

# The Use of Color Cosmetic Products by Female High School Students

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## 여고생들의 색조 화장품 사용 실태

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**Abstract** This study was conducted on adolescent high school girls who were most interested in their appearance to examine the makeup and cosmetics use of high school girls and to present their correct pre-made cosmetics use training materials. This survey was conducted after the modification and supplementation of the questionnaire. Most high school girls in adolescence begin to wear makeup out of curiosity at the age of 16-17, when they are in their third year of middle school and first year of high school. In other words, high school girls in adolescence begin to wear makeup as the effects of puberty lead to rapid physical development and physical change, and the desire to get attention from reason and others rapidly increase. It can be seen that high school girls who are interested in makeup actively manage their personal appearance as they explore the Internet, TV and other media outlets, copy female celebrities of their own age who appear in the media, and make them look strange.

**Key Words** : Color-Coated Cosmetics, High School Girls, Physical Changes, Appearance, Cosmetics

**요약** 본 연구는 자신의 외모에 관심이 가장 높은 청소년 여고생들을 대상으로, 여고생의 화장품 관심도, 화장품 사용 실태를 조사하여 그들의 올바른 사전 화장품 사용 교육 자료를 제시하고자 했다. 설문지를 수정 및 보완한 후 본조사가 실시되었다. 본 조사는 2018년 10월 7일부터 10월 21일까지 2주 동안 200부를 배포하여 성실한 답변이 이루어진 총 172부가 최종 분석 자료로 사용 되었다. 대부분 중학교 3학년과 고등학교 1학년의 청소년 여고생들은 16~17세에 화장을 처음 접하며 호기심을 가지고 색조 화장을 시작하게 된다. 즉, 청소년기의 여고생들은 사춘기의 영향으로 신체발달과 신체적 변화로 인해 외모의 관심과 미 의식이 높아지게 되고, 이성과 또래 집단의 관심이 많아지며 타인에게 인정과 관심을 받고 싶은 욕구가 급증하게 되면서 화장을 시작하게 되는 것이다. 화장에 관심이 많은 여고생들이 인터넷, TV 등의 대중매체를 통해 화장품과 메이크업의 정보를 탐색 하고, 대중매체에 등장하는 또래의 여자 연예인들을 동경, 모방하며 그들의 모습을 이상 시 하게 되면서 개인의 외모관리를 적극적으로 관리 한다는 것을 알 수 있다.

**주제어** : 색조화장품, 여고생, 신체적 변화, 외모, 화장품

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## 1. Introduction

In today's modern society, outward appearance is regarded as an important factor in determining the image or impression of a person. Interest in beauty is what every woman has to a varying degree and women actively manage their appearance changing it to possess a good image[1]. Especially, makeup is one of the most important appearance management behaviors, and it is one of the easiest ways to change appearance[2]. Adolescence is a period of change and growth, but it is also a period when one begins to be interested in the opposite gender and her appearance[3]. The sensitivity index for the attention to appearance is especially higher in the case of female students, and this indicates that the aesthetic consciousness of female students is especially acute and strong[4,5]. Female high school students who are curious about their appearances tend to satisfy their desire to look beautiful by trying makeup in accord with general social trends[6]. As the popularity of the mass media has increased, teenagers have been increasing their interest in beauty, and the age of those who use and purchase color cosmetics is being lowered to that of teenage high school students[7,8]. Also, because of the psychology of teenagers desiring to imitate teenage entertainers of their age appearing on television, the interest of teenagers in their appearances is increasing as well[9-11]. Therefore, this study is aimed particularly at female high school students, investigating their interest in, and use of cosmetics with a view to presenting proper education materials for the use of cosmetics.

## 2. Research Method

### 2.1 Subjects and Periods of Study

This study was conducted with respect to fe-

male high school students. They were chosen as the subject of investigation because they form an age group that undergoes changes and growth and at the same time, is highly interested in the opposite sex and their own appearances. A total of 200 high school students were selected in Gyeonggi-do, and 200 copies were distributed over the period of two weeks from October 7, 2018 to October 21, 2018, and 172 copies that were properly answered were chosen for a final analysis.

### 2.2 Survey Configuration

The questionnaire method was used as the survey method of this study. Questionnaires contained questions related to general characteristics of respondents, their understanding of color cosmetics, their use of color cosmetics, their interest in color cosmetics, and their reasons for applying makeup.

### 2.3 Data Processing and Analysis Methods

Based on the collected responses, the data concerning the respondents actual use of color cosmetics were processed statistically using the Excel program.

## 3. Results

### 3.1 General Characteristics and Cosmetic Behavior of Respondents

#### 3.1.1 General Characteristics

The general characteristics of the survey respondents are shown in Table 1 below. Of the total respondents, 86 percent said they do makeup, and 14 percent said they don't. As for the age of those who put on makeup, the ages of 16 and 17 were the highest with 37.5% and 32.5%, respectively. As for the products most frequently used, foam cleansing and cleansing cream were the highest with 43.6% and 23.7%,

respectively. As for the age at which they first start trying makeup, 51.2 percent was those who were 16 to 17 years old and who were transitioning from middle school to high school.

