

Age has a role to play in female's frequent makeup use and their self-esteem.

Chloe Kelly

X15375191

BA (Hons) in Psychology

National College of Ireland

2018

Submission of Thesis to Norma Smurfit Library, National College of Ireland

Student name: Chloe Kelly Student number: X15375191

School: School of Business Course: Psychology

Degree to be awarded:

BA (Hons) in Psychology

Title of Thesis:

Age has a role to play in female's frequent makeup use and their self-esteem

One hard bound copy of your thesis will be lodged in the Norma Smurfit Library and will be available for consultation. The electronic copy will be accessible in TRAP (<http://trap.ncirl.ie/>), the National College of Ireland's Institutional Repository. In accordance with normal academic library practice all theses lodged in the National College of Ireland Institutional Repository (TRAP) are made available on open access.

I agree to a hard bound copy of my thesis being available for consultation in the library. I also agree to an electronic copy of my thesis being made publicly available on the National College of Ireland's Institutional Repository TRAP.

Signature of Candidate:

Chloe Kelly

For completion by the School:

The aforementioned thesis was received by _____

Date: _____

This signed form must be appended to all hard bound and electronic copies of your thesis submitted to your school

Submission of Thesis and Dissertation

National College of Ireland

Research Students Declaration Form

(Thesis/Author Declaration Form)

Name: Chloe Kelly

Student Number: X15375191

Degree for which thesis is submitted: BA (Hons) in Psychology

Material submitted for award

- (a) I declare that the work has been composed by myself.
- (b) I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.

(c) My thesis will be included in electronic format in the College

Institutional Repository TRAP (thesis reports and projects)

(d) *Either* *I declare that no material contained in the thesis has been used in any other submission for an academic award.

Or *I declare that the following material contained in the thesis formed part of a submission for the award of

(State the award and the awarding body and list the material below)

Signature of research student: Chloe Kelly

Date: 03-04-18

Acknowledgements

I would like to thank the staff in National College of Ireland with a special thank you to my supervisor, Dr. Grainne Kent for all her hard work, time, thought and assistance throughout. I would like to thank my loving parents for always being so supportive and caring throughout this journey. Thank you to my friends and family for their support. A special thank you to all of my participants for volunteering to be part of this research study. I would also like to thank all of my friends that I have made throughout my time in National College of Ireland for all of their support.

Abstract

Aims: The aims of this study was to investigate whether there was a relationship between self-esteem and a how many times a week the individual wears makeup. Women who have lower self-esteem and are younger are more likely to wear makeup more often than older women.

Method: There were 150 female participants in this study. Age range between 18 and 55. In order to test the two hypotheses, the participants filled out an online questionnaire which consisted of a demographic questionnaire and five scales. The five scales were; Contingencies of Self Worth, Miller Cox Attitude About Makeup Scale, Modified Cash Cosmetic Use Inventory, Rosenberg Self-Esteem Scale and The Social Self-Esteem Inventory.

Results: There was a negative correlation between the individual's self-esteem levels and how often they wear makeup throughout the week. There was also a negative correlation and no cause and effect between women who have lower self-esteem being younger and wearing makeup more often than those who have higher self-esteem and are older.

Conclusion: Results are not in line with previous research. This study is novel within this research area allowing for novel results with the addition of age being a variable in the hypotheses.

Table of Contents

1. Submission form	2
2. Declaration form	3
3. Acknowledgements	4
4. Abstract	5
5. Introduction	7
6. Hypotheses	13
7. Methods	14
<i>Participants</i>	14
<i>Measures</i>	14
<i>Design</i>	16
<i>Procedure</i>	16
8. Results	18
9. Discussion	21
<i>Implications of research</i>	24
<i>Limitations</i>	24
<i>Major strengths</i>	25
<i>Future research</i>	25
10. Conclusion	25
11. References	27
12. Appendices	33
<i>Appendix 1</i>	33
<i>Appendix 2</i>	35
<i>Appendix 3</i>	36
<i>Appendix 4</i>	37
<i>Appendix 5</i>	41
<i>Appendix 6</i>	43
<i>Appendix 7</i>	49
<i>Appendix 8</i>	50

Introduction

What are cosmetics?

Cosmetics and grooming industries allow for the individuals to improve or maintain their looks (Askegaard, Gertsen, & Langer, 2002). Cosmetics are dated back as far as 10,000 BC where ointments and scented oils were used by both men and women in order to attain cleaner skin and a better body odour (Chaudhri & Jain, 2009). Research by (Draelos, 2000) states that back then, men and women both wore different coloured cosmetics when they were preparing to enter into battle. They also state that skin care products were influential from religion but also amongst the general population.

The United States of America are the largest market in the entire world for cosmetics while France is the largest exporter within the cosmetics community (Kumar, 2005). The FDA (Food and Drug Administration) founded in 1906, became one of the biggest administrators for protecting the cosmetic buyers in regards health and safety in the United States of America in 2003. According to the FDA, under the Food, Drug and Cosmetics Act (FD&C Act), there was not much of a difference between what they defined a drug or cosmetics (Kumar, 2005). This was in effect because some cosmetics offer benefits in ways that are medical or physiological. Thus, they were seen to be an OTC (Over The Counter) drug. Such products included hair products like shampoo or conditioner which offered benefits like the ability to restore damaged hair (Kumar, 2005). If the FDA did agree to sell a cosmetic that offered health or physiological benefits, it was deemed a new drug. In this case, the cosmetic manufacturer had to show various safety precautions for these products in order to obtain approval from the FDA and allow permission for the cosmetic to be sold (Kumar, 2005).

What is makeup?

According to the English Oxford Living Dictionary, makeup is defined as a cosmetic such as a powder that makes your appearance better. Thus entails that 'cosmetics' are the umbrella title for such things like makeup and beauty products. Makeup can also be defined by being a sub category within cosmetics (Fabricant & Gould, 1993). The researchers (Fabricant & Gould, 1993) also state that makeup in this context is referring to products such as lipstick, eyeshadow, blush, mascara, eyeliner, foundation and powder.

Makeup dates back as far as approximately 3000 BC (Chaudhri & Jain, 2009). According to (Draelos, 2000), during the 1600's, it was popular for an individual to wear facial patches which were used on individuals with smallpox and were used to discourage the notability of permanent scars on one's face. Facial patches were in the shapes of stars or moons and were either velvet or silk (Draelos, 2000). It was then found that women and men wore makeup on their faces which showed their status in society regarding what colours they used (Chaudhri & Jain, 2009). Found in 4000 BC, humans used the green powder which had been made from malachite as an eyeshadow, worn on the eye lids along with what was made to be a kohl eyeliner (Draelos, 2000). In Japan, a lipstick which was used to give colour to the eyebrows and lips were made from crushed safflower while the face was coloured using rice powder (Chaudhri & Jain, 2009).

Makeup evolved throughout the years of the twentieth century as it became more fashionable in Europe and the United States of America influenced by ballet and theatre performers (Cahudhri & Jain, 2009). The biggest move in the ever evolving makeup industry was when makeup was being used in the movies being produced in Hollywood (Chaudhri & Jain, 2009). In 1904, Max Factor makeup was sold to stars in the movie industry because the makeup did not crease or get clumpy on the face (Chaudhri & Jain, 2009). In 1915, lipstick was introduced and found in metal tubes in the shape of a cylinder (Chaudhri & Jain, 2009), which is the same as today. Max Factor introduced what was called 'pan cake makeup' which was used to look light and natural for the movie stars (Chaudhri & Jain, 2009). Revlon in 1963 introduced powdered blush (Chaudhri & Jain, 2009).

The makeup industry within the cosmetic industry is ever changing and growing. The Indian beauty market is now approximately worth more than the United States beauty market which is approximately \$950 million, also rising at 20% a year which is growing faster than the United States and European markets (Chaudhri & Jain, 2009). Due to the demands always increasing within the cosmetic industry, brands such as Maybelline and Revlon who are known internationally, are entering the Indian beauty market.

Individuals who wear makeup:

Women are the most prominent customers in the cosmetic industry. Cosmetics are used by women in an attempt to control their physical attractiveness. Researchers such as (Cash and Cash, 1982; Miller and Cox, 1982; Graham and Kligman, 1985; Cash, Rissi & Chapman, 1985; Cox and Glick, 1986; Etcoff, 1999) have researched the psychological correlation and consequences on women who use cosmetics.

Why do we use cosmetics and wear makeup?

It has been shown through studies that women wear cosmetics to feel happier with their appearance. Researchers such as (Cash & Cash, 1982) findings suggest that, cosmetics were used as a compensatory function for the individuals but (Theberge & Kernaleguen, 1979) argued this and found that cosmetics are how one expresses themselves. When (Cash & Cash, 1982) suggested that women only wore makeup for compensatory use, it is to adhere to the fact that women only use makeup to compensate for what they do not like about their features. Lip liner and lipstick being used in order to achieve fuller looking lips in the event where a woman is not naturally born with fuller lips is an example of compensatory use of makeup. Findings by researchers (Mullhern, Fieldman, Hussey, Leveque, & Pineau, 2003), show that there was an association women and the use of make-up and their physical attractiveness increasing. Thus giving rise to researchers studying the relationship between makeup and women's sense of physical attractiveness.

