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### A study on psychological effects of cosmetics on women in erode district

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#### ABSTRACT

Today the women feel uncomfortable leaving the home without makeup on, no matter the destination: movies, gym, school, work, or even the beach. Makeup has become a source of oppression amongst women because this population does not feel beautiful without it. The purpose of this research was to study how makeup influences the way third parties perceive particular personality and physical traits. Previous research has found that low self-esteem, low confidence, and high levels of anxiety lead to increased makeup usage; and increased makeup usage positively correlates to attractiveness, femininity, and sexiness and negatively correlates to likeability, morality, and competence. Third party observers' perception of makeup is influenced by the following factors: situation, race, and time. The present research may inform women on how to tailor their makeup choices to influence particular perceptions. In addition, psychiatrists and other healthcare professionals may use this information when diagnosing or treating a patient. Businesses and corporations may use this knowledge to reduce bias.

#### I.INTRODUCTION

According to the cosmetics industry, cosmetics play a huge role in and are an essential part of what many women consider important about their outward appearance. Many women feel inadequate in terms of their self-esteem and self-confidence, which can affect their evaluation of personal beauty (Scott, 2007). Cosmetics products, such as mascara, blush, foundation, and eye shadow, are quick to apply, impermanent, and may improve one's appearance in accordance with societal or personal beauty ideals, thus improving self-confidence (Miller & Cox, 1982). Some women may also use cosmetics for hedonic enjoyment or aesthetic

enhancement, not necessarily to bolster self-confidence. All of these motivations for use of cosmetics may result in expression of self-identity.

#### II.COSMETICS

It means any articles intended to be rubbed, poured, sprinkled, or sprayed on or introduced in to applied to any part of the human body, For cleaning, beautifying, promoting attractiveness or altering the appearance & includes any articles intended for use as a component of cosmetics.

#### III.Keywords: cosmetic products

- Creams, lotions, Gels, oils, for skin, hand, feet etc...

Cosmetics, also known as make-up, are substances or products used to enhance the appearance or fragrance of the body. Many cosmetics are designed for use of applying to the face and hair. In the 21 st century, women generally use more cosmetics than men. They are generally mixtures of chemical compounds; some being derived from natural sources ( such as coconut oil), and some being synthetics. Common cosmetics include lipstick, mascara, eye shadow, foundation, rouge, skin cleansers and skin lotions, shampoo, hairstyling products (gel, hair spray, etc.). perfume and cologne.

Cosmetics, they have become the need of society. People spend monthly on these and the amount of variety is so high that cosmetics are

available for different seasons and climates as well. Everyday women apply generous amounts of makeup. The widespread practice of applying makeup begs the question: How do the majority of people perceive and analyze cosmetic usage and which psychological characteristics affect females' cosmetic usage?

The application of makeup itself is not a modern practice. According to archaeological evidence, cosmetic usage started as early as 4000 B.C. in Ancient Egypt.

Egyptian women used Kohl, a concoction consisting of lead, copper, burned almonds, and soot, to line their eyes. Kohl was believed to improve eyesight and ward off dark spirits.

Ancient Greeks and Romans also used cosmetics. For Roman women, cosmetics were a symbol of opulence and status; the wealthier a Roman woman was, the more makeup she wore.

An elite Roman woman would wear foundation, made out of white paste consisting of chalk, orris root, fat, starch, tin oxide, and white lead (which is toxic), rouge and lip color, made out of plant roots, ochre, and clay, and eye shadow and eyeliner, made out of saffron and galena. Egyptian women believed that Kohl had healing and protecting capabilities. Romans used makeup to display their wealth and status. However, the application of makeup is not necessarily culturally universal nor accessible to all. Makeup has not even always been used to increase attractiveness.

From this research, a general survey was created in order to gather general information about a group of college student's cosmetic usage, habits, and beliefs.

The results indicate that college women are high users of cosmetics, are very aware of the cosmetic industry, and that some individual differences can have an effect on the choices a woman makes regarding cosmetics.

While today's cosmetics industry is amongst the most dominant markets, the use of makeup has actually been with us for thousands of years. The earliest recorded use of makeup involved the Egyptians of the 4th Century before Christ. Scented oils, sheep fat

based creams and eye paint were applied to beautify their facial feature.

Cox and Glick: found that increased makeup usage positively correlates with the perceptions of attractiveness, femininity, and sexiness but negatively or does not correlate with likeability, morality, emotionality, and decisiveness. Also, increased cosmetic usage negatively correlates with women's ability in women-dominated jobs and either negatively or does not correlate with women's ability in non-gendered jobs. In addition, the psychological factors that induce increased cosmetic usage include anxiety, self-consciousness, introversion, conformity, and self-presentation. Cosmetics serve as a way for women to become instantly more attractive, feminine, and sexy to third party observers.

