

A Study on Personal Adornment Associated with Sexual Orientation and Psychological Characteristics

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Abstract

The objectives of this study were to investigate hair style preferences, and use of cosmetics according to sexual orientation and demographic variables, to examine the relationship among hair style preferences, use of cosmetics, and anxiety and self-esteem.

The subjects were 536 men (heterosexual: 353, gay: 183) of 20's and 30's living in metropolitan area of Seoul.

Homosexuals preferred individualistic adornments and appearance, and the higher the ability anxieties and the miscellaneous anxieties they in both sexual orientation groups preferred unique individualistic hairstyles and used coloring cosmetics more. In the sales and service workers and students both sexual orientation groups preferred individualistic personal adornment while in the office workers they both preferred conservative appearance. In the same occupations, there were significant differences in the physical adornments according to sexual orientation in the sales and service workers and students groups. Homosexuals used individual adornments more. But in the office workers group there were no significant differences in the personal adornments according to their sexual orientation. Both homosexuals and heterosexuals had low use of physical adornments.

Key words : sexual orientation, anxiety, self-esteem, hairstyle preferences, use of cosmetics.

I. Introduction

There has been increasing interest in gay people in terms of sociological and marketing aspects. Gay people are seen as a sub-culture and a lot of people are making attempts to understand it. There are increasing numbers of companies, which see them as very important consumers and make products targeting them¹.

The word gay refers to people who are attracted to people of the same sex and choose

them as partners. Historically, gay people have been looked down upon and treated as if mentally ill and avoided as if they had bad diseases. But since the eighties they have been increasingly acknowledged simply as people with different sexual tastes and sexual orientations. Still the way they are perceived in our society in general is negative.

The reason they are considered as consumers with strong purchasing power is because they live in cities, are comparatively well educated, have better incomes². That's why they have

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¹ More consumers now targeting gay market, *Public Relations Tactics*, 2 (1995). p.17.

² W. D. Wells and D. Prensky, *Consumer behavior* (New York: John Wiley & Sons, Inc., 1996). p.161.

been studied as a subculture of clothing and textiles. According to previous research, gay people have had revolutionary influence on sexual images in our culture through their individualistic, and unique appearance³. It can even be told by to ones appearance whether he's gay or not. For example, they tend to show their sexual orientation by wearing earrings on one ear and key holders on the belts⁴. But so many people adopt these in general; they have lost their symbolic power.

Gay people deal with a lot of difficulties since they have to grow up in social prejudice and are expected to fit into the traditional social norms and family system⁵. They often develop anxieties and self-loathing while growing up in heterosexual oriented culture and bred to accept its standard as normal. They experience low self-esteem, guilt, anxiety, and depression through adolescence⁶.

Anxiety is an emotional reaction to stress. It is a typical emotional characteristic of modern people. Everybody has it more or less. Anxiety has much to do with self-esteem. People with low self-esteem tend to have more anxiety than people with high self-esteem⁷. Self-esteem is a positive self-evaluation of oneself, which reflects ones emotional well being⁸.

The improved appearance through clothing and adornments is an effective defense mechanism for people with low self-esteem. It helps by boosting up self-esteem and reducing anxiety. People with emotional security showed more interest in their own unique fashion styles⁹, people with high self-esteem in aesthetic¹⁰.

Physical adornment can be divided into two: one directly done on the body by putting on make up or dying hair, and the other indirect one by clothing and adornments. The former was dealt with in this paper. The appearance enhancing products such as cosmetics, hair dyes, and clothing are means of increasing self-esteem¹¹. Traditionally such actions were considered feminine things, but due to the sexual identity and decreased role distinctions between men and women, men also have started to take interest in how they look and their interest in cosmetics, hairstyles, and accessories have been increasing. The use of cosmetics and satisfaction with their faces were in direct correlation. The more they use them, the more satisfied they felt about their faces¹². Also people with high self-efficacy feel more pleasure while putting on make up and do more skin care than those with low self-efficacy¹³.

