

# Feminism, Sustainability, and Social Media Shaping Beauty Industry

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**Abstract:** This study examines how feminist ideals, sustainability, and personalization shape Estonia's beauty industry's consumer behaviour and business strategies. It employs a mixed-method research design, combining semi-structured interviews with representatives from five local companies—four beauty brands and one recycling packaging partner—with a consumer questionnaire targeting women aged 21–29. The interviews explored business strategies around sustainability, feminist marketing, and personalization, while the consumer questionnaire integrated textual and pictorial data to capture preferences and perceptions. Key findings highlight a strong consumer preference for eco-friendly and personalized beauty products, dissatisfaction with mass-market offerings, and the significant role of minimalist, sustainable packaging in purchasing decisions. Feminist marketing campaigns celebrating diversity and body positivity resonate strongly with consumers, while technology-driven solutions like AI-enabled personalization align with demands for convenience and efficacy. Local beauty brands emphasized challenges such as balancing sustainability with scalability and addressing gaps in inclusivity and transparency. This study underscores the potential for innovation aligning with consumer values, offering actionable insights into navigating the dynamic beauty industry landscape. Future research should explore cross-cultural variations and the expanding role of technology in personalization and social media-driven marketing.

**Keywords:** Social Media, Post Feminism, Sustainability, Consumer Behaviour, Beauty, Personalization

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## 1. Introduction

The beauty industry, a powerful cultural and economic force constantly evolving to reflect societal values, is now valued at over €90 billion globally, according to a 2024 Statista report. Recently, sustainability, personalization, and feminist ideals have gained prominence, challenging traditional beauty norms and unsustainable practices. This study examines Estonia's beauty market, exploring how these trends influence consumer behaviour and shape brand strategies in an under-researched yet dynamic sector.

Existing literature shows progress in redefining beauty standards and promoting eco-conscious practices. Campaigns like Dove's "Real Beauty" have championed inclusivity, while brands like Lush have introduced sustainable innovations such as refillable packaging. However, significant gaps remain. Consumers are increasingly sceptical of greenwashing, inclusivity in product offerings is limited, and personalized solutions using advanced technologies like AI are not widely adopted. These challenges highlight the need for deeper alignment with consumer expectations.

This study employs a combination of semi-structured interviews with five Estonian companies, four of which are beauty brands, and a mixed-method consumer approach targeting women aged 21–29. The interviews explore how brands incorporate sustainability, feminist values, and personalization, while the mixed-method investigates consumer attitudes and purchasing behaviour. This dual perspective provides insights into both business strategies and consumer demands.

The findings indicate a pronounced consumer preference for eco-friendly and personalized products. Local brands are responding to these demands by adopting sustainable practices, including using natural ingredients and recyclable packaging, although challenges related to scalability remain significant. Consumers emphasize the importance of diverse representations of beauty, transparency in product manufacturing, and solutions tailored to their needs.

By addressing gaps in inclusivity, sustainability, and personalization, this study underscores opportunities for Estonian brands to drive innovation and leverage social media platforms to showcase diverse representations of beauty through targeted marketing efforts. The research offers a structured understanding that contributes to academic discourse and provides actionable strategies for navigating the evolving beauty industry landscape.

## 2. Literature Review

Traditional beauty advertising historically reinforced narrow definitions of beauty, emphasizing youth and thinness (Tiggemann, 2014). Scholars like Naomi Wolf critiqued this commodification, arguing that it served to control women by tying their worth to physical appearance (Wolf, 1991). With the rise of third-wave feminism and the body positivity movement, these narrow ideals began to shift. Beauty was redefined to embrace

diversity, paving the way for brands like Dove to champion authenticity through campaigns such as “Real Beauty” (Gill, 2007).

Simultaneously, sustainability emerged as a critical focus within the beauty industry as consumers became increasingly environmentally conscious. Concerns over excessive packaging and harmful materials drove the demand for “green beauty” products (Sasounian et al., 2024). Brands such as Lush and Garnier have adopted initiatives like waterless formulas, refillable packaging, and natural ingredients to align with eco-conscious values. Larger corporations, including L’Oréal, aim for full recyclability by 2025 (Sasounian et al., 2024). However, scepticism about “greenwashing,” where brands exaggerate their sustainability claims, persists. Third-party certifications like B Corp. (a label for companies upholding high social, environmental, and ethical standards) have, therefore become essential in helping consumers identify genuinely sustainable brands, underscoring the necessity of transparency.

