

## The Effects of Talent Type and Body Consciousness on High level–Appearance Management Behavior

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### Abstract

This study aims to define the influences of an individual's talent types and body consciousness factors on high((intense)–level appearance management behavior in 367 adults(female 172 and male 195). The present study is the first to consider both human talent type and the body consciousness on the high level–appearance management behavior correlates to appearance management behaviour.

According to the result of the analysis, plastic surgery on body forms or faces are done by few people. However, straightening teeth, ear piercing, removal of spots or imperfections, and eyebrow tattoos are conducted by many consumers without much resistance. It is rather widely accepted, despite the fact that it can cause pain, discomfort, and side-effects. Furthermore, although excessive acts such as muscle training, dieting, weight managing, and oriental treatments can lead to side-effects, the standardized efficient beta value turned out to be high for these treatments.

Thus, this study suggests that both the interpersonal talent among 8 talent factors and 2 body consciousness factors contributes to the reinforcement of the self–identity through high level–appearance management behaviors, but except risky plastic surgery. Therefore, this study supports the previous researches that body consciousness composed of self–source, which is desires and efforts to achieve the ideal body, and external–source, which is the internalization of other people's feedbacks.

**Key Words** : Talent Types, inner–directed body consciousness, other–directed body consciousness, High(intense) level–Appearance Management Behavior, Beauty Behaviour.

### 1 . Introduction

Our society tends to prefer younger, skinnier, and Western–looking physical appearance. In

order to achieve this beauty ideal, there are increasing number of people who undergo intense level of appearance management by using clothing, makeup, hair style, or by performing to

the extent of laser skin care, diet, weight management, straightening of irregular teeth through braces, semi-permanent makeup, ear piercing, and aesthetic surgeries.<sup>1)2)3)</sup> Sometimes, it is undeniably true that side-effects of appearance management is becoming a serious social issue. As such, the modern day people's appearance pursuing behavior is giving birth to syndromes such as "best face", "best body", as well as greatly influencing diet, beauty, cosmetic, fashion, and medical industries, to a point that it is becoming a social and economic issue. The academics are continuously intrigued by this lookism phenomenon and researches have been performed.<sup>4)5)</sup>

In this context, this study aims to define the influences of an individual's talent factors and body consciousness factors in high(intense)-level of appearance management behavior. The study categorizes such intense level behaviors as those conducted through receiving service or treatment, such as permanent and semi-permanent tattoos, laser skin-care, and aesthetical plastic surgery conducted in specialist shops or specialized medical practices.

## II. Theoretical Background

### 1. Previous studies of High level- Appearance Management Behavior

Appearance refers to the entire depiction of a person's outward visual. In this portrayal, body and clothing play an important role. It also includes an individual's behavior, posture, and expression. According to Kaiser, appearance management behavior is defined as a process of managing self-presentation in order to execute one's role through interaction with other people.<sup>6)</sup> In other words, appearance management

can be interpreted as showing one's identity to another person through controlled behavior of self-expressing within a social environment. The reason that today's individuals are passionate about appearance management is because an individual's everyday life is composed of interactions with other individuals, and appearance behavior is also constructed from feedbacks given by others. Thus, an appearance management behavior has a cultural context underneath. By sending a symbol of oneself – embedded with various cultural meaning (in other words, embedded with feedback from others). An individual expresses oneself through the process of showing and witnessing others, and it can be said that the purpose of appearance management behavior is to compose one's identity through the repetition of this process.

There are three main management behaviors undertaken in order to improve one's appearance. The first method is appearance management in everyday lives, where an individual can easily perform it oneself: such examples are make-up and hairstyling. The second method is appearance management through harmonizing clothing. The last method includes straightening teeth through braces, lipo-suction, or aesthetic plastic surgeries that cause transformation in bodily figure. The third method is often accompanied by risk and discomfort. In this paper, we will classify appearance management behavior that includes risk and discomfort as intense-level of appearance management behavior.

Today's people internalize their ideas of body images through feedbacks from family, friends, relatives as well as from influences of mass media.<sup>7)8)</sup> As an effort to achieve these ideal images, they undergo make-up, hair styling, skin

care, wear stylish or harmonious clothing, manage their weight and diet, and also receive aesthetic surgeries.<sup>9)</sup> Controlling one's size of meals and exercising in order to manage weight can be seen as a portrayal of self-determination. However, once the ideal image is reflected into one's psychology, it can make even a normal weighted person to lose further weight in order to appear taller and slimmer. This is shown through intense fitness, health, yoga programs and when overdone, it can make a person look as if they are sick.

It can be said that the image of the ideal weight is one that has been pressured by the media or from feedbacks of other people. Reflection of ideal image is not limited to women. Men, who consider themselves masculine, also try to emphasize their manly attractiveness through strengthening abdomen, shoulders, and chest. There has been reported cases where too much weight-lifting has caused illness. Slender but hard and large shoulders, six packs are typical ideal images of men's physical body.

Transcending appearance management behavior that can be done by oneself, aesthetic surgery – which involves skills of other people – was not popular due to high risk and also high costs. However, recently, with the development of digital technology, creation new materials, and improvement in plastic surgery technologies, more and more people are receiving surgical treatments.

Aesthetic surgeries are popular and preferred as a method of appearance management because it is permanent and the level of satisfaction on end results are high. Operations to correct maxillary rotational surgery(maxillofacial surgery) protrusions, which has recently become controversial, aims to make the face shape

slimmer and smaller. As its side-effects, it can cause an inability to close one's mouth or even to speak. Despite this, it is reported that consultation inquiries for this operation occurs frequently in plastic surgery offices. Moreover, beauty is no longer considered as a "women's thing"; with the difficulty in employment and with the perception that appearance is also an asset, men are also easily accepting beauty behavior and aesthetic surgeries.

