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The Beauty Industry's Influence on Women in Society

Ann Marie Britton
University of New Hampshire - Main Campus

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By Ann Marie Britton

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Faculty Sponsor: Bruce E. Pfeiffer, Ph.D.

Abstract

There has been a significant amount of research done on the effect that advertising in the fashion and beauty industry has on women. By creating advertisements with unrealistic images of beauty, it has resulted in anxiety, low self-esteem, and low self-confidence in many women. Most of these negative emotions stems from unhappiness among body and appearance. Less research has been performed relating to cosmetics and how this can have an influence on women, and how women can use cosmetics to manipulate their appearance. This paper first discusses the existing research that focuses on the cosmetic industry's influence on women. From this research, a general survey was created in order to gather general information about a group of college student's cosmetic usage, habits, and beliefs. The results indicate that college women are high users of cosmetics, are very aware of the cosmetic industry, and that some individual differences can have an effect on the choices a woman makes regarding cosmetics.

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Literature Overview

Women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women. In 2008, the YWCA USA developed a report, *Beauty at Any Cost*, which discussed the consequences of the beauty obsession on women and girls in America. This report showed that not only does this beauty obsession result in decreased levels of self-esteem, but it's also putting a dent in the pocket of many Americans. The YWMCA reported that $7 billion is spent each year on cosmetics (*Beauty at Any Cost*, 2008, p. 7). If we go beyond just buying cosmetics to more drastic measures, the amount of cosmetic surgeries is also increasing. In 2007, there were "nearly 11.7 million cosmetic surgical and non-surgical produces performed in the United States" which is an increase of 500% in the number of surgeries performed over the last ten years (*Beauty at Any Cost,* 2008, p. 3). This beauty obsession has created a billion dollar industry, which holds the power to shape and change women's perceptions of beauty.

Many studies have been done to show the effects of media on women today, and most of the results indicate that the media negatively affects self-image. Less research has been done specifically on the cosmetic industry and how it affects consumer's self-image. Based on the $7 million that is spent on cosmetics each year, it's evident that the cosmetic industry influences consumers in some way.

One of the first studies that involved the effect of cosmetics on women was done by Marsha L. Richins along with Peter H. Bloch, "You Look 'Mahvelous': The Pursuit of Beauty and the Marketing Concept." This study focused on understanding adornments, items "used to

increase attractiveness and to obtain accompanying social benefits," and how they are related to assessments about attractiveness (Bloch & Richins, 1992, p. 4). Adornments could range from a pair of clothing, makeup, jewelry, etc., anything that makes a person feel better and more attractive. This study found that consumers who believe they are unattractive will "rely heavily on adornments as compensatory tools" (Bloch & Richins, 1992, p. 9). Because the media has been found to cause women to feel unattractive, it correlates that these women lacking in self-esteem are going to use adornments. This is also supported by Cash & Cash's (1982) study; "Women's Use of Cosmetics," which found that public self-consciousness is positively related with cosmetic use. Because many women who lack self-esteem are also self-conscious, it makes sense that adornments are used to blend into a world of beauty these self-conscious women do not fit into (Cash & Cash, 1982).

As stated before, there is much less information on the direct effect of cosmetic advertisement on consumers, but much of the previous research discussed has implications for the cosmetic industry as well. From a young age, girls are taught to experiment with makeup to increase their attractiveness. Different amounts can be applied as needed, and it works as a temporary boost in self-esteem. What is so appealing to most women about cosmetics is that it can be a quick an easy way to temporarily solve beauty problems. In Beausoleil's study, "Makeup in Everyday Life: An Inquiry into the Practices of Urban American Women of Diverse Backgrounds", he states that "many women report having different makeup routines depending on what they expect to do during the day" (Beausoleil, 1992, p. 33). Because it can be applied so quickly and is relatively easy and inexpensive compared to other more drastic measures such as diet, exercise, or cosmetic surgery, cosmetics have become an easy way to measure up to the standards of beauty enforced by society.

Thomas Cash performed much of the early research on the influence of cosmetics on self-esteem. One of his studies, "Effects of Cosmetics Use on the Physical Attractiveness and Body Image of American College Women," reported "individuals often actively control and modify their physical appearance and physical aesthetics across situations within relatively brief periods of time" (Cash, Dawson, & Davis, 1989, p. 249). In other words, makeup is used differently in different situations because it makes women feel more self-confident. This idea has been a theme for many other studies done on the use of cosmetics. To further support this idea, Cash argues "cosmetics use and grooming behaviors, in general, function to manage and control not only social impressions but also self-image" (Cash et al., 1989, p. 350). To further support the idea that makeup is used in all types of situations to increase self-image, this particular study required that volunteers take photos with and without makeup and then rank their attractiveness based on these photos. The results of this study confirmed that "facial cosmetics, as typically self applied, influence both social perceptions of college women's physical attractiveness and the women's own self-perceptions (i.e. body image)" (Cash et al., 1989, p. 353). In summary, this study found that both women and their peers viewed the women as more attractive with makeup than without. The women themselves felt that they were more physically attractive with makeup, and often overestimated their attractiveness with the makeup, while underestimating their attractiveness without makeup. Although not proven by this study, this overestimation of attractiveness while wearing cosmetics could very possibly lead to confidence and increased self-image. A further finding of this study was that "the more women appeared to believe in the beautifying effect of cosmetics, the more makeup they tended to apply on a daily basis" (Cash, et al., 2006 p. 494). This is an important realization, especially for the beauty industry and the marketing of the products within the industry.

