

**USE OF COSMETICS AMONG FEMALE
STUDENTS OF QUAID-I-AZAM UNIVERSITY
ISLAMABAD**



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Master of Science in Sociology**

BY

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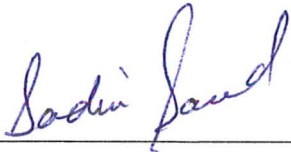
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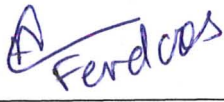
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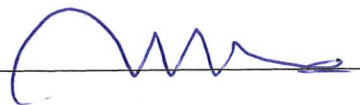
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ABSTRACT

The exposure of cosmetics has great influence on society especially on female students of the university. Media shows beauty icons, unrealistic images of beauty, cosmetics products through advertisement, make up tutorials, websites and morning shows. These new trends of beautification affect female remark as good-looking in addition to generates connotation by beauty types and their charm. Females consuming their confidence, self-perception and idyllic self-respect are haggard to crops on behalf of similar standards and consequently female inspire by them and purchase these products. The present study was designed with an objective to know the purpose, types and side effects and awareness for cosmetic in female's daily life. This research conduct to see relationship between cosmetics and its impact on female students of Quaid-e-Azam University. In theoretical framework researcher found social comparison theory of Festinger as suitable for her topic. The universe of current study was Quaid-e-Azam University, Islamabad. For this research data was collected by using purposive sampling technique. In this research researcher used Questionnaire and survey method for data collection. The keys findings of this research show that the majority of female student were heavily partial by media explore regarding the usage of cosmetic products. Also, this research also explored some side effects of using cosmetics among female's students of university. The researcher has concluded that the attractive models expose the unrealistic ideal beauty

images and beauty standards, which strongly influenced females towards these beauty ideals and insist them towards buying cosmetic products for beautifying themselves.

Keywords: Cosmetics, Advertisement, Cosmetics Products, unrealistic images, Media, Mornings Shows, Self Esteem.

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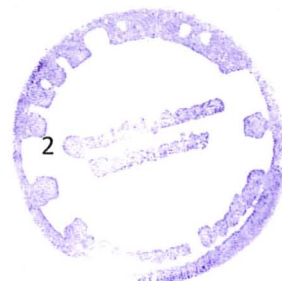
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Chapter No. 1

INTRODUCTION

In this chapter Introduction primes the reader from a universal subject area to a topic of analysis. Begins the scopes, context and significance of the research being conducted by summarizing current understanding and background information about the topic. The present study is designed with an objective to know the purpose, types and side effects and awareness for cosmetic in female's daily life. This research conduct to see the relationship between cosmetics and its impact on female students of Quaid-i-Azam University.

Cosmetics are those products which applied upon human body for enhancing features, cleansing, and promoting attractiveness. The basic objective of cosmetic usage is to enhance the appearance of face and to minimize those body parts which are defected. There are various types of cosmetics which have been used for cosmetic beautification. Almost every woman has awareness about these different types of cosmetics, which they select according to their comfort zone, and affordability. The Federal Food, Drug & Cosmetics act (FD&C Act 2006) defines cosmetics as 'articles intended to be rubbed, pored, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body far cleansing, beautifying, promoting attractiveness, or altering the appearance". In the U.S, the Food and Drug Administration (FDA 2001), which regulates cosmetics, defines cosmetics as "intended to be attractiveness, or altering the appearance without affecting the body's structure or function".



The history of cosmetics beautification is date back to around 10000. There were many beauty rituals as present day which includes; depilation, hair coloration, and exfoliation, the roots of these rituals were founded in ancient Egyptian culture. In the ancient time, there were different types of cosmetics used by, Greeks, Romans, and Egyptians. These cosmetics contained White Lead and Mercury. To soften and clean the skin they used scented oils and ointments. For any rituals and religious occasions, they used dye and natural paints (Okereke et al. 2015).

From the time when the life style in evolution to recover in the western societies and beauty industry started developing from unhygienic products to hygienic products. On the other hand, by Beauty industry females supposed themselves, the result of this perception is in positive change in individual and also increase the aptitude to attract others. Females have more ability in business opportunities and in earning process. (Jones and Kramer 2016).

Before 20th century there was less usage of cosmetics among Pakistani females, they were more simplistic than this century. There were different perceptions about usage of makeup especially about unmarried girls that if she wears makeup before marriage at time of her wedding her face will lose its brightness and she will not look fresh at all. Even red lipstick was strongly prohibited for unmarried girls by mothers, grandmothers and other dear ones.

The usage of cosmetics mostly founded in the old Pakistani movies. There were many well-known actresses like Noor Jahan, Shabnam, Deeba, Nisho and many others. The trends of cosmetic beautification were somehow different from latest trends there was heavy usage of stick base and they eye makeup was more prominent in from of applying thick eye liner.

There is multiple medium of media which are exposure and promoting usage of cosmetics through their multiple ways. The exposure of cosmetics on media has great influence on society especially on female students on university. Firstly, there is great exposure of beauty products on commercials of TV by showing attractive models or unrealistic beauty images, which makes females more conscious about their appearance; they idealized such attractive beauty by practicing some trends which media has shown. Secondly, social media has become major source of communication and female students mostly founded in usage of different apps like Face Book, twitter and Instagram which also shows updated versions of beautifying themselves. Exposure to advertising of cosmetics with attractiveness or appearance which enhance female's beliefs about the importance of attractiveness (Bjerke and Polegato 2006).

Over media, females frequently feel uncomfortable by their natural features, consequently, for improve their self-assurance they might depend on cosmetics products. Cosmetics is the easiest tool to correct the facial features and stimulated beauty values. (Wiseman 2014).

Media consist of different communication channels that influence large number of audiences through different medium. According to Collins: “the means of communication reached to the large numbers of people such as television, newspaper, and the radio called media” (Collins 2009).

The first television station of Pakistan was PTV, which started broadcasting on 26 November 1964 from Lahore. The Pakistani television remained exclusive in the control of government until 1990. After 1990 there were two private networks which were lounged with the name of Shalimar Television Network (STN) and Network television Marketing (NTM). These both channels were hardly in use as till then there was cable TV network, which was already lounged in some of major cities like, Karachi, Islamabad, Rawalpindi and Lahore (Mokhtar and Aziz 2012).

Along with positive side media has negative impacts on society as well. Exposure of ideal body images on media encourages individuals towards less healthy diets. Especially females idealized thin ideal body which media portrayed and facing eating disorders. The worst situation of Pakistani media is that they are heavily introduced by India media, which are spreading their values and beliefs among our people or nation.

Every phenomenon which exists in society has pros and cones as well. The usage of cosmetics has also consisted of these both sides, it can make females satisfy and dissatisfy both in social, professional and educational situation. In satisfaction they can happy from their cosmetic beautification

but if they do not apply it well, they can also feel dissatisfaction in these situations. As using of cosmetics is an art and your face is like canvas if you will paint it well so it can make your facial appearance more attractive. Enhancement of your natural facial features depends on how you used brushes in artistically manner (Richetin et al. 2004).

There are many positive aspects of cosmetic usage, the usage of cosmetic makes female feel comfortable in social situation as female student have to attract with other fellows in daily basis. This is a fact that females never satisfy with their selves they always remain in search for new ways of beautifying themselves so with usage of cosmetics their satisfaction level with facial appearance can be better. As every woman has some beautiful natural features which not dominant cosmetics usages can are helping to enhance beauty of such natural beauty of features. There is another positive aspect of cosmetic usage that it can make females more succeed according to current demand of society (ibid).

Along with above positive side, cosmetic usage has different negative impacts as well like it can hide individual real identity. Female usage of cosmetics can be affected towards some social aspects and their traits can be perceived negative due to face and unnatural appearance. The expenditure of buying cosmetics of female students is extra economic burden on their parents. There are some side effects of cosmetic usage that are following, allergy, itching, eye irritation, acne, nasal irritation, and skin burns (Osborn 2004).

Furthermore, the expenditure of buying cosmetics of female students is extra economical don't feel comfortable, and always want to wear that artificial mask of cosmetics. There are some common side effects of using cosmetics as well which are following, allergy, itching, eyes irritation, acne, nasal irritation, skin burns etc. (Fevert and Walker 2014).

1.1 Statement of the problem

Problem statement of this research is increasing phenomenon of cosmetics usage among female students of university because of media exposure of ideal beauty. After reviewing the literature, it is founded that ideal beauty has significance impact on female' perception of beauty. The level of complexity among females has been increase by showing ideal beauty images through fashion shows, advertisements, and beauty blogger websites etc. It is founded that those girls are great followers of this unrealistic world of beauty. Mostly girls do not have awareness regarding usage of cosmetic products and associated side effects with these products.

