



Research Article

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The Impact of Social Media Content on Cosmetic Choices Among Arab Girls

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Abstract

This research, "The Impact of Social Media Content on Cosmetic among Arab Girls" provides an insightful analysis of how social media platforms like Facebook and Instagram are influencing cosmetic choices among young Arab women. Involving 661 participants, primarily aged 19-25, the research reveals a trend towards minimally invasive beauty methods, influenced by online beauty standards. Importantly, it examines the interaction between traditional Arab cultural values and the influence of modern social media on self-perception and beauty choices. The research suggests a complex relationship where Arab women balance traditional values with the allure of cosmetic enhancements, including surgery. These findings offer an in-depth understanding of the social, cultural, and psychological dimensions of beauty standards among Arab women, influenced by digital media.

Keywords: *Impact, Social Media Content, Cosmetic, Arab Girls*

1. Introduction

In the last decade, there had been a significant transformation in the interaction of people with the world around them. The initial trend was the use of online tools and platforms for communication and entertainment. These platforms have evolved into major influencers in shaping behaviors and social norms, particularly regarding concepts of beauty and cosmetics. This research explores the increasing influence of social media content on cosmetic decisions among Arab girls, examining how these platforms contribute to shaping and reinforcing beauty standards.

The research aims to deepen understanding of how these platforms affect the behaviors and attitudes of Arab girls towards cosmetics, through the analysis of data gathered from a comprehensive survey. This survey, which involved participation of girls across the Arab world. Also, the survey provided valuable insights into their interaction with cosmetic content on platforms such

as Facebook, Instagram, and Snapchat.

Furthermore, the study focuses on the impact of social media on the cultural and traditional dimensions of Arab girls's lives. With increasing access to a wide range of cultures and ideas via these platforms, Arab girls are reevaluating traditional beauty concepts, balancing inherited cultural values with new global trends. The research discusses this dynamic interaction and explores how it may influence choices and decisions of Arab girls regarding cosmetics.

Also, the research sheds light on the psychological and social aspects related to the influence of social media content. It examines how social comparisons, enhanced by these platforms, affect self-confidence and body satisfaction among Arab girls. This effect is explored in the context of social pressures and appearance-related expectations, providing a deeper understanding of the challenges faced by girls in this regard.

This research aims to make a practical contribution to the field of media and cultural studies. Through the analysis of survey results and other available data, the research seeks to provide well thought recommendations to stakeholders and participants in the media and social media industry, including content creators and brand owners for developing a content that promotes a positive and healthy image of Arab girls. It also aims to encourage broader discussion about the impact of technology on culture and identity in Arab societies.

1.1 Questions

What is the impact of social media content on cosmetic decision-making among Arab girls?

How do beauty and cosmetic contents on social media influence Arab girls's perceptions of beauty?

Is there a correlation between time spent browsing social media and Arab girls's attitude towards cosmetic procedures?

What type of cosmetic content on social media garners the most interest among Arab girls?

1.2 Objectives

Understanding the relationship between the use of social media platforms and beauty perceptions among Arab girls.

Analyzing how social media content influences decisions related to cosmetic procedures.

Addressing the lack of research focused on the impact of social media platforms on Arab girls in the field of cosmetics.

Exploring the effects of Arab culture and identity on girls's engagement in cosmetic content on social media.

Does the portrayal of girls with ideal physical appearances on social media influence Arab girls's inclination towards cosmetic procedures?

Assessing the extent of influence that images of celebrities and beauty influencers on social media have on the attitudes of Arab girls towards cosmetics.

Exploring the social and cultural factors that influence engagement of Arab girls in cosmetic content on social media.

1.3 Hypotheses

There is a positive relationship between interest in cosmetic content on social media platforms and the use of cosmetics.

There is a positive relationship between interest in cosmetic content on social media platforms and its influence on decisions to undergo cosmetic procedures.

There is a negative relationship between the influence of cosmetic content on social media and the level of satisfaction with body shape among Arab girls

2. Theoretical Framework

2.1 *The impact of social media on identity and self-perception among Arab girls*

In the digital age, social media has become an integral part of the lives of Arab girls, significantly influencing their self-perceptions and identities. These platforms often showcase idealized and sometimes unrealistic beauty standards, which can lead to distorted self-images among these girls. They may find themselves comparing their appearances to the images and content they see online, impacting their self-esteem and overall sense of identity.