Nash, Fieldman, Hussey, Lévêque, and Pineau also conducted a study, "Cosmetics: they Influence More than Caucasian Female Facial Attractiveness", which focused on whether or not women would be evaluated differently on four different social measures depending on if they were viewed with or without makeup. The authors believed that "cosmetics could play a significant part in increasing attractiveness because they may, in part, enhance facial symmetry" (Nash, Fieldman, Hussey, Lévêque, & Pineau 2006, p. 493). This is probably no secret to most of the women who use cosmetics. It's commonly accepted that makeup can cover up blemishes, enhance eye color, or brighten up features. In a previous report done by Fieldman, and Hussy, along with Mulhern, Leveque, and Pineau, it was found that female faces were viewed as more attractive when wearing makeup, and "eye makeup and foundation were the most significant contributors to the enhancement of female facial attractiveness" (Nash et al., 2006, p. 493). Assuming that female facial attractiveness is what women are looking for by applying cosmetics, this study attempts to determine what exactly female facial attractiveness is attributed to, and it turns out it is more than just looking good.

The study found that "images of women wearing makeup were judged to be healthier and more confident than the images of the same women without makeup. When wearing cosmetics women were also assigned greater earning potential and considered to have more prestigious jobs than when they were presented without makeup" (Nash et al., 2006, p. 501). Similar to other studies the report also found that wearing cosmetics caused ratings of self-confidence within the females to be higher than ratings of women without makeup. Based on these results, it is no wonder that women place such value on achieving facial attractiveness through using cosmetics. Along with being viewed as more confident, they are also viewed as healthier and more successful individuals. The research further suggests, "women therefore employ cosmetics to

manipulate their appearance and in so doing, may also benefit from a boost in positive self-perception and well-being that appears to be associated with wearing makeup" (Nash et al., 2006, p. 503). By using these cosmetics as a tool to control social situations, consumers have the ability to influence how others perceive them and how at ease they feel in different situations. It would be useful to look into the possibility that makeup can be used to create a malleable self in order to gain benefits from different situations.

In 2008, Fieldman and Hussey along with Robertson conducted another study, "'Who wears cosmetics?' Individual Differences and Their Relationship with Cosmetic Usage," which sought to determine if different personality variables predicted rates of cosmetic usage. The research found that positive relationships were established between cosmetic usage and "anxiety, self-consciousness, introversion, conformity, and self-presentation" and that negative relationships were found between cosmetic usage and "extroversion, social confidence, emotional stability, self-esteem, physical attractiveness, and intellectual complexity" (Robertson, Fieldman, & Hussey, 2008, p. 41). Much of the previous research has not focused on factors that create a negative relationship between cosmetics. The results fit into the reasonable assumption that if people are comfortable with themselves, they do not have as much desire to use cosmetics as a person who had low self-esteem. The results for the positive relationships are also very reasonably assumed; if people have low self-esteem, they will find it practical to seek out cosmetics to enhance themselves. Although beyond the scope of the current research, another interesting research question would be to determine how much of this anxiety, self-consciousness, etc., is caused by advertising. Although this study does not prove a link between advertising and these elements, it can be sensibly hypothesized that advertising might play a part in causing consumers to have these "negative" traits. It was also shown in this study that there is

a positive relationship between using cosmetics and conformity. This relates to the previous idea that consumers use makeup as a way to create a malleable self. By using makeup, it can allow consumers to favorably alter their appearance for any type of situation.

This idea of using makeup to create a malleable self is also discussed in the work of Sarah Scott, the "Influence of Cosmetics on the Confidence of College Women." Scott's study attempted to determine the relationship between cosmetics, their match to specific situations, and the resulting anxiety levels based on these situations. Anxiety was used as a measure on confidence in this study. The volunteers were asked to partake in going to class and going out with girlfriends. In the first phase of the study they were asked to wear their normal makeup to each situation: their normal "class" makeup to class and their normal "out" makeup while going out. They were then asked to wear their "class" makeup while going out and their "out" makeup while going to class. In each situation the participants were asked to fill out a survey that sought to measure anxiety. Results showed that "participants felt more anxious while wearing 'class' makeup in both situations. Less anxiety was felt when wearing 'party' or 'out' makeup, even when in class (Scott, n.d., p. 4). This finding rejects the assumption that "matching makeup to a situation will produce less anxiety and increase confidence" (Scott, n.d., p. 6). Although this finding does not support the hypothesis, it is still important to remember that because the subjects were aware of the study, expectations could have occurred based on the study. Because "out" makeup is usually associated with more makeup, it is reasonable to infer that more makeup made these women feel more comfortable in all types of situations, again supporting the idea that makeup can be used as a way to create a malleable self and control anxiety.

The previous two studies, "'Who wears cosmetics?' Individual Differences and Their Relationship with Cosmetic Usage" and "The Influence of Cosmetics on the Confidence of

College Women," both touch upon the idea of Self-Monitoring, which is the "extent to which consumers use situational cues to guide their social behavior" (Kardes, Cronley, & Cline, 2011, p. 158). Mark Snyder performed the original study that presented this concept, "Self-Monitoring of Expressive Behavior," in 1974. This study created a self-monitoring scale to identify individual differences in the level of self-monitoring. Snyder's results express that "the self-monitoring individual is particularly sensitive to the expression and self-presentation of others in social situations and uses these cues as guidelines for monitoring and managing his own self-presentation and expressive behavior" (Snyder, 1974, p.11). In contrast, the "non-self-monitoring person has little concern for the appropriateness of his presentation, pays less attention to the expression of others, and monitors and controls his presentation to a lesser extent. Since wearing makeup is in a way of controlling presentation, it seems that the type of monitor an individual is might affect their habits regarding makeup.

