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ESTONIAN WOMEN'S ATTITUDE TOWARDS THE IMAGE OF A WOMAN CREATED BY THE ADVERTISEMENT

Master's thesis

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I declare that I have compiled the paper independently

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ABSTRACT

The current research is dealing with the attitudes of women toward an average promoted beauty standard of a woman in Estonian advertisement. As follows, the central task of this Master's thesis is evaluation of real Estonian women's attitude toward the advertised beauty standard and possible linking of this attitude with the purchasing intention. The main theory used is the attitude toward the advertisement. The method used was mixed as it enables collecting and analysing both types of data: qualitative and quantitative at the same time. The data is collected by the means content analysis of Estonian female magazines and the questionnaire. The results obtained by content analysis of Estonian female magazines became part of the questionnaire. The conclusion demonstrates that knowing the attitude of customers' toward the advertisement or toward the object/subject of advertisement provides an understanding of real values of customers. The conclusions of this Master's thesis suggests more questions to be solved in the next research papers, since the topic addressed turned out to be very broad and global and has many different aspects to look at.

Keywords: Advertisement, Attitude Toward the Advertisement, Beauty Standard, Customer Behaviour, Purchasing Intension.

INTRODUCTION

Historically women have been concerned about their appearance; constantly changing fashion with its standard of beauty has been forcing women to modify themselves. Some of those 'beauty hacks' were negatively affecting women's health and even causing deaths (Blazeski 2017). Using powders that contained lead and later arsenic to achieve pale skin, which was poisoning the user slowly; X-ray depilation, which eventually caused cancer, false eyelashes which were sewed on directly to the eye lid with the tiny needle – this is just a short list of the inhumane artificial and sometimes deadly processes that women in the history have been going through to be considered more beautiful (Wischhover 2013). Unfortunately, not much has changed today; modern women are still being manipulated by the artificial standards of beauty. The technological development has enabled producers with the opportunity of sharing their message of "beauty" not only in the magazines and billboards, but also all-over the Internet; eventually, women are being bombarded by those images of "perfect beauty" and struggle to achieve it.

Very many great people have been discussing the topic of beauty, trying to not only find a proper definition to the notion but also make some kind of a rule to measure it. Among the most famous sayings, two pop up in mind, which no one even knows where they originate from, but are complete opposites: "Beauty is in the Eye of the Beholder" and "Beauty is Pain". The first suggests that beauty is a debatable topic and, therefore, gives place to everything and everyone to be considered beautiful; and the second one proposes that beauty does not always come from within, but may be achieved by painful process of self-modification. Keeping that in mind, it turns out that "beauty" is and has always been a profitable business. With all kinds of value-based and customer-centred approaches, producers manage to always know exactly what is that women want and what solutions to propose to them. Advertising makes sure that women are well-informed about the latest beauty trends; however, those standards mostly do not correspond to the real picture and are normally over-using Photoshop and excessive amount of make-up.

In Estonia several researches have been conducted previously on topic of the analysis of Image of Women in Estonian media. The focus of most of the papers has been set on the roles of women in Estonia and how advertising affects those roles. Raadik (2007) and Kaur (2011) have been analysing Estonian magazines to find out what were the most frequent roles in which women were depicted. Raadik (2007, 59) found out that in the Estonian magazines women were only then considered beautiful when wearing make-up, having perfect hair and slim body. In the end of the research, Kaur (2011, 49) proves that women are mostly depicted in the stereotypical roles one of which is to be a decorative object and to be beautiful. Similarly, Pilvre (2011, 55-58) in her research about the roles and depictions of women in Estonian media, has found out that not only do Estonian Women get to speak less on the TV, they also are mostly judged by their appearance, furthermore, they are frequently linked to the stereotypical roles such as motherhood, family and being a wife. Previous works on similar topic spoke of beauty in context of an entity that defined somehow women's role in the society, they, however, have not elaborated much what this beauty standard in Estonia was and how local women felt about it. As a Master's student of International Business Administration, I got interested in leading through a kind of a marketing research, which would help determine attitudes of Estonian Women toward the currently advertised "Beauty Standard" and see how women might react at a possibility of having a different reality. So to say if there were more products that helped maintaining health and as follows if more natural beauty type was advertised, spreading the message that beauty was in all colours and shapes, would that be accepted and what the attitude to this situation might be? Not to sound too revolutionary, while entering the market with completely opposite values to the current ones, it is important to determine whether these values would be welcomed and to start off it would be useful to figure out what the attitudes toward current values are.

With that in mind, the aim of this paper is to analyse the attitude of Estonian women toward the current Image of Beauty and Beautiful Woman, shown in the advertising, more specifically, in the printed media. Altogether, a lot of researchers, among them Mitchell and Olson (1981), Lutz, MacKenzie and Belch (1983), Hill and Mazis (1986), Holbrook and Batra (1987) have agreed on that attitudes toward the advertising affect purchasing intention, attitude toward the brand and producer. Consequently, the central research question (CRQ) of the paper is the following: ***What is the attitude of Estonian women toward currently advertised image of beautiful woman?*** To answer this question, it is first of all necessary to determine the average beauty standard of a woman advertised by the Estonian magazines. The first research question (RQ1) is then formulated: ***What is the average advertised image of beauty?*** Apart of setting the goal of

evaluating the attitude of Estonian women toward the advertised beauty standards, this paper seeks to find the answers to the following questions: RQ2: *How does the attitude toward the advertising affect the purchasing intention of these women?* And RQ3: *What is the attitude of Estonian women towards the alternative reality, where natural beauty would be accepted by the society as a norm?*

To find out the answers to the above mentioned questions, the research will be conducted using mixed method, as it is important to not only find out quantitative data, which would measure the proportions of different attitudes, but also qualitative, which will help minimize the possibility of the research to be biased. First of all, visual content analysis will be lead through by selecting the pictures from Estonian magazines, based on certain characteristics. Next, the chosen photos will be included into the questionnaire which will then be spread among Estonian women. The analysis of the data collected will help finding correlations between women's attitudes toward the advertising and their decision to purchase the products. It is expected, that the majority of women would rather express a more negative attitude toward the advertised image of beauty and will more favourably react on the natural beauty type pictures, proposed as an alternative. Consequently, it is expected that women would most likely agree to the idea of having a different reality, where natural beauty and variety of beauties would be accepted. To verify this expectation, a hypothesis (Ho) will be set, assuming that average evaluation of more naturally looking women will be higher, than of women that do some modifications with their appearance.

The paper is divided into three main parts. The first part provides theoretical background to the topic, introducing the definitions of attitude and attitude toward the advertising approach. The second part of the paper will describe previous research done in the similar topic Worldwide and in Estonia. This part will also bring out the arguments of why the topic of representation of women in media is important and what the negative consequences of the current image shown in the media are. The third part gives information about the methods and methodology used. In this section numeric results of the questionnaire, with graphical representation, as well as the results of the content analysis of the qualitative part of the questionnaire will be listed. In the end of the chapter, there is a discussion of the results, comparing them to the expectations. Finally, the conclusion will mention some limitations of the current research and propose ideas to the possible future research on the topic.

Before moving to the chapters, I would like to express my gratitude to everybody who has helped me with this research. My family who supported me during the whole studies and were of a great help while I was writing my thesis. A lot of appreciation goes to the people who found time to contribute to the research while filling out and spreading forward the questionnaire, especially Annelii Juhkama and the participants of the Facebook Group *Virginia Woolf Sind Ei Karda.* I would like to thank my supervisor Eliis Salm for advising and being supportive during the whole process of paper writing.

1. ATTITUDE THEORY

The central intent of this Master's thesis is to measure the attitude of Estonian women toward the advertised by media image of an attractive woman. In the context of this paper, women are observed both as objects of advertisement and also as consumers. Specifically, the focus is set on certain aspects of women's behaviour: their attitude and purchasing intension. "Consumer behaviour can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires." (Belch, Belch 2018, 113). For the marketers it is crucial to understand customer behaviour to be able to properly advertise and sell products and services. At that matter, attitude is one of the components of consumer's behaviour that are of the interest of producers. For that purpose, this research centres the attitude theory and more precisely attitude toward the advertisement theory. It is important to clear out why attitude toward the advertisement theory has been chosen to evaluate women's attitude toward the advertised image of beauty. Advertisements do not only sell products or services, they also sell values, ideas, images and concepts (Kilbourne 2018). Consequently, the advertisements for beauty products do not only sell the product, but also a concept and image of how a woman should look like. Therefore, while evaluating Estonian women's attitudes toward the advertising, the research will also get the measurement of their attitude toward the advertised image of perfect beauty. The following chapters give definition to attitude and attitude toward the advertisement theory.

1.1. Definition of attitude

The majority of researchers agree that an attitude has three components: affect, behaviour and cognition (Solomon *et al.* 2006, 140). When observing the notion a bit closer, it becomes clear that there are more components to it. Attitude is a combination of feelings, desires, fears, convictions, prejudices and other tendencies that give a person a predisposition to react at objects, subject or situations differently because of varied experience (Thurstone, Chave 1929, 6). It is important to underscore the word "predisposition", because it suggests that those previously mentioned components may or may not form part of an attitude in every specific case.

Fishbein and Ajzen move a bit away from the emotional part of an attitude and rationalize the concept, explaining an attitude as a function of set of beliefs about the object and a learnt predisposition to respond favourably or unfavourably to an object (1975, 10). Here it is crucial to make an emphasis on the fact that it is "learnt"; it might come up as a spontaneous reaction and a result of emotions and moods, however, people base their attitudes according to the information they have about the object. Altogether, the idea of that an attitude has a rational and emotional side, makes it hard to measure and suggests that any research conducted on this topic might have some limitations and discrepancies.

Generally, there are three ways of expressing attitude: positive (liking, trust), negative (dislike) and passive or neutral (Sinthamrong, Rompho 2015, 2). The deviation from the neutral state of attitude toward any end: liking or disliking depends on the amount of positive or negative information added. At the first encounter with an object, people tend to form a neutral attitude, as they have just learnt about the existence of the object; as soon as some additional information is added, the attitude changes to either favourable or unfavourable (Fishbein, Ajzen 1975, 217). It becomes clear that people's attitudes also are affected by social norms, culture, education and opinion of other people. Such as, for instance, in the scope of this paper, previous experience with the product or service, as well as favourable advertisement may influence the attitude toward the ad, product, producer and brand altogether – this will closely be examined in the next section.

