



The Impacts of Social Media Influencer Marketing on Body Dysmorphic Disorder Among the Generation Z

Siddique Kadavathe Peedikayil

Research Department of Commerce, Sir Syed College, Taliparamba, affiliated to Kannur University, Kerala, India

Correspondence: siddiquekp@sirsyedcollege.ac.in

SUBMITTED: 3 March 2025; REVISED: 18 May 2025; ACCEPTED: 20 May 2025

ABSTRACT: The increased time spent on social media and other digital environments has significantly impacted people's lives, health, and social interactions. Social media influencers often lead adolescents to focus excessively on perceived beauty ideals and appearance flaws, as they tend to compare their self-image with what they see on social media platforms. This behavior may contribute to the development of body dysmorphic disorder (BDD). This research aims to investigate the effects of influencer marketing on BDD among Generation Z and to examine the extent to which they feel pressured to conform to unattainable and unrealistic beauty standards. A review of peer-reviewed articles was conducted using MedLine, PubMed, and Emerald, following the methodology of a systematic literature review. Articles retrieved in the initial search were screened using inclusion and exclusion criteria based on the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. After applying the CASP tool, six articles were selected for final review. A narrative analysis was conducted to examine the data regarding the impact of social media influencer marketing on BDD. Findings suggest that social media advertisements and influencer marketing lead adolescents to feel dissatisfied with their body image and to negatively assess their physical appearance. They are especially vulnerable to developing BDD, showing symptoms such as frequent mirror checking, exercise obsession, and constant comparison of their bodies with others. This study recommends that adolescents enhance their critical thinking skills and develop greater awareness of social media and influencer marketing content to help prevent the onset of BDD.

KEYWORDS: Body dysmorphic disorder; BDD; generation Z; influencer marketing; social media marketing.

1. Introduction

Social media influencer marketing grew to become an increasingly powerful platform for marketing communications [1], while its impact on individuals, companies, and society had yet to be evaluated and quantified [2]. People of all age groups spent long hours on their

smartphones, scrolling through various social media platforms such as Facebook, Instagram, YouTube, Snapchat, Twitter, and TikTok [3]. Compared to baby boomers, Generation X, and millennials, Generation Z, who had been well-acquainted with technology and the digital world since childhood, were found to be more obsessed with social media [4]. Gen-Z individuals, born between 1997 and 2012, enjoyed ubiquitous internet access and were familiar with digital platforms from an early age [5].

Although social media was considered an effective medium for fostering social interaction among people from different parts of the world, it negatively affected people's perceptions of beauty and led to dissatisfaction with their body image [6]. Excessive use of social media platforms caused people to frequently check their appearance and notice perceived imperfections [6]. The image-based content on social media platforms where influencers appeared physically attractive through the use of filters and cosmetic applications, was a major reason people began to worry about flaws in their body image and appraised their physical appearance negatively [7].

Social media marketing encompassed paid advertisements, brand-generated content, user-generated content, and organic campaigns [8]. Influencer marketing involved brand partnerships with individuals such as celebrities or influencers who had dedicated followings on social media and promoted products or lifestyles through perceived authenticity and parasocial relationships [9]. Micro-influencers, who had 1,000 to 100,000 followers, engaged with niche communities and fostered targeted marketing communication, while macro-influencers, with more than 100,000 followers, collaborated directly with larger brands for broader reach and greater impact [10].

Studies showed that the risk of developing Body Dysmorphic Disorder (BDD), a mental illness in which individuals became agitated, anxious, and dissatisfied with their physical appearance, often seeking ways to achieve unattainable beauty standards, was a major consequence of excessive exposure to social media platforms [11]. Young people's addiction to social media increased rapidly, and business organizations increasingly relied on these platforms to market products and services to younger audiences, given their significant influence and cost-effectiveness [12]. Companies approached and formed contracts with social media influencers and celebrities to promote their brands through creative content on digital platforms [13]. Customers, especially Generation Z, who showed a strong interest in online shopping, favoured social media content created or shared by influencers [10]. Research provided evidence that influencer marketing was highly effective in promoting skincare, cosmetics, and fashion products among Generation Z [14–16].

The impact of influencer marketing on BDD among Gen Z also recently became a topic of interest for researchers. One study [17] attempted to examine the triangular relationship between influencer practices on Instagram, audiences, and male body image. It found that Instagram male influencers created idealized images of masculinity and the male body, which in turn manifested in a drive for body enhancement among their audiences and followers. Despite the study's limitation (its focus on male subjects), it highlighted that exposure to such body-related images caused body dissatisfaction, eating disorders, and steroid use, thereby contributing significantly to BDD [17].

A recent study [18] made a significant contribution to this area of research by examining Gen Z's perceptions of body image and the content portrayed in various influencer-marketing advertisements. It revealed a discrepancy between adolescents' understanding in 2024 (including Gen Z) of ideal body representations and the descriptors used in ads. Although the study lacked a quantitative approach to analysing the impacts of influencer marketing content on BDD, it emphasized that influencers whether affiliated with social media or traditional advertising, perpetuated stereotypical body ideals, which correlated with a high potential rate of BDD among Gen Z.

