



Performance of the Cosmetics Industry from the Perspective of Corporate Social Responsibility and Circular Economy: A Cross-Cultural Current Challenges Faced In the Cosmetics Industry

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ABSTRACT

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The makeup industry is a well-known and fast-progressing industry around the world however; they are from a time facing problems. As makeup industries are evolving there is quite an amount of setback and scandals too that they have to face because of the increasing feminine point of view, changes in mindsets, generation change, discouraging advertisement old strategies, increase in offensiveness, and the most horrified one increasing of chemicals that harm. This irresponsibility had started to put a publicity burden and lawsuits on their shoulders too. This study adopted a questionnaire with a valid sample size of 93. Through SPSS (Statistical Package for the Social Sciences), the tests for normality, validity, correlation, exploratory factor analysis, and regression analysis were conducted. The study found that the product, placement, branding, physical evidence, perspective from makeup users, and usefulness of the advertising content, all have and negative impact on the makeup industry. The study has validated all the results. We also find that the usefulness of advertising content plays an important moderating role in the relationships between product offerings as destination and make-up society. The makeup industry will benefit from the findings of this study in developing beneficial strategies for the promotion of makeup usage, which can be used in future studies as well.

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1. Introduction

The term "makeup" means to enhance your looks by using some makeup products that alter your features to make you look bold. There are different types of makeup users some apply makeup for their own sake of happiness or some apply because of societal peer pressure or in complex (Kolling, Ribeiro, & de Medeiros, 2022). According to research, women apply makeup for mainly two purposes. The first type known as *Camouflage*. It is used women who are especially worried or insecure in their looks and sometimes use cosmetics to hide their feelings (Oliveira, Coelho, Teixeira, Ferreira-Santos, & Botelho, 2022). On the other hand, the second type called as *Seduction*. It is a type in which women wants to look more attractive and sociably noticeable (Khokhar *et al.*, no date). Actually, few people are familiar with this concept that beauty is about being comfortable in your own skin, since application of makeup or no makeup does not change a person from the inside (Oliveira *et al.*, 2022). Makeup products are not only limited to women, but it can be used by men as well because everyone is free to enhance their looks and feel good about themselves. Makeup can also be used to

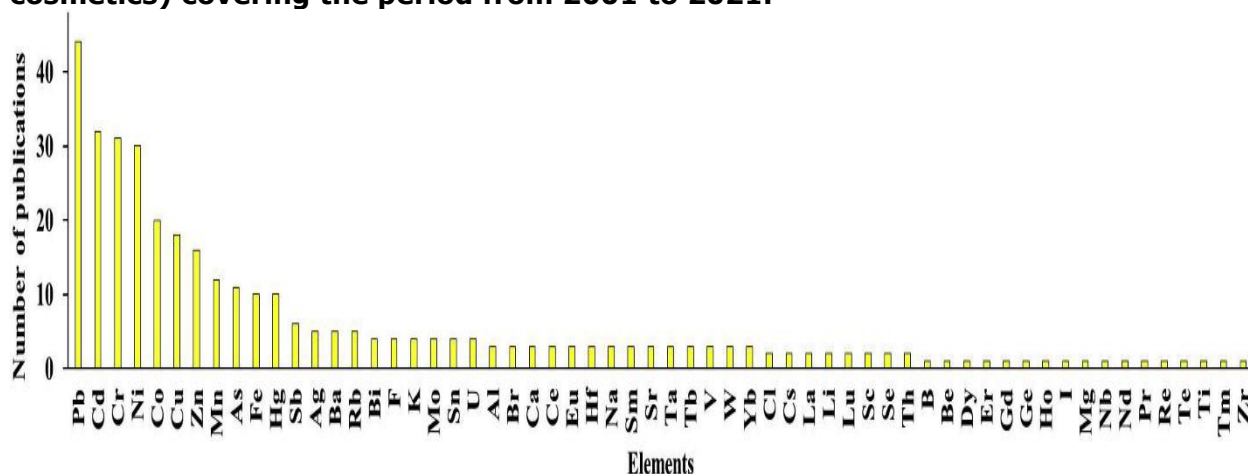
express ones-self and everyone is free to have their own self-expressions as they wish in their life (Hou, Weng, Gao, & Khokhar, 2020). However, on seeing it from different perspective, there are many complications in makeup industry that make us think about whether these makeup products are essential to lead a happy life (Quispe, Pasqualino, Estefen, & de Souza, 2020).