1.2 Objective of study

- To find out commonly occurring side effects of facial cosmetic usage.
- To identify awareness of buying cosmetics among female students of Quaid-i-Azam University.
- To find out major reasons behind Usage of Cosmetics among female students of Quaid-i-Azam University.

1.3 Significance of the study

The females have to present their selves on daily basis in front of society so they always remain in search of newly coming trends of self-beautification which they can get through usage of cosmetic products. They just become puppets in hand of that unrealistic world of beauty, which media shows through advertisements of cosmetic products. This research is significant to get logical reasoning behind increasing phenomenon of excessive use of cosmetic products and influencing on female student's health towards adoption of this unrealistic world of beauty. The findings of current research are also helpful for other students. Not only academically the percentage of facing side effects of females can be draw attention of policy makers and this issue can be considered seriously by hiring well-being Dermatologists in different regions of country to prevent these side effects. The present study also falls in the discipline of social psychology that deals with the psyche of people. When's girls watch models on TV programs and commercials that have attractive facial appearance; it exerts a psychological pressure on them. They try to become like models that are the beauty ideal in the present days.

Chapter No. 2

REVIEW OF THE RELEVANT LITERATURE

The literature review covers the history of cosmetics, Growth of beauty industry, Aspects, better social interaction and Characteristics. Literature review is the explanation of the existing knowledge and the research of different researcher it contains the methodology of the research, results and findings. The new in this research is about the females have to present their selves on daily basis in front of society so they always remain in search of newly coming trends of self-beautification which they can get through usage of cosmetic products. They just become puppets in hand of that unrealistic world of beauty, which media shows through advertisements of cosmetic products. This research is significant to get logical reasoning behind increasing phenomenon of excessive use of cosmetic products and influencing on female student's health towards adoption of this unrealistic world of beauty.

Cosmetics are ingredients or products used to enhance or modify the appearance of the face or fragrance and texture of the body. Many cosmetics are designed for use of applying to the face, hair, and body. They are generally mixtures of chemical compounds; some being resulting from natural sources, and some being synthetics or artificial. Cosmetics applied to the face to enhance its appearance are frequently called make-up or makeup (Schneider, Gunther et al 2005).

2.1 History of Cosmetics

Downing JG (1934) founded that, Cosmetics have been in use for thousands of years. In the Ancient Egyptian era, Egyptian papyri are occupied with recipes for cosmetics. The Egyptians lived in a valley that provided many natural resources for the manufacture of these elements. Their well-known eye shadow, an antimony compound, was called *kohl*. The women painted the upper lid black and the lower lid green, often indicating grey or blue for the area between the upper lid and the eyebrow. Other colours available were mineral based-lead sulphate black and greens and blues from powdered stone. Galena was attained from the dark grey ore of lead and malachite green from copper ore. The favored hair dye was henna (khenna). Henna was mined from the leaves of the flowering shrub tree, a plant native to North Africa. The Egyptians also used it to stain the fingernails and toenails, a practice no longer popular, possibly because the brown red colour produced was similar to the stains seen in the nails of cigarette chain smokers. Moreover, Ancient Sumerian men and women were possibly the first to invent and wear lipstick, about 5,000 years ago (Schaffer, Sarah 2006).

Similarly, Williams & Yona (2006) claimed that, they creased gemstones and used them to decorate their faces, mainly on the lips and around the eyes (the history of lipstick 2010). Also, around 3000 BC to 1500 BC, women in the ancient Indus Valley Civilization applied red tinted lipstick to their lips for face decoration.

In biblical times, The Hebrews valued cosmetics. Poor and rich alike massaged the skin with numerous oils and creams. The Bible is filled with references to these activities. Oils extracted from olives, almonds, sesame seeds, and gourds, in addition to fatty materials from animals and fish, were used as balms and as protection against the rays of the sun. For decorative purposes, the women painted the lips with red ochre, oxide of iron mixed with various oils, and they coloured their nails with ash and beeswax mixtures. Floral and herbal perfumes were applied to skin and clothing. Similarly, The Ancient Greeks also used cosmetics (Adkins, Lesley and Adkins, Roy A. 1998).

Correspondingly, The Roman woman used walnut removes to darken her hair and germander for red. Deer's marrow was appreciated as hairdressing. Antimony was used for eye shadow. The preparation now known as cold cream was conceived by the Greco-Roman physician Galen (ca. AD 130- 201). As in Greece, the use of cosmetics became disproportionate, and by the third and fourth centuries AD, the early Christians rebelled against their use. But even earlier, the often-cynical Roman writers took pot shots at cosmetics and the women who abused them (Wilner OL 1931).

During the supremacy of Elizabeth, I of England, cosmetics once more came fully into fashion. Berry extracts were used to create red highlights on the cheeks; the effect reduced the more astonishing by its contrast to the surrounding pale skin, which was often whitened by white lead paint.

Lemon rind resolutions also found favour. “Tristram’s Water” was extremely popular. It was prepared by steeping bay oil, rhubarb, and spices in wine for the period of a month.

Angeloglou Maggie (1970) described that, in the 16-18th century, the personal characteristics of the women who used make-up created a demand for the product among the upper class. Cosmetic fashion limited to women in the 16th century. Men dyed their beards redheaded to show respect for the red-haired queen or perhaps to curry favour. Both sexes preferred pale complexions and sometimes wore masks to screen out the rays of the sun. All over again, in 17th century, cosmetics began to be used to surplus. Women of rank and wealth spent hours having their hair made up into mounds of huge height. As in Stood, patches were employed to cover the results of smallpox and time, and when the targets grew beyond the level of practicality, full face masks were put to use. Lead carbonate was hired as face powder; the style was to purify the face dead white, and the exhaustion suffered by assured of the ladies at the height of the social season could sometimes be attributed as much to the harmful effects of lead as to the energies of the dance.

Likewise, Angeloglou M (1971) by the middle of the 18th century, cosmetic disease was well recognized. When the Countess of Coventry, one of the famous Gunning sisters, died on October 1, 1760-she was identified in the press as “a victim to cosmetics. Make-up was glowered upon in general, especially during the 1870s when social manners became

more fixed. Teachers and clergywomen specifically were prohibited from the use of cosmetic products.

Also, Alexandra Abrams written the article ‘the art of appearance: the concept and implications of cosmetics in eighteenth century’. He explores how, in the eighteenth century, achieving beauty became an obsession in itself. And researcher focused on exploring the effort and dangers taken in its achievement. The eighteenth century marked the beginning of an era in which looks, and fashions became as important as birth (Greig Hannah 2013). The eighteenth century introduced the concept of beauty as a requirement for vital social standing, proximately increasing the value of the objects which helped achieve this. It was a time when looks and process of achieving those looks became essential. Researcher examines two artefacts, one of instructions and instruments, to examine and reveal the importance placed on good looks. The instruments and instruction were more dangerous than they were necessary.

In 1880 it all started with the soap, in 1879 Proctor & Gamble began by selling unbranded, the company found that using vegetable oil rather than lard to make soap was cheaper and made the soap “drift” in water. Proctor & Gamble (P&G) was one of the first beauty companies to advertise. In 1882, ivory Soap advertises in *Century Magazine*. During mid-1880s William lever decided to manufacture the soap. Lifebuoy and Lux were the Lever beauty brands that he created (Jones 2012).

In 19th century, Cosmetic use was glowered upon at many points in Western history. For example, in the 19th century, Queen Victoria publicly declared make-up inappropriate, ill-mannered, and acceptable only for use by actors. Many women in the 19th century liked to be thought of as delicate ladies. They related themselves to delicate flowers and highlighted their weakness and femininity. They aimed always to look pastel and interesting. Sometimes ladies faintly used a little rouge on the cheeks and used "belladonna" to open their eyes so it would make them stand out more. Innovations in cosmetology were encouraged in the 19th century in response to new developments in the makeup techniques (Pallingston, J (1998).

During the 19th century, there were a high number of incidences of lead-poisoning because of the fashion for red and white lead makeup and powder. This led to swelling and tenderness of the eyes, weakened tooth coating, and caused the skin to blacken. Heavy use was known to lead to death. However, in the second part of the 19th century, great advances were made in chemistry from the chemical fragrances that enabled a much easier production of cosmetic products. The separation of the aniline dyes from coal tar in the latter half of the century provided safer alternatives to the heavy metals. These substances, to be sure, were and are capable of producing awful cases of allergic contact dermatitis, but that disease at least leaves the nervous system intact (Sayer LA 1869).