Being attractive in the eyes of others is a social advantage for an individual. When women wear makeup or use cosmetics, they are often doing so in the hope that it will increase their physical attractiveness (Rudd & Lennon, 1999). The cosmetic industry is deemed extremely successful, which may indicate that the cosmetics are being bought so individuals can try alter their physical appearance, making the individual appear more attractive (Mullhern et al., 2003). It may not be all makeup products that make the individual appear more attractive (Mullhern et al., 2003), suggest that the key product in increasing physical attractiveness in an individual is foundation. Foundation helps to make the skin more

youthful by creating a flawless base on the skin. In that study, the researcher also found that there are other products which may promote an increase in physical attractiveness, such as eye makeup. Eye makeup can manipulate the shape of the eyes thus making the eyes appear larger. An individual's eyes are the point in a person's face that draws the most attention. The study also found, if an individual wears lipstick on its own, it does not bear the same effect as foundation or eye makeup because there seems to be no increase in physical attractiveness.

In addition to these findings, (Rudd, 1997) state that women use cosmetics to improve their features. In a study by (Rudd, 1997), which coincides with a study by (Wright, Martin, Flynn, & Gunter, 1970) found that a motivator for women to use cosmetics is because the women feels it increases their physical attractiveness therefore increasing their mood by making them feel happier about themselves. What is interesting about the findings of this study is that, the cosmetics were not used to disguise features of their appearance from others like that they did not like, but instead the primary objective of using cosmetics is to enhance the features they already have.

Studies by (Featherstone, 1993; Sturrock and Pioch, 1998) have suggested that individuals take up the application of cosmetics in order to boycott and slow down the signs of aging and deterioration of their appearance. Individuals are seen as responsible for their body appearance which gives an incentive to the individual to always look your best and look after their skin and appearance (Wykes and Gunter, 2005; Turner, 1996). Women often feel they are more attractive and feminine when they are wearing cosmetics (Cash, 1988; Cash and Cash, 1982; Cash et al., 1985; Cash, Dawson, Davis, Bowen & Galumbeck, 1989; Cox and Glick, 1986; Buss and Schmitt, 1993), in turn, when women do not care for or look after their appearance as much as they think they should, they often experience feelings of guilt and worry for their physical appearance when in the company of others (Fallon, 1990; Catterall and Maclaran, 2001; Askegaard et al., 2002).

Positive effect of makeup:

There have been many studies in attempt to find what the motivator is for women to apply cosmetics. In 1979, (Cash & Cash, 1982), in the United States alone, there was over four billion dollars spent on cosmetic products. This type of spending may be spurred by the 'What-is-beautiful-is-good' stereotype. The 'What-is-beautiful-is-good' stereotype is based on the idea that what is beautiful or appears attractive, will gain more social favours. The social favours that come with being attractive, include things like being perceived by others to be more popular and sociable (Graham & Jouhar, 1981). Through this, the individuals try to find ways in which they can improve their looks and appearance, which fit in line with the popular current beauty standards.

A study done by researchers (Dion, Berscheid, & Walster, 1972) shows that people who are deemed to be good looking by other people, are associated with desirable personality traits which leads to others treating the individual more favourably compared to if they were not seen to be good looking by others (e.g., Eagly, Ashmore, Makhijanji, & Longo, 1991; Feingold, 1992; Hatfield & Sprecher, 1986). To be physically attractive and beautiful, these traits are emphasized as admirable and desirable characteristics within a person (Hatfield & Sprecher, 1986; Joy & Venkatesh, 1994; Picot-Lemasson, Decocq, Aghassian & Leveque, 2002). A study by (Graham & Jouhar, 1981) found that there were positive effects from others toward people who used cosmetics and were seen to be physically attractive. In the

study, there were coloured photographs of four females of average physical attractiveness which were shown to male and female participants. The participants, were business people (such as secretaries) and were asked to rate the females on various traits which are related to one's appearance and personality. It was found that the females who were wearing facial makeup in the pictures were seen to be more feminine, mature looking, tidy and clean (appearance ratings). They were also seen to be sociable, more secure, confident, popular, organised and interesting when wearing facial makeup (personality ratings). These findings allowed the authors to suggest that when an individual is wearing cosmetics, they are attributed more favourable impressions from others because of their appearance. Researchers (Miller & Cox, 1982; Cox & Glick, 1986; Cash, Dawson, Davis, Bowen, & Galumbeck, 1989; Workman & Johnson, 1991) have reported that there is evidence to show that the use of wearing cosmetics has an association with a change in their perceived physical attractiveness.

With this, (Cash et al., 1989) studied the how females would be rated by males with either cosmetic applied or no cosmetics applied. For this study, there were only males judging photographs of females who were either with or without cosmetics in the photographs. The findings show that the males found the females physically more attractive when they had applied cosmetics in the photographs rather than a female in the photographs with a natural face of no cosmetics applied. Within that same study, the women from the photographs also stated that they would not find themselves as attractive if they did not apply the cosmetics. These findings tie in with (Graham & Jouhar, 1981) study where they found that women were deemed more attractive when wearing cosmetics. As stated above, cosmetic use can be linked with increased attractiveness for an individual. Researchers (Adams, 1977; Etcoff, 1999; Winston, 2003) suggest that most individuals have the want to improve their physical attractiveness.

From previous research, (Cash, 1988), suggests that individuals who use cosmetics are not only using them in the context of grooming behaviours, such as increasing their physical attractiveness, manage and control social impressions the individual gives to others but also their own self-image. It has been shown that when a person is rated as "attractive", more often than not, they will be treated better by society than "unattractive" people (Godoy, Reyes-Garcia, Huanca, Tanner, Leonard & McDade, 2005; Cash, 1980; Cox and Glick, 1986). This also links with studies that show that having an attractive physical appearance gains positive reactions from others including having people to choose from to become friends (Byrne, London & Reeves, 1968; Perrin, 1921) and having the option to choose a romantic partner (Walster, Aronson, Abrahams & Rotmann, 1966; Brislin and Lewis, 1968; Byrne, Ervin, & Lamberth, 1970; Huston, 1973; Krebs and Adinolfi, 1975; Kaats and Davis, 1970; Sigall and Landy, 1973; Holmes and Hatch, 1938).

Negative effect of cosmetic industry:

Advertisements show standards of beauty that is almost impossible for women to attain. With this, some women may feel dissatisfaction with their physical appearance because they are unable to reach the level of beauty which has been set as standard (Heinberg and Thompson, 1995; Downs and Harrison, 1985; Silverstein, Perdue, Peterson & Kelly, 1986; Etcoff, Orbach, & Scott, 2004). An individual who wishes to reduce the negative feelings they have about their own appearance, buying cosmetics may be an attributing

psychological motivator (Etcoff, 1999). According to (Beausoleil 1992), women have different makeup routines in regards to what they are going to do that day. Women prefer different makeup routines when they are differentiating between day and night looks. This is in effect with whether it is a normal everyday routine or if it is a special occasion they are attending.

In America, women are bombarded with pictures of what the ideal beautiful woman should look like by advertising companies. Individuals are then trying to find ways to fit this ideal and improve or change what they look like to fit the current beauty ideal (Poran, 2002). Women who use cosmetics to achieve the beauty standards, attract more attention from the opposite sex and also get recognition from other women (Kelson, Kearney-Cooke, & Lansky, 1990). Cosmetics can give hope and offer change to individual's physical appearance when using them (Bloch & Richins, 1992).

Researcher (MacPherson, 2005) suggests that self-concept is the way in which one sees themselves. These ideas one has about themselves can either be positive or negative but the individual comes up with the ideas due to how their interactions go when talking to others. An individual's self-concept is what gives rise to their overall self-esteem. Individual's self-concepts may be improved due to the application of cosmetics (Bloch & Richins, 1993; MacPherson, 2005).

Self-esteem:

Self-esteem within the social sciences is an important construct in everybody's day to day lives. Self-esteem is studied in social psychology. There may be a correlation between an individual's self-esteem and their frequency of make-up use. If one applies cosmetics and feels better about their physical attractiveness after the application, there may be a psychological link between the two variables.

Like before, self-esteem is an extremely important factor in one's life. One can have a high or low self-esteem or can be somewhere in the middle. It is suggested that, when a woman looks in the mirror, they can either be happy or unhappy about what they see and therefore can determine what she thinks of herself (Lerner, Karabenick, & Stuart, 1973). Research by (Trampe, Siero, & Stapel, 2007) shows that through a lot of the research that has been done, self-esteem is typically correlated with one's appearance, body shape and size. (Theberge & Kernaleguen, 1979) women became more satisfied with their appearance when they increase their use of cosmetics. Self-esteem can lower in an individual if they have a blemish on their skin because they may feel humiliation or embarrassment when around other people (Cash & Pruzinsky, 2004). Cosmetic products including blush, mascara and foundation can quickly improve one's appearance which in turn, boosts their confidence (Miller & Cox, 1982). Many studies that have been conducted in the past regarding self-esteem or body image, have not focused directly on the relationship between appearance and attractiveness which may or may not be impacted by the use of cosmetics (Cash et al., 1989). When an individual is using cosmetics to change their appearance and improve their physical attractiveness, the cosmetics has the power to also impact the person's self-esteem and body image. Although, because there is a lack of research done on the impact of cosmetics, the results are not conclusive (Huget, Croziet, & Richetin, 2004; Mulhern et al., 2003; Kelson et al., 1990).

