

# **Self-confidence Through Skincare**

The effect of skincare on self-confidence: A theoretical study

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Thesis for Bachelor of Beauty and Cosmetics, Novia (UAS) - degree

Beauty and Cosmetics, Beauty Care

Vaasa, 2024

## **BACHELOR'S THESIS**

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Title: Self-confidence through skincare, The effect of skincare on self-confidence: A theoretical study

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Date: 26.11.2024    Number of pages: 33    Appendices: 1

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### **Abstract**

This study aims to investigate the relationship between skincare and self-confidence, focusing on how a consistent skincare routine affects an individual's sense of self-confidence. Additionally, this study examines how social media has influenced the way people view their skin.

In this study a survey was shared to people who follow a regular skincare routine, and it allowed participants to share their feelings and experiences about skincare and the effects of it on self-confidence. The findings were analyzed to find how skincare and social media can affect self-confidence.

This study found that a consistent skincare routine improves self-confidence by making people feel more comfortable with their appearance, improving the health and texture of their skin, and providing a sense of control and self-care. In the survey conducted participants shared that their skincare routine helps them feel fresh, confident, and ready to face daily life, enhancing their overall quality of life. Social media also has a big impact on how people think about skin and self-confidence. It encourages many people to include routines and teaches them about products, but also it creates pressure to reach beauty standards, which can sometimes decrease sense of self-confidence. These findings highlight the relationship between skincare, self-confidence, and social media, showing how these factors are connected to shape personal well-being and self-confidence.

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Language: English

Key Words: Skin, Skincare, Self-Confidence, Confidence, Social Media

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## **1 Introduction**

Beauty industry has been growing significantly, and skincare is an important part of it. Skincare is not only about looking good; it also has an important role in how people feel about themselves. A consistent skincare routine can lead to many benefits, including healthier skin and improved overall well-being. Understanding the definition of skincare and its various aspect is important to explore its affects on self-confidence.

The relationship between skincare and self-confidence is relevant, because skincare can increase a person's sense of self-worth and quality of life. When people feel good in their own skin, they are more likely to show more confidence in their everyday connections. This study also consider how social media influences the understanding of skincare and self-confidence, and explore how people view their appearance and skincare routines.

To gain deeper insights, a survey will be organized among people who have a skincare routine. This study will examine the role of skincare in increasing self-confidence and overall well-being.

This subject is aligns with the author's personal interests and professional goals, and also its addresses a relevant issue that affects many people. The research intends to help a better understanding of how skincare practices can improve self-confidence and help people feel more comfortable in their own skin. In this thesis, the respondent used ChatGPT as an assistant to get inspiration, help clarify words and strengthen sentences in academic writing.

## **2 Aim and Problem**

The aim of this study is to investigate the relationship between skincare and self-confidence, focusing on how a consistent skincare routine affects an individual's sense of self-confidence. Additionally, this study will examine how social media has influenced the way people view their skin.

This study will be beneficial for people interested in the impact of skincare on self-confidence, as well as professionals and researchers in the beauty and cosmetics fields.

The study seeks to answer the following questions:

1. In what ways does following a skincare routine affect a person's self-confidence?
2. What impact has social media had on the way people think about skincare and self-confidence?

## **3 Theoretical Framework**

This chapter, will discuss the following topics: the definition of skincare, the benefits of skincare, skincare routine, the relationship between skincare and self-confidence, how skincare effects self-confidence and quality of life, the role of skincare in enhancing self-confidence and well-being, social media and its impact on skincare and self-confidence. This chapter will discuss the connection between skincare and self-confidence.

### **3.1 The definition of skincare**

Skincare is a multifaceted practice that combines scientific knowledge with personal care. It includes practices that improve skin health and appearance. The skin is the largest and most protective organ of the body and it covers the entire external surface. The skin has an

important role in protecting against environmental hazards, regulating body temperature, and shielding against ultraviolet (UV) light. (Lopez-Ojeda et al., 2022).

According to ISUN Skincare (2022), skincare has a long history that began with the ancient Egyptians. They were among the first people to use products like Kohl as eyeliner to beautify and protect the eyes of both men and women. Queen Cleopatra used treatments such as royal jelly and milk to keep her skin moisturized and soft; these practices are still in use today. In China, during the Shang Dynasty, it became fashionable to have white skin, and this trend was later adopted in Europe with Queen Elizabeth I. In the 1800s, products like petroleum jelly, talcum powder, and lip balm were introduced, and by the 1900s, skincare became regulated for safety. Today, there are many products that include anti-aging moisturizers and creams. (ISUN Skincare, 2022).

Skincare requires knowledge of the skin's structure and functions. The skin consists of three layers: the epidermis (outer layer), the dermis (middle layer), and the hypodermis (innermost layer), and each layer performs unique functions. (Yousef et al., 2024).

A skincare routine helps cleanse, moisturize, and protect the skin from environmental factors. Common steps in a skincare routine include cleansing, moisturizing, and applying sunscreen. Consulting with skincare professionals or dermatologists can enhance individuals' routines, improving both skin health and appearance. (Millhone, 2023).

In addition to physical benefits, skincare practices have significant physiological and social implications. Personalization is a key aspect of effective skincare, different skin types such as normal, dry, oily, combination, and sensitive skin may require different treatments and products to achieve good results. Understanding one's skin type will help individuals learn how to take care of their skin and choose products that are suitable for them. (American Academy of Dermatology Association, 2024).