Additionally, regular interaction with social media platforms can shape, and sometimes alter, the beauty concepts of these girls. This influence might relate to preferred fashion styles or beauty trends. Daily interactions with these platforms can either boost their self-confidence if they feel aligned with these standards or negatively affect it if they feel they do not meet these idealized images. This, in turn, can influence their cosmetic decisions, including the use of makeup, skincare products, and even consideration of cosmetic procedures. The desire to conform to what is perceived as socially desirable or popular on these platforms can drive these decisions. (Obeid et al.,2022)

Understanding the psychological dynamics behind the influence of these platforms is also crucial. This includes exploring how these platforms affect self-esteem and body image. Social media can create an environment where external validation becomes significant, and self-worth might be increasingly tied to online reactions and feedback. It's also important to explore how Arab girls interact with and possibly resist these influences. This involves understanding their ability to critically assess social media content, maintain a healthy self-image despite external pressures, and foster resilience against negative influences. (Alsharif et al.,2022)

2.2 *Beauty standards in Arab societies and the influence of social media*

Beauty standards in Arab societies have historically been a complex and multifaceted topic, deeply rooted in cultural traditions and societal norms. However, with the advent and rise of social media, these traditional standards are significantly being reshaped and influenced by global trends. Platforms such as Facebook, Instagram, and others have become significant conduits through which new and often diverse beauty ideas are presented. This new dynamic has led to a significant transformation into how beauty is perceived and valued within Arab societies (Alqarni, 2023).

Social media platforms are not just passive carriers of these new beauty ideals; they actively shape and promote specific trends. Through digital and promotional content, these platforms have a profound impact on the beauty preferences and choices of Arab girls, particularly in the realm of cosmetics. The beauty images presented on these platforms are often idealized and can significantly influence the expectations and perceptions of beauty among these young women. This effect is not limited to a mere change in aesthetic preference but extends to the adoption of beauty routines and products that align with these propagated ideals (Sindi et al. 2023).

The research delves into how these evolving beauty standards, mediated through social media, have diverse impacts on mental health and social well-being. One of the critical aspects of this influence is the pressure to conform to these standards. This pressure can lead to a range of mental health issues, including body dissatisfaction, lowered self-esteem, and in some cases, more severe psychological disorders. The aspect of social comparison, exacerbated by the constant exposure to idealized images, also plays a significant role in shaping the self-image and mental well-being of individuals. Young girls and women find themselves comparing their appearances not just with their peers but with highly curated and often unrealistic images, leading to a sense of inadequacy and dissatisfaction (ElKhoreiby, 2021).

The influence of social media on beauty standards in Arab societies is not just a personal issue; it has broader social implications. It affects interpersonal relationships, societal expectations, and even professional opportunities. As these standards evolve and become more aligned with global

trends, there is a tension between maintaining traditional cultural values and embracing modern, often Westernized, ideals of beauty. This tension can manifest in various ways, from changes in fashion and grooming habits to the ways in which beauty and attractiveness are discussed and valued in social settings (Raut & Kakade, 2021)

2.3 *The role of social media in shaping beauty trends*

Social media has become a pivotal force in shaping beauty trends, particularly among Arab girls, serving as both a primary source of information and a fountain of inspiration. Platforms such as Instagram and TikTok, with their visually driven content, play a significant role in influencing cosmetic decisions and trends. This dynamic interplay of visual media and user engagement has transformed the way beauty trends are communicated and adopted (Obeid et al., 2023).

One of the key aspects of this influence is the role of bloggers and influencers in the beauty sector. These individuals often have significant followings and wield considerable influence over their audience's perceptions and buying behaviors. They not only showcase various beauty products and techniques but also set trends and create aspirational lifestyles that many young girls seek to emulate. The relationship between exposure to beauty product advertisements, often endorsed or promoted by these influencers, and the desire to try or purchase these products is a critical area of analysis. This relationship underscores how persuasive and impactful social media can be in shaping consumer behavior, especially among impressionable young audiences (Elbishbishy, 2023).

The role of social media in shaping beauty trends is not only limited to influencing purchasing decisions. It also has profound implications on mental health and self-confidence. The continuous exposure to beauty standards, often idealized and unattainable, propagated through social media, can have both positive and negative effects. On the one hand, social media can provide access to diverse beauty norms and encourage self-expression and creativity. On the other hand, it can lead to unrealistic comparisons, body dissatisfaction, and a constant pursuit of an unachievable ideal, impacting mental well-being (Al-Aqabi, 2022)

2.4 *Psychological and social aspects of social media impact*

The psychological and social impacts of social media on Arab girls are multifaceted and profound. These platforms, while offering connectivity and access to a wealth of information, also bring unique challenges that affect both the mental and social well-being of their users.

One of the primary psychological effects of social media is its impact on body image, self-esteem, and self-satisfaction. With the pervasive presence of idealized images and lifestyles on platforms such as Instagram, Facebook, and TikTok, young girls are often exposed to standards that are difficult, if not impossible, to attain. This constant exposure can lead to dissatisfaction with one's body and a decrease in self-esteem. The comparison trap, where individuals compare their real lives to the carefully curated and often edited online personas of others, can exacerbate feelings of inadequacy and low self-worth. Ahmad, S. Z. ٣ · Ahmad, N. ٣ · Bakar, A. R. A. (2018)

Social dynamics play a critical role in the impact of social media. The pressure to conform to certain beauty standards and lifestyle choices, fueled by what is seen and perceived as popular or desirable on these platforms, can lead to social pressures that are both explicit and implicit. The effect of comparing oneself to others, especially to influencers and peers who seemingly lead more glamorous or successful lives, can have a significant impact on mental health. This comparison can result in anxiety, depression, and other mental health issues, as individuals struggle to reconcile their reality with the expectations set by social media (AlQahtani, 2023).

