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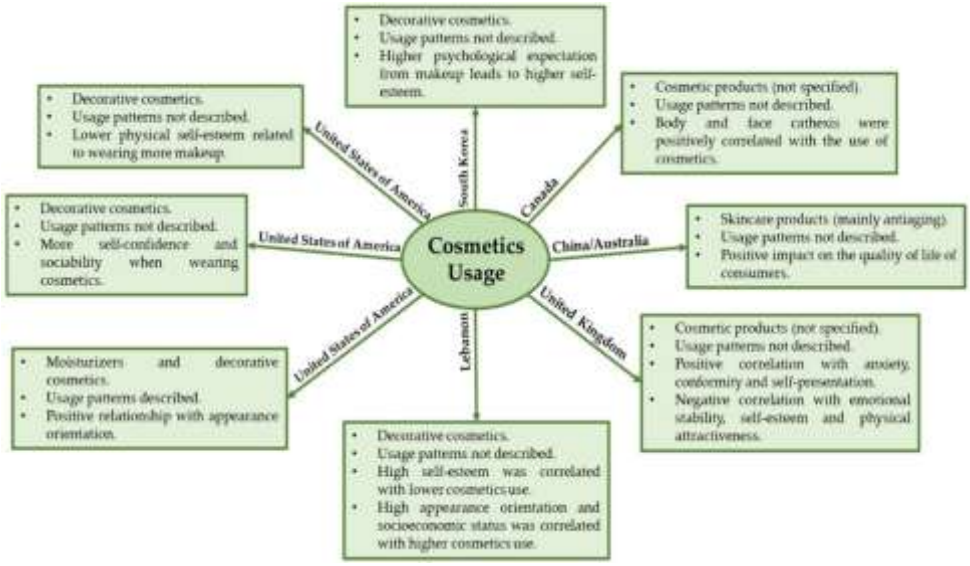
A STUDY ON FREQUENCY AND PURPOSE OF USING COSMETICS AMONG COLLEGE STUDENTS

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ABSTRACT
This study explores the frequency and purposes of cosmetic use among college students, aiming to understand the underlying motivations behind their cosmetic behaviors. A survey was conducted with college students across different academic backgrounds to examine how frequently they use cosmetics and the reasons for their use. The results indicate that a substantial portion of students use cosmetics regularly, with the primary motivations being enhancing appearance, boosting self-esteem, and aligning with social or cultural beauty standards. Media and peer influence were found to be significant factors shaping students' cosmetic choices. Additionally, the study examines gender differences in cosmetic use, revealing distinct patterns of usage between male and female students. The findings suggest that cosmetics not only serve aesthetic purposes but also play a role in students' social interactions and self expression. The study contributes valuable insights into the role of cosmetics in young adults' lives and offers implications for the beauty industry and awareness of body image issues on college campuses.

KEYWORDS: *Cosmetics , Appearance , Beauty standards.*

INTRODUCTION
Cosmetics play an integral role in the daily routines of college students, a demographic facing a unique blend of challenges related to self-expression, identity, and social acceptance. This study explores the frequency and purposes behind cosmetic use among college students, investigating how personal preferences, societal pressures, and cultural trends influence their beauty practices. The research examines how often students use cosmetics, which products are favored, and the primary motivations for their usage, including self-enhancement, confidence boosting, social acceptance, and personal expression. With the influence of social media platforms like Instagram and TikTok, cosmetic usage has become both a practical and cultural practice among young adults. The study also considers the psychological and social impacts of cosmetic use, particularly its effect on self-image and social interactions. By examining these factors, this research aims to deepen our understanding of how beauty standards and cosmetic consumption intersect with the lives of college students and their broader social and psychological well being.



STATEMENT OF THE PROBLEM
The use of cosmetics has become a pervasive practice among college students, influenced by societal beauty standards, peer pressure, personal preferences, and the desire to enhance or modify one's appearance. However, there is limited understanding of the frequency and specific purposes behind cosmetic use within this demographic. While cosmetics are often used to enhance appearance and boost self-esteem, the exact motivations related to self-image, social acceptance, and peer influence remain unclear. Additionally, the impact of frequent cosmetic use on students' mental well-being and their perceptions of beauty standards has been underexplored. This

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study seeks to fill this gap by investigating how often college students use cosmetics, the products they favor, and the psychological and social reasons behind their usage, providing valuable insights into the role of cosmetics in shaping self perception, social behavior, and identity within the college setting.

