

A Study of the Relationship between Face Satisfaction and Makeup Satisfaction

Ja-Myung Kuh

Lecturer, Dept. of Fashion Art & Design, Graduate School of Hansung University

(Received July 25, 2003)

Abstract

The purpose of this study was to investigate the relationship between women's face satisfaction and makeup satisfaction, to disclose the differences of makeup satisfaction according to demographic variables, and to examine how makeup satisfaction was influenced by face satisfaction and demographic variables. The subjects were 200 women over age 17 living in Seoul and its peripheral areas.

The results of this study were as follows : Face satisfaction were drawn three factors. Factor 1 was face contour satisfaction, Factor 2 was skin satisfaction, and Factor 3 was lips and eyes satisfaction.

There were significant positive relationship between factors of face satisfaction and makeup satisfaction. Also, the face contour satisfaction was in positive correlation with satisfaction of features, and the skin satisfaction was in positive correlation with that of features. There were significant positive correlations between makeup satisfaction and face shape, eyes, nose, lips, chin, and cheek bone satisfaction. Face satisfaction didn't show significant difference according to demographic variables, but makeup satisfaction showed significant difference according to age and occupation.

Face satisfaction was influenced by the facial face, clarity of skin, elasticity of skin, skin color, and ages. The explanatory power of the 4 variables were 24.5%. Makeup satisfaction was influenced by lips and eyes satisfaction, ages, and skin care level. The explanatory power of the 3 variables were 13.3%.

Key words : makeup, makeup satisfaction, face satisfaction

I. Introduction

Face is the most characteristic part of an individual and a very important part of human body denoting one's own identity. Once we meet any other person, we come to first look at his or her face and form an image of him or her in our mind through the face. Thus, people have many interests in their own face because of its

importance in social life, and some people try to make their own face beautiful through skin care as well as chemical peeling, face lift, and plastic surgery.

A beautiful face Korean women consider features large eyes, prominent nose, and small oval face. Also, they prefer white flexible skin without discoloration¹⁾. Furthermore, Korean women try to follow the criteria, applying makeup such a way so that their face could look small and

E-mail : jmkuh@hanmail.net

¹⁾ Hyun-Ok Lee, "Consumer purchase and usage behavior of cosmeceuticals : the relationships with appearance-related variables", (Master's Thesis, Yeungnam University, 1999), p. 61.

oval, and eyes, nose and mouth look prominent and cubical, and skin look clear and white²). As the term 'skin beauty' is used, clean skin ensures being called a beauty. This reflects the recent makeup trend of the natural transparent makeup many women prefer.

The transparent makeup is to apply light makeup to eyes and lips and its success depends on clear skin and its expression. If the skin is clean, it applies well, but otherwise, it rather discloses the weak points of the skin, making it look untidy. Accordingly, the prevailing transparent makeup raises concerns about skin care. It was found that women actually have many interests in skin and most care about expressing their own skin when applying makeup³). In this context, since skin is highlighted in line with the trend of transparent makeup, it is expected that the skin expression makeup as a base makeup will show more close correlation with makeup satisfaction.

Although makeup is related to a face, there have been little researches that deal with the cor-

relation between actual elements of a face and makeup satisfaction except for some researches regarding the cosmetics and facial satisfaction⁴⁻⁶) and the face image perception according to makeup use and extents of applied makeup⁷⁻¹²).

The purpose of this study was to investigate the relationship between women's face satisfaction and makeup satisfaction, to disclose the differences of makeup satisfaction according to demographic variables, and to examine how makeup satisfaction was influenced by face satisfaction and demographic variables. In addition, it will help understand women's appearance and makeup and provide basic data for makeup studies by identifying the differences between face satisfaction and makeup satisfaction according to demographical variables.

II. Review of Literature

1. Face

As some article interprets the face as "a cave

² Eun-A Park, "Psychosocial significance of makeup: "Showing" aesthetics", *Proceedings of the Consumer Advertising Psychology Association Symposium V*(Seoul, 2002), p. 53.

³ Hyo-Jeong Kim, "Makeup preference and actual condition of female of twenties", *Journal of Korean Beauty Society* vol. 5 no. 1 (1999), p. 204.

⁴ L. Theberge and A. Kernalguen, "Importance of cosmetics related to aspects of the self", *Perceptual and Motor Skills* vol. 48 (1974), pp. 827-830.

⁵ T. F. Cash, K. Dawson, P. Davis, M. Bowen and C. Galumbeck, "Effects of cosmetics use on the physical attractiveness and body image of american college women", *The Journal of Social Psychology* vol. 29, no. 3 (1989), pp. 349-355.