Women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women. If we go beyond just buying cosmetics to more drastic measures, the amount of cosmetic surgeries is also increasing. This beauty obsession has created a billion dollar industry, which holds the power to shape and change women's perceptions of beauty. Many studies have been done to show the effects of media on women today, and most of the results indicate that the media negatively affects self-image. Less research has been done specifically on the cosmetic industry and how it affects consumer's self-image. Based on the \$7 billion that is spent on cosmetics each year, it's evident that the cosmetic industry influences consumers in some way. One of the first studies that involved the effect of cosmetics on women was done by Marsha L. Richins along with Peter H. Bloch, "You Look 'Mahvelous': The Pursuit of Beauty and the Marketing Concept." This study focused on understanding adornments, items "used to increase attractiveness and to obtain accompanying social benefits," and how they are related to assessments about attractiveness (Bloch & Richins, 1992, p. 4). Adornments could range from a pair of clothing, makeup, jewelry, etc., anything that makes a person feel better and more attractive. This study found that consumers who believe they are unattractive will "rely heavily on adornments as compensatory tools" (Bloch & Richins, 1992, p. 9). Because the media has been found to cause women to feel

#### IV. REVIEW OF LITERATURE

unattractive, it correlates that these women lacking in self-esteem are going to use adornments. This is also supported by Cash & Cash's (1982) study; "Women's Use of Cosmetics," which found that public self-consciousness is positively related with cosmetic use. Seeing as cosmetics have become such an integral part of women's lives, it is becoming more and more important to understand the effect that the industry is having on women today. In order to gain an initial understanding of how the industry is affecting women today, this study will attempt to gather general information about women under their use of cosmetics.

#### V.OBJECTIVES

- To analyse the Problems faced by the respondents in using cosmetic products.

#### VI.RESEARCH METHODOLOGY

##### Sampling Design:

Convenient sampling method has been used for the study. The sample size has been 300 psychological effects of cosmetics which have been selected in Erode district and data is collected for solving particular problem through well structured questionnaire.

#### VII.Henry Garret Ranking Technique

Garrett's ranking technique was adopted to analyse the views of the employees. The order of merit thus given by the women for each statement under each head was converted into ranks by using the following formula.

$$\text{Per cent Position} = \frac{100 (R_{ij} - 0.50)}{N_j}$$

Where,

$R_{ij}$  = Rank given for the  $i$ th statement by  $j$ th respondent

$N_j$  = Number of statements ranked by  $j$ th respondent

The per cent position of each rank thus obtained was converted into scores by referring to the table given by Garrett. Then for each statement, the scores of individual respondent were added together and divided by the total number of respondents. The mean scores for all the statements were arranged in an ascending order,

ranks were assigned and the important statements identified.

**Table No-1**  
**Problems faced by the respondents in using cosmetic products**

S.NO.	PROBLEMS	MEAN SCORE	TOTAL SCORE	RANK
1	Cancer	1273	6365	I
2	Allergic Problem	1011	4044	II
3	Skin and itching Disorders	798	2394	III
4	Headaches	705	705	V
5	Depression	728	1456	IV

It is inferred from the above that the "Cancer" was ranked as a first problem with a total score of cancer 6365. Allergic problem was ranked as second with a total score of 4044. Skin and itching disorders III, Depression IV, Headaches V, with a total score of 2394, 1456, 705 respectively by the awareness of the respondents of cosmetic products.

#### VIII.FINDINGS

1. From the analysis it is evident that the "awareness of cosmetic products" was ranked as a first problem with a total score of 6365.

Allergic problem was ranked as second with a total score of 4044. Skin and itching disorders III, Depression IV, Headaches V, with a total score of 2394, 1456, 705 respectively by the **problems faced by the respondents in using cosmetic products.**

### SUGGESTIONS

- Steps shall be taken to avoid allergic and skin itching cosmetic products be made to problems faced by the respondents in using cosmetic products.
- Steps shall be formulated to make the customers aware of the cosmetic products facility provide cosmetic industry.
- It is recommended to the cosmetic products to make the Herbal products introduce more convenient for skin care.

### CONCLUSION

Overall, attractiveness, femininity, and positively correlate with increased makeup usage, and internal traits affiliated with social warmth and cooperation, likeability, morality, emotionality, and decisiveness either negatively or do not correlate with increased makeup usage. In the workplace, increased makeup usage can have detrimental effects. Increased cosmetic usage negatively correlates with women's ability in women-dominated jobs and either negatively or does not correlate with women's ability in non-gendered jobs. The internal psychological factors that induce increased cosmetic usage include anxiety, self-consciousness, introversion, conformity, and self-presentation.

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