

An examination of socio-cultural development and cosmetic behaviour/consciousness: Cosmetic assumptions among different life-stages and cosmetic behavior/consciousness in elderly women

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Psychological research on cosmetic behaviour/consciousness has been conducted primarily within the framework of social psychology. However, psychology does not focus sufficiently on the possible transfer of cosmetic behaviour/consciousness to an individual's specific cohort and age. The purpose of this study was to understand the transforming role of cosmetic behaviour/consciousness using questionnaire and qualitative research methods. In the first experiment, 90 participants (age range, 20–80 years) were asked to rate daily cosmetic use on a scale and report their cosmetic assumptions, their identity and gender identity. In the second experiment, 20 participants (age range, 20–70 years) participated in a semi-structured interview using the Schedule for the Evaluation of Individual Quality of Life. The data showed that cosmetic behaviour/consciousness in elderly women does not lead to general beauty consciousness and/or anti-aging consciousness from the perspective of life-span developmental psychology. Rather, social and common-sense dignity was emphasised. This attitude is expected to lead to deeper self-understanding and attractiveness due to cosmetic behaviour.