

A Work Project, presented as part of the requirements for the Award of a Master's degree in
Management from the Nova School of Business and Economics.

**THE EFFECT OF MAKEUP INTENSTIY ON BRAND IMAGE THROUGH HIDING
EMOTION**

Xenia Kadar

Work project carried out under the supervision of:

Truong Van Thao Nguyen

01-12-2021

Abstract

Brands in the airline industry emphasize the importance of appearance of their employees, however, how appearance, more specifically makeup, affects brand evaluation has been relatively unexplored by researchers. To fill the gap in research, this study looked at how the intensity of makeup affects brand image, more specifically if wearing a lot of makeup will create the effect of “hiding emotion” during a service transgression and how *that* will affect brand image. The study found little evidence that makeup intensity has an effect on brand evaluation through hiding emotion, but found some evidence that makeup intensity may impact brand image.

Keywords (Marketing, Consumer Behaviour, Beauty, Airline, cosmetics, makeup, hiding emotion, brand evaluation)

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

Table of Contents

1. Introduction	3
2. Literature review	5
2.1 Attitudes towards appearance and makeup.....	5
2.3 Brand Image.....	9
3. Hypotheses.	10
4. Methodology	11
5. Results	13
5.1 Preparation of data.....	13
6. Discussion	18
6.1 Summary of findings	18
6.2 Managerial Implications	20
7. Limitations.....	21
8. Future Research Recommendations	22
List of References.....	24
Appendices	33

1. Introduction

The wants and needs of customers in the service industry have been increasing over the past years and expectations are as high as ever. Therefore, companies are doing their best to project a positive brand image through better and higher quality services and go the extra mile to please their customers, especially in today's competitive environment. Companies must differentiate themselves, whether it is in price, in product differentiation, or in service quality. One of the most effective ways to create an experience where the brand truly connects with customers is to utilize their biggest asset - people. There are certain norms that are expected from employees working in the service industry. Of course, they must be courteous, respectful, and reverent towards the customer at all times, however, there are also norms concerning their appearance. For this reason, employers often enforce dress codes and have rules for grooming, including how one's hair and makeup should look (Djukic, 2021). Typically, what is required of personnel is to dress smartly and be well-groomed. The airline industry is a field that demands even more of its employees, like to dress in uniform and choose from a list of set hairstyles, nail polish colours, lipstick and even eyeshadow (Silberman, 2018). Arguably, this is done to portray a certain brand image, to project professionalism and competency.

Some argue (Kellie et al., 2021; Rudman and Mescher, 2012) that heavy makeup on a woman could indicate that she is more promiscuous than those without makeup. In contrast, studies found that in a professional (organizational) setting, heavy makeup (compared to lighter makeup or no makeup at all) can signal competency at one's job (Etcoff et al., 2011), a higher level of trustworthiness and likeability (Etcoff et al., 2011). In the service industry, heavier makeup could also have a positive effect on perception of service satisfaction (Tsui, 2019). Conveying these

feelings to customers through non-verbal cues is of paramount importance to managers, as this might positively affect brand perception. Despite the fact that there is literature on how a woman is perceived depending on the intensity of the makeup (Kellie et al., 2021; Rudman and Mescher, 2012; Etcoff et al., 2011; Tsui, 2019; Samper et al., 2017), there is little literature on how makeup intensity affects customers' perception of a brand.

Some contend (Samper et al., 2017; Robertson et al., 2008; Korichi et al., 2008) that through changing one's appearance through makeup a "wall" is created, they might be perceived as hiding their true self and therefore be considered of less moral character. This is a negative trait (Samper et al., 2017), however would this apply the same way to hiding *emotion*? In a situation where it is better to hide emotions, such as a service transgression, is it better to wear heavier makeup to hide an employee's true feelings (such as annoyance or anger) to possibly maintain or improve a customer's image of the employee (or even the brand)? At the moment there is not enough evidence in the literature to prove that wearing heavy makeup will indeed help one "hide" their emotions. There is also no evidence that the action of hiding emotions will have an impact on brand image. This paper will attempt to fill the gap in the existing literature by trying to explore whether wearing heavy makeup compared to light makeup will create an "illusion" of hiding emotion in the context of the airline industry. The paper will also explore if hiding emotion impacts brand evaluation to prove (or disprove) that demanding employees to wear a significant amount of makeup is warranted or not - information that could be indispensable for managers and their employees.

2. Literature review

2.1 Attitudes towards appearance and makeup.

Cosmetics are being worn by women everywhere as it is expected of them to do so, whether it is for a social occasion or work (Tsui, 2019). However, depending on the intensity, wearing makeup sometimes results in undesirable outcomes. Studies suggest that there are negative stereotypes around makeup and women who wear more makeup are often seen as more promiscuous (Kellie et al., 2021) and lesser in mental and moral capacities (Kellie et al., 2021; Bernard et al., 2020). Workman and Johnson (1991) carried out a study where women wore three makeup looks (no makeup, some makeup and heavy makeup) and found that although women who wore makeup (some or heavy) were seen as more feminine and attractive, they were also seen as of worse moral character. Nevertheless, they also found that the level of makeup had no effect on the impressions of personality traits (Workman and Johnson, 1991).

Nevertheless, women who wear makeup are seen as significantly more self-assured than those who do not wear any makeup (Nash et al., 2006). They are also seen as healthier and more attractive (Nash et al., 2006). Researchers have also defined a concept called the “attractiveness premium” which basically infers that people (subconsciously) believe that “what is beautiful is good” (Dion et al., 1972). Attractive people often have other positive qualities attributed to them, such as being more likeable, being a better parent, having more successful romantic relationships and succeeding in their career (Dion et al., 1972). Other studies have also had similar results such as attractive people being seen as more competent at what they do (Quereshi and Kay, 1986), being seen as more trustworthy (Etcoff et al., 2011) and intelligent (Wilson and Eckel, 2006). The widely cited Cash et al. (1989) study suggests that women who wear a lot of makeup are seen more positively by men than those who do not wear any makeup.

It is undeniable that wearing makeup compared to wearing no makeup at all makes a person more attractive. However, Etcoff and her colleagues (2011) compared different degrees of makeup (no makeup, natural makeup and glamorous (heavy) makeup). They found that those with the heaviest makeup in the study were rated the most competent, most likeable and most trustworthy, those with natural makeup scored slightly less and those wearing no makeup scored significantly less across the board (Etcoff et al., 2011). Another study was conducted in 2003 where the authors measured the individual effects of cosmetic items (eye-makeup, lipstick, foundation and full face of makeup) and also found that participants of the study rated heavier makeup as more appealing than light makeup or no makeup at all (Mulhern et al., 2003). A similar study comparing the reaction of women and men to varying degrees of makeup found that both genders respond positively to makeup that “accentuates visual contrast” around the eyes and mouth, implying that more visible and accentuated makeup is found to be more attractive (Comfort et al., 2021). A recent study conducted by Zhang et al. (2021) showed that wearing makeup (in their experiment they used no makeup versus light makeup) could lessen the negative emotions that come from unpleasant (mad or sad) emotions.

A large body of literature indicates that wearing makeup in a professional environment is viewed in a positive light and is a necessity for the projection of a positive brand image. Particularly in the retail environment, it has been shown that within non-verbal communication, physical appearance specifically has a strong influence on how the employee is rated (McColl and Truong, 2013). For instance, good looking salespeople are often deemed by customers as more credible (Patzner, 1983) and often have better scores in customer service (McColl and Truong, 2013). Nickson, Warhurst and Dutton (2005) also partially link front-line service workers’ success to their aesthetic labour (which is defined by Nickson et al., (2001) as an employee's ability to

present themselves to customers in an appealing way visually and aurally). Das (2016) showed that the appearance of a salesperson (well-groomed and wearing makeup) can have a positive effect on sales experience for customers, therefore could have an influence on shopping behaviour as well. A similar effect has been observed in the restaurant industry by Wang and Lang (2019), who state that appropriate appearance increases “employee-brand congruence” and makes the interactions with employees more enjoyable for the customers. Likewise, Pounders, Babin and Close (2015) suggested that having a similar appearance among employees creates the illusion that they do not only look the same but are the same.

These results seem to also affect results in the organizational setting as Wong and Penner (2016) even found that attractive people tend to earn about 20% more than their less attractive counterparts. Similar evidence has been shown to be true in the service industry as well. In the restaurant industry, Tsui Pei-Ling (2019) has found evidence that an employee's “styling” affected the “predicted service quality, service value and satisfaction” (Tsui, 2019). In their study, Jacob et al. (2010) claim that waitresses that wear makeup tend to get more and bigger tips, (especially by male guests) compared to when they are not. Guégen and Jacob (2012) also found that waitresses who wore red lipstick during their shifts received higher tips than usual (but, again, only tips given by male guests, not female guests).

Certain studies have found evidence that heavy makeup dehumanizes women (compared to lighter makeup and no makeup) (Rudman and Mescher, 2012; Bernard et al., 2020). This is due to the fact that onlookers attribute negative characteristics (low morality, humanness and agency for instance) to women, which, if in line with the objectification theory, is due to the sexualization of women (Bernard et al., 2020). It is as if women wearing heavy makeup are reduced to mere, almost emotionless, objects that are less “human” than the rest of us. Despite this issue being quite

problematic in a moral sense, could this infer that if women wearing heavy makeup are perceived as emotionless, they have a better ability to hide their true feelings through the “barrier” that heavy makeup creates?

2.2 Masking emotion

Samper et al. (2017) suggest that there may be a “wall” between a person’s true self and the new “persona” that was created through significantly altering their appearance through makeup. They claim that due to this “wall”, the person may be perceived as having “poorer moral character” as they are trying to conceal their true self (Samper, et al., 2017). Hiding one’s true character might reflect “negative” attributes, but hiding one’s emotions might not. Korichi et al. (2008) found evidence that some women use makeup as “camouflage”, in other words a “mask” to hide certain feelings that they may have, and not necessarily an identity. Hiding emotions is part of the job for those working in the service industry, including flight attendants. Employers demand workers to always be professional and courteous to customers, however it is not always easy to save face especially after a long shift or flight. This is most relevant in contexts involving transgressions, where both the customer and the employee might be experiencing negative emotions. Perhaps showing any emotions (even positive ones) might aggravate the customers who are part of a service transgression? Could makeup serve as a mask to hide emotions and therefore create an illusion of positive or neutral emotions? Could this help flight attendants in service transgressions where a flight attendant needs to hide emotions (e.g. anger or irritation) and therefore maintain or improve brand evaluation?

