

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2024, Vol. 5, No. 8, 3179 – 3190

<http://dx.doi.org/10.11594/ijmaber.05.08.20>

Research Article

The Beauty of the Seoul: Determinants of Korean Cosmetic Usage among Young Filipina University Students

Olivia Maria D. Correa¹, Gabriella M. Villamonte¹, Alexa D. Manaois¹, Orange Q. Basto¹, Myla M. Arcinas^{2*}

¹Senior High School, De La Salle University, 1004 Metro Manila, Philippines

²Department of Sociology and Behavioral Sciences, De La Salle University, 1004 Metro Manila, Philippines

Article history:

Submission 31 July 2024

Revised 08 August 2024

Accepted 23 August 2024

*Corresponding author:

E-mail:

myla.arcinas@dlsu.edu.ph

ABSTRACT

The global ascendancy of Korean cosmetic products, propelled by the Korean Wave phenomenon, has fundamentally reshaped beauty standards and consumer behaviors worldwide. This study aimed to determine the factors influencing the use of Korean cosmetics among female university students in the Philippines, focusing on perceived authenticity, aesthetic appeal, and facial perception. A structured questionnaire was administered to 175 respondents from a private university in Metro Manila. Data were analyzed using descriptive and inferential statistics, including Spearman's rank correlation coefficient and regression analysis. Results indicated a statistically significant positive correlation between the perceived aesthetic appeal of packaging ($\beta = .211, p < .006$) and the usage of Korean cosmetics. Regression analysis confirmed that perceived aesthetic appeal was a determinant of product usage ($R^2 = 0.176, P \leq 0.05$). Facial attractiveness ($\beta = .107, p = .165$) were found to be statistically significantly correlated with usage, however, found to be not statistically significant determinant. Perceived authenticity ($\beta = .005, p = .950$) showed no correlation with product usage and not a determinant as well. These findings underscore the importance of visual aesthetics in consumer behavior among young Filipino consumers, providing strategic insights for brands in the competitive beauty market of the Philippines.

Keywords: Korean cosmetics, Makeup usage, Factors of makeup usage, Facial perception, University students

Introduction

The cosmetics industry has evolved into a multi-billion-dollar global market, constantly adapting to changing trends and consumer

preferences. In recent years, Korean cosmetic products have gained immense popularity worldwide, becoming a dominant force in shaping beauty standards and influencing

How to cite:

Correa, O. M. D., Villamonte, G. M., Manaois, A. D., Basto, O. Q., & Arcinas, M. M. (2024). The Beauty of the Seoul: Determinants of Korean Cosmetic Usage among Young Filipina University Students. *International Journal of Multidisciplinary: Applied Business and Education Research*. 5(8), 3179 – 3190. doi: 10.11594/ijmaber.05.08.20

consumers' cosmetic routines. This surge in popularity can be attributed to their association with Korean beauty ideals, where Korean brand companies have also begun to embrace branding strategies from other nations to cater to diverse cultures (Ingels, 2020).

The Korean Wave, or Hallyu, has significantly impacted many countries across the globe (Widayat et al., 2023), particularly influencing younger generations in Southeast Asian countries like Malaysia, Indonesia, and the Philippines. Filipinos have demonstrated positive reactions towards Korean products and services that enhance their well-being and comfort (Cayaban et al., 2023). This phenomenon has not only influenced consumer behavior but has also led to a shift in beauty standards across Asia.

Makeup has become a tool for women to modify their appearances, helping them feel more confident in their facial features (Kosmala et al., 2019). Korean cosmetics have notably shifted perceptions of beauty and altered the Asian standard of beauty. Korean advertisements and images promoting cosmetic products often showcase women with clear skin, small faces, big eyes, and slim waists (Treviños-Rodriguez et al., 2022), among other physical features that contribute to a more youthful appearance. This idealized beauty standard has created both opportunities and challenges for consumers trying to emulate these looks.

The perceived authenticity of Korean products, their aesthetic appeal, and a person's facial perception are crucial factors in their widespread adoption (Sung, 2021). Consumers are attracted not only to the idea of achieving the Korean beauty standard but also to the perceived authenticity of the products themselves (Hafiz & Ali, 2019). The promise of achieving "glass" or "dewy" skin, often associated with Korean cosmetic products, contributes significantly to their appeal. Halim and Kiatkawsin (2021) found that brand awareness and perceived authenticity significantly influence purchase intentions of Korean beauty products among Indonesian consumers.

The aesthetic appeal of product packaging plays a crucial role in consumer decision-making, especially in the cosmetics industry.

Damayanthi et al. (2023) demonstrated that visual presentation significantly influences consumer purchasing decisions for Korean beauty products. This finding underscores the importance of packaging design in the competitive cosmetics market.

Facial perception and the impact of makeup on perceived attractiveness have been subjects of numerous studies. Comfort et al. (2023) found that light makeup application, typical of many Korean cosmetic styles, enhances perceived facial attractiveness. This aligns with the growing popularity of the "no-makeup makeup" trend often associated with Korean beauty products.

Despite the growing body of research on the influence of Korean cosmetics in various markets, there is a notable gap in the literature regarding the Philippine context. This study aims to address this gap by examining the factors affecting the use of Korean cosmetics among female students in Metro Manila. By analyzing perceived authenticity, packaging appeal, and facial attractiveness, this research seeks to understand the drivers behind the popularity of Korean cosmetics and their impact on users in the Philippine setting.

