions

This thesis attempted to investigate the effect of positioning differences between nutricosmetics and health functional foods on consumer purchase intentions under the regulatory focus of individuals and the perceived regulatory value toward the products themselves.

Study 1 investigated the differences between the lifestyles and regulatory focus of two consumer subgroups willing to purchase nutricosmetics or health functional foods. Also, the author observed that the relations between consumers' regulatory focus and purchase intentions toward the two products was mediated by their perceived regulatory values. According to the results of the multiple regression model with lifestyle and regulatory focus variables on purchase intentions, consumers who pursue a good appearance have higher purchase intentions toward both products: nutricosmetics and health functional foods. Nutricosmetic products are preferred by consumer groups who actively participate in leisure and pursue good wealth. Also, consumers who are promotion-focused have higher purchase intentions toward nutricosmetics than health functional foods.

In Study 2, the author investigated how e-WoM message factors

affect consumers' purchase intentions toward nutricosmetics and health functional foods. Using definitions of consumers' regulatory focus and the products' regulatory values in consumers' minds derived from Study 1, the experiment using e-WoM stimuli was designed to identify the factors influencing consumers' purchase intentions. The findings of the experiment revealed that individuals who have high purchase intentions toward health functional foods preferred e-WoM messages from official brand webpages when seeking information about the products.

The author believes that the findings of the current study contribute to the relevant body of literature by providing a comprehensive understanding of the health functional food industry and personal care products, including nutricosmetics, from a consumer's point of view. The effects of the classification of consumer lifestyle attributes and the characteristics of e-WoM messages on purchase decisions are different between nutricosmetics and health functional foods based on Higgins' (1998) regulatory focus theory. It is hoped that this thesis can be the starting point for research on health functional foods that is based on consumers' recognized values.

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# Appendix A: Survey Questionnaires of Study 1

1 page

SQ1 귀하의 성별은 어떻게 되십니까?

[Q1SA:1] 남자

[Q1SA:2] 여자

2 page

SQ1 귀하의 성별은 어떻게 되십니까?

[Q1SA:1] 남자

[Q1SA:2] 여자

3 page

SQ3 귀하께서 현재 거주하고 계신 지역은 어디입니까?

지역 :

지도에서 광역단체를 선택하시면 됩니다



4 page

<p>※ "이너뷰티 제품"이란?</p> <p>'이너'는 영어로 'Inner'의 의미인 '내면의'와 'Beauty'의 의미인 '아름다움'이 합쳐진 말입니다. 즉, 화장품을 바르는 방법 등으로 피부 표면만을 일시적으로 좋게 만드는 것이 아니라, 몸에 좋은 비타민이나 항산화제, 콜라겐, 히알루론산 등을 복용함으로써 신체 내부의 건강을 함께 관리하여 피부를 좋게 하는데 목적이 있는 식품을 말합니다.</p>	<p>※ "건강기능식품"이란?</p> <p>"건강기능식품"이란 인체에 유용한 기능성을 가진 원료나 성분을 사용하여 제조·가공한 식품으로 식품의약품안전청으로부터 안전성과 기능성 인증을 받은 제품을 말합니다. 질병의 예방 및 치료 목적인 의약품과 달리, 건강기능식품은 건강 유지, 건강 증진, 체질 개선, 식이요법 등 국민의 건강증진에 이바지함을 목적으로 합니다.</p>
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SQ4 귀하께서는 다음의 제품에 대해 알고 계셨습니까?

	예, 알고 있다	아니오, 모른다
건강기능식품	<input type="radio"/> [Q4SA:1]	<input type="radio"/> [Q4SA:2]
이너뷰티 제품	<input type="radio"/> [Q5SA:1]	<input type="radio"/> [Q5SA:2]

5 page

SQ5 귀하께서는 다음의 제품을 이용해 본 경험이 있습니까?

	예, 이용해 본 적 있다.	아니오, 이용해 본 적 없다.
건강기능식품	<input type="radio"/> [Q6SA:1]	<input type="radio"/> [Q6SA:2]
이너뷰티 제품	<input type="radio"/> [Q7SA:1]	<input type="radio"/> [Q7SA:2]

## 6 page. Introduction

안녕하십니까?

서울대학교 농경제사회학부 Food Business Lab.입니다.

본 설문조사는 기능성 식품류 사용 현황 조사 수행을 위한 기초자료로서, 여성 소비자의 기능성 식품 섭취 현황과 식품 섭취 라이프 스타일의 연관성을 조사하기 위해 실시하고 있습니다.

본 설문지를 통해서 수집된 귀하의 자료와 의견은 통계법 33조에 의거하여 비밀이 보장되며, 연구목적으로만 이용됩니다.

본 조사에 대하여 의문사항이 있으시면 서울대학교 Food Business Lab. (전화 02-880-4747, Fax 02-873-5080)로 연락하여 주시기 바랍니다.

설문 문항에 들어가기 앞서, 바쁘시더라도 기능성 식품류 사용에 대한 현황 조사의 기초가 된다는 점을 생각하셔서 조사문항에 부디 빠짐없이 성실하게 응답하여 주시기를 부탁드립니다.

감사합니다.

2016년 10월

서울대학교 농경제사회학부 지역정보전공 Food Business Lab.

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## 7 page

1-1 여성 소비자의 라이프 스타일에 대한 질문입니다.  
다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

여가활용성	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
연극이나 영화감상을 자주한다	<input type="radio"/> [Q8SA:1]	<input type="radio"/> [Q8SA:2]	<input type="radio"/> [Q8SA:3]	<input type="radio"/> [Q8SA:4]	<input type="radio"/> [Q8SA:5]
음악회나 미술전람회에 가는 것을 즐긴다	<input type="radio"/> [Q9SA:1]	<input type="radio"/> [Q9SA:2]	<input type="radio"/> [Q9SA:3]	<input type="radio"/> [Q9SA:4]	<input type="radio"/> [Q9SA:5]
취미활동에 적극적으로 참여하고 있다	<input type="radio"/> [Q10SA:1]	<input type="radio"/> [Q10SA:2]	<input type="radio"/> [Q10SA:3]	<input type="radio"/> [Q10SA:4]	<input type="radio"/> [Q10SA:5]
우리가족은 함께 외식이나 소풍을 자주 간다	<input type="radio"/> [Q11SA:1]	<input type="radio"/> [Q11SA:2]	<input type="radio"/> [Q11SA:3]	<input type="radio"/> [Q11SA:4]	<input type="radio"/> [Q11SA:5]
스포츠(수영, 볼링, 에어로빅댄스, 테니스 등)를 즐긴다	<input type="radio"/> [Q12SA:1]	<input type="radio"/> [Q12SA:2]	<input type="radio"/> [Q12SA:3]	<input type="radio"/> [Q12SA:4]	<input type="radio"/> [Q12SA:5]
여가시간에는 책을 읽거나 음악을 듣는 것을 좋아한다	<input type="radio"/> [Q13SA:1]	<input type="radio"/> [Q13SA:2]	<input type="radio"/> [Q13SA:3]	<input type="radio"/> [Q13SA:4]	<input type="radio"/> [Q13SA:5]
돈보다 여가시간을 원한다	<input type="radio"/> [Q14SA:1]	<input type="radio"/> [Q14SA:2]	<input type="radio"/> [Q14SA:3]	<input type="radio"/> [Q14SA:4]	<input type="radio"/> [Q14SA:5]

