

# Analysis of Current Status and Demand of College Students' External Image-building Capacity

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**Abstract**—The paper is aimed to understand the external image-building capacity and current demand status of college students, and explores the path to improve image-building capacity. The self-complied questionnaires are issued via wjx.cn, and analyzed via wjx.cn and SPSS21.0 statistical software. This paper carries out in-depth interview with some students, and digs out information that is difficult to acquire by questionnaires in a deeper level. According to the analysis result, college students are of uneven external image-building capacities, and are deficient in the cognition and capacity of cosmetics. Image consumption is inclined to online purchasing, and most living expenses are spent to buy clothes, skin-care products and cosmetics. College students have strong demand for image-building capacity but fail to be met on schedule. Therefore, it is necessary to adopt multiple approaches to improve the external image-building capacity of college students including arouse the cognition of beauty, return to self-exploration, change the concept of consumption, purchase rationally and perfect aesthetic education channel of the school.

**Keywords**—Image-building; Demand; Return to yourself; Aesthetic education

## I. INTRODUCTION

A famous American psychologist called Aubert Myra Bien did a research, and found out that an individual's impression can be approximately divided into three parts, and 55% will be decided by your appearance, including clothes, looks, hair styles, and body shape; 38% will be decided by tone& manner, standing, sitting and walking postures as well as gestures, etc.; Only 7% contents are what we want to express. Therefore, we can easily find out that, external image plays a critical role in forming the first impression on an individual. College students are in the phase of transiting from juveniles to adults, which is the key phase of forming strong self-awareness and self-identification, and cultivating self-confidence. College students are still in the phase of transiting from campus to the society, so it is a critical phase to build a professional image and social image [1-2]. A good image can create opportunities for us in life, social contacts, and work. However, on the contrary, we can often see the tragedies of losing opportunities because of unqualified images.

## II. OBJECTS AND METHODS

### A. Research Objects

Students ranging from different majors in Grade1-Grade 4 of Jiangxi University of Traditional Chinese Medicine were subject to online investigation via wjx.cn, and a total of 140 questionnaires were collected from 4 grades, including 133 effective questionnaires and 95% effective recycling rate. Among the investigation objects, there were 27 boys (20.3%) and 106 girls (79.7%).

### B. Research Contents and Methods

Self-compiled questionnaires include four parts of contents: Basic information about the individual, image-building capacity [3], current status of image consumption, image demand and meeting conditions. Meanwhile, the task group also had an in-depth interview with most college students, to understand relevant conditions.

### C. Investigation Programs and Data Processing

It has issued questionnaires via wjx.cn, carried out random investigation, and marked answering requirements in the questionnaire. The data collected were initially processed by wjx.cn, while partial correlation analysis adopted SPSS21.0 statistical software for analysis.

## III. INVESTIGATION RESULT

### A. Image-building Capacity

Image-building and management capacity is not only a gift, but also a capacity that can be acquired by learning. Each student has different gifts and endeavors, so people are of different image-building capacities.

Among 133 students receiving the investigation, students with or without makeup (including makeup and dressing) habits can basically occupy a half. Among these students, students who can clearly understand, have a certain understanding and don't understand their suitable dressing styles can respectively occupy about 20%, 50% and above 20%. Comparatively speaking [4], college students showed a rather low understanding degree about their own appearance, and about a half student expressed no understanding, while only 14.29% expressed clear understanding.

**B. Current Status of Image Consumption**

Image consumption refers to the consumption activity of an individual to maintain its own external image, and includes purchasing clothes, ornaments, skin-care products, cosmetics and beauty-care products, cosmetic plastic surgery and health maintenance.

*1) Image Consumption Contents*

After entering college, most students start to have the sense of beauty, and gradually increase their expenditures in image-building. According to the investigation data, students' daily expenditures are ranked as diet, clothes, shoes and hat, skin-care products and cosmetics [5], amusement and recreation, etc. It is easy to find out that, except for food cost, college students spend bigger ratio of living expenses in external image-building. 36.84% students spend 11-20% living expenses to

buy clothes, while 19.55% students spend up to 21-30%. The consumption ratio of skin-care products is slightly lower than that of cosmetics, and above 40% students will spend about 10% living expenses to buy skin-care products, while 30% students will spend about 20% to buy skin-care products. Consumption conditions about skin-care products and cosmetics are similar.

