

## Investigating the Influence of Mass Media on Cosmetics Usage among Women in Kashan during 2015

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### ABSTRACT

The use of cosmetics is very common among women in Iran. Given the importance of the use of mass media and the impact on the consumption of cosmetics, this study attempted to consider the influence of mass media on the use of cosmetics among women in Kashan. Using a standard designed questionnaire, the data were obtained from 800 women. Multi-stage cluster sampling was randomly carried out. The data were analyzed using SPSS statistical software. The findings showed that 59.9% of the participants believed that satellite programs have the greatest impact on the use of cosmetics. 33% of the participants who believed that mass media had significant influence in this regard; they had a constant tendency to use cosmetics. Mass media advertisements encourage women to consume cosmetics; therefore, introducing the real and appropriate cultural models via advertisements on mass media may have positive impacts on women to consume cosmetics properly.

**Key words:** Mass Media, Women, Cosmetics, Propaganda

### INTRODUCTION

Since the dawn of human civilization, people irrespective of their social classes have used cosmetics as the main part of the body care [1,2]. One of the most significant needs of women is to care for the hair and skin [3]. Nowadays, women are seeking to have a beautiful appearance. It is said that mass media have important roles to convey and strengthen the rules of beauty [4]. Cosmetics have widely been used [5]. Concerning about the appearance has been existed in all human lifetime [6, 7]. The first centers of producing individual care preparations came back to ancient Egypt. One of the oldest human activities was to wear cosmetics that were backed to 75000 years ago [8]. On the other hand, some conducted studies in Europe show that the female population prefers to have a natural appearance while Iranian counterparts intend to use cosmetics causing to put a burden of 1630 million Euros annually to the government [9]. Researches

indicate that Iran is a good market for cosmetic products due to this trend [10]. According to the FDA, cosmetics are defined as the products applied to the skin in the form of lotions or sprays to achieve the pleasant appearance or as preparations to maintain clearness, beauty and to enhance appearance [11]. In nowadays societies; due to overemphasis to beauty and images presented in fashion magazines and mass media, concern about beauty has been augmented extremely among women. In determining the influencing elements on make-up in women, the role of mass media cannot be overlooked because they have a deep impression on the individual's attitude [12]. One of the studies showed that television programs have been successful in attracting the audiences' attitudes since 2002. [3]. In spite of the fact that the media have been used in various parts of daily routines, they may have some negative impacts on human health [13]. Many industries are increasingly influenced by social media. Consumers report the experiences about the

influential pressures putting on medicine to encourage consumers using cosmetics that may yield more incidences of skin disorders [14]. Only watching a 30 minute-TV programs can alter women's attitude towards their appearance and they may lose the self-esteem when they watch TV advertisements [15]. TV has a physical influence on audiences so that aesthetic surgeries were increased up to 91% from 2000 to 2009 [16]. Some of the studies revealed that the main sources of promulgation of the body beauty and face make-up enhancement were western satellite programs [10]. A study accomplished by Safiri *et al.* (2014) showed that media consumption up to 27% had an influence on cosmetic usage [17]. A study performed by Maqsoodi *et al.* (2014) demonstrated that the 35.5% of students reported that using cosmetics was attributed to media advertisements [9]. Some of the studies showed that there was a significant association between cosmetic usage and media consumption [12, 18]. Since mass media are considered as an integrated element in man's life, they considerably affect culture [19]. Moreover, increasing trend of consuming unconventional cosmetics is not solely attributed to personality, but it is influenced by social factors. Hence, the aim of the current study was to investigate the influence of mass media on using cosmetics among women in Kashan. The results may improve the level of health in this regard.

**MATERIALS AND METHODS**

Using questionnaires designed based on relevant approaches and retrospective conducted studies; the descriptive study was carried out on 800 female participants selected in a random multi-cluster method in kashan. All of the women's age between 15 and 60 years were including and women's with smaller than 15, more than 60 years were excluding criteria. In order to ensure the face validity of the questionnaires, experts were invited and ultimately they confirmed them. Then the validated questionnaires were studied regarding the indication of the study by the experts. The measures such as Content validity ratio (CVR) and Content Validity Index (CVI) were determined to 0.99 and 1; respectively. To define the reliability, the questionnaires were distributed among the 40 participants. Cronbach's (alpha) coefficient was determined to 0.73. The influence of mass media on using cosmetics was defined by designing of 24 questions in terms of educational, cultural and social status of the participants. To gather the data, the questionnaires were given to the participants to complete. After extracting the data, the figures and tables were designed. Then using the statistical test

STATA 10 and SPSS software, the results were analyzed.

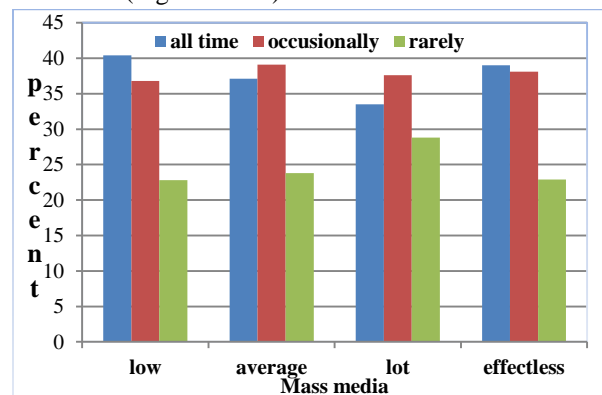
**RESULTS**

The obtained data indicated that the age range was 15-60. Those being < 30 years old had the highest rate of cosmetic consumption; so that with the increased age, the rate was decreased to nearly 10% (Table 1).

