

# Socio-demographic Factors in the Structure of Relationships Between Self-assessments of Appearance and Assessments of Subjective Well-being

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## Abstract

**Introduction.** The solution to the problem of the relationship between self-assessments of appearance and assessments of subjective well-being (SWB) can answer the question of the direction in which these phenomena are determined by each other. The research results show the need to consider factors that change the structure of the relationship between self-assessments of appearance and assessments of subjective well-being. This study is the *first effort* to identify the types of structures of relationships between self-assessments of appearance and assessments of subjective well-being when including such socio-demographic characteristics as gender, age group, level of education, and economic status. **Hypothesis:** The types of relationships between self-assessments of appearance and assessments of subjective well-being may differ depending on the impact of a combination of socio-demographic factors. **Methods.** The study used the Socio-demographic Questionnaire, the Self-assessments of Appearance questionnaire by V. A. Labunskaya (2019), and the Subjective Well-Being Scale modified by V. M. Sokolova (1996). *Russian-language sample* comprised of 163 subjects: (a) 64.5 % – 18–25 years old (mean age = 20.9); (b) 35.5 % – 26–36 years old (mean age = 31.4); 64.5 % of respondents were women; 52.2 % had incomplete higher education; 54.6 % considered themselves to be in the group of 'rather poor than rich'. **Mathematical procedures:** frequency, correlation, and factor analyses, t-test for two independent samples (IBM SPSS Statistic 23.0). **Results.** Four types of relationships were identified. The strongest factor was the aggregate of self-assessments of appearance, associated with belonging to the age group of

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26–36-year-olds and with the 'rather rich than poor' economic status. **Discussion.** First, self-assessments of appearance show varying sensitivity to socio-demographic factors and their combination. Secondly, self-assessments of appearance in combination with socio-demographic characteristics are a stronger factor of the direction of associations compared to SWB assessments. Thirdly, there is independence and autonomy of self-assessments of appearance and SWB assessments in young people with certain socio-demographic characteristics.

### Keywords

self-assessments of appearance, appearance attractiveness, satisfaction with appearance, appearance concern, subjective well-being, structure of relationships, socio-demographic characteristics, gender, education, economic status

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## Introduction

In 1982, A. A. Bodalev developed the theoretical principles of psychology of appearance in his work *Perception and Understanding of Man by Man*, which formed the basis of this study. In particular, the provision on the relationship among perceptions and assessments of appearance and the life stage, life events, life satisfaction, quality of life, and therefore subjective well-being. According to A. A. Bodalev, "...an individual's perception of self and others is included in his/her life and undergoes changes together with him/her" (Bodalev, 1982, p. 109). In the present study, this position is developed in connection with the study of the issue of "determinants mediating the relationship between self-assessments of appearance and assessments of subjective well-being (SWB)" (Labunskaya, 2019, 2021, 2022).

### ***Factors in assessments of SWB and self-assessments of appearance***

An analysis of works devoted to the study of well-being showed that some concepts were used in psychological and interdisciplinary research, including quality of life

(Rasskazova, Neyaskina, Leont'ev, Shiryayeva, 2019), life satisfaction, happiness (Lebedeva, Leont'ev, 2022; Merenkova, Solodkova, 2020), psychological well-being (Pavlotskaya, 2016), personal well-being (Baturin, Bashkatov, Gafarova, 2013), psycho-emotional well-being (Podolsky, Karabanova, Idobaeva, Heymans, 2011; Troshikhina, Manukyan, 2017), subjective well-being of large social groups (Kovalyova, 2020). Despite the variety of concepts and definitions, each of them refers to such a construct as 'well-being', which is widely represented in society and, along with the concept of 'quality of life' (Balashova, 2012, p. 57; Polivanova, 2020, p. 26), is used to assess economic development. Research is being conducted to examine subjective satisfaction/dissatisfaction with the level of economic well-being. (Kuzmenkova, Kuskov, 2019). We believe that the most important conclusion that determines the view on the types of 'well-being' is the conclusion of D. A. Leont'ev (2020b, p. 86) that "... the concept of well-being covers both the quality of life and subjective well-being", that it includes subjective scales through which an integral assessment of the ratio of positive and negative emotions, "cognitive assessments of life" is formed (Leont'ev, 2020a; Osin, Leont'ev, 2020).