## 8 page

1-2 여성 소비자의 라이프 스타일에 대한 질문입니다.  
다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

외모지향성	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
외모를 멋있게 하는 것은 나의 생활과 활동 중에서 중요한 부분이다.	<input type="radio"/> [Q15SA:1]	<input type="radio"/> [Q15SA:2]	<input type="radio"/> [Q15SA:3]	<input type="radio"/> [Q15SA:4]	<input type="radio"/> [Q15SA:5]
외모나 미용에 관심이 크다.	<input type="radio"/> [Q16SA:1]	<input type="radio"/> [Q16SA:2]	<input type="radio"/> [Q16SA:3]	<input type="radio"/> [Q16SA:4]	<input type="radio"/> [Q16SA:5]
옷을 잘 입는 것은 스스로를 존중하는 태도이다.	<input type="radio"/> [Q17SA:1]	<input type="radio"/> [Q17SA:2]	<input type="radio"/> [Q17SA:3]	<input type="radio"/> [Q17SA:4]	<input type="radio"/> [Q17SA:5]
여성화장은 아름다움의 창조라고 부른다.	<input type="radio"/> [Q18SA:1]	<input type="radio"/> [Q18SA:2]	<input type="radio"/> [Q18SA:3]	<input type="radio"/> [Q18SA:4]	<input type="radio"/> [Q18SA:5]
나는 내가 스타일리시하다고 생각한다.	<input type="radio"/> [Q19SA:1]	<input type="radio"/> [Q19SA:2]	<input type="radio"/> [Q19SA:3]	<input type="radio"/> [Q19SA:4]	<input type="radio"/> [Q19SA:5]
패션잡지를 자주 본다.	<input type="radio"/> [Q20SA:1]	<input type="radio"/> [Q20SA:2]	<input type="radio"/> [Q20SA:3]	<input type="radio"/> [Q20SA:4]	<input type="radio"/> [Q20SA:5]
나는 예술적인 감각이 있다고 생각한다.	<input type="radio"/> [Q21SA:1]	<input type="radio"/> [Q21SA:2]	<input type="radio"/> [Q21SA:3]	<input type="radio"/> [Q21SA:4]	<input type="radio"/> [Q21SA:5]

## 9 page

1-3 여성 소비자의 라이프 스타일에 대한 질문입니다.  
다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

자신감지향성	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
나는 대부분의 사람보다 더욱 독립적이다.	<input type="radio"/> [Q22SA:1]	<input type="radio"/> [Q22SA:2]	<input type="radio"/> [Q22SA:3]	<input type="radio"/> [Q22SA:4]	<input type="radio"/> [Q22SA:5]
나는 대부분의 사람보다 더욱 자신감이 있다고 생각한다.	<input type="radio"/> [Q23SA:1]	<input type="radio"/> [Q23SA:2]	<input type="radio"/> [Q23SA:3]	<input type="radio"/> [Q23SA:4]	<input type="radio"/> [Q23SA:5]
나에게 어떤 일이 주어진다해도 자신 있게 해낼 수 있다.	<input type="radio"/> [Q24SA:1]	<input type="radio"/> [Q24SA:2]	<input type="radio"/> [Q24SA:3]	<input type="radio"/> [Q24SA:4]	<input type="radio"/> [Q24SA:5]
나는 개인적인 능력이 많이 있다고 생각한다	<input type="radio"/> [Q25SA:1]	<input type="radio"/> [Q25SA:2]	<input type="radio"/> [Q25SA:3]	<input type="radio"/> [Q25SA:4]	<input type="radio"/> [Q25SA:5]
마음먹은 일이면 꼭 해내고야 만다.	<input type="radio"/> [Q26SA:1]	<input type="radio"/> [Q26SA:2]	<input type="radio"/> [Q26SA:3]	<input type="radio"/> [Q26SA:4]	<input type="radio"/> [Q26SA:5]
나는 무언가 성취하려는 욕구가 있다.	<input type="radio"/> [Q27SA:1]	<input type="radio"/> [Q27SA:2]	<input type="radio"/> [Q27SA:3]	<input type="radio"/> [Q27SA:4]	<input type="radio"/> [Q27SA:5]
문화 활동에 적극적으로 참여한다.	<input type="radio"/> [Q28SA:1]	<input type="radio"/> [Q28SA:2]	<input type="radio"/> [Q28SA:3]	<input type="radio"/> [Q28SA:4]	<input type="radio"/> [Q28SA:5]

10 page

1-4 여성 소비자의 라이프 스타일에 대한 질문입니다.  
다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

전통적 가정지향성	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
남편은 밖에서 일하고 부인은 집에서 살림하는 가정이 이상적이다.	<input type="radio"/> [Q29SA:1]	<input type="radio"/> [Q29SA:2]	<input type="radio"/> [Q29SA:3]	<input type="radio"/> [Q29SA:4]	<input type="radio"/> [Q29SA:5]
남편이나 자녀를 통해 여성은 충분히 자신의 성취욕구를 만족시킬 수 있다.	<input type="radio"/> [Q30SA:1]	<input type="radio"/> [Q30SA:2]	<input type="radio"/> [Q30SA:3]	<input type="radio"/> [Q30SA:4]	<input type="radio"/> [Q30SA:5]
집안의 중요한 일은 가장이 결정 해야한다고 생각한다.	<input type="radio"/> [Q31SA:1]	<input type="radio"/> [Q31SA:2]	<input type="radio"/> [Q31SA:3]	<input type="radio"/> [Q31SA:4]	<input type="radio"/> [Q31SA:5]
직장에 나가는 주부들도 가정에 있는 주부만큼 자녀들과 따뜻하고 안정된 관계를 유지할 수 있다.	<input type="radio"/> [Q32SA:1]	<input type="radio"/> [Q32SA:2]	<input type="radio"/> [Q32SA:3]	<input type="radio"/> [Q32SA:4]	<input type="radio"/> [Q32SA:5]
남편도 가정에 돌아와서 주부와 함께 가사를 돌봐야 한다.	<input type="radio"/> [Q33SA:1]	<input type="radio"/> [Q33SA:2]	<input type="radio"/> [Q33SA:3]	<input type="radio"/> [Q33SA:4]	<input type="radio"/> [Q33SA:5]
어떤 경우라도 이혼은 안 된다.	<input type="radio"/> [Q34SA:1]	<input type="radio"/> [Q34SA:2]	<input type="radio"/> [Q34SA:3]	<input type="radio"/> [Q34SA:4]	<input type="radio"/> [Q34SA:5]
결혼은 꼭 해야 하는 것이 아니라 개인의 선택이다.	<input type="radio"/> [Q35SA:1]	<input type="radio"/> [Q35SA:2]	<input type="radio"/> [Q35SA:3]	<input type="radio"/> [Q35SA:4]	<input type="radio"/> [Q35SA:5]

