# 동안이미지 연출을 위한 동안 메이크업에 관한 연구

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## A study on baby face makeup to create a baby face image

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  **요  약 :** 동안 이미지를 위한 메이크업 기법으로서 일반적인 사항에 따라 동안 메이크업의 표현 기법에 대한 인식의 차이가 있을 것이다.' '전체적인 특성에 따라 동안 메이크업 표현 기법에 대한 인식의 차이가 있을 것'이라는 두 가지 가설이 뒷받침되었으며, 동안 이미지를 연출하기 위한 메이크업 기법은 남녀 모두에게 중요한 기능임은 물론, 외모로. 사회활동을 위한 '신체적 자원'으로 일상생활에서 심신의 능률향상과 정신능력의 현저한 향상이 있음을 확인하였다. 동안 이미지 메이크업 표현'에 대한 연구 결과를 통해 동안 이미지에 대한 인식과 관심은 높지만 동안 이미지 제작에 대한 연구가 필요하다. 동안 메이크업을 위한 표정 요소의 필요성은 동안 이미지 개발을 위한 기초자료로 활용될 것으로 예상되며, 본 연구는 동안 이미지 및 동안 메이크업을 위한 외적 얼굴 관리에 중점을 두었다.

*주제어 : 동안이미지, 메이크업, 뷰티트렌드, 인상학, 얼굴형태, 표현기법, 뷰티산업*

  **Abstract :**As a makeup technique for a baby-faced image, there will be a difference in perception of the expression technique of baby-faced makeup according to general matters.' Two hypotheses were supported: 'There will be a difference in perception of the expression technique of baby face makeup depending on the general characteristics', and the makeup technique for creating a baby face image is an important function for both men and women, as well as appearance. As a 'physical resource' for social activities, it was confirmed that there is an improvement in the efficiency of the body and mind and an outstanding improvement in mental ability in daily life. Through the results of the study on 'expression of baby face image makeup', awareness and interest in baby face images are high, but research on the production of baby face images is needed. The need for facial expression

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elements for baby face makeup is expected to be used as basic data for developing baby face images, and this study focuses on external face management for baby face images and baby face makeup.

*Keywords : baby face image, makeup, beauty trend, impressionology, face shape, expression technique, beauty industry*

## 1. Introduction

### 1.1. Research purpose and obligations

As the standard of living has increased due to the development of the 4th industry and improved economic growth, makeup that satisfies people's desire to be beautiful has become an important culture in women's social activities[1]. Face-to-face makeup, which is trending these days, seeks to fundamentally improve women's skin and expresses the health of their skin in makeup. This has led to 'baby face makeup' that emphasizes skin texture[2]. A clean and transparent skin tone, skin texture with no visible wrinkles or pores, firm cheek elasticity, such perfect beauty that can only be obtained at the peak of youth is called baby face[3][4]. For many years, secret methods have been popular[5]. Also, due to the aging era, it was found that people are trying to change their desire to live a young and lively life into reality[6]. The childlike image has become a social issue as it has been reported on various media and websites[7]. It was found that beauty has a great influence on the growth of related industries and the social economy. Therefore, as a result of looking at previous research materials, research on baby face makeup is being conducted, but research on the expression technique of baby face makeup, which has rapidly emerged as a current trend, is insufficient. The purpose of the study is to establish the theory of baby face makeup for producing a baby face image, to identify the preferred makeup, point makeup parts to focus on, and the reason for makeup, By proving the two hypotheses, 'There will be differences in the recognition of the child-like image production depending on the general characteristics' and 'There will be differences in the awareness of the expression technique of the baby-face makeup according to the general characteristics.' We want to obtain the results of the need for makeup expression techniques for image production.

### 1.2. Theoretical background

#### 1.2.1. justice for a while

To put it simply, 'younger-looking face' means 'younger-looking face'. The dictionary meaning is 'the face of a child, the childlike face of an old person'[8]. During the baby face, shapes such as a round face, a wide forehead, and large eyes can be found[9]. In the case of modern women, it can be seen that the word 'you look young' rather than 'You look pretty' is the best compliment and gives a feeling of improvement and psychologically important meaning. The reason why people are enthusiastic about making baby face is because they want to live while maintaining their youth for a long time[10].