2.3 Brand Image

In a world where businesses are held to a higher standard than ever, a company must make sure that its customer service is excellent. Erkmen and Hancer (2015) claim that trust and satisfaction with a brand comes from the company meeting customers' expectations and this trust can build an emotional bond with the brand. These expectations are more often than not influenced by the level of service that is provided by employees, and the trust that these expectations will be met is the basis of brand evaluation (Erkmen and Hancer, 2015). According to Aaker (1997) consumers associate "a set of human characteristics" with brand and she claims that these characteristics originate from people who are linked to the brand, most notably, employees. Furthermore, some market researchers argue that employees shape the way a brand is perceived because the customers' personal experience and interaction with the employee is fundamentally their interaction with the brand and its representatives (Berry, 2000).

At the core, what differentiates a brand from its competitors that provide the same type of service is the employee who makes an experience different, memorable and lands the company a positive brand evaluation (Erkman and Hancer, 2015). For instance, Zhang et al. (2020) conducted a study whether an employee who was not behaving in an environmentally friendly manner affected their company that was explicitly green and environmentally responsible. They found that customers had worse opinions of the brand after witnessing the behaviour of such an employee and labelled the company as hypocritical (Zhang et al., 2020).

Therefore, it is important for an employee to be able to present themselves adequately. Of course, service transgressions are inescapable in any field within the service industry. There will always be customers complaining, often online, making the world aware of the problem they have encountered. Possibly, changing the appearance of the service personnel could decrease the

likelihood of a bad situation transpiring and perhaps, this could be done through the use of heavy makeup. The study conducted by Shao et al. (2014) showed that employees' appearance (in this study appearance referred to garments, jewellery and accessories) had a significant impact on how the customer perceives a brand and how they interact with the brand. The way an employee dresses also has a notable influence on what the customer can expect from the brand and the services it offers (Pounders et al., 2015). In addition, a 2011 study has shown that there is a positive correlation between the way an employee is dressed and how customers rated the employee's performance (Tu et al., 2011). However, a topic that seems to be slightly neglected in marketing research is how cosmetics and makeup affect brand image in the service industry and whether this effect is as strong as it seems to be with clothing.

3. Hypotheses.

As there is little to no research on how makeup affects brand image, especially through the mediation of hiding emotions, this paper will try to fill this gap in an attempt to find evidence that brand image is not only affected by clothing and the uniform of the employees but also makeup. The paper will explore whether in a service transgression, through the mediation of *hiding emotion*, makeup intensity will affect *brand image*. Below are the hypotheses that will be tested.

H₁: During a service transgression a flight attendant wearing heavy makeup compared to wearing light makeup will be perceived as hiding emotion

H₂: During a service transgression, wearing heavy makeup compared to light makeup (and therefore masking emotion) will lead to a more favourable brand evaluation

4. Methodology

Sample. This study followed an experimental approach and a single factor two level design (heavy vs. light makeup). The study (see appendix 1) involved 134 participants initially, however due to many responses being incomplete, only 105 surveys were used (N=105) in total. Each participant was assigned one of the two conditions (heavy makeup and light makeup). When looking at the gender distribution of the sample, 58.5% of the participants identify as female, 36.8% identify as male, 1.9% identify as non-binary/third gender and 1.9% preferred not to state their gender (see appendix 2). Most participants were in their mid 20s (see appendix 3). The sample contained 24 nationalities, the two largest groups being participants from Hungary (32.1%) and from the Russian Federation (19.8%), making the sample relatively diverse (see appendix 4). Over 72.7% of the participants had some kind of college degree (bachelor's or equivalent = 34%, master's or equivalent = 33%, doctoral or equivalent = 5.7%) (see appendix 5). Most of the participants are currently working full-time (52.8%), 31% of the participants are currently studying, 10.4% of the participants are working part-time and 4.7% of participants are currently unemployed (see appendix 6).

Design and Procedure. Participants were asked to fill out a survey, at the beginning of which they were informed of the purpose of this survey, they were given a consent form before completing the survey. First, the participants were presented with a short scenario telling them to imagine that they were flying from Lisbon to Las Vegas, with a fictitious airline. A fictitious airline name was used to control any preconceived opinions about a known airline. The participants were exposed to a female face (the flight attendant) of two different levels of makeup (light and heavy, see appendix 1) (the author of this thesis modelled as the flight attendant, therefore no explicit written consent was needed for the publication of her photograph). After that they were presented

with a transgression scenario where they experienced a significant delay and a conflict with the flight attendant (see appendix 1). Next, the participants were presented with questions (all questions were measured with a 7 point Likert scale), starting with the airline evaluation. Next the emotionality of the flight attendant was evaluated (the mediator) to measure the level (or presence) of emotional hiding perceived by the participants, followed by covariates (e.g. variables such as attractiveness, professionalism etc) and finally the demographics.

Independent and dependent variables. The independent variable was *makeup intensity* (heavy makeup vs light makeup). To assess the dependent variable *brand evaluation*, participants were told to evaluate the following statement on a 7 point Likert scale (1 - strongly disagree, 7 - strongly agree): “TracyM Airlines is a good airline”, “I have a positive attitude towards TracyM Airlines”, “I regard TracyM Airlines as accompany with desirable attributes”, “I like TracyM Airlines”, “I find TracyM Airlines to be a favourable airline”, “I believe that the cabin crew of TracyM Airlines is professional”, “I believe that TracyM Airlines puts customers first”, “I believe that the cabin crew of TracyM Airlines is trustworthy” and “I believe that TracyM Airlines is a reliable/safe airline” (Delgado-Ballester and Munuera-Aleman, 2005).

Mediator. The act of hiding emotion was used as the mediator to understand if a flight attendant that is wearing heavy makeup is perceived as hiding emotion. To measure this, the participants were asked the following questions: “The flight attendant exercises self-restraint over desires, emotions, or impulses” (Kellie et al., 2021), “The flight attendant is not easily bothered by things” (IPIP, 2001), “The flight attendant gets stressed out easily” (IPIP, 2001a), “The flight attendant gets easily overwhelmed by emotions” (IPIP, 2001a) and “The flight attendant is being polite” (IPIP, 2001). These questions were taken from the International Personality Item Pool (IPIP), which is a database of 3000 items and 250 scales that are used for advanced measures of

personality (IPIP, 2001a). Hundreds of papers have used IPIP in order to measure personality (IPIP, 2001b) studies range from using it as a tool to help brand research to research concerning mental health (IPIP, 2001b). These specific questions measure emotionality and whether the flight attendant is perceived as showing emotions.

Covariates. To eliminate alternative explanations for the results of the study and extraneous variables, the following questions were asked: “The flight attendant is a professional”, “The flight attendant is true to her own values” (to measure honesty, integrity and authenticity), “The flight attendant follows through on her commitments” (to measure if they are perceived as organized), “The flight attendant pays attention to details” (to measure if they are perceived as organized), “The flight attendant likes order” (to measure if they are perceived as organized), “The flight attendant would use flattery to get ahead” (to measure sincerity), “The flight attendant is friendly”, “The flight attendant is competent” and “I think the flight attendant is attractive” (IPIP, 2001a). These questions were also taken from the IPIP database.

Manipulation check. At the end of the survey before being asked the demographics, the participants were asked to rate the statement “The flight attendant is wearing a lot of makeup” (1 - strongly disagree, 7 - strongly agree), to make sure that the independent variable *makeup intensity* was perceived.

5. Results

5.1 Preparation of data.

SPSS Statistics version 28.0 was used to carry out the following analyses.

Outlier analysis. To prepare the results an outlier analysis was performed in order to find any abnormal values. There were no outliers found for *hiding emotion* (see appendix 7). Outliers,

however, were found for *brand evaluation* (see appendix 8). Nevertheless, after running the analyses with and without the outliers, the results did not differ significantly, therefore to maximize and maintain the existing sample, none of the outliers were removed.

Reliability. Two variables (“the flight attendant gets stressed out easily” and “the flight attendant gets easily overwhelmed by emotions”) that were in the *hiding emotion* scale were reverse coded. To determine whether the scales used in this study are reliable, a reliability analysis was conducted (Pallant, 2011). The indicator chosen for this analysis was Cronbach’s alpha coefficient, which preferably must be above 0.7 (DeVellis, 2003). The reliability tests for *hiding emotion* and *brand evaluation*) scored well above 0.7 (0.81 and 0.95 respectively) (see appendix 9 and 10).

5.2 Main Analysis

Manipulation check. To determine whether participants were able to differentiate between light makeup and heavy makeup and that the manipulation was effective in this experimental design. Participants were asked to rate the following question: “The flight attendant is wearing a lot of make-up” (on a 7 point Likert scale: 1 - strongly disagree, 7 - strongly agree). The participants that were in the light makeup group rated the flight attendant as wearing less makeup while those in the heavy makeup group rated the flight attendant as wearing more makeup ($M_{\text{Heavy makeup}} = 5.43$; $M_{\text{Light makeup}} = 3.10$; $F(1, 100) = 63.337$, $p < 0.001$) (see appendix 11). The manipulation proved to be successful.

T-test. An Independent-Samples T-test was performed. This study has a categorical independent variable (*makeup intensity*) and two T-tests were conducted to understand the influence of the *makeup intensity* on whether a flight attendant is perceived as *hiding emotion* (H1)

and therefore will *makeup intensity* affect *brand evaluation* (H2). Before carrying out the T-tests, a normality test was conducted. Normality tests were carried out for both variables and neither passed the Shapiro-Wilk tests (in both cases $p < 0.001$) (see appendix 12 for *hiding emotion* and appendix 13 for *brand evaluation*). However, the sample size is over 40, which is why transgressing against the normality assumption should not lead to significant issues (Ghasemi and Zahediasl, 2012).

Next, the T-test was performed for *hiding emotion*. This independent T-test disclosed that the *makeup intensity* had no significant effect on the mean of *hiding emotion*, with $p > 0.05$ ($M_{\text{Heavy makeup}} = 5.00$; $M_{\text{Light makeup}} = 5.07$, $F(1, 95) = 7.098$, $p = 0.730$) and the means of *makeup intensity* were almost equal, with only a marginal difference of 0.07 (see appendix 14). No significance was observed during the independent T-test performed on *brand evaluation*, as there was no significant difference between the mean scores and $p > 0.05$ ($M_{\text{Heavy makeup}} = 3.85$; $M_{\text{Light makeup}} = 4.00$, $F(1, 95) = 0.362$, $p = 0.547$), once again, the difference between the two means was small (see appendix 14). These T-tests have demonstrated that *makeup intensity* had little to no effect on either *brand evaluation* or *hiding emotion*.

Mediation Analysis. To confirm the previous findings from the T-tests, a mediation analysis was conducted to prove that the independent variable *makeup intensity* affected *brand evaluation* (dependent variable) through the mediation of the *hiding emotion* variable. This was done using the Hayes Process Model 4, with a bootstrap analysis of 5000 samples (Hayes, 2015).

