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## THE RELATIONSHIP OF PREFERRED FACTORS TO CHOOSE MAKE-UP.

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### ABSTRACT

This research paper investigates the relationship between the factors that affect the make-up preference among female students in Kolej Universiti Poly-Tech Mara and their preference in choosing make-up. Make-up preferences among women derived mainly from investigating social brain research, which is focused on physical attractiveness and showing the self to others. Nowadays, the students were preferred to wear make-up to enhance their self-confidence. The study aims is to determine the factors that affect make-up preference among female students. The study used self-efficacy theory to develop the relevance variables. For this preliminary study, 100 responses were collected. The data were analysed using SPSS to determine the instrument validity and reliability.

### ARTICLE INFO

*Keywords:*

Makeup preference, preference in choosing makeup, physical attractiveness, self-efficacy

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## 1.0 INTRODUCTION

The purpose of this report is to investigate the relationship between the factors that affect make-up preference among female students Kolej Universiti Poly-Tech MARA and their preference in choosing make-up.

Make-up has been considered a sign of beauty for centuries. It has become a part of women's daily routines around the world that are widely requested by society. Make-up preference is an option to make oneself more attractive, causing self-confidence, presentability, and considered healthier and more successful individuals. According to Solo (2018), most women wear makeup to feel more confident, more beautiful and attractive that make them prepare for social interaction. Nowadays, most female students are the one who exposed to make-up.

This study had conducted because discrimination exists against the female in many occasions. According to Deng (2019), pure facial feature taste-based discrimination does exist in the working industry, especially for women. Thus, female students preferred to apply make-up due to several imperative reasons and purpose. The reckoned one of the reason the female student opt to apply make-up is for interview purpose. The confidence level, attraction level, and presentability are among the factors contributing to female students' decision to apply makeup.

The finding is essential to identify boosting factors to the female student decision to apply for a make-up. The research finding will also identify the relationship between the contributing factors and their decision to apply make-up. This study investigated three factors, namely the level of confidence, level attraction, and presentability related to student decision on the make-up preference. The study aims to identify the relationship of the female student the level of confidence, attraction, and presentability when they apply makeup in their daily life.

## 2.0 LITERATURE REVIEW

In this report, the following variables were included: level of confidence, level of attraction, and presentability related to the topic of the research. The previous studies indicated a relationship between the factors that affect make-up preference and preference in choosing makeup. The preferences in choosing make-up that has been identified are the level of confidence, level attraction, and presentability.

Today, make-up has become a part of the daily routines of women across the globe. It has become reachable goods that are widely requested by society.

Through the influence of the media, the use of make-up becomes more adored. The definition of beautiful and beauty standards also have been set according to what society preferred. This study assumes that consumers who believe they are unattractive will “rely heavily on embellishment as compensatory tools” (Bloch, 1992). This is because the media has been found to cause women to feel unattractive; it interacts that these women lacking in self-esteem are going to use embellishment. This is also supported by Cash (1982) study; “Women’s Use of Cosmetics,” which found that public self-consciousness is positively related to cosmetic use. Because many women who lack self-esteem are also self-conscious, it makes sense that embellishment is used to blend into a world of beauty these self-conscious women do not fit into (Cash, 1982).

The study defines the confidence level as a feeling or belief that they can have faith in oneself. It is also a belief to act effectively for specific situations that can get the belief of people, or future itself. Based on Doyle (2015), confidence is the willingness to invest in choices that will mould the future and somehow help reach the potential.

Many women endure from poor body image and caused low self-confidence. Wearing make-up is something they can do to temporarily to change their image, thus enhancing their confidence. The majority of previous research on women and their self-esteem has historically been related to how they feel about their body shape and size. However, not much attention has been given to a particular action where women can improve their self-confidence applying makeup. With using different products and colours, women can use make-up to analyse and illustrate their individuality. Women of teenagers in specific

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image practice recognise it between day and night looks, basic looks, and looks for special occasions. They are often seen as a way to enhance feminine beauty ideals and serve to help women to accommodate our society's beauty expectations.