#### 1.2.2. Characteristics and Requirements of Baby Face Images

Looking at Park Cheol-ha's (2011) previous research material 'interpretation of baby face through 3-dimensional face analysis', the forehead is round and thick, the eyebrows are thick and natural, and the eyes are round and clear and below the eyes. has charming flesh, is short and not too long, has a round tip and a slightly upturned nose, moderately wide space between the eyes, black pupils, no dark circles, small and thick lips, a small chin that

seems a bit short, plump and prominent cheekbones. It was found that the cheeks and skin that did not lose were white without blemishes[11]. Looking at the 'Study on the Image Effects of Eyebrows by Point Makeup' (Kim Jeong-hye, 2008), children look older if their upper and lower eyes are short, and their nose and chin are long, but their forehead is long, rather than their upper eyes being long. The most important part is that if the length of the middle face and nose is shorter than the face, it looks younger. Also, when viewed from the side, the middle eye is underdeveloped, so if the nose is not too high and the cheekbones are not protruding, it will look young. That's why plastic surgery, so-called "toe nose," in which the tip of the nose is slightly lifted and looks a little short, is popular among women[12].

### 1.2.3. Face proportions

The golden ratio of facial features is 1:1:0.8 from the forehead to the eyebrows, from the eyebrows to the tip of the nose, and from the tip of the nose to the tip of the chin. The beauty type of the past had a ratio of 1:1:1. In addition, the aspect ratio of the face was said to be 1:1.2 to 1.7 ideal[13]. It refers to dividing the face into face, eye, nose, mouth, etc., measuring each part and quantifying it as a ratio[14]. When looking at the width of the face, the inner distance between the eyes and the size of the eyes should be the same, and the width of the lips should be the same as the distance between the pupils. That is, it was said to show a ratio of 1:1:1[15]. The width-to-length ratio of the standard Korean face is 1:1.37, and the average face length of Korean beauties is 1.44. Previous studies have shown that the shape of such a face is determined by the shape of the eyes, nose, mouth, chin, cheeks, and forehead, and the proportion, size, and angle between facial parts[17]. In addition, the standard face was considered in a previous study, Eo Yeo-reum (2009), 'A Study on the Parody Expression of

Classical Nude Paintings Based on the Proportion of Korean Beautiful Women'.

### 1.2.4. Formation background during

Recently, the well-being culture, which refers to the balance and peace of the mind and body, has spread, and the more developed Lohas culture has become popular, and the harmonious appearance of health and beauty, external beauty and internal beauty determines modern human beauty[18] . As women's interest in beauty is focused, they want to learn professional, delicate, and special know-how. It can be seen that the baby face image has become a social issue as it is reported in various media and websites[19].

### 1.2.5. Social background during

Cutting-edge techno, fusion, and cybertic and techno-style makeup, which is called the digital age, lead the fashion[20], and women's active social advancement is becoming more frequent, so it can be seen that it is causing a sensation for the baby face. In addition, one of the marketing strategies that Korea's huge beauty market capital constantly creates plays an important role in expanding 'young baby', and it was found that it was the mass media that spread it[21].

### 1.2.6. Cultural background

As we enjoy using mobile phone cameras for various purposes in our daily lives, a great change has gradually occurred in the way we perceive, understand, communicate, express, and relate, and a 'smartphone camera culture' has naturally arisen, and cultural and qualitative As it became an important factor in creating change, it provided a great opportunity for the baby boy craze[22]. If you go out on the street with thick eye shadow, dark eye shadow, and brown cheeks with wine-colored lipstick, you'll be able to grab people's attention right away. It is because the medium of the Internet was behind[23][24] that individual desire became a cultural code

of a society to the public.

## 2. Research method

### 2.1. Research model and hypothesis setting

#### 2.1.1. research model

This study is a study on the expression techniques of makeup for the production of baby-faced images, and analyzed the difference between the perception of the expression of the baby-face image and the recognition of the expression technique of the baby-face makeup according to general characteristics. The research model was set up as shown in ⟨Fig1⟩ below.
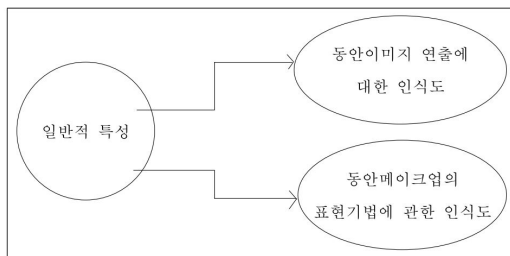


Fig1. Research model.

#### 2.1.2. correspondence theory

Average 1: Recognition of child image instruction will vary according to common rights.

Experiment 2: According to common rights, the perception of the expression of baby face makeup may be different.

#### 2.1.3. Measuring tool

It was composed of a questionnaire to find out about the expression technique of makeup for producing a baby-faced image. Age, occupation, marital status, monthly household income, and education level were selected as general information of the respondent.

First, awareness of child-like image production and child-like image recognition.

