

# Navigating the Future of Beauty Marketing: Insights and Pathways for Positive Body Image in Women

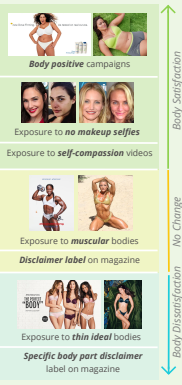
By Mehruha Haque  
 • PhD student and Junior Research Fellow at Estotian Business School (EBS)  
 • 12 years of experience in product marketing & design positions  
 • Masters in 'Business Administration' and 'Design & Technology Futures'



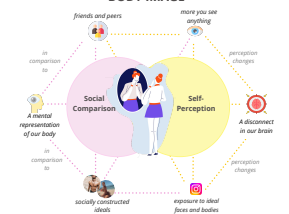
**Abstract** Beauty advertisements propagate unattainable ideals, from impossible proportions to flawless skin and lush hair. As society normalizes these images, individuals aspire to mirror the women featured. This affects women's self-confidence, self-esteem, and perceptions of beauty, leading to psychological consequences. Girls encounter these ideals from a young age through adulthood. This study investigates protective roles against these negative impacts, identifies related variables, and highlights gaps in existing literature, necessitating further exploration. These insights inform innovative marketing strategies for lasting change and promoting positive body image.

**Keywords** beauty advertising, body image and experimental design

**Study** Covering a decade from 2013 to 2023, used a quantitative scale to gauge body dissatisfaction. Participants, primarily aged 18-35, were exposed to various images, disclaimers, and videos.

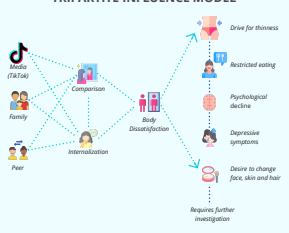


## BODY IMAGE



**Trait Variables** A trait variable, as a stable pre-existing characteristic, is an individual's unique lens through which they approach situations. Researchers have pinpointed several key trait variables that moderate the influence of exposure to standardized advertising images. These variables include body appreciation levels, social comparison tendencies, parental influences, the presence of a protective school environment, media literacy, appreciation of differences, confidence, and self-compassion

## TRIPARTITE INFLUENCE MODEL



**Dominance of thin body ideals** Examining the prevalence of slender body ideals in media and culture, overlooks aspects like facial appearance and hair, which are also significant components of body image.

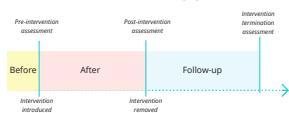
## Over-reliance on pre-post experiments

Addressing limitations in research methodologies focused solely on before-and-after scenarios.

**Heavy dependence on quantitative data analysis** Discussing the need for a more qualitative research approach beyond numbers.

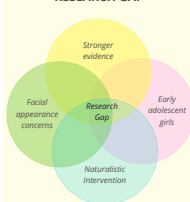
**Age range gap** Highlighting the significance of expanding research to cover the critical age range of early adolescent girls as body image development starts at an earlier age.

## EXPERIMENTAL DESIGN



**Conclusion** Previous research has provided valuable insights into the areas requiring attention in future marketing strategies aimed at mitigating the negative impact of advertising on women's body image perception. To further advance our understanding, future studies should prioritize addressing the identified gaps within the existing literature. Additionally, to establish stronger and more enduring evidence, the incorporation of single-case experimental designs is recommended. These designs offer the potential to explore the long-term efficacy and endurance of interventions, ultimately contributing to more effective strategies that promote healthier body image perceptions among women.

## RESEARCH GAP



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