How Do Asian Americans' Favorite Korean Celebrities Influence Their Beauty Ideals?
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Abstract

This research paper investigates the question " How do Asian Americans' favorite Korean celebrities influence their beauty ideals?" Focusing on the burgeoning K-pop culture, the study examines the relationship between respondents' engagement with Korean celebrities through media consumption and their adoption of beauty standards. Data were collected from a convenience sample of participants, and the findings reveal that individuals who actively participate in the K-pop culture exhibit a significant degree of influence and partake in actions conforming to beauty ideals presented by their favorite Korean celebrities. This study sheds light on the impact of celebrities through media exposure on shaping beauty norms among Asian American communities, emphasizing the importance of understanding the dynamics between pop culture engagement and beauty perceptions.

Introduction

How do Asian Americans' favorite Korean celebrities influence their beauty ideals? Understanding the impact of Asian Americans' favorite Korean celebrities on their beauty ideals is crucial for several reasons. Firstly, it sheds light on the cultural influence and power these celebrities hold, which can have significant implications for the beauty industry and marketing strategies. Secondly, the findings can contribute to a broader understanding of the representation and perception of beauty standards within the Asian American community. Lastly, this research can help address issues related to body image, self-esteem, and the potential pressure to conform to certain beauty ideals among Asian American audiences.

My contribution is to write a research paper that gives insight as to how Asian Americans' favorite Korean celebrities influence their beauty ideals. To achieve this, I carried out a survey to better understand the influence of Korean celebrities on Asian Americans' beauty ideals. The survey included options for both discrete answers to questions as well as open-ended responses.

I found the significant impact of Korean entertainment media, such as K-pop and K-drama, in shaping beauty trends and preferences among this demographic. Additionally, I found the role of social media platforms as conduits for disseminating beauty standards promoted by Korean celebrities to a global audience, including Asian Americans. Furthermore, my research highlights the complexities of cultural identity and representation within the Asian American community, shedding light on how Korean celebrities' beauty ideals intersect with and influence diverse beauty standards among this population. These findings matter because they highlight the significant influence of Korean entertainment media on the beauty ideals and preferences of Asian Americans, highlighting the global reach of these celebrities and their impact on the Asian American community. Understanding the role of social media platforms as facilitators of beauty trends promoted by Korean celebrities is crucial in comprehending the dynamics of modern beauty culture and the ways in which media dissemination of beauty ideals shapes societal perceptions and actions of fans.

Literature Review

The question of how Asian Americans' favorite Korean celebrities influence their beauty ideals has garnered considerable attention and research interest in recent years. Several factors contribute to the existing knowledge on this topic. Firstly, the widespread popularity and influence of Korean entertainment, particularly K-pop and K-drama, have led to a surge in media analysis and studies exploring the impact of Korean celebrities on global audiences, including Asian Americans (Jang, Eugene, Sojeong Park, Jee Won Lee, and Seok-Kyeong Hong, 2019). Numerous academic and media publications have delved into the subject, providing insights into the ways these celebrities shape beauty standards and preferences among their fans.

Secondly, the advent of social media platforms and digital communication has facilitated the dissemination of trends and beauty ideals promoted by Korean celebrities to a global audience, including Asian Americans. These digital platforms have become hotspots for fans to engage with their favorite stars, discuss beauty routines, and seek inspiration from the latest fashion and makeup trends endorsed by Korean celebrities. Consequently, this digital landscape has provided researchers with vast datasets and online behaviors to analyze and understand the influence of Korean celebrities on beauty ideals. These platforms serve as facilitators for Korean content making it highly accessible to all fans. As a result, fans feel a connection with the celebrity causing them to imitate certain looks and actions.

Lastly, the significance of cultural representation and identity within the Asian American community has spurred researchers to investigate the impact of Korean celebrities on their beauty ideals. As Asian Americans have diverse cultural backgrounds and beauty standards, the question of how Korean celebrities' beauty standards intersect with and influence these diverse ideals becomes especially relevant (Elfving-Hwang, Joanna, 2018). As a result, academic research, surveys, and focus groups have been conducted to explore the nuances of this influence and its implications on the perceptions of beauty among Asian Americans.

