

MK 326 International Marketing

Group Assignment 2.2 Korean Beauty

8 Countries



By Ajarn Suwalya K.

8 Countries for MK 326

1. France
2. Canada
3. ENGLAND
4. Chile
5. Germany
6. Italy
7. Australia
8. Belgium



OPPO F7
Obbo E3

MK 326 Group Assignment 2.2:

Chapter 1 on

Korean Beauty a Global Success

- Each group please prepare a 1 slide presentation analyzing the VDO clip by answering the following questions.

1. What are the reasons why K-Beauty is a global success?
2. As a Thai manager, if you wanted to work for a Korean company, how would you prepare yourself to be successful?

Note: You may need additional research to back up your answers.

- Due Next Class: January 27th



Korean Beauty Global Success



How K-Beauty Took Over Global Skin Care

CNBC · 714K views · 2 years ago





FRANCE

Creative Visuals



Korean Beauty a Global Success



- Natural ingredients
 - Natural and harsh-free ingredients
- High affordability
 - Cheap product, but high quality
- Extensive variety
 - From toner to serum
- Hardcore Advertisement
 - Celebrity endorsement



Becoming a successful Thai manager in Korean company

- Learn Korean
- Understanding Korean culture
- Statistic Analysis
- Have work experience and have proper resume
- Realised their work culture
 - Respect higher ups
 - Polite
 - Get to know them personally

Korean beauty products lies in their cost-effectiveness, good quality, innovative, etc.





CANADA



KOREAN BEAUTY - A GLOBAL SUCCESS



WHAT ARE THE REASONS WHY K-BEAUTY IS A GLOBAL SUCCESS?

- WELLNESS AND HEALTH CAUSE A BOOM OF NO-MAKEUP LOOK AFFECTING AN INCREASE IN SALE OF SKIN CARE
- KOREAN PRODUCT IS RELIABLE FOR CONSUMERS GLOBALLY AS EUROPEAN AND US-BASED BRANDS ARE WORKING WITH KOREAN R&D CHEMISTS IN FORMULATING THE PRODUCTS.



- KOREA IS A LARGE EXPORTER OF BEAUTY PRODUCTS SINCE IT IS A HUGE MANUFACTURING HUB OF MANY COUNTRIES, TO BE MORE SPECIFIC, THE UNITED STATES.
- KOREA IS ALWAYS DEVELOPING AND LOOKING FOR NEW PRODUCTS THUS KOREA HAS A WIDE PRODUCT SELECTION AND VARIOUS CATEGORIES WHICH ARE LITERALLY INTERESTING TO OTHER COUNTRIES. CONSEQUENTLY, THE KOREAN SKINCARE INDUSTRY IS GAINING A RAPID GROWTH DURING 2014 UP TO NOW.

AS A THAI MANAGER, IF YOU WANTED TO WORK FOR KOREAN COMPANY, HOW WOULD YOU PREPARE YOURSELF TO BE SUCCESSFUL?

- AS SOUTH KOREAN IS A NATIONALISTIC COUNTRY, WE SHOULD LEARN ABOUT KOREAN-INDUSTRY AND KOREAN-BEAUTY CULTURE. PLUS, TO UNDERSTAND BASIC KOREAN WOULD BE PROFITABLE.
- WELL PREPARED FOR THE CULTURAL DIVERSITY THAT WE MIGHT HAVE TO FACE IN THE COMPANY.
- ALWAYS KEEP UP WITH THE TRENDS AND FOLLOWS KOREA NEWS TO BE ABLE TO CATCH UP WITH THE TRENDS AND IMPORTANT SITUATION THAT HAPPENS IN EACH PERIOD.





ENGLAND

Good Recommendations: Hanbang



1 What are the reasons why K-Beauty is a global success?



Skin-first philosophy in Korea affects both men and women in Korea to know how to take care of their skin from a young age.

Korean brands draw their strength from a particularly dynamic local market, where fierce competition calls for a capacity for innovation and a speed to market to which Western brands are not used

Influencer is a huge reason why the K-beauty really took off from the start.