Research Questions

1. What is the usage level of Korean cosmetics among young Filipino students from a private university in Metro Manila?
2. What is the respondents' perceived authenticity of Korean cosmetics?
3. What is the respondents' perceived aesthetic appeal to the product's packaging?
4. What is the effect of Korean Cosmetics on the facial features of the consumer?
5. Are perceived authenticity of Korean cosmetics, aesthetic appeal of product's packaging and effect of Korean cosmetics on their facial attractiveness determinants of their use of Korean cosmetics?

Hypotheses

H1: The perceived authenticity of a brand is a determinant of the use of Korean cosmetics.

H2: The perceived aesthetic appeal of a product's packaging is a determinant of the use of Korean cosmetics.

H3: The perceived facial attractiveness of the consumer is a determinant of the use of Korean cosmetics.

Methodology

Research Design and Sampling. This study employed a quantitative-explanatory research design to investigate the factors influencing the use of Korean cosmetics among Filipina university students. This design was chosen to establish relationships between variables and test hypotheses based on numerical data.

The target population comprised female university students aged 18 and above, enrolled in a private university in Metro Manila, who had used Korean cosmetic products for at least 3 months. A sample of 175 respondents was selected using purposive snowball sampling. This method was chosen due to the specific criteria required for participation and to leverage existing social networks among students.

Instrumentation and Data Collection. The study utilized an online questionnaire created on Google Forms, consisting of four sections:

1. Usage of Korean Cosmetics: Adapted from Khan et al. (2023), this section measured the frequency of use for various Korean cosmetic products using a 5-point Likert scale (1 = Never, 5 = Always).
2. Perceived Authenticity of Korean Cosmetics: Adopted from Damayanthi et al. (2023), this section used a 5-point Likert scale to assess respondents' perceptions of the authenticity and quality of Korean cosmetics. The Cronbach's alpha for this scale was 0.72, indicating acceptable internal consistency.
3. Perceived Aesthetic Appeal of the Packaging: Also adopted from Damayanthi et al. (2023), this section used a 5-point Likert scale to measure the impact of packaging aesthetics on product choice. The Cronbach's alpha for this scale was 0.93, indicating excellent internal consistency.
4. Perceived Facial Attractiveness: Adapted from Kiel (2006), this section used a 5-point Likert scale to assess respondents' satisfaction with various facial features

before and after using makeup. The reliability score for this scale was 0.89, indicating good reliability.

The data collection process was conducted over a six-week period from September to October 2023. The researchers employed a multi-stage approach to ensure comprehensive and reliable data gathering. Initially, the researchers obtained formal approval from the university administration to conduct the study on campus. Following approval, a pilot study was conducted with 20 students to test the clarity and effectiveness of the questionnaire, leading to minor refinements in wording and question order.

The main data collection phase utilized an online questionnaire created using Google Forms. The link to the questionnaire was disseminated through various channels, including official university email lists, student organization social media pages, and QR codes posted on campus bulletin boards. To encourage participation, the researchers conducted brief information sessions in selected classes, with permission from instructors, to explain the study's purpose and importance.

Respondents were required to provide informed consent before accessing the questionnaire. The survey remained open for four weeks, with reminder emails sent at the two-week mark to boost response rates. To ensure data quality, the researchers implemented measures such as attention check questions and completion time monitoring. Responses that failed attention checks or were completed in unreasonably short times were excluded from the final analysis.

Data Analysis

The data analysis process was conducted using IBM SPSS Statistics version 26 and followed a systematic approach to address the research questions and test the hypotheses. Initially, the raw data were cleaned and coded, with missing values addressed using multiple imputation techniques where appropriate.

Descriptive statistics, including means, medians, standard deviations, and frequency distributions, were calculated for all variables to

provide an overview of the sample characteristics and response patterns. The relationships between variables were examined using Spearman's rank correlation coefficient, chosen due to the ordinal nature of the Likert scale data. This non-parametric test allowed for the assessment of monotonic relationships without assuming normal distribution. Multiple linear regression analysis was conducted to test the hypotheses and identify predictors of Korean cosmetic usage. The assumptions of linear regression, including linearity, homoscedasticity, and absence of multicollinearity, were tested and confirmed prior to analysis. Variance Inflation Factor (VIF) values were examined to ensure the absence of multicollinearity among predictor variables. The significance level for all statistical tests was set at $p \leq 0.05$. Effect sizes were calculated and reported alongside p-values to provide a more comprehensive understanding of the results' practical significance. For the regression analysis, standardized beta coefficients were reported to allow for comparison of the relative importance of predictor variables.

To ensure the robustness of the findings, sensitivity analyses were conducted, including bootstrapping procedures for confidence interval estimation. Additionally, subgroup analyses were performed to explore potential differences in patterns across demographic characteristics such as age groups and academic majors.

Ethical Considerations

This study was conducted with a strong commitment to ethical research practices. Informed consent was a cornerstone of the ethical approach. Respondents were provided with a comprehensive information sheet detailing the study's purpose, procedures, potential risks and benefits, and their rights as respondents. This information was presented in clear, jargon-free language to ensure full understanding. Consent was obtained electronically before respondents could access the questionnaire, with

the option to withdraw at any point without penalty.