Second, awareness of the expression technique of baby face makeup

#### 2.1.4. General characteristics of investigation target

Among the 450 subjects of this study, 413 subjects were surveyed, excluding missing persons. As for their characteristics, 250 people in their 20s (60.5%) showed the highest distribution, followed by 61 people in their 40s (14.8%), 60 people in their 30s (14.5%), and 42 people in their 50s or older (10.2%). As for occupation, 251 students (60.8%), 74 office workers (17.9%), 64 housewives (15.5%), and 24 others (5.8%). As for marital status, 277 people (67.6%) were single, 133 people (32.4%) married, and most of them were single. 22.6%), 83 people (21.1%) with more than 2 million won to less than 3 million won, 67 people (17.0%) with less than 1 million won, and 54 people (13.7%) with more than 1 million won to less than 2 million won. Less than 5 million won showed the highest distribution. As for the final level of education, 234 (56.8%) were in college, 92 (22.3%) graduated from high school, 64 (15.5%) graduated from university, and 22 (5.3%) others. From these results, it was found that the sample selected in this study did not significantly impede the representativeness of the population.

#### 2.1.5. Research and analysis methods

Data for this study were collected using a questionnaire. For age, 450 women in their 20s to 50s were randomly selected and surveyed. A total of 450 copies of the questionnaire were distributed, and 413 copies of the collected 450 copies were used for the final analysis, excluding 37 copies with no response or inaccurate or insincere responses. For the data analysis of this study, a total of 413 collected copies were analyzed using SPSS 19.0. First, a frequency analysis was conducted to identify the general characteristics of the respondents. Next, a cross-analysis to analyze

the difference between the recognition of the expression technique of the baby face makeup and the recognition of the expression technique of the baby face makeup according to the general characteristics and the difference between the awareness of the expression technique of the baby face makeup according to the awareness of the expression of the baby face image (Chi-square test) was performed.

# 3. Results and discussion

## 3.1. In general, the result of referring to mutual analysis to guarantee that there will be a difference in the recognition of the video display during the time according to the point is as follows.

### 3.1.1. Recognition of baby image
As a result of [Table 1], there were significant differences in age, occupation, marital status, and final education level, but no significant difference in monthly income.

### 3.1.2. Recognition as a baby image trend
As a result, there were significant differences in age, occupation, and final education level, but no significant differences in marital status and monthly income.

### 3.1.3. The part you need to pay attention to the most for your image
As a result of Table 3, clean skin was selected as the part to pay the most attention to for a baby face image in terms of age, occupation, marital status, monthly income, and final education.

## 3.2. As a result of specifying mutual analysis to penetrate that there will be a difference in the perception of the expression of makeup during the period according to the common right

### 3.2.1. Looking at the results of makeup that they usually enjoy, married women with high education preferred natural makeup, followed by medium point makeup.

### 3.2.2. As a result of "the part you should focus on the most when you do your baby face makeup", the lower the age, the higher the job, and the married single woman were identified as the part that you should focus on the most. There was no significant difference in monthly income and final education level.

### 3.2.3. Make-up for your preferred image
As a result, people in their 20s preferred baby-faced images, and in all occupations, there was no significant difference in monthly income as the image and education level increased.

### 3.2.4. Why do you wear makeup
As a result of Table 7, self-satisfaction was found to be high in terms of age, occupation, marital status, and final education, and there was no significant difference in monthly income.

Table 1. Recognition of baby face images

| | | Baby image | | Entire | $\chi^2$ |
|---|---|---|---|---|---|
| | | Yes | No | | |
| Age | 20's | 216<br>86.7% | 33<br>13.3% | 249<br>100.0% | 9.398* |
| | 30's | 52<br>86.7% | 8<br>13.3% | 60<br>100.0% | |
| | 40's | 51<br>83.6% | 10<br>16.4% | 61<br>100.0% | |
| | 50's more | 28<br>68.3% | 13<br>31.7% | 41<br>100.0% | |
| | Entire | 347<br>84.4% | 64<br>15.6% | 411<br>100.0% | |
| Job | student | 217<br>86.8% | 33<br>13.2% | 250<br>100.0% | 9.108* |
| | Office workers | 63<br>86.3% | 10<br>13.7% | 73<br>100.0% | |
| | housewife | 46<br>71.9% | 18<br>28.1% | 64<br>100.0% | |
| | Etc | 21<br>87.5% | 3<br>12.5% | 24<br>100.0% | |
| | Entire | 347<br>84.4% | 64<br>15.6% | 411<br>100.0% | |
| Marital Status | single | 243<br>87.7% | 34<br>12.3% | 277<br>100.0% | 7.400** |
| | married | 102<br>77.3% | 30<br>22.7% | 132<br>100.0% | |
| | Entire | 345<br>84.4% | 64<br>15.6% | 409<br>100.0% | |
| monthly household income | 100Less than 10,000 won | 52<br>78.8% | 14<br>21.2% | 66<br>100.0% | 4.858 |
| | 100만~200Less than 10,000 won | 42<br>79.2% | 11<br>20.8% | 53<br>100.0% | |
| | 200~300Less than 10,000 won | 73<br>88.0% | 10<br>12.0% | 83<br>100.0% | |
| | 300~400Less than 10,000 won | 77<br>86.5% | 12<br>13.5% | 89<br>100.0% | |
| | 400~500Less than 10,000 won | 89<br>88.1% | 12<br>11.9% | 101<br>100.0% | |
| | Entire | 333<br>84.9% | 59<br>15.1% | 392<br>100.0% | |
| highest level of education | high school graduation | 69<br>75.8% | 22<br>24.2% | 91<br>100.0% | 8.093* |
| | university Attending | 202<br>86.7% | 31<br>13.3% | 233<br>100.0% | |
| | university graduation | 58<br>90.6% | 6<br>9.4% | 64<br>100.0% | |
| | Etc | 18<br>81.8% | 4<br>18.2% | 22<br>100.0% | |
| | Entire | 347<br>84.6% | 63<br>15.4% | 410<br>100.0% | |

