

## Exploring the Lifestyle of Adolescent Girls in Purchasing Korean Skincare Products

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### ABSTRACT

The beauty industry specifically the consumption of skincare products, has undergone a significant transformation which impacted by Korean Culture (Hallyu). In Indonesia, this transformation has become a trend that affected the lifestyle of teenage girls in choosing their skincare. This study is designed to investigate the consumption pattern of Korean skincare on teenage girls by highlighting the possible factors that impacting the purchase. This research applies the qualitative phenomenological approach, involving six informants aged 18-21 years in Mataram City, West Nusa Tenggara. Data were collected through in-depth interviews and analyzed using condensation techniques, data presentation, and conclusion drawing. The findings reveal that teenage girls consumption of Korean skincare is influenced by three main factors such as appearance needs, promotional effects, and risks anticipation. Teenage girls perceive skincare as part of their self-image and confidence; while social media and influencers play the main roles to introduce and promote the product. Although they are affected by trends, they remain selective by considering product compatibility with their skin type and reading user reviews before making a purchase. The study concludes that Korean skincare consumption among teenage girls is not solely driven by aesthetic considerations but also by awareness of product safety and quality. These findings have implications for the beauty industry, particularly in developing experience-based marketing strategies and providing more in-depth consumer education for the purchasers.

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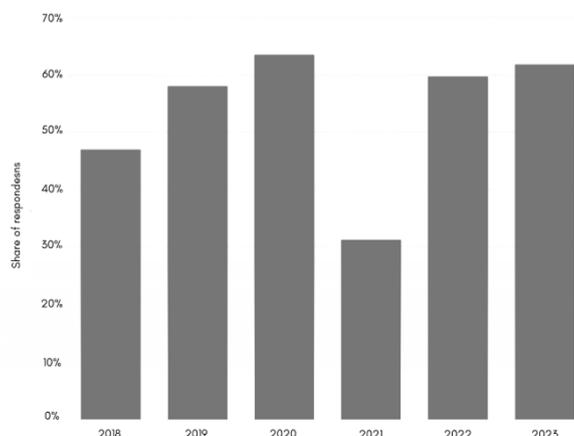


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### 1. INTRODUCTION

The beauty industry specifically the consumption of skincare products, has undergone a significant transformation which impacted by Korean Culture (Hallyu) (Mutmainah, 2021). In Indonesia, this transformation has become a trend that affected the lifestyle of teenage girls in choosing their skincare products and as this continue becoming popular (Figure 1, Statista, 2024). This trend also indicates the preferences of teenage girls in choosing Korean skincare product has increased to become the daily lifestyle (Cahyaningtyas, 2022). Faadhilah (2018) and Putri (2017) also highlight that the strong and massive digital marketing strategies and influencer endorsements on social media serve as the main drivers for the acceptance and positive response from the Indonesian market.



**Figure 1.** Popularity of Korean Skincare in Indonesia from 2021 to 2023 (Statista.com)

The tendency of teenage girls to consume skincare products is not only a basic necessity for skincare but has also evolved to bring the social identity and personal aesthetics. Regular skincare usage is also an essential routine for building self-image and enhancing self-confidence (Maharan, 2019). However, in the purchasing process, teenagers often exhibit impulsive consumption patterns and buying products without considering their actual needs or suitability for their skin condition; these behaviors are also known as hedonistic consumption (Astuti et al. 2022; Maharan, 2019; Anggriani et al., 2020). This habit is further reinforced by the role of influencers and content creators who massively promote various products through digital platform (Yang, 2021). Bukareview survey in 2018 showed that 49% of Indonesian women use local skincare products, while 48% use Korean skincare products (Ginanti, 2018). This further indicates that teenage girls do not exclusively consume one type of products but tend to combine various brands and types of skincare as part of their lifestyle (Riha, 2021).