- While Western use science for cosmetics. But, in South Korea, Some companies use Hanbang to produce cosmetics. Then, mixing Korean traditional with western can make customer satisfaction.
- From the Thai consumer perspective, it would be great if the company can adapt Hanbang and science from western. Both ways are popular in Thailand, so it would be better if we can use and develop these two advantages from both ways to create Thai customer trust and satisfaction.
- Provide more packaging collections in the season to other foreign outlets such as exporting the collection of Chuseok festival for Korean customers, who live aboard

NATURE REPUBLIC



2 As a Thai manager, if you wanted to work for a Korean company

- An in-depth study about Korea's cosmetic products
 - To represent what they are interested in and expect in new products
- Always on trends
 - To follow and serve customer's needs



- Hanbang - A traditional way to produce Korean cosmetics
 - Publish Hanbang to other countries with the advantages of using this method to create an impact for the Korean cosmetics field.



CHILE



KEY OF GLOBAL SUCCESS

- TREND OF WELLNESS
 - NATURAL LOOK
- INNOVATION
 - USE NATURAL INGREDIENTS FROM LOCAL AREAS
- SOFT POWER FROM K-POP
- K-BEAUTY INFLUENCERS
- HIGHER MARGIN OF BUSINESS
- R&D HUB
- GIVEN THE OPPORTUNITY TO SMALL BUSINESS



WHAT TO PREPARE WHEN WORKING WITH KOREAN COMPANY

- UNDERSTAND THE CULTURES
- VISION FOR GLOBAL MARKET
- PACKAGING
- KNOWING ABOUT LOCAL INGREDIENTS SUCH AS ALOE VERA FROM JEJU , GINSENG
- ALWAYS FOLLOWING THE TRENDS
 - SEASONAL PRODUCTS
 - NEW COLLECTION

BASED ON THESE

[HTTPS://WWW.RESEARCHGATE.NET/PUBLICATION/263632744_ANTI-OXIDANT_CAPACITIES_OF_ALOE_VERA_ALOE_VERA_LINNE_FROM_JEJU_ISLAND_KOREA](https://www.researchgate.net/publication/263632744_ANTI-OXIDANT_CAPACITIES_OF_ALOE_VERA_ALOE_VERA_LINNE_FROM_JEJU_ISLAND_KOREA)
[HTTPS://WWW.VOGUE.CO.UK/BEAUTY/ARTICLE/KOREAN-BEAUTY-TRENDS-2022](https://www.vogue.co.uk/beauty/article/korean-beauty-trends-2022)

GERMANY



K-BEAUTY *analysis*

1

Skin care has become one of the Korean cultures and Korean people are having high standards for their skin care so Korean cosmetics and skin care industry is under the pressure to produce the best product, leading to good innovation and high quality

Influencer and beauty bloggers also have an impact toward many people to taking such a good care of themselves so many brands using this strategy to influence people to consume their brand

2

As consumers are having more time to educate themselves about the ingredients in the products, Thai manager have to combine both the best ingredients and innovation in the products and also research how to meet the need and make their products outstanding from others





ITALY



Analysis: External & Internal

Analysis of K-beauty industry

Reasons why?



External

- Influenced by K-POP industry and Korea culture (한류) which can potentially enhance the GDP Korean beauty standards have been influenced largely by those in the media, including actresses, TV personalities, and K-pop stars.



- Korea is well-known for beauty-surgery. So, we can conclude that the good surgery will make people believe in that product.
- South Korea's rising cultural economy



Internals

- Innovative packaging/products
- Cheaper comparing to others international brands(BIG)
- Neat/ Detailed- Our group believe that majority of Korean are neat. And we can conclude that they will choose the most effective ingredients to our beauty care
- out-standing ingredients



Manager

- 1) Study Korea culture
- 2) Study business and company background
- 3) Study a breif history of Korea



AUSTRALIA



Korean Beauty a Global Success



Why K-Beauty is a global success ?