In addition to these shifts, market oversaturation has led to growing consumer dissatisfaction with generic beauty products, spurring a movement toward personalized solutions. Leveraging AI and machine learning, the beauty industry now offers tailored skincare to address specific concerns such as acne or sensitivity (Ntoutsis et al., 2023). These personalized approaches minimise waste and align with the broader self-care trend, promoting natural beauty and individuality.

Finally, digital platforms such as Instagram and YouTube have revolutionized consumer behaviour, enabling influencers to shape beauty trends and democratize product access (Chodak, 2023). However, the prevalence of filtered imagery continues to perpetuate unrealistic ideals, contributing to body dissatisfaction (Tiggemann, 2014). In response, consumers increasingly demand authenticity, challenging brands to integrate inclusivity, sustainability, and transparency into their practices.

### 3. Methodology

This study utilized two primary methodologies: semi-structured interviews with local beauty companies in Estonia and a mixed-method consumer questionnaire, which included a pictorial data collection component (see Figure 1). Each method is detailed in dedicated sections. These approaches were selected to explore the influence of postfeminist ideals, sustainability, and personalized skincare preferences on business strategies and consumer behaviour within Estonia’s beauty market.

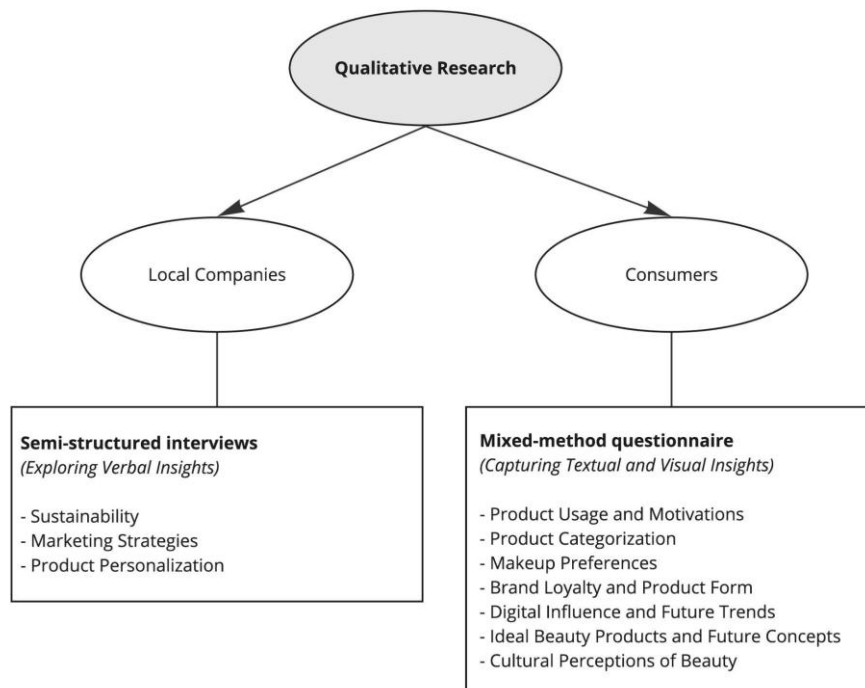


Figure 1: Overview of Qualitative Research Approaches for Companies and Consumers

#### 3.1 Semi-Structured Interviews with Local Beauty Companies

The first methodology involved conducting semi-structured interviews with representatives from five local companies in Estonia, comprising four beauty brands and one recycling packaging partner company. The semi-structured interview format allows for flexibility in exploring key topics while maintaining a consistent framework across interviews, particularly useful in exploratory research (Kallio et al., 2016).

Interviews were conducted with five Estonian companies: Turbliss (natural peat-based skincare), Oma Care (personalized skincare products), Berrichi (vegan and algae-based skincare), Herbazen (herbal and organic cosmetics), and Neular (recycling packaging partner company). The four beauty brands were selected to emphasise sustainability and personalization (Patton, 2014). Neular, the recycling packaging partner of Berrichi, was included to explore its initiatives in converting packaging for another product cycle and its motivations for the partnership.