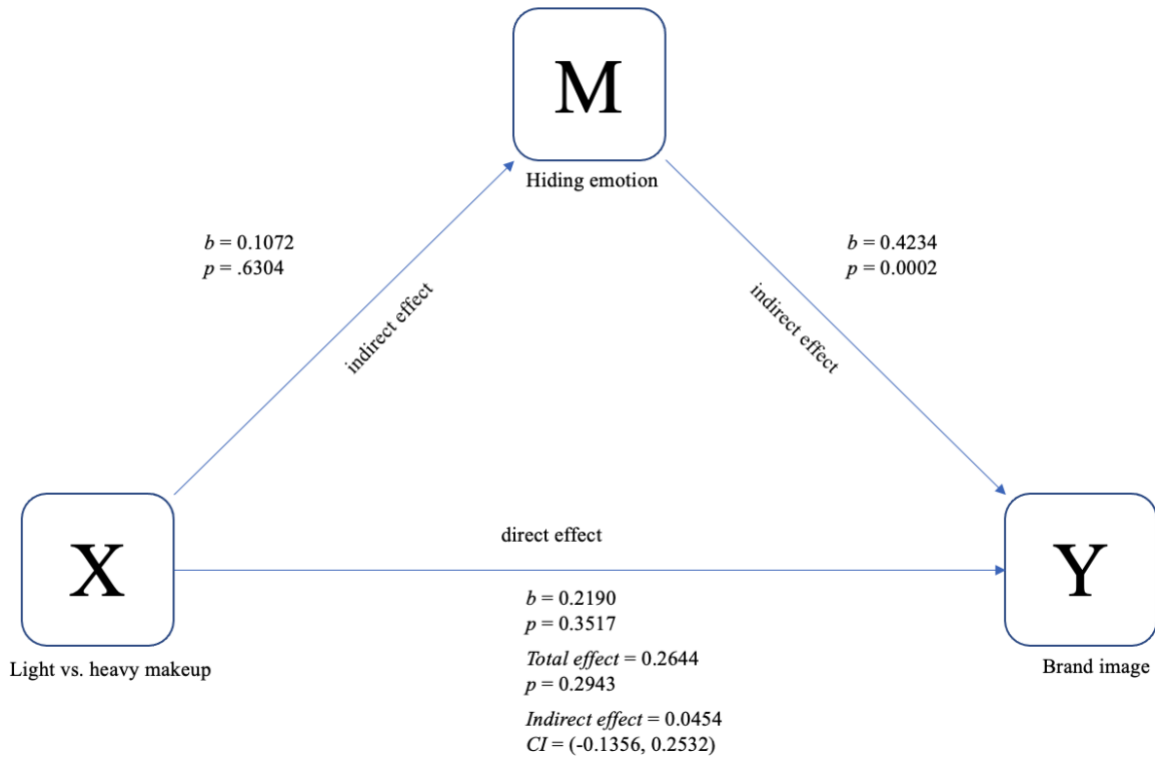


Figure 1: Mediation model: *Hiding Emotion* as the mediator, *level of makeup* as the independent variable and *brand image* as the dependent variable (see appendix 15).

Once the analysis was conducted (see appendix 15), there was no statistical evidence that the *makeup intensity* had a significant effect on *brand image* (direct effect) ($b = 0.219$, $t = 0.936$, $p = 0.352$) (see figure 1 above). The effect of the mediator (*hiding emotion*) had a statistically significant effect on brand image ($b = 0.423$, $t = 3.860$, $p = 0.000$), indicating that when the flight attendant is perceived as hiding emotion the brand evaluation is rated higher. Finally, the *makeup intensity* does not seem to have a significant effect on whether someone is perceived as *hiding emotion* ($b = 0.107$, $t = 0.483$, $p = 0.630$). The indirect effect is assessed using non-parametric bootstrapping and zero falls within the bootstrapped confidence interval $[-0.136; 0.253]$. When zero is outside the confidence interval, it insinuates that the indirect effect has significance (Hayes, 2015). In this case, the zero fell within the confidence interval, therefore the indirect effect is zero

and was not significant enough to provide evidence of mediation for the variable *hiding emotion* (Hayes, 2015).

ANCOVA for brand evaluation. As no evidence was found in the previous two analyses an analysis of covariance (ANCOVA) was carried out in order to examine the effects of variables outside of main interest while also controlling them (see appendix 16). The variables used can be found in the *covariates* section of the methodology (see pg. 14) and they measure *professionalism*, *integrity*, *organization* (the variables “The flight attendant follows through on her commitments”, “The flight attendant pays attention to details”, and “The flight attendant likes order” were computed into one *organization* variable), *sincerity*, *friendliness*, *competency* and *attractiveness* of the flight attendant. The variables that have shown significance are *integrity* ($F(1, 84) = 10.05$, $p = 0.002$) *sincerity* ($F(1, 84) = 9.20$, $p = 0.003$), *competency* ($F(1, 84) = 10.23$, $p = 0.002$), and *organization* ($F(1, 84) = 5.78$, $p = 0.019$). *Makeup intensity* also had a significant effect on *brand evaluation* after controlling for the effect of the covariates ($F(1, 84) = 4.11$, $p = 0.046$).

ANCOVA for hiding emotion. An ANCOVA analysis was also carried out for *hiding emotion* with the same variables and significance was found for the variables *professionalism* ($F(1, 84) = 20.05$, $p = 0.000$), *sincerity* ($F(1, 84) = 10.43$, $p = 0.002$), and (marginally) *competency* ($F(1, 84) = 3.93$, $p = 0.051$). *Makeup intensity* did not have a significant effect on *hiding emotion* after controlling for the effect of the covariates ($F(1, 84) = 0.01$, $p = 0.908$) (see appendix 17).

T-test. An additional T-test was conducted due to the significant effect of the *sincerity* and *competency* variables, to see if there are possible effects of *makeup intensity* on covariates (see appendix 18). Significance was found for the *sincerity* variable ($F(1, 95) = 0.69$, $p = 0.008$) but not for *competency* ($F(1, 95) = 7.11$, $p = 0.665$).

Exploratory Analysis. A two-way ANOVA analysis was conducted in order to find out whether gender has an effect on the variable *hiding emotion* (see appendix 19). It seems that the main effects of *makeup intensity* ($F(1, 97) = 1.36, p = 0.236$) or *gender* ($F(1, 97) = 1.072, p = 0.347$) have no significant effects on *hiding emotion*. However, *makeup intensity* and gender seem to have a significant two-way interaction effect ($F(1, 97) = 6.301, p = 0.014$). This means that there is a difference in how the two genders perceive *hiding emotion*, which can also be seen in the difference in means for light makeup ($M_{\text{female}} = 4.82, M_{\text{male}} = 5.69$) and heavy makeup ($M_{\text{female}} = 5.12, M_{\text{male}} = 4.87$). Therefore gender is a predictor for *hiding emotion* together with *makeup intensity*.

An additional two-way ANOVA analysis was carried out to see if gender has an effect on the variable *brand evaluation* (see appendix 20). The analysis for the main effects *makeup intensity* showed no significance ($F(1, 97) = 0.00, p = 0.985$), however there is a significant main effect through gender ($F(1, 97) = 6.11, p = 0.003$). Nevertheless, there seems to be no significant two-way interaction effect in this case ($F(1, 97) = 0.89, p = 0.416$). With the dependent variable *brand evaluation* there is a difference in means for light makeup ($M_{\text{female}} = 3.732, M_{\text{male}} = 4.57$) and heavy makeup ($M_{\text{female}} = 3.67, M_{\text{male}} = 3.91$), both genders rating the lighter makeup slightly higher. This analysis suggests that gender could be a predictor for *brand evaluation* independently from *makeup intensity*.

6. Discussion

6.1 Summary of findings

Using the variable *makeup intensity* as a factor to perform T-tests on *hiding emotion* and *brand evaluation* no significance was found in either of the tests. This result indicates that it does not

matter whether a flight attendant is wearing lighter or heavier makeup, as it will not affect the way customers perceive the brand (or airline). A similar conclusion was also reached using Andrew Hayes's PROCESS Model 4, which indicated that there was no significant direct or indirect effect (through the mediator *hiding emotion*) of *makeup intensity* on *brand evaluation*. However, the results of the ANCOVA analysis led to a contradicting conclusion. Although there was no evidence that *makeup intensity* had an effect on the variable *hiding emotion*, it did, however, have an effect on *brand evaluation* after controlling for the effect of covariates. Additionally, the covariate *sincerity* seemed to have an effect on both *hiding emotion* and *brand evaluation*. An additional exploratory analysis was conducted using a two-way ANOVA which found that together with *makeup intensity*, gender is a predictor for whether someone is perceived as *hiding emotion*. Men perceived the flight attendant wearing light makeup to be hiding emotions more than the flight attendant who is wearing heavy makeup and the exact opposite effect was observed with women (flight attendant with heavy makeup seen as hiding emotion more compared to those with lighter makeup).

It is surprising that *makeup intensity* did not have an overwhelming effect on *brand evaluation* in every analysis conducted, especially considering that many airlines put so much emphasis on flight attendants' appearance (Silberman, 2018). However, the study further showed that *makeup intensity* had a significant effect on the covariate "the flight attendant would use flattery to get ahead" (*sincerity*), which is in line with what was mentioned earlier in the paper by Kellie et al. (2021), and Rudman and Mescher (2012) who claim that a woman wearing heavier makeup is seen as having lower moral standards. Previous research regarding *brand evaluation* and the appearance of employees claimed that appearance should have an effect on customers' perception of a brand, however, these studies mostly focused on clothing (Shao et al., 2014;

Pounders et al., 2015; Tu et al., 2011). The goal of this study was to find similar results concerning makeup, however there was no overwhelming evidence for either hypothesis 1 or 2 and any evidence that was found indicated a direct relationship between *makeup intensity* and *brand evaluation*, rather than through the mediation of *hiding emotion*.

6.2 Managerial Implications

Drawing from the findings of this study, there is some evidence that perhaps makeup intensity does have an effect on brand evaluation, however this evidence is not overwhelming. This could mean that being well-groomed is enough to guarantee customer satisfaction with the appearance of an employee (this is also supported by previous research (Workman and Johnson, 1991)). Giving employees more freedom in how much makeup they would want to wear could improve employee satisfaction metrics and create a more comfortable environment for them. A happy employee who has more freedom in the workplace might be more content with their position and might perform better. Furthermore, certain airlines such as United Airlines have opted for a new policy that allows for more freedom of expression, with simple guidelines such as wearing “natural looking” makeup (Puckett, 2021). AerLingus and Virgin Atlantic do not require their employees to wear makeup at all (Lagrange, 2019), however, according to past research (Nash et al., 2016; Dion et al., 1972; Cash et al., 1989; Etcoff et al., 2011) that wearing makeup makes women more attractive and therefore likable. Wang and Lang (2019) also state that when an employee has aesthetically pleasing appearance and has a pleasant interaction with the customer a deeper “bond” is formed between the employee and the customer. Therefore, requiring flight attendants to wear makeup, whether it is heavy or light will only benefit the brand based on past research and the results of this paper.