- Skin care products make 24.9% of the total revenue of all the cosmetic and beauty products in the US market (2019)
- expected to reach \$196 billion before 2024
- Influencers recommend Korean's skincare them and they explain their benefits which persuaded people from around the world
- K-pop is well known around the world for their good skin, this therefore makes people from around the world perceive that Korea has the best beauty
- Koreans know how to take care of their skin whether it be men or women. This shows that they had lots of knowledge and gained trust from around the world
- These brand paid famous presenters to represent their brand

As a Thai manager

- We will need to understand Korean's consumer behavior
- We will need to plan a strategy in order to market the product efficiently
- Understand the culture of the Korean company and understand how they operate
- Research on small target groups first



BELGIUM



KOREAN BEAUTY A GLOBAL SUCCESS



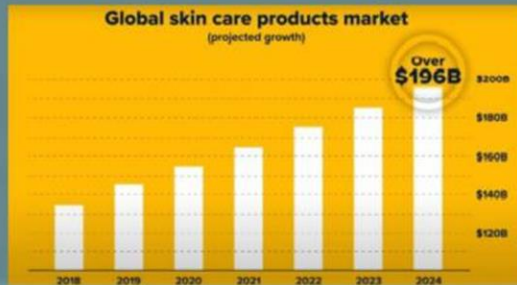
THE REASONS WHY K-BEAUTY IS A GLOBAL SUCCESS.

- Skin care is part of their culture
- Influencer in social media
- Trend of wellness
- Quality and Efficacy of product
- High innovation
- Online shopping platform

