

Body Image Affects on Cometics Consumption among Young Females in the Greater Helsinki Region

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<p>Abstract:</p> <p>The study was conducted to investigate if there could be a relationship between body image and the consumption of cosmetics. The research sought first to identify the body image and cosmetics consumption among the target population, and then to seek for possible correlations between body image and consumption variables.</p> <p>A foundation for the research was laid out by introducing the Finnish cosmetics market and a variety of body image aspects. The theoretical framework consisted mostly of previous research findings within the area of body image and cosmetics.</p> <p>The empirical research was conducted using a quantitative method. The sample frame consisted of 19- 26 year old female students in the greater Helsinki region. Data was collected for a purpose of receiving numerical data for statistical and correlation analysis. Statistical measures were used to identify the body image and cosmetics consumption habits among the respondents. Correlation measures were used to explore a possible relationship between body image and cosmetics consumption.</p> <p>The research results indicated that a weak relationship between some aspects of body image and cosmetics consumption was found. Consumption was dominated by coping behavior, which was expressed through cosmetics usage amounts and investment in appearance management. Also a consumer profile for both body image and cosmetics consumption was developed based on statistical findings.</p>	
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<p>Sammandrag:</p> <p>Studien utfördes för att ta reda på om det finns ett samband mellan kroppsuppfattning och konsumtion av kosmetiska produkter. Genom forskningen skulle målgruppens kroppsuppfattning och konsumtionsvanor för kosmetiska produkter identifierades. Därefter sökte studien hitta eventuella samband mellan kroppsuppfattning och olika konsumtions variabler.</p> <p>En grund för forskningen lades genom att presentera den finska kosmetikmarknaden och olika aspekter inom kroppsuppfattning. Den teoretiska ramen utgjordes främst utav tidigare forskning inom kroppsuppfattning och kosmetik.</p> <p>Den empiriska undersökningen utfördes med kvantitativ metod. Målgruppen bestod av 19 till 26 år gamla kvinnliga studenter i Helsingforsregionen. För att kunna identifiera kroppsuppfattningen och kosmetikkonsumtionen utifrån insamlad data, användes statistiska medel. För att undersöka det eventuella sambandet mellan kroppsuppfattning och kosmetikkonsumtion användes korrelationsundersökning.</p> <p>Forskningsresultaten visade på ett svagt samband mellan somliga avseenden av kroppsuppfattning och kosmetikkonsumtion hittades. Kosmetikkonsumtionen dominerades av coping beteende, som uttrycktes genom användning av kosmetiska produkter samt investering i utseendet. På basen av de statistiska slutsatserna utvecklades även en konsumentprofil över både kroppsuppfattning och konsumtion av kosmetiska produkter.</p>	
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TABLE OF CONTENTS

1	INTRODUCTION	8
1.1	BACKGROUND	8
1.2	RESEARCH AIM	9
1.3	THESIS STRUCTURE	10
1.4	IMPORTANT PREVIOUS RESEARCH FINDINGS	11
1.5	METHOD	11
1.6	DEFINITIONS	12
2	THEORETICAL FOUNDATION	13
2.1	THE COSMETICS MARKET IN FINLAND	13
2.2	THE IMPORTANCE OF UNDERSTANDING CONSUMERS	14
2.3	BODY IMAGE	15
2.4	DEVELOPMENT OF BODY IMAGE	16
2.4.1	<i>Historical Influences on Body Image</i>	16
2.4.2	<i>Here and Now Influences on Body image</i>	18
2.4.3	<i>Body Image Attitudes and Schemas</i>	19
3	THEORETICAL FRAMEWORK	20
3.1	ACTUAL AND IDEAL PHYSICAL SELF	20
3.2	POSITIVE AND NEGATIVE BODY IMAGE	21
3.3	APPEARANCE MANAGEMENT	22
3.3.1	<i>Appearance Management as Self Defending Coping Behavior</i>	22
3.4	TIME AND INVESTMENT	24
3.5	CONSTRUCTIVE APPEARANCE ENHANCING BEHAVIOR	25
4	EMPIRICAL RESEARCH	26
4.1	METHODS	26
4.1.1	<i>Target Population and Sample</i>	26
4.1.2	<i>The Instrument</i>	27
4.1.3	<i>Data Collection</i>	30
4.1.4	<i>Validity and Reliability</i>	31
4.1.5	<i>Data Analysis</i>	31
4.2	RESULTS	33
4.2.1	<i>Basic Statistics</i>	33
4.2.2	<i>Body Image Results</i>	34
4.2.3	<i>Cosmetic Consumption Results</i>	35

4.2.4	<i>Correlation Results</i>	40
4.2.5	<i>Limitations of the Research</i>	43
5	DISCUSSION	45
5.1	BODY IMAGE	45
5.2	COSMETICS CONSUMPTION	45
5.3	BODY IMAGE CORRELATIONS AND VARIABLES	48
5.3.1	<i>Concealment Behavior</i>	48
5.3.2	<i>Compensating Behavior</i>	49
5.3.3	<i>Time and Investment</i>	50
5.3.4	<i>Constructive Appearance Enhancement Behavior</i>	51
5.3.5	<i>What Correlations Did Not Say</i>	51
5.3.6	<i>Final Thoughts of the Results</i>	51
6	CONCLUSIONS	53
6.1	LIMITATIONS OF THE RESEARCH	54
6.2	SUGGESTIONS FOR FURTHER RESEARCH	54
	REFERENCES	56
	APPENDICES	60
	APPENDIX 1. LETTER OF INTRODUCTION (ENGLISH AND SWEDISH)	
	APPENDIX 2. QUESTIONNAIRE (ENGLISH AND SWEDISH)	
	APPENDIX 4. ONLINE QUESTIONNAIRE AND RESULTS (PRE-RESEARCH)	
	APPENDIX 5. EXPLANATION OF COSMETICS CONSUMPTION VARIABLES	
	APPENDIX 6. SURVEY LOG	
	APPENDIX 8. CHROBACH'S ALPHA RELIABILITY STATISTICS	
	APPENDIX 9. BODY IMAGE STATISTICS	
	APPENDIX 10. CORRELATIONS	

Figures

FIGURE 1 BODY IMAGE DEVELOPMENTS: HISTORICAL INFLUENCES ON BODY IMAGE..... 17

FIGURE 2 BODY IMAGE EXPERIENCES: HERE AND NOW INFLUENCES..... 19

FIGURE 3 SELF DISCREPANCY 21

FIGURE 4 BODY SATISFACTION 34

FIGURE 5 MONTHLY EXPENDITURE ON COSMETICS 35

FIGURE 6 COSMETICS CONSUMPTION..... 36

FIGURE 7 COSMETICS USAGE RATES..... 36

FIGURE 8 COSMETICS APPLICATION TIMES 37

FIGURE 9 COSMETICS IMPORTANCE LEVELS 38

FIGURE 10 ROUTINES OF COSMETICS USE 39

Tables

TABLE 1 BASICS STATISTICS 33

TABLE 2 CORRELATIONS BETWEEN FACIAL COSMETICS USAGE AMOUNTS AND THE BODY 40

TABLE 3 CORRELATIONS BETWEEN HAIR COSMETICS USAGE AMOUNTS AND THE BODY..... 40

TABLE 4 CORRELATIONS BETWEEN APPLICATION TIME (F) AND BODY SATISFACTION 41

TABLE 5 CORRELATIONS BETWEEN APPLICATION TIME (H) AND BODY SATISFACTION 42

TABLE 6 CORRELATIONS BETWEEN IMPORTANCE OF COSMETICS AND BODY SATISFACTIONS 42

TABLE 7 CORRELATIONS BETWEEN ROUTINES OF USE (F) AND BODY SATISFACTION 43

TABLE 8 CORRELATIONS BETWEEN ROUTINES OF USE (H) AND BODY SATISFACTION..... 43

TABLE 9 COSMETICS CONSUMER PROFILE..... 47

FOREWORD

I want to thank the love of my life, David, for being my source of inspiration and joy throughout the thesis writing project. I also would like to thank my family for encouraging me and helping me see the priorities in life. Finally I want to thank my God, for giving me the ability to learn and develop, and to see life as it really is.

1 INTRODUCTION

1.1 Background

Most women have sometimes used cosmetics and buy cosmetics on a regular basis. Cosmetics are however not a recent innovation, utilization of cosmetics and other grooming products for the purpose of appearance enhancement has long been a practice among all cultures (*Craik, 1993*). Taking back to the ancient Egypt, Rome and Greece, body decorating has been used for enhancing appearance. For more than thousands of years the aesthetic use of cosmetics for face and hair has been taking place among both men and women (*Chaudhri & Jain, 2009*.) In the modern day research it appears that much of the motivation for cosmetics usage is based on attempts to reach a body ideal (*Solomon, 2009*), or by compensating for or hiding something that is considered unattractive in one's appearance (*Cash & Walker Cash, 1981*). Some research also suggests that cosmetics are used to additionally enhance appearance that is already considered attractive (*Guthrie, Kim & Jung, 2008*).

The satisfaction one has for the body is depending on the idea of how close one feels to be to the culturally valued ideals of appearance. People have a tendency to evaluate and examine themselves, and if they find that they are not satisfied or lacking something in their appearance, they will take measures to self create something that will make them feel satisfied and make them attain a complete self (*Schouten, 1991*) and they do it by using various products (*Schouten, 1991; Solomon, 2009; Cash & Walker Cash, 1981*).

In today's Finland the majority of women feels discontent with some part of the body, and has a wish to change it (*Dove, 2006*). 88% of Finnish women aged 18-39 feel that beauty ideals are too often defined only based on physical appearance and that the stereotypical ideals presented in media are harmful for women (*Dove, 2008*.)

Issues concerning body image and the media emphasis on beauty and attractiveness have become prominent in marketing in the last years. Seeing the behavior that cultural ideals evoke in women, has raised the author's interest in women's body image issues in

today's society. Out of a deep interest in how body image is reflected in the use of cosmetic products, a research that hopefully will shed understanding on women's desire for appearance enhancement has emerged.

1.2 Research Aim

The thesis was conducted for the purpose of investigating the relationship between women's body image and their cosmetic consumption behavior. The aim was to study if there is any relationship between the two, and if there is, to shed light on the affects that women's body image has on their cosmetics consumption habits. A complementary aim was to draw a statistical map of the general body image and cosmetics consumption habits in young females in Finland. The aim of the presented thesis was therefore to study cosmetics consumption habits, with a focus on the relationship between women's body image and cosmetics consumption. The author laid out the following research questions:

Research Question 1:

Does body image have an effect on cosmetics consumption in young females, and if it does, how?

Research Question 2:

What characterizes the body image and the cosmetics consumption in young women in Finland generally?

With the help of the research questions, the intention was that a thesis would be constructed in an attempt to present to the topic of body image and cosmetics consumption in a Finnish context, where previous research has been slim.

1.3 Thesis Structure

1. The *introduction* seeks to lay out the foundation for the thesis. The background and research aim are presented and a structure for the thesis and the thesis methods are briefly laid out. Additionally some elementary definitions that show to be important for the understanding of the thesis are précised.
2. The *theoretical foundation* seeks to define the key concepts within the area of research. A foundation derived from secondary material has by the author been laid out to deliver a thorough background for the thesis, so that readers can understand the concept of body image and cosmetics consumption. The topic of body image has been presented in light of concepts, such as body image development, positive and negative body image, and body image and ideals. Cosmetics consumption has been laid out in the light of the Finnish cosmetics market.
3. The *theoretical framework* has been constructed to serve as an establishment for the objectives of the research. Aspects of appearance management behaviors have been discussed in relation to body image. Cosmetics consumption as a means of appearance management has been revised through supportive previous research findings. Appearance management behaviors, mainly appearance coping behaviors, are the core of the theoretical framework, against which research objectives will be weighed.
4. The *results* section has been divided into areas that will help focus on the research questions. Firstly, basic demographic results are revised. Secondly, body image and cosmetics consumption are outlined, as they will answer research question two. Thirdly, statistical correlation values will be presented, to help answer research question one.
5. The *discussions* will draw together the research questions and empirical research findings through impending the theoretical frame.

1.4 Important Previous Research Findings

The most significant previous research relevant to this thesis, regarding the relationship between body image and consumption of cosmetics, was conducted in the 1980's by Thomas F. Cash and Diane Walker Cash (1981). Some of the latest research is from the 21st century (Guthrie, Kim & Jung 2008). Cash & Walker Cash (1981) in their research found groundbreaking result in the area of body image and cosmetics consumption. Their Research (1981) suggests that that some aspects of negative body image are related to more use of cosmetics and to cosmetics usage habits. This has been supported by the claims that people with negative body image tend to use cosmetics as a body image booster and as a method of appearance enhancement of a look that is considered flawed (Cash, 2002a). In their study (Guthrie, Kim & Jung 2008) on facial body image, it was found that a positive facial image corresponds with cosmetics usage, so that higher satisfaction with ones facial image meant also using more cosmetics. Due to the fact that research findings point in two different directions, it could be said that the research within the field is unsettled. Both aspects will however be lifted up in this thesis, as it may be that one aspect is not exclusive of the other.

1.5 Method

Primary material was derived from an empirical research conducted by the author in the fall of 2009. A quantitative method was used to conduct the empirical research and questionnaires were used as an instrument for gathering data about cosmetics consumption habits and body image. The sample frame was limited to female students in the greater Helsinki region. 88 persons participated in the survey, out of which 70 responses were used in the analysis of data. To be able to answer research question one, the analysis of body image and cosmetics consumption was conducted through correlation analysis; SPSS was used to analyze correlation values of the data. Correlation analysis was chosen, as it shows on possible relationships between two factors with the help of numerical values. MS Excel was used to analyze remaining statistical data concerning body image and the consumption of cosmetics among the respondents, so that research question two could be answered. Also an online

questionnaire was conducted as a preparing data collection that was to be used in developing the actual questionnaire. Paragraph 4.1 discusses methods in more detail.

1.6 Definitions

1. Body image - Body image is the picture that a one has of oneself as a physical being and entails evaluations and estimations of one's physical attributes (*Burns, 1979*).
2. Appearance management - Behaviors to manage physical appearance to be able to enhance self evaluation. Appearance management can involve behavior like cosmetics use, hairstyling and clothing (*Cash, 2002a*).
3. Body dissatisfaction – A person's negative thoughts and feelings for his or her body (*Grogan, 2002, p.2*).

2 THEORETICAL FOUNDATION

2.1 The Cosmetics Market in Finland

In the recent years, the Finnish cosmetics market has undergone a big change, as it has been one of the most dynamically growing in Western Europe. The interest in cosmetics and also money used for cosmetics has therefore been growing, up until 2008 when the economic downturn put its marks on the cosmetics markets (*Karine, 2009*). The growth of cosmetics in Finland was on an average 5,3 % in years 2000-2007(*The Finnish Cosmetics, Toiletry and Detergent Association, 2000-2007*), 2008 showed however a decrease of 0,3 % (*Karine, 2009; Finnish Cosmetics, Toiletry and Detergent Association, 2008*). Even though there was a slight decrease in that year, *Karine (2009)* explains that on the whole, the positive trend continues.

