

## Literature Review: K-Beauty Effect on Health Behavior and Korean Cosmetics Purchasing in Indonesia

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### ABSTRACT

**Background:** The K-wave popularity led to increased Korean fans in Indonesia, including other sectors of Korean products. Further, the styles of the stars, look, and culture became Indonesian people's references in fashion, ideal body shape, and food consumption patterns. However, a concern was also raised about the halal status of Korean beauty products and Indonesian health behavior to meet the ideal body shape of Korean celebrities. This study aims to understand the general perspective of the K-beauty popularity effect on Indonesian people's health behavior and cosmetics purchasing intention, including its halal issues. **Method:** This study was conducted by reviewing relevant research articles between 2012 to 2022 on the topic through a google scholar search engine. In total, 14 articles that meet the inclusion criteria were reviewed. **Results:** This study found that some adolescents that worshiped Korean idols had a negative body image and did a strict diet, heavy exercise, took weight loss pills, or did plastic surgery to meet their body goals. Further, South Korean dramas significantly affect the brand image of Korean cosmetics and further increase its purchasing intention. People's knowledge of halal cosmetics, religion, and the halal label will affect their purchasing level and preference for halal cosmetics. **Conclusions:** This study concludes that the emerging K-beauty trend should be balanced with the knowledge about a healthy way to gain beauty and the understanding of halal cosmetics. The stakeholder should enhance the intervention to improve youngsters' knowledge and attitude toward halal cosmetics and a healthy diet.



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## Introduction

The Korean wave started to spread in Indonesia in early 2000. The K-wave popularity led to an increase in Korean fans in Indonesia, including fans of K-drama, K-pop, K-food, K-cosmetics, and other sectors of Korean products. Not only in Indonesia, but the fans of Korean waves have also spread far over the world, particularly in Southeast Asia. The number of K-Star admirers in Southeast Asia is estimated to be approximately 13 million, with Indonesia alone accounting for 4.4 million. This popularity of Korean waves is also related to their accounting for 61 percent of commodity exports [1].

Further, the stars' styles, look, and culture became adolescents' references in fashion, ideal body shape, and food consumption pattern. In addition, Korean waves refer to K-pop and Korean TV shows. For example, preadolescent girls (11-12 years old) showed greater body dissatisfaction after

watching the thin ideal television clips [2,3]. Based on a previous study, Korean idols' beauty standards, and obsession affected individuals' attitudes and daily behavior. A previous study also stated that the more often people watch shows, and celebrity shows in general, the faster they will influence their behavior. Addiction to Korean culture, such as K-Drama programs, is linked to the growth of copying behavior in the audience, particularly among teenagers who identify with their role models, which sometimes leads to maladaptive consequences for individuals' body image [4,5].

Korean celebrities' youthful and healthy skin appearance in media also has a positive impact on Korean beauty product purchasing intention and product sales [6]. However, the concern about Korean cosmetics' halal status is also raised as well as the health behavior of adolescents to meet their ideal Korean celebrity's body shape. Cosmetics and other personal care items were manufactured by non-Muslims and imported from non-Muslim countries making the halalness of the ingredients debatable [7]. Halal cosmetics must be made in line with Islamic laws, and halal integrity must be maintained throughout the supply chain. Determining if a product is halal is difficult. A wide variety of substances may be derived from either animal or plant sources, and those derived from animal by-products may be haram if their origin is unknown. All vegetable products are halal until they are tainted with prohibited components or processing aids or include intoxicating drugs, at which point they are ruled haram [5]. Because of the limited number of reviews concerning this issue, we conducted a study aimed to understand the general perspective of the K-beauty popularity effect on Indonesian people's health behavior and cosmetics purchasing intention, including its halal issues.

## Materials and Method

This study is a literature review, conducted by reviewing relevant research articles between 2012 to 2022 on the topic through a google scholar search engine. The inclusion criteria were the articles were in English or Bahasa, the research subject was an Indonesian adolescent, published between 2012-2022, in full text, and the article contains the effect of the Korean wave on adolescent health behavior, factors contributed to teenager's cosmetics purchasing intention and their point of view about halal cosmetics. In total, 14 articles that meet the inclusion criteria were reviewed. The literature review using the PRISMA model (Fig.1). The study was approved by the Ethical Committee of Research Universitas Ahmad Dahlan No. 012202011.

