

How Do International Students Idealize Beauty Standards? A Study of Vietnamese Students Living in Korea

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Abstract

In the last decade, Korean culture has progressively facilitated the assimilation of appearance-related norms established by modern Korean society among young generations in Vietnam. Of note, Vietnamese consumers residing in Korea, under the influence of diverse sociocultural factors, are aligning themselves with an ideal standard of Korean beauty through cultural adaptation. This study explores how Vietnamese students internalize Korean beauty standards and the resultant negative behavioral reactions. We investigated the effects of sociocultural pressures (media, in-group, and out-group pressure) on risky appearance management and irrational purchase behavior by mediating sociocultural internalization toward appearance. We tested how the mechanism underlying these variables differs based on how long one has resided in Korea. A total of 213 female participants were surveyed online. The research model was tested using structural equation modeling through AMOS 22.0. The findings show that media and out-group pressure significantly increased sociocultural internalization, which led to consumer behavior in the form of risky appearance management and irrational purchases. The influence of internalization on consumption behavior was stronger for short-term residents of Korea. This study contributes to the literature on acculturation by investigating how foreign consumers accept the host country's ideal beauty standards.

Key words: Acculturation, Sociocultural pressure, Sociocultural internalization, Appearance management behavior, Irrational purchase behavior

I. Introduction

Traditional borders between nations have become increasingly blurred because of advancements in transportation, telecommunications, and media and information technologies, as well as accelerating globalization (Steger, 2013). Globalization is a phenomenon whereby countries are interconnected through diverse relationships, ranging from business and technology, to geopolitics, travel, media, and culture. It encourages people to gain opportunities to share and ac-

quire knowledge, and new perspectives and worldviews. Specifically, it has led to acculturation, which means respecting and embracing different cultures. A remarkable example of acculturation driven by interactive media channels can be the Korean wave (or Hallyu) (Cleveland, 2018). Hallyu is progressively broadening its influence to encompass various aspects of Korean culture, such as fashion, cosmetics, lifestyle, and food. One of the most significant factors contributing to the Hallyu is the attractive appearance of Korean celebrities and idols (Jang et al., 2021), as well as Korean females (Kang et al., 2020). This is attributed to the internalized ideal of beauty within

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Korean society, conveyed to global consumers through media content such as K-pop and K-dramas (Yu, 2016). These contents serve to enhance global consumers' interest in the beauty standards of Korea (Park et al., 2020).

From a report on the economic effects of Hallyu, the Hallyu sentiment (i.e., the growth or decline of Hallyu) and status (i.e., the current popularity of Hallyu) indices showed high scores in 11 countries, including Vietnam, Singapore, and Indonesia (Jun et al., 2016). Among several Southeast Asian countries, Vietnam has emerged as a major nation actively embracing Hallyu (Lee & Kim, 2019). For instance, in the Vietnamese cosmetics import market, South Korea's share has consistently increased, securing the top position for five consecutive years. In terms of market share, it has reached approximately 50% (Korea International Trade Association, 2020). Moreover, based on the results of trend research in Vietnam, a significant preference for Korean fashion styles has been observed, particularly among the key consumer demographics of Millennials and Generation Z (the MZ generation). This indicates that their beauty standards are undergoing transformation through the consumption of various Korean-related content, signifying a sustained increase in consumption for grooming and appearance management.

Despite the current circumstances marked by a rising trend of active engagement with Korean culture among young Vietnamese consumers, a noticeable gap exists in academic research regarding the acculturation phenomenon resulting from the beauty consumption culture of Korea. Existing literature on Hallyu acceptance among Vietnamese consumers primarily delves into how Hallyu influences emotional and behavioral attitudes towards the country image (Jeong et al., 2017), Korean brands and products (Jeong, 2020; Lee & Kim, 2019). Given the market power of Vietnam's MZ generation as a leading consumer group, recent studies have explored the dimensions of consumption value pursued by young Vietnamese (Choo et al., 2022) and the role of information sources (such as YouTubers) as their communication

channels for Korean culture (Kim & Choo, 2023). However, these previous studies have two main limitations. Firstly, they predominantly focus on a marketing perspective that practically utilizes the ripple effects of Hallyu. Secondly, due to their concentration on Vietnamese local consumers, there is a lack of understanding regarding the phenomenon of acculturation, wherein individuals residing in Korea genuinely experience and assimilate into Korean culture.

To address this gap, this study aims to empirically comprehend the acculturation process in beauty consumption culture by targeting the young generation of Vietnamese residing in South Korea. Considering the global expansion of Hallyu and the dissemination of K-contents that deliver ideal beauty standards in Korea, investigating whether one's idealized beauty in their own and other cultures is properly balanced and accepted is both timely and significant. To elaborate on this research objective, we focus on sociocultural pressures (Thompson et al., 1999) and attitudes towards appearance (Heinberg et al., 1995) as a theoretical background. Despite the cultural difficulties or conflicts that may arise while accepting different cultures in host countries (Kang et al., 2020; Kim et al., 2018), few studies have emphasized how people, like immigrants, pursue idealized beauty standards in the host country, considering both globalized standards and localized reproductions. Especially, migrants living in Korea are more frequently exposed to a social atmosphere that values beautiful appearance; thus, sociocultural pressure to manage one's appearance can significantly impact their beliefs and attitudes toward beauty standards.

Therefore, this study delves into how Vietnamese female students residing in Korea internalize the ideal beauty standards of Korea, under the influence of sociocultural pressures, including those from the media, in-group (Vietnamese friends), and out-group (Korean friends) dynamics. Vietnamese students not only fall within the MZ generation age group criteria but also hold the second-highest rank among those who come to Korea for study (Cho, 2017). They may embrace ideal beauty standards portrayed in the media (Thomp-

son et al., 2004), which often contains incomplete, inaccurate, and biased content. Additionally, they may develop beauty standards against which they judge themselves and others by interacting with Korean or Vietnamese students. This study verifies the effects of ideal beauty internalization driven from sociocultural pressures on negative consequences such as risky appearance management and irrational purchase behavior. The acculturated beauty phenomenon is elucidated by testing the moderating effects of residence period in Korea. Long-term residents (vs. short-term) may exhibit more Korean-dominated beauty perceptions, resulting in less risky appearance management and irrational purchase behaviors. The findings contribute to the limited literature on acculturation, providing insights into how globally idealized beauty can be locally adopted and reproduced.