The goal of this research is to investigate how customers feel about inclusion in the cosmetic business, as well as how the complexion tones of models in advertisements influence customer opinions. The results of our research demonstrated that cosmetics marketing is still not broad enough (Hou, Khokhar, Khan, Islam, & Haider, 2021). The cosmetics advertising faces issues such as the presence few models of various skin tones (Rachmawati & Santika, 2022), especially dark skin tones in the industry (Schmidt, Scarpin, Loch, & Schenekemberg, 2022). Which somehow put negative image in the minds of users or consumers (Shahbaz, Sohu, Khaskhelly, Bano, & Soomro, 2019). Consumers have a bad attitude as a result of this(Rachmawati & Santika, 2022). The cosmetic business as a whole isn't thought to be diverse enough, and manufacturer's just feature darker skin tones in their commercials because it's current right now, so it's not authentic (Hou et al., 2021).

There are many various types of makeup available nowadays, and others are recently developed. There are stores that just focus on cosmetics (Ahmad, Mehboob, & Khaskhelly, 2019). Makeup advertisements can be find on both street banners as well as on digital media, which plays significant part in creating ample influence on the makeup users. Certain people might expect that personal care and beauty would remain a concern. Even if the entire population had to stay at home due to current issues like racism, advertisement concerns, a lack of invention capability, and some products on introduction may turn out to be toxic after consumption (Meskó & Görög, 2020).The cosmetic and beauty sector creates products that have a combination of chemical ingredients. As a result, because the public remains concerned about the safety of cosmetic products, demand in organic, sustainable, and ecologically friendly personal care products will continue to grow (Khokhar, Hou, Sethar, Amin, & Shakib, 2019).

However, there are lot of products causing various kinds of skin diseases like; blemishes, dark patches, double skin-tone, pigmentations etc, (Baltacioglu, 2012). Consumers are becoming more conscious of the degree of skin care. They require (Khan, Xuehe, Atlas, & Khan, 2019), as well as the harmful consequences that harsh chemicals included in cosmetic products. Which can have to gain customers and prosper in the business (Pleguezuelos-Beltrán, Gálvez-Martín, Nieto-García, Marchal, & López-Ruiz, 2022), cosmetic companies and manufacturers will need to embrace more sustainable production techniques and components to grow further while establishing a good perception in users mind by eliminating the concept of skin hazards, racism and advertisement. Pb, Cd, Cr, Ni, Co, Cu, Zn, Mn, As, Fe, and Hg are among the most determined elements in cosmetics used for make-up, as shown in Figure 1 (Pleguezuelos-Beltrán et al., 2022).

Figure 1. Elements determined in cosmetics used for make-up (lipstick and eye cosmetics) covering the period from 2001 to 2021.



The aim of this study is to find out how consumers feel about being included in the cosmetics industry, and how the facial features of models in advertising affect customer perceptions. We used primary data to conduct quantitative study, with a sample size of 93 people. We selected a five-point Likert scale to collect data since it was the most practical way to get information for the study from some individuals in a short amount of time (Ma *et al.*, 2021). Ours is an experiment in data manipulation and control. Our findings in this research is linked from literature view as well as every statement is given on the basis or record of CSV file and all the statistical analysis which is done through SPSS software (Statistical Package for the Social Sciences) (Mothafar *et al.*, 2022).

2. Literature Review

2.1 Community in the makeup industry

Most individuals use cosmetics to lighten their skin from its natural hue so that they can conform to the norm of optimal skin tone. What causes this to happen? Colorism. This culture is full with judgments, one of which based on skin tone. Even in this modern era, colorism may found, particularly in the cosmetics business (Khokhar, Iqbal, Hou, Abbas, & Fatima, 2020). Beauty industries make products that prefer lighter skin tones and marginalize people having darker skin shade. Colorism, according to the Merriam-Webster Dictionary, is define as "*prejudice or discrimination, especially within a racial or ethnic group, favoring persons with lighter skin over those with darker skin*".

