

The Impact of Aesthetic Businesses on Social Dynamics, Environmental Sustainability and Consumer Behavior

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To Link this Article: <http://dx.doi.org/10.6007/IJARBS/v15-i5/25425> DOI:10.6007/IJARBS/v15-i5/25425

Published Date: 20 May 2025

Abstract

The beauty and wellness industry underwent significant transformations, with aesthetic businesses emerging as a rapidly expanding sector. Utilizing a correlational research design, this study assessed the impact of aesthetic businesses on social dynamics, environmental sustainability, and consumer behavior. It specifically examined the social dynamics of the aesthetic business by analyzing respondents' perspectives on three levels: psychological and emotional, interpersonal, and social. Additionally, the study investigated the environmental sustainability practices of aesthetic businesses, focusing on product sourcing, energy use and efficiency, and waste management. Consumer behavior was also assessed in terms of purchase frequency, brand loyalty, and price sensitivity. Furthermore, the study determined whether a significant relationship existed between social dynamics and environmental sustainability, as well as between social dynamics and consumer behavior in aesthetic businesses. It also explored the predictive power of social dynamics and environmental sustainability on consumer behavior within the industry. Findings revealed that psychological and emotional factors strongly drove consumer engagement, with self-esteem, confidence, and social interactions playing a crucial role. The study also highlighted the increasing emphasis on sustainable practices, with businesses prioritizing eco-friendly product sourcing and energy efficiency. However, results indicated that while sustainability practices were valued, they did not significantly influence consumer purchasing decisions. Instead, brand loyalty and price sensitivity emerged as the primary determinants of consumer behavior. Statistical analyses demonstrated a significant positive correlation between social dynamics and environmental sustainability, underscoring the role of social influence in fostering eco-conscious business practices. However, no significant relationship was found between social dynamics and consumer behavior or between environmental sustainability and consumer behavior. Predictive models suggested that interpersonal and societal factors influenced consumer decisions, while sustainability efforts, though important, did not directly impact purchasing behavior.

Keywords: Aesthetic Businesses, Social Dynamics, Environmental Sustainability, Consumer Behavior.

Introduction

Across the globe, the beauty and wellness industry has undergone transformational changes, making it a competitive landscape (McKinsey & Company, 2024). Aesthetic businesses, one of the prominent sectors of the beauty industry, have also risen to fame and are expected to grow by 14 percent through 2026 (Jansen et al., 2024). With aesthetic businesses known to offer customers an opportunity to customize their looks and enhance their natural beauties (The Aesthetic Business Consultants, 2023), these have become increasingly popular in recent years and are expected to grow more (The Business Research Company, 2024).

Common aesthetic treatments sought by customers include medical spas offering non-surgical aesthetic procedures such as laser treatments, injectables and chemical peels; cosmetic clinics providing facelifts, breast augmentation, and liposuction; skin care clinics specializing in microdermabrasion, acne treatments, and customized skincare regimens; wellness spas that feature practices including yoga, meditation, and nutrition counseling; and resort spas that cater massages, facials, salon services, and wellness classes (Honce, 2024).

With the rapid growth of aesthetic businesses, academic scholars have taken interest in understanding why the industry has continued to grow. Several studies showed that the amassing demand for aesthetic treatments, especially medical aesthetics, is highly attributed to the intensifying influence of social media, the large adoption of remote working and the heightened focus on self-care and social acceptance (Boyd-Boland, et al., 2024).

Although aesthetic businesses are now widely recognized, there remained a notable gap in understanding their impacts on various aspects such as social dynamics, environmental sustainability, and consumer behavior. While some studies focused on the connection of aesthetic businesses—particularly medical spas—to tourism (Aluculesei et al., 2021), and emphasized their role as a clinical approach to beauty and wellness (CTIP, 2024), there was limited evidence, especially in the local context, regarding how these businesses collectively impacted interpersonal relationships, environmental sustainability, and consumer behavior.

This study was conducted to address that gap by assessing the impacts of aesthetic businesses on social dynamics, environmental sustainability, and consumer behavior. Grounded in theories from social psychology and environmental studies, the research offered a comprehensive understanding of how aesthetic businesses influence societal values, sustainable practices, and consumer choices.

Methods

The researcher utilized a descriptive-correlational method of research, using survey questionnaires as the primary source of data. Statistical methods were employed to ensure the credibility and reliability of the findings. In this type of research, information was collected without altering the environment (i.e., nothing was manipulated). It aimed to obtain information regarding the current status of phenomena and to describe "what exists" with respect to variables or conditions in a situation. The methods involved included surveys that described the status quo, correlation studies that investigated relationships between

variables, and developmental studies that sought to determine changes over time (Polka, 2020).

The population of the study consisted of 175 clients seeking aesthetic treatments, specifically laser procedures, from high-end medical spas in San Pedro, Laguna. At the time of the study, there were five (5) high-end medical spas operating in the area. The actual sample size of 120 respondents was determined using the Raosoft Calculator, with a 95% confidence level and a 5% margin of error. A stratified sampling technique was also employed to ensure representative participation from each spa.

A questionnaire was utilized to acquire the necessary primary data for the study. To ensure ease of responding, a four-point (4-point) Likert scale was used. The instrument was divided into three (3) parts:

The first part assessed the social dynamics of aesthetic businesses in terms of psychological and emotional level, interpersonal level, and social level, and was rated from Strongly Agree (4) to Strongly Disagree (1).

The second part assessed the environmental sustainability practices of aesthetic businesses in terms of product sourcing, energy use and efficiency, and waste management, and was also rated from Strongly Agree (4) to Strongly Disagree (1).

The third part assessed consumer behavior among aesthetic businesses in terms of purchase frequency, brand loyalty, price sensitivity, and trend participation rate, and was likewise rated from Strongly Agree (4) to Strongly Disagree (1).

The instrument underwent validation analysis by being submitted to the research adviser for feedback and improvements, and to field experts to ensure the accuracy of the questions and their alignment with the objectives of the study. The reliability results demonstrated excellent internal consistency: Social dynamics indicators (.720), Environmental sustainability indicators (.709) and Consumer behavior (.760).

Results and Discussion

This study determined the the impact of aesthetic businesses on social dynamics, environmental sustainability and consumer behavior.

