

EE489 Literature review

- Paper: "Do make-up wearing women more attractive to guys?" (2017) By Itsayaporn Tanyaset, Penpicha Boonlue, Thanapa Kaewmanee

Paper Review

This research paper aims to investigate the impact of the cosmetic make-up on men's tendency to response by comparing the experiment between non-makeup and makeup women upon men's attention. There are two hypotheses of this research question. First, researcher believes that elders who are in range of 45-60 years old will consider make up not necessary while teenager and adult would consider make-up importance in women's diary basis. This research paper used both primary and secondary date. For primary data, researcher conduct the real-life experiment then regress using OLS method by regressing tendency of men's response on women by using independent dummy variables (makeup, interviewers,time,days). Moreover, researcher also conduct the survey toward men's opinion on makeup women to reach more respondent and to collect more data. The result shows that in the interview experiment, men are more attractive to full facial makeup proven by statistic. However, on the survey form, men prefer women with lighter makeup with only eyebrow which create conflicted result among primary data method. For secondary date, the researchers use literature review, and most of the article concluded that cosmetics significantly enhance the impression of attractiveness, femineity, and sexiness.

Comment

In my opinion, this research paper topic and agenda is very well organized. The researcher builds up the common knowledge about the background and importance of cosmetic and provide the overview of Thailand cosmetic industry including graph illustrate the growth trend of cosmetic industry. This can inform the importance of cosmetic industry role in our economy. Moreover, the researcher also determines the impact of makeup using behavioral economic which is very interesting, but the researcher should explain deeper in terms of the behavioral economic and psychology factors.

For the literature review, the researcher chooses various article explaining how make-up can increase tendency of men attractive among women. Furthermore, this research provides a very clear point and provide the evidence from various articles. However, I think the researcher should review some paper on the other point of view. This to give some explanation on the other perspective from different authors.

In economic framework section, the author defines the incentive of economic and preference clearly where the positive and negative economic examples are given in the article. This creates very good background knowledge on why each independent and dependent variables are used in their experiment. In addition, researcher apply both experiment and survey in their topic question which gives more evidence and perspective of the result for readers although the result of survey and experiment are contrast.

For the methodology, their experiment has some limitation that might create bias toward result because all their interview were taken in Siam Square only. In my opinion, people from different area and background might has different perspective toward make-up women. Moreover, there were only 3 interviewers in the experiment and due to the uniqueness of each interviewer might create bias answer from men. Moreover, the result from survey were contradicted to the experiment outcome, this can create confusion to reader. Lastly, the further research should add more independent variables such as location area, status etc.

To conclude, this research is well-explain and well organize. Most of the statement include references and empirical evidence. However, there are some limitation in each section for improvement and further study as well.