A very recent study [19] conducted in 2025 investigated the extent to which excessive engagement with distorted beauty portrayals by social media influencers correlated with higher rates of BDD. The authors found that the majority of the Egyptian medical students surveyed, who constituted the study population, reported dissatisfaction with their faces and self-image. The study also revealed that 6.3% of the Egyptian medical students met the criteria for BDD, which was attributed to their heightened engagement with influencer content on social media [19].

While some previous studies explicitly examined social media's impacts on BDD [5–9], very few applied theoretical frameworks such as Social Comparison Theory and Self-Discrepancy Theory [20] to explain how influencer marketing exacerbated BDD symptoms among Gen Z. Moreover, much of the existing research on social media and BDD focused on platforms like Facebook and Instagram, often overlooking the role of influencer marketing content as a significant driver of unrealistic beauty standards among adolescents. More specifically, very few studies focused exclusively on Gen Z. To address this research gap, the present study aimed to examine how influencer marketing exacerbated body image dissatisfaction and disturbances, contributing to the development of BDD among Gen Z, guided by Social Comparison Theory and Self-Discrepancy Theory.

2. Materials and Methods

2.1. Study design.

This systematic review included primary studies employing diverse methodological designs, encompassing qualitative, quantitative, and mixed-method approaches.

2.2. Research question.

The research question addressed in the present study, 'How does social media influencer marketing make Generation Z more vulnerable to developing Body Dysmorphic Disorder?', was developed based on the SPIDER framework, as shown in Table 1. SPIDER (Sample, Phenomenon of Interest, Design, Evaluation, Research type) [21] was adopted to ensure alignment with the qualitative focus on the psychological impacts of social media influencer marketing. This framework is specifically designed for, and commonly applied to, mixed-method and non-interventional studies.

2.3. Determination of search terms.

The search keywords determined included: 'Influencer marketing' OR 'influencer advertising' OR 'social media marketing' OR 'social media advertisement' AND 'Generation Z' OR 'adolescents' OR 'teenagers' OR 'young adults' AND 'Body Dysmorphic Disorder' OR 'dysmorphophobia' OR 'body image disorder' OR 'body image dissatisfaction.' The researcher utilized Boolean operators (AND, OR, and NOT) to make the search process more focused and systematic, and to ensure the retrieval of relevant and high-quality studies.

Table 1 SPIDER framework.

Sample(S)	Generation Z (Gen -Z) anyone born between 1997 – 2012, Adolescents aged 16 to 26
Phenomenon of Interest (PI)	Social media influencer marketing, beauty standards
Design (D)	Qualitative, quantitative, and mixed method
Evaluation (E)	Body Dysmorphic Disorder, Body dissatisfaction, BDD symptoms (e.g., DSM-5 criteria)
Research Type (R)	Empirical studies, peer-reviewed articles (2008–2023)

2.4. Database used and study screening.

The online research databases selected included Medline, PubMed, and Emerald. The screening and selection process in this research involved a thorough review of all studies and articles retrieved through a systematic search, in order to identify those relevant for inclusion in the final review. The article screening process was guided by predefined inclusion and exclusion criteria, which are illustrated in Table 2.

Table 2. Inclusion and exclusion criteria for filtering articles.

Inclusion Criteria	Exclusion Criteria
Articles examining social media marketing, influencer marketing (micro and macro influencers)	Articles that lack explicit analysis or investigation of influencer contents (e.g. general social media marketing without influencer contents)
Studies measuring and analysing BDD symptoms, Dysmorphic Concern Questionnaire) or body dissatisfaction outcomes Peer-reviewed empirical studies published between 2015 and 2025	Studies that haven't validated BDD or body image measures Grey literature (preprints, theses, conference abstracts)
Articles that examine generation Z's exposure to influencer marketing and their risk of developing body image dissatisfaction.	Articles that lack explicit examination of Gen- Z's risk of developing BDD through the exposure of influencer contents.
Articles that examine the impacts of influencer marketing contents on Body Dysmorphic Disorder development Articles in English languages only	Articles that investigated the impacts of influencer marketing on mental health challenges other than BDD. Articles other than in English languages

As mentioned in the table above, the review focused on studies published between 2015 and 2025 to capture the rapid evolution of social media influencer marketing and its psychological impacts. Moreover, this 10-year span was deemed appropriate after testing search sensitivity; extending the range to include studies from 2010 and earlier yielded only a few additional results, most of which were off-topic and focused on celebrity endorsements. The researcher followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines for screening and selecting articles for inclusion in the present study. The

screening and selection process is illustrated using the PRISMA flow diagram (Figure 1). A total of 521 articles were retrieved through online searches of the selected databases: Medline (145), PubMed (207), and Emerald (169), using the determined search keywords. After removing 243 duplicate articles, 278 records remained for abstract screening. Upon identifying articles that were irrelevant or outside the scope of the study, 137 articles were excluded. The remaining 141 articles were assessed for eligibility, resulting in the elimination of 128 studies. Thirteen articles were then critically and ethically appraised, and finally, six articles were selected for the systematic review.