\* p<0.05, \*\*p<0.01

Table 2. Recognition as a baby image trend

| | | Trend | | | | Entire | $\chi^2$ |
|---|---|---|---|---|---|---|---|
| | | It really is | Yes | Is average | Not | | |
| Age | 20's | 40 18.6% | 100 46.5% | 54 25.1% | 21 9.8% | 215 100.0% | 24.706** |
| | 30's | 24 46.2% | 20 38.5% | 5 9.6% | 3 5.8% | 52 100.0% | |
| | 40's | 17 33.3% | 25 49.0% | 7 13.7% | 2 3.9% | 51 100.0% | |
| | 50's more | 8 28.6% | 11 39.3% | 8 28.6% | 1 3.6% | 28 100.0% | |
| | Entire | 89 25.7% | 156 45.1% | 74 21.4% | 27 7.8% | 346 100.0% | |
| Job | student | 41 19.0% | 97 44.9% | 57 26.4% | 21 9.7% | 216 100.0% | 22.365** |
| | Office workers | 23 36.5% | 31 49.2% | 5 7.9% | 4 6.3% | 63 100.0% | |
| | housewife | 17 37.0% | 19 41.3% | 8 17.4% | 2 4.3% | 46 100.0% | |
| | Etc | 8 38.1% | 9 42.9% | 4 19.0% | 0 .0% | 21 100.0% | |
| | Entire | 89 25.7% | 156 45.1% | 74 21.4% | 27 7.8% | 346 100.0% | |
| Marital Status | single | 56 23.1% | 107 44.2% | 57 23.6% | 22 9.1% | 242 100.0% | 6.251 |
| | married | 32 31.4% | 49 48.0% | 17 16.7% | 4 3.9% | 102 100.0% | |
| | Entire | 88 25.6% | 156 45.3% | 74 21.5% | 26 7.6% | 344 100.0% | |
| wall furniture income | 100Less than 10,000 won | 15 29.4% | 18 35.3% | 13 25.5% | 5 9.8% | 51 100.0% | 12.509 |
| | 100만~200Less than 10,000 won | 17 40.5% | 18 42.9% | 6 14.3% | 1 2.4% | 42 100.0% | |
| | 200~300Less than 10,000 won | 15 20.5% | 36 49.3% | 15 20.5% | 7 9.6% | 73 100.0% | |
| | 300~400Less than 10,000 won | 17 22.1% | 32 41.6% | 19 24.7% | 9 11.7% | 77 100.0% | |
| | 400~500Less than 10,000 won | 23 25.8% | 43 48.3% | 18 20.2% | 5 5.6% | 89 100.0% | |
| | Entire | 87 26.2% | 147 44.3% | 71 21.4% | 27 8.1% | 332 100.0% | |
| highest level of education | high school graduation | 24 34.8% | 31 44.9% | 11 15.9% | 3 4.3% | 69 100.0% | 27.388** |
| | universityAttending | 35 17.4% | 93 46.3% | 52 25.9% | 21 10.4% | 201 100.0% | |
| | university graduation | 24 41.4% | 26 44.8% | 5 8.6% | 3 5.2% | 58 100.0% | |
| | Etc | 6 33.3% | 6 33.3% | 6 33.3% | 0 .0% | 18 100.0% | |
| | Entire | 89 25.7% | 156 45.1% | 74 21.4% | 27 7.8% | 346 100.0% | |