In the year 2008, the average cosmetics expenditure per person was 150 €. Hair care products were bought with 51 €, skin care with 40 €, hygiene products with 28 €, decorative cosmetics with 24 € and fragrances with only 7 € (*Karine, 2009*). In that year the market volume for cosmetics in Finland was 794 million € (*Colipa, 2008*), and cosmetics were sold for a value of 409 million € (*Karine, 2009*). According to the Finnish Cosmetics, Toiletry and Detergent Association (*2008*) the biggest product segments within cosmetics in Finland were hair, skin and color cosmetics. According to *Colipa (2008)* the European market just for cosmetics was approximately 70 billion € in 2008.

Changes in consumer behavior could be spotted in 2008, especially in the hair care market that is the most prominent in the Finnish cosmetics markets. Previously the professional hair care products exceeded retail product sales, but due to the economic turmoil in 2008 people began buying cheaper products (*Karine, 2009*).

2.2 The Importance of Understanding Consumers

Many things can affect consumers' behavior, choices and motivations as Karine (2009) explained with reference to hair cosmetics in the previous paragraph. Staying focused on the consumer therefore is important. Consumers are the focus point of marketing and to be able to satisfy their needs, a company must know the consumers, who they are, what they want, and how to satisfy their needs and solve their problems (Paley, 2001; Solomon, 2009). But knowing the consumers may not be enough, a company also needs to understand how consumers think and *why* consumers buy and use certain products. Learning to understand the consumers' "why" can be a challenge however, as the reasons for *why* consumers use certain products is difficult to discover. Often the answers are somewhere in the mind of the consumer (Kotler et al., 2005).

Through the process of understanding the consumer, companies are enabled to stay innovative in the market, and therefore companies can grow and sustain growth as well as keep a lead over competitors (Paley, 2001). Knowing the consumer can help companies to define the markets and see both threats and opportunities (Solomon, 2009). Some important factors in being able to be innovative in the markets and to maintain a strong market presence, is being able to define the consumers by demographic, geographic and psychographic characteristics, and to be able to examine customers' consumption patterns and product use (Paley, 2001).

2.3 Body Image

A person's self concept is a complex set of self aspects that define how one perceives and thinks of oneself as a whole person. The *personal self-concept* reflects the opinions that one has of oneself, *social self concept* is how one believes one is being perceived by others, and the *self ideals* consist of what and how one would like to be (Burns, 1979; *Encyclopedia of psychology*, 2001).

The body image is a vital part of that self concept (Burns, 1979; *Encyclopedia of psychology*, 2001). Body image is the picture that a person has of himself as a physical being. Body image also entails evaluations and estimations of one's physical attributes (Burns, 1979). Grogan (1999) and Burns (1979) assess that a person makes evaluations about his body in a similar way as of any object. Although the body image is a subjective part of the self concept, it is nevertheless responsive to evaluation from other people. Evaluations about one's body by other people are likely to become part of one's own body perceptions, and thus the body image. For this reason the attitudes towards the own body and feelings of adequacy in the body are linked to physical features such as height, weight, complexion and body proportions that are visible to others (Burns, 1979). According to Solomon (2009) and Burns (1979) the level of contentment with one's physical appearance is very much dependent on how one believes one's appearance is corresponding to the cultural ideals. The body image is thus a set of self perceptions of the physical self in the light of both private and public evaluations (Burns, 1979). Garner (1997, p.1), in a review of Psychology Today's body image poll describes body image as follows:

It's our mental representation of ourselves; it's what allows us to contemplate ourselves. Body image isn't simply influenced by feelings, and it actively influences much of our behavior, self-esteem, and psychopathology. Our body perceptions, feelings, and beliefs govern our life plan-who we meet, who we marry, the nature of our interactions, our day today comfort level. Indeed, our body is our personal billboard, providing others with first and sometimes only impressions.

The body image can in many ways influence a human's life quality, as it can have an affect on a person's emotions, thoughts and behaviors in the day to day life, not to mention its affects on human relationships (Cash & Pruzinsky, 2002). The body image is to say, linked to many aspects of a person through "internal sensations, emotional

experiences, fantasies” and “feedback from others” (*Encyclopedia of Psychology, 2001, p. 1*).

Body image issues among women have been found to be centered to certain body areas. Dove (2006) did appearance related research among Finnish women. It was found that 90% of women aged 18-64 felt that they wanted to change at least one thing about their appearance, most often they wanted to change their weight. In research by Cash & Walker Cash (1981) it was found that women tend to be most dissatisfied with the mid and lower torso. In a research by Dove (2004) it was found that 39% of Finnish women said that they could not call themselves beautiful, and 54 % believed that beautiful women have prospects of getting further in life. Out of the women, 66% believed that men appreciate women with beautiful appearance more and 90 % also believed that beauty is not based on outer appearance, but on attitudes and other mental traits (Dove, 2004).

2.4 Development of Body Image

The school of thought concerning body image is derived mostly from cognitive and behavioral psychology. The cognitive-behavioral viewpoint of body image is not based upon specific theories, but rather a school of thought derived from a tradition of ideas and empirical research evidence from throughout the years. The cognitive-behavioral model of body image development distinguishes two factors that are elementary in the development of Body image. These are the historical and the proximal factors (Cash, 2002a).

2.4.1 Historical Influences on Body Image

The historical factors that have been found to influence the shaping of the body image are defined as past events and experiences that influence the way people “think, feel or act in relation to their body” (Cash, 2002a, p. 38). Cultural Socialization (messages from the media), interpersonal experiences (experiences with family and peers), physical characteristics and personality attributes are prominent among these historical factors (Cash, 2002a; 2008).

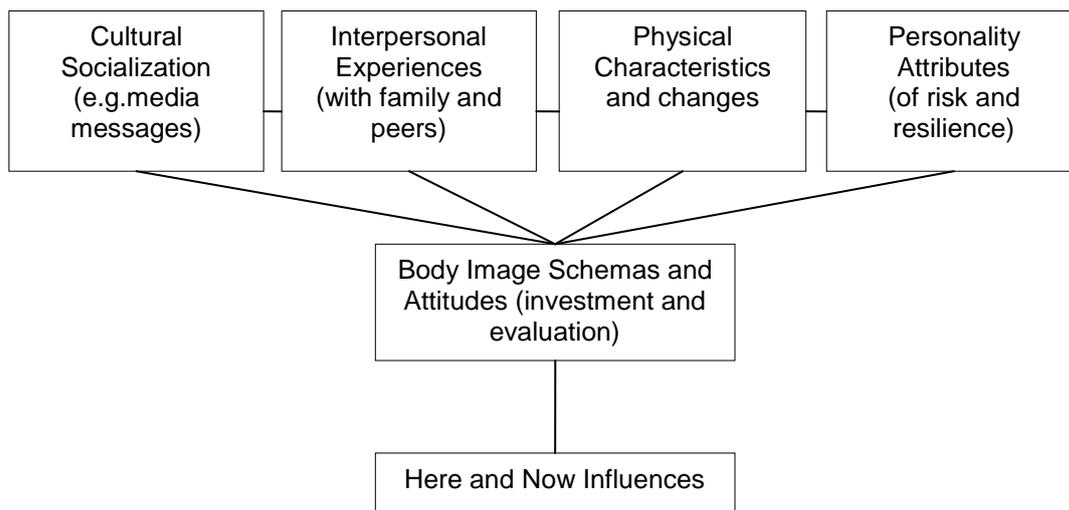


Figure 1 Body Image Developments: Historical influences on body image (Cash, 2002a, p. 39; Cash, 2008, p.39).

2.4.1.1 Cultural Socialization

What is expected of a person in terms of appearance is much conveyed through cultural messages from various channels of media. Appearance expectations affect people's thinking of what is and what is not socially valued and acceptable physical appearance (Cash, 2002a). Tiggemann (2002) asserts that women's negative body image is linked to images presented in media and that the influence of media's values on appearance is significant. Cash (2002a) continues to speak out that the cultural influences stipulate actions of body-altering in an attempt to attain social expectations.

2.4.1.2 Interpersonal Experiences

Cash (2002a) explains that the experiences people encounter with other people also play a role in the development of the body image. In interaction with family, friends and peers expectations and opinions about appearance can be expressed in many manners. All the way from a person's childhood the parents' role modeling and comments about appearance communicate values about physical appearance. These values can become standards towards which the child then compares him or herself. Much of the interaction in a family and with peers, with parents, siblings and friends create a ground for either body dissatisfaction (i.e. as a result of appearance teasing or criticism) or satisfaction (i.e. as a result of healthy appearance values conveyed by role models). All in all body image development is closely linked to interpersonal experiences (Cash, 2002a).

2.4.1.3 Physical Characteristics

Not only external factors influence the body image development, the actual physical appearance a person has is one key factor in the body image development (Cash, 2002a). The physical body is ever changing, from childhood to puberty's physical changes in the body and changes that come with age are all factors that influence how one views the body (Cash, 2002a,). In the words of Cash (2002a, p. 41) "embodiment entails an ongoing process of adaptation to physical changes".

It is asserted by Jackson (2002) that attractiveness and physical appearance that is socially accepted impacts how a person is not only perceived but treated by others. Jackson (2002) continues to explain that when attractiveness is valued by a culture, also that culture's member will value attractiveness in themselves and each other.

2.4.1.4 Personality Attributes

Personality factors also influence the development of body image; the most essential of these factors is self-esteem. A positive self-esteem can often go hand in hand with a positive body image, and a positive self-esteem can help to protect the vulnerability of the body image. Perfectionism is another personality attribute that is related to the body image development. Perfectionism may cause a person to experience self worth in perfection, through the attainment of physical ideals. Perfectionism may also cause a need for achieving some socially valued appearance in the need for social approval (Cash, 2002a).

2.4.2 Here and Now Influences on Body image

As much as historical factors influence the development of the body image, it is situational events and cues that set in motion processes of self evaluation as presented in figure 2. The here and now influences are "events and experiences in everyday life that determine how you think, feel and react to your looks" (Cash, 2008, p.38). Body image experiences and situational events that can trigger processes can be simple things like body exposure, feedback on appearance, appearance comparisons or weighing (Cash, 2002a).

The processing continues from the activating event to *internal dialogues* that can be thoughts, interpretations and conclusions about one's body in the light the activating event. The internal dialogue gives ground for *body image emotions*, that are feelings and emotions that one has towards the body. The consequences of the body image emotions may be *self defensive actions* that are undertaken to manage and balance self evaluations in the process (Cash, 2008; Cash, 2002a).

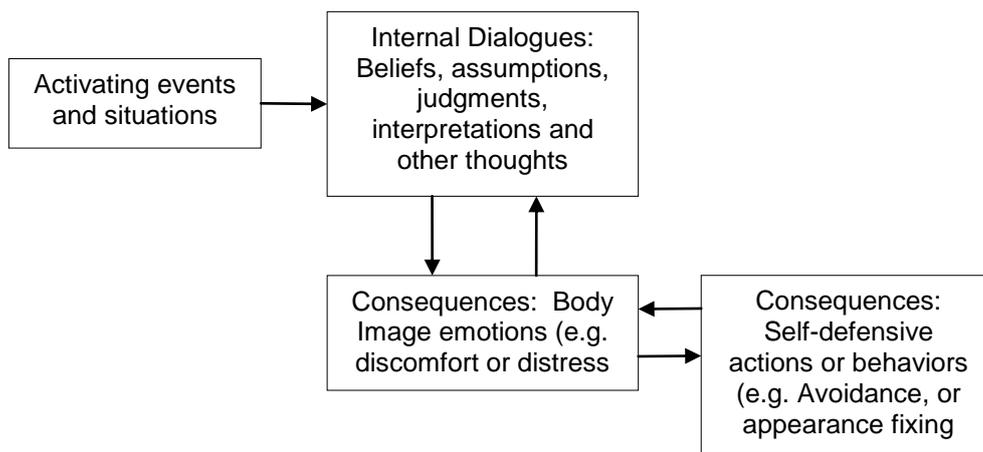


Figure 2 Body Image Experiences: here and now influences (Cash, 2008, p.61).

2.4.3 Body Image Attitudes and Schemas

There are two main aspects within the body image attitudes are the *investment* and *evaluation* aspects. Investment refers to the importance that persons put in their appearance. Evaluation refers to either negative or positive assessment that people do about their body and also what people believe about their appearance (Cash, 2002a).

Body image Schemas are described as general pictures that one has of oneself as a result of past experiences. The schemas organize and direct self-related information of different experiences that are somehow related to one's appearance (Markus, H. 1977, quoted in Cash, 2002a). The body image schemas reflect and determine the part that appearance plays in one's life and reflects the assumptions and beliefs one has of appearance. Schemas function as an inner map of one's body image, that helps process and place new information that comes in through various experiences (Cash, 2002a).

The body Schema is considered by Burns (1979, p. 150) to be a “diagram or map of the body and its constituent parts” and is therefore “fundamental to the development of the body image”.

The previously defined historical and here and now factors influence the development of body image schemas and attitudes, and therefore the whole body image. On a day to day basis the historical and here and now experiences define the body image, both schemas and attitudes, through emotional and behavioral processes. There is no exact sequence in the process of body image development; all aspects illustrated in figure 1 and 2 are interrelated and can therefore influence each other at different times (Cash, 2002a).

3 THEORETICAL FRAMEWORK

3.1 Actual and Ideal Physical Self

According to Solomon (2009) there exists a real physical self and an ideal physical self. The real self is the realistic appraisal of what qualities one does or does not have. The ideal self is the view of how one would like to be (Solomon, 2009). The actual and ideal concepts are in the same way concerning the physical self. What determines one’s ideal physical image is strongly based on cultural norms and stereotypes (Burns 1979).

Most people experience a discrepancy between the real and ideal selves. Discrepancy means that the real physical self and the ideal physical self are not matching and a gap between the physical selves emerges due to the imbalance. For many people ideals work as a motivator. In a pursuit to match the ideal appearance, many can be found to work on changing something in their physical appearance. Changing appearance can be done through the use of cosmetics and clothes, yes even through plastic surgery. People choose to use certain products that are either consistent with the actual self or products that will help them reach an ideal self (Solomon, 2009). Grogan (2002) clarifies that even though cultural norms on ideals may change through time, the fact that women have been encouraged to change their appearance with the ongoing trend remains unchangeable.

Burns (1979) and Solomon (2009) contribute with the statements that a one's positive feelings about appearance are dependent on how close the actual physical self is in respect to the ideal that the person holds. The smaller the gap between the ideal and the actual image of the body, the more positive one will feel about the own appearance. In other words a greater gap between the actual and ideal selves can signify negative feelings about one's physical appearance (Solomon, 2009).

