

Developmental Psychological Study of Effects of Make-Up for Inferiority Feelings in Appearance among Female Adolescents

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The purpose of this study is to examine the effect of make-up on reduce inferiority feelings in appearance among female adolescents. In study 1, 288 university students completed a questionnaire about reasons to make-up, frequency of using cosmetics and make-up sets, feelings after make-up, and inferiority feelings in appearance. Structural Equation Modeling (SEM) indicated that inferiority feelings were enhanced directly and indirectly by “For covering up their defects in appearance”, but were weakened by “For becoming their spirits aloft”.

In Study2, 1,000 females (age 16–30) completed a questionnaire of the same contents in study 1 on web. SEM indicated that inferiority feelings were enhanced directly and indirectly by “For enhancing the evaluations from others” among 16 – 18 females and “For manners” among 19 – 30 females, but were weakened by “For becoming their spirits aloft”, too.