According to (Jackson, 2004; Mathes & Kahn, 1975) self-esteem is correlated with physical attractiveness and (Rudd, 1997), suggest that what one thinks of their own appearance is a large factor of self-esteem. If an individual wishes to increase their physical attractiveness and their self-esteem, it can be done by behaviours which allow you to change or improve your appearance (Lennon & Rudd, 1994; MacPherson, 2005; Rudd & Lennon, 1994). Along with cosmetic use, there has been research to show that cosmetic procedures are also linked to self-esteem (MacPherson, 2005). When an individual evaluates their physical attractiveness, they may be affected by their body image and therefore changed by using cosmetics (Noles, Cash, & Winstead, 1985)

Self-esteem, makeup and age:

From the studies, it can be concluded that the way in which an individual looks or presents themselves can affect their self-esteem (MacPherson, 2005), and because their self-esteem may be affected, it can cause the individual to take up behaviours to improve their appearance and self-esteem (Rudd & Lennon, 1994). These behaviours can include the application of cosmetics. In many studies, physical attractiveness has been linked to self-esteem (MacPherson, 2005; Mathes & Kahn, 1975; Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999).

Women have an increased emphasis placed on their own attractiveness in comparison to men and because of this, if they wish to increase or maintain their self-esteem, they can do so by the use of cosmetics (MacPherson, 2005; Mathes & Kahn, 1975). A study done by (Lennon & Rudd, 1994) found evidence to back up the idea that if women have high self-esteem, they do not engage in the same cosmetic behaviour routines as those who do not have high self-esteem. Research by (Rudd, 1997) found that self-esteem had a strong link with appearance. Results found that from 25% to 75% of the participants, self-esteem was affected by their appearance.

The inconsistency in the literature could be because although there has been research done on the topics of self-esteem, body image, cosmetic use, there has not been many studies which show the correlation between these factors. Researchers (Workman & Johnson, 1991) showed that there have been negative effects when testing on psychology students for their cosmetic use as they do not show the same results in comparison to the rest of the population. The researchers also state that there has been little research testing for the relationship between self-esteem and makeup use for different age groups. A study proposed by (Graham & Kligman, 1985) to investigate the relationship between various variables and cosmetic use in elderly women. Research shows that when they rated themselves before and after the use of cosmetics, whether they were “attractive” or “unattractive”, found there was no significant difference between the two groups. There was no significant difference in their attractiveness levels with or without the use of cosmetics. Thus, the elderly people showed no significant difference in what they would rate themselves before and after the use of cosmetics. It may be the case that the research which has been found, has been focusing on many different populations which causes inconsistency within this field in the literature.

Summary:

In line with these studies mentioned, it is clear that there is a relationship between self-esteem and cosmetic/make-up use and self-esteem. This is useful to researchers as it can

be very harmful to an individual because they might feel the need to change or improve their appearance to feel physically attractive to others. It can be detrimental to their self-concepts and may cause them to look further than cosmetic products but to cosmetic procedures to further increase their self-esteem and physical attractiveness. If there is more evidence to show these kind of relations, early intervention and preventions can be put in place for the individuals. Therefore, there is a gap in the existing literature for this current study.

Aim of current study:

The primary aim for this current study is to establish a relationship between frequent makeup use among women with a low self-esteem.

Hypotheses:

For this current study, there are two hypotheses.

1. Women who have lower self-esteem tend to wear makeup more often than women who have higher self-esteem.
2. Women who have lower self-esteem who wear makeup more frequently are more than likely younger than women who have higher self-esteem who do not wear make-up as frequently.

Methods

Participants:

An opportunity sample was used to conduct this research (n=150). Opportunity sampling was used in order to gain participants by giving equal opportunity to individuals to partake in the current research. The research sample was gained by participants who fit the criteria to be involved. This research was aimed at females who were over the age of eighteen. Due to this requirement, there were no males or females under the age of eighteen involved in the study. The study reached one-hundred and fifty responses allowing for the age range to be between eighteen and fifty-five. The age groups were broken down into two categories, 'younger' group were aged 18-30 (n=116) and the 'older' group were aged 31-55 (n=34). The sample were all volunteers and were gained online through social media.

Measures:

There was an overall questionnaire made by the researcher which was to determine the results needed for this study. Within the questionnaire, it consisted of six different measures. The questionnaire for this study was made on Microsoft Word first which was then transferred onto Google Forms within Google Drive. From there, the overall questionnaire was completed and ready to share to upcoming participants. The five measures used include; 1) a demographic questionnaire, 2) the Contingencies of Self-Worth (Crocker, Luhtanen, Cooper & Bouvrette, 2003), 3) Miller Cox Attitude About Makeup Scale (Miller & Cox, 1982), 4) Modified Cash Cosmetic Use Inventory (Keil, 2006), 5) Rosenberg's Self-Esteem Scale (Rosenberg, 1965), 6) The Social Self-Esteem Inventory (Lawson, Marshall & McGrath, 1979).

Demographic questionnaire:

This questionnaire was the first questionnaire within the study to obtain a general background on the participant. Their anonymity was preserved but they had to include such details like whether they were female, their age, and on average how many days a week they wear makeup. There were five short questions within this section.

Contingencies of self-worth:

The contingencies of self-worth (Crocker, Luhtanen, Cooper & Bouvrette, 2003) is a self-report scale. It consists of thirty-five statements. Each statement is for the participant to rank themselves on how they deem appropriate relevant to the statement. They have a choice of ranking themselves to each statement with; 1. Strongly Disagree, 2. Disagree, 3. Disagree Somewhat, 4. Neutral, 5. Agree Somewhat, 6. Agree and 7. Strongly Agree.

When scoring the scale, the questions are grouped into seven sub-scales; Family Support, Competition, Appearance, God's Love, Academic Competence, Virtue and Approval from Others. There are items which need to be reversed and once those items are reversed, adding up the five items within each subscale and then dividing by five, will give you your overall score for this measure. For this study, each participant filled out all of the sub-scales in order to not change the questionnaire in favour of results wanted.

For data analysis and results purposes, only Appearance and Approval from Others sub-scales were used to calculate results. These sub-scales were the most relevant to the study from the overall scale. According to (Crocker et al., 2003), the validity of the sub-scales giving Cronbach alpha .79 for males and .81 for females while reliability gave .77 making the scale internally consistent throughout all sub-scales.

Miller Cox Attitude about Makeup Scale:

This scale of measurement has seven items (Miller & Cox, 1982). Each item is a statement where the participant rates themselves appropriately to the statement. They can rate their score between 1. Not at all characteristic and 5. Extremely characteristic. This scale is judging a females self-consciousness and their use of makeup. A sample statement within the measure is, "I feel that makeup enhances my appearance". The participants rates themselves along each of the seven items. To get a total for this measurement, the scores are taken from the 5-point scale and are then summed to get an overall score for each participant.

Their scores can range between 7 and 35, with 7 giving a negative impression towards makeup and 35 giving the opposite effect. Based on when this scale of measurement was used on forty-two college students, the coefficient alpha was .89 for reliability and validity showing ($r = .40$) showing good validity and reliability for the scale.

Modified Cash Cosmetic Use Inventory:

The original Cash Cosmetic Use Inventory (Cash & Cash, 1982) was modified by (Keil, 2006) in order to produce her study. This current research study is using the modified version. The questionnaire lists twelve cosmetic products such as foundation and nine cosmetic rituals such as moisturising the face. Each participant rates themselves in the first set of the products and rituals rated on a 5-point Likert scale, 1 being 'never' and 5 being 'always' to how often they apply each of the products and how often they engage in each of the rituals.

Secondly, the same products and rituals were listed again for the participants to fill out, but in this instance, they rated themselves from 0 being 'never use' to 5 'always'. This time, the difference entailed that the participants were to rate themselves judging by compensatory use. Compensatory use means that they use these products and perform these routines because they are using these ways to compensate for a feature they do not like about themselves. This could be something like using lip liner to create bigger lips to compensate for the fact the individual was not born with naturally full lips.

The same products and rituals were given for a third time and to be scored the same way as the second time, 0 'never use' to 5 'always'. This time for a different reason. This time, it was for decorative use. Decorative use means that the individuals engage in these behaviours and apply the cosmetics in order to enhance their natural features. The participants had to rate themselves in the same way they did the second time.

Rosenberg Self Esteem Scale:

The Rosenberg self-esteem scale (Rosenberg, 1965) was used for this study. It was used to investigate how the participant feels about themselves in regards their self-worth in correlation with their self-esteem. There are 10 statements in which the participant has to rate themselves to this statement with Strongly Agree, Agree, Disagree and Strongly Disagree. It

was a four point Likert scale in that 4 is 'strongly agree' and 1 is 'strongly disagree'. When the participant reads each statement, they allocate their belief of how true that statement is for them according to the options on the Likert scale.