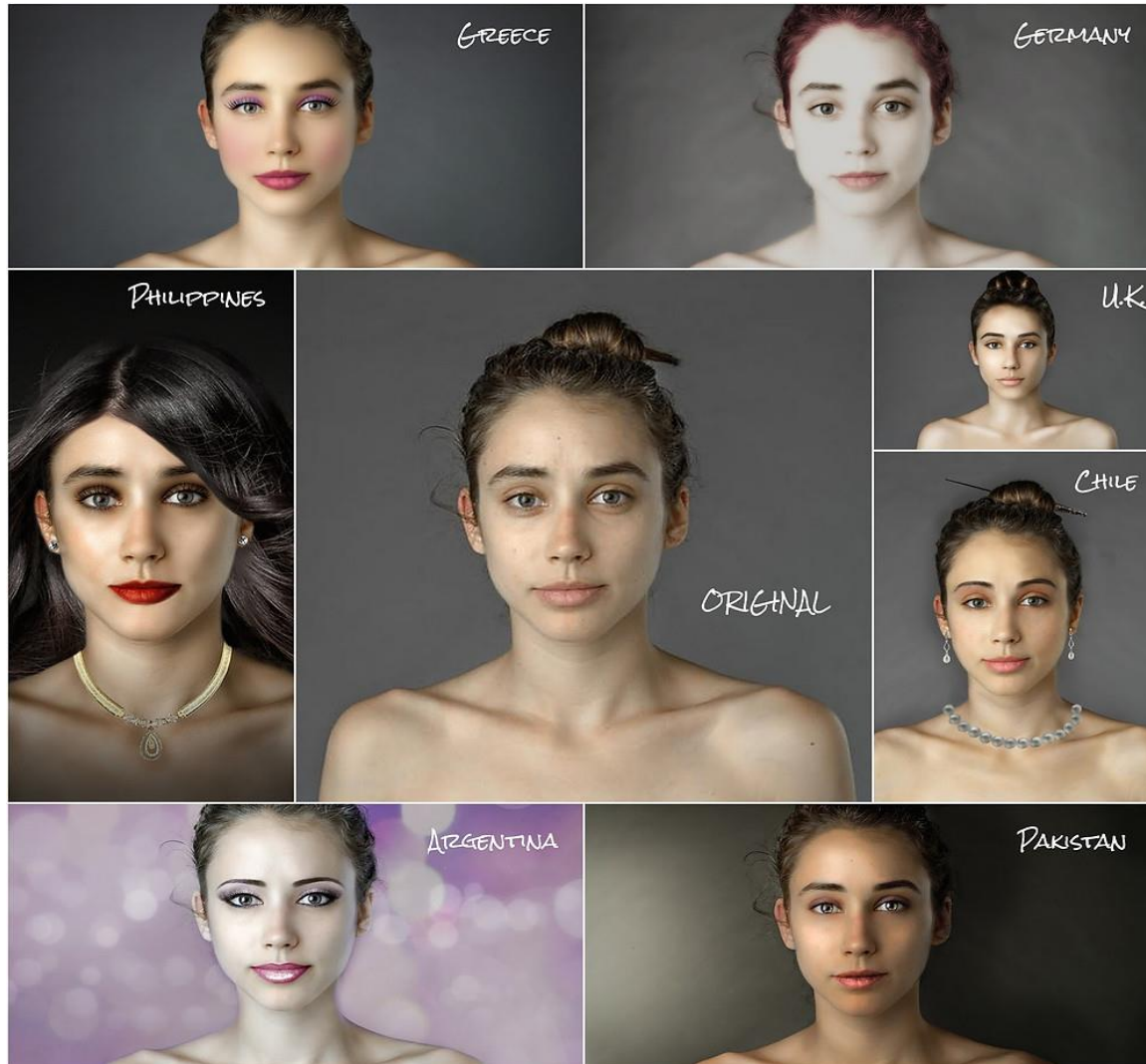


HOW TO BE SUCCESSFUL IN A KOREAN COMPANIES.

- Know about their culture
- Have a passion
- Learn about Korean's interest
- Speak Korean fluently
- Intention
- Flexible and achievable
- Future plan



Global Perception of Beauty



Plastic Surgery in America vs. Korea



America

Korea

Standard of Beauty

tanned skin, sophisticated-looking

fair skin, large eyes, small chin, well-defined nose, youthful-looking

Surgery Cost

Expensive

Relatively low
Cost less than in Singapore and Japan

Quality

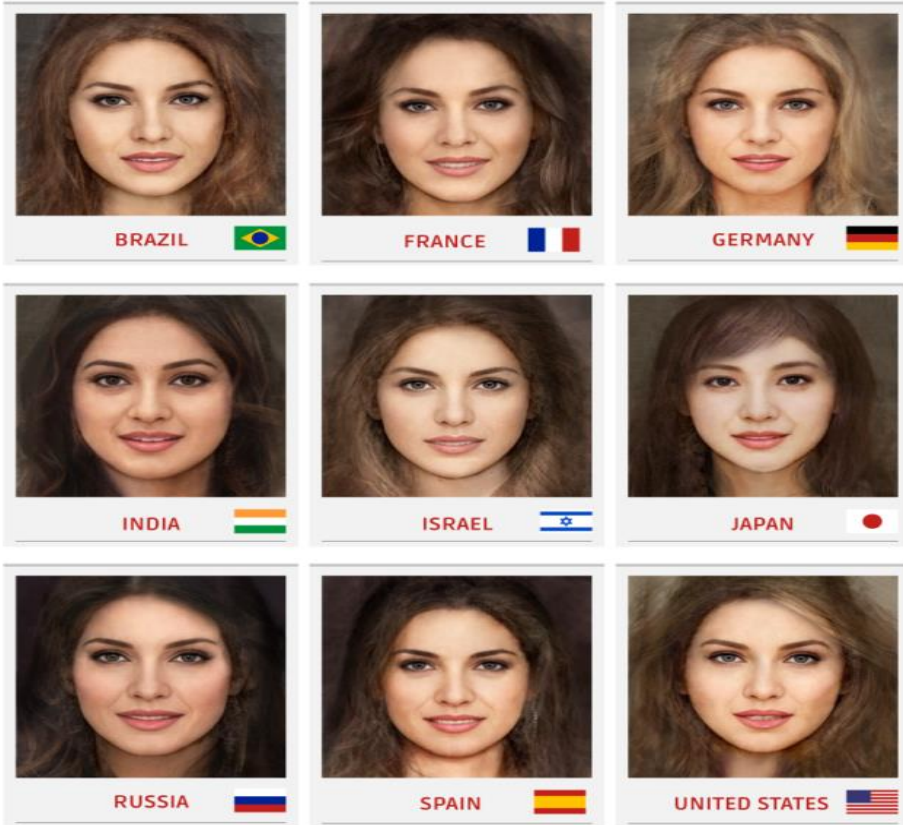
High quality

High quality
Specializing in Asian beauty



Average Face of "Beautiful Woman" Searches Around the World

[Based on the first 100 image results for "beautiful woman" searches per country in those countries' native languages]