The interviews employed a semi-structured format, enabling an in-depth exploration of themes such as sustainability, marketing strategies, and personalized skincare solutions while allowing interviewees to share their experiences and insights. This flexible format benefits qualitative research, fostering more profound engagement with participants.

Key Themes Addressed During the Interviews Included:

- The company's approach to sustainable and eco-friendly production.
- Challenges associated with adopting zero-waste initiatives and natural ingredients.
- Marketing strategies aligned with feminist principles of inclusivity and body positivity.
- Consumer demand for personalized beauty products, particularly in the skincare sector.

Interviews with the CEOs or founders lasted between 45 and 60 minutes and were conducted in person or via video conferencing, a common practice during the COVID-19 pandemic. With participants' consent, the interviews were audio-recorded and transcribed for comprehensive analysis.

### 3.1.1 Data Analysis

The interview transcripts were analysed using thematic analysis, a widely recognized method for identifying, analysing, and reporting patterns within qualitative data (Clarke & Braun, 2014). This approach is particularly effective for examining complex social phenomena, such as the interplay between sustainability and postfeminist ideals in the beauty industry.

The data were manually coded, with initial themes such as "sustainability challenges," "natural ingredient sourcing," and "consumer demand for personalized skincare" emerging from the transcripts. Subsequent rounds of axial coding further refined these themes, uncovering deeper patterns, including the tension between sustainability and scalability—a key challenge local Estonian beauty brands face when competing with larger global corporations.

## 3.2 Consumer Questionnaire: Capturing Textual and Visual Insights

The second methodology involved distributing a consumer questionnaire that incorporated textual and pictorial data collection. This facilitated the capture of verbal and visual insights to comprehensively understand consumer perceptions and engagement with beauty products.

### 3.2.1 Sampling and Distribution

The questionnaire, created using Google Forms, was emailed to female participants aged 21 to 29 residing in Estonia, with origins spanning Estonia, Italy, Spain, Germany, Portugal, Finland, Sweden, Slovakia, Ukraine, and Russia. Participants were selected from a peer network, including local and international students. A total of 20 participants completed the questionnaire, with data saturation achieved after 17 responses (Guest, Bunce, & Johnson, 2006). The questionnaire link was shared following initial direct communication, and all responses were anonymized to maintain confidentiality.

### 3.2.2 Questionnaire Design

The questionnaire gathered qualitative data on participants' beauty product preferences, purchasing motivations, and attitudes toward sustainability and personalized skincare. Additionally, participants were asked to upload images of the beauty products they used and screenshots of online advertisements that influenced

their purchasing decisions. This method facilitated the analysis of visual factors, such as packaging design and branding, significantly shaping consumer behaviour in the beauty industry.

Krogh, Markussen, and Bang (2015) describe probing as generating significant findings across multiple dimensions. In this study, probing was instrumental in identifying specific areas within the beauty industry for deeper analysis. Participants received clear instructions, objectives, and time estimates for the exercises, though some noted that the tasks took longer than expected—a valuable consideration for future research design.

The questionnaire was designed to minimize bias, avoiding prompts that could lead participants toward specific hypotheses or cultural assumptions. Instead, it focused on understanding the interplay between beauty products and digital media in shaping consumer behaviour. Key exercises included:

- **Product Usage and Motivations:** Participants uploaded images of five beauty products they owned and reflected on their purchase decisions, considering factors like brand, packaging, and advertisements.
- **Product Categorization:** Participants categorized their products into skincare, body, and hair care, providing insights into product reliance.
- **Makeup Preferences:** A Likert scale assessed the importance of specific makeup products and motivations, such as concealing imperfections.
- **Brand Loyalty and Product Form:** Participants nominated their favourite beauty product for hypothetical magazine inclusion, explaining how its design and benefits met their needs.
- **Digital Influence and Future Trends:** Participants uploaded screenshots of appealing online beauty advertisements and identified products from online stores that inspired emotional responses and trends.
- **Ideal Beauty Products and Future Concepts:** Participants described their ideal beauty products, revealing unmet needs and innovation opportunities.
- **Cultural Perceptions of Beauty:** Participants uploaded images that illustrated their concept of beauty, exploring the impact of societal standards on consumer perceptions.