*2) Consumption Level*

Investigation shows that, most students' living expenses are focused on below RMB 1,500. The ratio of students with RMB 1,000 below, RMB 1,001-1,500 and above RMB 3,000 can occupy 38.35%, 41.35% and only 3.76% respectively. (Refer to Figure 1 for details) When being asked of the resources of living expenses, most students are supported by their parents, while others will increase their living expenses by part-time jobs, scholarship, etc.

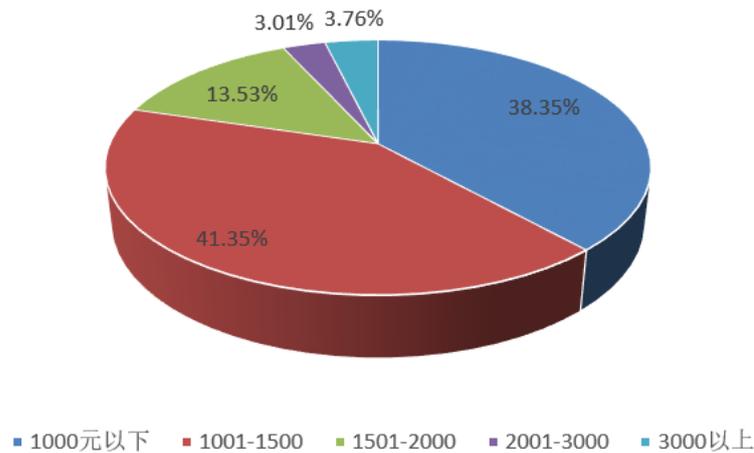


Fig. 1. Current Status about the Living Expenses of College Students per Month

*3) Consumption Pattern*

The rise of internet has provided convenience to shopping, and as current students are mostly post-00s. As the native network, they are used to meeting their shopping demands via online shopping, including WeChat purchasing agents. Store consumption is still a shopping mode for college students, but the degree of promotion is far lower than online shopping.

asking friends for help, and learning from shopping guides in stores respectively. When being asked whether schools had the approach to learn image management capacity, many students expressed that there were relevant optional courses online, so they selected such courses but found out the lack in field interaction in the watching process. Besides, such courses are theories-oriented, and are little disappointed in it. The learning contents are also limited. Except for optional courses, schools don't have professional image management knowledge transmission platforms.

**IV. IMAGE-BUILDING DEMANDS AND MEETING CONDITIONS**

*A. Current Status of the Image-building Demands*

When being asked whether they wanted to know about themselves by professional learning, and understand their suitable styles, 73.68% students said yes, while 21.05% students expressed uncertainty. 95.24% students expressed that they wanted to know about their self-image and transform, especially costume matching capacity and makeup capacity.

*B. Meeting Conditions of Image-building Demands*

When being asked about the approach to acquire dressing and makeup knowledge, answers for the two questions were similar, including software (such as Little Red Book, Taobao, Microblog, and WeChat Official Account), watching videos,

**V. DISCUSSION**

*A. Self-understanding is the First Step to Realize Self-image Management*

The precondition of self-image management is to understand yourself, and your suitable styles. Fashion trend varies per year, and if purple is the popular color of the year, you can see almost everyone has a purple cloth in the school, but if velvet skirts are popular in the season, you can also see velvet skirts everywhere on campus, which may even become school uniforms. For the same cloth in the same color, different people may show different effects, and if may be good for others, but not suitable for you. The reason is simple, we are

different in skin colors, body shapes, temperaments, personalities, so our suitable cloths and makeup can be different. We can only lose ourselves by blindly following the trend. The precondition to realize self-image management is to understand yourself and return to yourself.

*B. College Students have a Strong Demand for Image-building, but Fail to be Timely Met*

College students are mostly in the age of about 18-20, and are quite young. Especially after they are liberated from the depression of high school study, emotions, etc. Both boys and girls have a strong demand for beauty, and start to pay attention to their self-image, and realized that external image and internal image are important parts of self-image, and will influence the quality of social qualification. However, since our school is insufficient in aesthetic education, it is difficult for many students to get scientific guidance, and they can only rely on their own scattered study to make up for the knowledge gap, and the effect isn't ideal.

