

Effects of Gender Awareness Aesthetic Consciousness on the Appearance Management Behaviors in the Male University Students

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Abstract

Objectives: This study was aimed to investigate the effects of gender awareness aesthetic consciousness on the appearance management behaviors in the male university students, who are future consumers in men's beauty market rapidly growing at the present so as to use the fundamental data leading the trend of men's beauty.

Methods: In this study, the subjects were 284 male university students, gender awareness aesthetic consciousness was classified with its lower levels including appearance capability and aesthetics/plastic surgery and was analyzed whether it affected the appearance management behaviors including passive and active management behaviors. To do so, descriptive statistics, reliability analysis, and hierarchical regression analyses were performed.

Finding: The aesthetic consciousness has been shown to affect appearance management behaviors. In terms of grades, those who tried to get jobs showed higher aesthetic consciousness and appearance management behaviors. The idea that appearance meant the capability showed high among aesthetic consciousness while the awareness of aesthetics/plastic surgery showed low. As the idea that appearance meant the capability was higher, active management behaviors were occurred more. As the awareness of aesthetics/plastic surgery showed higher, they showed passive management behaviors more.

Improvements: In this study, it was shown that a variety of variables that can affect the appearance management behaviors in the male university students should be added, and studies on their relationship and effectiveness should be conducted.

Keywords: Gender awareness, Aesthetic consciousness, Appearance management behaviors, Appearance capability, Male university students,

1. INTRODUCTION

Unlike the general perception that appearance is innate, the new sociocultural concept has been recently developed to be able to change it by management, and the desire on the appearance management has been increased [1]. In the development of culture, the new viewpoint to eliminate the boundary has been emerged based

on the diversity. There is a gender awareness perspective that considers the issues on the ideas regarding gender, which has no difference between men and women [2]. Therefore, the gender awareness perspective is the approach to understand cognitive and psychological characteristics of men and women, so as not to show an occurrence of inequality on the specific gender, to acknowledge the diversity among all genders [3]. The perception of the times that management and makeup appearance are the women's area has been changed, and a renewed interest in the physical appearance has been demonstrated as the actions in every age regardless of the gender. In this way, as the gender roles and appearance concepts in the past society have been disappeared, men's grooming behaviors are well accepted naturally [4]. In particular, the examples showed the drastic growth of the Korean men's beauty market, including the article that Korean men led the global men's beauty market thanks to the Korean wave fad such as K-POP. Additionally, there is information on this new trend which was highlighted by a research result found by the Euromonitor, that Korean men became the largest consumers in the global men's skincare market, with the growth rate of 44% from 2011 to 2017 [5].

University period is time that the students who prepare and start the social approach show the interest very high in the appearance management and the needs are required drastically. As the anxiety on getting jobs is heightened and the importance of interviews is magnified, the needs of appearance management begin to emerge more for this demographic of consumers [6]. It is a common idea that good physical appearance can lead to happiness and social success [7], and Kim et al [8] reported the existence of salary premium based on appearance. As such, sociocultural men's beauty market has been growing rapidly while few studies had been conducted on the appearance of university students who lead the beauty fashion.

Hence, this study was aimed to investigate gender awareness aesthetic consciousness of the male university students who started a regimen of the appearance management, as reflected on their appearance management behaviors. It is important to review these results, so as to utilize the fundamental study data leading the men's beauty trends.

2. MATERIALS AND METHODS

From September to December 2019, a survey was conducted in 300 male university students. They were informed that the survey data would be used for study purposes only, and that any personal information would be secured according to the laws and answered to the questionnaires by themselves. A total of 284 data were analyzed in the study, excluding those with insincere answers.

With respect to the survey tools, gender awareness aesthetic consciousness was classified with two lower levels including appearance capability and aesthetics/plastic surgery, using the index of aesthetic consciousness from the research questionnaires in Woo's study [9]. The questions included 6 questionnaires on the idea of appearance capability, and 5 questionnaires on the idea of aesthetics/plastic surgery. Using the index in Ahn's study [10], it was intended to know whether appearance management behaviors affected their lower level items, passive and active management behaviors. There were 3 questionnaires on the passive management, meaning to be able to manage it alone at home and 5 questionnaires on the active management, meaning to use the special skincare centers were made. Each questionnaire consisted of 5-point Likert scale from 'very unlikely' with 1 point to 'very likely' with 5 points. It is noted that in terms of statistical analysis methods, descriptive statistics, reliability analysis, and hierarchical regression analyses were performed.

3. RESULTS AND DISCUSSION

3.1. Levels of aesthetic consciousness and appearance management behaviors

With respect to the results of level of aesthetic consciousness, appearance capability showed higher with 3.69 points than aesthetics/plastic surgery with 2.80 out of 5 points. In terms of appearance management behaviors, passive management behaviors showed higher with 2.96 than active management behaviors with 2.56 points (Table 1).