 In addressing the question of how Asian Americans' favorite Korean celebrities influence their beauty ideals, researchers have employed various methods and utilized diverse data sources. One common research method involves conducting surveys and interviews among Asian American individuals to gauge their perceptions and behaviors concerning beauty standards influenced by Korean celebrities. These surveys often inquire about the impact of specific Korean celebrities on their beauty routines, makeup preferences, and fashion choices. Interviews allow for more in-depth exploration of personal experiences and the nuances of the influence exerted by these celebrities.

Additionally, content analysis of social media platforms and digital communication has become a prevalent approach to understanding the influence of Korean celebrities on Asian American beauty ideals. Researchers analyze posts, comments, and discussions on platforms like Twitter,

Instagram, and YouTube to identify prevalent beauty trends and the extent to which they are propagated by Korean celebrities and embraced by their fans.

Researchers have also utilized archival documents, such as historical media coverage, fashion magazines, and online articles, to examine the evolution of beauty trends influenced by Korean celebrities over time. These sources provide valuable context and background, revealing shifts in beauty ideals and the impact of cross-cultural exchanges on Asian American beauty preferences.

The prior literature on how Asian Americans' favorite Korean celebrities influence their beauty ideals has provided valuable insights into the overall impact of Korean entertainment media and social media platforms. However, several important aspects remain underexplored or insufficiently covered. Firstly, while existing research has touched upon the broad influence of Korean celebrities, there is a lack of in-depth analysis regarding the specific beauty ideals promoted by these celebrities and how they may differ from or align with traditional Asian American beauty standards. Delving into the nuanced differences in beauty perceptions could provide a deeper understanding of the complexities of beauty ideals among Asian American fans.

Secondly, the prior literature has primarily focused on the influence of well-known Korean celebrities with substantial international followings. However, there is a need to investigate the influence of lesser-known Korean celebrities and emerging influencers on the beauty ideals of Asian American audiences. Exploring the impact of a diverse range of celebrities could reveal unique trends and patterns in how beauty preferences are shaped across different segments of the Asian American community.

Furthermore, the intersectionality of gender and beauty ideals deserves more attention in the existing literature. Studies predominantly focus on female beauty standards promoted by Korean celebrities, leaving a gap in understanding how these ideals influence Asian American men's perceptions of beauty. Studies in the past have primarily used female respondents or participants in their experiments and interviews. Examining the impact on various gender identities would provide a more comprehensive picture of how Korean celebrities shape beauty ideals across the Asian American demographic. Overall, addressing these gaps in knowledge would enrich our comprehension of the complexities of beauty influence and its implications for Asian American individuals and communities.

Data and Methods

As my primary source of data, I used a survey questionnaire that I created. I chose this method because utilizing a survey that I created for data collection in my research paper offered several advantages. Firstly, as the creator of the survey, I had a deep understanding of the research objectives and could ensure that the questions were aligned with the specific research goals, thus enhancing the survey's relevance and effectiveness. Secondly, using my own survey granted me control over the data collection process, allowing me to maintain consistency and minimize potential biases in the responses. Additionally, as the survey was tailored to my

research, it provided a unique and tailored perspective on the topic, giving my research paper a distinct edge and offering valuable insights that may not have been readily available from existing datasets. Ultimately, incorporating my personally crafted survey data allowed for a more comprehensive and well-rounded exploration of the research question, strengthening the overall credibility and validity of the research findings.

In addition to using the responses from the survey, I incorporated archival documents as a supplement to the survey data. Archival documents, such as historical records, official reports, and other primary sources, provided authentic and unfiltered information from the past. These materials offered unique insights into past events, actions, and perspectives, which served as valuable context and background for my research. By cross-referencing the survey findings with historical documents, I validated and corroborated the information obtained, thereby enhancing the overall credibility and reliability of my research findings.

In conclusion, employing a combination of survey results as the primary source and archival documents as a supplement was an effective and well-rounded approach to my research. This methodology allowed me to capture specific and targeted information from relevant individuals while also grounding my study in historical authenticity and providing a broader historical context for a more comprehensive understanding of the research topic.