R. M. Shamionov (2008) was the first to refer to the socio-psychological research of well-being. He proposed a definition of SWB, the core of which is "an individual's own attitude towards his/her personality, life and processes that are important to him/her... characterized by the experience of satisfaction" (Shamionov, 2008, p. 11). The approach to understanding SWB as a systemic phenomenon remains prevalent to this day. In general, SWB is considered as an integrative psychological education, which includes "personal characteristics of a person related to the assessment of various aspects of an individual's own life (intrareflective component of SWB) and the world around (interreflexive component of SWB), as well as the experience of satisfaction with them" (Brooke, Ignatzheva, Volosnikova, Semenovskikh, 2021, p. 96).

The systematization of SWB factors has been presented in a number of generalizing works (Karapetyan, 2017; Leont'ev, 2020; Pavlotskaya, 2016; Polivanova, 2020; Rasskazova et al., 2019; Sokolova, 1996; Shamionov, 2008). Currently, research into subjective indicators of quality of life and well-being is in the forefront (Lebedeva, Leont'ev, 2022).

In our research, the study of the relationship between SWB and objective-objective factors is of interest. Thus, E. G. Troshikhina, V. R. Manukyan (2017), having conducted a correlation analysis, confirmed the inclusion of anxiety and stable emotional states in the structure of the psycho-emotional well-being of an adult, and M. A. Egorova, A. A. Zarechnaya (2022) drew attention to the fact that modern works have documented the relationship between SWB and the school psychological climate, the safety of the educational environment. They identified "mental school boredom" as an indicator of student psychological distress. Under conditions of limited communication space and health threats, SWB of young people is interconnected with a focus on social contacts (Yaremchuk, Bakina, 2021). It has been established that the lower SWB of foreign students (Chinese) is not only associated with adaptation difficulties, but also with worries about future employment (Danilenko, Xu, 2016). Studies have described the relationship

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between value orientations and SWB among student youth (Muravyova, Popkova, 2010) and at the stage of adulthood (Bergis, 2018). At the same time, high SWB rates are observed among those who focus on self-development and are satisfied with family, personal, and professional relationships. (Bergis, 2018). The severity of such a component of SWB as happiness is associated with a number of life-meaning orientations of students. One of the main factors in students' experience of happiness is the meaningfulness of life (Garanina, Andronova, 2022).

A. Yu. Malenova, A. A. Malenov, E. E. Fedotova (2019) note similarities and differences in the structure of students' SWB depending on their gender and, at the same time, note that, regardless of gender, students have an average level of experience and manifestations of various emotional states; girls have higher life satisfaction levels. V. N. Oslon, L. M., Prokopyeva, U. V. Kolesnikova (2022) provide new empirical data on SWB in adolescents and young people aged 13–17 years living in 22 regions of the Russian Federation. They established relationships among lifestyle activity, subjective assessment of health, the degree of comfort of the educational environment and SWB, which decreases in boys in the situation of passing the Basic State Examination and Unified State Examination, but increases in girls. At the same time, the authors of this study reported that girls, regardless of age, residence area or disability, were less satisfied with all indicators.

Another study (Pavlenko, Bochaver, 2020) points out that the main influence on high school students' SWB is exerted by the age-related task of self-determination, the choice of images of their own future, and its implementation in everyday life. In a sample of children aged 10 to 12, relationships between family, school, friends, general satisfaction with life and SWB level were identified. It has been shown that there are no significant gender- and age-related differences in assessments of family, school, friends, and therefore SWB by children of this age (Bruk, Ignatzheva, 2021). The relationship and contribution of needs to SWB at various stages of socialization (children, adolescents, young people) are discussed as a hypothesis in the work by E. N. Volkova (2019), suggesting that certain achievements together with SWB indicate successful socialization.