### 3.2 Benefits of skincare

Skincare is important for maintaining the health and appearance of the skin. A regular care for skin can significantly affect the appearance, long term health of skin, and prevent problems such as acne, dryness, and signs of aging. For example, using a good moisturizer keeps the skin hydrated, making it feel soft and smooth. Sunscreen is another important part of skincare; it protects the skin from the harmful effects of the ultraviolet (UV) radiation, which can cause sunburn and increase the risk of skin cancer. (Rodan et al., 2016).

According to Attard et al. (2022), skincare products provide significant benefits for skin health and appearance by incorporating ingredients like antioxidants and polyphenols. These elements help protect against damage, reduce aging signs, and maintain skin vitality. Regular use of these formulations supports smoother and healthier skin, making skincare a valuable part of self-care and long term well-being. (Attard et al., 2022).

Additionally, The study of Xie (2023) investigates the benefits of skincare on teenagers mental health, and it's highlighting both physical and psychological advantages. It includes that consistent skincare routines can greatly improve self-confidence by addressing skin issues like acne, which often cause lower self-esteem. Taking care of skin helps teenagers feel more in control of their appearance, reducing feelings of embarrassment and social anxiety. Moreover, consistent skincare practices lead to a positive impact on overall self-image, promoting relaxation and stress relief. This connection between improved skin health and enhanced self-esteem highlights how adding skincare routines can promote to better psychological well-being during adolescence. (Xie, 2023).

An advanced skincare routine provides more visible benefits compared to a simple one, this includes better hydration, smoother skin texture, and improved overall appearance. Using specific products like serums and creams helps to target specialized skin concerns, making the skin look healthier and more radiant. Consistently following a detailed skincare routine can also simplify visible signs of aging, such as wrinkles and fine lines. (Messaraa et al., 2019).

### 3.3 Skincare routine

A skincare routine is a way to take care of the skin and it is necessary to keep healthy skin. This includes hydrating the skin, addressing specific issues, and protecting it from environmental damage. A basic skincare routine should include three main steps: using a gentle cleanser to remove dirt, using moisturizer to keep the skin hydrated, and using sunscreen to protect the skin against the harmful UV rays. Based on the skin type such as dry, oily or aging skin, additional treatments such as serums or exfoliants can be combined to target specific concerns. Carefully selecting and updating products is important to avoid irritation. (Millhone, 2023).

Moreover, understanding different skin types such as dry, oily, normal, and combination is important to organize an effective skincare routine. Each skin type requires tailored approaches to ensure optimal care. For example, people with dry skin should emphasize the use of thick moisturizers applied on damp skin to lock in hydration, while oily skin types benefit from products containing salicylic acid to manage oil production. Additionally, normal skin types, although less problematic, still require regular cleansing, moisturizing, and occasional masks to maintain balance and nourishment. This personalized approach helps in addressing individual skin concerns, and also helps a deeper understanding of skincare. (Noorhuzaimi et al., 2018).

Using specific active ingredients can enhance an individual's skincare routine. For example, applying a vitamin C serum in the morning acts as an antioxidant and helps maintain collagen levels. Also, retinoids which should be used at night improve skin texture and reduce acne. A effective skincare routine should include cleansing and moisturizing in the morning and evening, along with using sunscreen during the day. (Haupt, 2024).

Applying products from thinnest to thickest can help each of them to work more effectively, allowing lighter products to absorb before the heavier ones. Understanding that skincare is a personal journey can motivate people to improve their routines as their skin changes over time. (Molvar, Yrgin, & Parker, 2017).



### **3.4 The relationship between skincare and self-confidence**

According to Jang, Choi, and Seo (2024) study, satisfaction with one's appearance has an important role in increasing self-esteem, which in turn enhances self-confidence and positive social behaviors. People who feel confident about their appearance tend to show higher levels of self-worth, while others often experience lower self-esteem, which can negatively impact their confidence in social situations. (Jang, Choi, & Seo, 2024).

Simone (2021) also discusses how beauty routines, including skincare, can be used as tools to build self-confidence and self-expression. Skincare is commonly framed as a form of self-care that helps people feel more empowered by enhancing their physical appearance. By regularly using beauty products, such as moisturizers, creams, and face masks people can create a smooth skin that can help them feel more confident in public or social spaces. With improved skin, people feel better about their overall appearance, which leads to increased self-confidence and a sense of well-being. (Simone, 2021).

The connection between skincare and self-confidence is evident through research showing that the use of anti-aging cosmetic products can have a positive impact on self-esteem. Women who consistently use facial firming creams, report higher levels of self-confidence due to an improved perception of their appearance. This improvement in confidence comes from the satisfaction of addressing visible signs of aging, which helps them feel more comfortable in social situations. (Evangelista et al., 2022).

#### **3.4.1 How Skincare affects self-confidence and quality of life**

Mohammad et al. (2022) studies explored the impact of cosmetics and beauty products, including skincare, on the users quality of life in eight Arab countries in Middle Eastern. Quality of life as defined in this study, includes feelings of happiness, health, and participation in enjoyable activities. Skincare which is an important part of cosmetic products has a significant impact on improving self-confidence and mood. When people use skincare products, they often feel more comfortable with their appearance and less worried about skin issues, which helps them to improve their emotional state and make social interactions easier. This effect is especially strong for people with darker or oily skin

types, suggesting that personal skincare routines can make a significant improvement in self-confidence and quality of life. (Mohammad et al., 2022).

Findings from Xie (2022) show that consistent skincare routines can improve quality of life by increasing self-confidence and enhancing emotional health. Consistent skincare helps teenagers feel more comfortable with their appearance, leading to reduced stress and an enhanced positive self-image. This improvement in self-confidence makes social interactions easier and more positive, contributing to an overall better quality of life. Additionally, skincare routines can reduce stress markers such as cortisol, creating a calming effect that supports mental resilience in everyday life. (Xie, 2022).