⁶ Hyun-Ok Lee, *op. cit.*

⁷ P. N. Hamid, "Some effects of dress cues on observational accuracy, a perceptual estimate, and impression formation", *The Journal of Social Psychology* vol. 86 (1972), pp. 279-289.

⁸ J. A. Graham and A. J. Jouhar, "The effects of cosmetics on personal perception", *International Journal of Cosmetic Science*, vol. 3 (1981), pp. 199-210.

⁹ J. E. Workman and K. K. P. Johnson, "The role of cosmetics in impression formation", *Clothing and Textiles Research Journal*, vol. 10, no. 1 (1991), pp. 63-67.

¹⁰ D. R. Osborn, "Beauty is as beauty does? Makeup and posture effects on physical attractiveness judgments", *Journal of Applied Social Psychology*, vol. 26, no. 1 (1996), pp. 31-51.

¹¹ Yon-Hee Lee, "A study on perception of face image of point make-up according to trends colors," (Ph. D. diss., Sungshin Women's University, 2000).

¹² So-Young Yoon, "The effect of make-up and hair style for impression formation," (Master's Thesis, Catholic University of Daegu, 2001).

of spirit¹³⁾(which is derived from Korean word)¹³⁾, it is the most attention-drawing part in our body. It is composed of various elaborate elements and differs depending on their shapes and arrangements. When head shape which determines the cubical shape of a face and facial elaborate elements such as lips, nose, eyes, eyebrows, and their combination coincides with the common beauty criteria, the face is considered to be beautiful. The criteria may be different dependent on individual preference or taste, but, on the whole, a cultural commonness dominates it.

Generally, Korean people's faces feature small eyes, nose and mouth, and large chin¹⁴⁾. In the meantime, most Korean women prefer westernized beauty having small and oval face, large eyes with double-edged eyelids and prominent nose¹⁵⁾, feel satisfied with flexible skin without discoloration and wrinkles¹⁶⁾.

Those who are content with their own face have a considerable sense of self-respect¹⁷⁾. The more people are satisfied with their own appearances, the smoother their human relation-

ship is, the more actively they participate in social activities or gatherings and the higher expectation they have in performing their jobs¹⁸⁾. On the contrary, those who have low appearance satisfaction get more stress with their own appearance¹⁹⁾. Such stress related to appearance arises more in women than in men. This reflects the socio-cultural values in which physical attraction is stressed more in women than in men. Women feel much stress from the differences between the reality and the ideal²⁰⁾.

People perceive that a man who has more attractive face was perceived sociable, warm, and intellectual²¹⁾. Attractive persons were judged as more socially desirable, were expected attain more prestigious occupation, were expected to have more total happiness than those of lesser attractiveness²²⁾. And a person who has more attractive face looks attractive, dignified, excellent, and has more individuality, creativity²³⁾ and characteristic advantages. They also perceive that such a person is appropriate as a date, spouse²⁴⁾, or employee²⁵⁾ of themselves.

¹³ Yong-Jin Cho, "Face and Korean faces" (Seoul, Sagyejeol, 2002), p. 48.

¹⁴ *Ibid.*, 50

¹⁵ Eun-A Park, *op. cit.*, p. 53.

¹⁶ Hyun-Ok Lee, *op. cit.*, p. 61.

¹⁷ P. F. Secord and S. M. Jourard, "The appraisal of body cathexis : Body cathexis and the self", *Journal of Consulting Psychology*, vol. 17, no. 3 (1953), pp. 343-347.

¹⁸ Ja-Myung Kuh, "A Study on the appearance satisfaction, achievement motive and sociality of middle school boys and girls," (Master's Thesis, Graduate School of Sungshin Women's University, 1993), p. 29.

¹⁹ Hyun-Ok Lee, *op. cit.*, p. 51.

²⁰ Gye-Min Yang, "Impact of perception to self physical attraction on self-respect," (Master's thesis, Chungbuk National University, 1993).

²¹ Hye-Sook Kim, "Impact of physical attraction on interpersonal perception and image rating", *Journal of Korean Psychology* vol. 7, no. 2 (1993), p. 57.

²² K. Dion, E. Berscheid and E. Walster, "What is beautiful is good", *Journal of Personality and Social Psychology*, vol. 24 (1972), pp. 288-289.

²³ Sun-Gyung Lee, "The effect of male clothing types and levels of facial attractiveness on the influences of occupational characteristics and impression," (Ph. D. diss., Yonsei University, 1993), pp. 75-89.