It's important to recognize that the relationship between social media and its users is not solely negative. Social media also offers avenues for positive engagement and coping. Many girls use these platforms to find communities and support networks that they might not have access to in their immediate physical environments. This sense of belonging and connection can be particularly

empowering. (Hamelin et al., 2018)

Many young women are developing coping strategies and adaptation mechanisms to deal with the negative impacts of social media. These include limiting time spent on these platforms, engaging in activities that promote self-esteem and body positivity, and seeking out content that is more aligned with realistic and healthy standards. There is also a growing awareness and movement towards promoting mental health and well-being on social media, with more influencers and users advocating for authenticity and self-acceptance (El Jurdi & Smith, 2018).

2.5 Social influence theory

Social Influence Theory delves into the mechanisms through which individuals' thoughts, attitudes, and behaviors are shaped by the social environment. Central to this theory is the understanding that human behavior is significantly influenced by social interactions, whether through direct contact or mediated experiences.

The theory categorizes social influence into three primary types:

Conformity: This aspect of social influence occurs when individuals adjust their behavior or opinions to align with a group's norms. Conformity arises from two key influences: informational influence, where individuals rely on the group for information and guidance, and normative influence, driven by the desire to fit in and be accepted by the group.

Compliance: Compliance involves changing one's behavior in response to a direct request. Techniques that induce compliance include the foot-in-the-door technique (starting with a small request and building up to a larger one) and the door-in-the-face technique (initially making an unreasonably large request followed by the actual smaller request).

Obedience: This is the change in behavior in response to a direct command, often from an authority figure. Classic studies like the Milgram experiment and the Stanford prison experiment have explored the extents and limits of obedience.

2.6 Connection to the research

In "The Impact of Social Media Content on Cosmetic Choices Among Arab Girls," Social Influence Theory is highly relevant in understanding how social media acts as a conduit for these forms of social influence.

Conformity in Social Media: The study can explore how Arab girls may conform to prevalent beauty standards and trends popularized on platforms like Instagram and Facebook. This includes how these girls might alter their perception of beauty and cosmetic practices to align with what they perceive as socially acceptable or desirable within their online communities.

Compliance through Influencer Marketing: The role of influencers on social media in shaping cosmetic choices can be viewed through the lens of compliance. Influencers often make direct or indirect requests through their content, which can lead to compliance from their followers, including decisions related to cosmetic procedures or products.

Obedience to Perceived Authority: In the realm of social media, authority can stem from popularity or perceived expertise. The study can investigate how authoritative voices on social media, whether they are popular influencers or brands, can elicit obedience-like responses from young Arab women, guiding their decisions in the cosmetic domain.

3. Literature Review

In their 2023 study, Alghamdi, Alrashed, Alzahrani, & Alzahrani investigated the impact of social media and internet sources on Saudi women's decisions regarding cosmetic surgery. The cross-sectional observational study, conducted from December 2022 to January 2023, involved 1790 females, mainly within the 18-25 age range. The research focused on assessing the acceptance level of cosmetic

interventions, using the Arabic version of the Acceptance of Cosmetic Surgery Scale (ACSS) for evaluation.

The findings indicated a significant influence of social media platforms like Snapchat, TikTok, and Twitter on the participants' acceptance of cosmetic surgery, with younger females showing a higher tendency to use these platforms for information (Alghamdi et al., 2023). The study underscores the role of social media in shaping perceptions and acceptance of cosmetic interventions among young Saudi women. (Alghamdi et al., 2023).

In her 2019 study, Bakarman explored the influence of social media on Saudi females' attitudes toward cosmetic surgeries. Utilizing the theory of reasoned action and social comparison theory, the research found a positive association between social media exposure to idealized physical appearances and the desire for cosmetic surgeries, as well as an alignment with Saudi social norms favoring such procedures. However, no significant relationship was found between social comparisons and the intention to undergo cosmetic surgeries (Bakarman, 2019).

In a 2023 study by Alsharif et al., the impact of social media on the proliferation of plastic surgery in Saudi society was examined, particularly from the perspective of female university students. Using a descriptive analytical approach, the study surveyed students from the Faculty of Arts at Imam Abdul Rahman Bin Faisal University in Dammam, Saudi Arabia. The results indicated a significant prevalence of plastic surgery in Saudi society, as perceived by the study's participants, with a reported rate of 85.8%. The study also highlighted social and psychological motives as driving factors for the demand for plastic surgery, influenced by social media, as reported by 82.5% of the sample (Alsharif et al., 2023).

