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**MAKEUP APPLICATIONS AND THEIR EFFECTS ON PERSONALITIES: A CASE
STUDY OF ZONGO COMMUNITIES IN KUMASI METROPOLITAN ASSEMBLY**

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DECLARATION

STUDENT’S DECLARATION

I, ISSAH MARIAM, declare that this dissertation with the exception of quotations and reference contained in published works, which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE:

DATE:

SUPERIOR’S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of dissertation as laid down by the Akenten Appiah-Menka University of Skills Training and Entrepreneurial Development.

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DATE:

DEDICATION

To my husband Abdul Mumuni Adamu, my late sister Ayisha Issah, and my children (Dr Rashid Abdul, Abdul Razak Abdul Mumin, Inamarie Aisha Abdul Mumin and Jan Abdul Mumin Mumuni and my lovely mum, Zainab Alhassan.

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ABSTRACT

This study aimed to analyze makeup applications and their impact on the personalities of individuals who wear them. The objectives included assessing the overall happiness of individuals with and without makeup, examining the awareness of makeup effects on human skin, and observing makeup's role and improper application. The descriptive survey design was used in a mixed-methods approach by the researcher. Using a non-probability convenience selection technique, 100 respondents from Zongo communities in the Kumasi Metropolitan Assembly were chosen as the sample size. The tools used to collect data were workshops, interviews, and a questionnaire. The gathered data were examined statistically and qualitatively, and frequency and percentage distribution tables were used to display the results. According to the survey, most respondents were girls between 18 and 25, had completed their tertiary degree, and were Muslims. The findings indicated that respondents had a high knowledge of and frequently used makeup. Television advertisements were the primary source of information about makeup for most respondents. The study also revealed preferences for specific makeup items and found that respondents agreed that makeup helped them hide flaws or feel happy. Regarding the effects of makeup application, respondents expressed discomfort, disagreed with feeling sexier or fake when wearing makeup, and disagreed that product cost influenced their choice. Recommendations based on the study's findings include public education on the awareness and effects of makeup application on the skin, encouraging regular visits to healthcare facilities for skin checks, and providing educational resources on makeup application by makeup-producing companies.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Daily practice of personal hygiene, such as showering, brushing one's teeth, and other everyday bathroom routines, has become culturally accepted everywhere. In today's culture, it is frequently assumed that if someone does not take the time to groom themselves properly, there is a problem. People who don't maintain these hygiene practices are commonly thought to be inadequately cared for, to have mental illnesses or defects, or to have low self-esteem. In the United States, women wearing cosmetics has become culturally accepted. It is customary for women to use creams on their faces in the morning in addition to their usual grooming routines to cover imperfections and accentuate good features. Depending on the person, this procedure could take five minutes or more (Oumeish, 2001).

In all human societies, body ornamentation exists in some form. However, women are more inclined than males to alter their looks in Western nations, mainly when using facial cosmetics. Millions of individuals wear makeup every day all across the world. It is one of the most overt manifestations of the age-old (Jablonski, 2006) and essentially universal (Russell, 1991) human custom of body and face ornamentation. Every civilization has an accepted aesthetic that members of the public must adhere to. Cosmetics are popular because they increase the wearer's perceived attractiveness and femininity (Batres et al., 2018). According to research, women's facial beauty is increased by makeup cosmetics. For instance, male drivers were likelier to stop and offer rides when women wore makeup, but this was different from what happened with female drivers (Guéguen & Lamy 2013).

Using cosmetics could help women appear younger because it can fix their skin's hue and highlight their youthful skin characteristics (Lee et al. 2018). In Western cultures, one of the most frequent justifications for using makeup has been to increase physical appearance. In

particular, Cash & Cash (1982) discovered that women who wear cosmetics express a more favorable body image and sense of self-worth than those who do not. As a result, women who wear makeup may experience advantages related to looking more attractive (Dion et al., 1972), such as improved earnings or more favorable perceptions of their social and personality features. Therefore, wearing cosmetics may have good benefits for the wearer.

However, not all stereotypes about women who use more cosmetics are flattering. According to numerous studies, women who wear more makeup are more likely to be viewed as sexually available than those who wear less or none (Osborn, 1996; Mileva et al., 2016; Batres et al., 2018). Because women are regarded more harshly for their sexual activity than men are, women who prefer to wear makeup for its benefits may unwittingly cause others to conclude it (Crawford & Popp, 2003; Reiss, 1967). Women who are assumed to be more sexually active may later become objectified (Blake et al., 2016; Kellie et al., 2019; also Bernard et al., 2019) or appreciated for their physical characteristics or body parts rather than as a full-fledged person with subjectivity (Fredrickson & Roberts, 1997). A woman's perception suffers when she is objectified.

1.2 Statement of the Problem

The capacity of women to conceal or accentuate certain facial traits with makeup may result in favorable outcomes in various situations (Korichi et al., 2008). In professional settings, cosmetics may enhance women's perceptions of their leadership potential when applying for jobs and foster positive perceptions at work. Women who think they are more attractive might also feel better about themselves, be happier, and be more successful at finding romantic partners. Therefore, wearing cosmetics may have good benefits for the wearer. However, other research indicates that more than minimal or no makeup may negatively impact women's perceptions of leadership. However, there is still a lack of knowledge on the harmful effects of wearing makeup. For instance, little is known about how wearing makeup alters perceptions

and raises the risk of psychological and physical harm. For this reason, the current study uses women from the Zongo communities of Kumasi in the Ashanti area of Ghana as a case study to examine the impact of cosmetics applications on women's personalities.

1.3 Purpose of the Study

The significance of the current study stems from the notion that wearing cosmetics makes one appear more attractive, leading to its widespread use by women. The study aimed to look at makeup applications and how they affect people's personalities.

1.4 Objectives of the Study

The study's general objective is to analyze makeup applications and their effect on the personalities of people who wear them. The specific goals were to:

1. Ascertain the degree of overall happiness 'with' and 'without' make-up in selected Zongo communities from Kumasi Metropolitan Assembly.
2. Examine awareness of makeup effect on human skin in selected Zongo communities from Kumasi Metropolitan Assembly.
3. Use the workshop to determine the role and wrong application of makeup.

1.5 Research Questions

1. What is the degree of overall happiness with and without makeup in selected communities from the Kumasi Metropolitan Assembly?
2. Is there any awareness of the effects of makeup application on human skin in selected communities from the Kumasi Metropolitan Assembly?
3. How does observation determine the role and wrongful application of makeup?

1.6 Significance of the Study

Understanding how makeup influences personality might help us better understand the psychological underpinnings of self-esteem, self-confidence, and self-perception. People could better understand the impact of makeup on their emotional wellbeing with the aid of this research. Self-expression through makeup is possible. To explore and express many elements of their personalities through cosmetics, people can use makeup to reflect and shape their identities. Studying how makeup affects characters can also reveal how societal and cultural conventions and beauty standards affect people. It can demonstrate how much outside influences impact decisions and self-perception.

The study also examined how a person's appearance affects how others view them and how they interact in various social and professional settings. Both personal and professional relationships benefit from having a solid understanding of these dynamics. The research is helpful for people in professions where appearance matters, like the entertainment sector, public speaking, and the beauty industry. It may suggest strategically utilizing makeup to increase your presence and power. Additionally, makeup is not only for one gender. Discussions about gender identity and how makeup can be used as a means of self-expression outside of established gender norms can benefit from research in this field.

1.7 Limitations of the Study

Due to the study's focus on Zongo communities in Kumasi, there was mainly cultural bias. As a result, the study's findings do not accurately reflect cosmetic practices and their impact on personalities in other cultural or geographical contexts. This restricts the findings' potential to be generalized and makes it challenging to apply the results to a larger population. Due to the study's reliance only on participant self-reported data, there is a possibility of response or social desirability bias. Instead of sharing their experiences or thoughts, participants could give

answers they believe to be more socially acceptable. This may impact the reliability and accuracy of the data gathered. Additionally, the study's use of convenience sampling resulted in selection bias and jeopardized the validity of the findings.

1.8 Delimitation of the Study

The Zongo communities in Ghana's Kumasi Metropolitan Assembly were the sole subject of the study. Because of this, the results might not apply to other areas or populations outside of this particular setting. The study is restricted to looking at the personality consequences of cosmetics practices in the cultural background of Zongo communities. People with diverse cultural origins or groups with varied social norms and values may not be able to generalize from the findings.

1.9 Organization of the Study

The study is organized into five chapters. Chapter one comprises the background of the study, statement of the problem, research objectives and questions, purpose and significance of the study, as well as the scope and limitation of the study. Chapter two focuses on the literature review of the study. It comprises a theoretical aspect, concept framework, and empirical assessment. Chapter 3 addresses the research methods of analysis, including research design, study settings, sample size and technique, data collection, research instruments, and ethical considerations. Chapter four involves the analysis of data, a summary of the population of the study, relevant descriptive analysis, and interpretation of data. Chapter five comprises the summary, discussions of findings, recommendation(s) for future studies, and the related implication(s) of this study, as well as the Appendix section, which shows the references of sourced information and study instrument.

1.10 Chapter Summary

The background of the study, the problem statement, the research objectives, the research questions, the relevance of the investigation, the scope of the study, the limitations of the study, the definition of terminology, and the organization of the study were the main topics of this chapter (the introduction).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

A review of related and pertinent literature on the subject of the study's stated aims is presented in this chapter. It summarizes the literature on makeup applications and personalities, the background of makeup applications, and the vital theoretical pillars, such as the appearance and advantages of makeup cosmetics, perception of beauty, beauty's role in confidence, and desirability. The empirical examination covers how women are affected by the beauty business and how wearing makeup affects how others perceive your leadership skills.

2.2 Theoretical Review of Makeup

Cosmetics used to enhance or change a look, such as lipstick or powder, are called makeup. Some women find applying makeup as easy as concealing a dark circle under their eyes with concealer (Sciortino, 2018). However, some women may believe that applying makeup involves several steps: foundation, blush, eyeshadow, etc. Others may like to spend five minutes or less on their cosmetic process, while some may spend an hour or more. Therefore, makeup is a creative and expressive approach to highlighting one's individuality and gorgeous self, resulting in beautiful sensations of joy (Davis, 2013). The first and most popular cosmetic item is foundation (Loretz, 2006). The foundation is typically available in two forms: powder and liquid. It is applied all over the face to balance out the complexion and conceal any blemishes.

2.3 The History of Makeup Applications

Cosmetics have a long history that dates back roughly 6000 years. People from various societies utilize makeup to enhance their attractiveness worldwide. In the fashion industry, makeup is mainly used to improve the beauty of models. The media and fashion magazines

also heavily impact how people utilize cosmetics brands like Black Opal, Max Factor, Revlon, and L'Oreal (Loretz, 2006). Ancient civilizations, including Mesopotamia, ancient Greece, and ancient Egypt, used makeup at some point. In addition to enhancing appearance, cosmetics held religious and spiritual importance in ancient Egypt (Tapsoba et al., 2017). The Egyptians decorated their eyes, lips, and skin with various materials, including kohl and red ochre. Due to religious ideas' influence, cosmetics usage decreased during the Middle Ages. However, the Renaissance saw a resurgence of cosmetics use among the affluent. Pale skin was sought after using cosmetics since it was seen as a sign of riches and royalty. The use of white lead paints and lead-based powders during this time is highlighted in Sherrow's literature from 2001.

Applications of makeup underwent substantial growth in the 18th and 19th centuries. White lead-based face powders were still in use, but there was also more focus on natural beauty. The usage of cosmetics, including rouge, lip color, and eyebrow improvements, is among the topics covered in research by Cox (2007) that examines the shifting beauty ideals and makeup practices during this time. The cosmetics industry made quick strides in the 20th century by introducing new items, methods, and promotional tactics. The development of mascara, lipstick, and foundation revolutionized the use of makeup. Thomas's (2017) writings cover the emergence of enduring beauty businesses and Hollywood's impact on fashion and consumer trends.

The use of makeup has long had cultural and symbolic connotations. Specific makeup techniques have different purposes in different cultures and eras. For instance, using white face powder in various Asian cultures represents femininity and purity (Choi et al., 2015). Body art and face paint have cultural and spiritual importance in indigenous tribes (Taylor, 2007). The development of cosmetics applications has a complex social and gender background. Societal norms and expectations have impacted the use of makeup because it is frequently linked to

femininity. Literature by Peiss (2018) investigates how gender, notions of beauty, and the usage of cosmetics are related, illuminating the relationship between makeup and ideas of femininity and beauty standards.

In the year 4,000 BC, cosmetics were first used in Ancient Egypt. The Egyptians made use of hazardous materials like white lead and mercury. Conjunctivitis and other eye infections were treated with lead. Additionally, scents like frankincense and myrrh were utilized. The Egyptians utilized many other cosmetic tools, including kohl, which was used to outline the eyes. Soot, lead, copper, almonds, and other materials were used in its production. Eye makeup, according to the Egyptians, would improve vision and ward off evil spirits. In 3000 BC, the Chinese used gum Arabic, gelatin, beeswax, and egg to polish their fingernails. People belonging to a given class in society were identified by their clothing. Gold, silver, black, and crimson nail paint were the colors of royalty. The lower classes were not permitted to have brightly colored nails. Geisha in Japan wore lipstick made from powdered safflower flowers. The eyebrows were also outlined with it.

Additionally, makeup was applied over waxed hair. In the early days, European church leaders believed wearing makeup was wicked and unethical. Many wealthy European ladies followed the trend by hiding from the sun indoors to achieve a pale complexion (Sciortino, 2018).