As the beauty industry is deeply influenced by the Eurocentric beauty standard, the lack of representation of shade ranges in the makeup lines can be a struggle for the "Black, Indigenous, and People of Color" (BIPOC) community. The goal of this research is to look into colorism in the makeup industry and what actions being taken to promote equality and diversity in the BIPOC community. The study's main and secondary research questions are "Do individuals realize there is colorism in the cosmetics industry?" and "How does the lack of diversity in the makeup industry affect BIPOC". As public awareness of the makeup industry's lack of diversity rises, cosmetic companies will have more opportunity to offer a larger selection of hues in their products (Khokhar *et al.*, 2020). Consumers have grown more conscious of the push to extend cosmetic shade offerings to assist the BIPOC community as there are more beauty and cosmetics brands on the market than ever before (Khokhar, Devi, Siddiqui, & Bhatti, 2022). As public awareness of the problem grows, beauty companies will be more likely to create a wider range of products.

2.2 Evaluations and Cosmetics Use: When More Is Not Better

In all social situations, including job applications, physical appearance is an important part of self-presentation. This study looked into the link between women's job performance and one part of their appearance that is under their control: the usage of varied degrees of cosmetics. The use of cosmetics was found to be associated with perceived attractiveness, femininity, and sexiness (Wasim *et al.*, 2022). Cosmetics use, on the other hand, had a negative influence on female applicants' expected performance for a gender-typed (secretary) post, but had no effect on female candidates' expected performance for a no gender-typed (accountant) post, according to resume evaluations. As a result, it appears that makeup reinforces sex role preconceptions linked with traditionally feminine occupations (Ahmed *et al.*, 2022).

2.3 'Fake' Makeup Isn't So Pretty: Revising the Vicarious Liability Standard

While counterfeiting is a global problem that influences a wide range of businesses, counterfeit cosmetics are a particularly harmful subset of the counterfeit market. Consumers face a risk that is distinct from that posed by other types of counterfeit items due to the ease of access, the attractiveness of premium brands, and the multiple health and safety issue. Despite these risks, there is currently no effective means for a customer that harmed by counterfeit cosmetics to seek legal redress. In order to allow customers to sue dealers of counterfeit cosmetics, Congress should adopt the more comprehensive notion of vicarious liability utilized in copyright law rather than the rigorous criteria currently employed in trademark law (Irshad *et al.*, 2019). Consumers who relied on a trusted mark and were fooled by counterfeiters will be able to seek compensatory damages because to this marriage of traditional tort concepts and intellectual property law.

3. Methodology

3.1 Procedure

We collected primary data doing quantitative research. We collect the data through a set of questionnaires, as it is the most practical possible means to gather information for the study from some participants in a short time. We used the five-point Likert scale. Which is an experimental data collection method by controlling and manipulating. Our target audience are females. We used SPSS (Statistical Package for the Social Sciences) to drive the result. The survey was done online because of the Covid situation as table 1 shown the demographic characteristics of respondents which are participated in our online survey.

Table 1. Demographic Characteristics of Respondent

Category	Advertisement		Racism		Total		
	N	%	N	%	N	%	
Position	Representative Head of a Department (5-10 year)	50	45.6	18	34.4	75	44.5
	Artist (3-4 year)	13	10.4	20	38.6	29	18.6
	Staff (year)	22	22.3	6	9.1	30	19.1
	Staff (year)	33	27.7	12	22.9	50	26.8
	Total	118	106.0	56	105.0	184	109.0

3.2 Consumer Outlook

Question involves most of the customer use makeup because of the judgmental society so we have an idea that are they feeling these type of things when they use makeup or it is just a mythical situation. Consumer wear makeup to enhance their confidence is a part where people say do not care about society my makeup is my choice it does not mean I am being judge it is for me because I like it. It's the independent variable that sponsor the others from the customer perspective that how are they effected by all of these in a positive or a negative perspective as shown in table 2 the supply and demand calculation in advertisement process versus in racism process.