Research by Choi & Kim (2022) and Park & Lin (2021) shows that social media has a strong influence on skincare product purchasing decisions. Gaol (2021) and Yang (2021) specifically mention that teenage girls exhibit impulsive consumption patterns and a hedonistic lifestyle due to the widespread influence of social media trends and influencer promotions. Additionally, Amin & Yanti (2021) and Nisa, Wahono, & Bastomi (2023) argue that lifestyle plays a significant role in purchasing decisions. However, previous studies have been limited to qualitative research and have not specifically explored consumption patterns based on lifestyle. Therefore, this study is designed to fill this gap by exploring and revealing the long-term consumption patterns of teenage girls in using skincare products. This research provides novelty by examining the phenomenon of Korean skincare consumption from the perspective of teenage girls lifestyles. Furthermore, this study can contribute to the beauty industry, particularly for influencers and content creators, by helping them understand about teenage girls consumption patterns, allowing them to develop more targeted content and promotional strategies that align with consumer needs.

### **Consumer Behavior**

According to Kotler & Keller (2016), consumer behavior is a study that examines individuals, groups, and organizations in selecting, purchasing, using, and evaluating products to satisfy their needs and desires. Firmansyah (2018) defines consumer behavior as an activity closely related to the process of purchasing goods and services (Dewi, 2022). Thus, consumer behavior can be explained as an activity associated with the process of purchasing goods or services, including searching, researching, and evaluating products carried out by consumers.

### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA), first introduced by Icek Ajzen in 1980. The TPB explains that an individual behavior is influenced by their

intention to behave, while this intention is shaped by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control. A positive attitude, support from the surrounding environment, and the perception of ease without obstacles will enhance an individual's attitude toward behavior (lifestyle), which is closely related to consumer behavior (Pebrina et al., 2021).

### **Lifestyle**

Lifestyle refers to people's way to life, expressed through their activities, interest, and opinions (Dewi & Samuel, 2015). Kotler defines lifestyle as a people's pattern of living, reflected in their daily activities, interest, and opinions. According to Sutisna (2017), lifestyle is broadly defined as a way to life identified by activities related to how the person spends time, interest that can be seen through their job, hobbies, shopping habits, sports, and social activities, as well as opinions about themselves and the world around them. Lifestyle varies among individuals. According to Chaney, there are several lifestyle categories, including:

a). Independent Lifestyle

Independence is the ability to live without relying on others. An independent lifestyle is formed through conscious changes, an understanding of potential risks, and the readiness to take responsibility for those risks with discipline (Utari, 2017). Steinberg defines independence as an individuals ability to behave autonomously, make their own decisions, and the responsibility for their action (Gischa, 2020).

b). Hedonistic Lifestyle

Individuals with a hedonistic lifestyle tend to be impulsive, more irrational, easily influenced, and prone to following trends. Susianto (1993) further states that hedonistic individuals often seek attention, follow trends, and are highly responsive to new innovations (Indrawati, 2015). According to Amstrong, hedonism is a life pattern which focus on pleasure and enjoyment discovery (Trimartati, 2014).

c). Consumerist Lifestyle

Consumerist behavior refers to an individuals tendency to consume excessively or spend irrationally on goods and services that may not be necessary. This behavior is often influenced by sociological factors in their environment (Aprilia, 2013). Lubis defines consumerist behavior as an action driven not by rational considerations but by irrational desires (Anggraini, 2017).

## **2. RESEARCH METHOD**

This study employs a qualitative phenomenological approach by investigating and understanding individuals experiences in consuming Korean skincare (Tumangkeng & Maramis, 2022). The research was conducted in Mataram City, West Nusa Tenggara. As the provincial capital, Mataram has a heterogeneous population with the continuously evolving modern lifestyle, particularly among teenagers and young professionals who serve as the primary target market for the beauty industry. Additionally, Mataram is a major shopping hub with malls and various cosmetic stores that offer Korean skincare products.