2.2 Growth of the Beauty Industry

Dr. Katherine T (2014) examine growth and history of the global beauty industry using advertisements to hint the three stages in the evolution of this industry: first stage start from simple health and hygiene interventions, clean up to makeup and hair products that mask imperfections and to the current surge in make-over cosmetic surgeries that promise to permanently change a woman's looks.

Primarily, in (1920-1990) starts from clean up to makeup and hair products that mask imperfections. In early 1900s beauty products like "pancake makeup" were reserved for the stage. These new "make-ups" could hide imperfections Thus in the early 1920s makeup began to take lead in advertising over cleanliness as the signifier of beauty. During this era L'Oréal began developing hair dyes, body and skin care, cleansers, makeup and fragrances (Etcoff 2000). The importance of media in continuing norms about beauty and attractiveness cannot be undervalued. Stice and Shaw (1994) argue that mass media, posters and billboards were the main sources in 1900s to promote companies. During the 1940s and 50s television transmission became available. By the 1960s American cosmetics companies were spending an average of 15% of their sales on advertising (Jones 2012).

In the beginning 1960s there has been a remarkable growth of women magazines, the emergence of international women's magazines was driven by global brands in need of advertising vehicles. The major

publisher, Condé Nast produces magazines such as *Vogue*, *Glamour*, *Brides*, and *Self* (McCracken 1993, Moeran 2010).

As Isa and Kramer (2003) have noted, “Traditionally, what exactly constitutes beauty has always been a locally indigenous evaluation.” (p.41). they also point out that these magazines create a “collective psyche” (p.42) because it is through the narrow representation of beauty in fashion and entertainment magazines that readers perceptions and beliefs are formed.

Besides, from 1990 to 2013, the beauty industry moves from makeover to makeup and make up to cosmetics surgeries with the help of advertisement, magazines and TV reality shows that feature makeovers, weight loss, and the cosmetic surgery techniques believed essential for a woman to reach her full beauty. According to the American Society of Plastic Surgeons, which collects statistics on cosmetic surgery, they claimed a 68% increase in cosmetic surgery procedures between 2000 and 2007 (Marwick 2010).

Davis & Han (2011) claimed in their research that the most cosmetic surgeries held on South Korea, cosmetic surgeries rate 1.8 times higher than United States. The most popular cosmetic surgery is double eyelid surgery.

2.3 Cosmetics as Tool to Social Self-Presentation

According to the study cosmetics products has great appliance for controlling of self-image. With the usage of cosmetics, the females can hide shape of their features and as well as they can improve their appearance of facial features with usage of cosmetics, that can make them more attractive (Cash et al. 1985).

In another study it was originated that those women who have beautiful appearance may see as beautiful, better, and attractive. Beautiful people founded happier because they have socially accepted having more confidence. Though, beautiful appearance people can be relating to happiness and they are socially acceptable, but another vision is that one who wears cosmetics can be perceived more beautiful. Moreover, people having beautiful appearances are necessary in society as well as they perceived, happier marriages, making good relationships and their marriage can happen earlier (Dion et al. 1972).

2.4 Better Social Interactions

Many researchers have initiated that females who are more attractive are perceived having healthier, better and better social interaction. The attraction individual has founded in better relationship and happier with their love ones and they meet people confidently and easier. main stimuli of wearing cosmetics products between females is on their friendship, peer group and family relations (Frevert and Walker 2014).

Besides, the women are not satisfied with their looks so they might be feel jealous of females those are better in appearance and have definite attractiveness facial qualities these females want to own (Dion et al. 1972).

2.5. More Chances to Flourish in Career, Education and Social Status

In the study of cosmetics usage females, one of the purposes sometimes for betterment in education and to getting benefits in professional and in employment. As people having attractive appearance are perceived more successful, social, and effectual so that attractiveness can also beneficial to one's career (Frevert and walker 2014).

There are some kinds of positions linked with attractiveness; unattractive females are not suitable for such positions, which are disposed to be feminine. In other hand, those females who are less attractive and have less attribute of feminine considered suitable for supervisory and masculine positions. Moreover, it is founded that there is difference in earnings of attractive and unattractive females according to their positions (Narang 2013). Fevert and Walker (2014) initiated that in feminine positions attractive females are founded to have high earnings in similar position with comparison to unattractive females.

2.6 Female Determine their Goals Over Commercials

Commercials plays a vital role in our society with create images, subordinate with these brand images as well as to sell an image and idea to the consumer. People wants replicate products to achieve the things that they like as well as the lifestyle they want to be part of it. Cosmetics is a tool which helping them to achieve the definite lifestyle (Bjerke and Polegato 2006).

Individuals make their purposes and goals they set the different paths to achieve the goals which they set for their life. Advertisers take it as advantage and use these ideas on outlets in their brands, beauty labels and go with it. Advertiser use the models to present the product through expression, body language, postures and expression they signify an emotion as well as a lifestyle (Vacker and Key 1993).

2.7 Beauty Enhance Through Fashion Magazines

Beauty magazines present different trends, new fashion and beauty innovation in daily basis, which is disturb to consumer. Consumer associate with the images of person revealed in magazines and idealize their self-image into an unrealistic prototype, which they value in accordance to these idealized images of their icons (Engis et al. 1994).

Bjerke and Polegato (2006) found that, in the modern society females' habit of use cosmetics are not only a satisfactory norm but also reassurance in several aspects of life. Every individual has a choice and

have right to set the purpose and goals for their lives. So, if females confident about they can accomplish their goals and receive any benefit. if female thought that they obedient with their goals, and achieve anything which they want by just use of ornamental cosmetics there is accidental feel more successful.

2.8 Aspects of Cosmetics Usage

There are negative aspects attach with extreme usage of cosmetics that can impacts negatively and harmful for life of women, the major reason and aspect is that over use of cosmetics among those females who was western connection females. Mostly these types of issues socialize around same point; for enhancement and operation of facial features females use cosmetics that change their natural appearance, especially among females misquoting their credit of beauty. The usage of cosmetics also misrepresenting female's own awareness of beauty which is resulting in form of low self-esteem facing many other psychological issues and as well as frustrating them with their quality of social life (Cash et al. 1985).

2.9 Characteristics about Use of Cosmetics

Huguet et al. (2004) argues that female usage of cosmetics can be affect towards some social aspects and their traits perceived negative due to face and unnatural appearance. According to Osborn (1996) observation those females who do not wear cosmetics perceived as less attractive, less beautiful, less feminine and desirable. If these females founded in wearing

too much decorated cosmetics, in opinion of others they can recognized
as superficial, less modest, faithless, glacial and egoistic.

Chapter No. 3

THEORETICAL FRAMEWORK

Theoretical review is a scientific method, which realistic in social science researches. The theoretical review reviews it into initiate what theory is already exist and connection between them, so what degree already fundamental theories which has been investigated and to tested the hypothesis. Likewise, this supports in to create to absence of theories or expose for others that current theories are insufficient to find new emerging exploration difficulties.

3.1 Social Comparison Theory

Social comparison theory initially suggests by social psychologist Leon Festinger in 1954. The theory centers on the belief that there is a drive within individuals to gain accurate self-evaluations. The theory explains how individuals assess their own opinions and abilities by comparing themselves to others in order to reduce ambiguity in these domains and learn how to define the self. The theory explains that there is a drive within individuals to look to outside the images in order to evaluate their own opinions and abilities. These images may be reference to physical reality to or in comparison to other people. People may look to these images portrayed by others to be obtained and realistic and consequently, make comparison among themselves, others and idealizes images (Festinger 1954).

In the primary framework, Festinger provided different hypothesis. First, he stated that humans have a basic drive to evaluate their opinions and abilities and that people evaluate themselves through objective and non-

social means. Second, if the objective and non-social means are not available, that people evaluate their opinions and abilities by comparison to other people. Next, he hypothesized that tendency to compare oneself to another person decreases as the difference between his or her opinions and abilities become more contradictory. In other words, if someone is much different from you, you are less likely to compare yourself to that person. He next hypostasized that there is a unidirectional derive upward in the case of abilities, which is largely absent in opinions. This drive refers to the value that is placed on doing better and better. Lastly, he hypothesized that there are non-social limitations that make it difficult or even impossible to change one's ability; there are may be some other elements that make this impossible (Festinger 1954).