For the tables that I created based on the data gathered in the survey questionnaire, my independent variables were whether the respondent watched Korean content or not and if the respondent followed news or updates about Korean celebrities. These two independent variables were used because they clearly demonstrate that the respondents have or have not engaged with the K-pop culture. Using these variables help to differentiate the responses of those who are engaged with the K-pop culture and those who are not. My dependent variables were if the respondent felt conformed to follow beauty standards, if they had ever bought a beauty product endorsed by a Korean celebrity, if they had ever adopted a K-beauty technique or trend, and if they had ever tried to emulate a Korean celebrity's looks. These dependent variables helped in assessing whether the respondents were motivated or influenced by the K-pop culture to perform certain actions or demonstrate certain behavior. Firstly, I gathered the number of non-missing variables. Then I coded the variables using a dichotomous scheme where values ranged from 0 to 1, representing a "no" for 0 and a "yes" for 1. Subsequently, I found the mean for each variable (see in **Table 1**).

Table #1

| Variable	Description	# of non-missing observations	Mean	Minnimum	Maximum
Korean Content	Do you watch Korean content? (Frequently=1)	10	0.5	0	1
Following Celebrities	How often do you follow up on Korean celebrities? (Frequently=1)	9	0.44	0	1
Influence	Have you ever been influenced to try a particular beauty product or brand due to endorsements by Korean celebrities? (Yes often=1)	10	0.7	0	1
Adoption	Do you adopt specific K-beauty trends or techniques (Glass Skin, Double Cleansing, Hanbang ingredients, or etc) into your own beauty routine? (Yes, occasionally or more=1)	10	0.6	0	1
Emulation	Have you ever tried to emulate a Korean celebrity's hairstyle or makeup look? (Yes on multiple occasions or more=1)	10	0.6	0	1
Pressure	Do you feel pressured to conform to Korean beauty standards (for example: pale skin, slim figure, V-shaped face, Double Eyelids, Big Eyes) in your own appearance? (yes, somewhat or more=1)	10	0.7	0	1

This table provides an overview of the variables I used to create my tables. The variables were measured using a dichotomous scheme. Column 4 of the table reveals that 44 percent of respondents follow up on Korean celebrities, 50 percent watch Korean content, 60 percent have adopted a Korean beauty trend/technique or have emulated a Korean celebrity's looks, and 70 percent have been influenced to purchase a K-beauty product endorsed by a Korean celebrity or felt conformed to Korean beauty standards.

Results

The initial analysis looked at the relationship between individuals who consume Korean content and the pressure, emulation, influence, and adoption that they experience. Figure 1 displays the results. After the initial analysis, another analysis was done examining the relationship between people who follow up on Korean celebrities and the pressure, emulation, influence, and adoption that they experience. Figure 2 displays these results. Both figures measured 4 dependent variables which consisted of pressure, emulation, influence, and adoption. Pressure was used to represent if the respondent felt pressured to conform to Korean beauty ideals or not. Emulation was used to see if the respondent had ever tried emulating a Korean celebrity's looks or hairstyle. Influence was used in order to observe if the respondent had ever been influenced by Korean beauty trends or the beauty routine of a Korean celebrity. Lastly, adoption was used to examine if the respondent had ever adopted specific K-beauty trends or techniques into their own routine.

