ACCORIDNG TO THE FACADE DESIGN COLOR OF COSMETIC BRAND SHOP IMAGE SCALING STUDY: FOCUSING ON COSMEROAD

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\textbf{ABSTRACT} The purpose of this study is to analyze the main colors and images of brand shops in order to effectively recognize the brand to consumers, focusing on middle and low priced cosmetics brand brand shops. Among them, cosmetics brand shops in Myoungdong are frequently undergoing renovations to improve brand image of each company. The latest brand shop design is implemented and visual images such as realization of large facade are actively utilized. Therefore this study is to provide basic data for studying image of brand shop by grasping and demand of image characteristics of each brand shop in terms of image from customers perception. The scope of the study was for a single brand shop in the Myeongdong area where the largest number of cosmetic load shops in Korea were located. It was selected as a reason for many foreign tourists, and 'Etude House', 'Nature Republic', 'The Face Shop', 'Innisfree', 'Skin Food', 'Tony Mori', 'Mischa', 'Holica Holica', and 'Aritaum'. We focused on a single brand shop.

\textbf{Keywords:} Single-brand shops, Brand personality, Image coloring, Image scaling

\section*{1. INTRODUCTION}
Consumers' consumption patterns and consumers' purchasing patterns are changing due to the contraction in consumer sentiment due to the recent economic recession. Especially, middle and low income earners who are sensitive to the economy and price are focusing on low-end cosmetics that can be purchased at a reasonable price. This phenomenon can be attributed to the competitiveness of low cost cosmetics at low prices, as well as the performance and design advantages that are not inferior to expensive products. However, over the past decade, mid- to low-end cosmetics brands have increased rapidly and competition among brands has been overheated. Afterwards, the technology and products that produce products for each brand are approaching similar stages, It became a situation. As a result, brands have focused on building new marketing plans for their competitiveness and scarcity. One of them is cosmetics single brand shop.

The cosmetics single-brand shops each have external and internal displays suitable for their own concepts and corporate identities that can capture each step of the customer. The external display, including signs and stands, is the first impression of the brand to the customer, and it is an important factor in impressing the image at once. Brand image concept and appropriate color scheme are thought to help to realize brand personality. Therefore, this study recognizes the importance of the external display of a single brand shop, analyzes the image coloring and image scaling, and analyzes the image of each brand shop to understand the relevance of the facade design.

\section*{2. METHOD}
Facade design of selected stores, the colors of signboards and walls, and the colors seen from the outside of the store, were extracted. Facade design of selected stores. Signboards The three point colors extracted from the external display of the selected store are summarized in a simple table using associative adjectives.
3. PREVIOUS RESEARCH
3.1. Cosmetic brand shops and CosmeRoad

In recent years, companies have been using the interior space components, colors and materials in designing a brand shop to differentiate them from other brands in addition to brand image strategy in order to raise brand awareness of companies. This allows the brand concept of the same brand to be unified even for other brand shops of the same brand, so that when consumers visit the brand shop, they can obtain the psychological benefits such as satisfaction with the real benefits of the products. In this way, the company is building its concept different from other companies through the strategy of building a brand shop design and at the same time striving for image marketing with a brand image that can gain empathy with consumers. Middle and low-end cosmetics brand shops are mainly operated in the form of road shops. In order for customers to stop and enter stores, the appearance and interior appeal of the brand shop, the appeal of the exhibited products, and the overall atmosphere inside and outside the brand shop It should be able to give the impression that something can be obtained. In addition, in terms of layout, it is necessary to create a pleasant space to increase the convenience of shopping, and to be able to display products in an informative form at the same time as it is convenient for customers to view.

4. RESULTS AND CONCLUSION

Facade design of selected stores. As shown in <Figure 1>, the research results and the image scaling are most of the brands that form images that match the concept, but there are some brands that do not feel the mission they seek. While there is a sophisticated display that conveys the concept briefly, there is also a store where the brand image is unified by the product piled up in front of the store or the flyer attached to the wall. Also, brands with similar concepts showed different colors and brands with different concepts showed similar colors.

Figure 1. Concept research by brand, Image scaling

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