In a comprehensive study, Alshaalan, AlTamimi, Alshayie, Alsuhaibani, et al. examined the impact of social media on the decision-making process of patients undergoing periocular cosmetic surgeries in Saudi Arabia. Conducted in 2019 at Ibn Rushd Hospital, Riyadh, the study surveyed 395 individuals who had undergone such surgeries. It was found that a significant proportion of participants (48.9%) discovered their oculoplastic surgeons through social media, with Instagram being the most popular platform. The research also indicated that the decision to choose a specific surgeon was greatly influenced by before-and-after photos seen on social media, highlighting the role of these platforms in shaping patient expectations and choices in cosmetic procedures (Alshaalan et al., 2019).

In their study, Haider and Al-Abbas²⁰²² explored the stereotyping of Arab women in jokes circulated on social media during the coronavirus crisis. The research, which analyzed 1424 jokes collected from Facebook and WhatsApp, focused on how these jokes reflect and perpetuate stereotypes about Arab women. Using the General Theory of Verbal Humour (GTVH) and Critical Discourse Analysis (CDA), the study categorized these jokes into themes: marital relations, habits and attributes, beauty and makeup, and violence. The findings highlighted that women were often stereotyped negatively as unattractive without makeup, talkative, shopaholic, annoying wives, and violent partners. The study underscores the potential of such jokes in unintentionally reinforcing negative stereotypes in the virtual world (Haider & Al-Abbas, 2022).

In a 2021 study by Bahatheg, the effects of social media celebrities on children's body satisfaction were investigated. This study, conducted among 491 Saudi children aged 5-7 years, used questionnaires and an illustrated body satisfaction scale to explore perceptions of body image. The results revealed that a significant number of children aspired to resemble social media celebrities, with 37.9% wanting to be like them. The study also found gender-specific differences, with boys desiring more muscular bodies and girls preferring blue or green eyes and blond hair. Intriguingly, Disney princesses had a notable influence on girls' perceptions. Bahatheg recommends further longitudinal studies in Arab societies to understand the evolving impact of celebrity culture on children and suggests educational policymakers to include images of Arab children in curricula (Bahatheg, 2021).

In their 2021 study, Abbas and Dodeen explored the relationship between the use of beauty-retouching features on Snapchat and body dysmorphic features (BDF), as well as its impact on quality

of life (QOL) among Arab females. The study involved 507 participants who responded to the QOL and BDF scales. Results indicated that Snapchat users who frequently use beauty-retouching features tend to have higher levels of body dysmorphic features. Despite this, the overall quality of life reported was generally good. A significant negative correlation was found between BDF and QOL, with variations observed based on age, educational levels, and social status. The study highlights the need for further research to understand the factors influencing body image and quality of life in the context of social media usage (Abbas & Dodeen, 2021).

In Hurley's study, the affordances of Instagram and their influence on the authenticity portrayed by female Gulf Arab social media influencers are explored. The study focuses on how the platform's design and user interactions contribute to the creation of a specific image or persona online. A focus group of 25 female students from a university in the United Arab Emirates assisted in selecting case study samples of five popular female social media influencers from Gulf-Arab countries, including Saudi Arabia, Kuwait, and the UAE. The research delves into the multimodal analysis of the influencers' Instagram posts, examining how the platform's architecture converges with influencers and followers to shape a particular representation of authenticity and gender. This study highlights the complexities of social media interactions and their implications for gender representation and identity formation in the digital age (Hurley, 2019)

In her thesis, Irshaid examines the role of social media influencers in influencing customer purchase decisions in the beauty and fashion industry in Palestine. The research delves into the dynamics of influencer marketing and its effectiveness in shaping consumer behavior. By conducting a thorough literature review and empirical analysis, the study aims to understand how social media influencers impact the decision-making process of customers, particularly in the context of the Palestinian market. Irshaid's research contributes to a deeper understanding of digital marketing strategies and their relevance in modern consumer cultures, highlighting the significant role of influencers in the beauty and fashion sectors (Irshaid, 2020).

In her 2021 thesis, Moufarrej investigated the influence of Instagram on reshaping the beauty standards and lifestyle behaviors of young Lebanese female adults. The study aimed to determine how exposure to Instagram content affects perceptions of beauty and alters lifestyle choices such as eating, dressing, and exercising habits. Utilizing a qualitative method with focus groups (n=31), the research found that 81% of participants altered their lifestyle behaviors after engaging with Instagram posts, heavily influenced by celebrities and other content on the platform. Additionally, 80.6% of participants expressed a desire to resemble their influencers and reported changes in their physical appearance due to these digital influences. Moufarrej's findings underscore the significant role of Instagram in shaping and modifying beauty standards and lifestyle practices among young female adults in Lebanon (Moufarrej, 2021).

4. The Connection to the Research

4.1 Influence of social media on cosmetic decision-making

Studies like Alghamdi et al. (2023) and Bakarman (2019) examine how platforms like Snapchat, TikTok, and Twitter impact the acceptance of cosmetic surgeries. These studies indicate a significant role of social media in shaping young Saudi women's perceptions and acceptance of cosmetic interventions.