Table 2. Manpower Supply and Demand

Category	Advertisement		Makeup/ Racism		Total		
	N	%	N	%	N	%	
Manpower Supply and Demand	Very difficult	14	12.1	2	4.2	16	9.8
	Difficult	38	32.8	12	25.0	50	30.5
	Average	42	36.2	22	45.8	64	39.0
	Easy	20	17.2	12	25.0	32	19.5
	Very easy	2	1.7	0	0.0	2	1.2
Manpower Supply Route	Vocational training institutes(College, school)	24	20.7	10	20.8	34	20.7
	Acquaintances and colleagues	40	34.5	16	33.3	56	34.1
	Internet job sites	40	34.5	20	41.7	60	36.6
	Employment support center	0	0.0	0	0.0	0	0
	Job fair	0	0.0	0	0.0	0	0
	Other	12	10.3	2	4.2	14	8.5
	Professional training in the field	36	31.0	12	25.0	48	29.3
Considerations of Recruitment	National technical qualification	16	13.8	4	8.3	20	12.2
	Level of education	0	0.0	0	0.0	0	0
	Personal history	58	50.0	26	54.2	84	51.2
	Recommender comments	6	5.2	6	12.5	12	7.3
Total	116	100.0	48	100.0	164	100.0	

3.3 Usefulness of Advertisement

Question involves makeup Advertisement is appealing for the users offending in natures many of them show women as a pleasure for the eye that without makeup, they are not

respected and not pretty but some of them are more positive feminine and showing how they are confident and ready to be equally treated. Gender less is a good idea for advertisement, as there is many stereotypes about men and makeup do not get along. These are advertisement related question so to see if they are offending hurt full or pleasant and supporting or just neutral as shown in table 3 standardized non-standardized coefficient in employment intentions after advertisement and customers completing training.

Table 3. Employment Intentions after advertisement and customers Completing Training

The dependent advertisement qualifications	variable : Relationship of with customers technical	Non-standardized coefficient		Standardized regression coefficient
		B	SE	β
	(Constant)	1.768	.548	
	Positions	.057	.067	.075
	Number of employees	.040	.045	.073
	Considerations of recruitment (1=Professional training in the field, 0=Other)	.831	.291	.405**
	Considerations of recruitment (1=National technical qualification, 0=Other)	.533	.337	.187
Category	Considerations of recruitment (1=Personal history, 0=Other)	.328	.265	.176
	Manpower supply route (1=Internet job sites, 0=Other)	.414	.281	.210
	Manpower supply route (1=Vocational training institutes, 0=Other)	.139	.321	.060
	Manpower supply route (1=Acquaintances and colleagues, 0=Other)	.271	.289	.140
	Awareness of NCS education	.087	.081	.087
	Need of NCS education	.320	.084	.299*

3.4 Racism

Questions involve using makeup as a necessity or a choice as it refers to that are you wearing make for you own satisfaction or from society pressure and their judgments and if beauty is equivalent to fairness of the skin as people want make to lighten their skin because of racism. Racism as in the literature review is a great problem in makeup industry so it's to take an idea of what others think about so to take an idea that they are in the same place or do they disagree.

3.5 Hazardous of Skin

Question involve Makeup products harm your skin like redness, pimples, breakdown on skin, irritation and heaviness it also causes pigmentation. Some makeup products are blamed for skin problems even cancer in some cases but it is important to take a broad prospective about it through this survey.

4. Results and Discussions

Their always been a fight between is makeup helping women or just another societal pressure us two partners have deferent opinions on this, but after the taking the questionnaire and a literature review some research from other articles. All of them majority of the peoples answer and research refer to that makeup is more like a necessary then life choice. Most people do not put it on because of comfort but because they are bound to or they will be judged by the society or have FOMO. Although people do agreed that it is not all about fairness but they did said that makeup causes skin problems. although their advertisement are

fun to watch they do have some factors that place women as a seductive creature that will only be accepted and respected if they look pretty no matter where and how professional they are.