To protect respondents' privacy and confidentiality, all data were collected anonymously. No personally identifiable information was requested in the questionnaire. IP addresses were not recorded, and responses were stored on a secure, password-protected server accessible only to the research team. Data were aggregated for analysis and reporting to further protect individual privacy.

The researchers were mindful of potential psychological discomfort that could arise from questions about body image and self-perception. To mitigate this, respondents were provided with contact information for university counseling services in the information sheet and at the end of the questionnaire.

Results

The results section is organized in a way to answer its research questions

Usage of Korean Cosmetics among young Filipina University Students.

Results showed moderate usage of Korean cosmetics among respondents (median score = 3) (see Table 1). High usage was reported for moisturizers ($\mu = 4.35$, $SD = 0.98$), skin tints ($\mu = 3.78$, $SD = 1.42$), concealers ($\mu = 3.97$, $SD = 1.22$), setting powders ($\mu = 3.78$, $SD = 1.36$), liquid and powder blushes ($\mu = 3.54$, $SD = 1.48$; $\mu = 3.87$, $SD = 1.24$ respectively), mascaras ($\mu = 3.86$, $SD = 1.30$), lip products (except lip liner), and setting sprays ($\mu = 3.60$, $SD = 1.40$).

Young Filipina women are incorporating Korean cosmetics into their daily routines, with a particular preference for skin-focused products. This suggests that the Korean beauty trend of prioritizing skincare and natural-looking makeup has resonated with this demographic. Cosmetic brands targeting this market should consider focusing on skincare-makeup hybrid products and those that promote a natural look, as these align with the preferences demonstrated by the respondents.

Table 1. Respondents' Usage of Korean Cosmetics – (n=175)

| Usage of Korean Cosmetic | 1 | 2 | 3 | 4 | 5 | Median | Qualitative Interpretation |
|----------------------------|-----|----|----|----|-----|----------|----------------------------|
| Skin Prep | | | | | | | |
| <i>Moisturizer</i> | 3 | 9 | 19 | 37 | 107 | 5 | High Usage |
| <i>Primer</i> | 41 | 33 | 42 | 36 | 23 | 3 | Moderate Usage |
| Complexion Products | | | | | | | |
| <i>Liquid Foundation</i> | 36 | 33 | 48 | 33 | 25 | 3 | Moderate Usage |
| <i>Cream Foundation</i> | 90 | 47 | 20 | 11 | 7 | 1 | Low Usage |
| <i>Powder Foundation</i> | 68 | 39 | 29 | 23 | 16 | 2 | Low Usage |
| <i>Cushion Foundation</i> | 71 | 32 | 28 | 24 | 20 | 2 | Low Usage |
| <i>Skintint</i> | 37 | 22 | 27 | 46 | 43 | 4 | High Usage |
| <i>Concealer</i> | 11 | 15 | 31 | 39 | 79 | 4 | High Usage |
| <i>Setting Powder</i> | 19 | 17 | 29 | 29 | 81 | 4 | High Usage |
| Contour | | | | | | | |
| <i>Liquid Contour</i> | 101 | 38 | 21 | 7 | 8 | 1 | Low Usage |
| <i>Powder Contour</i> | 61 | 36 | 29 | 29 | 20 | 2 | Low Usage |
| <i>Cream Contour</i> | 76 | 29 | 30 | 20 | 20 | 2 | Low Usage |
| Blush | | | | | | | |
| <i>Liquid Blush</i> | 29 | 17 | 25 | 39 | 65 | 4 | High Usage |
| <i>Powder Blush</i> | 17 | 10 | 27 | 45 | 76 | 4 | High Usage |
| <i>Cream Blush</i> | 32 | 22 | 34 | 31 | 56 | 3 | Moderate Usage |
| Highlighter | | | | | | | |
| <i>Liquid Highlighter</i> | 81 | 35 | 32 | 13 | 14 | 2 | Low Usage |
| <i>Powder Highlighter</i> | 37 | 25 | 30 | 42 | 41 | 3 | Moderate Usage |
| Eye Makeup Products | | | | | | | |
| <i>Eyeshadow</i> | 11 | 35 | 47 | 44 | 38 | 3 | Moderate Usage |
| <i>Eyeliner</i> | 24 | 45 | 32 | 30 | 44 | 3 | Moderate Usage |
| <i>Mascara</i> | 13 | 18 | 34 | 27 | 83 | 4 | High Usage |
| Lip Products | | | | | | | |
| <i>Lip Gloss</i> | 11 | 13 | 27 | 51 | 73 | 4 | High Usage |
| <i>Lip Stick</i> | 10 | 27 | 36 | 37 | 65 | 4 | High Usage |
| <i>Lip Oil</i> | 59 | 25 | 29 | 31 | 31 | 3 | Moderate Usage |
| <i>Lip Tint</i> | 15 | 22 | 23 | 41 | 74 | 4 | High Usage |
| <i>Lip Liner</i> | 65 | 36 | 34 | 17 | 23 | 2 | Low Usage |
| <i>Lip Balm</i> | 8 | 8 | 12 | 37 | 110 | 5 | High Usage |
| <i>Setting Spray</i> | 23 | 20 | 27 | 39 | 66 | 4 | High Usage |
| Median Score | | | | | | 3 | Moderate Usage |

Legend: 4-5 High; 3 Moderate; 1-2 Low

Perceived Authenticity of Korean Cosmetics. Respondents reported high perceived authenticity of Korean cosmetics (median score = 4) (See Table 2). The highest-rated items were "Korean cosmetics do not damage my facial skin" ($\mu = 4.19$, $SD = 0.99$) and "I have a positive attitude toward Korean cosmetics" ($\mu = 4.15$, $SD = 0.89$).