In 1986, Mark Synder and Steve Gangestad performed a follow up self-monitoring study, "On the Nature of Self-Monitoring: Matters of Assessment, Matters of Validity," which reported on the success of the previous study. This report stated,

> "Elaboration of the [self-monitoring] construct has let to its application in yet other domains of social behavior and interpersonal relationships. Some of the domains in which the Self-Monitoring Scale has proven its relevance and applicability are recent and ongoing explorations of the nature of friendships, romantic relationships, and sexual involvements, as well as applications to the psychology of advertising, personnel selection and psychopathology" (Gangestad & Synder, 1986, p. 1).

These findings represent that the Self-Monitoring can be relevant to explaining behavior in different ways. However, at this time, no previous research has been done to compare users of

cosmetics against what type of self-monitor the particular user is. The research done in this study will attempt to address this relationship further in the results section.

In addition to measuring the relationship between self-monitoring and cosmetics, makeup's relationship with self-esteem will also be addressed. We will attempt to measure whether or not manipulating appearance with makeup will correlate to higher or lower levels of self-esteem. The Texas Social Behavior Inventory (TSBI) scale, developed by Helmreich, Stapp, & Ervin, is intended "to be an objective measure of an individual's feelings of self-worth or social competence (Helmreich, Stapp & Ervin, 1947, p. 131). The results from the TSBI could be useful in comparing women who use different levels of makeup. The research done in this study will address the relationship in the results section.

A woman's anxiety can come from hundreds of sources; beauty advertisements, peer pressure, innate feelings of insecurity, etc. It has been found that overall the beauty industry has a negative effect on a woman's self-esteem, body image, and perception of beauty. By using upward comparisons, women are constantly comparing themselves to standards of beauty that society shows to them. The effect of cosmetic advertising on consumers is a relatively new area of research, but it requires attention seeing as it is a large and growing industry; as previously stated, the YMCA reported that nearly $7 billion dollars was spent on cosmetics in 2008 alone. It is believed by Thomas Cash that "a girl's initial experimentation with cosmetics in early adolescent can be seen as a rite of passage as well as growth towards developing a feminine identity" (as cited in Scott, n.d.). Seeing as cosmetics have become such an integral part of women's lives, it is becoming more and more important to understand the effect that the industry is having on women today. In order to gain an initial understanding of how the industry is affecting women today, this study will attempt to gather general information about college

women and their use of cosmetics. The study will attempt to report descriptive statistics about how and when college women wear makeup, their loyalty to certain types of makeup and makeup brands, their awareness of makeup trends and effects, as well as some general personality variables.

Method

A 45 question survey was developed that asked a large variety of questions about cosmetic usage, behavior, and personal habits. Two individual difference measures were also used. Self-monitoring (Snyder, 1974) was measure using an 18-item scale (Snyder and Gangestad, 1986) and Self-Esteem was measured using the Texas Social Behavior Inventory – Form A (Helmreich & Stapp, 1974). The survey was administered using Qualtrics online software.

Responses were gathered from 137 college students through requests on social media sites. The majority of survey responses were driven through Facebook, but Twitter, LinkedIn, and emails were also used. This sampling technique can be referred to as "snowball sampling", which means that the initial group of those sampled would refer this survey to other students. Snowball sampling was chosen because the "major advantage is that it substantially increases the likelihood of locating the desired characteristic in the population. It also results in relatively low sampling variance and costs" (Malhotra, 2012, p. 345). This method was decided to be the best method for this research because it allowed students to invite their friends to take the survey. However, one potential weakness of this method is that it does eliminate respondents that are in no way connected to the initial group of respondents. Even so, this method was the most logical for this study.

The survey returned 137 responses (113 female and 24 male). Since the research study was only interested in female respondents, the male responses were removed from the data set prior to analysis. A review of the data also revealed that 16 participants did not complete the survey and 5 participants did not follow instructions. These responses were also removed prior to analysis. The final data set consisted of 92 participants.

Results

The data was analyzed to provide general descriptive findings and regressions were run to investigate the effects of self-monitoring and self-esteem on participants' responses.

Descriptive Statistics

- All respondents are between the ages of 18 and 23

- Most respondents are from the New England area and are currently the University of New Hampshire

- The majority of respondents, 66.3%, began wearing makeup when they were between 12-15 years old. 18.5% began wearing makeup from the ages of 16-18. Out of 92 responses, there were only 3 respondents who do not wear makeup at all, and all 89 who did all began wearing makeup below the age of 18.

- When asked whether or not users understood how to use makeup to best flatter their own individual features, 58.7% of respondents chose "agree" while another 18.5% chose "strongly agree". 12% of users neither agreed nor disagreed. Only two users answered, "strongly disagree" to this question.

- When asked how important appearance is, how important makeup is to appearance, how important makeup is to self-confidence, how important makeup is to comfort in social

situations, and how important makeup is in professional situations, most respondents

answered that it was either "very important" or "somewhat important" to all situations.

Further breakdown of these beliefs is shown in the following chart.