This scale includes reverse scoring. Any of the items in the scale that are negatively phrased, are to be reversely scored. This then means that 1 is 'strongly agree' and 4 is 'strongly disagree'. Then all the items are summed together once the reverse-scoring has taken place. According to (Rosenberg, 1979), there is extremely good internal consistency with the coefficient of reproducibility of .92. It was then re-tested over two weeks, it was found that the correlations were .85 and .88 which gave the measure an extremely effective stability as the results lasted over the period of two weeks.

The social self-esteem inventory:

There are thirty items within this scale. Each statement given is a statement which describes one's self-esteem when the individual is in a social situation. The participant has to rate themselves along a five-point Likert scale with 1 being 'unlike me' and 5 being 'exactly like me'. From 2 through to 4, the varying degrees go up and the participant has to decide themselves where they lie on the Likert scale for each of the thirty items.

For scoring of this scale, there is reverse-scoring. The negatively phrased items are scored by allowing the number that is placed to the phrase subtracted by seven. When the scale was re-tested through four weeks, it was found that in a new group of 128 participants, the measure was replicable ($r=0.88$).

Design:

This research is a cross-sectional quasi-experimental quantitative design because it is investigating whether self-esteem affects the frequency in how many days a week women apply makeup according to their age. This study is also a correlational design as it is investigating the relationship, if there is one, between how many days a week a woman applies makeup and the individual's level of self-esteem. The study is only focusing on one group of females. The independent variable for this study is how many days a week one applies makeup, while the dependent variable is the self-esteem in relation to the makeup use. There is a mediating variable in this research also, which is age. Age will be the mediating factor as it should determine how often women wear makeup due to their self-esteem.

The variables were tested through an online questionnaire. The questionnaire was available to all females over the age of eighteen through opportunity sampling on online social media platforms, such as Facebook. The questionnaire was put into psychology groups and other groups containing just women online in order to obtain a higher participant sample.

Procedure:

For this study, there was an online questionnaire used to achieve results from participants ($n=150$). The online questionnaire was made on Google forms. In this questionnaire, it had an information sheet which gave the participant all the information they needed to know about the study before they decided to take part. Next came a consent form for the participants to agree to take part in the study. This was then followed by six questionnaires in which the participants all filled out. The questionnaire was then sent in whole to the supervisor which checked it for any mistakes and making sure there were not

any vital details left out. The supervisor also made sure that ethics had been carefully considered by the researcher. Once this was complete, the questionnaire was now ready to be answered by participants.

The questionnaire was shared online on many social media platforms. A link was shared on Facebook, Instagram, Twitter and Snapchat which all led to the questionnaire. The post which was with the link to the study, included a small summary as to what the questionnaire entailed such as you had to be over the age of eighteen and be female to participate. If they then would like to participate, they could click the link and do so.

The questionnaire was shared by many individuals on social media platforms which made it easier for people to participate if they wanted to. This also broadened the amount of participants that were available to take part in the study. The link was also shared into two NCI (National College of Ireland) Psychology Facebook groups and another Facebook group which consisted solely of females.

The researcher also sent the questionnaire via messenger on Facebook to females over the age of eighteen inviting them to participate. This expanded the amount of participants that could be reached.

Once all of the questionnaires were submitted by the participants, the information was uploaded to google documents which was locked by a password and strictly only accessible by the researcher.

Results

Descriptive statistics:

Descriptive statistics for each of the measured variables in the current study are presented in Table 1. Preliminary analysis indicated that no variables approximated normality, however women who often used the cosmetic products were negatively skewed and contained outliers. Women who also used products to enhance their features as decorative products, it was also negatively skewed containing outliers. Appearance was negatively skewed, again containing outliers. For the purposes of the current study, these outlying scores were retained. On average, in the current sample, women wear makeup four times a week, however the relatively large standard deviation suggests a good deal of variability around this figure. The average age within the sample was 28.86. Despite the small sample size, the relatively low standard error values, and close 95% confidence intervals suggests that the current sample is reasonably representative of the female population.

Table 1 (Presenting descriptive statistics for SelfEsteem, SocialSelfEsteem, MillerAndCox, OftenUseProducts, OftenPerformProcedures, CompensatoryProducts, CompensatoryProcedures, DecorativeProdudcts, DecorativeProcedures, Appearance, ApprovalFromOthers, Age, & DaysAWeekMakeup)

Descriptive statistics of all continuous variables (n=150)

	Mean (95% Confidence Intervals)	Std. Error Mean	Median	SD	Range
Self Esteem	10.25 (9.77-10.73)	.25	10	3.01	5-20
Social Self Esteem	107.30 (103.53-111.07)	1.91	108	23.37	43-150
Miller & Cox	26.01 (24.96-27.05)	.53	27	6.47	9-35
Often Use Products	42.55 (41.03-44.80)	.77	45	9.46	12-60
Often Perform Procedures	31.99 (31.00-32.99)	.50	32	6.17	19-45
Compensatory Products	36.41 (34.21-38.62)	1.11	38	13.65	0-60
Compensatory Procedures	28.61 (26.98-30.23)	.82	28	10.06	5-45
Decorative Products	40.59 (38.36-42.82)	1.13	42	13.82	0-60
Decorative Procedures	26.09 (24.20-27.99)	.96	26	11.75	0-45
Appearance	15.49 (14.84-16.15)	.33	16	4.07	3-21
Approval From Others	7.63 (7.15-8.10)	.24	8	2.93	2-14
Age	28.86 (27.44-30.26)	.71	27	8.74	18-55
Days A Week Wear Makeup	4.21 (3.84-4.57)	.18	5	2.25	0-7

Inferential statistics:

The relationship between how many days a week a female wears makeup and their self-esteem was investigated using Pearson product-moment correlation coefficient. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. There was a small, positive correlation between the two variables ($r = .15$, $n = 150$, $p = .75$). This indicates that the two variables share approximately 2% of variance in common. Results indicate that how many days a week a female wears makeup, does not associate with lower levels of self-esteem.

Table 2 (for displaying correlations between Many Days A Week Wear Makeup and Self-Esteem)

Correlations between all continuous variables

Variables	1	2
1. Many Days A Week Wear Makeup	1	
2. Self-Esteem	.15	1

The relationship between age, self-esteem, and how many days a week a female wears makeup was investigated using Pearson product-moment correlation coefficient. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. There was a small, positive correlation between age and self-esteem ($r = .15$, $n = 150$, $p = .75$). There was a small, positive correlation between the age of a female, how many days a week they wear makeup ($r = -.03$, $n = 150$, $p = .75$) and their levels of self-esteem ($r = -.70$, $n = 150$, $p = .40$). This indicates that the age of a female and how many times a week they wear makeup share approximately 0.1% of variance in common. It also indicates that the age of the females, how many days a week they wear makeup and their self-esteem share approximately 49% of variance in common. Results indicate that your age does not have an association with how many times a week you wear makeup but there is an association between your self-esteem and your age.

Table 3 (for displaying correlations between Many Days A Week Wear Makeup, Self-Esteem and Age)

Correlations between all continuous variables

Variables	1	2	3
1. Many Days A Week Wear Makeup	1		
2. Self-Esteem	.15	1	
3. Age	-.03	-.07	1

Table 4 (Examining Self-Esteem and Many Days A Week Wear Makeup)

Group differences between females and how frequently they wear makeup and their self-esteem.

Variable	Group	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>P</i>
Self-Esteem	18-30	116	10.11	2.98	.77	.29
	31-55	34	9.65	3.12		
Many Days A Week Wear Makeup	18-30	116	1.62	2.98	.63	.42
	31-55	34	1.56	.50		

An independent samples t-test was conducted to compare the age of females and their levels of self-esteem. There was no significant difference in scores between the females levels of self-esteem $t(51.80) = .77$, $p = .44$, two-tailed with a group of females ($n=116$) aged 18-30 ($M = 10.11$, $SD = 2.97$) scoring higher than a group of females ($n=34$) aged 31-55 ($M = 9.65$, $SD = 3.12$). The magnitude of the differences in the means (mean difference = .47, 95% CI: -.74 to 1.67) was small (Cohen's $d = .2$)

An independent samples t-test was conducted to compare the age of females and how many days a week they wear makeup. There was no significant difference in scores between the number of days females wore makeup $t(52.43) = .63$, $p = .42$, two tailed with a group of females ($n=116$) aged 18-30 ($M = 1.62$, $SD = .49$) scoring higher than a group of females ($n=34$) aged 31-55 ($M = 1.56$, $SD = .50$). The magnitude of the difference in the means (mean difference = .06, 95% CI: -.13 to .26) was small (Cohen's $d = .1$).

Discussion

In this current study, there were two hypotheses that were statistically tested. The first hypothesis was 'Women who have lower levels of self-esteem tend to wear makeup more often than women who have higher levels of self-esteem'. The second hypothesis that was tested was 'Women who have lower levels of self-esteem wear makeup more frequently are more than likely younger than women who have higher levels of self-esteem who do not wear makeup as frequently'. The aim of this study was to establish a relationship between frequent makeup use among women with a low self-esteem. The hypotheses were created and based on previous research that indicates that the way in which someone looks after themselves and cares for their appearance by applying cosmetics and makeup, it can affect their self-esteem (MacPherson, 2005) which in turn, allows women to pick up behaviours to enhance their appearance which seems like it will increase their levels of self-esteem (Rudd & Lennon, 1994).