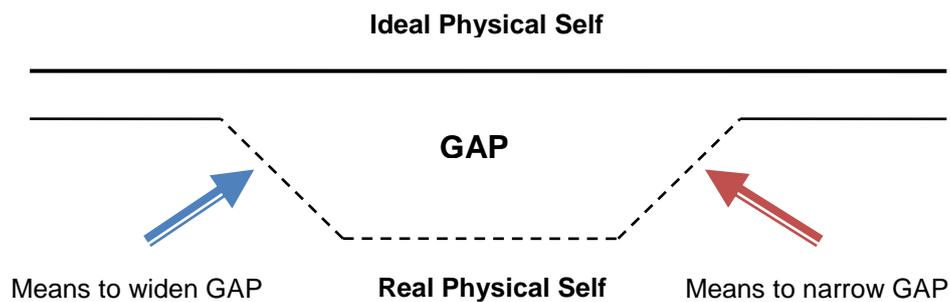


Figure 3 Self Discrepancy Can Be a Motivator (Solomon, 2009),

Motivation is a force that drives people to certain behavior and actions; motivation takes place when a person has a need which must be fulfilled (Solomon, 2009). The need that a person has generates tension or a gap, which drives a person to an attempt to reduce the tension or to eliminate it; this is the goal (Wicklund & Gollwitzer, 1982; Solomon, 2008). Products and services can be tools for people to use for reducing the tension and to reach the goal (Salomon, 2008). The tension can be seen as the GAP in self discrepancy (Figure 3) Marketers seek for means to widen the gap between ones real and ideal physical self image. When a widened gap is achieved, consumers use products in an attempt to minimize the gap (Salomon, 2009).

3.2 Positive and Negative Body Image

A positive body image reflects a clear and true self perception. The body is seen as it really is. A person with a positive body image appreciated his body and can understand that self worth is not related to physical appearance. Pride and acceptance of the body as it is, is also characteristic for a healthy and positive body image. People with a positive body image do not spend unreasonable time on worrying about appearance. Briefly put

Positive body image is feeling both comfortable and confident in one's skin (*NEDA, 2009*).

Dissatisfaction in the body is called negative body image. A person who has a negative body image is therefore dissatisfied with one or more features of the body. Negative body image does not necessarily mean that a person is discontent with the entire body, but some aspect of the physical appearance (*Cash, 2002b*). A negative body image is seeing one's body differently from what it really is. It is being discontent with the size and shape of the body, or other attributes of the body. Negative body image is also reflected in feelings of shame and anxiety about one's body, as well as feelings of being uncomfortable in one's own body (*NEDA, 2009; Southerland, 2004*). A negative body image can come forth sometimes triggered by one specific experience, for others it may develop gradually during a longer period of time (*Willet, 2007*).

3.3 Appearance Management

People take on various kinds of actions to manage their appearance to be able to enhance their self evaluation. Appearance management is body image behavior that is self-regulating (*Cash, 2002a*). Appearance management can involve behaviors like dieting, exercising, clothing, cosmetic use (*Lennon et al., 1999*) and hairstyling (*Cash, 2002a*).

3.3.1 Appearance Management as Self Defending Coping Behavior

Appearance management can appear as many kinds of behavior, of which appearance management as coping behavior is one (*Rudd & Lennon, 2000*). To be able to deal with one's own body image processing and thoughts of one's own body (figure 2), if not pleasing, there is a tendency to strive for coping of these thoughts and experiences through various methods of defensive and self-regulatory behavior (*Cash, 2002a*).

The action or reaction that one engages in to manage the negative thoughts or emotions for one's body is an attempt to reinforce one's self-evaluations. These attempts for adjustment may include approaches like avoidance and concealing behavior, different

practices for fixing appearance, seeking of social reassurance, and compensation behavior. These behaviors are an attempt to uphold the body image attitudes by temporarily escaping or reducing discomfort in the body image. When the goal of appearance management is to cover, hide or correct something in one's appearance, or the aim is to evade the negative feelings one has about the body through managing behaviors and actions as mentioned above, the self management is negatively reinforcing the body image. Negative reinforcement methods can produce a vicious cycle as they strengthen the negative self evaluations and distress in the body image (Cash, 2002a).

3.3.1.1 Camouflaging and Concealment Behavior

Camouflaging behavior is a means of temporarily modifying the body. Camouflaging is a method that seeks to in some way hide the true nature of the body by altering the body rather than hiding it. Camouflaging can be done for instance by the use of make-up. Other camouflaging techniques can be wearing loose clothing to modify the body or scents to cover up body odor. The Camouflaging function is not a visible one, but it makes the body appear different from what it really is (Holman, 1981).

Concealing or *hiding* behavior is a means of managing appearance by hiding something that is not appreciated in ones appearance. Concealment can be done by the use of cosmetics (Cash, 2002). Cosmetics can be said to be a type of apparel. Apparel is defined as “anything that decorates or covers” and as “superficial appearance” (Dictionary.com). According to Holman (1981) apparatus are items that can be used to enhance or beautify the body in a means to temporarily change the appearance of the body.

3.3.1.2 Compensatory Behavior

Research within the area of body image and cosmetics consumption gives room for the notion of *compensatory behavior* (Cash & Walker Cash, 1981). According to the dictionary (Dictionary.com), compensating has a meaning of counterbalancing something. In other words, a lack or deficiency can be balanced through compensatory means in an attempt to even out the unbalance. According to Cash & Walker Cash (1981) a compensatory psychological process, in the context of body image and cosmetics, can indicate using cosmetics to compensate for dissatisfaction in some parts

of the body. It has been found that dissatisfaction with below neck appearance stimulates into compensating by enhancing the face with cosmetics (*Cash & Walker Cash, 1981*).

Compensating can also be displayed through *directing attention*, which means that the attempt is to direct attention away from an area of dissatisfaction to some other part of the body (*Holman, 1981*). *Cash & Walker Cash (1981, p. 9)* assess that directing attention can be a way to “produce a more favourable balanced impression”. *Lennon & Rudd (2000)* have found that some people tend to focus on their good features and emphasize them as a coping method.

The *Symbolic Self-Completion Theory* entails that people with an incomplete self-concept try to define themselves by using symbols. The construction and preservation of the self definition is depending on the use and possession of self defining symbols. Symbols relevant to the desired self definition are used and accrued in the attempt to reduce tension and gain satisfaction, which will appear as a more complete self definition. Symbols can be almost anything, a word, a gesture, a physical object or entity, or behavior. By symbolic self completion a person will try to display symbols that are a mark of the defined self (*Wicklund & Gollwitzer, 1982*).

3.4 Time and Investment

Evidence from research by *Cash & Walker Cash (1981)* demonstrates that time used for appearance enhancement is used differently depending on the level of body satisfaction. Women with a lesser satisfaction tend to use more time in applying cosmetics. Women showing more positive body images spend less time for applying cosmetics. According to *NEDA (2009)* a person with a positive body image is not so concerned with the body and does not put as much time and effort into issues of the body, the case is the opposite for people with a negative body image.

3.5 Constructive Appearance Enhancing Behavior

Not only negative body image motivates to self management actions. Self management can also be constructively reinforcing. Appearance management with a goal of acceptance, positive self-care, and pleasure and pride in the own appearance is of constructive nature (*Cash, 2002a*). Research in the field of facial image and use of cosmetics shows that use of cosmetics is higher among women with a positive facial image (*Guthrie, Kim & Jung, 2008*). Research by Rook (*1985*) expresses empirical evidence that grooming behavior is higher among people with higher body satisfaction. It is also possible to proactively manage the appearance to control evaluations of the body (*Cash, 2002a*).

4 EMPIRICAL RESEARCH

4.1 Methods

The research was conducted as a quantitative research, using questionnaires as the research instrument. Research within the topic of body image in relation to consumption has in some cases been conducted as quantitative research (*see research by Rook, 1985; Cash & Walker Cash 1981; Guthrie, Kim & Jung 2008*). The strengths of a quantitative method are the high reliability and its objective nature, whereas weaknesses of the method have been described as narrowness and low realism (*Coolican, 2009*). The quantitative approach is utilized mainly for retrieving data for numerical analysis (*Coolican, 2009*), thus the method was found to be best suitable for the research. The goal was to attain numerical values for body image and consumption variables, for the purpose of investigating possible correlations between body image and cosmetics consumption. The quantitative method was also found suitable for the intention to outline general body image statistics and consumption habits in the sample.

4.1.1 Target Population and Sample

The target population relevant to the study consisted of young women aged 19-26 women in the Helsinki metropolitan region. As body image issues are predominantly concerning females (*Solomon, 2009; Tiggemann, 2002*), it was rational to approach a representative population to in the research. Previous research within this field has been done mostly on women, (*see Guthrie, Kim & Jung 2008; Cash & Walker Cash, 1981; Rook, 1985*) and can be used as possible sources of comparison and theoretical framework.

The sampling was done at the University of Applied Sciences, Arcada, in Helsinki, a university with over 2600 students. Convenience sampling, a non-probability-based sampling method was used to gather data. This method enabled sampling among participants who were easily available for the research (*Coolican, 2009*). The sample units were however chosen randomly among females that were in the premises of

Arcada at the time being of the surveying. The goal was to obtain at least 60 utilizable responses; the actual utilizable responses amounted to 70.

4.1.2 The Instrument

The survey instrument was developed in English and in Swedish. It consisted of an introductory letter (Appendix 1) and a questionnaire (Appendix 2). The Questionnaire itself consisted of three main parts. Part one sought to measure cosmetics consumption habits and cosmetics usage rates and was designed using a core from Cash & Walker Cash (1981) previous research model. Part two was designed to measure body image satisfaction in the respondents with the help of a body satisfaction scale. The body image scale was fashioned by adopting ingredients from models used in prior research of body image assessment (*see Rook, 1985; Cash & Walker Cash, 1981; Cash, 2008; Guthrie, Kim & Jung 2008*). The body satisfaction scale was first developed by Secord and Jourard (1953), and is one of the most used within this type of measurements (*Grogan, 1999*). Part three was designed to find out demographic details about the respondents, such as sex, age and occupation.

The questionnaire was developed by using prior research as a bank of ideas. Modifications to adopted ideas were made, taking into consideration the emphasis of the specific research limitations. Additional questionnaire modifications were done to make the questionnaire suitable for use in Finland.

4.1.2.1 Cosmetics Consumption

Questions 1-4 of the questionnaire consisted of four general questions regarding cosmetics consumption and consumption habits. Question one (1) consisted of a 12-item product list out of which nine products were basic cosmetics for face and three products were basic cosmetics for hair. The respondents were to state their consumption usage of each product on a three points scale (1=never use, 2=sometimes or occasionally use, 3=often or regularly use). Possible responses for facial cosmetics usage ranged from a minimum of 9, when never using any of the products, to a maximum of 27, when often or regularly using all nine products. Higher scores indicated heavier use of cosmetics. Possible responses on the list for hair cosmetics ranged from a minimum of 3 when never using any of the products, to a maximum of 9

when often or regularly using all three products. Questions two (2), three (3) and four (4) were complementary questions seeking to identify habits within cosmetics usage and the importance of cosmetics to the respondent. Question two was initiated to find out daily amount of time used for applying cosmetics to face and hair. Question three (3) sought to find out how important the respondent evaluates cosmetics to be in the everyday life from a scale from 1 to 10 (1=not at all important to 10= extremely important). Question four was meant to find out how routinely the respondent's use of cosmetics is. The respondent rated the use of cosmetics on a basis of how many days per week cosmetics were used (less than once per week, 1-2 times per week, 3-4 times per week, or 5-7 times per week).

4.1.2.2 Body Image Evaluation

Question number six (6) was a body evaluation scale, initiated to find out the respondents satisfaction / dissatisfaction for several body parts and the whole body, in identifying the body image. Respondents were to fill in their rate of satisfaction /dissatisfaction on a list containing 18 body areas or parts and a 19th additional item that would reflect the respondents satisfaction with the own overall appearance (Appendix 9). The respondents were asked to evaluate their satisfaction of appearance on a scale from very dissatisfied, to very satisfied on a six point scale (1=very dissatisfied, 6= very satisfied). The possible responses ranged from a minimum of 18 points (Mean=1), reflecting high dissatisfaction with all parts of the body to a maximum of 108 points (Mean=6), reflecting high satisfaction with all parts of the body. The 19th item, general overall appearance satisfaction, was used as a comparison item for the results from the full body scale and ranged from a minimum of one (1) to a maximum of six (6).

4.1.2.3 General Statistics

Questions five (5) , seven (7), eight (8), nine (9) and ten (10) consisted of general questions regarding the age, sex, year of study, place of habitation and monthly expenditure on cosmetics.

4.1.2.4 Pre-Research Questionnaire

Pre-research was done in Finland for the purpose of making a questionnaire suited and functional for surveying in Finland. As question one (1) of the actual questionnaire was presenting nine of the most used facial cosmetics and three of the most used hair

cosmetics of which the respondent was to rate the occurrence of use. It was considered important that the cosmetic items listed would have relevance in Finnish product use. Hair products were found especially important for the research, as they are the most used cosmetics in Finland. Therefore an online questionnaire (Appendix 4) was designed to see which cosmetics are mostly used by Finnish women aged 19-26. During a period of approximately 24 hours, 31 responses were received. Facebook was used as the main marketing tool for the questionnaire among the author's social network of 289 Facebook users. E-mail and phone was also used to gather respondents from other social networks. The questionnaire results were analyzed and top products (Appendix 4) considered suitable for the research were then selected and used in question one (1) of the actual questionnaire (Appendix 2).

4.1.2.5 Test Pilot Questionnaire

The questionnaire was tested prior to the actual survey with eight female students at Arcada. The purpose of the pilot test survey was to establish face validity through gathering feedback in terms of length, clarity and understandability of the questionnaire. The test persons were asked to complete the questionnaire and were additionally asked to fill in a small evaluation at the end of the survey (Appendix 3). The questionnaire took approximately 5-10 minutes to fill in. Seven out of eight responses were analyzed in the test analysis. One response was removed from analysis, as the respondent was not a habitant of the research area. Seven out of seven respondents found that the survey was of good length, and not too long. Five out of seven found that there were no problems understanding the questionnaire items, two out of seven however noted that the words "hair texture" used in question six (6) were hard to interpret, and stated that possible explanation would be of help. Seven out of seven did not find any further difficultly understandable items in the survey. The surveyor was close at hand during the test, in case of questions and comments. An explanation on the difficult word in question six (6) was given during the filling in of test questionnaires. The questionnaire was modified into a final version upon the feedback, and an explanation was added to the word "hair texture" in question number six (6). Also test data was used in the analysis of final data as no major modification of the questionnaire had taken place.