Figure #1
*Watching Korean Content and Their Behaviors*

Korean Content Impact: Examining the Celebrity Influence and
Social Pressure on Viewers
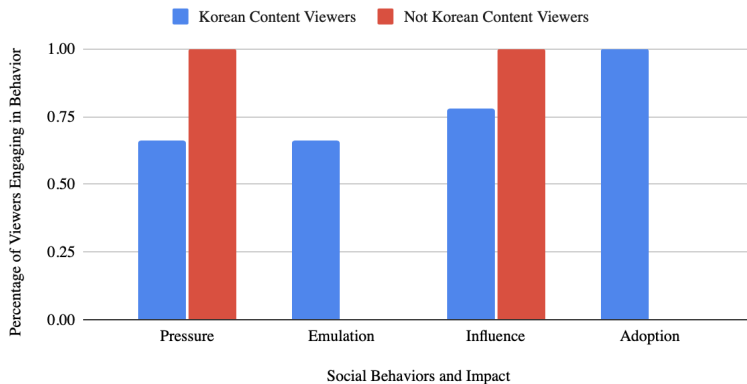
This graph presents the relationship between individuals who consume Korean content and the levels of pressure, influence, adoption,and inclination towards emulation they experience. The first set of columns in figure 1 show that 66 percent of Korean content viewers report feeling compelled to conform to Korean beauty ideals, leading them to attempt to emulate the hairstyles or makeup looks of Korean celebrities. Additionally, the fourth set of columns in the graph reveals that 100 percent of Korean content viewers have adopted K-Beauty techniques and trends before. Furthermore, the third set of columns show that 78 percent of Korean content viewers have been influenced to try specific beauty products or brands endorsed by Korean celebrities. The second set of columns show that 66 percent of Korean content viewers have adopted a K-beauty trend or technique into their own routine. Conversely, among non-Korean content viewers, the first set of columns show that 100 percent have acknowledged experiencing pressure to adhere to prevailing beauty ideals and have been influenced by Korean celebrities to experiment with particular beauty products or brands. One of the surveyed individuals who adopted a beauty technique or trend answered the question: "Do you believe social media platforms have contributed to the popularity of Korean beauty and celebrities? If so, which of the following ways (Global Reach, Beauty Influencers and Content Creators, Accessibility and e-Commerce, Celebrity Influencers) do you think has had the most significant impact, and why?" Their response was as follows: "Yes, I believe that social media has provided a massive platform for K-Beauty products to reach a broader audience. Through social media, the advertisement of Korean beauty products can rapidly and effectively reach a large audience. It also gives content creators the opportunity to share their own experiences and recommendations about various products. This showcases how the endorsement of these products by celebrities through social media has the capability to spread quickly and efficiently, leading many Asian Americans to stay informed and feel compelled to follow these trends." This demonstrates the power of social media in enabling the swift and widespread dissemination of Korean beauty products' advertisements, endorsed by celebrities, consequently influencing many Asian Americans to stay updated and feel compelled to adopt such trends.

Figure #2

Following Korean Celebrities and Their Behaviors

The Impact of Following Korean Celebrities on Beauty Behaviors:
Pressure, Emulation, Influence, and Adoption
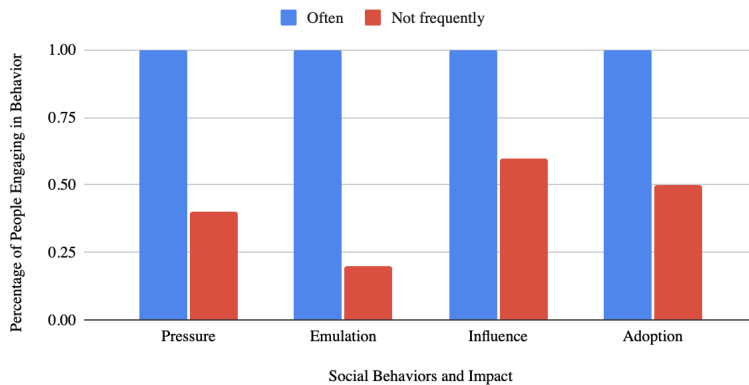
This graph depicts the relationship between individuals who frequently follow up on Korean celebrities and the extent of influence, emulation, pressure, and adoption of beauty trends they experience. Column sets 1-4 in the figure reveal that 100 percent of those who follow Korean celebrities felt influenced to purchase products endorsed to them by Korean celebrities, adopted K-beauty trends, felt conformed to beauty standards, and emulated Korean celebrity's hairstyles or looks. In contrast, among individuals who do not follow news or updates on Korean celebrities, there was a notable decrease in the percentage of people engaging in these behaviors. The first set of columns show that 40 percent felt conformed to beauty standards, and the second set of columns show that merely 20 percent emulated Korean celebrities' hairstyles or looks. The third set of columns in figure 2 indicates that only 60 percent felt influenced to purchase products. The fourth set of columns in figure 2 display that 50 percent adopted K-beauty trends. Overall, the data reveal a drastic decrease in the percentage of people who are engaged in these behaviors when they are not actively staying in touch with what is going on with the celebrities. One of the respondents who felt compelled to adhere to beauty standards responded to the question, "Have you ever been influenced by Korean beauty trends or the beauty routines of Korean celebrities (e.g., Glass Skin, Double Cleansing, Hanbang ingredients, etc.)? If yes, which one and why?" as follows: "Yes, I have been influenced by glass skin and the flower boy trend. I noticed that these trends gained significant popularity in Korean culture, and since I am often surrounded by Koreans, I frequently encountered these looks. Consequently, I decided to adopt these trends myself. "This indicates that Asian Americans are consistently influenced by trends and aspects of Korean culture in their pursuit of conforming to societal beauty standards.

