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Masking the natural beauty: Cosmetic utilization and self-confidence of registered nurses working in Riyadh hospitals

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Abstract

Make up plays a vital role to perceived social reactions either on the perception of oneself or the perceptions of others. It facilitates adornment as perceived by the people around. It part of one's own motivation in order to pursue the "visual centrality" of looks in the society. Since the women dominate the nursing workforce, this triggers the researchers to focus on the registered nurses who used cosmetics while performing their duties in the hospital. This provoked the researcher to focus on the cosmetic utilization and self-confidence among nurses. This research used a quantitative, descriptive correlational design to determine the relationship between the cosmetics utilization and self-confidence of registered nurses working in Riyadh hospitals. The purposive sampling technique was used in selecting the 392 total samples. Pearson product moment correlation and Analysis of variance were used to test the hypotheses. Findings shows that majority of nurses used cosmetics for beautification which they perceived as facial attractiveness an external view of others towards them. Most nurses were high make up users (24%) to low make up users (29%). Majority of the nurses have high level of self-confidence representing 82% of the total population. In conclusion, the cosmetic utilization has a moderate positive correlation with their self-confidence level. Age and marital status is a predictor in using the cosmetics while age and employment type is highly significant in the nurses' self-confidence.

Keywords: Cosmetic utilization, masking, natural beauty, self-confidence

Introduction

Many women used cosmetic products as a form of youthful enhancer and increase attractiveness physically. This is a way of motivating oneself to increase self-confidence. Most of them are not reluctant to show off their face when make-up or cosmetic products is applied. It feels better when attending an event or any gathering. Cosmetic application is the most salient among all procedures being done such as fashion, jewelry and other form that improve grooming ^[1]. This cosmetic utilization greatly manipulates the appearance of an individual to show good appearance physically. Other researches have shown that cosmetic at least for women can satisfy the expectations of their partners ^[2]. It enhanced attractiveness by amplifying the cues. The use of cosmetics is not just for women ^[3]. It can also increase self-esteem for self-development. Improving oneself attributes to self-promotion and advertisement ^[4], similar to job application. According to experimental research of psychologist, the cosmetic was utilized as a form of psychological mask to decrease negativity on self-perception ^[5].

In the academic part, the used of cosmetic became part of

daily lives of the students. The fact that it can decrease the anxiety of the students when attending the school, the level of the self-esteem of the students was also affected. It can relate to variety of importance to students. It's not just simply a way of enhancing attractiveness but positively affect the learning outcomes in academic achievement wherein it is significantly affect the grades due to positive mood intervention ^[6]. Further, it goes beyond the normal understanding that cosmetics is for masking and grooming but it places an individual to the society. The outward appearance of an individual is significant which places them to any part of the community. Make up plays a vital role to perceived social reactions either on the perception of oneself or the perceptions of others. Previous study found that frequent used of cosmetics is positively related to self-consciousness but negatively correlated to emotional stability and intellect ^[7]. This suggests that it facilitates adornment as perceived by the people around. It part of one's own motivation in order to pursue the "visual centrality" of looks in the society.

In Saudi Arabia, the women are started to be part of the

gender-mixed environment wherein both sexes can joined together. The sex-segregation like in places e.g., restaurant are slowly eliminated. The women are becoming exposed to openness and some not conservative women especially the generation Z show off their face. Obviously, the women of these generation employed variety of reason that extend beyond the used of cosmetics. Whatever it could be, this indicates the women empowerment which either help them to create a place within the society. Although there is a low correlation between physical self-esteem and makeup usage [8], Mileva *et al.*, with the used of cosmetics such as make up, it facilitates perceptions of prestige [9]. Now that the female can exposed their face, this raise the question that ‘Is the used of cosmetic in Saudi Arabia affect the level of confidence?’”

Now that it’s becoming a trend among young generations in particular, it relates to the self- development. For instance, the registered nurses are working in a mixed-gender hospital environment. The changes affirm to the good collaboration inside the health facility to achieve the common goal for a better health. In the report of Saudi Heart Council, the Kingdom of Saudi Arabia has a total of 125,379 nurses in 2018 and majority of the nurses were female [10]. Since the women dominate the nursing workforce, this triggers the researcher to focus on the registered nurses who used cosmetics while performing their duties in the hospital. The power of postfeminist gaze since they focus on their self-regulation and self-improvement [11].

Research Objectives: The aimed of this is to determine the

relationship cosmetic utilization and self-confidence of registered nurses working in Riyadh hospitals. Specifically, it sought to answer the following specific objectives.