1.2. Definition of attitude toward the advertisement theory

Altogether, customer's attitudes toward the product may strongly be influenced by intangible product attributes such as package design, and by consumers' reactions to accompanying stimuli such as advertising and even the brand name (Solomon *et al*. 2006, 143). Speaking of attitudes in the context of marketing, particularly of marketing promotion, the concept of attitude toward the advertisement should be introduced. In the broad term, attitude toward the ad is defined as recipients' affective reactions, for instance like or dislike to the ad itself, it does not concern the product or its functions, just the ad (Lutz *et al.* 1983). Advertisement and marketing communication in general is an important step, which may help or harm the company. Consequently, producers and marketers, with their promotion plans are also contributing to the process of building up attitudes of their consumers.

Quite frequently advertising is not only promoting the product or service, but is also creating awareness, image and knowledge. Proper advertisement is able to create favourable moods and intention to buy, as well as loyalty for the product and brand in general. Advertising is affecting customer's affective state or mood at the time of exposure to the ad stimulus, which then generates response toward advertising in general in a consistently favourable or unfavourable manner (MacKenzie, Lutz 1989, 54). More importantly, consumer's evaluation of a product can be determined solely by the appraisal of how it is depicted in marketing communications – that means, consumer's do not hesitate to form attitudes about products they have never even seen personally, much less used; at that matter the functions of advertisement should not be underestimated but rather used for good by the producers (Solomon *et al.* 2006, 144).

Speaking of advertisement it is worth mentioning the "push" strategy, which involves 'pushing' the product through marketing channels to final consumers (Kotler, Armstrong 2010, 442). Proper advertisement may work as a tool for creating "correct" images in the minds of the consumers, while giving them a hint of what is "norm" in the society and pushing this standard and as follows enhancing the demand for their products and services. This paper deals with print media, specifically content analysis of the Estonian female magazines. In the print advertisement, consumers depend a lot on the pictures and sometimes short description of the product provided; therefore, it is a big task for the advertiser to design good picture that will not only attract the viewer but will also help create a proper attitude and connection of the reader to the product (Sallam and Algammash 2016, 511).

Positive feelings caused by advertising in general, cause more attention to advertising and make it look more persuasive and trustworthy (Mehta, Purvis 1995, 6). However, the importance of the attitude toward the advertisement approach, does not only lie in purpose of selling specific product attributes or benefits. Hill and Mazis (1986) claim that the purpose of the advertisement is to create a favourable attitude toward the ad by leaving the viewer/listener/reader in a positive emotional state after processing the ad; the assumption underlying this concept is that consumers are hedonistically motivated by the desire to feel good. It means consumers do only purchase the physical object or service; they also aim at getting satisfaction and value. A good picture provides a hint to the reader of what the end result after using their product or service will look like.

1.3. Definition of purchasing intention and how it is affected by attitude

As this research, also touches a bit a connection between attitude toward the ad and purchase intention, it is worth mentioning some theories about it. Fishbein, Ajzen (1975,12) argue that the common acceptance of trilogy theory of affect, cognition and conation is incomplete: affect refers to person's feelings toward some object, cognition refers to knowledge, opinion or beliefs, conation – behavioural intentions and actions in presence of object. They state that in attitude theory, one is concerned with predisposition to behave rather than with behaviour itself, it is suggested to extend the categories to affect, cognition (behavioural intention), conation and behaviour (action).

Purchase intention is defined as recipient's assessment of the likelihood that they will purchase a product, service or brand (Lutz *et al.* 1983). While evaluating this probability, the customer's preference of buying a product or service may be affected by such aspects as packaging, knowledge about the products/service, perceived value and celebrities' endorsement (Sinthamrong, Rompho 2015, 2). Celebrities, for example, do not always have to appear in the advertisement to demonstrate the endorsement of some product; the way they dress up and look already advertises certain ideal, a kind of an image, which common people frequently would like to follow.

Previously it was considered that attitude was not strongly related to any given purchase intention, but was solely influencing a general level of favourability expressed by person's intentions, whatever those intentions might have been (Fishbein, Ajzen 1975, 291). Further experiments and researches agree that there is a positive and direct correlation between attitude toward the ad and purchasing intention (Lutz et al 1983, Mitchel and Olson 1981, 327; Goldsmith et al 2000, 50; Sallam and Algammash 2016, 517). An experiment conducted by Mitchell and Olson (1981, 327) revealed that repetition of ads had no reliable effect on attitude formation or any other cognitive variable; in contrast, the advertising content factor produced significant effects on three cognitive variables- product attribute beliefs, attitudes, and purchase intention.

That being said, purchasing intention does not necessarily correlate with purchasing behaviour, but still allows producers to make some kind of prediction about the demand for their products. Taking into account that generally people behave in a matter consistent with their attitudes and

intentions, in everyday life, it may be assumed that there is a positive relationship between attitudes and behaviour – producers and marketers attempt to 'change people's minds' about issues that they (producers) care about in the assumption that it will result in the behaviour they (producers) desire (Rice 1997, 105).

2. IMAGE OF WOMEN IN THE ADVERTISEMNT

From the perspective of marketing women are not only consumers but also objects of advertising. Generally speaking, producers are creating specific image of a woman that is considered beautiful and sell this image to the whole population of women. "The voice of the magazine gives women an invisible female authority figure to admire and obey, parallel to the mentor-protégé relationship that many men are encouraged to forge in their educations and on the job, but which women are rarely offered anywhere else but in their glossy magazines." (Wolf 2002, 74).

If the product only existed in vacuum, without proper advertising of how this product works miracles and thus giving a hint about the purpose of it, the producers would have no revenue. Therefore, the only way to sell tons of beauty products and services of all kinds: make-up, shampoos, creams, hair extensions, false eye lashes plastic surgery and others; is to convince women that without them they are unattractive. By convincing women that they are fat and ugly, marketers spread the message that this physical condition is the reason for being unlovable, undesirable, and worthless, consequently, women that feel vulnerable about their appearance will buy more products and services (Beck 1992, 215). The following chapters describe the common image of women shown in the advertisement, explain the negative side-effects of it and thus justify the importance of the chosen topic of research.

2.1. General picture in the world

The topic of illustration of women in the advertising has been widely discussed for years as it is an important issue that not only affects women's feelings, position in the society and privacy but also this image determines how women build up relationships in the society, how men look at them, their social status and has an influence on other spheres of their lives. Jean Kilbourne (2010) has been emphasizing the significance of that topic during her live, she has been writing articles and making series of movies *Still Killing Us Softly*, where she states that through the years the issue of the wrong depiction of women in the advertisement has not been solved but

has been worsening. The most devastating part of it, is that marketers and producers now mange to convince women that there is nothing wrong with those images and that women should accept and follow them. It seems like advertising does not accept variety of ages, races, different hair styles, body types as something beautiful, instead they suggest that everybody should look the same way like they had been stamped on the printer.

2.1.1. Women and artificial beauty

The desire to sell products and gain revenue blindfolds the producers and they feel empowered to achieve that money by any means, even if it meant creating a false image and standard of beauty and harmed real people's feelings, self-esteem and lives. It is hard to disagree with Kilbourne (2010) on that there can hardly be found a photograph of a woman considered beautiful that has not been Photoshopped, meaning that the images that are shown all-around us are not real: they are artificial, they are constructed by combining body part of several models into one; however, real women and girls measure themselves against that images every single day. Consciously, women may very well be aware of the fact that the pictures they see are modified, but when being surrounded by the same photos all-around, it is hard not to start believing that this is the reality. Even the pictures that claim to be "natural" are still Photoshopped and are using natural coloured make-up. In the year 2006, Dove released a movie called *Evolution*, which uncovered the truth about the "natural" looks presented in the commercials. Unfortunately, this campaign was one of the few that tried to support women and unleash the true side of advertised beauty. In daily life there are much more advertisements that demonstrate the opposite opinion. The advertising sends a message to women that if they deviate from the suggested beauty standard, where a woman almost always is depicted as successful, happy, thin, young and physically perfect, they will be rejected and unhappy (Beck 1992, 211). This fight for being considered beautiful never ends and it makes women not only waste a lot of money but also threatens their health and makes them vulnerable. Many women are afraid to show their "real faces" to the extent that they apply make-up on all occasions, even if they have to go to the neighbour grocery store or to throw away garbage.

2.1.2. Women as sexual objects

Artificial beauty standard is by far not the worst image of women that is shown in the media. It has been and still remains quite acceptable to demonstrate naked women's body in the advertisement and thus making it open and accessible for everybody. Beck (1992, 218) states

that advertising contributes to women's loss of privacy by presenting their naked bodies as objects that exist for the viewing pleasure of others rather than for women themselves. Women's body as such is devaluated and not only is it a matter of privacy but it also creates a concept of her body being accessible, and thus affect the relationships that she has (this will more closely be discussed later). It is not a matter of feminism and it is not suggested that men should get an equal treatment and get demonstrated naked more frequently. Yet still women are much more likely than men to find their bodily and reproductive functions discussed in ads, the advertisements accord men, but not women, some measure of privacy and respect (Beck 1992, 218).

Naked women's body parts are not only demonstrated in the context of selling lingerie, but also other products like jeans, hygiene products and even food, this, however, is not a frequent case for men's body's parts. It would be unthinkable to display men's genitals in the context in which breasts are being displayed, it is portrayed as trivial because breasts are not 'as naked' as genitals are; and the idea of half exposing men in a similar way is moot because men don't have body parts comparable to breasts (Wolf 2002, 139). Women's body parts are thus exposed to the public of different ages, teaching girls and boys that a woman is an object of giving sexual pleasure. In that way, producers disrespect women by making it clear that their bodies are good for creating desire and thus they objectify women.

2.1.3. Women and age

Another important aspect that is advertised by media is that only young women are viewed as beautiful, desirable and successful. It may be attributed to biological condition, more specifically the ability to have children. Many times nature dominates over reason, therefore men tend to look at women and female beauty from the perspective of sub-consciously evaluating signals that would mean a woman is of the right age and in good enough health to conceive and successfully bear children. "Men pay attention at characteristic that demonstrate youth and readiness to have children such as well-formed breasts, symmetrical face, higher-pitched female voice." (McAndrew 2017). Advertisement cannot be blamed for this call of nature; however, the idea of that only young females are attractive is false.