3.2 Application of Theory

A cosmetic has been playing a vital role in social comparison. Researchers examining the social effects of the cosmetics have used social comparison theory have founded that in most cases women tend to engage in upward social comparison with a target other, which results in more negative feelings about their facial appearance. The majority of women have a daily opportunity to make upward comparison by measuring themselves against some form of societal ideal. Social comparisons have become a relevant mechanism for learning about the appearance-related social expectations among peers and for evaluating the self in terms of those standards. Individuals always influenced by images and ideas beauty,

which media shows through advertisements of cosmetic, beauty bloggers by showing attractive models and actresses etc. these beauty ideals effects on convinced typecasts.

Media shows beauty icons, present beauty innovations, and new trends of cosmetics through advertisement. These new trends of beautification affect female subordinate with the pictures of models presents in magazines and start romanticize their self-esteem into an unrealistic model.

Mostly women make upward comparisons and comparing themselves with unrealistically high standard present in media. As women shown more mainstream media images of powerful, successful, and attractive women, they perceive the ideal to be the norm or societal views of attractive. In recent years, social media such as Face Book and Instagram have made this more widespread, since social media makes it easier to compare yourself to the ideal. Some women have reported making upward comparisons, when they are feeling lesser and therefore evoke a negative connotation. Having more self-perceived similarities with the role model can help more increase self-esteem, while having less can decrease self-esteem. Social comparison with peers on social media can also lead to feelings of self-pity or satisfaction.

So overall, we can say that the images of ideal beauty which media shows through advertisement of cosmetics, beauty bloggers etc. they create

complexity of appearance among females, so they do upward comparison with those models shown by media through advertisement of cosmetics. Such exposure of cosmetics insists females to achieve that ideal beauty through usage of different cosmetics.

3.3 Propositions

1. Social comparison is closer to those who have stronger tendencies than us to compare to those who are far from us.
2. Individuals have a drive to evaluate their opinions and abilities.
3. Individuals evaluate their opinions and abilities by comparing them with opinions and abilities of others.

3.4 Hypothesis

3.4.1 H1-1: To look confident is the main purpose of cosmetics usage.

3.4.1.2 HO-1: To look confident is not the main purpose of cosmetics usage.

3.4.2 H1-2: Female students of Quaid-i-Azam university spend 500 rupees on cosmetic products monthly.

3.4.2.2 HO-2: Female students of Quaid-i-Azam University are not spending 500 rupees on cosmetic products monthly.

3.4.3 H1-3: Female students of Quaid-i-Azam University feel acne after using of cosmetics.

3.4.3.2 HO-3: Female students of Quaid-i-Azam University are not feeling acne after using of cosmetics.

3.4.4 H1-4: Female students of Quaid-i-Azam University buying cosmetic products after watching social media.

3.4.4.2 HO-4: Female students of Quaid-i-Azam University are not buying cosmetic products after watching social media.

Chapter No. 4

**CONCEPTUALIZATION AND
OPERATIONALIZATION**

4.1 Conceptualization

Conceptualization is process of developing and explaining of basic ideas. In this process the researcher gave all definition of basic themes that researcher received in his study. Research topic is divided into many variables which are more elaborate in the light of existing literature and knowledge obtained from author, articles and dictionaries. Following concepts have been used in this research: Cosmetics and Effects by media/ media revelation

4.1.1 Cosmetics

“The Federal Food, Drug & Cosmetics act (FD&C Act 2006) defines cosmetics as ‘articles intended to be rubbed, pored, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body far cleansing, beautifying, promoting attractiveness, or altering the appearance”.

In the U.S, the Food and Drug Administration (FDA 2001), which regulates cosmetics, defines cosmetics as “intended to be attractiveness, or altering the appearance without affecting the body’s structure or function”.

According to Schneider and Gunther (2005):

“Cosmetics are ingredients or products used to enhance or modify the appearance of the face or fragrance and texture of the body. Many cosmetics are designed for use of applying to the face, hair, and body. They are generally mixtures of chemical compounds; some being resulting from natural sources, and some being synthetics or artificial.

Cosmetics applied to the face to enhance its appearance are frequently called make-up or makeup. (Schneider, Gunther et al 2005)

According to Scott (2007):

“Cosmetics are products created for skin & hair care. For the purpose of cleansing, beautifying and enhancing the attractive features. Cosmetics play a huge role in Essential part of women 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 define as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions". Cosmetics include any material proposed for use as a component of a cosmetic product (cosmetics overview 2019).

4.1.2 Media/Media Revelation

According to Collins (2009):

“The means of communication reached to the large numbers of people such as television, newspaper, and radio (Collins 2009)”.

According to Gordon Marshal (1998):

“A medium or media are the means of communication such as print, radio or television. The mass media are defined as large-scale organizations

which use one or more of these technologies to communicate with large numbers of people (Marshall 1998)".

Traut (2005) defined mass media as "the range of print, electronic, and filmic opportunities supported by multiple platforms for presentation and consumption"

Media exposure can be defined as "the extent to which audience members have encountered specific messages or classes of messages/ media content"

(Slater 2004).

4.2. Operationalization

Operationalization is the process in which the researcher describes the concepts and definition of the objects, which he/she has used in the study. Researcher relates their best definition and measurement it with best of thinkers.

4.2.1 Cosmetics

Cosmetics are those products which females apply in their faces for looking more beautiful, attractive, to enhance their facial features etc. cosmetics have different types of products that can be applied on human body to cleanse and beautify it. The cosmetics products include perfumes, body lotions, lipstick, fairness creams and mascara etc.

The variable cosmetics were operationalized by researcher in the correlation with media exposure. The researcher measured indicators in

the questionnaire by following question no. 7 (which factor influences you most while choosing your cosmetic brand), question no 8(do you buy cosmetics products after watching its advertisement), question no1 (main opinion of cosmetics usage).

4.2.2 Media/ Media Revelation

In the context of current research media, means the way of communication of ideas, information and way of networks among different group of individuals. Media can play their role for the communication among the organizations, individuals, and communities. Media in the current research used a media exposure means it spreads the beauty trends among female at university level. The age group who are studying in universities they are more attach with media especially with the social media. The female frequently used the social media for the communication purpose as well as they were influence from other mediums media. Media exposes the different styles or trends of beauty, which females can have adopted at the same time, so the media exposure provides the way to our female's students to adopt latest beauty trends.

The variable media was operationalized by the researcher as "media exposure to facial cosmetics and its impacts upon university enrolled female students. The researcher measured indicators in questionnaire by question no.4 (through which medium of media you get knowledge about latest beauty makeup trends), question no. 8(do you buy cosmetics

products after watching its advertisement), question no.9 (according to you what kind of advertisement has long lasting impact in term of cosmetics),

All the above indicators are very important according to exposure the level of media exposure on cosmetics. Because, as commonly observed they all or may few of them can play an important in the favor of these indicators so that it mention that why researchers have selected them so, that researcher will check the validity of these indicators which will further develop the measure of media exposure to cosmetics influences on female life.

Chapter No. 5

RESEARCH METHODOLOGY

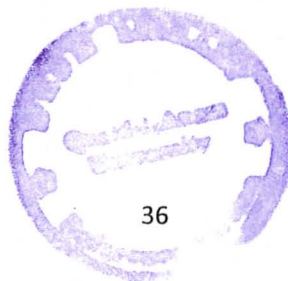
The research used quantitative approach in this research, because the quantitative research method certifications design of dependent and independent variables and permits for longitudinal measures of following performance of the research subject. Also, quantitative research simply and characteristically specifies both the independent and dependent variables under investigation. Therefore, the data collected through structured questionnaire that contained close ended questions, presented in numerical form. As well as quantitative approach was less consuming, and research got authentic knowledge with usage of survey method without and biasness.

5.1 Universe

The universe of present study was female students of Quaid-i-Azam University Islamabad. The researcher selected this area because she was also student of same university, so she had detailed knowledge about the cosmetic usage among female student of university and it was suitable for the researcher to gather data on her research topic.

5.2 Unit of Analysis

Unit of analysis is the targeted population of the study. The unit of analysis for this study was female students of Quaid-e-Azam University who seem to have applied some sort of cosmetics on their faces or body. The topic of research exactly targeted to only makeup wearing girls.



5.3 Sampling Techniques

In this research, Purposive-sampling technique used to select the respondents for data collection. Meanwhile, the female respondents who were disposed to use cosmetics were all selected purposively rather than a chance. The purpose of the selection was to gain the information about the effect of media exposure to cosmetics on female students of Quaid-e-Azam University.

5.4 Sampling Size

It was impossible for the researcher to collect data from the whole universe. Hence, to avoid biasness and ambiguity the researcher selected a sizeable sample of 200 respondents for collection of maximum information about the topic of her research. The reason behind selecting size of 200 was that after this much numbers, the responses begin to have similarity and more over due to this obliges, that is why that 200-sample size justifies any research objectives.