The visual design of Korean cosmetic products, especially the color choices, is very appealing to young Filipina consumers. Brands should invest in attractive packaging design, paying particular attention to color schemes, as this appears to be a significant factor in attracting consumers in this market.

Table 2. Respondents' Perceived Authenticity of Korean Cosmetics – (n=175)

| Perceived Authenticity of Korean Cosmetics | 0 | 1 | 2 | 3 | 4 | 5 | Median | Qualitative Interpretation |
|--|----------|----------|----------|----------|----------|----------|---------------|------------------------------------|
| <i>I feel fit using Korean cosmetics</i> | 2 | 0 | 5 | 39 | 73 | 56 | 4 | High Perceived Authenticity |
| <i>Using Korean cosmetics suits my lifestyle</i> | 2 | 0 | 8 | 41 | 67 | 57 | 4 | High Perceived Authenticity |
| <i>Korean cosmetics do not damage my facial skin</i> | 3 | 1 | 5 | 25 | 59 | 82 | 4 | High Perceived Authenticity |
| <i>Korean cosmetics are suited to my facial needs</i> | 3 | 2 | 7 | 27 | 76 | 60 | 4 | High Perceived Quality |
| <i>Korean cosmetics are cheaper than other beauty products</i> | 1 | 16 | 53 | 57 | 34 | 14 | 3 | Moderate Perceived Quality |
| <i>Korean cosmetics offer more discounts than other beauty products</i> | 1 | 9 | 34 | 66 | 40 | 25 | 3 | Moderate Perceived Quality |
| <i>Korean cosmetics have a variety of items for all skin types</i> | 8 | 16 | 34 | 36 | 44 | 37 | 3 | Moderate Perceived Quality |
| <i>Korean cosmetics have a variety of items for all activities</i> | 6 | 4 | 15 | 44 | 64 | 42 | 4 | High Perceived Authenticity |
| <i>To me, Korean cosmetics have so many advantages</i> | 7 | 0 | 5 | 43 | 74 | 46 | 4 | High Perceived Authenticity |
| <i>I have a positive attitude toward Korean cosmetics</i> | 6 | 0 | 3 | 16 | 83 | 67 | 4 | High Perceived Authenticity |
| <i>The trend of purchasing Korean cosmetics increased among the people around me</i> | 12 | 0 | 4 | 18 | 65 | 76 | 4 | High Perceived Authenticity |
| <i>The people closest to me recommend to try out Korean cosmetics</i> | 11 | 3 | 11 | 21 | 71 | 58 | 4 | High Perceived Authenticity |
| <i>I will repurchase the Korean cosmetics I have bought before</i> | 9 | 0 | 5 | 22 | 52 | 87 | 4 | High Perceived Authenticity |
| <i>I will use Korean cosmetics that I have used before</i> | 11 | 0 | 4 | 10 | 60 | 90 | 5 | High Perceived Authenticity |
| Median | | | | | | | 4 | High Perceived Authenticity |

Legend: 4-5 High; 3 Moderate; 1-2 Low; 0 Not Applicable

Young Filipina consumers trust Korean cosmetic brands and believe in the quality and safety of their products. They have a generally positive view of Korean cosmetics. There's a strong foundation of trust for Korean beauty brands in this market. Companies can leverage this trust to introduce new products or expand their range, as consumers are likely to be receptive.

Perceived Aesthetic Appeal of Packaging. Table 3 shows that the aesthetic appeal of Korean cosmetic packaging had a positive impact on respondents (median score = 4). The item "I like the color of Korean cosmetic packaging" received the highest rating ($\mu = 4.44$, $SD = 0.65$).

Table 3. Respondents' Perceived Aesthetic Appeal of the Packaging of the Product – (n=175)

| Perceived Aesthetic Appeal of the Packaging of the Product | 1 | 2 | 3 | 4 | 5 | Median | Qualitative Interpretation |
|---|---|----|----|----|----|--------|----------------------------|
| <i>I like the color of Korean cosmetic packaging</i> | 0 | 0 | 11 | 76 | 88 | 5 | Positive Impact |
| <i>The color of Korean cosmetic packaging is more important in the purchasing process</i> | 2 | 14 | 44 | 64 | 51 | 4 | Positive Impact |
| <i>The design of Korean cosmetic packaging is important</i> | 0 | 6 | 25 | 90 | 54 | 4 | Positive Impact |
| <i>Product packaging design makes me want to purchase Korean cosmetics</i> | 3 | 7 | 22 | 81 | 62 | 4 | Positive Impact |
| <i>I choose Korean cosmetics because of the packaging quality</i> | 8 | 21 | 44 | 65 | 37 | 4 | Positive Impact |
| <i>Product packaging got me interested in Korean cosmetics</i> | 9 | 18 | 45 | 57 | 46 | 4 | Positive Impact |
| Median | | | | | | 4 | Positive Impact |

Legend: 4-5 High; 3 Moderate; 1-2 Low

Perceived Facial Attractiveness Respondents reported moderate satisfaction with their facial features without makeup (median score = 3) and high satisfaction with makeup (median score = 4) (see Table 4). The largest improvement was seen in lip satisfaction (without makeup: $\mu = 3.17$, $SD = 1.19$; with makeup: $\mu = 4.39$, $SD = 0.97$).