ABOUT OF THE STUDY

The study aims to explore the frequency and underlying purposes of cosmetic use among college students, a demographic known for navigating complex social, psychological, and identity-related challenges. Cosmetics are a significant part of many college students' daily routines, influenced by factors such as societal beauty standards, peer pressure, and the desire for self-expression. The increasing presence of beauty products and cosmetic trends through social media, influencers, and advertisements further complicates the reasons behind their usage. While it is widely acknowledged that cosmetics serve both functional and aesthetic purposes, such as enhancing appearance and boosting self-esteem, the precise motivations behind their use and their impact on mental well-being, self-image, and social interactions are not fully understood. By examining these aspects, the study seeks to provide a deeper understanding of how cosmetic use intersects with identity, social dynamics, and personal development during the college years.



REVIEW OF LITERATURE

1. Lee, S., & Kim, H. (2022) studied cosmetic use among South Korean college students. They surveyed 600 students from Seoul and Busan and found that 85% of females used cosmetics regularly, with 60% using them daily, while only 30% of males used grooming products. Females used cosmetics mainly for appearance, social acceptance, and beauty standards, while males focused more on skincare and haircare. The study highlighted gender differences in cosmetic use, influenced by societal beauty ideals.

2. Allen and Singh (2016) studied the psychological effects of cosmetics on college students' self-esteem and social perceptions. They surveyed 500 students in London and found that 78% of females used cosmetics regularly, with 85% feeling more confident as a result. While male students used fewer products, they also felt more confident with grooming products. The study showed a strong link between cosmetic use and higher self-esteem, especially among females, who also felt it improved their social interactions. Male students mainly used grooming products for hygiene. The study concluded that cosmetics boosted self-esteem and social confidence, particularly for females.

RESEARCH METHODOLOGY

This study employs a quantitative research design to examine the frequency and purposes of cosmetic use among college students, as well as its psychological effects on self-esteem and social perceptions. A stratified random sampling technique will be used to ensure balanced representation across gender and diverse academic disciplines, capturing a wide range of experiences regarding cosmetic usage. Data will be collected through a self-administered questionnaire, consisting of both closed-ended and Likert scale questions. The survey will focus on several key areas: frequency of cosmetic use, types of products used (makeup, skincare, haircare), the primary purposes for using cosmetics (e.g., enhancing appearance, boosting self-esteem, social acceptance, or self-expression), and the influence of media and peer pressure. Additionally, questions assessing the psychological effects of cosmetic use, particularly its impact on self-esteem and social confidence, will be included. To ensure the reliability and validity of the data, the questionnaire will be developed based on existing literature on cosmetic use, self-esteem, and social perceptions. Standardized scales such as the Rosenberg Self-Esteem Scale will be incorporated to measure self-esteem and social confidence. Demographic questions will also be included to

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capture factors such as age, academic discipline, and socio-economic status, allowing for a comprehensive analysis of potential influencing variables. Once the data is collected, it will be analyzed using descriptive statistics to identify general trends, including frequencies and percentages. To examine the relationships between cosmetic use and psychological factors like self-esteem and social confidence, correlational analysis and regression analysis will be applied. This will help determine if and how cosmetic use is associated with changes in self esteem and social interactions, and whether these effects vary by gender or academic discipline. Ethical considerations are central to this study. Informed consent will be obtained from all participants, ensuring their voluntary participation and the confidentiality of their responses. The study will be approved by the relevant institutional review board, and all data will be anonymized to protect the privacy of the participants. The study's limitations include its focus on a specific geographic region and the potential biases inherent in self-reported data, as participants may alter their responses based on social desirability. Despite these limitations, the research aims to provide valuable insights into the factors that drive cosmetic usage among college students and its impact on their psychological well-being.