According to previous studies, people with low-esteem tend to have larger desires for surgical beauty,<sup>10)</sup> and there is a negative relationship between esteem and dependancy: more esteem an individual possess, he or she tends to show less dependancy on social acceptances, while showing more interest in clothing oneself beautifully and managing his or her finances.<sup>11)</sup> There was a larger tendency to bandwagon with the trend and groups if a person's self-esteem was low.<sup>12)13)</sup> It is reported that those with high self-esteem possess positive attitudes and confidence and improve oneself through clothing. Thus, they place higher values in clothing.<sup>14)15)</sup>

This study classifies intense-level appearance management behavior as those accompanied by difficulty, risk, or long-term discomfort: these include excessive muscle training, medication, binge eating, weight management program through dietary treatment, excessive dieting programs. Also in the form of oriental medicine treatments, it includes special acupuncture; in body-form surgeries, they include lipo-suction and breast implants, face surgery such as nose, eye, face-line corrections, straightening of teeth. For specialized skin care, it can be listed as treatments such as ear piercing, tattooing of eyebrows, lashes, and lips. Intense level of appearance management is not only popular in

Korea but also abroad. According to Jaeha Lee and Kim K. P. Johnson when asked how often the respondents take part in specialized appearance management, the 38% of participants responded "more than once".<sup>16)17)</sup>

## 2. The Self-Consciousness and international concepts of Body

A human being starts to perceive the existence of one's own body at the age of two and by the age of 3~4, and one starts to perceive one's gender through differences in body visuals. Moreover, at this age, a child recognizes oneself as a unique being through psychological and physical experiences.<sup>18)</sup>

A perception of body as a factor in constructing a concept of self is composed of material self, social self, and spiritual self. Material self includes one's own body, its characteristics, and the individual's possessions. The social self signifies a person's social status and position in relationships with other people. The spiritual self is defined as a person's internal characteristics, in other words, the subjective existence such as personality, ability, and hobby. The last type of self is the most continuous, fundamental, and valuable part of oneself.

An individual perceives one's own generalized characteristics such as appearance, tendency, ability, personality, values, ideology, and preferences through learning and experience from living his or her everyday life. These characteristics are embedded in his or her memory, and later form a cognitive structure of oneself, executing information and behavior according to it. Furthermore, a concept of self is built upon through complex social interactions of three sources: reactions of other people, comparison with others, and self-perception.

Based on this, choice of appearance management and clothing occurs. Therefore, an important source of information about oneself is gained through comparing oneself with others, and people have a tendency to compare one's opinion or ability with that of other people. This type of comparison, in turn, influences one's self-evaluation, and one's bodily perception gives motivation to manage one's body. Body perception are composed of self-source, which is desires and efforts to achieve the ideal body, and external-source, which is the internalization of other people's feedbacks.<sup>19)</sup>

## III. Research methods

This study resulted in setting up the following research procedure in order to analyze the effects of the talent factors and body consciousness factors on the high level-appearance management behaviors.

### 1. Research questions

- 1) The effects of the talent factors on the high level-appearance management behaviors are analyzed.
- 2) The effects of the body consciousness factors on the high level-appearance management behaviors are analyzed.
- 3) The effects of the demographic factors on the high level-appearance management behaviors are analyzed.

### 2. Literature review and survey

In order to conduct this study, the researchers initially conducted literature research through previous studies and literature available on the subject of psychological and social evidence of

modern individual's beauty-related behavior.<sup>20)21)</sup> Furthermore, it was followed by a statistical market and beauty-related behavior research on what types of services and products currently exist. Through previous studies and literature, the researchers of this study deducted measurement tools to observe beauty-related behavior and then executed a preliminary research and adapted further and improved these tools for the particulars of this study. The individual subjects of the research were selected by simple sampling and surveys were distributed and collected based on head-to-head method.

### 3. Measures

Measuring tools were composed with a survey consisting of 91 questions on 5 point likert-type scales (1 = strongly disagree to 5 = strongly agree), and a survey consisting of 8 questions on nominal scales, including general demographic informations such as age, sex, occupation, job career, major, income, expense for buying clothing, location.

### 4. Questionnaire period

The preliminary survey was carried out over a week targeting male and female adults who are older than 18 to 50's, are located in Seoul city, Daejeon City, Sungnam of Gyunggi-do, and Taegu city in South Korea. The survey was conducted from February 25, 2012 to March 30, 2012. The questionnaire survey was carried out on a door-to-door basis.

### 5. Participants

Three hundred sixty seven participants took part in this study ; 367 participants were composed with female 172 persons (46.9%),

males 195 persons (53.1%), and were composed with 18 to younger than 20 ages(8 persons, 2.2%), 20s (156 persons, 42.5%), 30s (76 persons, 20.7%), 40s( 105 persons, 28.6%), 50s( 22persons, 6.0%). Convenience sampling method was used for extraction.

### 6. Data analysis

In this paper, PASW version 19.0 was used to run explanatory factor analysis (EFA) to determine the structural characteristics of the questionnaire, was used to examine the reliability for validity among variables, and was calculated to test  $X^2$  (chi-square) test, ANOVA for the difference of groups. A frequency analysis was performed to compare mean differences on each factors and components related to variables. Linear regression analysis was operated to predict the effects of independents variables on dependent variables.