4.1.3 Data Collection

A questionnaire was handed out to female students at the University of Applied Sciences, Arcada, during a period of three days. One day was used for testing the survey, two for doing the actual survey. Respondents were selected within the premises of Arcada. All participants were approached by asking if they would be interested in participating in a research concerning body image and cosmetics consumption. Those that wanted to participate were each given a questionnaire and a brief presentation of the intended data collection. A letter of introduction was also placed on the first page of the questionnaire, briefly explaining the purpose of the survey and for assuring confidentiality and anonymity of the survey. All participants were left alone to fill in the questionnaire. The surveyor however stayed at a reasonable range, where if needed, the respondent could get a hold of the surveyor. Voluntariness was emphasized in the process of recruiting respondents. In this way attempted confidentiality was maximized. All participants were given some chocolate sweets as thanks for their participation.

The survey was done with an in-person technique, meaning that a surveyor, in this case the author, recruited the respondents in person. The in-person data collection has a high response rate (*Mildén, 2009*) and misunderstandings can be avoided and corrected in the presence of a surveyor (*Coolican, 2009*). A downside to the in-person recruitment method is that a respondent can feel that anonymity is being compromised, but means mentioned above were taken to confirm confidentiality and respondents voluntariness.

The actual survey was carried out on two different occasions, to gain more variety in the sample. On day two of the surveying, 40 questionnaires were handed out to female students in the premises of Arcada. All questionnaires were filled in within an hour and a half. On day three an additional 40 questionnaires were handed out to females again at the premises of Arcada. The Surveying took approximately three and a half hours on day three. A survey log was kept to gather the information about the surveying process (Appendix 6).

4.1.4 Validity and Reliability

The validity of the survey was based upon concurrent and face validity. A pilot test survey was conducted and scales and measures were similar in construct to ones used in previous research within the area of research, however with small modifications.

Internal reliability of the body image scale was tested with Cronbach's Alpha using SPSS Reliability was attained at 0,87 (Appendix 8). According to Coolican (2009) a good internal reliability is $> 0,85$.

4.1.5 Data Analysis

All questionnaires were controlled for suitability prior to analysis. Out of 88 collected responses 70 were used in the analysis. Some responses were not qualified for the data analysis, due to incompletely filled questionnaires and questionnaires filled in by students not living in the limited area of the research. The questionnaire answers were then coded as presented in Appendix 7.

4.1.5.1 General Statistics

MS Excel was used to calculate general statistics derived from the survey. Demographic information as well as general body image records and consumption habits were outlined by using information gathered in the questionnaire. The analysis sought to find out what the sample looked like demographically, what their levels of body image satisfaction was, how much and how often they used cosmetics, and how cosmetics were valued.

4.1.5.2 Correlation

Body image values included the measured levels of body satisfaction among each of the respondents. Body image satisfaction was measured through the use of a body image evaluation scale containing 18 body parts and one overall body evaluation item containing one rate of evaluation for the overall appearance. Additionally five body areas were investigated, by using values gathered from the full body evaluation scale. Body areas were: face, (including items: facial features, facial complexion, eyes, lips), hair (including items: hair color, hair thickness, hair texture), upper torso (including items: chest/breasts, shoulders, arms), mid torso (including items: waist, stomach), low

torso (including items: buttock, hips, thighs/legs). The body image scale and variables can be seen in Appendix 9.

The consumption variables included seven variables concerning cosmetics consumption also measured for each respondent (Appendix 5). The aim was to see if a correlation could be found between body image and each of the seven consumption variables. The gathered values were used in the correlation analysis.

SPSS was used for analyzing correlations between gathered body image values and cosmetics consumption values. Measuring linear correlations was carried out by using Pearson's r . Correlation is a measurement that is intended to show the relationship between two variables through measuring how the values of two variables change jointly. If a variable has a propensity to change with the other variable, there is a positive correlation. If again a variable changes inversely to the other variable, the correlation is negative (*Coolican, 2009*). The strength of a relationship between two variables depends on, to which extent one variable changes to the other. A correlation of -1 is a perfect negative correlation, a correlation of 1, is a perfect positive correlation, a correlation of 0 means that there is no relationship between the variables (*Coolican, 2009*).

To be able to draw any significant statistical results, the data was analyzed on a 5% level of confidence. This means, that for a correlation value to be statistically significant, it should have a P-value of $< 0,05$. These values indicate that the statistics are significant and that at these levels of confidence, the results have a 5% probability of being incorrect. Only significant correlation values were further analyzed.

4.2 Results

4.2.1 Basic Statistics

The research respondents were all females and the age distribution among respondents was 19 - 26, with a median age of 21. All the sample units were habitants of the Greater Helsinki region, including Helsinki, Espoo, Vantaa and Kauniainen. All respondents were students and the year of study ranged from study year one (1) to study year four (4), with a median of year two (2). Approximately 39% of the students also held jobs on the side of the studies.

Table 1 Basics Statistics

Variable	Frequency	Percentage
Sex		
male	0	0
female	70	<u>100%</u>
total	70	100 %
Age		
19	15	21,4%
20	16	22,9%
21	17	<u>24,3%</u>
22	9	12,9 %
23	4	5,7 %
24	5	7,1 %
25	2	2,9%
26	2	2,9 %
total	70	100%
Place of habitation		
Greater Helsinki region	70	<u>100 %</u>
elsewhere	0	0%
total	70	100 %
Occupation		
Only student	43	<u>61,4 %</u>
Student and working	27	38,6 %
total	70	100 %
Year of study		
1	21	30 %
2	25	<u>35,7 %</u>
3	9	12,9 %
4	11	15,7 %
total	70	100%

4.2.2 Body Image Results

Body image among the respondents ranged from a lowest value of 48 points (possible 18) to a highest value of 101 points (possible 108). The average for the full body evaluation scale was 77 points. A higher value indicated a more positive body image.

Figure 4 demonstrates body satisfaction in light of the full body satisfaction scale (blue), indicating the mean of the respondents' evaluations of all 18 parts of the body. The results show that none of the respondents felt "very dissatisfied" with their appearance and only 1,4 % of the respondents showed to be "somewhat dissatisfied" with their appearance. 30,0 % were "somewhat satisfied", 62,9 % were "satisfied" and 5,7 % "very satisfied" with their appearance. Displayed is also the overall body evaluation (red), indicating an evaluation of the overall appearance with only one signified value.

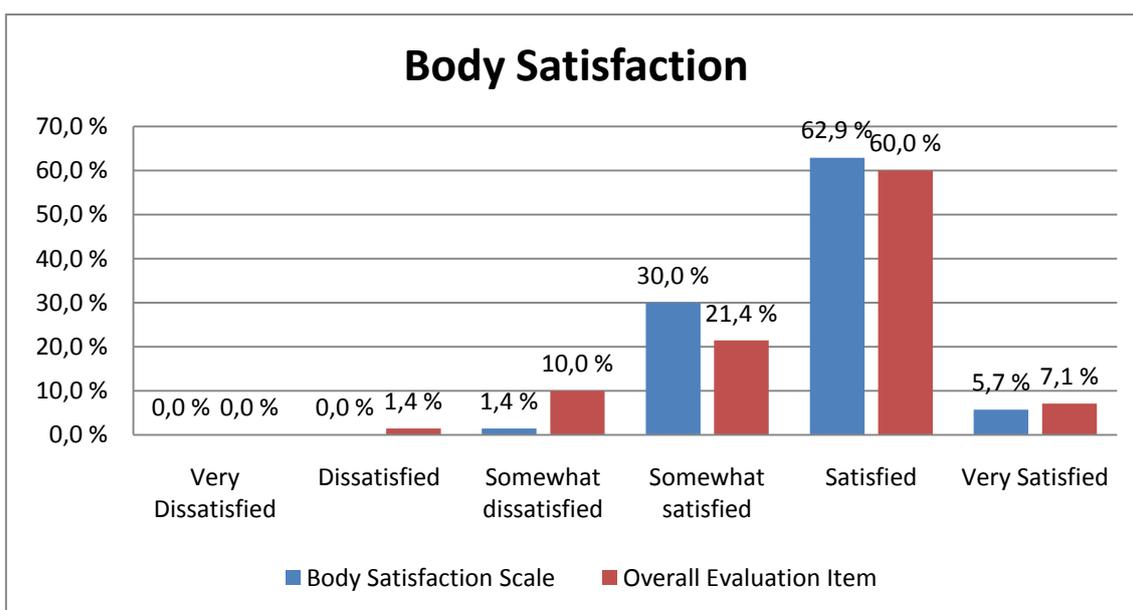


Figure 4 Body Satisfaction

Results presented in Appendix 9 show that young female students in Helsinki felt most satisfied with their eyes, lips, facial features and height. Least satisfaction was found in the variables stomach, hips, thighs/legs, weight and waist. In the body image areas, female students were most satisfied with their facial area and upper torso. Least satisfaction was shown towards the mid torso and low torso.

4.2.3 Cosmetic Consumption Results

In the research, expenditure on cosmetics was analyzed. Respondents spent on an average 16,50 € per month on face and hair cosmetics. 58,6 % of respondents evaluated their monthly expenditure on face and hair cosmetics to be 0- 15 €, 30 % estimated their use to be between 16-30 € and 4,3 % estimated their use to be 31 € or more per month. 5,7 % did not state their monthly expenditure on cosmetics. The yearly expenditure would come up to up to an estimated 198 €.

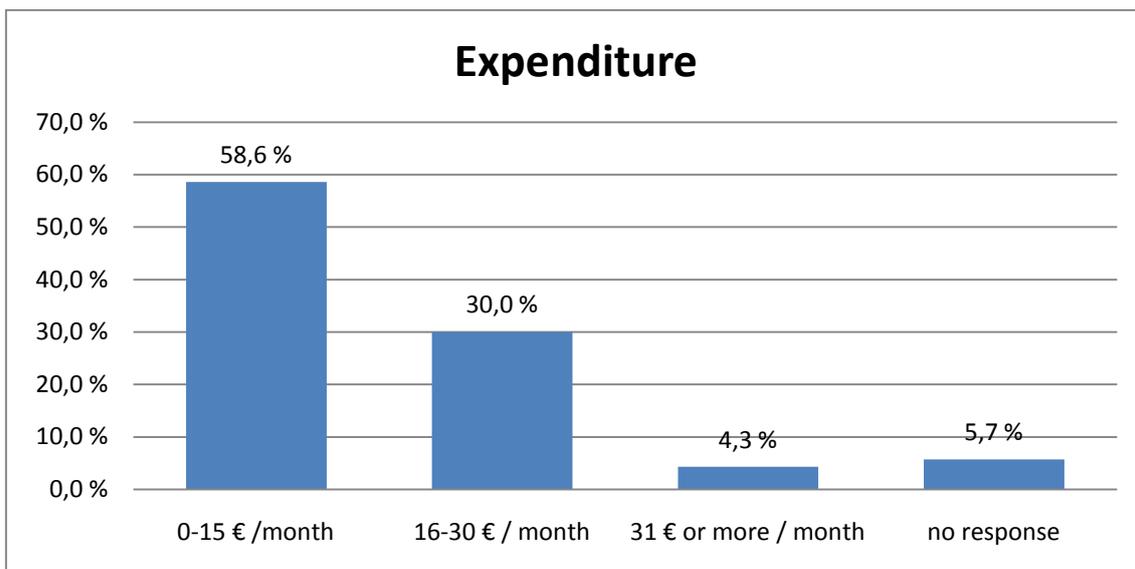


Figure 5 Monthly Expenditure on Cosmetics

Figure 6 illustrates cosmetics usage. Mascara was the product that most females used on a regular basis. Foundation was another product that came out to be high on the list for frequently used cosmetics. Blush, lip-gloss and concealer were the three products that were by most respondents used sometimes or never. Among hair products, hair color and styling products were used sometimes by the majority of the women. Hair spray was used regularly by nearly half of the respondents.

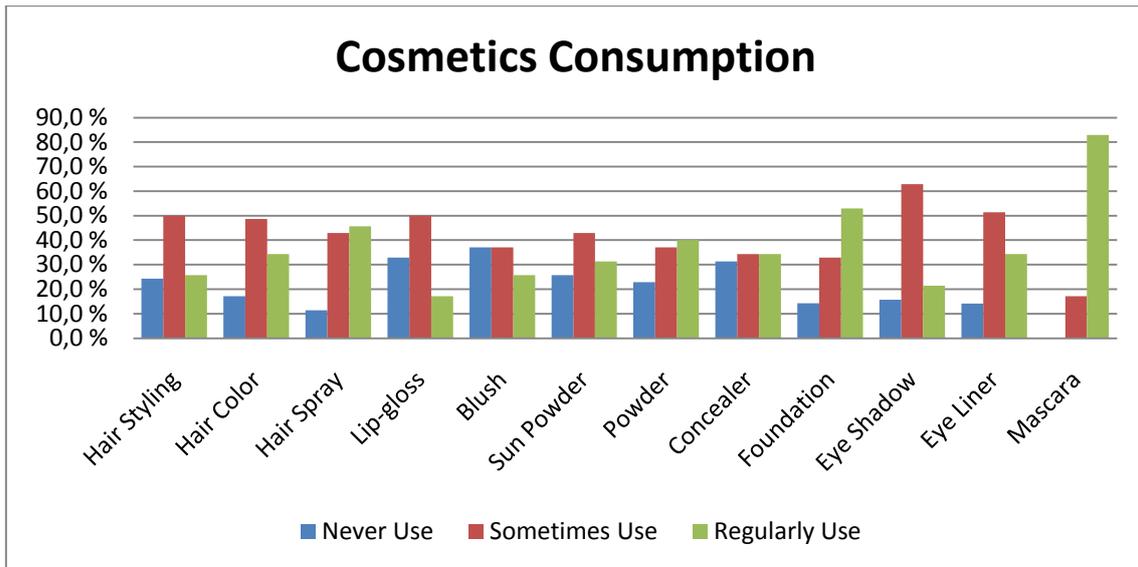


Figure 6 Cosmetics Consumption

As presented in figure 7, the majority of facial and hair cosmetics users were medium-users. Heavy-users amounted for approximately 30 % of the users of both face and hair cosmetic products listed in the research. The research showed that none of the respondents were non-users of the facial products examined, 2,9 % were however non-users of the examined hair cosmetics.