11 page

1-5 여성 소비자의 라이프 스타일에 대한 질문입니다.  
다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

절약지향성	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
재산을 늘이기 위해서 특별한 일은 못하지만 근검 절약하면서 산다.	<input type="radio"/> [Q36SA:1]	<input type="radio"/> [Q36SA:2]	<input type="radio"/> [Q36SA:3]	<input type="radio"/> [Q36SA:4]	<input type="radio"/> [Q36SA:5]
작은 상품이라도 가격을 살펴본다.	<input type="radio"/> [Q37SA:1]	<input type="radio"/> [Q37SA:2]	<input type="radio"/> [Q37SA:3]	<input type="radio"/> [Q37SA:4]	<input type="radio"/> [Q37SA:5]
나는 짜여진 예산 하에서만 지출을 한다.	<input type="radio"/> [Q38SA:1]	<input type="radio"/> [Q38SA:2]	<input type="radio"/> [Q38SA:3]	<input type="radio"/> [Q38SA:4]	<input type="radio"/> [Q38SA:5]
집안 살림을 잘하는 것은 살아가는데 있어서 아주 가치 있는 일이다.	<input type="radio"/> [Q39SA:1]	<input type="radio"/> [Q39SA:2]	<input type="radio"/> [Q39SA:3]	<input type="radio"/> [Q39SA:4]	<input type="radio"/> [Q39SA:5]
가격할인 광고를 잘 살펴보는 편이다.	<input type="radio"/> [Q40SA:1]	<input type="radio"/> [Q40SA:2]	<input type="radio"/> [Q40SA:3]	<input type="radio"/> [Q40SA:4]	<input type="radio"/> [Q40SA:5]
정보를 모아서 상품에 대한 비교를 해본 후 물건을 산다.	<input type="radio"/> [Q41SA:1]	<input type="radio"/> [Q41SA:2]	<input type="radio"/> [Q41SA:3]	<input type="radio"/> [Q41SA:4]	<input type="radio"/> [Q41SA:5]
가능하다면 가정부나 파출부를 두는 것이 좋다고 생각한다.	<input type="radio"/> [Q42SA:1]	<input type="radio"/> [Q42SA:2]	<input type="radio"/> [Q42SA:3]	<input type="radio"/> [Q42SA:4]	<input type="radio"/> [Q42SA:5]

## 12 page

1-6 여성 소비자의 라이프 스타일에 대한 질문입니다.  
다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

물질지향성	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
증권이나 부동산, 장사, 사업에 대해 흥미를 가지고 있다.	<input type="radio"/> [Q43SA:1]	<input type="radio"/> [Q43SA:2]	<input type="radio"/> [Q43SA:3]	<input type="radio"/> [Q43SA:4]	<input type="radio"/> [Q43SA:5]
재산증식을 위해 필요하다면 이사를 자주 하는 것도 좋다.	<input type="radio"/> [Q44SA:1]	<input type="radio"/> [Q44SA:2]	<input type="radio"/> [Q44SA:3]	<input type="radio"/> [Q44SA:4]	<input type="radio"/> [Q44SA:5]
즐겁고 부를 누리는 생활을 원한다.	<input type="radio"/> [Q45SA:1]	<input type="radio"/> [Q45SA:2]	<input type="radio"/> [Q45SA:3]	<input type="radio"/> [Q45SA:4]	<input type="radio"/> [Q45SA:5]
성공한 학자보다는 성공한 사업자가 좋다.	<input type="radio"/> [Q46SA:1]	<input type="radio"/> [Q46SA:2]	<input type="radio"/> [Q46SA:3]	<input type="radio"/> [Q46SA:4]	<input type="radio"/> [Q46SA:5]
나에 대한 다른 사람의 평가에 신경을 쓴다.	<input type="radio"/> [Q47SA:1]	<input type="radio"/> [Q47SA:2]	<input type="radio"/> [Q47SA:3]	<input type="radio"/> [Q47SA:4]	<input type="radio"/> [Q47SA:5]
나는 사람들에게 어떤 상표를 사야 하는지에 대해 이야기 해주는 경우가 많다.	<input type="radio"/> [Q48SA:1]	<input type="radio"/> [Q48SA:2]	<input type="radio"/> [Q48SA:3]	<input type="radio"/> [Q48SA:4]	<input type="radio"/> [Q48SA:5]

## 13 page

1-7 여성 소비자의 라이프 스타일에 대한 질문입니다.  
다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

성취지향성	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
일반적으로 나는 내 인생에서 부정적인 일들이 일어나지 않는 것에 관심을 기울인다.	<input type="radio"/> [Q49SA:1]	<input type="radio"/> [Q49SA:2]	<input type="radio"/> [Q49SA:3]	<input type="radio"/> [Q49SA:4]	<input type="radio"/> [Q49SA:5]
나는 책임과 의무를 다하지 못할까 걱정한다.	<input type="radio"/> [Q50SA:1]	<input type="radio"/> [Q50SA:2]	<input type="radio"/> [Q50SA:3]	<input type="radio"/> [Q50SA:4]	<input type="radio"/> [Q50SA:5]
나는 나의 학업(직무)에서 목표를 달성하지 못할까 걱정하는 편이다.	<input type="radio"/> [Q51SA:1]	<input type="radio"/> [Q51SA:2]	<input type="radio"/> [Q51SA:3]	<input type="radio"/> [Q51SA:4]	<input type="radio"/> [Q51SA:5]
나는 어떻게 희망과 소망을 성취할지 상상하는 편이다.	<input type="radio"/> [Q52SA:1]	<input type="radio"/> [Q52SA:2]	<input type="radio"/> [Q52SA:3]	<input type="radio"/> [Q52SA:4]	<input type="radio"/> [Q52SA:5]
나는 미래의 바람직한 내 모습에 대해 상상하는 편이다.	<input type="radio"/> [Q53SA:1]	<input type="radio"/> [Q53SA:2]	<input type="radio"/> [Q53SA:3]	<input type="radio"/> [Q53SA:4]	<input type="radio"/> [Q53SA:5]
나는 미래에 내가 이루고자 하는 성공에 관심을 기울인다.	<input type="radio"/> [Q54SA:1]	<input type="radio"/> [Q54SA:2]	<input type="radio"/> [Q54SA:3]	<input type="radio"/> [Q54SA:4]	<input type="radio"/> [Q54SA:5]

2 소비자의 구매 성향에 대한 질문입니다.  
 다음 각 항목에 대하여 더 가까운 쪽의 숫자를 표시해 주세요.