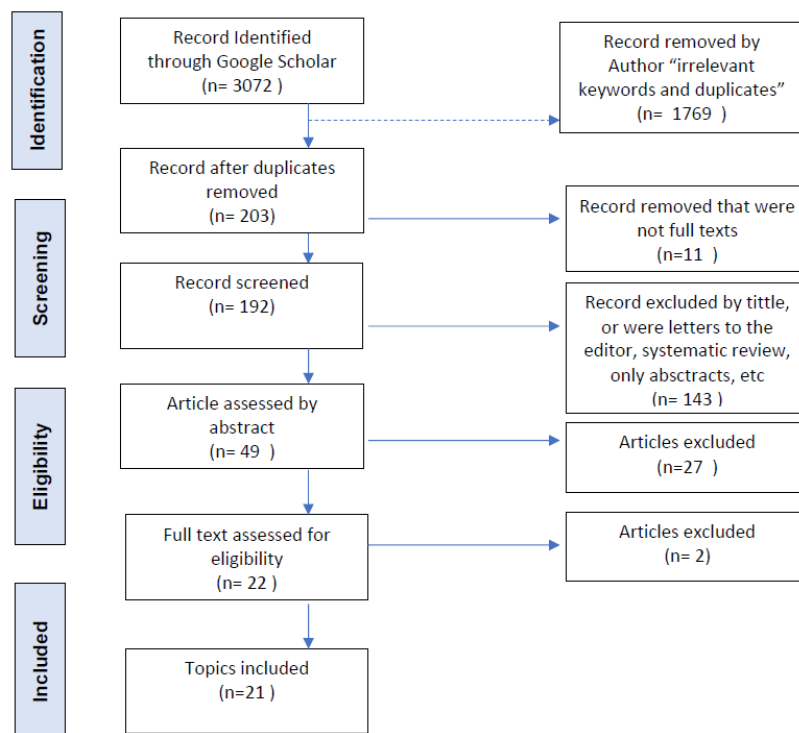


Figure 1. PRISMA Model Flowchart for the Keywords used in the Literature Review

## Results and Discussion

### Results

In total there were 3,072 references found using the relevant keywords for screening. After published year filtering, removing the duplicates, and a title and abstract screening, there were 20 articles reviewed. They consist of five topics/keywords: Korean fans' body image and factors associated with Korean cosmetics purchasing intention (Table 1).

**Table 1.** Articles Included based on the Inclusion Criteria

Keywords	Sources	n
Korean fans' body image and health behavior	<i>Google Scholar</i>	11
Factors associated with the Korean cosmetics purchasing intention	<i>Google Scholar</i>	10

Research on adolescent K-pop fans showed that almost forty percent of subjects tend negative body image, a quite significant number although more than half of them have a positive body image. Teenager with negative body image tends to compare their body shape with others and feel unsatisfied with their body appearance. Further, they attempt to change their body shape to be as good as their standard through a strict diet, heavy exercise, and or plastic surgery [8,9]. This body dissatisfaction of those teenagers is mainly influenced by their peers' opinions. The other factor is their Body Mass Index (BMI), the more their BMI, the more their body dissatisfaction.<sup>9</sup> In the woman's early adult period, the level of negative body image further will affect the level of eating restriction behavior. The higher the negative body image, the more they try to diet. Sometimes, it leads to an excessive attempt to reduce weight [10,11] (Appendix; Table 2).

With the rise of Korean beauty popularity, there is also a rise in Korean cosmetic product interest. A study of university students showed that South Korean dramas have a significant effect on the brand image of Korean cosmetics. Further, it also increases the purchasing intention [19,20].