On average, according to the results produced, the mean number of days women wore makeup during the week was approximately four days out of seven. The mean age of the sample was 29. Through previous research (Rudd, 1997), suggest that women use cosmetics with a hope that it can improve their exterior features. This study was based on the theory that there would be a correlation between frequent cosmetic use and low levels of self-esteem.

Through descriptive statistics, all the scales that were included in the questionnaire were tested to check for any violation of the assumptions. The Self-Esteem scale (Rosenberg, 1965) was used to check the mean of female's self-esteem in general. This showed that women in the study have average levels of self-esteem. There was not much variance in the levels of standard deviation. Self-esteem was measured because according to (Lerner, Karabenick, & Stuart, 1973) when a female sees themselves in the mirror, it is what they see that they use to define their self-worth. Social self-esteem (Lawson et al., 1979) was also used to check what the mean levels of women's self-esteem levels in social situations. Results show that the participant's self-esteem in social situations for the individuals were average.

Two sub-scales, 'appearance' and 'approval from others' (Miller & Cox, 1982) were tested in accordance to how a woman feel about their use of makeup. Results indicate that women feel more positively about their use of makeup in comparison to negative feelings about the use of individual's makeup. For the women's appearance, scoring higher caused the results to indicate that almost all the sample had positive feelings towards their appearance with regards their use of makeup. Many studies like (Theberge & Kernaleguen, 1982) also suggest that cosmetics are used so that one can express themselves. From the results in this study, women having positive feelings regarding their use of makeup, this would coincide with (Theberge & Kernaleguen, 1982) because one can express themselves through cosmetics. In regards to the 'approval from others', the mean averaged at just over half needing approval from others in order for them to feel better about themselves.

Modified Cash Cosmetic Use Inventory (Keil, 2006), was used in order to see how often the females in the study used various makeup products, such as foundation and how often they perform procedures, such as applying moisturiser. The first aim was to see did many of the female participants in this current sample use these makeup products. The results show that more women applied these makeup products than those who did not. Looking at those who performed the procedures, results also indicated that more females engaged in

these behaviours than those who did not. Just over half of the sample used makeup products in order to compensate for the appearance of a feature. Just over half of the sample used the cosmetic behaviours for compensatory use also. Previously this has been suggested by (Cash & Cash, 1982), that women used cosmetics for compensatory use.

When the females are using the products in order to enhance their features and use it to decorate their face, almost all of the sample used the products for this reason. The behaviours were done by just over half of the sample for decorative purposes. The results indicate that more females in this study apply makeup products and engage in behaviours that will make their appearance look better than those who do not. Some women used makeup products and behaviours in order to compensate for a feature while most women used makeup products in order to enhance their features they already have. These results argue against (Cash & Cash, 1982) by more women using cosmetics due to enhance their features rather than compensate for a feature about themselves they do not like.

Correlations were used to test the first hypothesis 'women who have lower self-esteem tend to wear makeup more often than women who have higher self-esteem'. One-hundred and fifty participants were included as there were no missing variables. According to the descriptive correlations, women in this study wore makeup four times a week. The self-esteem for all one-hundred and fifty participants was average. The Pearson product-moment correlation test showed no significant difference between the levels of self-esteem and how many days a week one wears makeup. Research by (Trampe et al., 2007) shows that self-esteem is usually correlated with how an individual's appearance looks. Though the results in this study do not show a significant difference between one's self-esteem and how they look. There are many reasons that could be argued for these results. Although women may have low self-esteem, they may not want to apply makeup. They also might not have the time to apply the makeup as the participants in this study are all adults, which in most cases implies they have jobs, are in school or college, or may have kids which are all factors that may take the individual's mind from thinking about applying makeup. The self-esteem for this current group of female participants was average which implies that there may not be as many women with low self-esteem which would imply there would not be a need to wear makeup for many days of the week. The first hypothesis has been rejected by the results of this study.

The second hypothesis, 'women who have lower self-esteem who wear makeup more frequently are more than likely younger than women who have higher self-esteem who do not wear makeup as frequently'. A Pearson product-moment correlation test was first used to see if there was a correlation between the female's age, self-esteem and how many days a week they wore makeup. Stated above, the average number of days women wore makeup was 4 days a week and their self-esteem was average. The average age of females in the study is 29 with the age of the participants ranging between 18 and 55. Though, it is already stated that in this study there is no significant difference between how many days a week the females wear makeup and their levels of self-esteem, there was also no correlation in regards the age of the participant and their self-esteem.

An independent samples t-test was also ran in order to test the second hypothesis. The second hypothesis was also rejected as the results indicated that it did not matter according to age, how many days a week women wore makeup. Being younger, '18-30' did not mean that women wore makeup more times a week than the older group '31-55'. The two groups were

not equal in participants as the younger group had 116 participants and the older group had 34 participants. This finding indicated that there was no significant difference between people who wear makeup often and their self-esteem according to their age. There was no cause and effect with the results from this study in regards being younger or older causing you to wear makeup more often.

These findings are adding to the scientific literature of studies of this nature as according to these results, as both hypotheses have been rejected, the results give rise to women wearing makeup to feel better about themselves as a short term-effect, rather than having underlying low self-esteem.

These results in regards self-esteem and makeup/cosmetic use are not consistent with previous literature. Of the few studies regarding makeup use and self-esteem, this studies results do not coincide. This current study was submitted by people through opportunity sampling and therefore are more than likely from Ireland or living in Ireland, due to the study being posted online through social media forums where the researcher is from Ireland. According to previous studies, (Kumar, 2005) the United States of America are the largest market in the world for cosmetic products. If this study was replicated in the United States, the results could be interpreted differently.

Although there has not been many studies done in relation to self-esteem, makeup use and age, there have been studies done in regards one's appearance and self-esteem. It is known through research that (Theberge & Kernaleguen, 1979), when participants increased their cosmetics, the women were more satisfied with their appearance. The results in this study show that most women use makeup in order to increase their appearance. Though low or high self-esteem did not affect these results as there is no difference between having low or high self-esteem with regards how much or how little makeup one uses to enhance their appearance.

The previous literature is inconsistent because there have been very little studies that look at the background nature of how self-esteem can be affected by their overall self-esteem. (Workman & Johnson, 1991) showed that there have been negative effects when testing on psychology students in regards their cosmetic use. The participants in this study consist of some psychology students as the questionnaire was completed by fellow psychology students and the questionnaire was added to online groups consisting of psychology students.

Researchers (Workman & Johnson, 1991) suggest that in the existing literature, there have not been many studies done to investigate the relationship between self-esteem and makeup use for different age groups. This is still the same situation today. This study investigated relationship between makeup use, self-esteem and age groups and found that there were no significant correlations between the variables. It was also found that age is not a predictor for how many days a week you wear makeup. This causes the results to be novel which can be used as a basis for future research.

Implications of research:

This study can further the existing literature on the basis of adding new variables, such as age being added to investigate the relationship between how often an individual wears makeup and their levels of self-esteem. These results in this study are also novel and therefore they can be worked around or built on by future researchers. This area of research is

highly neglected and therefore gives many opportunities to researchers to investigate this area of study.

Limitations:

It seems makeup is used to enhance appearance and most women in this study wear makeup. Though, this study states women wear makeup four days a week which is over half of the week, it does not specify what days of the week those are where women wear makeup. By specifying what days of the week the women wear makeup, i.e. Wednesday could be a minimal daytime makeup look for work whereas a Saturday could indicate a more heavy application of makeup for a Saturday night socialising.

Another limitation for this study could also be that there was no pilot study. A pilot study could have helped the participants complete the questionnaire more accurately. Due to feedback, participants who have gotten in touch, have said that they had a little confusion filling out the questionnaire due to the (Keil, 2006) Modified Cash Cosmetic use Inventory. There was a pilot study in (Keil, 2006) study which was not repeated for this current study. Due to this, the study may have less accurate results in how often women wear makeup, perform procedures, how often women wear makeup for compensatory and decorative uses and how often women perform procedures, also for both compensatory and decorative uses.

Furthermore, the age range in the group of participants was 18-55 but the age groups were not equal. The 'younger' group was between the ages of 18 and 30 but had 116 participants. The 'older' group were between 31 and 55 but this group only had 34 participants. This could have played a factor in determining results with regards age playing a role with how many days a week an individual wears makeup. If the age groups had been more similar, the results could have accepted the second hypothesis.

The self-report scales may have been a limitation for this study. Though the participants did not have to undergo any stress to become a participant in this study, the use of self-report questionnaires does not always show accuracy in results recorded. Participants could have read a question wrong or could have clicked the wrong number which would not record accurate results for that participant.

Major strengths:

There were one-hundred and fifty participants that took part in the study. This allowed for the results to become widespread across many people. The age range was between 18 and 55 which allowed for varied differences through all variables. The study needed a range of ages in order to test the second hypothesis and therefore the study was able to test the current variables against a range of ages.

The flexibility of completing the questionnaire in the study may have made it easier for participants to willingly participate. The questionnaire was an online questionnaire which allowed participants to complete it in their own time and in their own privacy and comfort. They did not need to meet or contact the researcher in order to become a participant in this study. Due to the anonymity of the results, the participants could be as honest as they wanted to be which results in higher accuracy levels of results. The participants were not under any stress when completing the questionnaire as all ethics were considered. All participants included in this study, became participants through their own voluntary participation.