** p<0.01

Table 3. The part you need to pay attention to the most for your image

| | | Area to be concerned about | | | | Entire | $\chi^2$ |
|---|---|---|---|---|---|---|---|
| | | Makeup | Hair style | Costume | Clean skin | | |
| Age | 20's | 79 36.6% | 29 13.4% | 8 3.7% | 100 46.3% | 216 100.0% | 8.965 |
| | 30's | 27 51.9% | 3 5.8% | 0 .0% | 22 42.3% | 52 100.0% | |
| | 40's | 16 31.4% | 5 9.8% | 2 3.9% | 28 54.9% | 51 100.0% | |
| | 50's more | 9 32.1% | 4 14.3% | 1 3.6% | 14 50.0% | 28 100.0% | |
| | Entire | 131 37.8% | 41 11.8% | 11 3.2% | 164 47.3% | 347 100.0% | |
| Job | student | 75 34.6% | 29 13.4% | 8 3.7% | 105 48.4% | 217 100.0% | 11.105 |
| | Office workers | 24 38.1% | 7 11.1% | 0 .0% | 32 50.8% | 63 100.0% | |
| | housewife | 24 52.2% | 3 6.5% | 3 6.5% | 16 34.8% | 46 100.0% | |
| | Etc | 8 38.1% | 2 9.5% | 0 .0% | 11 52.4% | 21 100.0% | |
| | Entire | 131 37.8% | 41 11.8% | 11 3.2% | 164 47.3% | 347 100.0% | |
| Marital Status | single | 93 38.3% | 30 12.3% | 8 3.3% | 112 46.1% | 243 100.0% | 0.866 |
| | married | 37 36.3% | 10 9.8% | 3 2.9% | 52 51.0% | 102 100.0% | |
| | 전체 | 130 37.7% | 40 11.6% | 11 3.2% | 164 47.5% | 345 100.0% | |
| wall furniture income | 100Less than 10,000 won | 14 26.9% | 9 17.3% | 3 5.8% | 26 50.0% | 52 100.0% | 14.998 |
| | 100만~200Less than 10,000 won | 14 33.3% | 7 16.7% | 0 .0% | 21 50.0% | 42 100.0% | |
| | 200~300Less than 10,000 won | 34 46.6% | 2 2.7% | 2 2.7% | 35 47.9% | 73 100.0% | |
| | 300~400Less than 10,000 won | 31 40.3% | 12 15.6% | 3 3.9% | 31 40.3% | 77 100.0% | |
| | 400~500Less than 10,000 won | 33 37.1% | 10 11.2% | 3 3.4% | 43 48.3% | 89 100.0% | |
| | Entire | 126 37.8% | 40 12.0% | 11 3.3% | 156 46.8% | 333 100.0% | |
| Highest level of education | high school graduation | 26 37.7% | 9 13.0% | 2 2.9% | 32 46.4% | 69 100.0% | 11.784 |
| | university Attending | 72 35.6% | 27 13.4% | 7 3.5% | 96 47.5% | 202 100.0% | |
| | university graduation | 30 51.7% | 3 5.2% | 2 3.4% | 23 39.7% | 58 100.0% | |
| | Etc | 3 16.7% | 2 11.1% | 0 .0% | 13 72.2% | 18 100.0% | |
| | Entire | 131 37.8% | 41 11.8% | 11 3.2% | 164 47.3% | 347 100.0% | |

Table 4. Makeup you usually enjoy

| | | Favorite makeup | | | Entire | |
|---|---|---|---|---|---|---|
| | | Natural makeup | Medium point makeup | Heavy makeup | Entire | |
| Age | 20's | 125 51.4% | 105 43.2% | 13 5.3% | 243 100.0% | 8.107 |
| | 30's | 36 60.0% | 19 31.7% | 5 8.3% | 60 100.0% | |
| | 40's | 38 62.3% | 19 31.1% | 4 6.6% | 61 100.0% | |
| | 50's more | 27 64.3% | 11 26.2% | 4 9.5% | 42 100.0% | |
| | Entire | 226 55.7% | 154 37.9% | 26 6.4% | 406 100.0% | |
| job | student | 129 52.9% | 103 42.2% | 12 4.9% | 244 100.0% | 12.336 |
| | Office workers | 49 66.2% | 21 28.4% | 4 5.4% | 74 100.0% | |
| | housewife | 34 53.1% | 21 32.8% | 9 14.1% | 64 100.0% | |
| | Etc | 14 58.3% | 9 37.5% | 1 4.2% | 24 100.0% | |
| | Entire | 226 55.7% | 154 37.9% | 26 6.4% | 406 100.0% | |
| Marital Status | single | 139 51.5% | 115 42.6% | 16 5.9% | 270 100.0% | 8.279* |
| | married | 86 64.7% | 37 27.8% | 10 7.5% | 133 100.0% | |
| | Entire | 225 55.8% | 152 37.7% | 26 6.5% | 403 100.0% | |
| wall furniture income | 100Less than 10,000 won | 35 53.8% | 26 40.0% | 4 6.2% | 65 100.0% | 4.266 |
| | 100만~200Less than 10,000 won | 34 63.0% | 19 35.2% | 1 1.9% | 54 100.0% | |
| | 200~300Less than 10,000 won | 47 58.0% | 28 34.6% | 6 7.4% | 81 100.0% | |
| | 300~400Less than 10,000 won | 51 58.0% | 33 37.5% | 4 4.5% | 88 100.0% | |
| | 400~500Less than 10,000 won | 52 52.0% | 40 40.0% | 8 8.0% | 100 100.0% | |
| | Entire | 219 56.4% | 146 37.6% | 23 5.9% | 388 100.0% | |
| highest level of education | high school graduation | 62 68.1% | 26 28.6% | 3 3.3% | 91 100.0% | 18.120** |
| | universityAttending | 119 52.2% | 96 42.1% | 13 5.7% | 228 100.0% | |
| | university graduation | 28 43.8% | 27 42.2% | 9 14.1% | 64 100.0% | |
| | Etc | 16 72.7% | 5 22.7% | 1 4.5% | 22 100.0% | |
| | Entire | 225 55.6% | 154 38.0% | 26 6.4% | 405 100.0% | |