Not surprisingly, advertising brings out the reality where only young and beautiful people have sex. Kilbourne (2005, 120) emphasizes that eroticized images of older people, imperfect people, people with disabilities are rarely shown in the ads, instead attractive, perfect and young people

have sex, making the rest of the population just watch and judge their own imperfect sex lives. This inevitably lowers self-esteem of the people who barely resemble the images shown in the ads. The matter is not only about the fact that only youngsters are having sex, it is about the feeling of being desirable and attractive. This image suggest that after certain age women are no longer found attractive which creates an unfair feeling of low-esteem and dissatisfaction with self and body-image, those negative emotions could have been avoided if the advertisement was not emphasizing that sex only belonged to the young people. Women tend to be affected more by that topic because biologically their reproductive age is shorter than the one of men. That does not mean that from now on all ages and genders should be eroticized in the commercials, showing that it is never late to have sex, but rather the emphasis should generally be shifted away from the topic of age and sex.

Gladly, producers have a solution to aging - beauty products and plastic surgery. Basically, make-up and other beauty products are meant to conceal the aging, as the idea and conviction suggest that only young people may be beautiful. "In general, modern cosmetics do seem to target features that make sense from an evolutionary standpoint. Since women's fertility is linked to youth and health, why not use makeup to promote impressions that are consistent with those characteristics?" (DiDonato 2015). It should not be forgotten, however, that most of these remedies only conceal the imperfections; they are not helping to cure or get rid of them.

2.2. Negative consequences of the wrong image of women in media

It is obvious that the above mentioned representations of women harm women emotionally by replacing true images of women with false, "perfected" images and by holding those images out as both the ideal and the norm (Beck 1992, 212). However, when speaking about women, one cannot observe them in isolation from the society. Therefore, it becomes clear, that the issue goes beyond sole self-perception and self-esteem of women; it affects children, teenagers and men. To certain extent media becomes an educating tool for them, whatever they see, they perceive as reality. As follows, girls grow up believing that it is fine to demonstrate their naked body, they also learn quickly that they will never be beautiful unless they change themselves. Not less importantly, boys and men get to create an understanding of which kind of women are considered beautiful and also they believe that if naked women's body is so easily shown on the pictures, then women are generally easily accessible, which may in the end cause violence.

Kilbourne (2010) compares toxic physical environment, like air and water pollution to 'toxic cultural environment', an environment that surrounds us with unhealthy images and constantly sacrifices our health and our sense of well-being for the sake of profit. The next chapters describe the negative consequences of illustrations of women in advertisement and thus underlines the importance of the topic.

2.2.1. Health issues

Perhaps, the most crucial subject is health; everybody knows that health cannot be replaced by money, fame or love. When perusing beauty standards, women do not always realize that it may be unhealthy. It is often advertised that a beautiful woman is the one who is slim, has specific body measurements and proportions. Women and girls at an early age are at risk for health problems while trying to resemble the ideal standard through unhealthy dieting, using smoking as a weight-loss aide, taking unnecessary risks during cosmetic surgical procedures, and absorbing unsafe chemicals through cosmetics (YWCA…2008).

Had the natural beauty with different sizes, shapes and colours, been accepted as a "norm", cosmetic and plastic surgery industries would be bankrupted. In the real world women are being persuaded that they are ugly, creating a kind of a "disease," which women clearly would want to cure. "If you wrap up your advertisement, alongside an article promoting surgery, in a context that makes women feel ugly, and leads us to believe that other women are competing in this way, then you have paid for promoting a disease that you alone can cure." (Wolf 2002, 234). Cosmetic treatments and plastic surgeries such as breast implants, solarium, hair extensions, Botox injections and other are presented as harmless, therefore many women do not give it a second thought before they decide to go through those procedures. Nevertheless, plastic surgery may not only cause physical health issues such as infection, haematoma, nerve damage, but also psychological ones; it is not so often openly spoken that after going through the plastic surgeries, the psychological state of a patient is worse than before (Campbell 2011).

Eating disorders is also a health issue that originates from advertisement, but in fact should not be treated by the advertised products rather by doctors and psychologists. Advertisement does not only show the image of a slim and attractive woman, but also suggests all kinds of sliming products, most of which have no effect and if they do, they most probably harm stomachs. "In recent years, eating has become a moral issue for a woman. Women have been made to feel ashamed of eating, ashamed of having an appetite for food." (Kilbourne 2010).

2.2.2. Violence

Even though it may be clear that the end purpose of advertisement is to sell the goods and products, and not to cause sexual desire or manifests a transparent male fantasy, both men and women now pay attention to images of the Face and the Body and in fact it determines the relationship between them (Wolf 2002, 84). As it has been stated above, images of younger women are more frequent in the media, but more dramatic is that often women are infantilized, suggesting that innocent is sexy. More importantly small girls are now shown behaving like grown up women, kind of Lolita girls, which not only triggers pervert behaviour of men but also justifies this behaviour (Sharp, 2008). At the same time infantilized image of women, suggests and underlines their weakness, making women more open to be violated. Advertising, therefore, may not only be provoking but also justifying paedophilia.

Kilbourne (2010) highlights the significance of influence of advertisement and publicly available images of celebrities, that teach women to make themselves sexually available, behave like strippers or porn starts, send nude pictures via phones to their boyfriends, girls get to understand that this behaviour is often rewarded by society. In reality, however, the opposite happens, sexually available women have always been judged by the society, get no respect from men and are frequently exposed to sexual assault. Not only does the commercial teach a girl and woman to be hot and sexy in just only one possible way - being sexually open and available, but also demands polar thing from them: sexuality but innocence, experienced but virginal, ultimately violence is erotized in the ads (*Ibid*. 2010).

2.2.3. Negative effects of make-up products

It is very hard to find enough written proof to the fact that make-up products are harmful in any way to woman's health or appearance. Even though there are some voices mentioning some chemical harmful ingredients in some cosmetic products, they cannot be loud enough as the make-up industry is huge and powerful. It is worth mentioning at least some of the opinions of negative side effects of make-up.

Most of the articles that speak of the topic of possible harmful side effects, never prohibit the use of the product in general, but rather they put emphasis at harmful effects of some elements like parabens, which may cause cancer, aluminium powder which may cause Alzheimer's disease and cancer, Propylene Glycol, which causes allergies and skin irritations, Retinyl Acetate, which

causes genes' and celular mutations – all of these are, for instance, components of mascaras (Moore 2018). While giving advice on how to properly read labels, store make-up products and dispose them at the right time, reading between the lines, one sees that among other vision problems, swelling, pain in the eyes are mentioned as the problems that may be caused by eyeliners and mascara (Family Health…2015). Research has found that lipsticks contain such metals like titanium, manganese, cadmium and aluminium, all of which are harmful for person's health, with possible issues with kidney, cancer, nervous system and brain; altogether it is a big issue as the lipstick is not only worn but also swollen (Jaslow 2013). Even American Cancer Society (2014) gives a very vague description of the issue. They admit the harmful effects of some ingredients that can be found in some make-up products, at the same time they claim that due to the small quantities and insufficient experiment of the long term side effects of those products, no consistent proof could be found of harm of make-up products. Generally, they do agree that in the short term negative side effects are possible, like skin and irritations and allergies.

2.3. Situation in Estonia

Previous research done in Estonia, which was analysing Estonian media on the topic of representation of women, generally confirmed the world's statistic. After the visual content analysis of Estonian magazine *Anne & Stiil*, Kaur (2010, 28) found out that women were demonstrated as decorative objects in 120 pictures, approximately 62% of all photos; in the Estonian magazine *Pere ja Kodu* the number was smaller – 45 times, which stands for 43%.

Estonian Women seem to be struggling with weight issues just as much as women elsewhere in the world. And this is despite of the fact that Estonia is known as a country that produces more fashion top models per capita than any other country in the world (Savisaar 2018). Research has proven that women feel less satisfied with their bodies than men, which can be, as the author Tiggeman (2000, 70-71) suggests, be linked to the fact that women are influenced by the social ideals of beauty which in most cases means unhealthy thinness.

The results of a research made on the topic of self-esteem and advertising, published in Postimees, show that most of the consumers tend to feel repressed and less attractive after they see advertisement of beauty products, even if there were no people involved; the fact that the

consumers were made feel like they needed something to improve their physical appearance affected them in the way similar like if they were comparing themselves with slim and attractive models (Lilleorg, 2010).

There is also a bit of a positive statistic about beauty and health studies made in Estonia. Research has shown that 67% of Estonian women prefer to drink more water and use cosmetic products that help maintain natural beauty rather than go through plastic surgery. Only 4% stated they would use laser plastic surgery, Botox or similar services, and only 2% would agree on plastic surgery. As compared to the neighbour countries Finland, Latvia and Lithuania, fewer women in Estonia would prefer unnatural persecution of beauty (Elu24.ee…2013).

3. DETERMINATION OF BEAUTY STANDARD AND MEASUREMENT OF ATTITUDES

The current chapter is dedicated to the research: determination of the female beauty standard advertised by Estonian printed media, and measurement of the attitude of Estonian women toward that standard. The following parts provide the description of method of data collection and analysis; followed by the presentation of the results and finished up with the short discussion. By the end of this chapter, the questions set at the beginning of this paper will be answered.

3.1. Method

The aim of this Master's thesis is to first of all analyse the attitude of Estonian women toward the image of women shown in the Estonian printed media. The paper also seeks to find the answers to the following questions: How does these women's attitude toward the ads affect their purchasing behaviour? Would these women want to live in reality surrounded by the images of natural beauty, without the need of modifying themselves? To find out answers to these questions, mixed method of collecting and analysing the data will be used. Mixed method allows collecting both quantitative and qualitative data at the same time within a single investigation (Wisdom, Creswell 2013, 1). As the research aims at analysing attitudes of the respondents, the questionnaire will collect both types of data: qualitative and quantitative.