Using makeup, particularly Korean cosmetics, significantly improves how young Filipina women perceive their facial attractiveness, especially regarding their lips. There's an opportunity for brands to emphasize the confidence-boosting aspects of their products, particularly in lip makeup categories.

Table 4. Respondents' Perceived Facial Attractiveness – (n=175)

| Perceived Facial Attractiveness | 1 | 2 | 3 | 4 | 5 | Median | Qualitative Interpretation |
|---------------------------------|----|----|----|----|----|--------|----------------------------|
| Without Makeup | | | | | | | |
| Eyes | 6 | 21 | 46 | 64 | 38 | 4 | High Satisfaction |
| Lips | 15 | 42 | 41 | 52 | 25 | 3 | Moderate Satisfaction |
| Skin Complexion | 9 | 46 | 43 | 50 | 27 | 3 | Moderate Satisfaction |
| Chin | 5 | 25 | 64 | 57 | 34 | 3 | Moderate Satisfaction |
| Nose | 7 | 31 | 56 | 56 | 25 | 3 | Moderate Satisfaction |
| Eyebrows | 6 | 30 | 46 | 57 | 36 | 4 | High Satisfaction |
| Cheeks | 10 | 39 | 43 | 56 | 27 | 3 | Moderate Satisfaction |
| Overall Face | 4 | 35 | 59 | 60 | 17 | 3 | Moderate Satisfaction |
| Median | | | | | | 3 | Moderate Satisfaction |
| | 0 | 1 | 2 | 3 | 4 | 5 | Median |
| With Makeup | | | | | | | |
| Eyes | 11 | 1 | 3 | 23 | 60 | 77 | 4 |
| Lips | 6 | 1 | 2 | 13 | 48 | 105 | 5 |
| Skin Complexion | 7 | 4 | 11 | 27 | 58 | 68 | 4 |
| | | | | | | | Qualitative Interpretation |
| | | | | | | | High Satisfaction |
| | | | | | | | High Satisfaction |
| | | | | | | | High Satisfaction |

| Perceived Facial Attractiveness | | 1 | 2 | 3 | 4 | 5 | Median | Qualitative Interpretation |
|---------------------------------|----|---|---|----|----|----|----------|----------------------------|
| Chin | 25 | 1 | 4 | 52 | 54 | 39 | 4 | High Satisfaction |
| Nose | 19 | 1 | 4 | 43 | 57 | 51 | 4 | High Satisfaction |
| Eyebrows | 22 | 0 | 5 | 32 | 55 | 61 | 4 | High Satisfaction |
| Cheeks | 11 | 0 | 2 | 23 | 49 | 90 | 5 | High Satisfaction |
| Overall Face | 5 | 0 | 1 | 20 | 75 | 74 | 4 | High Satisfaction |
| Median | | | | | | | 4 | High Satisfaction |

Legend: 4-5 High; 3 Moderate; 1-2 Low; 0 Not Applicable

Factors that Influence the Usage of Korean Cosmetic Usage among Young Filipina University Students

To examine the relationships between the key variables in our study, a Spearman's rank

correlation analysis was first done to examine the association between and among the variables (See Table 5).

Table 5. Correlation results of the Variables

| Variable | 1 | 2 | 3 | 4 |
|------------------------------------|---------|---------|-------|-------|
| 1. Usage of Korean Cosmetics | 1.000 | | | |
| 2. Perceived Authenticity | 0.129 | 1.000 | | |
| 3. Perceived Aesthetic Appeal | 0.247** | 0.305** | 1.000 | |
| 4. Perceived Facial Attractiveness | 0.162* | 0.230** | 0.056 | 1.000 |

*Note: * $p < .05$, ** $p < .01$

Table 5 shows that:

Usage of Korean Cosmetics and Perceived Authenticity: There is a weak positive correlation ($r = 0.129$, $p > .05$) between the usage of Korean cosmetics and perceived authenticity. However, this correlation is not statistically significant. This suggests that while there might be a slight tendency for users who perceive Korean cosmetics as more authentic to use them more frequently, this relationship is not strong or consistent enough to be considered meaningful in our sample.

Usage of Korean Cosmetics and Perceived Aesthetic Appeal: A significant positive correlation ($r = 0.247$, $p < .01$) exists between the usage of Korean cosmetics and their perceived aesthetic appeal. This indicates that as the perceived aesthetic appeal of Korean

cosmetics increases, their usage also tends to increase. This relationship, while moderate in strength, is statistically significant and aligns with our regression findings.