White lead paint and white powder were also used. Many European women were poisoned and perished due to wearing white lead paint. The mask of youth, which Queen Elizabeth of England wore and constructed, was made of white lead paint. In both the United States and Europe, the use of makeup rose to great popularity during the 20th century. Later, it was influenced by the theater, ballet, and the movie business, as well as actors like Mathilde Kschessinska and Sarah Bernhardt. As a result, Max Factor, Elizabeth Arden, and Helena Rubinstein created cosmetics. In 1907, Eugene Schueller created hair color; two years later, in 1936, he created sunscreen. Coco Chanel, a renowned fashion designer, began the suntan in

the 1920s. The flapper look popularized dark eyes, red lipstick, and red nail polish in the 1920s. The advancement of makeup and cosmetics has made them accessible in shops, boutiques, and online. Anyone can now utilize it. Each cosmetic product's use and history serve a function and have a unique narrative. While some products were created and used for safety, the majority were undoubtedly used to enhance and improve one's appearance and project an image one believed they personified (Cash & Henry, 1995).

2.4 Appearance and Benefits of Makeup Cosmetics

The pleasure with one's facial features, including eyes, brows, lips, cheeks, skin tone, and general appearance, is called facial image. In contrast, body image refers to people's attitudes and feelings about their looks (Cash & Henry, 1995). According to Cash et al. (2010), people can alter their physical appearance to manage and control their self- and social-images, and makeup positively affects how people perceive women's earning potential, professional class, health, and confidence. Since these women can utilize cosmetics to influence their appearance, they may as well gain from an improvement in positive self-perception and wellbeing that is allegedly linked to makeup. According to Nash et al. (2006), self-confidence in one's appearance encourages social interactions, particularly in job interviews where making a good first impression is crucial. Strong favorable correlations between body image, self-esteem, and self-confidence have been found by Jung and Lennon (2003). Narang (2013) investigated the psychological variables that influence makeup use and how it is perceived in various contexts and concluded that higher use of makeup is positively correlated with beauty, femininity, and sexiness. According to Korichi et al. (2008), cosmetics stimulate our senses of touch, scent, and sight and serve as a tool for seduction and camouflage. It is a comprehensive strategy that improves one's look and makes it easier to handle self-image, emotions, and mood.

Makeup cosmetics can enhance facial features, drawing attention to desirable aspects and minimizing perceived flaws. Research by Mulhern et al. (2013) demonstrates that strategically

applied makeup can create the illusion of symmetrical features and enhance perceived attractiveness. Techniques such as contouring, highlighting, and eyebrow shaping can sculpt the face and make a more balanced appearance. One of the primary functions of makeup cosmetics is to even out skin tone and conceal imperfections. Studies have shown that foundation and concealer can effectively camouflage blemishes, dark spots, and other skin irregularities (Hunt et al., 2019). This ability to create a smooth and uniform complexion contributes to a more visually appealing appearance.

Applying makeup cosmetics can have a positive psychological impact, increasing self-confidence. Research by Keefe et al. (2019) indicates that individuals who use makeup cosmetics experience improved mood, self-esteem, and body image perception. Enhancing one's appearance through makeup can boost self-assurance and overall well-being. Makeup cosmetics play a crucial role in social perception and judgments of attractiveness. Studies by Mulhern et al. (2017) and Nash et al. (2016) demonstrate that makeup application leads to perceptions of enhanced beauty, glamour, and femininity. These findings highlight the potential for makeup cosmetics to influence others' perceptions and interactions positively.

Makeup cosmetics can offer protective benefits for the skin, such as providing a barrier against environmental pollutants and UV radiation. Additionally, certain makeup products may contain ingredients that offer skincare benefits, such as moisturizing agents or sunscreens (Ganceviciene et al., 2012). This dual functionality of makeup cosmetics can contribute to maintaining skin health while enhancing appearance. Makeup cosmetics provide individuals with a means of self-expression and creativity. Using different colors, textures, and techniques, individuals can experiment with different looks and communicate their style (Chua et al., 2019). This aspect of makeup cosmetics allows for individuality and the exploration of diverse aesthetic preferences.

2.5 Perception of Beauty

People are constantly judged based on their appearance, which should not come as a surprise. It shouldn't be shocking that women are examined more than men in this field. How far has it gone to say people judge one another based on appearance? Physical Appearance and Gender author Jackson (1992) asserts that a person's face appearance has significant social repercussions, particularly for women compared to men. According to this study, it is common to stigmatize women as more prone to commit crimes if they are deemed unattractive. There isn't much evidence that having a given facial type makes you more likely to commit a crime. Still, several studies have shown that certain facial preconceptions lead people to connect specific facial characteristics with a particular crime. It would be necessary to determine whether the contrary assumption—that someone with seemingly unappealing characteristics would be socially abnormal—is valid. According to a study by Wilson and Eckel (2006) measuring the degree to which individuals trust more attractive persons, those with higher attractiveness ratings were immediately seen as more trustworthy. Unfortunately, in a modern world focusing on products and beauty, the proverb "don't judge a book by its cover" seems to have lost its attractiveness. People tend to judge themselves and others primarily based on their appearance. It is common for women to compete with one another in today's culture. It's important to note that while women are viewed as competitive based on their beauty and facial attractiveness, males are considered more competitive based on their skill and intellect (Jackson, 1992). This may initially give the impression that women are merely conceited, but is that the case? There is no denying that physical appearance affects many aspects of life. It can "affect the social power we possess or are deprived of possessing, including the jobs we receive, the wages we earn, the clubs we join, the people we marry, the friendships we create, and the colleges we enter," according to the author (Berry & Davies, 2010). It has been found that social aptitude and beauty are frequently associated. It is commonly believed that those

viewed as more attractive have better social skills and experience less loneliness and social anxiety than those considered less handsome (Jackson, 1982). In a 1981 study by Abbott and Sebastian, who linked physical attractiveness to projected success, they discovered a direct correlation between having high overall physical attractiveness ratings and expecting to succeed in social circumstances. In this study, participants included both observers and self-assessment participants. When looking at the connection between attractiveness and success expectations, the findings of both groups were comparable. Given that social interactions make up a significant portion of daily life, this speaks a lot about how beauty is perceived and the anticipated effect on an individual.

2.6 Psychological Impact of the Application of Makeup

The application of makeup is a common practice that has been deeply ingrained in various cultures for centuries. In addition to its aesthetic purposes, makeup can influence an individual's psychological well-being and self-perception.

Numerous studies have indicated a positive relationship between makeup application and self-esteem. For instance, a study by Nash and Fieldman (2018) found that women who applied makeup reported higher self-esteem levels than those who did not. Additionally, Gnambs and Kaspar (2015) conducted a meta-analysis, which revealed a small yet significant positive effect of makeup on self-esteem across different age groups and cultural contexts.

The relationship between makeup application and body image has been interesting. Research by Etoff et al. (2019) suggests that makeup can positively influence body satisfaction by enhancing facial features and concealing perceived flaws. Conversely, some studies have raised concerns about the potential negative impact of cosmetics on body image, particularly when it becomes an excessive or compulsory practice (Pickett et al., 2018).

Makeup application has been found to contribute to mood enhancement and emotional well-being. Viren and Kaur (2020) conducted a study demonstrating that applying makeup can positively influence mood, promoting happiness and boosting self-confidence. Similarly, a study by Gao and Lai (2019) showed that makeup participants experienced decreased negative emotions and improved positive affect. Makeup application plays a crucial role in shaping social perception and attractiveness judgments. Several studies have revealed that the application of makeup leads to more favorable impressions and perceptions of attractiveness (Mulhern et al., 2013; Jones et al., 2018). These findings indicate that makeup can significantly influence how others perceive individuals, potentially impacting their social interactions and overall well-being.

While makeup can positively affect psychological well-being, some individuals may develop a dependency or reliance on makeup. Research by Jankowiak and Rybarczyk (2017) suggests that excessive makeup use can be associated with body dysmorphic disorder and compulsive behaviors, potentially leading to adverse psychological outcomes. Understanding the factors underlying makeup dependency is essential to address potential risks.

2.7 Beauty's Role in Confidence and Desirability

Finding a companion has frequently been cited as among life's most essential aspects. Children are instilled with the belief that they will meet someone, fall in love, and get married sometime when they are young. It stands to reason that you will find that individual appealing or desirable when you first meet them. According to research, women with lovely faces are more likely to marry and marry men with more significant social positions (Jackson, 1982). Additionally, it has been discovered that males prioritize face attractiveness more than women when choosing a companion (Alley & Hildebrandt, 1988).

Additionally, examining longevity trends and marital satisfaction, it has been hypothesized that handsome people have healthier marriages (Jackson, 1982). This knowledge makes it logical to conclude that a woman's desire to feel and appear more beautiful is well-founded. It is crucial to consider the connection between the acquisition and usage of cosmetics and the perceptions of beauty that one and others hold. With the factors above, it is no surprise that women spend billions of dollars annually on items to enhance their appearance (Wilson & Eckel, 2006). It has been discovered that cosmetics enhance some desirable features, such as femininity, and increase perceived attractiveness (Jackson, 1982).

Cosmetics are used to present an image of power and status, according to Berry and Davies (2007), the authors of "Beauty Bias," in addition to serving as a means of enhancement. "We gaze in the mirror not just to see how we look, but also how we anticipate others will perceive us, and, unless we are wonderfully self-assured, we seek to modify our appearances so that others shall perceive us as we desire to be viewed" (Brand, 2000). The author continues by pointing out that contentment and unhappiness are frequently determined by outward appearance in today's society. It is difficult to say whether attractiveness increases happiness, but if that is how people see it, it would help us explain why the general public constantly strives for beauty. It can be challenging to comprehend how beauty affects self-esteem properly. While many studies seem to indicate shaky correlations between the two, certain studies show a favorable correlation between attractiveness and self-esteem, more so for women than males. However, other research utilizing psychological well-being indicators strongly implies a link between beauty and self-esteem (Jackson, 1982). Various distinct variables must be considered when attempting to understand this data. The biggest seems to be how highly subjective self-esteem evaluations are. As a society, we don't seem to be able to

decide whether having the discipline to overcome one's flaws or embracing one's flaws constitutes true self-esteem (Brand, 2000).

Simply put, there is great debate about whether it leads to higher levels of self-esteem: accepting one's defects or aiming for perfection. Another theory is that those viewed as more attractive have learned to place tremendous importance on it, and they may think that their appearance is all they have going for them. According to studies, those viewed as attractive are frequently less likely to accept and believe favorable feedback from those considered less attractive (Jackson, 1982). The justification is that they think they are receiving favoritism or acclaim because of their facial features. Based on the evidence, it would be safe to say that today's culture places a great value on looks. It is not unexpected that women frequently feel pressure to appear attractive, confident, and desirable due to social factors. There is no doubting that buying and using beautifying goods plays some part in the quest to obtain beauty, even though these aspects are still subjective. Researchers Getz and Klein (1994) conducted interviews with women and discovered that there are two reasons why they believe women should wear makeup: the first was that she would feel incomplete without it, and the second was that she would be complete but flawed and unattractive. Discussing how studies have shown that women who wear too much makeup are perceived as trashy or promiscuous would be fascinating. At the same time, women who wear too little makeup are perceived as not caring enough about their appearance. There seems to be a delicate line between trying to change who you are and making improvements to what is. When evaluating the study presented in the preceding sentences, it is critical to remember that many of the factors involved are primarily subjective and based on people's perceptions of both themselves and others, making these subjects difficult.

Beauty standards play a significant role in shaping individuals' perceptions of attractiveness and desirability. Research by Cash and Pruzinsky (2014) indicates that societal beauty ideals

influence makeup choices and application techniques. Adopting these standards can enhance self-perception and confidence in individuals who align with them. Numerous studies have highlighted the impact of makeup on self-perception and confidence levels. For example, Guéguen et al. (2018) conducted an experiment that revealed a positive relationship between makeup application and self-perceived attractiveness. Individuals who wore makeup reported higher levels of confidence, which in turn influenced their behavior and social interactions.

Makeup application can influence how others and their desirability perceive individuals. Jones et al. (2015) found that individuals wearing makeup were perceived as more attractive, confident, and friendly than their bare-faced counterparts. Similarly, a Mulhern et al. (2017) study demonstrated that makeup enhances perceptions of femininity, attractiveness, and overall desirability. Makeup applications can serve as a tool for self-expression and empowerment, contributing to increased confidence and desirability. Research by Tiggemann and Boundy (2014) revealed that makeup participants experienced higher body satisfaction and self-esteem. This suggests that makeup can play a role in fostering a positive self-image and enhancing an individual's sense of desirability. Several psychological mechanisms underlie the relationship between beauty, confidence, and desirability in makeup application. The "lipstick effect" refers to the phenomenon where individuals experience an uplift in mood, confidence, and desirability when wearing makeup (Nash et al., 2017). Additionally, the "self-fulfilling prophecy" suggests that when individuals believe that makeup enhances their attractiveness and desirability, they project this confidence, resulting in more positive social interactions. The portrayal of beauty in makeup advertising can shape individuals' perceptions of beauty and desirability. Research by Lee and Shrum (2019) highlights that exposure to idealized beauty images in advertisements can influence self-perception and confidence. This emphasizes the role of media in reinforcing societal beauty standards and their impact on individuals' confidence and desirability.

2.8 Theory Underpinning the Study

2.8.1 Self-Presentation Theory

Sociologist Erving Goffman initially proposed the self-presentation theory. Goffman (1959) is widely recognized as one of the key proponents of this theory, which he extensively explored in his influential book "The Presentation of Self in Everyday Life," published in 1956. In this book, Goffman examined how individuals engage in impression management and present themselves to others in various social contexts.

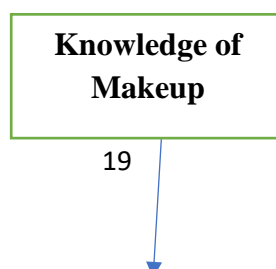
Goffman's work emphasized that individuals actively shape their self-presentation to create specific impressions and manage the perceptions others have of them. He highlighted the importance of impression management strategies, such as clothing, body language, and verbal cues, in influencing how individuals are perceived and how they perceive themselves. Since Goffman's pioneering work, self-presentation theory has been further developed and expanded upon by various scholars from different disciplines, including psychology, sociology, and communication. Researchers such as Mark Leary, Roy Baumeister, and Joop Van der Pligt have significantly contributed to understanding self-presentation and its implications for behavior, self-perception, and interpersonal relationships. Research by Etcoff et al. (2011) conducted a series of experiments investigating the effects of cosmetics on perceptions of attractiveness and personality traits. The findings revealed that makeup use significantly influenced how participants were perceived by others, leading to impressions of enhanced attractiveness, confidence, and sociability. These results support the notion that makeup can act as a tool for self-presentation, affecting others' perceptions and potentially influencing individuals' self-perception and personality expression.