* $p < 0.05$, ** $p < 0.01$

Table 5. Areas to focus most on during your baby face makeup

| | | Areas to focus on most when applying makeup | | | | Entire | $\chi^2$ |
|---|---|---|---|---|---|---|---|
| | | Cheek (cheek touch) | lips (lipstick) | Skin expression | Eye | Entire | $\chi^2$ |
| Age | 20's | 22 9.1% | 12 5.0% | 160 66.1% | 48 19.8% | 242 100.0% | 18.878* |
| | 30's | 6 10.2% | 11 18.6% | 36 61.0% | 6 10.2% | 59 100.0% | |
| | 40's | 5 8.2% | 5 8.2% | 40 65.6% | 11 18.0% | 61 100.0% | |
| | 50's more | 3 7.1% | 8 19.0% | 25 59.5% | 6 14.3% | 42 100.0% | |
| | Entire | 36 8.9% | 36 8.9% | 261 64.6% | 71 17.6% | 404 100.0% | |
| job | student | 21 8.6% | 11 4.5% | 161 66.3% | 50 20.6% | 243 100.0% | 25.868** |
| | Office workers | 7 9.6% | 8 11.0% | 51 69.9% | 7 9.6% | 73 100.0% | |
| | housewife | 6 9.4% | 14 21.9% | 32 50.0% | 12 18.8% | 64 100.0% | |
| | Etc | 2 8.3% | 3 12.5% | 17 70.8% | 2 8.3% | 24 100.0% | |
| | Entire | 36 8.9% | 36 8.9% | 261 64.6% | 71 17.6% | 404 100.0% | |
| Marital Status | single | 25 9.3% | 18 6.7% | 177 66.0% | 48 17.9% | 268 100.0% | 4.142 |
| | married | 11 8.3% | 17 12.8% | 82 61.7% | 23 17.3% | 133 100.0% | |
| | Entire | 36 9.0% | 35 8.7% | 259 64.6% | 71 17.7% | 401 100.0% | |
| wall furniture income | 100Less than 10,000 won | 6 9.2% | 5 7.7% | 39 60.0% | 15 23.1% | 65 100.0% | 15.051 |
| | 100만~200Less than 10,000 won | 8 14.8% | 4 7.4% | 33 61.1% | 9 16.7% | 54 100.0% | |
| | 200~300Less than 10,000 won | 3 3.8% | 6 7.5% | 58 72.5% | 13 16.3% | 80 100.0% | |
| | 300~400Less than 10,000 won | 10 11.5% | 12 13.8% | 49 56.3% | 16 18.4% | 87 100.0% | |
| | 400~500Less than 10,000 won | 5 5.1% | 9 9.1% | 72 72.7% | 13 13.1% | 99 100.0% | |
| | Entire | 32 8.3% | 36 9.4% | 251 65.2% | 66 17.1% | 385 100.0% | |
| highest level of education | high school graduation | 10 10.9% | 9 9.8% | 56 60.9% | 17 18.5% | 92 100.0% | 14.511 |
| | universityAttending | 19 8.4% | 12 5.3% | 151 66.8% | 44 19.5% | 226 100.0% | |
| | university graduation | 6 9.5% | 11 17.5% | 37 58.7% | 9 14.3% | 63 100.0% | |
| | Etc | 1 4.5% | 3 13.6% | 17 77.3% | 1 4.5% | 22 100.0% | |
| | Entire | 36 8.9% | 35 8.7% | 261 64.8% | 71 17.6% | 403 100.0% | |

* p<0.05, ** p<0.01

Table 6. Make-up for your preferred image.