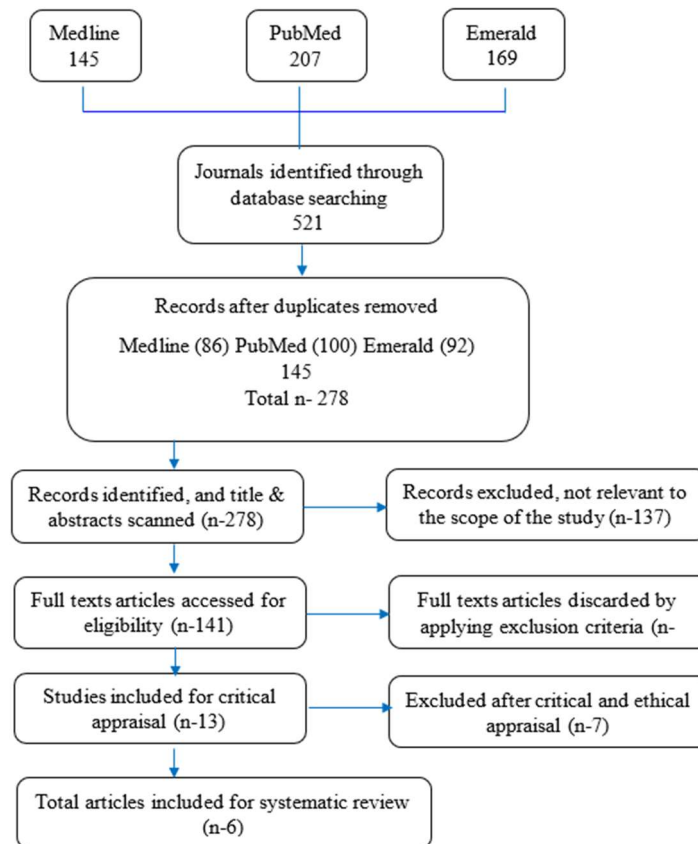


Figure1. PRISMA Chart.

2.5. Data extraction and analysis.

Data extraction was conducted following the systematic protocol adapted from the PRISMA guidelines. A standardized spreadsheet was used to catalogue key variables such as study design, sample demographics, influencer marketing features, and BDD outcomes. Extracted data from the included studies—such as study design, method, sample size, study aims, specificity and clarity of research objectives, sources of information, key findings, and study limitations—were presented in a summary table. Since the present systematic review involved diverse qualitative and quantitative studies, the researcher employed a textual narrative synthesis method, which is commonly used in qualitative research [22]. Thematic synthesis [23] was applied to identify recurring patterns, while quantitative findings were tabulated for comparative analysis.

2.6. Critical appraisal and ethical statement.

The Critical Appraisal Skills Programme (CASP) tool was used to ensure the credibility and rigor of the critical evaluation of the included studies. Of the 13 articles appraised using the CASP tool, seven were excluded, and six high-quality articles were finally selected for the review. Each study was appraised based on predefined criteria, considering research design, sample representation, and potential biases. The results of the critical appraisal are presented in the Table 3. The researcher remained unbiased throughout all phases of this study and made genuine efforts to collect, synthesize, and analyze evidence from the different studies. It was ensured that all studies selected for the final review strictly complied with ethical standards and requirements.

Table 3. CASP tool for critical and ethical appraisal of quantitative studies.

Ref	Was there a clear statement of aims & objectives?	Methodology appropriate?	Was the res. Design appropriate ?	Was the Data Collected in a way that addressed the research Issue?	Relationship between Researcher and Participants Been Adequately Considered?	Have Ethical Issues been Taken into Consideration?	Was the Data Analysis Scientifically Rigorous?	Is There a Clear Statement of Findings?	How Valuable Is Research ?
[24]	+	+	+	+	+	+	+	+	+
[25]	+	+	+	+	+	+	+	+	+
[26]	+	+	+	+	+	+	+	+	+
[27]	+	+	+	+	+	+	+	+	+
[28]	-	-	+/-	-	+	-	+	-	-
[29]	+	-	-	+	+/-	+/-	-	-	+/-

Criteria: (+) refers to an item adequately addressed, (-) refers to an item not adequately addressed, and (+/-) refers to an item partially addressed.

Table 4. CASP tool for critical and ethical appraisal of qualitative studies.