In a study by Nash, Fieldman, Hussey, L  v  que, and Pineau (2006), the researchers examined the effects of cosmetics on self-perception and self-esteem. They found that participants who

applied cosmetics experienced increased self-esteem and reported feeling more confident in social interactions. This suggests that makeup use may positively impact individuals' self-perception and contribute to developing certain personality traits, such as assertiveness or sociability. Additionally, research conducted by Mulhern, Fieldman, Hussey, Lv, and Lévêque (2003) explored the impact of cosmetics on body image and mood. The study revealed that makeup application significantly improved participants' body satisfaction and positive attitude. These findings support the idea that makeup can influence individuals' perceptions of their bodies and contribute to a more positive self-image, which may affect their personality expression and behavior.

Moreover, studies by Gibbons and Ramirez-Aguilar (2016) and Jones, Kramer, and Ward (2018) examined the cultural and social aspects of makeup use. They highlighted how makeup can serve as a means of self-expression and identity within specific cultural contexts. These studies demonstrated that makeup practices are influenced by cultural norms, personal preferences, and social expectations, which can shape individuals' personalities and social interactions. By integrating these findings, the study on makeup applications and their effects on characters within Zongo communities in Kumasi can investigate the cultural and social factors that influence makeup practices. The research can explore how makeup is used as a form of self-presentation within the Zongo communities and its impact on individuals' self-perception, self-confidence, and social interactions. By examining the interplay between makeup applications and personality traits within this unique cultural context, the study can contribute to a comprehensive understanding of the role of makeup in self-presentation and its effects on personalities in Zongo communities.

2.9 Conceptual Framework



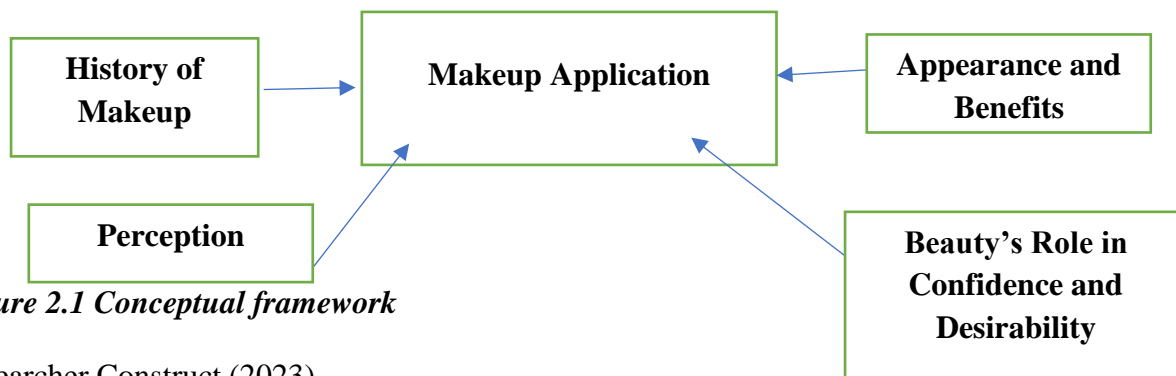


Figure 2.1 Conceptual framework

Researcher Construct (2023)

From the framework, Knowledge of makeup, the history of makeup, perceptions of appearance, and the benefits of beauty and confidence all play interconnected roles in applying makeup to personalities. Understanding makeup techniques, products, and tools is the foundation. It involves knowing how to apply makeup to enhance one's features, correct imperfections, and achieve desired looks. Knowledge enables individuals to choose makeup products suitable for their skin type, tone, and style preferences. Awareness of the historical evolution of makeup helps individuals appreciate its cultural significance and context.

Makeup can be a tool for altering or conforming to these perceptions, allowing individuals to present themselves in ways that align with their self-image and the expectations of their culture. When applied skillfully, makeup can boost self-confidence by enhancing features and allowing individuals to feel more put-together, which can positively affect their interactions and self-perception. The application of makeup can influence how others perceive an individual. Confidence often radiates from a person's demeanor and can be enhanced by makeup.

In summary, makeup is not just a superficial practice but a complex interplay of knowledge, history, societal perceptions, and personal benefits. Its application can significantly impact an individual's personality, influencing how they perceive themselves and how others perceive them. It offers a means of self-expression, creativity, and confidence that can be deeply intertwined with one's sense of identity and personality.

2.10 Empirical Literature Review of Makeup

Women today are frequently reminded of what is deemed attractive. Thousands of advertisements that promote this elusively beautiful ideal target women of all ages, shapes, and sizes. *Beauty at Any Cost*, a report created by the YWCA USA in 2008, examined the effects of America's fixation with beauty on women and girls. This study revealed that many Americans are paying a price for their beauty fixation, which lowers self-esteem and drains their wallets. Numerous research have been conducted to determine how the media impacts modern-day women, and most of the findings demonstrate that the media has a detrimental impact on self-image. Research on the cosmetic industry's impact on customers' self-image hasn't been done as much. The cosmetics industry influences consumers in some way.

You Look 'Mahvelous': The Pursuit of Beauty and the Marketing Concept, by Marsha L. Richins and Peter H. Bloch, was one of the earliest studies to examine how cosmetics affect women. This research sought to comprehend how attractiveness ratings connect to adornments, objects "used to promote attractiveness and to acquire concomitant social benefits" (Schmitt et al., 2015). According to this study, people who don't think they look good "rely excessively on adornments as compensatory techniques" (Bloch & Richins, 1992). It has been discovered that the media makes women feel undesirable. Thus, it follows that these women with low self-esteem will utilize adornments. Cash & Cash's (1982) study, "Women's Use of Cosmetics," also corroborated this, which discovered a positive correlation between cosmetic use and public self-consciousness. It makes sense that adornments are employed to blend into a world of beauty. These self-conscious women do not fit in, as many women who lack self-esteem are also self-conscious (Cash & Cash, 1982).

Many women report having distinct makeup routines based on what they intend to do during the day, according to Beausoleil's study, "Makeup in Everyday Life: An Inquiry into the Practices of Urban American Women of Diverse Backgrounds" (Beausoleil, 1992). Cosmetics

have evolved into a simple means of conforming to the standards of beauty set by society because they can be applied so rapidly and are relatively simple and affordable compared to other, more extreme methods like diet, exercise, or cosmetic surgery. The majority of the early research on the impact of cosmetics on self-esteem was conducted by Thomas Cash. According to one of his studies, "individuals often actively regulate and adjust their physical appearance and physical aesthetics across circumstances within relatively short times," "Effects of Cosmetics Use on the Physical Attractiveness and Body Image of American College Women" (Cash, Dawson, & Davis, 1989). In other words, cosmetics are applied differently depending on the situation because it gives women confidence.

In another study titled "Cosmetics: they Influence More than Caucasian Female Facial Attractiveness," Nash, Fieldman, Hussey, Lévêque, and Pineau investigated whether or not women would be assessed differently on four different social measures depending on whether or not they were seen wearing makeup. Cosmetics "may play a substantial role in boosting attractiveness since they may, in part, enhance face symmetry," according to the authors (Nash et al., 2006). This is probably no secret for most women who use cosmetics. It's widely acknowledged that makeup can hide flaws, bring out the best in the eyes, or accentuate other facial characteristics. Female features were found to be more appealing when wearing makeup, with "eye makeup and foundation being the most significant factors to the enhancement of female facial attractiveness," according to a prior study by Fieldman, Hussy, Mulhern, Leveque, and Pineau (Nash et al., 2006). According to the survey, "women wearing cosmetics were perceived as being perceived as being healthier and more confident than the identical women without makeup. Women were given more earning potential and were thought to hold more prestigious positions when wearing cosmetics than when presented without them (Nash et al., 2006). Similar to prior studies, the report discovered that women who wore makeup had more outstanding self-confidence ratings than those who wore none. These findings suggest

that women place a high value on improving their facial attractiveness through cosmetics. They are perceived as more successful and healthier, with a higher level of confidence. According to the research, women who use cosmetics to alter their looks may also gain from an increase in positive self-perception and wellbeing that is thought to be linked to using makeup (Nash et al., 2006).

The work of Sarah Scott, "Influence of Cosmetics on the Confidence of College Women," also touches on this concept of applying makeup to construct a pliable self. Scott's study aimed to ascertain the connection between cosmetics, their suitability for particular contexts, and the anxiety levels that come from these situations. This study used anxiety to gauge confidence (Britton, 2012). The volunteers were required to attend classes and go out with their girlfriends. They were instructed to put on their typical makeup for each circumstance in the initial portion of the study: their specific "class" makeup for class and their regular "out" makeup for going out. Then, they were instructed to wear their "out" makeup when they went out and their "class" makeup when they went to class. The participants were required to complete surveys to gauge their anxiety levels in each circumstance. According to the findings, participants in both instances felt more uncomfortable while wearing "class" cosmetics. Even in class, wearing "party" or "out" cosmetics reduced anxiety. This result refutes the notion that "wearing makeup appropriate for the occasion will reduce anxiety and boost confidence." Even though this result does not corroborate the hypothesis, it is crucial to keep in mind that because the volunteers were aware of the study, expectations may have arisen as a result of it. The idea that cosmetics can be utilized as a strategy to build a pliable self and control anxiety is also supported by the fact that "out" makeup is typically linked with more makeup, making it logical to assume that more makeup made these women feel more comfortable in all types of situations (Britton, 2012).

Numerous factors, including peer pressure, inborn insecurities, and beauty commercials, might contribute to a woman's anxiousness. The beauty business has been determined to generally harm women's self-esteem, body image, and perception of beauty (Whitefield-Madrano, 2016). Women frequently compare themselves to the ideals of beauty society holds for them by utilizing upward comparisons. Given that the cosmetics business is significant and expanding—as was already mentioned, the YMCA reported that approximately \$7 billion was spent on cosmetics in 2008 alone—research into the impact of cosmetic advertising on consumers is still in its infancy. Thomas Cash states, "A girl's first cosmetics experimentation in an early teenager can be considered a rite of passage as well as growth toward forming a feminine identity" (Whitefield-Madrano, 2016). Given how essential cosmetics have become to women's lives, it is crucial to comprehend the sector's impact on women in the modern world.

This study aims to collect general data about Zongo women and their usage of cosmetics to determine how makeup influences women's personalities today. The study would try to provide descriptive statistics regarding the types and timing of Zongo women's cosmetics use, brand and product loyalty, knowledge of current beauty trends and effects, and some essential personality traits.

2.11 Chapter Summary

This chapter reviewed pertinent material to help readers comprehend and support the value that society and people place on beauty. It discussed and gave examples of how people's perceptions of beauty affect how they perceive one another, with the main takeaway being that society views attractive people as more successful, socially adept, and content. This chapter also covered the significance of beauty in determining one's confidence level, self-esteem, and desirability. Once more, it is claimed that people deemed beautiful have more self-esteem and confidence. Additionally, it was discovered that being thought desirable was connected to

appearance, which sparked increased attention from the opposing sex and a review of supporting literature.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter concentrated on the method employed to gather pertinent data to accomplish the research objectives. Quantitative and qualitative methods were used in this study's data collection and analysis. It covers the study region, population, sample, sampling technique, data collection instrument, data collection protocol, data presentation and analysis, and ethical concerns.

3.2 Approach and Design Research

This study employed a mixed-methods strategy. An approach to study known as mixed methods research involves gathering both quantitative and qualitative data, integrating the two types of data, and employing various designs that may include philosophical presumptions and theoretical frameworks (Creswell, 2012). Mixed methods involve blending or integrating qualitative and quantitative research and data in a research project. Quantitative data typically contains closed-ended responses like those found on questionnaires or psychological instruments, whereas qualitative data typically has open-ended questions without predetermined answers (Creswell, 2014).

This study employed a mixed-methods strategy. An approach to study known as mixed methods research involves gathering both quantitative and qualitative data, integrating the two types of data, and employing various designs that may include philosophical presumptions and theoretical frameworks (Creswell, 2012). The fundamental premise behind this type of study is that using qualitative and quantitative methods together yields a more thorough grasp of a research problem than each method itself. Mixed methods involve blending or integrating qualitative and quantitative research and data in a research project. Quantitative data typically contains closed-ended responses like those found on questionnaires or psychological

instruments, whereas qualitative data typically has open-ended questions without predetermined answers (Creswell, 2014).

An explanatory sequential case study methodology was utilized in the investigation. According to Creswell (2012), explanatory sequential designs are those in which the researcher first does quantitative research, analyzes the findings, and then builds on them to provide a more thorough qualitative explanation. Because the qualitative data further explains the initial quantitative results, it is considered explanatory. The qualitative phase comes after the initial quantitative phase, which is seen as sequential.

3.3 Study Area

The researcher specifically based the study on some selected Communities in Kumasi Metropolitan Assembly areas: Aboabo, Tafo, Sawaba, Boukrom, and Ash town. These communities were chosen because they host most makeup industries in Kumasi. Also, people travel from other places to perform and observe how the was done.

3.4 Population of the Study

In the words of Bryman and Bell (2007), population is "the total number of units of the phenomena to be researched that exist in the investigation region, which are all possible observations of the same sort from which a sample is taken." The population consists of all components that satisfy specified criteria for study inclusion (Barnes et al., 2003). The demographic is the intended audience for whom the study's findings are intended. The target population to whom a researcher wants to generalize findings is the target population (Fraenkel & Wallen, 2000). The target population and the accessible population are two different categories of population that researchers have identified. According to Mugenda and Mugenda (2009), the target population is the group of people or things with similar qualities or traits from which samples are drawn for measurements. A similar group of people or components

from whom the sample is drawn for a study is implied to be the target population. Therefore, the target audience is a portion of the overall population.