²⁴ Hye-Sook Kim, *op. cit.*, p. 58.

²⁵ R. L. Dipboye, R. D. Arvey and D. E. Terpstra, "Sex and physical attractiveness of raters and applicants as determinants of resume evaluation", *Journal of Applied Psychology*, vol. 62, no. 3 (1977), p. 288.

2. Makeup

Makeup is to effectively enhance women's attraction using cosmetics. It is considered that the reasons why women make up their face come from the basic desire of makeup including skin protection/ healthy skin maintenance, social desire and women's instinctive desire²⁶. The desire of protecting skin and maintaining healthy skin means that women makeup their face to protect their skin from external environment like ultraviolet rays and to improve their skin. The social desire of makeup means that women wear makeup because it is a social etiquette, which they should keep as social members. The women's instinctive desire means the human's basic instinct to be beautiful. Women make up their face to be more beautiful and attractive. So it is said that makeup is to protect skin and to realize women's desire to be beautiful. Also it has a significant meaning as a kind of social etiquettes, which women should keep as social members.

The ways of applying makeup has gradually changed from time to time. In 1960s, Korean women tried to make eyes look larger with eye liner and eye pencil, and stressed them with mascara and light pink and orange lipsticks were popular²⁷. In 1970s bright eye shadow makeup in blue color tone and red tone lipsticks were popular²⁸. In 1980s dark eyebrow, red lipstick, and brown tone eye shadow makeup and pink tone makeup were popular²⁹. In 1990s, the concept of the beauty has been changed. People began to prefer a small oval face with individuality and expression, decreasing the expectation for each face elements such as eyes, nose, and mouth, etc., which was the

criteria of the typical 1970s' and 1980s' beauty. Also in 1990s, the naturalism, which emerged from the antagonism against the highly developed mechanical civilization, began to stress the naturalness in makeup. The natural makeup, which began from the early 1990s and became more natural in the late 1990s³⁰, requires more technical skills in that it deals with all the courses of makeup from eyes to lips in order to complement the weak points of a face, but makes the face look as if no makeup was applied. In 2000s, the natural makeup still prevails, being called a 'transparent makeup' or 'nude makeup'. As the transparent makeup, in which as possible as thin and transparent makeup is applied so that the skin tone could be shown as the naked face, began to predominate in the trend, the desire toward white transparent skin is greatly increasing. Also, it was found that people most care about skin expression when applying makeup³¹.

The transparent makeup values a base makeup, and its point lies in scrupulous and elaborate expression using minimum amount of cosmetics. In the transparent makeup, you are to apply light color to eyes without using shadow, and apply transparent, coral or orange lipgloss to lips, and slightly apply cheek touch to your cheeks so as to give a little bit complexion. Like this, the transparent makeup is characterized by a stress on skin makeup and light color.

The act of makeup has life stages. The teenagers generally begin makeup out of curiosity and are not skillful at it. Those in their twenties tend to have their own makeup skills as they become more experienced in makeup. Since those in their thirties or forties concentrate their

²⁶ Jae-Young Kim and Eun-Jung Kim, "The makeup behavior according to life stage", *Proceedings of the Consumer Advertising · Psychology Association Symposium V* (Seoul, 2002), p. 43.

²⁷ Yong-Mi Kim, "A Study of makeup culture since 1945 liberation," (Master's Thesis, Ewha Women's University, 2000), p. 34.

²⁸ *Ibid.*, p. 38.

²⁹ *Ibid.*, p. 45.

³⁰ *Ibid.*, p. 48.

³¹ Hyo-Jeong Kim, *op. cit.*, p. 204.

interests on their children and decrease social relationship, they are in resting stage in makeup, applying little color makeup. As their children grow to some extent, they resume makeup, beginning to participate in social life again. This is the time when they most have interest in makeup. They come to pursue heavier makeup. Furthermore, since they have experience in the loss of skin flexibility and wrinkles around eyes, they have much interest in the recovery and care of skin, and begin to take interest in high-priced and more functional products³².

Makeup affects human appearance and his or her mood. Makeup makes human appearance outstanding and increases its value³³. One can make his or her image up with wearing makeup. It makes him or her feel good and even happy. When people makeup their face, they feel better and it is reflected on their face. So makeup presents organic mutual relations between face and feeling³⁴.

The makeup satisfaction of those in their forties or more is high³⁵. Also, those who have high masculine sex-role identity have high makeup satisfaction³⁶.

