

Research of Japanese and Korean concept of beauty in their makeup and appearance from the questionnaire survey of the man and woman student in Japan-South Korea

Hiroto Murasawa

Department of Clothing Sciences of Art, Osaka Shoin Women's University

The purpose and background of research:

We know that Japanese people and a South Korean have similar features and a heterogeneity about beauty, such as makeup and cosmetic surgery. In this research, the questionnaire was carried out for the Japan-South Korea man-and-woman college student for the purpose of showing the difference between Japanese and South Koreans in concept of makeup and beauty

The contents of investigation come out to their behavior of an everyday makeup, a fragrance, cosmetic surgery, cosmetic service, service of esthetics and beauty therapy, image of color of skin, processing of body-hair and body-smell, concept of beauty, concept of body-and-mind, the youth, the marriage partner, an attractive men and women and ordinary life.

In analysis, we did statistics processing of the data. Factor analysis were also performed and the difference in Japan and South Korea was clarified.

Result and consideration:

The subject was 416 Japanese college students and 475 South Korean college students. It consists of 198 Japanese men, 218 Japanese women, 123 Korean men, 352 Korean women.

A Japanese women students was doing makeup very much about daily life compared with the South Korean women students and the Japanese of 37% sufficiently applied the mascara. It was shown clearly that Japanese woman student did makeup when dating than usually and when dressing up than when dating.

The result that 67% of Japanese women dislike their body hair and 86% of Japanese women is characteristic and seems that they prefer no odorization so to speak, and a tendency which is completely different from a male also with a South Korean woman was shown. The tendency not to like the body can be considered as the different situation in Japanese society or the men-women relations.

By the scent of the cosmetics currently used, the tendency for Japan-South Korea man and woman to be reverse to the present condition and an opinion was seen. It thinks as a future taste.

In spite of being this registered questionnaire, the South Korean 8% woman and 1% men has answered that they underwent an operation on their face by cosmetic surgery. Japanese men and women were 0% to it. This difference shows cosmetic surgery has not acquired citizenship yet in Japan, I think.

About cosmetic surgery, Japanese students's answer rate was lower than those who answered the South Korean students and we learnt South Korean's opinion more clearly that South Korean students of 50% agreed with the cosmetic surgery and their 50% felt insecurity in the safety of the cosmetic surgery. It has been understood that pros and cons exist though it tends to be talked that the cosmetic surgery is active in South Korea in the mass media.

We were able to find a part of the difference of the opinion between the make-up and beauty in Japan-South Korea. We want to discuss basic sense of values while individually digging it down in the future.