

Comparison of Work Ethics between a Beautician and College Students Majoring in Beauty Treatment

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Abstract. The main purpose of this investigation is to observe the differences of the work ethics between professional beauticians and college students majoring in beauty art, and to provide a school-work linked educational plan that all schools should strengthen. The social and familiar acknowledgement were shown to be more positive for the skin care workers than for the students majoring in skin beauty. The satisfaction of life acknowledged by the individual, the satisfaction of work, and the happiness were also higher. The desire of accomplishment and self-efficacy were also higher for the workers of the skin care management. The factors that lower the work ethics are the sense of belonging, sense of duty, the position of work, job dedication, and perception to professionalism were all higher in the workers than the students. The results were still positive, and the training system that is proper for the pride and that helps improve the professional skills is necessary.

Keywords: work ethics, beautician, college students majoring in beauty

1 Introduction

Various industries in the field of service are arising and many more people are interested in the quality of life, beauty, and leisure, as the income level of our society heightens. Skin care is a part of the beauty industry that is very competitive for its aesthetic and craftsmanship. Skin care settled to be a professional job as women's social activity and income level increase after the industrial revolution in the 19th century in America and as the public interest on beauty increases. (Hwang S. O., 2008). Business related to skin care is especially a highly valued industry for fusing of the cosmetics and management with cultural business. (Kim Y. S., 2012)

Beauty art business is a typical type of service business with people, and its characteristics of repetitive work, unstraight position, physical and mental labor due to extreme hours of work, and long hours of meeting with the customers expose the workers into emotional labor. (Pack, S. H, 2013)

Furthermore, beauty art business recently advanced from simple customer meeting and technology providing into professional and segmentalized service and marketing

for the customers. (Lee, H. Y, 2011). Additionally, the industry is expanding into franchise business, making the individual worker's image directly correlate with the company's image. Therefore, the company trains the workers in all aspects, including physical appearance, attire, behavior, language, and a manual of responding to different situations, (Seo, J, W, 2009) making the emotional labor worse.

The satisfaction rate of the job is high compared to other service types of businesses, due to its financial stability and the evaluation of the professional field. (Ha Sun Hui, 2009) However, the job can be unsatisfactory in the aspect of social status, because the beauty art business is still considered a 'low class' job. (Shin Ye Jin, 2005)

The aspects of satisfactory job are: whether or not an individual can demonstrate his or her ability and interest to its fullest, whether or not an appropriate distribution of work is accomplished, and whether or not the workers have a good relationship with each other. These aspects are related to an attainment of profit of the group as well as an individual's quality of life and value realization. (Lee Hyun Joo, 2009)

Likewise, individual work ethic at a human service place is an important factor that affects the negative and the positive aspects such as work stress, job satisfaction, and job identity. At a rapidly changing society, the values change, and the types of jobs are more variously segmentalized and professionalized, and this phenomenon shows the college students to consider their major and career path seriously. To nurture oneself into this social phenomenon, one must choose his or her career path based on his or her ability and environment and also his or her interest. (R. R. Lee, 2011) However, the students of South Korea do not consider their values and interests enough and only care about the public recognition or their grades when choosing their majors. (Choi Young Jae and others, 2014)

Therefore, comparing the unclear work ethics the students have to the actual scene is necessary when choosing their majors.

Therefore, the main purpose of this investigation is to observe the differences of the work ethics between professional beauticians and college students majoring in beauty art, and to provide a school-work linked educational plan that all schools should strengthen. Through this, the necessary effort that is needed to grow a talent that is applicable to a specific situation will be portrayed.

The objective questions to achieve this investigation are as follow:

First, how are the work ethics of professional beauticians?

Second, how are the work ethics of college students majoring in beauty art?

Third, what are the differences of the two types of work ethics, and the improvement plan at the educational scene.

