

Makeup Motivation And Quality Of Life In Pakistani Women: A Moderating Role Of Social Approval

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Abstract: Makeup industry within the cosmetic industry is ever changing and growing podium in Pakistan. It has become a famous trend. The purpose of the study is to evaluate the relationship of makeup motivation, social approval and quality of life among Pakistani women. Moderating role of social approval was analyzed in the relationship between makeup motivation and quality of life. Correlation research design was used. It was hypothesized that: there is likely to be a significant relationship between makeup motivation, social approval and quality of life among Pakistani women, there is likely to be a moderating role of social approval in relationship between makeup motivation and quality of life among Pakistani women. Purposive sampling technique was applied to collect data from 357 Pakistani women of age 18 – 40 years ($M = 21.61$, $SD = 4.07$). For assessment, Makeup Motivation Scale (Karabulat, Aytac & Akin, 2020), Need for social Approval Scale (Karaşar & Öğülmüş, 2016) and Quality of life Scale of World Health Organization (WHO, 1997) were used. The statistical analysis included Pearson product moment correlation and moderation through Hayes Process. Results of the study showed that there is a significant positive relationship between makeup motivation, social approval and quality of life among Pakistani women. Significant moderating role of social approval was revealed through moderation analysis. This research will be helpful to motivate Pakistani women of rural and urban areas in order to invest their potentials in makeup industry and gain social and economic empowerment.

Keywords: Makeup motivation, social approval, quality of life, Pakistani women, Correlational research, Moderating effect.

INTRODUCTION

Cosmetics and makeup have been used for thousands of years in different civilizations. drove women to wear makeup, dye their hair, and utilize a variety of beauty routines. Even banning

makeup had been unsuccessful in the world's history. In the Victorian Era, the use of cosmetics was viewed as immoral, but women kept changing the coloration of their faces by using unusual ways like pinching their cheeks and biting their lips (Russel, 2010).

Even though at the beginning of the twentieth century the popularity of makeup has diminished, this did not last very long, and with the effect of Hollywood, makeup started to be perceived as a luxury art that every woman needs to adopt. Specifically, makeup products have been wondered and studied. Different aspects of women's makeup motivation have been analyzed. that physical appearance has an impact on many parts of life. It has the ability to influence the social power that we possess or are deprived of possessing, including the jobs we get, the salaries we earn, the clubs we join, the people we marry, the friendships we make, and the colleges we enter" (Berry, 2007) In a study performed by Wilson and Eckel (2006), which measured the amount of trust people have for more attractive people, they found that those people who do have a higher attractiveness rating were perceived to be more trustworthy upon first meeting.

On the other hand, social rejection influences a variety of biological responses. When people experience social rejection, their hearts literally slow down (Gunther Moor, Crone, & van der Molen, 2010). They practice motivationally adjusted changes in progesterone, a hormone linked with social-affiliative motivation (Maner et al., 2010). It makes their physical and mental activity to disturb and they sooner start to have lower level of self-esteem. Socially rejected people generally behave egoistically, but they engage in prosocial behavior when doing so can earn them acceptance (Maner et al., 2007).

Gueguen and Jacob (2011) found that face makeup situations of female waitresses significantly change the tipping behavior of male customers. Another study found that face makeup is associated with more positive than negative attributes and the photographs of women with makeup are evaluated as more confident, prosperous, and having higher status compared to the same photographs without makeup. Attractiveness has been studied for a while as one of the motivations for wearing makeup. It is a desirable characteristic, especially for gaining feminine identity and social power.

Attractiveness and beauty are meant to be very precious entities for women. They do not compromise on anything that effects their beauty that elevate their level of confidence. Contrary to this, women who have skin issues like acne encounter serious psychological distress. People feel pressure to project themselves to society so that they can build advantageous relationships with other people (Askegaard et al. 2002). They want to make a bridge towards sourced people by their lush looks and beauty iso that they gain favors. Since appearance is one of the critical factors to express one's character and to socialize and build social relationships, face makeup allows narrowing the gap between reality and ideal. By using different makeup styles, enhancing features, women may involve in an identity play process and project different self-images. Contrary to that, if social acceptance is not achieved, women can also be hypersensitive to signs of threat. For example, rejected people perceive hostility when confronted with ambiguously aggressive actions of a stranger who does not represent a source of affiliation. Thus, social approval can be gained through makeup so that overall quality of life of an individual can be enhanced.

Perma theory of well-being is of the view that the well-being contains five elements that is a) positive emotion that increase our hedonic happiness, b) engagement that is being occupied individual's quest is the reward, c) relationships in which it is critical to individual's survival and emotional well-being, d) meaning that allows us to do something great for the ourselves and serve us with a purpose and meaning in life, e) achievement where individuals enjoy in pursuing their achievements for the purpose of doing so. All of these elements contribute in various degrees to an individual's ability to embellishment. Coaches and therapists of Positive psychology use this in their sessions. As it is applicable in women using makeup where they tend to have positive emotions by getting appreciation from others or for their own satisfaction which leads them to attain their goals. However, it is helpful in enhancing overall quality of life of women via makeup.