5.5 Tools for Data Collection

The tool for data collection from the targeted population was the structured questionnaire in the survey method as it helped the researcher in collecting realistic information about her topic. The reason behind selection of this tool was that such tool was good for direct and personal face-to-face interaction helped to get response that is more reliable. Besides, as all respondents were students and literate so it was easy to fill it by their own and save the time of researcher for collection of more data

in less time. The researcher used English language for the construction of questionnaire and all the questions were closed ended.

5.6 Techniques for Data Collection

The researcher used the survey method to collect the data. The researcher circulated the questionnaire among the respondents when they gathered around transport centers, common rooms, or beauty salon of University. The researcher also helped the respondents in understanding of the questions.

5.7 Tools for data analysis

The researcher analyzed data through the quantitative data analysis technique, Statistical package for social sciences (SPSS) was used for data analysis. The relevance of data is ensured by using the scientific approach.

5.8 Techniques for Data Analysis

After conducting research: for analyzing the data, researcher used the Statistical Package of Social Sciences. As it can help to manage data or respondent responses easily in form of percentage and frequency tables. Researcher entered the collected data into the computer, analysed through Statistical package and the conclusion was drawn. The “Chi-Square Test” used to check the association between independent and dependent variable. The reason behind applying the test is that it shows the stronger or weaker relationship among both variables and help out to accepting alternative or null hypothesis of any research.

5.9 Pre-Testing

Pre-testing is a significant part of any research before going to detailed work on any research topic, which helps researcher to knowing workability of questionnaire. For pre-testing researcher collected data from female students of Quaid-i-Azam University Islamabad which was based on 10 respondents. After pretesting, the data, which collected, helped researcher to correct some mistakes and needless question founded in questionnaire for more data collection.

5.10 Opportunities and Limitations of the Study

1. The first opportunity was that access was easy to cosmetic usage girls as they were easily available for giving data.
2. There was not a problem as respondents were easily available in the research area because researcher was also student of some university and known to the study area.
3. As media exposure to cosmetic products is less researched at large that is why it was good opportunity to conduct research over it.
4. Research papers and articles on media exposure to cosmetic products and cosmetic usage among females was also available at large numbers, which helped a lot to researcher for conducting this research, as she founded maximum literature about her topic.
5. The Respondents of this research was only female students of Quaid-e-Azam University Islamabad not the male students.

6. The unit of analysis of this study was only makeup wearing girls who mostly founded in cosmetic decoration.

5.11 Ethnical Concern

Ethnical concern includes many factors, which have great implication in any research. First major factor includes the privately of data given by respondent that you will not disclose the identity of respondent. The researcher must keep the response or sensitive information in secret because if researcher will reveal information the respondent will feel unconfident and fear of having opened his research.

Researcher should not ask the questions, which can hurt dignity, self-respect and emotions of respondents to current study is not based on such type of questions. Researcher introduced her topic and aim of study honestly by telling main purpose of research. Researcher also makes her respondents feel comfortable by showing friendly behaviour regarding sharing the data.

The second most important factor of conducting research is that you should never plagiaries or copy work of other researchers and authors by using your own name. In this research, researcher throughout all chapters of research had followed this rule by giving references in the end to avoid the risk of plagiarism.

The third most important component of research is to avoid biasness or personal interest. For example, biasness can be in analysis of data,

interpretation of data, and peer review, so researcher interpreted and analyzed data without showing any biasness and her personal interest that may affect findings or result of her research.

Chapter No. 6

RESULTS AND FINDINGS

This chapter is basically divided into two sections; one is about the descriptive statistics analysis and the other one is inferential statistics. Descriptive statistics is all about frequencies and percentages of all the questions in the questionnaire and the inferential statistical analysis is all about the cross tabulation in between the questions in the questionnaire. Inferential statistics is used for drawing the conclusions based on the observations of the sample derived from the population. The descriptive statistical analysis and the inferential statistical analysis of this research is given below:

6.1 Descriptive Statistical Analysis

Table 6.1. 1 Age of Respondents

Categories	Frequency	Percentage
18-20	14	7.0
21-23	115	57.5
24-26	63	31.5
Above to 26	8	4.0
Total	200	100.0

The above table (6.1.1) shows that 57.5 percent respondents belong to 21-23 age group and 4.0 percent were in age group of 26 and above. The researcher explored that female student of University those are in age group of 21-23 are more addicted to cosmetic usage due to perception about their looks in university, and they are not mature enough to external looks have great implication to them instead of internal beauty. The female respondents those found less addicted to cosmetics usage was in

age group of 26 and above. In age group of 26 people, normally gets mature enough and entered in practical life so they understand well about importance of internal beauty instead of beautifying themselves externally.

Table 6.1. 2. Qualification of Respondents

Categories	Frequency	Percentage
BS (hons)	46	23.0
MSc	112	56.0
MPHIL	31	15.5
PhD	11	5.5
Total	200	100.0

The above table (6.1.2.) shows that 56 percent female respondents were from degree program of MSc and 5.5 percent were from PhD program. Researcher discovered that female those were studding in MSc level mostly founded in usage of cosmetics. Due to first experience of coming in University so, they are more conscious about their facial appearance instead of those females who are in PhD level.

Table. 6.1. 3. Faculty of Respondents

Categories	Frequency	Percentage
Natural Sciences	43	21.5
Social Sciences	112	56.0
Biological Sciences	43	21.5
Pharmacy	2	1.0
Total	200	100.0

Table no (6.1.3) shows that 56 percent respondents were belonged to Social Sciences and only 1 percent respondents were belonged to

Pharmacy. The researcher explores that females belong to Social Sciences are routinely users of makeup they have enough time to spend on wearing makeup than other students those who belongs to other faculty have other kind of activities, so they don't have much time to beautifying themselves.

Table. 6.1. 4. Family Income of the Respondents

Categories	Frequency	Percentage
20,000 to 50,000	118	59.0
55,000 to 80,000	12	6.0
85,000 to 120,000	70	35.0
Total	200	100.0

The table (6.1.4) shows that 59 percent respondents family income was 20,000-50,000 and 6 percent were having family income above to 55,000-80,000. The researcher explored that having family income of 55,000-80,000 can't afford buying cosmetics so the percentage of usage makeup among them is low.

Table. 6.1. 5. Respondents Perception about Main Purpose of Cosmetic Usage

Categories	Frequency	Percentage
To look confident	65	32.5
To better social interaction	26	13.0
To hide age factor	9	4.5
To enhance facial beauty	89	44.5
Any other	11	5.5
Total	200	100.0

The above table (6.1.5) shows that 44.5 percent respondents thinks that the actually main purpose of cosmetic product use is enhance the facial

beauty. There were only 32.5 percent respondents who think that cosmetic use for to look confident, 13.0 percent respondents which were using cosmetics to some extent for better social interaction. According to them cosmetics decoration makes them feel satisfy from their looks they confident and being able to interact socially with others. The lowest percentage was 4.5 respondents, which were using cosmetics for hide the age factor. So, it can be assuming that, the respondents usually use the cosmetic for the purpose of enhancing their features.

Table. 6.1. 6. Regular Use of Cosmetics Products

Categories	Frequency	Percentage
Moisturizer	49	24.5
Foundation	33	16.5
Lipstick	64	32.0
Mascara	13	6.5
Blush on	7	3.5
Perfumes	27	13.5
Any other	7	3.5

The above table (6.1.6) shows that 32 percent respondents regularly use of cosmetic product is lipstick. According to them one lipstick can stay long so they lipstick is affordable and can be apply on any event. 24.5 percent respondents use moisturizer according to them moisturizer can give soft look and good for protection of skin. 16.5 percent respondents regularly use foundation so we can assume that 16 percent respondents had complex about their skin complexion instead of other respondents.

Minority respondents were use other product of cosmetics like blush on, perfumes and mascara. Majority respondents prefer to use lipstick on daily basis routine.

Table. 6.1. 7. Percentage Distribution of Respondents Buy Cosmetic Products

Categories	Frequency	Percentage
Monthly	75	37.5
After 3 months	51	25.5
After 6 months	74	37.0
Total	200	100.0

The above table (6.1.7) shows the highest percentage is 37.5 respondents which was purchase the cosmetics monthly and 37.0 percent respondents buy cosmetics after 6 months. According to them they were buy cosmetics after months because cosmetics have expiry date so they change after 6 months otherwise it can be effect on their skin. Only 25.5 percent respondent buy new products of cosmetics after 3 months. So overall it can be assumed that the respondent having higher percentage might be change and buy the cosmetic products due to some reasons and might be heavy users of different mediums of media which insist them towards buying cosmetics through portrayal of their attractive features.

