

Skin Care Behaviors for Wellaging in Male Adults

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Abstract

Background/Objectives: The purpose of this study was to examine the skin care behaviors of male adults for wellaging in an effort to improve their quality of life through various skin care behaviors in pursuit of healthy life and to seek ways of vitalizing the beauty industry for men from diverse angles.

Method/Statistical Analysis: The collected data were analyzed by SPSS(statistical package for the social science) 23.0 version for Windows. To find out the adult men's degree of skin and beauty care for wellaging, χ^2 (chi-square) test, frequency analysis, one-way ANOVA and t-test were carried out.

Findings: The largest number of the men possessed oily skin. As a result of analyzing their skin care for wellaging, many didn't apply face packs for wellaging, and the men who were unmarried and who spent average 200 thousand won or more on appearance management on a monthly basis applied face packs more often for wellaging than the other men. The men who were in their 30s, who were unmarried and whose monthly mean appearance management spending was larger massaged their faces or got massages more frequently for wellaging than the others. Although men are said to be interested as well in skin beauty along with social development, the findings of the study show that they weren't yet exposed a lot to skin care, and how to make skin care more accessible to them should be considered.

Improvements/Applications: This study investigated the beauty care behaviors of the selected men for wellaging and is expected to be utilized as basic data on the vitalization of the beauty industry and the beauty market for men.

Keywords: *Adult male, Well-aging, Beauty Care, Skin Care, Well-being.*

Introduction

In the midst of "wellbeing" cultural trend geared toward healthy life and of material affluence, modern people have mounting interest in the skin for the growing pathological reasons of skin lesions caused by all sorts of stress and for psychosocial reasons as they want to display their healthy beauty with confidence in the era characterized by self-expression, and the need

for systematic ways of skin care is accentuated^[1]. In addition, it is a time where people invest in themselves both inside and out to grow old in a healthy, natural and beautiful manner, and wellaging is gradually being entrenched as a major cultural trend in society.

"Wellbeing" refers to accepting aging as a natural phenomenon and taking good care of the body and the mind in hopes of advancing in age in a beautiful and healthy way^[2]. Now, not only women but also men are interested a lot in both of wellbeing and wellaging, which are respectively to eat and live well for a better quality of life and to grow old wisely and healthily.

Skin conditions may depend on internal factors such as physical health, nutrition, life style, the release of hormones and internal organs, and on external factors

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as well like season, climate, environments and incorrect skin care^[3]. Various things can be cited as the causes for men’s skin damages.

First, the stratum corneum of the shave zone where there appear moustache and beard is removed more than needed by repetitive daily shaving^[4], and skin damages and external stimuli trigger skin troubles, which might make people vulnerable to skin diseases such as dermatitis and folliculitis. So correct shaving, hydration and skin soothing are all necessary^[5]. Second, there are frequent chances of drinking in social activities like gatherings and staff dinners. After drinking, moisture is evaporated from the body and skin for the purpose of alcoholysis, which results in making the skin bad and dry, and skin dryness sometimes leads to the phenomenon of skin keratinization^[5]. At the time of alcoholysis, acetaldehyde is generated, which is a component that has strong medical reaction and is highly responsive, and it expedites angiectasia, which brings about temporary changes like getting red in the face and getting hot and is eventually followed by skin dryness^[4].

Third, smoking also results in skin damages. Reactive oxygen that is generated by smoking destroys cells and causes protein oxidation by reacting with protein, and the amount of betacarotin that plays the role of neutralizing reactive oxygen in the body is diminished, which contributes to accelerating skin aging^[4].

The purpose of this study was to examine beauty care behaviors that men of different age groups showed for their present and future skin and wellaging, as beauty care makes it possible for them to build confidence by taking care of their appearance in modern society that pursues healthy life. This study was intended to afford information that is about the shifts of the beauty industry and could be useful for the vitalization of the skin care industry and men’s beauty care.

Method

The Subjects and Data Collection: A self-administered survey was conducted on the adult men in North Gyeongsang Province from October 8 through November 10, 2018, after the purpose of this study was explained. Out of the collected 250 questionnaires, 243 answer sheets were analyzed as the final data.