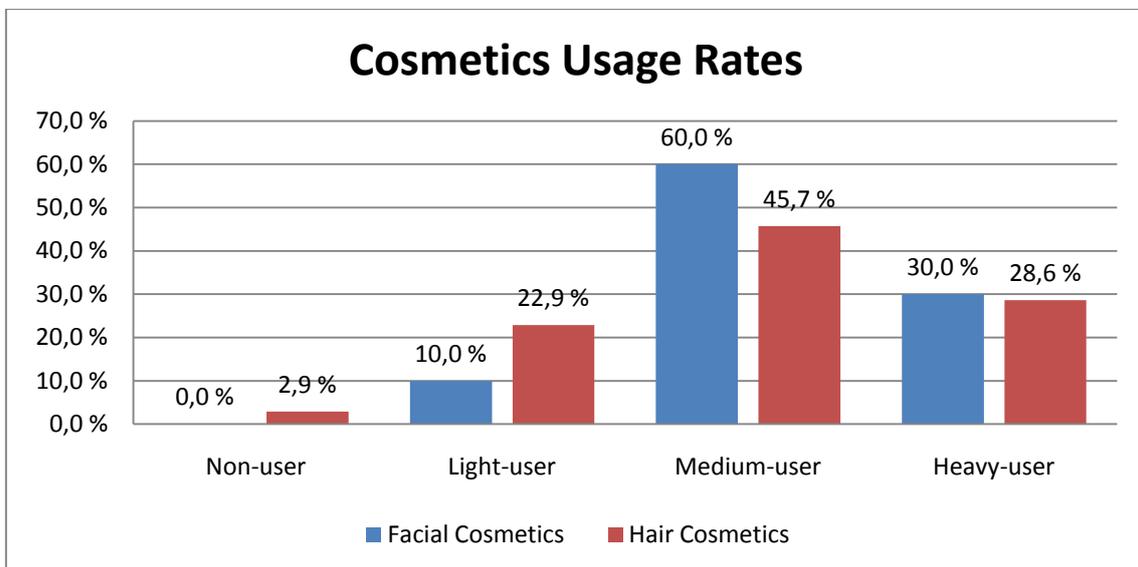


Figure 7 Cosmetics Usage Rates

Seven variables were investigated to find out more about women's cosmetics consumption. The variables are more closely defined in Appendix 5.

4.2.3.1 Variable 1 and 2: Usage (F & H)

The first variable, indicating facial cosmetics usage amounts, ranged from 13 to 24 (possible 9-27), with a mean of 19,5. The second variable indicating hair cosmetics usage amounts ranged from 3 to 9 (possible 3-9), with a mean of 6,5. Higher figures represented higher cosmetics use.

Variable 3 and 4: Application Time (F & H)

According to the research, the mean application time for cosmetics to the face was 9,3 minutes with a standard deviation of 7,9 minutes. The actual application times ranged from 0 to 40 minutes showing great variations in the application times. The mean time daily used for applying cosmetics to the hair was 4,7 minutes with a standard deviation of 5,2 minutes. Actual application times for hair cosmetics ranged from 0 to 30 minutes.

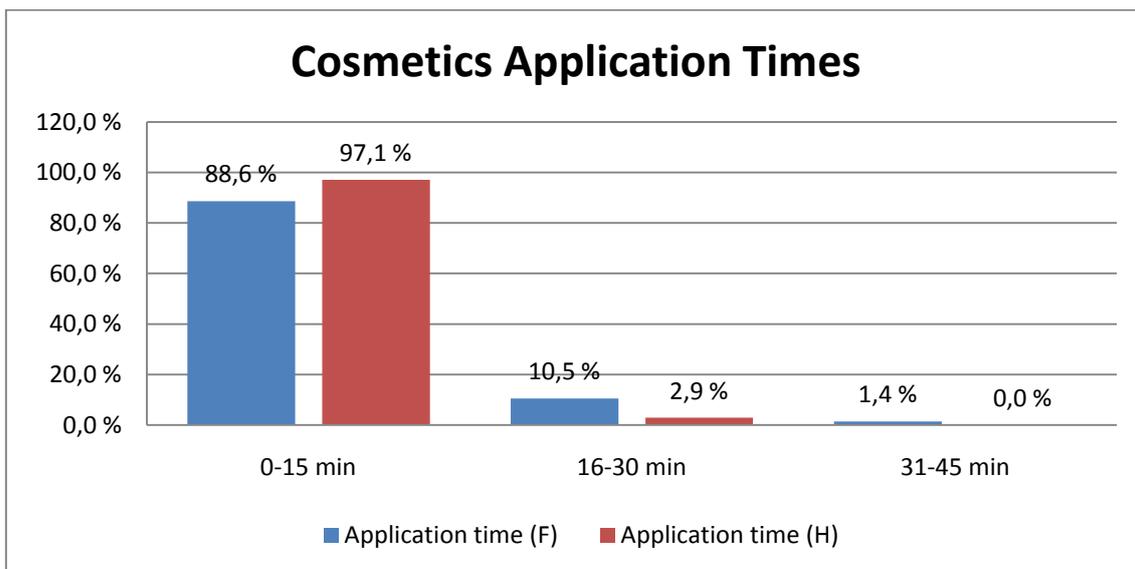


Figure 8 Cosmetics Application Times

4.2.3.2 Variable 5: Importance

How much cosmetics were valued was measured by the importance that they have in the everyday life. Results showed mostly high or very high importance results. The mean for importance of cosmetics in the daily life was 6,9, with a standard deviation of 2. The importance ranged from an actual minimum of 1 to a maximum of 10 (possible 1-10). Higher values indicate higher importance.

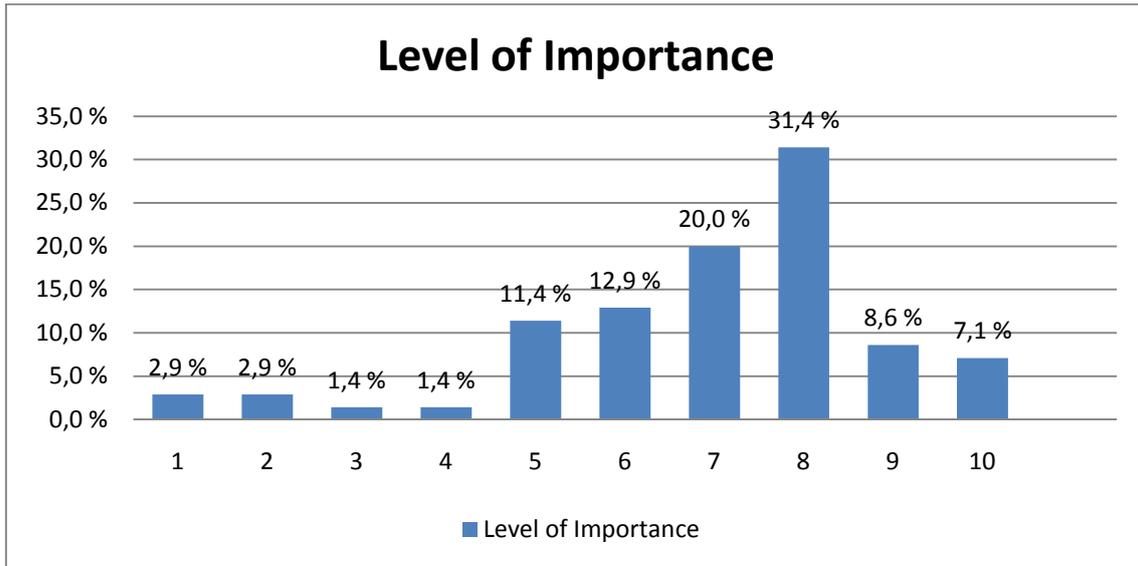


Figure 9 Cosmetics Importance Levels

4.2.3.3 Variable 6 and 7: Routine (F, H)

Routines of use were the final variables of study. The measurements were done on both facial and hair cosmetics use. Statistical analysis showed that 2,9 % of respondents use facial cosmetics less than once a week, 5,7 % use facial cosmetics 1-2 times a week, 21,4 % use cosmetics 3-4 times a week and the remaining 70,0 % use cosmetics for the face 5-7 times a week. The majority of young females use cosmetics for the face on a routine base of 5-7 times in a week.

Utilization of hair cosmetics proved to be less frequent compared to facial cosmetics usage. 15,7 % used hair cosmetics less than one a week, 25,7 % used hair cosmetics 1-2 times a week, 38,6 % used hair cosmetics 3-4 times a week and 20 % used the cosmetic hair products 5-7 times a week. The distribution of hair cosmetic usage showed that the majority claimed to use cosmetics for the hair 3-4 times during a week's time.

Usage of facial cosmetics was found to be of more frequent and routinely type than the use of hair cosmetics. Hair cosmetics were used more moderately and on fewer occasions.

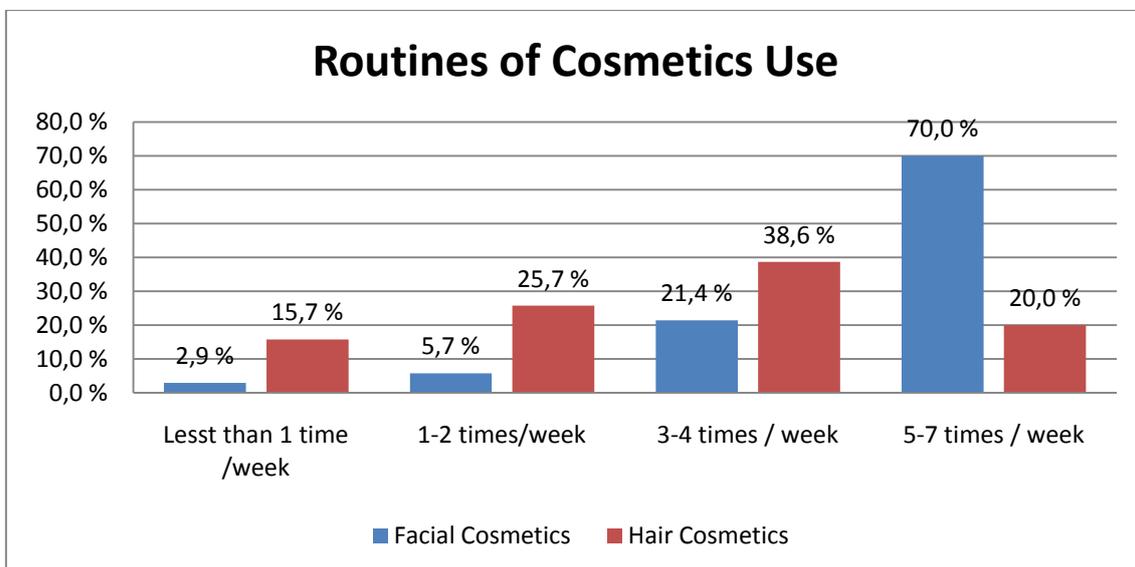


Figure 10 Routines of Cosmetics Use

4.2.4 Correlation Results

4.2.4.1 Variables 1 and 2: Usage (F, H)

Negative correlations were found between facial cosmetics usage amounts and hair color, facial complexion and chest/breast as presented in table 8. A more negatively tended evaluation of their facial complexion resulted in higher facial cosmetic usage. Dissatisfaction in the natural hair color was associated with higher use of cosmetics in the face. It was also found that women with a more negative evaluation of the chests and breast area tended towards using more cosmetics. It could inversely be said that higher satisfaction with facial complexion, hair color and breasts and chest was related to less facial cosmetic use. Correlations in table 2 are significant on a 5 % level of confidence.

Table 2 Correlations between facial cosmetics usage amounts and the body

USAGE (F)		Correlation
Hair color	Pearson's r	-,260*
	Sig. (2-tailed)	,030
Complexion	Pearson's r	-,237*
	Sig. (2-tailed)	,048
Chest/Breast	Pearson's r	-,283*
	Sig. (2-tailed)	,018

Negative correlations that showed significance were found between hair cosmetic usage amounts and the full hair image and hair thickness. Dissatisfaction with the full hair image and especially with hair thickness suggested higher levels of hair cosmetic use. Positive correlations were found between hair cosmetics usage amounts and arms. Higher satisfaction for the arms was related to higher use of hair cosmetics. Correlations in table 3 are significant on a 5 % level of confidence.

Table 3 Correlations between hair cosmetics usage amounts and the body

USAGE (H)		Correlation
Full scale hair	Pearson's r	-,261*
	Sig. (2-tailed)	,029
Hair thickness	Pearson's r	-,289*
	Sig. (2-tailed)	,015
Arms	Pearson's r	,263*
	Sig. (2-tailed)	,028

4.2.4.2 Variables 3 and 4: Application Time (F, H)

Negative correlations showing significance were found between facial cosmetics application times and the full body image, the body evaluation item, chest/breast, facial complexion, upper torso and weight. Results regarding daily time spent on applying cosmetics to the face suggested a weak negative relationship to the body image of the young females, indicating that a more negative body image meant more time spent in applying cosmetics to the face. A less satisfactory self evaluation of the breast/chest, facial complexion/skin, upper torso and weight show to relate to more time spent in applying cosmetics. In fact the results show that lower satisfaction with not only the overall body image, but most areas of the upper body are related to more time spent on appearance fixing of the facial area. Correlations in table 4 are significant on a 5 % level of confidence.

Table 4 Correlations between Application Time (F) and Body Satisfaction

APP.TIME (F)		Correlation
Full body scale	Pearson's r	-,240*
	Sig. (2-tailed)	,045
Body evaluation item	Pearson's r	-,245*
	Sig. (2-tailed)	,041
Chest/Breast	Pearson's r	-,319*
	Sig. (2-tailed)	,007
Complexion	Pearson's r	-,298*
	Sig. (2-tailed)	,012
Upper torso	Pearson's r	-,278*
	Sig. (2-tailed)	,020
Weight	Pearson's r	-,255*
	Sig. (2-tailed)	,033

A significant negative correlation was found between application time of hair cosmetics and the chest/breast. Daily time spent on applying cosmetics to the hair showed to have some relationship to body image. The breast and chest ($P < 0,05$) variable shows low negative correlation to time spent on applying products to the hair. Full body image is predicted not to have much significance for the time used for applying cosmetics in hair. Correlations in table 5 are significant on a 5 % level of confidence.

Table 5 Correlations between application time (H) and body satisfaction

APP.TIME (H)		Correlation
Chest/Breast	Pearson's r	-,250*
	Sig. (2-tailed)	,037

4.2.4.3 Variable 5: Importance

Negative correlations of significance were found between the importance that cosmetics have in the everyday life and body scale, body evaluation item, facial complexion, thighs and legs, and weight. Negatively oriented feelings towards facial complexion, thighs and legs, weight, full body, and overall body image item, were weakly associated to greater importance of cosmetics in the everyday life. Personal valuing of cosmetics importance therefore was higher for people with less positive feelings towards their whole body as well as their weight, facial complexion and thighs. Correlations in table 6 are significant on a 5 % level of confidence.

