

The Impact of Social Media on Women's Paths to Cosmetic Enhancement

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Abstract

This study examines the role of social media and social media influencers in shaping self-perceptions and decisions related to cosmetic procedures. It aims to clarify how social media influences the customer's path towards cosmetic enhancements. Interviews with women who had procedures reveal that comparisons to online images negatively affect self-image. Influencers notably affect non-invasive procedure decisions, while invasive ones are influenced by lasting dissatisfaction and familial opinions. However, low self-esteem and comparison with self-edited images play significant roles. Findings contribute to academia, practitioners, and policymakers, shedding light on the multifaceted influences on cosmetic procedure choices.

Subject Areas: *Consumer Behavior; Decision-Making; Social Media*