

Digital Reflections: Examining Social Media’s Economic Influence On Cosmetic Surgery Choices.

Author

Abstract

Addressing the overgrowing impact of digital platforms among young adults, especially with beauty, this research seeks to find the influence of social media on cosmetic surgery spending. The first chapter introduces the social media’s impact on beauty standards, the rise of new financial behaviour, and highlights the study’s rationale. The second chapter discusses existing theories and literature, such as Social Comparison Theory, with critical views to establish the conceptual framework of the study. Moreover, the study also provides a detailed methodology and shows the effectiveness of implementing a quantitative survey to gather empirical data from 71 respondents. Statistical data via the SPSS method will help to find the connection among social media usage, exposure to influencers, and surgery expenditures, while also highlighting the effects of digital influence over consumer behaviour. The data analysis and findings have primarily commenced with the reliability test, where the Cronbach’s Alpha has confirmed the excellent internal consistency. The descriptive statistics have showcased a general agreement among the respondents regarding the influence of social media. The One-Sample t-tests have indicated that all the predictor variables have been statistically significant. The model summary has come up with the strong explanatory strength. It has shown that more than 55% of the variation regarding consumer spending behaviour would have been attributed to the variables of social media.

Date of Submission: 21-08-2025

Date of Acceptance: 31-08-2025

I. Introduction

Background and Context

The advancement of improved technologies and groundbreaking devices has increased the demand for cosmetic surgery, with procedures such as lip fillers, rhinoplasty, body contouring, and others. As a result, the global cosmetic surgery industry has experienced a significant surge, where the procedures have become a choice of lifestyle, rather than a medical necessity or luxury (Krywuczky & Kleijnen, 2023). The availability and widespread accessibility of invasive and non-invasive treatments like Botox have shifted cultural attitudes toward aesthetic enhancement. According to “The International Society of Aesthetic Plastic Surgery” (ISAPS), the cosmetic surgery industry has seen 19.3% growth in plastic surgery treatments in 2021, with over \$82.5 billion of procedures, and is expected to grow to USD 186.5 billion by 2033 (Figure 1.1.1) (Grand View Research, 2021; Market.us, 2024).

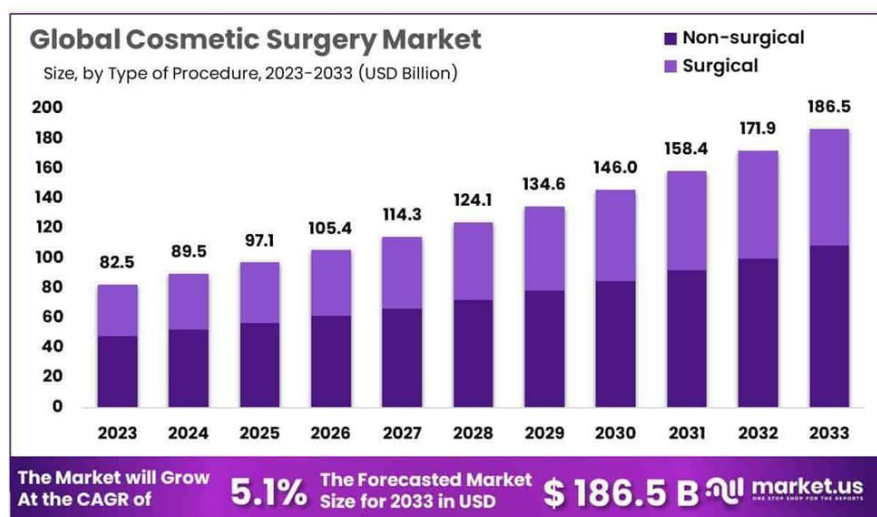


Figure 1.1.1: Cosmetic Surgery Growth Source: (Market.us, 2024)

Concurrently, digital platforms, including “Instagram”, “TikTok”, and Snapchat, have also fueled the trend of these treatments by highlighting idealised beauty standards through curated images, filters, and influencer endorsements. As cosmetic surgery becomes more common and social media proliferation has created a dynamic environment where meeting those beauty standards influences consumers’ behaviours (Timraz et al., 2024). A key agitator of this phenomenon is the role of social media influencers and celebrities who openly share their cosmetic surgery experiences, normalizing and glamorizing procedures. Especially through algorithmic content, digital platforms like “TikTok” or “Instagram”, targeted advertisements successfully promote unattainable beauty standards. Recent reports highlight that young adults aged between 18 to 35, a significant group of social media users, are particularly susceptible to these influences, with many reporting increased interest in cosmetic enhancements (Figure 1.1.2).

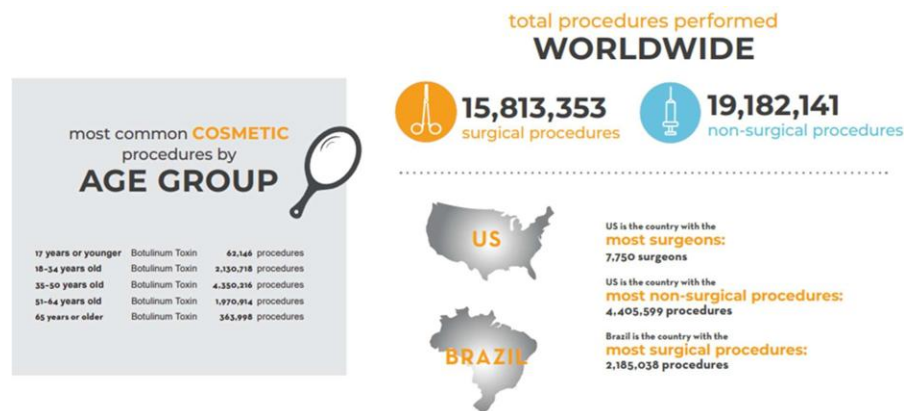


Figure 1.1.2: Most Common Age Group for Cosmetic Surgery and Overview of Total Procedures
Source: (ISAPS, 2023)

There is a growing body of literary discussion about the psychological effects of social media, including its influence on consumers’ beauty protocols and highlighting their body dysmorphia, low self-esteem, and appearance anxiety among users. However, its effect on actual financial expenditure on cosmetic surgery is underexplored. Hence, it is critical to elaborate on the connection to understand how spending decisions reflect not only personal desires but also economic and psychological commitments, which are influenced by digital platforms.

Problem Statement

The rise of cosmetic surgery has become a trendy topic in academics as researchers aim to explore the connection between social media and body image, highlighting how digital platforms, including “Instagram”, “TikTok”, can influence individuals’ self-perception and aesthetic ideals. However, that existing research has mainly examined how digital platforms influence body image, self-esteem, and appearance-related anxieties, but lacks in providing empirical evidence regarding their impact on consumers’ spending behaviour. Particularly, studies by Mironica et al. (2024), Walker et al. (2021), Hermans et al. (2022), and several other researchers focus on how social media algorithms target the demographics of young adults and brainwash them into acknowledging idealised beauty standards, resulting in cosmetic surgery. However, these studies can only highlight consumers’ attitudes, intentions, or psychological impacts rather than analysing the economic outcomes, specifically the spending behaviour driven by social media engagement.

This gap is significantly concerning, as the increasing commercialization has been severely targeting the digital market, aiming to reach a broader circle of the desired demographics. As “Instagram” influencer marketing has been rapidly evolving, harnessing the power of “Instagram” users, many celebrities, like Kylie Jenner, Gigi Hadid, and others, have also decided to launch their products with the help of influencers to build a strong connection with the customers (Xu, 2023). Following their brand presence and being influenced by their online image, consumers opt to spend a significant amount to achieve the beauty standards.

Name of Owner	Name of Company	Type of Product	Revenue 2024	Valuation 2024
Rihanna	Fenty Beauty	Cosmetics	\$602.4M	\$2.8B
Selena Gomez	Rare Beauty	Cosmetics	\$300M	\$1.2B
Kylie Jenner	Kylie Cosmetics	Cosmetics	\$200M	\$1.2B
Jessica Alba	Honest Beauty	Clean Beauty	\$300M	\$550M
Gwyneth Paltrow	Goop	Wellness & Lifestyle	\$75M	\$250M
Priyanka Chopra Jonas	Anomaly Haircare	Haircare	\$50M	\$150M
Jeffree Star	Jeffree Star Cosmetics	Cosmetics	\$11M	\$100M
Lady Gaga	Haus Labs	Cosmetics	\$30M	\$90M
Ariana Grande	r.e.m. beauty	Cosmetics	\$25M	\$60M
Millie Bobby Brown	Florence by Mills	Skincare & Makeup	\$20M	\$50M

Figure 1.2.1: Celebrities and Their Cosmetic Line Source: (Arash, 2025)

However, most of the owners of these beauty brands, including Kylie Jenner (Kylie Cosmetics), Rihanna (Fenty Beauty), and others, have undergone either heavy surgeries or non-invasive treatments like Botox, fillers, or others. Yet, as reported, both of these brands are achieving successful results with revenues like \$602.4 billion (Fenty Beauty) and \$200 billion (Kylie Cosmetics) in 2024 (Figure 1.2.1). The significant growth of revenue ensures the influence of social media on customers' spending habits, not only for products but also for necessities to adhere to the standards of the products' owners, leading to the road of cosmetic surgeries.

Ignoring the economic outcomes can limit the understanding of how digital environments translate exposure to beauty ideals into tangible financial decisions, particularly among young adults aged 18–35. These young users may feel pressure from the digitally constructed beauty ideals, potentially leading them to invest in procedures that they may not have otherwise considered. Hence, it is important to investigate the link between the factors of social media engagement, including time spent, influencer interactions, and platform-specific content, and cosmetic surgery spending to address both consumer behaviour and their financial decision-making. It will also help to establish the broader societal implications of digital influence on health-related consumption, which can guide research in the future.

Research Aim, Objectives, and Questions

Research Aim

The central aim of this study is to explore the influence of social media on young adults' spending behaviour related to cosmetic surgery, while trying to find the connection between platform engagement and financial expenditure.

Research Objectives

- To identify patterns of social media usage among young adults who have undergone or are interested in undergoing cosmetic surgery.
- To examine the perceived influence of social media influencers and promotional advertisements on decisions to pursue cosmetic procedures.
- To analyse the connection between time spent on digital platforms and expenditure on cosmetic treatments.

Research Question

- What are the social media usage patterns among individuals who have undergone or are interested in undergoing cosmetic surgery?
- How do users perceive the influence of social media, including influencers and advertisements, on their cosmetic surgery decisions?
- Is there a statistically significant connection between social media engagement and cosmetic surgery spending?