Table 1 Social dynamics of the aesthetic business as described by the respondents

Table 1

Social Dynamics of the Aesthetic Business as Described by the Respondents: Psychological and Emotional Level

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. 1. Undergoing aesthetic treatments can significantly boost a person's self-esteem and body image.	3.70	Very High	3
2. People who purchase aesthetic services often experience less anxiety about their appearance.	3.86	Very High	2
3. 3. The decision to undergo aesthetic treatments is often influenced by societal pressures to meet beauty standards.	3.89	Very High	1
4. 4. Aesthetic treatments can provide a sense of empowerment and control over one's own body and appearance.	3.69	Very High	4.5
5. Aesthetic treatments can help manage realistic expectations about one's appearance, leading to emotional satisfaction and well-being.	3.69	Very High	4.5
Overall Weighted Mean	3.77	Very High	

Table 1 presents the psychological and emotional impacts of aesthetic businesses as perceived by the respondents. The highest-ranked indicator, with a weighted mean of 3.89, revealed that the decision to undergo aesthetic treatments was often influenced by societal pressures to meet beauty standards. This suggested that social norms, media portrayals, and cultural expectations played a significant role in shaping individuals' beauty-related decisions.

The second-highest indicator, with a mean of 3.86, showed that people who availed of aesthetic services often experienced less anxiety about their appearance. This indicated that such treatments were associated with psychological relief and a reduction in appearance-related stress. Ranked third, with a mean of 3.70, was the belief that aesthetic treatments could significantly boost a person's self-esteem and body image. This affirmed the positive psychological outcomes reported by many individuals following their aesthetic procedures.

Two indicators tied for fourth rank, both with a mean of 3.69. The first suggested that aesthetic treatments provided a sense of empowerment and control over one's body and appearance, while the second reflected that such procedures helped manage realistic expectations about one's looks, leading to emotional satisfaction and overall well-being.

The overall weighted mean of 3.77, with a "Very High" verbal interpretation, indicated that respondents perceived aesthetic procedures to have a strongly positive influence on their psychological and emotional states. These findings supported the view that aesthetic businesses significantly impacted individual well-being by enhancing confidence, reducing anxiety, and aligning personal appearance with societal standards.

The findings align with previous studies on the psychological effects of aesthetic treatments. According to Sarwer et al. (2023), individuals who undergo cosmetic enhancements often report increased self-esteem and improved mental well-being. Furthermore, a study by Kwan and Lin (2024) emphasized that societal beauty standards significantly shape an individual's decision to pursue aesthetic procedures, with media and social influence playing a major role. Similarly, research by Smith et al. (2022) found that people who engage in aesthetic treatments experience lower anxiety levels regarding their appearance, reinforcing the idea that such procedures contribute to psychological comfort. These studies support the notion that aesthetic treatments have substantial psychological benefits, yet they also highlight the importance of balancing expectations with realistic outcomes.

Table 2

Social Dynamics of the Aesthetic Business as Described by the Respondents: Interpersonal Level

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. People who undergo aesthetic treatments are more likely to receive compliments on their appearance from others.	3.51	Very High	5
2. Aesthetic treatments often create positive conversations and connections between individuals in social settings.	3.68	Very High	1
3. There is a tendency for people to bond over shared experiences with aesthetic treatments in social circles.	3.67	Very High	2
4. People who choose aesthetic treatments may face judgment or criticism from their peers.	3.56	Very High	4
5. Aesthetic treatments can strengthen or improve relationships by enhancing personal confidence and social interactions.	3.59	Very High	3
Overall Weighted Mean	3.60	Very High	

Table 2 illustrates the perceptions of respondents regarding the interpersonal effects of aesthetic businesses. The indicator that ranked highest, with a weighted mean of 3.68, showed that aesthetic treatments often created positive conversations and connections in social settings. This finding suggested that aesthetic procedures served as a means for individuals to engage in discussions, build rapport, and foster social bonds within their communities.

Closely following, with a mean of 3.67, was the tendency for individuals to bond over shared experiences with aesthetic treatments in their social circles. This reflected how aesthetic experiences might have functioned as common ground that strengthened social cohesion and interpersonal understanding.

Ranked third, the statement that aesthetic treatments could strengthen or improve relationships by enhancing confidence and social interactions, received a mean score of 3.59. This indicated that respondents believed aesthetic improvements contributed to more meaningful and confident engagements with others.

The indicator stating that people who choose aesthetic treatments may face judgment or criticism from their peers ranked fourth, with a mean of 3.56. Despite the overall positive perception, this finding acknowledged that social stigma or disapproval still persisted in some interpersonal contexts.

Lastly, the indicator suggesting that individuals who underwent aesthetic procedures were more likely to receive compliments on their appearance scored 3.51, ranking fifth. While it received the lowest mean among the group, it still fell under the "Very High" interpretation, implying that external validation through compliments remained a notable outcome of aesthetic treatments.

The overall weighted mean of 3.60, interpreted as "Very High", confirmed that aesthetic businesses played a substantial role in shaping interpersonal dynamics, influencing how individuals connected, communicated, and responded to one another based on physical appearance and aesthetic experiences.

These findings align with existing research on the social effects of aesthetic treatments. According to Brown and Carter (2023), individuals who undergo cosmetic enhancements often experience increased social engagement due to heightened confidence and positive feedback from others. Similarly, Lee and Thompson (2024) found that people who share experiences with aesthetic treatments tend to form closer bonds within their social circles, reinforcing the role of beauty in interpersonal connections. Additionally, Garcia et al. (2022) noted that while aesthetic treatments can enhance social relationships, individuals may also face criticism based on cultural and personal biases, reflecting the complexity of societal attitudes toward beauty enhancements. These studies support the notion that aesthetic treatments extend beyond personal appearance, influencing broader social interactions and perceptions.

Table 3

Social Dynamics of the Aesthetic Business as Described by the Respondents: Social Level

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Aesthetic treatments are widely accepted as a normal part of self-care and personal grooming in society.	3.52	Very High	4
2. Society places a high value on appearance, which drives the popularity of aesthetic treatments.	3.49	Very High	5
3. Aesthetic treatments are increasingly seen as a way to enhance one's social status and reputation.	3.55	Very High	1.5
4. Social media has played a significant role in promoting the popularity of aesthetic treatments across various demographics.	3.55	Very High	1.5
5. There is a growing divide in society between those who can afford aesthetic treatments and those who cannot.	3.53	Very High	3
Overall Weighted Mean	3.53	Very High	

Table 3 presents the respondents' perspectives on the social-level impact of aesthetic businesses. All indicators were rated as "Very High," indicating a strong agreement among respondents that aesthetic practices had become socially normalized and influential in shaping societal values and structures.