Table 4. Priority of makeup products Units.

Makeup competency units	High need			Low need		Total	
	N	%	Ranking	N	%	N	%
makeup shop safety and hygiene management	40	83.3	3	8	16.7	48	100.0
Makeup design development	30	62.5	4	18	37.5	48	100.0
Basic makeup	46	95.8	1	2	4.2	48	100.0
Wedding makeup	42	87.5	2	6	12.5	48	100.0
Media makeup	6	12.5	7	42	87.5	48	100.0
Stage makeup	4	8.3	10	44	91.7	48	100.0
Special makeup	6	12.5	9	42	87.5	48	100.0
Art makeup	2	4.2	11	46	95.8	48	100.0
Skin-Art makeup	6	12.5	8	42	87.5	48	100.0
Make-up trend developing	10	20.8	5	38	79.2	48	100.0
Management makeup	8	16.7	6	40	83.3	48	100.0

Therefore, the result of all this research is that makeup industries should improve their advertisement method. Giving the numbers of trainings towards empowerment them racism. This kind of action will also help deleting the racism out of society solving the problem. The debate between that if makeup is for comfort or worn due to societal pressure and try to add more organic ingredients than chemicals to avoid the skin harming factor as table 4 shown the importance of makeup products use in daily life.

4.1 Validity

In this, we must first show that our facts support the theoretical framework in order to prove content validity. We must also demonstrate that we have a control over the operation of the construct or on our software, which we are using for this purpose, to make sure that our theory corresponds to reality. The degree to which the ratings accurately represent the variable for which they created known as validity. Validity is a conclusion reached after considering many sorts of evidence. The property of being correct or accurate known as validity. Validity is crucial because it helps researchers to decide which survey questions to employ and ensures that they are measuring the areas that matter. The degree to which a survey measures what it is supposed to measure is determined its validity.

To determine whether a study has internal consistency, a research user should inquire about the study's ability to measure adequately of the important ideas. A research of reading comprehension, for example, should provide strong proof that reading assessments, in fact, evaluate reading comprehension. This is an example of a study where the evidence supports the validity of a statement that is true and has a lot of proof supporting it up. The amount to which an idea is based on a quantitative investigation is known as validity. The dependability of a measurement, or its accuracy, is the second measure of quality in a quantitative investigation. After having this wide research based on 93 questionnaires, we came to know that the topic which we put forward. the questions base on facts and are true. Even though if we take look on literature review, we count it as an evidence or proof because the same thing was also stated there which we quoted.

4.2 Reliability

The consistency with which a method is used to measures something that referred to as reliability. The calculation considered reliable if the same result can be regularly achieved using the same procedures under the same conditions. The amount to which the result of a study, computation, or requirement can be relied on is proven by reliability, which is defined as the attribute of being trustworthy or operating consistently well. When we refer to someone or something as trusty, we are referring to their consistency and dependability. An excellent research test should also have a high level of reliability. After all, if a test was inconsistent and generated different results every time, it would not be very useful. In qualitative research, reliability is the consistency of responses to different assessors of data sets. Long engagement

in the field and the triangulation of data sources, methodologies, and investigators to establish credibility is required to measure these terms.

Table 5. Priority of Advertisement/Racism Basic Occupational Skills Competency Units