*C. Image-building Requires Professional Guidance, with Obvious Peer Learning Effect*

Aesthetic education is a work with strong specialty, and requires systematic professional knowledge reserves, but few people can truly possess such capacity. If college students want to improve their own self-image building capacity on a solid base, it requires the guidance of professional teachers. Meanwhile, practical aesthetics are strong, and the theoretical knowledge mastered in classrooms require repeated field practices after class. Peer learning should be introduced at this time, so students can help each other and jointly make progress. The effect is more obvious than pure individual learning.

*D. Schools are Lack of Aesthetic Education Courses and Platforms*

Individual image is the collection of internal image and external image. External image refers to the status of a person's appearance, posture, clothes, behaviors and other aspects; Internal image refers to the status of a person's inner world, including the status of ideal, morals, sentiment and other aspects. Internal image is what we advocate in the first place, but it can only be shown based on external image, vice versa. Under the influence of traditional Chinese culture, no matter it is family education or school education, we emphasize more on the importance of inner beauty, but neglect how to express outer beauty. Some schools have opened etiquette courses, to help students realize the importance of appearance and manners, and teach people etiquette standards. But such courses are often theories-oriented, and opened for few classes only. The image-building contents involved thereby are mostly professional images, and neglected the most basic role of college students, and overemphasized on the role of social people after graduating from college and taking the job. Except for that, no matter it is lecture activities or social activities, few contents are related to external image-building and management, so students lack in channels to accept systematic study and realize self-image management.

## VI. ENLIGHTENMENT

Beauty is a gift, and also a capacity. On the road to beauty, we need to be self-conscious and work hard, and also need to get help from external environment.

*A. Arouse the Cognition of Beauty, and Return to Self-exploration*

The current society is a diversified society full of changes. People pursue personality and self-expression. External image beauty is more important than any era as individual expression language. In the communication process between the task group and the investigation objects, it is found that some people think that self-image isn't important. They think there is no need to pay special attention to what you wear as long as you are happy. It is right to pursue happiness, but while we are living in the society, it is necessary to dress suitably based on the season, occasion and time, then transmit the information we want to express to the opposite party correctly.

Everyone is unique, and different in thousands of ways, so when you blindly follow the trend, and imitate others, you may gain ludicrous effect and make people laugh. There are many diagnostic tools of color styles, such as CMB color diagnosis. Color cloth can be used to judge the type and style of a person, then find out suitable dressing styles, color and makeup color. Return to self-exploration, give consideration to popularity and never lose yourself.

*B. Change the Concept of Consumption and Purchase Rationally*

Most college students don't have the capacity to feed themselves, so most of their living expenses are supported by their parents, and are below RMB 1,500 per month, so we should study on how to make rational use of living expenses. Many students will buy clothes they like, but not suitable for them out of impulse, then leave it in idle after using for one to two times. It is not only a loss of personal properties, but also a waste of resources, and a burden to earth. Try to change the consumption concept, and stop regarding whether you like it or not as the only standard to judge, consider more whether you need it and whether it is suitable for you, spend money rationally, and buy the right stuff for you. Believe in "less is more", and use basic models to get different styles.

*C. Perfect Aesthetic Education Channel of the School*

As the main front for college students' education, schools should adopt multiple approaches at the same time from campus culture construction to platform erection, and course construction, and should be engaged in improving the image-building capacity of college students. First of all, campus culture should emphasize on and guide positive and healthy personal image, improve the aesthetic consciousness of college students and guide them to understand the significance of personal image. Build "three-in-one" teaching mode that combines theoretical study, practice and training, classroom teaching and after-class activities, internal cultivation and external image-building. Secondly, it is to include image management targets in the talent cultivation plan, open relevant courses, formulate course standard, encourage school teachers

to apply for "golden courses" of high-quality image-building, and truly build it into a practical course that can improve the image-building capacity of college students. Thirdly, it is to give full play to the effect of the second classroom, build a platform for students to study and communicate, invite industrial experts to the campus, and provide guidance in person.

## VII. CONCLUSION

As a kind of self-expression, external image can convey the ideas and temperament of an individual. A good image can increase confidence and create values. It is a required course for all college students to master external image-building capacity and an important step to realize professional role transition.

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