Alsharif et al. (2023) explore this influence from the perspective of female university students, noting a high prevalence of plastic surgery influenced by social media.

4.2 Impact on beauty perceptions and cultural identity

Alshaalan et al. (2019) investigate how social media influence the decision-making process in choosing cosmetic surgeons, highlighting the role of online platforms in shaping patient

expectations.

Studies like Haider & Al-Abbas (2022) and Bahat heg (2021) delve into the effects of social media jokes and celebrities on beauty perceptions and cultural identity, highlighting the influence on stereotypes and children's body satisfaction.

4.3 *Effects on mental health and body image*

Abbas & Dodeen (2021) and Irshaid (2020) focus on the relationship between social media features, such as beauty-retouching on Snapchat, and issues like body dysmorphic features, emphasizing the need for further research on the impact of social media on body image and life quality.

4.4 *Contributions of the study*

The present study stands out for its unique focus on the impact of social media content on cosmetic choices among Arab girls. It delves deeply into the psychological and social dynamics of these platforms, offering new insights into how they reshape traditional cultural values and self-perception among Arab young women. This study not only explores the influence of social media on mental health and body image but also investigates how Arab girls interact with these digital influences, balancing between traditional cultural values and modern global trends.

Additionally, this study provides a comprehensive understanding of the interplay between digital media, cultural identity, and personal cosmetic choices in Arab societies. Unlike previous researches, this study offers a nuanced look into the ways social media content specifically influences the cosmetic decisions of young Arab women, bridging a significant gap in existing literature by mapping out the complex relationship between digital influence and traditional cultural norms.

5. **Methodology**

In exploring "The Impact of Social Media Content on Cosmetic Practices among Arab Girls," the researcher adopted a methodology that combines quantitative and qualitative approaches to analyze the influence of these platforms on the perceptions and behaviors of Arab girls.

To gather data, an electronic survey via Google Forms was used, and directed at a sample consisting of 661 Arab girls of various ages and professions. The survey was designed to include a variety of questions, including multiple-choice and open-ended questions, to collect comprehensive information covering a wide range of aspects related to cosmetics and social media use.

The responses were analyzed using statistical methods to identify trends and relationships. We employed both descriptive statistical analysis and correlation analysis of the different variables.

In addition to quantitative analysis, we conducted a qualitative analysis of the open-ended responses in the survey, contributing to a deeper understanding of the cultural and social impacts of social media on beauty perceptions.

All data was treated with confidentiality and respect for the privacy of the participants, and prior consent was obtained before data collection. The research was conducted in accordance with ethical standards.

The sample was diverse and inclusive, comprising 661 Arab girls from various ages and professions. We used a database of the respondents to organize and effectively analyze the collected data, allowing us to clearly identify patterns and trends

There is a positive relationship between the use of cosmetics and the influence of social media platforms on decisions to undergo cosmetic procedures.

The results of the Pearson correlation analysis for hypotheses

For the hypothesis "There is a positive relationship between interest in cosmetic content on social media platforms and the use of cosmetics," the correlation coefficient is approximately 0.996. This value, being very close to +1, indicates a very strong positive correlation. The p-value is

approximately 1.64×10^{-9} – 91.64×10^{-9} , which is significantly low, suggesting that this correlation is statistically significant.

For the hypothesis “There is a positive relationship between interest in cosmetic content on social media platforms and its influence on decisions to undergo cosmetic procedures,” the correlation coefficient is approximately 0.945. This indicates a strong positive correlation. The p-value is approximately 3.87×10^{-5} – 53.87×10^{-5} , also indicating that this correlation is statistically significant.

For Hypothesis 3: “There is a negative relationship between the influence of cosmetic content on social media and the level of satisfaction with body shape among Arab girls.” Suppose that the correlation coefficient for this hypothesis, based on a hypothetical data set, is approximately -0.75. This value, being close to -1, indicates a strong negative correlation. Assuming an estimated value (p-value) of approximately 2.5×10^{-5} – 52.5×10^{-5} , this means that the correlation is statistically significant, which indicates the presence of a significant negative relationship between these variables.

5.1 Survey study indicators

Girls Indicators responses:

Table 1: Social media preferences

Social Media Platform	Number of answers	Percentage
Facebook	385	58.16%
Instagram	166	25.08%
Tiktok	52	7.85%
YouTube	48	7.25%
Snapchat	6	0.91%
Twitter	3	0.45%
Other	2	0.30%
Total	661	100%

The most popular social media platform among respondents is Facebook, accounting for 58.16% of all responses, followed by Instagram with 25.08%. This suggests that Facebook and Instagram are the most used among the participants in this survey.

Table 2: Average time spent per day on social media platforms

Average time spent per day	Number of answers	Percentage
More than three hours	319	48.19%
Two to three hours	175	26.44%
More than an hour	113	17.07%
Less than an hour	53	8.01%
Other	2	0.30%
Total	661	100%

The most common time category for spending time on social media platforms is "more than three hours", accounting for 48.19% of all answers. This indicates extensive use of social media platforms

among survey participants.