Semiotics views consumers as products of culture, constructed by the culture within which they live; consequently, consumer needs, wants and desires are not the result of freely made individual choices, but rather a reflection of surrounding cultural discourses (Hakala 2003, 36). Therefore, prior the questionnaire, the visual data will be collected from the Estonian magazines to analyse the environment. Furthermore, representative pictures will be chosen and included into the questionnaire and the respondents will be asked to express their attitudes toward them. Mixed method allows observing a full picture; visual content analysis of Estonia magazines will

allow creating a picture of an average woman in Estonia and questionnaire will aim at evaluation of real women's attitude toward that image.

3.1.1. Visual data collection and analysis

The visual content analysis for this research will have two functions: first, to determine the average image of woman created by media; and second to find representative pictures for the questionnaire. In the questionnaire several pictures from Estonian magazines will be included and the respondents will be asked to evaluate their opinions and attitudes towards them. To pick the pictures visual data collection and analysis method has been used. "Content analysis has become an important research methodology for objective understanding of the ways advertising depicts value-laden subjects, such as age, gender, and social status" (Hakala 2003, 14). Visual content analysis helps answer the questions of who or what is represented by the media and count the number of appearances of themes or characteristics using frequency analysis; this method allows dealing with a large amount of visual data, by coding the information, and allowing to generalize the information (Margolis, Pauwels 2011, 266).

The reason for choosing printed media as a source of visual data provider lies on the fact of convenience. It is much more convenient to observe a large amount of women from different age groups and social statuses in the magazines, rather than in TV commercials, shows or even billboards. Magazines include common women, celebrities and models from advertisements, which allows getting an average picture. The reason for including pictures of women from the ads as representatives of an average image of woman, can be explained by the notion of attitude, as Fishbein and Ajzen (1975, 217) pointed it out every addition information shift the neutral attitude to negative or positive side. Should the pictures of famous Estonian celebrities be included instead, they might cause deviation and addition chance of inaccurate results while measuring attitudes.

The visual data for that research will be collected from the February 2018 numbers of the following magazines: Anne & Stiil, Buduaar, Hooaeg, Naine, Mood, Pere ja Kodu and Tiiu. The reason behind that choice of the magazines was defined by the fact that all of them are of Estonian origin and are oriented for female audience of different age groups. The research on that topic started in February 2018, therefore the most resent by that time magazines were chosen to be observed. It was decided not to go beyond the analysis of the magazines of just one month,

as the beauty trends do not tend to change monthly, so the seven magazines would be able provide a good insight into the current situation.

Margolis and Pauwels (2011, 266) determine five phases of visual content analysis: defining the main unit or basic population, then complying a code book, which contains the categories to be used to code the research material; followed by encoding and later analysing the data, finally summarizing and publishing the results. For this research all the photos of women from the above mentioned Estonian magazines will be collected, it is important to note that for the content analysis not only pictures from advertisement will be analysed, but all the photos appearing in the magazines. The reason for that is that women reading those magazines also pay attention at how celebrities and other women look like and compare themselves against that image. The data collected from the photos will be categorized and divided into sub-groups to help calculate the frequency of presence of each of the characteristics. The data collection is based on physical characteristics of women's appearance. Human physical appearance is described as outward phenotype or look of human beings (Capra, Luisi 2014, 197). As the aim of this paper is not to dig in into the theories and investigation of perfect physical beauty, but rather a more broad and superficial evaluation of appearance in context of marketing and advertisement, only few physical characteristics will be accounted. The women from the magazines will be evaluated by the following criteria: age, weight, hair colour and length and make-up use (Little et al, 2011). In addition to that, the degree of nudity will be evaluated. This research will not focus at races, as it assumes, that in the local publicity the amount of other than Europid races will be very small. Due to the implications of estimating height at the pictures, these criteria will also be excluded. The below list describes the categories as follows:

1. Hair Length
    Hairfinder (2018) brings up commonly known hair chart that broadly categorizes hair into short length, medium length, long hair and very long hair:
    1.1. Short hair: everything shorter than chin line
    1.2. Medium length hair: the cutting line is between chin and shoulders
    1.3. Long hair: everything longer than shoulder till mid back
    1.4. Very Long hair: everything longer than mid back
2. Hair Colour
    Hair may also be categorized by colour (*Ibid.*):
    2.1. Blond is every colour from the very light brown to near-white platinum shades

2.2. Red: light or dark hair with red highlights

2.3. Brunette includes a wide palette of colours starting from the coal back to burnished wood

2.4. Grey stands for absence of pigment

3. Amount of Make-up

Make-up is an important criteria and one of the central focuses of this research, as it is an attribute that women use to improve their appearance. It thus a profitable niche for producers as per statistics, women spend around 15 000 $ on beauty products in their lifetime (Kratofil 2017). There are lots of make-up styles, however, this research will only focus at the fact of whether or not make-up was present, was it rather natural or excessive one. For excessive make-up category everything that was unnatural was accounted: dark lip colour, thick eye liner, dark shadows. As in the magazines art makeup may be present, the category "stage make-up" was introduced. Also false lashes were accounted separately as they are part of make-up routine.

4. Weight.

Weight is a topic of concern of many women and is also part of appearance. It is hard to estimate weight on eye, but still following weight groups were composed based on the BMI classification (body mass index). Obviously nothing was calculated, but the visual body condition was analysed per categories brought up by WHO (2018) as follows:

4.1. Underweight: stands for people who are severely thin

4.2. Normal range

4.3. Overweight are people with weight slightly above normal

4.4. Obese

5. Dressed or nude

The amount of clothes on women will also be accounted, as it has been discussed before, advertising tends to undress women. This content analysis will only note if a woman was dress or naked, was she wearing lingerie or was she exposing breasts. "Exposed breasts" stands for every occasion where the décolleté is too deep, or when the shirts were transparent, women wearing lingerie, bikini or similar were not counted again for this category, as it assumes that all body parts are exposed. Naked women were counted as those not wearing any clothes but having their body parts covered with some objects or hands.

6. Age will also be estimated on eye. To minimise the possibility of an error, groups will be divided into tens, starting from 20.

In case of the pictures where only face is visible, dress and weight will not be accounted. Each woman at a picture will be counted, so the total number is not the number of pictures but women observed. It is clear from the category of age, that teenagers and youngsters will not be taken into account. Same woman in the same magazine (if she appears at the front page but wearing different clothes on the other page) will not be calculated, unless there is a drastic difference in any of the characteristics, for instance if on the other picture she appears nude. In cases, where for some reason hair length could not be estimated, it was then accounted for the category "Hairdo". "Unnatural" hair colour was used for naming hair colours which cannot be found in nature.

3.1.2. Questionnaire and data analysis

After the collection and analysis of visual data, the questionnaire will be held. The survey will mostly consist of the questions which will provide quantitative data. However, due to the fact that in these types of questions the participants are expected to choose one of the predefined answers and their assumptions and opinion are not part of the research, some open end questions will also be included, to collect their opinion (Flick 2015, 11). It could have been argued that for measuring attitude and collection of opinions about the advertising, only qualitative method could be used, however, quantitative method allows grouping and analysing the answers more easily.

Hill and Mazis (1986) mention verbal protocol, cognitive responses and bipolar scales as the most common methods used to measure consumers' reactions to advertisements. Mitchell and Olson (1981, 332) measured each attribute level on bipolar scale labelled 'good-bad'. Same approach was then used by Mackenzie and Lutz (1989, 58), where attitude toward the advertisement was measured by using three semantic differential scales: good/bad, pleasant/unpleasant, and favourable/unfavourable. Originally, this method was suggested by Fishbein, Ajzen (1975, 54, 56), they proposed measuring attitude by single-response measure, by asking the respondents to place check mark on the scale such as 'agree-disagree' or 'good-not good', suggesting bipolar affective dimension to be the best way of measuring the attitudes.

As suggested by the above mentioned scholars, in this research, attitude toward the ad will be measured in the following dimensions: good/bad, pleasant/unpleasant, and favourable/unfavourable, at five-point semantic differential scale. The ranking of each of the analysed printed advertisements will be represented as a result of simple average (Rosenberg,

Navarro 2018). Questions evaluating attitude toward the women's appearances at proposed pictures, will provide description of specific attitudes with possibility of picking one option from the Likert scale; from strongly disagree to strongly agree. As such, each picture will be asked to be evaluated from the two perspectives: one evaluation of woman's appearance and second evaluation of the picture as an ad for some specific product. The questions about women's appearance are not asking to estimate how beautiful the woman is, rather estimate the overall picture: the appropriateness of the amount of make-up used, the estimation of how representative every woman on the picture was of average women seen in Estonia, how realistic each woman was and which feelings about self they caused from the respondent. The results of the evaluation of each woman at the picture will be used to test the hypothesis Ho: the average evaluation of naturally looking women (group 1) is higher than of those women who modify themselves (group 2). As the number of advertisements is small, t-statistics will be used, please see formula 1 below.

Ho: $\mu1-\mu2>0$

Ha: $\mu1-\mu2\leq0$ (1)

$$t = \frac{(\bar{x1} - \bar{x2})}{\sqrt{sp^2(\frac{1}{n1} + \frac{1}{n2})}}$$

where
$\bar{x1}$ – mean 1, average score of group 1
$\bar{x2}$ – mean 2, average score of group 2
sp^2 – pooled variance
n1 – number of ads in group 1
n2 – number of ads in group 2
n1+n2 – 2 – degrees of freedom
The t-value will be calculated at $\alpha=90$, therefore the rejection region is $t>t_\alpha$.