## IV. Research Results and Discussion

In other to define the influences of an individual's talent factors, body consciousness factors, and demographic factors on the high(intense)-level of appearance management behavior out of total number of 367 respondents, regression analysis was operated. The results and implications are as follows.

### 1. Mean comparison of 8 talent factors

This study made use of the survey that was designed to discover the strengths of human character for job choices, initially created by Institute of my dream job.<sup>22)23)</sup> As shown in <Table 2>, the total reliability of 72 variables for measuring talents was Cronbach' alpha=0.898 on

the reliability analysis, average=3.324, F=33.983, P<.001, the minimum value=2.371, maximum value=3.864. Reliability Analysis using Cronbach's Alpha was performed on each of the scales of measuring tools. Cronbach's alpha was used to test internal consistency of the measures.

The mean, mean order, F values, significance levels of 8 talent factors derived from 72 variables for measuring talents were as shown in <Table 3>. Also, it was revealed as high reliability that the Cronbach's alphas of the 8 talent factors were as shown in <Table 3>.

## 2. The factor analysis of body consciousness variables

In order to determine the structural characteristics of the questionnaire, and in order to diminish the dimensions regarding the 9 body consciousness variables, factor analysis were used. The results and implications are as follows.

- 1) The frequency, reliability of body consciousness variables

<Table 2> Total mean of 8 talent factors extracted from 72 variables

talent factors	number of variables	cronbach' alpha	mean	F	P
spatial talent	9	.898	3.324	33.983	<.001
logical-mathematical talent	8				
bodily-kinesthetic talent	8				
linguistic talent	10				
musical talent	9				
interpersonal talent	10				
intrapersonal talent	9				
natural talent	9				
total (N=367)	72	minimum value = 2.371, maximum value= 3.864.			

<Table 3> Mean comparison of the 8 talent factors

talent factors	Mean	Mean rank	F	P	α
spatial talent	3.311	3	12.567	<.001	.807
logical- mathematical talent	3.195	8	22.876	<.001	.845
bodily-kinesthetic talent	3.253	6	176.047	<.001	.802
linguistic talent	3.226	7	10.275	<.001	.818
musical talent	3.256	5	10.036	<.001	.820
interpersonal talent	3.612	1	53.356	<.001	.901
intrapersonal talent	3.389	2	16.820	<.001	.773
natural talent	3.300	4	11.771	<.001	.800

N = 367

Cronbach’s alpha was used to test internal consistency of the measures. It was revealed as high reliability that the Cronbach's alpha of 9 body consciousness variables was 0.872 as shown in <Table 4>. The total mean of 9 body consciousness variables = 3.313.

2) Extract two body consciousness factors

Explanatory factor analysis (EFA) were operated using principal component analysis with Eigenvalue greater than 1 as a cutoff value. For further interpretation, a component matrix was rotated using Varimax with Kaiser Normalization. Based on the criteria of Eigenvalue greater than 1, from 9 questions related to body consciousness, two factors were extracted It was analyzed that the accumulated variance was 81.424% and that the factor loadings were as shown in <Table 4>.

As shown in the above <Table 4>, the first factor related to the inner–directedness of 367

respondents, and composed with questions pursuing his own appearance management, and composed of questions related to self–centered emotion was named with "inner–directed body consciousness factor". It was revealed as high reliability that the Cronbach's alpha was 0.940. Its mean was 3.688, min.=3.594, max.=3.820, F=532.359, significant value=<0.001.

And the second factor composed of variables related to self–comparativeness to other people, and related to the feedbacks by others was named with "other–directed body consciousness factor". It was revealed as high reliability that the Cronbach's alpha was 0.883. Its mean= 2.845, min.=2.319, max.=3.820, F=532. 359, significant value=<0.001.

As described in the above, an important source of information about oneself is gained through comparing oneself with others, and people have a tendency to compare one's opinion

<Table 4> Extract two body consciousness factors

the name of factor	variables N=367	Mean	SD	factor loading	
				1	2
inner -directed body conscious- ness	I have tried to create a balanced body.	3.804	.826	.911	
	I have tried to grow muscle.	3.700	.951	.910	
	I have tried to maintain upright posture.	3.616	.948	.908	
	I am engaged in management for making the ideal body.	3.725	.898	.882	
	Body capacity and Fitness for success is needed.	3.594	.947	.869	
other -directed body conscious- ness	People generally tend to like people who was slim.	2.910	1.119		.935
	Even increased a little weight, this makes me bother.	2.319	1.013		.934
	Attractive people tend to receive special treatment.	2.332	1.029		.893
	People generally tend to judge a man by his appearance is.	3.820	.7108		.649
Cronbach' alpha=.872, mean =3.313					
Eigen value				4.285	3.044
total variance(%)				47.502	33.922
accumulated variance(%)				47.502	81.424
Cronbach' α				.940	.883

or ability with that of other people. This type of comparison, in turn, influences one's self-evaluation, and one's body consciousness gives motivation to manage one's body. Body consciousness are composed of self-source, which is desires and efforts to achieve the ideal body, and external-source, which is the internalization of other people's feedbacks.

### 3. The effects of talent factors on the high level-appearance management behaviors

This study categorized such high(intense)-level behaviors as those conducted through receiving service or treatment, such as permanent and semi-permanent tattoos, laser skin-care, and aesthetical plastic surgery conducted in specialist shops or specialized medical practices.