II. Theoretical Background and Hypotheses

1. Sociocultural Internalization

The Sociocultural Attitudes Towards Appearance (SATA) is described as the strength of the recognition and assimilation of norms concerning appearance created by modern culture and media channels (Heinberg et al., 1995; Izydorczyk & Sitnik-Warchulska, 2018). Heinberg et al. (1995) developed the SATA Questionnaire (SATAQ) to assess women's acknowledgment and acceptance of socially endorsed appearance standards. SATAQ comprises two dimensions: awareness and internalization. Cafri et al. (2005) elaborated that awareness involves processes within conscious awareness, while internalization assesses more latent self-schema. Essentially, internalization of one's ideal appearance refers to the profound incorporation or acceptance of values that influence attitudes or behavior, in contrast to awareness, which simply denotes the knowledge of existing standards for ideals (Thompson et al., 1999; Thompson & Stice, 2001). According to Thompson et al. (2004), internalization involves the absorption of societal norms regarding body size and appearance, leading to behavioral adaptation to con-

form to these norms. Moreover, internalization of one's ideal appearance extends beyond facial attractiveness, to encompass body ideals such as a slim physique and low body fat for females, and a muscular body shape for males (Anić et al., 2022; Choo et al., 2019; Hong, 2006). Therefore, in exploring the acculturation phenomenon of how Vietnamese students living in Korea integrate and assimilate Korea's societal appearance norms, this study underscores the sociocultural internalization of overall appearance, encompassing both facial and bodily ideals, representing an active endorsement of ideal appearance.

Root (1990) argued that members of all cultural and ethnic groups within a society are exposed to the norms and standards of the dominant culture. White Americans have ruled American culture and their aesthetic standards have become determinant and normative targets for ideal beauty standards (Cheng, 2014). Following the beauty standards of the dominant or host country can be considered a form of acculturation. According to Graves (1967), in the process of acculturation, individuals can experience a change in their customs, attitudes, behaviors, beliefs, and values as a result of continuous contact and interaction with another culture. For instance, Poloskov and Tracey (2013) revealed that the relationship between acculturation toward dominant US culture and body dissatisfaction was fully mediated by the internalization of US standards of female beauty among Mexican American college women. This result can be generalized to the Korean and Vietnamese contexts. The Westernization of Korea in the 1980s led modern Korean society to accept more Western standards of appearance (Shin & Rutkowski, 2003). Thus, young Vietnamese students living in Korea can recognize the dominant beauty standards of Korean society in the course of acculturation, and decide to adopt, reject, or reproduce those standards as important values for them.

2. Sociocultural Pressure toward Appearance

Perceived sociocultural pressure is commonly defined as an individual's recognition and acknowledge-

ment of specific ideals and standards imposed by society through various influence mechanisms, such as encouragement, modeling, and teasing (McCabe & Ricciardelli, 2001). Sociocultural pressure on appearance represents an external force that compels individuals to adopt society's preferred body image as their ideal, leading to various appearance-related behaviors (White & Halliwell, 2010). This concept aligns with social reinforcement or sociocultural influence and has been primarily discussed in the context of ideal body image issues and eating disturbances (Stice, 2002). Furthermore, when measuring sociocultural pressure, some studies treat the concept as unidimensional (Choo et al., 2019; Maftai & Merlici, 2023), while others differentiate between the various sources or entities that impose sociocultural pressure on individuals, systematically assessing the impact of each pressure source independently (Rodgers et al., 2024; You et al., 2018). Our focus is on the latter approach, aiming to highlight the distinct role of different types of sociocultural pressure.

Thompson et al. (1999) developed the tripartite influence model, which proposes that three formative pressures (i.e., media, peer, and parents) affect body image and eating problems via two primary mechanisms: appearance comparison and internalization of the thin-ideal. According to this model, numerous studies have indicated that sociocultural pressure regarding appearance ideals is conveyed to women by various messengers, including media sources (e.g., TV, magazines, social media; Anić et al., 2022; Rodgers et al., 2024), significant others (e.g., family, peers; Anschutz et al., 2008; Rodgers et al., 2011; Shin et al., 2017), and societal norms (Rodgers et al., 2024). Consequently, these perceived pressures lead individuals to internalize these ideals, such as muscularity, thin/low body fat, and overall attractiveness (Anić et al., 2022).

From the perspective of acculturation, people from foreign countries may perceive sociocultural pressures toward the host country's ideals through various agents. Acculturation occurs because of double sets of agents between the culture of origin and new migra-

tion culture from family, friends, media, and institutions (Peñaloza, 1994). Numerous studies exploring sociocultural pressures related to appearance have primarily concentrated on the impact of the media and individuals with strong relationships (i.e., in-group pressure) on body evaluation or body ideal internalization (Menzel et al. 2011; You et al., 2018). Nevertheless, these studies tend to overlook the influence of individuals with weaker relationships (i.e., out-group pressure). In the cross-cultural setting, migrants like international students are surrounded by people with different cultural backgrounds and influenced while adapting the culture. Indeed, international students may especially feel the sociocultural pressure through various agents from their in- and out-group members. They are constantly exposed to two sets of norms: those of the country of origin and those of the receiving society (Baolian Qin, 2009). That is, their awareness and internalization toward appearance are influenced by people who have different genetic identities from themselves, not only from in-group members. Therefore, in addition to the pressures presented in the tripartite influence model, it is important to examine the effect of pressure from the out-group, which is distinguished around similarity, on sociocultural internalization.

Based on the tripartite influence model developed by Thompson et al. (1999) and the group segmentation approach from Sumner (1906), we classified sociocultural pressures into media, in-group, and out-group pressure. These sociocultural pressures to comply with standards for ideals can result in the internalization of ideal appearance (Thompson & Stice, 2001). As mentioned above, many studies have revealed the positive effect of sociocultural pressures of appearance ideals on individuals' internalization based on the tripartite influence model. The explanation of the relationship between each pressure and sociocultural attitude are as follows.

1) Media Pressure

The media strongly impacts human choices and behavior and thoughts. Recent media outlets such as

fashion magazines, TV, and social media are influential to emphasize, reinforce, and exaggerate the universal features of beauty (Ahmadpanah et al., 2019; Dávila et al., 2018). Among various media channels, social media has the substantial power to define and perpetuate the idealized body image for women (Mills et al., 2018).

According to the literature on psychology and media, repeated social media exposure may reinforce the strength of internalization of body ideals (Lee & Lee, 2021; Strubel et al., 2018). Ahmadpanah et al. (2019) argued that social media can facilitate certain criteria of beauty and body shape, which can extend the gap between individuals and socially idealized body shapes among young adults. For instance, appearance-related activities such as viewing photos of attractive women or friends on social media can predict the internalization of body ideals (Meier & Gray, 2014; Mingoia, 2019). You et al. (2018) examined the mechanism between sociocultural pressures (i.e., media, peer, parental) and body esteem by mediating the internalization of the thin-ideal. The results showed that media pressure was the strongest predictor of internalization, followed by peer pressure, but not parental pressure. Thus, we proposed the following:

H1: Media pressure toward appearance positively influences sociocultural internalization of ideal appearance.

2) In-group Pressure

A group with a strong sense of community among members is defined as an in-group, and each individual acquires a sense of self-identity and learns about the criteria for judgment and behavior through the in-group (Sumner, 1906). Typically, an in-group signifies potential genetic relatedness, such as ethnicity and nationality (Ben-Ner et al., 2009). Thus, the in-group represents individuals sharing the same ethnic identity and possessing a psychological sense of belongingness, indicating a collective understanding of language, behavior, values, and national history within the group (Rogler et al., 1980).