After answering scale questions, the respondents will be asked about the decision to purchase the product after they have seen the advertising. To identify the correlation between the evaluation of the advertising and purchasing intension, Pearson's correlation coefficient (r) will be calculated, with the assumption that the higher the score for the advertising, the higher the number of people with positive purchasing intention, please see formula 2 below.

$$r = \frac{\sum XY - \frac{(\sum X)(\sum Y)}{n}}{\sqrt{(\sum X^2 - \frac{(\sum X)^2}{n})(\sum Y^2 - \frac{(\sum Y)^2}{n})}}$$ (2)

where

r – Pearson's correlation coefficient
X – Average score for each advertising
Y – Number of people with positive purchasing intension
n – Number of ads

Pearson's correlation coefficient allows determining the strength of linear association between the variables; the correlation may be positive or negative; small positive correlation is $0.1 < r < 0.3$, medium $0.3 < r < 0.5$ and large $0.5 < r < 1.0$, negative has same ranges with the minus symbol in front (Laerd Statistics 2013). Apart of picture evaluation type of questions, the respondents will be asked to evaluate their agreement or disagreement with a few statements about picturing of women in the advertisements in general. Also experiment-like questions will be added, where participants will be placed into the situation and will be also asked to provide their opinion. After that, the respondents will have an opportunity to leave their comment and opinions about pictures in general and the experimental questions. All qualitative data obtained from the questionnaire will be analysed using the principle of grounded theory. Grounded theory is an inductive method that helps identifying categories, finding links between them and grouping the information (Schutt 2012, 341). All the comments to the open-end questions will be read through and categorised using emergent method. Emergent method allows categories to emerge from the data collected, categories are being added till no new themes are identified (Taylor-Powell, Renner 2003, 3). The data is thus analysed per main idea and grouped per categories. The questionnaire will be composed in Estonian language, as it is meant only for the women living in Estonia. The most convenient way building up and calculating the results was found to be via Google Forms. The survey was spread among acquaintances and in the Facebook Group *Virginia Woolf Sind Ei Karda.*

3.2. Results of the research

3.2.1. Results of the visual content analysis

Altogether, seven magazines have been observed with total amount of 718 women from the pictures, among them Estonian celebrities, common women, advertisements and a small amount of foreign celebrities. From 718 women, 79 (11.0%) were from advertisement. Speaking of race,

majority belonged to Europid or Caucasian race, there were only 15 (2.1%) women belonging to negroid race, 10 (1.4%) – mongoloid and one mestiza (0.1%), all of these different race women were either models or were part of advertisement.

Moving on to the age group, women from all ages could be found in those magazines with the majority falling into the first group of 20-30, 311 (43.3%), the second biggest group were women at the age 31-40, 256 (35.7%), the third group were women from 41-50, 81 (11.3%), followed by older than 61, 44 (6.1%) and the smallest group 51-60, 26 (3.6%). It is worth mentioning straight away the limitation of the observation of age groups, some of the magazines included age of women they were showing in the brackets, celebrities ages were found in the internet, others were estimated by sight, the chance of discrepancy, however, is low, due to the fact that the age groups were divided into tens, so it was relatively easy to make a right guess.

Estonian magazines showed a good statistic as per the amount of clothes worn. There were only 15 (2.1%) naked women, meaning that their erotic body parts were somehow covered, in fact 14 were parts of advertisement. Only 12 (1.7%) women were found wearing lingerie, bikini or similar, 3 of which were advertising lingerie. Most of the women were dressed 625 (87.1%), and only 27 (3.8%) of them were wearing type clothes which would expose their breasts too much. As for the weight, great majority were slim 567 (79.0%), 80 (11.1%) were slightly overweighed, 23 (3.2%) were excessively slim and 6 (0.9%) were estimated as obese. When speaking about the category of weight and clothing, it is also worth mentioning that there were photos 42 (5.9%) where only faces could be observed, no conclusion about bodies or clothes was made about those.

Next category is the amount of make-up. Generally, almost all of the women observed were wearing make-up, only 70 (9.8%) looked like there was no make-up. However, majority preferred natural make-up 388 (54.0%), second preference was excessive make-up 230 (32.0%) with unnatural lip colours, excessive eye shadows and thick eyeliners. 30 (4.2%) had stage or art make-up, with 7 (23.0%) in the advertisement, the rest was worn by models. Around 92 (12.8%) were wearing false eye lashes. The limitation of determining whether or not a woman was wearing false eyelashes consisted in the fact, that some of the pictures observed were very small and it was hard to see that detail.

The last two categories are hair length and hair colour. As it could have been assumed from the beginning, majority of women were blond 416 (57.9%), followed by brunettes 229 (31.9%), 46 (6.5%) women were red-haired 24 (3.3%) had grey hair and only 3 (0.4%) had some unnatural colours. Interestingly, in advertisements brunettes and blondes were in equal quantities, 37 (46.8%) brunettes and 35 (44.3%). When it comes to the hair length, most of the women had either long 292 (40.7%) or very long hair 111 (15.5%). In 175 (24.4%) cases, it was impossible to determine hair length either due to hairdo or hats/hoodies worn. 85 (11.8%) were women with middle length hair and 55 (7.7%) were women with short haircut. Almost the same were the proportions of hair length of women in the ads.

From the advertisements observed, six pictures were chosen for the questionnaire of two types, three pictures showing women with natural, almost no make-up and three women with excessive make-up. The emphasis of the questionnaire and as follows the choice of pictures, was set at make-up, due to the fact that during the content analysis there resulted to be a big contrast in the number of women with no make-up and excessive make-up. Due to the fact, that it was hard to find photos with women in the ads wearing no make-up, the women with very tiny amount of make-up were chosen to represent naturally looking women. As matter a of fact, there was also a contrast in hair length and body type, however, the amount of advertisements showing even slightly overweighed (one picture) or women with short hair was very low. In the ads, only 4 women with short hair were found, three of the pictures were very small and therefore would be hard to evaluate, one was a famous British actress, to avoid discrepancies due to personal attitudes this picture was not included. The picture of a slightly overweighed woman was not chosen because of its quality and due to the fact that it was advertising pills for losing weight, which was found to be stereotypical and inappropriate. As suggested by the topic of the research, from all the pictures in the magazines, the ones that were parts of advertisements were chosen. To approximate addressing wider age groups, women of different age were included into each group of pictures. The selected photos can be observed in the Appendix 1 section alongside with the questionnaire. For the convenience of the analysis, pictures 1, 2, 3 will be called Group 1, or the group with natural/ no make-up, and pictures 4, 5, 6 will form Group 2 – women with excessive make-up.

3.2.2. Results of the questionnaire

In total 282 responses have been received. Out all of the respondents, 58 left extensive comments about the topic, those comments have been grouped and will be presented further. Examining the

demographics of the respondents, women of all age groups have participated. The biggest group were women of 25-34, which totalled 41.8%, follow by the two second largest groups 22.3% of 35-44 and 20.6% of 18-24 years old. The rest age groups were: 45-54 with 7.8%, 56-64 with 3.5%, below 18 formed a group of 2.8% and the smallest group were women over 65- 1.1%. When it comes to the relationship status of the respondents, 68.1% of women were in a relationship and 31.9% were single.

First of all, the respondents were asked to evaluate women's appearance at the presented pictures. In the group one (see Figure 1 below), women were evaluated as wearing the right amount of make-up. Around a half of the respondents placed these women as commonly seen around them, so to say these women were representing reality, approximately 1/3 stated that, that was both true and false, the rest disagreed. When asked whether or not any of these women seemed flawless, a woman at the picture number 2 gained more positive responses, 184 women stated she was flawless, in case of the other two women, the responses got equally dispersed at the scale. Despite the positive evaluation of this group of women, almost none of the respondents felt themselves vulnerable about their own appearance. As for the question of whether or not they would like to look similar or alike, 69.9% for the 1st woman, 50.7% for the second, and 68.8% for the third responded negatively, the rest either agreed or left their own responses. Among the most popular responses to that question, were the statements that they were pleased with their own appearance and would rather not look like anyone else; as for the woman at the picture 3, it was stated that in her age, they would like to look like her. Those respondents, who stated they would want to look like a woman at the picture, were asked to explain why. The most popular comment for the first and the second woman were that they had flawless pure skin, good looking hair, slim, were natural and not overusing make-up, they looked harmonious. As for the third woman, most popular comment was that she was natural, happy and positive; many stated they would want to look similar when they got old.
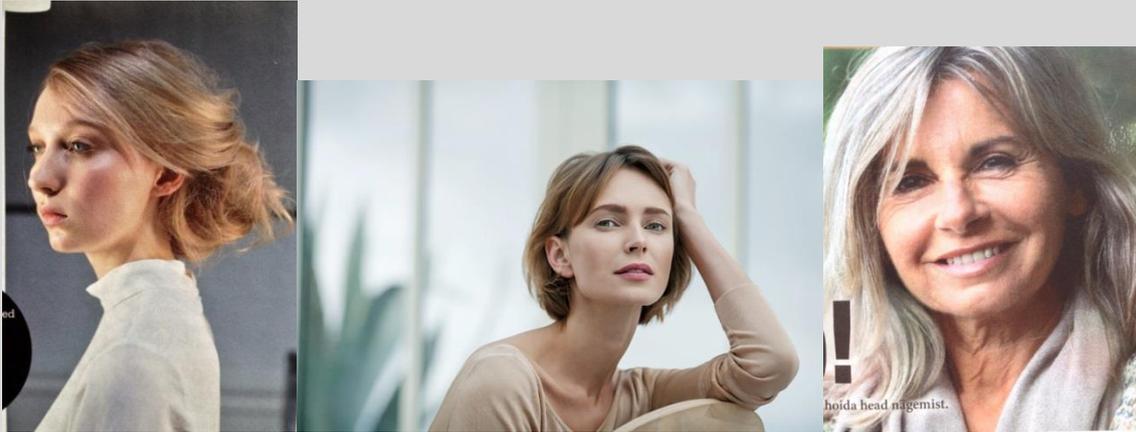
Figure 1. Pictures from the Group 1

Sources: Anne & Stiil (2018, 62); Mood (2018, 156); Tiiu(2018, 89)

Next, same pictures were evaluated as advertisements for specific products; picture one was an ad for hair treatment, two – shower gel and three vitamins for the eyesight. At the end of evaluation women were also asked about their purchasing intention. Table 1 below demonstrates the average score each advertising gained and number people with positive purchasing intension. The first advertisement gained 3.3 scores and 59.6% women stated they would not consider buying this product after seeing the ad, 75 (26.9%) expressed positive purchasing intension and the rest left their own responses; majority stating they were not sure, others claimed they were not buying products after seeing the ads, they needed more information. Second ad scored 3.3, with 59.2% stating they would not buy the product based on the ad, 84 (29.8%) would buy it, and the rest left similar comments, advising they were unable to consider buying a product based on the ad only with no information of price or ingredients. The last ad earned 3.7 points, 65.2% with negative purchasing intention, 77 (27.3%) with positive and the rest were leaving comments, they would first need to know more about the product, others had no eyesight problems or they could consider buying it in if they had the some issues with their eyes.