Data collection was taken from November 28, 2024 to March 6, 2025, using an interactive approach (Saipul & Baharudin, 2014). This study involved six informants aged 18 to 21, who were both students and workers. Since this research focuses on subjective experiences, interviews were conducted in multiple sessions to obtain more in-depth and detailed information and to allow for further clarification. Data collection was terminated when informants responses showed similar tendencies or reached the point of saturation. The results from the interviews and observations were transcribed and analyzed through the process of condensation, data presentation, conclusion drawing, and verification (Miles et al., 2014). This process was supported by the use of coding tables from (Safitri et al., 2022).

## **3. RESULTS AND DISCUSSIONS**

The consumption patterns found in this study reflect the initial stage in which young women begin to recognize and develop an interest in Korean skincare products. This consumption patterns are driven by internal motivations that arise from their knowledge, experiences, and preferences in identifying

and selecting Korean skincare products. The study highlights three key aspects that shape this consumption patterns: appearance needs, promotional effects, and risk anticipation.

### **Appearance Needs**

Adolescents are in a self-exploration process to build the identity that will enable them to be accepted in their desired social environment. Appearance plays a crucial role in this process, especially for young women who are inseparable from gadgets and digitalization. In this study, the informants consisted of students and working students which are considered that appearance plays an important roles in engaging their educational sphere (campus environment) and the professional work environment, both offline and online. Base on those environment conditions, the own expectation on appearance and self-presentation in daily routines is imposed.

“Skincare is part of maintaining personal hygiene, which automatically boosts our confidence every day.” (Alin, 2024)

This statement indicates that skincare is not merely seen as a necessity for skin care needs, but also as an effort to maintain cleanliness and build self-confidence. It reflects young women’s awareness that a good appearance, including healthy skin; contributes to their confidence in social interactions.

“My goal is to maintain healthy skin so that it stays well-groomed and enhances my appearance.” (Iren, 2024)

This statement suggests that the primary motivation for young women in using skincare is to achieve healthy and well-maintained skin. This skin condition is expected to fully support their daily appearance. It reinforces the perception that skincare serves both aesthetic and health purposes.

“Since skincare affects my face, it also influences my self-confidence.” (Syaffa, 2024)

This statement further confirms that skincare has a psychological impact on boosting confidence. It shows that skincare is linked to emotional and social aspects. A good appearance can influence how young women perceive themselves and how they interact with others in their surroundings.

The informants’ statements reflect the high level of awareness among young women about the importance of skincare, both as part of fulfilling personal needs and as an effort to enhance their appearance and confidence. This awareness encourages young women to make skincare as a priority in their daily lives. Using skincare helps them feel more confident in meeting social demands, both in academic and professional environments. Thus, skincare becomes an integral part of their effort to shape an identity that aligns with social expectations.

### **Promotional Effects**

Young women nowadays are inseparable form gadgets and the internet, which makes it easier for them to access information about skincare products. Academic and professional activities are also closely tied to digitalization and social media, accelerating the exchange of information, including the introduction of Korean skincare products. In marketing, promotion plays a crucial role in introduction products to consumers and helping them understand the advantages of the offered products (Hastuti et al., 2020)

Nowadays, teenagers are frequently exposed to information about these products through various online platforms, ultimately influencing their knowledge and preferences in purchasing decisions. This is reflected in the statements of the study informants, as follows:

### **Social Media Advertising/Online Sales**

Social media platform such as Tiktok, Instagram, and Shopee serve as the primary channels for the massive promotion of Korean skincare products. Young women are often exposed to advertisements and promotion for these products on these platforms.