Sussman and Truong (2011) asserted that immigrants are significantly influenced by the thoughts and actions of individuals in the in-group, including their family or ethnic group. In this study, the participants are Vietnamese female international students residing in Korea. They typically spend a substantial part of their day at school. This implies that among their various social networks established in Korea, the group where Vietnamese students can experience the strongest intimacy and belongingness consists of their fellow Vietnamese peers living in Korea. Considering the daily lives of international students in Korea, the pressure from peers who share the same genetic relatedness may play a significant role in predicting negative self-evaluations of their appearance.

Ferguson et al. (2011) highlighted the necessity of understanding peer influence on body dissatisfaction by indicating that peer comparisons may be more powerful than comparisons to the images presented by the media. Expectations regarding appearance are often delivered through conversations in peer groups that reflect messages of managing one's body shape and weight (Stice et al., 2003). For instance, Sheldon (2013) surveyed 283 college students and found that peer influence is more important than parental influence on body image recognition. Shin et al. (2017) suggested that peer pressure indirectly affects body satisfaction by mediating the thin ideal internalization of Korean female college students. Menzel et al. (2011) evaluated respondents' subjective assessment of interpersonal influences to experience cosmetic surgery procedures from family, media, female and male peers, and significant others and found that both internalization and body satisfaction mediate the effect of perceived pressure on attitudes towards cosmetic surgery. Thus, we propose the following:

H2: In-group pressure toward appearance positively influences the sociocultural internalization of ideal appearance.

3) Out-group Pressure

A group with a sense of heterogeneity or hostility is

defined as an out-group, and it becomes possible for people to recognize the diversity of judgment and behavior as distinct from their own through the out-group (Sumner, 1906). Sociocultural characteristics like ethnicity, religion, and culture serve as the foundation for distinguishing between in-group and out-group members (Ben-Ner et al., 2009). In terms of acculturation, the dominant section of society prefer that immigrants adopt the mainstream culture (Zagefka & Brown, 2002), and expect them to assimilate (Dovidio et al., 2016). For Vietnamese international students, Korean women may constitute an out-group. Despite the absence of a robust social bond between Vietnamese international students and Korean women, immigrants, including international students, may perceive pressures emanating from the appearance and appearance-related practices of Korean women.

However, there is insufficient information on the direct effect of out-group pressure as a primary predictor affecting the sociocultural internalization of appearance. Nevertheless, the present study identified theoretical grounds that can explain the relationship between the two variables through several previous studies. According to Baolian Qin (2009), Chinese adolescents who immigrated to the US reported that they felt pressured to present the gender image required by the out-group, such as American students whom they met at school, and to manage their appearance so that it would not be evaluated as old-fashioned. Nam et al. (2014) explored how foreign students in Korea experience and evaluate Koreans and Korean culture. In their study, foreign students invested more time and effort in managing their appearance than before they came to Korea because they wanted to or should look like Korean students. Likewise, Kang et al. (2020) observed that Vietnamese female students assimilate the Korean beauty ideals by observing the appearances of Korean women. We anticipated that the fashion trends and makeup styles embraced by typical Korean women could shape the perceptions of Vietnamese female students regarding ideal appearance standards. This expectation stems from their shared age group, despite the disparities in ethnic and

cultural backgrounds. In summary, the findings of previous studies show that the out-group can influence individuals' internalization of idealized beauty. Thus, we proposed the following:

H3: Out-group pressure toward appearance positively influences sociocultural internalization of ideal appearance.

3. Consumer Behaviors as Outcomes of Sociocultural Internalization

Individuals who internalize ideal appearance standards desire to achieve these ideals and modify their behavior accordingly (Schaefer et al., 2015; Thompson et al., 2004). Cleveland and Laroche (2007) asserted that culture plays a pivotal role in shaping consumer attitudes, behaviors, and lifestyles more significantly than any other factor. It can influence various consumption behaviors, including the purchase and use of products and services. Recent studies underscore the critical role of psychological closeness and attachment of Asian female consumers to Korean culture as drivers for increasing their purchase intention of Korean products (Han et al., 2022; Wang & Lee, 2019). However, existing research predominantly emphasizes the positive halo effect of Korean culture by focusing on the psychological mechanisms that stimulate the acceptance of Korean products or services among foreign consumers. This creates a gap in understanding the negative outcomes experienced by consumers from other regions in the cultural adaptation process.

Nevertheless, we observe a phenomenon among Asian international students residing in Korea, manifesting as negative aspects associated with the adoption of beauty ideals in Korea. These students unwittingly replicate and reproduce mainstream Korean culture, which places significant emphasis on both time and financial investment in appearance. Consequently, these students engage in undesirable and unhealthy mimic behaviors similar to those pursued by Koreans to enhance their appearance (Kang et al., 2020; Nam et al., 2014). Within sociocultural attitudes

influencing negative psychological outcomes, the literature extensively documents the effects of internalization on body dissatisfaction and disturbed eating in general (Keery et al., 2004; Moreno-Domínguez et al., 2019; Nouri et al., 2011). However, the exploration of how sociocultural internalization of appearance ideals can induce somewhat extreme consumption behaviors is under-researched. Specifically, there is scarce information on the influence of the acceptance of Korean culture on the intention to consume Korean lifestyle products and services from the perspective of consumer acculturation, especially in the context of emerging countries, such as Vietnam (Choo et al., 2023).

Thus, our focus is negative consumption behavior (i.e., risky appearance management and irrational purchase behavior) resulting from the sociocultural internalization of Korean beauty standards among female Vietnamese students in Korea.

1) Risky Appearance Management Behavior

Appearance management involves all activities and thought processes leading to the purchase and wearing of clothing items, as well as processes of body modification (Kaiser, 1997). It is a process of grooming or preening in humans and may be used cross-culturally to satisfy impression formation and management functions (Aune & Aune, 1994). Johnson et al. (2007) stated that appearance management indicates the assessment of the social consequences of one's appearance.

Several studies were conducted to test the effect of sociocultural factors on body shape management by comparing the body image between Asian and Western people, because individuals' ideal body image is dependent on their own culture or social conventions. For example, Kelly et al. (2015) reported that Asian American men supported higher body image concerns than did White and Black men. Asian American men with binge eating patterns were more likely to exercise compulsively. Interestingly, as the importance of self-expression increases in modern society, some studies have measured appearance management behaviors in various ways such as plastic surgery intention (Shin &

Park, 2021), body-tanning (Yoo & Kim, 2012), or demands for appearance-enhancing products (Strubel & Petrie, 2016). Among the various approaches measuring appearance management, the present study focuses on an individual's intention to undergo plastic surgery and cosmetic procedures. Researchers stated that Korea has one of the highest rates of cosmetic surgery in the world, which is suggestive of the presence of negative body image (Lin & Raval, 2020). Noting Asian countries' (i.e., China, Vietnam) conspicuous demand for the offerings of the Korean cosmetic surgery in recent years (Davies & Han, 2011; Kang et al., 2020), this study examines the impact of the internalization of ideal beauty standards on risky appearance management behavior.