Nguyen (2024) study highlights that by following a daily skincare routine, individuals create a sense of control and stability in their lives, which can reduce stress and anxiety. The process of caring for the skin becomes a form of self-care, helping people feel more empowered and connected to their bodies. This study shows that these repeatable, mindful routines allow people to focus on themselves, fostering a positive mindset and improving how they feel about their appearance. (Nguyen, 2024).

### **3.4.2 The Role of Skincare in Enhancing Self-Confidence and Well-Being**

A skincare routine can improve self-confidence and emotional well-being by acting as a daily form of self-care and self-love. A skincare routine creates time for self-reflection, mindfulness, and relaxation, and helps to reduce stress and improve mental clarity. It allows people to focus on their own needs, and strengthening the connection between mind and body. A consistent skincare routine offers a sense of stability and control, fostering empowerment, especially for women, by enhancing resilience and positively impacting mental and emotional health. (Govil, 2024).

According to Botchway (2024) skincare is about improving appearance, and also it's related to self care and emotional health. A skincare routine helps people to take care of their physical health while it gives them a chance to relax and reduce stress. Also skincare

improves self-confidence, as better skin makes people feel happier about themselves. (Botchway, 2024).

Furthermore, Byrne Angela (2019) research found that skincare improves men's self-esteem as well, which makes it beneficial for everyone. Skincare helps men feel more confident and take part in self-care practices. Byrne (2019) explains that social trends like selfies and social media have made men focus more on their appearance, encouraging them to use skincare. This improves their looks and also helps them feel better about themselves, supporting modern ideas of self-care and masculinity. (Byrne Angela, 2019).

In addition, Gabriela Queenlibraini Sundah, Joyce Lapian, and Merinda Pandowo (2019) research on women in Manado showed that many of the women who used Korean skincare products felt beautiful and believed that these products improved their skin appearance, and enhanced their self-esteem. The products were foreign and made from natural ingredients, so users saw them as high quality and made them feel valued. This positive experience also impacted to a sense of happiness, which more improved their self-confidence. (Gabriela Queenlibraini Sundah, Joyce Lapian, & Merinda Pandowo, 2019).

### **3.5 Social media and its impact on skincare and self-confidence**

Social media has changed how people learn about skincare and engage with it, offering a wealth of information through platforms such as Instagram, YouTube and TikTok. It has made it easier for users especially young people, to adopt skincare routines with easy access to recommendations, product reviews and tutorials. However, the wide amount of content raises concerns about the credibility of the information, as not all recommendations are scientific. Influencers have an important role in shaping skincare trends, but their credibility is sometimes questioned, leading to growing demand for transparency. Social media can promote positive skincare habits and help users feel more confident in managing their skin issues, but it also promotes unrealistic beauty standards through edited images and idealized portrayals. This exposure can lead to self-esteem problems and highlights the need for critical thinking and careful content selection. (Sanders, 2023).

Alamer et al. (2023) study investigated the influence of social media platforms on the choice of skincare products among women in Saudi Arabia, showing that platforms such as Snapchat, TikTok, and Instagram are widely used for discovering and learning about skincare. The research highlighted that social media has become a primary source of information, with 51% of participants first encountering skincare products through these platforms. Visual elements have an important role in building trust, as 91,3% of participants indicated that their confidence in product recommendations is influenced by the visual appeal of the content. While social media has made it easier to access product information, the study also raised concerns that users are purchasing products based on superficial appeal rather than thorough research. It emphasized the duality of social media platforms: they can promote beneficial skincare practices, but they can also spread misleading trends. Therefore, it is essential for users to be cautious and critical in their choices. (Alamer et al., 2023).

In addition, social media has a major effect on skincare product choices and self-confidence. As highlighted by Queenlibraini Sundah et al. (2019) women in Manado were highly influenced by social media platforms marketing Korean skincare products. The wish to achieve the beauty standards shown on social media has motivated many people to try these products, hoping to achieve same results. When they saw positive changes in their skin, they became more confident. Common use of social media advertisements and celebrities enhanced the idea that these products are valuable for improving self-image. (Queenlibraini Sundah et al., 2019).

#### **4 Previous Research**

In this chapter, the respondent reviewed scientific articles on Google Scholar, ProQuest and ResearchGate. Keywords like skincare routines, self-confidence, social media, and quality of life were used. Articles were found on Google Scholar.

Nagae et al. (2023) study aims to investigate if a daily facial skincare routine can improve self-image, self-esteem and well-being. The results showed that self-image improved

among women who used skincare products. While changes in self-esteem and depression were not noticeably significant, there was some sign of better outcomes in the skincare group. This suggests that skincare may improve self-image, which is closely related to emotional health, even if other aspects of mental health does not show immediate improvement. This study highlights that including skincare into daily routines can improve older adults sense of self-respect and emotional well-being. (Nagae et al., 2023).

Mahanapriya et al. (2019) analyzed how the use of skincare products effects women's self-esteem. Researchers found that women who used skincare products were more confident than women who did not use skincare products. This suggests that skincare routines may effect how women view themselves and their confidence. The study also found that working women had slightly higher self-esteem than non-working women, which could mean that professional identity and self-care are related. Another interesting finding is why women choose to use skincare products. The main reasons were personal hygiene, followed by medical reasons, feelings of attractiveness, self-image and anti-aging. This article suggests that skincare can have a positive effect on women's self-confidence and emotional well-being. (Mahanapriya et al., 2019).