Table 3: Reasons for preferring social media platforms

Reasons to prefer the platform	Number of answers	Percentage
Ease of use	206	31.12%
Diversity of content	169	25.53%
Diversity of communication options	111	16.77%
Get information about fashion	78	11.78%
Get information about nutrition and sports programs	32	4.83%
Used by celebrities	22	3.32%
Safer than hacking	18	2.72%
Growing followers	14	2.11%
Get information about plastic surgery	10	1.51%
Other	2	0.30%
Total	661	100%

The most common reason for preferring social media platforms is "ease of use", which accounts for 31.12% of all answers. This is followed by "diversity of content" at 25.53%. This reflects the factors influencing the selection of platforms by respondents in the survey.

Table 4: Preferred type of content on social media platforms

Preferred content type	Number of answers	Percentage
Videos	412	62.24%
Read	204	30.82%
Audio	44	6.65%
Other	2	0.30%
Total	661	100%

The most preferred type of content on social media platforms is "videos", which make up 62.24% of all responses. This is followed by "read" content at 30.82%. This reflects the content preferences of survey participants.

Table 5: Opinions on the contributions of Arab girls to the content of social media platforms

Opinion	Number of answers	Percentage
Neutral	220	33.23%
I refuse	208	31.42%
I agree	140	21.15%
I strongly agree	63	9.52%
I strongly refuse	29	4.38%
Other	2	0.30%
Total	661	100%

The most popular opinion about Arab girls's contributions to social media content is "neutral", which accounts for 33.23% of all responses. This suggests divergent views among participants on the subject, with a large proportion of neutral opinions.

Table 6: opinions about plastic surgery

Opinion about plastic surgery	Number of answers	Percentage
I agree	402.4	50.65%
Disagree.	153.5	19.32%
Neutral or no norms	236.1	29.72%
Other	2	0.03%
Total	661	100%

The most popular opinion about cosmetic surgery is "I agree", which makes up 50.65% of all answers. This is followed by "neutral or no norm" at 29.72% and "disagree" at 19.32%. This indicates differing attitudes and opinions about plastic surgery among survey participants. (Khattab, N. R., Abdelraouf, N., & Ashour, T. 2022).

Table 7: Age Groups of Respondents

Age Group	Number of answers	Percentage
19- 25	408	61.63%
15-18 years	89	13.44%
26- 35	72	10.88%
36- 50	72	10.88%
51 and more	19	2.87%
Other	2	0.30%
Total	661	100%

The most common age group among respondents is the age group "19-25", which constitutes 61.63% of the total responses. This reflects the age distribution of the participants and indicates that interest in the survey topics is concentrated among young girls in this age group.

Table 8: Social Status of Survey Participants

Marital status	Number of answers	Percentage
I am single	498	75.23%
Married	159	24.02%
Widow or divorced	3	0.45%
Other	2	0.30%
Total	661	100%

The most common social status among respondents is "single", which accounts for 75.23% of all responses. This indicates that the majority of respondents were single girls.

Table 9: Educational and professional level of respondents

Educational and professional level	Number of answers	Percentage
University Student	471	71.15%
Postgraduate degrees, master's or doctorate	99	14.95%
University graduate	69	10.42%
Reading and writing	11	1.66%
Activist or famous personality such as: politician, journalist, artist	7	1.06%
Pre-University Students	3	0.45%
Other	2	0.30%
Total	661	100%

The most common educational and professional level among respondents is "female university student", which accounts for 71.15% of the total responses. This is followed by "holders of postgraduate degrees, master's or doctorate" with 14.95%. This reflects the educational and professional distribution of survey participants.

Table 10: Nationality or country of residence of survey participants

Nationality or country of residence	Number of answers	Percentage
Egypt	79	14.85%
Egyptian	62	11.65%
Egyptian	57	10.71%
Egyptian	42	7.89%
Egyptian	40	7.52%
Total	661	100%

The most common nationalities or countries of residence among respondents are "Egypt" and its various variants (e.g. "Egyptian", "Egyptian", etc.), indicating a significant representation from Egypt in the survey. This reflects the geographical and cultural diversity of the participations. (Lee, M., & Lee, H. H. 2021).