Measurement Items: The questionnaire method was used to gather the data, and the questionnaire items that were used as the measuring instrument largely dealt

with general characteristics and skin care behaviors for wellaging. They were prepared by modifying an inventory used in an earlier study(Jung, 2013)^[6].

The Instrument: The reliability of the instrument was tested. As shown in Table 1, the Cronbach alpha coefficient of it was 0.93 in terms of beauty care for wellaging, which was a reliable level.

Table 1. Survey reliability

Classification	Number of questions	Cronbach’s a
beauty care for wellaging	15	0.93

Data Analysis: The collected data were analyzed by SPSS(statistical package for the social science) 23.0 version for Windows. To find out the skin care behaviors of the male adults for wellaging, χ^2 (chi-square) test, frequency analysis, one-way ANOVA and t-test were carried out.

Result and Discussion

The General characteristics of the subjects: As for occupation, office job and profession were most common with 27.6 percent, followed by production/technical post with 26.7, sales/service job/self-employment with 24.3, students with 12.8 and others with 8.6 percent.

By monthly mean spending on appearance management, less than 100 thousand won was most dominant with 69.5 percent, followed by 100 to less than 200 thousand won with 13.2, 200 to less than 300 thousand won with 9.1, and 300 thousand won or more with 8.2 percent.

The Skin Care of the Male Adults for Wellaging

Skin Type: The men whose skin type was oily made up the largest group with 27.2 percent, followed by dry skin with 24.7, combination skin with 23.5, sensitive skin with 11.9, normal skin with 9.9 and aged skin with 2.9 percent.

By age, oily and combination types were more dominant in the men in their 30s than the other age groups, and dry skin was more common in the men in their 50s than the other age groups. Normal skin was more common in the older men ($\chi^2=38.55$, $p<.01$). Kim(2011)’s study found that 42.44 percent suffered from skin troubles related to skin dryness and sebum, and Song(2015)’s study found that the use of functional products increased in the men in their 30s and over, and

that the subjects used products for combination skin and hoped to use these products when they were asked what they hoped to use among products tailored to specific skin types. This study also found that oily skin and combination skin were common in the men who were in their 30s.

Thus, the men whose skin type was oily made up the greatest group, and oily skin was more common in the men who were in their 30s, who were production and technical workers and who were married than in the other men.

The Skin Care of the Male Adults for Wellaging:

Wellaging by Massage: How often the adult men massaged themselves or got massages was analyzed.

As shown in Table 3, the men who didn't do that for wellaging represented 77.4 percent that was the majority, and the second biggest frequency was once or more per two weeks with 10.3, once a week with 7.4 and twice or more a week with 4.9 percent. Heo(2013)'s study found that the rate of using skin care clinics and that of not using them respectively stood at 10.3 and 89.7 percent. Thus, most of them didn't use skin care clinics, and it corresponded with the finding of this study that more men didn't do that.

Thus, the majority of the men didn't massage themselves or got massages for wellaging, and the men who were in their 30s, who were unmarried and whose monthly mean appearance management spending was larger did that more frequently for wellaging.

Table 2. Skin Type

Classification		Dry skin	Oil skin	Combination skin	Sensitive skin	Normal skin	Geroderma	Total	χ^2 (df)	p
Age	In one's 20s	18 (25.7)	18 (25.7)	19 (27.1)	12 (17.1)	2 (2.9)	1 (1.4)	70 (100.0)	38.55** (15)	0.001
	In one's 30s	15 (21.4)	26 (37.1)	23 (32.9)	2 (2.9)	4 (5.7)	0 (0.0)	70 (100.0)		
	In one's 40s	11 (20.8)	15 (28.3)	6 (11.3)	9 (17.0)	9 (17.0)	3 (5.7)	53 (100.0)		
	In one's 50s	16 (32.0)	7 (14.0)	9 (18.0)	6 (12.0)	9 (18.0)	3 (6.0)	50 (100.0)		
Academic credential	High school or lower	18 (25.4)	14 (19.7)	16 (22.5)	11 (15.5)	7 (9.9)	5 (7.0)	71 (100.0)	13.08 (10)	0.219
	Technical college	18 (26.1)	22 (31.9)	13 (18.8)	10 (14.5)	5 (7.2)	1 (1.4)	69 (100.0)		
	University or higher	24 (23.3)	30 (29.1)	28 (27.2)	8 (7.8)	12 (11.7)	1 (1.0)	103 (100.0)		
Occupation	Sales/service job/ self-employment	15 (25.4)	13 (22.0)	13 (22.0)	10 (16.9)	6 (10.2)	2 (3.4)	59 (100.0)	42.92** (20)	0.002
	Office job/profession	10 (14.9)	20 (29.9)	21 (31.3)	9 (13.4)	6 (9.0)	1 (1.5)	67 (100.0)		
	Student	11 (35.5)	7 (22.6)	8 (25.8)	4 (12.9)	1 (3.2)	0 (0.0)	31 (100.0)		
	Production/ technical post	19 (29.2)	24 (36.9)	13 (20.0)	4 (6.2)	4 (6.2)	1 (1.5)	65 (100.0)		
	Others	5 (23.8)	2 (9.5)	2 (9.5)	2 (9.5)	7 (33.3)	3 (14.3)	21 (100.0)		