Usage of Korean Cosmetics and Perceived Facial Attractiveness: There is a weak but significant positive correlation ($r = 0.162$, $p < .05$) between the usage of Korean cosmetics and perceived facial attractiveness. This suggests that those who use Korean cosmetics more frequently tend to perceive themselves as slightly more attractive, or vice versa. However, the relationship is not strong.

From these results, regression tests were performed to determine factors that will explain usage of Korean cosmetics among young Filipina university students.

Table 6. Regression Test Results

Dependent Variable: Usage of Korean Cosmetics

| Independent Variables | B | SE B | β | t | p |
|---------------------------------|-------|-------|---------|-------|-------|
| (Constant) | 2.053 | 0.371 | - | 5.535 | 0.000 |
| Perceived Authenticity | 0.004 | 0.062 | 0.005 | 0.063 | 0.950 |
| Perceived Aesthetic Appeal | 0.176 | 0.064 | 0.211 | 2.772 | 0.006 |
| Perceived Facial Attractiveness | 0.052 | 0.037 | 0.107 | 1.394 | 0.165 |

$R^2 = 0.176$, $F(3, 171) = 3.572$, $p = 0.015$

Model Fit: The overall regression model is statistically significant ($F(3, 171) = 3.572, p = 0.015$). This indicates that the set of independent variables, as a whole, significantly predicts the usage of Korean cosmetics. However, the R^2 value of 0.176 suggests that only 17.6% of the variance in Korean cosmetic usage is explained by these variables, indicating that other factors not included in this model may also play important roles.

Perceived Authenticity: The coefficient for perceived authenticity ($\beta = 0.005, t = 0.063, p = 0.950$) is not statistically significant. This suggests that, contrary to our hypothesis, perceived authenticity does not significantly predict the usage of Korean cosmetics when controlling for other variables in the model.

Perceived Aesthetic Appeal: Perceived aesthetic appeal emerges as the only statistically significant predictor in the model ($\beta = 0.211, t = 2.772, p = 0.006$). The positive beta coefficient indicates that as the perceived aesthetic appeal of Korean cosmetics increases, their usage also increases. This supports our hypothesis regarding the importance of packaging aesthetics in influencing consumer behavior.

Perceived Facial Attractiveness: The coefficient for perceived facial attractiveness ($\beta = 0.107, t = 1.394, p = 0.165$) is not statistically significant. This suggests that, when controlling for other variables, perceived facial attractiveness does not significantly predict the usage of Korean cosmetics.

Relative Importance of Predictors: Among the variables in the model, perceived aesthetic appeal has the largest standardized beta coefficient ($\beta = 0.211$), indicating that it has the strongest unique contribution to explaining the variance in Korean cosmetic usage.

Practical Significance: While the model is statistically significant, the relatively low R^2 value suggests that these factors alone do not fully explain the variation in Korean cosmetic usage. This indicates that other variables not included in this model may also be important in predicting usage patterns.

In summary, these regression results highlight the crucial role of aesthetic appeal in driving the usage of Korean cosmetics among our sample of Filipina university students. The non-

significant results for perceived authenticity and facial attractiveness, despite their correlations with usage, suggest that their effects may be mediated or overshadowed by the strong influence of aesthetic appeal. These findings have important implications for marketing strategies and product development in the cosmetics industry, particularly emphasizing the importance of packaging design and visual appeal in attracting and retaining consumers.

Discussion

The findings of this study provide valuable insights into the factors influencing Korean cosmetic usage among Filipina university students. The moderate to high usage of Korean cosmetics aligns with the growing popularity of these products in Southeast Asian markets, as noted by Cayaban et al. (2023). However, it contrasts with the conclusions that were reached by Lipura et al. (2017) that found potential rejections from Filipino consumers in regard to the presence of Korean products. The high usage of specific products like moisturizers and lip products reflects the emphasis on skincare and natural-looking makeup in Korean beauty trends (Treviños-Rodriguez et al., 2022).

The high perceived authenticity of Korean cosmetics supports the findings of Halim and Kiatkawsin (2021), who identified brand authenticity as a key factor in purchase intentions. However, our regression analysis did not find perceived authenticity to be a significant predictor of usage, suggesting that while authenticity is valued, it may not be the primary driver of continued use.

The aesthetic appeal of packaging emerged as the only significant predictor of Korean cosmetic usage in our regression model. This aligns with the findings of Damayanthi et al. (2023), emphasizing the crucial role of visual presentation in consumer decision-making for beauty products. This is also supported by the conclusions reached by Nakapathom et al. (2022). The high ratings for packaging color and design suggest that Korean brands have successfully leveraged aesthetic appeal to attract and retain consumers in the Philippine market.

The improvement in perceived facial attractiveness with makeup use supports the findings of Comfort et al. (2023) regarding the positive impact of light makeup application on perceived attractiveness. However, our study did not find perceived facial attractiveness to be a significant predictor of product usage, suggesting that while users experience improved satisfaction with their appearance, this may not be the primary motivation for continued use of Korean cosmetics.

The regression model ($R^2 = 0.176$, $F(3, 171) = 3.572$, $p = 0.015$) indicated that the set of independent variables significantly predicted Korean cosmetic usage, albeit explaining only 17.6% of the variance. This suggests the presence of other influential factors not captured in this model, warranting further investigation.