1. 나는 제품을 구입할 때,

	①	②	③	④	⑤	⑥	⑦	
제품의 나쁜 점이 있으면 구입하지 않는다.	<input type="radio"/> [Q55SA:1]	<input type="radio"/> [Q55SA:2]	<input type="radio"/> [Q55SA:3]	<input type="radio"/> [Q55SA:4]	<input type="radio"/> [Q55SA:5]	<input type="radio"/> [Q55SA:6]	<input type="radio"/> [Q55SA:7]	제품의 좋은 점이 있으면 구입한다.

2 소비자의 구매 성향에 대한 질문입니다.  
 다음 각 항목에 대하여 더 가까운 쪽의 숫자를 표시해 주세요.

2. 내가 구입하는 제품은

	①	②	③	④	⑤	⑥	⑦	
부정적인 면이 없어야 한다	<input type="radio"/> [Q56SA:1]	<input type="radio"/> [Q56SA:2]	<input type="radio"/> [Q56SA:3]	<input type="radio"/> [Q56SA:4]	<input type="radio"/> [Q56SA:5]	<input type="radio"/> [Q56SA:6]	<input type="radio"/> [Q56SA:7]	긍정적인 면이 있어야 한다.

2 소비자의 구매 성향에 대한 질문입니다.  
 다음 각 항목에 대하여 더 가까운 쪽의 숫자를 표시해 주세요.

3. 나는 제품을 구입할 때,

	①	②	③	④	⑤	⑥	⑦	
제품의 나쁜 점을 파악하는데 관심이 갖는다.	<input type="radio"/> [Q57SA:1]	<input type="radio"/> [Q57SA:2]	<input type="radio"/> [Q57SA:3]	<input type="radio"/> [Q57SA:4]	<input type="radio"/> [Q57SA:5]	<input type="radio"/> [Q57SA:6]	<input type="radio"/> [Q57SA:7]	제품의 좋은 점을 파악하는데 관심을 갖는다.

<p>※ “이너뷰티 제품”이란?                  ‘이너’는 영어로 ‘Inner’의 의미인 ‘내면의’와 ‘Beauty’의 의미인 ‘아름다움’이 합쳐진 말입니다. 즉, 화장품을 바르는 방법 등으로 피부 표면만을 일시적으로 좋게 만드는 것이 아니라, 몸에 좋은 비타민이나 항산화제, 콜라겐, 히알루론산 등을 복용함으로써 신체 내부의 건강을 함께 관리하여 피부를 좋게 하는데 목적이 있는 식품을 말합니다.</p>	<p>※ “건강기능식품”이란?                  “건강기능식품”이란 인체에 유용한 기능성을 가진 원료나 성분을 사용하여 제조·가공한 식품으로 식품의약품안전청으로부터 안전성과 기능성 인증을 받은 제품을 말합니다. 질병의 예방 및 치료 목적인 의약품과 달리, 건강기능식품은 건강 유지, 건강 증진, 체질 개선, 식이요법 등 국민의 건강증진에 이바지함을 목적으로 합니다.</p>
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이너뷰티 제품은 건강기능식품과 비교하여

	①	②	③	④	⑤	⑥	⑦	
사람들은 이너뷰티 제품을 섭취하면서 섭취하지 않았을 때의 부정적인 결과를 예방하길 바란다.	○ [Q58SA:1]	○ [Q58SA:2]	○ [Q58SA:3]	○ [Q58SA:4]	○ [Q58SA:5]	○ [Q58SA:6]	○ [Q58SA:7]	사람들은 이너뷰티 제품을 섭취하면서 이것이 긍정적인 결과를 가져오길 바란다.

건강기능식품은 이너뷰티제품과 비교하여

	①	②	③	④	⑤	⑥	⑦	
사람들은 건강기능식품을 섭취하면서 섭취하지 않았을 때의 부정적인 결과를 예방하길 바란다.	○ [Q59SA:1]	○ [Q59SA:2]	○ [Q59SA:3]	○ [Q59SA:4]	○ [Q59SA:5]	○ [Q59SA:6]	○ [Q59SA:7]	사람들은 건강기능식품을 섭취하면서 이것이 긍정적인 결과를 가져오길 바란다.

	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
건강기능식품을 구매할 의향이 있다.	○ [Q64SA:1]	○ [Q64SA:2]	○ [Q64SA:3]	○ [Q64SA:4]	○ [Q64SA:5]
건강기능식품을 구매할 계획을 세우고 있다.	○ [Q65SA:1]	○ [Q65SA:2]	○ [Q65SA:3]	○ [Q65SA:4]	○ [Q65SA:5]
건강기능식품을 구매하기 위해 시간을 투자할 용의가 있다.	○ [Q66SA:1]	○ [Q66SA:2]	○ [Q66SA:3]	○ [Q66SA:4]	○ [Q66SA:5]
건강기능식품을 다른 사람들에게 구입하도록 추천할 것이다.	○ [Q67SA:1]	○ [Q67SA:2]	○ [Q67SA:3]	○ [Q67SA:4]	○ [Q67SA:5]

## 18 page

DQ1 귀하의 직업은 무엇입니까?

- |   |  |
|---|--|
| <input type="radio"/> [Q68SA:1] 전문직           | <input type="radio"/> [Q68SA:2] 사무직                      |
| <input type="radio"/> [Q68SA:3] 생산기술직         | <input type="radio"/> [Q68SA:4] 서비스직                     |
| <input type="radio"/> [Q68SA:5] 공무원(공사포함)/교직원 | <input type="radio"/> [Q68SA:6] 자영업                      |
| <input type="radio"/> [Q68SA:7] 학생            | <input type="radio"/> [Q68SA:8] 퇴직/무직                    |
| <input type="radio"/> [Q68SA:9] 주부            | <input type="radio"/> [Q68SA:10] 기타 <input type="text"/> |
- [Q68TS10]

## 19 page

DQ2 실례지만, 월평균 가구소득은 얼마나 되십니까?

- |   |   |
|---|---|
| <input type="radio"/> [Q69SA:1] 200만원 미만  | <input type="radio"/> [Q69SA:2] 200~299만원 |
| <input type="radio"/> [Q69SA:3] 300~399만원 | <input type="radio"/> [Q69SA:4] 400~499만원 |
| <input type="radio"/> [Q69SA:5] 500~599만원 | <input type="radio"/> [Q69SA:6] 600~699만원 |
| <input type="radio"/> [Q69SA:7] 700~799만원 | <input type="radio"/> [Q69SA:8] 800만원 이상  |

## Appendix B: Survey Questionnaires of Study 2

1 page

### 신제품 기능성 식품의 소비자 선호도 조사를 위한 설문조사지

안녕하십니까?

서울대학교 농경제사회학부 **Food Business Lab.**입니다.

본 설문조사는 여성 소비자의 신제품 기능성 식품에 대한 선호도를 조사하기 위해 실시하고 있습니다.