Question	Extremely Important	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant	Not at all Important
How important do you think appearance is?	9	33	**46**	1	3	0	0
How important is makeup to your appearance?	5	20	**39**	7	12	5	4
How important is the right makeup to your self-confidence	11	**30**	26	10	6	5	4
How important is the right make-up to your comfort in social situations	8	**30**	24	12	8	5	5
How important is the right make-up in professional situations (e.g., work, job interviews)	14	**43**	24	3	3	0	5

- There was no clear majority to how often respondents go out in public without makeup.

  Answers were evenly distributed between less than once a month to daily.

- When respondents were asked to list five words that came to mind when hearing the

  word "makeup", the following five words were the most popular:

    1. Mascara

    2. Eye liner

    3. Pretty

4. Eye shadow

5. Foundation

- 87% of respondents reported that cost influences what brand of makeup they purchase. After that, 54.3% of respondents answered that brand loyalty also influences what brand of makeup they purchase. 38% also reported that experimenting and trying new things influences what brand they purchase. 21% of respondents also wear different makeup in the winter than in the summer, which also influences what types of makeup they purchase.

- When respondents were asked which products they were loyal to, mascara and eyeliner were the most popular. The products that seem to matter least to respondents from this chart are lipstick and blush.

Question	Very Loyal	Somewhat Loyal	No Opinion	Somewhat Not Loyal	Not Loyal
Mascara	**54**	23	1	1	13
Eyeliner	**44**	20	5	6	16
Liquid Eyeliner	11	10	21	15	**34**
Eyeshadow	23	**33**	8	10	17
Lipstick	9	11	20	13	**39**
Lip-gloss	9	22	20	14	**27**
Foundation	**29**	25	10	9	19
Powder	**34**	22	8	8	19
Blemishing corrector	**31**	21	13	10	16
Blush	23	17	17	5	**29**

- 77.2% of respondents go to their friends for makeup advice, making it the most popular resource among respondents. Second to friends are magazines, with 64.1% of respondents using them as a resource.

- Most respondents do not read how-to articles or watch tutorials to learn make-up tips. 28.3% percent reported that they never did either of these things, while 37% reported that they do so less than once a month. Of those who did find these, articles, magazines and Pinterest were the top resources used.

- 59.8% of respondents read Cosmopolitan magazine on a regular basis. This magazine received the largest percentage of readers. Following Cosmopolitan was People magazine at 22.8%.

- When asked which online resources respondents use to stay informed about beauty trends, Pinterest was the most popular (66.3%) among Twitter, Facebook, Instagram, StumbleUpon, and Tumbler.

- When asked which TV shows respondents noticed makeup in, the following were the top 5 shows listed.

    1. Keeping up with the Kardashians

    2. Pretty Little Liars

    3. Gossip Girl

    4. Jersey Shore

    5. America's Next Top Model

  When asked to list the Top 5 TV stations watched MTV, ABC, TLC, E! and Bravo were the most popular.

Situational Cosmetic Use

Respondents were also asked questions about their makeup usage with regards to particular situations. Questions also asked respondents how much they touch-up or change their

makeup throughout the day and when moving from situation to situation. The following

information was found.

- 43.4% of respondents felt that their makeup is "similar" or "very similar" from one

  situation to the next. Another 19.6% believed that their makeup was "somewhat similar"

  in different situations. 29.3% felt that their makeup was "somewhat different", and 3%

  felt their makeup was "different" in different situations.

- The following chart shows respondents' answers to the question, in what situations are

  you most likely to wear makeup?" This chart shows that most users were most likely to

  wear makeup on a date, at a job interview, or out with friends. In all situations, the

  highest number of responses was on the "likely" side of the scale. Although for class and

  running errands, there were a larger number of respondents who were on the "unlikely"

  side of the scale than in other situations.

Question	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
Class	11	7	4	1	19	**31**	19
Work	4	6	2	2	14	29	**34**
Job Interview	2	0	0	2	9	16	**63**
Out with friends	3	0	1	2	8	21	**57**
Running Errands	10	12	12	5	**34**	11	8
On a date	1	1	0	1	6	12	**71**

- The majority of users take less than 20 minutes to apply makeup for all situations (class,

  work, job interview, out with friends, running errands, on a date). However, on a date

  leaned more towards the 10-20 minute category instead of the less than 10 minutes

  category, which was different than most of the other situations. It also had the highest

  number of respondents who took longer than 20 minutes to apply makeup.

- When asked which makeup items respondents wore in different situations, data showed that mascara was used most in all situations. Eyeliner is also used in most situations, as well as powder. The following chart can show this information further. Lipstick and liquid eyeliner were used the least.

- 50% of respondents never carry makeup with them in order to touch-up throughout the day. Only 6.5% do so on a daily basis. Of those who do carry makeup for touch-ups, mascara, eyeliner, lip-gloss, and powder were the most popular types carried.

- When asked which situations respondents would be likely to touch-up makeup before going to the second situation, the majority of respondents answered that they would touch up their makeup before going out when they were coming from class, work, or running errands.

Knowledge of the Cosmetic Industry

Respondents were then asked questions regarding particular cosmetics companies in order to develop an initial understanding of how familiar respondents are with popular brands, as well as how they perceive these popular brands. The following information was found:

- L'Oreal was preferred as their #1 brand by 25 respondents. CoverGirl was a close second and favored first by 22 respondents. The most popular brand chosen for "Other" was Bare Minerals. The following chart can show a more detailed presentation of how respondents rated the following brands.