Zhang et al. (2020) study explores the connection between skincare routines and improvements in quality of life among female consumers. The study investigates how a consistent skincare routine affects well-being, self-esteem, and self-perception. Zhang et al. (2020) emphasize that skincare is more than a cosmetic practice it serves as a means of improving self-image, which can be particularly empowering for women facing societal pressures related to appearance. The research also reveals that age and life circumstances can influence how skincare effects quality of life, underscoring the importance of tailored skincare approaches that provide to people needs. The study ultimately concludes that skincare routine can act as a tool for enhancing self-perception and emotional health, contributing to a more positive personal identity. This article provides valuable support that skincare is linked to mental well-being and it's not just about achieving aesthetic results. (Zhang et al., 2020).

Faisal Khan (2013) analyzed how skincare effects self-image among women in Gwalior. This research shows that self-image significantly influences skincare choices and makes known

the psychological factors behind the use of beauty products. The results, showed that women who have a positive self-image invest more in skincare products. Primary motivations include improving skin condition, maintaining health, increasing attractiveness, and increasing self-confidence. This shows that skincare is not only about physical appearance, it is also about emotional health. This study also shows that intrinsic motivations such as personal satisfaction and personal value has an important role in skincare consumption compared to outside factors such as the opinions of others. This observation is important because it marks that women's skincare choices are based more on their own desire to feel good and confident than social standards. As a result, Faisal Khan (2013) study highlights that skincare is closely related to self-esteem and identity, making it an important side of many women's lives.

Bouhout et al. (2023) study analyzed how facial skincare treatments can improve mental health by promoting relaxation and increasing self-esteem. The findings showed that participants who underwent facial treatments experienced more relaxation than those who just rested. Specifically, they had 42% more brain relaxation and reduced cardiac, respiratory, and muscle tension. Emotionally, these participants reported feeling more relaxed and satisfied after the treatment, suggesting that skincare routines can create a positive emotional state. The study linked these effects to increased parasympathetic activity, which helps reduce stress and improve emotional health. This research shows that skincare is not just for cosmetic benefits, but an effective self-care practice that can enhance mental well-being. (Bohut et al., 2023).

Reddy (2021) study examines how social media shapes skincare discussions and influences consumer behavior and self-esteem. Main findings shows that social media often promote unrealistic beauty standards, leading users to compare themselves to ideal images, which can lower self-esteem. The study also found that community support and shared experiences have an important part in skincare discussions. However, the spread of misinformation and unverified skincare recommendations is a concern, as it may harm users' skin health. (Reddy, 2021).

Joshi et al. (2022) study investigates how social media influences skincare habits and its impact on self-confidence and quality of life. The study found that platforms like Instagram

and TikTok have become key tools for sharing skincare recommendations, where influencers influence user's decisions. Social media has allowed people to discover new skincare routines, which can enhance self-confidence if they achieve positive results. However, the article cautions that there is also a risk of misinformation, as not all advice from influencers is scientific and reliable. This can lead to negative results for users who follow incorrect or harmful practices. Although these challenges, social media has created supportive communities where users share experiences and advice, providing a sense of connection. (Joshi et al., 2022).

In summary, Nagae et al. (2023) study found that a daily skincare routine has a positive effect on self-image of elderly women in nursing homes. Participants who took part in skincare reported improvements in their self-image, suggesting that even simple personal care can improve quality of life for older adults. Manhapriya et al. (2019) study showed that women who use skincare products have higher self-confidence than women who did not. The study highlighted that working women felt more self-confident, indicating a link between professional identity and self-care. This finding shows that skincare is not only about appearance, it has an important effect on the way women view themselves. Zhang et al. (2020) study examined the effects of regular skincare routines on different age groups of women and found significant improvements in self-confidence and emotional health. In particular, new mothers reported greater feelings of empowerment and self-efficacy, suggesting that skincare routines positively contribute to overall well-being and that these effects extend beyond immediate aesthetic results. Khan (2013) study highlighted that women with a positive self-image are more likely to invest in skincare products. The study found that motivations for skincare use were more stemmed by personal satisfaction and self-confidence than by external influences, emphasizing the psychological benefits of skincare choices. Bohut et al. (2023) study showed that facial treatments had significant effects on participants relaxation and emotional states. Those who received these treatments experienced reduced stress, suggesting skincare practices can help improve mental health. Reddy (2021) study analyzed the influence of social media on skincare discussions and found that it often promotes unrealistic beauty standards that can damage self-confidence. However, the study also pointed to the importance of social support in promoting positive discussions about skincare and suggests that brands should focus on promoting real beauty. Joshi et al. (2022) study highlights how social media platforms like

Instagram and TikTok has become major sources for skincare advice, mainly through influencers. While social media helps users find routines that can improve their self-confidence, the study warns of the risks of the misinformation as not all advice is reliable and scientific (Joshi et al., 2022).

## **5 Methodology**

Methodology refers to the organized study of methods that researchers use to collect information and understand a topic better. It covers both steps needed to discover knowledge and the framework that helps explain and interpret that knowledge. People can think of methodology as a guide that helps researchers choose how to approach their questions. This includes the thoughts they start with, how they collect their data, and the reasoning they use to reach strong conclusions. By following a clear and organized process, methodology ensures that research is consistent and reliable. (Mahyuddin K M Nasution, 2020).

In this chapter the respondent explains the methods that will be used to achieve the aims of the research. For this study, the respondent chose to use a survey for collecting data, and content analysis method to analyze the data.

### **5.1 Survey**

Questionnaire surveys are common method in research especially in positivist technique. This method includes collecting information by organized questions that participants answer. This method helps researchers to collect data successfully, but it is necessary to use the suitable tools to ensure the validity of the results. When questionnaire surveys are designed well, they can provide valuable data for different studies. (Bihu, 2022).