NVISION

Source: [Beauty Searches Across the Globe | NVISION Eye Centers \(nvisioncenters.com\)](https://www.nvisioncenters.com)



Average Face of "Handsome Man" Searches Around the World

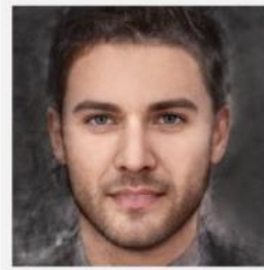
[Based on the first 100 image results for "handsome man" searches per country in those countries' native languages]



BRAZIL 



FRANCE 



GERMANY 



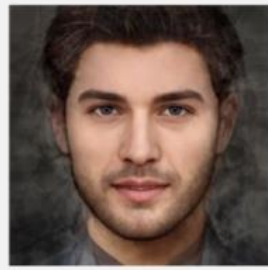
INDIA 



ISRAEL 




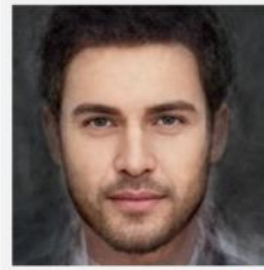
JAPAN 



RUSSIA 



SPAIN 



UNITED STATES 












Comparing "Beautiful" and "Handsome" Skin Tones Across the World










Based on the first 100 image results for "beautiful woman" and "handsome man" searches per country in those countries' native languages

The Fitzpatrick scale, which divides skin tone into six types, was used to categorize skin color.

WOMEN

									
SKIN COLOR	BRAZIL	FRANCE	GERMANY	INDIA	ISRAEL	JAPAN	RUSSIA	SPAIN	U.S.
TYPE I	57%	3%	15%	32%	15%	67%	13%	67%	34%
TYPE II	21%	20%	46%	42%	43%	18%	32%	20%	43%
TYPE III	19%	40%	31%	20%	23%	9%	51%	10%	12%
TYPE IV	2%	23%	5%	4%	18%	5%	3%	1%	6%
TYPE V	1%	10%	3%	1%	1%	0%	1%	1%	4%
TYPE VI	0%	4%	0%	1%	0%	1%	0%	1%	1%

MEN

									
SKIN COLOR	BRAZIL	FRANCE	GERMANY	INDIA	ISRAEL	JAPAN	RUSSIA	SPAIN	U.S.
TYPE I	10%	2%	18%	21%	5%	43%	3%	49%	35%
TYPE II	79%	10%	51%	13%	43%	31%	27%	30%	34%
TYPE III	10%	67%	23%	61%	31%	19%	55%	16%	29%
TYPE IV	0%	16%	0%	5%	14%	3%	12%	2%	0%
TYPE V	0%	2%	5%	0%	5%	2%	2%	1%	2%
TYPE VI	1%	3%	3%	0%	2%	2%	1%	1%	0%

*Skin tone was assessed by comparing the skin tones as they appeared in the Google search results to the Fitzpatrick scale. The people in these images may have been lit or edited in a way that altered their skin tone. We did not control for this.