Table 6 Correlations between importance of cosmetics and body satisfactions

IMPORTANCE		Correlation
Full body scale	Pearson's r	-,287*
	Sig. (2-tailed)	,016
Body evaluation item	Pearson's r	-,257*
	Sig. (2-tailed)	,034
Complexion	Pearson's r	-,261*
	Sig. (2-tailed)	,029
Thighs and legs	Pearson's r	-,280*
	Sig. (2-tailed)	,019
Weight	Pearson's r	-,290*
	Sig. (2-tailed)	,015

4.2.4.4 Variable 6 and 7: Routines (F and H)

Negative correlations showing significance were found between routines of use and facial features. Results indicated that dissatisfaction with ones facial features showed to have a relationship with higher facial cosmetic usage patterns. Correlations in table 7 are significant on a 5 % level of confidence.

Table 7 Correlations between routines of use (F) and body satisfaction

ROUTINE (F)		Correlation
Facial features	Pearson's r	-,268*
	Sig. (2-tailed)	,025

Positive correlations were found between routines of use and arms. Satisfaction in the arms showed to have consequences of more frequent hair cosmetics utilization. Correlations in table 8 are significant on a 5 % level of confidence.

Table 8 Correlations between routines of use (H) and body satisfaction

ROUTINE (H)		Correlation
Arms	Pearson's r	,270*
	Sig. (2-tailed)	,024

All in all, correlations were mostly weak and showed mainly negative values, indicating an inverse relationship. What must be kept in mind is that all results are merely direction pointing and can be predict to show some correlation directions. However in a field of study that concerns people, noting is of certainty and one can only be humbly observing the results with bearing in mind the limitations that a research holds. When discussing correlations, it cannot be stated simply that one variable affects the other; correlations show the joint movement of the variables. So it can be said that when talking about dissatisfaction relating to higher usage or behavior patterns, it could just as well be said that higher satisfaction leads to lower product use and behavior patterns. It can also be said that higher usage and behavior patterns can lead to more dissatisfaction and vice versa. The movement of the two is correlated, but it is not viable to say which variable is truly the affecting one; therefore it is up to conclusions and previous findings to point that relationship.

4.2.5 Limitations of the Research

Some aspects of the method showed limitations. Firstly the research was done only at one University, even though Arcada is large and it gathers a variety of people from around the greater Helsinki region, the sample may have become biased.

Another limitation was the questionnaire, regardless of time and effort used in design and testing, some uncertainties became evident during the process, as the most prominent, people may have misinterpreted questions concerning use of cosmetics for face and hair to be as general use of all products, others may have interpreted the questions as limited to products described in the questionnaire in question one (1). Even though it would be assumed that following questions are consistent with the first question, and that these presented products are the focus of the research, a short notion of the fact could have been added, just to be sure.

It is considered that rating scales are not the optimal way to measure correlation, as they merely point a direction, and do not give exact values. Rating scales were nevertheless used for some of the variables, as the point of the research was to find direction giving results, and as previous research has been done using rating scales. The results have to be taken as merely direction giving, not as absolute.

5 DISCUSSION

5.1 Body image

Research question two (2) stated: What characterizes the *body image* and the cosmetics consumption in young women in Finland generally?

Body image is found to be rather positive, as most respondents claim to be satisfied with their appearance. Not surprising however is that most women also feel dissatisfaction towards some parts of their body, which corresponds to the notion about the majority of Finnish women feeling dissatisfaction in at least one part of their body (Dove, 2006). Considering previous research (Cash & Walker Cash, 1981) about women's body image and areas of dissatisfaction, it is also true for Finland that women feel most dissatisfied with areas in the mid and lower torso. Also weight is a sensitive issue, which has previously been discovered to be the main thing that women in Finland want to change in their appearance. When analyzing the results it could be stated that the overall body image is found to be positive for the majority. If one however considers Cash's (2002b) view on negative body image, which claims that those who feel content with their body but feel dissatisfied with even just one part of the body have a negative body image, it can be said that most women suffer from some aspects of negative body image. Therefore, though there is satisfaction in the overall appearance, those few parts that are not as appreciated, may actually cause imbalance in the body image and result in appearance management behavior.

5.2 Cosmetics Consumption

Research question two (2) also sought to find characteristics for *cosmetics consumption* in young females in Finland. The consumption of cosmetics was measured with various questions. Previously it has been found that the Finnish consumer spent on an average 12,50 € per month on all cosmetics in 2008 (Kerin, 2009), whereas the researched women estimated using on an average 16,50 € on cosmetics for face and hair only. This shows that the use of money for cosmetics does not differ in any extreme amounts from the average Finn, especially as the majority of the women claim to use 15 € or less per

month. Nevertheless, there could however be a slightly higher consumption among young women than the average Finn.

Consumers, when measuring the amounts of cosmetics used, are rated as non-, light-, medium- and heavy-users. These ratings are important for learning more about the consumers and their behavior. What could be outlined is that facial cosmetics usage is rather high, as 90 % of the women are either medium- or heavy-users. High cosmetics usage goes hand in hand with the record of the growing trend in cosmetics usage in Finland, discussed by Kerin (2009). Even though 30% of all young females are heavy-users of facial cosmetics, there could be room for further growth in the market. And that growth may be taking place right now, as Finland is catching up on facial cosmetics usage in Europe (Kerin 2009).

Hair cosmetics usage is said to be the most prominent in Finland (Kerin, 2009); the research found that heavy-users were merely one third of the women. It must be taken into consideration that the data analyzed did only include hair cosmetics listed in the research, and did not include products like shampoo and conditioner. All in all, it appears that most of young Finnish are medium-users and do use hair cosmetics fairly much, especially hair spray and hair colorants. Only 2,9 % said they never use any of the stated hair cosmetics.

All in all, it seems as if the consumption research results are not too far from what have been known about the Finnish cosmetics market before. Much new information has however been gathered and a more detailed picture has been outlined as new aspects have been studied. Table 10 displays the outlined consumer aspect, and tells a little story about the cosmetics consumption of the average young female could.

Table 9 Cosmetics Consumer Profile

Variables	Previous User Profile	User Profile
Money used	12,50 €/month 150 €/year	16,50 € /month 198€/ year
Usage (F)	?	Medium-user
Usage (H)	?	Medium-user
Importance	?	Fairly High
App. time	?	Approx. 9 min
App. time	?	Approx. 5 min
Routines (F)	?	5-7 times / week
Routines (H)	?	3-4 times / week
Most used product	Mascara	Mascara
Most used product category	Hair (incl. daily hair cosmetics)	Facial cosmetics

She is a woman who likes to wear makeup, she uses make-up sometimes or usually, and she also likes to make her hair look nice with cosmetics every now and then, yes sometimes even more often. Actually she wears her facial cosmetics almost every day, and her hair cosmetics she applies about 3-4 times per week. Even though she likes wearing makeup, and values cosmetics as fairly important, she does not take more time than necessary for fixing her appearance with cosmetics. Usually she spends roughly nine minutes to apply her facial cosmetics, and an additional five to make her hair more attractive. Mascara, foundation and hair spray are her favorite products and she uses a little more than 16 € each month to buy cosmetics for her face and hair.

All things considered, the profiling shows that the markets are not yet saturated, and that there are actually quite many prospective possibilities in the cosmetics markets. Are there on the other hand decent ways of attracting consumers to use more products without using body image discrepancy as an instrument? Theory about real and ideal body image states that people consume product when they feel that there is a gap between their real and ideal selves, and some marketers have found ways to create such a gap, to lure the consumers to buy more (*Solomon, 2008*). There could however be a more positive approach to the markets, that could actually help build up self-esteem and body image, rather than tearing it down. Unilever’s cosmetics brand Dove has showed that there is another way. Dove has since 2004 been actively promoting self-esteem and “natural-beauty” in its marketing campaigns with great results. Maybe that could be an example for many other companies, on how to do great business, and still be conscious about the consumer.

5.3 Body Image Correlations and Variables

Research question one (1) stated: Does body image have an effect on cosmetics consumption in young females, and if it does, how?

Correlations between each of the seven variables discussed (use of facial cosmetics, use of hair cosmetics, application times of facial cosmetics, application times for hair cosmetics, importance of cosmetics and routines for use of facial cosmetics) have been analyzed together with measured body satisfaction. To answer the first part of the research question, the research evidence shows that body image does have some effect on cosmetics consumption.

5.3.1 Concealment Behavior

Body image coping as appearance managing behavior, with the use of cosmetics as an instrument, has been established in the research findings. In the light of theory concerning concealment as a means of modifying physical appearance, it can be stated that a small tendency towards the theory can be seen, concerning some of the investigated variables. The weak negative correlations between facial complexion/skin and cosmetics usage presented in Appendix 10, propose that that negative images of the complexion and skin can result in higher use of cosmetics, suggesting a means of camouflaging or hiding what is considered flawed in appearance.

The results for facial complexion contradict however with some aspects of research by Guthrie, Kim & Jung (2008) which states that satisfaction, rather than dissatisfaction in the facial image is related to higher use of cosmetics. Nevertheless, their research (2008) considers the full facial image; this research finding was only taking into account one aspect of the face, the skin complexion. Also skin complexion is only one part of the face, and can often be problematic. However, the theoretical foundation supports the findings.

When considering the hair, mild camouflaging behavior can be noted in two cases. When feelings towards the full hair image including all aspects of the hair are less

satisfactory, there is an initiative to use more hair products. Especially a more dissatisfied evaluation of hair thickness can be seen as suggesting higher hair cosmetic usage. The camouflaging theory by Holman (1981) suggests that appearance is altered to appear different from what it really is, however the function is not a visible one. Hair cosmetics are not visible in themselves, but they can make the hair look rather different, which corresponds with the theory. It can be stated that there is a small relationship between the image a person has of the hair, and cosmetics used as a means of camouflage.

Why this behavior? In light of the discrepancy theory of ideal and real image, this camouflaging behavior could be seen as an attempt to fix the gap between the actual hair image and the desire hair image with the use of products. Briefly put, it could be a means of making the hair more as one would desire it to be.

5.3.2 Compensating Behavior

Cosmetics usage in a fashion of compensating for a lack of satisfaction in some area or part of the body could be predicted in the results, as weak correlations between body satisfaction and certain cosmetics utilization variables was found. Research outcomes demonstrate suggestions about the compensation theory. Facial cosmetics quantities used are higher among women who have a negative view of their breast and chest area, as well as of their hair color, which can be supported by the attention directing compensation theory. Dissatisfaction in the hair color and breasts is balanced out with using more facial cosmetics to enhance the full body image. What could also be suggested is that the compensating is not only a means of balancing the body image, but a method for directing attention away from the areas of dissatisfaction to an area that is well presented and fixed. The results could also be associated to the symbolic self completion theory that says that people, who feel incomplete in their self definition in some way, fill that void with symbols. Cosmetics can function as symbols that give a feeling of being more complete, in a similar way that the compensation removes imbalance. One theory or another, the research points to behavior of a compensating kind as it comes to certain areas of body dissatisfaction.

5.3.3 Time and Investment

Time is of interesting essence, time spent doing something displays investment, in this research time used for fixing appearance was measured. What results (Appendix 10) gives to interpret is figures of negative correlation between the time used for applying cosmetics to the face and the full scale body image. The results show that higher dissatisfaction with the full body image correlates to more time used daily for application of facial cosmetics, the findings are in correspondence to research presented by Cash and Walker Cash (1981) who have found that a more negative tendency in body image is related to higher application times of facial cosmetics.

Additionally body areas breasts, facial complexion, upper torso and weight showed weak negative correlation to application times of facial cosmetics. When the desire to use time for preparing the face when one feels dissatisfied with areas like weight, breasts and actually the whole body, can it not be understood as a desire to compensate with using time to make the face attractive, when one feels bad about areas that cannot as easily be modified. Correlations were weak however and can therefore merely be seen as possible direction givers.

The effort and time invested shows that the desire to manage what is manageable is compensating for not being able to fix one's whole body or some challenging parts of it. Drawing attention to one area may help bridge the gap between the actual experienced appearance, even though it can be distorted, and the desired ideals of appearance that may seem unattainable. This is what one could assume by the results of time investment, lacking further research it can however not be stated that this is surely the case. Cash & Walker Cash (1981) in their research among women have found that the more negative the whole body image is, the more time is also used for applying cosmetics to the face. Results also correspond to the statements by NEDA (2008) about body image and time investment.

Results also show that dissatisfaction in one's facial features predicts higher utilization frequency patterns of facial cosmetics. One could associate this behavior with hiding and camouflaging behavior, in a way that products are used more often in a routinely

manner during the week as a possible effort to look ones best in social circumstances as a means of impression management.

5.3.4 Constructive Appearance Enhancement Behavior

All results did not direct towards concealing or compensating behavior. Even constructive enhancement methods were found in the correlation analysis. Predictions of results in Appendix 10 suggest that women's satisfaction in their arms actually make them use more hair cosmetics, and use them on a more regular basis. This could be seen as an attempt to enhance what is already considered attractive. The hair and arms are close to each other, and a beautiful display of the hair may bring more attention to the already satisfactory arms. These results contradict with the previous compensation and hiding maneuvers, however research on facial image by Guthrie, Kim & Jung (2008) showed that when there is satisfaction in the face, there may be greater use of cosmetics as a result. It could be possible that what was found by Guthrie, Kim & Jung (2008) is not fixed to be a theory simply regarding the face. It gives light to the research of body image and cosmetics, as there may be either a change in behavior or other factors displaying in the previous research that have yet to be discovered.

5.3.5 What Correlations Did Not Say

What does not correlate is just as important for the research. It has become clear that some correlations have been found, nevertheless most measured body image factors did not correlate to the variables significantly. What can this information signify? It was found that the full body image is in no way significantly correlated to amounts of cosmetics used. Amounts of cosmetics used are higher among women with a negative image of some parts of the body, not the entire body. This could indicate that people, who have a negative body image, do not use more products. It is the dissatisfaction in certain areas that prompts to more cosmetics use.

5.3.6 Final Thoughts of the Results

What can be concluded by the results is that some tendencies in the relationship between body image and cosmetics consumption can be seen, they are however for the

most part involving behaviors like time investment, routines of use and the valuing of cosmetics. Even though amount of cosmetics used were also related to some aspects of the body image.

What is interesting is that methods of appearance adjustment are not only concentrating on self defending methods in an attempt to correct appearance. Also means of constructive appearance enhancing is taking place for features that are already considered attractive. It may not be that one is excluding the other; rather it may be a question of ideals or personal attitudes. This gives hope, as it may be an indicator that higher contentment in appearance may lead to higher product use, and would therefore be a positive message both to marketers and consumers. Marketers would gain consumers, and consumers could be reached with marketing that could actually enhance body image and self esteem.

All in all, the market has been profiled, and the correlations have been found and it could be said that a variety of different behaviors of appearance managing were found. The results indicate that there are actually many aspects of consumers that can be learnt. And it takes effort and time to get to understand people, and to learn why they make certain decisions and why they behave in a specific way. This is however the key for marketers, to know and to profile their consumers, to focus on them and on the ongoing trends. The complexity of human behavior and of aspects that have to do with the self is a research area that in Finland yet needs more unveiling. How much the results really say for the reality of the big markets, remains yet concealed. However, thoughts need to be provoked and research must be done to provide alternative means of marketing for cosmetics and fashion in these days. Finding marketing measures that are not harmful for the consumers is a challenge that marketers need to rise up to.