3. Relationship between Face and Makeup

Previous researches about face and makeup include such ones regarding the cosmetics use and face satisfaction, and the face image percep-

tion according to extents of applied makeup.

According to Theberge and Kernaleguen (1979)³⁷ who researched the importance of cosmetics related to the aspects of self, body and face cathexis related positively and significantly to the total importance of cosmetic score and to amount used. The more people were content with their own body and face, the higher the importance of cosmetics was and the more the amount of cosmetics was, and the more they were content with their own body, the higher the reliance on cosmetics was.

The face satisfaction showed significant difference according to the usage degrees of cosmeceuticals. The pore control product usage type was satisfied skin elasticity, and the low pore control product usage type was satisfied skin whitening. The pore control product usage type was high appearance interest, the skin aging-whitening product usage type was high in the degree of makeup³⁸.

Cash, Dawson, Davis, Bowen and Galumbeck(1989)³⁹ had researched effects of cosmetics use on the physical attractiveness. Male judges were significantly affected by the presence versus absence of cosmetics on the women in the photographs. Male who judged the photographs of women as less physically attractive when cosmetics absent. Greater cosmetics use was significantly associated with greater effects

³² Chang-Jo Yoo and Soo-Kyung Park, "Behavioral changes in pursuing beauty according to women's physical changes", *Proceedings of the Consumer Advertising Psychology Association Symposium V* (Seoul, 2002), pp. 62-68.

³³ J. A. Graham and A. J. Jouhar, *op. cit.*, p. 204.

³⁴ Ki-Yeu Jo, "The relationships among self-efficacy personal space, proximity of clothing to self and proximity of cosmetic to self," (Ph. D. diss., Catholic University of Daegu-Hyosung, 1997), p. 25.

³⁵ Yon-Sook Jun, "Women's perceptions to makeup and related factors," (Master's thesis, Kyungsan University, 2000), p. 53.

³⁶ Ja-Myung Kuh and Kwuy-Young Lee, "A Study on sex role identity and makeup behavior", *Journal of Fashion Business*, vol. 6, no. 2 (2002), p. 131.

³⁷ L. Theberge and A. Kernaleguen, *op. cit.*, p. 829.

³⁸ Hyun-Ok Lee, *op. cit.*, pp. 53-54.

³⁹ T. F. Cash, K. Dawson, P. Davis, M. Bowen, and C. Galumbeck, "Effects of cosmetics use on the physical attractiveness and body image of American college women", *The Journal of Social Psychology*, vol. 129, no. 3 (1989), pp. 352-353.

on satisfaction with all appearance.

In order to research the influence of makeup and wearing glasses on impression formation on women, Hamid(1972)⁴⁰⁾ presented four(4) stimulating situations including case 1 with makeup and glasses, case 2 with makeup and without glasses, case 3 without makeup and with glasses, and case 4 without makeup and glasses, to men and women subjects so as to rate attraction from the cases. As a result of it, there were attractiveness ratings differences depending on sexes. In particular, men showed higher attractiveness to each stimuli than women, and rated the stimulus of case 2 with makeup and without glasses much higher than that of case 3 without makeup and with glasses.

For the research of cosmetics' usefulness, Graham and Jouhar(1981)⁴¹⁾ made four(4) stimulating combinations using makeup and hair care so that sixteen(16) men and women subjects could rate them. As a result of it, there were distinct differences between sexes in image perception to a face makeup is not applied to. In particular, men rated the stimulus without makeup unsociable and boring. Also with facial makeup people were rated more tidy, feminine, clean, pleasant, physically attractive and mature looking, and were rated more secure, sociable, interesting, making an effort, poised, confident, organized and popular. This shows that using cosmetics is rated favorable in appearance and character.

Workman, Johnson(1991)⁴²⁾ investigated the effects of three levels of cosmetics of provoking sexual harassment and of being sexually harassed. When the model wore either heavy or

moderate cosmetics was rated more likely to be sexually harassed than when the model did not wear cosmetics. In addition to, male subjects rated the model wore heavy cosmetics more likely to provoke and to be sexually harassed than did female subjects.

Osborn(1996)⁴³⁾ researched makeup and posture effects on physical attractiveness judgements. As a result of it, applying makeup was regarded as brighter, more sociable, more assertive, less modest, having fewer medical problems, more likely to have an extramarital affair, more attractive, and more sexy.

So-Young Yoon(2001)⁴⁴⁾ investigated the differences of impression formation according to three levels of makeup(no makeup, moderate, heavy). As a result of it, no makeup model was perceived as modest, tidy, pure, moderate makeup model was found out to be feminine, modern, urbane, heavy makeup model was perceived as sexy, bold.