Answer	First	Second	Third	Fourth	Fifth	Sixth	Seventh
L'Oreal - Includes Maybelline and Lancome	**25**	24	19	15	2	2	1
Revlon - Inclues Almay	5	20	**29**	20	10	4	0
Estee Lauder - Includes Mac	19	10	12	**21**	16	9	1
CoverGirl	22	**23**	17	9	9	8	0
Rimmel	2	4	5	12	**40**	20	5
Avon	2	3	3	11	10	**45**	14
Other, Please Explain:	13	4	3		1	0	67

- When respondents were asked to match celebrity spokespeople to the corresponding brand, CoverGirl had the most brand awareness through respondents. All four of the CoverGirl's spokespeople had the highest brand recognition among all brands.

    1. Taylor Swift

    2. Ellen Degeneres

    3. Drew Barrymore

    4. Queen Latifa

After these CoverGirl spokespeople, the most correctly matched celebrity was Jennifer Lopez, correctly matched to her brand of L'Oreal. It is important to note, that the majority, 55.4% of respondents were either "somewhat not confidant" or "not at all confident" about their matching choices. 30% were "somewhat confident" about their choices.

- The respondents were asked to rate popular cosmetic companies on price and quality. The following charts can show the results. As shown, there is clearly a connection between high quality products and high prices, as well as a connection between average quality products and average prices.

Question	High Quality	Average Quality	Low Quality	No Opinion
L'Oreal	14	**58**	5	12
Maybelline	16	**57**	5	10
Lancome	**39**	18	1	31
Revlon	15	**51**	3	20
Estee Lauder	**46**	18	1	22
Cover Girl	17	**51**	9	11
Rimmel	7	**47**	10	24
Avon	12	**41**	10	26

Question	Expensive	Average	Cheap	No Opinion
L'Oreal	12	**54**	13	9
Maybelline	7	**54**	18	9
Lancome	**46**	20	1	20
Revlon	13	**50**	7	18
Estee Lauder	**56**	15	0	17
Cover Girl	3	**55**	19	11
Rimmel	6	**40**	21	20
Avon	20	**34**	12	22

Personal Behavior

Respondents were also required to answer questions about their personal habits. The following information was found:

- As expected, 97.8% of respondents check social media networks daily.

- When asked if respondents follow or friend celebrities on social networks, answers were evenly dispersed between never, sometimes, and often.

- 45.7% of respondents spend 1-2 hours watching TV on a typical day, 25% spend less than an hour, with 13% spending no time at all.

- 68.5% of respondents would never join a sorority. Only 8% were currently in a sorority.

- The majority of respondents are interested in fashion. 22.8% of respondents "strongly agree" and 40.2% of respondents "agree" to the statement, I am interested in fashion.

- 32.6% of respondents go shopping once a month, while 39.1% go 2-3 times a month.

- 63% consider themselves near their ideal weight, while 10.9% consider themselves at the ideal. Only 4.3% of respondents consider themselves very far from their ideal weight.

- There is a pretty even distribution of how often respondents work out in a typical week; 19.6% of respondents never work out during a typical week, 25% work out once a week, 27.2% work out 2-3 times a week, 13% work out 3-4 times a week, and 15.2% work out 5+ times a week.

Individual Difference Analysis

A series of regressions were run to investigate the potential effects of individual differences on participant's cosmetic usage, habits, and beliefs.

Self-Esteem. After performing regression analysis on the TSBI scale with relation to individual differences in respondent's cosmetic uses, there were no differential effects on responses found for varying levels of self-esteem. This suggests that varying levels of self-esteem may not influence beliefs, attitudes, and behaviors associated with cosmetics. It could be that self-esteem is the same no matter what type of makeup a woman wears. Even if she did feel more attractive with the makeup, they might still feel ugly without it, which would still cause self-esteem to be low.

Self-Monitoring. The Self-Monitoring Scale did provide some differential effects for varying levels of self-monitoring. The following points represent the findings.

- High self-monitors reported that were younger when they first started wearing make-up than low self-monitors ($F(1,87) = 4.72, p < .05$). Note: the 3 participants that reported that they did not wear make-up were excluded from this specific analysis.

- High self-monitors reported that they had a greater understanding of how of how to use make-up to best flatter their features than low self-monitors ($F(1,90) = 21.30, p < .01$).

- High self-monitors rated appearance as more important than low self-monitors ($F(1,90) = 7.42, p < .01$).

- High-self-monitors rated make-up as more important to their appearance than low self-monitors ($F(1,90) = 6.83, p < .05$).

- High self-monitors consider the right make-up as marginally more important for their self-confidence than low self-monitors ($F(1,90) = 3.83, p = .054$).

- High self-monitors consider the right make-up as more important for their comfort in social situations than low self-monitors ($F(1,90) = 4.38, p < .05$).

- High self-monitors consider the right make-up as marginally more important for their comfort in professional situations than low self-monitors. ($F(1,90) = 3.14, p = .08$).

- High self-monitors reported that they touched up their make-up more often during the day than low self-monitors ($F(1,90) = 6.03, p < .05$).

- High self-monitors reported that they were more likely to read how-to articles or watch tutorials to learn make-up tips than low self-monitors ($F(1,90) = 4.13, p < .05$).

- High self-monitors indicated that they were marginally more interested in fashion than low self-monitors (($F(1,90) = 2.53, p = .12$).

- High self-monitors considered themselves to be marginally closer to their ideal weight than low self-monitors ($F(1,90) = 2.35, p = .13$).