1. Identify the demographic characteristics of registered nurses as to age, educational level, marital status, and employment type.
2. Determine the relationship between the registered nurses’ cosmetics utilization and self-confidence
3. Determine if the higher utilization of cosmetics of the registered nurses significantly positive related to higher levels of self-confidence.
4. Ascertain if the registered nurses’ cosmetics utilization and self-confidence significantly different across their demographic characteristics.

Hypotheses

- Is the higher utilization of cosmetics of the registered nurses significantly positively related to higher levels of self-confidence?
- Is the registered nurses’ cosmetic utilization significantly different across their demographic characteristics?
- Is the registered nurses’ self-confidence significantly different across their demographic characteristics?

Conceptual Framework

This study was confined in the online responses of 392 registered nurses currently working in Riyadh hospitals. From the researchers, the IPO input-process-output into conceptual framework was created and illustrated below.

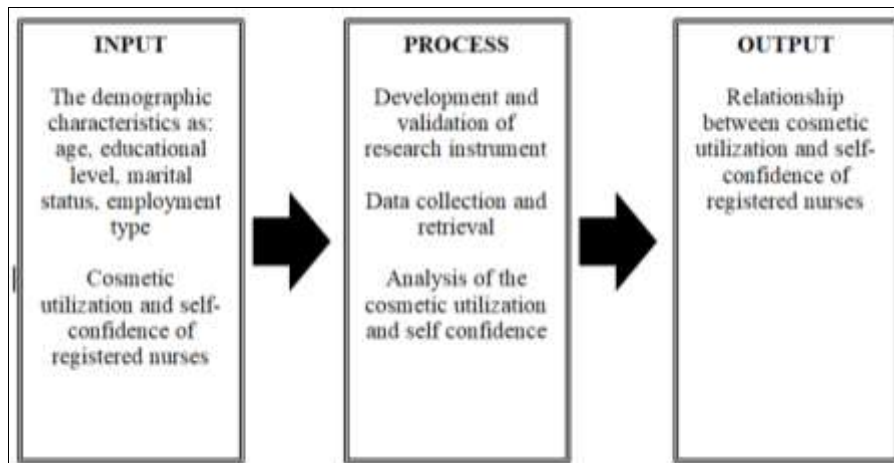


Fig 1: The Conceptual Framework of the Study

In the figure 1 above, the input of the study are the demographic characteristics of the registered nurses working in Riyadh hospitals in terms of age, educational level, marital status and employment type. By focusing on the input and its analysis, processes were applied. Development and validation of the research questionnaire, data collection and retrieval and analysis of the cosmetic utilization and self-confidence which eventually lead to the output which is the relationship between cosmetic utilization and self-confidence of registered nurses.

Materials and Methods

Research design and sampling: This study utilized a quantitative descriptive correlational research design. This

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study was performed in Riyadh City. The study population composed of registered nurses working in Riyadh hospitals. The sample size of the study was 392 nurses. Sample was selected using purposive sampling technique. The eligibility criteria in selecting registered nurses using the following. The inclusion criteria include: (1) female; (2) any marital status; (3) working in public and private hospitals; (4) registered nurses in Saudi Arabia. The exclusion criteria include: (1) not active license; (2) unwillingness to participate in the study.

Tool validity and reliability

The main research collecting tool of this research was a self-constructed questionnaire. This underwent validity and

reliability. For validity, the questionnaire was submitted to experts for checking. These panels of experts evaluated the research instrument in terms of applicability, clarity, contents, and relevance. The suggestion and recommendation was followed by the researchers before a pilot testing was done. This questionnaire was answered by 10 nurses which were not part of the actual study. Those responses were computed using reliability testing. This helps the researchers to ensure the data accurately to reflect the intended research objectives and is consistent and reproducible. These protect the credibility and its impact to this research as it is essential in producing high-quality research.

Research Instrument and Implementation methods

A self-constructed questionnaire was formulated for the data collection to achieve the purpose of the study. This questionnaire measures the cosmetic utilization using 6 categories; no makeup; limited makeup; low makeup; average makeup; high makeup; celebrity-type makeup. The self-confidence scale, however, utilized 20 items which measure self-confidence in uni-directional manner about oneself. It has a 5 point Likert Scale as: (5) Often (4) Always; (3) Sometimes; (2) Rarely; (1) Never. The instrument for self-confidence scale was adapted.

Ethical consideration

The researcher respects the rights of study participants, treat data with confidentiality with no harm for the subject. All study participants provided consent prior to participation in the study. An approval from university was taken and permission from study area was secured.

