

Digital Marketing and Visual Communications in Asian Beauty Business

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Abstract

Digital marketing has increasingly increased brand awareness, foster higher customer satisfaction, prioritize organizational integration and management, and head towards automation of marketing operations. As digital marketing keeps growing, higher benefits of using internet marketing in an organization's integrated marketing communication plan have become common for marketers. Visual communications are important in the marketing world because social media marketing is a new field of media in comparison to the traditional medium such as television, radio and print advertisements. Visual communications through images are commonly used for marketing communications, where images are powerful motivators because it attracts the audiences' attention and encourages readers to be engaged with the marketing contents. Therefore, being able to identify, interpret and understand how visuals play an integral role in marketing will help organizations make the right choices for marketing strategies and campaigns through various mediums which will later result in positive feedback and incur growth for the organization. Moreover, business and marketing on Asian beauty business and Asian beauty products are on continuous growth as people are more health concerned – both emotionally and physically. This research will focus on the elements in marketing and the media, as to which extent can digital marketing and visual communications influence and foster beauty businesses in Asia.

Keywords: Digital Marketing, Visual Communications, Asian Beauty Business, Asian Beauty Marketing, Consumer Behavior

Introduction

Beauty standards have fluctuated and changed over time. Although certain characteristics of beauty are universal, there may be disparities in face features and how beauty is regarded among races and ethnicities. East, Southeast, and Central Asian populations are not uniform and have distinct face traits. Asians often have a broader face with lower vertical height, a lack of brow, nasal, and chin. Whereas, Chinese aesthetic practitioners valued a heart/inverted triangle face form with a reduced lower height and straight facial feature.

We can manufacture beauty products since we are all captivated with it. Therefore, visual communication is essential in the beauty industry, where aesthetics and visual appeal are vital. Several theories may be used to better understand and improve visual communication tactics in this market. There are various theories that shaped up digital marketing by incorporating visual communications concepts for various business industries, including beauty businesses in Asia. Likewise, social and psychologic research have proven that facial and bodily consonance have a great importance in our social lives (Dimitrov & Kroumpouzos, 2023). Furthermore, social media use strongly predicted desire for cosmetic surgery in women between the ages of 18 and 29, staying significant even after adjusting for body dissatisfaction (Walker et al., 2021). Therefore, beautiful individuals are thought to be more successful both professionally and personally, and beauty is linked to well-being (Dimitrov & Kroumpouzos, 2023). According to research, attractive people marry attractive people, and they are more likely to get recruited and promoted, as well as receive higher performance assessments (Dimitrov & Kroumpouzos, 2023).

Beauty concerns led to businesses having the need for effective digital marketing, where it depends significantly on appealing visual communication to engage, enlighten, and convince consumers. In today's fast-paced digital environment, visual features may communicate messages more rapidly and efficiently than text alone. Visual communication is essential for developing and sustaining a strong brand identity online. Consistent usage of colors, font, images, and logos across digital platforms strengthens brand awareness and trust. Effective visual communication may have a major influence on conversion rates. Clear, visually attractive calls-to-action (CTAs), product photos, and demonstration videos can entice visitors to do desired activities, such as completing a purchase or subscribing to a brand.

Visuals are an essential component of content marketing campaigns. They may make blog posts, articles, and social media information easier to read and share. When correctly designed, visual material can benefit search engine optimization (SEO). Visual communication is especially important on social media platforms, where messages featuring photographs, videos, and other visual features are much more engaging. To captivate attention and successfully transmit messages, digital ad campaigns use eye-catching images. Visual communication may boost customization efforts by adapting graphics to certain target segments. Personalized graphics may enhance the user experience by making the material more relevant and interesting. Digital marketing may be made more successful by integrating visual communication, which drives engagement, builds brand loyalty, and increases conversions.

Literature Review

Beauty has a powerful impact on many elements of modern culture and daily life; ideas of beauty trace back to ancient thinkers and have developed greatly over time (Dimitrov & Kroumpouzos, 2023). There appears to be generally acknowledged physical attributes of beauty across civilizations (Dimitrov & Kroumpouzos, 2023). The beauty industry, particularly the usage of cosmetics, is a defining component of popular culture

(Dambrin & Lambert, 2017). Considering visuals and the media for marketing purposes, there is a saying “A picture is worth a thousand words”, though this is a cliché but this cliché is the truth. When we consider visuals and images, we can say less with an image but can impact our customers even more. Visual communications combine aesthetic sense and logic into visual designs for marketing purposes. Therefore, we can see that visual communication is integrated into visual marketing, which focuses on using unique and relevant images to convey a message and express the concept. Visual marketing campaigns lately have been transformed into a much more digitized way rather than in a traditional sense, where visuals can be shared and acquire consumers’ engagement through social media via digital marketing strategies.

