

研究報告

補整下着, 化粧, 美容整形に対する意識についての事例的研究
— 若年群と中年群との比較 —

山 梨 県 立 大 学 齊 藤 秀 子*
大 妻 女 子 大 学 (非) 柳 澤 元 子**
大 妻 女 子 大 学 短 期 大 学 部 吞 山 委 佐 子***

A case study of attitudes towards foundation, makeup and cosmetic surgery
— A comparison of attitudes between a young age group and a middle age group —

Hideko Saito* and Motoko Yanagisawa** and Isako Nomiyama***

**Yamanashi Prefectural University*

5-11-1 Iida, Kofu-shi, Yamanashi 400-0035 Japan

***Otsuma Women's University*

12 Sunban-cho, Chiyoda-ku, Tokyo, 102-8357 Japan

****Otsuma Women's University Junior College Division*

12 Sunban-cho, Chiyoda-ku, Tokyo, 102-8357 Japan

Abstract

In this research, a survey of Japanese women of current social perceptions towards beauty was conducted. Specifically, the survey was related to foundation, makeup and cosmetic surgery. The survey was conducted based on the hypotheses that there is a relationship between perceptions of beauty sought by women and foundation, makeup and cosmetic surgery, and that the relationship differs depending on age.

Surveys were collected from a total of 555 respondents: 155 from students at B Junior College, 208 from students at Y Junior College, and 192 from the middle age group. The average age of the middle age group was 54.3 and that of young age group was 19.6.

From the results of analysis, it was recognized that there is a clear trend, especially for women in the young age group, to apply makeup around their eyes, based on the perception that makeup is to be used for fashion and for covering up blemishes. It was further surmised that there is a correlation between the enhancement of the eyes through the application of makeup and the desire of some women to change the shape of their eyes with cosmetic surgery. It is conceivable that this is a reflection of the perception held by women that large eyes or “double eyelids” are marks of beauty. On the other hand, there were no notable results linking the enhancement of beauty using foundation to the desire to undergo cosmetic surgery on specific body parts which women want to enhance.

(Received November 24, 2005)

(Accepted Publication March 29, 2006)

Key word: foundation 補整下着, makeup 化粧, cosmetic surgery 美容整形,
middle age group 中年