To make an useful survey, the length should be preferably around 20 minutes, because a longer survey can produce to lower attention from participants. The questions should be clear and precise, helping participants focus more effectively. Additionally, sending



reminders up to three or four times can help increase responses without over replying. (Menon & Muraleedharan, 2020).

Making the survey anonymous helps people to share honest answers, and protecting their data also builds trust and shows respect for their privacy. Open-ended questions are usually better than simple yes or no questions because people give answers with more detail. It is also important to keep the survey clear, simple and short so that questions are easy to understand and participants don't feel tired. (Scheuren, 2004).

Survey questions should be written with a simple and understandable language so that all the participants can understand them. Questions should be well organized and easy to follow. Unnecessary questions should be avoided as they can make the survey feel too long. (Kasunic, 2005).

## **5.2 Content analysis**

Content analysis is a flexible research method that is widely used in library and information science studies, for both quantitative and qualitative research purposes. This method systematically analyzes documents to collect results. Content analysis can use qualitative and quantitative techniques that make it suitable for different research purposes. The main focus is that the data gives helpful and valuable answers to the questions, and the data express the message clearly from sender to receiver. (Domas White & E. Marsh, 2006). Content analysis should be systematic, objective, and consistent, requiring a clear structure with well-defined categories to ensure accuracy and repeatability in results. (Neuendorf & Kumar, 2015). For effective content analysis, researchers should have clear question for the research, good sample, and structured plan to organize the information, this method is important because it confirms that the findings are correct and reliable. (Wilson, 2016).

### **5.3 Practical implementation**

The purpose of this study was to investigate the effect of skincare routine on self-confidence and to evaluate the effect of social media on insight of skincare and self-confidence. The study began, with reviewing scientific sources, to collect previous information in this field and to identify the best approach for the research. This step was the basis of designing a survey that specifically focused on the relationship between skincare habits, self-confidence and social media.

A pilot test was done to identify and correct any errors before sending the survey to the sample population. The final survey consisted of 15 questions and it was sent through social media to individuals who follow a regular skincare routine, the survey was anonymous to collect honest responses. In total, 40 people answered the survey.

The responses were analyzed to identify the relationship between skincare routines, social media use, and self-confidence levels. The main results provided valuable insight into how skincare and social media influence people's self-confidence.

## **6 Result and Interpretation**

In this chapter, all the findings are presented and analyzed to examine the relationship between skincare routine, social media influence, and self-confidence. The respondent divided the content into three main sections: data presentation, summary of results, and interpretation. In the data presentation section, the answers to the survey and the data are shown visually with pie charts created in Microsoft Forms. The summary of results section provides an overview of the main findings and links that to the overall study goals. The interpretation section analyze the connections between empirical study, previous research and theory. And highlights the important points regarding to the focus of study on skincare and self-confidence.

## 6.1 Data presentation

The survey included participants from various age groups. Most of the respondents were between age 18 to 34 years old. Specifically, 2% under 18, 30% between 18 to 24, 48% between 25 to 34, 18% between 35 to 44, and 2% over 45.

What is your age?

● Under 18	1
● 18-24	12
● 25-34	19
● 35-44	7
● 45 and above	1

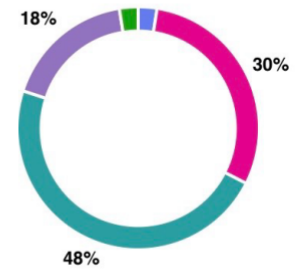


Figure 1. Age distribution of the respondents.

The respondents who participated in the survey were individuals who follow a regular skincare routine. In total 40 people participated in this survey, with the majority being female (83%) and the remaining 18% male.

What is your gender?

● Male	7
● Female	33
● Non-binary	0

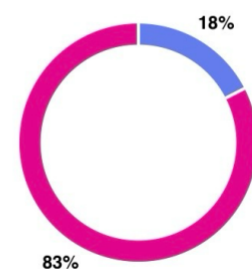


Figure 2. Gender distribution of the respondents.

The survey asked participants how often they use skincare products. Most respondents, 43%, reported using skincare products twice a day, in the morning and evening. 33% reported they use skincare products daily. 5% used skincare products five days per week,

8% used them three to four times per week, and 13% used them one to two times per week. This range of responses highlights that while most participants have a consistent routine, a smaller among of people uses skincare products less often.

How often do you use skincare products?



Figure 3. How often respondents use skincare products.

The survey asked participants to evaluate how much they feel skincare routine improve their self-confidence, on a scale 1 to 5. Almost half of the respondents (48%) felt that their skincare routine improves their self-confidence “very much.” 20% felt it improves their confidence “somewhat,” 15% said it helps “a little” and another 15% felt it helps “extremely.” And 2% reported that their skincare routine did not improve their self-confidence at all. The results show that skincare routines can positively improve self-confidence, but the effect is different for each person.

On a scale of 1 to 5, how much do you believe your skincare routine improves your self-confidence?



Figure 4. How much skincare improves respondents' self-confidence.

Another question in the survey asked participants if following their skincare routine makes them feel more confident compared to when they don't. The results shows that 40% of participants feel "much more confident" with their routine, and 43% feel "a bit more confident." while, 15% reported that it make no difference to their confidence, 0% said they feel less confident, and 2%, selected "I am not sure." These responses suggest that for most participants, following a skincare routine positively affects their confidence, even though the impact is not the same for everyone.

Does following your skincare routine make you feel more confident compared to when you don't?