Statistical treatment of data

Data was entered in statistical package for social science (SPSS) version 23. A total of 500 online survey forms were distributed, and 392 responses were collected and analyzed. The data analysis was carried out using the SPSS version 23.0 with descriptive statistics (frequency analysis, percentage, weighted mean) and inferential statistics (Pearson product moment correlation, analysis of variance) were conducted.

Results and Discussions

This section contains the findings of the study based from the analysis of the data collected. They were presented in tabular format for easy understanding of the study results. Each was supported by review of related studies.

Table 1: Demographic Characteristics as to Age

Variable	Frequency	Percentage
21-25 years old	164	41.80
26-30 years old	83	21.20
31-35 years old	52	13.30
36-40 years old	30	7.70
41-45 years old	32	8.20
46-50 years old	12	3.10
51 years old and above	19	4.80
Total	392	100%

The table 1 shows the demographic profile of the respondents according to age. The table reveals that majority of the respondents were 21-25 years old representing 164 of the total sample. Only 12 or 3.10 percent of the study participants were 46-50 years old. In United Kingdom the biggest beauty shoppers online were adults aged 25 to 34 years old comprising 50 percent and 25 percent were between 18 to 24 years old ^[12].

Table 2: Demographic Characteristics as to Educational Level

Variable	Frequency	Percentage
Bachelor graduate	293	74.70
Masteral graduate	90	23.00
Doctoral graduate	9	2.30
Total	392	100%

The above table illustrates the demographic characteristics of the nurses in terms of educational level. The table shows that three-fourth or 75 percent of the respondents graduated their bachelor’s degree in nursing. Based on the data, this means that bachelors graduate were the common users of cosmetics. This comprised the largest beauty shoppers among makeup stalls. Similarly, study had found that majority of the cosmetics users are those who attained tertiary level of education ^[13]. This suggests that the consumers of makeup were individuals who reached bachelor’s degree. This level probably knows the importance of using cosmetics inside their workplace.

Table 3: Demographic Characteristics as to Marital Status

Variable	Frequency	Percentage
Single	245	62.5
Married	138	35.2
Widow	5	1.3
Divorce	4	1.0
Total	392	100%

The table 3 presents the demographic characteristics of registered nurses as to marital status. According to the data, two-third of the respondents was single representing 245 from the total population. Based on the table, it can be inferred that most of the cosmetic users were single. Previous research revealed that unmarried females (58.9%) used more often than married (40.6%) ^[14]. This is the reason why after marriage most married women have less attention to their appearance that result to decrease cosmetics usage.

Table 4: Demographic Characteristics as to Employment type

Variable	Frequency	Percentage
Government	270	68.90
Private	122	31.10
Total	392	100%

The table 4 shows the demographic characteristics of the respondents in terms of employment type. The data reveals that majority of the respondents was working in the government hospital with 270 nurses representing almost 69 percent and 31 percent were nurses working in the private hospital.

Table 5: Level of Cosmetics Utilization of Registered Nurses

Variable	Frequency	Percentage
Low make up	115	29.3
Limited make up	99	25.3
Average make up	48	12.2
High make up	38	9.7
Celebrity type make up	92	23.5
Total	392	100%

The table 5 illustrates the level of cosmetics utilization by the nurses. Based on the data, most of the nurses have low make up comprising 29 percent or 115 of the sample. Near to the highest is the limited make up and celebrity make up with 25 percent and 24 percent respectively. Cosmetics usage is part of nurses' healthy lifestyle. They manage their behavior by choosing appropriate actions that affect their own health status while doing performing their daily duties. People need to be cognizant on the changing lifestyle if they want to maintain their health or achieve something. A survey study has revealed that most (71%) consumers of cosmetic products believed that it is very important on their daily lives and using these cosmetic products (72%) improved their quality of life [15]. Although 23.55 of the nurses were celebrity type make up users, it is believed that make up enhance one's attractiveness. Women comprised the largest nursing workforce. Women used cosmetics improved their attractiveness as part of their advantage

Table 7: Correlation between cosmetic utilization and self-confidence

Variable	N	r	Sig. (2-tailed)	Results	Interpretation
Cosmetics utilization vs. Self-confidence	392	0.342	0.000	Significant	Moderate correlation

*correlation at 0.01 significance 2 tailed

The above table shows the relationship between cosmetic utilization and self-confidence. Using the Pearson product moment correlation, it can be seen that the r value is higher than the critical value ($r_v > cv$). Therefore, the cosmetics utilization and self-confidence has significant relationship. This means that the $r = 0.342$ is moderately correlated resulting to medium relationship between the used of cosmetics to their level of confidence. The results showed that cosmetic utilization affect nurses' physical appearance can improve self confidence among registered nurses. The physical appearance and self-esteem is related [18]. They explained that it can be difficult to feel confident when