Another study also stated that the country of origin ( $p < 0.001$ ) and cultural image ( $p < 0.001$ ) have a positive relationship directly with the purchasing intention of Korean products in Indonesia. The purchasing intention is described as a consumer's deliberate plan to buy or purchase products in the near future, it also reflected the short-term behavior of purchasing decisions [21,22].

Based on a pre-survey study, university student spends their money at least 3 times a month on Korean cosmetics. The high value of purchasing Korean products is because K-beauty brings innovation to their products such as BB cream, eye masks, and cushion compacts [20]. In Indonesia, price and quality are two key criteria customers are considering to decide to purchase Korean halal cosmetics. The Korean cosmetics producer were suggested to use TV commercials to increase customers' awareness of the Korean brand [23]. Interestingly, a research result stated that brand ambassador is not correlated significantly with purchasing intention. However, it connects with brand image and brand awareness that had a remarked relationship with buying intention [24].

Furthermore, there was a significant correlation between the product's halal label and ingredients, the consumer's lifestyle, and behavior to the product's purchasing intention [25,26]. The halal label affects not only purchasing decisions in the Muslim community but also Indonesian society in general. In addition, product quality also works as a strong predictor of Korean product purchasing intention. The consumer's valuation of the product's functionality is called product quality. It is described as the product's capacity to meet consumer expectations. It consists of the product's functionality, durability, precision, and usefulness [27]. In addition, K-drama also works as a factor in k-cosmetics purchasing intention [20]. In the case of repurchase intention, brand name, products' quality and design, promotion, and brand loyalty work as strong determinants [1] (Appendix; Table 3).

### Discussion

According to prior studies, teenagers who watch Korean dramas spend most of their time viewing them and thinking about how what they tend becomes a part of them [29]. Many female K-pop fans say that it inspired them to rethink what is socially accepted, often forcing body norms and beauty goals [28]. It is in line with the findings that Korean fans, especially teenagers, tend to have

a negative body image. This negative body image leads to dissatisfaction and extreme diet to meet their body goals and lookalike Korean actresses/actors. Conversely, based on the study result of Daniali (2013), Body satisfaction tends to correlate with self-esteem and high self-appreciation. Therefore, a person with good self-esteem also intends to look for a healthy-promoting lifestyle.<sup>30</sup> It underlines the importance of health knowledge related to ideal body weight as a balancing point. Physical education might play a role in reducing or preventing body image disturbance. It empowers young people to learn to value a physically active life [12].

The previous study in Malaysia found a similar finding that because K-pop culture is more dominant in Malaysia, male teenagers' perceptions of body size may have been influenced by thin female and male idols with soft masculinity [13]. Furthermore, the concern that the Korean ideal body image is shown in K-drama or K-pop that leads to body dissatisfaction is in line with another quantitative analysis. It found that social media engagement or exposure to image-related content is associated with higher body dissatisfaction, food consumption restriction or overeating, and unhealthy food choices. Therefore, health professionals also should use social media to reach and engage youngsters in encouraging healthy behavior [14].

The review shows that K-wave significantly increases Korean cosmetic purchasing in Indonesia. A similar finding found in another research stated that the images, beauty, and perfect body proportions of Korean stars and idols in dramas and music programs have been the primary appeal to consuming Korean cultural products [15]. In addition, cosmetics ambassadors, such as actors and actresses in Drama or K-Pop, play a role in raising public awareness of Korean cosmetics brands [16-17]. The higher the public attention, the higher the purchasing decision. The other factor associated with purchasing intention is the country of origin, cultural image, price, ingredients, halal label, and product quality. Compared to items from other nations such as Japan, the United States, Europe, and Australia, the price range for Korean cosmetics, skincare, and other personal care products has a higher advantage because the costs are more affordable for customers [18].

However, to ensure product quality, consumers sometimes research the product through an online search engine. They determine the products' quality based on other people's reviews: the better the review, the higher level of the products' demand. In this regard, consumers sometimes do not pay attention to the product's composition and safety. In addition, through norms and legislation, the Indonesian government tried to safeguard consumers from the circulation of cosmetics without marketing authorization. However, in this digital age, where most transactions are conducted online, those rules or regulations have little practical impact on society [29].