The questionnaire gathered qualitative data on beauty preferences, attitudes toward sustainability, and purchasing motivations. Including pictorial data offered valuable insights into visual elements like branding, packaging, and digital media, strongly influencing consumer behaviour in the beauty industry.

### 3.2.3 Data Analysis

The data collected from the questionnaire were analysed using thematic analysis, as described by Markussen, Bang, and Krogh (2015). Open-ended responses were inductively coded, allowing themes to emerge organically from the data. Key themes identified included preferences for "eco-friendly packaging," the significance of "natural ingredients," and the impact of "body positivity in advertising." This approach offered a detailed understanding of participants' values and priorities regarding beauty products.

Pictorial data were categorized and analysed alongside textual responses, providing visual evidence of factors influencing consumer behaviour. This integrated method allowed a deeper exploration of how packaging design, branding, and advertising shape purchasing decisions. The findings emphasized a strong consumer preference for beauty products that align with personal values, particularly those reflecting sustainability and ethical production practices.

### 3.3 Ethical Considerations

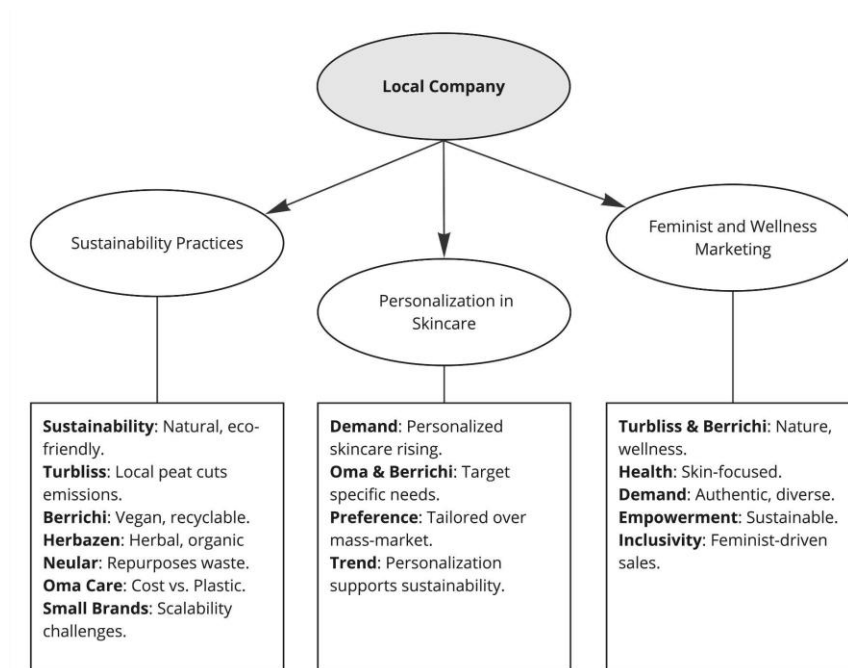
Local beauty companies in Estonia expressed no concerns regarding anonymity and willingly supported being named in the research, demonstrating their openness and confidence in contributing to industry insights. In contrast, consumer participants required anonymity to participate. Only basic demographic data, such as age and gender (preselected as female due to the study's scope), were collected, ensuring privacy and safeguarding personal information throughout the research process.

## 4. Findings

This section outlines the findings from the two primary methodologies: interviews with local beauty companies in Estonia and a consumer questionnaire incorporating pictorial data. The analysis highlights key themes, offering insights into how sustainability, personalization, and postfeminist ideals influence Estonia's beauty industry.

#### 4.1 Findings from Local Beauty Companies

Interviews with five local companies—Turbliss, Oma Care, Berrichi, Herbazen, and Neular—provided valuable insights into sustainability practices, personalization trends, and feminist-inspired marketing strategies (See Figure 2).