1) The mean, reliability of high level-appearance management behaviors

As shown in <Table 5>, the reliability of the 10 variables for measuring the high level-appearance management behaviors was 0.789 (Cronbach'α), mean was 3.488, mini=2.798, max=3.766, F=61.457, P<0.001. The highest variable was "To create the perfect body, I have experienced(or can experience) the muscle exercise such as yoga, fitness, aerobics, etc.", its mean was 3.766, the lowest variable was " I can undergo the body plastic surgery such as lipo-suction, laser, botox, collagen, plastic surgery, including breast augmentation, etc", its mean was 2.798.

<Table 5> The means of high level-appearance management behaviors

Variables	Mean	SD
To create the perfect body, I have experienced(or can experience) the <b>muscle exercise</b> such as yoga, fitness, aerobics, etc..	3.766	.8491
To create the perfect body, I have experienced(or can experience) the <b>weight control</b> program such as Meridian, Massage, taping, applying approximately, etc..	3.692	.9354
To create the perfect body, I have experienced(or can experience) the <b>diet</b> program such as fasting, starvation, destructive, drug use, etc..	3.567	.9640
To create the perfect body, I have experienced(or can experience) the <b>herbal remedy</b> such as saliva, special-needles, massage, herbal medicine etc..	3.741	.8992
I can undergo the <b>body plastic surgery</b> such as lipo-suction, laser, Botox, collagen, plastic surgery, including breast augmentation, etc.	2.798	1.098
I can undergo <b>face plastic surgery</b> (such as the eyes, nose, forehead, and facial contours, etc).	2.869	1.529
To beautify your appearance can <b>make orthodontics</b> .	3.605	.9549
I can undergo to <b>ear pierce</b> my ears to wear earrings	3.714	.9509
I can undergo <b>semi-permanent makeup or tattoos</b> .	3.463	.9990
I can undergo, <b>skin discolorations</b> such as removing blemishes, skin care, etc.	3.665	.8554
total	3.488	

Cronbach' α=.789, F=61.457, P<.001, N=367, **bold words** = abbreviation



2) The effects of talent factors on the high level–appearance management behaviors

In this chapter, for examining the effects of the talent factors on the 10 high level–appearance management behaviors, linear regression analysis was operated. Regression model was "enter" method, the independent variables were 8 talent factors, and the dependent variables were the 10 high level–appearance management behaviors, they were muscle exercise, weight control, dieting , herbal remedy, body plastic surgery , face plastic surgery, orthodontics. ear piercing, semi–permanent makeup or tattoos. skin discolorations as shown in <Table 5>. Results and discussions were as following.

(1) The effects of talent factors on the muscle exercise

Men, who consider themselves masculine, also try to emphasize their manly attractiveness through strengthening abdomen, shoulders, and chest. There has been reported cases where too much weight–lifting has caused illness. Slender but hard and large shoulders, six packs are typical ideal images of men's physical body.

For examining the effects of the talent factors on the muscle exercise, linear regression analysis

was operated. The independent variables were 8 talent factors, the dependent variable was the muscle exercise such as yoga, fitness, aerobics, body building, etc.. Results and discussions were as following.

As shown in <Table 6>, the effects of 3 independent variables(logical–mathematical, bodily–kinesthetic, and interpersonal talent factors) among the 8 talent factors on the dependent variable(the muscle exercise) were statistically significant on the regression analysis. Also, regression reported that if the bodily–kinesthetic talent of participants increases by one standard deviation, the muscle exercise increases by .706(standardized efficient B = 0.706), if logical–mathematical talent increases by one standard deviation, the muscle exercise increases by .108(standardized efficient B = .108). Contrary to these, if interpersonal talent increases by one standard deviation, the muscle exercise decreases by .132(standardized efficient B = -.132), and reported that explanatory power (prediction power) was 42.4%( $R^2=.424$ ,  $F=32.895$ ,  $P<.001$ ). Regression coefficients explained by the independent variable refers to the ratio of the dependent variable are represented by  $R^2$ .

<Table 6> The effects of talent factors on the muscle exercise

talent factors	muscle exercise			
	B	standardized efficient B	t	P
constant	3.766		110.688	<.001
logical– mathematical talent	.092	.108	2.546	=.011
bodily kinesthetic talent	.599	.706	13.685	<.001
interpersonal talent	-.112	-.132	-2.564	=.011

$R^2=.424$ ,  $F=32.895$ ,  $P<.001$ ,  $N=367$

(2) The effects of talent factors on the weight control

For predicting the effects of the talent factors on the weight control such as meridian, massage, taping, applying approximately, etc., linear regression analysis was operated.

Regression showed that the effect of the interpersonal talent factor (independent variable) among the 8 talent factors) on the dependent variable (the weight control) was statistically significant. Thus, regression reported that if the interpersonal talent factor of participants increase by one standard deviation, the weight control increases by .764 (standardized efficient  $\beta = 0.764$ ), and reported that the explanatory power was 59.0% ( $R^2 = .590$ ,  $F = 64.507$ ,  $P < .001$ ). Thus, it revealed that the interpersonal talent factor was a predictor of dependent variable.

(3) The effects of talent factors on the dieting

For examining the effects of the talent factors on the dieting such as fasting, starvation, destructive, drug use, etc., linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effects of the bodily-kinesthetic talent and interpersonal talent factors (independent variables) among the 8 talent factors on the dependent variable (the dieting) were statistically significant. Also, regression reported that if the bodily-kinesthetic talent of participants increase by one standard deviation, the dieting increases by .101 (standardized efficient  $\beta = .101$ ), and if interpersonal talent increase by one standard deviation, the dieting increases by .697 (standardized efficient  $\beta = .697$ ), and reported that explanatory power was 59.4% ( $R^2 = .594$ ,  $F = 65.406$ ,  $P < .001$ ).