An organization’s ability to establish itself and become recognized in the market depends on its marketing strategy. Considerable study has revealed that the perception of beauty is inherent. Humans have an inbuilt capacity to discern between a beautiful and ugly person (Dimitrov & Kroumpouzos, 2023). As a result, some companies think that using internet marketing could be harmful due to matters regarding internet fraud, advertisement placement, or negative product reviews. Nonetheless, the company can control any problems with digital marketing if it has a team that is solely responsible for social media management. Customer interaction will, therefore, be fruitful. The impact of internet marketing on sales growth makes it possible to identify the requirements for implementing internet marketing and other associated marketing initiatives. Furthermore, the vital role that marketing plays in drawing customers and elevating the atmosphere of any business will be discussed. Several studies have been undertaken to establish the significance of internet marketing and its influence on sales. Other small business might require further investigation and research as to how large companies are able to construct effective marketing strategies and maintains its stable outcomes and results.

Online marketing is effective and beneficial to both organization and consumers of all generations. The number of customers reached are growing. Creating an interest in the positive outcomes. Thus, the reasons for online and digital marketing growth arise from new generation’s use of social media and digital marketing. Individuals who provide cosmetic operations may enhance engagement through marketing efforts and sliding pricing scales (Widdows, 2018). Nevertheless, digital marketing enables us to distinguish the insights and its importance together with successful online engagement marketing tactics. Through various social media platforms where companies and organizations find these platforms effective for communication, it enables the organization to communicate its messages to the target market much easier and much more effectively. Moreover, visual communications can widen your audiences’ scope further if implemented with the right strategy. However, there are challenges for visual communications which is the idea of miscommunication through those visuals and when running a marketing campaign because some error to the caption may change the entire message and conveys a misleading context which will later negatively affect the organization and the brand. Visual communication plays an essential role for organizations and brands to focus on the details of it to construct effective digital and social media marketing plans and campaigns.

The variety of cosmetic treatments available to women has expanded tremendously, as have the demands to buy such goods and surgeries (Rodgers, Hewett & Laveway, 2024). Direct marketing of such treatments by the pharmaceutical business to customers is also a

recent practice, which has been reinforced by social media (Mello, 2012). Many of these treatments are advertised as avoiding or decreasing visible indications of age, or fostering a young look; in fact, operations to diminish esthetic indicators of aging are the most often sought and done minimally invasive procedures (American Society of Plastic Surgeons APS, 2022). In organizations, investing in using visuals for marketing purposes is essential in enhancing your brand awareness and making the organization known to the public. Though there are contradictions and judgements on graphic designs in the marketing department, it is a fact that graphic designers are considered in the minor section in the marketing area; however, graphic designers are crucial and do play a massive role in creativity and bringing out the essence and the identity of the organization's brand into the public and formed positive and engaging audiences' perception towards the organization and the brand. Digital marketing and marketing plans through social media and social platforms will include detailed consideration on brand colors to the context, the designer should avoid any message, images or elements that may mislead the context that the organization intends to communicate to the receiver.

When integrating visual marketing into campaigns, we have to understand that our audiences or consumers, in which humans are visual beings. According to research, visual marketing research has expressed those humans process visuals 60,000 times faster than text, where consumers only retain 20 percent of what they read; in addition, they can retain 80 percent of the visuals they see (Philips, n.d.). Furthermore, information and contents presented as visuals are much more appealing and does grasp the attention of the audience really well, we can say that visuals will remain in the consumers' mind than any other type of marketing content. Scientists have found out that the average attention span of a goldfish is nine seconds and human's concentration spans to just eight seconds (Philips, n.d.). This implies that humans have various attention span durations, therefore, when information is presented with images, it is most likely that the message can retrain in the consumers' mind for three days after with information remaining of 65 percent minimum (Philips, n.d.). Visual marketing allows for the message and the content to be expressed across multiple platforms, in which the new marketing world have various platforms in order to share those visuals, we can say that channels for expressions have become much more versatile. The use of colors, logos and the placement of the components plays an integral role in consumers desire to engage in or retain information. Understanding the role of culture in the desire of beauty has far-reaching ramifications for companies and policymakers. The media was the most common source of pressure, for women to pursue for beauty procedures (Rodgers, Hewett, et al., 2024). Although such pressures are increasingly addressed on individuals across ages and genders, we opted to focus on adult women since they are disproportionately targeted by the cosmetic businesses (Latham, 2008).