6 CONCLUSIONS

The research was set out to find out about Finnish 19-26 year old women's cosmetics consumption and body image. The research aim was to investigate how and if body image affects cosmetics consumption in any way. The idea was to find out how people's perception of themselves influence their behavior and habits of consumption. Additionally the cosmetics use and body image among young women in Finland was profiled. The author found the study to be important, as issues of body image and self-esteem among young women is a much discussed topic in marketing today.

A background was laid for the research by presenting the Finnish cosmetics business and aspects of body image, to let the reader gain understanding in the topic. The theoretical framework for the conducted research mainly consisted of previous research within the area of body image and cosmetics consumption. Previously in this context of research, it has been found that body image is of relevance to cosmetics consumption, even though the evidence is not very strong in significance.

A research question was laid out for the research. The author wanted to find out the following things: "Does the body image of 19-26 year old Finnish women affect their cosmetics consumption habits and if they do, how?" and "What characterizes the body image, and the cosmetics consumption in young women in Finland?" To find answers, a quantitative research was conducted. The research employed questionnaires for data collection. The data collection was done among undergraduate female students at Arcada, and gave a foundation for the analysis of empirical research material. Data was analyzed for basic statistics and for correlations, to find if there is any relationship between body image and cosmetics consumption. In light of the theories of self defensive appearance adjustment, time investment and positive body enhancement, it was found that a weak relationship could be found between some aspects of body image and cosmetics consumption. It was found that cosmetics consumption behavior like compensation and concealing were used when women felt dissatisfied with some areas of their body. Also positive appearance enhancement was found. Studies also showed that more time was used for fixing the appearance, when there was higher dissatisfaction in some body areas, or the entire body.

The author was also able to answer research question two, by analyzing statistical research findings. A profile of cosmetics consumption and body image was developed. Characteristic to the cosmetics consumption for face cosmetics was medium -usage rates, high user routines and low cosmetics application times. What characterized hair cosmetics usage was that most women were medium-users, they spent little time applying cosmetics to the hair and did not use hair cosmetics as frequently during the week, as facial cosmetics. The body image profile showed quite high satisfaction in appearance. Satisfaction in the whole body was high, but some areas of the body received however lower satisfaction ratings. All in all, the researcher found answers to both research questions, in a hope that more attention would be drawn to the issues of body image, and that marketers would gain innovativeness for addressing the markets without having to discourage self-esteem and convey distorted body image ideals to young females body image.

6.1 Limitations of the Research

The fact that much of research within this field is rather old, does limit the research. Material and research from centuries ago may not be relevant; nevertheless, in the lack of newer research within the topic, older research considered reliable was used.

The quantitative research method, even though valuable in correlation research, shows narrowness and lack of deeper thought and aspects in research. Additional research could have been done in a qualitative manner, preferably by using focus groups to discuss research finding from quantitative research, to find more depth for the findings.

6.2 Suggestions for Further Research

Further research within the area of ideals and their affects on consumption could be of complementary nature for this research. Also research of cosmetics use among men could be relevant. In a time where surgical cosmetics procedures are highly debated and relevant, studies could be done to investigate the relationship that cosmetic surgery plays in the aspects of the body image.

The influence of media could be investigated in more depth, in relation to body image and cosmetics, or other product consumption. Also new methods could be developed for body image research, and for psychographic researches overall.

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APPENDICES

Appendix 1. Letter of introduction (English and Swedish)

Hello and thank you for participating in my survey!

This survey is one with a function to gather information for my thesis. The aim of this research is to investigate if the body image and cosmetics consumption, and to see if the body image or young women affects their consumption of cosmetics, and if it does; what kind of affects can be found.

With this letter I also assure that all information gathered will be treated with confidentiality and anonymity and will only be used for the purpose of this research.

Christina Dickman

Hej och tack att du deltar i min undersökning!

Denna undersökning görs för att samla information för mitt examensarbete. Syftet med min forskning är att undersöka konsumtion av kosmetiska produkter, och om hur kroppsuppfattningen hos unga kvinnor påverkar konsumtionen av kosmetiska produkter.

Med detta brev vill jag försäkra att all information samlas in med sekretess och anonymitet. Den samlade informationen kommer endast att användas för denna forskning.

Christina Dickman

Appendix 2. Questionnaire (English and Swedish)

Thesis Survey on Cosmetics Consumption and Body-image
 Department of International Business. University of Applied Sciences, Arcada
 November 2009

Please choose only one alternative in each of the following questions and statements, and please fill in all questions, otherwise the results cannot be used. If you however feel uncomfortable answering, you may stop at any time.

1) How frequently do you use each of the following products?

	Never	Occasionally or sometimes	Often or regularly
Mascara	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye-liner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye-shadow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Powder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sun powder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concealer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blush	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lipstick/Lip-gloss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Face moisturizer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hair Spray (or similar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hair colorants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Styling products (wax, gel, straightening liquid, blow dry liquid, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2) How many minutes per day on an average do you apply cosmetics in the face and hair?

Face _____ minutes/day
 Hair _____ minutes/day

3) How important are cosmetics to you in your everyday life?

1 2 3 4 5 6 7 8 9 10

1= inte alls viktiga
 10 = oerhört viktiga

4) How often do you usually use cosmetics for face and hair?

Face Less than 1 time / week 1-2 times/ week 3-4 times/ week 5-7 times/ week
 Hair Less than 1 time / week 1-2 times/ week 3-4 times/ week 5-7 times/ week

5) How many € per month on an average do you spend on cosmetics for face and hair?

Monthly _____ €

6) How would you assess your satisfaction/dissatisfaction with each of the following areas of your body?

	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
Facial Features	<input type="checkbox"/>					
Facial Complexion	<input type="checkbox"/>					
Eyes	<input type="checkbox"/>					
Lips	<input type="checkbox"/>					
Hair color (natural)	<input type="checkbox"/>					
Hair thickness	<input type="checkbox"/>					
Hair texture (straight, curly)	<input type="checkbox"/>					
Chest/breasts	<input type="checkbox"/>					
Shoulders	<input type="checkbox"/>					
Arms	<input type="checkbox"/>					
Waist	<input type="checkbox"/>					
Stomach	<input type="checkbox"/>					
Back	<input type="checkbox"/>					
Buttocks	<input type="checkbox"/>					
Hips	<input type="checkbox"/>					
Thighs and legs	<input type="checkbox"/>					
Weight	<input type="checkbox"/>					
Height	<input type="checkbox"/>					
Overall appearance	<input type="checkbox"/>					

7) Do you live in the greater Helsinki region (Helsinki, Espoo, Vantaa, Kauniainen)?

- Yes
 No If no, where do you live? _____

8) Age?

- 18 19 20 21 22 23 24 25 26 Other _____

9) Gender?

- Female
 Male

10) Occupation?

- Student If you study then what is your year of study 1 2 3 4 5 other _____
 Working
 Both student and working

Kroppsbild och konsumtion av kosmetiska produkter
Arcada- Nylands Svenska Yrkehögskola, International Business
November 2009

Var vänlig välj endast ett alternativ i varje fråga och fyll i alla frågor. Ifall du känner dig besvärad av något och inte vill svara, lämna då även resten av enkäten obesvarad.

1) Hur frekvent använder du de nedanstående produkterna?

	Aldrig	Ibland	Ofta eller regelbundet
Mascara	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kajal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ögonskugga	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foundation (kräm eller mineral)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concealer (täckpenna el.dyl)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solpuder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rouge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Läppglans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hår Spray	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hårfärg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Styling produkter för hår (Vax, gel, fönvätska, el. dyl.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2) Hur många minuter per dag i snitt lägger applicerar du kosmetiska produkter i ansikte och hår?

ansiktet _____ minuter
håret _____ minuter

3) Hur viktiga är kosmetiska produkter för ansikte och hår för dig i ditt vardagliga liv?

1 2 3 4 5 6 7 8 9 10

1= inte alls viktiga
10= oerhört viktiga

4) Hur ofta använder du vanligtvis kosmetik för ansikte och hår?

Ansikte Färre än 1gång / vecka 1-2 gånger / vecka 3-4 gånger / vecka 5-7 gånger/vecka
Hår Färre än 1gång / vecka 1-2 gånger / vecka 3-4 gånger / vecka 5-7 gånger/vecka

5) Hur många € per månad i snitt lägger du på kosmetiska produkter för ansikte och hår?

_____ €

6) Hur skulle du bedöma din tillfredsställelse/ditt missnöje för följande delar av din kropp?

	Mycket Missnöjd	Missnöjd	Något Missnöjd	Något Nöjd	Nöjd	Mycket Nöjd
Ansiktsdrag	<input type="checkbox"/>					
Ansiktets hy	<input type="checkbox"/>					
Ögon	<input type="checkbox"/>					
Läppar	<input type="checkbox"/>					
Hårfärg (naturlig)	<input type="checkbox"/>					
Hårets tjocklek	<input type="checkbox"/>					
Hårets textur (lockar, rakt, strävt, lent)	<input type="checkbox"/>					
Bröstkorg	<input type="checkbox"/>					
Axlar och skuldror	<input type="checkbox"/>					
Armar	<input type="checkbox"/>					
Midja	<input type="checkbox"/>					
Mage	<input type="checkbox"/>					
Rygg	<input type="checkbox"/>					
Skinkor	<input type="checkbox"/>					
Höfter	<input type="checkbox"/>					
Lår och ben	<input type="checkbox"/>					
Vikt	<input type="checkbox"/>					
Längd	<input type="checkbox"/>					
Hela utseendet	<input type="checkbox"/>					

7) Bor du inom huvudstadsregionen (Helsingfors, Esbo, Vanda, Grankulla)?

- Jo
 Nej Ifall nej, var bor du? _____

8) Ålder?

- 18 19 20 21 22 23 24 25 26 Annan _____

9) Ditt kön?

- Kvinna
 Man

10) Välj ett av följande

- Jag studerar
 Jag jobbar
 Jag studerar och jobbar

Ifall att du studerar, vilket är ditt nuvarande studieår?

- 1 2 3 4 5 annat _____

Appendix 3. Questionnaire Evaluation

Did you find the length of the questionnaire to be good?

- No
- Yes

Did you find something difficult or otherwise negative in the questionnaire?

- No
- Yes

If yes, then what?

Did you find any question hard to comprehend?

- No
- Yes Question number_____

If Yes, what was hard to comprehend?

Any product you would have liked to add to the product item list?

Tycker du att enkäten var bra till sin längd?

Nej

Ja

Fann du något som vart svårt eller negativt i enkäten?

Nej

Ja

Ifall du svarade Ja, Vad?

Tycker du att någon fråga var svår att förstå?

Nej

Ja Fråga nummer _____

Ifall du svarade Ja, Vad var svårt att förstå?

Någon produkt du hade velat ha med på listan av kosmetiska produkter du använder?

Appendix 4. Online Questionnaire and Results (Pre-Research)

Favorite cosmetic products

Hello! Thank you for participating in my survey. This survey is a small part of my final thesis and the answers will help me in my further research. I am interested in knowing which cosmetic products (face, skin, hair) you use most. **If you live in Finland and are between 18-26 years old female you are welcome to participate.** The results will be gathered with anonymity and confidentiality, and will only be used for the purpose of the research.

Hej! Tack för att du deltar i min undersökning. Denna undersökning är en liten del av mitt examensarbete och svaren kommer att hjälpa mig i min fortsatta forskning. Jag är intresserad av att veta vilka kosmetiska produkter (ansikte, hud, hår) du använde mest. **Om du bor i Finland och är en kvinna mellan 18-26 år gammal du är välkommen att delta.** Resultaten kommer att samlas med anonymitet och sekretess och kommer endast att användas för forskningen.

Hei! Kiitos osallistumisestasi tutkimukseeni. Tämä tutkimus on pieni osa lopputyötäni ja vastaukset auttavat minua jatkotutkimuksissa. Olen kiinnostunut tietämään mitä kosmetiikka tuotteita (kasvo, iho, hiukset) käytät eniten). **Jos asut Suomessa ja olet 18–26 vuotta vanha nainen olet tervetullut osallistumaan.** Tulokset kootaan nimettömästi ja luottamuksellisesti, ja niitä käytetään vain tutkimusta varten.

- *1) **You are a woman aged 18-26 living in Finland.**
Du är en kvinna i 18-26 års ålder och bosatt i Finland
Olet 18-26 vuotias Suomessa asuva nainen.