Indonesia is a country with a significant Muslim population, muslim Korean fans must instill in their minds that any values in Korean culture that align with Islamic values can be followed. However, if a person becomes too obsessed. In that case, they should reflect on the behavior and find ways to stop such behavior, such as practicing self-control and being moderate in permissible actions [30]. In addition, the previous studies found an inconsistency in the result. One study stated that halal awareness was not the predictor of purchase intention, while other researchers found that halal labels affected purchasing intention. In this regard, we can conclude that the halal awareness in the intersociety of the research subject is not equal. This finding underlined the need for the government to actively promote safe and halal Korean cosmetics to raise halal awareness in the Muslim Society in Indonesia.

## Conclusion

The emerging K-beauty trend should be balanced with the knowledge about a healthy way to gain beauty. In addition, an understanding of halal cosmetics is also essential. Therefore, the stakeholder should enhance the education and promotion intervention to improve youngsters' knowledge and attitude toward halal cosmetics and a healthy diet. Besides, an improvement in product variation and advertisement will be beneficial in attracting people to use halal cosmetics.

## Declaration

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## Appendix

**Table 2.** The Body Image Perception and its Effect on Health Behavior

Authors	Study Design	Title	Findings
Utami (2019)	Quantitative correlational (n:111)	The relationship between celebrity worship and body image of adolescent who idolize K-pop	There was a significant relationship between celebrity worship and body image (p=0.027)
Tresna, Sukamto, & Tondok (2021)	Quantitative observational (n: 414)	Celebrity worship and body image among young girl fans of K-pop girl group.	The entertainment-social level is the most common celebrity worship type in teenage girl fans of K-Pop and it impacts their body image by increasing their attention to appearance (p=0.028).
Dwiputri & Maulina (2015)	Quantitative observational (n:165)	Body comparison and girls K-pop idol contribution to body dissatisfaction (The study in Indonesian K-pop fans girl community)	The body comparison to female K-pop idol contribute significantly to K-pop fans girl's body dissatisfaction (p= 0.000)
Habibah, Tsani, & W. (2021)	Quantitative cross-sectional (n: 109)	The effect of Korean wave on body image and eating disorder among female adolescent in Yogyakarta, Indonesia	The exposure to Korean wave (RP=1.6; 95% CI=0.7-10.04) has significantly correlated with negative body image perception and eating disorder risk (RP=2.1; 95%CI=0.97-4.63) and body image (RP=2.93; 95%CI=1.25-5.49). Chi-Square analysis showed body image has a significant correlation with eating disorders risk (RP=6.2; 95%CI=1.25-5.94).
Manurung (2021)	Quantitative (n:92)	The correlation between body image and diet behavior in the early adult females	This study found that there is a significant positive relationship between body image and dietary behavior (r = 0.451, p = 0.00). It means that the higher the negative body image, the higher its effect on the subject's dietary behavior.
Sulistyan, Huryati, & Hastuti (2018)	Quantitative cross-sectional (n:123)	Body image distortion, eating behavior, and fad diets among female adolescents in Yogyakarta	There were 105 girls (85.4%) showed body image distortion and 15 girls (12.2%) were at risk for having disordered eating behavior. 51 of those (42.5%) tried to do weight loss, and 47 girls (92.2%) were practicing fad diets. There was no significant association between body image distortion and disordered eating behavior, nor between body image distortion and fad diets. Nevertheless, disordered eating behavior was significantly related to fad diets with OR = 7.077 (p<0.05).
Niswah, Rah, & Roshita (2021)	Quantitative Cross-sectional	The association of body image perception with dietary and physical activity behaviors among adolescents in Indonesia	Adolescents with overweight perception have an association with a 63% reduction in snack consuming (PR:0.37; 95% CI: 0.19-0.71) and engaging in moderate-intensity physical activity (PR:0.60, 95% CI: 0.38-0.94)
Noky (2015)	Quantitative Associative Explanatory (n:43)	The correlation between Korean celebrity worship and Body Image of K-Pop UCEE Community member	The analysis showed that there is a negative and significant relationship between the dimension entertainment social (r = -.408, p < 0,05) and dimension intense personal feeling (r = - .322, p < 0,05) with body image members of K-Pop UCEE Solo.
Nabila (2022)	Quantitative Cross-sectional (n:58)	The correlation between celebrity worship and body image on K-Pop fans adolescent girls at SMA Negeri 1 Kuala	There is a correlation between celebrity worship and body image. The higher the celebrity worships the lower body image. (r= -0.269; p<0.05)
Muliarsi & Sutiari (2022)	Descriptive Quantitative (n=106)	Negative perceptions about diet in Adolescents Girls: a cross-sectional study in Tabanan District	Most of the adolescent girls had a negative perception of diet (53.8%)
Oktafiani (2019)	Qualitative	The assessment of social media effects on diet decision using Critical Medical Anthropology approach	Some informants said that they applied diet based on their Korean idol appearance on social media. This study also concluded that there is a strong relation between social media information and the decision to take a diet.