“Their marketing in terms of packaging is very attractive, and they promote through social media.” (Alin, 2024)

“I’ve ever asked on my Instagram for a brightening mask recommendation, but none responded. Then, I came to search on Shopee (online shopping platform) and while scrolling, I came across the Mary and May sheet mask.” (Eirene, 2024)

“While searching, I found a TikTok video about a skincare product that provides both moisturizing and cooling effects. So, I decided to buy Nature Republic’s Aloe Vera gel for moisturizing and cooling effect on my skin. That’s how I first got into Korean skincare.” (Ulandari, 2025)

These statements indicate that social media and digital platforms play a crucial role in introducing Korean skincare products to young women. Attractive packaging and massive promotions serve as strong selling points. Additionally, these digital platforms provide accessibility, making it easier for users to search for information and purchase skincare products effectively.

### **Influencers**

Influencers are considered to play an important role in introducing and promoting Korean skincare products to consumers, especially young women (Huda & Karsudjono, 2024). In the digital era, young women often rely on influencer recommendations before deciding to purchase a product. Influencers not only introduce products but also provide detailed reviews, sharing their personal experiences and comparing them with similar products.

“I was scrolling through TikTok when an influencer introduced BOJ (Beauty of Joseon) products.” (Eirene, 2024)

“There are many product reviews on the internet, including store reviews.” (Syaffa, 2024)

“During the COVID-19 era, my skin was breaking out, and I was unsure what to use. I had tried various skincare products, but none seemed to work. Then, while casually scrolling through TikTok and YouTube, I saw that Skin Angel products were highly recommended. I decided to try them because they were going viral, and many beauty vloggers and influencers were reviewing them.” (Anggun, 2025)

These statements suggest that recommendations from influencers, especially those with similar lifestyles or skin concerns are perceived as more relatable and trustworthy. Reviews and product evaluations on digital platforms and social media serve as primary sources of information for young women, who rely on such content to understand the pros and cons of a product before making a purchase. The viral nature of products on social media and endorsements from popular influencers significantly impact teenage purchasing decisions. This indicates that young women tend to follow trends and recommendations, particularly when a product receives widespread positive reviews from the trusted and well-known influencers.

### **Korean Trends**

Korean pop culture, including K-dramas, has also influenced young women’s interest in Korean skincare products. Teenagers are often inspired by the beauty standards portrayed in Korean drama. The representation of healthy, radiant, and glowing skin in South Korean dramas is one of the factors that drives young women to try and consume Korean skincare products.

“I watch Korean dramas, and that makes me even more interested in Korean skincare.” (Syaffa, 2024)

This indicates that the beauty standards depicted in Korean dramas, such as bright and flawless skin, serve as a source of inspiration for young women. They become interested in trying Korean skincare products in an effort to replicate the beauty ideals presented in Korean pop culture. This reflects the strong influence of entertainment media in shaping consumer preferences.

“Since I watch K-dramas, I told myself, ‘Wow, Korean skincare must be really good.’”  
(Sherlly, 2025)

This statement reinforces that Korean dramas are not just a form of entertainment but also shape young women’s perceptions of beauty. It also demonstrates that entertainment media can be an effective marketing tool.

The statements from the informants illustrate that young women today are highly influenced by social media promotions, influencer recommendations, and Korean cultural trends when selecting skincare products. Social media and digital platforms make information easily accessible, while influencers and Korean pop culture serve as sources of inspiration and trust in Korean skincare products. This highlights the central role of digital marketing and pop culture in shaping young women’s preferences and purchasing decisions.

### **Risk Anticipation**

This study reveals that when selecting Korean skincare products, young women are not only attracted to massive promotions but also consider various risks, such as online fraud or product incompatibility to their skin type. To minimize these risks, they apply different anticipatory strategies.

“I prefer to buy offline when trying the product for the first time because I can see the tester.”  
(Alin, 2024)

“I adjust according to my skin type and read the active ingredients used.” (Syaffa, 2024)

These statements indicate that one another way informants to minimize risk is by purchasing products directly from the physical stores, allowing them to see and try testers before making a purchase decision. Buying products in store provides access to the direct inquiries about product ingredients and their functions for the skin. This information helps ensure the benefits and effectiveness of the product before committing to a purchase. It also reassures young women by reducing concern about potential risks.

