

ABSTRACT

South Korean culture, commonly referred as the Korean Wave is familiar to people in Indonesia. Moreover, in the beauty industry (K-beauty), South Korea is very popular with various beauty products such as skincare that many people in the world are interested in and called as the beauty qibla for women. This is driven by the public's interest in the appearance of Koreans who have fair, smooth and beautiful skin.

This study examines the influence of foreign brand halo effect and beauty consciousness on self-brand connection and willingness to pay more in beauty consumption, especially skincare products of the brand COSRX and LANEIGE. The study also investigated the moderating role of age in these relationships.

This study uses quantitative methods with conclusive objectives and a type of causal research. In taking the samples, this study used nonprobability sampling methods and purposive sampling techniques. The data were collected through an online survey focusing on two South Korean beauty brands (K-beauty) to 385 respondents as samples and then the data was analyzed using SEM analysis with SmartPLS 4 software.

The results of this study shows that Self-brand Connection has the greatest influence in Willingness to Pay More. There is no difference between young and adult consumers in the influence of Foreign Brand Hello Effect on Self-brand Connection. But there are substantial differences between the two age groups on the effect of Beauty Consciousness on Self-brand Connection.

Keywords: Foreign brand halo effect, Beauty Consciousness, Self-brand Connection, Willingness to pay more, Korean Wave, Hallyu, Skincare