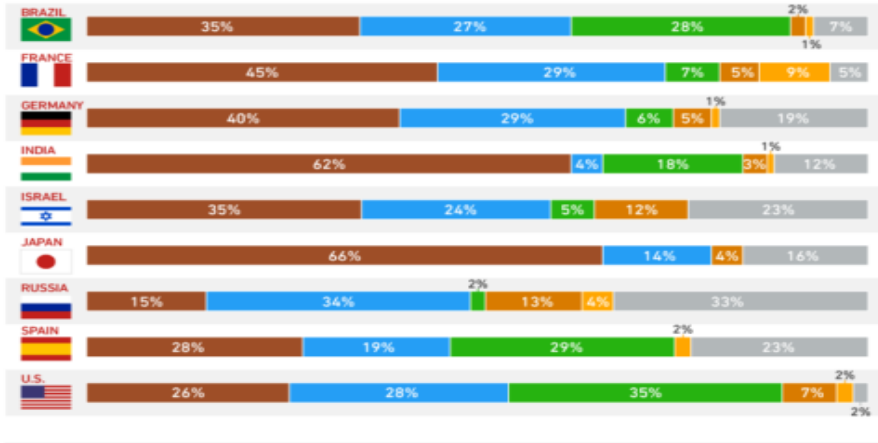


Comparing the Eye Color of "Handsome" Men and "Beautiful" Women Across Borders

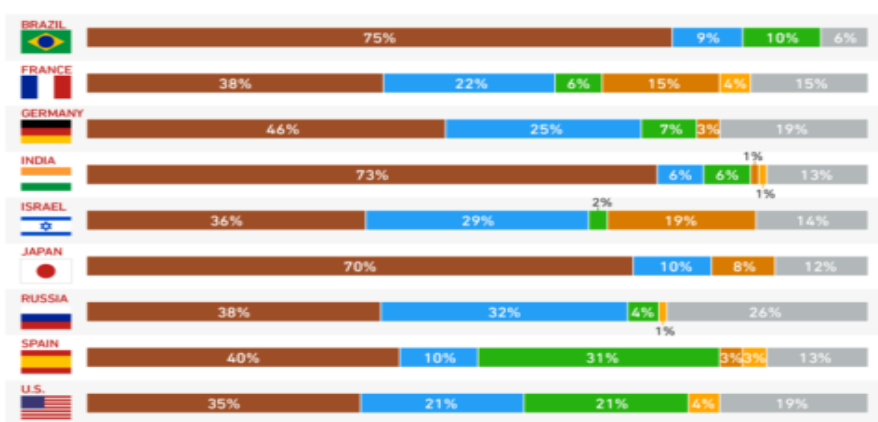
[Based on the first 100 image results for "beautiful woman" and "handsome man" searches per country in those countries' native languages]



WOMEN



MEN

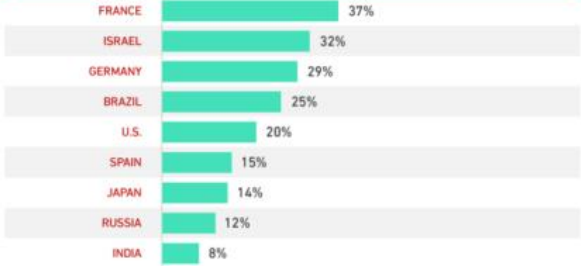




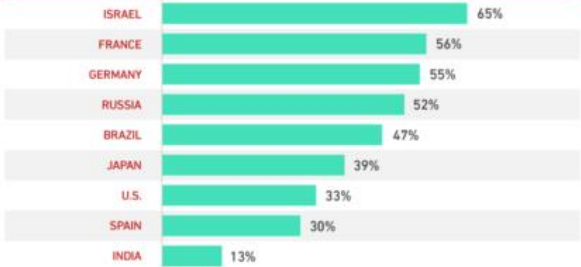
Beauty Standards?

[Based on the first 100 image results for "beautiful woman" searches per country in those countries' native languages]

PERCENTAGE OF "BEAUTIFUL WOMAN" IMAGE SEARCH RESULTS CONTAINING EXPOSED CLEAVAGE



PERCENTAGE OF "BEAUTIFUL WOMAN" IMAGE SEARCH RESULTS CONTAINING BARE SHOULDERS



PERCENTAGE OF "BEAUTIFUL WOMAN" IMAGE SEARCH RESULTS WITH THEIR FULL BODY SHOWN