Besides the level of attraction, this study also focuses on the level of attraction where it has been proven to be very commonly related to social attitude. The study describes the level of attraction as to how attractive the public feels about them. The attraction is an unintelligible thing that sometimes brings people close to other people (Dodgson, 2018). It is like the biological force with the physical energy of the people.

It is oftentimes stimulated that people who are treated to be more attractive have greater social skills and are considered to have fewer difficulties with loneliness and social anxiety than unattractive people. In a study performed by Abbott and Sebastian (1981), which related physical attractiveness to expected success, they found that overall high ratings of physical attractiveness were directly related to counting on social situations' success. This study involved observers as well as people assessing themselves. Both groups' results were similar when examining the relationship between beauty and the expectation of success. This says a lot about the perception of beauty and the impact it is expected to have on an individual after all social situations are typically a large part of daily life.

Looking presentable or looking good is very important nowadays. According to Wolffhechel et. al. (2014), appearance matters in many situations. That is a fact of life. Aesthetics or looking good or presentable are important, just not in the way we think, it is how well we treat ourselves and how elegant and tidy we are to look presentable. Every human being likes appreciation. When women get good applause on looking presentable or looking good, they will feel happy. Thus, looking presentable or looking good impacts you both mentally and physically to feel happy and to be healthy.

According to Nash et. al. (2006), women would be evaluated differently depending on whether they were considered with or without makeup. Also, the authors believed that "cosmetics could play a significant part in increasing attractiveness. Moreover, make-up can cover up blemishes, enhance eye colour, or brighten up features. Their previous report also mentioned that female faces were viewed as more attractive when wearing make-up. Also, "eye make-up and foundation were the most important giver to the enrichment of female attractiveness" (Nash et.al, 2006).

The study applied the Self-efficacy theory to support the variables in the study. Thus, using this theory, the research was made possible to measure the relationship between the factors that affect make-up preference and preference in choosing makeup. According to Bandura (1977), self-efficacy (self-confidence) is a major definitive of behaviour only when people have acceptable incentives to act on their self-perception of confidence and possess the essential skills. Other than that, confidence can also be transcribed through a social comparison process with others (Festinger, 1954). It is believed that self-confidence has been shown to control future personal goal-setting and to interfere with the relationship between goal intentions and motivation (Earley, 1991). Moreover, positive confidence seeks for trend and interest. In contrast, negative confidence seeks for pity or compassion according to the research on self-esteem and make-up (Moon, 2003).

Therefore, the study developed its conceptual framework by including confidence, level attractive, presentability and preference in choosing make-up (as shown in Figure 1).

According to the conceptual framework given in figure 1, the researcher stated a relationship between level confidence and preference in choosing make-up. Wearing make-up can provide individuals with a confidence boost by making them feel more physically attractive, increasing their self-esteem, attitude and personality (Agency, 2017). The study assumes a similar relationship could also be found in this research context where the students' level of confidence will be increased by wearing makeup. Women who are wearing cosmetics also caused higher self-confidence ratings than the ratings of females without make-up (Britton, 2012). Besides confidence, wearing make-up also can make a woman look healthy and successful (Britton, 2012).

Figure 1 also shows that the study reckons a relationship between level attractive and preference in choosing make-up. People who wear makeup can be more attractive by applying three basics of makeup: skin evenness, facial contrast, and facial features sizes (Pinkstone, 2018). Most of the women wearing make-up to look attractive. It can be said as a transformation from natural to glamorous when applying make-up yet depending on the context of interpersonal situations (Tagai, Othaka &

Nittono, 2016). Thus, the researcher believed that there is a relationship between how the users are more attractive by preference in choosing make-up.

Also, the study figures that there is a possible relationship between presentability and preference in choosing make-up. The study delineates presentability as how the public thinks is deemed suitable and proper for them to be seen in any type of public. According to Oxford Dictionary, presentable is looking clean, attractive and suitable to be seen in public. The terms of make-up preference on this research are the choice to use any form of cosmetics to enhance the user's facial features. A previous finding indicated that the appropriate use of make-up is strongly related to the assumptions of health, credibility and presentability of work (Dellinger & William, 1997). Make-up also makes a woman look presentable and probably can positively affect mental health (Chung, 2017).