**Table 1. General Characteristics and Percentages of Survey Respondents**

Surveyed General characteristics		Frequency (persons)	percentage (%)
age	16 years	75	37.5
	17 years	65	32.5
	18 years	38	19
	19 years	22	11
M/UP	do	172	86
	do not.	28	14
Cleansing products use type	Cleansing lotion	13	6.7
	cleansing cream	47	23.7
	cleansing oil	26	12.8
	Cleansing Gel	3	1.3
	Foam cleansing	87	43.6
	Cleansing tissue	22	10.9
	etc.	2	1
Age at the first M/UP started	Previous of 13years	2	1.2
	14-15years	52	30.2
	16-17years	88	51.2
	18-19years	30	17.4

### 3.1.2 Makeup Behavior

In this study, makeup behaviors were divided into basic cosmetics and color cosmetics.

#### ① Currently used basic cosmetics

Among basic cosmetics, lotion was the most commonly used accounting for 26.1 percent, followed by toner (24.8%) and sun cream (15.2%). Table 2.

**Table 2. Frequency and Percentage of Use of Basic Cosmetics**

Basic cosmetics	Frequency(person)	percentage(%)
Toner	153	24.8
Essence	60	9.7
Lotion	161	26.1
Nourishing cream	38	6.1
Moisture Cream	86	13.9
Eye Cream	24	3.9
Sun Cream	94	15.2
Ample	2	0.3

With respect to the average number of basic cosmetics used by female high school students, four was the highest accounting for 25%, and was followed by three (22.2%), and two (20.8%). Table 3.

**Table 3. Average Number of Basic Cosmetics Used**

The average number of	percentage(%)
1	5.6
2	20.8
3	22.2
4	25
5	15.3
6	9
7	0.7
8	1.4

#### ② Currently used color cosmetics

Among color cosmetics used by the respondents, BB Cream was the most commonly used (12.9%), followed by Tint (12.2%) and Eyeliner (11.9%). Table 4.

This result shows that the color cosmetics most frequently used by female high school students are BB Cream, Tint and Eyeliner. It appears that the popular makeup by young female entertainers which emphasizes the eyes seems to have influenced female high school students. In addition, as the trend changes from "color expression makeup" to "skin expression makeup", it may be a consequence of increased popularity of makeup that emphasizes the skin texture such as "Mulgwang", "Yungwang", "Ceramic quality skin" which highlights the natural, transparent and clean feeling of the skin.

**Table 4. Frequency and Percentage of Use of Color Cosmetics**

Color cosmetics	Frequency (persons)	percentage (%)
BB Cream	135	12.9
M / UP base	39	3.2
foundation	31	3
Powder (comfact)	111	10.3
Concealer	31	2.9
Twin Cakes	43	4.1
Eyeliner	125	11.9
Mascara	100	10.5
Eyeshadow	23	2.2
Eyebrow	28	2.7
lipstick	19	1.8
Lip gloss	53	5
Lip balm	72	6.8
Tint	128	12.2
Blusher	62	5.6
Highlighter	41	3.9
Shedding	11	1

The result shows that the average number of color cosmetics used by female high school students was five (15.8%), followed by four (13.7%) and eight (12.2%). Table 5.

**Table 5. The Average Number of Color Cosmetics Used**

The average number of	percentage(%)
1	2.2
2	6.5
3	11.5
4	13.7
5	15.8
6	9.4
7	7.2
8	12.2
10	5
11	2.2
12	3.6
15	0.7

### 3.2 Perception about skin type

The study of the respondents perception about their own skin type was divided into the following statements: "I think my skin is good", "I know my skin type", and "I use products that match my skin type". To the first statement, 69 persons (40.1%) answered "So-so", 44 persons (25.6%) answered "Not really", and 5 persons (2.9%) answered "Very much so". This shows that most of the respondents were not satisfied with their own skin. To the second statement, 138 persons (80.2%) answered "Yes", and 34 persons (19.8%) answered "No". This shows that most of the respondents were well aware about their skin type. To the third statement, 82 persons (47.7%) answered "Yes", and four persons (2.3%) answered "Not at all" which was the least. This shows that most of the respondents believed that for the most part, they were using cosmetics products that were right for them.

### 3.3 Internal aspect of interest in makeup

The study of the internal aspect of interest in makeup is divided into the following items:

"I am satisfied with the way my appearance changes during", "I enjoy buying new products", and "I talk to many people about trendy". To the first statement, 86 persons (50%) answered "Yes", and only one person (0.6%) answered "Not at all." This shows that most of the respondents were satisfied with the way their appearance changes during the application of makeup. To the second statement, 71 persons (41.3%) answered "So-so", 52 persons (30.2%) answered "Yes", and 4 persons (2.3%) answered "No". This shows that most of the respondents enjoyed buying new cosmetics products. To the third statement, 65 persons (38%) answered "So-so" which was the largest, and 20 persons (11.6%) answered "Very much so" which was the least. This reveals that most of the respondents do not enjoy talking about trendy makeup.