7. Limitations

There are a number of limitations to this paper. To begin with, even though this probably did not lead to significant alterations within the data, none of the variables passed the normality tests that were carried out. Second of all, the sample could have benefitted from more participants. Initially it had 134 respondents but a significant amount of data was missing from many of them, therefore only 105 responses were used for data analysis. The variables used to measure *hiding emotion* might have not captured what was meant to be measured (see methodology section for variables used). Most of the variables were taken from IPIP and even though they measure personality traits it is not certain if they measure perception of these traits as accurately as well. Using more direct questions such as “the flight attendant is hiding her emotions” or “the flight attendant is masking how she truly feels” could potentially have been more effective variables for capturing *emotional hiding*. Additionally, significantly more women partook in this study, a more equal gender representation could have been beneficial and perhaps resulted in a more accurate exploratory analysis. Furthermore, despite the sample being relatively diverse, it consisted mostly of participants from Western and Eastern European countries. A sample containing participants from Asian, Middle Eastern or African countries, would have created more diversity in the sample.

One of the most crucial drawbacks of the study is that the model for the makeup looks was the author of this paper, therefore most of the participants of the survey knew her personally, so judgment could have been slightly skewed and biased. Additionally the pictures taken were done in an “ideal” lighting setting, but in a realistic setting lighting would have been different and possibly then the answers to the survey could have been different. Perhaps what could have resulted in a more “realistic” scenario, was instead of providing a picture and script of the transgression, to show the participants of the study a video of the scenario. Of course, a field

experiment would be even more ideal (which should not be limited to flight attendants). Furthermore, only one scenario was shown to participants of the study as having more would have been complex, however it would have been interesting to see if instead of a transgression there was an alternative, positive or neutral scenario in the study. Also, it could have been insightful to put both of the makeup looks at the end of the survey and ask participants of the survey which of the makeup look they preferred, this could have led to more managerial insights into what kind of makeup looks people would like to see. Finally, maybe the study could have potentially used an additional level of makeup, where the model is not wearing any makeup.

8. Future Research Recommendations

Even though this specific study did not find significant evidence for its hypotheses, there are a few suggestions that can be made for potential future research.

As mentioned earlier, the sample was lacking Asian, Middle Eastern and African Representation. However, from a managerial perspective it would be practical to look at whether *makeup intensity* would have a stronger, more significant effect on brand image, as many Asian and Middle Eastern Airlines require their flight attendants to wear bright lipstick and eyeliner (Silberman, 2018). It would be important to see if there is a difference in the attitude towards makeup between cultures as airlines, (especially airlines flying intercontinentally) can adapt according to local preferences. A more diverse sample could reveal cultural differences that were previously unexplored.

Another potential topic that could be explored is not the *intensity* of the makeup, but rather the *uniformity* of it. Wang and Lang (2019) assert that the way employees dress increases “employee-brand congruence” which creates a more enjoyable interaction for the customers, and makes them more aesthetically pleasing. This in turn deepens the bond between customers and employees and has the potential to make customers more committed to a brand (Wang and Lang,

2019). This, however, has not been tested with makeup alone, it would be fascinating to see how a uniform makeup look would affect brand evaluation. However, some researchers, such as Pounders et al. (2015), claim that when employees wear uniforms (and therefore look alike), the customers could find it hard to relate to them. It would be interesting to explore a similar topic using cosmetics and different makeup looks, and investigate if customers find it harder to identify with the employee when their makeup looks the same. There is also an option to explore whether sameness in makeup would further increase the effects measured with uniforms (possibly, make it even more difficult to relate to them).

Additionally, even if *makeup intensity* did not affect *brand evaluation* through *hiding emotion*, there are other mediators to consider that could actually lead to such a conclusion. For instance, it would be interesting to conduct a mediation analysis using the mediator such as social motivation (similar to the mediator used in Wand and Lang's 2019 study). Another interesting concept could be emotional contagion (similar to what mentioned in the study carried out by Zhang et al. (2021) and if that has an effect on *brand evaluation*. *Sincerity* was a variable that seemed to have shown significance in the study, therefore it would be interesting to theorize whether heavy makeup would cause an employee to be seen as insincere and therefore damage *brand evaluation*.

List of References

Aaker, J. (1997). Dimensions of Brand Personality. *Journal Of Marketing Research*, 34(3), 347-356. doi: 10.1177/002224379703400304

Argyle, M. (1975). *Bodily Communication* (1st ed.). London: Methuen.

Bernard, P., Content, J., Servais, L., Wollast, R., & Gervais, S. (2020). An Initial Test of the Cosmetics Dehumanization Hypothesis: Heavy Makeup Diminishes Attributions of Humanness-Related Traits to Women. *Sex Roles*, 83(5-6), 315-327. doi: 10.1007/s11199-019-01115-y

Berry, L. (2000). Cultivating Service Brand Equity. *Journal Of The Academy Of Marketing Science*, 28(1), 128-137. doi: 10.1177/0092070300281012

Cash, T., Dawson, K., Davis, P., Bowen, M., & Galumbeck, C. (1989). Effects of Cosmetics Use on the Physical Attractiveness and Body Image of American College Women. *The Journal Of Social Psychology*, 129(3), 349-355. doi: 10.1080/00224545.1989.9712051

Comfort, W., Nunes de Andrade, B., Wingenbach, T., Causeur, D., & Boggio, P. (2021). Supplemental Material for Implicit Responses in the Judgment of Attractiveness in Faces With Differing Levels of Makeup. *Psychology Of Aesthetics, Creativity, And The Arts*. doi: 10.1037/aca0000408.supp

Das, G. (2016). Influence of salespersons' nonverbal communication cues on consumer shopping behaviour. *Journal Of Retailing And Consumer Services*, 24(3), 199-206. doi: 10.1016/j.jretconser.2016.02.009

Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2005). Does brand trust matter to brand equity?. *Journal Of Product & Brand Management*, 14(3), 187-196. doi: 10.1108/10610420510601058

DeVellis, R.F. (2003). *Scale development: Theory and applications* (2nd edn). Thousand Oaks, California: Sage.

Dion, K., Berscheid, E., & Walster, E. (1972). What is beautiful is good. Retrieved 19 September 2021, from

Djukic, I. (2021). Wearing Makeup at Work: Negotiating Grooming Standards in the Workplace (A Roundtable Discussion for Curious Employees). *Dalhousie Journal Of Legal Studies*, 30(5). Retrieved from

<https://digitalcommons.schulichlaw.dal.ca/cgi/viewcontent.cgi?article=1426&context=djls>

Erkmen, E., & Hancer, M. (2015). “Do your internal branding efforts measure up?”. *International Journal Of Contemporary Hospitality Management*, 27(5), 878-895. doi: 10.1108/ijchm-10-2013-0442

Etcoff, N., Stock, S., Haley, L., Vickery, S., & House, D. (2011). Cosmetics as a Feature of the Extended Human Phenotype: Modulation of the Perception of Biologically Important Facial Signals. *Plos ONE*, 6(10), e25656. doi: 10.1371/journal.pone.0025656

Ghasemi, A., & Zahediasl, S. (2012). Normality Tests for Statistical Analysis: A Guide for Non-Statisticians. *International Journal Of Endocrinology And Metabolism*, 10(2), 486-489. doi: 10.5812/ijem.3505

Giri, V. (2009). Nonverbal Communication Theories. *Encyclopedia Of Communication Theory*. doi: 10.4135/9781412959384.n262

Guéguen, N., & Jacob, C. (2012). Lipstick and tipping behavior: When red lipstick enhances waitresses tips. *International Journal Of Hospitality Management*, 31(4), 1333-1335. doi: 10.1016/j.ijhm.2012.03.012

Hayes, A. (2015). An Index and Test of Linear Moderated Mediation. *Multivariate Behavioral Research*, 50(1), 1-22. doi: 10.1080/00273171.2014.962683

Henkel, A., Boegershausen, J., Hoegg, J., Aquino, K., & Lemmink, J. (2018). Discounting Humanity: When Consumers are Price Conscious, Employees Appear Less Human. *Journal Of Consumer Psychology*, 28(2), 272-292. doi: 10.1002/jcpy.1023

International Personality Item Pool. (2001a). Retrieved 17 October 2021, from <http://ipip.ori.org/>

Publications that Employ the IPIP. (2001b). Retrieved 17 November 2021, from <https://ipip.ori.org/newPublications.htm>

Jacob, C., Guéguen, N., Boulbry, G., & Ardiccioni, R. (2010). Waitresses' facial cosmetics and tipping: A field experiment. *International Journal Of Hospitality Management*, 29(1), 188-190. doi: 10.1016/j.ijhm.2009.04.003

Kellie, D., Blake, K., & Brooks, R. (2021). Behind the makeup: The effects of cosmetics on women's self-objectification, and their objectification by others. *European Journal Of Social Psychology*. doi: 10.1002/ejsp.2767

Korichi, R., Pelle-De-Queral, D., Gazano, G., & Aubert, A. (2008). Why women use makeup: Implication of psychological traits in makeup functions. *International Journal Of Cosmetic Science*, 31(2), 156-157. doi: 10.1111/j.1468-2494.2008.00452_3.x

Lagrange, K. (2019). Why Airline Beauty Standards Are Still Stuck in the Past. Retrieved 28 November 2021, from <https://www.cntraveler.com/story/why-flight-attendant-uniforms-and-airline-beauty-standards-are-still-stuck-in-the-past>

Lee, Y., & Park, H. (2018). A Study on the Effect of Nonverbal Communication of Airline's Flight Crew on Customer Attitudes. *Journal Of Distribution Science*, 16(7), 17-24. doi: 10.15722/jds.16.7.201807.17

McColl, R., & Truong, Y. (2013). The Effects of Facial Attractiveness and Gender on Customer Evaluations during a Web-Video Sales Encounter. *Journal Of Personal Selling & Sales Management*, 33(1), 117-128. doi: 10.2753/pss0885-3134330110

Mileva, V., Jones, A., Russell, R., & Little, A. (2016). Sex Differences in the Perceived Dominance and Prestige of Women With and Without Cosmetics. *Perception*, 45(10), 1166-1183. doi: 10.1177/0301006616652053

Mishra, P., Singh, U., Pandey, C., Mishra, P., & Pandey, G. (2019). Application of student's t-test, analysis of variance, and covariance. *Annals Of Cardiac Anaesthesia*, 22(4), 407. doi: 10.4103/aca.aca_94_19

Mulhern, R., Fieldman, G., Hussey, T., Leveque, J., & Pineau, P. (2003). Do cosmetics enhance female Caucasian facial attractiveness?. *International Journal Of Cosmetic Science*, 25(4), 199-205. doi: 10.1046/j.1467-2494.2003.00188.x

Nash, R., Fieldman, G., Hussey, T., Lévêque, J., & Pineau, P. (2006). Cosmetics: They Influence More Than Caucasian Female Facial Attractiveness. *Journal Of Applied Social Psychology*, 36(2), 493-504. doi: 10.1111/j.0021-9029.2006.00016.x

Nickson, D., Warhurst, C., & Dutton, E. (2005). The importance of attitude and appearance in the service encounter in retail and hospitality. *Managing Service Quality: An International Journal*, 15(2), 195-208. doi: 10.1108/09604520510585370

Nickson, D. P., Warhurst, C., Witz, A., & Cullen, A. M. (2001). The importance of being aesthetic: work, employment and service organization. In *Customer Service: Empowerment and Entrapment* 170-190.