본 설문지를 통해서 수집된 귀하의 자료와 의견은 통계법 33조에 의거하여 비밀이 보장되며, 연구목적으로만 이용됩니다.

본 조사에 대하여 의문사항이 있으시면 서울대학교 **Food Business Lab.** (전화 02-880-4747, Fax 02-873-5080)로 연락하여 주시기 바랍니다.

설문 문항에 들어가기 앞서, 바쁘시더라도 시장 조사의 기초가 된다는 점을 생각하셔서 조사문항에 부디 빠짐없이 성실하게 응답하여 주시기를 부탁드립니다.

감사합니다.

2016년 9월 XX일

서울대학교 농경제사회학부 지역정보전공 **Food Business Lab.**

교수	서울대학교	문정훈	(moonj@snu.ac.kr)
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## 1. 귀하의 온라인 정보탐색성향에 대한 질문입니다.

다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

No.	문항	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
1	상품후기를 참고하는 편이다.	①	②	③	④	⑤
2	사용후기를 읽고 제품에 대한 호감을 느끼고 구매하고 싶었던 적이 있다.	①	②	③	④	⑤
3	상품 후기 내용을 신뢰하는 편이다.	①	②	③	④	⑤
4	본인의 사용사례를 사용후기를 통해 게시함으로써 다른 사람들과 정보를 공유하고자 하는 편이다.	①	②	③	④	⑤
5	기회가 있다면 상품후기에서 읽은 내용을 다른 사이트에도 적을 것이다.	①	②	③	④	⑤
6	상품후기의 내용이 도움은 되었지만 다른 사이트에 적거나 사람들에게 전하지는 않을 것이다.	①	②	③	④	⑤

## 2. 귀하의 구매 성향에 대한 질문입니다.

다음 각 항목에 대하여 더 가까운 쪽의 숫자를 표시해 주세요.

<b>1. 나는 제품을 구입할 때,</b>							
제품의 나쁜 점이 있으면 구입하지 않는다.	①	②	③	④	⑤	⑥	제품의 좋은 점이 있으면 구입한다.
<b>2. 내가 구입하는 제품은</b>							
부정적인 면이 없어야 한다.	①	②	③	④	⑤	⑥	긍정적인 면이 있어야 한다.
<b>3. 나는 제품을 구입할 때,</b>							
제품의 나쁜 점을 파악하는데 관심을 갖는다.	①	②	③	④	⑤	⑥	제품의 좋은 점을 파악하는데 관심을 갖는다.

3. 이너뷰티제품과 건강기능식품의 구매경험에 대한 질문입니다. 다음 이너뷰티 제품과 건강기능 식품의 설명을 잘 읽고 문항에 답해주시길 바랍니다.

〈 설 명 〉	
<p>※ “이너뷰티 제품”이란?                      ‘이너’는 영어로 ‘Inner’의 의미인 ‘내면의’와 ‘Beauty’의 의미인 ‘아름다움’이 합쳐진 말입니다.                      즉, 화장품을 바르는 방법 등으로 피부 표면만을 일시적으로 좋게 만드는 것이 아니라, 몸에 좋은 비타민이나 항산화제, 콜라겐, 히알루론산 등을 복용함으로써 신체 내부의 건강을 함께 관리하여 피부를 좋게 하는데 목적이 있는 식품을 말합니다.</p>	<p>※ “건강기능식품”이란?                      “건강기능식품”이란 인체에 유용한 기능성을 가진 원료나 성분을 사용하여 제조·가공한 식품으로 식품의약품안전청으로부터 안전성과 기능성 인증을 받은 제품을 말합니다. 질병의 예방 및 치료 목적인 의약품과 달리, 건강기능식품은 건강 유지, 건강 증진, 체질 개선, 식이요법 등 국민의 건강증진에 이바지함을 목적으로 합니다.</p>

3-1. 귀하는 건강기능식품에 대해서 알고 계셨습니까?

- ① 예                      ② 아니오

3-2. 귀하는 이너뷰티 제품에 대해서 알고 계셨습니까?

- ① 예                      ② 아니오

3-3. 귀하는 이너뷰티 제품을 이용해본 적 있습니까?

- ① 예                      ② 아니오

3-4. 귀하는 건강기능식품을 이용해본 적 있습니까?

- ① 예                      ② 아니오

3-5. 다음 이너뷰티 제품과 건강기능식품에 대한 각 항목에 동의하는 정도를 숫자로 표시해 주세요.

이너뷰티 제품은 건강기능식품과 비교하여								
사람들은 이너뷰티 제품을 섭취하면서 섭취하지 않았을 때의 부정적인 결과를 예방하길 바란다.	①	②	③	④	⑤	⑥	⑦	사람들은 이너뷰티 제품을 섭취하면서 이것이 긍정적인 결과를 가져오길 바란다.
건강기능식품은 이너뷰티제품과 비교하여								
사람들은 건강기능식품을 섭취하면서 섭취하지 않았을 때의 부정적인 결과를 예방하길 바란다.	①	②	③	④	⑤	⑥	⑦	사람들은 건강기능식품을 섭취하면서 이것이 긍정적인 결과를 가져오길 바란다.

4 page. Experiment stimuli

4. 다음은 한 건강기능식품 브랜드의 공식 웹사이트에 게시된 피부 미용에 좋은 건강기능식품에 대한 사용 후기입니다. 잘 읽어보시고 다음 문항에 대해 답하여 주십시오.

상품 상세보기	관련상품	댓글	사용후기	기획전
제목	건강기능식품 솔직한 후기			
작성자	wowhsy62	작성일	조회	
피부타입		연령	사용기간	

복사



피부에 좋다고 소문난 건강기능식품 후기남겨요~

일단 저는 이런 거 평소에 잘 안 챙겨 먹는데, 지인이 먹고 효과를 많이 봤다고 해서 이번에 큰맘먹고 제 피부를 위해서 구입했어요.

이거 먹고 나니까 피곤한 것도 사라지는 것 같고, 전체적으로 피부가 환해지는 느낌이 들었어요! 일단 가장 좋은 점은 피부에 수분감을 채워주는 느낌이에요.

회사생활하면 하루종일 화장을 하고 있어야 하잖아요, 그래도 이거 먹고 나서는 속당김이 없어졌고 아침에 화장을 할 때도 훨씬 잘 먹는 것 같더라고요.

그리고 이거 먹고 안색도 더 좋아진 느낌이어서 "와 좋다"하면서 꾸준히 먹고 있어요. 피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

댓글 90 | 등록순 | 좋아요 | 200

[2] | 인쇄 | 신고

- 4-1. 잠시 전 게시된 '건강기능식품'의 게시물을 보고 귀하께서는 어떤 느낌이 드셨습니까?  
 귀하의 느낌을 가장 잘 표현한 항목에 표시해 주십시오. 게시물에 대한 귀하의 느낌이나 생각은 2개의 서로 반대되는 표현 중 어느 쪽에 좀 더 가까운지 표시해 주십시오.