Table 8: Significant Differences on the cosmetics utilization as to demographic characteristics

Variable	Standard Deviation	F	Critical Value	Results	Interpretation
Age	1.514	2.280	0.036	Significant	Accept the hypothesis
Educational Level	1.514	1.908	0.150	Significant	Accept the hypothesis
Marital Status	1.514	2.027	0.110	Significant	Accept the hypothesis
Employment Type	1.514	1.065	0.303	Significant	Accept the hypothesis

*significant at 0.01 level of significance (2-tailed)

The table 8 shows the significant differences on the cosmetics utilization according to demographic characteristics. Based on the F test results, the F value is greater than the critical value ($FV > CV$) resulting to significantly different to all variables. The data shows that age, educational level, marital status and employment type significant differ among all nurses. This shows that people of all walks of life need cosmetic for attractiveness,

socially. The attractive people are expected to be more successful than unattractive people [1]. They have more social power as they received more positive social appraisals [16]

Table 6: Level of Self-confidence of the Registered Nurses

Variable	Frequency	Percentage
Low	0	0.00
Fairly good	3	0.80
Average	68	17.30
High	321	81.90
Total	392	100%

The table presents the level of self-confidence of nurses. It can be seen in the table that the nurses were high level of self-confidence showing 82 percent or 321 from the total population. The nurses were also average level of self-confidence with 17 percent or 68 from the total study sample. Since nurses attractiveness is an important factor in their daily lives in the workplace, cosmetics affects how they feel relating to themselves. This relates with the present study of high level of self-confidence while wearing make ups. Several studies have shown that it has a positive relationship with womens' self-esteem. The womens' appearance has positive correlation with satisfaction while appearance evaluation and self-esteem has relationship [17].

people experience thoughtless or unkind. Eventually, the feeling lead to negative reactions such as distress upset which make someone anxious in going out at all. A healthy amount of self-confidence is an essential quality in life. It affects one's images turning to a better decision making [19]. Studies have shown that having good self-confidence will benefits peoples' lives. They added that physical attractiveness affects a person's self-confidence due to the insecurities. It remains that how they feel about their appearance plays a significant role in their overall confidence.

appearance and self-confidence. Nowadays, people give due emphasis on physical attractiveness. We are surrounded by unrealistic pictures of body and faces to think of perfection. Those images persuade peoples on their view of life. This is the way people expect as they evolve in the society [19]. Based on the results above, this proved that nurses of various ages, marital status, qualification and employment type perceived cosmetic utilization as something that cause

attractiveness. One's physical attractiveness helps people to increase self-esteem as that physically attractive report

higher self-esteem^[20].

Table 9: Significant Differences on the self-confidence as to demographic characteristics

Variable	Standard Deviation	F	Critical value	Results	Interpretation
Age	0.411	3.482	0.002	Significant	Accept the hypothesis
Educational Level	0.411	1.514	0.255	Significant	Accept the hypothesis
Marital Status	0.411	1.135	0.335	Significant	Accept the hypothesis
Employment Type	0.411	12.192	0.001	Significant	Accept the hypothesis

*significant at 0.01 level of significance (2-tailed)

The table 9 above illustrates the significant differences on the self-confidence according to their demographic characteristics. It can be seen from the table above that F value is greater than the critical value ($FV > CV$) resulting to significant differences. Since the F value is greater than the critical value, the alternative hypothesis is accepted. This means that all of the demographic profiles have different levels of self-confidence. Noticeably, the employment type and age are the two variables with significant levels of self-confidence. Age is a factor for an individual self-confidence on varying degrees. The development trajectory of self-esteem is vital in public health as it provides empirical evidence about pattern of self-esteem^[21]. A longitudinal study about development of self-esteem reported that self-esteem increases as person increase its age starting from adolescence to middle adulthood with its peak at 60 years old^[22].

Conclusion

In the light of the actual research findings, it was concluded that majority of the nurses were low make up users (29%) while celebrity type makeup comprised of 24%. Majority of the respondents has high (82%) level of self-confidence. The cosmetics utilization is moderately correlated with nurses' level of confidence. The age and marital status is a predictor in cosmetic utilization while employment type and age is a factor in the nurses' level of confidence. The cosmetic was utilized as a form of masking the natural beauty to increase positivity towards self. Considering the cosmetics utilization and self-confidence of nurses have moderate correlation; therefore, cosmetics have a deliberately profound impact on the nurses' self-confidence.

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