Ref	Was there a clear statement of aims & objectives?	Methodology appropriate?	Was the res. Design appropriate ?	Was the Data Collected in a way that addressed the research Issue?	Relationship between Researcher and Participants Been Adequately Considered?	Have Ethical Issues been Taken into Consideration?	Was the Data Analysis Scientifically Rigorous?	Is There a Clear Statement of Findings?	How Valuable Is Research ?
[30]	+	+	+	+	+/-	+	+	+	+
[19]	+	+	+	+	+	+	+	+	+
[26]	+	+/-	+/-	+	+	+	+	+	+
[31]	-	-	+/-	-	+	-	+	-	-
[32]	-	-	+/-	-	+	-	+	-	-
[29]	-	-	+/-	-	+	-	+	-	-

Criteria: (+) refers to an item adequately addressed, (-) refers to an item not adequately addressed, and (+/-) refers to an item partially addressed.

3. Results and Discussion

3.1. Characteristics of the included studies.

The review included six studies conducted across three different countries. Of these, four were conducted in Spain, one in Canada, and one in Australia. Among the six studies selected for review, five aimed to explore how influencer marketing impacted Generation Z's perception of

their body image, while the remaining study focused on evaluating the influence of influencer marketing on teenagers' identity and purchasing patterns.

3.2. The design of included studies.

Of the six studies selected for the final review, three employed quantitative designs, two used qualitative designs, and one followed a mixed-method design. Quantitative data were collected through self-administered questionnaires and surveys, while qualitative data were gathered through focus group discussions, semi-structured interviews, content analysis, and discourse analysis.

3.3. Source of information.

Data abstracted from the studies were self-reported by the respondents of the selected studies. The participants in these studies were members of Generation Z, including children, teenagers, and young adults. The data abstraction tables (Tables 5 and 6), which present the characteristics of the included studies, are provided below. Two major themes were identified during the analysis: (1) the impacts of influencer marketing on Generation Z's perception of body image, and (2) measures to mitigate the negative effects of influencer marketing on Generation Z's body image.

Table 5. Table for data extraction for the review of 14 articles with summary details.

Ref	Design & Method	Sample Size	Aim Stated	Aim	Specific to Influencer Marketing & BDD	Source of Info	Key Findings	Limitations
[26]	Cross-sectional, online survey	1055 adolescents (11–17)	Yes	Examine the link between social media ads and body image/satisfaction	Yes	Survey respondents	Exposure to ads lowers body satisfaction; teens focus on appearance for social approval	Sampling did not fully represent the population
[34]	Qualitative, focus groups	62 students (11–17)	Yes	Explore how influencer content affects minors' appearance-related habits	Yes	Focus group participants	Sponsored posts shape self-image and buying behavior; persuasive intent is normalized	Small sample limits generalizability
[24]	Mixed-methods, content analysis + survey	30 Canadian teens, 1250 Instagram posts, 1000 TikTok videos	Yes	Analyze influencer marketing's impact on teen identity	Yes	Survey participants	Teens view influencers as role models; link identity to promoted products	Limited sample size
[28]	Qualitative, interviews + focus groups	30 adolescents (13–18)	Yes	Explore how influencer ads reinforce beauty ideals	Yes	Interview/focus group participants	Influencers promote unrealistic beauty norms; causes pressure to conform	Small sample affects credibility
[29]	Quantitative, survey	1055 Spanish adolescents (11–17)	Yes	Assess effects of sponsored posts on body image	Yes	Survey respondents	Fitness posts heighten body concerns, especially in girls	Self-reporting may lead to bias
[26]	Quantitative, survey	284 female adolescents (17–19)	Yes	Examine Instagram ads' effect on body image in females	Yes	Survey respondents	Instagram ads harm self-esteem and body image	Participant bias likely

3.4. Impacts of influencer marketing on generation Z's perception of body image.

Advertisements on social media platforms caused adolescents to perceive their body image in a more complex manner. The unrealistic beauty standards exhibited by social media influencers through advertisements often led adolescents to misjudge the concept of an ideal body image. Young adults, in their pursuit of an ideal body image reinforced by influencers, encountered many societal pressures, resulting in low self-esteem and dissatisfaction with their physical appearance [19]. The body types of models featured in Instagram advertisements significantly influenced young girls' body perception. When young girls viewed advertisements on Instagram, they often focused more on the models and their body types than on the actual advertisement content. They began comparing their own bodies with those of the models, eventually making efforts to shape or alter their bodies to resemble the models. If the model had a thin body type, the girls attempted to lose weight. Conversely, if the model had a curvier figure, the girls aimed to achieve a similar physique. This occurred because young girls perceived the models' physical appearance as ideal and became dissatisfied with their own appearance [26]. As a result, female adolescents adopted unhealthy lifestyle behaviors in an effort to attain what they believed to be the ideal body shape.