**Figure 2: Key Insights from Local Companies**

##### 4.1.1 Sustainability Practices

All five companies strongly committed to sustainability, prioritizing using natural ingredients and eco-friendly practices. Turbliss, for instance, utilizes locally sourced Estonian peat, a nutrient-rich organic material from wetlands valued for its mineral content and sustainability, in its skincare products. This approach enhances product quality and supports environmental preservation by minimizing transportation-related carbon emissions. Similarly, Berrichi integrates vegan ingredients and recyclable packaging as key elements of its sustainability initiatives.

While not a beauty product manufacturer, Neular plays a vital role in the circular economy by recycling used packaging. Its processes repurpose materials, including those from brands like Berrichi, into new products such as furniture, extending the packaging lifecycle and significantly reducing waste.

Despite these efforts, challenges persist in implementing sustainable practices. Oma Care, for example, highlighted the difficulty of balancing cost-efficiency with sustainability, particularly in reducing plastic usage without compromising product quality. This issue reflects a broader challenge within the beauty industry, where smaller brands often lack the resources to invest in sustainable innovations at the scale of larger corporations.

The findings support critiques of sustainability's scalability for smaller brands (Sasounian et al., 2024) but show how local brands like Turbliss and Neular use innovative, localized practices to address gaps overlooked by larger corporations.

##### 4.1.2 Personalization in Skincare

Several companies identified a growing consumer demand for personalized skincare solutions. Oma Care and Berrichi have responded by developing products targeting specific skin concerns such as acne, aging, and sensitivity. Both brands also explore methods to customize skincare recommendations through consultations and skin analysis.

The demand for personalization remains a significant trend, as consumers increasingly prioritize beauty products tailored to their unique needs over generic, mass-market options. This shift aligns with a broader industry movement toward individualized care and sustainable practices.

The findings on personalized skincare align with industry trends (Ntoutsis et al., 2023) but extend theories by showing how personalization intersects with sustainability, as consumers now expect products to meet individual and environmental needs.

#### 4.1.3 Feminist and Wellness Marketing

The interviews revealed how feminist ideals shape marketing strategies, with Turbliss and Berrichi actively integrating these values through nature-inspired and wellness-focused campaigns. These brands challenge traditional beauty standards by emphasizing skin health and vitality without featuring models, aligning with postfeminist ideals prioritising empowerment and self-acceptance over adherence to narrow beauty norms.

By adopting wellness-focused strategies that use nature imagery and promote inclusivity, these companies have effectively resonated with consumers who value authenticity and diversity—key elements of contemporary beauty narratives. Despite challenges related to cost and scalability, Turbliss and Berrichi remain committed to sustainability and personalization, addressing consumer demand for eco-friendly, tailored skincare.

Their marketing approaches, which integrate feminist values by championing body positivity and diversity, align with the growing consumer preference for authenticity, empowerment, and ethical beauty practices. These strategies position the brands as responsive to evolving market expectations while reinforcing their dedication to sustainable innovation.

Incorporating feminist ideals into marketing aligns with Gill's (2007) discussion of postfeminist media culture. This study expands on her work by showing that feminist-inspired marketing shifts perceptions and drives purchasing, making inclusivity and authenticity key to brand success.

## 4.2 Consumer Insights

The findings from the questionnaire reveal a nuanced understanding of how women aged 21-29 perceive beauty products, their needs and preferences, and their feelings towards standardized beauty advertisements. In addition to textual responses, the pictorial data submitted by participants provided further insights into their product choices, preferences, and the role of advertising. This section presents a detailed consumer research analysis, organized around the key themes: consumer needs, feelings about beauty, desired changes in the beauty industry, dream products, and the influence of standardized beauty advertisements (see Figure 3).