On perception of face image according to 6 makeup trend(natural, romantic, gorgeous, up-to-date, classic, basic), base without neither eye shadow nor lipstick was perceived as attractive, chaste, womanish, young, gentle while not sexy, ordinary, conservative⁴⁵⁾.

III. Research Method

1. Problems

- (1) To identify the dimension of face satisfaction
- (2) To examine the correlation between face satisfaction and makeup satisfaction

⁴⁰⁾ P. N. Hamid, *op. cit.*, pp. 281-285.

⁴¹⁾ J. A. Graham and A. J. Jouhar, *op. cit.*, pp. 199-210.

⁴²⁾ J. E. Workman and K. K. P. Johnson, "The role of cosmetics in attribution about sexual harassment", *Sex Roles*, vol. 24 (1991), p. 759.

⁴³⁾ D. R. Osborn, *op. cit.*, p. 38.

⁴⁴⁾ So-Young Yoon, "The effect of makeup and hair style for impression formation," (Master's Thesis, Catholic University of Daegu, 2001), p. 36.

⁴⁵⁾ Yon-Hee Lee, "A study on perception of face image of point makeup according to trends colors," (Ph. D. diss., Sungshin Women's University, 2000), p. 130.

- (3) To examine the differences in makeup satisfaction depending on skin expression makeup and color makeup
- (4) To examine the differences between face satisfaction and makeup satisfaction according to demographic variables
- (5) To explore how much the demographical variables and skin condition influence the face satisfaction and how much the demographic variables and face satisfaction influence makeup satisfaction

2. Instrument

The face satisfaction used here referred to the level of satisfaction as to the elements of face and skin such as eyes, nose, lips, facial shape, and skin condition. To measure face satisfaction, it was used that the items of Hyun-Ok Lee (1999)⁴⁶ comprising a total of thirteen questions about facial shape, skin condition, and the shape of each facial parts. Each questions were measured by the 5-point Likert type scale. The makeup satisfaction comprising 5 items was also measured by 5-point Likert scale. Cronbach's α reliability coefficient of the 5 items was 0.73. The level of the skin management comprising one question was measured by 5-point scale. Age, marital status and average monthly pay as demographical variables were investigated.

3. Subjects

The subjects were 200 women over age 17 living in Seoul and its peripheral areas. In the age of the respondents, 52 persons(26.0%) were between ages 18 and 19, 78 persons(39%) in their twenties, and 70(35%) in their thirties or forties. In their occupations, university students comprised 77 persons(38.5%), housewives, 63 (31.5%), and employed women, 60 (30.0%). In income level, 80 persons up to 2,000,000 won accounted for 40.0%, 73 persons up to 4,000,000 won, 36.5%, and 47 persons(23.5%) earned 4,000,000 won or more.

⁴⁶ Hyun-Ok Lee, *op. cit.*, p. 35.

⁴⁷ L. Theberge and A. Kernaleguen, *op. cit.*, p. 829.

4. Data Analysis

In order to analyze data, factor analysis, Cronbach's α reliability coefficient, Pearson's correlation coefficient, t-test, one-way ANOVA, Duncan's multiple range test, and multiple regression analysis were conducted using SPSS.

IV. Results and Discussion

1. Factor Analysis of Face Satisfaction

Three factors were drawn through factor analysis of face satisfaction. Factor 1 was face contour satisfaction, Factor 2 was skin satisfaction, and Factor 3 was eyes and lips satisfaction. The factor loading of all the items was 0.38 or more, and the cumulative percentage up to the factor 3 was 60.06%.

2. Correlation between Face Satisfaction and Makeup Satisfaction

There were significant positive relationship between factors of face satisfaction and makeup satisfaction. The makeup satisfaction showed higher levels as they were content with their own facial shape, skin and features.

It can be thought that this is because good features and skin enhance the effect of makeup and accordingly the face that came to look prettier gains more positive effects. In particular, the satisfaction toward features and the one toward makeup showed high correlation. This may be because eyes and lip may be variably altered in shape and color by using eye shadow and lipstick as people associate makeup with eye makeup and lip makeup.