Based on the analysis of numerous studies, L. V. Karapetyan (2017) concluded that the study of subjective well-being and ill-being in connection with socio-demographic factors and in connection with the study of psychological factors influencing SWB represent distinct groups of works. Her research found that the SWB did not decline due to age-related changes and that the relationship between age and SWB level was sinusoidal over different periods. The study pointed out that there were no significant differences between women and men in SWB, but highlighted that women's emotional well-being was higher than that of men, especially over 35 years of age. In addition, L. V. Karapetyan (2017) concluded that as education levels increase, SWB assessment levels may increase slightly, which contradicts the data of E. N. Kozlova and N. S. Komarova (2015), indicating that in individuals graduating from several higher education programmes, SWB deteriorates, while in individuals without education, SWB improves.

The level of SWB, as a rule, is influenced by complexes of external (objective) factors in combination with a complex of internal (subjective) factors, which enables us to confirm a brief review of research.

The interpretation of SWB as an individual's attitude to the most important modes of his/her life, accompanied by the experience of satisfaction, as a construct that includes emotional-motivational, cognitive-emotional components, is accepted by many researchers who turn to the search for factors that determine subjective well-being and ill-being at the individual-personal level, on various stages of life.

A long-term trend in the study of SWB is to consider socio-demographic factors as determinants of SWB and to compare SWB levels in groups that differ in their gender, age, and education.

The above factors are discussed in the context of the problem of self-assessments of appearance and SWB. The emergence of this research line is not accidental, as over the decades the relationship between several SWB indicators and self-assessments of appearance and body image has been studied. An overview of such studies is presented in a number of our publications (Labunskaya, 2019, 2021, 2022a, 2022b). In the psychology of appearance, works prevail in which the emphasis is placed on the physical component of appearance in connection with the study of various components of SWB. Studies have shown that body esteem is associated with subjective well-being, the severity of depressive symptoms (Kokoszka et al., 2022), that women experience emotional dysregulation due to dissatisfaction with their body (Kiryukhina, Polskaya, 2021), that self-esteem is associated with satisfaction with appearance, which interacts positively with intrinsic motivation and negatively with extrinsic motivation (Earl, 2023). T. Chevallereau et al write about a decrease in SWB in women as a result of experiencing a high level of meta-dehumanization, anger, and sadness in response to a partner's focus on appearance (2021). The works indicate that the perception of health and self-esteem are variables included in the construct of 'subjective well-being'. Thus, the results of a study (Rahmawati Sholeha & Ayriza, 2019) indicate an intense joint influence of self-esteem and body image on SWB, for example, among adolescents. Adolescents' perceived body image and level of physical activity are significantly associated with perceived well-being (Sollerhed, Lilja, Holmgren, & Garmy, 2021). Others (Khavylo, Sitseva, Eremina, 2021) believe that satisfaction with body image acts as a component of a person's SWB, and consider the specifics of girls' SWB in connection with body satisfaction (Pilishvili, Danilova, 2018). It is argued that there is a relationship between assessments of appearance and SWB (Epanchintseva, Kozlovskaya, Averkova, 2021). Body image and self-esteem were shown to mediate the relationship between exercise and SWB (Shang, Xie, & Yang, 2021).

A review article (Bij de Vaate, Veldhuis, & Konijn, 2020) questioned the extent and circumstances in which types of self-presentation influence individual well-being and body image. As a result of the analysis of the studies performed, the authors came to the conclusion that the impact of self-presentation and secrecy on well-being and body image is ambiguous. The ambiguity of the conclusions about the relationship between life

satisfaction and the attitude of young people towards their SWB is evidenced by the study of L. V. Popova (2021). A study (Gao et al., 2023) was conducted to identify mediators that may moderate the significant relationship between worry, appearance anxiety, and social anxiety, indicating that so-called 'self-compassion' can significantly reduce the severity of these relationships. There is also research suggesting that heavy use of appearance-focused social media is directly associated with lower scores of satisfaction with the physical component of appearance and SWB (Jarman et al., 2021).

