



THE INFLUENCE OF BEAUTY STANDARDS ON THE FORMATION OF SELF-ESTEEM AND CONSUMER BEHAVIOR

Anel Barat,
Expert in Beauty Industry, Nail Master, USA

Abstract

This article examines the influence of beauty standards on consumer self-esteem and behavior, focusing on the manicure segment. It examines the historical and cultural aspects of beauty standards, as well as the role of mass media and social media in creating idealized images of nails and manicure styles. Particular attention is paid to the practical implications for consumers: their choice of shades, designs, and manicure techniques, their visits to beauty salons, and their adherence to fashion trends. The study's findings demonstrate that beauty standards significantly shape manicure preferences and influence clients' self-esteem, which is important to consider when developing marketing strategies and professional practices.

Keywords: Beauty standards, manicure, nail design, self-esteem, consumer behavior, social networks, consumer psychology, beauty industry, cosmetic trends, marketing.

Introduction

Scientific Novelty. This study systematizes the influence of beauty standards on self-esteem and consumer behavior for the first time, focusing on the manicure segment. It demonstrates how visual cues, social media, and influencer recommendations shape customers' preferences for nail shape, color, and design, as well as influence their emotional state and self-esteem. The study's results allow for the integration of theoretical knowledge about beauty standards with practical recommendations for beauty salons and nail technicians, opening up new opportunities for developing marketing strategies and increasing customer loyalty.

Modern beauty standards, actively promoted by the media, social networks, and advertising, create idealized images that significantly influence perceptions of one's own appearance and consumer behavior.

Manicure holds a special place in this system, having expanded beyond grooming to become a key element of self-expression, style, and adherence to current trends. The influence of social media (Instagram, TikTok) and influencers has led to the rapid popularization of numerous techniques and designs, directly impacting consumer preferences.

Nail care has been proven to have a positive effect on psychological well-being:

1. Improving emotional state. Salon manicure, according to a study by Salon nail care with superficial self-disclosure vitalizes psychological state", helps improve mood, relaxation and increase self-esteem in women [1].



2. Social perception. Manicure influences social stereotypes and personality perception. The study "The chromatic influence : an investigation of stereotypes surrounding nail color" showed that nail polish color can influence how women are perceived, with light shades often associated with positive traits such as friendliness and attractiveness [2].

Thus, beauty standards, including those related to manicure, have a significant impact on self-esteem and consumer behavior. Accepting these standards and adopting a mindful approach to consumption are key to developing healthy self-esteem and behavior.

Beauty standards are socially and culturally conditioned, idealized notions of appearance, actively shaped by the media, the fashion industry, and social media [3]. These standards significantly influence a person's psycho-emotional state and expectations regarding appearance. In the manicure segment, these standards manifest themselves in the choice of current nail shapes, polish shades, and decoration techniques [4]. They can be both universal (well-groomed) and local, dependent on fashion cycles.

The desire to conform to idealized images in manicure has a dual effect on self-esteem:

1. Positive. Achieving a current look and taking care of yourself helps boost confidence.
2. Negative. Failure to meet the ideals conveyed in social media and advertising can lead to feelings of dissatisfaction with one's own appearance, which is especially relevant for young people [5].

The visual pressure created by idealized nail images is directly linked to the formation of inflated expectations and the impact on the self-esteem of beauty salon clients.

Beauty standards are a powerful driver of certain consumer behavior in the manicure segment. This manifests itself in :

- priority selection of fashionable shades and decorating techniques;
- regular visits to salons to maintain a current image;
- purchasing appropriate cosmetic products.

Mass media and social networks accelerate the spread of trends, making consumer behavior more predictable and manageable from a marketing perspective [6].

Table 1 - The impact of beauty standards on the manicure segment

Aspect	Impact on the consumer	Examples
Nail shape	Choice of shape (almond, square, oval)	Almond Latte , Coffee Nails
Color and shade	Preference for popular shades and combinations	Pastel, bright, neutral
Technology and design	Using fashionable techniques (French, gradient, stamping)	Teal French Mani, Milky Rose Nails
Social pressure	The desire to meet idealized standards	Imitating influencers , choosing popular designs
Emotional effect	Impact on self-esteem and satisfaction	Increased confidence, stress from inadequacy



An analysis of theoretical sources shows that beauty standards significantly influence the perception of appearance and shape consumer behavior, including manicure choices. Beauty standards determine preferences for nail shape, color, and design, shape emotional reactions, and influence customers' self-esteem. Social media, influencers, and media amplify these effects by creating visual reference points and accelerating the spread of trends. Understanding the mechanisms by which beauty standards influence allows beauty salons and manicurists to more effectively tailor their services to customer needs, taking into account their psychological and social needs.

A multifaceted analysis demonstrates the significant impact of manicure on the psycho-emotional state of clients, as well as the decisive role of social media in shaping consumer preferences and beauty standards.