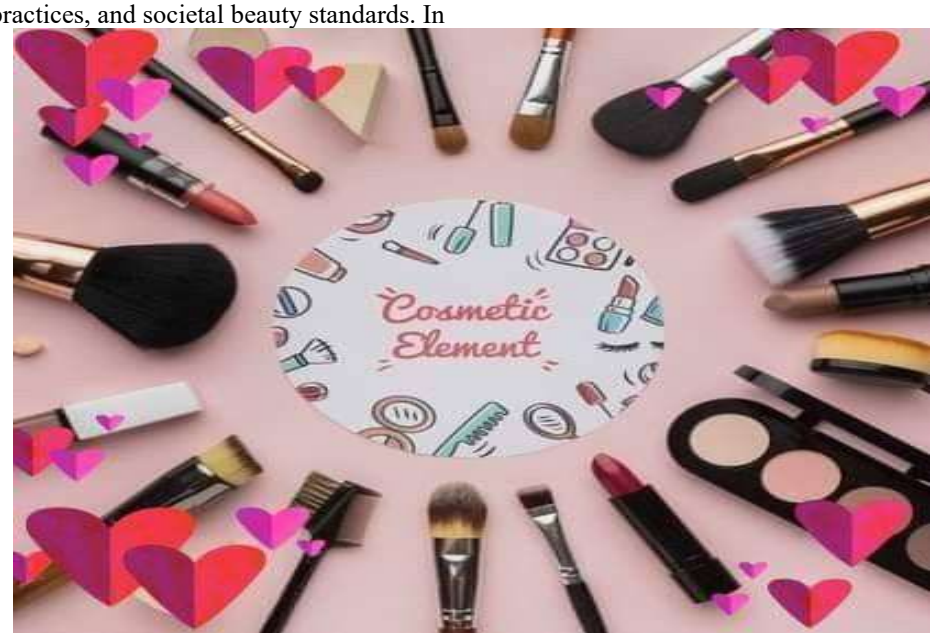
OVERVIEW OF STUDY

This study explores the multifaceted role of cosmetics in the lives of college students, with a focus on the motivations, types, frequency, and psychological impacts of cosmetic use. Cosmetics—ranging from makeup and skincare to fragrances and grooming products—have long been associated with self-expression, cultural practices, and societal beauty standards. In recent years, their use among young adults, particularly college students aged 18–25, has increased significantly due to social, psychological, and digital influences.

The study defines cosmetics broadly as products used to enhance or alter physical appearance and categorizes them into decorative, skincare, fragrance, and grooming types. It investigates the primary purposes for their use, including enhancing appearance, boosting self-confidence, expressing identity, achieving social acceptance, and maintaining a professional image.

Key demographic factors such as gender, age, and socioeconomic status are examined to understand cosmetic consumption patterns. The study finds that female students are generally the primary users, although male students increasingly engage with grooming products. Usage tends to increase around special occasions or professional events and is also shaped by cultural norms.

Additionally, the research highlights the growing impact of social media platforms like Instagram, TikTok, and YouTube in influencing cosmetic choices, largely through beauty influencers and peer comparisons. Finally, the study discusses the psychological effects of cosmetic use—both positive (increased confidence and self-expression) and negative (body image concerns and societal pressure to conform).
Overall, this study provides a comprehensive understanding of how cosmetics are woven into the daily routines, identities, and social behaviors of college students today.



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TABLE 1
MAIN REASON FOR USING COSMETICS

REASON	NO.OF RESPONDENT	PERCENTAGE
Skin care	56	41.5%
Confidence boost	37	27.4%
Special occasion	30	22.2%
Enhance appearance	12	8.9%
Total	**135**	**100**

INTERPRETATION
It is evident from table 6 that 41.5% of users are using cosmetic products for the reason of skin care. About 27.4%of users are using for the reason of confidence boost ,22.2%users are using for the reason of special occasion and 8.9%users are using for the reason of enhancing appearance.

INFERENCE
Thus it can be inferred that most of the using users are using cosmetic products for the reason of 'Skin care(41.5%)