All individuals who are makeup members in certain towns within the Kumasi Metropolitan Assembly were included in the study's population. The target audience for this study was ladies using makeup in a few chosen cities within the Kumasi Metropolitan Assembly.

3.5 Sample and Sampling Procedure

Polit and Beck (2010) define a research sample as a subset of a population of interest selected to participate in a study and representative of the population one desires to study. Therefore, a sample for a survey constitutes all the persons or cases that have been chosen to participate in the Study. Due to limitation factors such as time and financial constraints, the researcher could not cover the entire population. Because of this, a sample size of 100 was chosen from the total population to ascertain the best data for the study. A non-probability sampling method was used, which enabled the researcher to strategically choose five towns (namely Aboabo, Tafo, Sawaba, Boukrom, and Ash town) from the Kumasi Metropolitan Assembly. A convenience sampling technique was used to select Aboabo (25), Tafo (30), Sawaba (10), Buokrom (20), and Ashtown (15) who availed themselves of the study.

3.6 Instruments for Data Collection

The research instrument used for the study was a questionnaire and interview guide from which conclusions were drawn. The close-open-ended questionnaire was used.

3.7 Data Types

The study made extensive use of original data. It is supplemented by the secondary source of data, which offers additional data that aids in achieving the study's goal. The primary data source is where the researcher obtains the data directly from the basis for a particular study objective (Baral, 2017). The questionnaire, interview guide, and workshop given to the study participants served as the primary data sources for the investigation. The data source was

appropriate for gathering information on the use of cosmetics and its psychological impacts in Zongo Communities in the Kumasi Metropolitan Assembly.

To use secondary data, a topic must already have data available (Daas & Arends-Tóth, 2012). In addition, publications, newspapers, and other media offering opinions on cosmetics applications and their psychological impacts were examined. Additionally, it was based on the conclusions of previous scientific research on unlawful chainsaw operations. This made it easier to understand the study's scope.

3.8 Procedures for Data Collection

Both quantitative and qualitative data were gathered for this investigation. The researcher wrote an introduction letter to the participants to obtain their consent and raise their awareness before collecting quantitative and qualitative data. The questionnaire and interview questions could be completed at the participants' convenience.

3.9 Data Presentation and Analysis

According to Orodho (2009), data analysis is the act of methodically looking over and organizing field notes, data, and other materials collected from the field to improve comprehension and make them easier to convey to others. Essentially, data analysis seeks to make sense of the information gathered for the intended audience. Descriptive statistical techniques were used to analyze quantitative data. Through the computation of frequencies and distributional percentages, the data was analyzed. Data gathered from the respondents was analyzed using the Statistical Package for Social Sciences (SPSS) program. Tables and figures were used to present the data. To obtain the qualitative data, participant interviews were performed and transcribed.

3.10 Ethical Issues

Researchers must follow ethical guidelines when conducting research that will include humans (Polit & Beck, 2010). A system of moral principles known as research ethics is concerned with how closely research practices comply with their commitments to study participants on a professional, legal, and social level (Polit & Beck, 2010). The researcher's ability to safeguard the participants from harm, respect their privacy and dignity, and make sure that no participant experiences any discomfort due to the material made available during the Study are all ethical concerns. Access, informed permission, confidentiality, and anonymity were all ethical considerations that this study adhered to.

Confidentiality is preserved by keeping the information shared confidential and refraining from including any information in the findings that could be used to identify the participants (Parahoo, 2006). The data from the questionnaire was kept private by being password-protected on the computer and by burning all questionnaires after the results were entered into the SPSS program. When no one, not even the researcher, can connect a participant to the data about that person, anonymity has taken place (Polit & Beck, 2010). To accomplish this, no names of the participants were written on the questionnaires or stated in the final report, as advised by Lodico, Spaulding, and Voegtle (2010). Instead, codes that had nothing in common with the participants were utilized to conceal their identities.

CHAPTER FOUR

PRESENTATION OF DATA AND DISCUSSION OF RESULTS

4.0 Introduction

This chapter presents data collected from the respondents seeking to understand the effects of makeup application on personalities. It further presented the findings based on the objectives set for the study. The chapter discussed the background information of the respondents, degree of overall happiness with or without makeup, awareness of makeup effects on the human skin, and using observation to determine the makeup application. The data was presented in tables, charts, and figures.

4.1 Demographic Characteristics of Respondents

Table 4.1: Demographic Characteristics of Respondents

Variable	Frequency (n)	Percentage (%)
Gender of Respondents		
Male	18	18.0
Female	82	82.0
Age		
18 – 25	34	34.0
26 – 30	31	31.0
31 – 35	20	20.0
36 – 40	10	10.0
41 – 45	5	5.0
Level of education		
No education	5	5.0
Basic	19	19.0
SHS	36	36.0
Tertiary	40	40.0
Religion		
Christain	51	38.0
Muslim	49	62.0
Town		
Aboabo	25	25.0
Tafo	30	30.0
Sawaba	10	10.0
Buokrom	20	20.0
Ashtown	15	15.0

Occupation of Respondents		
Beautician	12	12.0
Doctor	1	1.0
Bankers	6	6.0
Fashion Designer	9	9.0
National Service	2	2.0
Nurse	10	10.0
Student	27	27.0
Teacher	17	17.0
Trader	16	16.0
Total	100	100.0

Source: Fieldwork, 2023

The study was conducted to find out the demographic characteristics of the respondents used for the study. Out of 100 respondents used for the survey, most respondents (82%) were females, while (18%) were males. Most of the respondents were female because they mainly apply makeup. A study by Loegel et al. (2017) revealed that most females use makeup as an essential tool to manage social expectations surrounding femininity. Also, in finding out the age of the respondents, most of the respondents (34%) were in the age group of 18-25 years, followed by (31%, (20%) were in the age group of 31-35 years, (10%) were in the age group of (36-40) years while (5%) were in the age group of (41-45) years. In assessing their level of education, the study revealed that most of the respondents (40%) had their tertiary education, followed by (36%) of the respondents who had their Senior High School education, (19%) of the respondents had their primary education. In comparison (5%) of the respondents had no education. Also, the majority of the respondents (62%) were Muslims, while (38%) were Christians. The study further revealed that most of the respondents (27%) were students, followed by teachers (17%), traders (16%), beauticians (12), nurses (10), fashion designers (9), bankers (6), national service personnel (2) and doctors (1).

4.2: Degree of overall happiness ‘with’ and ‘without’ make-up

Table 4.2: How well do you know about makeup

How well do you know about makeup?	Frequency (n)	Percentage (%)
Very high	18	18.0
High	41	41.0
Average	19	19.0
Low	18	18.0
Very low	4	4.0
Total	100	100.0

Source: Fieldwork, 2023

The survey was conducted to determine how well they know about makeup. Most of the respondents (41%) answered high, followed by (19%) of the respondents who answered no, (18%) of the respondents responded very high, (18%) of the respondents answered low, and (4%) of the respondents answered very low. The study shows a high level of awareness and knowledge of makeup.

One of the participants stated,

“I have been using makeup for the past ten years. I am aware of the benefits I get from using facial makeup, and I cannot go a day without makeup, especially during occasions”.

(Respondents Tafo; March 2023).

The findings of this study align with previous research that has shown that makeup is a significant aspect of many people's lives, particularly for women. In a study conducted by Li et al. (2016), they found that makeup use is associated with positive outcomes, such as increased confidence and self-esteem, as well as social benefits, such as better relationships with others. Additionally, the popularity of makeup tutorials and beauty influencers on social media has made it easier for people to access information and improve their knowledge about makeup. According to a report by Digital Marketing Institute (2019), the beauty industry has

seen a significant shift towards online marketing, with influencers and online platforms playing a crucial role in driving sales and promoting new products.

However, it is essential to note that the results of this survey are limited by its methodology, sample size, and sampling technique. The survey's self-reported nature may also introduce bias, as respondents may overestimate their knowledge about makeup.

Table 4.3: How often do you see advertisements on makeup

How often do you see advertisements for		
Makeup?	Frequency (n)	Percentage (%)
Very high	14	14.0
High	43	43.0
Average	23	23.0
Low	15	15.0
Very low	5	5.0
Total	100	100.0

Source: Field work, 2023

The respondents were asked how often they see makeup advertisements. Out of 100 respondents used for the study, 57, representing (57%) of the respondents, answered they often see make-up advertisements, 23, meaning (23%) of the respondents, responded average, while 20, representing (20%) of the respondents, said hardly to they see an advertisement on makeup. According to one respondent,

“Mostly, I see advertisements about makeup whenever I go, and sometimes, I hear people discussing new makeup products in town” (Respondent, Buokrom; March 2023).

These findings align with the growing online and social media advertising trend, which has become a prevalent marketing channel for many makeup brands. A study conducted by Statista (2021) found that digital advertising spending in the beauty industry is projected to increase significantly in the coming years, indicating the importance of online advertising in this sector. Moreover, makeup advertising is often targeted towards women, the primary consumers of

makeup products. This gender-based advertising strategy is effective in influencing consumer behavior. This supports a study by Kacen and Lee (2002). In their research, it was revealed that gender-targeted advertising significantly affects women's purchase intentions.

Table 4.4: Where do you see an advertisement

Where do you see this advertisement?	Frequency (n)	Percentage (%)
Billboards	4	4.0
Television	46	46.0
Magazines	23	23.0
Newspapers	12	12.0
Others	15	15.0
Total	100	100.0

Source: Field work, 2023

The survey of 100 respondents showed that different forms of advertising had varying levels of exposure. The results indicated that most of the respondents (46%) had seen advertisements on television. This finding is consistent with previous research showing television advertising effectively reaches a large audience (Gustafson, 2020).

One respondent Stated,

“I mostly watch advertisements about makeup on televisions whenever I switch on my television. Sometimes, I see makeup advertisements in magazines and newspapers. While traveling too, I mostly see advertisements about makeup on large billboards displayed alongside the road”. (Respondent, Ashtown; March, 2023).

Additionally, 23% of the respondents had seen advertisements through magazines, which is also a significant percentage. This suggests that magazine advertising can still effectively reach specific audiences (Liu, 2017). According to Heckman (2008), magazines have also been a popular medium for advertising, particularly for targeting specific niche audiences. Magazines

offer the advantage of reaching a more targeted demographic and providing a longer exposure time for the advertisement.

The survey also revealed that 15% of the respondents had seen advertisements through other means, including social media, online ads, or other forms of digital advertising. This finding is consistent with the trend of increasing digital advertising and the need for businesses to incorporate digital marketing strategies into their overall marketing plan (Kotler et al., 2021). Moreover, 12% of the respondents had seen advertisements in newspapers, which suggests that print advertising still has some relevance in today's digital age (Eid & El-Gohary, 2015). On the other hand, newspapers have seen a decline in advertising expenditure in recent years, with advertisers shifting their focus to digital platforms (Boczkowski & Mitchelstein, 2013). However, newspapers still hold value for certain types of advertisements, such as local promotions or classifieds (Nair & Chakravarty, 2014). Finally, only 4% of the respondents had seen advertisements through billboards, indicating that this form of advertising may not be as effective in reaching a large audience as other forms (Jiang & Ling, 2016). Television advertising has traditionally been a popular medium due to its broad reach and ability to convey messages through audio and visual elements. Numerous studies have highlighted the effectiveness of television advertising in reaching large audiences and creating brand awareness (Eisend, 2014; Tellis, 2004).

Table 4.5: On average, what is your usual makeup routine

On average, what is your everyday makeup routine?	Frequency (n)	Percentage (%)
Rarely wear makeup at all	13	13.0
Light makeup on most days	33	33.0
Full makeup on most days	26	26.0
Depends on the day and event	26	26.0
Not at all	2	2.0
Total	100	100.0

Source: Fieldwork, 2023

The survey conducted showed that, out of 100 respondents used for the study, (33%) of the respondents had knowledge about Light makeup on most days, (26%) of the respondents had knowledge about full makeup on most days, (26%) of the respondents knew depends on the day and event. In contrast (13%) of the respondents knew Rarely wear makeup. During the interview, one respondent stated;

“Applying to make makeup depends on the day and event. I mostly apply makeup during weddings, funerals, and birthday celebrations. Hardly will you see me on makeup when there are no such occasions” (Respondent, Aboabo, March 2023).

A similar study was conducted by Lee and Edmonds (2017) on how people put on make-up. The study's findings revealed that, on average, people commonly put on make-up. A survey by Nashita Nandakumar et al. (2018) examined the motivations and psychological benefits of wearing full-face makeup. The findings highlighted that individuals who engage in full makeup routines often do so to enhance their self-esteem, boost confidence, and express their creativity. This supports the idea that some individuals prefer a whole makeup routine as part of their self-expression and personal style.

Table 4.6: How experienced are you in the application of makeup

How skilled are you in the application of Makeup?	Frequency (n)	Percentage (%)
Very high	16	16.0
High	26	26.0
Average	31	31.0
Low	22	22.0
Very low	5	5.0
Total	100	100.0

Source: Fieldwork, 2023

The study conducted on the knowledge of makeup application among respondents showed varying levels of expertise. Most respondents (31%) had an average understanding of makeup

application. This finding suggests a need for more education and training on the proper makeup application for those who fall into this category (Kim & Kim, 2019).

Additionally, 26% of the respondents had high knowledge about makeup application, indicating that some individuals are well-versed in the proper makeup application techniques. This finding is consistent with previous research showing the importance of education and training in the makeup industry (Schmidinger & Stangl, 2016).

The study also revealed that 22% of the respondents knew little about makeup application. This finding suggests that some individuals may benefit from basic makeup application training. This is important because proper makeup application can enhance one's appearance and boost one's confidence (Kim & Kim, 2019). During the interview, one respondent stated:

“My friend mostly helps me when I apply makeup. She is a beautician so I normally visit her at her shop whenever I want to apply makeup. Sometimes I do it on my own” (Respondent, Tafo; March 2023).