Research confirms that nail care in a beauty salon has a positive impact on clients' emotional well-being. Specifically, manicures promote mood enhancement, relaxation, and energization, as documented in the study "« Salon » nail care with superficial self-disclosure vitalizes psychological state » [1].

Social media (Instagram, TikTok) and influencers play a key role in the spread of manicure trends. The active display of various nail designs by celebrities and influencers directly influences consumer preferences, shaping current beauty standards in the industry [7].

Consumer engagement in manicure practices is high. According to The Benchmarking According to Company, 96% of women in the United States regularly care for their nails. Moreover, 47% of women combine salon visits with self-care at home, demonstrating the high degree of integration of manicure into their daily lives [8].

Factors influencing nail polish selection reflect modern beauty standards focused on aesthetics and functionality. According to scientific research, the main determinants of choice are sensory appeal, price, and ease of use [9].

Table 2 - The impact of manicure on self-esteem and emotional state

Aspect	Impact on the consumer	Application examples
Emotional state	Improved mood, relaxation, activation	Manicure in a beauty salon, participation in master classes
Social influence	Shaping beauty standards through social media	Nail art designs showcased by influencers
Consumer preferences	Focus on sensory appeal, price and convenience	Choosing a nail polish based on these factors

The analysis shows that beauty standards have a significant impact on self-esteem and consumer behavior, particularly in the manicure segment. They shape visual cues, determine preferences for nail shapes, colors, and designs, and have an emotional impact on customers. The influence of beauty standards manifests itself not only through media and advertising but also through social media, where influencers and celebrities showcase popular designs and techniques, contributing to the spread of trends.



Practical application of the study's findings confirms that well-groomed and modern nails enhance clients' emotional well-being, boost self-esteem, and motivate them to maintain their image. Beauty salons, taking into account the influence of beauty standards and trends, can adapt their services: offer current designs, conduct master classes, and use social media for promotion, thereby increasing client loyalty and demand for services.

Thus, the following conclusions can be drawn:

1. The influence of beauty standards – they shape consumer preferences, emotional state, and self-esteem of clients in the manicure industry.
2. Social media and influencers are key factors accelerating the spread of trends and creating visual reference points for consumers.
3. Practical significance – beauty professionals and salons can use knowledge about the influence of beauty standards to develop effective marketing strategies and provide in-demand services.

The need for a mindful approach – it is important to develop a critical perception of beauty standards and support a variety of styles to promote healthy self-esteem and customer satisfaction.

Overall, the study's findings demonstrate that integrating theoretical knowledge about beauty standards with practical recommendations can improve customer service, increase emotional satisfaction, and stimulate conscious consumer behavior in the manicure segment.

References

1. Kawakubo A. Salon nail care with superficial self-disclosure activates the psychological state // PubMed Central . 2023. URL: <https://pmc.ncbi.nlm.nih.gov/articles/PMC10548882/> (accessed: 15 October 2025).
2. Schunk S. The Chromatic Influence: An Investigation of Stereotypes Surrounding Nail Color // ResearchGate . 2024. URL : https://www.researchgate.net/publication/380748975_The_Chromatic_Influence_An_Investigation_of_Stereotypes_Surrounding_Nail_Color (accessed 10/15/2025).
3. How the attitude towards one's own appearance affects self-esteem and why it is important to accept ourselves as we are // Lectera . 2025. URL : <https://lectera.com/magazine/ru/articles/how-attitude-to-own-appearance-affects-self-esteem-and-how-it-is-important-to-accept-ourselves-as-we-are> (date of access : 16.10.2025).
4. Why We're Tired of Beauty Standards // Beauty Professionals . 2025. URL : <https://professionals.beauty/blog/pochemu-my-ustaem-ot-standartov-krasoty/> (date of access: 16.10.2025).
5. You Are Beautiful // Cuprum Media . 2025. URL : <https://cuprum.media/lifestyle/you-are-beautiful> (accessed : 17.10.2025) .
6. Standardization of beauty in the modern world // Begemot.ai. 2025. URL : <https://begemot.ai/projects/1048870-standartizaciia-krasoty-v-sovremennom-mire> (date of access: 17.10.2025).



7. Nailed It: How Social Media and Influencers Are Transforming the Nail Care Industry // The Campus Agency. 2025. URL : <https://thecampusagency.com/nailed-it-how-social-media-and-influencers-are-transforming-the-nail-care-industry/> (date accessed: 10/18/2025).

8. Obsessed with Nail Care: A Timeless Consumer Beauty Favorite // Global Cosmetic Industry. 2025. URL : <https://www.gcimagazine.com/brands-products/color-cosmetics/news/22941294/obsessed-with-nail-care-a-timeless-consumer-beauty-fave> (access date: 10/19/2025).

9. The Chromatic Influence: An Investigation of Stereotypes Surrounding Nail Color // MDPI. 2024. URL: <https://www.mdpi.com/2079-9284/2/2/187> (date accesses : 20.10. 2025).