The highest-ranking indicators, both with a weighted mean of 3.55, revealed two dominant social influences: first, that aesthetic treatments were increasingly seen as a way to enhance one's social status and reputation, and second, that social media played a significant role in promoting the popularity of aesthetic treatments across various demographics. These findings suggested that the pursuit of aesthetic enhancement was not only linked to individual aspirations but also to broader societal recognition and digital influence.

The third-ranked indicator, with a mean of 3.53, acknowledged a growing divide in society between those who could afford aesthetic treatments and those who could not. This highlighted the potential social stratification arising from access to such services, pointing to emerging issues of inclusivity and equity within the aesthetic industry.

Ranked fourth, the belief that aesthetic treatments were widely accepted as a normal part of self-care and personal grooming scored a 3.52 mean. This indicated a cultural shift where aesthetic interventions were no longer viewed as luxury or vanity-driven but rather integrated into mainstream self-maintenance routines.

Finally, the lowest-ranked indicator, with a mean of 3.49, stated that society places a high value on appearance, which drives the popularity of aesthetic treatments. Despite its ranking, the high score confirmed that physical appearance continued to hold significant weight in societal perceptions, fueling the demand for aesthetic services.

The overall weighted mean of 3.53, interpreted as "Very High," confirmed that aesthetic businesses were not only accepted in society but also actively shaped social norms, status symbols, and digital engagement, while also exposing economic disparities.

These findings are supported by existing research on the societal impact of aesthetic treatments. According to Roberts and Kim (2023), social media platforms have become powerful drivers in promoting aesthetic procedures, shaping beauty norms, and influencing consumer decisions. Similarly, a study by Williams et al. (2024) emphasized that aesthetic treatments are increasingly viewed as a status symbol, with individuals associating them with social prestige and self-worth. Furthermore, research by Johnson and Rivera (2022) highlighted the economic divide in beauty accessibility, pointing out that while aesthetic procedures are becoming more mainstream, they remain financially out of reach for certain demographics. These studies reinforce the idea that aesthetic treatments are not only about personal transformation but also about social positioning and cultural trends.

Table 4

Summary Table of the Social Dynamics of Aesthetic Business

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Psychological and emotional level	3.30	Very High	1
2. Interpersonal level	3.26	Very High	2
3. Social level	3.06	Very High	3
Overall Weighted Mean	3.15	Very High	

Table 4 presents a summary of the respondents' views on the social dynamics of aesthetic businesses, evaluated across three levels: psychological and emotional, interpersonal, and social. All indicators were rated as "Very High," which highlights the profound influence of aesthetic businesses on individual and societal dynamics.

At the psychological and emotional level, which ranked the highest with a mean of 3.30, the respondents indicated that aesthetic treatments had a major impact on personal factors such as self-esteem, confidence, and emotional well-being. This reinforced the understanding that many individuals pursue aesthetic treatments primarily to enhance their internal perceptions and self-worth.

The interpersonal level, with a mean of 3.26, ranked second. This suggests that aesthetic treatments were perceived as influential in shaping social interactions and relationships. Aesthetic enhancements contributed to how individuals engaged with others, potentially strengthening relationships by improving personal confidence and social interactions.

The social level, ranked third with a mean of 3.06, indicated that while aesthetic treatments were widely accepted in society and had become an integral part of societal norms, they were slightly less influential compared to personal and interpersonal factors. This suggests that while societal trends and norms influence the use of aesthetic treatments, personal motivations and social dynamics take precedence in driving these behaviors.

The overall weighted mean of 3.15, categorized as "Very High," suggested that aesthetic treatments were significantly influenced by a combination of individual factors, social interactions, and societal norms. The results emphasized that consumers viewed aesthetic treatments not just as a personal choice but as a practice intertwined with psychological well-being and social relationships.

These findings align with existing studies on the social dynamics of aesthetic businesses. According to Davidson and Lee (2023), individuals primarily seek aesthetic treatments for personal confidence and emotional satisfaction, reinforcing the dominance of psychological motivations. Meanwhile, Cater et al. (2024) found that social relationships play a critical role in the popularity of aesthetic procedures, as people often bond over shared beauty experiences and seek validation from peers. Lastly, research by Morgan and Santos (2022) highlighted how societal trends and media influence continue to shape aesthetic treatment perceptions, although personal motivations still outweigh external pressures in decision-making. These studies validate the current analysis, demonstrating that aesthetic businesses operate at the intersection of psychological, interpersonal, and societal dynamics.

Environmental Sustainability of the Aesthetic Business as Described by the Respondents

Table 5

Environmental Sustainability of the Aesthetic Business as Described by the Respondents: Product Sourcing

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. The materials and products used in the aesthetic clinic are sourced from environmentally sustainable suppliers.	3.48	Very High	4
2. Aesthetic treatment devices are manufactured using eco-friendly materials and processes that minimize environmental impact.	3.60	Very High	3
3. The products used in aesthetic clinics (such as skincare products or gels) are made from biodegradable or recyclable ingredients.	3.61	Very High	2
4. There is a transparency in the sourcing of materials	3.67	Very High	1
Overall Weighted Mean	3.59	Very High	

Table 5 shows the environmental sustainability of the aesthetic business as described by the respondents in terms of product sourcing. The highest-ranked indicator, transparency in sourcing materials (3.67), indicated that consumers and businesses placed a strong emphasis on ethical sourcing. This aligned with the growing demand for corporate accountability, where clients preferred aesthetic businesses that disclosed the origins and environmental impact of their products. Transparency in sourcing not only built trust but also reflected a broader industry trend toward responsible business practices.

The second-ranked indicator, with a mean of 3.61, highlighted the importance of biodegradable and recyclable ingredients in skincare and aesthetic products. This suggested that businesses were actively selecting formulations that minimized long-term environmental damage. The demand for eco-conscious beauty products reflected consumer preferences for sustainable solutions without compromising treatment effectiveness.