Moreover, 16% of the respondents had very high knowledge about makeup application, indicating that some individuals are highly skilled in makeup application techniques. These individuals may have a career in the makeup industry or have received professional training.

Finally, only 5% of the respondents had shallow knowledge about makeup application. This finding suggests that some individuals may not be interested in makeup application or may not have had any exposure to it. Although specific literature on individuals with shallow makeup experience is scarce, it is reasonable to assume that this group represents individuals with limited exposure to makeup, lack interest, or have specific personal preferences that do not involve makeup application.

A study by Dawn Yanek (2017) highlighted the influence of online tutorials and social media platforms on makeup skills development. The research indicated that individuals who actively engage with online makeup content often exhibit higher skill and knowledge levels. This

suggests that some of the population may develop a high makeup experience through self-learning and online resources. In addition, a study by Stephanie Montes (2017) explored the challenges beginners face in makeup application. The research highlighted the learning curve and initial difficulties encountered by individuals with low experience levels.

Table 4.7: What is your favourite makeup item to wear

What is your favourite makeup item to wear	Frequency (n)	Percentage (%)
Mascara	13	13.0
Foundation	33	33.0
Eye shadow	20	20.0
Blush	13	13.0
Lipstick	21	21.0
Total	100	100.0

Source: Fieldwork, 2023

The study on the favorite makeup item among the respondents showed varying preferences. Most of the respondents (33%) chose foundation as their favorite makeup item. This finding is consistent with previous research showing the importance of foundation as an essential makeup item that provides a smooth and even skin tone (Jeong & Kim, 2018). Additionally, 21% of the respondents chose lipstick as their favorite makeup item, which suggests that lipstick remains a popular makeup item for enhancing one's appearance (Rocha et al., 2018).

The study also revealed that 20% of the respondents chose eye shadow as their favorite makeup item. This finding is consistent with previous research that has shown the importance of eye makeup in enhancing one's appearance and creating a dramatic effect (Oguri & Okamoto, 2017). Moreover, 13% of the respondents chose blush as their favorite makeup item. This finding suggests that blush remains a popular makeup item for enhancing one's complexion and creating a youthful look (Lan et al., 2017).

Finally, 13% of the respondents chose mascara as their favorite makeup item. This finding is consistent with previous research that has shown the importance of mascara in enhancing one's

eyelashes and creating a more dramatic eye look (Arnaud, 2019). During the interview, one respondent stated;

“Mascara and foundation are most preferred. Almost every woman puts on lipstick, so I do not see it as makeup. But preferably, mascara has always been my favorite makeup item” (Respondent, Buokrom; March 2023).

Kellie et al. (2021) investigated the psychological effects of wearing mascara. The research found that wearing mascara can enhance individuals' perceived attractiveness and femininity, leading to increased self-confidence and positive mood. This supports the preference for mascara as a favorite makeup item among a portion of the surveyed population.

Moreover, a study by Guéguen and Jacob (2013) examined the influence of foundation use on perceived attractiveness and trustworthiness. The research found that wearing a foundation led to positive perceptions of beauty and trustworthiness. This suggests that foundation is popular among individuals seeking to enhance their complexion and create a polished look.

In addition, Mulhern et al. (2003) investigated the effects of eyeshadow on facial attractiveness. The research showed that applying eyeshadow enhanced perceived beauty, mainly when using colors that complemented the eye color. This supports the preference for eyeshadow among individuals who enjoy experimenting with different eye makeup looks. Also, A study by Stephen et al. (2009) investigated the effects of lipstick use on facial attractiveness and femininity. The research found that wearing lipstick significantly increased perceived beauty and femininity. This supports the popularity of lipstick as a favorite makeup item among individuals aiming to enhance their lips and overall appearance.

Table 4.8: When I wear makeup, I feel more put together

When I wear makeup, I feel more put together	Frequency (n)	Percentage (%)
Strongly Disagree	10	10.0
Disagree	32	32.0

Neutral	23	23.0
Agree	21	21.0
Strongly Agree	14	14.0
Total	100	100.0

Source: Fieldwork, 2023

The study on the respondent's perception of how makeup makes them feel revealed varying responses. Most respondents (42%) agreed they feel more put together when wearing makeup. This finding is consistent with previous research showing the positive impact of cosmetics on one's self-perception and confidence (Mulhern et al., 2003). Additionally, 35% of the respondents disagreed that they do not feel more put together when they wear makeup. This finding suggests that makeup may be less critical for some individuals regarding feeling put together or confident.

Moreover, 23% of the respondents remained neutral on the topic. This finding may suggest that some individuals may not have a strong opinion on the impact of makeup on their self-perception or confidence. During the interview, one respondent stated;

“Makeup reveals the beauty in me. It makes me feel comfortable and presented wherever I go. Even though makeup does not change who I am, it makes me appear more beautiful and nicer”
(Respondent, Buokrom; March 2023).

Many perceive wearing makeup as enhancing their appearance and boosting their self-confidence. A study conducted by Nash, Fieldman, Hussey, L  v  que, and Pineau (2006) found that participants who applied cosmetics reported higher self-esteem levels than those who did not. Also, wearing makeup can influence how others perceive individuals. A study by Etkoff, Stock, Haley, Vickery, and House (2011) revealed that women who wore makeup were often perceived as more competent, attractive, and likable by both men and women.

In addition, Makeup can serve as a form of personal expression and creativity, allowing individuals to present themselves in a way that aligns with their desired image. Research by

Mulhern, Fieldman, Hussey, L  v  que, and Pineau (2003) showed that women who wore makeup felt more self-assured and better able to express their personality. Applying makeup can be seen as a ritual or routine that helps individuals prepare for the day or specific events. This ritualistic aspect can contribute to a sense of organization and feeling put together. A study by Cassin, von Ranson, and Heng (2008) highlighted the formal nature of makeup application and its positive impact on women's well-being.

In conclusion, the survey results indicate a range of opinions regarding the statement, "When I wear makeup, I feel more put together." While some respondents disagreed or felt neutral about it, a substantial number of individuals agreed or strongly agreed. Previous research suggests that wearing makeup can impact self-confidence, social perception, and personal expression and provide a ritualistic aspect that contributes to a sense of being put together.

Table 4.9: Makeup helps me to hide my flaws

Makeup allows me to hide my flaws	Frequency (n)	Percentage (%)
Strongly Disagree	24	24.0
Disagree	28	28.0
Neutral	21	21.0
Agree	14	14.0
Strongly Agree	13	13.0
Total	100	100.0

Source: Fieldwork, 2023

The study on the respondents' perception of how makeup helps them hide their flaws revealed varying responses. Most respondents (52%) disagreed that makeup does not allow them to hide their weaknesses. This finding is consistent with previous research showing the potential of makeup to enhance one's appearance and conceal imperfections (Mulhern et al., 2003). On the other hand, 27% of the respondents agreed that makeup helps them to hide their flaws. This finding suggests that some individuals may rely on makeup to cover up their perceived imperfections. Moreover, 21% of the respondents remained neutral on the topic.

During the interview, one respondent stated;

“Makeup does not hide my flaws but rather makes me more beautiful. Sometimes I see people in makeup, and it does not change who they are, neither does it hide their flaws, but the rightful application of makeup enhances one’s personality and looks” (Respondent, Tafo; March 2023).

Individuals' attitudes toward their appearance can influence makeup usage. Some studies have shown that individuals with higher self-acceptance and a positive body image may rely less on makeup to hide perceived flaws (Cash, 2002). Also, makeup can accentuate and enhance facial features rather than solely focusing on hiding perceived flaws. Research by Cash and Pruzinsky (2002) suggests that makeup often highlights attractive features rather than solely concealing blemishes.

In addition, the concept of "flaws" can be subjective and culturally influenced. What one person considers a flaw, another might see as a unique feature or characteristic. A study by Porcheron, Mauger, and Russell (2013) found that the perception of facial attractiveness can vary based on cultural norms and individual preferences, highlighting the subjective nature of flaws. While makeup can be used to hide certain perceived flaws, it can also contribute to enhancing self-confidence and self-esteem. Research by Cash, Dawson, and Davis (1989) found that participants who applied makeup reported higher self-esteem and positive affect levels.

It's important to note that the perception of flaws and the use of makeup can vary widely among individuals. Personal beliefs, societal norms, and cultural influences can shape how individuals perceive and engage with makeup.

Table 4.10: I feel good whenever I apply makeup and look good

I feel good whenever I apply makeup and look good	Frequency (n)	Percentage (%)
Strongly Disagree	23	23.0
Disagree	35	35.0
Neutral	16	16.0
Agree	11	11.0
Strongly Agree	15	15.0

Source: Fieldwork, 2023

The findings revealed that (26%) of the respondents Agree that they feel good whenever they apply makeup and look good, (58%) of the respondents Disagree that they do not feel good whenever they use makeup and look good while, (16%) of the respondents remain Neutral. During the interview, one respondent stated;

“Makeup application makes me feel good and happy. Makeup application arouses the confidence and pride in me” (Respondents, Ashtown, March 2023).

This confirms a study by Williams & Connell (2010), where women in the United States of America put on makeup to look good and sound. Emotional responses to wearing makeup can vary among individuals. Some individuals may experience positive emotions, such as increased confidence or enhanced mood when they apply makeup and perceive themselves as looking good. However, others may not necessarily share the same emotional response. Research by Mulhern et al. (2003) suggests that individual differences can influence the emotional impact of makeup on self-perception and self-esteem.

Also, makeup can serve as a tool for self-expression and help individuals project their desired image. For individuals who value self-expression through appearance, applying makeup and achieving the desired look can contribute to positive emotions and a sense of well-being. Research by Nash et al. (2006) found that participants who applied cosmetics reported a positive impact on their mood and self-esteem.

In addition, the emotional response to makeup can also be influenced by societal and cultural factors. Societal beauty standards and cultural norms regarding appearance can shape how individuals perceive and feel about their makeup application. Research by Voyer and LaBat (2017) suggests that societal pressures and expectations related to beauty can affect the emotional experience associated with makeup. The relationship between makeup and emotional well-being can be influenced by personal satisfaction with one's appearance and

body image. Individuals who are satisfied with their appearance may experience positive emotions when they apply makeup and perceive themselves as looking good. However, individuals with body image concerns may not share the same emotional benefits. Research by Cash and Pruzinsky (2002) highlights the role of personal satisfaction and body image in the emotional effects of makeup.

Table 4.11: I feel like others feel I am unattractive whenever I am without makeup
I feel like others think I am unattractive

whenever I am without makeup	Frequency (n)	Percentage (%)
Strongly Disagree	22	22.0
Disagree	22	22.0
Neutral	25	25.0
Agree	23	23.0
Strongly Agree	8	8.0
Total	100	100.0

Source: Field, work, 2023

The study on the respondent's perception of their feelings without makeup revealed varying responses. Most respondents (44%) disagreed that they believe others perceive them as unattractive when they are not wearing makeup. This finding implies that makeup may not be as crucial in terms of perceived attractiveness for some people.

On the other hand, 31% of respondents agreed that others perceive them as unattractive when they are not wearing makeup. This finding suggests that some people rely on makeup to boost their perceived attractiveness and may feel insecure if they don't have it. Furthermore, 25% of respondents were undecided on the subject. This finding could imply that some people don't have a strong opinion about how they feel without makeup and how others perceive them.

Societal beauty standards can influence the perception of attractiveness, shaping how individuals feel about their appearance without makeup. These standards can vary across cultures and influence individuals' beliefs about how others perceive them. Research by Cash

and Pruzinsky (2002) highlights the role of societal beauty ideals in shaping individuals' feelings about their appearance. Moreover, Individuals' feelings about their attractiveness without makeup can be influenced by their self-perception. Some individuals may feel confident and attractive without makeup, while others may experience self-consciousness or believe that others perceive them as less attractive. Research by Nash et al. (2006) suggests that self-perception can play a significant role in individuals' emotional experiences related to makeup.

Furthermore, makeup can contribute to individuals' self-confidence and perceived attractiveness. Studies have shown that wearing makeup can enhance self-esteem and positively influence individuals' perceptions of their attractiveness (Mulhern et al., 2003; Etcoff et al., 2011). In contrast, individuals may perceive themselves as less attractive or worry about others' perceptions when they are without makeup. Perception of attractiveness and the impact of makeup can vary among individuals. Personal values, self-esteem, and body image can influence how individuals perceive beauty without makeup. Research by Porcheron et al. (2013) highlights the subjective nature of attractiveness and the individual differences in perceiving one's flaws or strengths.

Table 4.12: I feel Sexier in makeup

I feel sexier in makeup	Frequency (n)	Percentage (%)
Strongly Disagree	23	23.0
Disagree	33	33.0
Neutral	23	23.0
Agree	10	10.0
Strongly Agree	11	11.0
Total	100	100.0

Source: Fieldwork, 2023

The study conducted on the respondent's perception of how makeup makes them feel sexier revealed varying responses. Most respondents (56%) disagreed that they feel sexier in makeup.

This finding suggests that makeup may not be as crucial for some individuals regarding their perceived sexiness. On the other hand, 21% of the respondents agreed that they feel sexier in makeup. This finding suggests that some individuals may rely on makeup to enhance their perceived sexiness and may feel more confident and attractive when wearing makeup.

Moreover, 23% of the respondents remained neutral on the topic. This finding may suggest that some individuals may not strongly believe how makeup affects their perceived sexiness.

During the interview, one respondent stated;

“I feel sexier, and my husband compliments me whenever I put on makeup. He normally gives me money to help buy makeup products since he admires it” (Respondent, Tafo; March 2023).

Perception of attractiveness can vary among individuals, and makeup's impact on one's feeling of sexiness can be subjective. Some individuals may feel sexier and more confident when wearing makeup, while others may not experience the same effect. Research by Cash and Dawson (1996) suggests that makeup can enhance perceived attractiveness, but the degree to which individuals feel sexier can vary. Feelings of sexiness can be influenced by an individual's self-perception and body image. Research by Keiller (2004) indicates that individuals with positive body image and high self-esteem may experience a greater sense of sexiness when wearing makeup. However, individuals with body image concerns may not undergo the same effect.