Table 1. Scores for the ads X (average from 1 to 5) of the first group and positive purchasing intention Y (number of people)

X	Y
3.3	75
3.3	84
3.7	77

Moving on to the results of the second group of pictures (see Figure 2 below), it should be said that a certain contrast with the first group is obvious. For the amount of make-up worn at the picture four, the opinions were very different and mostly evenly dispersed at the scale from disagree to agree. The woman at the picture five was evaluated as wearing excessive make-up, the woman at the picture six –the right amount. It was determined that women at the pictures four and five were not representing reality, women with such appearance were not frequent in the real life, as for the woman at the picture six, majority were leaning toward the positive answer. As for the question about the flawlessness of the appearance of these women, no vivid statistics could be found out, the responses were diverse. Same as in the first group, majority of the women felt fine about their own appearance when comparing themselves to the women in the pictures. There is far more determination about whether or not the respondents would want to look like women at the pictures, for the picture four, 92.9% responded negatively, 3.5% positively, the rest stated they were not for against looking this way; in case of the five picture the numbers are similar: 92.2%, 6% and the undetermined with the decision; for the last picture 83.3% negative, 12.1% positive, rest were with own comments; majority saying that when they reached certain age, they would want to look similar to the woman at the picture. As for the comments, of people who considered looking like women at the pictures, for the pictures four and five, the most popular answer was that they liked the make-up and skin of the women. The woman at the picture six was liked for her style, good looking hair and skin, as well as positive spirit. At that matter, it is worth mentioning one limitation of the questionnaire held, which may have caused certain discrepancy connected to the woman at the picture six, as she is a famous Estonian woman, widely known in the media. By the time of composing the questionnaire, I did not know that, due to the fact of being unfamiliar with Estonian media and celebrities.

Figure 2. Pictures from the Group 2
Sources: Anne & Stiil (2018, 70, 43); Tiiu (2018, 115)

The pictures of the second group were advertising cosmetic products, serum for eyelashes and clothing. Advertisement number four, gained 3.4 points, 63.8% respondents stated they would not buy the product, 82 (29.1%) would consider buying it, the rest left similar comments to the first group, advising they were not buying product only after seeing an ad. Advertisement number five scored 3.1, with 69.5% claiming they would not buy it, 71 (25.2%) positive and the most popular comment was that they would not buy the product, as the woman at the picture was wearing false eye lashes, which seemed inappropriate for eyelash serum advertisement. The ad with Estonian celebrity, gained the biggest score of all the ads – 3.9. Yet still 61.3% were negative about the purchasing intension, 99 (35.1%) positive, the comments were mostly stating that the clothing advertised did not suit the taste of the respondents. Table 2 below demonstrates the average score each advertising gained and number people with positive purchasing intension.

Table 2. Scores for the ads X (average score from 1 to 5) of the second group and positive purchasing intention Y (number of people)

X	Y
3.4	82
3.1	71
3.9	99

After evaluating the appearance of the women at the pictures and ads, the respondents were asked to express their opinion on the picturing of women in the advertisement in general. In total

209 respondents agreed that the image shown in the ads generally did not represent the reality, 184 were disturbed to see naked women's body in the ads, 144 agreed it was not fine that women were wearing false lashes or hair extensions or were overusing make-up. 142 women stated they did not feel vulnerable about their body or appearance in general, when seeing "perfect" women in the ads, 90 felt vulnerable, 50 neither agreed nor disagreed. One of the experiment-like questions was placing women at an official meeting or in theatre, being perfectly dressed but having no make-up on; the respondents were asked to describe their feelings, they could pick several answers from the list or place own comment. In total 122 stated they felt regular, 63 – beautiful 62 – self-assured. In contrast, 88 women advised they would feel unusual, 71 claimed they would feel vulnerable, 48 claimed they would be nervous, 45 stated they felt ugly, 44 stated they would feel like everybody was staring at them, 6 not secure. Some added their own comments, which were grouped: 9 stated they were not wearing any make-up at all on the regular bases, so they would feel no difference, 4 stated it depended on the skin condition, 4 would feel naked, two people stated it did not go together to be well-dressed and not having make-up on, one stated if they could not wear make-up they would rather not go out at all. Finally, the women were asked whether they would rather live in an alternative reality where women's natural beauty was accepted and make-up industry rather focused on how to maintain beauty via health, not by concealing or drawing something on. In total 72.0% of women agreed, 11.0% disagreed, the rest were comments, most of which can be summarised as both should exist together, giving people choice whether or not to wear make-up; many respondents claimed make-up was giving them self-assurance, therefore, they would not want to give it up.

At the very end of the questionnaire, women were allowed leaving their comments on the topic, as stated above 58 extensive comments were left. The comments were grouper per similar meaning:

1) In one group of comments, it was suggested that everybody should have a choice on how to look like. When it came to make-up, it should not be imposed or prohibited, both men and women should have a choice whether or not to use it and in which amount. Some stated it should not matter to other people, what one did with self, what mattered was how one felt about him/-herself, what made them happy.

2) There were opinions left about the advertisement in general. It was mentioned that it was disturbing, that advertisement provided a certain "Doll-like" picture of a woman, frequently exposing naked bodies, suggesting that without self-modification or usage of certain products, women looked ugly. The concern of some women lied in the extent to

which advertisement affected young girls and women, they stated that over usage of make-up was teaching young women that natural was ugly and thus lowering women's self-esteem. It was stated as unfortunate, that extreme thinness was advertised and as follows affected not only young women, but also the supply of bigger sized clothing in the shops, which made it harder for the women with somewhat bigger sizes to shop. It was also mentioned, that advertisement might be using real women, but they frequently used only one type of women, model-like, leaving other women aside; however, it would be more appropriate if women of all ages, skin, hair and body types were depicted. The fact that ads used Photoshopped pictures was also stated as negative. Some respondents also stated that products advertised did not always give what they had promised. It was suggested the ad should rather provide more information about the product that they advertise. Media altogether was more focused at the appearances, whereas society should rather be taught that personal and spiritual growth was more important.

3) Another group of women left comments about health and alternative way of treating bodies. These respondents stated they were not frequently using make-up or any at all. They suggested that natural beauty was far more important as well as the desire to stay fit and healthy. It was stated that taking care of skin, body and hair condition was the key to looking good. Japanese style of skin care was mentioned as the one that should start flourishing in the Western word as well. It total, these respondents agreed that women should feel beautiful and self-confident just as they were without the necessity of changing themselves.

4) Smaller group of women, left comments on how with aging advertisement's influence was getting smaller. With the age, these women understood how much money they had spent on the advertised goods, which had not or little use; currently they felt more confident about their appearances even with no make-up on. It was also mentioned, that with the time one was getting a habit to using specific products and services that one trusted and advertisement could not change that.

5) Three respondents claimed they sometimes had to use make-up, even though they might not like it too much. Sometimes make-up could help hide rash on the skin or in some special occasion help create a more official look.

6) Two women claimed that it was a must for a woman who respected herself to wear make-up.

7) There was one comment which stated that for women the appraisal and support of loving man was crucial, as normally it was for them women try to look good.

The comments which included suggestions on the improvement of the structure of the questionnaire as well as general opinions which did not concern the topic were omitted.

3.3. Discussion of the results

After the presentation of the results of the questionnaire and content analysis, first of all the response to RQ1 may be listed: In the printed media, 86.1% of women are shown as wearing make-up, either more natural or excessive, are predominantly slim (79.0%) and with medium or long hair (68.0%). This conclusion is similar to the one made by Raadik (2007). To represent an adequate results of the evaluation of this image of women in media, the responses are presented as an average from the Liker scale from 1 completely disagree to 5 completely agree. Also the contrast of evaluation of naturally looking woman gives a better understanding to the numbers. The respondents agreed to 3.0 out of 5 that the women in the group of pictures with excessive make-up were wearing an appropriate amount of make-up, in contrast natural women's make up gained more agreement – 4.2; also the statement that majority of women all-around looked the way shown in the printed media, with excessive make-up, collected 2.3, whereas 3.5 was given to the naturally looking women. From that it may be concluded that naturally looking women are more frequent in the everyday life, whereas the opposite image is dominating in the printed media. Unlike the expectations presented earlier, there was no such big contrast in evaluation of either type of women. However, to have a better understanding of these numbers, the Ho was tested and it was found out that t=1.15. That means the hypothesis should not be rejected. Generally speaking, as suggested, naturally looking women, gained more positive evaluation. At the same time, it should be remembered that each group contained only 3 pictures, which makes it a rather small sample group to make any definite conclusion. There is a bit more contrast, in the reaction of the respondents to the question of whether or not they would want to look like the women on the picture, on average the women with excessive make-up gained 7.2% and naturally looking women 29.5% of positive responses. In general, when paying attention to the open end questions and the section of comments, majority of women agreed that the advertisement was not providing enough variety of beauty standards. Natural and healthy looks were more frequently stated to be more attractive than the fake ones, which is also proven by the statistic to the question of the alternative reality with acceptance of natural beauty, where 72.0% stated they would want to live in such a reality. It also may be followed from the comments, that women would rather have more alternatives and be allowed to see more varied advertisement, with