Objectives: this study has the following objectives 1) To investigate the relationship between makeup motivation, social approval and quality of life among Pakistani women. 2) To find out the moderating role of social approval in relationship between makeup motivation and quality of life among Pakistani women.

Hypothesis: Based on the literature and objectives, following hypothesis were determined 1) There is likely to be a significant relationship between makeup motivation, social approval and quality of life among Pakistani women. 2) There is likely to be a significant moderating role of social approval in relationship between makeup motivation and quality of life among Pakistani women.

Scope of the study: Pakistani women are becoming more conscious about their physical appearance which pulls their attention towards makeup trends. It is of the fact that Pakistani women have become strong, independent as well as professional with the passage of time. They are showing their professional growth in competitive of men. They beautify themselves in the best forms to gain self-acceptance where makeup plays a prominent role. Makeup industry has emerged drastically all around the world over the past 10 years. It eventually rose a need to be studied in Pakistani context. The aim of the study is to examine the relationship among the study variables and their moderating roles.

RESEARCH METHODOLOGY

This study was based on correlational research design to investigate Makeup motivation, social approval and quality of life in 357 Pakistani women with the age range of 18-40 years ($M=21.61$, $SD= 4.07$). Purposive and convenience sampling strategy was used in the research. Online data was collected due to Covid-19 situation where participants were recruited via different social media platforms. 400 forms were circulated and received 357 fully filled forms. 27 forms were discarded because of missing information. Thus, 357 questionnaires were accounted as they were completely filled with the response rate of 89%. Online survey which was used for data collection was developed using Google docs. Participants were provided with consent form at the beginning

of the research ensuring their right to withdraw from the research at any given point of time. The research was designed, conducted and reported in compliance with American Psychological Association (APA) guidelines. The link of survey was circulated using different social media platforms.

The sample comprises of 90 working women (19.7%), 84 house wives (18.4%) and 183 students (13%) with a minimum qualification of intermediate level. Women who use any three makeup products such as lipstick, base, blush were included in the study. Women with skin related issues like acne were excluded from the sample. Women whose profession demand is makeup were also not included in the study. The data was collected from the participants using demographics questionnaire that included information such as age, gender, education, marital status, frequent use of makeup, age at the time of applying makeup, preference on spending money on makeup or not, fondness of buying makeup online or stores, reason of wearing makeup. Makeup motivation scale which consists of 17-item scale was used in the study. It consisted of 5-point rating scale as 1= "Strongly agree", 2= "Agree", 3= "Neither agree nor disagree" 4= "Disagree" and 5= "Strongly disagree". The reliability of the scale is $\alpha = 0.938$. Exploratory factor analysis was used upon the scale presenting 3 subscales namely intrinsic satisfaction ($\alpha = 0.803$), extrinsic satisfaction ($\alpha = 0.878$) and social positioning ($\alpha = 0.803$). The factor intrinsic satisfaction predicts makeup motivation to attain attractiveness, to feel good about the self. Extrinsic satisfaction predicts makeup motivation for makeup usage. The social positioning factor reveals the status highlighting function of makeup and how makeup serves the social role.

Need for social approval scale measured the need for social approval is a 25-item scale with five-point Likert scale ranging from "Strongly disagree (1)" to "Strongly agree (5)". This scale consists of 3 subdimensions of the need for social approval (Sensitivity to others' judgements, leaving a positive impression and social withdrawal). The internal consistency coefficient calculated for the subdimensions of the Need for social approval scale were found to be in between 0.80 and 0.83. The internal consistency for the whole scale is 0.90.

The WHOQOL-Brief (Field Trial Version) produces a profile with four domain scores and two individually scored items about an individual's overall perception of quality of life and health. The four domain scores are scaled in a positive direction with higher scores indicating a higher quality of life. It is a 26-item instrument consisting of four domains: physical health (7 items), psychological health (6 items), social relationships (3 items), and environmental health (8 items) it also contains QOL and general health items. Each individual item of the WHOQOL-BREF is scored from 1 to 5 on a response scale.

RESULTS

Data was entered in SPSS version 26. Statistical significance was set at 0.05 level. The normality of the distribution was tested using skewness and kurtosis. To find out the relationship between variables Makeup Motivation, Social Approval and Quality of Life, Pearson Product Moment Correlation was carried and moderation analysis through Hayes Process. Pearson Product Moment

Correlation Analysis revealed that there is a significant positive correlation between makeup motivation, social approval and quality of life.