CHART 1
MAIN REASON FOR USING COSMETICS

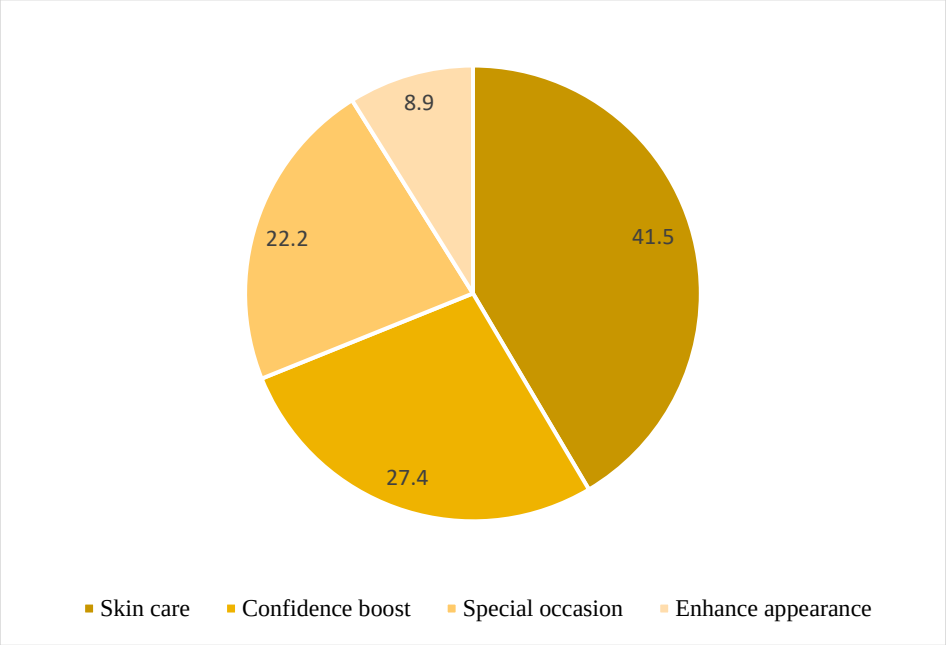


TABLE 2
REASON FOR WEARING MAKEUP

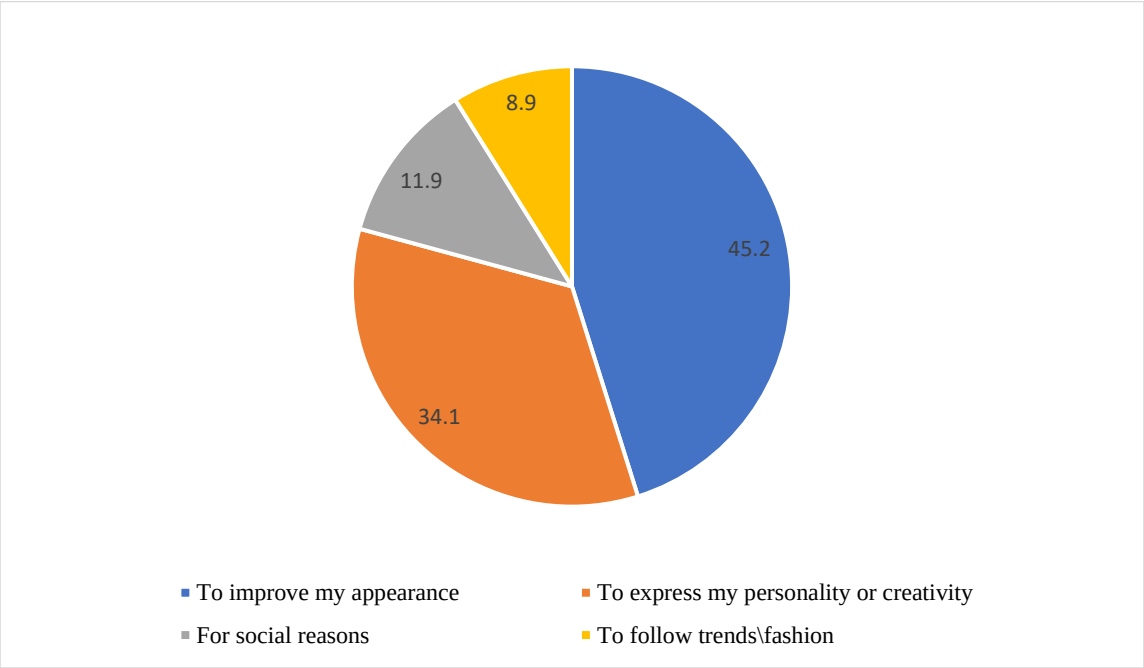
REASON	NO.OF RESPONDENT	PERCENTAGE
To improve my appearance	61	45.2%
To express my personality or creative	43	34.1%
For social reasons	16	11.9%
To follow trends\fashion	12	8.9%
Total	**135**	**100**

INTERPRETATION
It is evident from table 18 that 45.2% of users using makeup to improve their appearance. About 34.1% of users using to express their personality or creativity,11.9% of users using for social reasons and 8.9% of users using to follow trends\fashion.

INFERENCE
Thus it can be inferred that most of the users using makeup 'To improve their appearance(45.2%)'.

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CHART 2
REASON FOR WEARING MAKEUP



FINDINGS

- Most of the using users are using cosmetic products for the reason of 'Skin care(41.5%) .
- Most of the users using makeup 'To improve their appearance(45.2%)'.

SUGGESTIONS

- Broaden the study's demographic scope to include male and non-binary participants, and analyze the correlation between educational levels and cosmetic usage patterns.
- Leverage social media platforms for targeted awareness campaigns, highlighting ingredient transparency, efficacy, and the integration of skincare benefits in cosmetic products.
- Focus on promoting multifunctional, lightweight formulations that align with the preferences for natural aesthetics and minimalistic beauty routines.
- Prioritize affordability in cosmetic product lines while ensuring product quality, emphasizing clean, cruelty-free, and sustainable formulations with clear ingredient disclosures.

CONCLUSION

The study on the frequency and purpose of using cosmetics among college students reveals key insights into their behaviours and preferences. The majority of college students, particularly females aged 18-20, use cosmetics daily, primarily for skincare benefits, such as hydration and SPF protection, indicating a growing awareness of skin health. Social media plays a central role in influencing their cosmetic choices, as students turn to digital platforms for information on new products and beauty trends. Despite regular use, many students prefer a natural look, avoiding heavy makeup in social settings. Concerns about ingredients, with a preference for clean, cruelty-free, and eco-friendly products, reflect their focus on product safety. Additionally, price sensitivity is evident as students tend to spend a moderate amount on cosmetics each month. These findings highlight the importance for cosmetic brands to offer affordable, multifunctional, and ingredient-conscious products while utilizing social media for engagement and education.

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