

SOCIAL MEDIA INFLUENCE ON BEAUTY TRENDS

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ABSTRACT

Social media has greatly influenced the changes of beauty in recent years. An increasing number of people resort to such social media platforms as Instagram or YouTube for inspiration in terms of style, hair, or makeup ideas. The purpose of this research is to prove the vast impact of influencers, especially those on Instagram, YouTube, and Tiktok, on the creation, distribution, and result of beauty trends in the modern digital period. Authentic and relatable content from influencer help to bridge the gap between them and their audience.

However, if beauty ideals are unattainable and self-esteem and body image can suffer greatly from constantly seeing meticulously planned content about beautiful women. Given the global reach of social media, there is also the problem of culture appropriation. The study highlights the complex relationship between beauty trends and social media. This calls for investigations into models that promote healthier beauty standards, responsible content creation; and a more inclusive representation of beauty on these networks.

Key words: Social network, fashion trends, ideal looks, the age of digitization, power

INTRODUCTION

Social media is a multi-faceted tool that has changed our daily lives forever, and now it is a part of us, affecting our behavior, connections, and decision-making in real time. This is an area in which social media has had probably the most impressive influence, namely the beauty custom. Makeup tutorials, skincare routines and other beauty suggestions which are now easily accessible on social media platform are coincidentally the options where many people tend to look for the new ideas or advice. New social media trendier has stimulated the equal power for beauty standards and getting multiple voices to share their opinions and perspectives, it has changed the media board to not only something owned by traditional outlets.

It is one of the fundamental drivers that leads in the ever-growing significance of social media regarding beauty trends by the immensity of internet celebrity's endorsements. Nowadays, the so-called beauty gurus as well as micro-celebrities are being more respected and adored by social media users. In other words, these people would become the persons to rely on and try to emulate when it comes to the industry of beauty. They would make their advice, suggestions, and demonstration of the beauty products through which consumer buying behavior will get affected while they will also get the beauty trends.

Moreover, the traditional roles of social media as a hub in which there is no variance between the consumers and brand are now commingling. What use to be an advantage of traditional marketing, namely to differentiate the brands through the media channels, now is overcome by social media, which provide an opportunity for brands to play on a level accessible for most audiences and build a strong relationship in a more personal way. It is a matter of fact that customers are empowered through social media at two levels. The first one arises in the form of them pushing forward their own opinions publicly or making comments about products and services and which consequently can affect manufacturers' future projects.

Overall, social media platforms also keep people in touch with world trends in the fashion industry through other users sharing and uploading of fashion trends with a great rapidness and involvement that could not be anywhere else achieved. Individuals can acquire, display and pass along any new trend in cosmetology thus providing more avenues and speedy means where people can acquire and use then trend on a daily basis. Social media which is now the most used form of media, has an accessibility that is simple and shareable alongside it is one of the major drivers of this extraordinary beauty travelling trend scene.

LITERATURE REVIEW

Chae (2017) looked into the reasons of manipulating selfies on the influential social media platforms and effects of the same. Its finding were that photographing selfies in line with the beauty ideals boosted body dissatisfaction and facial frustration among users.

An article written by Rousseau et al. (2017) examined the mutual indirect connection between using a Facebook FB platform as a passive user, social comparison on Facebook, and adolescents' body dissatisfaction. The data showed that people who passively engaged with Facebook for a prolonged period suffered from unhappiness with their bodies due to upward comparison.

Khusroo and Hussain (2018) used a preliminary study approach to analyze how prioritized social media had influenced the body image among young adults in Malaysia. However, the research indicates that social media fosters attempts to attain perfection of appearance and ease with self in the particular societal context.

Mokshadita Choudhury and Minta Harriden (2019) focused on the influence of social media exposure to idealized body images on body dissatisfaction and eating disorders of young people. The report indicated that body dissatisfaction, weight internalization, and disordered eating were all commonly linked to social media use, specifically for girls aged between 13 to 25 years.

Maiano (2021) carried out studies on the meta-analysis last year to explain the link between social media usage and body image disparity. In response to this study, the researchers found social media use highly associated with higher internalization of appearance ideals and body dissatisfaction.

Chang, Kaviya, and Kim (2022) conducts the systematic review of young adults body image disturbance in which social media factors are considered. The assessment exposed a reinforcement of social media-engagement and unsatisfaction or thinness-internalization along with beauty-ideals and disordered-eating behaviors, mostly among the teen-age girls.

METHODOLOGY

This study uses a mixed-method approach. This is used to systematically analyses how social media is changing the beauty standards. It applies a sequential explanatory design, where the methodological blend of different techniques (quantitative and qualitative) is applied across two phases.

In the numeric stage, the survey developed to measure social media use patterns, the beauty trends popularity and their influence on the consumer's behavior will be absolutely clear and clean. By using stratified random sampling, the chance to fully represent society in terms of gender, ethnicity, age, class, and so on, will be raised. Through the disciplines of regression analysis and factor analysis used in the large data sets, patterns and correlations in between social media exposure and beauty trend adoption will be unraveled, which way shortens the mystery of the link.

Here, in the context of the qualitative study, authors will interview and hold a focus group with participants selected for the purpose of the study. These sessions should unpack the personal journey within that beauty content on social networks even further, showing motivations, emotions and experiences. With purposive sampling that provide diversity in participants this type of study gets stronger validity.

