



Examining the Casual Model of Identity Styles and Social Acceptability with Mediating of Dysfunctional Attitudes in Predicting the Use of Cosmetics in Female Students

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Abstract

The aim of the present study was to examine the causal model of identity styles and social acceptance by mediating of dysfunctional attitudes in predicting the use of cosmetics in female students. The statistical population of the present study was all female students of Mohaghegh Ardabili University during the academic year 2020-2021. The research sample was 336 individuals who were selected via convenient sampling method. The research design was correlational and structural equations type. Measuring instruments included Identity Style Questionnaire (1989), Social Acceptance Questionnaire (1960), Dysfunctional Attitudes Scale (1978), and Cosmetics Use Questionnaire (2014). The subjects answered the questionnaires online and in cyberspace. Data analysis was performed using structural equation modeling. The results showed that the causal model of the relationships between identity styles, social acceptance, dysfunctional attitudes, and the use of cosmetics in female students based on different indicators had optimum goodness of fit. Identity styles, social acceptance, and dysfunctional attitudes had a direct effect on the use of cosmetics in female students; also, identity styles and social acceptance had an indirect effect on the use of cosmetics through dysfunctional attitudes. Therefore, identity styles, social acceptance, and dysfunctional attitudes play an important role in the use of cosmetics in female students.



Extended abstract

Introduction: Cosmetics play an important role in female's daily lives and are called industrial chemicals that are used in every part of the human body to be look better. Girls explain the reasons for excessive use of cosmetics as creating a new identity and self-knowledge. Women who undergo the cosmetic surgery and the increasing use of cosmetics, do not have a positive perception of the body. People with different identity styles tend to have a different kind of cosmetics. In modern society, female's social acceptance is largely related to their appearance, and if a woman does not follow the norms of beauty or could not meet them for reasons such as physical disability, disability, etc., would be recognized as an abnormal person and would not be accepted by society. Therefore, women spend a lot of money, time, and energy to take care of their appearance. In order to have an acceptable appearance and make-up in the social sphere, people develop irrational beliefs about themselves that try to build a social body in terms of make-up and cover. The more need to social and peer groups approval, the more dysfunctional attitudes they have and the stronger tendency to do beauty practices. Identity styles, social acceptance, and dysfunctional attitudes are important components in relation to young people's desire to use cosmetics. Therefore, the aim of this study was to investigate the causal model of identity styles (information identity, normative identity, confused/ voidance identity, and commitment) and social acceptance mediated by dysfunctional attitudes in predicting the use of cosmetics in female students.

Method: The statistical population of the present study was all female students of Mohaghegh Ardabili University during the academic year 2020-2021. The research sample was 336 individuals who were selected by convenient sampling method. The research design was correlational and structural equations type. Measuring instruments included a 40-item Style Identity Questionnaire (1989), a 33-item Social Acceptance Questionnaire (1960), a 26-item Dysfunctional Attitudes Scale (1978), and a 20-item Cosmetics Use Questionnaire (Basharpour et al., 2014). The participants were asked to reply the research questionnaires via internet. Data were analyzed using structural equation analysis.

Results: According to the findings, the direct effect of information identity, normative identity, commitment identity, and social acceptance on the use of cosmetics and dysfunctional attitude was negative and significant and the direct effect of confused / avoidance identity on the use of cosmetics and dysfunctional attitude was positive and significant; Finally, the direct effect of the dysfunctional attitude variable on the use of cosmetics was positive and significant. Therefore, the hypothesis of the indirect effect of information identity variables, normative identity, and social acceptance on the use of cosmetics in female students was confirmed. Thus, in addition to the direct effect, information identity, normative identity, and social acceptance also indirectly affected the use of cosmetics through dysfunctional attitudes. Also, the hypothesis of the indirect effect of confused/avoidance identity and commitment identity variables on the use of cosmetics in female students was not approved.

Conclusions: Findings indicated that information identity, normative identity, and commitment identity had a negative and significant direct effect, and confused identity had a positive and significant direct effect on the use of cosmetics. In explaining these



results, it can be said that in the new era, personal and individual identity have become somewhat dependent on the body. Because others judge our identity and personality by our appearance, people try to portray their bodies in a way that conveys their desired identity to the observer. In fact, the more women achieve a coherent understanding of themselves, the less likely they are to use cosmetics. The results also showed that people with less social acceptance are more likely to use cosmetics. Young people, especially students, are more sensitive to the way others look at and evaluate their bodies, and therefore, the way that women and girls dress-up, and make-up can be considered as a symbol and a sign of changing values and also norms in society. Female students were increasingly using cosmetics in order to adapt themselves to the new values of society and to meet the standards of their community. Based on the results, dysfunctional attitude had a positive and significant direct effect on the use of cosmetics. Women's perceptions were influenced by the values and norms of society, and these factors affected women's thoughts by their appearance, which was rooted in women's experiences throughout their lives. In general, the use of cosmetics was a means to improve a person's evaluation of appearance and achieve the ideal that is intended for herself and society.

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