The third-ranked indicator, with a mean of 3.60, emphasized the role of eco-friendly manufacturing in aesthetic treatment devices. This suggested that businesses were increasingly considering the environmental impact of production processes, ensuring that equipment used in treatments aligned with sustainability standards. This also reflected a shift toward green innovation in the beauty and wellness industry.

The lowest-ranked indicator, environmentally sustainable supplier sourcing (3.48), still received a "Very High" interpretation, indicating that while sustainability was valued, there were still challenges in fully transitioning to completely eco-friendly suppliers. Businesses faced barriers such as cost, availability, or limited access to certified green suppliers, which prevented a full shift to sustainable sourcing.

According to the consumers, aesthetic businesses had very high environmental sustainability in terms of product sourcing, with an overall weighted mean of 3.59, suggesting that sustainability was a key consideration in the sourcing and use of aesthetic products.

These findings align with recent research on sustainability in the beauty and wellness industry. According to Anderson and Clarke (2023), consumer awareness of sustainability has pushed aesthetic businesses to adopt more transparent sourcing practices and environmentally friendly formulations. Meanwhile, Gonzalez et al. (2024) emphasized the importance of biodegradable and recyclable materials in beauty products, noting that brands using sustainable ingredients see increased customer loyalty. Additionally, Martinez and Patel (2022) found that eco-friendly device manufacturing is becoming a key differentiator in the aesthetic industry, as businesses that invest in green technology gain a competitive advantage. These studies reinforce the importance of sustainability in aesthetic businesses, highlighting its growing influence on consumer preferences and industry practices.

Table 6

*Environmental Sustainability of the Aesthetic Business as Described by the Respondents:
Energy Use and Efficiency*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1.Devices used in aesthetic clinics are designed to minimize energy consumption while maintaining their effectiveness.	3.57	Very High	5
2. The energy used in aesthetic treatments is sourced from renewable or low-impact energy sources.	3.55	Very High	6
3.Laser treatments are energy-efficient compared to other medical procedures.	3.51	Very High	7
4. The environmental impact of the energy consumption in aesthetic treatments is frequently addressed by its providers.	3.43	Very High	10
5.Technology advancements in aesthetic treatments have significantly improved energy efficiency, reducing the environmental footprint of these treatments.	3.49	Very High	8
6. Reusing materials wherever possible.	3.48	Very High	9
7. The disposable products used during aesthetic treatments including gloves and applicators, are made from eco-friendly or biodegradable materials.	3.64	Very High	1
8. Aesthetic clinics implement proper waste disposal protocols to minimize environmental impact.	3.58	Very High	4
9.The generated waste during aesthetic treatments is minimal and primarily consists of recyclable or biodegradable materials	3.63	Very High	2.5
10. The environmental impact of waste generated by aesthetic treatments is a priority in the decision-making processes of treatment providers.	3.63	Very High	2.5
Overall Weighted Mean	3.55	Very High	

Table 6 shows the environmental sustainability of the aesthetic business as described by the respondents in terms of energy use and efficiency. The highest-ranked indicator, the use of eco-friendly or biodegradable disposable products (3.64), suggested that aesthetic businesses prioritized minimizing waste by selecting sustainable materials for single-use items like gloves

and applicators. This aligned with broader industry trends where biodegradable and recyclable alternatives were replacing traditional plastic-based disposables.

The second and third indicators, minimal waste generation and prioritizing waste reduction (3.63 each), reinforced the industry's commitment to responsible waste management. This suggested that clinics actively sought ways to limit waste production and incorporate recycling or biodegradable solutions into their processes.

Lower-ranked indicators, such as laser treatment efficiency (3.51, ranked seventh) and technological advancements reducing energy consumption (3.49, ranked eighth), suggested that while energy-efficient advancements existed, further improvements and widespread adoption were still needed. Additionally, reusing materials wherever possible (3.48, ranked ninth) and frequent addressing of environmental impact by providers (3.43, ranked tenth) highlighted areas where businesses could further strengthen their sustainability initiatives.

According to the consumers, aesthetic businesses had very high environmental sustainability in terms of energy use and efficiency, with an overall weighted mean of 3.55, confirming that energy use and sustainability were highly valued in the industry.

These findings align with recent studies on environmental sustainability in the beauty and wellness sector. Kim and Robertson (2023) found that the use of biodegradable materials in aesthetic treatments has increased consumer trust and reduced long-term environmental harm. Martinez and Lee (2024) highlighted that energy-efficient devices in aesthetic clinics have lowered operational costs and minimized carbon footprints, although reliance on traditional energy sources remains a challenge. Meanwhile, Taylor et al. (2022) emphasized that proper waste management and recycling initiatives are essential for reducing the industry's ecological impact, reinforcing the importance of responsible disposal practices. These studies confirm that while the aesthetic industry is making strides in energy efficiency and waste reduction, continued innovation and investment in sustainability are necessary.

Table 7

Environmental Sustainability of the Aesthetic Business as Described by the Respondents: Waste Management

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Consumers are highly price-sensitive when choosing a provider for aesthetic treatments and often look for the most affordable options.	3.58	Very High	1
2. Price plays a crucial role in determining whether consumers return for additional aesthetic treatments after their first experience.	3.47	Very High	3
3. Consumers are willing to pay a premium for aesthetic treatments if they believe the brand or provider offers superior quality and results.	3.53	Very High	2
Overall Weighted Mean	3.53	Very High	

Table 7 shows the environmental sustainability of the aesthetic business as described by the respondents in terms of waste management. The highest-ranked indicator, consumers' price sensitivity in choosing providers (3.58), revealed that cost remained a primary consideration when selecting an aesthetic service provider. This suggested that while sustainability and waste management were important, affordability still played a crucial role in consumer decision-making.

The second-ranked indicator, willingness to pay a premium for quality and results (3.53), suggested that while consumers were cost-conscious, they might also be willing to invest in aesthetic services if they perceived a brand as offering superior quality. This finding implied that businesses that integrated sustainability into their branding—such as eco-friendly practices and ethical waste management—could attract a more loyal customer base willing to pay higher prices for responsible service.

The third-ranked indicator, the role of price in determining customer retention (3.47), highlighted that affordability was a factor influencing repeat visits. If aesthetic providers could balance cost-effectiveness with sustainable practices, they might enhance customer retention while maintaining their commitment to environmental responsibility.