Classification		Dry skin	Oil skin	Combination skin	Sensitive skin	Normal skin	Geroderma	Total	χ^2 (df)	p
Monthly mean income	Less than a million won	9 (27.3)	7 (21.2)	10 (30.3)	3 (9.1)	3 (9.1)	1 (3.0)	33 (100.0)	26.97 (20)	0.136
	1 to 1.99 million won	8 (22.2)	9 (25.0)	10 (27.8)	3 (8.3)	5 (13.9)	1 (2.8)	36 (100.0)		
	2 to 2.99 million won	22 (24.4)	28 (31.1)	26 (28.9)	8 (8.9)	2 (2.2)	4 (4.4)	90 (100.0)		
	3 to 3.99 million won	13 (34.2)	9 (23.7)	4 (10.5)	5 (13.2)	6 (15.8)	1 (2.6)	38 (100.0)		
	4 million won or more	25 (21.4)	35 (29.9)	33 (28.2)	17 (14.5)	6 (5.1)	1 (0.9)	46 (100.0)		
Marital status	Unmarried	35 (27.8)	31 (24.6)	24 (19.0)	12 (9.5)	18 (14.3)	6 (4.8)	117 (100.0)	13.45* (5)	0.020
	Married	8 (17.4)	13 (28.3)	7 (15.2)	10 (21.7)	8 (17.4)	0 (0.0)	126 (100.0)		
Monthly mean appearance management spending	Less than 100 thousand won	44 (26.0)	49 (29.0)	35 (20.7)	17 (10.1)	19 (11.2)	5 (3.0)	169 (100.0)	16.88 (10)	0.077
	100 to less than 200 thousand won	9 (28.1)	6 (18.8)	12 (37.5)	1 (3.1)	3 (9.4)	1 (3.1)	32 (100.0)		
	200 thousand won or more	7 (16.7)	11 (26.2)	10 (23.8)	11 (26.2)	2 (4.8)	1 (2.4)	42 (100.0)		
Total		60 (24.7)	66 (27.2)	57 (23.5)	29 (11.9)	24 (9.9)	7 (2.9)	243 (100.0)		

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

Table 3. Wellaging by Massage

Total		Twice or more a week	Once a week	Once or less a week	Zero	Total	χ^2	p
Age	In one's 20s	5 (7.1)	11 (15.7)	11 (15.7)	43 (61.4)	70 (100.0)	26.59** (9)	0.002
	In one's 30s	6 (8.6)	2 (2.9)	8 (11.4)	54 (77.1)	70 (100.0)		
	In one's 40s	1 (1.9)	4 (7.5)	5 (9.4)	43 (81.1)	53 (100.0)		
	In one's 50s	0 (0.0)	1 (2.0)	1 (2.0)	48 (96.0)	50 (100.0)		
Academic credential	High school or lower	7 (9.9)	4 (5.6)	7 (9.9)	53 (74.6)	71 (100.0)	7.86 (6)	0.248
	Technical college	1 (1.4)	8 (11.6)	7 (10.1)	53 (76.8)	69 (100.0)		
	University or higher	4 (3.9)	6 (5.8)	11 (10.7)	82 (79.6)	103 (100.0)		
Occupation	Sales/service job/self-employment	4 (6.8)	7 (11.9)	7 (11.9)	41 (69.5)	59 (100.0)	15.83 (12)	0.199
	Office job/profession	6 (9.0)	5 (7.5)	9 (13.4)	47 (70.1)	67 (100.0)		
	Student	1 (3.2)	4 (12.9)	1 (3.2)	25 (80.6)	31 (100.0)		
	Production/technical post	1 (1.5)	1 (1.5)	6 (9.2)	57 (87.7)	65 (100.0)		
	Others	0 (0.0)	1 (4.8)	2 (9.5)	18 (85.7)	21 (100.0)		