Thus, the above-mentioned research explores the mutual influence of assessment, self-assessment of appearance and individual components of SWB in different age groups, and raises the question of the role of gender in the level of satisfaction with physical components of appearance. However, to date, no studies have examined the relationships between integral self-assessments of appearance, self-assessments of its components and integral assessments of SWB, its components. The impact of complex socio-demographic characteristics of young people on the relationship between self-assessments of appearance and assessments of SWB remains poorly studied. The direction in which these connections are determined (i.e. whether self-assessments of appearance determine SWB or whether SWB assessments determine attitude towards appearance) is questionable.

Based on the findings concerning the specifics of the study of SWB, as well as conclusions documenting various connections between assessments of appearance and SWB, **this study aims** to determine the impact of a complex of socio-demographic factors on the structure of relationships between self-assessments of appearance, appearance attractiveness, satisfaction with appearance, appearance concern, and assessments of SWB of appearance components.

**The objectives of the study** include determining the structure of the relationships between self-assessments of appearance and assessments of SWB when a set of socio-demographic characteristics is included in the factor analysis.

The study tested **the hypothesis** that the structure of relationships between self-assessments of appearance and assessments of SWB can be transformed as a result of the influence of a complex of socio-demographic factors.

## Methods

### *Empirical research methods*

1. Socio-demographic questionnaire to identify gender; age; education (secondary and incomplete higher; higher); economic status determined on the basis of identification with groups: (rather poor than rich; rather rich than poor). The table contained 1–2 points for each socio-demographic criterion; age groups were created using conversion procedures to assign the rank to the age group.

2. In order to study self-assessments of appearance, the following diagnostic tools were used:

2.1. The Self-assessments of Appearance questionnaire developed by V. A. Labunskaya et al (2019). Based on this questionnaire, self-assessments of the following components of appearance were diagnosed: facial appearance; bodily appearance; appearance design; then the integral self-assessment of the appearance was calculated (we summed up the scores for each type of self-assessment as follows: facial appearance + bodily appearance + appearance design; the sum of scores is divided by the number of types of self-assessments). This study examines the types of self-assessments of appearance components and the integral self-assessment of appearance. The questionnaire also includes a scale for 'self-assessment of attractiveness of appearance'. The instructions indicate that 1 point is an extremely negative self-assessment of the appearance attractiveness, and 10 points is the highest positive self-assessment.

2.2. Ten-point scales of satisfaction and concern for appearance (Labunskaya et al., 2019), ranging from low to high levels of satisfaction with appearance and appearance concern.

2.3. To diagnose SWB, the Subjective Well-Being Scale by A. Perrudet-Badoux, G. Mendelsohn & J. Chiche (1988), modified by V. M. Sokolova (1996), was used. The general (integral) assessment of SWB was derived from assessments of its following indicators: 1) tension and sensitivity; 2) signs accompanying the main mental symptoms, such as depression, somnolence, absent-mindedness, etc.; 3) mood changes; 4) importance of the social environment; 5) self-assessment of health; and 6) degree of satisfaction with daily activities. Then we placed each study participant in a scale of "extremely low assessments of well-being – extremely high assessments of well-being" and determine the level of severity of SWB. According to the Scale developers, the more points a research participant scores, the higher the integral assessment of SWB, the more pronounced his/her ill-being is. This primary data processing method is taken into account in our research.

Thus, in the study, self-assessments of appearance components, integral self-assessment of appearance, self-assessment of appearance attractiveness, self-assessment of satisfaction and concern with appearance were examined as self-assessments of appearance; we also examined the general (integral) assessment of SWB and its six components listed above (a total of 14 variables).

### ***Mathematical procedures***

We used descriptive statistics, frequency, correlation, factor analyses, and t-test for independent samples (IBM SPSS Statistic 23.0).