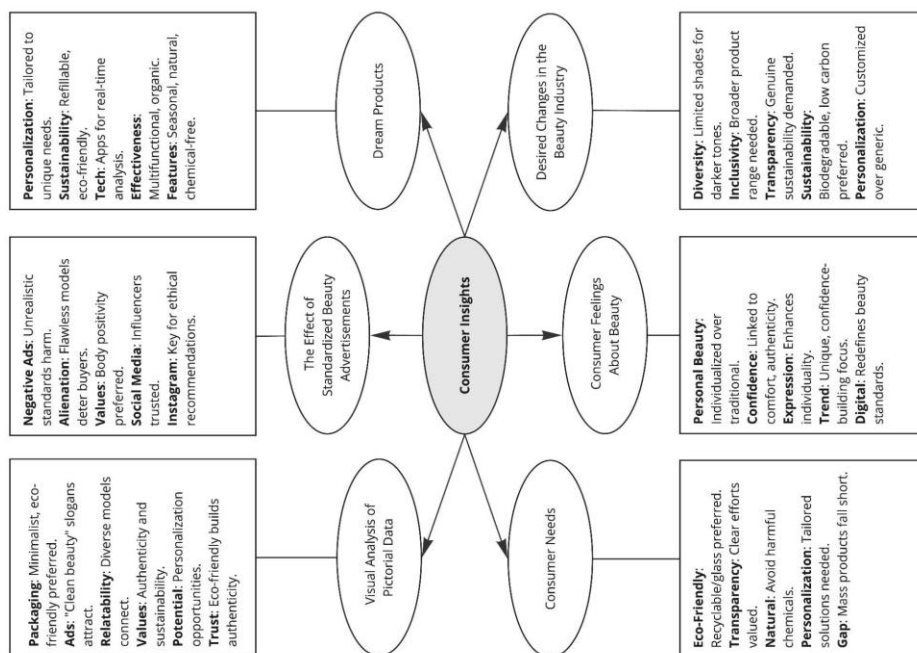


Figure 3: Consumer Insights Overview

#### 4.2.1 Consumer Needs

A prominent theme emerging from the responses was the diverse consumer needs regarding beauty products, especially sustainability and personalization. Many participants expressed a strong preference for products that align with their values, such as eco-friendliness, cruelty-free certification, and the use of natural ingredients.

For example, several participants highlighted the importance of eco-friendly packaging. One participant, aged 23, mentioned that she avoids buying products packaged in plastic and instead seeks out brands that use recyclable materials or glass containers. Another participant, aged 25, emphasized that she prefers products from brands that are transparent about their sustainability efforts and ingredients.

In addition to sustainability, natural ingredients were a key factor influencing product choices. Many respondents reported seeking products free from harmful chemicals such as parabens, sulphates, and artificial fragrances. One participant, aged 24, explained that she switched to natural skincare products after experiencing irritation from conventional products.

Many respondents also mentioned the importance of personalization in beauty products. Several women expressed dissatisfaction with mass-market beauty products that do not cater to their specific skin concerns. One participant, aged 22, stated that she has sensitive skin and struggles to find gentle and effective products. The lack of genuinely personalized options in the mainstream market was a recurring theme in the responses, indicating a gap between consumer expectations and the products available to them.

#### 4.2.2 Consumer Feelings About Beauty

When asked about their definitions of beauty, participants shared diverse and individualized perspectives, reflecting the growing trend of rejecting traditional beauty standards in favour of more personal concepts of beauty.

Many respondents emphasized that beauty is about self-confidence and feeling comfortable in their skin. One participant, aged 24, explained that her concept of beauty is closely tied to naturalness and authenticity. She rejects the notion that beauty is about perfection, stating, "I feel most beautiful when I'm not trying to conform to someone else's idea of what beauty should be."

Another participant, aged 21, described beauty as being about self-expression rather than conforming to standardized ideals. She mentioned that makeup and skincare allow her to express her unique personality, and that beauty should enhance individuality rather than masking imperfections.

This shift towards personal definitions of beauty highlights a growing trend where consumers no longer aspire to fit into traditional or standardized notions of beauty. Instead, they seek products and brands that allow them to express their uniqueness and build self-confidence.

The shift from traditional beauty standards to self-expression and authenticity supports Wolf's (1991) critique of beauty as a commodity. The findings show that digital platforms help consumers redefine beauty on their terms, making narrow, media-driven ideals less relevant.

#### 4.2.3 Desired Changes in the Beauty Industry

When asked what they would like to see change in the beauty industry, participants overwhelmingly expressed frustration with the lack of diversity, inclusivity, and ethical practices in mainstream beauty products.