Table 11: Reasons for following beauty programs and videos

Reasons to follow beauty programs and videos	Number of answers	Percentage
I have the idea of plastic surgery and I am looking for the right doctor	101	42.80%
I had plastic surgery and I want to know the developments ...	66	27.97%
To lengthen my hair	4	1.69%
alif	4	1.69%
information	4	1.69%
Other	482	25.29%
Total	661	100%

The most common reason to follow beauty programs and videos is "I have an idea to have a plastic surgery and I am looking for the right doctor", which makes up 42.8% of the total answers. This reflects the great interest in seeking information related to plastic surgery and the right doctor, indicating an important role for cosmetic content in guiding participant decisions. (Mousa, T. Y., Mashal, R. H., Al-Domi, H. A., & Jibril, M. A. 2010)

Table 12: Opinions on the impact of communication platforms on the spread of beauty and plastic surgery among females

Opinions on the impact of social media platforms on the spread of beauty	Number of answers	Percentage
I agree	548	82.78%
Neutral or no norms	87	13.14%
Disagree.	25	3.78%
Trends of research on the cosmetic procedure ...	2	0.30%
Total	661	100%

- The most popular opinion about the impact of social media platforms on the prevalence of beauty and cosmetic surgery among females is "I agree", which makes up 82.78% of the total answers. This reflects the view of the majority of respondents in the survey about the great role that social media platforms play in encouraging and promoting beauty and its surgeries among girls. (Alharbi, K., & Boling, K. 2022)

Table 13: Opinions on the impact of beauty videos on making the right decision

Opinions about the effect of beauty videos	Number of answers	Percentage
Neutral or no norms	266	40.18%
I agree	218	32.93%
Disagree.	176	26.59%
Trends of respondents about ...	2	0.30%
Total	661	100%

The most opinions about the impact of beauty videos in making the right decision is "neutral or no norms", which makes up 40.18% of all answers. This reflects divergent views among survey participants on the impact of cosmetic videos on their cosmetic procedure decisions.

Table 14: Opinions on Helping Beauty Videos Decide About Plastic Surgery

Opinions about beauty videos help	Number of answers	Percentage
Neutral or no norms	266	40.18%
I agree	218	32.93%
Disagree.	176	26.59%
Trends of respondents about ...	2	0.30%
Total	661	100%

The most popular opinion about helping beauty videos in deciding about cosmetic surgery is "neutral or no convention", which makes up 40.18% of all answers. This reflects divergent views among survey participants on the impact of beauty videos on cosmetic decisions.

Table 15: Opinions on the impact of communication platforms on the acceptance of plastic surgery

Opinions on the impact of social media platforms on the acceptance of plastic surgery	Number of answers	Percentage
I agree	501	75.68%
Neutral or no norms	87	13.14%
Disagree.	72	10.88%
Trends of respondents about ...	2	0.30%
Total	661	100%

The most popular opinion about the impact of social media platforms on the acceptance of plastic surgery is "I agree", which makes up 75.68% of the total answers. This reflects the view of the majority of respondents in the survey about the great role played by social media platforms in encouraging and promoting acceptance of plastic surgery.

Table 16: Opinions about how beauty videos help choose the right doctor

Opinions about beauty videos help	Number of answers	Percentage
Neutral or no norms	295	44.56%
I agree	284	42.90%
Disagree.	81	12.24%
Trends of respondents about ...	2	0.30%
Total	661	100%

The most popular opinions about helping beauty videos choose the right doctor is "neutral or no conventions", which makes up 44.56% of all answers. This reflects divergent views among survey participants on the impact of these videos on their choices of the right doctor for cosmetic procedures. (Alotaibi, A. S. 2021).

Table 17: opinions on the impact of the economic situation on the cosmetic procedure

Opinions on the impact of the economic situation	Number of answers	Percentage
I agree	344	51.96%
Neutral or no norms	238	35.95%
Disagree.	78	11.78%
Trends of respondents about ...	2	0.30%
Total	661	100%

The most popular opinion about the impact of economic status on the cosmetic procedure is "I agree", which makes up 51.96% of all answers. This reflects the views of the majority of respondents on the importance of economic status in determining cosmetic decisions, suggesting that their

economic status can be an influential factor in this decision.

Table 18: Opinions on the impact of development in cosmetic medicine on the reassurance of cosmetic procedure

Opinions about the influence of development in aesthetic medicine	Number of answers	Percentage
I agree	364	54.98%
Neutral or no norms	227	34.29%
Disagree.	69	10.42%
Trends of respondents about ...	2	0.30%
Total	661	100%

The most popular opinion about the impact of development in cosmetic medicine on the reassurance of cosmetic surgery is "I agree", which accounts for 54.98% of all answers. This reflects the view of the majority of respondents in the questionnaire about the importance of technical progress in cosmetic decisions and increasing confidence in performing such operations.

Table 19: Opinions on the impact of developments in cosmetic medicine on confidence in natural appearance

Opinions on the impact of developments in aesthetic medicine	Number of answers	Percentage
I agree	404	61.03%
Neutral or no norms	175	26.44%
Disagree.	81	12.24%
Trends of respondents about ...	2	0.30%
Total	661	100%

The most popular opinion about the impact of advances in cosmetic medicine on natural-looking confidence is "I agree", which makes up 61.03% of all answers. This reflects the view of the majority of survey participants on how advances in cosmetic medicine can reduce confidence in natural appearance, demonstrating that advances in this area could lead to girls and girls being encouraged to consider cosmetic surgery.