Figure 5. Confidence levels of respondents following vs. not following skincare routine.

Another question in the survey asked participants "In your opinion, can taking care of your skin help to improve overall self-confidence? Please explain your answer." 93% of participants indicated that taking care of their skin positively impacts their self-confidence. They described how a regular skincare routine helps them feel more comfortable by enhancing their appearance. Common keywords such as "self-image," "skin condition," and "self-care," were included, showing that participants view healthy skin as directly linked to their overall self-esteem. For example, some respondents mentioned:

*"When they follow their skincare routine, they feel more put together and they feel they are genuinely caring for themselves."*

*"If their skin is healthy and shiny, they feel it increases their confidence."*

*"When they have clear skin, they feel beautiful and more confident to meet other people."*

Participants often saw skincare as more than just a routine for physical improvement; they described it as a way to feel “refreshed” and “put together,” which gave them a stronger sense of self-confidence. One person said:

*“They think taking care of themselves can help them to enhance overall confidence, and appearance and skin is the first thing a person sees when looking at others, taking care of the skin can help to improve self-confidence.”*

This connection between skin health and self-confidence was a common theme, with several responses suggesting that better skin can led to feeling more empowered, comfortable, and confident in daily life.

Another question asked participants if they had ever felt more confident after following skincare routine. 90%, responded “yes,” while 0% said “no,” and 10% answered “I’m not sure.” The results show that following a skincare routine has a significant impact on confidence for most participants, suggesting that regular skincare routine can improve self-confidence.

Have you ever felt more confident after following your skincare routine?



Figure 6. Respondents' experiences of confidence after following skincare routine.

The survey included a question asking participants if they follow any skincare influencers, brands, or accounts on social media, and if yes, how much they feel this has influenced their views on skincare and self-confidence. According to the responses, 8% said they do not follow any skincare-related accounts on social media. Between those who do, 18% felt that it has greatly influenced their views, 35% said it has somewhat influenced them, 35% reported it has influenced them a little, and 5% said it has not influenced them at all. These

findings show that following skincare influencers, brands, etc. on social media has various levels of impact on how individuals view skincare and their self-confidence.

Do you follow any skincare influencers, brands, or accounts on social media? If yes, how much do you think this has influenced your views on skincare and self-confidence?

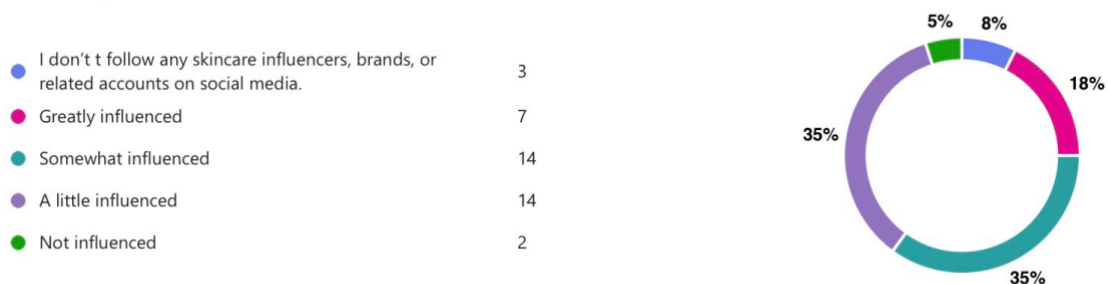


Figure 7. Influence of following skincare related accounts on social media on respondents' views about skincare and self-confidence.

When asked about the role of social media in product choices, 45% of participants said these posts influence their skincare purchases "sometimes," 25% said "often," 18% responded "rarely," 8% said "always," and 5% reported "never." These responses suggest that social media influences skincare buying decisions for most participants, but the strength of this influence is different from person to person.

How often do social media posts (ads, influencers, etc.) influence the skincare products you choose to buy?



Figure 8. The impact of social media on respondents purchasing decisions.

Another question in the survey asked participants "Do you think social media has made people more aware of the importance of skincare on self-confidence? Please explain your answer." 85% of participants agreed that social media has an important influence in raising awareness about skincare. 15% of participants mentioned that social media platforms like Instagram, TikTok, and YouTube are filled with influencers, dermatologists, and beauty

brands providing skincare routines, product recommendations, and advice. This constant exposure has made people more aware of products and the importance of consistent skincare. Common keywords such as “influencers,” “skincare products,” “ads and marketing,” and “knowledge about skincare” were included. A common theme was the impact of advertisements and influencer marketing, often linking skincare to self-confidence and well-being. For example, some participants shared:

*“They feel that constantly seeing influencers and advertisements online makes them more conscious of what’s available for them.”*

*“Social media often makes people aware of how important is skincare for self-confidence, and that highlights how skincare content encourages people to invest more in their routines.”*

However, 13% of respondents expressed concerns about the overwhelming nature of social media and its focus on commercial interests. some participants mentioned:

*“These days, it has gone far towards business and commercials. People barely find an influencer who focuses on skincare importance without advertising.”*

*“They don’t really trust them but sometimes they purchase what is recommended.”*

Overall, responses show that while social media is an important source of information and motivation for skincare, but sometimes it is also seen as a platform for marketing, both beneficial advice and advertising content. This combination has led to increased awareness and accessibility of skincare knowledge, though some people feel it can sometimes be overwhelming.

Another important question analyzed how much participants feel social media influence their feelings about their own skin. The responses showed that 33% felt social media “strongly” influenced them, 23% said “somewhat,” 23% said “a little.” and, 13% felt “very strongly” influenced, while 10% reported no influence at all.