One of the most frequently mentioned issues was the need for more inclusivity in product offerings. Several participants, particularly those with darker skin tones, noted that they struggle to find foundation shades that match their skin tone. A participant, aged 22, mentioned that many Estonian beauty retailers carry a limited range of shades, making it difficult for women of colour to find suitable products.

In addition to inclusivity, participants expressed a desire for more transparency from beauty brands. One participant, aged 25, expressed frustration with "greenwashing"—a marketing practice where brands exaggerate or falsely claim environmental benefits. She stated that she would like to see more authentic sustainable practices from beauty companies, such as using biodegradable packaging and minimizing their carbon footprint.

Participants also called for an increase in personalized beauty solutions. One participant, aged 24, explained that although she has tried multiple mainstream beauty brands, none have effectively addressed her specific skin

concerns. This dissatisfaction with generic products reflects a broader desire for customized solutions that cater to individual skin types, preferences, and needs.

#### 4.2.4 *Dream Products*

The question of their dream beauty product yielded responses focused on personalization, sustainability, and effectiveness. Many participants envisioned products tailored to their unique skin needs, reflecting strong demand for personalization.

One participant, aged 23, described a personalized skincare regimen adjusting to seasonal skin changes, made from natural ingredients, free of harmful chemicals, and packaged in refillable, eco-friendly containers. Another, aged 25, envisioned a product combining sustainability and technology, customized through an app analyzing skin type and providing real-time solutions. This highlights growing openness to tech-enabled beauty solutions that enhance personalization and effectiveness.

Some participants also desired multifunctional products addressing multiple skin concerns. For instance, a 24-year-old participant described her ideal skincare item as one that moisturizes, protects from sun damage, and treats acne, all while using organic ingredients.

#### 4.2.5 *The Effect of Standardized Beauty Advertisements*

Participants were also asked to reflect on the effect of standardized beauty advertisements on their purchasing behaviour and self-perception. Many respondents expressed negative feelings toward traditional beauty advertisements that promote narrow, unrealistic beauty standards.

Several participants mentioned feeling alienated by advertisements featuring models with flawless skin and bodies. One participant, aged 21, stated that such ads make her feel inadequate and disconnected from the products being sold. She explained that unattainable beauty standards lower her self-esteem and make her hesitant to try new products.

Another participant, aged 24, said she avoids products from brands promoting "perfect" beauty in their ads, as she feels these brands do not align with her values of self-acceptance and authenticity. She prefers buying from brands that embrace body positivity and diversity in their marketing campaigns.

The influence of social media advertising was also a prominent theme. Several participants indicated they are more likely to be influenced by beauty influencers or bloggers promoting products that align with their values, such as sustainability or cruelty-free certifications. One participant, aged 23, mentioned she often looks to Instagram for beauty recommendations, explaining that she trusts influencers who openly share their skin concerns and use natural products.

#### 4.2.6 *Visual Analysis of Pictorial Data*

The pictorial data provided further insights into the types of products participants use, the role of packaging in purchasing decisions, and the influence of advertising aesthetics. The uploaded images revealed that many participants are drawn to products with minimalist, eco-friendly packaging. Glass containers, recyclable materials, and simple designs were frequently featured in the photos, suggesting that packaging aesthetics aligned with sustainability play a significant role in consumer choices.

Participants also uploaded screenshots of online advertisements that influenced their purchasing decisions. These ads often featured slogans such as "clean beauty," "natural ingredients," and "eco-friendly." The analysis of these ads revealed that many participants are drawn to brands that emphasize natural beauty and ethical practices in their marketing.

Several participants expressed that they prefer ads that feature relatable models and diverse representations of beauty. One respondent noted that she is more likely to purchase products from brands that showcase a range of skin tones, body types, and ages in their ads, as this makes her feel included and valued as a consumer.

The findings from the consumer research highlight the importance of sustainability, personalization, and inclusivity in the modern beauty industry. Consumers are increasingly rejecting traditional beauty standards and seeking products that align with their values of authenticity, self-expression, and environmental responsibility. The questionnaire's insights suggest significant potential for innovation in the beauty industry, particularly in developing more personalized, sustainable, and comprehensive beauty products and marketing strategies.