Pallant, J. (2011). *SPSS Survival Manual: A step by step guide to data analysis using the SPSS program*. Crows Nest, NSW: Allen & Unwin.

Patzer, G. (1983). Source credibility as a function of communicator physical attractiveness. *Journal Of Business Research*, 11(2), 229-241. doi: 10.1016/0148-2963(83)90030-9

Pounders, K., Babin, B., & Close, A. (2015). All the same to me: outcomes of aesthetic labor performed by frontline service providers. *Journal Of The Academy Of Marketing Science*, 43(6), 670-693. doi: 10.1007/s11747-014-0407-4

Puckett, J. (2021). United Airlines Is Relaxing Makeup and Tattoo Rules for Flight Attendants. Retrieved 19 September 2021, from <https://www.cntraveler.com/story/united-airlines-is-relaxing-makeup-and-tattoo-rules-for-flight-attendants>

Quereshi, M., & Kay, J. (1986). PHYSICAL ATTRACTIVENESS, AGE, AND SEX AS DETERMINANTS OF REACTIONS TO RESUMES. *Social Behavior and Personality*, 14(1), 103-112, Retrieved 19 September 2021, doi: 10.2224/sbp.1986.14.1.103

Robertson, J., Fieldman, G., & Hussey, T. (2008). “Who wears Cosmetics?” Individual Differences and their Relationship with Cosmetic Usage. *Individual Differences Research*, 6(1), 38-56.

Rudman, L., & Mescher, K. (2012). Of Animals and Objects. *Personality And Social Psychology Bulletin*, 38(6), 734-746. doi: 10.1177/0146167212436401

Samper, A., Yang, L., & Daniels, M. (2017). Beauty, Effort, and Misrepresentation: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences. *Journal Of Consumer Research*, 45(1), 126-147. doi: 10.1093/jcr/ucx116

Shao, C., Baker, J., & Wagner, J. (2004). The effects of appropriateness of service contact personnel dress on customer expectations of service quality and purchase intention. *Journal Of Business Research*, 57(10), 1164-1176. doi: 10.1016/s0148-2963(02)00326-0

Silberman, L. (2018). 12 Shocking Secrets From a First Class Emirates Flight Attendant. Retrieved 19 September 2021, from <https://www.townandcountrymag.com/leisure/travel-guide/a14437409/emirates-flight-attendant-secrets-guidelines/>

Tsui, P. (2019). Besides Taste! A Study of Customers' Visual Perception on Service Contact Personnel. *International Journal Of Research In Tourism And Hospitality*, 5(1). doi: 10.20431/2455-0043.0501002

Tu, Y., Yeh, R., Chuang, N., Chen, T., & Hu, S. (2011). Effects of Employees' Uniform on Company Image and Employees' Self-perceptions and Customers' Perceptions. *Asia Pacific Journal Of Tourism Research*, 16(6), 635-648. doi: 10.1080/10941665.2011.610149

Wang, Y., & Lang, C. (2019). Service employee dress: Effects on employee-customer interactions and customer-brand relationship at full-service restaurants. *Journal Of Retailing And Consumer Services*, 50, 1-9. doi: 10.1016/j.jretconser.2019.04.011

Wentzel, D. (2009). The effect of employee behavior on brand personality impressions and brand attitudes. *Journal Of The Academy Of Marketing Science*, 37(3), 359-374. doi: 10.1007/s11747-009-0140-6

Wilson, R., & Eckel, C. (2006). Judging a Book by its Cover: Beauty and Expectations in the Trust Game. *Political Research Quarterly*, 59(2), 189-202. doi: 10.1177/106591290605900202

Wong, J., & Penner, A. (2016). Gender and the returns to attractiveness. *Research In Social Stratification And Mobility*, 44, 113-123. doi: 10.1016/j.rssm.2016.04.002

Workman, J., & Johnson, K. (1991). The Role of Cosmetics in Impression Formation. *Clothing And Textiles Research Journal*, 10(1), 63-67. doi: 10.1177/0887302x9101000109

Zhang, L., Chen, W., Liu, M., Ou, Y., Xu, E., & Hu, P. (2021). Light makeup decreases receivers' negative emotional experience. *Scientific Reports*, 11(1). doi: 10.1038/s41598-021-03129-7

Zhang, L., Wu, J., Chen, H., & Nguyen, B. (2020). Does one bad apple ruin a firm's green brand image? Examining frontline service employees' environmentally irresponsible behaviors. *European Journal Of Marketing*, 54(10), 2501-2521. doi: 10.1108/ejm-11-2019-0844

Appendices

Appendix 1: Survey

Acknowledgment

PLEASE READ ALL OF THE FOLLOWING VERY CAREFULLY BEFORE AGREEING TO PARTICIPATE

You must be at least 18 years old to participate in this research

Researcher: Xenia Kadar (NOVA SBE).

Purpose: This survey is the basis for a Master Thesis on beauty and brand perceptions, as part of the International Master in Management at Nova School of Business and Economics in Lisbon, Portugal.

Tasks: In this task, you will be shown a scenario. Please read it carefully and imagine yourself in this scenario. Next, you will be asked a few questions about this scenario.

Duration Task: Approximately 7 minutes.

Risks: There are no obvious risks in participating in this research.

Voluntary participation: Your participation in this study is purely voluntary, and you may withdraw your participation or your data at any time without any penalty to you.

Anonymity: We will never ask for your name or your identity and it will not be paired with your data. Results may include summary data, but your data is completely anonymous. There are no right or wrong answers.

DATA INFORMATION

Data controller: Xenia Kadar

Data processing: Personal data will be processed by the data controller and may be shared with NOVA School of Business and Economics. The data controller is, therefore, responsible for the processing of the personal data, according to all definitions and provisions present in GDPR (General Data Protection Regulation). Your data will NOT be part of any automated decision-making process concerning you, nor will it be used to profile you. The data you are providing via this survey is anonymous at all times—your name and personal information are NEVER associated with your data. The data controller(s) will store and analyse data on password protected computers accessible only by the researchers. The data controllers may

also share anonymous data online on public data repositories indefinitely. These repositories are accessible by anyone. The purpose of this is to guarantee open science practices in the public interest, and the advancement of transparent scientific process. This public data will not identify you nor will your name appear anywhere in relation to this study.

Rights: You have the right to access, rectify, delete, restrict processing of, obtain and reuse, and object to the processing of your data, by emailing the data controller(s). You will receive an answer within one month from the moment you submit your request. You must be aware that in specific cases (e.g., for valid legal reasons) we might not be able to comply with your request.

In case your data rights are violated, you have the right to lodge a complaint:

Data protection officer: dpo@unl.pt.

Portuguese National Data Protection Commission at <https://www.cnpd.pt/>

If you have any questions about this research session, you may contact Xenia Kadar (44110@novasbe.pt)

Would you like to participate in this study?

☐ Yes

☐ No

Background

Imagine, you are flying from Lisbon to Las Vegas using TracyM Airlines, an airline with a similar positioning to KLM and AirFrance. You are very excited for your trip, however the trip will take about 17 hours, with a 4 hour layover in JFK Airport, New York City. Your flight leaves at 8:35am and you finally arrive at JFK after a 8 hour flight.

After your 4 hour layover you finally board the plane, but then they announce that due to a technical difficulty your flight will only be able to leave in 2 hours and you have to stay on the plane during this wait. Passengers, including you, are growing impatient. You request some food, because you were expecting to be eating by this time and

you are extremely hungry as it is dinner time in the Lisbon timezone. The flight attendant, Katia, approaches you.

Block 4.1 - Scenario Light Make-up

Pictured below is your flight attendant Katia. Please take a minute to observe her.



Block 4.2 - Scenario Heavy Make-up

Pictured below is your flight attendant Katia. Please take a minute to observe her.



After Katia approaches, this is the conversation you have with her. Please read it carefully.

Flight Attendant: Good afternoon, my name is Katia, how can I help you?

You: Hi there, I was wondering if I could order some food?

Flight Attendant: Unfortunately we are not allowed to serve food at this time as it is not permitted due to protocol, sorry.

You: But I haven't eaten in hours and we were supposed to have been served by now, not a big deal!

Flight Attendant: I understand, but it is a requirement for all guests to be seated at their seats and we are not allowed to serve food due to safety precautions and protocol.

You: But why is me having my meal now instead of later a "danger" to this flight?

Flight Attendant: Unfortunately, that is not an option right now.

You: But I have been waiting for hours to get on this flight and now I have to wait even longer? And I can't even have any food? Do you even understand how unacceptable that is? I will *never* fly with TracyM Airlines again, this is preposterous.

Flight Attendant: I understand, but we cannot make exceptions at this time. The protocols are in place to keep all our passengers and cabin crew safe. I'm afraid I cannot provide you with this service at the moment. We are very sorry for the inconvenience.

You: Fine. But never flying with this airline again.

Flight Attendant: I am very sorry and thank you for understanding.

Please evaluate and answer the following questions about TracyM Airlines. On a scale of 1 - 7 (1 - strongly disagree; 7 - strongly agree)

	1	2	3	4	5	6	7
TracyM Airlines is a good airline							
I have a positive attitude towards TracyM Airlines							
I regard TracyM Airlines as a company with desirable attributes							
I like TracyM Airlines							
I find TracyM Airlines to be a favourable airline							
I believe that the cabin crew of TracyM Airlines is professional							
I believe that the cabin crew of TracyM Airlines puts the customers first							
I believe that the cabin crew of TracyM Airlines is trustworthy							
I believe that the TracyM Airlines is a reliable/safe airline							

Please answer the following question about your flight attendant, Katia. On a scale of 1 - 7 (1 - strongly disagree; 7 - strongly agree)

	1	2	3	4	5	6	7
The flight attendant exercises self- restraint over desires, emotions, or impulses							
The flight attendant is not easily bothered by things							
The flight attendant gets stressed out easily							
The flight attendant gets easily overwhelmed by emotions							
The flight attendant is being polite							

Please answer the following question about your flight attendant, Katia. On a scale of 1 - 7 (1 - strongly disagree; 7 - strongly agree)

	1	2	3	4	5	6	7
The flight attendant is a professional							
The flight attendant is true to her own values							
The flight attendant follows through on her commitments							
The flight attendant pays attention to details							
The flight attendant likes order							
The flight attendant would use flattery to get ahead							
The flight attendant is wearing a lot of make-up							
The flight attendant is friendly							
The flight attendant is competent							
I think the flight attendant is attractive							

Thank you, your response has been recorded. Please answer the following questions

How old are you?