Rationale and Significance

This paper focuses on the interaction between social media, consumer behaviours, and the growing cosmetic surgery industry, contributing to one of the significant trends of the present time. However, rather than evaluating similar existing research discussing the influence of social media and its influencers on consumers' psychological behaviours, this study examines the influence of social media on cosmetic surgery spending, an underexplored aspect of digital consumer behaviour and media psychology. Addressing this gap is crucial to understanding how the cosmetic surgery industry has rapidly expanded its marketing strategies to include social media influencers, sponsored posts, and user-generated content (Castillo-Abdul et al., 2021). It will also elaborate on how social media influences financial implications, as cosmetic procedures often involve budgets exceeding normal healthcare surgeries. Also, the cosmetic surrogate decisions, particularly by the young adults, may be influenced more by perceived social pressure than personal necessity or medical advice. The findings will contribute to understanding digital influences on consumption patterns, enriching theoretical discussion regarding cosmetic surgery and consumers' buying patterns. Through the discussion and findings, this study particularly represents the cosmetic surgery clinics, urging ethical marketing practices to avoid exploiting vulnerable consumers by highlighting over-edited and filtered faces. It also informs policymakers, responsible for digital advertising, ensuring protections against manipulative beauty standards that control consumers' psychological behaviours. Mostly, the research is significant to empower young consumers by highlighting how social media shapes financial and health-related decisions, fostering media literacy and body image resilience.

Methodological Scope and Selection

This study employs a quantitative survey for achieving empirical data from the primary sources, targeting young adults aged between 18 to 35, who are active users of digital platforms such as "Instagram" and "TikTok". Surveys are selected for this research to collect quantifiable data on behaviour and perceptions, while maintaining anonymity and adhering to ethical concerns. The survey will include Likert-scale questions (5-point range), multiple-choice items, and demographic queries to capture usage patterns and spending behaviours of the participants.

Gathered data will be analysed using SPSS to conduct correlation and regression, allowing researchers to conduct robust statistical testing of the connection between the dependent and independent variables. Also, this research excludes qualitative interviews to maintain ethical simplicity and keep participants' characters anonymous.

Research Structure

This dissertation includes 5 organized chapters, starting from this introductory one, providing background, research aim, and objectives to set the stage for the whole paper. The next chapter is the Literature review, examining theoretical foundations and prior studies on social media.

Cosmetic surgery, consumer behaviour, and others, aligned with the research's objectives. The third methodological chapter provides details on the research design, sample selection, data collection process, and other things that the researchers used to set up the next chapter, data analysis. This chapter evaluates the SPSS analysis and elaborates on the results to understand the connection between the research's dependent and independent variables. Finally, the last chapter is the conclusion, summarizing the key findings and discussion of the paper, and providing suggested directions for future research.

II. Literature Review

Introduction

This is the second chapter of this research, critically examining prior research regarding the influence of social media on cosmetic surgery spending among young adults, especially aged between 18-35. The review explores the influence of digital platforms like "Instagram", "TikTok", or Snapchat in shaping consumers' appearance-based ideals. This chapter aims to analyse 4 key areas, including cosmetic surgery trends, social media's role in shaping consumers' beauty standards, its influence on consumer behaviour, and relevant theoretical frameworks.

Further, it also identifies the gaps in the literature, particularly the lack of focus on financial

expenditure, to justify this study. It also includes a conceptual framework to establish links between the dependent and independent variables to guide the investigation on how social media impacts cosmetic surgery spending.

Cosmetic Surgery Trends Among Young Adults

The cosmetic surgery industry has witnessed significant growth, particularly among young adults aged 18–35, who represent a key demographic driving demand. A retrospective analysis by Triana et al. (2024) highlighted the topic of five surgical procedures, including “liposuction, breast augmentation, eyelid surgery, abdominoplasty, and rhinoplasty”, and non-surgical procedures, including “botulinum toxin, hyaluronic acid, hair removal, and chemical peels”, have been in trend till 2022. Among the consumers of these invasive and non-invasive treatments, the young adult holds a significant position. As per an industrial report of American Society of Plastic Surgeons (2023), a total of 22 % of the overall cosmetic surgery consumers happen to be from Millennials and Generation Z, with the age range from 19 to 39, with growing demands for “breast augmentation”, “buttock lift”, “rhinoplasty”, and “cheek implants”.

Especially in regions like the United States, Australia, and the United Kingdom, young adults account for a substantial portion of this market and reflect satisfaction after successful cosmetic surgical procedures (Figure 2.2.1). However, Merino et al. (2024) highlight that young adults pursue these surgical methods to improve their self-esteem, reduce societal anxiety, and meet the trending societal beauty standards.

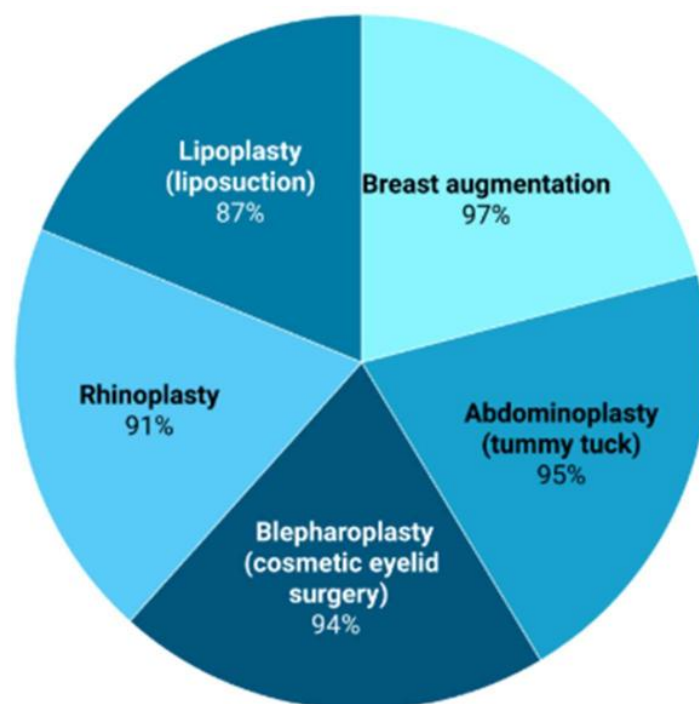


Figure 2.1.1: Patient Satisfaction Level After Cosmetic Surgery in Different Procedures

Source: (Yardi, 2024)

Pearlman et al. (2022) elaborate on the situation, following the ASPS report on how 3,966,419 patients who sought either cosmetic surgery or other non-invasive cosmetic procedures were 39 years or younger. They elaborate on their discussion, suggesting that the young generation has recently become interested in “pre-treatment” of facial rhytids to get rid of any static rhytid formation or wrinkles, mostly influenced by the increase in social media opinions on the attractiveness scale. Timraz et al. (2024) refer that the cause behind the growing interest is the aesthetic enhancement, one of the primary drivers, created by societal pressures to confront idealized beauty standards. The rise of visual culture on platforms like “Instagram” and “TikTok” showcases flawless appearances through curated content and influencer endorsements. However, Dey (2024) suggests that the influencers present themselves with routine beauty maintenance rather than significant medical interventions, framing them as the model figure of beauty standards. The young adults, associated closely with digital platforms, are often exposed to the curated or filtered pictures and motivated to seek cosmetic procedures to achieve a similar body structure or appearance. Moreover, advanced technologies have made many procedures more affordable, minimally invasive, and widely available through private clinics, medias, and even pop-up services, allowing young adults to follow the trends without financial barriers.

Social Media and Aesthetic-Based Beauty Culture

Digital platforms have played a central role in reshaping how individuals seek validation regarding their lifestyle, food preferences, gadgets, and many other aspects. Digennaro & Tescione (2024) discuss that these platforms, like “Instagram”, “TikTok”, and Snapchat, have fundamentally reshaped beauty ideals, perceptions, presentations, and evaluations of physical appearance. With over 5.41 billion users on these platforms, algorithmic and filtered content successfully reaches the demographic groups and influences their behaviours (Figure 2.3.1).

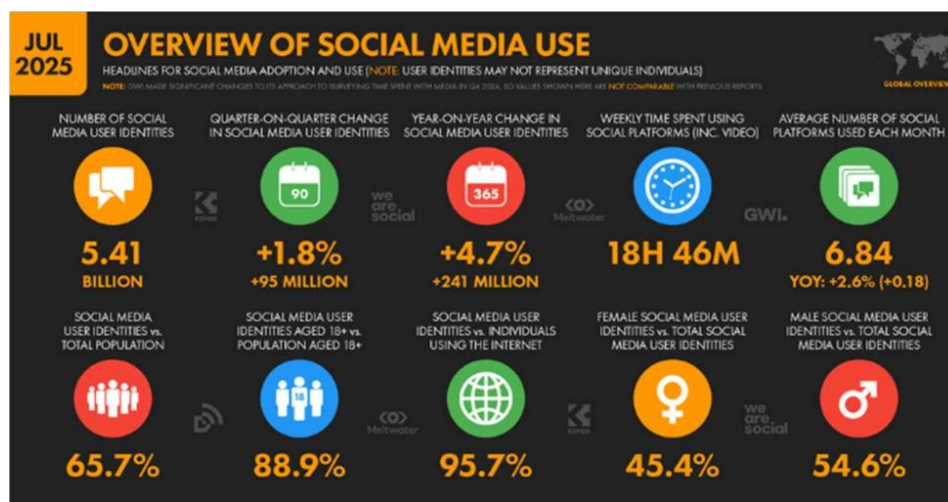


Figure 2.3.1: Social Media Metrics

Source: (Datareportal, 2025)

Research by Castellanos Silva & Steins (2023) indicates that exposure to curated content on “Instagram” has significantly increased body dysmorphia among young adults and created pressure to conform to beauty standards. Social media like Snapchat, “TikTok”, and “Instagram” have facilitated different natural-looking filters with body deterioration tools, making the influencers’ body curves and lifted glass skin as natural. As discussed by Misra et al. (2025), these editing tools with facial symmetry and skin clarity create a fake image of a homogenized aesthetic, which the users find normal. Despite the fake image, influencers continue to endorse cosmetic procedures or showcase their enhancement as natural and set the beauty standard.