Perceived aesthetic appeal emerged as the only statistically significant predictor of Korean cosmetic usage ($\beta = 0.211$, $t = 2.772$, $p = 0.006$). This finding underscores the critical role of visual aesthetics in driving consumer behavior, consistent with research by Reimann et al. (2010), who found that aesthetic packages significantly influence product choice and brand experience.

Contrary to the hypotheses, neither perceived authenticity ($\beta = 0.005$, $t = 0.063$, $p = 0.950$) nor perceived facial attractiveness ($\beta = 0.107$, $t = 1.394$, $p = 0.165$) were significant predictors of usage. This challenges some established notions in cosmetic marketing literature. For instance, Guthrie et al. (2008) emphasized the importance of perceived authenticity in cosmetic brand loyalty, while Cash and Cash (1982) highlighted the role of facial satisfaction in makeup use. The contrasting findings suggest that these factors may play a different role in the context of Korean cosmetics in the Philippine market.

Implications for Theory and Practice

The strong influence of aesthetic appeal on product usage aligns with the "aestheticization of everyday life" concept proposed by Featherstone (2007). This theory suggests that aesthetic considerations increasingly permeate consumer culture, influencing purchasing decisions and product usage. Our findings extend

this concept to the Korean cosmetics market in the Philippines, highlighting how visual appeal can override other product attributes in driving consumer behavior.

From a practical standpoint, these results have significant implications for cosmetic brands and marketers. The emphasis on aesthetic appeal suggests that investments in packaging design and visual branding could yield substantial returns in terms of product adoption and usage (Sung, 2021). This aligns with the findings of Rundh (2009), who noted the growing importance of packaging in marketing strategy.

However, the lack of significant influence from perceived authenticity and facial attractiveness raises questions about current marketing strategies that heavily emphasize these aspects. Brands may need to reconsider how they communicate authenticity and beauty benefits to resonate more effectively with young Filipina consumers.

Conclusion

This study provides empirical evidence on the factors influencing Korean cosmetic usage among Filipina university students. The findings partially support our hypotheses:

H1 (perceived authenticity) and H3 (perceived facial attractiveness) were not supported as significant predictors of usage, contrary to our expectations based on previous literature.

H2 (perceived aesthetic appeal of packaging) was supported, emerging as the primary determinant of Korean cosmetic usage among our sample.

These results highlight the importance of visual aesthetics in the competitive beauty market of the Philippines, particularly for young consumers. While perceived authenticity and improved facial satisfaction contribute to the popularity of Korean cosmetics, the aesthetic appeal of packaging appears to be the driving force behind continued usage.

Several recommendations can be proposed for various stakeholders in the cosmetics industry and research community. For cosmetic brands, it is imperative to prioritize innovative and visually appealing packaging designs, as these have been shown to significantly

influence product usage among young Filipino consumers. Marketers should leverage this insight by emphasizing the aesthetic aspects of Korean cosmetics in their advertising campaigns targeted at the Philippine market, potentially increasing brand visibility and consumer engagement. For future research, three key areas warrant further investigation: firstly, a longitudinal study to examine the long-term impact of packaging appeal on brand loyalty (Alhedhaif et al., 2016), which could provide valuable insights into consumer retention strategies; secondly, an in-depth exploration of the apparent discrepancy between perceived authenticity and its limited impact on usage, potentially uncovering underlying factors influencing consumer behavior; and finally, conducting comparative studies across diverse age groups and regions in the Philippines to develop a more comprehensive understanding of Korean cosmetic usage patterns. These recommendations aim to bridge the gap between current findings and future industry practices while simultaneously addressing existing knowledge gaps in the academic literature.

Limitations and Future Research

While this study provides valuable insights, it has limitations. The sample was restricted to university students in Metro Manila, potentially limiting generalizability. Future research could expand to diverse age groups and regions to provide a more comprehensive understanding of Korean cosmetic usage patterns in the Philippines.

Additionally, the relatively low R^2 value in our regression model suggests that other factors not included in this study may play important roles in determining Korean cosmetic usage. Future studies could explore additional variables such as social influence, cultural factors, or specific product attributes to build a more comprehensive model of consumer behavior in this context.

Longitudinal studies could also be valuable in understanding how the influence of these factors changes over time, particularly in the fast-evolving beauty market. Such research could provide insights into the long-term impact of packaging aesthetics on brand loyalty and product satisfaction.

Acknowledgment

This paper would not be done if not for the following: The researchers' friends and families, who have served as their anchors for strength, motivation, and patience. To Ms. Chrizelle Villanueva for continuously giving guidance and support to the researchers from the start of their Practical Research up until the end of it. To De La Salle University - Integrated School Manila for having the strongest support in culminating positive learning for the students. And lastly, the researchers are grateful to the Almighty God for providing them with the vitality, resilience, insights, and intellect needed to complete this research.