In addition, Societal beauty standards and cultural norms play a significant role in shaping perceptions of sexiness and attractiveness. The idea of what is considered sexy can vary across cultures and can be influenced by societal expectations. Research by Bardone-Cone et al. (2006) suggests that the perception of sexiness can be controlled by media representations and societal ideals, which may impact individuals' feelings about makeup and sexiness. Personal preferences and individual values also contribute to the relationship between makeup and feeling sexier. For some individuals, wearing makeup can serve as a form of self-expression

and allow them to embody their desired image, which may contribute to feelings of sexiness. Research by Porcheron et al. (2013) highlights the importance of personal preferences and subjective experiences in the perception of sexiness.

Table 4.13: I feel uncomfortable wearing makeup; hence, I do not like it

I feel uncomfortable wearing makeup,; I do not like them	Frequency (n)	Percentage (%)
Strongly Disagree	17	17.0
Disagree	45	45.0
Neutral	23	23.0
Agree	11	11.0
Strongly Agree	4	4.0
Total	100	100.0

Source: Fieldwork, 2023

From the table above, (15%) of the respondents Agree that they feel uncomfortable wearing makeup. Hence, they do not like them, (and 62%) of the respondents Disagree that they do not feel uncomfortable wearing makeup. Therefore, they do not want them, while (23%) of the respondents remain Neutral. This refutes a study by Williams & Connell (2010), where people feel comfortable, happier, and sound when they wear makeup.

Comfort levels with makeup can vary among individuals, and personal preferences play a significant role. Some individuals may feel comfortable and enjoy wearing makeup, while others may feel uncomfortable and prefer not to use it. Research by Tiggemann and Hodgson (2008) found that personal preferences and comfort levels with makeup influence individuals' choices and attitudes. For some individuals, wearing makeup may be seen as a form of self-expression or enhancing their appearance, which can contribute to positive emotions. However, others may feel that makeup hinders their authenticity or comfort. Research by Davis and Sridharan (2010) suggests that individuals who prioritize authenticity and naturalness may feel uncomfortable wearing makeup.

Feelings of discomfort with makeup can be linked to body image concerns and self-esteem. Some individuals may feel that makeup draws attention to perceived flaws or contributes to an increased focus on appearance, leading to discomfort. Research by Grogan (2016) highlights the impact of body image concerns on individuals' attitudes towards makeup. Societal beauty standards and expectations can also influence individuals' feelings about makeup. Some individuals may feel uncomfortable wearing makeup due to perceived pressure to conform to societal norms or expectations. Research by Dittmar et al. (2009) indicates that societal pressures regarding appearance can impact individuals' comfort levels with makeup.

Table 4.14: Wearing makeup makes me feel fake

Wearing makeup makes me feel fake	Frequency (n)	Percentage (%)
Strongly Disagree	22	22.0
Disagree	36	36.0
Neutral	19	19.0
Agree	15	15.0
Strongly Agree	8	8.0
Total	100	100.0

Source: Fieldwork, 2023

The study revealed that most respondents (58%) disagreed that wearing makeup makes them feel fake. This finding suggests that wearing makeup may not necessarily lead to feelings of inauthenticity for most individuals.

On the other hand, 23% of the respondents agreed that wearing makeup makes them feel fake. This finding suggests that for some individuals, wearing makeup may be perceived as an artificial way of enhancing their appearance, resulting in feelings of inauthenticity.

Additionally, 19% of the respondents remained neutral on the topic, indicating that they may not strongly believe wearing makeup makes them feel fake. This finding is consistent with previous research showing that makeup can enhance one's confidence and self-esteem without necessarily leading to feelings of inauthenticity or insincerity (Cash et al., 1989; Mulhern et al., 2003). However, further research could explore the factors that contribute to these varying perceptions and the potential psychological effects of wearing makeup on individuals' sense of authenticity

During the interview, one respondent stated;

“I perceive that wearing makeup makes one feel fake and unreal, so I do not put makeup. Most people put on makeup to hide their ugliness. Besides, my faith also does not allow me to put on makeup” (Respondent, Tafo; March 2023).

Table 4.15: I wear makeup because of the product used

I wear makeup because of the product used	Frequency (n)	Percentage (%)
Strongly Disagree	20	20.0
Disagree	27	27.0
Neutral	31	31.0
Agree	18	18.0
Strongly Agree	4	4.0
Total	100	100.0

Source: Fieldwork, 2023

From the table above, (22%) of the respondents Agree that they wear makeup because of the product used, (47%) of the respondents Disagree that they do not wear makeup because of the product used while, (31%) of the respondents remain Neutral to the statement.

During the interview, a respondent stated,

“The makeup product matters to me. I always check on the market to read on the right product before buying. Most of the time, I consult a friend to inquire about the right product in the market” (Respondent, Sawaba; March 2023).

The findings are consistent with previous research that suggests that the primary motivation for wearing makeup is not the product itself but rather the benefits it provides, such as increased confidence, improved self-esteem, and social acceptance (Etcoff et al., 2011; Nash et al., 2006). Factors such as cultural norms, media influence, and personal preferences may also play a role in the decision to wear makeup (Cash et al., 1989; Gao & Tang, 2010; Pham & Chang, 2019). Therefore, the results of this study provide further evidence that the product used is not the primary driver for wearing makeup.

Table 4.16: I use makeup because a celebrity used it for the advertisement of the product

I use makeup because a celebrity used for the advertisement of the product	Frequency (n)	Percentage (%)
Strongly Disagree	15	15.0
Disagree	16	16.0
Neutral	23	23.0
Agree	34	34.0
Strongly Agree	12	12.0
Total	100	100.0

Fieldwork, 2023

The result indicates that a significant proportion of the respondents (46%) agreed to use makeup because a celebrity used it to advertise the product. This finding is consistent with previous studies that suggest the role of celebrity endorsement in influencing consumer behavior and purchase decisions. Celebrities strongly impact their followers and are often used as persuasive sources in advertising (Choi & Rifon, 2012). According to Kim and Kim (2010), celebrity endorsement can positively affect brand awareness, perceived quality, and brand loyalty, ultimately leading to increased sales. However, it is essential to note that celebrity endorsement may not always be effective and can sometimes lead to adverse effects on the brand if not executed properly (Erdogan, 1999).

On the other hand, 31% of the respondents disagreed that they do not use makeup because a celebrity used it to advertise the product. This finding suggests that some consumers may not be influenced by celebrity endorsement and may base their purchase decisions on other factors such as product quality, personal preferences, and needs.

Celebrity endorsements are widely used in the cosmetics industry to promote products and influence consumer behavior. Research by Erdogan et al. (2001) suggests that celebrities can enhance the credibility and attractiveness of products, making consumers more likely to

purchase and use them. Stars often serve as social influencers, and individuals may be influenced by their perceived lifestyle, attractiveness, and social status.

Celebrity endorsements can create emotional connections between consumers and brands. Research by Till et al. (2008) suggests that emotional bonds with celebrities can increase brand loyalty and product usage, as individuals feel connected and trust towards the endorsed products. While celebrity endorsements can be influential, individuals vary in their skepticism and preferences. Some individuals may be more critical of celebrity endorsements and base their product choices on factors such as product quality, personal recommendations, or brand reputation.

Table 4.17: I use makeup because it is less expensive

I use makeup because it is less expensive	Frequency (n)	Percentage (%)
Strongly Disagree	21	21.0
Disagree	26	26.0
Neutral	24	24.0
Agree	20	20.0
Strongly Agree	9	9.0
Total	100	100.0

Source: Fieldwork, 2023

From the survey, (29%) of the respondents Agree that they use makeup because it is less expensive, (47%) of the respondents Disagree that they do not use makeup because it is less costly while, (24%) of the respondents remain Neutral to the statement.

During the interview, a respondent stated,

“Even though makeup makes one appear more beautiful and handsome, it is not as expensive as people see it. It depends on the brand and type of makeup you want to buy. The one I use is affordable and can be purchased by anyone” (Respondent, Sawaba; March 2023).

Table 4.18: I use makeup because of advice from a beauty advisor

I use makeup because of an advice from a beauty advisor	Frequency (n)	Percentage (%)
Strongly Disagree	10	10.0
Disagree	12	12.0
Neutral	21	21.0
Agree	33	33.0
Strongly Agree	24	24.0
Total	100	100.0

Source: Fieldwork, 2023

From the table above, (57%) of the respondents Agree that they use makeup because of advice from a beauty advisor, (and 22% Disagree that they do not use makeup because of recommendation from a beauty advisor. In contrast, (21%) of the respondents remain Neutral to the statement.

Beauty advisors are often seen as cosmetics, skincare, and makeup experts. Research by Spiggle et al. (2012) suggests that individuals may seek advice from beauty advisors to gain knowledge about products and receive personalized recommendations. This expertise can influence consumers' choice of specific makeup products. Beauty advisors can establish trust and credibility through their knowledge, experience, and professional qualifications. Research by Lacey et al. (2007) indicates that faith plays a crucial role in consumer decisions and influences individuals' willingness to follow advice and recommendations from beauty advisors.

Moreover, beauty advisors often provide personalized advice tailored to individuals' skin types, concerns, and preferences. Research by Wilkie et al. (2016) suggests that personalized recommendations from beauty advisors can enhance the consumer experience and satisfaction, leading individuals to use makeup products based on their advice. While beauty advisors can provide valuable advice, individuals also have their autonomy and preferences. Some

individuals may have preferred makeup routines, brands, or styles and may not rely heavily on beauty advisor recommendations. Research by Cotte and Wood (2004) highlights the importance of individual autonomy and choice in consumer behavior.

Table 4.19: Frequency of Purchasing makeup products

Frequency of purchasing		
makeup products	Frequency (n)	Percentage (%)
More than once a year	17	17.0
More than 3 months in a year	36	36.0
More than 6 months in a year	26	26.0
Once a year	19	19.0
Others	2	2.0
Total	100	100.0

Source: Fieldwork, 2023

The study discovered that out of the 100 respondents who participated in the survey, the majority (36%) selected the Frequency of purchasing cosmetics. More than three months in a year, (26%) of the respondents set Frequency of cosmetics product purchases. 19% of responders chose a year with more than six months of service. Two percent of the respondents selected Others, while 17 percent selected More than once a year. During the interview, one respondent stated;

“Mostly, I buy makeup products once every three months because I put on makeup during special occasions or when going to town. Unlike people who even wear makeup in the house. So, I do not normally purchase the makeup product frequently” (Respondent, Sawaba; March, 2023).

This finding is consistent with previous studies that have shown that cosmetics purchasing is a frequent behavior among consumers, with many purchasing new products regularly (Hussain et al., 2018; Lee et al., 2018).

Table 4.20: Good Appearance

Good appearance	Frequency (n)	Percentage (%)
Not Important	6	6.0
Less Important	16	16.0
Neutral	26	26.0
Important	37	37.0
Very Important	15	15.0
Total	100	100.0

Source: Fieldwork, 2023

Out of the 100 respondents used for the study, the study discovered that (52%) of the respondents had an Important Good appearance, (22%) of the respondents lacked an Important Good impression, and (26% of the respondents were Neutral to the statement. This finding is consistent with previous research showing the importance of physical appearance in various aspects of life, including social relationships, employment opportunities, and self-esteem (Cash, 2004; Cash & Pruzinsky, 2002; Feingold, 1992).

The respondents who lacked the importance of good appearance may have different perspectives and reasons for not considering it necessary. For instance, they may emphasize internal qualities such as intelligence, kindness, or integrity. However, it is essential to note that physical appearance can also affect how people perceive an individual's internal qualities (Dion, Berscheid, & Walster, 1972).

The neutral response to the statement may suggest that some respondents may have conflicting or ambivalent views on the importance of good appearance.

4.3: Awareness of makeup effect on human skin

Table 4.21: Wrinkle

Wrinkle	Frequency (n)	Percentage (%)
Not Important	6	6.0
Less Important	24	24.0
Neutral	35	35.0
Important	29	29.0
Very Important	6	6.0
Total	100	100.0

Source: Fieldwork, 2023

The study found that out of 100 respondents used for the analysis (35%) of the respondents take Wrinkle as an essential reason why they wear makeup, (and 35%) of the respondents do not take Wrinkle as an essential reason why they wear makeup (30%) of the respondents remain Neutral to the statement. The study results show that many respondents do not consider wrinkles an essential reason for wearing makeup. This finding is consistent with a growing beauty industry trend emphasizing natural beauty and self-acceptance. Moreover, this trend is supported by a shift in consumer preferences toward skincare products focusing on prevention rather than covering up imperfections. This suggests that consumers are becoming more aware of the importance of skincare and are seeking products that can improve their skin's health and appearance in the long term.

However, it is essential to note that the study also found that 35% of the respondents considered wrinkles a necessary reason for wearing makeup. This may be due to the cultural norms and societal pressures emphasizing youth and beauty. Youthfulness is associated with beauty in many cultures, and aging is often stigmatized. As a result, many people feel pressure to maintain a youthful appearance and may turn to makeup to achieve this goal.

Cultural and societal beauty standards can influence perceptions of wrinkles. Research by Cash et al. (2006) suggests that wrinkles may be associated with wisdom, experience, or natural aging in some cultures and thus may be considered less important or even revered. However, wrinkles may be seen as more important in cultures that place a high value on youthfulness and smooth skin. Individuals' importance on wrinkles can vary based on their values and priorities. Some individuals may prioritize other aspects of appearance or focus on inner qualities, making wrinkles less vital to them. Research by Costa et al. (2019) suggests that personal values and self-acceptance can influence individuals' perceptions of aging and their attitudes toward wrinkles.

Individuals' importance to wrinkles can be related to their self-esteem and body image. Research by Honn et al. (2017) indicates that individuals with higher body dissatisfaction may place more importance on wrinkles and perceive them as negative aspects of their appearance. Attitudes towards aging and stereotypes associated with older individuals can influence perceptions of wrinkles.