Teenagers were highly vulnerable to the influence of social media content. They established one-sided personal relationships with social media influencers, perceiving them as friends or role models. Consequently, teenagers were emotionally influenced by social media, placing trust in the influencers and the messages conveyed through their content. Even when minors or teenagers recognized the persuasive intent behind the content created by influencers, they accepted it as a natural part of the digital environment [19], [25]. The content created by influencers to promote products easily attracted teenagers. Sponsored posts portraying "perfect" body images negatively affected teenagers' body perceptions. When teenagers, especially girls, saw posts by "fitfluencers" (influencers who share fitness-related content) that glorified stereotypical body ideals, they became overly concerned, anxious, and dissatisfied with their own appearance. Moreover, they compared themselves to the influencers and grew discontent with perceived imperfections in their physical appearance. This dissatisfaction often led them to act to alter their physical appearance [26].

Minors' self-esteem and concepts of body image were significantly impacted by influencers sponsored posts related to food, beauty products, and clothing. These posts led minors to internalize unrealistic beauty standards and idealized physical appearances illustrated by influencers. In an effort to achieve social acceptance, they attempted to meet these standards, which negatively affected their mental well-being and encouraged harmful lifestyle behaviors [26]. When teenagers evaluated their body, image based on the standards set by social media advertisements and reinforced by societal norms, they often experienced dissatisfaction and unhappiness. The belief that physical attractiveness is key to success contributed to their preoccupation with achieving a body image considered ideal by society [26].

3.5. Measures to mitigate influencer marketing's negative impacts on generation Z's body image.

Developing critical literacy advertising skills among adolescents was identified as one of the most effective measures to reduce their exposure to social media advertising and associated body image dissatisfaction. These skills involved understanding how social media advertising operates and recognizing the tactics used by influencers to promote products or services [19]. By acquiring such skills, adolescents were better equipped to remain unaffected by the stereotypical body images portrayed by social media influencers. Educational initiatives and policies aimed at helping young people counteract the negative impacts of influencer marketing while fostering a positive self-image were also recommended by researchers [22]. Critical thinking skills played a key role in shaping a generation that was attentive, active, and analytical in interpreting messages disseminated by influencers. These skills enabled young people to form and maintain healthier relationships with social media and to develop more positive perceptions of body image [26].

Interventions targeting body image concerns and emphasizing the role of influencer marketing in exacerbating these concerns were considered essential to promoting healthy body image perceptions among youth. Media literacy programs that aimed to reduce adolescents' susceptibility to social media marketing influence were strongly advocated [19]. Adolescents, especially girls, needed to be made aware of how exposure to social media advertisements could distort their perceptions of body image and lead them to adopt harmful behaviors in pursuit of idealized appearances. Some studies also highlighted the positive aspects of influencer marketing, such as motivating young girls to engage in regular physical activity. These positive influences should be acknowledged and promoted through policies and programs [26]. Lifestyle interventions that included healthy habits like a balanced diet and regular exercise were also found to be effective in preventing the onset of Body Dysmorphic Disorder (BDD). Moreover, societal beliefs that link physical attractiveness with confidence and success needed to be challenged through educational interventions. The societal pressures compelling youth to conform to unrealistic beauty standards should be addressed first [19].

3.6. Discussion

Body Dysmorphic Disorder (BDD) is a mental health condition characterized by a preoccupation with perceived defects in one's physical appearance [35]. Excessive social media use has been linked to the negative evaluation of one's body, which may trigger the development of BDD [12]. A negative appraisal of body image—typically the first stage of BDD, results from dissatisfaction with one's physical appearance. The studies included in this review showed that content from social media influencers often led adolescents to feel unhappy with their bodies, prompting negative self-evaluation. This body dissatisfaction and self-critical appraisal increased Gen Z's vulnerability to BDD, as adolescents frequently compared themselves to the idealized beauty standards set by influencers through sponsored content [36]. Common symptoms of BDD include compulsive mirror checking, exercise obsession, and frequent body comparisons [35]. Since appearance comparison is one of the most prevalent behaviors among those with BDD [37], social media marketing, by encouraging such comparisons, contributed to the disorder's onset.

Peer comparisons and excessive social media usage were two major contributors to BDD in adolescents [38]. After viewing influencer advertisements, adolescents often compared their bodies to the models', identified perceived flaws, and engaged in compulsive behaviors such as appearance checking [39]. Thus, exposure to influencer marketing made adolescents more vulnerable to BDD. The evidence from this review indicated that negative self-appraisal often evolved into more general self-criticism, ultimately reducing self-esteem, a known risk factor and consequence of BDD [40]. Studies also demonstrated that exposure to influencer content portraying idealized appearances led adolescents to feel physically and personally inadequate [41]. Low self-esteem, fuelled by such content and societal norms that equated social success with physical beauty, heightened Gen Z's susceptibility to BDD. Although some researchers argued that self-esteem alone may not directly influence BDD development, socio-cultural attitudes toward beauty and physical appearance were shown to be closely linked with BDD vulnerability [42].