1	마음에 들지 않는다	①	②	③	④	⑤	⑥	⑦	마음에 든다
2	느낌이 좋지 않다	①	②	③	④	⑤	⑥	⑦	느낌이 좋다
3	설득력이 없다	①	②	③	④	⑤	⑥	⑦	설득력이 있다
4	매력적이지 않다	①	②	③	④	⑤	⑥	⑦	매력적이다
5	믿을 수 없다	①	②	③	④	⑤	⑥	⑦	믿을 수 있다

- 4-3. 잠시 전 게시된 게시물의 '건강기능식품'에 대해 귀하께서는 어떤 느낌이 드셨습니까?  
 귀하의 느낌을 가장 잘 표현한 항목에 표시해 주십시오. 게시물에 나타난 이너뷰티제품에 대해 귀하의 느낌이나 생각은 2개의 서로 반대되는 표현 중 어느 쪽에 좀 더 가까운지 표시해 주십시오.

1	나쁘다	①	②	③	④	⑤	⑥	⑦	좋다
2	평범하다	①	②	③	④	⑤	⑥	⑦	인상적이다
3	호감이 가지 않는다	①	②	③	④	⑤	⑥	⑦	호감이 간다
4	유용하지 않다	①	②	③	④	⑤	⑥	⑦	유용하다
5	남들에게 권하고 싶지 않다	①	②	③	④	⑤	⑥	⑦	남들에게 권하고 싶다

- 4-2. 게시물 속 건강기능식품의 구매의도에 대한 질문입니다.  
 다음 각 항목에 대하여 동의하는 정도를 숫자로 표시해 주세요.

No.	문항	전혀 그렇지 않다	다소 그렇지 않다	그저 그렇다	다소 그렇다	매우 그렇다
1	상품후기를 보고 그 건강기능식품을 사고 싶어졌다.	①	②	③	④	⑤
2	상품후기에서 좋다고 해서 그 건강기능식품에 대한 내 생각도 확고해졌다.	①	②	③	④	⑤
3	기회가 있다면 상품 후기에서 읽은 내용을 내 주변 사람에게 추천해 줄 것이다.	①	②	③	④	⑤
4	기회가 있다면 상품 후기에서 좋다고 한 화장품을 구입할 것이다.	①	②	③	④	⑤

6 page

5. 귀하의 나이대를 선택해주세요.

- ① 20대      ② 30대      ③ 40대      ④ 50대 이상

6. 귀하의 직업은 무엇입니까?

- ① 전문직      ② 사무직      ③ 생산기술직      ④ 서비스직      ⑤ 공무원(공사포함)/교직원  
⑥ 자영업      ⑦ 학생      ⑧ 퇴직/무직      ⑨ 주부      ⑩ 기타

7. 귀하의 최종 학력은 어떻게 되십니까?

- ① 고졸 이하      ② 대학 재학      ③ 대학 졸업  
④ 대학원 재학(석-박사)      ⑤ 대학원 졸업(석-박사)

8. 실례지만, 월평균 가구소득은 얼마나 되십니까?

- ① 200만원 미만      ② 200~299만원      ③ 300~399만원      ④ 400~499만원  
⑤ 500~599만원      ⑥ 600~699만원      ⑦ 700~799만원      ⑧ 800만원 이상

소중한 시간 내주셔서 진심으로 감사드립니다.

## Appendix C: Stimulus Material of Study 2

### Subjective e-WoM message in Korean

피부에 좋다고 소문난 건강기능식품(이너뷰티제품) 후기남겨요~

원재료가 너무 좋아서 요즘 매일밤 먹고 있는데요, 식물혼합추출발효액이 주원료고, 사과, 연근, 가시오가피, 연잎, 연꽃 등의 추출물과 금보다도 귀하다는 샤프란 추출물까지 들었네요.

게다가 먹는 콜라겐과 히알루론산까지 포함되어 있어서 피부 속까지 수분감을 보충해주는 제품이 라고 합니다. 전성분이 좋으니까 더욱 믿음이 가는 제품!

서울대학교에서 진행한 임상실험에서는 80%가 넘는 여성 실험자가 피부 안색 개선과 수분감 개선을 느꼈다고 하네요.

더 열심히 먹어서 수분감 넘치는 피부를 만들어야겠어요~  
피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

### Objective e-WoM message in Korean

피부에 좋다고 소문난 건강기능식품(이너뷰티제품) 후기남겨요~

일단 저는 이런 거 평소에 잘 안 챙겨 먹는데, 지인이 먹고 효과를 많이 봤다고 해서 이번에 큰맘 먹고 제 피부를 위해서 구입했어요.

이거 먹고 나니까 피곤한 것도 사라지는 것 같고, 전체적으로 피부가 환해지는 느낌이 들었어요! 일단 가장 좋은 점은 피부에 수분감을 채워주는 느낌이에요.

회사생활하면 하루종일 화장을 하고 있어야 하잖아요, 그래도 이거 먹고 나서는 속당김이 없어졌고 아침에 화장을 할 때도 훨씬 잘 먹는 것 같더라고요.

그리고 이거 먹고 안색도 더 좋아진 느낌이어서 “와 좋다”하면서 꾸준히 먹고 있어요.  
피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

Group 1: Nutricosmetic – Brand official webpage \* Subjective description

상품 상세보기	관련상품	댓글	사용후기	기획전
제목	이너뷰티제품 솔직한 후기			
작성자	wowhsy62	작성일		조회
피부타입		연령		사용기간



피부에 좋다고 소문난 이너뷰티제품 후기남겨요~

일단 저는 이런 거 평소에 잘 안 챙겨 먹는데,  
 지인이 먹고 효과를 많이 봤다고 해서 이번에 큰맘먹고 제 피부를 위해서 구입했어요.  
 이거 먹고 나니까 피곤한 것도 사라지는 것 같고, 전체적으로 피부가 환해지는 느낌이 들었어요!  
 일단 가장 좋은 점은 피부에 수분감을 채워주는 느낌이에요.  
 회사생활하면 하루종일 화장을 하고 있어야 하잖아요,  
 그래도 이거 먹고 나서는 속당김이 없어졌고 아침에 화장을 할 때도 훨씬 잘 먹는 것 같더라고요.  
 그리고 이거 먹고 안색도 더 좋아진 느낌이어서 "와 좋다"하면서 꾸준히 먹고 있어요.  
 피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

댓글 90 | 등록순 | 좋아요 | 200

인쇄 | 신고

Group 2: Nutricosmetic – Brand official webpage \* Objective description

상품 상세보기	관련상품	댓글	사용후기	기획전
제목	이너뷰티제품 솔직한 후기			
작성자	wowhysy62	작성일		조회
피부타입		연령		사용기간



피부에 좋다고 소문난 이너뷰티제품 후기남겨요~

원재료가 너무 좋아서 요즘 매일밤 먹고 있는데요, 식물혼합추출발효액이 주원료고, 사과, 연근, 가시오가피, 연잎, 연꽃 등의 추출물과 금보다도 귀하다는 사프란 추출물까지 들었네요.