Future research:

If this study was to be replicated, the range of days where women wear their makeup should be looked at specifically, because stated above there could be differences between day-time and night-time looks. Therefore, if one has a specific special occasion throughout the week, it may add to the amount of makeup that participant is going to wear and there could be a correlation between the days of the week and the amount of makeup one wears to increase their appearance. The questionnaires could also be modified and allow the inclusion of men to this study. This study could use experimentation processes instead of self-report questionnaires in order to allow for more accuracy with the results.

Conclusion

In conclusion to this current study, there were no significant correlations between the variables of self-esteem and the frequency women tend to wear makeup in line with hypothesis one, 'Women who have lower levels of self-esteem tend to wear makeup more often than women who have higher levels of self-esteem' There were also no cause and effect between the age of the individual and how often the individual wore makeup, hypothesis two 'Women who have lower levels of self-esteem wear makeup more frequently are more than likely younger than women who have higher levels of self-esteem who do not wear makeup as frequently'. Both hypotheses were rejected by the results of this current study. This adds novel results to the existing literature. The existing literature is limited and therefore, these results could add importance to this research area. This was also a novel approach to the research area which could provide extra knowledge to this area of research.

References

- Adams GR (1977). Physical Attractiveness Research. Toward a Developmental Social Psychology of Beauty. *Hum. Dev.*, 20: 217-239.
- Askegaard S, Gertsen MC, Langer R (2002). The Body Consumed: Reflexivity and Cosmetic Surgery. *Psychology and Marketing*, 19 (10): 793-812.
- Beausoleil, N. (1992). Makeup in everyday life: An inquiry into the practices of urban American women of diverse backgrounds. In N. Sault (Ed.), *Many mirrors: Body image and social relations* (p.33-57). New Jersey: Rutgers University Press.
- Bloch, P. H., & Richins, M. L. (1992). You look “mahvelous”: The pursuit of beauty and the marketing concept. *Psychology & Marketing*, 9(1), 3-15.
- Bloch, P. & Richins, M. (1993). Attractiveness, adornments and exchange. *Psychology and Marketing*, 10(6), 467-470.
- Brislin RW, Lewis SA (1968). Dating and Physical Attractiveness: A Replication. *Psychological Reports*, 22 (June): 976-984.
- Buss DM, Schmitt DP (1993). Sexual Strategies Theory: An evolutionary perspective on human mating. *Psychol. Rev.*, 100: 204- 232.
- Byrne D, Ervin CH, Lamberth J (1970). Continuity between the experimental study of attraction and real-life computer dating. *J. Person. Soc. Psychol.*, 16: 157-165.
- Byrne D, London O, Reeves K (1968). The effects of physical attractiveness, sex, and attitude similarity on interpersonal attraction. *J. Soc. Psychol.*, 36: 259-271.
- Catterall M, Maclaran P (2001). Body Talk: Questioning the Assumptions in Cognitive Age. *Psychol. Mark.*, 18 (10): 1117-1133.
- Cash TF (1980). Does Beauty Make a Difference?. *CTFA Cosmet. J.*, 12(1): 24-28.
- Cash TF (1988). The psychology of cosmetics: A research bibliography. *Perceptual Motor Skills*, 66: 445-460.
- Cash, T. F., & Cash, D. W. (1982). Women’s use of cosmetics: Psychological correlates and consequences. *International Journal of Cosmetic Science*, 4, 1-14.
- Cash, T. F., Dawson, K., Davis, P., Bowen, M., & Galumbeck, C. (1989). Effects of cosmetics use on the physical attractiveness and body image of American college women. *Journal of Social Psychology*, 129, 349-355.
- Cash TF, Rissi J, Chapman R (1985). Not just another pretty face: Sex roles, locus of control, and cosmetics use. *Person. Soc. Psychol. Bull.*, 11: 246-257.
- Cash, T. F., & Pruzinsky, T. (2004). *Body image: A handbook of theory, research, and clinical practice*. The Guilford Press.
- Chaudhri, S. K., & Jain, N. K. (2009). History of cosmetics. *Asian Journal of Pharmaceutics*, 3(3), 164.

- Cox, C. L., & Glick, W. H. (1986). Résumé evaluations and cosmetics use: When more is not better. *Sex Roles*, 14, 51-58.
- Crocker, J., Luhtanen, R. K., Cooper, M. L., & Bouvrette, A. (2003). Contingencies of self-worth in college students: theory and measurement. *Journal of personality and social psychology*, 85(5), 894.
- Dion, K. K., Berscheid, E., & Walster, E. (1972). What is beautiful is good. *Journal of Personality and Social Psychology*, 24, 285-290.
- Downs AC, Harrison SK (1985). Embarrassing age spots or just plain ugly? Physical attractiveness stereotyping as an instrument of sexism on American television commercials. *Sex Roles*, 13 (1/2): 9-19.
- Draelos, Z. D. (2000). Cosmetics and skin care products: A historical perspective. *Dermatologic clinics*, 18(4), 557-559.
- Eagly, A. H., Ashmore, R. D., Makhijani, M. G., & Longo, L. C. (1991). What is beautiful is good, but . . . : A meta-analytic review of research on the physical attractiveness stereotype. *Psychological Bulletin*, 110, 107-128.
- Etcoff NL (1999). *Survival of the Prettiest*. New York: Doubleday.
- Etcoff N, Orbach S, Scott J (2004). The truth about beauty. StrategyOne, http://www.dove.com/es/es_es/es/index.html, November 2006
- Fabricant, S. M., & Gould, S. J. (1993). Women's makeup careers: an interpretive study of color cosmetic use and "face value". *Psychology & Marketing*, 10(6), 531-548.
- Fallon A (1990). Culture in the mirror: Sociocultural determinants of body image. In T.F. Cash and T.
- Featherstone M (1993). *Consumer Culture and Postmodernism*. London: Sage.
- Feingold, A. (1992). Good-looking people are not what we think. *Psychological Bulletin*, 111, 304-341.
- Godoy R, Reyes-García V, Huanca T, Tanner S, Leonard WR, McDade T, Vadez V (2005). Do smiles have a face value? Panel evidence from Amazonian Indians. *J. Econ. Psychol.*, 26 (4): 469- 490.
- Graham, J. A., & Jouhar, A. J. (1981). The effects of cosmetics on person perception. *International Journal of Cosmetic Science*, 3, 199-210.
- Graham JA, Kligman AM (1985). Physical attractiveness, cosmetic use and self-perception in the elderly. *Int. J. Cosmet. Sci.*, 7: 85-97.
- Hatfield, E., & Sprecher, S. (1986). *Mirror, mirror . . . : The importance of looks in everyday life*. Albany, NY: State University of New York Press.

- Heinberg LJ, Thompson JK (1995). Body image and televised images of thinness and attractiveness: A controlled laboratory investigation. *Journal of Social and Clinical Psychology*, 14 (4): 325-338.
- Holmes SJ, Hatch CE (1938). Personal appearance as related to scholastic records and marriage selection in college women. *Hum. Biol.*, 10: 63-76.
- Huguet, P., Croizet, J.C., & Richetin, J. (2004). Is "what has been cared for" necessarily good? Further evidence for the negative impact of cosmetics use on impression formation. *Journal of Applied Social Psychology*, 34(8), 1752-1771.
- Huston TL (1973). Attraction and affiliation: ambiguity of acceptance, social desirability and dating choice. *J. Exp. Soc. Psychol.*, 9: 32-42.
- Jackson, L.A. (2004). Physical Attractiveness: A Sociocultural Perspective. In T. F.Cash & T. Pruzinsky (Eds.), *Body image: A handbook of theory, research, and clinical practice* (pp. 13-21). New York, NY: The Guilford Press.
- Joy A, Venkatesh A (1994). Postmodernism, feminism, and the body: The visible and the invisible in consumer research. *Int. J. Res. Mark.*, 11: 333-357.
- Kaats CR, Davis KE (1970). The dynamics of sexual behaviour of college students. *J. Marriage Family*, 32 (August): 390-399.
- Kelson, T. R., Kearney-Cooke, A., & Lansky, L. M. (1990). Body-image and body beautification among female college students. *Perceptual and Motor Skills*, 71, 281-289.
- Keil, L. (2006). *Putting your best face forward: relationships between cosmetics use, self-esteem, body image, and self-perceived attractiveness*. (Electronic Thesis or Dissertation). Retrieved from <https://etd.ohiolink.edu/>
- Krebs D, Adinolfi AA (1975). Physical Attractiveness, Social Relations, and Personality Style. *J. Personal. Soc. Psychol.*, 31 (2): 245-253.
- Kumar, S. (2005). Exploratory analysis of global cosmetic industry: major players, technology and market trends. *Technovation*, 25(11), 1263-1272.
- Lawson, J. S., Marshall, W. L., & McGrath, P. (1979). The social self-esteem inventory. *Educational and Psychological Measurement*, 39(4), 803-811.
- Lennon, S. J., & Rudd, N. A. (1994). Linkages between attitudes toward gender roles, body satisfaction, self-esteem, and appearance management behaviors in women. *Family and Consumer Sciences Research Journal*, 23(2), 94-117.
- Lerner, R.M., Karabenick, S. A., & Stuart, J. L. (1973). Relations among physical attractiveness, body attitudes, and self-concept in male and female college students. *Journal of Psychology: Interdisciplinary and Applied*, 85(1), 119-129.
- Makeup | Definition of makeup in US English by Oxford Dictionaries. (n.d.). Retrieved April 02, 2018, from <https://en.oxforddictionaries.com/definition/us/makeup>