Therefore, it is meaningful to study males as

³ S. B. Kaiser, *The social psychology of clothing: Symbolic appearances in context*, 2nd ed. (New York: Fairchild Publications, 1997): p.572.

⁴ S. B. Kaiser, *The social psychology of clothing and personal adornment* (New York: Macmillan Publishing Co., 1985): p.42.

⁵ F. Bozett & W. Sussman, *Homosexuality and family relations* (New York: The Haworth Press, 1990): p.1.

⁶ G. Youn, *Psychology of homosexual* (Seoul: Hakjisa, 1997): p.167.

⁷ J. Bae, *The relation of self-identity and self-esteem* (Master's thesis, Keimyung University, 1984).

⁸ J. W. Santrock, *Adolescence*, 5th ed. (Madison: Brown & Benchmark, 1994).

⁹ J. H. Horn and L. M. Gurel, *The second skin*, 3ed ed. (Boston: Mifflin Co., 1981): p.243.

¹⁰ C. Humphrey, M. Klassen., & A. M. Creekmore, Clothing and self concept of adolescent (*Journal of Home Economics*, 63, 1971): 246~250.

¹¹ P. H. Bloch and M. L. Richins, You look "Marvelous": The pursuit of beauty and the marketing concept (*Psychology and Marketing*, 9, 1992): 3~15.

¹² L. Theberge and A. Kernalguen, Importance of cosmetics related to aspects of the self. (*Perception and Motor Skills*, 48, 1979): 827~830.

new important consumers in the marketing of cosmetics and appearance enhancing industries. Gay people influence has been increasingly reflected in politics, economics, and cultures all over the world. Therefore, it is necessary to study gay peoples appearance compared to straight men. Gay people revolutionary styles influence general society and they actually create and lead to new trends. Yet research on gay people is little because of their closed attitude toward the public. This study is to disclose gay peoples psychological characteristics and personal adornment compared to heterosexual. It is also to provide basic information on gay males and their new role as important consumers in the appearance enhancing industries and services.

The objectives of this study were to investigate hairstyle preferences, the use of cosmetics according to sexual orientation and demographic variables, to examine the relationships between anxiety and self-esteem and hairstyle preferences and use of cosmetics.

II. Method

1. Method and the Procedure

The method of this study was survey research. The questionnaires covered hairstyle preference, the use of cosmetics, anxiety, self-esteem, and demographic variables. Hairstyle preference questionnaires were asked in pictures and words. They included short sports hairstyle, general businessmen hairstyle, bobbed hairstyle, long hairstyle, tied hairstyles, and tail hairstyle in front of the ears. The questionnaires on permed, bleached, and dyed hairstyles were asked in words. The hairstyle samples were chosen from the survey of the hairstyles of people in the streets and magazine models hairstyles. The scoring was done by the five-point Likert type scale and the higher the scores are the higher

the preference.

Basic skin care products, perfumes, coloring cosmetics, and hair care products were used to measure cosmetics use. The researched basic skin care products were facial lotions, and skin toners. On perfumes the consumption degree was studied. On coloring products we studied facial foundation, facial powder, eyebrow pencils, lipsticks, and eye shadows. We added all the scores of the 4 above cosmetic product use and used mean. Each question consisted of four answer choices; 1 point for never, 2 points for rarely, 3 points for occasionally, and 4 points for often.

For measuring the scores of anxiety level, the standardized anxiety test by Joo, Young-sook, and Kim, Jung-whee¹⁴⁾ was used. The test consisted of three parts: social interpersonal anxiety, ability anxiety, and miscellaneous anxiety. The social interpersonal anxiety is an emotional reaction out of a social life or personal relations; particularly it means a discomfort, incongruity, inferiority, and so on from personal relations. The ability anxiety means the anxiety such as sensitive reactions or sense of inferiority from a competitive condition. The miscellaneous anxiety means a continuous vague fear of disasters and inactive feeling or emotion. There were 30 questions in total with each part consisting of 10 items. The scores for four answer choices are, 1 point for not at all, 2 points for not exactly, 3 points for it is so, 4 points for it is always so. In terms of number of questions and reliability of each part, reliability of 10 items on social interpersonal was .67. One of the ability anxiety items was excluded because of its low reliability. Reliability of ability anxiety was .68 out 9 items. Reliability of 10 items of miscellaneous anxieties was .83. Self-esteem test by Rosenberg¹⁵⁾ translated by Yang-Jin Kim¹⁶⁾ was used for the measure of self-esteem. One item was exclu-

¹³ K. Jo and T. Yoo, The mutual relations of self-efficacy, proximity of cosmetics to self and proximity of clothing to self (*The Journal of the Korean Society of Costume*, 32, 1997): 183~200.