This result shows that the more people are content with their own face, the higher makeup satisfaction is, and is in the same context of Theberge and Kernaleguen's (1979)⁴⁷ that the more the subjects were content with their own body and face, the higher the importance of cosmetics was. It can be thought that this is be

〈Table 1〉 Factor Analysis of Face Satisfaction

Factor	Items	Factor Loading	Eigenvalue	Cumulative %	Reliability
Face contour satisfaction	Facial size	.86	2.51	25.12	.80
	Facial shape	.85			
	Chin	.71			
	Cheek bone	.65			
Skin satisfaction	Nevus	.89	1.87	18.73	.65
	Melasma	.89			
	Skin color	.38			
Eyes and lips satisfaction	Lips	.79	1.65	16.21	.53
	Nose	.78			
	Eyes	.45			

〈Table 2〉 Correlation between Face Satisfaction and Makeup Satisfaction

	Face contour satisfaction	Skin satisfaction	Eyes and lips satisfaction
Skin satisfaction	.131		
Eyes and lips satisfaction	.321**	.357**	
Makeup satisfaction	.181**	.140**	.272**

**p<.01.

cause good features and skin enhance the effect of makeup and accordingly the face that came to look prettier gains more positive effects. In particular, the satisfaction toward features and the one toward makeup showed high correlation.

This may be because eyes and lips may be variably altered in shape and color by using eye shadow and lipstick as people associate makeup with eye makeup and lip makeup.

Also, the face contour satisfaction was in positive correlation with satisfaction of features, and the skin satisfaction was in positive correlation with that of features.

This implies that the more people are content with their own face contour, the more they are content with their own features, and the more they are content with their own skin, the more they are content with their own features. However, there was no significant correlation between the face contour satisfaction and skin satisfaction.

There were significant positive correlations between makeup satisfaction and facial shape, eyes, nose, lips, chin, and cheek bone satisfac-

〈Table 3〉 Correlations between Shape of Each Facial Parts and Makeup Satisfaction

Facial parts Makeup satisfaction	Facial size	Facial shape	Chin	Cheek bone	Nevus	Melasma	Skin color	Lips	Nose	Eyes
Makeup satisfaction	.013	.212**	.176**	.180**	.117	.081	.130	.209**	.169**	.273**

**p<.01.

tion. Korean women tend to prefer larger eyes, prominent nose, and small oval face, and try to follow the criteria, and accordingly they try to apply makeup such a way so that their face looks small and oval, and eyes, nose and lips look prominent and cubical. In this context, it was found that the makeup satisfaction was significantly correlative with the features of face. However, any significant correlation was not found between makeup satisfaction and discoloration on the face or skin color.

3. Face and Makeup Satisfaction Difference according to Demographic Variables

Face satisfaction didn't show significant difference according to demographic variables, but makeup satisfaction showed significant difference according to age and occupation.

That is, people are content with their own makeup as they are older, and employed women showed higher makeup satisfaction than university students or unemployed women did. It can be thought that this is because, while the teenagers are not skillful at makeup as beginner, and those in their twenties tend to have their own makeup skill as they become more experienced in makeup, those in their thirties or forties tend to have higher makeup satisfaction since they are so experienced in makeup so that they could match it to their own face. Also, since employed women, who do social activities, are more active in making themselves up and have their own makeup skills, they have higher makeup satisfaction. It can be thought that this is because good features and skin enhance the effect of makeup and accordingly the face that came to look prettier gains more positive effects. In particular, the satisfaction toward features and the one toward makeup showed high correlation. This may be because eyes and lip may be variably altered in shape and color by using eye shadow and lipstick as people associate makeup

with eye makeup and lip makeup. It may be that this is because, while the teenagers are not skillful at makeup as beginner, and those in their twenties tend to have their own makeup skill as they become more experienced in makeup⁴⁸⁾, those in their thirties or forties tend to have higher makeup satisfaction since they are so experienced in makeup so that they could match it to their own face. Also, since employed women, who do social activities, are more active in making themselves up and have their own makeup skills, they have higher makeup satisfaction. This is partly in the same context of Yeon-suk Jun's research(2002)⁴⁹⁾ that the makeup satisfaction of those in their forties was higher than that of those in their twenties or thirties.

4. Regression Analysis of Face Satisfaction and Makeup Satisfaction

Face satisfaction was influenced by the facial size, clarity of skin, elasticity of skin, skin color, and ages. The explanatory power of the 4 variables were 24.5%.

That is, the smaller the face is, the more clear, flexible and white the skin is, and the higher the age is, the more people are content with their own face. It may be that this is correlative the fact that Korean women tend to prefer small oval face and white clear skin⁵⁰⁾.

Makeup satisfaction was influenced by eyes and lips satisfaction, ages, and skin care level. The explanatory power of the 3 variables were 13.3%.