If yes, please continue
If no, please do not continue this survey

-
- *2) **Which cosmetic products do you use most? (Please choose as many as you want)**
Vilka kosmetiska produkter använder du mest? (Välj så många du vill)
Mitä kosmeettisiä tuotteita käytät eniten? (Valitse niin monta kuin haluat)

- Mascara
- Foundation (foundation/meikkivoide)
- Base (primer/pohjustus)
- Eye-liner (kajal/rajauskynä)
- Blush (rouge/poskipuna)
- Powder (puder/puuteri)

- Sun powder (solpuder/aurinkopuuteri)
- Lipstick (läppstift/huulipuna)
- Lip gloss (läppglans/huulikiilto)
- Concealer (täckningspenna/peitekynä)
- Highlighter (highlighter/valokynä)
- Lip Liner(lip liner/huultenrajauskynä)
- Eyebrow color or brush (färg eller pensel för ögonbryn)
- Hair Color (hårfärg/hiusväri)
- Hair Spray (hårsprya/hiuskiinne)
- Hair Mousse (hårmousse/muotovaahto)
- Hair styling liquids and creams(stylingvätskor och krämer/hiusnesteet ja voiteet)
- Nail Polish (nagellack/kynsilakka)
- Perfumes(parfym/hajuvesi)
- Tooth whitening (tandbläkning/hampaiden valkaisuaine)
- Bronzing products (self-tan produkter/itseruskettavat tuotteet)
- Face moisturizing (ansiktsfuktighetskräm/kasvojen kosteusvoide)
- Eye-Shadow (ögonskugga/luomiväri)

Other products/Andra producter /Muita tuotteita



[Finish Survey](#)

Product	Percentage	Responses
Mascara	11.8 (1)	29
Foundation (foundation/meikkivoide)	3.3 (8)	8
Base (primer/pohjustus)	0.0	0
Eye-liner (kajal/rajauskynä)	5.3 (4)	13
Blush (rouge/poskipuna)	4.5 (6)	11
Powder (puder/puuteri)	6.1 (3)	15
Sun powder (solpuder/aurinkopuuteri)	6.9 (2)	17
Lipstick (läppstift/huulipuna)	2.4	6
Lip gloss (läppglans/huulikiilto)	4.9 (5)	12
Concealer (täckningspenna/peitekynä)	3.7 (7)	9
Highlighter (highlighter/valokynä)	1.2	3
Lip Liner(lip liner/huultenrajauskynä)	0.4	1
Eyebrow color or brush (färg eller pensel för ögonbryn)	2.4	6
Hair Color (hårfärg/hiusväri)	5.3 (2)	13
Hair Spray (hårsprya/hiuskiinne)	6.1 (1)	15
Hair Mousse (hårmousse/muotovaaho)	1.6	4
Hair styling liquids and creams(stylingvätskor och krämer/hiusnesteet ja voiteet)	2.4 (3)	6
Nail Polish (nagellack/kynsilakka)	4.1	10
Perfumes(parfym/hajuvesi)	9.3	23
Tooth whitening (tandbläkning/hampaiden valkaisuaine)	1.2	3
Bronzing products (self-tan produkter/itseruskettavat tuotteet)	1.2	3
Face moisturizing (ansiktsfuktighetskräm/kasvojen kosteusvoide)	8.9	22
Eye-Shadow (ögonskugga/luomiväri)	3.7 (8)	9
() = ranking of products that were found to be relevant in the research		

Appendix 5. Explanation of Cosmetics Consumption variables

Variable Names	Variable Explanation
Usage (F)	Indicating the usage quantity of facial cosmetics
Usage(H)	Indicating the usage quantity of hair cosmetics
App.time (F)	Indicating daily application times of facial cosmetics
App.time(H)	Indicating daily application times of hair cosmetics
Importance	Indicating the importance that cosmetics have in the day to day life
Routine (F)	Indicating the frequency pattern of facial cosmetics usage
Routine (H)	Indicating the frequency pattern of hair cosmetics usage

Variable	Mean	St. Deviation	Possible Range	Actual Range
Usage (face)	19,5	2,9	9-27	13-24
Usage (hair)	6,5	1,5	3-9	3-9
App. time (face)	9,3	7,9	open	0-40
App. time (hair)	4,7	5,2	open	0-30
Importance	6,9	2,0	1-10	1-10
Routine (face)	3,6	0,7	1-4	1-4
Routine (hair)	2,6	1,0	1-4	1-4

Appendix 6. Survey Log

Date	Time	Place	Task	Result
Day 1 20.11.09	11.00–11.30	Arcada, Stora Torget	Test survey	8 test survey responses, out of which 7 could be used.
Day 2 23.11.09	12.00-13.30	Arcada, Stora Torget, Lilla Torget, Library surroundings and Lounge area	Actual survey	40 survey responses out of which 33 could be used.
Day 3 24.11.09	11.00-14.30	Arcada, Stora Torget, Lilla Torget, Library surroundings and Lounge area	Actual survey	40 survey responses out of which 31 could be used.

Appendix 7. Questionnaire Standards

Question		Question Type and Code
Part 1		
Question 1	Product Scale	Scale 1= never use 2= sometimes/occasionally use 3= often or regularly use
Question 2	Application time	Open ended
Question 3	Importance of cosmetics	Scale 1=not at all important 10= extremely important
Question 4	Routine of use	Scale 1= less than once / week (sporadic) 2= 1-2 times / week (occasional) 3= 3-4 times /week (usual use) 4= 5-7 times /week (high routine)
Question 5	Money used cosmetics	Open ended
Part 2		
Question 6	Body Image scale	Scale 1= very dissatisfied 2= dissatisfied 3= somewhat dissatisfied 4= somewhat satisfied 5= satisfied 6= very satisfied
Part 3		
Question 7	Place of residence	Multiple Choice
Question 8	Age	Multiple Choice
Question 9	Sex	Multiple Choice
Question 10	Occupation	Multiple Choice

Appendix 8. Cronbach's Alpha Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,872	,877	19

Appendix 9. Body Image Statistics

Item number	Item Statistics			
	Item	Mean	Std. Deviation	N
1	facial features	4,8143	,54621	70
2	complexion	4,2143	1,04802	70
3	eyes	5,1286	,70034	70
4	lips	4,8857	,73313	70
5	hair color	4,0429	1,20909	70
6	hair thickness	4,1000	1,41575	70
7	hair texture	3,9714	1,20351	70
8	chest/breast	4,4714	,91242	70
9	shoulders	4,6000	,84098	70
10	arms	4,2857	1,00927	70
11	waist	3,9429	1,04792	70
12	stomach	3,6429	1,15515	70
13	back	4,5429	,82858	70
14	buttocks	4,0571	1,10185	70
15	hips	3,8429	1,03049	70
16	thighs and legs	3,8143	1,20738	70
17	weight	3,9429	1,20248	70
18	height	4,7143	1,11827	70
	full scale	4,2786	0,56183	70
19	overall item	4,6000	0,81766	70
20	face	4,7607	0,46949	70
21	hair	4,0381	1,02282	70
22	upper torso	4,4524	0,75179	70
23	mid torso	3,7929	1,02614	70
24	low torso	3,9048	1,01597	70

Appendix 10. Correlations

Variable	1	2	3	4	5	6	7
Facial Features	-,054	,066	-,171	-,157	,001	-,268*	-,077
Complexion and skin	-,237*	,036	-,261*	-,298*	-,174	-,109	-,062
Eyes	-,100	,203	,038	,013	,092	-,036	,197
Lips	-,023	,015	-,035	,210	,028	-,008	-,040
Hair Color	-,260*	-,198	-,046	-,076	-,025	-,029	-,035
Hair thickness	-,011	-,289*	-,130	,079	-,052	-,043	-,150
Hair texture	-,045	-,131	-,097	-,085	-,183	-,014	-,095
Chest/Breast	-,283*	-,005	-,218	-,319**	-,250*	-,116	-,093
Shoulders	-,225	,198	-,137	-,198	-,044	-,202	,151
Arms	,026	,263*	-,133	-,172	,109	-,092	,270*
Waist	-,013	-,036	-,195	-,205	-,166	-,164	-,134
Stomach	,042	-,039	-,186	-,173	-,073	-,075	-,042
Back	-,138	,157	-,107	-,218	-,062	-,030	,180
Buttocks	-,214	,067	-,136	-,126	-,039	-,114	,020
Hips	-,216	,035	-,201	-,194	-,067	-,126	-,073
Thighs/Legs	-,209	-,063	-,280*	-,209	-,030	-,219	-,108
Weight	-,037	-,077	-,290*	-,255*	-,059	-,192	-,080
Height	-,189	-,012	-,177	-,007	,025	,030	,021
Full Scale	-,218	-,017	-,287*	-,240*	-,106	-,174	-,034
Overall appearance item	-,132	,088	-,254*	-,245*	-,008	-,207	,047
Body Image Areas							
Face	-,193	,120	-,194	-,124	-,051	-,154	,001
Hair	-,124	-,261*	-,115	-,026	-,105	-,036	-,120
Upper Torso	-,185	,189	-,197	-,278*	-,068	-,162	,140
Mid Torso	,017	-,040	-,203	-,201	-,125	-,125	-,091
Low Torso	-,232	,011	-,226	-,192	-,048	-,170	-,060

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Note. Cosmetics use variables: 1=Cosmetics usage (F); 2=Cosmetics usage (H); 3=Importance; 4 =App. time (F); 5= App. time (H); 6 =Routine (F); 7= Routine (H)

		APP. TIME (F)	APP. TIME (H)	IMPORT ANCE	ROUTINE (F)	ROUTIN E(H)	USAGE (F)	USAGE (H)
facial features	Pearson	-,157	,001	-,171	-,268	-,077	-,054	,066
	Correlation							
	Sig. (2-tailed)	,194	,995	,158	,025	,529	,656	,588
N		70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E(F)	ROUTIN E(H)	USAGE (F)	USAGE (H)
complexion	Pearson	-,298	-,174	-,261	-,109	-,062	-,237	,036
	Correlation							
	Sig. (2-tailed)	,012	,149	,029	,368	,608	,048	,769
N		70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E(F)	ROUTIN E(H)	USAGE (F)	USAGE (H)
eyes	Pearson	,013	,092	,038	-,036	,197	-,100	,203
	Correlation							
	Sig. (2-tailed)	,913	,449	,758	,768	,102	,409	,091
N		70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E(F)	ROUTIN E(H)	USAGE (F)	USAGE (H)
lips	Pearson	,210	,028	-,035	-,008	-,040	-,023	,015
	Correlation							
	Sig. (2-tailed)	,081	,820	,773	,944	,744	,853	,900
N		70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E(F)	ROUTIN E(H)	USAGE (F)	USAGE (H)
hair color	Pearson	-,076	-,025	-,046	-,029	-,035	-,260	-,198
	Correlation							
	Sig. (2-tailed)	,534	,835	,703	,813	,772	,030	,100
N		70	70	70	70	70	70	70

		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE(F)	ROUTINE(H)	USAGE (F)	USAGE (H)
hair thickness	Pearson Correlation	,079	-,052	-,130	-,043	-,150	-,011	-,289
	Sig. (2-tailed)	,515	,670	,284	,722	,214	,929	,015
	N	70	70	70	70	70	70	70
		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE(F)	ROUTINE(H)	USAGE (F)	USAGE (H)
hair texture	Pearson Correlation	-,085	-,183	-,097	-,014	-,095	-,045	-,131
	Sig. (2-tailed)	,484	,129	,426	,911	,434	,711	,278
	N	70	70	70	70	70	70	70
		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE(F)	ROUTINE(H)	USAGE (F)	USAGE (H)
chest breast	Pearson Correlation	-,319	-,250	-,218	-,116	-,093	-,283	-,005
	Sig. (2-tailed)	,007	,037	,069	,341	,444	,018	,970
	N	70	70	70	70	70	70	70
		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE(F)	ROUTINE(H)	USAGE (F)	USAGE (H)
shoulders	Pearson Correlation	-,198	-,044	-,137	-,202	,151	-,225	,198
	Sig. (2-tailed)	,100	,715	,257	,093	,212	,061	,100
	N	70	70	70	70	70	70	70
		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE(F)	ROUTINE(H)	USAGE (F)	USAGE (H)
arms	Pearson Correlation	-,172	,109	-,133	-,092	,270	,026	,263
	Sig. (2-tailed)	,154	,369	,273	,446	,024	,832	,028
	N	70	70	70	70	70	70	70

		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E(F)	ROUTIN E(H)	USAGE (F)	USAGE (H)
waist	Pearson	-,205	-,166	-,195	-,164	-,134	-,013	-,036
	Correlation							
	Sig. (2-tailed)	,089	,170	,106	,176	,270	,912	,769
	N	70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E(F)	ROUTIN E(H)	USAGE (F)	USAGE (H)
stomach	Pearson	-,173	-,073	-,186	-,075	-,042	,042	-,039
	Correlation							
	Sig. (2-tailed)	,151	,548	,123	,539	,730	,728	,747
	N	70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E (F)	ROUTIN E (H)	USAGE (F)	USAGE (H)
back	Pearson	-,218	-,062	-,107	-,030	,180	-,138	,157
	Correlation							
	Sig. (2-tailed)	,070	,609	,378	,805	,135	,254	,196
	N	70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E (F)	ROUTIN E (H)	USAGE (F)	USAGE (H)
buttocks	Pearson	-,126	-,039	-,136	-,114	,020	-,214	,067
	Correlation							
	Sig. (2-tailed)	,299	,749	,263	,348	,870	,075	,581
	N	70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E (F)	ROUTIN E (H)	USAGE (F)	USAGE (H)
hips	Pearson	-,194	-,067	-,201	-,126	-,073	-,216	,035
	Correlation							
	Sig. (2-tailed)	,108	,583	,094	,299	,548	,072	,776
	N	70	70	70	70	70	70	70

		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE (F)	ROUTINE (H)	USAGE (F)	USAGE (H)
thighs and legs	Pearson Correlation	-.209	-.030	-.280	-.219	-.108	-.209	-.063
	Sig. (2-tailed)	,083	,802	,019	,068	,373	,083	,602
	N	70	70	70	70	70	70	70
		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE (F)	ROUTINE (H)	USAGE (F)	USAGE (H)
weight	Pearson Correlation	-.255	-.059	-.290	-.192	-.080	-.037	-.077
	Sig. (2-tailed)	,033	,629	,015	,112	,512	,758	,526
	N	70	70	70	70	70	70	70
		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE (F)	ROUTINE (H)	USAGE (F)	USAGE (H)
height	Pearson Correlation	-.007	,025	-.177	,030	,021	-.189	-.012
	Sig. (2-tailed)	,956	,835	,143	,803	,864	,117	,919
	N	70	70	70	70	70	70	70
		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE (F)	ROUTINE (H)	USAGE (F)	USAGE (H)
full body	Pearson Correlation	-.240	-.106	-.287	-.174	-.034	-.218	-.017
	Sig. (2-tailed)	,045	,381	,016	,151	,777	,070	,886
	N	70	70	70	70	70	70	70
		APP.TIME (F)	APP.TIME (H)	IMPORTANCE	ROUTINE (F)	ROUTINE (H)	USAGE (F)	USAGE (H)
overall appearance item	Pearson Correlation	-.245	-.008	-.254	-.207	,047	-.132	,088
	Sig. (2-tailed)	,041	,950	,034	,086	,701	,277	,466
	N	70	70	70	70	70	70	70

		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E (F)	ROUTIN E (H)	USAGE (F)	USAGE (H)
full face	Pearson Correlation	-,124	-,051	-,194	-,154	,001	-,193	,120
	Sig. (2-tailed)	,305	,672	,108	,202	,994	,110	,322
	N	70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E (F)	ROUTIN E (H)	USAGE (F)	USAGE (H)
full hair	Pearson Correlation	-,027	-,105	-,116	-,037	-,120	-,125	-,261
	Sig. (2-tailed)	,827	,387	,340	,763	,323	,304	,029
	N	70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E (F)	ROUTIN E (H)	USAGE (F)	USAGE (H)
upper torso	Pearson Correlation	-,278	-,068	-,197	-,162	,140	-,185	,189
	Sig. (2-tailed)	,020	,576	,103	,181	,249	,125	,117
	N	70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E (F)	ROUTIN E (H)	USAGE (F)	USAGE (H)
mid torso	Pearson Correlation	-,201	-,125	-,203	-,125	-,091	,017	-,040
	Sig. (2-tailed)	,096	,303	,093	,304	,452	,890	,742
	N	70	70	70	70	70	70	70
		APP.TIM E (F)	APP.TIM E (H)	IMPORT ANCE	ROUTIN E (F)	ROUTIN E (H)	USAGE (F)	USAGE (H)
low torso	Pearson Correlation	-,192	-,048	-,226	-,170	-,060	-,232	,011
	Sig. (2-tailed)	,111	,691	,060	,160	,624	,054	,927
	N	70	70	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).