| | | Preferred Makeup Image | | | | Entire | $\chi^2$ |
|---|---|---|---|---|---|---|---|
| | | while image | sexy image | intelligent image | Etc | | |
| Age | 20's | 119<br>48.6% | 41<br>16.7% | 42<br>17.1% | 43<br>17.6% | 245<br>100.0% | 33.887*** |
| | 30's | 23<br>38.3% | 14<br>23.3% | 14<br>23.3% | 9<br>15.0% | 60<br>100.0% | |
| | 40's | 20<br>32.8% | 6<br>9.8% | 27<br>44.3% | 8<br>13.1% | 61<br>100.0% | |
| | 50's more | 14<br>33.3% | 7<br>16.7% | 19<br>45.2% | 2<br>4.8% | 42<br>100.0% | |
| | Entire | 176<br>43.1% | 68<br>16.7% | 102<br>25.0% | 62<br>15.2% | 408<br>100.0% | |
| Job | student | 118<br>48.0% | 39<br>15.9% | 45<br>18.3% | 44<br>17.9% | 246<br>100.0% | 23.404** |
| | Office workers | 26<br>35.1% | 12<br>16.2% | 25<br>33.8% | 11<br>14.9% | 74<br>100.0% | |
| | housewife | 24<br>37.5% | 15<br>23.4% | 21<br>32.8% | 4<br>6.3% | 64<br>100.0% | |
| | Etc | 8<br>33.3% | 2<br>8.3% | 11<br>45.8% | 3<br>12.5% | 24<br>100.0% | |
| | 전체 | 176<br>43.1% | 68<br>16.7% | 102<br>25.0% | 62<br>15.2% | 408<br>100.0% | |
| Marital Status | single | 125<br>46.0% | 50<br>18.4% | 49<br>18.0% | 48<br>17.6% | 272<br>100.0% | 21.857*** |
| | married | 49<br>36.8% | 18<br>13.5% | 52<br>39.1% | 14<br>10.5% | 133<br>100.0% | |
| | Entire | 174<br>43.0% | 68<br>16.8% | 101<br>24.9% | 62<br>15.3% | 405<br>100.0% | |
| wall furniture income | 100Less than 10,000 won | 34<br>52.3% | 12<br>18.5% | 12<br>18.5% | 7<br>10.8% | 65<br>100.0% | 12.032 |
| | 100만~200Less than 10,000 won | 25<br>46.3% | 6<br>11.1% | 14<br>25.9% | 9<br>16.7% | 54<br>100.0% | |
| | 200~300Less than 10,000 won | 37<br>45.1% | 15<br>18.3% | 15<br>18.3% | 15<br>18.3% | 82<br>100.0% | |
| | 300~400Less than 10,000 won | 36<br>40.9% | 12<br>13.6% | 28<br>31.8% | 12<br>13.6% | 88<br>100.0% | |
| | 400~500Less than 10,000 won | 36<br>36.0% | 21<br>21.0% | 29<br>29.0% | 14<br>14.0% | 100<br>100.0% | |
| | Entire | 168<br>43.2% | 66<br>17.0% | 98<br>25.2% | 57<br>14.7% | 389<br>100.0% | |
| highest level of education | high school graduation | 39<br>42.4% | 11<br>12.0% | 32<br>34.8% | 10<br>10.9% | 92<br>100.0% | 17.750* |
| | universityAttending | 107<br>46.7% | 38<br>16.6% | 43<br>18.8% | 41<br>17.9% | 229<br>100.0% | |
| | university graduation | 23<br>35.9% | 16<br>25.0% | 18<br>28.1% | 7<br>10.9% | 64<br>100.0% | |
| | Etc | 7<br>31.8% | 3<br>13.6% | 8<br>36.4% | 4<br>18.2% | 22<br>100.0% | |
| | Entire | 176<br>43.2% | 68<br>16.7% | 101<br>24.8% | 62<br>15.2% | 407<br>100.0% | |