Therefore, to meet the study research aims, the study hypothesised that

H1: There was a significant relationship between the level of confidence over make-up preference.

H2: There was a significant relationship between the level of attraction over make-up preference.

H3: There was a significant relationship between the presentability over make-up preference.

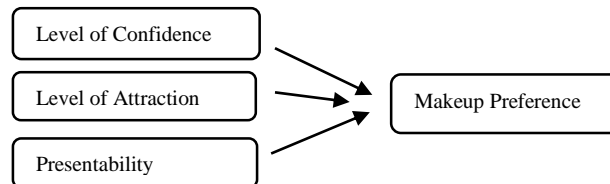


Figure 1: Conceptual framework of the relationship between the factors that affect make-up preference and preference in choosing make-up

### 3.0 METHODOLOGY

The study aims to investigate the relationship between the factors that affect respondents to apply the make-up and their preference in choosing make-up. The preliminary study collected 100 responses from the female students who are studying in Kolej Universiti Poly-Tech MARA Kuala Lumpur. The study decided to collect 100 responses during the preliminary study because this survey had their own segmentation analysis in Kolej Poly-Tech MARA, Kuala Lumpur, and female students. According to the greatbook (n.d.), 30 respondents would be acceptable, but 100 responses are probably the best for the survey.

The respondent who also a unit of analysis in this study is the female student from the Kolej Universiti Poly-Tech Mara Kuala Lumpur. The study used an online approach to reach the potential respondent. The survey was distributed online because it was cost-efficient, reduce time consumption for the researcher and respondents, convenient, and the safest approach during the Covid-19 pandemic. Thus, the study applied a quota sampling technique to select the respondent. It is because quota samples only require sample meet of target number of individuals with specific characteristics, which normally used in market research (Brick, 2014).

The study also used to adopt and adapt the technique to develop the items in this research instrument. The study adopted the research items from the Britton (2012) and adapted in the current context. The survey consisted of five sections, including the demographic, and the four other variables. The items for the survey were constructed based on the topic related to the studies. The study used 4-point Likert Scale to measure the relationship between the variables started from 1 – Not important at all, 2 - not important, 3 – slightly important, 4- important, and 5- very important.

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The validity of the items is ensured via the content validity procedure. The validity carries the purpose of defining a simple test or material that has been used in the questionnaire to incorporate the correct questions. The proposed items were sent to the content expert for validity purpose.

While to ensure the items are reliable to measure the variables, a reliability test was conducted. Reliability carries the purpose of measuring the firmness of the research made. The items were considered reliable if the value is more than 0.7 as suggested by Dee Britton of Suny Empire State College (Britton, 2020).

#### 4.0 FINDINGS AND DISCUSSION

**Table 1: Respondent demographic**

Measurement	Items	Percentage
Age	18-20	16%
	22-23	60%
	24-26	22%
	Above 27	2%
Education level	Foundation	1%
	Diploma	18%
	Degree	79%
	Master	2%
Applied make-up	Yes	73%
	No	27%

Table 1 indicated the respondents' demographic analysis. The previous finding from Britton (2012) showed that from the 73% of the respondents who used makeup, 48% of the respondents started wearing makeup at the age of 17 to 20 years old. The remaining 27% of respondents did not apply makeup because they preferred make-up free in their daily lives. The existing finding shows a similar pattern of female student awareness to apply make-up as part of their routine.

**Table 2: Descriptive Analysis of Confidence Level**

	N	Mean	Std. Deviation
(CL1) How important is confidence?	100	3.39	0.764
(CL8) How important is your confidence level in professional situations?	100	3.33	0.805
(CL2) How important do you think your confidence level is?	100	3.28	0.78
(CL5) How important is your confidence in a social situation?	100	3.21	0.769
(CL7) How important is the right make-up to your confidence level in social situations?	100	3.18	0.821
(CL4) How important is the right make-up to your confidence level?	100	3.16	0.775
(CL10) How important is the right make-up to your confidence level in a professional situation?	100	3.14	0.779
(CL9) How important is make-up to your confidence level in professional situations?	100	3.1	0.785
(CL6) How important is make-up to your confidence level in social situations?	100	3.07	0.769
(CL3) How important is make-up to your confidence level?	100	2.9	0.823
<b>Valid N (listwise)</b>	100		