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

What is your highest level of education?

- ☐ No education
- ☐ High school
- ☐ Some university classes
- ☐ Bachelors or equivalent
- ☐ Masters or equivalent
- ☐ Doctoral or equivalent
- ☐ Other

Where are you from?

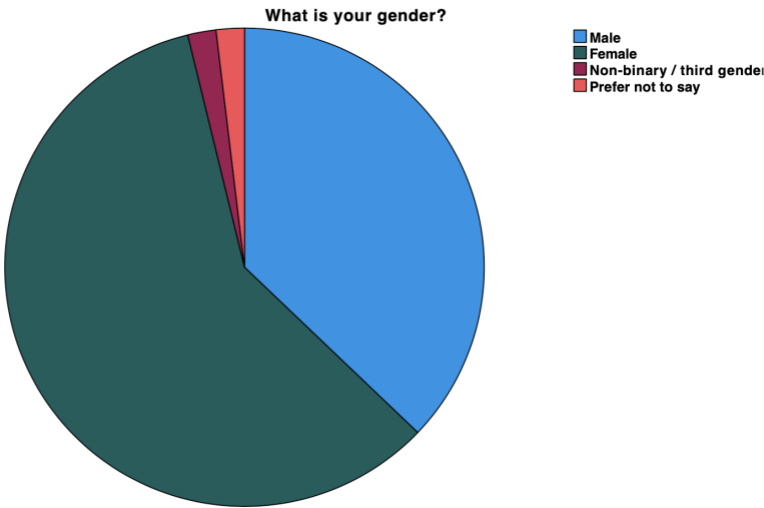
What is your employment status?

- ☐ Unemployed
- ☐ Student
- ☐ Full-time
- ☐ Part-time

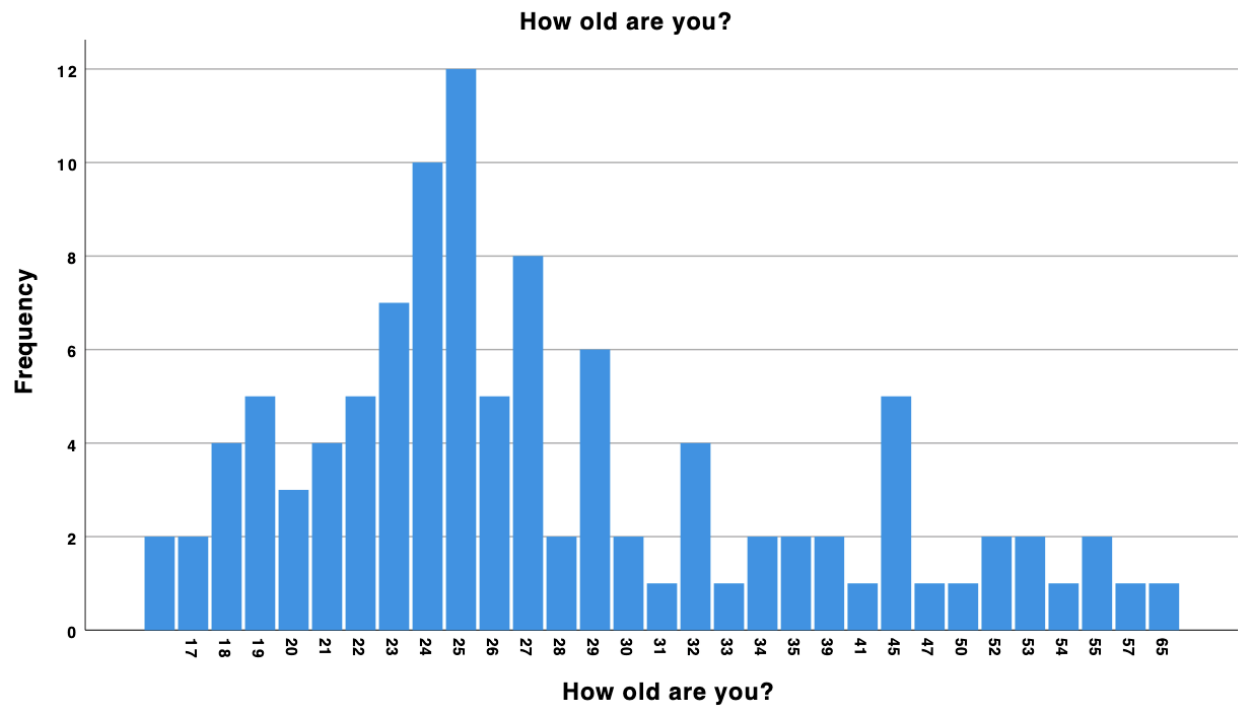
Sample Statistics

Appendix 2: Sample Statistics - Gender

What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	39	36.8	37.1	37.1
	Female	62	58.5	59.0	96.2
	Non-binary / third gender	2	1.9	1.9	98.1
	Prefer not to say	2	1.9	1.9	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		



Appendix 3: Sample Statistics - Age



Appendix 4: Sample Statistics - Nationality

List of Countries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Austria	1	.9	1.0	1.0
	Belarus	2	1.9	1.9	2.9
	Belgium	1	.9	1.0	3.9
	Canada	4	3.8	3.9	7.8
	Egypt	2	1.9	1.9	9.7
	France	1	.9	1.0	10.7
	Georgia	2	1.9	1.9	12.6
	Germany	4	3.8	3.9	16.5
	Honduras	1	.9	1.0	17.5
	Hungary	34	32.1	33.0	50.5
	Ireland	4	3.8	3.9	54.4
	Lao People's Democratic Republic	1	.9	1.0	55.3
	Latvia	1	.9	1.0	56.3
	Namibia	1	.9	1.0	57.3
	Netherlands	4	3.8	3.9	61.2
	Portugal	3	2.8	2.9	64.1
	Republic of Moldova	1	.9	1.0	65.0
	Romania	3	2.8	2.9	68.0
	Russian Federation	21	19.8	20.4	88.3
	Sweden	1	.9	1.0	89.3
	Tuvalu	1	.9	1.0	90.3
	Ukraine	2	1.9	1.9	92.2
	United Kingdom of Great Britain and Northern Ireland	2	1.9	1.9	94.2
	United States of America	6	5.7	5.8	100.0
	Total	103	97.2	100.0	

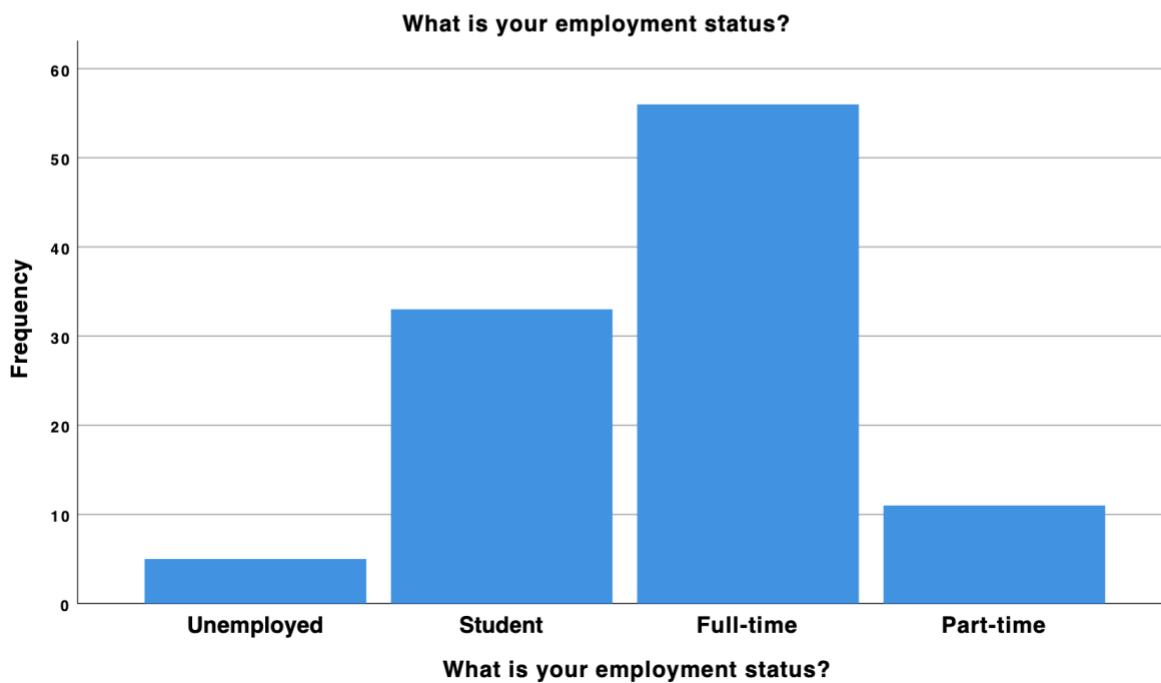
What is your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	12	11.3	11.4	11.4
	Some university classes	12	11.3	11.4	22.9
	Bachelors or equivalent	36	34.0	34.3	57.1
	Masters or equivalent	35	33.0	33.3	90.5
	Doctoral or equivalent	6	5.7	5.7	96.2
	Other	4	3.8	3.8	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		

