

## **An empirical study of intrapersonal effect and interpersonal effects of use of cosmetics**

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The purpose of this study was to examine the intrapersonal effects and interpersonal effect of use of cosmetics. In study 1, twenty hundred and forty-one undergraduates completed a questionnaire that was composed of questions about everyday usage of cosmetics, reasons of using of cosmetics. In study 2, effects of wearing lipstick on self-image were examined. Twentynine female undergraduates participated the experiment, and wear lipstick. And they rated impression about themselves. As the result of experiment, wearing lipstick influenced the rating of self-images. In study 3, 20 male and 20 female rated the effects of lipsticks use upon likability. Results indicated the positive effects of lipsticks use were varied with the rater's sex. Also, there were few correspondence between the rated likability and self-rating likability. In study 4, effects of full makeups on self-image were examined.