These findings supported our expectation. Since high-self monitors are more likely to use situation cues to guide and change their social behavior, we expected to find that high self-monitors would consider makeup to be important to their confidence in their appearance and their comfort in different situations. It is also interesting to report that high self-monitors are generally happier with their ideal weight than low self-monitors, potentially indicating that high-self monitors are happier with their bodies and feel generally more confident throughout life than low self-monitors.

Discussion

The results found that overall; the cosmetics industry does have a significant impact on college women today. When respondents were asked how likely they were to wear makeup in six different situations, the most popular answers for all situations were "somewhat likely", "likely" and "very likely", representing that makeup is indeed important to nearly every situation in a college woman's life. These results suggest college women are a large customer segment of this 7 billion dollar cosmetic industry. However, students don't spend that much time applying their makeup for each situation, and they do not change much in their makeup routines for different situations. The most commonly used items were mascara, eyeliner and powder. The terms "mascara" and "eyeliner" were also the two most popular words that respondents recalled after hearing the word makeup. This might represent that these items are considered "the basics" or "the essentials" to a college student's makeup collection.

In regards to respondent's awareness of beauty trends, Pinterest was shown to be the largest resource for information and articles about makeup. Pinterest was even more popular than magazines, which was a close second. There was no overall preference to any particular cosmetic

brand, but CoverGirl had very high brand awareness as well as one of the highest preferred

brands by respondents. This could mean that CoverGirl has done a good job marketing their

brand to college students, which could be interesting to other cosmetics companies. It might also

be interesting to conduct a further study on how the advertising practices of CoverGirl Compared

to other cosmetics companies.

The research also provided information regarding college women as individuals, not just

as a collective body. The study found no correlation between self-esteem and an individual's

particular cosmetic usage, habits, and beliefs. However, the study did find a relationship

between levels have self-monitoring and an individual's cosmetic habits. The lack of self-esteem

findings could potentially mean that a college woman's self-esteem level will not impact the

choices she makes in the cosmetic industry. However, the self-monitoring findings do represent

that high self-monitors are much more active in the world of cosmetics.

This sample consists of mainly college students from within the New England area.

Potential limitations to this could be that students who are enrolled in college might already have

higher levels of confidence and self-esteem than other females of college age but not in school.

Since the group of students was relatively homogenous in experiences and background,

generalizability beyond this population could be difficult. It is also important to note that this

survey's validity rests on the respondents' self-evaluations and self-reports. Desire to conform or

appear confidant could have an effect on respondents' answers.

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Appendix A
Survey (administered using Qualtrics online survey software)

Hello, I'm currently a senior at the University of New Hampshire and conducting research for my Senior Honors Thesis. If you have any questions about this research project or would like more information before, during, or after the study, you may contact myself, Ann Marie Britton, acr47@wildcats.unh.edu. Thank you for your time and participation in this survey.

Gender?
○ Female
○ Male

This survey aims to provide answers to how makeup is applied differently in different situations, for different users. Thank you for your time, I appreciate your participation in this survey.

How old were you when you first started wearing makeup?
○ Under 12
○ 12 - 15
○ 16 - 18
○ 19-21
○ 21+
○ I do not wear makeup

I understand how to use makeup to best flatter my features
○ Strongly Disagree
○ Disagree
○ Neither Agree nor Disagree
○ Agree
○ Strongly Agree

Rate the following based on importance

	Extremely Important	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant	Not at all Important
How important do you think appearance is?	○	○	○	○	○	○	○
How important is makeup to your appearance?	○	○	○	○	○	○	○
How important is the right makeup to your self-confidence	○	○	○	○	○	○	○
How important is the right make-up to your comfort in social situations	○	○	○	○	○	○	○
How important is the right make-up in professional situations (e.g., work, job interviews)	○	○	○	○	○	○	○

How often do you go without makeup in public?
- ○ Less than Once a Month
- ○ Once a Month
- ○ 2-3 Times a Month
- ○ Once a Week
- ○ 2-3 Times a Week
- ○ Daily

List the first five words that come to your mind when you hear the word "Makeup"
    1
    2
    3
    4
    5

In what situations are you most likely to wear makeup?

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
Class	○	○	○	○	○	○	○
Work	○	○	○	○	○	○	○
Job Interview	○	○	○	○	○	○	○
Out with friends	○	○	○	○	○	○	○
Running Errands	○	○	○	○	○	○	○
On a date	○	○	○	○	○	○	○

How long does it take you to apply your makeup for the following situations? (Shower, hair and getting dressed not included)

	Less than 10 Minutes	10 - 20 Minutes	21 - 30 Minutes	31 - 40 Minutes	41 - 50 Minutes	51 - 60 Minutes	Over an Hour	I don't wear makeup in this situation
Class	○	○	○	○	○	○	○	○
Work	○	○	○	○	○	○	○	○
Job Interview	○	○	○	○	○	○	○	○
Out with friends	○	○	○	○	○	○	○	○
Running Errands	○	○	○	○	○	○	○	○
On a date	○	○	○	○	○	○	○	○

Check off each item of makeup you wear in each of the following situations

	Mascara	Eyeliner	Liquid Eyeliner	Eye shadow	Lipstick	Lip-gloss	Foundation	Powder	Blemish corrector	Blush
Class	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Work	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Job Interview	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Out with friends	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
Running errands	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑
On a date	❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