Table 4.22: Reduce Pimples

Reduce pimples	Frequency (n)	Percentage (%)
Not Important	8	8.0
Less Important	6	6.0
Neutral	32	32.0
Important	40	40.0
Very Important	14	14.0
Total	100	100.0

Source: Fieldwork, 2023

According to the above data, (54%) of respondents think that makeup helps with pimples, (14%), do not think that makeup helps with pimples, and (32%), are neutral to the statement.

During the interview, one respondent stated;

“Makeup reduces the pimples on my face. Whenever there is an occasion, I put on makeup to reduce the pimples on my face. Hardly would one notice pimples on my face whenever I put on makeup” (Respondent, Tafo; March 2023).

Pimples can significantly impact individuals' psychological well-being and social interactions. Research by Halvorsen et al. (2011) indicates that individuals with pimples may experience negative emotions, reduced self-esteem, and impaired social functioning. These psychological and social effects can contribute to individuals' importance on reducing pimples. Pimples can affect individuals' appearance concerns and self-image. Research by Chiu et al. (2003) suggests that individuals with pimples may perceive their appearance negatively and emphasize reducing them to improve their self-image and confidence.

Pimples can also be associated with skincare and health considerations. Research by Krowchuk et al. (2008) highlights the importance of managing pimples to maintain skin health, prevent scarring, and minimize potential complications associated with acne. Individuals' importance on reducing pimples can also be influenced by their individual experiences and the severity of their acne. Research by O'Donnell et al. (2018) suggests that individuals with more severe acne may place higher importance on reducing pimples due to their condition's physical discomfort and visibility.

Table 4.23: Less Moisture

Less Moisture	Frequency (n)	Percentage (%)
Not Important	9	9.0
Less Important	11	11.0
Neutral	29	29.0
Important	32	32.0
Very Important	19	19.0
Total	100	100.0

Source: Fieldwork, 2023

The study revealed that, out of 100 respondents used for the analysis, most of the respondents (51%) believe makeup is Important Less Moisture, (20%) believe makeup is Less Important Less Moisture while, (29%) of the respondents remain Neutral to the statement.

Adequate moisture is essential for maintaining skin health and hydration. Research by Rawlings (2003) emphasizes the role of moisturization in preventing dryness, keeping the skin barrier functioning, and preserving overall skin health. This suggests that having less moisture may be perceived as less desirable due to potential adverse effects on the skin. Moisture levels can impact skin comfort and tactile perception. Research by Wilhelm et al. (2001) suggests that individuals may perceive dry skin as uncomfortable or less pleasant due to sensations of tightness, itchiness, or roughness. This can influence individuals' perceptions of the importance of having less moisture.

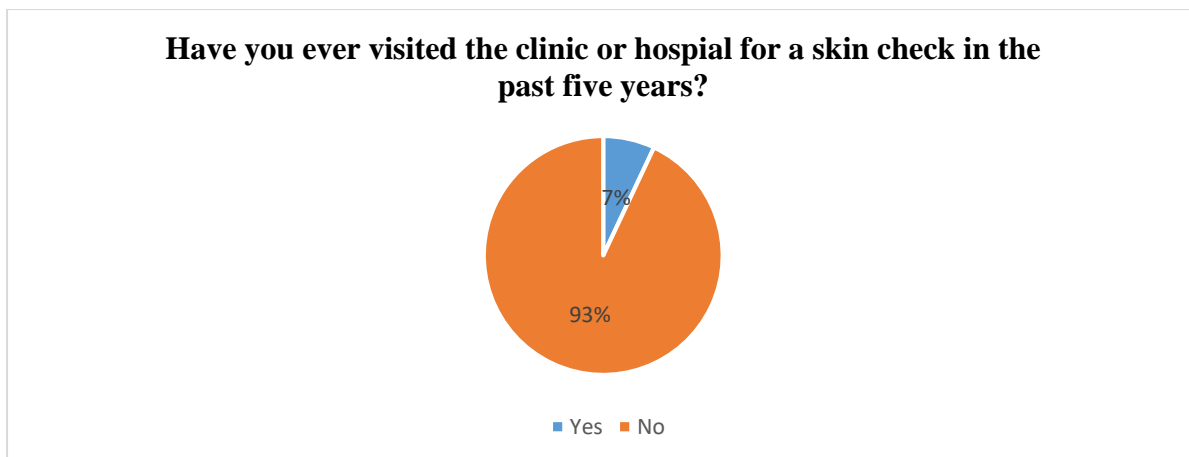


Figure 4.2: Have you visited a clinic or hospital

Source: Fieldwork, 2023

The study was conducted to determine whether respondents have visited the clinic or hospital for skin checks for the past five (5) years. Most of the respondents (93%) answered no, while (7%) of the respondents answered yes. This was confirmed by a survey by Stang et al. (2019); the study revealed that people do not visit the hospital or clinic for a skin check. During the interview, a respondent stated:

“I have not experienced any skin effect, so hardly will I go to the hospital to check whether makeup affects my skin. Moreover, my job requirement will not allow me to visit a hospital or clinic to do so” (Respondent, Buokrom; March 2023).

This finding aligns with a survey conducted by Stang et al. (2019), which revealed that people generally do not visit hospitals or clinics for skin checks. Regular skin checks are essential for maintaining skin health and detecting potential skin issues, including cancer. The low percentage of respondents who reported visiting a clinic or hospital for skin checks raises concerns about the general population's level of skin health awareness and preventive measures.

Factors influencing the low frequency of clinic or hospital visits for skin checks may include lack of awareness, financial constraints, fear or anxiety related to medical procedures, and the perception that skin checks are unnecessary unless specific symptoms are present. Increasing

public education and awareness campaigns on the importance of regular skin checks, as well as making such services more accessible and affordable, can help address these barriers.

Table 4.24: Level of awareness on the side effects of makeup use

What is your level of awareness of the side effects of makeup use?	Frequency (n)	Percentage (%)
Very high	9	9.0
High	21	21.0
Average	38	38.0
Low	23	23.0
Very low	9	9.0
Total	100	100.0

Source: Fieldwork, 2023

The study found that out of the 100 respondents used for the survey, (38%) of the respondents have Average knowledge of the side effects of makeup use, (and 32%) of the respondents have Low knowledge of the side effects of makeup use. In contrast (30%) of the respondents have High knowledge on awareness on the side effects of makeup use.

One respondent stated,

“I do not think makeup affects the body. I think I will depend on the product used. There are fake products in the market that can cause the effect on the skin. So I suggest that before putting on makeup, one should read and check to see whether the product is from the right source”

(Respondent, Sawaba; March, 2023).

Makeup products can have various side effects, including allergic reactions, skin irritation, clogged pores, and acne breakouts. Research by Luebberding et al. (2012) highlights the potential adverse effects of makeup, especially when misused or when using particular products that contain irritating or comedogenic ingredients. Many individuals may have limited awareness of the potential side effects of makeup use. Research by Warshaw et al. (2007) found

that many participants were unaware of the ingredients in their cosmetics and the potential risks associated with them. This lack of awareness may contribute to the varying levels of awareness reported in the survey.

Educational campaigns and available information sources can influence the level of awareness regarding makeup side effects. Research by Nagata et al. (2020) suggests that providing educational materials, such as brochures or online resources, can enhance individuals' awareness and understanding of the potential side effects of makeup. Personal experiences and individual differences can also influence the level of awareness. Some individuals may have experienced adverse effects firsthand and, as a result, have a higher level of awareness. Furthermore, age, gender, socioeconomic status, and cultural background can influence individuals' level of understanding and information-seeking behaviors (Draelos, 2010).

Table 4.25: How often do you receive education on the side effect of makeup from health advisors

How often do you receive education on the side effect of makeup from health advisors?	Frequency (n)	Percentage (%)
Very often	5	5.0
Often	11	11.0
Normal	19	19.0
Less often	43	43.0
Not at all	22	22.0
Total	100	100.0

Source: Fieldwork, 2023

The study revealed that, out of 100 respondents used for the analysis, most of the respondents (43%) receive Less often education on the side effect of makeup from health advisors, (22%) of the respondents receive Not at all education on the side effect of makeup from health advisors, (19%) of the respondents receive Normal education on the side effect of makeup from health advisors while (16%) of the respondents often receive education on the side effect of makeup from health advisors.

During the interview, a respondent stated:

“I have never received education on makeup since I started applying makeup. I only purchased the makeup product on the advice of my friend. I have also not encountered any workshop or seminar on the positive or negative effects of makeup. I think it will be better if workshops and educational workshops are organized” (Respondent, Buokrom; March 2023).

Education on makeup side effects is crucial in promoting consumer awareness and safe practices. Research by Piccardi et al. (2020) emphasizes the significance of health education in informing individuals about potential adverse effects and empowering them to make informed decisions regarding their makeup choices. The lack of education on makeup side effects from health advisors could be attributed to several factors. Research by Xu et al. (2020) suggests that healthcare providers often prioritize medical conditions over cosmetic concerns during consultations, leading to inadequate discussion of makeup-related issues. Additionally, time constraints, lack of specific training, or a perceived lower priority for cosmetic education within healthcare systems may contribute to limited education in this area (Vázquez-Osorio et al., 2020).

Efforts can be made to improve the education provided by health advisors regarding makeup side effects. Research by De Luca et al. (2017) highlights the importance of incorporating cosmetic dermatology education into medical curricula, enabling healthcare providers to address cosmetic concerns, including makeup side effects, more effectively. Collaboration between healthcare providers, cosmetic scientists, and dermatologists can also enhance patient education regarding safe makeup practices (Krutmann et al., 2017).

Table 4.26: How often do you read instructions on makeup products before use

How often do you read instructions on makeup products before use?	Frequency (n)	Percentage (%)
Very often	10	10.0
Often	14	14.0

Normal	29	29.0
Less often	27	27.0
Not at all	20	20.0
Total	100	100.0

Source: Fieldwork, 2023

The study revealed that out of the 100 respondents used for the survey, (29%) of the respondents usually read instructions on makeup products before use, (27%) of the respondents less often read instructions on makeup products before use, (24%) of the respondents often read instructions on makeup products before use while, (20%) of the respondents not at all read instructions on makeup products before use. During the interview, one respondent stated;

“Before applying the makeup, I read the instructions to see whether it has the bad effect or can cause damage to my skin. I mostly read the instructions to see how it can be applied” (Respondent, Tafo; March, 2023).

A study by Coelho et al. (2020) highlights that instructions provide crucial information regarding product application, duration, storage, and potential side effects, which can contribute to safe and effective use. Several factors can influence the varying frequencies at which respondents read instructions on makeup products. Research by Olsen and Grønhaug (2018) suggests that perceived risk, previous experience, product familiarity, and packaging design can influence consumer reading behavior. Additionally, time constraints or a lack of perceived necessity may contribute to less frequent reading (de Albuquerque et al., 2020).

Efforts can be made to enhance consumers' comprehension of makeup product instructions. Research suggests that clear and concise language, visual aids, and user-friendly formats can facilitate a better understanding of instructions (Fink et al., 2018). Additionally, educational campaigns and online resources can promote awareness of the importance of reading instructions and guide interpreting and applying the information effectively (Milchakova et al., 2020).

Table 4.27: Does your makeup company educate the public of the side effect of the use of their products

Does your makeup company educate the public of the side effect of the use of their products?	Frequency (n)	Percentage (%)
Very often	5	5.0
Often	21	21.0
Normal	22	22.0
Less often	30	30.0
Not at all	22	22.0
Total	100	100.0

Source: Fieldwork, 2023

The study found that out of the 100 respondents used for the survey, (30%) of the respondents said Less often makeup companies educate the public about the side effect of the use of their products,(26%) of the respondents Often makeup companies inform the people of the side effect of the use of their products, (22%) of the respondent's Normal makeup company educate the public of the side effect of the use of their products while (22%) of the respondents Not at all makeup company educate the public of the side effect of the use of their products This finding implies that a significant portion of the participants felt that makeup companies do not prioritize or fulfill their responsibility to inform the public about potential risks or side effects associated with the use of their products..

A study by Hwang et al. (2019) examined consumer perceptions of cosmetics safety and found that consumers generally expect cosmetic companies to provide accurate and transparent information regarding product ingredients, safety, and potential side effects. This study supports the idea that consumers value companies that prioritize education and communication about the side effects of their products.

Table 4.28: Makeup causes burning face anytime I apply

Makeup causes burning face anytime I apply	Frequency (n)	Percentage (%)
Strongly Agree	7	7.0

Agree	20	20.0
Neutral	27	27.0
Disagree	30	30.0
Strongly Disagree	16	16.0
Total	100	100.0

Source: Fieldwork, 2023

The study revealed that, out of 100 respondents used for the analysis, most of the respondents (46%) Disagree that Makeup causes a burning face anytime they apply it, (and 27%) of the respondents Agree that Makeup causes a searing look anytime they use it. In contrast, (27%) of the respondents remain Neutral. Park et al. (2016) explored the prevalence of subjective symptoms, including burning and stinging sensations, to cosmetic use. They found that 24.7% of the participants experienced emotional symptoms on the face due to cosmetics. This supports the idea that many individuals can experience a burning look when applying makeup. The findings align with existing literature on cosmetic-related irritants and allergic reactions, emphasizing the need for awareness and appropriate product selection to mitigate potential discomfort or skin sensitivities.

Table 4.29: I usually see rashes on my skin anytime I apply makeup

I typically see rashes on my skin anytime I apply makeup	Frequency (n)	Percentage (%)
Strongly Agree	9	9.0
Agree	30	30.0
Neutral	28	28.0
Disagree	25	25.0
Strongly Disagree	8	8.0
Total	100	100.0

Source: Fieldwork, 2023

The study found that out of the 100 respondents used for the survey, (39%) of the respondents Agree that they usually see rashes on their skin anytime they apply makeup, (33%) of respondents Disagree that they usually do not see rashes on their skin anytime they use makeup while, (28%) of the respondents remain Neutral.