Through qualitative research the themes will emerge as a result of thematic analysis, the process of comparisons of the cases, visualizing the main points about how social media impacts beauty perceptions and behaviors. Other than that, analysis of the content of famous social media platforms of varying size and beauty influencers will clearly point out what kind of content is affecting beauty trends.

In general, the research adduces to the existing knowledge on the effects of media on attitudes towards beauty. Its results will be reliable sources for marketers, media platforms, and policy makers, who would be to engage in the ongoing efforts to tackle the issues that arise from social media use in shape and beauty perceptions.

The data collection will be predominantly based on an online survey that will be disseminated through various channels such as the internet platforms, email lists, and social media networks to reach the target population conceivably.

RESULTS & DISCUSSION

The research shows that the social media platforms is particularly influencing the users perspectives of beauty and consumption behavior in the age group of 18-34 years and the respondents include the majority of the users. It was found that the vast majority of subjects who gave the answers follow beauty trendsetters on social Media and buy these products after they saw it promoted on the same platforms.

An impressive number of respondents expressed their agreement or strong agreement that social media platforms have affected their beauty perception among their peers, most of which can be characterized as being realistic or unrealistic for an ordinary person. Accordingly, a number of interviewees perceive a relationship whether its negative or positive, between the beauty content they consume on social media and self-esteem.

The effect of social media does not end at just the perception, since most of the respondents have tried beauty products or were influence treatment based on social media foundation. Influencer demonstrations and product reviews are essential drivers for purchasers who happen upon new beauty products or styles via social networking.

Social respondents find commixture and consistency of aesthetic related content on social media statically moderate implicate a little doubt or suspicion of trustworthiness of such content. But social media also grants more power in terms of the influence it has for constructing beauty standards than did the traditional media.

The research survey shows that the majority of the internet users prefer the posts about the natural beauty on social media platforms, as opposed getting images with the sensational effect of a perfect beauty. Being both an inspiring and sometimes frustrating experience, the most prevalent emotion felt when confronted with beauty content on social media is inspiration, but a respectable section feels dissatisfaction or intimidation.

The findings bring to light the unprecedented role social media plays in achieving beauty standards, shaping purchasing behavior, while in its core it could affect self-image and confidence of the participants, and the danger is higher among the younger audience.

FINDINGS

1. Most of the surveyed group are female, and make up the 18-34 age group, showing that it is comprised of young people with the tendency to be female.
2. Instagram holds the upper hand on considering social media platforms, followed by Facebook and twitter, and mostly all entails beauty.
3. The questionnaire analysis indicates that the majority of respondents follow up on social media and buying beauty products after they are shown a beauty product is influencing them from social media.

4. Most respondents to this question affirm the impact social media has on their view of beauty standards in a way that clearly shows social media's ability to shape people's ideas about beauty.
5. Instagram and YouTube are typically the first social media channels beauty product followers visit. This clearly shows that social media has a tremendously directing effect on buying behaviors of today's consumers.
6. Many users are recognizing the existing of unrealistic beauty standard on social media platforms, as a not small portion perceive this phenomenon, implying that beauty norms on social media tend to be idealized and unattainable.
7. According to responders, 66% of them used a beauty product or treatment on the spot after watching celebrities or their gurus use it on social media, which is another way that social media has an effect on consumer behavior.
8. There is often a moderate level of trust from followers regarding beauty advice or product recommendations by influencers. These revelations clearly expresses that influencer marketing should showcase more transparency and authenticity.
9. It would appear that a overwhelming number of respondents are in support of beauty content which is infused with a touch of reality and is relatable, implying a long lasting want for more realistically represented beauty.
10. A big share of the respondents acknowledge doing this kind of thing as they see others on social media, but it can negatively impact the way they see themselves and what their body image is like.

CONCLUSION

The research study earmarks that the social media platforms play a big role in the way people look down on themselves and how they use the platforms to be influenced on different issues such as beauty and grooming. This mostly happens with the younger generation. Reports demonstrate that the appeal of beauty merchandise on social media like Instagram, Facebook and Twitter is a notable factor that contributes to the development and promotion of new fashions and affirmed preferences of shoppers.

Clearly, it is not an exaggeration to say that for many people only beauty influencers come to their mind when they think about products or treatments for beauty. Moreover, a significant part of the respondents of the study buy the products or try new treatments after watching them on social media. Through these platforms, it is evident that they have so many followers that one can easily be led to focus on certain types of beauty belongings.

Moreover, the investigations revealed how social media could reinforce unrealistic beauty standards among those who use it. A vast amount of subjects admit that the social media has become a good teacher on what beauty means today, while many still express the fear that the foreseeable, unrealistic or unattainable standards that are depicted on these platforms are pursued way too often. Correspondingly, a large number of the people got very many negative self-esteem and body image effects which had been caused by the beauty material they obtain from social media.

It appears that social media has been bringing a loose state to the beauty standards, but the research reveals that there is a lot to be done in the aspect of inclusion and AI content. The audience preferred realistic contents about beauty over heavily edited ones or portrayals of dreamy beauty format which can be considered rather distorting, what makes their answer being that they look for normal and similar images of beauty.

As a result, social media is seen as the pervasive engine that reshapes social standards of beauty, drives consumer preference and may have an effect on the trait of body image or self-esteem of the very young people. And with the platforms growing and growing, they nowadays can no longer be neglected if they are to promote beautiful culture minus any expressions of unfairness and showing all people who they are.

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