Based on Table 2, the descriptive analysis for respondents confident level indicated the majority of the respondent reckoned confident level is important to them (CL1: M=3.39, S.D=0.764). While the respondent also believes make-up did not play

an important role in justifying their confidence level (CL3: M=2.90, S.D=0.823). The finding indicates that most of the respondents voted that the confidence level is important. Most of them agreed that make-up could build their confidence level.

**Table 3: Descriptive Analysis of Attractive Level.**

	N	Mean	Std. Deviation
(LA1) How important is being attractive?	100	3.17	0.739
(LA5) How important is your attractiveness in a social situation?	100	3.09	0.753
(LA2) How important do you think your attractiveness is?	100	3.07	0.714
(LA4) How important is the right make-up to your attractiveness?	100	3.05	0.821
(LA8) How important is your attractiveness in a professional situation?	100	3.05	0.77
(LA9) How important is make-up to your attractiveness in a professional situation?	100	3.05	0.757
(LA6) How important is make-up to your attractiveness in social situations?	100	3.02	0.804
(LA10) How important is the right make-up to your attractiveness in a professional situation?	100	3.01	0.823
(LA7) How important is the right make-up to your attractiveness in social situations?	100	2.98	0.804
(LA3) How important is make-up to your attractiveness?	100	2.97	0.893
<b>Valid N (listwise)</b>	100		

As shown in table 3, the descriptive analysis for the attractive level shows that the majority of the respondents agree that being attractive is important to them (LA1: M=3.17, S.D=0.739). However, many of the respondents also found make-up is not essential for them to look attractive (LA3: M=2.97, S.D=0.893).

**Table 4: Descriptive analysis of Presentability**

	N	Mean	Std. Deviation
(P1) How important is being presentable?	100	3.35	0.857
(P8) How important is your presentability in professional situations?	100	3.28	0.78
(P2) How important do you think your presentability is?	100	3.22	0.811
(P9) How important is make-up to your presentability in professional situations?	100	3.2	0.829
(P5) How important is your presentability in social situations?	100	3.18	0.77
(P4) How important is the right make-up to your presentability?	100	3.17	0.753
(P10) How important is the right make-up to your presentability in a professional situation?	100	3.16	0.873
(P7) How important is the right make-up to your presentability in social situations?	100	3.09	0.78
(P3) How important is make-up to your presentability?	100	3.06	0.814
(P6) How important is make-up to your presentability in social situations?	100	3.06	0.763
<b>Valid N (listwise)</b>	100		

Table 4 shows the majority of the respondents agree that being presentable is important to them (P1: M=3.35, S.D=0.857) and make-up is an important tool to assist them to look presentable (P6: M=3.06, S.D=0.763).

**Table 5: Descriptive Analysis of make-up Preference**

	N	Mean	Std. Deviation
(MP3) I most likely wear make-up when I need a confidence boost in a professional situation.	100	3.21	0.743
(MP12) I most likely wear make-up when I need to look more presentable in a social situation.	100	3.18	0.642
(MP7) I most likely wear make-up when I need to feel more attractive in a professional situation.	100	3.16	0.775
(MP11) I most likely wear make-up when I need to look more presentable in a professional situation.	100	3.16	0.762
(MP5) I most likely wear make-up when I need to feel more attractive	100	3.14	0.725
(MP9) I most likely wear make-up when need to look more presentable	100	3.11	0.751
(MP4) I most likely wear make-up when I need a confidence boost in a social situation.	100	3.08	0.734
(MP1) I most likely wear make-up when I need a boost of confidence.	100	3.06	0.827
(MP8) I most likely wear make-up when I need to feel more attractive in a social situation.	100	3.05	0.716
(MP10) I most likely wear make-up when I don't feel presentable enough	100	3.04	0.764
(MP6) I most likely wear make-up when I don't feel attractive	100	2.92	0.872
(MP2) I most likely wear make-up when I don't feel confident.	100	2.89	0.852
<b>Valid N (listwise)</b>	100		

While table 5 indicated the descriptive analysis of make-up preference. The majority of the respondents agreed that they preferred to apply make-up when they need to boost confidence in a professional situation (MP12: M=3.21, S.D=0.743). This is parallel with another finding when most respondents admit that they apply make-up when they need to feel more confident (MP2: M=2.89, S.D=0.852). Thus, the study perceives that most female students apply makeup to look presentable and boost their confidence level.