Appendix 6: Sample Statistics - Employment Status

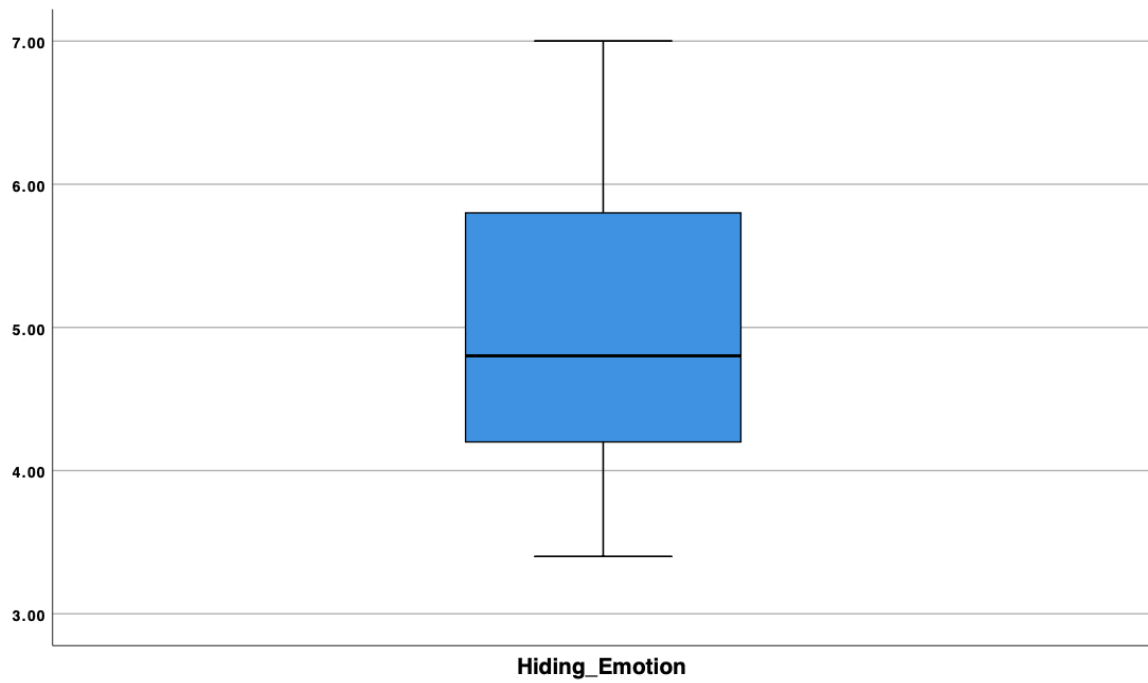
What is your employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	5	4.7	4.8	4.8
	Student	33	31.1	31.4	36.2
	Full-time	56	52.8	53.3	89.5
	Part-time	11	10.4	10.5	100.0
	Total	105	99.1	100.0	
Missing	System	1	.9		
Total		106	100.0		

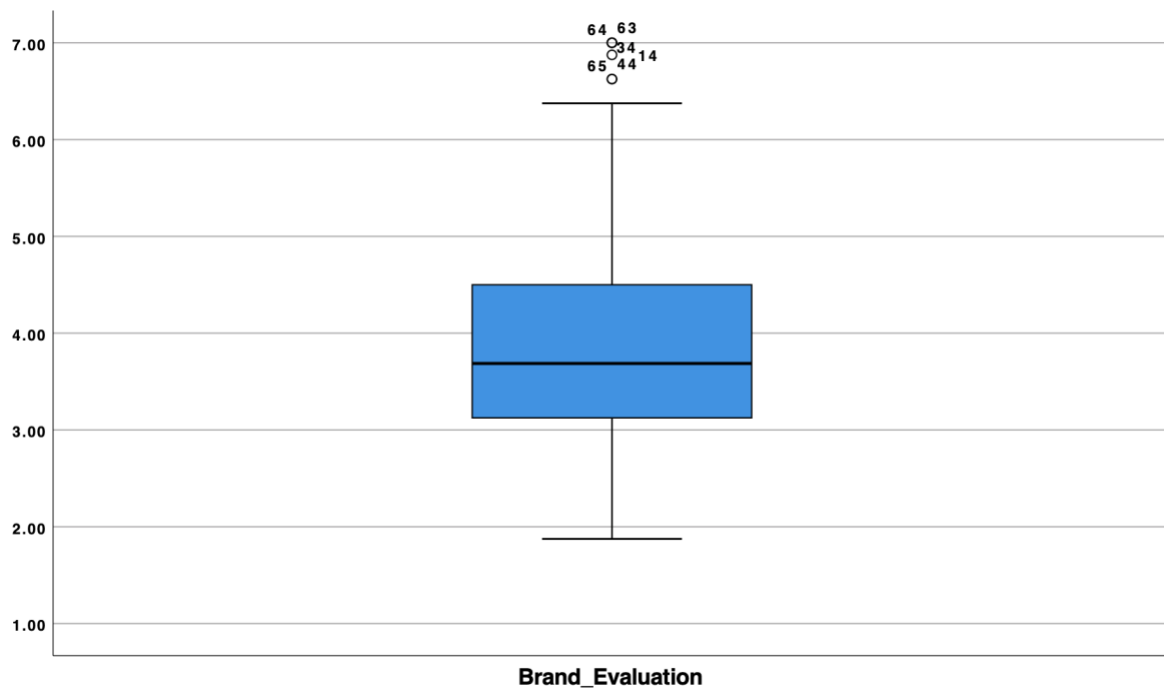


Analysis

Appendix 7: Outlier Analysis - Hiding Emotion



Appendix 8: Outlier Analysis - Brand Evaluation



Appendix 9: Reliability of Scales - Hiding Emotion

Reliability Statistics

Cronbach's Alpha	N of Items
.814	5

Appendix 10: Reliability of Scales - Brand Evaluation

Reliability Statistics

Cronbach's Alpha	N of Items
.948	9

Appendix 11: Manipulation Check

Group Statistics					
	LightHeavy0	N	Mean	Std. Deviation	Std. Error Mean
The flight attendant is wearing a lot of make-up	Light Makeup	52	3.0962	1.38987	.19274
	Heavy Makeup	49	5.4286	1.55456	.22208

Independent Samples Test									
Levene's Test for Equality of Variances				t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
The flight attendant is wearing a lot of make-up	Equal variances assumed	.324	.570	-7.958	99	.000	-2.33242	.29307	-2.91394 -1.75090
	Equal variances not assumed			-7.932	96.183	.000	-2.33242	.29406	-2.91610 -1.74874

Appendix 12: Normality Test - Hiding Emotion

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Hiding_Emotion	.104	97	.011	.944	97	.000

a. Lilliefors Significance Correction

Appendix 13: Normality Test - Brand Evaluation

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brand_Evaluation	.131	98	.000	.931	98	.000

a. Lilliefors Significance Correction

Appendix 14: Independent T-test

Group Statistics

	MakeupLevel	N	Mean	Std. Deviation	Std. Error Mean
Brand_Evaluation	Light Makeup	51	4.0049	1.25448	.17566
	Heavy Makeup	47	3.8537	1.21816	.17769
Hiding_Emotion	Light Makeup	51	5.0745	1.19730	.16766
	Heavy Makeup	46	5.0000	.91409	.13477

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Brand_Evaluation	Equal variances assumed	.362	.549	.604	96	.547	.15118	.25016	-.34539	.64775
	Equal variances not assumed			.605	95.729	.547	.15118	.24986	-.34481	.64716
Hiding_Emotion	Equal variances assumed	7.098	.009	.342	95	.733	.07451	.21808	-.35844	.50746
	Equal variances not assumed			.346	92.556	.730	.07451	.21511	-.35269	.50171

Independent Samples Effect Sizes

		Standardized ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Brand_Evaluation	Cohen's d	1.23721	.122	-.275	.519
	Hedges' correction	1.24698	.121	-.273	.514
	Glass's delta	1.21816	.124	-.274	.521
Hiding_Emotion	Cohen's d	1.07251	.069	-.329	.468
	Hedges' correction	1.08107	.069	-.327	.464
	Glass's delta	.91409	.082	-.318	.480

a. The denominator used in estimating the effect sizes.
 Cohen's d uses the pooled standard deviation.
 Hedges' correction uses the pooled standard deviation, plus a correction factor.
 Glass's delta uses the sample standard deviation of the control group.

Appendix 15: Hayes Process Model 4 Mediation Analysis

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : BRANDEV
X : MAKEUPL
M : EMOTIONH

Sample
Size: 94

OUTCOME VARIABLE:
EMOTIONH

Model Summary							
	R	R-sq	MSE	F	df1	df2	
P	.0503	.0025	1.1570	.2330	1.0000	92.0000	.63
04							

Model						
	coeff	se	t	p	LLCI	ULCI
constant	4.9867	.1603	31.0998	.0000	4.6682	5.3051
MAKEUPL	.1072	.2221	.4827	.6304	-.3339	.5483

OUTCOME VARIABLE:
BRANDEV

Model Summary							
	R	R-sq	MSE	F	df1	df2	
P	.3885	.1509	1.2807	8.0892	2.0000	91.0000	.00
06							

Model						
	coeff	se	t	p	LLCI	ULCI
constant	1.6499	.5724	2.8823	.0049	.5129	2.7869
MAKEUPL	.2190	.2340	.9361	.3517	-.2457	.6837
EMOTIONH	.4234	.1097	3.8598	.0002	.2055	.6413

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
BRANDEV

Model Summary

	R	R-sq	MSE	F	df1	df2	
P	.1093	.0119	1.4741	1.1124	1.0000	92.0000	.29
43							

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.7611	.1810	20.7805	.0000	3.4016	4.1206
MAKEUPL	.2644	.2507	1.0547	.2943	-.2335	.7623

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
.2644	.2507	1.0547	.2943	-.2335	.7623

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.2190	.2340	.9361	.3517	-.2457	.6837

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
EMOTIONH	.0454	.0963	-.1356	.2532

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

Appendix 16: ANCOVA - Brand Evaluation

Between-Subjects Factors

	Value Label	N
MakeupLevel	0 Heavy Makeup	44
	1 Light Makeup	48

Descriptive Statistics

Dependent Variable: Brand_Evaluation

MakeupLevel	Mean	Std. Deviation	N
Heavy Makeup	3.7045	1.07058	44
Light Makeup	4.0313	1.28243	48
Total	3.8750	1.19077	92

Tests of Between-Subjects Effects

Dependent Variable: Brand_Evaluation

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	74.926 ^a	8	9.366	14.367	.000
Intercept	.061	1	.061	.094	.760
professionalism	.133	1	.133	.205	.652
integrity	6.550	1	6.550	10.049	.002
sincerity	5.985	1	5.985	9.181	.003
friendliness	.857	1	.857	1.314	.255
competency	6.671	1	6.671	10.234	.002
attractiveness	1.592	1	1.592	2.442	.122
organizationcomb	3.763	1	3.763	5.773	.019
MAKEUPL	2.679	1	2.679	4.110	.046
Error	54.105	83	.652		
Total	1510.469	92			
Corrected Total	129.031	91			

a. R Squared = .581 (Adjusted R Squared = .540)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Brand_Evaluation

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
3.867 ^a	.084	3.700	4.035

a. Covariates appearing in the model are evaluated at the following values: The flight attendant is a professional = 5.1304, The flight attendant is true to her own values = 4.3478, The flight attendant would use flattery to get ahead = 3.9674, The flight attendant is friendly = 4.90217, The flight attendant is competent = 4.9239, I think the flight attendant is attractive = 5.2065, organizationcomb = 4.6304.

2. MakeupLevel

Dependent Variable: Brand_Evaluation

MakeupLevel	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Heavy Makeup	3.687 ^a	.125	3.437	3.936
Light Makeup	4.048 ^a	.120	3.809	4.286

a. Covariates appearing in the model are evaluated at the following values: The flight attendant is a professional = 5.1304, The flight attendant is true to her own values = 4.3478, The flight attendant would use flattery to get ahead = 3.9674, The flight attendant is friendly = 4.90217, The flight attendant is competent = 4.9239, I think the flight attendant is attractive = 5.2065, organizationcomb = 4.6304.

