

1. Introduction

According to a study conducted by the Korean Foundation for International Culture Exchange (KOFICE) in 2023, more than 60% of respondents in Indonesia admitted to being influenced by K-Wave in various aspects of their lives. This includes their preference for products related to Korea, such as K-Beauty cosmetics. K-Wave has been a major driver in changing consumer behavior in increasing awareness of Korean beauty standards. This shows that understanding the factors that influence market preferences is very important for marketers to be able to compete in this increasingly competitive beauty industry.

In recent years, the popularity of Korean beauty products, or K-Beauty, has increased significantly in Indonesia. Research from Euromonitor International in 2024 shows that the K-Beauty product market in Indonesia grew by 25% from the previous year, indicating strong interest from local consumers. This trend reflects changes in consumer behavior who are increasingly open to international products, especially K-Beauty products. With the increasing demand for K-Beauty products, many local brands are also starting to adapt to this trend by launching products inspired by Korean innovation and technology.

A study by Euromonitor International in 2024 also revealed that the K-Beauty product market in Indonesia grew by 25% from the previous year. This growth shows that local consumers are increasingly open to international products, especially those from South Korea. In a survey conducted by ZAP Beauty Index in 2022, 57.6% of Indonesian women chose skincare products from South Korea as their main choice, ahead of local products and brands from other countries. This shows that K-Beauty has become the main choice for many consumers in Indonesia.

With an in-depth understanding of consumer behavior and the factors that influence their preferences, this research is expected to provide valuable insights for stakeholders in the beauty industry, including manufacturers, marketers and researchers. The findings from this study will help in formulating more targeted marketing strategies, as well as product development that is more in line with the needs and desires of consumers in Indonesia.

The results of this research can be used to understand more specific market segments, allowing companies to better tailor their products and marketing campaigns. By analyzing the K-Beauty phenomenon in Indonesia, it is hoped that this research can open new lines of discussion regarding how pop culture can influence the beauty industry in developing countries. Thus, this research not only aims to identify consumer preferences but also to provide strategic recommendations that can help K-Beauty brands achieve success in the increasingly competitive Indonesian market.