Also, Lin et al. (2025) highlight how influencer content on “TikTok”, often featuring before-and- after transformation videos, amplifies the desire for cosmetic surgery among the viewers, from which they express a deep desire for such procedures. This kind of content initiates a parasocial connection, where the users feel a personal connection with the influencers, increasing their persuasive impact. Bartosiak et al. (2025) discussed that the influencers target users with body dysmorphia, appearance anxiety, and fear of missing out in society, and provide easy solutions with cosmetic surgery. However, their target is never to improve the users’ self-worth or increase their self-priority; rather, the advertisements or targeted reels are used to increase appearance-related anxiety among young adults and force them to seek the solution.

Technology also plays a crucial role in celebrating the aesthetic-based beauty culture with the help of modernized beauty enhancement tools digitally. As Anani et al. (2024) suggest, filters and augmented reality (AR) tools allow influencers to modify their appearance in real-time, often blurring the line between digital and physical identity. These technological features promote an unattainable aesthetic ideal, reinforcing idealised facial symmetry, body shape, skin tone, and fashion. Ko & Kim (2024) explain that many younger users repeatedly fall into these idealised, narrow norms and expose themselves to comparing their natural image with those technologically curated images, leading to feelings of inferiority or dissatisfaction with their natural presence. This environment not only shapes self-perception but also drives behavioural changes, including interest in cosmetic procedures, both through surgical and non-invasive ways.

Social Media Influence on Consumer Behaviour Regarding Decision-Making

Social media has transformed into a medium to reach out to new demographics and influence consumer behaviours on their spending habits, particularly through influencer marketing and branded content. Similarly, it also has a significant impact on the cosmetic surgical industry through a sophisticated marketing ecosystem, significantly influencing consumer attitudes, preferences, and purchasing behaviour for achieving an influencer-like face per body.

Influencers, particularly those in the beauty and lifestyle niches, often promote cosmetic products and

procedures through sponsored posts or testimonials, while disclosing their experiences with cosmetic treatments. A study report by Buchholz (2023) indicates that influencer endorsements can increase purchase intentions significantly, as followers perceive influencers as trustworthy and relatable (Figure 2.4.1).

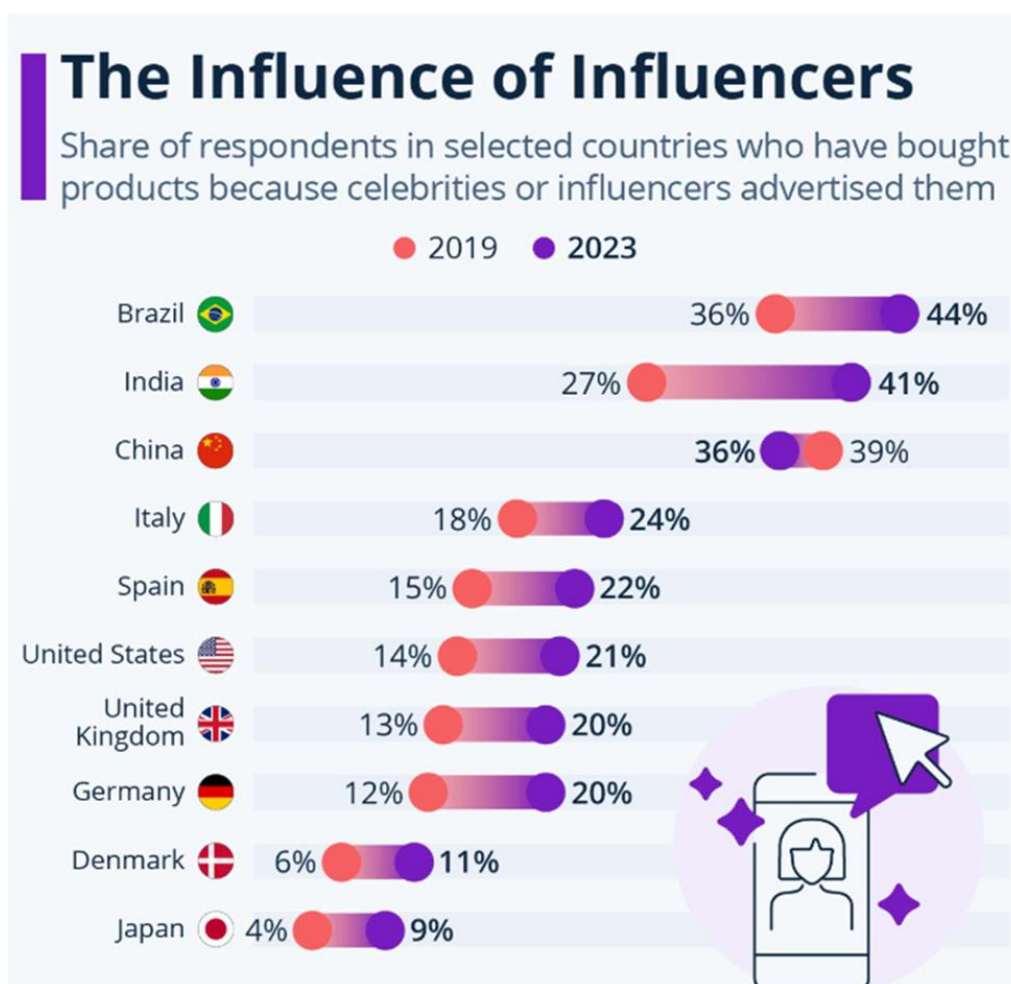


Figure 2.4.1: Growth of Consumers' Purchase Behaviour for Celebrity or Influencers' Influence
Source: (Buchholz, 2023)

In the context of cosmetic surgery, influencers often share personal experiences or promote clinics, normalizing procedures and driving demand, leading to the urgency of similar treatment among their viewers, so that they can also be attractive or change features according to the new norms. For example, a research study by Aladwan et al. (2020) found that 62% female and 50% of male participants undergo “to look attractive”, and 42.2% females and 25% males do that to become attractive (Figure 2.4.2).

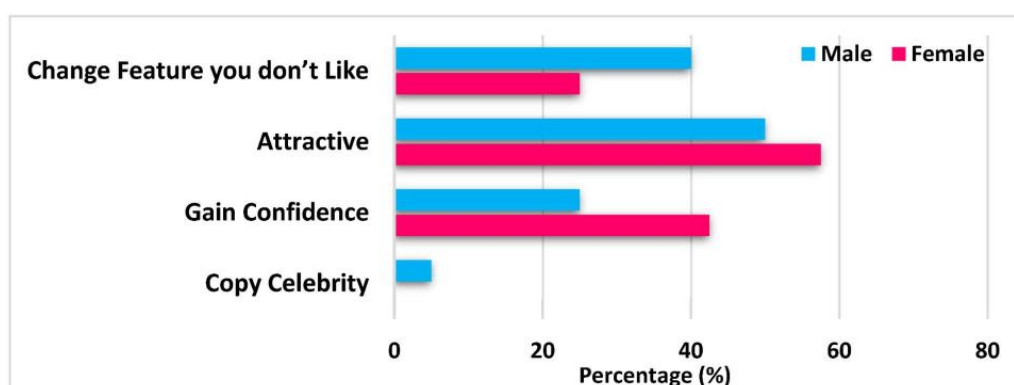


Figure 2.2.2: Reasons Behind Cosmetic Procedures Among Males and Females
Source: (Aladwan et al., 2020)

As highlighted by Alavi et al. (2024), social media also leverages algorithm-driven advertising, targeting users based on their interests, behaviours, and search histories. It rates a feedback loop for individuals who engage beauty-related content regularly and show them more similar content on cosmetic procedures, reinforcing desires and normalizing cosmetic enhancement. Azhar et al. (2025) explain these behavioural traits as linked to aspirational consumption, where users invest in products or services not just for the utility but to achieve the normalized ideal lifestyle they have seen online. Also, due to the targeted advertisement, users get to engage with more cosmetic surgery advertisements, leading to higher purchase intent. The parasocial connection, where users form a one-sided emotional bond with the influencers and foster trust through the promoted services, which eventually increases consumers' spending likelihood. However, despite the direct connection between social media and users' spending habits for cosmetic surgeries, only a few studies have referred to the issue, creating a gap in understanding the overall effect of social media on the cosmetic surgery industry and consumers' behaviours.

Theoretical Framework

This topic of the research resonates well with two key theories, including "Social Comparison Theory" and the "Theory of Planned Behaviour" (TPB), to justify the influence of social media on customers' behaviour regarding cosmetic surgery. For example, Social Comparison Theory posits that individuals evaluate themselves by comparing their attributes to others (Yue et al., 2022). It is particularly suited for areas like appearance and beauty, which is one of the main themes of this paper. On digital platforms like "Instagram" and "TikTok", young adults aged 18– 35 engage in upward comparisons with influencers and peers showcasing idealized beauty standards through filters, editing, and AR, leading to their body dysmorphia and a growing desire for cosmetic surgery to achieve a similar look.

Similarly, the TPB explains how individuals' intentions or actions are the result of their beliefs and perceptions (Alhamad & Donyai, 2021). In this case, TPB complements well with the social comparison theory well by linking how attitudes, social expectations, and an individual's sense of control contribute to forming intentions and behaviour. Especially, individuals associated with social media tend to show a positive attitude toward cosmetic surgery through influencer endorsements and advertisements, while peer norms on platforms normalize such procedures. It also aligns with the perceived behavioural control, influenced by accessible financing and clinic promotions, further facilitating spending decisions. These two theories elaborate on how social media influences three main factors, including consumers' positive attitudes toward cosmetic surgery, constructing social norms around beauty and enhancement, and promoting a sense of accessibility through the affordability of the procedures.