Discussion

My research contributes to the literature by providing information on the influential roles that Korean celebrities have when it comes to shaping Asian American's beauty ideals. It helps us address the question of "How Do Asian Americans' Favorite Korean Celebrities Influence Their Beauty Ideals?" In conclusion, I have found that Korean celebrities have a very big influence on Asian Americans' beauty ideals. Korean pop culture has gained popularity rapidly over the past

couple of years, including a huge fanbase in the Asian American community. A big reason for this is due to the role of the media. Media platforms allow fans to easily stay updated and connected with their favorite Korean celebrities. These platforms often portray Korean celebrities with features such as pale skin, big eyes, double eyelids, and having a slim figure falling into Korean beauty ideals. Fans' admiration and connection toward the celebrities influence their own perspectives on beauty ideals. As a result, fans are seen purchasing beauty products endorsed by a Korean celebrity, emulating a Korean celebrity's hairstyle or looks, or adopting certain K-Beauty trends. Korean celebrities' influence goes beyond mere fandom, having a significant impact on shaping beauty ideals within the Asian American community. Additionally, the survey included open-ended questions that aimed to gather data on various aspects of beauty standards and their impact. For instance, I inquired about the beauty standards respondents felt the most pressure to adhere to, such as pale skin, slim figure, V-shaped face, Double Eyelids, and Big Eyes, and the reasons behind these pressures. I also explored whether Korean beauty trends and the beauty routines of Korean celebrities influenced the respondents. If so, I asked which specific trend or routine and the underlying reasons for its appeal. Furthermore, I investigated the three key aspects of Korean beauty - Skincare Focus, Innovative Ingredients, and Emphasis on Eyebrows and Eyes - to understand which one resonated the most with the participants and the rationale behind their preference. Notably, I observed that at least 80 percent of the respondents provided answers linked back to physical appearance- predominantly skincare focus, glass skin, big eyes, and slim figures. The respondents chose topics related to skincare routines, trends, and practices that affect their physical appearance as opposed to choosing non-appearance-related matters such as ingredients. This observation sheds light on the persistent consciousness that Asian Americans carry concerning beauty standards which are influenced by Korean celebrities.

These findings suggest that Korean celebrities play a substantial role in influencing and setting Asian American fans' beauty ideals. They have an impact that reaches far beyond just entertainment purposes, affecting consumer behavior and personal grooming choices. The appearance of Korean celebrities showcased in the media serves as a representation of the Korean beauty ideals. Korean celebrities have a significant role in influencing beauty ideals, and the media also plays a huge part in disseminating these beauty ideals worldwide to Asian American fans. Despite obtaining these key findings, there were some limitations to the study as well.

The main limitation of my study was that it was a target sample. This limited the variety of answers that I received because a lot of the respondents are from similar environments and hold similar perspectives. The lack of representation could have led to more of a biased result. Additionally, determining the precise impact of Korean celebrities on shaping Asian American beauty ideals is challenging due to the absence of a definitive answer or reason. Instead, the process involves drawing connections and making associations based on the available findings.

If there was an area where it needed additional research, I believe it would be on media analysis. Analyzing media platforms, such as social media, fan pages, and entertainment websites, can provide a better understanding of the content that Asian American fans consume related to their favorite Korean celebrities. This could include the portrayal of beauty ideals, the

impact of celebrity endorsements on beauty products, and the prevalence of certain beauty ideals within the community.

Through my discoveries, I have found that respondents who say that they follow or engage with Korean culture are more likely to be influenced by Korean celebrities when it comes to beauty ideals and take actions in order to meet the standards. It has become evident that Korean celebrities wield considerable power in molding beauty standards among the Asian American community. These influential figures are adeptly utilized to embody and propagate beauty ideals through various platforms, including dramas, TV shows, and concerts, captivating fans' hearts and driving them to yearn for a similar appearance. The media plays a pivotal role in disseminating this content widely, making it accessible to their devoted fanbase. As a result of the profound admiration and emotional bond that fans develop with these celebrities, they are inspired to emulate the very looks they admire, causing them to purchase certain beauty products endorsed by their favorite celebrity or emulate the look of their favorite celebrity which is the Korean beauty standard.

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