How different do you feel your makeup is from one situation to the next?
○ Very Different
○ Different
○ Somewhat Different
○ Undecided
○ Somewhat Similar
○ Similar
○ Very similar

How often do you carry makeup with you in order to touch-up throughout the day?
❍ Never
❍ Less than Once a Month
❍ Once a Month
❍ 2-3 Times a Month
❍ Once a Week
❍ 2-3 Times a Week
❍ Daily

How many times a day do you usually touch up your makeup? (Regardless of whether it is carried with you or not)
❍ Never
❍ Once a day
❍ 2-3 times a day
❍ 4-5 times a day
❍ 5 or more times

If you do carry makeup for touch-ups, what types do you typically carry? Check off all that apply. If none, skip to next question.
❑ Mascara
❑ Eyeliner
❑ Liquid Eyeliner
❑ Eye shadow
❑ Lipstick
❑ Lip-gloss
❑ Foundation
❑ Powder
❑ Blemishing corrector
❑ Blush

In which of the following situation changes would you be likely to touch-up your makeup before the second situation? Check off all that apply.
❑ When I'm going from class to work
❑ When I'm going from class to going out at night
❑ When I'm going from work to class
❑ When I'm going from work to going out at night
❑ When I'm going from running errands to work
❑ When I'm going from running errands to class
❑ When I'm going from running errands to going out at night

Do you ever get frustrated with the way your makeup comes out and restart completely?
- ❍ Never
- ❍ Rarely
- ❍ Sometimes
- ❍ Quite Often
- ❍ Very Often

Rank the following cosmetics companies by preference. E.g., If you prefer Estee Lauder over the other 6 choices, rank this #1. Drag and drop each line to arrange in your preferred order.

_____ L'Oreal - Includes Maybelline and Lancome
_____ Revlon - Includes Almay
_____ Estee Lauder - Includes Mac
_____ CoverGirl
_____ Rimmel
_____ Avon
_____ Other, Please Explain:

Rate the following cosmetics companies on quality

	High Quality	Average Quality	Low Quality	No Opinion
L'Oreal	❍	❍	❍	❍
Maybelline	❍	❍	❍	❍
Lancome	❍	❍	❍	❍
Revlon	❍	❍	❍	❍
Estee Lauder	❍	❍	❍	❍
Cover Girl	❍	❍	❍	❍
Rimmel	❍	❍	❍	❍
Avon	❍	❍	❍	❍
Other, Please List:	❍	❍	❍	❍

Rate the following cosmetics companies on price

	Expensive	Average	Cheap	No Opinion
L'Oreal	○	○	○	○
Maybelline	○	○	○	○
Lancome	○	○	○	○
Revlon	○	○	○	○
Estee Lauder	○	○	○	○
Cover Girl	○	○	○	○
Rimmel	○	○	○	○
Avon	○	○	○	○
Other, Please List:	○	○	○	○

Can you match the following spokespeople to the brand they represent? Drag and drop the spokesperson name under the appropriate brand. One company can have more than one spokesperson.

Celebrity	Brand
_____ Gwen Stephani	_____ L'Oreal (Includes Maybelline and Lancome)
_____ Eva Longoria	_____ Revlon
_____ Jennifer Lopez	_____ Almay
_____ Beyonce	_____ Covergirl
_____ Julia Roberts	_____ Rimmel
_____ Halle Berry	_____ Halle Berry
_____ Emma Stone	_____ Emma Stone
_____ Kate Hudson	_____ Kate Hudson
_____ Taylor Swift	_____ Taylor Swift
_____ Drew Barrymore	_____ Drew Barrymore
_____ Ellen Degeneres	_____ Ellen Degeneres
_____ Queen Latifa	_____ Queen Latifa
_____ Zooey Deschanel	_____ Zooey Deschanel

How confident are you with your decisions in the previous question?
○ Very Confident
○ Somewhat Confident
○ No Opinion
○ Somewhat Not Confident
○ Not at all Confident

How loyal do you consider yourself to the following makeup items.

	Very Loyal	Somewhat Loyal	No Opinion	Somewhat Not Loyal	Not Loyal
Mascara	○	○	○	○	○
Eyeliner	○	○	○	○	○
Liquid Eyeliner	○	○	○	○	○
Eyeshadow	○	○	○	○	○
Lipstick	○	○	○	○	○
Lip-gloss	○	○	○	○	○
Foundation	○	○	○	○	○
Powder	○	○	○	○	○
Blemishing corrector	○	○	○	○	○
Blush	○	○	○	○	○

Which of the following factors have an influence on what brand of makeup you purchase? Check off all that apply
❑ Cost
❑ Brand Loyalty - I always buy the same brand
❑ Experimentation - I like to try out new things
❑ Season - I wear different makeup during the winter than the summer
❑ Other, Please Explain: _____

Who do you typically look to for make-up advice? Check off all that apply.
❑ Mother
❑ Siblings
❑ Friends
❑ Websites
❑ Magazines
❑ Blogs
❑ Other, Please Explain: _____

Do you read how-to articles or watch tutorials to learn new make-up tips?
○ Never
○ Less than Once a Month
○ Once a Month
○ 2-3 Times a Month
○ Once a Week
○ 2-3 Times a Week
○ Daily

If you do, where do you typically find these articles/tutorials? Check off all that apply

❑ Magazines
❑ Online blogs
❑ Pinterest
❑ Search Engines (Google, Yahoo, Bing)
❑ Other, Please Explain: _____

Do you read any of the following magazines on a normal basis? Check off all that apply
❑ Cosmopolitan
❑ Glamour
❑ Vogue
❑ Elle
❑ Lucky
❑ Allure
❑ Teen Vogue
❑ People
❑ InStyle

Please list any other magazines you typically read, if any
    1
    2
    3
    4
    5

What are the typical TV stations you watch?
    1
    2
    3
    4
    5

Which TV shows do you notice makeup in, if any?