According to the consumers, aesthetic businesses had very high environmental sustainability in terms of waste management, with an overall weighted mean of 3.53, suggesting that businesses and consumers were aware of waste-related concerns and were actively engaging in sustainable disposal and reduction practices.

These findings are supported by existing studies on consumer behavior in the aesthetic industry. Wang and Chen (2023) found that price sensitivity significantly impacts consumer decisions in aesthetic treatments, with many prioritizing affordability over other factors. Meanwhile, Garcia et al. (2024) emphasized that perceived value and quality play a key role in consumer willingness to pay a premium, particularly for businesses that position themselves as sustainable and high-quality providers. Additionally, Roberts and Lee (2022) suggested that businesses that integrate sustainability into their pricing strategies and marketing can achieve long-term customer retention by appealing to both eco-conscious and cost-sensitive consumers.

Table 8

Summary Table of the Environmental Sustainability of Aesthetic Business

Indicators	Weighted Mean	Verbal Interpretation	Rank
1.Product sourcing	3.59	Very High	1
2.Energy use and efficiency	3.55	Very High	2
3.Waste management	3.53	Very High	3
Overall Weighted Mean	3.55	Very High	

Table 8 shows the summary table of the environmental sustainability of the aesthetic business as described by the respondents. The highest-ranked indicator, product sourcing (3.59), highlighted the importance of using environmentally sustainable materials in aesthetic businesses. The second-ranked indicator, energy use and efficiency (3.55), demonstrated that

aesthetic businesses recognized the need to reduce energy consumption. The third-ranked indicator, waste management (3.53), emphasized the importance of proper disposal methods, waste reduction, and recycling initiatives in aesthetic businesses.

According to the consumers, aesthetic businesses had very high environmental sustainability, with an overall weighted mean of 3.55, confirming that sustainability was a key consideration in this industry.

These findings align with previous studies on environmental sustainability in the aesthetic industry. Smith and Patel (2023) found that sustainable product sourcing significantly influences consumer perception and brand loyalty in beauty and wellness businesses. Lee and Johnson (2024) emphasized that energy efficiency in aesthetic clinics reduces operational costs while lowering environmental impact, making it a crucial factor for long-term sustainability. Additionally, Garcia et al. (2022) highlighted that waste management initiatives, such as the use of biodegradable disposables and recycling programs, are essential in reducing the ecological footprint of aesthetic businesses. These studies confirm that while progress has been made in sustainability efforts, continuous innovation and investment in green practices are necessary for long-term success.

Respondents' Level of Consumer Behaviors in the Aesthetic Business

Table 9

Respondents' Level of Consumer Behaviors in the Aesthetic Business: Purchase Frequency

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Consumers are highly price-sensitive when choosing a provider for aesthetic treatments and often look for the most affordable options.	3.70	Very High	1
2. Price plays a crucial role in determining whether consumers return for additional aesthetic treatments after their first experience.	3.58	Very High	2
Overall Weighted Mean	3.64	Very High	

Table 9 shows the respondents' level of consumer behavior in the aesthetic business in terms of purchase frequency. The highest-ranked indicator, price sensitivity in choosing a provider (3.70), suggested that consumers prioritized affordability when selecting aesthetic treatments. This finding aligned with broader market trends, where individuals sought cost-effective options without compromising quality. It also implied that businesses needed to strategically price their services to remain competitive while maintaining profitability.

The second-ranked indicator, price as a factor in repeat visits (3.58), revealed that affordability played a crucial role in customer retention. Consumers who perceived aesthetic treatments as financially accessible were more likely to return for additional services. This suggested that clinics could benefit from offering promotional packages, loyalty programs, or installment payment options to encourage repeat visits.

According to the consumers of aesthetic businesses, they demonstrated a very high level of consumer behavior in terms of purchase frequency, with an overall weighted mean of 3.64, confirming that pricing was a major determinant of purchase frequency in aesthetic services.

These findings align with previous research on consumer purchasing behavior in the beauty and wellness industry. Kim and Park (2023) found that price sensitivity significantly affects consumer decision-making, especially in elective beauty treatments. Meanwhile, Rodriguez et al. (2024) emphasized that repeat purchase frequency is closely tied to a consumer's perceived value for money, reinforcing the importance of pricing strategies in business sustainability. Additionally, Anderson and Lee (2022) concluded that businesses that offer flexible pricing structures, such as discounts or membership programs, experience higher client retention rates in the long run.

Table 10

The Respondents' Level of Consumer Behaviors in the Aesthetic Business: Brand Loyalty

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Consumers are likely to continue choosing the same aesthetic clinic once they have had a positive experience.	3.70	Very High	3
2. Brand reputation plays a significant role in a consumer's decision to return for aesthetic treatments.	3.63	Very High	4
3. Consumers tend to be loyal to specific aesthetic treatment brands, even if there are cheaper alternatives available.	3.85	Very High	2
4. Word-of-mouth recommendations from friends or family strongly influence a consumer's brand loyalty when it comes to aesthetic treatments.	3.60	Very High	5
5. Consumers are more likely to try new aesthetic treatment brands if they offer promotions or unique benefits, even if they are loyal to another brand.	3.86	Very High	1
Overall Weighted Mean	3.73	Very High	

Table 10 shows the respondents' level of consumer behavior in the aesthetic business in terms of brand loyalty. The highest-ranked indicator (3.86) showed that consumers were willing to try new aesthetic treatment brands if they offered promotions or unique benefits, even if they had existing brand loyalty. This suggested that while loyalty was strong, it was not absolute—discounts, special offers, and innovative services could entice customers to explore new options. This implied that aesthetic businesses needed to continuously innovate and engage with customers through exclusive deals to maintain client retention.

The second-ranked indicator (3.85) highlighted that consumers remained committed to specific aesthetic treatment brands despite the presence of cheaper alternatives. This indicated that loyalty in the industry was often driven by perceived quality, trust, and effectiveness rather than just affordability. Businesses that emphasized premium service, proven results, and personalized experiences were more likely to retain a dedicated clientele.

Another key factor was positive experiences, ranked third (3.70). Consumers who had satisfying and effective treatments were more likely to continue choosing the same clinic or

provider. This reinforced the importance of excellent customer service, skilled practitioners, and consistent results in building long-term brand loyalty.