A systematic review [30] examining women's perceptions of beauty within the social media influencer landscape found that unrealistic beauty standards promoted by influencers negatively affected young women's mental health. Low self-esteem and dissatisfaction with body image emerged as major risk factors for mental health issues, especially BDD. The review recommended several strategies for mitigating the negative impacts of influencer marketing. These included making influencers aware of the harmful effects their content could have on mental health, encouraging them to promote positive body image and health motivation, and supporting young women in unfollowing influencers who promoted unattainable standards. Additionally, promoting self-care and encouraging realistic beauty ideals were highlighted as effective strategies.

The current systematic review emphasized that adolescents' lack of critical thinking skills was a significant factor in their inability to recognize the persuasive intent of social media advertisements. This deficiency hindered their ability to critically assess the content shared by influencers. However, some adolescents chose to emulate influencer appearances even when they recognized the commercial motives behind the content. Therefore, future research should examine the effectiveness of interventions designed to reduce both Gen Z's susceptibility to influencer marketing and their vulnerability to BDD. The positive correlation between influencer marketing and increased BDD symptoms in Gen Z can be explained using Social Comparison Theory and Self-Discrepancy Theory [20]. Influencers often present curated perfection through filtered images, editing tools, and cosmetic enhancements, prompting upward social comparisons. Followers then viewed their own appearance as inadequate [43]. According to Social Comparison Theory, individuals evaluate themselves by comparing with others, which can lead to negative self-appraisals when discrepancies arise. Self-Discrepancy Theory further explained how influencer content heightened the gap between users' actual and ideal selves. When individuals identified flaws in their actual selves and internalized unattainable beauty ideals as their ideal selves, it led to body dissatisfaction and BDD symptoms. Exposure to the curated perfection of influencers encouraged internalization of unrealistic goals, triggering anxiety and distress associated with BDD.

4. Conclusion

Today, business firms utilize Generation Z's excessive exposure to social media platforms. Thus, influencer marketing is gaining popularity among this generation. Even though influencer marketing provides many benefits to business firms, including good brand image, brand trust, and wider audience reach, the idealized body images propagated by influencers negatively impact the young generation's body perception. This study synthesized research evidences from most recent and high-quality peer-reviewed articles for the adverse impacts of influencer marketing on body dysmorphic disorder among Generation Z. This study underscored that negative appraisal of physical appearance, body image satisfaction, peer comparison, low self-esteem, and societal pressure for perfect look are the major factors that make Generation Z vulnerable to the development of BDD as a result of influencer marketing exposure. Negative appraisal of self-image and physical appearance gradually leads to lower self-esteem, which is a high-risk factor for developing BDD. This study recommends that critical thinking skills should be developed among Generation Z to reduce the negative impacts of influencer marketing on their perceptions of body image. Furthermore, educational initiatives, policies, and programs may be promoted to help and support young people improve their self-image.

Statement of conflict of interest

The author declares that he has no competing financial interests. Further, he declares that he has no personal relationship that could have caused to influence the research works reported and cited in this work.

Data access statement

The author declares that all relevant data supporting the results and findings of this systematic literature review are included within this article, specifically in the data abstraction table.

Ethics Statement

This research is a systematic literature review that did not involve human participants, human or animal data such as tissues, cells, and organs. Therefore, no ethical approval was required.

Funding statement

The author declares that this research received no specific funds, grants and financial assistance from any funding agency, or government bodies, or commercial or not-for-profit organizations.

Reference

- [1] Abell, A.; Biswas, D. (2023). Digital engagement on social media: how food image content influences social media and influencer marketing outcomes. *Journal of Interactive Marketing*, 58(1), 1-15. <https://doi.org/10.1177/10949968221128556>.