**Table 3.** Indonesian Consumers Perception of Korean Cosmetics, Halal Issues, and Purchasing Intention

Authors	Study Design	Title	Findings
Tular (2021)	Cross-sectional study (n: 96)	The effect of perception, lifestyle, and behavior to Korean cosmetics purchasing decision	Perception, lifestyle, and behavior significantly correlates to purchasing decision ( $p= 0.05$ )
Setiani et al. (2022)	Mixed methods (n=330)	Consideration Analysis of Muslim Purchase Intention on Korean Beauty products	The product ingredients and country of origin have positive effects on purchase intention while halal awareness does not affect the purchase intention of K-beauty products
Saputri & Sidanti (2022)	Cross-sectional (n: 384)	The effect of halal label, ingredients, and life style to Korean cosmetic consumers' purchasing intention.	Halal labels, ingredients, and lifestyle significantly correlate with the consumer's purchasing intention ( $p=0.00$ ).
Rahmawati & Ahsan (2021)	Quantitative associative (n:108)	Korean fever: K-beauty purchasing intention	The brand image has a positive and significant effect on K-beauty product purchasing intention ( $p=0.002$ )
Lestari (2022)	Quantitative descriptive (n:100)	The effect of product quality and halal label perception to the consumers purchasing decision of Korean skin care products in Indonesia	Product quality and halal label perception have a positive and significant effect on consumer's purchasing decisions ( $p=0.00$ )
Tjoe & Kim (2018)	Quantitative (n:227)	The effect of Korean wave on consumer's purchase intention of Cosmetics products in Indonesia	The country of origin ( $p<0.001$ ) and cultural image ( $p<0.001$ ) has a positive relationship directly with the purchasing intention of Korean products in Indonesia.
Wulandari, Hutaeruk, & Prasetyaningtyas (2021)	Quantitative (n:298)	The Influence of Brand Ambassadors on Purchase Intentions mediated by Brand Image and Brand Awareness	The brand ambassador is not correlated significantly with purchasing intention. It correlates with brand image and brand awareness that had a remarked relationship with buying intention
Halim & Kiatkawson (2021)	Quantitative (n: 327)	Beauty and Celebrity: Korean Entertainment and Its Impacts on Female Indonesian Viewers' Consumption Intentions	The structural equation modeling results found entertainment-social worshipping-driven tendencies to be significant antecedents of Korean beauty product purchases and Korean visit intentions.
Rinjani, Suhaini, & Rinuasturi (2019)	Quantitative associative explanatory (n:138)	The Influence of South Korea Drama and Country of Origin on Brand Image and Purchase Intention of South Korea Cosmetics by Female Student in University of Mataram	There is an appositive and significant effect of K-Drama on K-cosmetics purchasing intention
Shalehah, et al (2019)	Causal Research Design and SEM Analysis	The Effect of Korean Beauty Product Characteristics on Brand Loyalty and Customer Repurchase Intention in Indonesia (n:411)	The study results showed that brand name, product quality, product design, promotion, and brand loyalty have a significant effect on K-beauty products repurchase intention.