- Mathes, E.W. & Kahn, A. (1975). Physical attractiveness, happiness, neuroticism, and self-esteem. *The Journal of Psychology*, 90, 27-30.
- MacPherson, S. (2005). Self-esteem and cosmetic enhancement. *Plastic Surgical Nursing*, 25(1), 5-20.
- Miller, L. C., & Cox, C. L. (1982). For appearances' sake: Public selfconsciousness and make-up use. *Personality and Social Psychology Bulletin*, 8, 748-751.
- Mulhern, R., Fieldman, G., Hussey, T., Leveque, J.-L., & Pineau, P. (2003). Do cosmetics enhance female Caucasian facial attractiveness? *International Journal of Cosmetic Science*, 25, 199-205.
- Noles, S. W., Cash, T. F., & Winstead, B. A. (1985). Body image, physical attractiveness, and depression. *Journal of Consulting and Clinical Psychology*, 53(1), 88-94.
- Poran, M. A. (2002). Denying diversity: Perceptions of beauty and social comparison processes among Latina, Black, and White women. *Sex Roles: A Journal of Research*, 47(1-2), 65- 81.
- Perrin FAC (1921). Physical attractiveness and repulsiveness. *J. Exp. Psychol.*, 4: 203-217.
- Picot-Lemasson A, Decocq G, Aghassian F, Leveque JL (2002). Influence of hairdressing on the psychological mood of women. *Int. J. Cosmet. Sci.*, 23 (3): 161-164.
- Roach-Higgins, M.E. & Eicher, J.B. (1992). Dress and Identity. In RoachHiggins, Eicher and Johnson (Eds.), *Dress and Identity*, (pp. 7-18). New York: Fairchild Publications.
- Rosenberg, M. (1965). Rosenberg self-esteem scale (RSE). *Acceptance and commitment therapy. Measures package*, 61, 52.
- Rudd, N. A. (1997). Cosmetics consumption and use among women: Ritualized activities that construct and transform the self. *Journal of Ritual Studies*, 11 (2), 59-77.
- Rudd, N. A., & Lennon, S. J. (1994). Aesthetics of the body and social identity. In M. R. DeLong & A. M. Fiore (Eds.), *Aesthetics of textiles and clothing: Advancing multi-disciplinary perspectives* (pp. 163-175). Monument, CO: IT AA.
- Rudd, N. A. & Lennon, S. J. (1999). In K. P. Johnson & SJ. Lennon (Eds.) *Appearance and Power* (pp. 153-172). New York: Berg Publishers.
- Sigall H, Landy D (1973). Radiating Beauty: Effects of Having a Physically attractive partner on person perception. *Journal of Personality and Social Psychology*, 28 (2): 218-224.
- Silverstein B, Perdue L, Peterson B, Kelly E (1986). The role of the mass media in promoting a thin standard of bodily attractiveness for women. *Sex Roles*, 14 (9/10): 519-532.
- Sturrock F, Pioch E (1998). Making himself attractive: the growing consumption of grooming products. *Mark. Intel. Plan.*, 16 (5): 337-343.
- Theberge, L., & Kernaleguen, A. (1979). Importance of cosmetics related to aspects of self. *Perceptual and Motor Skills*, 48, 827-830.

- Thompson, J.K., Heinberg, L. J., Altabe, M., Tantleff-Dunn, S. (1999) *Exacting Beauty* (1st ed.) Washington DC: American Psychological Association.
- Trampe, D., Stapel, D. A., & Siero, F. W. (2007). On models and vases: body dissatisfaction and proneness to social comparison effects. *Journal of personality and social psychology*, 92(1), 106.
- Turner BS (1996). *The Body and Society*.
London: Sage.
- Walster E, Aronson V, Abrahams D, Rottmann L (1966). Importance of physical attractiveness in dating behaviour. *J. Person. Soc. Psychol.*, 4(5): 508-516.
- Winston, R. (2003). *Human Instinct: How our primeval impulses shape our modern lives*.
UK: Bantam Press.
- Workman, J. E., & Johnson, K. K. (1991). The role of cosmetics in impression formation. *Clothing and Textiles Research Journal*, 10, 63-67.
- Wright, E.T., Martin, R., Flynn, C. & Gunter, R. (1970). Some psychological effects of cosmetics. *Perceptual and Motor Skills*, 30, 12-14.
- Wykes M, Gunter B (2005). *The Media and Body Image*.
London: Sage Publications.

Appendices

Appendix 1 – Information sheet

INVITATION

My name is Chloe Kelly and my supervisor's name is Grainne Kent. This is a study for my final year psychology student's thesis from the school of business in National College of Ireland. This is an invitation where you are being asked to take part in a research study. The research study is aiming to explore whether or not there is a relationship between how often females wear make-up their self-esteem. The research will also explore whether age has an impact on this. This study is available for all females who are over the age of eighteen.

WHAT WILL HAPPEN

You will first be asked to read the information sheet. This sheet provides you with all the information you need to make a decision about whether you want to be part of the current study. Having read the information sheet, if you would like to take part you are asked to read and respond to the consent form.

The consent form will inform you of the important details once again and you will be asked to confirm that you understand all information about the study. You will then be asked to tick yes if you wish to continue with the study.

The study will then begin. On the front sheet, you will be asked to tick that you are over the age of eighteen. You will also be asked on this sheet to tick whether you are female. You will then be presented with a questionnaire with a number of statements which you will read. An example of such statement is, "I am more outgoing when I wear makeup." You will then be asked to rate each statement based on how truly it reflects you. You will be asked to rate yourself using a scale going from 1 to 5 with 1 being not at all characteristic and 5 being extremely characteristic.

The data will be gathered on Google Docs and will be stored on a locked excel file on my computer. The data will be completely anonymous and therefore when the researcher has collected the data, you will no longer be able to withdraw your data.

TIME COMMITMENT

This study is a web based questionnaire and because of this, it is a once off. It should only take approximately fifteen minutes to fill out, though time can vary depending on the individual.

PARTICIPANTS' RIGHTS

You are being asked to participate in the current study voluntarily therefore you do not have to take part. If you do consent to taking part you have the right to omit or refuse to answer or

respond to any question/statement that is asked of you in the questionnaire. If you decide to take part, you may decide at any stage to stop being involved and terminate your involvement at any stage. All of the data collected will be anonymous. You do have the right to leave the study at any time.

BENEFITS AND RISKS

There are no known benefits or risks for you in this study. Participation in this study involves completion of some standardised tests, Contingencies of self-worth scale and Miller Cox attitudes towards makeup scale. Scores from these tests would not be a sufficient basis for clinical decisions or diagnosis, contain substantial margins of error, and are not used for diagnostic purposes in this study.

COST, REIMBURSEMENT AND COMPENSATION

You do not get paid for taking part in this study and your participation is voluntary.

CONFIDENTIALITY/ANONYMITY

The data we collect will not contain any personal information about you. It is not possible for anybody to link the data you provided for this study back to you. If data is being used at a presentation, no one can link this back to you. Data (including all forms of primary research materials) must be recorded or retained in a durable and appropriately referenced form and held for a period of at least five years to protect the researcher and the College in case of an allegation of falsification of data. The data will be kept in a locked excel file on my computer and will be completely anonymous.

FOR FURTHER INFORMATION

If you have any questions as a result of reading this information sheet, you can e-mail the researcher me and then start the questionnaire once you are happy to continue.

Grainne Kent/Chloe Kelly will be glad to answer your questions about this study at any time. You may contact them both by e-mail.

Grainne Kent: Grainne.Kent@ncirl.ie;

Chloe Kelly: X15375191@student.ncirl.ie

If you want to find out about the final results of this study, you should contact me via e-mail.

Appendix 2 – Consent form

I understand this research is being conducted by Chloe Kelly, an undergraduate student at the School of Business, National College of Ireland.

I understand the current research project has been approved in principle by the Departmental Ethics Committee, I understand that I may refuse to participate in the current study

I understand that if I have any concerns about participation I may contact the researcher or her supervisor.

I understand that I may withdraw from the study at any stage.

I understand there are no known expected discomforts or risks associated with participation.

I understand that all data from the study will be treated securely and confidentially.

I understand that the measures being used are not for diagnostic purposes.

I understand that in order to take part I must be over 18 years of age.

I confirm that I am over 18 years of age.

I have read the information sheet and understand the nature of the current study.

I have decided to take part voluntarily.

By ticking yes, you are agreeing to take part in this study. Do you wish to continue?

Yes.

Appendix 3 – Demographic questionnaire

Are you female? (Unfortunately, if male you cannot proceed with this questionnaire because the study is based solely on females).

Are you over the age of eighteen? (Unfortunately, if you are under the age of eighteen, you cannot take part in this study as it is only focused on adult females).