The study also performed a correlation analysis to test the relationship between the related variables. The relationship between the variables was determined using Guilford Rule of Thumb (refer table 6).

**Table 6: Guildford Rule of Thumb table**

Value, r	Strength
< 0.2	Negligible Relationship
0.2 to 0.4	Low Relationship
0.4 to 0.7	Moderate Relationship
0.7 to 0.9	High Relationship
>0.9	Very High Relationship

**Table 7: Result of correlation test for the level of confidence with make-up preference**

		r	P < .05	Result	
Level of confidence	→	Make up preference	.631	0.00	Sig

The correlation test finding between the level of confidence towards make-up preference is indicated in table 7. The analysis shows that H1 is supported. The level of confidence and make-up preference are correlated and show a moderate relationship.

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The direction of the relationship is also positive. The possible explanation for this relationship is that the respondent perceives a campus as a professional area where it is a must to look confident. Also, the respondent spent more than half of her time daily at a campus. Thus, besides the professional ambience, the campus also a venue where social interaction is happening. Therefore, the respondents wear make-up to meet with the requirement according to the venue and purpose of the place.

**Table 8: Result of correlation test for the level of confidence with make-up preference**

		<b>r</b>	<b>P &lt; .05</b>	<b>Result</b>	
Level of attractiveness	→	Make up preference	.571	0.00	Sig

The finding for the correlation test between the level of attractiveness of respondents' makeup preference is indicated in table 8. The analysis shows that H2 is also supported. The level of attractiveness and make-up preference is correlated and also show a moderate relationship. The direction of the relationship is also positive. Thus H2 is supported. The probable reason for this relationship is because the respondent believes it is essential for them to look attractive in both professional and social setting. Thus, the respondent wears the right make-up to look attractive.

**Table 9: Result of correlation test for the level of confidence with make-up preference**

		<b>r</b>	<b>P &lt; .05</b>	<b>Result</b>	
Presentability	→	Make up preference	.523	0.00	Sig

The finding indicated that H3 is supported by showing a moderate relationship between the variables. The direction of the relationship is positive. The most logical justification for this situation is the respondent regard to look presentable in both professional and social setting. Hence, they apply make-up to ensure their look and are always ready and presentable for professional and social business.

## 5.0 CONCLUSION

The study was conducted to identify a significant relationship between the reasons for the female student's from Kolej Universiti Poly-Tech MARA Kuala Lumpur to wear make-up. The three factors taken into account in this study are the level of confidence, level of attraction, and presentability towards the respondent's decision to wear makeup. The finding there are a significant correlation of these factors with the female student decision to wear make-up.

This study will provide an insight for the make-up industry where the industry player will be able to focus on a specific type of target market, which is university students. The study also provided insight into the factors that influence the student decision to wear makeup before they decided to produce a new product. The industry will be able to target relevant product that met student specification and preference.

For this study, there are some limitations that the researchers have faced along the way. Among them is the platform used for sample collection. The sampling platform, which was google documents was the best among other options after considering the pros and cons of all the platforms available. The issue with this platform due to it is very convenient. However, it has caused many of the respondents to delay from answering the survey. As a consequence, they tend to forget about the survey. Also, an extra effort from the researcher is required to get more respondents.

For future studies, the researcher wishes to suggest putting an extra effort to check on the respondent feedback to ensure all the questions have been appropriately addressed. The researcher could check on the respondents within a time frame to confirm if they have answered the survey. In a nutshell, the study has provided the researchers with a new insight on the topic.

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