Appendix 17: ANCOVA - Hiding Emotion

Between-Subjects Factors

		Value Label	N
MakeupLevel	0	Heavy Makeup	44
	1	Light Makeup	49

Descriptive Statistics

Dependent Variable: Hiding_Emotion

MakeupLevel	Mean	Std. Deviation	N
Heavy Makeup	4.9545	.90771	44
Light Makeup	5.0327	1.19885	49
Total	4.9957	1.06607	93

Tests of Between-Subjects Effects

Dependent Variable: Hiding_Emotion

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	60.185 ^a	8	7.523	14.242	.000
Intercept	26.902	1	26.902	50.926	.000
professionalism	10.591	1	10.591	20.049	.000
integrity	.031	1	.031	.059	.809
sincerity	5.512	1	5.512	10.434	.002
friendliness	.250	1	.250	.473	.493
competency	2.074	1	2.074	3.926	.051
attractiveness	.159	1	.159	.301	.584
organizationcomb	.001	1	.001	.001	.972
MAKEUPL	.007	1	.007	.014	.908
Error	44.373	84	.528		
Total	2425.560	93			
Corrected Total	104.558	92			

a. R Squared = .576 (Adjusted R Squared = .535)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Hiding_Emotion

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
4.995 ^a	.075	4.845	5.145

a. Covariates appearing in the model are evaluated at the following values: The flight attendant is a professional = 5.0968, The flight attendant is true to her own values = 4.3548, The flight attendant would use flattery to get ahead = 3.9355, The flight attendant is friendly = 4.91398, The flight attendant is competent = 4.9247, I think the flight attendant is attractive = 5.2151, organizationcomb = 4.6201.

2. MakeupLevel

Dependent Variable: Hiding_Emotion

MakeupLevel	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Heavy Makeup	4.986 ^a	.113	4.762	5.210
Light Makeup	5.004 ^a	.107	4.792	5.216

a. Covariates appearing in the model are evaluated at the following values: The flight attendant is a professional = 5.0968, The flight attendant is true to her own values = 4.3548, The flight attendant would use flattery to get ahead = 3.9355, The flight attendant is friendly = 4.91398, The flight attendant is competent = 4.9247, I think the flight attendant is attractive = 5.2151, organizationcomb = 4.6201.

Appendix 18: T-Test - Covariates

➔ T-Test

Group Statistics					
	MakeupLevel	N	Mean	Std. Deviation	Std. Error Mean
Brand_Evaluation	Light Makeup	51	4.0049	1.25448	.17566
	Heavy Makeup	47	3.8537	1.21816	.17769
Hiding_Emotion	Light Makeup	51	5.0745	1.19730	.16766
	Heavy Makeup	46	5.0000	.91409	.13477
The flight attendant is a professional	Light Makeup	55	5.1273	1.62224	.21874
	Heavy Makeup	50	5.3800	1.48310	.20974
The flight attendant is true to her own values	Light Makeup	53	4.3208	1.41113	.19383
	Heavy Makeup	48	4.3542	1.39130	.20082
The flight attendant pays attention to details	Light Makeup	53	4.2830	1.41934	.19496
	Heavy Makeup	50	4.1000	1.44632	.20454
The flight attendant would use flattery to get ahead	Light Makeup	50	3.6200	1.27600	.18045
	Heavy Makeup	47	4.3617	1.43596	.20946
The flight attendant is friendly	Light Makeup	53	4.84906	1.446431	.198683
	Heavy Makeup	50	4.84000	1.360672	.192428
The flight attendant is competent	Light Makeup	54	5.0741	1.49024	.20280
	Heavy Makeup	50	4.9600	1.17734	.16650
I think the flight attendant is attractive	Light Makeup	53	5.2075	1.48529	.20402
	Heavy Makeup	50	5.1600	1.51671	.21450

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand_Evaluation	Equal variances assumed	.362	.549	.604	96	.547	.15118	.25016	-.34539	.64775
	Equal variances not assumed			.605	95.729	.547	.15118	.24986	-.34481	.64716
Hiding_Emotion	Equal variances assumed	7.098	.009	.342	95	.733	.07451	.21808	-.35844	.50746
	Equal variances not assumed			.346	92.556	.730	.07451	.21511	-.35269	.50171
The flight attendant is a professional	Equal variances assumed	1.436	.233	-.830	103	.408	-.25273	.30436	-.85635	.35089
	Equal variances not assumed			-.834	102.996	.406	-.25273	.30305	-.85376	.34830
The flight attendant is true to her own values	Equal variances assumed	.001	.970	-.120	99	.905	-.03341	.27930	-.58761	.52078
	Equal variances not assumed			-.120	98.273	.905	-.03341	.27910	-.58727	.52044
The flight attendant pays attention to details	Equal variances assumed	.091	.764	.648	101	.518	.18302	.28241	-.37722	.74325
	Equal variances not assumed			.648	100.394	.519	.18302	.28257	-.37757	.74360
The flight attendant would use flattery to get ahead	Equal variances assumed	.688	.409	-2.693	95	.008	-.74170	.27546	-1.28855	-.19485
	Equal variances not assumed			-2.683	92.031	.009	-.74170	.27647	-1.29079	-.19261
The flight attendant is friendly	Equal variances assumed	.074	.786	.033	101	.974	.009057	.277089	-.540614	.558728
	Equal variances not assumed			.033	100.999	.974	.009057	.276592	-.539628	.557741
The flight attendant is competent	Equal variances assumed	7.106	.009	.431	102	.667	.11407	.26476	-.41107	.63922
	Equal variances not assumed			.435	99.589	.665	.11407	.26239	-.40653	.63468
I think the flight attendant is attractive	Equal variances assumed	.005	.947	.161	101	.873	.04755	.29585	-.53933	.63443
	Equal variances not assumed			.161	100.362	.873	.04755	.29603	-.53974	.63483

Independent Samples Effect Sizes

		Standardizera	Point Estimate	95% Confidence Interval	
				Lower	Upper
Brand_Evaluation	Cohen's d	1.23721	.122	-.275	.519
	Hedges' correction	1.24698	.121	-.273	.514
	Glass's delta	1.21816	.124	-.274	.521
Hiding_Emotion	Cohen's d	1.07251	.069	-.329	.468
	Hedges' correction	1.08107	.069	-.327	.464
	Glass's delta	.91409	.082	-.318	.480
The flight attendant is a professional	Cohen's d	1.55760	-.162	-.545	.222
	Hedges' correction	1.56905	-.161	-.541	.220
	Glass's delta	1.48310	-.170	-.554	.215
The flight attendant is true to her own values	Cohen's d	1.40175	-.024	-.414	.367
	Hedges' correction	1.41249	-.024	-.411	.364
	Glass's delta	1.39130	-.024	-.414	.367
The flight attendant pays attention to details	Cohen's d	1.43249	.128	-.259	.514
	Hedges' correction	1.44324	.127	-.257	.510
	Glass's delta	1.44632	.127	-.261	.513
The flight attendant would use flattery to get ahead	Cohen's d	1.35581	-.547	-.951	-.140
	Hedges' correction	1.36663	-.543	-.944	-.139
	Glass's delta	1.43596	-.517	-.926	-.102
The flight attendant is friendly	Cohen's d	1.405479	.006	-.380	.393
	Hedges' correction	1.416024	.006	-.377	.390
	Glass's delta	1.360672	.007	-.380	.393
The flight attendant is competent	Cohen's d	1.34901	.085	-.300	.469
	Hedges' correction	1.35904	.084	-.298	.466
	Glass's delta	1.17734	.097	-.289	.482
I think the flight attendant is attractive	Cohen's d	1.50062	.032	-.355	.418
	Hedges' correction	1.51188	.031	-.352	.415
	Glass's delta	1.51671	.031	-.355	.418

- a. The denominator used in estimating the effect sizes.
 Cohen's d uses the pooled standard deviation.
 Hedges' correction uses the pooled standard deviation, plus a correction factor.
 Glass's delta uses the sample standard deviation of the control group.

Appendix 19: Two-Way Anova - Hiding Emotion

Between-Subjects Factors

		Value Label	N
MakeupLevel	0	Heavy Makeup	46
	1	Light Makeup	51
Gender	1	Male	37
	2	Female	59
	4	Prefer not to say	1

Descriptive Statistics

Dependent Variable: Hiding_Emotion

MakeupLevel	Gender	Mean	Std. Deviation	N
Heavy Makeup	Male	4.8727	.85867	22
	Female	5.1167	.96534	24
	Total	5.0000	.91409	46
Light Makeup	Male	5.6933	1.22560	15
	Female	4.8171	1.11816	35
	Prefer not to say	4.8000	.	1
	Total	5.0745	1.19730	51
Total	Male	5.2054	1.08678	37
	Female	4.9390	1.06042	59
	Prefer not to say	4.8000	.	1
	Total	5.0392	1.06757	97

Tests of Between-Subjects Effects

Dependent Variable: Hiding_Emotion

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8.955 ^a	4	2.239	2.050	.094
Intercept	346.900	1	346.900	317.699	.000
MakeupLevel	1.489	1	1.489	1.364	.246
Gender	2.340	2	1.170	1.072	.347
MakeupLevel * Gender	6.880	1	6.880	6.301	.014
Error	100.456	92	1.092		
Total	2572.560	97			
Corrected Total	109.411	96			

a. R Squared = .082 (Adjusted R Squared = .042)

Appendix 20: Two-Way Anova - Brand Evaluation

Between-Subjects Factors

		Value Label	N
Light1Heavy0	0	Heavy Makeup	47
	1	Light Makeup	51
What is your gender?	1	Male	37
	2	Female	59
	4	Prefer not to say	2

Descriptive Statistics

Dependent Variable: Brand_Evaluation

Light1Heavy0	What is your gender?	Mean	Std. Deviation	N
Heavy Makeup	Male	3.9130	1.34652	23
	Female	3.6739	.95028	23
	Prefer not to say	6.6250	.	1
	Total	3.8537	1.21816	47
Light Makeup	Male	4.5714	1.48204	14
	Female	3.7326	1.06199	36
	Prefer not to say	5.8750	.	1
	Total	4.0049	1.25448	51
Total	Male	4.1622	1.41632	37
	Female	3.7097	1.01190	59
	Prefer not to say	6.2500	.53033	2
	Total	3.9324	1.23316	98

Tests of Between-Subjects Effects

Dependent Variable: Brand_Evaluation

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	19.723 ^a	5	3.945	2.840	.020
Intercept	368.705	1	368.705	265.458	.000
MAKEUPL	.000	1	.000	.000	.985
Gender	16.961	2	8.480	6.106	.003
MAKEUPL * Gender	2.459	2	1.229	.885	.416
Error	127.783	92	1.389		
Total	1662.953	98			
Corrected Total	147.505	97			

a. R Squared = .134 (Adjusted R Squared = .087)