different types of women advertising the products, it would not only raise self-esteem but may help gain trust toward the product. Consequently, the answer to the CRQ of this paper is "average". The attitude toward an alternative picture and the answer to the RQ3 is "above average". The results may be seen below in the figure 3.
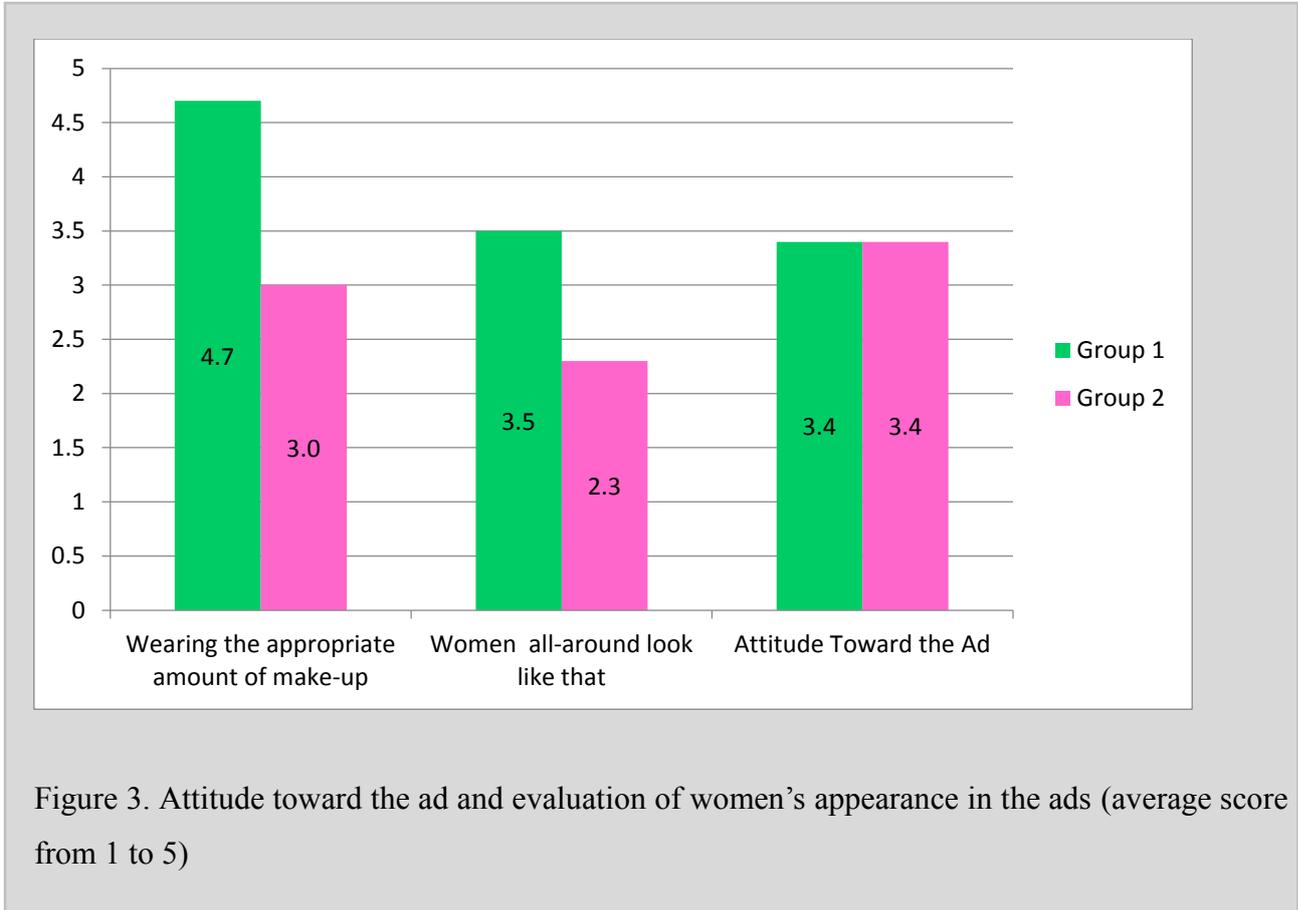

Figure 3. Attitude toward the ad and evaluation of women's appearance in the ads (average score from 1 to 5)

As to the suggestion, that purchasing intention could be affected by the attitude toward the ad, at first glance is seems like this research it could not be prove it. The scores, that the ads gained were rather average, and the majority of the respondents expressed negative purchasing intention, which can be explained by the comments provided, that more information about the product, pervious experience, brand name, as well as friend's or familiar's appraisal of product/service were more influential on the decision-making process rather than the appeal of the ad itself. The calculation of the Pearson's coefficient, however, proves the opposite, r = 0.7, which means there is a large correlation between scores for the ad and purchasing intention. As follows, the answer to RQ2 is: attitude toward the ad affects purchasing intension. A small remark may be left, attitude toward the ad may rather be said as one of the possible components for the decision-making process.

Altogether, in Estonian printed media, the pictures of naked women or sexualized young girls, as well as extremely slim women, were found not to be that frequent as was suggested in the theory part. Clearly, younger women from 20-40 are more to be found in the ads, however, in general, all age groups are covered. Artificial beauty, in terms of wearing make-up, is still dominant. Unfortunately, there is a bit of discrimination toward weight and hair length. In the end of the research, it could definitely be said that women were not completely for or against the image of beauty presented by Estonian printed media. In general, the respondents were very tolerant toward the appearance of the women shown in the pictures, still many expressed the desire of having more diversified beauty standard in the media. Taking into account the results of the research, it may be concluded, that in general, consumers (women) would not oppose alternative values and varieties in the accepted beauty standards. It should be mentioned, however, that more research should be done in that area, such as for instance, men's opinion on that topic could also be asked as well as other means of media and images shown there should be examined.

CONCLUSION

Beauty is not only an important topic for the society, but is also a very profitable business. Through the centuries, the standard of beauty has been changing, bringing up not only new products or services to the market, but also new values. Historically women have been trying to fit the standard by modifying their appearances with all accessible means. With that in mind, it becomes clear, it would be relatively hard to change a mentality of modern women proposing them to accept their natural self and care more of their health, accept their natural body shapes and colours, while letting them understand that they were beautiful without artificial modifications. At this point, this research was setting a focus at determining the attitude of women toward the current beauty values and standards as opposed to the ones that were diversity friendly. It could have been suggested from the very beginning of the research, that the ideas that have been manipulating women for so long, would not allow changing the society from one day to another. However, the fact that the majority of women responded positively to the question: Would they rather live in an alternative reality where natural condition was accepted as beautiful? – gives place to further marketing research in that area.

The beauty standard, dominating in Estonia, which was found out by the means of the content analysis was clearly showing that artificial modifications were advertised. Nevertheless, this image was far less negative as was first expected and that can be called as one of the limitations of this research. The content analysis of Estonian female magazines for February did not include as many pictures of naked women, any kind of abuse or inappropriate depiction of young girls. Had the research lasted longer and had chance to analyse more magazines, it may have found out more of those images. Therefore, the focus of the questionnaire was mostly set at opposing make-up to the natural looks. Another limitation of this paper was that, in the modern times, printed media was no longer as popular as for instance social media and printed media still had more strict censorship as opposed to the later one. Therefore, it may be suggested that the actual current beauty standard would rather be found via content analysis of the popular blogs or web sites. While analysing only one type of media, it turned out that a beautiful woman is young,

slim, with medium or long hair and having make-up on. For determining a more precise image, it may be suggested, that the further analysis of the images of women in other media should be made.

When it comes to the results of the questionnaire, it shows that the opinions were quite diverse; however, many women expressed a more positive attitude toward a more natural beauty type, as well as agreed on that the "natural beauty" reality would be a better place to live. As the aim of this research was a kind of market research for suggesting new values along with new products and services, it may be said that more research should be done before entering the market. The results of the current research give an understanding, that the new values would clearly be accepted. One of reasons for willing to create the new values, was a desire of having healthier society in both physical and mental states. As it has been stated in the previous parts, the current values advertised harm not only women but the society in general. Therefore, the issue is global, as most of the images stem from abroad, social media helps spreading them, it can be suggested that even the positive responses collected via questionnaire of having a more natural world, would have less weight, as the international global companies will continue pressing their artificial standard by all means. There are people like Jean Kilbourne who try to shed light on this issue globally, however, beauty industry is operating huge amounts of money, and therefore having a more loud voice, for other opinions to be heard.

The suggestion for the next research could be investigation of the images shown in the social media as well as questioning men for their opinion of which kind of women would they rather have: natural or artificial, more beauty varieties or standardised. Men's opinion could be quite interesting and important, as it has been stated previously many women try to look beautiful to be noticed by men. As for the general conclusion, the attitude of women toward the more natural beauty was more positive, as expected. This, however, does not give any securities that these women would give up the current image of advertised beauty. There is too much pressure from the current image that suggests women should adjust themselves, for Estonian women to accept the alternatives.

The results of this research show that the issue of beauty standard is too global to be discussed or changed via attitudes of women from Estonia or any other country. The attitudes in general toward the artificial beauty were slightly more negative than toward the alternative, more natural looks. The study shows that there is a positive correlation between the attitude toward the ad and

the purchasing intension. An important conclusion which originated from the questionnaires is that people must have freedom of choice on how to look like. It can also be suggested, that for addressing of the issue more closely, not only the attitudes should be measured, because they are pretty subjective, as they are very much influenced by the current images surrounding women; but also the market itself should be studied.

One of the issues of current research was the lack of attention at an arguments bought up by Fishbein and Ajzen. So to say, it must have been suggested, that if the attitude was a learnt predisposition to react, it meant that women who have been surrounded by the artificial standard of beauty their whole lives, would never react on those images fully negatively. Therefore, the attitudes were rather moderate. Basically, current research helped getting an intuition about the attitudes of women toward current and alternative images; and as such it could have been a first step of marketing research in that sphere. The results of the questionnaire were observed in total; if there was a real intention of entering the market with the new value of natural and varieties of beauties and new products, it would make sense to analyse each of the 282 answers individually. The analysis of the individual responses could help identify the segments, so to say who were these women whose attitude toward the current artificial standard was more negative. Later those segments could be targeted at first and then it would be easier to try covering the full market. However, this in-depth analysis would be hard to do within the frames of Master's thesis; therefore, it could be a suggestion for the next research.

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APPENDIX 1. QUESTIONNAIRE

Armas naine,

See küsimustik on osa magistritööst, mille eesmärk on kirjeldada meedias loodud nn ilusate Eesti naiste kuvandit ning uurida, kuidas sellesse kuvandisse suhtuvad nn päris naised.

Küsimustikule vastamiseks kulub umbes 10 minutit, vastamine on anonüümne ning tulemusi kasutatakse vaid üldistatud kujul.

Palun edastage see küsimustik võimalusel ka oma tuttavatele Eestis elavatele naistele.

Suur tänu juba ette kaasaaitamise ja koostöö eest.

1. Palun hinnake oma nõustumist allolevate väidetega juuresoleva pildi kohta skaalal 1 – 5, kus 1 on ei nõustu ja 5 nõustun.

Source: Anne & Stiil (2018, 62).