- [2] Musiyiwa, R.; Jacobson, J. (2023). Sponsorship disclosure in social media influencer marketing: The algorithmic and non-algorithmic barriers. *Social Media + Society*, 9(3), 20563051231196870. <https://doi.org/10.1177/20563051231196870>.
- [3] Craig, W.; Boniel-Nissim, M.; King, N.; Walsh, S.D.; Boer, M.; Donnelly, P.D.; Harel-Fisch, Y.; Malinowska-Cieřlik, M.; de Matos, M.G.; Cosma, A.; Van den Eijnden, R. (2020). Social media use and cyber-bullying: A cross-national analysis of young people in 42 countries. *Journal of Adolescent Health*, 66(6), S100–S108. <https://doi.org/10.1016/j.jadohealth.2020.03.006>.
- [4] Djafarova, E.; Bowes, T. (2021). Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://www.sciencedirect.com/science/article/pii/S0969698920313539>.
- [5] Kalam, A.; Lee, G.C.; Ying, T.Y. (2023). Remodeling consumer brand choice behavior: The effects of social media influences and celebrity endorsement. In *MATEC Web of Conferences* (Vol. 377, p. 02004). EDP Sciences. <https://doi.org/10.1051/mateconf/202337702004>.
- [6] Laughter, M.R.; Anderson, J.B.; Maymone, M.B.; Kroumpouzou, G. (2023). Psychology of aesthetics: Beauty, social media, and body dysmorphic disorder. *Clinics in Dermatology*, 41(1), 28-32. <https://doi.org/10.1016/j.clindermatol.2023.03.002>.
- [7] Gupta, M.; Jassi, A.; Krebs, G. (2023). The association between social media use and body dysmorphic symptoms in young people. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2023.1231801>.
- [8] Huang, J.P.; Depari, G.S. (2021). Improving social media engagements on paid and non-paid advertisements: a data mining approach. *International Journal of Data Analysis Techniques and Strategies*, 13(1-2), 88-106. <https://doi.org/10.1504/IJDATS.2021.114668>.
- [9] Djafarova, E.; Trofimenko, O. (2023). Instafamous and credible? The role of authenticity and uncertainty reduction in influencer marketing. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>.
- [10] Kay, S.; Mulcahy, R.; Parkinson, J. (2020). When less is more: The impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, 36(3-4), 248-278. <https://doi.org/10.1080/0267257X.2020.1718740>.
- [11] Ateq, K.; Alhajji, M.; Alhusseini, N. (2024). The association between use of social media and the development of body dysmorphic disorder and attitudes toward cosmetic surgeries: a national survey. *Frontiers in Public Health*, 12, 1324092. <https://doi.org/10.3389/fpubh.2024.1324092>.
- [12] Adam, M.A.; Ali, S.M. (2022). Influence of social media marketing communications on young consumers' attitudes and purchase intention. *GMJACS*, 12(1), 129-144. <https://www.gmjacs.bahria.edu.pk/index.php/ojs/article/view/271>.
- [13] Moodley, M.; Machela, T. (2022). The impact of influencer marketing and celebrity endorsements on consumer behaviour within the South African context. *The Retail and Marketing Review*, 18(2), 74-93. https://journals.co.za/doi/abs/10.10520/ejc-irmr1_v18_n2_a6.
- [14] Satria, A.D.; Jatipuri, S.; Hartanti, A.D.; Sanny, L. (2019). The impact of celebrity endorsement by social influencer Celebgram on purchase intention of generation Z in fashion industry. *International Journal of Recent Technology and Engineering*, 8, 397-404.
- [15] Tiwari, P.N.; Manral, J. (2021). A study on the influence of celebrity endorsement on women's purchase behaviour for beauty care products. *Clear International Journal of Research in Commerce & Management*, 12(10). <https://search.ebscohost.com/l>.

- [16] Karim, F.; Oyewande, A.A.; Abdalla, L.F.; Chaudhry Ehsanullah, R.; Khan, S. (2020). Social media use and its connection to mental health: A systematic review. *Cureus*. <https://doi.org/10.7759/cureus.8627>.
- [17] Matzen, P.L. (2020). The impact of social media influencers on male body image: How influencers shape male body image. <http://hdl.handle.net/10230/48051>.
- [18] Feijoo, B.; Vizcaíno-Verdú, A. (2024). To be fit, or not to be: How influencer-driven advertising reinforces idealized beauty standards in adolescents. *Journal of Marketing Communications*, 1–16. <https://doi.org/10.1080/13527266.2024.2406511>.
- [19] Abdelaziz, M.N.; Moustafa, A.R.A.; Azzam, H. et al. (2025). Association between beauty standards shaped by social media and body dysmorphia among Egyptian medical students. *Scientific Reports*, 15, 12976. <https://doi.org/10.1038/s41598-025-95617-3>.
- [20] Bessenoff, G.R. (2006). Can the media affect us? Social comparison, self-discrepancy, and the thin ideal. *Psychology of Women Quarterly*, 30(3), 239-251. <https://doi.org/10.1111/j.1471-6402.2006.00292.x>.
- [21] Cooke, A.; Smith, D.; Booth, A. (2012). Beyond PICO: The SPIDER tool for qualitative evidence synthesis. *Qualitative Health Research*, 22(10), 1435–1443. <https://doi.org/10.1177/1049732312452938>.
- [22] Ng, F.; Ibrahim, N.; Franklin, D.; Jordan, G.; Lewandowski, F.; Fang, F.; Roe, D.; Rennick-Egglestone, S.; Newby, C.; Hare-Duke, L.; Llewellyn-Beardsley, J. (2021). Post-traumatic growth in psychosis: a systematic review and narrative synthesis. *BMC Psychiatry*, 21, 1-11. <https://doi.org/10.1186/s12888-021-03614-3>.
- [23] Thomas, J.; Harden, A. (2008). Methods for the thematic synthesis of qualitative research in systematic reviews. *BMC Medical Research Methodology*, 8(1), 45. <https://doi.org/10.1186/1471-2288-8-45>.
- [24] Zhu, J.Y.; Szekely, I. (2022). Buying happiness: How influencer marketing affects the identity and purchasing patterns of teens. *Journal of Student Research*, 11(1).
- [25] Feijoo, B.; Hudders, L.; de Brabandere, M.; De Jans, S. (2024). The pressure for the perfect shape. The relation between adolescents' body image self-discrepancy and body image concerns when exposed to sponsored fitfluencer content. In Vignolles, A.; Waiguny, M.K. (eds), *Advances in Advertising Research XIV*. European Advertising Academy. Springer Gabler, Wiesbaden. https://doi.org/10.1007/978-3-658-44713-7_5.
- [26] Ferdousi, J.S.; Bradley, G.L.; Carlini, J. (2023). Through thick and thin: Exposure to Instagram advertisements and willingness to engage in appearance-altering practices. *The Journal of Psychology*, 157(6), 367–388. <https://doi.org/10.1080/00223980.2023.2221014>.
- [27] Feijoo, B.; Cambronero-Saiz, B.; Miguel-San-Emeterio, B. (2023). Body perception and frequency of exposure to advertising on social networks among adolescents. *Profesional de la Información*, 32(3). <https://doi.org/10.3145/epi.2023.may.18>.
- [28] Shahrin, T. (2021). Instagram versus reality: The effect of social media beauty filters on consumer perceptions (Doctoral dissertation, Toronto Metropolitan University).
- [29] Di Dia, F.G. (2022). Influence of Instagram's body image advertising on young men's self-esteem and perception of their bodies (Master's thesis, UniversidadeCatolica Portuguesa).
- [30] Kumar, L. (2023). Social media influencers' impact on young women's acceptance of beauty standards. *International Journal of Research and Analytical Reviews*, 10(2), 597-614.
- [31] Miller, K. (2022). Generational consumer perceptions of social media influencer weight loss product advertising (SMIWPA) disclosure on Instagram.