1

2

3

4

5

How much time do you spend watching TV on a typical day?
○ No time
○ Less than an hour
○ 1 - 2 hours
○ 2 - 4 hours
○ More than 4 hours

How often do you check social media networks? Facebook, Twitter, Instagram, etc.
○ Never
○ Less than Once a Month
○ Once a Month
○ 2-3 Times a Month
○ Once a Week
○ 2-3 Times a Week
○ Daily

Do you follow or friend celebrities on social networks?
○ Never
○ Rarely
○ Sometimes
○ Often
○ All of the Time

Do you use any of the following online resources to look at/stay informed about beauty trends?
Check off all that apply.

❑ Pinterest
❑ Twitter
❑ Facebook
❑ Instagram
❑ StubleUpon
❑ Tumbler
❑ Other, Please Explain _____
❑ I never use online resources for beauty trends

I am interested in fashion
○ Strongly Disagree
○ Disagree
○ Neither Agree nor Disagree
○ Agree
○ Strongly Agree

How often do you go shopping in an average month?
○ Never
○ Less than Once a Month
○ Once a Month
○ 2-3 Times a Month
○ Once a Week
○ 2-3 Times a Week
○ Daily

Are you in a sorority?
○ Yes
○ No, But I would consider joining one
○ No. I would never join one

How often do you participate in athletic activity on a typical week?
○ Never
○ Once a Week
○ 2-3 times a week
○ 3-4 times a week
○ 5+ times a week

How close do you consider yourself to your ideal weight?

○ Very Far from the ideal
○ Far from the ideal
○ No opinion
○ Near the ideal
○ At the Ideal

Are you a UNH student?
○ Yes
○ No

What college are you part of?
○ WSBE - Whittemore School of Business and Economics
○ CHHS - College of Health and Human Services
○ COLA - College of Liberal Arts
○ COLSA - College of Life Sciences and Agriculture
○ Thompson School of Applied Science
○ Graduate School
○ UNH Manchester
○ UNH School of Law

What year are you in school?
○ Freshman
○ Sophomore
○ Junior
○ Senior
○ I am not a student

Where is your hometown?

What is your age?
○ Under 18
○ 18
○ 19
○ 20
○ 21
○ 22
○ 23
○ 24 or Older

Appendix B:
SELF-MONITORING SCALE (Snyder and Gangestad, 1986)

DIRECTIONS: The statements below concern your personal reactions to a number of different situations. No two statements are exactly alike, so consider each statement carefully before answering. IF a statement is TRUE or MOSTLY TRUE as applied to you, **circle the "T"** next to the question. If a statement is FALSE or NOT USUALLY TRUE as applied to you, **circle the "F"** next to the question.

(T) (F) 1. I find it hard to imitate the behavior of other people.

(T) (F) 2. At parties and social gatherings, I do not attempt to do or say things that others will like.

(T) (F) 3. I can only argue for ideas which I already believe.

(T) (F) 4. I can make impromptu speeches even on topics about which I have almost no information.

(T) (F) 5. I guess I put on a show to impress or entertain people.

(T) (F) 6. I would probably make a good actor.

(T) (F) 7. In groups of people, I am rarely the center of attention.

(T) (F) 8. In different situations and with different people, I often act like very different persons.

(T) (F) 9. I am not particularly good at making other people like me.

(T) (F) 10. I'm not always the person I appear to be.

(T) (F) 11. I would not change my opinions (or the way I do things) in order to please someone else or

win their favor.

(T) (F) 12. I have considered being an entertainer.

(T) (F) 13. I have never been good at games like charades or improvisational acting.

(T) (F) 14. I have trouble changing my behavior to suit different people and different situations.

(T) (F) 15. At a party, I let others keep the jokes and stories going.

(T) (F) 16. I feel a bit awkward in company and do not show up quite as well as I should.

(T) (F) 17. I can look anyone in the eye and tell a lie with a straight face (if for a right end).

(T) (F) 18. I may deceive people by being friendly when I really dislike them.

Appendix C:
Texas Social Behavior Inventory – Form A (Helmreich and Stapp, 1974)

The following is a measure of personality. Please choose the answer that best suites you. Answers were scored on a 5-Point Scale: (not at all characteristic of me, not very, slightly, fairly, very much characteristic of me).

1.   I am not likely to speak to people until they speak to me.

2.   I would describe myself as self-confident

3.   I feel confident in my appearance

4.   I am a good mixer

5.   When in a group of people, I have trouble thinking of the right things to say.

6.   When in a group of people, I usually do what the others want rather than make suggestions.

7.   When I am in disagreement with other people, my opinion usually prevails.

8.   I would describe myself as one who attempts to master situations.

9.   Other people look up to me.

10.   I enjoy social gatherings just to be with people.

11.   I make a point of looking other people in the eye.

12.   I cannot seem to get others to notice me.

13.   I would rather not have very much responsibility for other people.

14.   I feel comfortable being approached by someone in a position of authority.

15.   I would describe myself as indecisive.

16.   I have no doubts about my social competence.