Moderation Analysis: In SPSS Process v2.163 by Andrew F. Hayes (Hayes, 2012) was carried out. Model 1 was selected with a bootstrapping of 95000 and confidence interval of 95% to analyze moderation and the outcount is depicted in the table. The model shows both lower limit of confidential interval (LLCI) and upper limit of confidential interval (ULCI) of “Int-1”.

Table 1 Descriptive Statistic and Intercorrelations for the study variables.i(N=357)

Variable	1	2	3	4
Makeup Motivation	-	.25**	-	-
Social Approval	-	-	.24**	-
Quality of Life	-	-	-	.37**
M	49.66	78.76	66.68	
SD	8.93	14.37	12.28	

Note; **p<.01, *p<.05

Table 2 Predicting Moderating Role Social Approval in Makeup Motivation, and Quality of Life

	β	SE	t	p	LLCI	ULCI
Makeup_M	.01	.06	.21	.002**	-.12	-.15
Social_A	.23	.04	5.65	.001***	.15	.31
Int-1	.09	.04	2.20	.028*	.001	.018

*** p<.001

Note: Makeup_M Make motivation, Social _A social approval, Int-1 Product term Make up Motivation and Social Approval

The coefficient values in the table shows that social approval has a significant positive moderating effect in relationship of makeup motivation and quality of life. The overall model was statistically significant $R = .31$, $F(5, 451) = 9.80$, $***p < .001$.

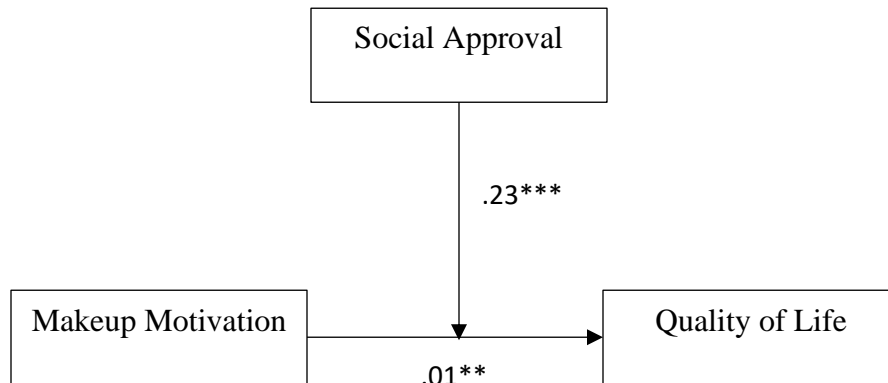
DISCUSSION

The current study examined how and when makeup motivation affects the quality of life by constructing a moderator. The findings demonstrate that makeup motivation is significantly positively correlated with quality of life. Furthermore, social approval moderates the relationship between makeup motivation and quality of life.

The results revealed that makeup motivation is significantly positively related to quality of life in the current study. The results are consistent with previous literature (Hwang & Lee, 2017; Rodriguez & Hensen, 2019; Anchieta et al., 2021). The expectation of building a reputation through makeup and acts that promote an externally positive image enhances an individual's life

quality. Apart from motivations pertaining to aesthetic appearance, make-up motivation includes the desire for beautiful skin and a youthful, attractive appearance, motives related to physical health, such as preventing worsening of condition or symptoms and most importantly psychosocial well-being, such as the desire to feel happier and more confident or improve total quality of life.

Figure 1 Emerged Statistical Model of Research.



The study also revealed that social approval is also positively correlated with quality of life which is in line with the work of Lagadec et al., (2018). Relationships, friends, teachers, moving away from home, parental expectations, and peer pressure all impact one's quality of life. The individuals with high need for social approval take great care to leave positive impressions. When they receive the required attention or the social approval, they tend to become more satisfied and are happier in their life resulting in increased quality of life.

CONCLUSION

There is a prominent relationship between the current and previous researches. Makeup trends are becoming popular with every passing day. They have an urge to be recognized so that beneficial social relationships can be formed. Present study was carried out in that view. The results showed that there is a significant positive correlation between makeup motivation, social approval and quality of life. Moreover, social approval depicts a significant moderating effect in relationship with makeup motivation and quality of life.

Implications: This research is meaningful for the policy makers of Pakistan to bring makeup industry into consideration for financial benefit of the country. In addition, quantitative research based on the results of this study may be used to provide practical guidelines for the development of makeup products for women of I Pakistan. This research is helpful for the women of rural areas to get the idea of beautifying themselves and bring a positive change in their marital lives. It is beneficial for the elimination of the pessimistic views and myths about makeup industry from the Pakistani society.

Limitations and Future Recommendations: It relied on self-reported data from selected individuals and relied on other networks to distribute the Questionnaire. Secondly, how the system might impact the user's makeup decision remains unknown. The research was done on a wide age range. Future researchers can minimize age range to get more clear results among populations. This study excluded the women who does makeup because of the job purpose. Future studies can cater such women and investigate their differences with women who have other professions.

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