Conceptual Framework

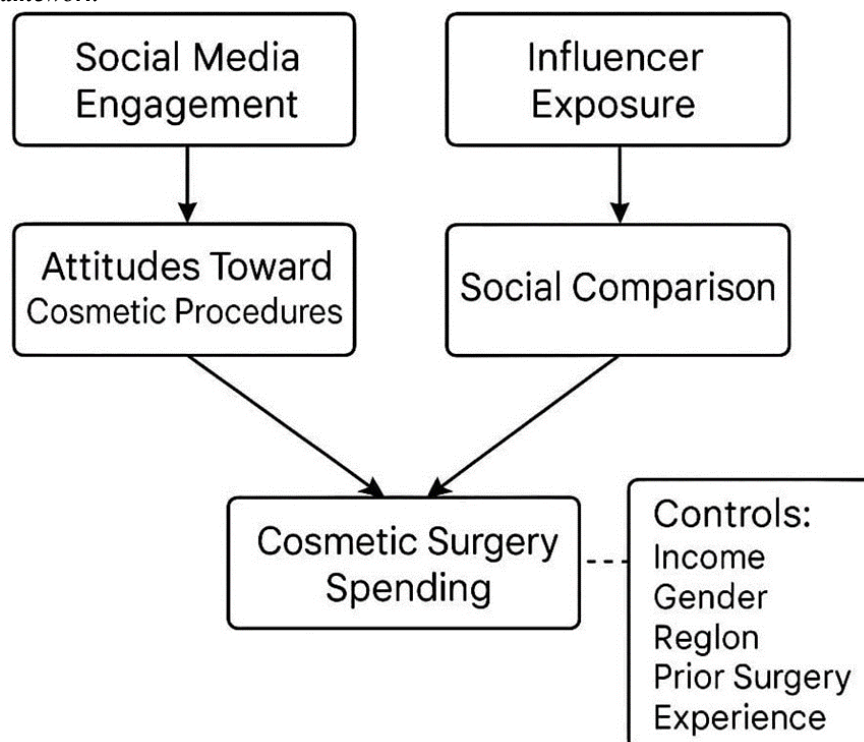


Figure 2.6.1: Conceptual Framework Source: Self-developed

This study conceptualizes both independent and dependent variables, which are linked with the conceptual framework (Figure 2.6.1), to understand how they influence cosmetic surgery spending. In the figure above, social media engagement, such as consumers' time spent online, platform type, and influencer content exposure, serves as the independent variables. On the contrary, the dependent variable, cosmetic surgery spending, is linked with the independent variables with two key mediators, including attitudes toward cosmetic procedures and social comparison tendencies. It is well established because social media engagement and influencer content shape consumers' perception and trigger comparisons with idealized appearances, fostering desires for aesthetic enhancement. Also, control variables, including income level, prior cosmetic surgery experience, and regional background, can influence how individuals are exposed to social media platforms for cosmetic surgery. These psychological traits of the users can later be found to influence financial decisions, leading to an increase in consumer spending or the likelihood of spending on cosmetic surgery.

Limitations and Justification

This paper has used different research papers from the last 5 years on social media on cosmetic surgery and consumer behaviours. However, while these studies have explored the connection between social media use, influencers' role, consumers' psychological behaviour, and body image dissatisfaction, there remains a notable gap in understanding how these digital influences directly translate into financial behaviours. Most of this existing research focuses on consumers' psychological outcomes, suggesting that social media curated content successfully reaches them with the help of media algorithms and creates low self-esteem, anxiety, or body dysmorphia.

However, a lot of users from the selected age group of 18-35 are still in their teenage years, but still seek surgical procedures, requiring heavy investment sometimes. Hence, this paper addresses this gap in understanding how social media influences consumers' spending habits, especially with invasive and non-invasive surgical procedures. Using a quantitative survey to collect data on spending patterns and employing SPSS for correlation and regression analyses, this paper aims to provide novel insights into how digital media influences consumers' economic behaviours.

III. Methodology

Introduction

This is the 3rd chapter of this research, providing the methodological framework to investigate the influence of social media on cosmetic surgery spending among young adults, aged between 18 to 35. It provides details on the research approach, design, data collection, sampling, and other selection criteria that the researchers have used. The methodology is designed to ensure robust and quantifiable data to address the research questions while focusing on statistical connections between social media engagement and financial expenditure.

Research Approach

A "quantitative research" approach was chosen by the researchers to examine the influence of social media on cosmetic surgery spending. To measure behavioural patterns and test connections of the variables from the statistical analysis, such as time spent on social media and expenditure, a quantitative method is appropriate (Ghana, 2023). Further, Quantitative surveys provide structured numerical data, which are ideal for correlation and regression analyses in SPSS, and help the researchers to identify current trends and patterns between the variables.

Also, unlike the qualitative method, which explores only subjective experience, the quantitative approach allows for broader generalizability and objectivity through measurable constructs.

Since this research involves sensitive topics about body image or appearance anxiety, the quantitative approach is appropriate as it avoids the ethical complexities of qualitative methods like interviews, making it appropriate for the study's focus on financial behaviour.

Research Design

This study employs a "descriptive, cross-sectional survey" design, suitable for collecting data from young adults aged 18–35 about their current behaviours, attitudes, and spending patterns on cosmetic surgery at a single point in time. The researchers have chosen a structured questionnaire as the primary tool to collect data from a specific population who are actively online on digital platforms like "Instagram" or "TikTok". This design is well aligned with the research's aim of finding how social media engagement and influencers' exposure impact consumers' cosmetic surgery spending. Also, this design enables the collection of quantifiable data at a single time, facilitating statistical testing of connections between variables (Inomata et al., 2021). The format also ensures consistency across responses, while its time effectiveness enhances accessibility to draw a significant amount of data, which is practical for this research.

Data Collection Method

The researchers have selected online platforms like WhatsApp, emails, and “Instagram” to distribute the surveys and collect the data from the selected participants. The survey was designed using Google Forms and included a mix of Likert-scale items (5-point range), multiple-choice questions, and basic demographic queries. There was a total of 11 questions in the survey, designed to be non-intrusive, of which 3 were demographic items and 8 were closed-ended questions, which would ensure ethical simplicity. Since this research discusses appearance-related topics, an online survey is appropriate for its efficiency, cost-effectiveness, and capacity to maintain participant anonymity, which is critical when addressing sensitive issues (Khan, 2024). The survey did not take more than 10 minutes, encouraging participation voluntarily and privately, while maintaining depth for the research's findings.

Targeted Population and Sampling

The target population is young adults aged 18–35 who actively use digital platforms like “Instagram”, Snapchat, or “TikTok”. This demographic is intentionally selected because prior research indicates that this age group is most likely to consider or pursue cosmetic enhancements influenced by social media trends or through influencers. A sample size of 71 participants is selected, suitable for preliminary quantitative analysis and allows for meaningful interpretation using correlation analyses and regression tests in SPSS. Also, a random sampling method was used to reduce selection bias and ensure that individuals had an equal chance to be selected within the defined age group (Ahmed, 2024). The only requirement for being eligible for inclusion was to be aged between 18-35 and use digital platforms on a daily basis.

Data Analysis

Data will be analysed using SPSS to conduct descriptive and inferential statistical tests that allow the researchers to focus on identifying connections between independent variables, including social media usage and influencer exposure, and the dependent variable, including cosmetic surgery spending. Descriptive statistics have been used to summarize demographic information and general patterns in the data regarding social media usage and spending patterns. Next, inferential statistics, including Pearson correlation and linear regression, were applied to test the strength and direction of connections between variables (Yu & Hutson, 2024; Zhou, 2023).

Ethical Considerations

Since this study excludes qualitative approaches like interviews, it also successfully neglects any ethical biases. Apart from that, it maintains ethical consideration throughout the data collection and analysis, up to the completion of the research. All the targeted demographic aged between 18-35 were sent an informed consent form, explaining the research aims and the application of their data. Only the participants with voluntary approaches were included in the data collection procedures. The demographic questions in the survey exclude any personal questions related to the participant's name, contact number, and address. Hence, their anonymity would be ensured in the responses. Moreover, this paper requires guidelines on plagiarism by citing every prior research, scholarly articles, or website reports in the references.

Data Selection

For participants to be included in the survey, they are required to be in the age group between 18-35, and be an active user of digital platforms, like “Instagram”. Whereas the criteria to exclude users from joining the survey include non-social media users, and individuals either under 18 or above 35. These criteria help to filter out data that are non-relevant to the study's focus on young adult behaviour and digital influence, and ensure samples are aligned with the research objectives.

Summary

This chapter outlines the research methodology and justifies the methods used in the research to examine the influence of digital platforms influencing consumers' surgery spending, especially among young adults. A quantitative survey approach was used to ensure ethical simplicity and derive statistical data, which was then analysed using SPSS, and regression is reliable to address the study's objectives.

IV. Data Analysis And Findings

Introduction

It has become evident in today's digitally mediated affairs, where social media has appeared to be a dominant force in shaping perceptions of beauty, identity, and self-worth. The research aims to explore the behavioral as well as psychological impact of social media on the decisions to pursue cosmetic treatments. Thus, it has become more evident to take the responses from the particular group of people who know what

cosmetic surgery is. The tests that have been executed are Reliability statistics, item total statistics, frequency and correlation analysis, one-sample T- test, Model summary, and ANOVA.

Data Analysis

Reliability Statistics

Figure 4.2.1: Reliability statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.931	.934	8

(Source: IBM SPSS)

The reliability statistics measure the validity and reliability of the dataset. The test result consists of the value of Cronbach's Alpha. The value of the Cronbach's Alpha should be a minimum of 0.7 as it can be considered to be statistically reliable (Cheung et al., 2024). Moreover, if this value comes as 0.8 or 0.9, the dataset becomes extremely reliable for any research. Here, the Cronbach's alpha value is 0.931, which is more than 0.9. This is what makes the dataset extremely reliable for this research. Apart from this, the value of Cronbach's Alpha based on the standard items is also 0.934, which reflects the extreme reliability of the data set. The dataset holds some key information regarding this current research.

Item Total Statistics

Figure 4.2.2: Item Total Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I spend a significant amount of time daily on social media platforms such as Instagram, Facebook and TikTok.	29.45	35.051	.671	.522	.930
I often explored Cosmetic Surgery, or aesthetic treatment content on social media.	29.14	33.637	.769	.619	.923
Social media influencers have influenced my thoughts and interest on cosmetic surgery.	29.21	31.455	.839	.748	.917
Advertisements and promotions for cosmetic procedures on social media make such treatments more appealing to me	29.44	31.649	.762	.631	.922
Social media plays an important role in promoting beauty standards and aesthetic enhancement.	29.21	30.655	.797	.692	.920
Social media influences and increase the pressure to look physically attractive.	29.06	31.254	.845	.724	.916
The decision for my consideration of cosmetic surgery is influenced by the content on social media.	29.32	31.708	.739	.615	.924
I am more likely to spend money on cosmetic treatments after seeing positive results shared by others on social media	29.32	30.965	.730	.574	.926

(Source: IBM SPSS)

The Item-Total statistics offer a strong assessment of internal reliability of the scale, measuring the influence of social media on the decisions of cosmetic surgery (Gültürk, 2024). The variables, along with their corresponding values, showcase the usefulness of each variable with the core objectives of the research. Firstly, the values of corrected item-total correlation, all exceeding 0.67, have confirmed that each variable has contributed meaningfully to the entire scale. Items, containing values above 0.70, particularly “*Social media influences and increases the pressure...*” at 0.845, reflect the internal consistency strongly. This suggests that the perceived social pressure has been a central construct in cosmetic decision-making, an essential insight for the second objective.