(4) The effects of talent factors on the herbal remedy

For examining the effects of the talent factors on the herbal remedy such as saliva, special-needles, massage, herbal medicine etc., linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effects of 2 independent variables (the bodily-kinesthetic talent and interpersonal talent factors) among the 8 talent factors on the dependent variable (the herbal remedy) were statistically significant. Also, regression reported that if bodily-kinesthetic talent of participants increase by one standard deviation, the herbal remedy decreases by .449 (standardized efficient  $\beta = -.449$ ), and if interpersonal talent increase by one standard deviation, the herbal remedy increases by .979 (standardized efficient  $\beta = .979$ ), and reported that explanatory power was 61.8% ( $R^2 = .618$ ,  $F = 74.426$ ,  $P < .001$ ).

(5) The effects of talent types on body plastic surgery

For examining the effects of the talent factors on body plastic surgery such as lipo-suction, laser, Botox, collagen, plastic surgery, including breast augmentation, etc., linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effect of the interpersonal talent factor among the 8 talent factors on the dependent variable (the body plastic surgery) was statistically significant. And if interpersonal talent increases by one standard deviation, the body plastic surgery decreases by .175 (standardized efficient  $\beta = -.175$ ), and reported that explanatory power was 3.8% ( $R^2 = .038$ ,  $F = 1.785$ ,  $P < .001$ ). Also, it revealed

that the interpersonal talent factor was a predictor of dependent variable.

The ideology of pursuing individual happiness has taken a form of visualization, and thus there is an increasing interest in one's physical appearance. Moreover, beauty is no longer considered as a "women's thing"; with the difficulty in employment and with the perception that appearance is also an asset, men are also easily accepting beauty behavior and aesthetic surgeries.

(6) The effects of talent factors on the face plastic surgery

For examining the effects of talent factors on the face plastic surgery such as the eyes, nose, forehead, and facial contours, etc., linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effect of interpersonal talent factor among the 8 talent factors on the dependent variable(the face plastic surgery) was not statistically significant. The important number is the significance level on the regression analysis. If that value is less than .05, then we have a significant linear regression. The regression equation was not significant ( $F(2,6)=.909$ ,  $p>.05$ )with an  $R^2$  of .020. Thus, it revealed that the interpersonal talent factor was not a predictor of dependent variable.

(7) The effects of talent factors on the making orthodontics

For examining the effects of the talent factors on the making orthodontics such as protruding teeth, happened teeth, damaged teeth, bucktooth, although it is possible to live, fiercely ugly dentition, etc., linear regression analysis

was operated. Results and discussions were as following.

Regression showed that the effects of 2 independent variables(the bodily–kinesthetic talent and interpersonal talent factor) among the 8 talent factors on the dependent variable(the making orthodontist) were statistically significant. Also, regression reported that if the bodily–kinesthetic talent of participants increases by one standard deviation, the making orthodontist decreases by .406(standardized efficient  $\beta =-.406$ ), and if interpersonal talent increases by one standard deviation, the making orthodontist increases by 1.017(standardized efficient  $\beta = 1.017$ ), and reported that explanatory power was 68.9%( $R^2=.689$ ,  $F=104.060$ ,  $P<.001$ ). Thus, it revealed that the bodily–kinesthetic talent and interpersonal talent factors were predictors of dependent variable.

(8) The effects of talent factors on ear piercing

For examining the effects of talent factors on ear piercing, linear regression analysis was operated. Results and discussions were as following.

As shown in <Table 7>, regression showed that the effects of 3 independent variables(the bodily–kinesthetic, interpersonal, and natural talent factors) among the 8 talent factors on the dependent variable(ear piercing) were statistically significant. Also, regression reported that if interpersonal talent increase by one standard deviation, the ear piercing increases by .956(standardized efficient  $\beta = .956$ ), and reported that explanatory power was 67.2% ( $R^2=.672$ ,  $F=91.870$ ,  $P<0.001$ ).

(9) The effects of talent factors on the semi–permanent makeup or tattoos

<Table 7> The effects of talent factors on ear piercing

talent factors	ear piercing			
	B	standardized efficient B	t	P
constant	3.714		129.298	<.001
bodily kinesthetic talent	-.278	-.293	-7.515	<.001
interpersonal talent	.909	.956	24.582	<.001
natural talent	-.098	-.103	-2.900	=.004

R<sup>2</sup>=.672, F=91.870, P<0.001 , N=367

For examining the effects of the talent factors on the semi-permanent makeup or tattoos such as eyelashes, eyebrows, lips, etc., linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effect of bodily-kinesthetic talent among the 8 talent factors on the dependent variable(the semi-permanent makeup or tattoos) was statistically significant. Also, regression reported that if bodily-kinesthetic talent of participants increases by one standard deviation, the semi-permanent makeup or tattoos increases by .657 (standardized efficient B = .657), and reported that explanatory power was 39.1%(R<sup>2</sup>=.391, F=28.672, P<0.001). Thus, it showed that the bodily-kinesthetic talent factor was a predictor of dependent variable.

(10) The effects of talent factors on the skin discolorations

Strong ultraviolet rays and strong sunlight can cause color disorder such as freckles, dark spots, and imperfections. Color disorder can be effectively removed through laser. One of the most widely used methods is laser toning. It eliminates deeply embedded melanin pigments by targeting a laser of strong wavelength that reaches the inner skin layer over a large area of skin. During the treatment, the laser stimulates the cells nearby that produce collagen, and thus

the firmness of skin is also improved.