These results shows that social media has an important role in influencing how participants feel about their skin, and some experience a stronger influence than others.

On a scale of 1 to 5, how much do you think social media influences how you feel about your own skin?



Figure 9. Respondents' views on how social media affects their feelings about their skin.

The survey also asked participants about improving their skincare routine or appearance. According to the responses, 58% of participants answered “sometimes,” 33% said “yes, often,” 8% responded with “rarely,” and 3% answered “no, not at all.”

These results shows that for most participants, social media has at least some influence on their skincare and appearance decisions, and a significant number experience this influence regularly.

Have you ever felt that social media influences your decisions about improving your skincare routine or appearance?



Figure 10. Respondents feeling about if social media influences their decision to improve their skincare routine or appearance.

Another question in the survey asked participants “How does following a skincare routine affect your self-confidence? If it does not affect your self-confidence, please explain why?”

85% of participants reported that having a consistent routine positively impacts their confidence by improving the health and appearance of their skin. Commonly mentioned themes was included “healthier skin,” “clearer skin,” and “fresher skin,” highlighting that a regular routine often leads to visible changes, like smoother skin texture and fewer blemishes, which can enhance self-confidence. For example, some participants mentioned:

*“When they follow skincare routine, their skin looks better and they feel more confident.”*

*“Skincare improves the texture of their skin and reduce wrinkles, so they feel more youthful, and this can significantly impact on their self-confidence.”*

Additionally, several participants highlighted that following a routine is an act of self-care, with some participants saying:

*“It makes them feel good that they are doing something for themselves, and making them more confidence to start the day feeling clean.”*

*“A skincare routine helps them feel fresher and more ready to start the day.”*

Another question in the survey asked participants “Has social media influenced how you view skincare and self-confidence? If yes, in what ways?” Responses were different from a strong impact, to no influence. 62%of participants mentioned that social media has influenced how they view skincare and self-confidence, and 38% of participants mentioned it didn’t influence them. Some participants shared:

*“Social media highlights the idea that clear skin is closely related to confidence.”*

*“It’s helped them to find products which are suitable for their skin type and teach them the ingredients they should avoid using.”*

*“Social media didn’t influenced them so much, because they prefer to rely on their own experience or professional advice.”*

*“Social media hasn’t influenced them and they just follow advice from their dermatologist.”*

## **6.2 The summary of the results**

The survey shows that regular skincare routines are linked to higher self-confidence among most participants, especially those with age 18 to 34. The majority use skincare products daily and feel that this routine positively affects their self-confidence. Social media also impacts participants’ views on skincare, with many following skincare influencers and brands. While these accounts provide information on products and routines, some participants feel that social media promotes high beauty standards, which can create pressure.

## **6.3 The interpretation**

This study reveals strong links between skincare routines, self-confidence, and social media influence. According to the survey, 98% of the participants, particularly young adults, follow consistent skincare routines, which they associate with feeling more confident. Daily skincare routines seem to help participants feel more comfortable in their skin and appearance, confirming that skincare is not just about looks but also self-esteem and well-being.

Xie (2022) explained that having a regular skincare routine can improve self-confidence and emotional well-being by giving individuals a sense of empowerment and control. This is strongly reflected in the survey responses, where participants shared how their routines helped them feel more confident and added to their overall sense of self-worth. Many respondents mentioned that skincare gave them a sense of accomplishment and helped reduce stress, which aligns with the findings of Mohammad et al. (2022), who noted that skincare promotes emotional resilience and mental clarity.

Social media also plays a crucial role in shaping skincare habits and self-confidence. According to the survey, 93% of participants follow skincare-related accounts on platforms like Instagram or TikTok. Most of them (82%) found these accounts helpful for learning about products and routines that support healthier skin. This aligns with Joshi et al. (2022), who noted that social media platforms make it easier to find advice and routines that improve confidence. However, participants in the survey also expressed concerns about the pressure of high beauty standards promoted online, with 13% indicating that such standards can negatively affect their self-esteem. Reddy (2021) similarly warned about the risks of idealized images, which can lead to harmful comparisons, though social media also creates supportive communities.

Another key theme in the survey was the therapeutic effect of skincare. Participants frequently shared how their routines gave them a sense of calm and focus, helping them feel refreshed and ready for the day. This aligns with Nguyen's (2024) findings that skincare can serve as a form of mindfulness and emotional support. Similarly, Evangelista et al. (2022) found that skincare products not only enhance physical appearance but also improve self-confidence, which resonates with the survey results, where respondents emphasized feeling more empowered and comfortable in their own skin.

Additionally, participants linked clear and healthy skin to improved self-image and well-being. Zhang et al. (2020) discussed how consistent skincare routines improve skin texture and quality, which contributes to greater self-esteem and quality of life. Survey responses confirmed this, with participants describing how improvements in their skin made them feel more confident in social interactions and daily activities.

Moreover, the influence of social media on skincare purchases was clear in the survey, participants saying that influencers and advertisements guide their choices. Alamer et al. (2023) noticed similar trends, showing how visual content on social media platforms like TikTok and Instagram influences skincare habits. However, Sanders (2023) reminded people to be careful when following advice online because not all information is reliable. Also participants in the survey mentioned that they felt overwhelmed by how much skincare content is focused on selling products instead of giving good advice.

In conclusion, the survey results, supported by the previous study and theory, highlight the significant impact of skincare routines on self-confidence and well-being. By improving physical appearance and fostering a sense of self-care, skincare helps individuals feel more confident and empowered. Social media further supports this by providing accessible information. A balanced approach combining consistent skincare practices with critical engagement with social media can help individuals achieve both emotional and physical confidence.