Category	Advertisement							Racism						
	High Need		Low Need		Total		Ranking	High Need		Low Need		Total		Ranking
	N	%	N	%	N	%		N	%	N	%	N	%	
Communication skills	96	82.8	20	17.2	116	100.0	1	48	100.0	0	0.0	48	100.0	1
Numeracy	10	8.6	106	91.4	116	100.0	10	2	4.2	46	95.8	48	100.0	10
Problem solving skills	72	63.8	42	36.2	116	100.0	3	38	79.5	10	20.8	48	100.0	3
Self-development capacity	66	56.9	50	43.1	116	100.0	4	30	62.5	18	37.5	48	100.0	5
Resource management capabilities	50	43.1	66	56.9	116	100.0	7	22	45.8	26	54.2	48	100.0	8
Interpersonal skills	100	86.2	16	13.8	116	100.0	2	44	91.7	4	8.3	48	100.0	2
Information skills	34	29.3	82	70.7	116	100.0	8	22	45.8	26	54.2	48	100.0	7
Technical ability	56	48.3	60	51.7	116	100.0	6	26	54.2	22	45.8	48	100.0	6
Understanding Organizational capabilities	62	53.4	54	46.6	116	100.0	5	32	66.7	16	33.3	48	100.0	4
Professional Ethics	28	24.1	88	75.9	116	100.0	9	16	33.3	32	66.7	48	100.0	9

The consistency of study outcomes referred to as reliability. For psychological study, reliability is crucial. It is because it verifies that the outcomes are similar to previous studies and not any examples of things influenced, also evaluates if the study achieves its projected goals and hypotheses. The content consistency of a test determined by its test re-test reliability, which confirms that samples made in one session are both accurate and steady across duration. Reliability should be tested. A test's reliability refers to how consistently it assesses a characteristic. Will a person's test score be same or drastically different if he or she takes the test again? A test said to measure a characteristic reliably if it provides similar results when repeated by the same person. After running the SPSS (Statistical Package for the Social Sciences) software or testing, the data one by one on a repentance mode just to make sure that there will be no error occur in the last step, which we will count as a result. After making sure that the data, which we analyzed in this SPSS, are thoroughly tested. the analyzes are multiple times tested with no changes in results so, in the last but not the least as a result, our data analysis is correct and consistent which is equivalent to reliability by proving all its concepts true.

5. Conclusion

The main concept of this research is to examine the problems of the makeup industry that people are facing. We noticed that makeup industry is a vast industry so that's why there are many complications in it which are putting some negative impact on makeup users just like if we conclude our whole research topic, we came to know that there are three major issues i.e. racism, advertisement and skin hazard that mostly people are facing. The cosmetic industry is such a well and rapidly growing industry all over the world, but it plagued by problems with quitters in the past. As the cosmetic industry evolves, there is an increasing quantity of expanding feminine point of views, changes in mind sets, discouraging the use of traditional advertising tactics, a rise in offensiveness, and the most horrifying of all, an increase in harmful chemicals. This irresponsibility has begun to place a public relations weight and legal action on their shoulders as well. The questionnaire used in this study has a valid sample size of 93 people.

As our research based on males and females both but after the study and according to our CSV file, we conclude that most of the makeup users are females. From the results, 80% of them apply makeup just because of the judgmental society to cover up their flaws. On the other hand, 20% apply makeup just for their own sake of happiness or confidence. Genderless advertising is a fantastic concept because there are many stereotypes regarding men and makeup not getting along. These are questions about advertisements to assess if they are hurtful, pleasant, and supportive, or just neutral.

There are many people who answered in our questionnaire that they get agreed with the statement that "makeup is not equivalent to fairness" which clearly shows that for them fairness is not as much as important but hiding/covering flaws whether it because of peer pressure of society or either it's because of enhancing self-confidence. All of the findings confirmed by the research. We also discovered that the usefulness of advertising content plays a key part in the linkages between product providing as a destination and makeup society. Apparently, only a few individuals are familiar with the concept that attractiveness is about being at ease with your own skin, because wearing makeup or not wearing cosmetics does not affect who a person is on the inside. Most people use cosmetics to lighten their skin from its natural hue so that they can conform to the norm of perfect skin color. Skin color is one of the many judgments that exist in this culture. Colorism still exists in this modern day, particularly in the makeup industry. The beauty industry creates goods that cater to persons with lighter skin tones, while marginalizing those with darker skin tones.

The purpose of this research was to look into the issues in the makeup industry. Many more investigations could be carried out to add to this reference. This study's constructs, variables, and questionnaire were adapted from earlier research. The findings of this study point to the need for greater research to shed light on the many facets of difficulties in the makeup industry.

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