The relationship between sociocultural internalization and appearance management behavior has been proven through academic evidence. According to a survey of women in their 20s, participants with high sociocultural attitudes toward appearance seemed more interested in active appearance management such as weight management, plastic surgery experience, and make-up than those with low sociocultural attitudes (Kim, 2003). Hong (2006) verified that sociocultural internalization toward appearance is a significant predictor of both care for appearance and concern about weight. Kim and Wee (2015) investigated the positive impact of the sociocultural internalization of appearance standards on face, hair, and style management, whereas the effect of awareness on appearance was insignificant. The literature shows that sociocultural internalization, a process of adopting ideal appearance standards as one's own important values, may cause an individual to engage in additional appearance management behavior even it poses risks. Thus, we propose the following hypothesis:

H4: Sociocultural internalization toward ideal appearance influences risky appearance management behavior positively.

2) Irrational Product Purchase Behavior

Irrational purchase behavior refers to unreasonable

purchasing decisions that consumers make when they are influenced by various factors and can be subdivided into impulsive, compulsive, and excessive buying (Xinhui & Han, 2016). Generally, consumers do not pursue utility maximization or consider income constraints while making a purchase, and lack knowledge to evaluate consumer goods or services (Xinhui & Han, 2016). We consider impulsive buying irrational purchase behavior, especially when it involves Korean fashion products. Impulsive buying involves spontaneous purchase without any prior plans to buy the specific product (Beatty & Ferrell, 1998). The tendency to buy impulsively is centered on the occurrence of a sudden stimulus (Rook, 1987) and often leads to financial problems, or negative feelings such as guilt or disappointment (Dhandra, 2020). Impulsive buying is more relevant in the purchase of fashion products such as apparel and accessories in that consumers may use them to construct and express their self-identity (Dittmar et al., 1996; Forney & Park, 2009). As Korean culture has become one of the major trends in Asian countries, the familiarity and awareness of Korean products has increased among foreign consumers (Tjoe & Kim, 2016). We infer that foreign consumers in Korea are prone to engage in impulsive buying because their strong desire to bolster their self-image may be fulfilled by purchasing fashion products that grab their attention.

Lee (2008) found that adolescents who internalize idealized appearance standards as part of their value system have a great interest in clothing and tend to rely on it psychologically. They tend to show off by wearing unique clothes as outcomes of greater internalization of ideal beauty standards. From a cultural perspective, Chinese immigrant women with high levels of internalization of ideal appearance standards tend to enjoy shopping more often in Korea than in China and purchase more Korean fashion items (Choo et al., 2019). Kang et al. (2020) investigated the effect of the internalization of ideal beauty standards on consumption behavior among female Vietnamese students living in Korea and found that young consumers from Vietnam actively follow Korean women's fashion

styles and sometimes buy Korean cosmetics and clothing impulsively as a result of internalization. Based on these findings, we predict that the sociocultural internalization of a host country's ideal appearance standards leads to irrational purchase behavior among young Vietnamese people, especially of Korean fashion products. Thus, we propose the following:

H5: Sociocultural internalization of ideal appearance standards influences irrational product purchase behavior positively.

4. Residence Period in Korea

Acculturation is the process of cultural change and adaptation that takes place when individuals with different cultures meet and interact (Gibson, 2001). A significant factor that influences an individual's level of acculturation is the residence period in the host country. Acculturation is assumed by living in other cultures, some studies have evaluated acculturation indirectly through the duration of time spent in the host country (Stark- Wroblewski et al., 2005).

Studies on immigrants (e.g., international students) have reported that acculturation to a new environment results in changes in immigrants' lifestyles, habits, and/or consumption behaviors (Jun et al., 2014; Kizgin et al., 2018; Song & Kim, 2015; Stark-Wroblewski et al., 2005). Following and accepting dominant Korean appearance norms can be considered a general process of acculturation. Migrant women from foreign countries may have difficulty adapting to Korean society owing to their distinct appearance. Several studies have suggested that the levels of acculturation among women may be connected to the extent to which they feel pressured to attain and internalize the thin ideal. Among ethnic minorities, women who endorsed mainstream acculturation reported higher levels of internalization of the thin ideal (Chaker et al., 2015).

However, as cultural adaptation to Korean society does not unfold in the same way for every foreigner, it is necessary to understand the individual's characteristics in order to understand the acculturated beauty

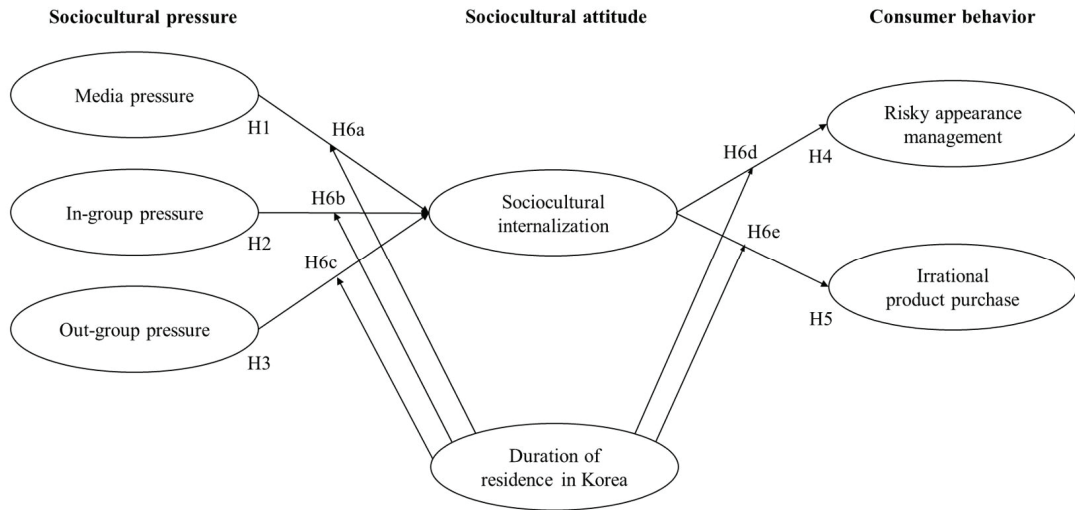


Fig. 1. Research model.

phenomenon in-depth. Evidence has shown that based on the duration of residence in a new country, there may be differences in the patterns or the strength of acceptance or reproduction of the country's prevalent culture, values, and norms. Song and Kim (2015) empirically found that the duration of residence of Chinese international students in Korea was highly associated with the level of subjective acculturation. They confirmed that Chinese international students living in Korea for over 18 months had a more positive attitude toward Korean traditional food and a higher frequency of eating it. In Lee (2019), the examination of 260 Uzbek students in Korea showed that consumers with short-term residence sprints in Korea had a high intention to purchase Korean fashion products. Further, female international students buy more Korean fashion products than their male counterparts. Kang et al. (2020) conducted focus group interviews with 12 Vietnamese female international students and found that those of them who had lived in Korea for less than a year had a relatively higher tendency to idealize Korean women and invest significant effort toward improving their appearance, such as by buying apparel and cosmetics or imitating Korean makeup styles.