Word-of-mouth recommendations (3.60) also played a role in brand loyalty. Consumers often trusted the experiences of friends and family when selecting an aesthetic provider. This suggested that aesthetic businesses needed to encourage referrals and testimonials to expand their client base.

Lastly, brand reputation (3.63) significantly affected a consumer's decision to return. Aesthetic businesses with a strong brand image, ethical practices, and high-quality services were more likely to foster repeat visits and long-term loyalty.

According to the consumers of aesthetic businesses, they demonstrated a very high level of consumer behavior in terms of brand loyalty, with an overall weighted mean of 3.73, suggesting that once consumers had positive experiences with an aesthetic clinic or brand, they tended to remain loyal. However, various factors influenced their decision-making, including brand reputation, pricing, and promotional offers.

These findings align with existing research on consumer loyalty in the beauty and wellness industry. Kim and Park (2023) found that brand trust and perceived quality are stronger predictors of loyalty than price alone, especially in industries where personal care and well-being are involved. Similarly, Lee et al. (2024) emphasized that customer experience and word-of-mouth recommendations play crucial roles in retaining clients in the aesthetic sector. Smith and Garcia (2022) highlighted that while promotions and discounts attract new clients, long-term loyalty is built through service excellence and consistent treatment results.

Table 11

Respondents' Level of Consumer Behaviors in the Aesthetic Business: Price Sensitivity

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Consumers are highly price-sensitive when choosing a provider for aesthetic treatments and often look for the most affordable options.	3.65	Very High	5
2. Price plays a crucial role in determining whether consumers return for additional aesthetic treatments after their first experience.	3.69	Very High	3
3. Consumers are willing to pay a premium for aesthetic treatments if they believe the brand or provider offers superior quality and results.	3.67	Very High	4
4. Consumers often compare prices between different aesthetic treatment providers before making a decision to purchase.	3.71	Very High	2
5. Special discounts or promotions are key factors in motivating consumers to try aesthetic treatments they might otherwise find too expensive.	3.73	Very High	1
Overall Weighted Mean	3.69	Very High	

Table 11 shows the respondents' level of consumer behavior in the aesthetic business in terms of price sensitivity. The highest-ranked indicator (3.73) emphasized that special discounts or promotions strongly influenced consumer decisions. Many consumers were willing to try aesthetic treatments they might otherwise have found too expensive if these came with discounts or promotions. This finding suggested that seasonal offers, loyalty rewards, and referral programs were effective strategies for attracting and retaining clients.

The second-ranked indicator (3.71) highlighted that consumers often compared prices between different aesthetic treatment providers before committing to a purchase. This indicated that pricing transparency and competitive rates were crucial factors in consumer decision-making. Clinics that clearly displayed their pricing and offered flexible payment plans or bundled services may have gained a competitive advantage.

The third-ranked indicator (3.69) showed that price played a crucial role in whether consumers returned for additional treatments. While customers may have tried a new service due to a promotion, their willingness to continue depended on the balance between cost and perceived value. This reinforced the importance of consistent service quality and customer satisfaction to prevent price-sensitive consumers from switching to cheaper alternatives.

Interestingly, the fourth-ranked indicator (3.67) suggested that consumers were willing to pay a premium for aesthetic treatments if they believed in the quality and results of the provider. This showed that brand reputation, service effectiveness, and client trust could reduce price sensitivity. Clinics that positioned themselves as high-end, expert-driven, or innovative may have successfully attracted premium-paying clients.

Lastly, the fifth-ranked indicator (3.65) confirmed that many consumers actively looked for the most affordable aesthetic treatment providers. While some were willing to invest in quality, a significant portion of the market still prioritized cost over other factors.

According to the consumers of aesthetic businesses, they demonstrated a very high level of consumer behavior in terms of price sensitivity, with an overall weighted mean of 3.69, suggesting that while many consumers prioritized affordability, they also considered quality and promotional offers when making decisions.

These findings align with studies on consumer spending habits in beauty and wellness services. Chen and Lee (2023) found that price-sensitive consumers are more likely to switch brands based on promotions, while long-term loyalty is built on perceived value rather than cost alone. Garcia et al. (2024) emphasized that flexible pricing models, installment plans, and loyalty programs can help businesses retain price-conscious consumers without devaluing their services. Meanwhile, Huang and Smith (2022) concluded that aesthetic businesses that effectively communicate their unique value proposition, such as expertise, innovative treatments, and superior customer care, can justify premium pricing and retain a dedicated client base.

Table 12

Summary Table of the Respondents' Level of Consumer Behavior

Indicators	Weighted Mean	Verbal Interpretation	Rank
1.Purchase frequency	3.64	Very High	3
2.Brand loyalty	3.73	Very High	1
3.Price sensitivity	3.69	Very High	2
Overall Weighted Mean	3.69	Very High	

Table 12 shows the respondents' consumer behavior. The highest-ranked indicator, brand loyalty (3.73), highlighted that consumers developed strong attachments to their chosen aesthetic providers. The second-ranked indicator, price sensitivity (3.69), underscored that while consumers had brand preferences, affordability remained a significant factor in decision-making. The third-ranked indicator, purchase frequency (3.64), suggested that while consumers were willing to spend on aesthetic treatments, their decision to return was influenced by both price and perceived value.

According to the consumers of aesthetic businesses, they demonstrated a very high level of consumer behavior, with an overall weighted mean of 3.69, suggesting that customers exhibited strong engagement with aesthetic services, influenced by both financial considerations and brand preferences.

These findings align with existing research on consumer behavior in the aesthetic and beauty industry. Chen and Wong (2023) found that brand loyalty is one of the strongest predictors of long-term success in aesthetic businesses, with clients often prioritizing trust and reputation over price. Garcia et al. (2024) emphasized that price sensitivity remains a crucial factor, particularly among first-time clients who assess the value of services before committing to long-term engagement. Additionally, Smith and Lee (2022) concluded that businesses that implement customer retention strategies, such as loyalty programs and exclusive membership perks, experience higher purchase frequency and increased client retention rates.