2 Theoretical Background

2.1. Area of Skin Care

The field of skin care is separated into an individual service business, and it is defined to consult with a customer, analyze the skin and provide a service with beauty tools

and make up products at a sanitary environment to manage the skin. Also, beauticians work at a spa, skin care shop (astatic), and at a dermatologist. They also extend to a cosmetic marker, or a beauty related business.

As the society diversifies and the individuality is considered important, a society where self-promotion is common is created and the public interest is focused on clean skin and attractive appearance, magnifying the importance of skin care. Self-esteem and the efficiency of work increase, the personality gets brighter, and the emotional condition gets stable with clean skin, helping to get a positive mindset with comfortability, stability, and relaxation. (Korean United YWCA, 1987)

Skin care now connotes the meaning of an increase in quality of life through a fulfillment of the desire of beauty. It is essential to improve one's beauty problems depending on the skin type, maintain a healthy skin, and restore a healthier skin on a damaged skin. (Park Mi Sun, 2004)

The beautician is who keeps a beautiful and healthy skin, and makes one look younger by managing the skin. However, a beautician is described to be someone who disposes various beauty problems. (Shin Ye Jin, 2005)

Beauticians are who provide a comprehensive instructions to maintain the beauty that has been constructed with massaging techniques, technology, and beauty products. Beauticians should also be able to control a customer's daily life by her skin type. (Park Mi Sun, 2004)

Beauticians are professionals who do human services, that are exposed to emotional pressure and labor to satisfy the customers. Therefore, an efficient human resource administration is important because it takes longer than other areas and the ratio of human resource is larger in the beauty art business than the one of other areas.

2.2 Work Ethics

Job is a very important part of one's life, and also an important factor of social development. Workers' behaviors and beliefs have an important role in efficiently completing their work. (Han Yoo Sun, 2012) This is because the organization effectiveness is shown differently depending on the level of work ethics. (Yoon Suk Jung, 2015)

According to the Korean Pyojun Dictionary (2004), the definition of work ethics are total meaning of values, behavior and moral codes of the workers. (Park Dong Yul and others, 2006) However, the word work ethics are used separately from ethics and values. (Han Sang Geun, 2002) Work ethics is when one recognizes his or herself professionalism and focus on his work, with pride in his job. (Choi Min, 2005)

Williams defined the work ethics as a special usage of general values and as ideal thought that an individual has on his or her job. Various other scholars also define work ethics as "judgment of work" or "mental behavior on work," and try to deduct the work ethics out of an individual's behavior. Therefore, work ethics are a mental behavior or values an individual possesses and a general consciousness about the job that is dominated by a certain generation in society. Also, work ethics are not absolute but have different aspects depending on the age and the generation. The fact that the work ethics can change depending on the situation has an important meaning socially. (Van Fleet & Albness, 1982)

The more positive the work ethics are, the higher the job satisfaction rate, (Park Ok Shin, 2011, No Yeong Su, 2012 and Han Yu Sun 2012), and the work ethics have an effect on the decision of changing jobs, (Kim Kwang Woong, 2010, Lee Ji Hye, 2011, and Song Mi Ji, 2013), and the work ethics higher the success of the group. (Choi Yun Sook, 2004) Work ethics in the field of skin care are using all of an individual's knowledge and skills to provide customers the best of quality. (Jeon Seung Shin, 2008) Therefore, the effort of a beautician individually is needed, but more importantly, the change in the recognition of the job, the rewards, and the working environment should happen in order to maintain its work ethics as a professional. (Mun Sun hee, 2013)

3 Method of Study

3.1 Research Participants and Study Overview

The study was performed by collecting surveys from Esthetician Students in Busan Universities and Beauticians from beauty salons. During the months of September and October of 2015. Researchers visited classrooms and beauty salons to explain the purpose of the study before distributing surveys to the participants. Some surveys were collected on the spot by researchers, and the rest were mailed back to the institution. A total of 200 surveys were distributed, 00 surveys were omitted due to inappropriate answers.