The statement, “*I spend a significant amount of time daily on social media*”, key for the first objective as per the usage patterns, has come up with the lowest correlation (0.671) along with the highest Cronbach’s Alpha (0.930) if deleted. This, although still acceptable, denotes that the “*time spent*” may not be that psychologically aligned with the behavior and motivation as the more socially or emotionally driven items, but still necessary for the breadth in analysis. The financial behavior focused statement “*I am more likely to spend money...*” ($r=0.730$) supports the third objective. It effectively links the exposure to the actual expenditure. Overall, the statistical values have confirmed that each item is reliable and valid to support the research framework.

Frequency Analysis

Figure 4.2.3: Frequency Analysis

Statistics													
		What is your age group?	What is your gender?	What is your occupation?	I spend a significant amount of time daily on social media platforms such as Instagram, Facebook and TikTok.	I often explored Cosmetic Surgery, or aesthetic treatment content on social media.	Social media influencers have influenced my thoughts and interest on cosmetic surgery.	Advertisements and promotions for cosmetic procedures on social media make such treatments more appealing to me.	Social media plays an important role in promoting beauty standards and aesthetic enhancement.	Social media influences and increase the pressure to look physically attractive.	The decision for my consideration of cosmetic surgery is influenced by the content on social media.	I am more likely to spend money on cosmetic treatments after seeing positive results shared by others on social media.	
N	Valid	71	71	71	71	71	71	71	71	71	71	71	71
	Missing	0	0	0	0	0	0	0	0	0	0	0	0
Mean		1.90	1.79	2.93	4.00	4.31	4.24	4.01	4.24	4.39	4.13	4.13	
Median		2.00	2.00	3.00	4.00	4.00	5.00	4.00	5.00	5.00	4.00	5.00	
Mode		2	2	4	4	5	5	5	5	5	5	5	
Std. Deviation		.759	.476	1.269	.737	.803	.963	1.021	1.088	.978	1.041	1.133	
Variance		.576	.226	1.609	.543	.645	.928	1.043	1.185	.957	1.084	1.284	
Skewness		.168	-.587	-.167	-.441	-.967	-1.294	-1.023	-1.522	-1.627	-1.433	-1.347	
Std. Error of Skewness		.285	.285	.285	.285	.285	.285	.285	.285	.285	.285	.285	
Kurtosis		-1.227	.211	-1.287	.142	.289	1.240	.720	1.726	1.922	1.869	1.230	
Std. Error of Kurtosis		.563	.563	.563	.563	.563	.563	.563	.563	.563	.563	.563	
Minimum		1	1	1	2	2	1	1	1	1	1	1	
Maximum		3	3	5	5	5	5	5	5	5	5	5	

(Source: IBM SPSS)

The frequency analysis shows the overall frequency of the results from the survey responses (Sweeney et al., 2024). This test result consists of the Mean value, kurtosis, and Skewness value of the responses on each question. The mean values for the closed-ended questions range between 4.00 and 4.39. This indicates that most of the participants have chosen options 4 and 5 for the survey question. The options 4 and 5 were ‘Agree’ and ‘Strongly Agree’, which means that for all the closed-ended questions, the participants have agreed. The values of standard deviation explain the variability of the responses for a dataset. In this context, the above test result shows that the standard deviation values of most of the questions range between 0.963 and 1.133. It explains that most of the participants have chosen agree and strongly agree values, while some of them have chosen other disagree options.

Apart from this, the values of skewness and kurtosis also prove the variations in the responses. In this context, the negative skewness value (<0) reveals a long tail on the left, which indicates a higher value in responses. Kurtosis value indicates the tailedness of the distribution, which indicates more variability around the average responses. The above image indicates that all the responses chose the higher value among the options, as the Skewness values range between - 0.441 and -1.160. Therefore, all the values of the Frequency analysis show that most of the respondents have chosen the positive value (Agree and Strongly Agree) for the questions, which supports the research questions significantly.

Correlation

Figure 4.2.4: Correlation Analysis

Correlations												
		What is your age group?	What is your gender?	What is your occupation?	I spend a significant amount of time daily on social media platforms such as Instagram, Facebook and TikTok	I often explored Cosmetic Surgery, or aesthetic treatment content on social media	Social media influencers have influenced my thoughts and interest on cosmetic surgery	Advertisements and promotions for cosmetic procedures on social media make such treatments more appealing to me	Social media plays an important role in promoting beauty standards and aesthetic enhancement	Social media influences and increase the pressure to look physically attractive	The decision for my consideration of cosmetic surgery is influenced by the content on social media	I am more likely to spend money on cosmetic treatments after seeing positive results shared by others on social media
What is your age group?	Pearson Correlation	1	.179	.468**	.230	.332**	.248*	.334**	.237*	.342**	.197	.347**
	Sig. (2-tailed)		.135	<.001	.054	.005	.037	.004	.047	.004	.100	.003
	N	71	71	71	71	71	71	71	71	71	71	71
What is your gender?	Pearson Correlation	.179	1	.188	.408**	.211	.330**	.418**	.458**	.397**	.228	.501**
	Sig. (2-tailed)	.135		.116	<.001	.077	.005	<.001	<.001	<.001	.056	<.001
	N	71	71	71	71	71	71	71	71	71	71	71
What is your occupation?	Pearson Correlation	.468**	.188	1	.489**	.470**	.271*	.343**	.230	.403**	.266*	.205
	Sig. (2-tailed)	<.001	.116		<.001	<.001	.022	.003	.054	<.001	.025	.086
	N	71	71	71	71	71	71	71	71	71	71	71
I spend a significant amount of time daily on social media platforms such as Instagram, Facebook and TikTok	Pearson Correlation	.230	.408**	.489**	1	.627**	.644**	.570**	.534**	.654**	.522**	.445**
	Sig. (2-tailed)	.054	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	71	71	71	71	71	71	71	71	71	71	71
I often explored Cosmetic Surgery, or aesthetic treatment content on social media	Pearson Correlation	.332**	.211	.470**	.627**	1	.678**	.639**	.616**	.715**	.653**	.568**
	Sig. (2-tailed)	.005	.077	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	71	71	71	71	71	71	71	71	71	71	71
Social media influencers have influenced my thoughts and interest on cosmetic surgery	Pearson Correlation	.248*	.330**	.271*	.644**	.678**	1	.636**	.749**	.763**	.739**	.626**
	Sig. (2-tailed)	.037	.005	.022	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	71	71	71	71	71	71	71	71	71	71	71
Advertisements and promotions for cosmetic procedures on social media make such treatments more appealing to me	Pearson Correlation	.334**	.418**	.343**	.570**	.639**	.636**	1	.730**	.695**	.536**	.628**
	Sig. (2-tailed)	.004	<.001	.003	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	71	71	71	71	71	71	71	71	71	71	71
Social media plays an important role in promoting beauty standards and aesthetic enhancement	Pearson Correlation	.237*	.458**	.230	.534**	.616**	.749**	.730**	1	.702**	.591**	.670**
	Sig. (2-tailed)	.047	<.001	.054	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	71	71	71	71	71	71	71	71	71	71	71
Social media influences and increase the pressure to look physically attractive	Pearson Correlation	.342**	.397**	.403**	.654**	.715**	.763**	.695**	.702**	1	.666**	.676**
	Sig. (2-tailed)	.004	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	71	71	71	71	71	71	71	71	71	71	71
The decision for my consideration of cosmetic surgery is influenced by the content on social media	Pearson Correlation	.197	.228	.266*	.522**	.653**	.739**	.536**	.591**	.666**	1	.616**
	Sig. (2-tailed)	.100	.056	.025	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	71	71	71	71	71	71	71	71	71	71	71
I am more likely to spend money on cosmetic treatments after seeing positive results shared by others on social media	Pearson Correlation	.347**	.501**	.205	.445**	.568**	.626**	.628**	.670**	.676**	.616**	1
	Sig. (2-tailed)	.003	<.001	.086	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	71	71	71	71	71	71	71	71	71	71	71
** Correlation is significant at the 0.01 level (2-tailed).												
* Correlation is significant at the 0.05 level (2-tailed).												

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

(Source: IBM SPSS)

The correlation analysis of any dataset explains the connections between the variables of the research. In this context, the correlation analysis consists of the Pearson Correlation coefficient and Significance 2-tailed value (Muthukrishnan et al., 2023). In this context, a Pearson Correlation value of more than 1 indicates perfect positive correlation, and a value of less than 1 means perfect negative correlation (Celestin, 2023). On the other hand, the value of significance 2-tailed if comes <0.01, then it will be considered highly significant. If the value comes <0.05, then it will be considered only significant. From the above figure, it can be seen that all the Pearson correlation values are +1, and most of the significant 2-tailed values are <0.01, which indicates the values are significantly correlated with each other and highly significant with the research context.

T-Test

One-Sample Statistics

Figure 4.2.5.1: One Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
I spend a significant amount of time daily on social media platforms such as Instagram, Facebook and TikTok.	71	4.00	.737	.087
I often explored Cosmetic Surgery, or aesthetic treatment content on social media.	71	4.31	.803	.095
Social media influencers have influenced my thoughts and interest on cosmetic surgery.	71	4.24	.963	.114
Advertisements and promotions for cosmetic procedures on social media make such treatments more appealing to me	71	4.01	1.021	.121
Social media plays an important role in promoting beauty standards and aesthetic enhancement.	71	4.24	1.088	.129
Social media influences and increase the pressure to look physically attractive.	71	4.39	.978	.116
The decision for my consideration of cosmetic surgery is influenced by the content on social media.	71	4.13	1.041	.124
I am more likely to spend money on cosmetic treatments after seeing positive results shared by others on social media	71	4.13	1.133	.134

(Source: IBM-SPSS)

The One-Sample statistics have provided critical insights into the central tendencies of the participants regarding the influence of social media on cosmetic surgery. The statement *"Social media influences and increases the pressure to look physically attractive"* (M=4.39, SD=0.978) appears to be the highest mean, with the identification of perceived pressure as the most influential psychological factor. The variable is certainly useful to measure the internalized beauty norms. Its strong central tendency further justifies its inclusion in the correlation or regression analyses, examining the predictors of the cosmetic expenditure or interest.

Similarly, *"I often explored cosmetic surgery content..."* (M=4.31) along with *"Influencers have influenced my thoughts..."* (M=4.24) denote high central means with the moderate standard deviations. These have validated their roles as primary mediating variables between behavioral intention and exposure. Moreover, the statement *"I am more likely to spend money..."* (M=4.13, SD=1.133) has bridged the exposure towards financial action, making it immensely valid.