The above studies have shown that the duration of residence of international students plays an important

role in affecting the degree of assimilation in Korean culture. The longer the duration of residence in the host country, the more flexible the international students are when it comes to coping with the host country's customs and culture. However, despite the close relationship between residence period and cultural adaptation, a few studies have presented the effect of the length of residence on the process of sociocultural internalization toward appearance in the cross-cultural context. Based on prior findings, we predict that an individual's residence period in Korea can moderate their sociocultural pressures and internalization, and consumer behavior. We expect that international students with relatively short residence periods in Korea will show more negative consumption behavior as a result of sociocultural internalization, which is affected by the pressure to maintain an ideal appearance.

H6: The residence period in Korea will moderate the relationships between sociocultural pressures (a: media, b: in-group, c: out-group), sociocultural internalization, and consumers' consumption behavior (d: risky appearance management, e: irrational purchase).

III. Methodology

1. Data Collection and Analysis

Female Vietnamese students in Korea were selected to participate in this study. The literature on body image and appearance has shown that women experience greater cultural pressure to enhance their appearance, are socially evaluated more harshly for their appearance, and tend to identify with their bodies as an important part of their self-worth and interpersonal outcomes when compared to men (Fredrickson & Roberts, 1997; Jones et al., 2004). Generation Z in Vietnam indicates as people born between 1990 and 2005 (Nguyen, 2019). We targeted Generation Z as participants. With the expansion of Hallyu since 2012, it was not only assimilated into Vietnamese consumers' lifestyles but also influenced their cultural formation (Lee, 2018). Generation Z in Vietnam was greatly influenced by Korean styles and images in K-content (e.g., Korean dramas, K-pop, etc.) while purchasing Korean products such as cosmetics or fashion products (Jeong, 2020; Nguyen, 2019). From a cultural perspective, young Vietnamese international students tend to experience various sociocultural pressures toward ideal beauty while living in Korea, which can affect their internalization and consumption practices. To conceptualize and explore the acculturation process in beauty consumption, which indicates one's idealized beauty in one's own culture and other culture is well-balanced and accepted, this study focused on Vietnamese female students studying in Korea.

An online survey was conducted through the Qualtrics survey software after approval was received from the Institutional Review Board (IRB No. 1912/003-010). We recruited participants through an online survey link. Female Vietnamese international students who were interested in taking the survey voluntarily clicked on the link they received. We randomly drew names from the full list of participants and the winners received gift coupons. A total of 213 questionnaires were used for the analysis, after excluding the incomplete ones. The data were analyzed with SPSS 26.0 for

descriptive statistics, and frequency and reliability analysis. AMOS 22.0 was employed for confirmatory factor analysis (CFA) and structural equation modeling (SEM) analysis.

2. Measurements

All measurement items were adopted from prior studies and revised for this study. Three types of socio-cultural pressure containing media (4 items), in-group (4 items), and out-group pressure (4 items) were adopted from Stice et al. (1996) and Forbes and Jung (2008). The scale of internalization with five items was adopted from Heinberg et al.'s (1995) SATAQ. The scale of risky appearance management behavior was selected and modified with three items from Gim et al. (2009). For irrational consumption behavior, three items were derived from Chang (2009) and Forney and Park (2009). All items used were measured with a seven-point Likert scale (1="strongly disagree" to 7="strongly agree"). The participants' demographic data, including age, affiliation, duration of residence in Korea, and motivation to study abroad, were collected. To identify comprehensive consumption practices of Vietnamese students toward Korea, personal characteristics such as the usage of social media, the type of Korean culture they are most interested in, and monthly expenditure for buying cosmetics and clothes were investigated.

3. Participant Characteristics

By age, most participants were in their 20s (88.3%), followed by those in their 10s (10.3%), and those in their 30s (1.4%). Undergraduate students accounted for most of the sample (44.6%), followed by students attending language schools (39.4%), graduate students (9.9%), and others (6.1%). Approximately 50.2% of the participants had lived in Korea for one year, 26.8% between one and three years, 20.2% between three and five years, and 2.8% between five and eight years. The main reasons for studying in Korea were to obtain a professional degree (26.8%), work in a Korean com-

pany in Korea (20.7%), work in a Korean company in Vietnam (20.2%), participate in a student exchange program (10.3%), personal interest in Hallyu (8.9%), and others (13.1%).

Many Vietnamese international students experienced Korean culture through various channels. The mainstream media that the participants used to engage with Korean culture were YouTube (86.4%), Facebook (86.9%), and Instagram (46.9%). The participants showed considerable interest in Korean dramas and shows (71.4%), cosmetics (68.1%), K-pop stars (58.2%), fashion (50.7%), and food (40.8%). Approximately 58.2% of the participants spent less than 100,000 KRW each month on cosmetics and clothes, 25.4% spent between 100,000 and 200,000 KRW, and 16.4% spent over 200,000 KRW.

IV. Results and Discussion

1. Testing the Measurement Validity and Reliability

Before testing the hypotheses, we identified the reliability and validity of the measurement. CFA was performed to test the convergent and discriminant validity of the measured items statistically. The measurement model's fit indices showed a satisfactory model fit: $\chi^2 = 330.785$ ($df = 153$, $p < .001$), CFI = .936, GFI = .862, NFI = .890, TLI = .921, RMSEA = .074.

In the CFA results, three items with low factor loadings were removed for each independent variable representing sociocultural pressures (e.g., "I think Korean women appearing on TV and social media seem to talk a lot about appearance management.", "I think my Vietnamese friends at university or language school are interested in appearance management.", and "I feel more pressured to lose weight when I meet Korean women at school or on the streets.") from the initial set of 23 items. As seen in <Table 1>, our instrument demonstrated convergent validity, as all factor loadings ranged from .696 to .962 (>.60 threshold; Bagozzi & Yi, 1988). The average variance extracted (AVE) for each construct ranged from .619 to .777

(>.50 threshold; Bagozzi & Yi, 1988), and the composite reliabilities (CR) of all constructs ranged from .829 to .900 (>.70 threshold; Nunnally & Bernstein, 1994). Cronbach's alpha values for the composite reliability of the items ranged from .800 to .911 (>.70 threshold; Nunnally & Bernstein, 1994). The discriminant validity test found that the AVE values of all the constructs exceeded the squared value of their correlation coefficients. <Table 2> indicates that the AVE values of all the variables exceeded the correlation-squared value. Thus, the standards of discriminant validity were satisfied.