게다가 먹는 콜라겐과 히알루론산까지 포함되어 있어서 피부 속까지 수분감을 보충해주는 제품이라고 합니다. 전성분이 좋으니까 더욱 믿음이 가는 제품!

서울대학교에서 진행한 임상실험에서는 80%가 넘는 여성 실험자가 피부 안색 개선과 수분감 개선을 느꼈다고 하네요.

더 열심히 먹어서 수분감 넘치는 피부를 만들어야 겠어요~  
피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

댓글 90 | 등록순 | 좋아요 | 200

인쇄 | 신고

### Group 3: Nutricosmetic – Online community \* Subjective description

**카페정보** 나의활동 ★

since [카페소개](#)

**2015**  
내이버 대표카페

☆ 즐겨찾는 멤버 명

☑ 게시판 구독수 회

☑ 우리카페업수 회

초대 채팅

**카페 글쓰기**

검색

★ **즐거웠는 게시판**

- 전체글보기
- 베스트게시물
- 카페지식활동
- 우리카페지도

**채널 바로가기.**

- 웹사이트
- 앱 (Android)
- 페이스북
- 인스타그램

**공지 & 이벤트**

- 공지알림
- 체험단ON
- 트랜드ON
- 체험단 당첨자 발표
- 선물인증
- 원데이클래스

**BEST**

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**스캐쥬**

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←이전글 다음글→ 목록

이너뷰티제품 솔직한 후기! 자유게시판

wowhsy62 민음회원 11



피부에 좋다고 소문난 이너뷰티제품 후기남겨요~

일단 저는 이런 거 평소엔 잘 안 챙겨 먹는데, 지인이 먹고 효과를 많이 봤다고 해서 이번에 큰맘먹고 제 피부를 위해서 구입했어요.

이거 먹고 나니까 피곤한 것도 사라지는 것 같고, 전체적으로 피부가 환해지는 느낌이 들었어요!  
일단 가장 좋은 점은 피부에 수분감을 채워주는 느낌이에요.

회사생활하면 하루종일 화장을 하고 있어야 하잖아요, 그래도 이거 먹고 나서는 속당김이 없어졌고 아침에 화장을 할 때도 훨씬 잘 먹는 것 같더라고요.

그리고 이거 먹고 안색도 더 좋아진 느낌이어서 "와 좋다"하면서 꾸준히 먹고 있어요.  
피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

✔ [카페업 간편설치하기](#)

[이 작성자의 게시글 더보기](#)

댓글 90 | 등록순 | 좋아요 | ♥ 200 👍 🗨️ 📄 📧

## Group 4: Nutricosmetic – Online community \* Objective description

**카페정보** 나의활동 ★

since [카페소개](#)

**2015**  
내이버 대표카페

☆ 즐겨찾는 멤버 명

☑ 게시판 구독수 회

☑ 우리카페접수 회

초대 채팅

**카페 글쓰기**

검색

★ 즐겨찾는 게시판

- 전체글보기
- 베스트게시물
- 카페지식활동
- 우리카페지도

**채널 바로가기.**

- 웹 사이트
- 앱 (Android)
- 페이스북
- 인스타그램

**공지 & 이벤트**

- 공지알림
- 체험단ON
- 트랜스ON
- 체험단 당첨자 발표
- 선물 인증
- 원데이클래스

**BEST**

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**스캐쥬**

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이전글 다음글 목록

이너뷰티제품 솔직한 후기! 자유게시판

wowhsy62 민음회원 11



**피부에 좋다고 소문난 이너뷰티제품 후기남겨요~**

원재료가 너무 좋아서 요즘 매일밤 먹고 있는데요, 식물혼합추출발효액이 주원료고, 사과, 연근, 가시오가피, 연잎, 연꽃 등의 추출물과 금보다도 귀하다는 샤프란 추출물까지 들었네요.

게다가 먹는 콜라겐과 히알루론산까지 포함되어 있어서 피부 속까지 수분감을 보충해주는 제품이라고 합니다. 전성분이 좋으니까 더욱 믿음이 가는 제품!

서울대학교에서 진행한 임상실험에서는 80%가 넘는 여성 실험자가 피부 안색 개선과 수분감 개선을 느꼈다고 하네요.

더 열심히 먹어서 수분감 넘치는 피부를 만들어야 겠어요~  
피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

👍 [카페업 간편설치하기](#)

[이 작성자의 게시글 더보기](#)

댓글 90 | 등록순 | 좋아요 | ❤️ 200

Group 5: Health functional food - Brand official webpage \* Subjective description

상품 상세보기	관련상품	댓글	사용후기	기획전
제목	건강기능식품 솔직한 후기			
작성자	wowhsy62	작성일		조회
피부타입		연령		사용기간

[복사](#)



피부에 좋다고 소문난 건강기능식품 후기남겨요~

일단 저는 이런 거 평소에 잘 안 챙겨 먹는데,  
 지인이 먹고 효과를 많이 봤다고 해서 이번에 큰맘먹고 제 피부를 위해서 구입했어요.  
 이거 먹고 나니까 피곤한 것도 사라지는 것 같고, 전체적으로 피부가 환해지는 느낌이 들었어요!  
 일단 가장 좋은 점은 피부에 수분감을 채워주는 느낌이에요.

회사생활하면 하루종일 화장을 하고 있어야 하잖아요,  
 그래도 이거 먹고 나서는 속당김이 없어졌고 아침에 화장을 할 때도 훨씬 잘 먹는 것 같더라고요.

그리고 이거 먹고 안색도 더 좋아진 느낌이어서 “와 좋다”하면서 꾸준히 먹고 있어요.  
 피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

댓글 90 | 등록순 | 좋아요 | 200

[인쇄](#) | [신고](#)

Group 6: Health functional food - Brand official webpage \* Objective description

상품 상세보기		관련상품	댓글	사용후기	기획전
제목	건강기능식품 솔직한 후기				
작성자	wowhsy62	작성일		조회	
피부타입		연령		사용기간	

복사



피부에 좋다고 소문난 건강기능식품 후기남겨요~

원재료가 너무 좋아서 요즘 매일밤 먹고 있는데요, 식물혼합추출발효액이 주원료고, 사과, 연근, 가시오가피, 연잎, 연꽃 등의 추출물과 금보다도 귀하다는 샤프란 추출물까지 들었네요.

게다가 먹는 클라겐과 히알루론산까지 포함되어 있어서 피부 속까지 수분감을 보충해주는 제품이라고 합니다. 전성분이 좋으니까 더욱 믿음이 가는 제품!

서울대학교에서 진행한 임상실험에서는 80%가 넘는 여성 실험자가 피부 안색 개선과 수분감 개선을 느꼈다고 하네요.