¹⁴ Y. Joo and J. Kim, *Standardized anxiety test: for adult* (Seoul: Korean testing center, 1996).
 _____, *Standardized anxiety test: guide for test* (Seoul: Korean testing center, 1996).

ded because of its low reliability; so 9 items were used for the final score. The scoring was done by 5-point Likert type scale. The higher the score was the higher self-esteem. And its reliability was .86. The test on sexual orientation consisted of items discerning homosexuals from heterosexuals. It consisted of 2 questions created by Kinsey, Pomeroy and Martin¹⁷⁾ and used by Soo-Jin Lee¹⁸⁾ and Ga-hyeon Yoon¹⁹⁾. The answering choices were according to the degree of attraction to the same sex and opposite sex. They are from 0 points for not attracted at all to 6 points for very attracted. Those who joined in gay social activities, engaged in homosexuality, and those whose score scores were 2, after detracting heterosexuality score from homosexuality score, were defined as gay. Questions on demographic variables were two; age and occupations.

2. Collection of Data and Samples

This research was based on sampling of male adults in their twenties and thirties living in metropolitan area of Seoul. Their ages and occupations were considered in the sampling. The sampling for heterosexuals was convenience sampling and that for homosexuals was purposive sampling based on gay people club members. This research was done in December 1998. The subjects were 536 men; heterosexual 353 and gay 183. The age groups of the sampling were, for heterosexual, 47(13.4%) people from 20 to 24, 154(43.6%) from 25 to 29, 94(26.6%) from 30 to 34, 58(16.4%) from 35 to 39 and for homosexuals, 28(15.3%) people from 20 to 24, 83(45.3%) from 25 to 29, 51(27.9%) from 30 to 34, 21(11.5%) from 35 to 39. Occu-

pationally there were, for heterosexuals, 112 (31.7%) office workers, 54(15.3%) professional workers, 43(12.8%) sales and service workers, 18(5.1%) technical workers, 29(3.7%) unemployed and 113(32.0%) students, and for homosexuals, 36(19.7%) office workers, 29(15.8%) professional workers, 49(26.8%) sales and service workers, 3(1.6%) technical workers, 22 (12.0%) non employed, and 44(24.0%) students.

Data were analyzed by using SPSS program. Statistical analysis methods were frequency, percentage, t-test, Pearson's correlation coefficient, two-way ANOVA, one-way ANOVA, and Duncan's multiple range test.

III. Results and Discussion

1. The Differences of Physical Adornments According to Sexual Orientation and Ages.

Two-way ANOVA was used for analyzing the differences of hairstyle preferences according to sexual orientation and age. The result is shown in <Table 1>.

As in <Table 1>, the hairstyle preference had interaction of two independent variables (sexual orientation and age) in sports styles and long hairstyles. There were differences in sports hairstyle, bobbed hairstyle, tail hairstyle in front of the ears, bleached and dyed hair according to sexual orientation. The differences according to age were in bobbed hairstyle, tail hairstyle in front of the ears, and bleached and dyed hair. Gays preferred bobbed hairstyle, tail hairstyle in front of the ears, hair bleach, and dye. They liked more individualistic, unique hairstyles than conservative general businessmen hairstyle.

People in their twenties preferred bobbed hair-

¹⁵ M. Rosenberg, *Conceiving the self* (New York: Basic Books, 1979): p.54.

¹⁶ Y. Kim, *The Effect of fashion images on Korean women's self-concept and clothing attitudes* (Doctoral dissertation, Yonsei University, 1996).