2. Testing the Hypotheses through Structural Equation Modeling

This study conducted SEM analysis to verify the effect of sociocultural pressure from the media, and the in- and out-groups on consumer behavior mediated by sociocultural internalization. The structural model's fit indices were acceptable: $\chi^2 = 351.381$ ($df = 160$, $p < .001$), CFI = .931, GFI = .855, NFI = .882, TLI = .919, RMSEA = .075. All proposed relations were statistically supported, except for the effect of in-group pressure on sociocultural internalization. The positive effect of media pressure on the internalization of ideal beauty was significant ($\beta = .383$, $p < .01$), thus supporting H1. However, in-group pressure to manage one's appearance had no significant effect on the internalization of ideal beauty ($\beta = -.038$, $p = .644$). Therefore, H2 was rejected. These findings were inconsistent with previous studies indicating that sociocultural pressure from close friends and family can affect sociocultural attitudes toward appearance, specifically on the internalization of ideal beauty (Choo et al., 2019; Stice et al., 1996). Out-group pressure positively affected the internalization of ideal beauty ($\beta = .513$, $p < .001$), thus supporting H3. These results suggest that for Vietnamese female students residing in Korea, Korean women or famous Korean celebrities played the most important role in their recognition of ideal beauty and internalization of aesthetic standards for becoming beautiful. However, it was found that female

Table 1. Measurement validity and reliability

| Constructs | Factor | Items | Factor loadings | AVE | CR | Cronbach's α | | | |
|------------------------|-----------------------------|---|-------------------|------|------|---------------------|------|------|------|
| Sociocultural pressure | Media pressure | I feel more pressured to manage my appearance when I watch YouTube videos featuring Korean women. | .812* | .624 | .832 | .800 | | | |
| | | I feel more pressured to lose weight when I watch Korean dramas or K-pop music videos. | .696* | | | | | | |
| | | I feel like I need to take better care of my appearance when I watch Korean dramas or K-pop videos. | .854 ^a | | | | | | |
| | In-group pressure | I feel more pressured to manage my appearance when I meet my Vietnamese friends at university or language school. | .715* | | | | | | |
| | | I think my Vietnamese friends at university or language school usually talk about diet or plastic surgery. | .783* | | | | .619 | .829 | .825 |
| | | I feel like I need to take better care of my appearance when I get along with my Vietnamese friends at university or language school. | .856 ^a | | | | | | |
| | Out-group pressure | I feel more pressured to manage my appearance when I meet Korean women at school or on the streets. | .900* | | | | | | |
| | | I think many Korean women at school or on the streets try to be more beautiful. | .885* | | | | .777 | .913 | .911 |
| | | I feel like I need to take better care of my appearance when I meet Korean women at school or on the streets. | .859 ^a | | | | | | |
| Sociocultural attitude | Internalization | I tend to compare myself with Korean women or celebrities. | .770* | .583 | .875 | .873 | | | |
| | | I envy beautiful Korean women or celebrities. | .783* | | | | | | |
| | | I want to look like Korean women or celebrities. | .733* | | | | | | |
| | | I consider the beautiful appearance of Korean celebrities on TV and/or SNS ideal. | .722* | | | | | | |
| | | The beautiful appearance of Korean celebrities on TV and/or SNS makes me want to be slim. | .806 ^a | | | | | | |
| Consumer behavior | Risky appearance management | If I can afford it, I want to have liposuction surgery. | .743* | .753 | .900 | .893 | | | |
| | | If I can afford it, I want to undergo a cosmetic procedure (e.g., Botox, lifting, filler). | .962* | | | | | | |
| | | If I can afford it, I want to have plastic surgery (e.g., double eyelids, nose lift, chin, breast). | .884 ^a | | | | | | |
| | Irrational product purchase | I cannot wait to buy a new product from my favorite fashion brand. | .731* | | | | | | |
| | | I want to buy clothes that look attractive to me even if I have no plans to buy. | .826* | | | | .654 | .850 | .843 |
| | | I want to buy clothes that look attractive to me even if they are a bit expensive. | .864 ^a | | | | | | |

^a Loadings fixed to 1 in the unstandardized solution.

* $p < .001$

Table 2. Discriminant validity

| | (1) | (2) | (3) | (4) | (5) | (6) |
|---------------------------------|-------------------------|-------------|-------------|-------------|-------------|-------------|
| Media pressure (1) | .624^a | | | | | |
| In-group pressure (2) | .158 ^b | .619 | | | | |
| Out-group pressure (3) | .570 | .396 | .777 | | | |
| Internalization (4) | .543 | .202 | .527 | .583 | | |
| Risky appearance management (5) | .186 | .052 | .187 | .372 | .753 | |
| Irrational product purchase (6) | .099 | .007 | .102 | .218 | .208 | .654 |

^a The AVE for each construct is displayed diagonally.

^b Numbers below the diagonal are the squared correlation estimates between two constructs.

Vietnamese students were not affected by other Vietnamese women studying in Korea in cultivating the sociocultural internalization of ideal beauty. The positive relationship between sociocultural internalization and consumer behavior was verified. The influence of internalization of ideal beauty on risky appearance management ($\beta = .612, p < .001$) and irrational purchase ($\beta = .484, p < .001$) behaviors were statistically significant. Hence, H4 and H5 were supported.

To analyze the mediating role of sociocultural internalization between antecedents (media, in-group, and out-group pressure) and consumer behavior (appearance management and irrational consumption), we employed a bootstrapping method using AMOS 22.0 (Preacher & Hayes, 2008). The confidence interval was set to 95% and the number of resamples was set to 5000. The indirect effect of the sociocultural internalization between media pressure and consumer behavior was significant (appearance management: indirect effect = .187, $p = .06$; irrational purchase: indirect effect = .148, $p < .05$). The indirect effect of the sociocultural internalization between out-group pressure and consumer behavior was also significant (appearance management: indirect effect = .314, $p < .01$; irrational purchase: indirect effect = .248, $p < .01$).

3. Testing the Moderation Effect of the Duration of Residence in Korea

To test the moderating effect of the duration of residence in Korea, participants were median split into

sub-groups (Baek & Oh, 2021) based on whether their stay was short or long. Those who had lived in Korea for under 12 months were placed in the short-term resident group ($N = 107$) and those who had lived in Korea for longer than 12 months were placed in the long-term resident group ($N = 106$). We first conducted a configural invariance test to identify the similarity of the measurement structures between both groups. The fit indices for the structural model of the two groups were satisfactory: $\chi^2 = 582.760$ ($df = 306, p = .000$), CFI = .900, NFI = .820, IFI = .903, TLI = .876, RMSEA = .065. All factor loadings for the short-term resident group ranged between .657 and .954, and long-term resident group showed factor loadings that ranged between .650 and .962 ($> .60$) (Bagozzi & Yi, 1988). Next, a constrained model was compared with an unconstrained one to verify measurement invariance. The result showed that the variance of the chi-squared test was statistically insignificant ($\Delta\chi^2 = 9.174, df = 14, p = .820$), which supported the measurement invariance. Both groups had identical measurements for all potential variables. Hence, we proceeded with a multi-group SEM analysis based on a full measurement invariance model. To investigate paths that indicate significant differences between both groups, each path was separately tested using a chi-square difference between the constrained and unconstrained models.