* p<0.05, ** p<0.01, *** <0.001

Table 7. Why do you wear makeup

| | | Why do you think you wear makeup? | | | | Entire | $\chi^2$ |
|---|---|---|---|---|---|---|---|
| | | Complacency | Consciousness of others | Childhood image production | Because others | | |
| Age | 20's | 149 61.1% | 89 36.5% | 4 1.6% | 2 .8% | 244 100.0% | 47.679*** |
| | 30's | 26 44.1% | 30 50.8% | 3 5.1% | 0 .0% | 59 100.0% | |
| | 40's | 33 55.0% | 24 40.0% | 2 3.3% | 1 1.7% | 60 100.0% | |
| | 50's more | 9 21.4% | 23 54.8% | 7 16.7% | 3 7.1% | 42 100.0% | |
| | Entire | 217 53.6% | 166 41.0% | 16 4.0% | 6 1.5% | 405 100.0% | |
| job | student | 149 60.8% | 90 36.7% | 4 1.6% | 2 .8% | 245 100.0% | 39.005*** |
| | Office workers | 34 45.9% | 37 50.0% | 3 4.1% | 0 .0% | 74 100.0% | |
| | housewife | 26 41.9% | 29 46.8% | 4 6.5% | 3 4.8% | 62 100.0% | |
| | Etc | 8 33.3% | 10 41.7% | 5 20.8% | 1 4.2% | 24 100.0% | |
| | Entire | 217 53.6% | 166 41.0% | 16 4.0% | 6 1.5% | 405 100.0% | |
| Marital Status | single | 163 60.1% | 99 36.5% | 7 2.6% | 2 .7% | 271 100.0% | 17.330** |
| | married | 53 40.5% | 65 49.6% | 9 6.9% | 4 3.1% | 131 100.0% | |
| | Entire | 216 53.7% | 164 40.8% | 16 4.0% | 6 1.5% | 402 100.0% | |
| wall furniture income | 100Less than 10,000 won | 42 64.6% | 22 33.8% | 1 1.5% | 0 .0% | 65 100.0% | 15.888 |
| | 100만~200Less than 10,000 won | 22 41.5% | 29 54.7% | 1 1.9% | 1 1.9% | 53 100.0% | |
| | 200~300Less than 10,000 won | 42 51.2% | 37 45.1% | 3 3.7% | 0 .0% | 82 100.0% | |
| | 300~400Less than 10,000 won | 44 50.0% | 38 43.2% | 3 3.4% | 3 3.4% | 88 100.0% | |
| | 400~500Less than 10,000 won | 55 55.0% | 36 36.0% | 7 7.0% | 2 2.0% | 100 100.0% | |
| | Entire | 205 52.8% | 162 41.8% | 15 3.9% | 6 1.5% | 388 100.0% | |
| highest level of education | high school graduation | 30 33.7% | 50 56.2% | 7 7.9% | 2 2.2% | 89 100.0% | 29.041** |
| | university Attending | 140 61.1% | 83 36.2% | 4 1.7% | 2 .9% | 229 100.0% | |
| | university graduation | 39 60.9% | 20 31.3% | 4 6.3% | 1 1.6% | 64 100.0% | |
| | Etc | 8 36.4% | 12 54.5% | 1 4.5% | 1 4.5% | 22 100.0% | |
| | Entire | 217 53.7% | 165 40.8% | 16 4.0% | 6 1.5% | 404 100.0% | |

** $p < 0.01$, *** $p < 0.001$

# 4. Conclusion

In this study, looking at the perception of child-like image production according to general characteristics, age was 20s, occupation was student, and marital status was higher for single than married. There was no significant difference in monthly household income. As for the degree of awareness of the distribution, it was found that the awareness of the distribution of college graduates or higher was high. According to the general characteristics, natural makeup was supported as favorite makeup in the perception of facial makeup expression technique, As for their preferred makeup, they supported the image of young children and intelligent images. As a result of showing high support for skin expression as a focus area and self-satisfaction as the reason for makeup, natural makeup is the dominant makeup among baby face makeup expression techniques, In the preferred makeup image, the image of a baby face was overwhelming. The most important part of face-to-face makeup was the skin expression, which received high support from all layers. Regarding the question of the reason for wearing makeup, it was found that the results of self-satisfaction and support for others' awareness (courtesy) were correlated with women's social and economic activities. Therefore, 'as a makeup expression technique for producing a baby-faced image, there will be a difference in awareness of the expression technique for baby-faced makeup depending on general characteristics', 'there will be a difference in awareness of expression techniques for baby-faced makeup depending on general characteristics'. 'were supported, and furthermore, the makeup expression technique for producing a baby-faced image is not only an important function and simple appearance for modern women, but also a 'physical asset' in social activities, improving efficiency at work and physically and mentally. It was found that it played a major role. As a result of the survey analysis on 'make-up expression technique for the image of the baby face', it was found that the knowledge on the accurate image of the baby face was insufficient compared to the high awareness and interest in the baby face. It was confirmed that the performance of producing a child-like image could not be obtained. People in their 30s and older are economically stable, but they are aging and are engaged in work and social activities. Appearance goes beyond aesthetics and is evaluated as a successful strategy of competitiveness, There is a lack of makeup expression techniques for producing a baby-faced image. Currently, the makeup expression technique for producing a baby-faced image is insufficient, so professional practical training is required at related educational institutions. Based on this study, it can be seen that the expression technique of the baby face image has a close correlation with the economic growth of the beauty industry. I hope that it can be used as a useful resource for beauty-related people and the general public, and I expect that research on makeup expression techniques for producing a baby-faced image will be continued in the future.

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