¹⁷ A. Kinsey, W. Pomeroy, & C. Martin, *Sexual behavior in the human male* (Philadelphia: Saunders, 1948).

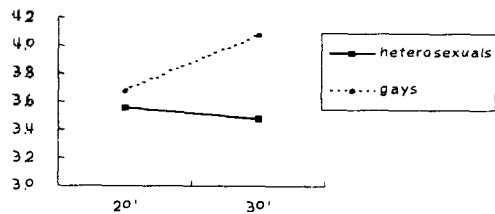
¹⁸ S. Lee, *Characteristics of mental health in gay men and lesbians at the level of outness* (Master's thesis, Yonsei University, 1996).

¹⁹ G. Yoon, *Psychology of homosexual* (Seoul: Hakjisa, 1997): pp.32~33.

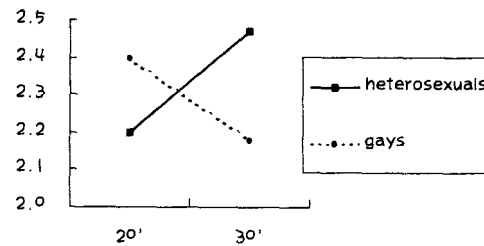
<Table 1> Differences of Hairstyle Preferences According to Sexual Orientation and Age

Hairstyle	Sexual orientation	Heterosexuals (n=353)	Gays (n=183)	Total	Source of variation	F
	Short sport hairstyle	20'	3.56	3.68	3.61	SO(A)
30'		3.48	4.08	3.67	age(B)	.82
total		3.53(2)	3.84(1)	3.63(1)	A × B	6.72**
General businessmen hairstyle	20'	3.64	3.58	3.62	SO(A)	3.22
	30'	3.72	3.46	3.64	age(B)	.06
	total	3.67(1)	3.53(2)	3.63(1)	A × B	1.59
Bobbed hairstyle	20'	2.78	2.97	2.85	SO(A)	4.06*
	30'	2.47	2.69	2.54	age(B)	8.95**
	total	2.64(3)	2.86(3)	2.72(3)	A × B	.02
Long hairstyle	20'	2.20	2.40	2.27	SO(A)	.00
	30'	2.47	2.18	2.38	age(B)	.90
	total	2.32(5)	2.31(5)	2.32(5)	A × B	4.16*
Tied hairstyle	20'	2.18	2.20	2.19	SO(A)	.09
	30'	2.17	2.07	2.14	age(B)	.25
	total	2.18(6)	2.15(6)	2.17(6)	A × B	.28
Tail hairstyle in front of the ears	20'	2.47	2.76	2.57	SO(A)	15.61**
	30'	2.15	2.76	2.35	age(B)	4.13*
	total	2.33(4)	2.76(4)	2.48(4)	A × B	2.23
Permed, hairstyle	20'	2.74	2.91	2.80	SO(A)	3.07
	30'	2.68	2.79	2.72	age(B)	.82
	total	2.71	2.86	2.76	A × B	.15
Bleached and dyed hairstyle	20'	2.89	3.38	3.06	SO(A)	32.09**
	30'	2.43	2.97	2.61	age(B)	23.72**
	total	2.69	3.22	2.87	A × B	.06

*p<.05, **p<.01, SO: sexual orientation, ()=ranking of hairstyle preferences



<Fig. 1> Interaction Form by Sexual Orientation and Age in the Short Sports Hairstyle.



<Fig. 2> Interaction Form by Sexual Orientation and Age in the Long Hairstyle.

style, tail hairstyle in front of the ears, bleached and dye hair more than people in their thirties. This reflects the tendency of young people trying to employ individualistic, rebellious styles.