“I ask my friends, ‘Have you ever tried this? What do you think?’” (Sherlly, 2025)

“I look for the reviews from other people. But since there are many buzzers on the internet, I prefer to gather information both online and by asking friends who have used the product to get their opinions.” (Syaffa, 2024)

These statements show that informants also rely on their friends’ opinions as a source of information before purchasing skincare products. These opinions serve as direct testimonials from individuals who have previously used the product. However, informants still would compare these opinions with the reviews from other users on digital platforms.

The statements from informants indicate that young women take various measures to anticipate risks when purchasing Korean skincare products. They do not solely rely on promotions or advertisement but also seek information through reviews, study product compositions, and ensure compatibility with their skin type. This demonstrates that while young women are interested in Korean skincare products, they remain cautious and selective in their choices. These risk anticipation efforts reflect their awareness of the importance of product safety and quality, as well as their desire to avoid fraud or incompatibilities that could be harmful.

The consumption patterns of young women regarding Korean skincare products result from the interaction between internal motivation, external influences, and caution in product selection. These

three aspects are interconnected, forming a cycle that influences their purchasing decisions. Internal motivation stems from the needs of young women to maintain and enhance their appearance. The prevailing beauty standards which develop in society, particularly those influenced by Korean pop culture; drive them to seek skincare products that help achieve healthy and radiant skin. This desire serves as the primary factor that attracts them to Korean skincare products.

External influences play a significant role in shaping young women's consumption decisions, particularly through massive promotions on social media, the role of influencers, and the rising popularity of Korean culture. This aligns with Park & Lin (2021), who found that exposure to promotions via social media does not only increase brand awareness, but also significantly impacts teenagers' purchasing decisions. Social media as a media to widely introduce Korean skincare products, creating a positive perception of the quality and effectiveness. Trust in influencers with similar lifestyles or skin types further strengthens their interest in specific products.

However, although influenced by trends and promotions, risk anticipation remains a key consideration in the consumption process. This is supported by the findings of (Anggriani & Athar, 2017), which indicates that consumers tend to be more cautious and deliberate in making purchasing decisions. Young women tend to be cautious and implement various strategies to ensure product safety and compatibility before using them. These strategies include seeking information through user reviews and testimonials, studying product compositions, and adjusting and considering the skin care product based on their skin type. This finding aligns with Choi & Kim (2022), who revealed that consumers' trust in online reviews and testimonials from other users play a significant role in shaping interest and loyalty toward certain products.

In the context of the Theory of Planned Behavior (TPB), attitudes toward behavior play a crucial role in forming the initial decision to use South Korean skincare. Young women who have a positive attitude toward Korean skincare tend to be more confident in using it. This relates to an independent lifestyle, where they begin to build an understanding and awareness of products that suit their personal needs. This process involves independent researches, reading reviews, and gathering information before making a purchase decision. This aligns with the concept of independence defined by (Utari, 2017), which emphasizes an individual's ability to understand their strengths and weaknesses and develop strategies to achieve their goals, including selecting skincare products.

#### **4. CONCLUSION**

Based on the results and discussion above, the consumption of Korean skincare among young women is not solely driven by aesthetic factors but also by an awareness of product safety and quality. This is demonstrated by the interaction between internal motivation (appearance needs), external influences (promotional effects), and a careful product selection. These factors collectively shape young women's consumption patterns in using skincare products. The findings of this study provide new insights of skincare consumption behavior as part of young women's lifestyles. Their purchasing decisions are not impulsive but rather selective and critical in determining products that suit their needs. This process reflects a balance between the motivation to enhance their appearance, the influence of their social environment, and caution in anticipating potential risks associated with skincare product use. These findings serve as a reference for the beauty industry in developing marketing strategies based on real consumer experiences (experiential marketing). Additionally, they highlight the importance of influencers and content creators in presenting the contents that go beyond mere promotion, incorporating more educational aspects on product safety and suitability.

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