### 3.4 External aspects of interest in makeup

The study of the external aspect of interest in makeup was divided into the following statements: "I apply makeup to cover up skin problems"; "I am satisfied with the way my appearance changes during the application of makeup"; "I apply makeup to look pretty to others"; and "I tend to take into account the opinions of those around me".

To the first statement, the largest number of respondents (55.2%) answered "Yes", and 28.5% answered "So-so". This shows that most of the respondents had a strong desire to present a beautiful appearance to others. To the second statement, 50% of the respondents said "Yes", and 28.5% said "So-so". This shows that most of the respondents were satisfied with the way their appearance changes during the application of makeup. To the third statement, 50% of the respondents answered "Yes" while 29.7% answered "So-so". To the fourth statement, 50.6

percent of the respondents answered "Yes" and 25% answered "So-so". This reveals that most of the respondents think of makeup as a means of expressing themselves in a beautiful fashion outwardly.

### 3.5 Information about cosmetics and media for information gathering

To the statement "I tend to spend most of my allowance to improve my appearance", 31.4 percent answered "So-so", 29.1% answered "Yes", and 22.1% answered "No". To the question concerning the main place where they purchase cosmetics products, 44.6 % answered "Cosmetics store (discount store)", 28.8% answered "Brand store", and 13.4% answered "Internet". This shows that cosmetics products are purchased mainly at cosmetics stores and brand stores.

To the question "How do you mainly obtain information about makeup", 17.7% answered "TV commercials", 13.1% answered "Internet websites", and 11.5% answered "Magazine advertisements and articles." To the statement "I tend to search through Internet and utilize information about methods used by entertainers", 32.6% answered "Yes" and 41.9% answered "So-so".

As television and Internet developed with the development of the mass media, information about makeup became widely accessible to them and their knowledge level seems to have improved overall. Also, their use of color cosmetics seems to be increasing because television entertainers are mainly in the mid to late teens and there is a psychology working among these students which makes them desire to imitate those entertainers.

## 4. Conclusion

The purpose of this study was to investigate the interest in and use of cosmetics by female high school students who are teenagers having a strong interest in their own appearances. The survey was conducted for the period starting October 7, 2011 and ending October 21, 2011, with 200 copies distributed over a period of two weeks, and a total of 172 copies were used for the final analysis.

First, we examined general characteristics and makeup behaviors of survey respondents. Of the total respondents, 86% of the respondents said they do makeup, while 14% said they do not. The ages of 16 and 17 were the highest, accounting for 37.5% and 32.5%, respectively. Foam cleansing and cleansing cream were most frequently used, accounting for 43.6% and 23.7%, respectively. Among the age groups that start trying makeup for the first time, 51.2 percent indicated the ages of 16 to 17 who were transitioning from middle school to high school. The study of makeup behavior was divided into basic cosmetics and color cosmetics. As for basic cosmetics, "lotion" (26.1%) was the most commonly used cosmetic product, followed by "skin" (24.8%) and "sun cream" (15.2%). Among color cosmetics, "BB cream" was the most commonly used, accounting for 12.9%, "Tint" accounted for 12.2 percent, and "Eyeliner" 11.9 percent. This study reveals that the color cosmetics most widely used by female high school students are 'BB Cream', 'Tint' and 'Eyeliner'.

Second, I examined perception about one's own skin type and internal and external aspects of interest in makeup. The study of the internal aspect of interest in makeup was divided into the following items: "I am satisfied with the way my appearance changes during the application of makeup", "I enjoy buying new cosmetics

products", and "I talk to many people about trendy makeup". In general, after wearing makeup, the respondents were satisfied with their changed appearance but were not satisfied with their skin quality. This shows that the main reason for their applying makeup is to gain satisfaction from changing their appearances.

Also, the result shows that although the respondents enjoy purchasing new cosmetics products, they do not enjoy talking about trendy makeup. This suggests that female high school students enjoy buying cosmetics and doing makeup themselves, but they do not enjoy talking about makeup with other people.

Third, I examined the information about cosmetics products and the media for information collection. The result shows that the respondents spend most of their allowance on managing their appearances, that the cosmetics are mainly purchased from cosmetics stores and brand stores, and that information about cosmetics is obtained from TV commercials, the Internet, and magazines.

In addition, it appears that they tend to retrieve and utilize general information about makeup and the makeup of entertainers through the Internet.

Fourth, examined the statements concerning deriving conclusions. Most of the respondents gave a positive response to doing makeup during adolescence and found that there were many students who do makeup in each class. Most adolescent girls seem to begin to try makeup out of curiosity for the first time when they are 16 or 17 years old and they are in the third year of middle school or the first year of high school.

In other words, high school girls who are in adolescence become interested in their appearances due to the rapid development and change of their body owing to the effect of puberty and

also due to a rapid increase in their desire to get attention from others. This seems to lead to their start of trying makeup. Further, female high school students who are interested in makeup seem to search for information through the mass media such as the Internet and television, and imitate female artists of their age appearing on the mass media. Looking at those artists makes them feel less satisfied with their own appearances and thus, makes them engage in the behavior of actively managing their appearances.

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