<Fig. 1> shows the interaction between sexual orientation and age to short sports hairstyle. Gays in their thirties preferred sports hairstyle. Hete-

<Table 2> Differences of Cosmetic Uses according to Sexual Orientation and Age

Sexual orientation		Heterosexuals (n=353)	Gays (n=183)	Total	Source of variation	F
Basic skin care products (facial lotions, and skin toners)	20'	3.64	3.54	3.61	SO(A) age(B) A × B	1.05 .08 .26
	30'	3.60	3.57	3.59		
	total	3.62	3.55	3.60		
Perfumes	20'	2.37	2.88	2.56	SO(A) age(B) A × B	27.07** .16 .01
	30'	2.34	2.83	2.50		
	total	2.36	2.86	2.53		
Coloring cosmetics (foundation, eye shadow, lipstick etc)	20'	1.10	1.24	1.15	SO(A) age(B) A × B	15.62** 1.98 .00
	30'	1.05	1.19	1.10		
	total	1.08	1.22	1.13		
Hair cosmetics (hair jell, mousse etc)	20'	3.09	3.23	3.14	SO(A) age(B) A × B	6.00* 4.42* 1.32
	30'	2.82	3.18	2.94		
	total	2.98	3.21	3.05		

*p<.05, **p<.01, SO: sexual orientation

rosexuals showed no special preference to it according to age.

<Fig. 2> shows the interaction between sexual orientation and age to long hairstyle. The positive response was low in both sexual orientations. Long hairstyle was the least preferred. There was a significant difference according to age. Heterosexuals in their twenties liked it less than thirties. Gays in their thirties liked it less than twenties.

As in <Table 1>, regardless of sexual orientation sports hairstyle and general businessmen hairstyle was the most preferred in the group of people in their twenties and thirties group. In general, both sexual orientation groups showed similar response. The favorite hairstyle among heterosexuals was general businessmen hairstyle while gays was sports hairstyle.

Two-way ANOVA was used for analyzing the differences of cosmetic use according to sexual orientation and age. The result is shown in <Table 2>.

As in <Table 2>, there were no significant

effect of the two variables in the cosmetic use. In the sexual orientation variable there were significant differences in the use of perfumes, coloring cosmetics and hair cosmetics. In the age, the difference was only in hair cosmetics.

In the sexual orientation variable, gays used perfumes, coloring cosmetics, and hair cosmetics more so than heterosexuals. It can be interpreted that gays use more cosmetics because they have stronger desire to look attractive than heterosexuals.

In the age variable, the group of people in their twenties used cosmetics more than thirties. The group of people in their twenties was very high in the use of hair cosmetic such as mousse, and hair jell. It can be interpreted that the younger generation shows more interest in appearance. The average scores in basic skin care cosmetics and hair cosmetics were higher than other items. Basic skin care products and hair cosmetics seem to be used as daily commodities rather than beauty products.

As above, gays in the sexual orientation va-

<Table 3> Differences of Hairstyle Preferences according to Occupations and Sexual Orientation

Hairstyles	Occupations	Office workers (n=148)	Professional workers (n=83)	Sales & service workers (n=92)	Students (n=157)	F
	Short sport hairstyle	Heterosexuals	3.42	3.67	3.63	3.54
Gays		3.83	3.97	4.00	3.66	1.08
t		-2.13*	-1.30	-1.84	-.68	
General businessmen hairstyle	Heterosexuals	3.63(b)	3.94(a)	3.51(b)	3.65(b)	2.79*
	Gays	3.75	3.28	3.51	3.66	1.32
	t	-.72	3.83**	.01	-.02	
Bobbed hairstyle	Heterosexuals	2.46	2.74	.53	2.83	2.50
	Gays	2.81	2.79	c.76	2.98	.26
	t	-1.63	-.18	-.89	-.73	
Long hairstyle	Heterosexuals	2.43	2.13	2.56	2.23	1.31
	Gays	.28	2.14	2.18	2.30	.13
	t	.63	-.03	1.34	.28	
Tied hairstyle	Heterosexuals	2.21	2.07	2.28	2.23	.27
	Gays	1.94	1.90	1.94	2.34	1.46
	t	1.15	.78	1.35	-.51	
Tail hairstyle in front of the ears	Heterosexuals	2.32	2.30	2.53	2.30	.50
	Gays	2.44(b)	2.41(b)	3.16(a)	2.80(ab)	3.46*
	t	-.56	-.39	-2.81**	-2.39**	
Permed, hairstyle	Heterosexuals	2.60	2.69	2.74	2.84	1.40
	Gays	2.69	2.72	2.80	3.09	1.48
	t	-.57	-.18	-.25	-1.52	
Bleached and dyed hairstyle	Heterosexuals	2.47(b)	2.46(b)	2.86(a)	2.93(a)	5.64**
	Gays	2.69(b)	3.52(a)	2.90(b)	3.61(a)	7.23**
	t	-1.19	-4.90**	-.18	-3.79**	