Consumer preference for minimalist, eco-friendly packaging highlights greenwashing critiques (Sasounian et al., 2024). The findings show that packaging design is key in building consumer trust and brand authenticity.

## 5. Discussion

The findings demonstrate that sustainability, personalization, and feminist ideals play a transformative role in reshaping Estonia's beauty industry. Local beauty companies are adopting sustainable practices, including using natural ingredients and initiatives to minimize environmental impact. However, challenges related to scalability and cost remain significant, reflecting a broader global trend where larger corporations are better positioned to implement advanced eco-friendly solutions at scale.

The demand for personalized beauty products is growing, as evidenced by the innovations of brands such as Oma Care and Berrichi, which address specific skin concerns like acne and sensitivity. This trend highlights consumer dissatisfaction with generic, mass-market products and emphasizes the importance of tailored solutions that align with individual needs. Similarly, feminist and wellness-driven marketing have become integral to contemporary practices. Brands like Turbliss and Berrichi focus on body positivity and diversity, challenging traditional beauty standards and resonating with consumers seeking inclusivity and empowerment.

The findings further validated consumer preferences for authenticity and sustainability, with minimalist, eco-friendly packaging and transparent ingredient disclosures identified as key priorities. The increasing demand for multifunctional, technology-enabled products also presents opportunities for innovation, as consumers look for adaptable solutions that cater to evolving skincare requirements.

Social media emerged as a significant influence on consumer behaviour, with many participants relying on influencers for transparent and relatable product recommendations. This shift from traditional advertising toward digital, peer-driven marketing underscores the growing importance of authenticity and emotional connection in engaging contemporary beauty consumers. Social media, therefore, represents a vital tool for brands aiming to build meaningful relationships and align with evolving consumer values.

## 6. Limitations

This research faced several limitations that should be considered when interpreting the findings. The geographical focus on Estonia restricts the broader applicability of the results, as they may not reflect global or cross-cultural perspectives. Additionally, the small sample size of 20 participants, all women aged 21–29, limits the diversity of viewpoints and reduces the generalizability of the insights. The reliance on self-reported data introduces the risk of response bias. At the same time, the study's findings are tied to a specific point in time, potentially diminishing their relevance as beauty trends continue to evolve.

Although the study addressed technological personalization, it lacked a deeper exploration of advanced innovations, such as AI-driven solutions. The qualitative methodology provided valuable insights into consumer behaviour and business strategies, yet the absence of quantitative metrics limits the ability to draw broader generalizations. Furthermore, potential researcher bias in the interpretation of data may have influenced the conclusions, underscoring the need for additional studies to validate and expand upon these findings.

## 7. Conclusion

The findings of this research highlight the significant transformation within the Estonian beauty industry, where local companies are embracing sustainability, personalization, and feminist values in response to evolving consumer preferences. Beauty brands such as Turbliss, Oma Care, and Berrichi have integrated eco-friendly practices and personalized skincare solutions, though they continue to face scalability and resource limitations challenges. At the same time, consumers are increasingly rejecting traditional beauty standards and seeking products that reflect their values of authenticity, self-confidence, and environmental responsibility.

Consumers, particularly women aged 21-29, strongly emphasise sustainability, with many expressing a preference for natural ingredients, cruelty-free products, and eco-friendly packaging. The demand for personalized beauty solutions is also rising, as consumers look for products that cater to their unique skin concerns rather than generic, mass-market offerings. Additionally, there is a growing frustration with standardized beauty advertisements that promote unattainable ideals, with consumers favouring brands that embrace diversity, body positivity, and ethical marketing practices.

Estonian beauty brands could better align with consumer demands for tailored, eco-friendly products by emphasizing inclusivity and authenticity in marketing campaigns and leveraging AI-driven personalization tools. Integrating artificial intelligence and data-driven solutions presents a promising area for innovation, allowing brands to offer more personalized experiences. Additionally, the growing influence of social media and user-generated content on beauty standards and consumer behaviour highlights the need for strategies that reflect sustainability, inclusivity, and personalization, helping brands meet market expectations and enhance competitiveness.

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