**Table1.** The rate of using cosmetics in different age groups

| Age groups<br>Using cosmetics | Continuously (%)  | Often (%)       | Few (%)           |
|-------------------------------|-------------------|-----------------|-------------------|
| <20                           | 36 (39.1)         | 30 (32.6)       | 26 (28.3)         |
| 20-29                         | 143 (40.3)        | 143(40.3)       | 69 (19.4)         |
| 30-39                         | 75 (36.9)         | 83 (40.9)       | 45 (22.2)         |
| 40-49                         | 20 (21.1)         | 28 (29.5)       | 47 (49.5)         |
| >49                           | 4 (10)            | 14 (35)         | 22 (55)           |
| <b>Total</b>                  | <b>278 (35.5)</b> | <b>298 (38)</b> | <b>209 (26.5)</b> |

The results demonstrated the rate of cosmetic consumption as follows: 35.3% daily, 17.6% several times a day, 23.8% once in a couple of days, 9.8% once in a couple of weeks, and 11.9% once in a couple of months. Additionally; the results suggested that concerning the impact of media on cosmetic consumption, 58.6% believed that the media had the strong influential role in cosmetic usage. 59.9% reported that satellite programs had the highest effect; so that concerning the rate of cosmetic usage, the influence rates of TV, internet, magazine, and radio were 17.1%, 11.9%, 5.1%, and 0.6%; correspondingly. The results also manifested that there was a meaningful correspondence between mass media and women's tendency for cosmetic usage. 40% believed that mass media and satellite programs had no impact in this regard. 33.5% of those believing the strong influential role for mass media and satellite programs constantly used cosmetics (Figs. 1 and 2).



**Fig. 1.** The influence of mass media on cosmetic usage

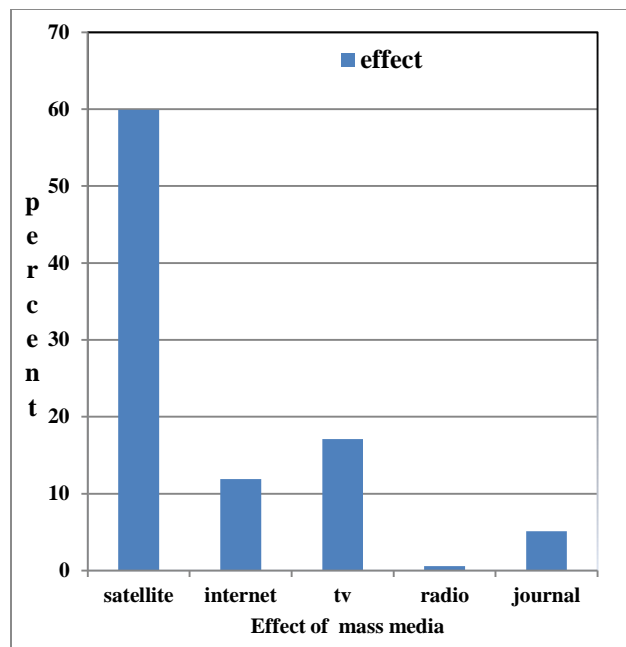


Fig.2. The influence of mass media on cosmetic usage concerning types

## DISCUSSION

The results demonstrated that cosmetic consumption is customary among Iranian women. There was a comprehensible association between cosmetic usage and mass media. Iranian women in the age group below 30 years old have the most of continuous use of cosmetics and with ageing, use of cosmetics have decreased. The finding was compatible with the one obtained by studies carried out by Fatehi (2008), Manova (2013), Kiani (2013), and Norudin (2010) [18, 20-22]. A study accomplished by Tanhai A. (2009) demonstrated that investment in socio-economic and cultural affairs could alter and even improve the current trend [19]. The present study findings revealed that 59.9% believed that satellite programs had the highest influence and then TV (17.1%), internet (11.9%), magazines (5.1%), and radio (0.6%) were among the next influential factors. Our result was compatible with the one obtained by Kiani [22]. 33.5% reporting the highest influential role for media constantly used cosmetics. The result indicated that there was a significant correlation between mass media and women's tendency to use cosmetics. Our findings were compatible with the ones obtained by Moradi (2012), Fatehi (2008), Rezai (2010), and Kiani (2013) [18, 22-24].

As national or local mass media may have a great impact on cosmetic consumption, they may also teach and even warn women against the untoward social effects of the cosmetics. Mass media and social secretaries should establish an appropriate policy in

this regard. Extremism and aggressive intervention cannot be an effective method to manage this problem, because cultural issues cannot be taught by force. The proper intervention is rational behavior. The authorized health centers should supervise any cosmetic products, particularly imported ones to guarantee the public health status. The health authorities should enhance the awareness of the families concerning the hazards of cosmetic overuse especially counterfeit ones. Sometimes some advertisements broadcasting from national media impose health and economic damages [25].

## CONCLUSION

The current study demonstrated that the parameters as population size and cultural assets are among the influential factors concerning cosmetic consumption in women. Nowadays, women have a tendency for being pretty and mass media have a key role in conveying and enhancing the rules of beauty. In today's society due to the overemphasis on beauty and images presented in mass media, concern to appearance among women in an extreme form has been increased. Overusing cosmetics represents a new phenomenon that will not be necessarily indicative of improving social health in the society. Hence, cultural interventions can be an effective step in reducing the use cosmetics.

## ETHICAL ISSUES

Ethical issues have been completely observed by the authors.

## CONFLICT OF INTEREST

Authors have no conflict of interests.

## AUTHORS' CONTRIBUTIONS

All authors participated in design, conduct of the study, and have contributed in drafting, revising and approving of the manuscript.

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