Warshaw et al. (2009) investigated the prevalence of allergic contact dermatitis in a large sample of dermatology patients. They found that cosmetic-related rashes were a common cause of dermatitis, affecting approximately 14% of the participants. This suggests that rashes due to makeup application can indeed occur in a subset of individuals. It is important to note that individual experiences with rashes when applying makeup can vary based on factors such as specific products used, skin type, potential allergies or sensitivities, and the skin's overall condition. The survey results provide insights into the perceptions and experiences of the respondents, but they may not represent the entire population.

Table 4.30: I have itchiness on my face anytime I apply makeup

I have itchiness on my face anytime I apply makeup	Frequency (n)	Percentage (%)
Strongly Agree	5	5.0
Agree	22	22.0
Neutral	22	22.0
Disagree	40	40.0
Strongly Disagree	11	11.0
Total	100	100.0

The study revealed that, out of 100 respondents used for the analysis, most of the respondents (51%) Disagree that they do not have itchiness on the face anytime they apply makeup, (27%) of the respondents Agree that they have itchiness on the face anytime they apply makeup. In contrast (22%) of the respondents remain Neutral. Most of the respondents disagree that they have itches when they apply makeup.

An et al. (2017) investigated the prevalence of allergic contact dermatitis from cosmetics in Korean female college students. They found that 28.3% of the participants experienced symptoms of allergic contact dermatitis, including itchiness, after using cosmetic products. This supports the idea that many individuals can experience itchiness or other adverse skin reactions when applying makeup.

The survey results indicate that many respondents disagreed with experiencing itchiness on their face when applying makeup. However, a notable percentage agreed with this statement, suggesting that some individuals encounter itchiness due to using makeup products. The findings align with existing literature on cosmetic-related irritants and allergic reactions, emphasizing the need for awareness and appropriate product selection to mitigate potential discomfort or skin sensitivities.

Table 4. 31: What is the likely step to take if makeup causes any side effect on your skin
What is the likely step to take if a makeup causes any

side effect on your skin?	Frequency	Percent
Change the type of Makeup	25	25.0
Temporary stop using the makeup	34	34.0
Permanently stop using the makeup	19	19.0
Report to the Company	9	9.0
Visit the Hospital	13	13.0
Total	100	100.0

Source: Fieldwork, 2023

Respondents were asked about the likely steps they will take when makeup causes side effects on their skin. In all, 100 respondents were used for the study. Most respondents (34%) said they would temporarily stop using the makeup, followed by (25%) who answered that they would change the makeup. This proactive approach to switching makeup aligns with the findings of a study by Pommier et al. (2017), which highlighted that consumers tend to select hypoallergenic or dermatologically tested products in response to skin sensitivities or allergies. (19%) of the respondents said they would permanently stop using the makeup. This decision is supported by a study conducted by Scheman and Rakowski (2018), which emphasized that individuals may always avoid certain cosmetic ingredients or brands that have caused adverse reactions in the past, while (13%) of the respondents said they would visit the hospital for treatment. A study by Linares et al. (2019) emphasized the importance of medical evaluation

in managing cosmetic-related dermatological conditions and ensuring appropriate treatment. This aligns with Malkan's (2007) study, where respondents were interviewed on the steps they will take when makeup causes side effects on their skin.

4.4 Using observation to determine the application of makeup.

The observation method was used to determine the application of makeup through workshops. Samples were taken in the form of diagrams. The right and wrong application of makeup was revealed in the study. The charts below depict the application of makeup through organized workshops.



Figure 4.3 Organized workshop on the application of makeup

Source: Fieldwork, 2023



Figure 4.4 A respondent before and after Makeup

Source: Fieldwork, 2023



Figure 4.5 Wrong Application of Makeup

Source: Fieldwork, 2023

CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This study aimed to understand better how makeup application affects people's personalities. The study was divided into five critical segments to be examined in depth. Although each of the five chapters stood alone, they were connected to create a presentation organized chronologically. The background of the study, the statement of the problem, the objectives, and the research questions were all covered in Chapter 1's general introduction to the study. The second and third chapters covered the study's methodology and literature review. On the other hand, the fourth chapter covered the empirical analysis and in-depth discussions of the study results. The research methodology, conclusions, and suggestions were summarized in chapter five, including a section on the study's shortcomings.

5.1 Summary of the Study

The goal of the study was to look at how personalities were affected by makeup in Ghana's Ashanti region's Kumasi Metropolitan Assembly. The study's objectives were to measure the degree of general pleasure "with" and "without" makeup, investigate knowledge of the impact makeup has on skin, and use observation to identify whether makeup is applied correctly or incorrectly.

Based on the study's goals, literature was discovered. The study used a descriptive survey approach. One hundred respondents made up the study's sample size. The convenience approach was utilized to choose the sample to obtain data that would be appropriate for the study. A questionnaire with a Likert scale was the instrument used to collect the data. The data was examined, and a frequency and percentage distribution table was presented.

5.2 Summary of Findings

The following findings were made:

Most of the respondents were females. Also, most of the respondents were in the age range of 18-25 years. The study revealed that the majority of the respondents had tertiary education. Moreover, most of the respondents were Christians. The study further revealed that most of the respondents were students. In finding out how well they know about makeup, most respondents answered they have a high knowledge of makeup. In addition, most of the respondents said they usually use makeup. The study revealed that most respondents see advertisements about makeup on television. It was further revealed that most respondents put full makeup on full days and sometimes it depends on the occasion.

Most respondents answered averagely in terms of their experience in makeup. It was revealed that foundation was the favorite makeup item to wear. Moreover, most respondents disagree that they feel more put together when they put on makeup. In addition, most of the respondents differ in that makeup helps them hide their flaws. It was revealed in the study that most respondents disagree that they feel good whenever they apply makeup, and it also makes them feel good. In addition, most respondents remained neutral on the feeling that others think they are unattractive whenever they are without makeup.

In addition, most of the respondents disagree that they feel sexier in makeup. The findings revealed that most of the respondents were uncomfortable wearing makeup. Also, most respondents disagree that wearing makeup makes them feel fake. It was opposed by most of the respondents that they wear makeup because of the product used. Most respondents agree they use makeup because a celebrity advertises the product. It was again revealed that most respondents disagree that they use makeup because it is less expensive.

Most respondents purchase makeup products for more than six (6) months in a year. Most of the respondents answered that appearance is a good indication for the application of makeup. Moreover, most respondents remained neutral when asked if they put on makeup because of wrinkles. It was again revealed that makeup reduces pimples as it was a contributing factor to

applying makeup. The study showed that most respondents have never visited the hospital or clinic for a skin check in the past five (5) years. In addition, most respondents had an average knowledge of the side effects of makeup. Respondents were asked how often they read instructions on makeup products, and most of the respondents answered less often.

In finding out the effects of makeup application, most respondents answered that makeup causes burning face, rashes, and itchiness of the body anytime they apply. Respondents were asked the likely steps they would take if any makeup caused side effects on their skin, and most of the respondents answered that they would temporarily stop applying makeup.

5.3 Conclusion

Based on the findings, the following conclusions were drawn:

There is an indication that makeup application affects personalities. The study showed that in terms of overall happiness in applying makeup, people feel more put together, hide their flaws, feel good and sexier, have a good appearance, and reduce pimples. Make-up also has an effect, causing burns on the face, rashes, and itchiness on the skin.

The study suggests that makeup application can boost confidence, creativity expression, masking insecurities, perception of professionalism, and societal pressure. Overall, the effects of makeup on personality are complex and can vary from person to person. It is essential for individuals to reflect on their motivations for wearing makeup and to ensure that it's not negatively impacting their self-esteem or overall well-being.

5.4 Recommendations

The following recommendations were made based on the study's findings and the conclusion drawn.

1. There should be public education to educate people on the awareness and effects of makeup application on the skin.

2. People should be encouraged to visit the hospital or clinic for skin checks regularly.
3. Makeup-producing companies should help educate their customers on how to apply makeup.

5.5 Suggestions for further studies

Further studies can focus on the impact of makeup on social interactions and perceptions and the role of makeup in the beauty industry.

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APPENDICES

QUESTIONNAIRE

**AKENTEN APPIAH-MENKAH UNIVERSITY OF SKILLS, TRAINING AND
ENTREPRENEURIAL DEVELOPMENT.**

Dear respondents,

This research is an academic exercise and intends to assess makeup applications and their effects on personalities; a case of selected communities in Kumasi Metropolitan Assembly in partial fulfilment of Master in Technology and Fashion at Akenten Appiah-Menkah University of Skills, Training and Entrepreneurial Development. Your responses are valuable to the success of this study and are based on your experience. Kindly be reminded that your responses will be guided with the utmost confidentiality and will be used only for the purpose of this study. In most cases, tick []. Thank you for your anticipated interest in partaking in this research.

Appendix A

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

1. Gender

Male [] Female []

2. Age

18-25 [] 26-30 [] 31-35 [] 36-40 [] 40 and above []

3. Level of Education

No Education [] Basic [] SHS [] Tertiary []

4. Occupation.....

5. Name of Town

Aboabo [] Tafo [] Sawaba [] Buokrom [] Ashtown []

6. Religion

Christian [] Muslim []

Section B

DEGREE OF OVERALL HAPPINESS WITH OR WITHOUT MAKEUP

7. How well do you know about makeup?

Very high [] High [] Average [] Low [] Very Low []

8. How Often do you see advertisements on makeup?

Very High [] High [] Average [] Low [] Very Low []

9. Where do you see these advertisements?

a. Billboards []

b. Television []

c. Magazines []

d. Newspapers []

e. Others (Please Specify) _____

10. On average, what is your usual makeup routine?

[] Rarely wear makeup at all

[] Light makeup on most days

[] Full makeup n most days

[] Really depends on the day and events

[] Not at all

11. How experienced are you in the application of makeup?

Very high [] High [] Average [] Low [] Very Low []

12. What is your favourite makeup item to wear?

[] Mascara [] Foundation [] Eyeshadow [] Blush [] Lipstick

[] Other (specify) _____

Choose as many as applicable using a Likert scale of 1 to 5, which measures; Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5)

	1	2	3	4	5
13. Motivation to use or not to use make-up					
a. When I wear makeup, I feel more put together.					
b. Make-up helps me to hide my flaws					
c. I feel good whenever I apply to make-ups and look good					
d. I feel like others feel I am unattractive whenever I am without makeup					
e. I feel sexier in makeup					
f. I feel uncomfortable wearing makeup; hence I do not like them					
g. Wearing makeup makes me feel fake					
h. I wear make ups because of the product used					
i. I use makeup because a celebrity used for the advertisement of the product					
j. I use makeup because it is less expensive					
k. I use makeup because of an advice from a beauty advisor					

14. Indicate the frequency of purchasing makeup products

- a. More than once a year
- b. More than 3 months in a year
- c. More than 6 months in a year
- d. Once a year
- e. Other (Specify) _____

**RATE THE LEVEL OF IMPORTANCE TO WHICH INFLUENCES ONE
CHOICE TO APPLY A MAKEUP**

- | | |
|---------------------|---|
| 15. Good appearance | Less important -----Most important |
| | 1 2 3 4 5 |
| 16. Wrinkle | Less important -----Most important |
| | 1 2 3 4 5 |
| 17. Reduce Pimples | Less important -----Most important |
| | 1 2 3 4 5 |
| 18. Less moisture | Less important -----Most important |
| | 1 2 3 4 5 |

Section C

AWARENESS OF THE EFFECTS IN APPLYING MAKEUP ON THE SKIN

19. Have you ever visited the hospital or clinic for a skin check in the past five years?

YES [] NO []

20. What is your level of awareness on the side effects of makeup use?

Very high [] High [] Average [] Low [] Very Low []

21. How often do you receive education on the side effects of make ups from health advisors?

Very Often [] Often [] Normal [] Less Often [] Not at all []

22. How often do you read the instructions on makeup products before use?

Very Often [] Often [] Normal [] Less Often [] Not at all []

23. Does your makeup product company educate the public on the side effects on the use of their products?

Very Often [] Often [] Normal [] Less Often [] Not at all []

24. Using makeup causes burning face anytime I apply

a. Strongly Agree []

b. Agree []

c. Neutral []

d. Disagree []

e. Strongly Disagree []

25. I usually see rashes on my skin anytime I apply makeup

a. Strongly Agree []

b. Agree []

c. Neutral []

d. Disagree []

e. Strongly Disagree []

26. I have itchiness on the face anytime I apply makeup

- a. Strongly Agree []
- b. Agree []
- c. Neutral []
- d. Disagree []
- e. Strongly Disagree []

27. Are there any other side effect you experience anytime you apply makeup? If yes, specify _____

28. What is the likely step to take if a makeup causes any side effects on your skin?

- a. Change the type of makeup []
- b. Temporary stop using makeup []
- c. Permanently stop using makeup []
- d. Report to the company []
- e. Visit the hospital []

APPENDIX 2

INTERVIEW GUIDE

DEGREE OF OVERALL HAPPINESS WITH OR WITHOUT THE USE OF MAKEUP

1. How well do you know about makeup?
2. Do you see any advertisements on makeup?
3. How often do you see these advertisements?
4. Where do you mostly see these advertisements?
5. What is your usual makeup routine on a typical day? Only during events or even at regular times
6. Which make-up type do you find preferably used on any day?
7. How do you feel when you apply makeup?
8. How do you feel when you don't apply any makeup?
9. What motivates you to choose a particular type of makeup over another?
10. How often do you purchase makeup in a year?

AWARENESS OF THE EFFECTS OF APPLYING MAKEUP ON THE SKIN

11. Are you aware of any side effects of using makeup? If yes, please specify
12. Among all other factors, do you consider the product's effects very often before applying to your skin?
13. Do you read instructions on makeup products before you use them?
14. How often do you follow education on topics concerning makeup use?
15. Have you visited the hospital for skin check after any side effects in using a product?

Probe