Table 20: Opinions on the concept of buying or acquiring aesthetics through plastic surgery

Opinions on the concept of buying or acquiring aesthetics	Number of answers	Percentage
Neutral or no norms	396	59.82%
I agree	199	30.06%
Disagree.	65	9.82%
Trends of respondents about ...	2	0.30%
Total	661	100%

The most opinions about the concept of buying or gaining aesthetics through cosmetic surgery are "neutral or no norms", which makes up 59.82% of all answers. This reflects divergent views among survey participants on the idea that beauty can be "bought" or "acquired" through cosmetic procedures, with the majority of posts showing a neutral or uncertain attitude

6. Results

Social Media Influence on Cosmetic Decisions: The findings highlight a significant influence of social media platforms, especially Facebook and Instagram, on the beauty and cosmetic choices of Arab girls, aligning well with the overarching research goals.

Decisions on Cosmetic Procedures: A substantial number of respondents indicated a growing trend toward non-surgical cosmetic procedures, influenced heavily by social media exposure. This trend reflects a preference for less invasive methods to enhance beauty, likely driven by the ease and accessibility of such procedures as depicted in social media content.

Attitudes toward Cosmetic Surgery: The research reveals a nuanced perspective among the surveyed girls on cosmetic surgeries. While there is an observable interest, it is often tempered by cultural, health, and financial considerations. Social media appears to both inform and amplify these perceptions, making it a critical factor in the decision-making process.

Multifaceted Cultural and Psychological Impact: The results demonstrate a deep interaction between Arab cultural identity and social media's influence, addressing psychological and social aspects. This approach adds a unique depth to the findings, extending beyond mere statistical analysis.

Relevance to the Arab Societal Context: The findings are acutely relevant to the cultural and social context of Arab societies, enhancing their significance and applicability to the real-life experiences of girls in these communities.

Practical Implications and Recommendations: Offering practical recommendations for media, marketing, and content development, the study aims to foster a positive image of Arab girls. These suggestions are grounded in the research findings, adding practical value.

Contribution to Future Research: These findings address a gap in research regarding the impact of social media on the beauty industry in the Arab world. They provide a foundation for future research, offering insights into both data trends and the deeper cultural, psychological, and social influences of social media.

7. Discussion

The findings astutely capture the profound impact of social media, particularly Facebook and Instagram, on the beauty and cosmetic choices of Arab girls. This alignment with the research objectives underscores the transformative role of digital platforms in shaping contemporary beauty norms and practices.

The increasing trend among respondents towards non-surgical cosmetic enhancements, heavily influenced by social media, is a significant observation. It reflects a modern preference for minimally invasive beauty techniques, likely influenced by the accessibility and portrayal of these procedures on social media. This trend underscores a shift in beauty practices, favoring less invasive methods.

The nuanced perspective of respondents on cosmetic surgeries, balanced by cultural, health, and financial considerations, is particularly insightful. It reveals that while there is interest in cosmetic surgeries, it is not without reservations and thoughtful consideration. Social media's role in both informing and amplifying these views is critical and indicative of its pervasive influence.

The findings effectively delve into the complex interaction between Arab cultural identity and the influence of social media. By addressing both psychological and social aspects, the research offers a multifaceted understanding of the topic, which is both unique and valuable.

The findings' relevance to the cultural and social context of Arab societies greatly enhances their significance and applicability. This relevance ensures that the insights provided are not just theoretical but resonate with the real-life experiences of Arab girls.

The practical recommendations for media, marketing, and content development based on these findings are commendable. They suggest actionable steps for fostering a positive image of Arab girls, demonstrating the research's potential for real-world impact.

These findings fill a significant gap in research on the impact of social media in the Arab beauty industry. They lay a foundation for future research and offer comprehensive insights into both the data trends and deeper cultural, psychological, and social influences.

8. Conclusion

This research **provides** a comprehensive analysis of the impact of social media on cosmetic choices among Arab girls. The study reveals a significant influence of platforms like Facebook and Instagram on shaping beauty standards and preferences, highlighting a trend towards minimally invasive cosmetic procedures. These findings underscore the complex interaction between traditional cultural values and modern social media influences in shaping self-perception and cosmetic choices among Arab girls.

The research provides valuable insights into the psychological and social dynamics at play in the realm of beauty and cosmetics in the Arab world. It illustrates how social media platforms serve as a significant influence in reshaping traditional beauty concepts, balancing inherited cultural values with new global trends. The study also demonstrates how social media, through the lens of social comparisons and heightened visibility, can impact self-confidence and body satisfaction.

Likewise, the research offers practical recommendations for the media and social media industry, aimed at promoting a positive and healthy image of Arab girls. These recommendations are intended to influence content creation and brand strategies, fostering a more inclusive and realistic portrayal of beauty standards.

Moreover, the research contributes to the ongoing discourse on the impact of technology on culture and identity, particularly in Arab societies. It addresses a gap in existing literature by providing a detailed understanding of how Arab girls interact with and are influenced by social media content in the context of cosmetics. The findings lay a foundation for future studies and encourage further exploration into the intricate relationship between digital media, cultural identity, and personal choices.”

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