*p<.05, **p<.01, a, b: Duncan's multiple range test(p<.05)

riable and the younger age groups in the age variable use more personal adornments.

2. The Differences of Hairstyle Preferences according to Occupations.

One-way ANOVA was used for analyzing the hairstyle preferences according to occupations. T-test was also used to analyze the hairstyle preference according to sexual orientation. The result is shown in <Table 3>.

Technical workers and unemployed were excluded because they were not significant in

numbers. As in <Table 3>, there were significant differences in the hairstyle preferences in the different occupations. General businessmen hairstyle was liked more in heterosexuals. It was also liked more in professional workers of heterosexuals. Tail hairstyle in front of the ears was preferred in gays. It was preferred among sales and service workers and least liked by the office workers and professional workers in the gays. The preference of bleached hair and dyed hair showed differences according to occupations in both gay and heterosexual groups. The

bleached hair and dyed hair were liked more in sales and service workers in heterosexuals. They were liked more in professional workers and students in gays.

The difference of hairstyle preference in the same occupation in different sexual orientation groups showed that sports hairstyle was liked more in the gay office workers and general businessmen hairstyle was liked more in heterosexual professional workers. Tail hairstyle in front of the ears was preferred in gay sales and service workers and students. The bleached and dyed hairstyle were preferred in gay professional workers and students.

One way ANOVA was used for analyzing the difference of the cosmetic use according to occupations, and t-test was used for analyzing the difference of the cosmetic use according to sexual orientation in different occupations. The result is shown in <Table 4>.

As in <Table 4>, there was a significant difference in the use of coloring cosmetics in different occupations in gays. It was high in the

sales and service workers, and lowest in the office workers. In the same occupation in different sexual orientation groups, gay students used perfumes more than heterosexual students. In the use of coloring cosmetic, gay sales and service workers were higher.

As above, individualistic personal adornments were preferred in the sales and service workers and students in both sexual orientation groups while conservative styles were preferred in office workers. There was a significant difference according to sexual orientation in the same occupation with exception of office workers. Gays used more personal adornments. In the office workers the use of personal adornment was low in both sexual orientation groups.

3. The Interaction of Psychological Characteristics and Use of Personal Adornments.

Pearson's correlation coefficient was used for analyzing the relationship between hairstyle preference and anxiety and self esteem. The result is shown in <Table 5>.

<Table 4> Differences of Cosmetic Use according to Occupations and Sexual Orientation

Cosmetic use	Occupation	Office workers (n=148)	Professional workers (n=83)	Sales & service workers (n=92)	Students (n=157)	F
	Basic skin care products	Heterosexuals	3.55	3.72	3.49	3.71
Gays		3.44	3.66	3.59	3.57	.40
t		-.57	.42	-.65	1.20	
Perfumes	Heterosexuals	2.37	2.26	2.72	2.27	2.01
	Gays	2.78	2.59	2.96	2.91	.93
	t	-2.00	-1.30	-1.22	-3.39**	
Coloring cosmetics	Heterosexuals	1.11	1.02	1.11	1.07	.90
	Gays	1.10(b)	1.16(ab)	1.33(a)	1.15(ab)	2.75*
	t	.20	-2.30*	-2.14*	-1.44	
Hair cosmetics	Heterosexuals	2.88	2.76	2.23	3.03	1.86
	Gays	3.14	3.17	3.29	3.18	.18
	t	-1.21	-1.71	-.27	.85	

*p<.05, **p<.01, a, b: Duncan's multiple range test(p<.05).