<Table 3> summarizes the standardized path coefficients for each group and the results of the chi-square difference test, which showed significant differences between the paths of the two groups (short-

Table 3. Comparison of multi-group SEM analysis between two residence period groups (short-term vs. long-term)

| Paths | Std. estimate | | Chi-square difference (<i>df</i> = 1) |
|---|----------------------|--------------------------|---|
| | Short-term resident | Long-term resident | |
| H6a. Media pressure → Sociocultural internalization | $\beta = .317^{**}$ | $\beta = .298$ | Ns |
| H6b. In-group pressure → Sociocultural internalization | $\beta = .099$ | $\beta = -.168$ | Ns |
| H6c. Out-group pressure → Sociocultural internalization | $\beta = .480^{**}$ | $\beta = .549^{\dagger}$ | Ns |
| H6d. Sociocultural internalization → Risky appearance management behavior | $\beta = .741^{***}$ | $\beta = .472^{***}$ | 7.961 ^{**} |
| H6e. Sociocultural internalization → Irrational product purchase behavior | $\beta = .637^{***}$ | $\beta = .311^{***}$ | 8.626 ^{**} |

[†] $p = .06$, ^{**} $p < .01$, ^{***} $p < .001$

term and long-term). The link between media pressure on sociocultural internalization was significant only for the short-term group ($\beta = .317, p < .01$), but not for the long-term one ($p > .05$). The effect of in-group pressure on sociocultural internalization was not found in both groups, with no difference in the path strength by residence duration ($p > .05$). The link between out-group pressure on sociocultural internalization was significant for both the short-term ($\beta = .480, p < .01$) and long-term ($\beta = .549, p = .06$), but there was no difference in path strength by residence duration ($p > .05$). The influence of sociocultural internalization on risky appearance management behavior was significant for both the short-term ($\beta = .741, p < .001$) and long-term ($\beta = .472, p < .001$) groups, with the effect being significantly stronger for the former ($\Delta\chi^2(1) = 7.961, p < .01$). The influence of sociocultural internalization on irrational purchase behavior was significant for both the short-term ($\beta = .637, p < .001$) and long-term ($\beta = .311, p < .001$) groups, with the effect being significantly stronger for the former ($\Delta\chi^2(1) = 8.626, p < .01$). Taken together, the moderating effect of residence duration in Korea on the relationship between media pressure and internalization was only valid in the short-term group, but the difference of two groups was not statistically significant (rejecting H6a). Furthermore, the effects of in-group and out-group pressure on internalization were not moderated by residence duration in Korea (rejecting H6b, H6c). Interestingly, the moderating effect was

supported by the relationship between sociocultural internalization and consumer behavior (supporting H6d and H6e). <Fig. 2> summarizes the results.

V. Conclusion

1. General Discussion

This study sought to understand the acculturation phenomenon among Vietnamese female students living in Korea, in terms of how they adopted and reproduced Korean beauty ideals considering and balancing with their own culture. The findings revealed that Vietnamese female students internalized the Korean beauty ideal, having been influenced by Korean media and out-group people such as Korean women and celebrities. However, this internalization was not affected by in-group people (i.e., Vietnamese friends or acquaintances in Korea). Studies have found that one's family, close friends, and/or ethnic group can impact their sociocultural attitudes towards their appearance (Choo et al., 2019; Stice et al., 1996; Sussman & Truong, 2011) because there is a tendency to be influenced by people with shared attributes (Ben-Ner et al., 2009; Eckel & Grossman, 2005). However, the current study contradicts this. This may be attributed to the cultural context examined in this study. International students residing in Korea are consistently exposed to the Korean lifestyle and culture, mainly through media and interactions with Korean students. Despite the

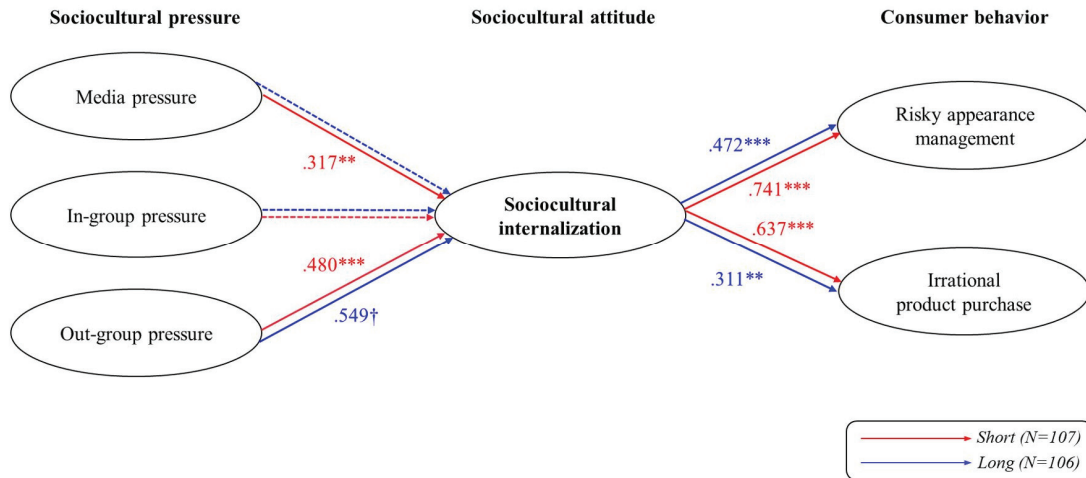


Fig. 2. The moderating effect of duration of residence in Korea (short-term vs. long-term).

intimacy and strong ties among Vietnamese students (in-group), they operate as a relatively powerless minority within Korean society, lacking the influence to drive sociocultural internalization in others. Moreover, considering empirical findings that emphasize the desire for features like white skin, a slim face shape, and a tall and thin body among Vietnamese women as elements of the ideal beauty standard (Kang et al., 2020), there is a likelihood that Korean women, who share lower psychological and genetic relevance with me compared to Vietnamese women, are perceived as more fitting to their external ideals.