For examining the effects of the talent factors on the skin discolorations, linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effect of interpersonal talent factor among the 8 talent factors on the dependent variable(the skin discolorations) was statistically significant. Also, regression reported that if the interpersonal talent factor of participants increases by one standard deviation, the skin discolorations increases by .631(standardized efficient B = .631), and reported that explanatory power was 45.6%(R<sup>2</sup>=.456, F=37.501, P<.001). Thus, it showed that interpersonal talent factor was the most effective among the 8 talent factors.

As shown in the above results, the effects of the talent factors on the high level-appearance management behavior except "face plastic surgery" . were manifested.

**4. The effects of body consciousness factors on the high-level appearance management behavior**

In order to achieve this beauty ideal, there are increasing number of people who undergo intense level of appearance management by performing to the extent of laser skin care, diet, weight management, straightening of irregular

teeth through braces, semi–permanent makeup, ear piercing, and aesthetic surgeries.

In this chapter, for examining the effects of the body consciousness on the high level–appearance management behaviors, linear regression analysis were operated. Regression model was entering method, the independent variables were the 2 body consciousness factors, and the dependent variables were the 10 high level–appearance management behaviors. Results and discussions were as following.

1) The effects of body consciousness factors on the muscle exercise

For examining the effects of body consciousness factors on the muscle exercise, linear regression analysis was operated.

As shown in <Table 8>, regression showed that the effects of body consciousness factors on the dependent variable(the muscle exercise) were statistically significant. Also, regression reported that if "the inner–directed body consciousness factor" of participants increases by one standard deviation, the muscle exercise increases by .453(standardized efficient  $\beta = 0.453$ ), if "the other–directed body consciousness factor" increases by one standard deviation, the muscle exercise increases by .548(standardized efficient  $\beta = .548$ ), and reported

that explanatory power was 50.6%( $R^2=.506$ ,  $F=186.367$ ,  $P<.001$ ). Thus, it revealed that the 2 body consciousness factors were predictors of dependent variable.

2) The effects of body consciousness factors on the weight control

For examining the effects of the 2 body consciousness factors on the weight control, linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effects of 2 body consciousness factors on the dependent variable(the weight control) were statistically significant. Also, regression reported that if "the inner–directed body consciousness factor" of participants increases by one standard deviation, the weight control increases by .877(standardized efficient  $\beta = 0.877$ ), if "the other–directed body consciousness factor" increase by one standard deviation, the weight control increases by .036(standardized efficient  $\beta = .036$ ), and reported that explanatory power(prediction power) was 77.0%( $R^2=.770$ ,  $F=610.432$ ,  $P<.001$ ). Thus, it showed that "the inner–directed body consciousness factor" was more effective than other–directed body consciousness factor for weight control.

<Table 8>The effects of 2 body consciousness on the muscle exercise

independent variable	muscle exercise			
	B	standardized efficient B	t	P
constant	3.766		120.546	<.001
inner–directed body consciousness	.385	.453	12.292	<.001
other–directed body consciousness	.466	.548	14.888	<.001

$R^2=.506$ ,  $F=186.367$ ,  $P<.001$ ,  $N=367$

3) The effects of body consciousness factors on the dieting

For examining the effects of the 2 body consciousness factors on the dieting, linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effects of the 2 body consciousness factors on the dependent variable(the dieting) were statistically significant. Also, regression reported that if the inner-directed body consciousness factor of participants increases by one standard deviation, the dieting increases by .872(standardized efficient  $\beta = .872$ ), if the other-directed body consciousness factor increases by one standard deviation, the dieting increases by .140 (standardized efficient  $\beta = .140$ ), and reported that explanatory power was 78.1%( $R^2=.781$ ,  $F=647.430$ ,  $P<.001$ ). Thus, it showed that the inner-directed body consciousness factor was more effective than other-directed body consciousness factor for dieting.

4) The effects of body consciousness factors on the herbal remedy

For examining the effects of body consciousness factors on the oriental herbal remedy, linear regression analysis was operated. Results and discussions were as following.

Regression showed that the effects of body consciousness factors on the dependent variable (the herbal remedy) were statistically significant. Also, regression reported that if the inner-directed body consciousness factor of participants increases by one standard deviation, the herbal remedy increases by .860(standardized efficient  $\beta = 0.860$ ), if the other-directed body consciousness factor increases by one standard deviation, the herbal remedy

decreases by .173(standardized efficient  $\beta = -.173$ ), and reported that explanatory power was 76.9%( $R^2=.769$ ,  $F=605.989$ ,  $P<.001$  ). Thus, it showed that the inner-directed body consciousness factor was more effective than other-directed body consciousness for herbal remedy .

5) The effects of body consciousness factors on the body plastic surgery

For examining the effects of body consciousness factors on the body plastic surgery, linear regression analysis was operated. Results and discussions were as following.

The effects of 2 body consciousness factors on the dependent variable(the body plastic surgery) were not statistically significant as a  $R^2=.001$ ( $F=.123$ ,  $P=.884$ ) on the regression analysis. The important number is the significance level on the regression analysis. If that value is less than .05, then we have a significant linear regression. The regression equation was not significant ( $F=.123$ ,  $p>.05$ )with an  $R^2$  of .001.

6) The effects of body consciousness factors on the face plastic surgery

For examining the effects of body consciousness factors on the face plastic surgery, linear regression analysis was operated. Results and discussions were as following.