Table. 6.1. 8. Respondents Knowledge about Latest Trends of Makeup Through Media

Categories	Frequency	Percentage
Through social media	136	68.0
Through print media	17	8.5
Through morning shows	36	18.0
Through Advertisement	11	5.5
Total	200	100.0

The above table (6.1.8) shows that 68.0 respondents who get knowledge of latest products of cosmetics and make up trends through social media. According to current study those people was more addicted to social media sites like face book, twitter etc. they get more information and have more knowledge about news trends. 18 percent respondents who got knowledge of latest products of cosmetics and make up trends through morning shows of TV. According to current study, those respondents were heavy viewers of morning shows and strongly influenced by those morning shows. As these morning shows promote new beauty trends with sponsored of cosmetics brands. 8.5 percent respondent got knowledge from print media, people was spending more time in reading newspapers, fashion magazines etc. so they got knowledge from print media. Only 5 percent respondents get knowledge from advertisement.

6.1. 9. Respondents Perception of Images of Cosmetic Use

Categories	Frequency	Percentage
Trendy	55	27.5
Confident	82	41.0
Stylish	63	31.5
Total	200	100.0

The above table (6.1.9) shows that 41 percent respondents have image about cosmetics use for to feel confident. Through confident respondents feel satisfy, got better social interaction with others. 31.5 percent respondents had thought that cosmetics only use for looking stylish and 27.5 percent respondents have images do cosmetics use only for following new trends and look trendy. So, if highest percentage of respondent's perception about using of cosmetics is only look confident and lowest percentage of respondent's perception about using cosmetics is following new trends and look trendy in society.

6.1. 10 Respondents Go in Public Without Applying Make Up

Categories	Frequency	Percentage
Daily	41	20.5
Once a week	12	6.0
2-3 time a week	47	23.5
2-3 times a Month	100	50
Total	200	100.0

The above table (6.1.10) shows that 50 percent female respondents go in public without makeup in 2-3 times a month. 23.5 percent respondents go in public without make up in once a week. 20 percent respondents have

full confidants about their natural features, so they go public without make up daily. The lowest percentage is 6, respondents go in public without make up in once a week.

Table. 6.1. 11 Respondents Influence the Factor while Choose Cosmetic Brands

Categories	Frequency	Percentage
Workplace	53	26.5
Family	39	19.5
Peer group	47	23.5
Advertisements	61	30.5
Total	200	100.0

The above table (6.1.11) shows that 30.5 percent respondents inspire by advertisement while choosing their cosmetics brands. They got knowledge from advertisement and have better able to choose good brand of cosmetics which was good for their skin. When respondents interact with each other at any workplace they noticed other which product or brand use others, asked about brands. 26.5 percent respondents influenced by workplace choosing best brand of cosmetics. 23.5 respondents influenced by peer group and the lowest percentage is 19.5 respondents inspired by family while choosing cosmetics brands. So, it can be assumed that advertisement exposes the cosmetic products which was greatly influencing respondent perception of beauty.

Table. 6.1. 12 Respondents Purchase Products after Watching Advertisement

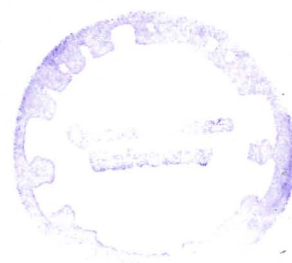
Categories	Frequency	Percentage
Yes	45	22.5
No	63	31.5
May be	92	46.0
Total	200	100.0

The above table (6.1.12) shows that 46.0 percent respondents agreed might be they buy cosmetics products after watching its advertisement. 31.5 percent respondent strongly disagree, and they answered in no, they had not bought cosmetics products after watching its advertisement. The lowest percentage is 22.5 respondent were answered in yes, they agree they bought cosmetics products after watching its advertisement.

Table. 6.1. 13 Respondents Perception about Impact of Advertisement in Term of Cosmetics

Categories	Frequency	Percentage
T.V advertisement	54	27.0
Print media	32	16.0
Social Media	110	55.0
Billboards	4	2.0
Total	200	100.0

The above table (6.1.13) shows that 55 percent respondents have long lasting impact of cosmetics products through social media because respondent used face book, twitter and other applications in daily basis so they influenced by social media. 27 percent respondents have long lasting impact in term of cosmetics through T.V advertisement. The lowest



percentage is 2.0 respondents have impact of cosmetics through billboards.

Table. 6.1. 14 Respondents Preferred to Purchase of Cosmetic Products

Categories	Frequency	Percentage
Scientific approved chemical products	52	26.0
Scientific approved Ayurveda products	42	21.0
Both	105	52.5
Total	200	100.0

The above table (6.1.14) shows that 52.5 percent respondents preferred to purchase both cosmetics products that are scientific approved chemical products and scientific approved Ayurveda products. 26 percent respondents were preferred to buy scientific approved chemical products of cosmetics and 21 percent respondents favored the scientific approved Ayurveda products while they purchase cosmetics products.

Table. 6.1. 15 Respondents Restart Makeup Completely While Get Frustrated

Categories	Frequency	Percentage
Never	38	19.0
Rarely	52	26.0
Sometimes	74	37.0
Quite often	36	18.0
Total	200	100.0

The above table (6.1.15) shows that 37 percent respondents sometimes get frustrated with the way their makeup and they restart their makeup completely. 26 percent respondents rarely get frustrated and start over

their makeup. The minor difference in between never and quite often option, 18 to 19 percent respondents never get frustrated with their way of makeup and they never start over makeup completely.

Table. 6.1. 16 Respondents Monthly Expenditure Spend on Cosmetics

Categories	Frequency	Percentage
Below 500	14	7.0
501 – 1000	64	32.0
1001 – 1500	87	43.0
1501 – Above	35	17.5
Total	200	100.0

The above table (6.1.16) shows that the monthly expenditure of respondents on buying cosmetic products. There were respondents having highest percentage of 43 percent those were spending 1001-1500 rupees on cosmetics products monthly. According to the 32 percent respondent they were buying cosmetics product in five hundred to thousand rupees which they are spending on products monthly. There were only 17.5 percent respondents which were spending 1500 and above rupees on cosmetics products monthly because there were more conscious about their looks. 7 percent respondents spend below 500 rupees on cosmetics products monthly because they were thought it was waste of money.

Table. 6.1. 17 Information Before Purchasing Cosmetics Products

Categories	Frequency	Percentage
Rarely	46	23.0
Most of the time	69	34.5
Mostly	64	32.0
Not at all	21	10.5
Total	200	100.0

The above table (6.1.17) shows that 34.5 percent respondents most of time collect information before purchasing cosmetics products. They might be got information from social media, print media and other sources. Mostly of respondents, 32 percent collect information before they purchase cosmetics products. 23 percent respondents rarely collect information before purchasing products and the lowest percentage is 10 which were not preferred to collect any information about product before purchasing it, they were thought it was waste of time only.

Table. 6.1. 18 Time of Using Cosmetic Products

Categories	Frequency	Percentage
Less than 1 year	25	12.5
1-3 years	79	39.5
Above 3 years	60	30.0
Not prefer to answer	35	17.5

The above table (6.1.18) shows that 39.5 percent respondents use the cosmetics products in 1-3 years long. 30 percent respondents using the cosmetic products in 3 years and more year long. 17.5 percent respondent were not like to answer that how long they using products so they did not

prefer to answer. The lowest percentage is only 12 percent respondents using a cosmetic product in less than 1 year.

Table. 6.1. 19 Respondents Perception about Expensive and Cheaper Products

Categories	Frequency	Percentage
Yes	110	55.0
No	25	12.5
May be	65	32.5
Total	200	100.0

The above table (6.1.19) shows that 55 percent respondents strongly agreed with the above statement and said yes. They think that expensive cosmetics products are better than cheaper. 32.5 percent respondents were confused they were said might be expensive product better than cheaper. The lowest percentage is 12.5, respondents did not think that expensive products are better than cheaper products. They didn't show any biasness.

Table. 6.1. 20 Respondents Purchase the Products on Recommendation of Salesperson

Categories	Frequency	Percentage
Very often	55	27.5
Often	52	26.0
Sometimes	46	23.0
Never	47	23.5
Total	200	100.0

The above table (6.1.20) shows that 27.5 percent respondents very often purchase cosmetic products based on a recommendation of a salesperson.

26 percent respondents often purchase the cosmetic products which based on a recommendation of a salesperson. According to the 23 percent respondents were not bother any recommendation of a salesperson and never purchase cosmetics products.