As for the moderating effects of the duration of residence in Korea, both short- and long-term groups were not influenced by in-group pressure. However, both were positively influenced by out-group pressure. Vietnam is renowned for its collectivist culture, wherein individuals frequently prioritize the well-being of the group over personal desires. This collectivist mindset can impact beauty preferences and internalization, as individuals take into consideration how their appearance aligns with societal norms and expectations. Consequently, Vietnamese students residing in Korea may place importance on the opinions or thoughts about ideal beauty of the group of Korean students they study and live with, leading to a significant influence of out-group pressure (e.g., Korean students) on

sociocultural internalization. The effect of media pressure on internalization was significant only for the short-term group, and not for the long-term one. For short-term group, the heightened sensitivity during the initial phases of acculturation could make them more susceptible to the pervasive influence of media. In Vietnamese culture, where group harmony and well-being are highly valued, individuals newly exposed to a different culture might experience a more pronounced impact from media pressures. The desire to quickly assimilate into the new cultural context, combined with the novelty of exposure to diverse beauty standards, could contribute to the significant effect of media pressure on internalization within the short-term resident group. Conversely, the long-term group, having potentially undergone a more gradual acculturation process, may have developed a more selective approach to media influences.

The effects of internalization on risky appearance management and irrational purchase behaviors were moderated by the duration of residence in Korea; this effect was significantly stronger for short-term (vs. long-term) residents. This finding is consistent with those of previous studies (Chaker et al., 2015), where the more acculturated individuals were highly likely to internalize the thin ideal. Vietnamese students who have lived in Korea for less than a year showed a high-

er tendency to adopt Korean ideal beauty and invest lots of efforts into looking like a Korean. This indicates that short-term residents had a less acculturated beauty perception, when compared to their long-term counterparts, because they tended to adopt and internalize the ideal standards thoughtlessly, thus showing more risky appearance management and irrational purchase behaviors.

2. Theoretical and Managerial Implications

The academic implications of this study are as follows. First, this study expands the literature on the acculturation phenomenon, emphasizing the growing trend of Hallyu among young Vietnamese consumers. Specifically, the beauty sector is a suitable domain for investigating the process of Korean Wave diffusion and acculturation due to its visibility and frequent portrayal in the media (Thompson et al., 2004). Unlike previous studies that predominantly explored the marketing effects of Hallyu—examining how it influences attitudes towards the country image, brands, and products (Jeong, 2020; Jeong et al., 2017; Lee & Kim, 2019)—this study centers on the acculturation process resulting from the beauty consumption culture of Korea. The current research addresses this notable gap, illuminating the ways in which young Vietnamese consumers actively engage with and assimilate Korean beauty trends. This contribution leads to a more comprehensive understanding of the acculturated beauty phenomenon. From the perspective of cultural adoption, the pursuit of idealized Korean beauty standards can be interpreted as an act of cultural reproduction, involving the integration of Korean beauty into Vietnamese culture. Thus, the findings of this study contribute to an enhanced understanding of the global heterogeneity that ensues from the acculturated beauty phenomenon.

Second, the acculturated beauty of Vietnamese female students were empirically explored in this study by testing the moderating effects of the duration of residence in Korea. The effect of the duration of residence in the host country on acculturation has received lim-

ited attention in the literature as acculturation has usually been explored in the context of immigrants (Jun et al., 2014; Kizgin et al., 2018; Song & Kim, 2015; Stark-Wroblewski et al., 2005). However, this study investigated the important effects of the duration of residence in a new country on whether international students thoughtlessly accept (i.e., being a Korean) or reproduce the foreign culture (i.e., the adoption of Korean beauty standards as ideal thresholds for Vietnamese women). The findings show that short-term residents with a less acculturated beauty perception are likely to show negative and risky appearance behaviors to keep up with the globalized-established standards of beauty. These results expand the literature on appearance management behaviors in a multicultural context.

Third, studies on individuals' idealized beauty perceptions and their consequences have largely focused on the contrast between Western and non-Western contexts (Ashikari, 2005; Craig, 2006; Hunter, 2005; Mingoia et al., 2019; Picton, 2013; Yan & Bissell, 2014). As mass media is dominated by Western beauty standards and tends to associate that image with what is attractive and beautiful across cultures, the literature on typical beauty standards and their influence has usually focused on Westernization and Americanization (Giddens, 2003; Kuisel, 1993). The present study expands the scope by exploring how individuals shape their idealized beauty across cultures in a non-Western context. The findings have significant implications for our understanding of how idealized-beauty privilege was shaped, adopted, and reproduced across different countries.

The findings also offer important insights and have significant managerial implications. This study helps beauty retailers who target international consumers understand their demographic's needs and wants. The results of the study demonstrated that less acculturated students who live a short-term in Korea might want to look like a Korean, because of the idealized beauty standard from the media and Korean friends. However, the long-term residents in Korea are likely to embrace Korean beauty cultures and reproduce them

in a way that make them attractive. Thus, beauty retailers/brands should establish discriminatory sales strategies for global consumers by referring to language fluency or residence period, which can be used as a clue for the level of cultural internalization. For example, consumers with low cultural internalization might prefer products that are popular among Koreans, whereas consumers with high cultural internalization may prefer products with due consideration for their personal characteristics and preferences (e.g., skin tone and personal taste).

3. Limitations and Future Research

The limitations of this study and suggestions for further research are as follows. First, this study categorized sociocultural pressures into media pressure, in-group pressure, and out-group pressure by applying the tripartite influence model developed by Thompson et al. (1999) and the group segmentation approach from Sumner (1906). To measure these pressures, we revised existing items to better align with the research context, considering the specific characteristics of each sociocultural pressure source. For example, regarding in-group pressure involving individuals who share sociocultural traits genetically similar to mine, we anticipated that Vietnamese female students would engage in more personalized discussions about appearance management and closely observe appearance management practices or interests among in-group members. However, this consideration for item modification resulted in some items exhibiting low factor loadings in the CFA results. Despite each sociocultural pressure stemming from different sources, they essentially represent the same concept - sociocultural pressure. Therefore, we acknowledge the limitation that each pressure variable did not have entirely identical measurement items. This limitation emphasizes the significance of meticulous item modifications in subsequent studies, considering the unique context of each research and the originality of existing items simultaneously.

Lastly, the sample was limited to female students aged from their teens to their thirties, which limits

the generalizability of the findings. The acculturated beauty phenomenon can manifest in diverse contexts based on gender, age, and country. Men have also begun to spend more on toiletries and skin care, which is a booming industry, because they also appear to want to feel more attractive, successful, and youthful. Thus, future research should explore acculturated beauty with different respondents, especially male consumers, to explore the effect of individuals' demographics and to widen the generalizability of the results.

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Not applicable.

2. Ethics and consent

This research was approved by the Institutional Review Board of Seoul National University (IRB No. 1912/003-010).

3. Availability of data and materials

The datasets used and analyzed in the current study are available from the corresponding author upon reasonable request.

4. Conflicting interests

The authors declare that they have no competing interests.

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6. Authors' contributions

WBK developed the hypotheses and research model through a literature review, developed the questionnaire and collected data, and wrote the manuscript. HKL guided the development of the research model and wrote the manuscript. YHK participated in developing the questionnaire and data collection. All the authors read and approved the final manuscript.

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