What age are you?

Do you wear makeup often? Yes/No

On average, how many days a week do you wear makeup?

Appendix 4 –

Contingencies of Self worth (Crocker, Luhtanen, Cooper & Bouvrette, 2003)

Contingencies of self-worth.

Description (optional)

Question *

	1. Strongly Disagree	2. Disagree	3. Disagree Somewhat	4. Neutral	5. Agree Somewhat	6. Agree	7. Strongly Agree
When I think I look attractive, I feel good about myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-worth is based on God's love.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel worthwhile when I perform better than others on a task or skill.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-esteem is unrelated to how I feel about the way my body looks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doing something I know is wrong makes me lose my self-respect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't care if other people have a negative opinion about me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing that my family members love me makes me feel good about myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I feel worthwhile when I have God's love.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can't respect myself if others don't respect me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-worth is not influenced by the quality of my relationships with my family members.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whenever I follow my moral principles, my sense of self-respect gets a boost.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing that I am better than others on a task raises my self-esteem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My opinion about myself isn't tied to how well I do in school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I couldn't respect myself if I didn't live up to a moral code.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't care what other people think of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When my family members are proud of me, my sense of self-worth increases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

My self-esteem is influenced by how attractive I think my face or facial features are.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-esteem would suffer if I didn't have God's love.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doing well in school gives me a sense of self-respect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doing better than others gives me a sense of self-respect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My sense of self-worth suffers whenever I think I don't look good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel better about myself when I know I'm doing well academically.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What others think of me has no effect on what I think about myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When i don't feel loved by my family, my self-esteem goes down.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-worth is affected by how well I do when I am competing with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

My self-esteem goes up when I feel that God loves me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-esteem is influenced by my academic performance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-esteem would suffer if I did something unethical.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to my self-respect that I have a family that cares about me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-esteem does not depend on whether or not I feel attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I think that I'm disobeying God, I feel bad about myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-worth is influenced by how well I do on competitive tasks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel bad about myself whenever my academic performance is lacking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-esteem depends on whether or not I follow my moral/ethical principles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My self-esteem depends on the opinions others hold of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Miller Cox Attitude about Makeup scale.

When filling in the answers to these statements, rate your score from 1 (not at all characteristic) to 5 (extremely characteristic).

I feel that makeup enhances my appearance. *

	1	2	3	4	5	
Not at all characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely characteristic

I am more self-confident when I wear makeup. *

	1	2	3	4	5	
Not at all characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely characteristic

I am more outgoing when I wear makeup. *

	1	2	3	4	5	
Not at all characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely characteristic

People react more positively to me when I wear makeup. *

	1	2	3	4	5	
Not at all characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely characteristic

Men pay more attention to me when I wear makeup. *

	1	2	3	4	5	
Not at all characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely characteristic

I flirt more when I'm wearing makeup. *

	1	2	3	4	5	
Not at all characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely characteristic

I feel my interactions with others go more smoothly when I'm wearing makeup. *

	1	2	3	4	5	
Not at all characteristic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely characteristic

Modified Cash Cosmetic Use Inventory (CCUI).

Compensatory use of a cosmetic product/procedure entails the application of a product to camouflage, mask, or diminish a feature that you feel embarrassed or ashamed of. Compensatory use also includes the use of cosmetics to normalize one's appearance, and the use of cosmetics to enhance a feature that you may feel is lacking. For example, compensatory use would include the use of concealer to cover an acne spot or under eye bags. Compensatory use could also include the use of mascara to compensate for lashes you feel are too light or short.

Decorative use of cosmetics products/procedures entails the application of a cosmetic product as a means to express one's self, or the use of a product for ornamental purposes. For example, decorative use of a cosmetic could include the use of an eye shadow color that you merely happen to like, or the use of eye makeup or lipstick to make you appear more dramatic for an evening out.

Please rate how often you use the following cosmetic products on the scale of 1 to 5, 1 being Never, and 5 being Always.

Please rate how often you use the following cosmetic products on the scale of 1 to 5, 1 being Never, and 5 being Always.

Description (optional)

Question *

	1. Never	2. Rarely	3. Sometimes	4. Often	5. Always
Lipstick	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip gloss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip liner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip balm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concealer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blush	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bronzer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eye shadow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eyeliner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mascara	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate how often you perform the following procedures on the scale of 1 to 5, 1 being never, and 5 being always.

Description (optional)

Question *

	1. Never	2. Rarely	3. Sometimes	4. Often	5. Always
Moisturising the face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moisturising the eye area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covering/treating acne spots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brushing teeth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using mouthwash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whitening teeth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shaping the eyebrows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Curling eyelashes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Removing/bleaching facial hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the extent to which you feel your use of the following products is COMPENSATORY on the scale of 1 to 5, 1 being never and 5 being always. Please fill in a 0, or leave the space blank if you do not use one of the products.

Description (optional)

Question *

	0. Do not use	1. Never	2. Rarely	3. Sometimes	4. Often	5. Always
Lipstick	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip gloss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip liner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip balm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concealer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Blush	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bronzer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eye shadow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eyeliner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mascara	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the extent to which you feel your practice of the following procedures is COMPENSATORY on the scale of 1 to 5, 1 being never and 5 being always. Please fill in a 0, or leave the space blank if you do not perform one of these procedures.

Description (optional)

Question *

	0. Do not do	1. Never	2. Rarely	3. Sometimes	4. Often	5. Always
Moisturising the face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moisturising the eye area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covering/treating acne spots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brushing teeth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Using mouthwash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whitening teeth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shaping the eyebrows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curling the lashes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Removing/bleaching facial hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the extent to which you feel your use of the following products is DECORATIVE on the scale of 1 to 5, 1 being never and 5 being always. Please fill in a 0, or leave the space blank if you do not use one of the products.

Description (optional)

Question *

	0. Do not use	1. Never	2. Rarely	3. Sometimes	4. Often	5. Always
Lipstick	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip gloss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip liner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lip balm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Concealer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Powder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blush	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bronzer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eye shadow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eyeliner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mascara	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the extent to which you feel your practice of the following procedures is DECORATIVE on the scale of 1 to 5, 1 being never and 5 being always. Please fill in a 0, or leave the space blank if you do not perform one of these procedures.

Description (optional)

Question *

	0. Do not do	1. Never	2. Rarely	3. Sometimes	4. Often	5. Always
Moisturising the face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moisturising the eye area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covering/treating acne spots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brushing teeth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using mouthwash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whitening teeth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shaping the eyebrows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curling eyelashes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Removing/bleaching facial hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 7 – Rosenberg Self-Esteem Scale (Rosenberg, 1965)

Rosenberg's self-esteem scale

Please indicate your agreement with the following statements. (5 =strongly agree, 4 = agree, 2 =disagree, 1 =strongly disagree).

Question *

	Strongly Agree	Agree	Disagree	Strongly Disagree
On the whole, I am satisfied with myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times I think I am no good at all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have a number of good qualities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to do things as well as most other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I do not have much to be proud of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I certainly feel useless at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I'm a person of worth, at least on an equal plane with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could have more respect for myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All in all, I am inclined to feel that I am a failure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The social self-esteem inventory

Please place a number in the space provided beside each of the statements below according to the following scale:
Completely unlike me 1 2 3 4 5 Exactly like me
For example, if you felt that a statement described you exactly, you would place a '5' beside that item. If the statement was completely unlike you, you would place a '1' beside the item. The numbers '2' through '4' represent varying degrees of the concept "like you". Please choose the number that appropriately reflects your similarity to the position expressed in the statement.

Question *

	1. Unlike me	2	3	4	5. Exactly like me
I find it hard to talk to strangers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

	1. Unlike me	2	3	4	5. Exactly like me
I lack confidence with people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

	1. Unlike me	2	3	4	5. Exactly like me
--	--------------	---	---	---	--------------------

	1. Unlike me	2	3	4	5. Exactly like me
I am socially effective.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

	1. Unlike me	2	3	4	5. Exactly like me
I feel confident in social situations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

	1. Unlike me	2	3	4	5. Exactly like me
I am easy to like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

	1. Unlike me	2	3	4	5. Exactly like me
I get along well with other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1. Unlike me	2	3	4	5. Exactly like me
I make friends easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

	1. Unlike me	2	3	4	5. Exactly like me
I am lively and witty in social situations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

	1. Unlike me	2	3	4	5. Exactly like me
When I am with other people I lose self-confidence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

	1. Unlike me	2	3	4	5. Exactly like me
I find it difficult to make friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am no good at all from a social standpoint.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am a reasonably good conversationalist.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am popular with people my own age.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am afraid of large parties.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I truly enjoy myself at social functions.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I usually say the wrong thing when I talk to people.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am confident at parties.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am usually unable to think of anything interesting to say to people.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am a bore with most people.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

People do not find me interesting.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am nervous with people who are not close friends.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am quite good at making people feel at ease with me.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am more shy than most people.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am a friendly person.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I can hold people's interest easily

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I don't have much 'personality'.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am a lot of fun to be with.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am quite content with myself as a person.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I am quite awkward in social situations.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question *

I do not feel at ease with other people.

1. Unlike me	2	3	4	5. Exactly like me
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>