Table 1: Levels of aesthetic consciousness and appearance management behaviors

Item		N	Mean	Standard deviation
Aesthetic consciousness	Appearance capability	248	3.6942	.69493
	Aesthetics/plastic surgery	248	2.8040	.86917
Appearance management behavior	Passive	248	2.9691	.90305
	Active	248	2.5648	.74350

In the level of aesthetic consciousness, they responded more on the idea that appearance is capability. More passive management behaviors than active ones on aesthetics/plastic surgery showed the consistent result that male university students had performed more on the passive management behaviors, to be able to enhance their appearances easily spending less time and efforts [11]. This is considered that university period may not be a right time to perform active management behaviors, due to multiple reasons such as economic aspect.

3.2. Correlation between aesthetic consciousness and appearance management behaviors

Upon the correlation analysis results among appearance capability and aesthetics/plastic surgery which are aesthetic consciousness; and active and passive management behaviors which are appearance management behaviors, appearance capability showed positive correlations with aesthetics/plastic surgery ($r=.542$, $p<.01$), passive management behaviors ($r=.358$, $p<.01$), and active management behaviors ($r=.482$, $p<.01$). In this case, the aesthetics/plastic surgery showed positive correlations with passive management behaviors ($r=.376$, $p<.01$) and active management behaviors ($r=.639$, $p<.01$). Also, it was noted that the passive management behaviors showed positive correlation with active management behaviors ($r=.487$, $p<.01$) (Table 2).

This implicates the consistent results that more appearance management behaviors were performed as the interest level in the appearance was seen to be higher in this case [9].

Table 2: Correlation between aesthetic consciousness and appearance management behaviors

Item	Appearance capability	Aesthetics/plastic surgery	Active management behaviors	Passive management behaviors

Appearance capability	1			
Aesthetics/plastic surgery	.542**	1		
Passive management behaviors	.358**	.376**	1	
Active management behaviors	.482**	.639**	.487**	1

**p<.01

3.3. Factors to affect appearance management behaviors

3.3.1 Factors to affect active management behaviors

Upon the regression analysis on the active management behaviors, it was shown that the explanatory power of total input variables on the active management behaviors was 19.4%. Out of this, 4.9% was for demographic variables which were control variables and 14.5% was for appearance capability, and aesthetics/plastic surgery which were aesthetic consciousness. In the active management behaviors, appearance capability (.274) in aesthetic consciousness showed to affect appearance management behaviors more than that of the aesthetics/plastic surgery (.242) (Table 3).

This is consistent that more active management behaviors were performed as the idea that appearance was capability was higher [12].

Table 3: Factors to affect active management behaviors

(N=284)

Item	Appearance management behaviors	
	B(β)	B(β)
Step 1: Demographic variable Grade (2 nd grader=1,Others=0)	-.503(-.221)***	-.319(-.140)*
Step 2: Aesthetic consciousness Appearance capability		.274(.211)*
Aesthetics/plastic surgery		.242(.232)***
Constant	3.878	1.857
R2	.049	.194
F		19.539***
R ² changes		.145

*p<.05, **p<.01, ***p<.001

3.3.2 Factors to affect passive management behaviors

Upon the regression analysis on the passive management behaviors, explanatory power of total input

variables on the passive management behaviors, which was noted at 43.8%. Out of this, 4.1% was analyzed determined for demographic variables which were control variables, and 39.7% was for appearance capability and aesthetics/plastic surgery which were aesthetic consciousness. In the passive management behaviors, aesthetics/plastic surgery (.448) in aesthetic consciousness showed to affect appearance management behaviors more than appearance capability (.201) (Table 4).

This is consistent that more self-management behaviors were performed as the idea on the aesthetics/plastic surgery was higher [13]. This seemed to be originated from multiple limitations including economic aspect.

Table 4: Factors to affect passive management behaviors

(N=284)

Item	Aesthetic inner consciousness	
	B(6)	B(6)
Step 1: Demographic variable Grade (2 nd grader=1,Others=0)	-.380(-.203)***	-.122(-.065)
Step 2: Aesthetic consciousness Appearance capability		.201(.188)***
Aesthetics/plastic surgery		.448(.523)***
constant	3.252	.787
R2	.041	.438
F		63.401***
R ² changes		.397

***p<.001

4. CONCLUSION

The perception of the times has been significantly changed in the area only for women that manage and groom their appearance. In this study, male university students showed that they groomed their appearance, and had high level of perception on their appearance management. As the level of perception on the appearance was increased, aesthetic consciousness of male university students affected their management behaviors of improving their appearance. Second graders who were going to prepare employment showed the highest level of appearance management behaviors as well as aesthetic consciousness in this area. The idea that appearance meant that there was an associated level of capability as among students showed high among aesthetic consciousness, while the awareness of aesthetics/plastic surgery showed low. As the idea that appearance meant the capability was higher, active management behaviors were occurred more and as the awareness of aesthetics/ plastic surgery showed higher, they showed more in line with passive management behaviors. Further studies should add multiple variables which may affect the appearance management behaviors in male university students, and also should be conducted on their correlations and effects.

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