

### **The Influence of Social Media on Asian Culture and Beauty Care**

My project will investigate the global phenomenon of Asian beauty care through two platforms: Instagram and TikTok. As a Business Administration major with an emphasis in International Business with minors in Computer Science and Creative and Cultural Industries, my research draws from all of my areas and explores Asian beauty care as an emerging global empire and its impact on race and gender perceptions. During my first year, I took an Introduction to Asian American Studies course, which inspired me to consider the changing role of Asian women globally. This course sparked my interest in how the Asian cosmetic industry has become a global leader and has impacted the perception of Asian women. Analyzing this phenomenon in the Creative and Cultural Industries will help me be a better social science researcher and understand how trends emerge and sustain themselves. Social media is ubiquitous among younger demographics, who spend significant time on these platforms that shape their worldview. By studying the impact of Asian beauty care, my research will demonstrate how cultures and innovation can affect consumer behavior and pave the way for more cultural appreciation worldwide. Additionally, I will be studying abroad in Korea in the spring, which will allow me to continue my research there, looking at how skincare is marketed and how Korean culture has refashioned itself globally.

This interterm, I will research consumer trends, market data, and the use of social media towards advertising and marketing Asian culture and beauty care. Weeks one and two will be combined research across two topics:

- I will construct an annotated bibliography on Asian beauty and social media.
- I will use quantitative and qualitative research to analyze Instagram and TikTok to determine how brands market their products through photos and videos on their social media, during week two.
- During week three, I will spend the majority of the time looking at comments, and doing additional bibliography research if I feel I need that time, likely 40+ hours.

For the first two weeks, I will examine secondary sources through case studies, articles, and reports on Asian beauty care trends and consumption and how they relate to Asian culture to become more appreciated. Creating an annotated bibliography, I will analyze Asian beauty care hashtags, videos, and photos that gain the most attention using qualitative and quantitative methods. I will examine and code for crucial terms, at least ten Asian influencers and entrepreneurs that base their content around Asian makeup and skincare. I will create a survey for beauty care consumers on social media and conduct short interviews with influencers during the second and third weeks. I will work with my mentor on interview and survey questions about how social media has impacted Asian beauty care to become more popular, which products have gained the most visibility, etc. Social media is an essential creative and cultural industry that significantly impacts global markets. I will examine influencers who either have brand deals with companies or are just promoting by their own interests to understand the role of sponsorship. This research will allow me to know what consumers think of Asian beauty care products and

how they may increase or decrease sales for these products. I will also code for issues of gender and race, with the aim of understanding if and how the Asian beauty industry may impact the perception of Asian women as global influencers and entrepreneurs. Some Asian influencers and entrepreneurs who are the most prominent in this industry on social media are Aylen Park, Yuri Lee, and \_lilyis. They are known for their reviews and videos on Asian beauty products, which generate visibility for them, causing them to be popular and increase revenue. These beauty influencers, founders, and executives have also created a more robust platform for Asian women to be powerful figures in CCIs, challenging stereotypes and highlighting the shift towards the Asian beauty market. This research hopes to replace the passive and submissive model minority stereotype of Asian women, emphasizing entrepreneurial and creative endeavors of women, where they can influence social media users and change global beauty standards. This project will also expose the importance of cross-cultural branding and understand how Asian beauty companies cater to diverse audiences, ensuring that their products resonate locally and globally through social media, enhancing their visibility. Evaluating the comments on Asian beauty content will help uncover how fans interact with these photos and videos and their reactions to them. While doing this research by race and ethnicity may be challenging because of the nature of online identities, it will still provide some overall data to help us unpack those issues. With users interacting with this content that emphasizes Asian beauty and culture, it opens up conversations about Asian representation, stereotypes, and the portrayal of Asian women in media. The showcase of diverse beauty standards has the potential to challenge stereotypes and make the beauty community more inclusive and multicultural in this digital space.

- The fourth week will include a final report of all of my findings and the results from the qualitative and quantitative data. The report will consist of the objective of my project, the methodology of collecting the data, key findings, a discussion of how the promotion of Asian beauty care has influenced consumer perception of both the products and Asian culture and a conclusion. This report will include written and visual information and create my short presentation for the Wilkinson faculty.

After interterm, I will continue my research in South Korea from a consumer perspective. This project will give me a basis for a longer term ethnographic study on the Korean beauty industry in Korea. I will examine how Korean beauty care is marketed to its primary audience of Korean beauty care lovers and appeal to its worldwide audience, such as foreigners visiting. With South Korea being a dominant producer of Asian beauty care, it will allow me to understand how they have grown globally and let people, like social media influencers and users, promote their brands positively. They pushed into the beauty care industry with such force. I will interview consumers there about their experience with Korean beauty and if they believe social media has altered the perception of K-beauty. I will also ask if K-beauty has changed its marketing strategy toward local or international consumers more due to its growing popularity. This field research will emphasize this interterm research project and demonstrate this project in a real-world context.

Overall, this project will allow me to learn about the effects of social media and how vital it is for CCIs to grow their customer base for my post-college career, where I hope to find employment working with a global company in the beauty or entertainment industry. This research will give me insight into the market and the ability to find work as a liaison or under the management or marketing side in this international market and build connections with companies in these industries. My passion and experience in the Asian beauty care industry through this research project will develop my market research, analysis, and project management abilities. I will gain the ability to analyze trends, data, and social media influences by identifying the critical factors of the growth of Asian beauty care worldwide. This experience will give me firsthand knowledge of how to understand consumer behavior and market dynamics from the perspective of this industry. By conducting this research, I will learn how to handle larger projects requiring different types of data and how they relate to each other, contributing to my managing skills. In addition, this project would help me realize how companies break through into CCIs, as it is competitive and more challenging to make a name for yourself. Therefore, the experience of this research project would allow me to develop the background to become involved in the creative and cultural industries, specifically in the beauty and entertainment industries, and showcase the impacts of social media globally.

#### Works Cited

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