The effects of 2 body consciousness factors on the dependent variable(the face plastic surgery) were not statistically significant as a  $R^2=.003$ , ( $F=.464$ ,  $P=.629$ )on the regression analysis. The important number is the significance level on the regression analysis. If that value is less than .05, then we have a significant linear regression. The regression

equation was not significant ( $F=.464, p>.05$ ) with an  $R^2$  of .003

7) The effects of body consciousness factors on the making orthodontics

For examining the effects of the 2 body consciousness factors on the making orthodontics, linear regression analysis was operated. Results and discussions were as following.

As shown in <Table 9>, regression showed that effects of 2 body consciousness factors on the dependent variable(the making orthodontics) were statistically significant. Also, regression reported that if the inner-directed body consciousness factor of participants increases by one standard deviation, the making orthodontics increases by .868(standardized efficient  $\beta = .868$ ), if the other-directed body consciousness factor increases by one standard

deviation, the making orthodontics decreases by .155(standardized efficient  $\beta = -.155$ ), and reported that explanatory power was 77.7% ( $R^2=.777, F=634.887, P<.001$ ). Thus, it showed that the inner-directed body factor was more effective than the others-oriented body consciousness factor for making orthodontics.

8) The effects of body consciousness factors on the ear piercing

For examining the effects of the 2 body consciousness factors on the ear piercing, linear regression analysis was operated. Results and discussions were as following.

As shown in <Table 10>, regression showed that the effects of 2 body consciousness factors on the dependent variable(the ear piercing) were statistically significant. Also, regression reported that if the inner-directed body consciousness factor of participants increases by one standard

<Table 9> The effects of body consciousness on the making orthodontics

independent variable	making orthodontics			
	B	standardized efficient $\beta$	t	P
constant	3.605		152.805	<.001
inner-directed body consciousness	.829	.868	35.076	<.001
other-directed body consciousness	-.148	-.155	-6.281	<.001

$R^2=.777, F=634.887, P<.001, N=367$

<Table 10> The effects of body consciousness factors on the piercing

independent variable	ear piercing			
	B	standardized efficient $\beta$	t	P
constant	3.714		175.438	<.001
inner-directed body consciousness	.857	.901	40.413	<.001
other-directed body consciousness	-.082	-.087	-3.889	<.001

$R^2=.819, F=824.155, P<.001, N=367$

deviation, the ear piercing increases by .901 (standardized efficient  $\beta = 0.901$ ), if the other-directed body consciousness factor increases by one standard deviation, the ear piercing decreases by .087(standardized efficient  $\beta = .087$ ), and reported that explanatory power was 81.9%( $R^2=.819$ ,  $F=824.155$ ,  $P<.001$  ). Thus, it showed that the inner-directed body consciousness factor was more effective than the other-directed body consciousness factor for ear piercing.

9) The effects of body consciousness factors on the semi-permanent makeup or tattoos

Semi-permanent treatments aim to give naturalness to an unmade face, rather than portraying the illustration of being "made-up". Thus, an individual can possess natural looking beauty even without makeup. In the cases of men, one can complement one's image through semi-permanent treatments by making up for lack of hair at the ends of eyebrows or fixing downward eyebrows, which often give out impressions as if one is depressed. Women can gain the effect of looking younger by drawing amore beautiful eye-shape and eyebrows. Semi-permanent make-up(insertion of micro color pigments) is a category of tattoo. After applying anaesthetic creams and designing the wanted shape, it inserts color pigments into the skin of

eyebrows, eyelines, and lips. The thing that differentiates semi-permanent makeup from tattoos is that for tattoos, the ink penetrates into the depth of the inner skin and thus can never be erased. However, semi-permanent makeup inserts ink on the outer layer of the skin and thus the color pigments eventually wash-off in 2~3 years. The ink used in semi-permanent tattoos are iron oxide. Iron oxide is a safe form of minerals, often used as an ingredient for cosmetics. It has a less risk of turning into a bluish color after treatment, unlike the inks used in tattooing. However, although it is safe when in contact with the top layer of the skin, the safety of iron oxide once it is inserted into the inner skin has not been yet proven.

For examining the effects of the 2 body consciousness factors on the semi-permanent makeup or tattoos, linear regression analysis was operated. Results and discussions were as following.

As shown in <Table 11>, regression showed that the effects of 2 body consciousness factors on the dependent variable(the semi-permanent makeup or tattoos) were statistically significant. Also, regression reported that if the intrapersonal body consciousness factor of participants increases by one standard deviation, the semi-permanent makeup or tattoos increases by .359 (standardized efficient  $\beta = 0.359$ ), if the other-

<Table 11>The effects of body consciousness factors on the semi-permanent makeup or tattoos

independent variable	semi-permanent makeup or tattoos			
	B	standardized efficient $\beta$	t	P
constant	3.463		93.649	<.001
inner-directed body consciousness	.359	.359	9.698	<.001
other-directed body consciousness	.608	.609	16.422	<.001

$R^2=.500$ ,  $F=181.873$ ,  $P<.001$  ,  $N=367$



directed body consciousness factor increases by one standard deviation, the semi– permanent makeup or tattoos increases by .609 (standardized efficient  $\beta = .609$ ), and reported that explanatory power was 50.0% ( $R^2 = .500$ ,  $F = 181.873$ ,  $P < .001$ ). Thus, it showed that the others–oriented body consciousness factor was more effective than the intrapersonal body consciousness factor for semi–permanent makeup or tattoos.