	1	2	3	4	5
Ta kasutab kosmeetikat parasjagu.	4	23	54	70	131
Selle naise välimus on täiesti reaalne, nii näeb välja suurem osa naisi minu ümber.	17	47	91	77	50
See naine tundub veatu.	32	56	75	74	45
Kui ma seda naist vaatan, tunnen ennast oma välimuse tõttu haavatavana.	149	62	37	26	8

Ma sooviksin välja näha nagu tema.
Jah (63)
Ei (197)
Muu (22)

Kui vastasite eelmisele küsimusele jaatavalt, palun kommenteerige, mis Teile pildil oleva naise välimuses meeldis. (74)

Palun vaadake sama pilti veel kord ja pange tähele, et sellega reklaamitakse juuksehooldusvahendit. Palun hinnake seda reklaami.
Halb 1 (25) 2 (53) 3 (113) 4 (70) 5 (21) Hea
Ebaleeldiv 1 (12) 2 (22) 3 (92) 4 (116) 5 (40)
Ebasobiv 1 (29) 2 (44) 3 (80) 4 (84) 5 (45)

Kas kaaluksite reklaamitud toote ostmist?
Jah (75)
Ei (168)
Muu (39)

2. Palun hinnake oma nõustumist allolevate väidetega juuresoleva pildi kohta skaalal 1 – 5, kus 1 on ei nõustu ja 5 nõustun.

Source: Mood (2018, 156)

	1	2	3	4	5
Ta kasutab kosmeetikat parasjagu.	2	13	34	72	161
Selle naise välimus on täiesti reaalne, nii näeb välja suurem osa naisi minu ümber.	14	37	82	89	60
See naine tundub veatu.	19	24	55	99	85
Kui ma seda naist vaatan, tunnen ennast oma välimuse tõttu haavatavana.	121	58	46	42	15

Ma sooviksin välja näha nagu tema.
Jah (122)
Ei (143)
Muu (17)

Kui vastasite eelmisele küsimusele jaatavalt, palun kommenteerige, mis Teile pildil oleva naise välimuses meeldis. (119)

Palun vaadake sama pilti veel kord ja pange tähele, et sellega reklaamitakse juuksehooldusvahendit. Palun hinnake seda reklaami.
Halb 1 (48) 2 (66) 3 (72) 4 (71) 5 (25) Hea
Ebaleeldiv 1 (8) 2 (10) 3 (72) 4 (114) 5 (78)
Ebasobiv 1 (38) 2 (48) 3 (98) 4 (66) 5 (32)

Kas kaaluksite reklaamitud toote ostmist?
Jah (84)
Ei (167)
Muu (31)

3. Palun hinnake oma nõustumist allolevate väidetega juuresoleva pildi kohta skaalal 1 – 5, kus 1 on ei nõustu ja 5 nõustun.

Source: Tiiu (2018, 89).

	1	2	3	4	5
Ta kasutab kosmeetikat parasjagu.	7	19	44	83	129
Selle naise välimus on täiesti reaalne, nii näeb välja suurem osa naisi minu ümber.	14	30	89	89	60
See naine tundub veatu.	39	68	70	71	34
Kui ma seda naist vaatan, tunnen ennast oma välimuse tõttu haavatavana.	190	54	32	4	2

Ma sooviksin välja näha nagu tema.
Jah (65)
Ei (194)
Muu (23)

Kui vastasite eelmisele küsimusele jaatavalt, palun kommenteerige, mis Teile pildil oleva naise välimuses meeldis. (71)

Palun vaadake sama pilti veel kord ja pange tähele, et sellega reklaamitakse juuksehooldusvahendit. Palun hinnake seda reklaami.
Halb 1 (20) 2 (25) 3 (87) 4 (95) 5 (55) Hea
Ebaleeldiv 1 (8) 2 (11) 3 (73) 4 (109) 5 (83)
Ebasobiv 1 (19) 2 (16) 3 (97) 4 (84) 5 (66)

Kas kaaluksite reklaamitud toote ostmist?
Jah (77)
Ei (184)
Muu (21)

4. Palun hinnake oma nõustumist allolevate väidetega juuresoleva pildi kohta skaalal 1 – 5, kus 1 on ei nõustu ja 5 nõustun.

Source: Anne & Stiil (2018, 70).

	1	**2**	**3**	**4**	**5**
Ta kasutab kosmeetikat parasjagu.	70	79	43	36	54
Selle naise välimus on täiesti reaalne, nii näeb välja suurem osa naisi minu ümber.	117	82	49	26	8
See naine tundub veatu.	80	79	75	25	23
Kui ma seda naist vaatan, tunnen ennast oma välimuse tõttu haavatavana.	199	45	26	12	0

Ma sooviksin välja näha nagu tema.
Jah (10)
Ei (262)
Muu (10)

Kui vastasite eelmisele küsimusele jaatavalt, palun kommenteerige, mis Teile pildil oleva naise välimuses meeldis. (13)

Palun vaadake sama pilti veel kord ja pange tähele, et sellega reklaamitakse juuksehooldusvahendit. Palun hinnake seda reklaami.
Halb 1 (33) 2 (38) 3 (63) 4 (84) 5 (64) Hea
Ebaleeldiv 1 (27) 2 (57) 3 (91) 4 (69) 5 (38)
Ebasobiv 1 (19) 2 (21) 3 (82) 4 (71) 5 (89)

Kas kaaluksite reklaamitud toote ostmist?
Jah (82)
Ei (180)
Muu (20)

5. Palun hinnake oma nõustumist allolevate väidetega juuresoleva pildi kohta skaalal 1 – 5, kus 1 on ei nõustu ja 5 nõustun.

Source: Anne & Stiil (2018, 43).

	1	2	3	4	5
Ta kasutab kosmeetikat parasjagu.	118	46	46	21	51
Selle naise välimus on täiesti reaalne, nii näeb välja suurem osa naisi minu ümber.	154	82	32	11	3
See naine tundub veatu.	83	73	57	42	27
Kui ma seda naist vaatan, tunnen ennast oma välimuse tõttu haavatavana.	198	46	22	16	0

Ma sooviksin välja näha nagu tema.
Jah (17)
Ei (260)
Muu (5)

Kui vastasite eelmisele küsimusele jaatavalt, palun kommenteerige, mis Teile pildil oleva naise välimuses meeldis. (14)

Palun vaadake sama pilti veel kord ja pange tähele, et sellega reklaamitakse juuksehooldusvahendit. Palun hinnake seda reklaami.
Halb 1 (45) 2 (59) 3 (64) 4 (65) 5 (49) Hea
Ebaleeldiv 1 (35) 2 (67) 3 (98) 4 (54) 5 (28)
Ebasobiv 1 (33) 2 (31) 3 (95) 4 (63) 5 (60)

Kas kaaluksite reklaamitud toote ostmist?
Jah (71)
Ei (196)
Muu (15)

6. Palun hinnake oma nõustumist allolevate väidetega juuresoleva pildi kohta skaalal 1 – 5, kus 1 on ei nõustu ja 5 nõustun.

Source: Tiiu (2018, 115).

	1	2	3	4	5
Ta kasutab kosmeetikat parasjagu.	7	18	68	86	103
Selle naise välimus on täiesti reaalne, nii näeb välja suurem osa naisi minu ümber.	15	36	99	87	45
See naine tundub veatu.	47	80	89	40	26
Kui ma seda naist vaatan, tunnen ennast oma välimuse tõttu haavatavana.	195	54	26	4	3

Ma sooviksin välja näha nagu tema.
Jah (34)
Ei (235)
Muu (13)

Kui vastasite eelmisele küsimusele jaatavalt, palun kommenteerige, mis Teile pildil oleva naise välimuses meeldis. (33)

Palun vaadake sama pilti veel kord ja pange tähele, et sellega reklaamitakse juuksehooldusvahendit. Palun hinnake seda reklaami.
Halb 1 (15) 2 (21) 3 (65) 4 (97) 5 (84) Hea
Ebaleeldiv 1 (6) 2 (11) 3 (73) 4 (113) 5 (79)
Ebasobiv 1 (8) 2 (18) 3 (60) 4 (101) 5 (95)

Kas kaaluksite reklaamitud toote ostmist?
Jah (99)
Ei (173)
Muu (10)

7. Palun hinnake oma nõustumist allolevate väidetega skaalal 1 – 5, kus 1 on ei nõustu ja 5 nõustun.

	1	2	3	4	5
Üldiselt peegeldavad reklaamides esinevad naised reaalsust, just niimoodi näevadki naised tavaelus välja.	98	111	46	19	8
Ma tunnen ennast oma keha tõttu haavatavana; isegi normaalkaalus tundun endale liiga paksuna, kui vaatan reklaamis esinevat täiuslikku naist.	96	46	50	46	44
Mind häirib, et reklaamides kasutatakse sageli peaaegu alasti naisi	45	26	27	55	129
On täiesti normaalne, et naised kasutavad ülemääraselt kosmeetikat, panevad kunstripsmeid ja juuksepikendusi või teevad muid kehavorme ilusamaks ja täiuslikumaks muutvaid protseduure	75	69	63	38	37

8. Palun kujutlege ennast ametlikul töökoosolekul, ooperis või teatris oma parimais rõivais ja ilusa soenguga, aga te ei kanna üldse kosmeetikat. Kuidas ennast tunneksite? Palun valige allpool olevatest vastustest üks või mitu või lisage oma vastus:

Tavaliselt	122
Enesekindlalt	62
Ilusana	63
Koledana	44
Haavatavana	71
Ebatavaliselt	88
Närvilisena	48
Ma tunnen, et kõik jõllitavad mind	44
Ebakindlalt	4
Muu	38

9. Kujutage ette maailma, kus tunnustatakse naise loomulikku ilu. Kosmeetikatööstus keskendub ebatäiuse ja vananemise märkide varjamise lahenduste otsimise asemel nooruse ja tervise säilitamisele. Selle asemel, et kasutada dekoratiivkosmeetikat, hoolitsevad nii mehed kui ka naised rohkem oma loomuliku ilu eest. Kas tahaksite elada sellises reaalsuses?
Jah (203)
Ei (31)
Muu (48)

Kui Teil on omapoolseid kommentaare, palun jagage neid siin. (58)

10. Palun ka mõned andmed Teie kohta. Teie vanus

Alla 18	8
18-24	58
25-34	118
35-44	63
45-54	22
55-64	10
65 või vanem	3

11. Teie perekonnaseis
Üksik   90
Suhtes/Abielus 192