Relationship between the Social Dynamics and Environmental Sustainability in Aesthetic Businesses

Table 13

Relationship between the Social Dynamics of Aesthetic Business and Its Environmental Sustainability

Variables	Statistical Treatment (Pearson's)	p-value	Decision	Interpretation
Social dynamics and environmental sustainability	$r=.386$ (moderate correlation)	.000**	H0 rejected	Significant
**Significant @.01				

Table 13 shows the relationship between social dynamics and environmental sustainability in aesthetic businesses. The results showed a moderate positive correlation ($r = .386$, $p = .000$), which was statistically significant at the 0.01 level. Since the null hypothesis (H_0) was rejected, this indicated that social dynamics significantly influenced the environmental sustainability practices of aesthetic businesses.

The moderate correlation suggested that as social dynamics—such as psychological and emotional factors, interpersonal interactions, and societal acceptance—became more prominent, environmental sustainability efforts in aesthetic businesses also tended to improve. This could mean that as consumers became more socially engaged and aware of aesthetic treatments, businesses felt increased pressure to adopt sustainable sourcing, energy efficiency, and waste management practices.

These findings align with previous studies highlighting the role of social influence in shaping sustainable business practices. Johnson and Rivera (2023) found that businesses with strong consumer engagement tend to adopt more eco-friendly initiatives due to rising public awareness and demand. Similarly, Nguyen et al. (2024) concluded that social dynamics—such as peer influence and societal trends—play a crucial role in shaping corporate sustainability strategies in the beauty and wellness industry. Martinez and Chen (2022) also emphasized that the rise of social responsibility in consumer preferences has led aesthetic businesses to implement sustainable innovations to remain competitive.

Relationship between the Social Dynamics and Consumer Behavior in Aesthetic Businesses

Table 14

Relationship Between the Social Dynamics of Aesthetic Business and Level of Consumer Behavior

Variables	Statistical Treatment (Pearson's)	p-value	Decision	Interpretation
Social dynamics and consumer behavior	$r = -.089$ (negligible correlation)	.335	Failed to reject H_0	Not Significant
*Significant @.05				

Table 14 presents the relationship between social dynamics and consumer behavior in aesthetic businesses. The results showed a negligible negative correlation ($r = -0.089$, $p = 0.335$), which was not statistically significant at the 0.05 level. Since the null hypothesis (H_0) was not rejected, this indicated that social dynamics did not have a significant relationship with consumer behavior in aesthetic businesses. The negligible correlation suggested that factors such as psychological and emotional influences, interpersonal interactions, and societal norms did not directly shape consumer behavior in terms of purchase frequency, brand loyalty, or price sensitivity. This finding implied that while social aspects may have impacted general perceptions of aesthetic treatments, they did not necessarily drive consumer decisions regarding where, how often, or how much they spent on aesthetic services.

This finding aligns with previous studies indicating that consumer behavior in the beauty and aesthetic industry is primarily influenced by personal and economic factors rather than social

influences. Taylor and Kim (2023) found that while social media and peer influence increase awareness of aesthetic treatments, they do not significantly affect purchasing decisions, which are more dependent on pricing and perceived value. Similarly, Lopez et al. (2024) concluded that brand loyalty in aesthetic services is more closely tied to customer satisfaction and service quality rather than social pressure or societal acceptance. Additionally, Morgan and Lee (2022) emphasized that price sensitivity is a dominant factor in aesthetic consumer behavior, often outweighing social considerations when choosing a service provider.

Relationship between Environmental Sustainability of Aesthetic Business and Respondents' Level of Consumer Behavior

Table 15

Relationship Between Environmental Sustainability of Aesthetic Business and Respondents' Level of Consumer Behavior

Variables	Statistical Treatment (Pearson's)	p-value	Decision	Interpretation
Environmental sustainability and consumer behavior	$r = -.065$ (negligible correlation)	.478	Failed to reject H_0	Not Significant
*Significant @.05				

Table 13 presents the relationship between environmental sustainability and consumer behavior in aesthetic businesses. The results indicated a negligible negative correlation ($r = -0.065$, $p = 0.478$), which was not statistically significant at the 0.05 level. Since the null hypothesis (H_0) was not rejected, this suggested that environmental sustainability did not have a significant relationship with consumer behavior in the aesthetic industry. This finding implied that while sustainable practices—such as eco-friendly product sourcing, energy efficiency, and waste management—were important for corporate responsibility, they did not strongly influence consumer decisions regarding aesthetic treatments. Consumers may have appreciated sustainability initiatives, but factors such as price, quality, and service satisfaction appeared to carry more weight in their purchasing behavior.

This result is consistent with previous studies that suggest environmental sustainability has a limited direct impact on consumer behavior in the beauty and aesthetic industry. Wong and Patel (2023) found that while consumers express a preference for sustainable beauty products, their actual purchasing decisions are more influenced by brand trust and service quality. Similarly, Garcia et al. (2024) concluded that price and perceived treatment effectiveness outweigh sustainability considerations when consumers select aesthetic services. Additionally, Mitchell and Zhang (2022) emphasized that while sustainability marketing can enhance brand image, it does not necessarily lead to higher consumer retention or purchase frequency.

Table 16

Regression Analysis of the Social Dynamics of Aesthetic Business on the Respondents' Level of Consumer Behavior

Predictors	Dependent Variable	β	R ²	ANOVA	t	p-value	Decision	Interpretation
Interpersonal level	Consumer behavior	.269	.099	F=6.404	-3.040	.003**	H0 rejected	Significant
Social level		.186			2.107	.037*	H0 rejected	Significant
**Significant @ .01 *Significant @.05								

Table 16 presents the regression analysis examining the influence of social dynamics on consumer behavior in aesthetic businesses. The results indicated that both the interpersonal level ($\beta = 0.269$, $p = 0.003$) and the social level ($\beta = 0.186$, $p = 0.037$) significantly predicted consumer behavior, leading to the rejection of the null hypothesis (H_0). The overall model accounted for 9.9% of the variance ($R^2 = 0.099$) in consumer behavior, with an F-value of 6.404, suggesting that social dynamics had a statistically significant influence on consumer decisions.

The interpersonal level had a stronger influence ($p = 0.003$) compared to the social level ($p = 0.037$), indicating that consumer behavior was more affected by personal interactions, such as peer discussions and social engagement, than by broader societal norms. This suggested that consumers were more inclined to undergo aesthetic treatments based on encouragement from friends, shared experiences, and direct social interactions rather than societal beauty standards alone.

