

TABLE OF CONTENTS

THESIS APPROVAL SHEET	i
APPROVAL BY EXAMINATION COMMITTEE	ii
DECLARATION	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vi
ABSTRAK	vii
LIST OF TABLES	xi
LIST OF FIGURES	xii
CHAPTER ONE	1
INTRODUCTION	1
RESEARCH QUESTIONS	7
OBJECTIVES OF THE STUDY	8
SIGNIFICANCE OF THE STUDY	8
Theoretical Significance	8
Practical Significance	8
MOTIVATION OF THE STUDY	9
CHAPTER TWO	10
LITERATURE REVIEW	10
PREVIOUS STUDIES	10
Beauty beliefs and practices	10
Advertisements	12
Beauty standards in different countries	14
Skin bleaching practices in different countries	15
DEFINITIONS OF CONCEPTS	19
Cosmetics industry influence on propagation of beauty practices	19
Texturism	21
Colorism	22
Extreme Beauty Practices	24
Conceptual Framework	25
Jean Baudrillard’s Theory and Its Assumed Relation to this Research.	26
Pierre Bourdieu Habitus	28

Lewis Sklair Transnational Capitalism	31
CHAPTER THREE.....	33
RESEARCH METHODOLOGY	33
Research Design.....	33
Social Setting.....	33
Google Forms.....	34
In-depth Interviews.....	35
Secondary Data.....	35
DATA ANALYSIS.....	36
Content Analysis	36
Thematic Analysis.....	37
Ethical Considerations	37
CHAPTER FOUR.....	39
THE STIMULANTS OF EXTREME BEAUTY PRACTICES	39
ANALYSIS OF PRIMARY DATA	39
Experiences with colorism	39
Experiences with texturism	42
The Use of Skin Bleaching	45
The Use of Hair Relaxers.....	50
Advertisements of hair relaxers.	54
Advertisements of Skin bleaching products.....	57
DISCUSSION.....	60
Pierre Bourdieu’ Theory of Habitus Link to Findings	63
CHAPTER FIVE.....	66
THE DETRIMENTS OF EXTREME BEAUTY PRACTICES.....	66
ANALYSIS OF SECONDARY DATA	66
Colorism and Texturism discussions on Kenyan Media.....	67
Extreme Beauty Practices in Kenya.....	68
Skin Bleaching Products.....	70
The Risk in Skin Bleaching Products	73
Silicone oil	74
Hydroquinone, Kojic acid, and Butylresorcinol	74
Mercury.....	75

Hair Relaxer Products	75
The Risk of relaxers	78
A Ray of Hope in Kenya's Horizon	80
Baudrillard's Theory Justification from Findings	81
Sklair's Theory of Transnational Capitalism	84
CHAPTER SIX	86
CONCLUSION	86
RECOMMENDATIONS	87
REFERENCE	88

LIST OF TABLES

Table 3. 1 General Characteristics of Respondents	38
Table 3. 2 General Characteristics of In-depth Interview Participants	38
Table 5. 1 Contents on skin bleaching products.....	71
Table 5. 2 Contents of skin bleaching products	72
Table 5. 3 Contents of hair relaxer products	76

LIST OF FIGURES

Figure 2. 1 Conceptual Framework.....	25
Figure 4. 1 Experiences with Colorism.....	41
Figure 4. 2 Experiences with texturism	45
Figure 4. 3 Use of skin bleaching products.....	49
Figure 4. 4 Use of hair relaxers.....	53
Figure 4.5 Hair Relaxer Ad 1 2018	54
Figure 4.6 Hair relaxer advert 2	55
Figure 4.7 Hair relaxer advert 3	56
Figure 4.8 Hair relaxer 4	57
Figure 4.9 Bleaching product advert 1	59
Figure 4.9 1 Lightening product advert 2	59