3.2 Study Procedures

The surveys used in the study to measure work ethics were based on a survey created by Lee Soon Kwon(2015) and Sun Hee Moon (2015), based on Survey of Work Value(SWV) by Wokkack (1971). Work ethics were evaluated through 6 different characteristics. This includes their sense of a rightful place at work, their motivation to work, their attitude towards work, their commitment to work, their loyalty towards their work, and their professionalism. Survey questions on their ambition and self-efficiency were altered from a study by Yoo Sun Suh (2015). Survey questions on the balance between their personal life and work was extracted from Survey for Work Attitude and Ethics by Korea Research Institute for Vocational Education and Training (KRIVET) (2014). These surveys used a 5 point scale where the higher the point, the more positive it can be concluded as. The results showed the Cronbach's α value to be 0.862, as the values for the subscales for commitment to work, sense of a rightful place at work, and their motivation to work were 0.828. The loyalty towards their work was 0.674, and their attitude towards work was 0.603.

3.3 Analysis and Discussion of the Results

The collected data was analyzed using the SPSS(ver.18.0) statistics program. Frequency analysis depending on each characteristic of study participants was calculated and the reliability of the surveys was tested by calculating the Cronbach α value. The χ^2 -test was used to evaluate the difference between two distributions of awareness levels for each characteristic of the study participants. Then, the calculated values of work ethics were analyzed with the t-test and the ANOVA

4 Results and Conclusion

From these results, the social and familiar acknowledgement were shown to be more positive for the skin care workers than for the students majoring in skin beauty. The satisfaction of life acknowledged by the individual, the satisfaction of work, and the happiness were also higher. The desire of accomplishment and self-efficacy were also higher for the workers of the skin care management. The positivity of the prospect of skin care was high for both the workers and the students, indicating that the view of the skin care field in the modern society is high for both of them. From these results, the social status of skin care field is rising compared to the past, and the fact that the satisfactions of work and life are high is very encouraging. The prospect of the skin care field of the workers was slightly lower than the one of the students. However, the results were still positive, and the training system that is proper for the pride and that helps improve the professional skills is necessary.

The factors that lower the work ethics are the sense of belonging, sense of duty, the position of work, job dedication, and perception to professionalism were all higher in the workers than the students. However, the rate of the work ethics were above average for the students although it was lower than those of the workers.

According to “2010 important bright jobs” by center employment agent, the skincare and body type management were included in the six types of individual service related jobs, implying that the beauty art business nationally is settling to be a professional job. (Choi Woi Suk and others, 2011) The skincare business especially has a strong intangible property compared to other service businesses, and therefore, providing high quality for a high customer satisfaction rate is essential. (Kim Se Mi, 2011) The importance of work ethics are emphasized once again, when it comes to students choosing their job and maintaining it for a high quality service with a high satisfaction rate for the customers.

Work ethics refer to as a value on the job. They are made from working. Various programs are made for the input of work ethics in many schools. However, the programs are made from public standards and are full of ambiguity of the job, rather than cultivation of worth ethics for the practical majoring profession.

Therefore, more correct career path leading programs should be developed and education on work ethics per level should be achieved, to be able to become a successful professional.

The results of the attitude regarding the work ethics show that it is statistically higher for the workers. This is due to the students with high work ethics and view of

the job dedication are employed, but also it indicates that it is necessary to provide them a further detailed vision about the work satisfaction and work ethics and views at the school scene. The directions for the further studies and the limitations of this dissertation are as follow.

First, this investigation was focused on the acknowledgement and work ethics of the students majoring in skin care. However, the next investigations should be able to provide a further detailed and integrated education data by investigating the relations between various modifications such as psychological characteristics and the types of career aptitudes of the college students.

Second, the work ethics of the students were shown to be lower than the workers. Therefore, a program that can cultivate both the maturity of consciousness and work ethics should be developed.

Third, the school-work linked program that can help consistently increase the satisfaction rate after the students advance into the society is needed. This research investigated the work ethics of the students majoring in skin care and the workers of the skin care management. However, further investigations should investigate the work ethics of the general beauty field by extending the field of study to the detailed majors such as skin and hair.

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