References

- Alhedhaif, S., Lele, U., & Kaifi, B. (2016). Brand Loyalty and Factors Affecting Cosmetics Buying Behavior of Saudi Female Consumers. *Journal of Business Studies Quarterly*, Vol. 7(Iss. 3), 24–38. <https://www.proquest.com/docview/1779191813?sourcetype=Scholarly%20Journals>
- Cash, T. F., & Cash, D. W. (1982). Women's use of cosmetics: Psychosocial correlates and consequences. *International Journal of Cosmetic Science*, 4(1), 1-14.
- Cayaban, C., Prasetyo, Y., Persada, S., Mariñas, K., Nadlifatin, R., Borres, R., & Gumasing, M. (2023). Factors Affecting Filipino Consumer Behavior with Korean Products and Services: An Extended Theory of Planned Behavior Approach. *MDPI Journal*. Vol. 15, Issue 5. <https://doi.org/10.3390/su15054477>
- Comfort, W., de Andrade, B., Wingenbach, T., Causeur, D., & Boggio, P. S. (2023). Implicit responses in the judgment of attractiveness in faces with differing levels of makeup. *Psychology of Aesthetics, Creativity, and the Arts*, 17(1), 29–42. <https://doi.org/10.1037/aca0000408>
- Damayanthi N., Senoadji J., Tamara, D., & Mustikasari, F. (2023). Korean Beauty Product Repurchase Intention Factors. *Journal of Social Research*, 2 (7), 2144-2154. <https://doi.org/10.55324/josr.v2i7.1012>
- Featherstone, M. (2007). *Consumer culture and postmodernism*. Sage.

- Guthrie, M., Kim, H. S., & Jung, J. (2008). The effects of facial image and cosmetic usage on perceptions of brand personality. *Journal of Fashion Marketing and Management*, 12(2), 164-181.
- Hafiz, K. A., & Ali, K. a. M. (2019). The influence of product attributes on young consumers' purchase decision of makeups among malaysian: The mediating effects of perceived brand image, CEO's image, and quality. *Scopus*, 22(Special Edition 2), 58-72. <https://www.scopus.com/record/display.uri?eid=2-s2.0-85074881248&origin=inward&txGid=70750341d06ed98653f11e98141019b1>
- Halim, T. & Kiatkawsin, K. (2021). Beauty and Celebrity: Korean entertainment and its impacts on female Indonesian viewers' consumption intentions. *Sustainability*, 13(3), 1405. <https://doi.org/10.3390/su13031405>
- Ingels, L. (2020). The Attraction of Korea: An empirical study on how country-of-origin affects consumers' perception and purchase intentions of Korean beauty products. *DIVA*. https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1453927&ds_wid=2453
- Khan, Z., Karatas, Y., Pekkan, G., Gungor, A., Rahman, H., Khan, F., & Kiroglu, O (2023). The usage of cosmetics and adverse events among female nurses: need for a cosmetovigilance system. *Turkish Journal of Pharmaceutical Sciences*. [10.4274/tjps.galenos.2023.01379](https://doi.org/10.4274/tjps.galenos.2023.01379)
- Kiel, L., (2006). Putting Your Best Face Forward: Relationships Between Cosmetics Use, Self-Esteem, Body Image, and Self-Perceived Attractiveness. *Ohio State University*. http://rave.ohiolink.edu/etdc/view?acc_num=osu1407156852
- Kosmala, A., Wilk, I., & Kassolik, K. (2019). Influence of makeup on the well-being and self-esteem of women. *Pielęgniarstwo I Zdrowie Publiczne*, 9(3), 215-220. <https://doi.org/10.17219/pzp/105811>
- Lipura, S. D., Ainslie, M. J., & Lim, J. (2017). Understanding the potential for a Hallyu "Backlash" in Southeast Asia: a case study of consumers in Thailand, Malaysia and Philippines. *Kritika Kultura*, 28. <https://doi.org/10.13185/kk2017.02805>
- Nakpathom, P., Pitchayadejanant, K., Procs, J., Chewwasang, K., Channoi, R., Phanpanya, K., & Tan, V. (2022). Determinants Influencing purchasing behavior of Korean cosmetic Purchasing intention: Case study of Thai Female perspective. *Rajabhat Chiang Mai Research Journal*, 23(3), 1-14. <https://doi.org/10.57260/rcmrj.2022.260432>
- Reimann, M., Zaichkowsky, J., Neuhaus, C., Bender, T., & Weber, B. (2010). Aesthetic package design: A behavioral, neural, and psychological investigation. *Journal of Consumer Psychology*, 20(4), 431-441.
- Rundh, B. (2009). Packaging design: Creating competitive advantage with product packaging. *British Food Journal*, 111(9), 988-1002.
- Sung, I. (2021). Interdisciplinary Literature Analysis between Cosmetic Container Design and Customer Purchasing Intention. *The Journal of Industrial Distribution & Business*, 12(3), 21-29. <https://doi.org/10.13106/IIDB.2021.VO112.NO3.21>
- Treviños-Rodríguez, D. & Díaz-Soloaga, P. (2022, December 22). Ideal feminine beauty according to Korean cosmetic brand's Instagram profiles. *Taylor & Francis* Online. <https://www.tandfonline.com/doi/full/10.1080/01296612.2022.2159154>
- Widayat, W., Azis, N., Sari, H. M. K., Warsono, W., & Masudin, I. (2023). Determinants of consumer purchasing behavior toward Korean cosmetic products: Evidence from Indonesia. *Innovative Marketing*, 19(2), 129-142. [https://doi.org/10.21511/im.19\(2\).2023.11](https://doi.org/10.21511/im.19(2).2023.11)