더 열심히 먹어서 수분감 넘치는 피부를 만들어야 겠어요~ 피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

댓글 90 | 등록순 | 좋아요 | 200

인쇄 | 신고

Group 7: Health functional food – Online community \* Subjective description

**카페정보** 나의활동 ★

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since 카페소개

**2015**  
내이버 대표카페

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☆ 즐겨찾는 멤버 명

☑ 게시글 구독수 회

☑ 우리카페접수 회

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초대 채팅

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카페 글쓰기

검색

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★ 즐겨찾는 게시판

- 전체글보기
- 베스트게시물
- 카페지식활동
- 우리카페지도

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**채널 바로가기.**

- 웹사이트
- 앱 (Android)
- 페이스북
- 인스타그램

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**공지 & 이벤트**

- 공지알림
- 체험단ON
- 트랜드ON
- 체험단 당첨자 발표
- 선물인증
- 원데이클래스

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**BEST**

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**스캐쥔**

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← 이전글
다음글 →
목록

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건강기능식품 솔직한 후기! 자유게시판

wowhsy62 민음회원 11



피부에 좋다고 소문난 **건강기능식품** 후기남겨요~

일단 저는 이런 거 평소에 잘 안 챙겨 먹는데,  
지인이 먹고 효과를 많이 봤다고 해서 이번에 큰맘먹고 제 피부를 위해서 구입했어요.

이거 먹고 나니까 피곤한 것도 사라지는 것 같고, 전체적으로 피부가 활해지는 느낌이 들었어요!  
일단 가장 좋은 점은 피부에 수분감을 채워주는 느낌이에요.

회사생활하면 하루종일 화장을 하고 있어야 하잖아요,  
그래도 이거 먹고 나서는 속당김이 없어졌고 아침에 화장을 할 때도 훨씬 잘 먹는 것 같더라고요.

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피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

✔ **카페업** 간편설치하기
이 작성자의 게시글 더보기

댓글 90 | 등록순 | 좋아요 | ♥ 200

Group 8: Health functional food – Online community \* Objective description

**카페정보** 나의활동 ★

since 카페소개

**2015**  
내이버 대표카페

☆ 즐겨찾는 멤버 명

☑ 게시판 구독수 회

☑ 우리카페접수 회

초대 채팅

카페 글쓰기 검색

★ 즐겨찾는 게시판

- 전체글보기
- 베스트게시물
- 카페지식활동
- 우리카페지도

**채널 바로가기.**

- 웹 사이트
- 앱 (Android)
- 페이스북
- 인스타그램

**공지 & 이벤트**

- 공지알림
- 체험단ON
- 트랜스ON
- 체험단 당첨자 발표
- 선물 인증
- 원데이클래스

**BEST**

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**스캐쥬**

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← 이전글 다음글 → 목록

건강기능식품 솔직한 후기! 자유게시판

wowsy62 민음회원 11



**피부에 좋다고 소문난 건강기능식품 후기남겨요~**

원재료가 너무 좋아서 요즘 매일밤 먹고 있는데요, 식물혼합추출발효액이 주원료고, 사과, 연근, 가시오가피, 연잎, 연꽃 등의 추출물과 금보다도 귀하다는 샤프란 추출물까지 들었네요. 게다가 먹는 콜라겐과 히알루론산까지 포함되어 있어서 피부 속까지 수분감을 보충해주는 제품이라고 합니다. 전성분이 좋으니까 더욱 믿음이 가는 제품!

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더 열심히 먹어서 수분감 넘치는 피부를 만들어야겠어요~ 피부 고민 많으시면 회원님들도 이거 드셔보세요~^^

☑ [카페업 간편설치하기](#)

[이 작성자의 게시글 더보기](#)

댓글 90 | 등록순 | 좋아요 | ♥ 200 👤 👍 📧

## Abstract in Korean

온라인 구전 정보의 특성이 이너뷰티 (Inner Beauty) 제품과  
건강기능식품의 구매의도에 미치는 영향  
- 소비자의 라이프스타일과 조절초점 성향을 중심으로 -

본 논문은 소비자의 조절초점적 성향을 중심으로 건강기능식품과 이너뷰티 제품 각각의 소비자의 라이프스타일 특성을 밝히고, 온라인 구전 정보로 홍보되었을 때, 홍보 메시지의 특성에 따라 구매의도가 어떻게 변화하는지를 알아보고자 했다. 첫 번째 연구에서는 1) 소비자의 조절초점 성향(예방초점/향상초점)에 따라 두 제품의 구매의도가 어떻게 다른가, 2) 소비자의 라이프스타일 유형에 따라 두 제품의 구매의도가 어떻게 다른가, 3) 소비자가 생각하는 제품의 조절초점 속성(예방초점/향상초점)이 구매의도에 어떠한 영향을 미치는가에 대해 밝히고자 했다. 분석방법은 두 가지로 진행되었다. 첫째, 여성 소비자의 라이프스타일 유형과 조절초점 유형에 따라 구매의도가 어떻게 다른지 다중회귀분석으로 분석하였다. 둘째, 다중회귀분석을 통한 매개효과 분석으로 소비자의 조절초점 성향이 제품의 조절초점적 가치에 따라 제품의 구매의도가 어떻게 변화하는지 분석하였다. 분석 결과 이너뷰티제품이 건강기능식품보다 향상초점적 사용동기를 가지는 것으로 드러났다. 그리고 여성소비자의 외모지향성이 높을수록, 건강기능식품과 이너뷰티 제품에 대한 구매의도가 높아지며, 이너뷰티 제품의 경우 여가활용성, 물질지향성이 높을수록 높아진 것을 알 수 있었다. 또한 소비자가 향상초점에 가까울수록 이너뷰티 제품의 구매의도가 높아진다고 결론지을 수 있었다. 두 번째 연구에서는 1) 온라인 구전정보의 채널유형은 이너뷰티 제품과 건강기능식품에 대한 구매의도에 어떠한 영향을 미치는가 (개인적인 채널/집단적인 채널), 2) 온라인 구전정보의 메시지유형은 이너뷰티 제품과 건강기능식품에 대한 구매의도에 어떠한 영향을 미치는가 (감정적 정보(메시지)/정보전달적 정보(메시지)), 3) 온라인 구전 정보의 성격은 제품의 조절 초점

속성에 따라 어떻게 다르게 영향을 미치는가에 대해 밝히고자 했다. 그 결과, 건강기능식품은 브랜드 웹사이트의 온라인 구전에 더 큰 구매의도를 보이며, 그 영향은 이너뷰티 제품의 구매의도에 온라인구전정보의 플랫폼이 미치는 영향과 유의하게 차이를 보이는 것으로 드러났다. 본 연구의 시사점 및 향후 연구를 위한 제안 사항 또한 수록하였다.

**Keyword** : 기능성 식품, 이너뷰티 제품, 건강기능식품, 조절초점이론, 소비자 라이프스타일, 온라인 구전정보

**학번** : 2015-21518