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**Study sample**

A total of 163 subjects participated in the study (see Table 1).

**Table 1**  
*Distribution of study participants according to their socio-demographic characteristics*

Socio-demographic characteristics of study participants		N	%
Gender	1. (M)	58	35.5
	2. (F)	105	64.5
Age group	1. (18–25 years)	105	64.5
	2. (26–36 years)	58	35.5
Education	1. Secondary	78	47.8
	2. Incomplete higher education; higher education	85	52.2
Economic status	1. Rather poor than rich	89	54.6%
	2. Rather rich than poor	74	45.4%

In the process of solving the proposed problem, the complex socio-demographic characteristics of the study participants were taken into account.

**Results**

The indicators R and P (Table 2) show that there are significant inversely proportional relationships between the general (integral) assessment of SWB, its components, and self-assessments of SWB.



**Table 2**

*Correlations between self-assessments of appearance and assessments of SWB (Spearman)*

VARIABLES		Appearance concern	Satisfaction with appearance	Self-assessment of facial appearance	Self-assessment of bodily appearance	Self-assessment of appearance design	Integral self-assessment of appearance	Self-assessment of appearance attractiveness
General (integral) assessment of SWB	R	-.093	-.053	-.479**	-.480**	-.456**	-.418**	-.473**
	P	.235	.499	.000	.000	.000	.000	.000
Tension, sensitivity	R	.248**	-.303**	.140	.053	.142	.311**	.161*
	P	.001	.000	.075	.504	.070	.000	.040
Signs accompanying the main mental symptoms, including depression, somnolence, absent-mindedness	R	.084	-.298**	-.136	-.154	-.127	.037	-.133
	P	.289	.000	.083	.050	.105	.643	.090
Mood change	R	.033	-.204**	-.265**	-.251**	-.249**	-.140	-.290**
	P	.679	.009	.001	.001	.001	.074	.000
Importance of social environment	R	-.022	-.123	-.239**	-.207**	-.233**	-.180*	-.240**
	P	.780	.117	.002	.008	.003	.022	.002
Self-assessment of health	R	.070	-.247**	-.162*	-.163*	-.138	-.003	-.166*
	P	.377	.001	.038	.038	.078	.967	.034
Satisfaction with daily activities	R	.078	-.352**	-.076	-.040	-.075	.111	-.055
	P	.320	.000	.333	.616	.342	.159	.487
	N	163	163	163	163	163	163	163

**Note.** \*\*. The correlation is significant at the 0.01 level (2-tailed). \*. The correlation is significant at the 0.05 level (2-tailed).

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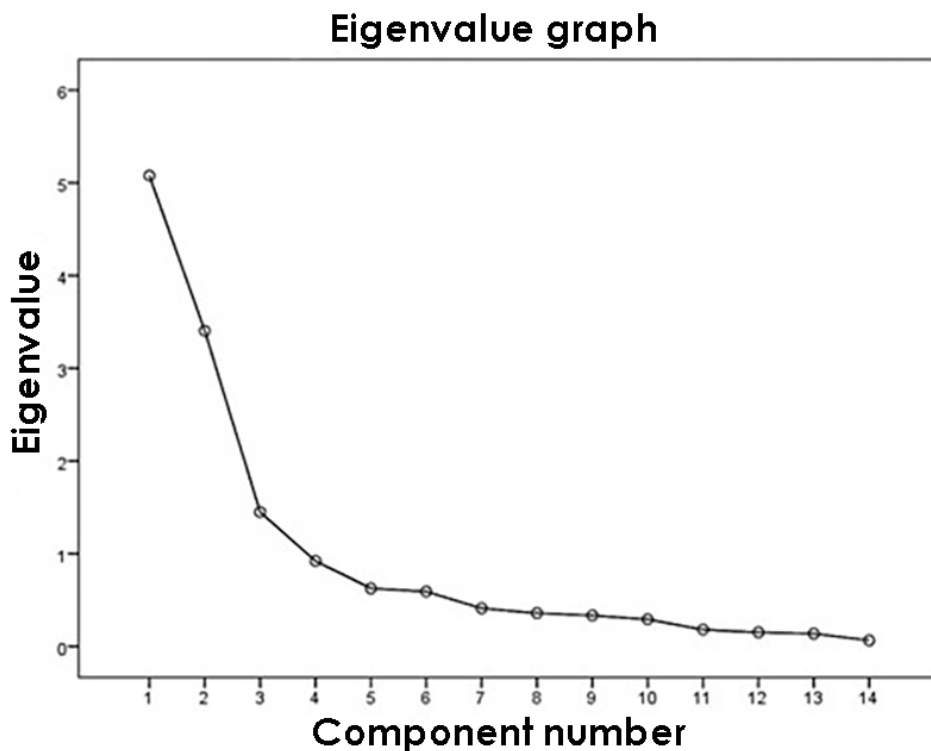
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With an increase in the severity of such a component of SWB as 'tension and sensitivity', there is an increase in appearance concern, integral self-assessment of appearance, and self-assessment of the attractiveness of appearance.