Though it has come up with the largest SD, the variance is analytically beneficial, providing a range for predictive modeling. The variables, in totality, not only align well with the conceptual framework but also offer statistical robustness.

One-Sample Test

Figure 4.2.5.2: One-Sample T-Test

One-Sample Test						
				Test Value = 10		
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I spend a significant amount of time daily on social media platforms such as Instagram, Facebook and TikTok.	-68.618	70	<.001	-6.000	-6.17	-5.83
I often explored Cosmetic Surgery, or aesthetic treatment content on social media.	-59.678	70	<.001	-5.690	-5.88	-5.50
Social media influencers have influenced my thoughts and interest on cosmetic surgery.	-50.399	70	<.001	-5.761	-5.99	-5.53
Advertisements and promotions for cosmetic procedures on social media make such treatments more appealing to me	-49.396	70	<.001	-5.986	-6.23	-5.74
Social media plays an important role in promoting beauty standards and aesthetic enhancement.	-44.595	70	<.001	-5.761	-6.02	-5.50
Social media influences and increase the pressure to look physically attractive.	-48.295	70	<.001	-5.606	-5.84	-5.37
The decision for my consideration of cosmetic surgery is influenced by the content on social media.	-47.539	70	<.001	-5.873	-6.12	-5.63
I am more likely to spend money on cosmetic treatments after seeing positive results shared by others on social media	-43.679	70	<.001	-5.873	-6.14	-5.61

(Source: IBM SPSS)

The results of the One-Sample Test critically validate the influence of social media on the cosmetic-surgery-related behaviors and attitudes. All variables have come up with highly significant t-values ($p < .001$) as well as the substantial negative mean differences from the test value, 10. This has confirmed that the actual means, revolving around 4 on a 5-point Likert scale, have been meaningfully lower than the test benchmark. The variable, “*I spend a significant amount of time daily on social media...*” ($t = -68.618$), is immensely useful in capturing the baseline exposure, especially essential to satisfy the first objective. Its large effect size has suggested near-universal high usage among the respondents. It validates its inclusion as the control on the independent variable in the subsequent predictive analyses. Moreover, variables, such as “*Social media influencers have influenced my thoughts...*” ($t = -50.399$) as well as “*Advertisements on social media...*” ($t = -49.396$) have become valuable for the second objective. Their tight confidence has ensured the high precision and low variance, reinforcing their reliability to measure perceived influence. Finally, the statements “*I am more likely to spend money...*” and “*The decision for my consideration of cosmetic surgery...*” (both $t = -44$ to -47) are crucial for the third objective. It is because they tap directly into behavioral spending and intention.

Model Summary

Figure 4.2.6: Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.743 ^a	.552	.510	.793	.552	13.152	6	64	<.001

a. Predictors: (Constant), Social media influences and increase the pressure to look physically attractive., I spend a significant amount of time daily on social media platforms such as Instagram, Facebook and TikTok., Social media plays an important role in promoting beauty standards and aesthetic enhancement., I often explored Cosmetic Surgery, or aesthetic treatment content on social media., Advertisements and promotions for cosmetic procedures on social media make such treatments more appealing to me, Social media influencers have influenced my thoughts and interest on cosmetic surgery.

(Source: IBM SPSS)

The Model Summary comes up with the multiple linear regression, evaluating the way multiple aspects of social media influence the spending intentions on cosmetic surgery. The model's $R = 0.743$, along with $R^2 = 0.552$, denotes that more than 55% of the variance in the dependent variable has been explained by six predictors. This is notably strong for the social science research that involves attitudinal data. Moreover, the Adjusted R^2 , 0.510, further confirms the generalizability of the model.

Each included variable has not only been valid statistically, but conceptually aligned too. As seen in the statement *"I spend a significant amount of time daily on social media"*, it operationalizes the usage patterns, while the *"Social media influences and increases the pressure to look physically attractive"* captures emotional and psychological influences. Conversely, the significant F-change (13.152, $p < .001$) has affirmed that combined predictors provide a meaningful improvement over the null model. It supports the theoretical proposition that beauty norm internalization, content engagement, and media exposure are the credible drivers of cosmetic treatment behavior.

ANOVA

Figure 4.2.7: ANOVA

Figure 12. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.618	6	8.270	13.152	<.001 ^b
	Residual	40.241	64	.629		
	Total	89.859	70			

a. Dependent Variable: I am more likely to spend money on cosmetic treatments after seeing positive results shared by others on social media

b. Predictors: (Constant), Social media influences and increase the pressure to look physically attractive., I spend a significant amount of time daily on social media platforms such as Instagram, Facebook and TikTok., Social media plays an important role in promoting beauty standards and aesthetic enhancement., I often explored Cosmetic Surgery, or aesthetic treatment content on social media., Advertisements and promotions for cosmetic procedures on social media make such treatments more appealing to me, Social media influencers have influenced my thoughts and interest on cosmetic surgery.

(Source: IBM SPSS)

The ANOVA output has allowed the variables to offer strong evidence of the model significance and supporting the usefulness of the predictors for this research. The model has reported the Sum of Squares (Regression)= 49.618 as well as a Residual Sum of Squares 40.241. These denote that the predictors explain a greater share of the variance in the dependent variable, *"likelihood of spending money on cosmetic treatments,"* than what remains unexplained. Moreover, the resulting F-statistic = 13.152 with $p < .001$ has confirmed that the combined influence of the predictors is statistically significant, not because of chance. Moreover, the predictors, like *"social media-induced pressure to look attractive"*, *"exposure to aesthetic content"*, *"influence of advertisements and influencers"*, and *"time spent on platforms"*, are both statistically valid and conceptually aligned with the objectives of research. These variables are immensely useful as they operationalize the subjective motivations, like influencer impact, perceived pressure, and the objective behaviors like time spent. These offer a multi-dimensional lens to analyses the cosmetic expenditure.

Discussion

The influence of social media on the decision for cosmetic surgery is significant, according to these current data findings and analysis. In this research, the questionnaire was used for the data findings, and was tested at first for its reliability. It was found that, the chosen dataset, developed by the survey responses is highly significant for the research context. After the reliability test, it was found that the responses taken from participants have been frequently positive sides of the social media and its influence on cosmetic surgery. The participants were asked about how much time they spend on social media each day, whether it is a significant time or not, and what type of social media platforms they use. In this question, the data analysis showed the mean value was 4.0, the skewness value was negative, and the standard deviation value was 0.737.

This indicates that, majority of participants are addicted to some social media platforms like Facebook,

Instagram, and TikTok. Social media platforms are effective in allowing users to be influenced in any aspect (Chung et al., 2021). After that, it was also found from the research that social media platforms often show aesthetic treatment content with cosmetic surgery. It indicates that most of the participants get influenced for cosmetic surgery by the social media platforms they use. Social media platforms often show content according to the interests of the users (Muhammed & Mathew, 2022). The existing literature has identified that cosmetic surgery has been popular among young adults aged between 18-35 years. It is also found from the existing literature that social media platforms have also become crucial for reshaping individuals' influence on the validation of their lifestyle and other activities. This includes the choices and influences of doing cosmetic surgery.

The correlation analysis has shown how the chosen variables have been significantly correlated and significant with each other. This shows the reliability and validity of the chosen data set in the research. Apart from this, the model summary also holds a significant role in this data analysis to highlight the necessary aspects. The value of R was 0.743, and the R Square value is 0.552 and which denotes that more than 55% of the total variance for the dependent variable has been explained by 6 predictors. Apart from this, the significant F-change value with 13.152 has positively interpreted that the combined predictors provide a meaningful improvement over the null model. These test results have been effective for this research context, which enabled the researcher to interpret the overall data by aligning the research objectives and questions.

Chapter Summary

This segment has come up with a comprehensive analysis of the primary data for examining the influence of the likelihood of social media on cosmetic treatments. This has primarily commenced with reliability tests, where Cronbach's Alpha (0.931) has confirmed the excellent internal consistency. The descriptive statistics have come up with a general agreement among the respondents regarding the influence of social media. The One-Sample t-test has indicated that all the predictor variables have been statistically significant. It has reinforced their relevance towards the research objectives. The model summary has come up with a strong explanatory strength ($R^2 = 0.552$). It has been shown that more than 55% of the variation regarding consumer spending behavior would have been attributed to the variables of social media. The results of ANOVA have further confirmed the model significance ($F = 13.152$, $p < 0.001$). The discussion segment has critically interpreted such findings, affirming that the social media exposure, influencer marketing, aesthetic intentions, and promotional content shape the intentions of cosmetic treatment significantly. The segment, thus, concludes that social media has always been a powerful determinant of consumer behavior, validating all three research objectives as well as setting the stage for the practical recommendations.

V. Conclusion And Recommendation

Overall conclusion

This dissertation analyses how social media influences the level of cosmetic surgery spending, focusing on how digital platforms affect personal perceptions, beauty norms, and consumer behaviour. According to the literature review and primary survey data, social media has a significant effect on promoting and normalising cosmetic procedures, especially among younger users. Social media platforms such as Instagram, TikTok, and Snapchat are increasingly associated with increased exposure to photo editing, influencer marketing, and beauty-focused content, which promotes body dissatisfaction and the desire for aesthetic improvement. The results prove that there is a close connection between regular use of social media and the desire to have cosmetic surgery. The social comparison theory and self-discrepancy theory describe how the viewing of idealised images compels people to make negative comparisons to the images, which encourages them to use cosmetic procedures to conform to the perceived standards.

Furthermore, the study has shown that influencer marketing, user-generated content, and targeted advertisements are very efficient in influencing the consumer decision-making process.

In summary, cosmetic surgery is a personal decision, but the increased popularity of this practice is inseparable from the strong visual and emotional appeal of content broadcast through social media. The research notes that the problem of digital image manipulation and its psychological consequences requires increased awareness. It also implies that advertisement and influencer collaboration have ethical concerns that should be addressed by the providers and regulators of cosmetic surgery. Finally, the dissertation highlights the fact that social media has transformed into not only a tool of communication but also a force that has influenced the ideals of beauty and consumer spending on cosmetic enhancement.

Linking with objectives

The current research was based on four main objectives, and each of them was discussed and justified using the analytical results.

The first objective was to explore how social media contributes to informing and shaping beauty ideals

and self-perception. Empirical data and the literature review confirmed that Instagram and TikTok promote the sharing of heavily filtered and idealised images. The respondents also indicated an increase in their dissatisfaction with their body images after spending much time on such material, hence making a direct correlation between the use of social media and distorted body image and unrealistic beauty standards.