Total		Twice or more a week	Once a week	Once or less a week	Zero	Total	χ^2	p
Monthly mean income	Less than a million won	1 (3.0)	4 (12.1)	1 (3.0)	27 (81.8)	33 (100.0)	7.14 (12)	0.849
	1 to 1.99 million won	2 (5.6)	1 (2.8)	4 (11.1)	29 (80.6)	36 (100.0)		
	2 to 2.99 million won	5 (5.6)	7 (7.8)	12 (13.3)	66 (73.3)	90 (100.0)		
	3 to 3.99 million won	1 (2.6)	4 (10.5)	4 (10.5)	29 (76.3)	38 (100.0)		
	4 million won or more	3 (6.5)	2 (4.3)	4 (8.7)	37 (80.4)	46 (100.0)		
Marital status	Unmarried	9 (7.7)	12 (10.3)	16 (13.7)	80 (68.4)	117 (100.0)	10.81* (3)	0.013
	Married	3 (2.4)	6 (4.8)	9 (7.1)	108 (85.7)	126 (100.0)		
Monthly mean appearance management spending	Less than 100 thousand won	4 (2.4)	11 (6.5)	13 (7.7)	141 (83.4)	169 (100.0)	19.19** (6)	0.004
	100 to less than 200 thousand won	2 (6.3)	2 (6.3)	4 (12.5)	24 (75.0)	32 (100.0)		
	200 thousand won or more	6 (14.3)	5 (11.9)	8 (19.0)	23 (54.8)	42 (100.0)		
Total		12 (4.9)	18 (7.4)	25 (10.3)	188 (77.4)	243 (100.0)		

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

Conclusion

In this study, a survey was conducted on the male adults in North Gyeongsang Province to find out their skin care behaviors for wellaging, and 243 collected questionnaires were analyzed as the final data.

The men who were interested in appearance due to interpersonal relationships that social activities entail were analyzed in relation to wellaging which is a social trend to manage oneself inside and out to lead a healthy life. The findings of the study were as follows:

As for the skin type of the adult men, many that accounted for 27.2 percent were in possession of oily skin, and the second most common type was oily, followed by combination, sensitive, normal and aged types. By age, oily and combination types were common in the men who were in their 30s, and dry skin was dominant in the men who were in their 50s. Normal skin was common in the older men ($\chi^2=38.55$, $p<.01$). By occupation, combination type was dominant in the men who engaged in office work and professions, and dry skin was common in the men who were students. Oily skin was common in the men who were in production and

technical posts ($\chi^2=42.92$, $p<.01$). Oily and combination types were dominant in the unmarried men, and oily, sensitive and normal types were dominant in the married ones ($\chi^2=13.45$, $p<.05$).

The men who didn't massage themselves or got massages for wellaging accounted for 77.4 percent that was the majority, and the second most common frequency was once or more per two weeks, once a week and twice or more a week.

By age, the men in their 20s did that once or more per two weeks for wellaging, compared to the other men, and the older men didn't do that ($\chi^2=26.59$, $p<.01$). The unmarried men did that twice or more a week for wellaging, compared to the married ones, and the married men didn't do that, compared to the unmarried ones ($\chi^2=10.81$, $p<.05$). By monthly mean appearance management spending, the men who spent a lot on appearance management did that twice or more a week for wellaging, and the men who spent a small sum of money didn't do that ($\chi^2=19.19$, $p<.01$).

Since the men from a limited region were investigated in this study, the findings might not be

generalizable, and it's needed to examine more regions and more people of diverse age groups. In the future, a follow-up study should be implemented to make up for the limitations of the study.

Ethical Clearance: Not required

Source of Funding: Self

Conflict of Interest: Nil

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