We state the high adequacy of the application of factor analysis to the indicators under consideration (Kaiser–Meyer–Olkin (KMO) sampling adequacy criterion = 0.810 at  $P = 0.000$ ).

Taking into account the graph of eigenvalues (see Fig. 1), a factor-based structure, including 4 factors, was chosen.

**Figure 1**  
*Eigenvalue graph*



**Note.** Component designation: 1 – appearance concern, 2 – satisfaction with appearance; 3 – self-assessment of facial appearance; 4 – self-assessment of bodily appearance; 5 – self-assessment of appearance design; 6 – integral self-assessment of appearance; 7 – self-assessment of appearance attractiveness; 8 – general (integral) assessment of SWB; 9 – tension and sensitivity; 10 – signs accompanying the main mental symptoms, including depression, somnolence, absent-mindedness, etc.; 11 – mood changes; 12 – importance of the social environment; 13 – self-assessment of health; 14 – degree of satisfaction with daily activities.

The four factors explained 69.039 % of the total variance. Table 3 presents the results of the factor analysis. In order to determine the structure of the relationship between self-

assessments of appearance and assessments of SWB, the minimum factor weight of the variables was designated as 0.3 and the sequence of arrangement of factor weights was specified: from maximum values to minimum.

**Table 3**  
*Rotated component matrix<sup>a</sup>*

Variables	Component			
	1	2	3	4
Self-assessments of appearance attractiveness	.919			
Self-assessments of facial appearance	.910			
Self-assessments of bodily appearance	.870			
Self-assessments of appearance design	.849			
Integral self-assessment of appearance	.796		.512	
Economic status	.434			
General (integral) assessment of SWB	-.415	.833		
Signs accompanying the main mental symptoms, including depression, somnolence, absent-mindedness		.831		
Self-assessment of health		.790		
Satisfaction with daily activities		.769		
Mood change		.736		
Importance of social environment		.725		
Self-assessment of satisfaction with appearance			-.803	

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Variables	Component			
	1	2	3	4
Age group	.556		.713	
Education			.658	
Self-assessment of appearance concern			.646	
Tension, sensitivity		.432	.458	-.404
Gender				.818

*Note.* Factor extraction method: a principal component method. Rotation method: varimax with Kaiser normalization. a – rotation converged in 5 iterations.

**The first factor** (see Table 3) determines the largest share of the total variance (30.548). The following variables have the highest loadings: self-assessment of the attractiveness of appearance, self-assessment of facial appearance, followed by self-assessments of other components of appearance, and integral self-assessment of appearance. They are joined by the following variables: age group and economic status. This factor has two poles: the negative pole includes a single variable – the general (integral) assessment of SWB. Considering the structure of this factor, it can be called ‘Self-assessments of SWB, age group, and economic status’.