- [32] Allende, A.; Hallengren, M.; Berenguer, P. (2024). The negative effects of influencer marketing: exploring its adverse impact on younger generations.
- [33] Oymak, C. (2022). The impact of exposure to ideal-sized vs. average-sized influencers on purchase intention and consumer well-being in fitness industry (Doctoral dissertation, Dublin Business School).
- [34] Feijoo, B.; López-Martínez, A.; Núñez-Gómez, P. (2022). Body and diet as sales pitches: Spanish teenagers' perceptions about influencers' impact on ideal physical appearance. *Profesional de la información*, 31(4). <https://doi.org/10.3145/epi.2022.jul.12>.
- [35] Drüge, M.; Rafique, G.; Jäger, A.; Watzke, B. (2021). Prevalence of symptoms of body dysmorphic disorder (BDD) and associated features in Swiss military recruits: a self-report survey. *BMC Psychiatry*, 21(1), 294. <https://doi.org/10.1186/s12888-021-03288-x>.
- [36] Alsaidan, M.S.; Altayar, N.S.; Alshmmari, S.H.; Alshammari, M.M.; Alqahtani, F.T.; Mohajer, K.A. (2020). The prevalence and determinants of body dysmorphic disorder among young social media users: a cross-sectional study. *Dermatology Reports*, 12(3).
- [37] Anson, M.; Veale, D.; Miles, S. (2015). Appearance comparison in individuals with body dysmorphic disorder and controls. *Body Image*. <https://doi.org/10.1016/j.bodyim.2015.08.003>.
- [38] Watson, C.; Ban, S. (2021). Body dysmorphic disorder in children and young people. *British Journal of Nursing*, 30(3), 160-164. <https://doi.org/10.12968/bjon.2021.30.3.160>.
- [39] Phillips, K.A.; McElroy, S.L.; Keck, P.E.; Pope, H.G.; Hudson, J.I. (2022). Body dysmorphic disorder: 30 cases of imagined ugliness. In *Obsessive-Compulsive Disorder and Tourette's Syndrome* (pp. 86-92). Routledge.
- [40] Kuck, N.; Cafitz, L.; Bürkner, P.C.; Hoppen, L.; Wilhelm, S.; Buhlmann, U. (2021). Body dysmorphic disorder and self-esteem: a meta-analysis. *BMC Psychiatry*, 21(1), 310. <https://doi.org/10.1186/s12888-021-03185-3>.
- [41] Rossell, S. (2023). Understanding and treating body dysmorphic disorder. *Psychiatry Research*, 319, 114980.
- [42] Ahmadpanah, M.; Arji, M.; Arji, J.; Haghghi, M.; Jahangard, L.; Sadeghi Bahmani, D.; Brand, S. (2019). Sociocultural attitudes towards appearance, self-esteem and symptoms of body-dysmorphic disorders among young adults. *International Journal of Environmental Research and Public Health*, 16(21), 4236. <https://doi.org/10.3390/ijerph16214236>.
- [43] Fardouly, J.; Willburger, B.K.; Vartanian, L.R. (2020). Instagram use and young women's body image concerns and self-objectification: testing mediational pathways. *New Media & Society*, 22(4), 583–602. <https://doi.org/10.1177/1461444819888720>.



© 2025 by the authors. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).