<Table 5> The Relationships between Anxiety and Self-esteem, and Hairstyle Preferences
(N=536)

Anxiety, self-esteem		Social interpersonal anxieties	Ability anxieties	Miscellaneous anxieties	self-esteem
Short sport hairstyle	Heterosexuals	-.112*	-.113*	-.107*	.112*
	gays	-.170*	-.233**	-.206**	.204**
General businessmen hairstyle	Heterosexuals	-.026	-.097	-.119*	.137**
	gays	-.085	-.057	-.074	.041
Bobbed hairstyle	Heterosexuals	-.076	-.021	-.043	.124*
	gays	.050	.166*	.150*	-.035
Long hairstyle	Heterosexuals	-.075	-.086	.000	-.022
	gays	.095	.202**	.054	-.017
Tied hairstyle	Heterosexuals	-.065	-.005	.064	.016
	gays	.128	.178*	.061	-.087
Tail hairstyle in front of the ears	Heterosexuals	.007	.125*	.136*	-.013
	gays	-.035	-.067	-.059	.053

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

As in <Table 5>, in the social interpersonal anxiety both gays and heterosexuals with higher anxieties showed negative correlations in sports hairstyle. It can be interpreted that since sports hairstyle is a masculine hairstyle it is avoided by those with higher social interpersonal anxieties.

A ability anxieties in heterosexuals had a negative correlation with the preference of sports hairstyle and a positive correlation with tail hairstyle in the front ear. The higher ability anxieties were, the less they liked sports hairstyle and the more they liked tail hairstyle in front of the ears. Ability anxieties in gays had a negative correlation with the preference of sports hairstyle and positive correlations with bobbed hairstyle, long hairstyle, and tied hairstyle. The higher the ability anxieties, the less they liked the sports hairstyle and the more they liked bobbed hairstyle, long hairstyle, and tied hairstyle.

Miscellaneous anxieties in the heterosexuals had negative correlations with the preference of

sports hairstyle and general businessmen hairstyle, and a positive correlation with the preference tail hairstyle of the front ear. The higher miscellaneous anxieties were, the less they liked sports hairstyle and general businessmen hairstyle and the more they liked tail hairstyle of the front ear.

Self-esteem in gays had positive correlations with the preference of sports hairstyle, general businessmen hairstyle, and bobbed hairstyle, so the higher self-esteem they had, the more they liked sports hairstyle, general businessmen hairstyle, and bobbed hairstyle. In gays it had a positive correlation with sports hairstyle, so the higher self-esteem people had, the greater preference for the sports hairstyle.

In general, men with higher social interpersonal anxieties preferred least sports hairstyle. The higher the ability anxieties and miscellaneous anxieties people had, the greater preference for the individualistic hairstyles such as tail hairstyle of the front ear. Men with high-

<Table 6> The Relationships between Anxiety and Self-esteem, and Cosmetic Use (N=536)

Cosmetic use		Anxiety, self-esteem		Social interpersonal anxieties	Ability anxieties	Miscellaneous anxieties	Self-esteem
		Heterosexuals	gays				
Basic skin care products	Heterosexuals			-.125**	-.204**	-.141**	.150**
	gays			-.054	-.169*	-.148*	.136*
Perfumes	Heterosexuals			-.129**	-.086	-.040	.101*
	gays			-.121	-.081	-.066	.119
Coloring cosmetics	Heterosexuals			.006	.094*	.194**	-.076
	gays			-.015	.111	.142*	-.013
Hair cosmetics	Heterosexuals			-.056	-.097*	-.130**	.205**
	gays			.012	-.065	.010	.107

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

her self-esteem had the greater preference for masculine hairstyles in both sexual orientation groups.

Pearson's correlation coefficient was used to analyze the relationships between anxieties and self-esteem, and cosmetics use. The results are shown in <Table 6>.

As in <Table 6>, social interpersonal anxieties had negative correlations with the use of basic skin care cosmetics, and perfumes only in heterosexuals, so heterosexual men with higher social interpersonal anxieties used physical adornments the least.