The second objective was on how influencers and celebrities influence the feelings of the people about cosmetic surgery. The results showed that influencers often show before and after changes, sell certain products, and share positive surgery stories. The survey results have shown that most respondents place a lot of trust in the opinions of influencers and were more inclined to believe that procedures could be followed after seeing influencer content, which also highlights the persuasive power that these personalities have.

The third objective of this research was to assess the relationship between the use of social media and the expenditure on cosmetic procedures. A positive correlation was found between the frequent use of social platforms daily and the desire to invest in cosmetic surgery, with the most active social media users showing a stronger tendency to spend money to become more confident or to live up to the beauty standards promoted online.

The last objective evaluated the awareness of the user about the dangers and facts of cosmetic surgery that were shown on the internet. The findings demonstrated a lack of critical awareness. According to the findings, a substantial number of respondents had not realised the dangers associated with procedures and were vulnerable to the overly optimistic depiction of surgery in social media, thus demonstrating a lack of digital literacy and health education.

Recommendation

The results of this study show a significant influence that social media has on the choice of people and spending on cosmetic surgery. Considering these findings, the proposed recommendations include the following steps to promote responsible involvement and prevent negative, socially and psychologically related effects.

Promote Digital Literacy and Body Positivity

Sensitisation campaigns must be launched in educational institutions to provide young people with knowledge about the manipulative character of online beauty standards (Haykal et al., 2021). Teaching how to critically analyse social-media content can minimise internalisation of unrealistic ideals and the impulsive decision to use cosmetics.

Regulate Influencer Marketing and Sponsored Content

Authority and social-media providers should require influencers to identify any commercial affiliations and plastic surgeries. It is important to introduce some guidelines which will discourage the advertisement of surgery as a fast-fix beauty solution, especially to underage or vulnerable groups.

Strengthen Ethical Advertising in Cosmetic Clinics

Legal obligations of honest and transparent marketing should be imposed on the providers of cosmetic surgeries (Saleem et al., 2024). They have to conduct pre-surgical mental tests and educate clients on dangers, healing procedures, and achievable results to protect consumer health.

Encourage Cross-Sector Collaboration

A partnership between teachers, medical practitioners, politicians, and technology firms ought to be formed to address the emerging trend (Susskind & Susskind, 2022). Collective accountability can certify equitable discourse and resources to people with body-image dissatisfaction.

Support Further Research and Policy Development

It is recommended that governments and academic institutions fund longitudinal studies that would analyse the social-economic and psychological impact of cosmetic surgery under the influence of digital media to make evidence-based policy decisions and provide mental-health care (Yetsenga et al., 2024).

Future scope of the study

Despite the contribution of this study to the understanding of social media as a moderator of cosmetic surgery spending, a number of areas are still open to further exploration. Future studies could be longitudinal to follow the changes in behaviour over time, especially in the case of adolescents and young adults. Moreover, it is also possible to analyse the impact of each platform, including Instagram, TikTok, and Snapchat, to reveal peculiarities of interactions.

Inter-cultural and inter-geographical comparisons would also be educative in explaining how societal norms shape cosmetic decisions. A psychological component (self-esteem, processes of social comparison, and

identity formation) could also be added to enhance the interpretation of user motivations (Van Tran et al., 2023). With digital technologies developing at a very fast level, the analysis of emerging technologies, such as AI-based beauty filters and virtual influencers, can bring new insights. Furthermore, it would be useful to evaluate the effectiveness of the policy measures that could be implemented to address social-media-driven body dissatisfaction.

Limitations of the study

The current research provides useful information concerning the connection between social media and cosmetic surgery expenditure, but a number of methodological limitations should be noted. The information was acquired through self-reported data, which is prone to individual bias or social desirability, which could skew the truthfulness of the results. Besides, the research study focused mainly on Instagram and TikTok, whereas other social network services, including Snapchat, YouTube, and new platforms, were not considered, which could have altered the described trends. A cross-sectional design was also used by the investigators, where perceptions were collected at one time, and therefore, the ability to trace emerging attitudes or trends throughout self-reporting was not possible (Bahamdan & Almanasef, 2024). Also, the psychological constructs, such as self-esteem, peer pressure, and media literacy, were discussed briefly. Finally, the cultural and geographic range of the research is limited, and this can limit the generalizability of the findings.

References

- [1] Ahmed, S. K. (2024). How To Choose A Sampling Technique And Determine Sample Size For Research: A Simplified Guide For Researchers. *Oral Oncology Reports*, 12, 100662. <https://doi.org/10.1016/J.Oor.2024.100662>
- [2] Aladwan, S. M., Shakya, A. K., Naik, R. R., & Afrashtehfar, K. I. (2023). Awareness Of Cosmetic Procedures Among Adults Seeking To Enhance Their Physical Appearance: A Cross- Sectional Pilot Study In Central Jordan. *Cosmetics*, 10(1), 19. <https://doi.org/10.3390/Cosmetics10010019>
- [3] Alhamad, H., & Donyai, P. (2021). The Validity Of The Theory Of Planned Behaviour For Understanding People's Beliefs And Intentions Toward Reusing Medicines. *Pharmacy*, 9(1), 58. <https://doi.org/10.3390/Pharmacy9010058>
- [4] Anani, P. W., Mintah, F. D., Danso, A. A. A., & Churcher, E. W. (2024). Filtered Reality: Exploring The Motives And Socio-Demographic Factors Of Smartphone Beauty Filter Usage Among University Students In Ghana. *Cogent Arts & Humanities*, 11(1), 2392381. <https://doi.org/10.1080/23311983.2024.2392381>
- [5] Arash, F. (2025). Top 10 Celebrity Beauty Brands: Ranking, Revenue, And Why They Succeed | Brand Vision. [Online] Brandvm.Com. <https://www.brandvm.com/post/top-10-celebrity-beauty-brands-ranking-revenue-succeed>
- [6] Azhar, K. A., Wel, C. A. C., & Ab Hamid, S. N. (2025). "They Post, I Scroll, I Envy, I Buy"— How Social Media Influencers Shape Materialistic Values And Consumer Behavior Among Young Adults In Malaysia. *Journal Of Theoretical And Applied Electronic Commerce Research*, 20(3), 172. <https://doi.org/10.3390/Jtaer20030172>
- [7] Alavi, S., Iyer, P., & Bright, L. F. (2024). Advertisement Avoidance And Algorithmic Media: The Role Of Social Media Fatigue, Algorithmic Literacy And Privacy Concerns. *Journal Of Digital & Social Media Marketing*, 12(3), 276-292. <https://doi.org/10.69554/KWTX2523>
- [8] Bahamdan, A. K., & Almanasef, M. (2024). A Cross-Sectional Study Assessing Customers' Perception, Satisfaction, And Attitude Toward E-Pharmacy Services In Saudi Arabia. *BMC Health Services Research*, 24(1), 1659. <https://doi.org/10.1186/S12913-024-12174-7>
- [9] Bartosiak, A., Lee, J. E., & Loibl, C. (2025). Fear Of Missing Out, Social Media Influencers, And The Social, Psychological And Financial Wellbeing Of Young Consumers. *Plos One*, 20(4), E0319034. <https://doi.org/10.1371/Journal.Pone.0319034>
- [10] Castellanos Silva, R., & Steins, G. (2023). Social Media And Body Dysmorphia In Young Adults: An Experimental Investigation Of The Effects Of Different Image Content And Influencing Constructs. *Frontiers In Psychology*, 14, 1037932. <https://doi.org/10.3389/Fpsyg.2023.1037932>
- [11] Castillo-Abdul, B., Jaramillo-Dent, D., & Romero-Rodríguez, L. M. (2021). 'How To Botox' on Youtube: Influence And Beauty Procedures In The Era Of User-Generated Content.
- [12] International Journal Of Environmental Research And Public Health, 18(8), 4359. <https://doi.org/10.3390/Ijerp18084359>
- [13] Celestin, M. (2023). Critical Review Of Procurement Practices And Supply Chain Performance Of Ngos In Rwanda. *International Journal Of Applied And Advanced Scientific Research*, 8(1), 10-17. https://www.researchgate.net/profile/Mbonigaba-Celestin/Publication/368831088_0_CRITICAL_REVIEW_OF_PROCUREMENT_PRACTICES_AND_SUPPLY_CHAIN_PERFORMANCE_OF_Ngos_IN_RWANDA_Prof_Dr_Mbonigaba_Celestin/Links/63fc6af6b1704f343f870c33/0-CRITICAL-REVIEW-OF-PROCUREMENT-PRACTICES-AND-SUPPLY-CHAIN-PERFORMANCE-OF-Ngos-IN-RWANDA-Prof-Dr-Mbonigaba-Celestin.Pdf?Origin=JournalDetail&Tp=Ejywywdlijoiam91cm5hberldgfpbcj9
- [14] Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2024). Reporting Reliability, Convergent And Discriminant Validity With Structural Equation Modeling: A Review And Best-Practice Recommendations. *Asia Pacific Journal Of Management*, 41(2), 745-783. <https://doi.org/10.1007/S10490-023-09871-Y>
- [15] Chung, A., Vieira, D., Donley, T., Tan, N., Jean-Louis, G., Gouley, K.K., & Seixas, A. (2021). Adolescent Peer Influence On Eating Behaviors Via Social Media: Scoping Review. *Journal Of Medical Internet Research*, 23(6), P.E19697. <https://doi.org/10.2196/19697>
- [16] Datareportal (2025). Global Social Media Statistics. [Online] Datareportal – Global Digital Insights. <https://datareportal.com/social-media-users>
- [17] Dey, D. N. C. (2024). Social Inequalities In Beauty And Appearance: An In-Depth Analysis. Available At SSRN 4999242. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4999242
- [18] Digennaro, S., & Tescione, A. (2024, April). Scrolls And Self-Perception, Navigating The Link Between Social Networks And Body Dysmorphia In Preadolescents And Adolescents: A Systematic Review. In *Frontiers In Education* (Vol. 9, P. 1390583). Frontiers Media SA. <https://doi.org/10.3389/Feduc.2024.1390583>
- [19] Ghanad, A. (2023). An Overview Of Quantitative Research Methods. *International Journal Of Multidisciplinary Research And Analysis*, 6(08), 3794-3803.