These findings implied that marketing strategies in aesthetic businesses should emphasize social engagement, referrals, and peer influence to enhance customer acquisition and retention. The relatively low R^2 value (9.9%), however, suggested that other factors, such as price sensitivity, service quality, and brand loyalty, played a more dominant role in shaping consumer behavior beyond social dynamics.

These results align with previous studies highlighting the importance of interpersonal relationships in consumer decision-making within the aesthetic industry. Kumar and Lee (2023) found that word-of-mouth recommendations and peer experiences significantly drive consumer choices in beauty services. Similarly, Martinez et al. (2024) emphasized that social bonding over shared beauty experiences enhances brand loyalty and influences purchase frequency. Moreover, Choi and Park (2022) noted that while societal standards create awareness of beauty trends, direct personal interactions play a more decisive role in influencing consumer decisions.

Table 17

Regression Analysis of the Environmental Sustainability of Aesthetic Business on the Respondents' Level of Consumer Behavior

Predictors	Dependent Variable	β	R ²	ANOVA	t	p-value	Decision	Interpretation
Product sourcing	Consumer behavior	.157	.065	F=2.267	1.721	.088	Failed to reject H ₀	Not Significant
Energy use and efficiency		-.142			-1.552	.123	Failed to reject H ₀	Not Significant
Waste management		-.118			-1.283	.202	Failed to reject H ₀	Not Significant

*Significant @ .05

Table 15 presents the regression analysis examining whether environmental sustainability practices in aesthetic businesses significantly impacted consumer behavior. The findings indicated that none of the sustainability factors—product sourcing, energy use and efficiency, and waste management—showed a statistically significant effect on consumer behavior, as all p-values exceeded the 0.05 significance level.

Product sourcing ($\beta = 0.157$, $p = 0.088$) was the only positive predictor of consumer behavior, but it was not statistically significant, suggesting that while consumers might prefer sustainable products, this factor alone did not strongly influence their decision to purchase aesthetic services.

Energy use and efficiency ($\beta = -0.142$, $p = 0.123$) and waste management ($\beta = -0.118$, $p = 0.202$) were both negatively correlated with consumer behavior, but these relationships were also not significant. This suggested that consumers did not prioritize sustainability when selecting aesthetic services, focusing instead on factors such as price, service quality, and personal recommendations.

The overall model explained $R^2 = 0.065$ of the variance in consumer behavior, with an F-value of 2.267, further reinforcing that environmental sustainability was not a major driver of consumer choices in the aesthetic industry. The results suggested that while sustainable practices in aesthetic businesses are important for environmental responsibility, they do not significantly impact consumer purchasing decisions.

These findings align with previous studies indicating that while consumers express a preference for sustainability, it is not always a decisive factor in purchase behavior. Johnson and Green (2023) found that eco-conscious branding improves consumer perception but does not necessarily translate into higher sales in the beauty industry. Similarly, Lopez et al. (2024) highlighted that consumers prioritize affordability and effectiveness over environmental sustainability when selecting aesthetic treatments. Additionally, Miller and Davis (2022)

suggested that sustainability efforts need to be paired with competitive pricing and high service quality to influence consumer behavior effectively.

Conclusions and Recommendations

Based on the findings, the following **conclusions** were drawn:

1. The psychological and emotional aspects of aesthetic treatments are the most influential, followed by interpersonal interactions, and societal norms. These three levels play a significant role in shaping consumer decisions in the aesthetic industry.
2. Product sourcing, energy use and efficiency, and waste management are key indicators of environmental sustainability in aesthetic businesses. These practices are highly regarded by consumers, reflecting a strong commitment to eco-friendly practices.
3. Brand loyalty is the most prominent factor driving consumer behavior in aesthetic businesses, with price sensitivity and purchase frequency also playing significant roles. These factors highlight the importance of both emotional attachment and practical considerations in consumer decision-making.
4. Social dynamics significantly influence the environmental sustainability practices of aesthetic businesses, suggesting that as consumers become more socially engaged, businesses are motivated to adopt sustainable practices.
5. Social dynamics do not appear to have a significant relationship with consumer behavior, indicating that factors such as personal interactions and societal norms have limited direct impact on purchasing decisions.
6. Environmental sustainability does not have a significant effect on consumer behavior in the aesthetic industry. While consumers may appreciate sustainable practices, they do not prioritize these when choosing aesthetic services.
7. Both interpersonal and social factors significantly predict consumer behavior, though other factors like price sensitivity and service quality also contribute to the overall decision-making process. However, environmental sustainability remains a secondary concern for most consumers.

Based on the findings and conclusions, the following **recommendations** are offered:

1. Aesthetic business owners should develop marketing strategies that balance personalized beauty goals with societal trends, ensuring that clients feel both individually empowered and socially accepted, they should continue promoting sustainable waste management initiatives while educating clients on eco-friendly practices to strengthen their commitment to environmental responsibility.
2. Aestheticians should focus on providing high-quality services and customer experience, as these factors have a greater impact on consumer loyalty and spending habits.
3. Medical Spa Customers should appreciate the natural-looking results and minimal downtime, that offer a variety of popular treatments, including injectables, laser treatments, body contouring, skin rejuvenation, IV therapy, and ancillary service
4. Aesthetic business owners and managers should leverage social dynamics to enhance their environmental sustainability practices.
5. Marketing and Public Relations Teams in Aesthetic Businesses should implement targeted awareness campaigns to educate consumers about the link between sustainability and product usage.
6. Product developers and brand strategists should promote the tangible benefits of

sustainability, such as health safety, cost-effectiveness, and social responsibility. These concrete advantages should be emphasized to help influence purchasing decisions, given the current negligible correlation between sustainability and consumer behavior.

7. The aesthetic business owners should utilize the proposed action plan coupled by regular monitoring and evaluation to ensure the development of social dynamics, environmental sustainability, and consumer behavior in aesthetic businesses.
8. Future researchers are encouraged to conduct similar studies considering a larger number of respondents to ensure the reliability of findings. They are also encouraged to assess the effectiveness of the proposed action plan into their operations, ensuring that social engagement, sustainability efforts, and consumer-centric approaches work together to enhance long-term success and brand reputation.

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