## **7 Critical Review**

In this chapter, the respondent will critically review the aim and problem, theoretical framework, previous research methodology, and results and interpretation.

The respondent had a clear aim and specific questions. The aim and questions are clear and focus on skincare, self-confidence, and social media. They could be improved by also looking at long-term effects or deeper reasons behind how skincare improves confidence.

In the theoretical framework the respondent discussed the definition of skincare, the benefits of skincare, skincare routine, the relationship between skincare and self-confidence, how skincare affects self-confidence and quality of life, the role of skincare in enhancing self-confidence and well-being, and the impact of social media on skincare and self-confidence. Basic knowledge about the effect of skincare on self-confidence was provided, and the most important effects were highlighted. The theoretical framework could uncover deeper insights and provide more details. The references selected for the theoretical part were relevant and supported the study well. However, some of them could have been stronger to enhance the clarity and depth of the theoretical framework.

For the previous study, the respondent chose seven scientific articles related to the topic. These articles provided valuable information connected to the subject, they were reliable and performed by different researchers. However, some of the articles did not use firsthand data. The framework could have included more perspectives or deeper

exploration of psychological theories to strengthen the analysis. In conclusion, the respondent summarized all the sources.

The respondent used both survey and content analysis methods to achieve the aim of the study and collect information. The survey provided clear insights from participants, and content analysis enabled to interpret the data. To enhance data reliability, additional methods, such as interview could have been considered, as this option might have provided more depth and reliable data.

The results were clearly presented and easily understandable with the use of pie charts. Each category was clearly defined and easy for readers to understand the findings. The respondent also provided a deeper analysis of the results, linking them to the previous study and theory to enhance the understanding of the study. However, the data presentation could be more organized to make the findings clearer and more relevant.

## **8 Discussion**

I have always had a strong interest in skincare, I use skincare products and its effects are important for me. My passion for skincare led me to think about how a skincare routine can affect how people feel about their skin and self-confidence.

The findings of this study show that skincare routines can improve self-confidence by enhancing skin health and providing a sense of self-care. Clear and healthy skin made people feel more comfortable with their appearance, improved their mood, and prepared them for the day. It also enhanced their quality of life and made social interactions more positive by giving them a sense of freshness and control.

During this study, I learned a lot about how skincare can improve quality of life, enhance self-confidence, and overall well-being. One interesting part was the impact of social media on people's awareness of skincare. These platforms often promote some standards and routines that can influence users thoughts about their own skincare. I wanted to know if it makes people feel more motivated or pressured, and this study helped me to realize

valuable understanding about it. I created a survey that gathered thoughtful answers and showed me how skincare is perceived in different situations. A lot of participants mentioned that their skincare routine made them feel better about themselves, which supported some of my initial thoughts. Their responses supported the idea that a regular skincare routine can improve sense of self-confidence, self-worth and well-being, showing that skincare routine is more than just appearances it's also about having good feeling. The results of this study can help people understand how skincare and social media affect their confidence and encourage a more positive way of thinking about self-care.

If I rewrite this thesis, I would do practical studies to observe and measure the direct effects of skincare routines on people's confidence direct vs. over time. This could bring practical knowledge and allow me to see how skincare routines affect people's feelings and experiences. I would like to recommend the next bachelor of Beauty and Cosmetics to include practical studies and also, investigate other aspects, such as psychological effects or long-term effects on personal image.

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Survey regarding the effect of skincare on self-confidence.

This survey is intended for those who use skincare products regularly. This survey is part of a bachelor thesis aimed at studying the effect of skincare on self-confidence and how social media influences people's views on this topic. Your responses are anonymous, and the completed thesis will be uploaded to Theseus, an online academic resource.

**1.What is your age?**

Under 18

18-24

25-34

35-44

45 and above

**2.What is your gender?**

Male

Female

Non-binary

**3.How often do you use skincare products?**

Twice a day (morning/evening)

Every day

5 days per week

3-4 days per week

1-2 days per week

**4.On a scale of 1 to 5, how much do you believe your skincare routine improves your self-confidence?**

1: Not at all

2: A little

3: Somewhat

4: Very much

(2/3)

5: Extremely

**5. Does following your skincare routine make you feel more confident compared to when you don't?**

Yes, much more confident

Yes, a bit more confident

No, there is no difference

No, I feel less confident

I'm not sure

**6. In your opinion, can taking care of your skin help to improve overall self-confidence? Please explain your answer.**

**7. Have you ever felt more confident after following your skincare routine?**

Yes

No

Not sure

**8. Do you follow any skincare influencers, brands, or accounts on social media? If yes, how much do you think this has influenced your views on skincare and self-confidence?**

I don't follow any skincare influencers, brands, or related accounts on social media.

Greatly influenced

Somewhat influenced

A little influenced

Not influenced

**9. How often do social media posts (ads, influencers, etc.) influence the skincare products you choose to buy?**

Always

Often

Sometimes

Rarely

Never

(3/3)

**10. Do you think social media has made people more aware of the importance of skincare on self-confidence? Please explain your answer.**

**11. On a scale of 1 to 5, how much do you think social media influences how you feel about your own skin?**

1: Not at all

2: A little

3: Somewhat

4: Strongly

5: Very strongly

**12. Have you ever felt that social media influences your decisions about improving your skincare routine or appearance?**

Yes, often

Sometimes

Rarely

No, not at all

**13. How does following a skincare routine affect your self-confidence? If it does not affect your self-confidence, please explain why?**

**14. Has social media influenced how you view skincare and self-confidence? If yes, in what ways?**

**15. Any other comments? Please write down here.**