That is, the more people are content with their own eyes and lips, the older they are, and the more they care for skin management, they have higher makeup satisfaction.

V. Conclusion

The purpose of this study was to investigate

⁴⁸ Chang-Jo Yoo and Soo-Kyung Park, *op. cit.*, p. 64.

⁴⁹ Yon-Sook Jun, *op. cit.*, p. 53.

⁵⁰ Eun-A Park, *op. cit.*, p. 53.

〈Table 4〉 Face and Makeup Satisfaction Difference according to Demographic Variables

Demographic variables		Face, makeup satisfaction	Face contour satisfaction	Skin satisfaction	Eyes and lips satisfaction	Makeup satisfaction
Ages	Ages 18 and 19 (n=52)		2.82	2.90	3.11	2.54(b)
	Twenties (n=78)		2.92	3.06	3.12	2.86(a)
	Thirties or forties (n=70)		2.94	3.14	3.13	2.91(a)
F value			0.37	1.33	0.01	5.37**
Marital status	Married (n=64)		2.93	3.04	3.09	2.85
	Unmarried (n=136)		2.88	3.05	3.14	2.77
t value			0.14	0.80	0.01	0.01
Occupation	University students (n=77)		2.82	3.03	3.06	2.62(b)
	Housewives (n=63)		2.92	3.04	3.11	2.88(a)
	Employed women (n=60)		2.97	3.08	3.19	2.94(a)
F value			0.60	0.09	0.56	4.68**
Income	2,000,000won and blow(n=80)		2.78	2.93	3.06	2.75
	2,000,000won ~ 4,000,000 won and blow (n=73)		2.92	3.07	3.06	2.75
	4,000,000won or over (n=47)		3.04	3.20	3.31	2.94
F value			1.69	0.60	2.65	1.55

**p<.01, a,b,c : Duncan's multiple range test(p<.05).

〈Table 5〉 Regression Analysis of Face Satisfaction

Independent variables	R ²	b	beta	t	Overall F
Facial size	.124	.301	.359	5.697**	constant=5.022 F=12.594** df=4/195
Clarity of skin	.179	.169	.189	2.943**	
Elasticity of skin	.207	.157	.196	2.987**	
Skin color	.226	.110	.140	2.234*	
Ages	.245	8.998E - 03	.141	2.230*	

*p<.05, **p<.01.

〈Table 6〉 Regression Analysis of Makeup Satisfaction

Independent variables	R ²	b	beta	t	Overall F
Eyes and lips satisfaction	.074	.246	.242	3.622**	constant=4.869 F=11.190** df=3/196
Ages	.116	.179	.209	3.160*	
Skin care level	.133	.111	.177	2.638*	

*p<.05, **p<.01.

the relationship between women's face satisfaction and makeup satisfaction, to disclose the differences of makeup satisfaction according to demographic variables, and to examine how makeup satisfaction was influenced by face satisfaction and demographic variables. The subjects were 200 women over age 17 living in Seoul and its peripheral areas.

The results of this study were as follows:

First, three factors were drawn through factor analysis of face satisfaction. Factor 1 was face contour satisfaction, Factor 2 was skin satisfaction, and Factor 3 was lips and eyes satisfaction. Second, there were significant positive relationship between factors of face satisfaction and makeup satisfaction. Also, the face contour satisfaction was in positive correlation with satisfaction of features, and the skin satisfaction was in positive correlation with that of features. Third, there were significant positive correlations between makeup satisfaction and face shape, eyes, nose, lips, chin, and cheek bone satisfaction. Fourth, the face satisfaction didn't show significant difference according to demographic variables, but the makeup satisfaction showed significant difference according to age and occupation. Fifth, face satisfaction was influenced by the facial face, clarity of skin, elasticity of skin, skin color, and ages. The explanatory power of the 4 variables were 24.5%. Makeup satisfaction was influenced by lips and eyes satisfaction, ages, and skin care level. The explanatory power of the 3 variables were 13.3%.

On the whole, the more people were content with their own facial shape, skin and features, they showed higher makeup satisfaction. In the face satisfaction, the smaller the face was, the more clear, flexible and white the skin was, and the higher the age was, people showed higher makeup satisfaction. In this regard, it is found that makeup is more correlative with features including facial shape, eyes and lips than skin, and the feature is a significant variable that influence the makeup satisfaction.

For more organized study on appearance and makeup, other follow-up researches should be

conducted through a stratified sampling of sexes, ages and regions to extend the subjects and implement a comparative analysis. Also, studies toward more variables such as psychological one should be conducted in researching the correlation between appearance and makeup.