Ability anxieties had negative correlations with basic skin care cosmetics and hair cosmetics, and a positive correlation with coloring cosmetics in heterosexuals. In heterosexuals, the higher the ability anxieties, the more they used coloring cosmetics. In gays, ability anxieties had negative correlation with the use of basic skin care cosmetics.

Miscellaneous anxieties in the heterosexuals had a positive correlation with coloring cosmetics and negative correlations with basic skin care cosmetics and hair cosmetics. In gays, miscellaneous anxieties had a negative correlation with basic skin care products, and a positive correlation with coloring cosmetics.

Self-esteem in heterosexuals had positive correlations with basic skin care cosmetics, perfumes, and hair cosmetics. In gays, it had a positive correlation with the use of basic skin care cosmetics.

As above, those with ability anxieties and miscellaneous anxieties preferred coloring cosmetics and unique individualistic presentation such as tail hairstyle in front of the ears to compensate their anxieties.

IV. Conclusion

The purpose of this study was to investigate the relationship of hairstyle preference and use of cosmetics according to male sexual orientation and demographic variables and to disclose the relationship between hairstyle preference, use of cosmetics, and anxieties and self-esteem.

The results were as follows.

In the hairstyle preference, gays preferred sports hairstyle, bobbed hairstyle, tail hairstyle of the front ear, bleached hair, and dyed hair more than heterosexuals. In the age groups of gays, twenties preferred bobbed hairstyle, tail hair of the front ear, and bleached and dyed hairstyles. In general, twenties and thirties in both sexual orientation groups preferred sports

hairstyle, and general businessmen hairstyle the most. Sports hairstyle and long hairstyle had interaction between sexual orientation and age. Gays used perfumes, coloring cosmetics, and hair cosmetics more than heterosexuals and men in their twenties used hair cosmetics more than thirties. In both sexual orientation groups the use of basic skin care cosmetics and hair cosmetics was high.

In the hairstyle preference according to occupations, professional heterosexuals preferred general businessmen hairstyle the most. Tail hairstyle in front of the ears was the most preferred by sales and service workers in the gays. Bleached and dyed hair was the most preferred by the sales and service workers and students in the heterosexuals while by professional workers and student in gays. In the difference of hairstyle preference according to sexual orientation in the same occupation, sports hairstyle was liked more by gays than heterosexuals in the office work, and general businessmen hairstyle was liked more by heterosexuals in the professional work. In the sales and service work and students, tail hairstyle in front of the ears was liked more by gays, and bleached and dyed hair was liked more by professional workers and students in the gay groups.

In the difference of use of cosmetics according to occupations, the significant difference was only in gays. Sales and service workers used coloring cosmetics the most, and office workers used them the least. In the difference of cosmetic use according to sexual orientation in the same occupation, gays used perfumes more than heterosexuals in the students groups. In the professional and sales and service workers groups gays used coloring cosmetics more.

In the heterosexual groups the higher the ability anxieties and miscellaneous anxieties, they preferred tail hairstyle of the front ear, and used coloring cosmetics more. The higher the self-esteem, they preferred sports hairstyle, bobbed hairstyle, and general businessmen hairstyle, and used basic skin care cosmetics, perfumes, and hair cosmetics more. In the gay groups, the

higher the ability anxieties, they preferred bobbed hairstyle, long hairstyle, and tied hairstyle, and the higher the miscellaneous anxieties, they like bobbed hairstyles and used coloring cosmetics more.

In summary, gays preferred individualistic adornments and appearance, and the higher the ability anxieties and the miscellaneous anxieties they in both sexual orientation groups preferred unique individualistic hairstyles and used coloring cosmetics more. In the sales and service workers and students, both sexual orientation groups preferred individualistic personal adornments while in the office workers they both preferred conservative appearance. In the same occupations, there were significant differences in the physical adornments according to sexual orientation in the sales and service workers and students groups. Gays used individual adornments more. But in the office workers group there were no differences in the personal adornments according to their sexual orientation. Both gays and heterosexuals had low use of physical adornments.

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