If we look at the average values of the variables, we can clarify which age group and economic status we are talking about. Study participants belonging to the second age group (26–36 years) ( $T = -7.147$  at  $P = 0.000$ ;  $M1 = 5.75$ ;  $M2 = 7.95$ ), identifying themselves with the group of ‘rather rich than poor’ ( $T = -4.789$  at  $P = 0.000$ ;  $M1 = 5.5.84$ ,  $M2 = 7.35$ ) have higher self-assessments of appearance.

Age-related differences are observed in assessments of SWB. In the group of 26–36-year-olds there was a lower overall (integrated) assessment of SWB ( $T = 3.701$  at  $P = 0.000$ ;  $M1 = 5.76$   $M2 = 4.31$ ); in the group of subjects identifying themselves with those who are ‘rather poor than rich’, there was also a lower overall (integrated) assessment of SWB ( $T = 2.183$  at  $P = 0.030$ ;  $M1 = 5.62$ ,  $M2 = 4.78$ ).

**The second factor** explains 23.623 % of the total variance, indicating less intensive explanatory power of this factor compared to the first one. The structure of this factor differs significantly from the structure of the first factor. It included only variables related

to subjective well-being – the overall (integral) assessment of SWB and assessments of all its components. This factor can be called 'Assessment of subjective well-being'.

**The third factor** explains only 9.046 % of the total variance of the included variables, among which self-assessment of satisfaction with SWB has the highest negative loading. This indicator forms a negative pole for this factor. A positive pole includes socio-demographic characteristics (age group, level of education), self-assessment of appearance concern, integral self-assessment of appearance, and the 'tension and sensitivity component' of SWB. Based on the structure of this factor, it can be called "Satisfaction with appearance – concern, age group, level of education".

Study participants belonging to the second age group (26–36-year-olds) have higher levels of appearance concern ( $T = -5.356$  at  $P = 0.00$ ;  $M1 = 5.09$ ,  $M2 = 6.43$ ), integral self-assessments of appearance ( $T = -17.185$  at  $P = 0.000$ ;  $M1 = 4.80$ ,  $M2 = 8.10$ ), assessments of such components of SWB as 'tension and sensitivity' ( $T = -7.272$  at  $P = 0.000$ ;  $M1 = 4.42$ ,  $M2 = 6.24$ ) compared with representatives of the first age group (18–25-year-olds), who have significantly higher satisfaction with appearance ( $T = 7.633$  at  $P = 0.000$ ;  $M1 = 6.39$ ,  $M2 = 4.02$ ). Study participants who have secondary education demonstrated higher satisfaction with appearance ( $T = 5.941$  at  $P = 0.000$ ;  $M1 = 6.52$ ,  $M2 = 4.65$ ) and lower appearance concern ( $T = -2.935$  at  $P = 0.004$ ;  $M1 = 5.18$ ,  $M2 = 5.93$ ), lower integral self-assessments of appearance ( $T = -5.725$  at  $P = 0.000$ ;  $M1 = 5.13$ ,  $M2 = 6.75$ ).

With an increase in the severity of a SWB component such as "tension and sensitivity", there is an increase in concern about appearance, an integral self-assessment of appearance, and self-assessment of appearance attractiveness.

**The fourth factor** has low explanatory power – 5.822 %. This factor demonstrates an inversely proportional relationship between assessments of 'tension and sensitivity' and the gender of the study participants. This variable forms a positive pole with a high factor weight. Considering the fact that there are no differences between male and female study participants in assessments of 'tension and sensitivity' ( $T = -0.568$  at  $P = 0.571$ ;  $M1 = 4.93$ ,  $M2 = 5.12$ ), this factor can be called 'Gender'.

**The most powerful factor** is a combination of self-assessments of appearance, associated with belonging to a certain age group (26–36-year-olds) and to a certain economic status ('rather rich than poor'). This cumulative factor increases the assessment of well-being.