Table. 6.1. 21 Respondents Perception about Side Effects of Cosmetic Products

Categories	Frequency	Percentage
Very much	30	15.0
Mostly	45	22.5
To some extend	91	45.5
Little	34	17.0
Total	200	100.0

The above table (6.1.21) shows that highest percentage of 45.5 respondents, which were aware about side effects of cosmetic usage to some extent. 22.5 percent respondents spend most of their time on social media along with usage of cosmetics, they also aware about side effects of cosmetic products. 17 percent respondents were little aware about side effects of cosmetic products. 15 percent respondents were very much believed in the promised effects of cosmetics products. According to their opinion, skin need more care rather than other part of body, so they do not want to take any risk to use heavy chemicals, as they know side effects.

Table. 6.1. 22 Respondents Feels Side Effects after Using Cosmetic Products

Categories	Frequency	Percentage
Acne	71	35.5
Burning of skin	23	11.5
Etching	46	23.0
Allergy	19	9.5
Any other	41	20.5
Total	200	100.0

The above table (6.1.22) shows that highest percentage of 35.5 respondents those were feel acne after using the cosmetic products. According to them, some cosmetics may not suit them, so they were facing some issues like acne. 23 percent respondents facing etching, according to them some cosmetics contains heavy chemicals like after applying bleach cream they face etching. 20.5 percent respondents other side effects after using products like damage their skin, spots on face, and pimples etc. 11.5 percent respondents feel burning of skin and the lowest percentage of respondents is 9.5 which face allergy on face after using cosmetic products.

Table. 6.1. 23 Respondents Consult Dermatologist after Face Side Effects of Cosmetics

Categories	Frequency	Percentage
Yes	87	43.5
No	66	33.0
Sometimes	47	23.5
Total	200	100.0

The above table (6.1.23) shows that 43.5 percent respondents consult with any dermatologist when they feel face side effects after usage of cosmetics products. 33 percent respondents never consult with any dermatologist when they face effect on face. According to them they just apply home remedies on their face. The lowest percentage is 23 percent respondents which were sometimes go to the dermatologist when they face side effects like allergy, acne spots, etching, and any other etc. after using cosmetics products.

Table. 6.1. 24 Respondents check Expiry Date of Cosmetics Products before Use

Categories	Frequency	Percentage
Yes	131	65.5
No	25	12.5
Sometimes	44	22.0
Total	200	100.0

The above table (6.1.24) shows the highest percentage of 65.5 respondents who were checking the expiry date before buying cosmetic because of its aftereffects. The lower percentage of 12.5 respondents which were more concerned about their skin so checking expiry date were most important concern for them.

Table. 6.1. 25 Respondents Use any Others Cosmetic Products

Categories	Frequency	Percentage
Sometimes	100	50.0
Eventually	35	17.5
Most of the time	39	19.5
Never	26	13.0
Total	200	100.0

The above table (6.1.25) shows the 50 percent respondents were sharing their cosmetics to others in some extent. According to them, they do not feel any hesitation to share their cosmetics with others. The lower percentage is 13 percent were not sharing their products to others due to facing acne and other issues of skin.

Table. 6.1. 26 Respondents Perception about the affect on the skin after the Use of Other Person's Cosmetics

Categories	Frequency	Percentage
Yes	105	52.5
No	26	13.0
May be	69	34.5
Total	200	100.0

The above table (6.1.26) shows the 52.5 respondents were sharing their cosmetics to others in some extent. According to them, they do not feel any hesitation to share their cosmetics with others. The lower percentage is 13 percent were not sharing their products to others due to facing acne and other issues of skin.

Table. 6.1. 27 Respondents Purchase Cosmetics on Recommendation of Beauty Professional

Categories	Frequency	Percentage
Very often	40	20.0
Often	63	31.5
Sometimes	79	51.5
Never	18	9.0
Total	200	100.0

The above table (6.1.27) shows that 91 percent respondents never purchase cosmetic products based on a recommendation of a beauty professional. 51.5 percent respondents sometimes purchase the cosmetic products which based on a recommendation of a beauty professional. According to the 31 percent respondents were often bother any recommendation of a dermatologist and 20 percent respondents very often purchase cosmetics products based on recommendation of beauty professional.

Table. 6.1. 28 Respondents Perception about Scientific Approval Products of Cosmetics

Categories	Frequency	Percentage
Very often	37	18.5
Often	77	38.5
Sometimes	57	28.5
Never	29	14.5
Total	200	100.0

The above table (6.1.28) shows that the highest percentage of respondents is 38.5 which were consider the scientific approval at products while

purchasing a product. 28.5 percent respondents sometimes check the scientific approval list at products before purchasing it. According to them those products which are approved by company scientifically are useful and might not be effect on skin. 18.5 percent respondents very often check the scientific approval products before purchasing cosmetic products. The lowest percentage is 14.5 respondents which never bother scientific approval at products while purchasing them.

Table. 6.1. 29 Respondents Perception about Halal Ingredients Check before Use of Products

Categories	Frequency	Percentage
Very often	52	26.0
Often	38	19.0
Sometimes	40	20.0
Never	70	35.0
Total	200	100.0

The above table (6.1.29) shows that highest percentage of 35 which were aware about halal and haram ingredients of product, but they never check before use and purchase the cosmetic products. But majority respondents were not check halal ingredients. Minority respondents check the halal ingredients before buying the products. According to them it is important

that to check the ingredients are halal or not because all respondents were Muslim. In Islam we preferred only halal things.

6.2 Inferential Statistical Analysis

Table. 6.2. 1. Crosstabs Between the Age of Respondents and Main Purpose of Cosmetics usage

Age of the respondents	In your opinion what do you feel the main purpose of cosmetics usage?					Total
	to look confident	to better social interaction	to hide age factor	to enhance facial beauty	any other	
18-20	6	0	0	8	0	14
21-23	41	13	4	50	7	115
24-26	14	13	5	27	4	63
Above to 26	4	0	0	4	0	8
Total	65	26	9	89	11	200

The above table (6.2.1) shows that the highest percentage is 57.1 percent which belongs to 20-23 age group and 4.0 percent were in age group of 26 and above. The researcher explored that female student of University those are in age group of 20-23 are more addicted to cosmetic usage due to perception about their looks in university to look confident, and they are not mature enough to external looks have great implication to them instead of internal beauty. The female respondents those found less addicted to cosmetics usage was in age group of 26 and above. In age group of 26 people, normally gets mature enough and entered in practical life so they understand well about importance of internal beauty instead

of beautifying themselves externally. so, only 50 percent respondents use the cosmetics to enhance their facial features.

Table. 6.2. 2. Crosstabs Between the Qualification of Respondents and main Purpose of Cosmetics Usage

Qualification of respondents	In your opinion what do you feel the main purpose of cosmetics usage?					Total
	to look confident	to better social interaction	to hide age factor	to enhance facial beauty	any other	
BS	23	3	0	18	2	46
MSc	32	16	5	52	7	112
MPhil	5	6	4	14	2	31
PHD	5	1	0	5	0	11
Total	65	26	9	89	11	200

The above table (6.2.2.) shows that 50 percent female respondents were from degree program of MSc and 5.5 percent were from PhD program. Researcher discovered that female those were studding in MSc level mostly founded in usage of cosmetics to look confident. Due to first experience of coming in University so, they are more conscious about their facial appearance instead of those females who are in PhD level. 9.1 percent respondent which belongs to PHD program they use cosmetics for better social interaction. Consequently, they feel that attraction individual has founded in better relationship and happier with their love ones and they meet people confidently and easier.

Table. 6.2. 3. Crosstabulation in between Age of Respondents and Effects after Using Cosmetics Products

Age of Respondents	Do you feel any effect after using cosmetic products?					Total
	Acne	burning of skin	Etching	Allergy	any other	
18-20	6	0	3	3	2	14
21-23	44	11	28	11	21	115
24-26	17	11	14	5	16	63
Above to 26	4	1	1	0	2	8
Total	71	23	46	19	41	200

The above table (6.2.4) shows that, Total number of respondents is 200. In age 18 to 20, 42.9 percent respondents feel Acne after using cosmetic products, 21.4 percent respondents feel etching and allergy on their face after use of cosmetics products and there were only 14.3 percent respondents those feel other kind of effects on their face after using cosmetics products. In age 21 to 23, 38.3 percent feels Acne, 24.3 percent respondents feel etching, 18.3 percent respondents feel other sort of effects and, 9.6 percent respondents feel burning o skin and allergy on their face after using cosmetic products. In age 23 to 26, 27 percent respondents feel acne, 25.4 percent respondents feel other type of problems, 22.2 percent respondents feel etching, 17.5 percent respondents feel burning of skin and 7.9 percent feel Allergy on their face after usage of cosmetics products. In age 26 to above, 50 percent respondents feel acne, 25 percent respondents feel other effects and 12.5 percent respondents feel burning

of skin and etching. So, overall if we evaluate the all ages, we can see that all ages mostly feel acne on their face after using cosmetic products.