10) The effects of body consciousness factors on the skin discolorations

For examining the effects of the 2 body consciousness factors on the skin discolorations, linear regression analysis was operated. Results and discussions were as following.

As shown in <Table 12>, regression showed that the effects of 2 body consciousness factors on the dependent variable (the skin discolorations) were statistically significant. Also, regression reported that if the inner–directed body consciousness factor of participants increases by one standard deviation, the skin discolorations increases by .617 (standardized efficient  $\beta = 0.617$ ), if the other–directed body consciousness factor increases by one standard deviation, the skin discolorations increases by .129 (standardized efficient  $\beta = .129$ ), and reported that explanatory power was 39.8% ( $R^2 = .398$ ,  $F =$

120.173,  $P < .001$ ). Thus, it showed that the intrapersonal body consciousness factor was more effective than the other–directed body consciousness factor for skin discolorations.

**5. The effects of demographic factors on the 10 high level–appearance management behaviors**

This chapter aims to examine the effects of demographic factors on the high level–appearance management behavior obtained from data of 367 adults, linear regression analysis was operated. The "occupation", "major", "working location" among demographic factors transferred into dummy variables.

The effects of 8 demographic factors on the dependent variable (the herbal remedy) were not statistically significant on the regression analysis. Results reported that explanatory power was 3.6%. The important number is the significance level on the regression analysis. If that value is lees than .05, then we have a significant linear regression. The regression equation was not significant ( $F = 1.693$ ,  $p > .05$ ) with an  $R^2$  of .036

Transcending appearance management behavior that can be done by oneself, aesthetic surgery – which involves skills of other people – was not popular due to high risk and also high costs. However, recently, with the development

<Table 12> The effects of body consciousness factors on the skin discolorations

independent variable	skin discolorations			
	B	standardized efficient $\beta$	t	P
constant	3.665		105.474	<.001
inner–directed body consciousness	.528	.617	15.175	<.001
other–directed body consciousness	.110	.129	3.175	=.002

$R^2 = .398$ ,  $F = 120.173$ ,  $P < .001$ ,  $N = 367$

<Table 13>The effects of demographic factors on body plastic surgery

demographic factors	body plastic surgery			
	B	standardized efficient $\beta$	t	P
constant	2.7422		8.726	<.001
occupation*	-.259	-.114	-2.121	=.035
monthly clothing expense	.059	.120	2.233	=.026

$R^2=.051$ ,  $F=2.394$ ,  $P<.016$  ,  $N=367$

\* : 1=specialist and administrator

of digital technology, creation new materials, and improvement in plastic surgery technologies, more and more people are receiving surgical treatments.

For examining the effects of the demographic factors on the body plastic surgery appearance management behavior, linear regression analysis was operated. As shown in <Table 13>, regression showed that the effects of the occupation factor and monthly expense for buying clothing factor among 8 demographic factors on the dependent variable(the body plastic surgery) were statistically significant, showed that if the monthly clothing expense factor of participants increases by one standard deviation, the body plastic surgery increases by .120(standardized efficient  $\beta$  =.120). Also, it reported that explanatory power was 5.1%( $R^2=.051$ ,  $F=2.394$ ,  $P<.016$ ). Thus, it showed that the occupation factor, monthly expense for buying clothing factor were more effective than any other demographic factors, two factors were predictors of dependent variable.

## V. Conclusion

A appearance management behaviour, which is a process of controlling and managing self-presentation in order to fulfil one's role within

interactions with other people, is also a process of conveying one's identity to other people in a social environment. This study classifies appearance management behavior to improve one's appearance but that cannot be performed by oneself as "high(intense)-level of appearance management behavior. Then, focusing on high-level behavior, the researches conducted surveys and concluded with following results based on the data retrieved from total of 367 respondents.

In order to discover the influences that 8 types of talents and 2 body consciousness factors have on the high(intense)-level appearance management behavior, the regression analysis were executed. It was concluded that the regression function which explains the causation of the dependence variable by the independent variable is statistically valid. In other words, talent types and body consciousness factors are variables that influence high(intense)-level appearance management behavior. However, individualistic tendency, speedy social environment, and interactions with others can be interpreted as to bringing out appearance oriented perception of lookism and thus strengthening self-existence and contributing to the behavior of high(intense)-level appearance management.

According to the result of the analysis, plastic

surgery on body forms or faces are done by few people. However, straightening teeth, ear piercing, removal of spots or imperfections, and eyebrow tattoos are conducted by many consumers without much resistance. It is rather widely accepted, despite the fact that it can cause pain, discomfort, and side-effects. Furthermore, although excessive acts such as muscle training, dieting, weight managing, and oriental treatments can lead to side-effects, the standard beta valued turned out to be high for these treatments. As a results, the effects of the 2 body consciousness factors on the high level–appearance management behavior were manifested that the standardized efficient  $\beta$  and regression coefficients were marked with 8 variables except the face plastic surgery and body plastic surgery. Focusing on significant variables that affect more effective if the proper marketing to maximize consumer satisfaction will be.

In conclusion, talent types and body consciousness factors more than demographic factors were variables influential in high(intense)–level appearance management behavior. Inner-directed body consciousness and other-directed body consciousness factors contribute in strengthening one's perception of self-existence through high(intense)–level appearance management behaviour. In order to fortify self-existence, it can be seen that people undertake even risk, seduced by the complements of always looking beautiful once the treatment is completed. Taking this into account, it can be argued that it has become important to improve services and technologies that do not show side-effects.

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