References

- Cash, T. F., Dawson, K., Davis, P., Bowen, M. and Galumbeck, C. 1989. Effects of cosmetics use on the physical attractiveness and body image of American college women. *The Journal of Social Psychology*, 129(3): 349-355.
- Cho, Yong-Jin. 2002. *Face and Korean Faces* (Seoul, Sagyejeol).
- Dion, K., Berscheid, E., and Walster, E. 1972. What is beautiful is good. *Journal of Personality and Social Psychology*, 24:285-290.
- Dipboye, R. L., Arvey, R. D. and Terpstra, D. E. 1977. Sex and physical attractiveness of raters and applicants as determinants of resume evaluation. *Journal of Applied Psychology*. 62(3):288-294.
- Graham, J. A. and Jouhar, A. J. 1981. The effects of cosmetics on personal perception. *International Journal of Cosmetic Science*. 3:199-210.
- Hamid, P. N. 1972. Some effects of dress cues on observational accuracy, a perceptual estimate, and impression formation. *The Journal of Social Psychology*. 86:279-289.
- Jo, Ki-Yeu. 1997. The relationships among self-efficacy personal space, proximity of clothing to self and proximity of cosmetic to self. Ph. D. diss., Catholic University of Daegu-Hyosung.
- Jun, Yon-Sook. 2000. Women's perceptions to makeup and related factors. Master's thesis, Kyungsan University.
- Kim, Jae-Young and Kim, Eun-Jung. 2002. The makeup behavior according to life stage. *Proceedings of the Consumer Advertising · Psychology Association Symposium V*. Seoul: 37-48.

- Kim, Hye-Sook. 1993. Impact of physical attraction on interpersonal perception and image rating. *Journal of Korean Psychology*, 7(2): 46-62.
- Kim, Hyo-Jeong. 1999. Makeup preference and actual condition of female of twenties. *Journal of Korean Beauty Society*. 5(1):195-208.
- Kim, Yong-Mi. 2000. A Study of makeup culture since 1945 liberation. Master's thesis, Ewha Women's University.
- Krebs, D. and Adinolfi, A. A. 1975. Physical attractiveness, social relations, and personality style. *Journal of Personality and Social Psychology*, 19(2):245-253.
- Kuh, Ja-Myung. 1993. A Study on the appearance satisfaction, achievement motive and sociality of middle school boys and girls, Master's thesis, Sungshin Women's University.
- Kuh, Ja-Myung and Lee, Kwuy-Young. 2002. A Study on sex role identity and makeup behavior, *Journal of Fashion Business*. 6(2): 124-136.
- Lee, Hyun-Ok. 1999. Consumer purchase and usage behavior of cosmeceuticals : the relationships with appearance-related variables, Master's thesis, Yeungnam University.
- Lee, Sun-Gyung. 1993. The effect of male clothing types and levels of facial attractiveness on the influences of occupational characteristics and impression, Ph. D. diss., Yonsei University.
- Lee, Yon-Hee. 2000. A study on perception of face image of point makeup according to trends colors, Ph. D. diss., Sungshin Women's University.
- Osborn, D. R. 1996. Beauty is as beauty does? Makeup and posture effects on physical attractiveness judgments, *Journal of Applied Social Psychology*. 26(1):31-51.
- Park, Eun-A. 2002. Psychosocial significance of makeup: "Showing" aesthetics, *Proceedings of the Consumer Advertising · Psychology Association Symposium V*. Seoul: 49-60.
- Secord, P. F. and Jourard, S. M. 1953. The appraisal of body cathexis : Body cathexis and the self, *Journal of Consulting Psychology*. 17(3):343-347.
- Theberge, L. and Kernaleguen, A. 1974. Importance of cosmetics related to aspects of the self, *Perceptual and Motor Skills*. 48:827-830.
- Workman, J. E. and Johnson, K. K. P. 1991. The role of cosmetics in attribution about sexual harassment, *Sex Roles*. 10(1):63-67.
- Yang, Gye-Min. 1993. Impact of Perception to Self physical attraction on self-respect, Master's thesis, Chungbuk National University.
- Yoo, Chang-Jo and Park, Soo-Kyung. 2002. Behavioral changes in pursuing beauty according to women's physical changes, *Proceedings of the Consumer Advertising · Psychology Association Symposium V*. Seoul: 61-72.
- Yoon, So-Young. 2001. The effect of makeup and hair style for impression formation, Master's thesis, Catholic University of Daegu.