- https://www.researchgate.net/profile/Anahita-Ghanad/publication/373370007_An_Overview_Of_Quantitative_Research_Methods/links/67b28ffc645ef274a48341a1/An-Overview-Of-Quantitative-Research-Methods.pdf
- [20] Grand View Research (2021). Cosmetic Surgery Market, 2025 | Cosmetic Procedure Industry Report. [Online] Grandviewresearch.com.
<https://www.grandviewresearch.com/industry-analysis/cosmetic-surgery-procedure-market>.
- [21] Gültürk, E. A. (2024). Scale Adaptation And Redevelopment: A Review On Validity And Reliability. *Journal Of Cellular And Molecular Immunology*, 3(1), 26-32. <https://doi.org/10.46439/immunol.3.027>.
- [22] Haykal, D., Cartier, H., & Kroumpouzos, G. (2024). Educational Strategies To Combat Harmful Cosmetic Dermatology Trends In Generations Alpha And Z. *Clinics In Dermatology*, 42(4), 415-419. <https://doi.org/10.1016/j.clindermatol.2024.05.004>
- [23] Hermans, A. M., Boerman, S. C., & Veldhuis, J. (2022). Follow, Filter, Filler? Social Media Usage And Cosmetic Procedure Intention, Acceptance, And Normalization Among Young Adults. *Body Image*, 43, 440-449.
<https://doi.org/10.1016/j.bodyim.2022.10.004>
- [24] Inomata, T., Nakamura, M., Sung, J., Midorikawa-Inomata, A., Iwagami, M., Fujio, K., ... & Murakami, A. (2021). Smartphone-Based Digital Phenotyping For Dry Eye Toward P4 Medicine: A Crowdsourced Cross-Sectional Study. *NPJ Digital Medicine*, 4(1), 171. <https://doi.org/10.1038/s41746-021-00540-2>
- [25] ISAPS (2023). ISAPS INTERNATIONAL SURVEY ON. [Online] Available At: <https://www.isaps.org/media/rxnfqibn/isaps-global-survey-2023.pdf>.
- [26] Khan, M. M. (2024). Optimizing Web Surveys In Research: Methodological Considerations And Validity Aspects. *International Journal Of Research And Scientific Innovation*, 11(4), 75-105.
https://www.researchgate.net/profile/Md-Khan-159/publication/380159372_Optimizing_Web_Surveys_In_Research_Methodological_Considerations_And_Vailidity_Aspects/links/662e41a408aa54017ac8b8ab/Optimizing-Web-Surveys-In-Research-Methodological-Considerations-And-Validity-Aspects.pdf
- [27] Ko, C., & Kim, S. (2024). Adolescent Female Users' Avatar Creation In Social Virtual Worlds: Opportunities And Challenges. *Behavioral Sciences*, 14(7), 539. <https://doi.org/10.3390/bs14070539>
- [28] Krywuczky, F., & Kleijnen, M. (2024). Consumer Decision-Making In Cosmetic Surgery: An Interdisciplinary Review Identifying Key Challenges And Implications For Marketing Theory. *Psychology & Marketing*, 41(12), 3182-3201.
<https://doi.org/10.1002/mar.22104>
- [29] Lin, J., Li, W., Zhu, L., Li, N., & Chang, S. (2025). The Most Popular Videos Promoting Breast Enhancement Products On "TikTok": Cross-Sectional Content And User Engagement Analysis. *Journal Of Medical Internet Research*, 27(1), E73336.
<https://doi.org/10.2196/73336>
- [30] Market.us (2024a). Global Cosmetic Surgery Market Outlook, And Size Report. [Online] Market.us.
<https://market.us/report/cosmetic-surgery-market/>.
- [31] Merino, M., Tornero-Aguilera, J. F., Rubio-Zarapuz, A., Villanueva-Tobaldo, C. V., Martín- Rodríguez, A., & Clemente-Suárez, V. J. (2024, July). Body Perceptions And Psychological Well-Being: A Review Of The Impact Of Social Media And Physical Measurements On Self-Esteem And Mental Health With A Focus On Body Image Satisfaction And Its Connection With Cultural And Gender Factors. In *Healthcare* (Vol. 12, No. 14, P. 1396). MDPI. <https://doi.org/10.3390/healthcare12141396>
- [32] Mironica, A., Popescu, C. A., George, D., Tegzeşiu, A. M., & Gherman, C. D. (2024). Social Media Influence On Body Image And Cosmetic Surgery Considerations: A Systematic Review. *Cureus*, 16(7). DOI: 10.7759/Cureus.65626
- [33] Misra, R., Sataray-Rodríguez, A., Coleman, B. A., Chime-Eze, C., Tolete, C., Haghghat, B., ... & Frasier, K. (2025). The Impact Of Photo Editing On Dermatological Perceptions In Skin Of Color. *Journal Of Biosciences And Medicines*, 13(2), 435-449.
<https://doi.org/10.4236/jbm.2025.132033>
- [34] Muhammed T, S., & Mathew, S. K. (2022). The Disaster Of Misinformation: A Review Of Research In Social Media. *International Journal Of Data Science And Analytics*, 13(4), 271-285. <https://doi.org/10.1007/s41060-022-00311-6>.
- [35] Muthukrishnan, A., Tayyib, N. A., Alsolami, F. J., Ramaiah, P., & Lathamangeswaric, C. (2023). Anxiety And Quality Of Life Outcomes After Coronary Artery Bypass Graft Surgery-A Prospective Cohort Study. *Current Problems In Cardiology*, 48(2), 101474. <https://doi.org/10.1016/j.cpcardiol.2022.101474>.
- [36] Pearlman, R. L., Wilkerson, A. H., Cobb, E. K., Morrisette, S., Lawson, F. G., Mockbee, C. S., ... & Nahar, V. K. (2022). Factors Associated With Likelihood To Undergo Cosmetic Surgical Procedures Among Young Adults In The United States: A Narrative Review. *Clinical, Cosmetic And Investigational Dermatology*, 859-877. <https://doi.org/10.2147/CCID.S358573>
- [37] Saleem, A., Moiz, A., Taj, A., Lakho, A., & Siddiqui, M. (2024). THE IMPACT OF ETHICAL MARKETING PRACTICES ON CONSUMER PERCEPTION. *ACASE OF COSMETIC BEAUTY INDUSTRY*. *International Journal Of Social Sciences Bulletin*, 2(4), 583-596.
<https://ijssbulletin.com/index.php/IJSSB/Article/Download/116/179>
- [39] Susskind, R., & Susskind, D. (2022). *The Future Of The Professions: How Technology Will Transform The Work Of Human Experts*. Oxford University Press. <https://tidsskrift.dk/tidsskrift-for-arbejdsliv/article/download/110817/159975>
- [40] Sweeney, C., Ennis, E., Mulvenna, M. D., Bond, R., & O'Neill, S. (2024). Insights Derived From Text-Based Digital Media, In Relation To Mental Health And Suicide Prevention, Using Data Analysis And Machine Learning: Systematic Review. *JMIR Mental Health*, 11, E55747. <https://doi.org/10.2196/55747>.
- [41] Timraz, J. H., Samman, R. R., Hashim, S. N., Khan, S., Alhomieed, M. F., Al Hartany, L. O., ... & Sindi, A. (2024). The Dual Impact Of Social Media: Evolving Beauty Perceptions And Cosmetic Procedure Practices Among Patients And Providers. *Journal Of Medicine And Life*, 17(12), 1036. <https://doi.org/10.25122/jml-2024-0390>
- [42] Triana L, Palacios Huatuco RM, Campilgio G, Liscano E. (2024) Trends In Surgical And Nonsurgical Aesthetic Procedures: A 14-Year Analysis Of The International Society Of Aesthetic Plastic Surgery-ISAPS. *Aesthetic Plast Surg*.
<https://doi.org/10.1007/s00266-024-04260-2>
- [43] Van Tran, D., Nguyen, T., & Nguyen, D. M. (2023). Understanding How Upward Social Comparison Stimulates Impulse Buying On Image-Sharing Social Commerce Platforms: A Moderated Mediation Model Of Benign Envy And Self-Esteem. *Current Psychology*, 42(22), 18777-18792. <https://doi.org/10.1007/s12144-022-03042-w>
- [44] Walker, C. E., Krumhuber, E. G., Dayan, S., & Furnham, A. (2021). Effects Of Social Media Use On Desire For Cosmetic Surgery Among Young Women. *Current Psychology*, 40(7), 3355- 3364. <https://doi.org/10.1007/s12144-019-00282-1>
- [45] Xu, X. (2023). Influencer Marketing With Social Platforms: Increasing Brand Awareness And User Engagement. *Journal Of Education, Humanities And Social Sciences*, 19(7), 2-13.
https://www.researchgate.net/profile/Ximan-Xu/publication/373760614_Influencer_Marketing_With_Social_Platforms_Increasing_Brand_Awareness_And_User_Engagement/links/662e41a408aa54017ac8b8ab/Influencer-Marketing-With-Social-Platforms-Increasing-Brand-Awareness-And-User-Engagement.pdf

- ks/6616bb03f7d3fc28743fbfcb/Influencer-Marketing-With-Social-Platforms-Increasing-Brand-Awareness-And-User-Engagement.Pdf
- [46] Yardi, S. (2024). Plastic Surgery Statistics 2024 By Types, Costs, Facts, Implants. [Online] Market.Us Media. <https://media.market.us/plastic-surgery-statistics/>.
- [47] Yetsenga, R., Banerjee, R., Streatfeild, J., Mcgregor, K., Austin, S. B., Lim, B. W., ... & Cheung, S. (2024). The Economic And Social Costs Of Body Dissatisfaction And Appearance-Based Discrimination In The United States. *Eating Disorders*, 32(6), 572-602. <https://doi.org/10.1080/10640266.2024.2328461>
- [48] Yu, H., & Hutson, A. D. (2024). Inferential Procedures Based On The Weighted Pearson Correlation Coefficient Test Statistic. *Journal Of Applied Statistics*, 51(3), 481-496. <https://doi.org/10.1080/02664763.2022.2137477>
- [49] Yue, Z., Zhang, R., & Xiao, J. (2022). Passive Social Media Use And Psychological Well-Being During The COVID-19 Pandemic: The Role Of Social Comparison And Emotion Regulation. *Computers In Human Behavior*, 127, 107050. <https://doi.org/10.1016/j.chb.2021.107050>
- [50] Zhou, Z., Qiu, C., & Zhang, Y. (2023). A Comparative Analysis Of Linear Regression, Neural Networks And Random Forest Regression For Predicting Air Ozone Employing Soft Sensor Models. *Scientific Reports*, 13(1), 22420. <https://doi.org/10.1038/S41598-023-49899-0>