## Discussion

Thus, the combination of belonging to a certain age group and a certain economic status changes the structure of the relationship between self-assessments of appearance and assessments of SWB. The transformation of the relationships between satisfaction with appearance, appearance concerns and assessments of SWB results from the combination of belonging to an age group and the level of education. Young people with secondary

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education, belonging to the age group of 18–25-year-olds, are more satisfied with their appearance and less concerned with it. They feel more prosperous than study participants belonging to the age group of 26–36-year-olds, despite the fact that the latter have a higher integral self-assessment of appearance. In general, the representatives of this group have higher education. It can be assumed that entering the age group of 26–36-year-olds and receiving higher education increases appearance concerns, reduces satisfaction with it in the context of a positive self-assessment of appearance and reduces subjective well-being assessments.

These results are in contradiction with data of L. V. Karapetyan (2017), who stated that there was no decline in the SWB due to the increase in age. The results partly coincide with the conclusions of her work that there are no significant differences in the levels of SWB between men and women. Compared to men, women have a higher emotional well-being by the age of 35 years. The results of our study are consistent with the data of E. N. Kozlova and N. S. Komarova (2015) on the increase in the SWB level among those who do not have higher education, but do not correspond to the conclusions of L. V. Karapetyan (2017) on the increase in SWB scores with increasing education level. The data on the relationship between SWB and self-assessments of the physical component of appearance (see the first factor, Table 3) coincide with the conclusions that body self-assessments is associated with SWB (Kokoszka et al., 2022) and that SWB is strongly influenced by body image (Rahmawati Sholeha & Ayriza, 2019).

If the relationship between concern about VO and tension and sensitivity is quite understandable, then the positive relationship between tension, sensitivity, integral self-assessment of appearance, and self-assessment of its attractiveness can be interpreted as the impact of self-assessments of appearance on the increase in tension associated with assessments of appearance by others, sensitivity to them, in connection with anxiety regarding the discrepancy between self-assessments and assessments of appearance. The validity of this conclusion is confirmed by the negative relationships among tension, sensitivity, and self-assessments of satisfaction with appearance. These results are partially consistent with findings of a relationship between generalized anxiety and body dissatisfaction, which is mediated by the combination of gender and appearance anxiety (Pritchard, Brasil, McDermott, & Holdiman, 2021).

The contribution of the study to solving the problem of “predictors of the relationship between self-assessments of appearance and assessments of SWB and its limitations” lies, first of all, in the fact that for the first time, in a Russian sample of young people (18–36 years), the relationships between self-assessments of appearance and assessments of SWB were examined; socio-demographic characteristics were studied as mediators of these connections. What is new is the data on the greater influence of self-assessments of appearance on SWB in combination with socio-demographic factors compared to the impact of SWB on self-assessment of appearance.

Our research enabled us to formulate new hypotheses:

1. Indicators of attitudes toward appearance (self-assessment of appearance, satisfaction with appearance, appearance concern, self-assessment of appearance attractiveness) show different sensitivity to socio-demographic factors and their combination.
2. Self-assessment of appearance combined with socio-demographic characteristics is a stronger factor in relationship direction than SWB assessment at different stages of life.
3. Self-assessments of appearance and assessments of SWB can be independent and autonomous phenomena.

The **limitations** include, firstly, the absence of an indication of marital status on the list of socio-demographic factors. In addition, it is important to increase the number of study participants to monitor the dynamics of SWB and attitudes toward appearance. Among the limitations are the use of only factor and correlation analyses in the study.

From a **practical perspective**, this study contributes to understanding the role of self-assessments of appearance in the formation of assessments of SWB, the creation of differentiated practice-oriented programs that take into account socio-demographic characteristics, different levels of sensitivity to SWB components and their interaction with SWB.

A **promising direction** is to conduct research that considers life dynamics of self-assessments of appearance and assessments of SWB, the relationship between them, and the inclusion of ethnocultural factors in socio-demographic characteristics as mediators.

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### Conflict of Interest Information

The author has no conflicts of interest to declare.