According to them, some cosmetics may not suit them, so they were facing some issues like acne. The extra usage of cosmetics also perverting female's own awareness of beauty which is resulting in form of low self-esteem facing many other psychological issues and as well as frustrating them with their quality of social life.

Table. 6.2. 4. Crosstabulation in between Qualification of Respondents and Effects after Using Cosmetics Products

Qualification of respondents	Do you feel any effect after using cosmetic products?					Total
	Acne	burning of skin	Etching	Allergy	any other	
BS	22	0	12	4	8	46
MSc	33	19	26	12	22	112
MPhil	12	3	6	3	7	31
PHD	4	1	2	0	4	11
Total	71	23	46	19	41	200

The above table (6.2.5) shows that, according to the BS respondents, 47.8 percent respondents feel acne, 26.1 percent respondents feel etching, 17.4 percent respondents feel other effects and 8.7 percent respondents feel allergy after using cosmetics products. According to the MSc program students, 29.5 percent respondents feel acne, 23.2 percent respondents feel etching, 19.6 percent respondents feel other type of effects, 17 percent respondents feel burning of skin and 10.7 percent respondents feel allergy after using cosmetics products on face. According to the MPhil program

students, 38.7 percent respondents feel acne, 22.6 percent respondents feel other effects, 19.4 percent respondents feel etching, and 9.7 percent respondents feel burning of skin and allergy on their face after using cosmetic products. According to the PHD students, 36.4 percent respondents feel acne, 18.2 percent respondents feel etching and 9.1 percent respondents feel burning of skin after using cosmetic products. According to their opinion, skin need more care rather than other part of body, so they do not want to take any risk to use heavy chemicals, as they know side effects.

Chapter No. 6

DISCUSSIONS AND CONCLUSIONS

7.1 DISCUSSION

The present study was conducted to determine the media exposure to cosmetics products and its impacts on female students of Quaid-e-Azam University Islamabad. The first objective of this study was to find out major reasons behind female's Usage of Cosmetics. The second and third objective was to identify the awareness of female students regarding buying cosmetics and third objective was to find out female students of economic profile. Further objective includes to see the commonly occurring side effects of facial cosmetic usage.

After viewing the literature researcher found different points, related to her study and variables. Many researchers explored the main reason of using cosmetics product with accordance the situation. In social situation females handling their impression with makeup for instance give presentation in office or class room, females are looking for to present themselves as self-assured, researchers originate out in the different survey that is the main reason's female use the cosmetics products. In social situations females demand and desire to be look as attractive as confident, mature and general (Richetin et al. 2004). Females are seen as more fruitful as well as better adjusted, outgoing, more self-confident, and improved. People also want to collaborate with those females which are physically attractive and know about better interaction in social situation, exclusively going to universities, interviews for jobs or any other purposes. They leave a optimistic hollow of one self.

In theoretical framework researcher found social comparison theory of Festinger (1954) related to her research topic. The media exposure to cosmetics has been finding to play a large role in social comparison. Researcher examining the social effects of the media have used social comparison theory have found that in most cases women tend to engage in upward social comparison with a target other, which results in more negative feelings about their facial appearance. Most women have a daily opportunity to make upward comparison by measuring themselves against some form of societal ideal. Social comparison has become a relevant mechanism for learning about the appearance- related social expectations among peers and for evaluating the self in terms of those standards. Individuals always influenced by beauty descriptions and thoughts of beauty which media shows through, advertisement of cosmetics, fashion shows and beauty bloggers by showing attractive models and actresses etc. these beauty ideals affect and everchanging their thoughts about beauty ascribing them to positive typecasts.

The researcher used quantitative approach in current study. The universe of current study was Quaid-i-Azam university Islamabad and targeted population was those female students who seem to have applied some sort of cosmetics on their faces or body. The purposive sampling was used in present research and the selected sample size was 200 respondents. In this research researcher used questionnaire for collecting data and survey method was used as technique for collecting data. For pretesting

researcher collected data from 10 respondents for knowing the workability of questionnaire. For analyzing the data researcher used the statistical package of social sciences (SPSS) and the “chi-square test” was used to test the hypothesis.

At the end researcher test her hypothesis and the alternative hypothesis was accepted. The researcher concluded that there is a relationship between cosmetics and effects by media exposure among female of Quaid-e-Azam university. There is relationship between awareness and buying the cosmetics. As well as relationship between socio-economic status and cosmetic trends among the female students of Quaid-e-Azam university. The assumptions, which she made before conducting the research, proved eight and the doubts of researcher end with acceptance of her alternative hypothesis.

7.2 Conclusion

At the media is introducing new ways of communication day by day, which are greatly influencing individuals and make them addicted to usage of these mediums. Especially media exposure to beauty products influencing female students towards usage of cosmetics, as the expenditure of buying cosmetics are also increasing which is extra economic burden on their parents. The media exposure to cosmetics products through attractive models and unrealistic beauty images, created pressure for females ‘look always their best. As it is perceived that what is beautiful is good. The aim of this study focused on those female

students of Quaid-i-Azam university Islamabad who was mostly founded in wearing cosmetics due to media exposure of cosmetics products through advertisement, beauty blogger websites and morning shows.

7.3 Suggestion

In the present study only, girl students were taken as the respondents, one may conduct research on uneducated girls to see their perception about self-beautification. The research done on the university girls and majority of the respondents was belonged to urban area. Furthermore, this research explains the impacts of media exposure on students of university so one may also explore this topic in more detail; and can modify it with taking male respondents as target population.

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ANNEXURE

USE OF COSMETICS AMONG FEMALE STUDENTS OF QUAID-I-AZAM UNIVERSITY ISLAMABAD

My name is Maham Shakoor and I am a student of Quaid-I-Azam University Islamabad, Department of Sociology. This questionnaire is interconnected to hypothetical research on the topic of "Usage of cosmetics among female Students of Quaid-I-Azam University Islamabad". I need your full attention to fill out this questionnaire. I assure you that all responses of yours will be kept anonymous and confidential as this survey is a part of my M.Sc. degree.

Demography of the Respondent:

Age: 1) 18-20 2) 20-23 3) 23-26 4) Above to 26

Qualification: 1) BS 2) MSc 3) MPhil 4) PhD

Faculty: 1) Natural Sciences 2) Social Sciences 3) Biological Sciences
4) Pharmacy

Gender: 1) Male 2) Female

Family income (Monthly): _____

1. In your opinion what do you feel the main purpose of cosmetics usage?

- a) To look confident
- b) To better social interaction
- c) To hide age factor
- d) To enhance facial beauty
- e) any other

2. Which of the following cosmetic products do you use regularly?

- a) Moisturizer b) Foundation c) Lipstick d) Mascara e) Blush on
- f) Perfumes g) any other

3. How often do you buy cosmetic products?

- a) Monthly b) after 3 months c) after 6 months

4. Through which medium of media, you get knowledge about latest beauty make up trends?

- a) Through social media b) Through print media c) Through morning shows d) Through advertisements

5. What images do cosmetic users project to you?

- a) Trendy b) Confident c) Stylish

6. How often do you go without make up in public?

- a) 2-3 Times a Month b) Once a Week c) 2-3 Times a Week d) Daily

7. Which factor influences you most while choosing your cosmetics brand?

- a) Workplace b) Family c) Peer group d) Advertisements

8. Do you buy cosmetic products after watching its advertisement?

- a) Yes b) No c) May be

9. According to you what kind of advertisement has long lasting impact

in term of cosmetics?

- a) T.V advertisement b) Print media c) Social media d) Billboards

10. Which type of cosmetics products you preferred to purchase?

- a) Scientific approved chemical products b) scientific approved Ayurveda products c) Both

11. Do you ever get frustrated with the way your make up comes out and restart completely?

- a) Never b) Rarely c) Sometimes d) Quite Often

12. How much you spend on cosmetics products monthly?

- a) Below 500 b) 501-1000 c) 1001-1500 d) 1501-above

13. Whether you collect information before purchasing cosmetics products?

- a) Rarely b) Most of the time c) Mostly d) Not at all

14. Since how long you have been using cosmetic products?