Women reported feeling socially pressured to use cosmetic items and services (Rodgers, Hewett, et al., 2024). Making up is an important part of daily living rituals (Jeacle, 2006). Cosmetic consumption, such as fashion, is inextricably linked to identity creation and self-expression. The media imposed the most intense pressure with regard to beauty (Rodgers, Hewett, et al., 2024). However, feminist criticism of cosmetics has attempted to explain its predominance through conceptions of masculine dominance and economic exploitation (Jeacle, 2006). For multinational corporations competing in the highly competitive multibillion-dollar beauty business, more focused and effective marketing resource allocation between nations may have a significant influence on sales

growth and profitability. Fascination with beauty appears to be universal, information from the business indicates that it is considerably stronger in Asian countries. Japan, South Korea, and Hong Kong are the top spenders (per capita) for skincare in the globe (Euromonitor International, n.d.). Additionally, Asia has the biggest concentration of plastic surgeons (International Society of Aesthetic Plastic Surgeons, 2015). Women's pursuit of beauty and the desire to improve their looks is receiving unprecedented attention across the world. With double-digit growth in the cosmetic, skin care, and hair care industries, the worldwide beauty industry is expected to reach \$493 billion by 2020 (Euromonitor International, n.d.). The obsessive pursuit of beauty ideals has led to a worldwide spike in objectification, face and body shaming, body-related illnesses, and a preoccupation with cosmetic surgery. This issue is especially widespread in the East (Zeilinger, 2015). Therefore, a consumer's cultural background can have a significant impact on their quest of beauty and appearance enhancement.

Findings and Discussions

Theories on Visual Communication Influencing Digital Marketing

In digital marketing, visual communication is essential for grabbing and sustaining consumer attention. High-quality photos, videos, infographics, and animations may improve content engagement and encourage people to spend more time on a website or social media platform. Gestalt theory examines how humans see and interpret visual features as cohesive wholes rather than collections of pieces. This is especially important in the beauty business, where product packaging, ads, and branding must all work together to provide a unified and visually appealing experience. The key principles are proximity, similarity, continuity and closure (Wagemans, n.d.). Proximity is closely spaced elements are believed to be connected (Wagemans, n.d.). Similarity is the grouping of components that are similar (Wagemans, n.d.). Continuity means continuous lines and patterns attract the viewer's attention (Wagemans, n.d.). Lastly, closure is when people interpret incomplete forms as complete (Wagemans, n.d.). Moreover, another theory that is essential to visual communications is Color Theory. Color theory studies how colors combine and what psychological effects they have on humans. In the beauty industry, color is carefully employed to provoke emotions and express meanings. Color theory elements are composed of color harmony, color psychology and brand identity (Rhyne, 2017). Where color harmony is the process of combining colors in visually attractive ways (Rhyne, 2017). Color psychology is the study of how different hues affect perceptions and emotions, for example, blue for trust and red for passion (Rhyne, 2017). Brand Identity is to improve brand identification along with the use of consistent color palettes (Rhyne, 2017).

Furthermore, another theory that is essential to visual communications is Semiotics. Semiotics is the study of signs and symbols. Semiotics may be utilized in the beauty business to communicate complicated ideas and brand messaging through images, logos, and product design (Eco, 1976). Semiotics are comprised of icons, indexes and symbols (Eco, 1976). Icons are direct representations of a product or brand. Indexes are indirect signals that indicate an idea (Eco, 1976). Lastly, symbols are arbitrary signs that have culturally determined meanings, for example, rose represents romance (Eco, 1976). Above that, visual rhetoric also entails utilizing visuals to convey messages and influence viewers. This is especially important in beauty marketing, where graphics must not only capture

attention but also persuade customers of the product's advantages (Bulmer, S. & Oliver, M.B., 2006). It comprises techniques in establishing authority and trust through high-quality imagery, along with the use of relevant and aspirational images to evoke emotions (Bulmer, S. & Oliver, M.B., 2006). In addition, use of logical and clear pictures to convey information, such as before-and-after photographs (Bulmer, S. & Oliver, M.B., 2006). Therefore, understanding how visual aspects impact customer behavior and decision-making is critical. It comes along with relevant theories such as aesthetics, perceptual set theory and cognitive dissonance (Coren et al., 1986). Aesthetics is the study of beauty and taste, with an emphasis on what makes sights agreeable or beautiful. Perceptual Set Theory explains how expectations impact perception. High-end packaging, for example, may create the impression that the product is of superior quality (Coren et al., 1986). Cognitive Dissonance ensures that the brand's visual identity is consistent with customer beliefs and expectations in order to avoid discomfort or uncertainty (Coren et al., 1986).

Apart from elements relating to visual communications for digital marketing, a narrative theory also plays a vital role where it investigates how tales may be graphically communicated. In the beauty sector, using commercials, social media, and branding to tell captivating visual tales helps to engage customers and develop emotional ties. Narrative elements include plot, characters and the visual atmosphere that frames the narrative. Plot is the visual representation of a series of events or experiences. Characters comprised of the individuals or characters depicted, for example, models and influencers. Lastly, the visual atmosphere that frames the narrative, such as wealthy objects and opulent surroundings for high-end atmosphere. It is apparent that understanding cultural backgrounds and values is critical for effective visual communication, particularly in a varied global market. In which the elements involved includes cultural semiotics, global and local perspectives and understanding and then analyze its trends. Cultural semiotics is the study of recognizing and exploiting cultural symbols and meanings. Global versus local understanding aims to configure a balance between worldwide brand consistency and local cultural relevance. Furthermore, trend analysis are essential in keeping and staying current on cultural trends that impact beauty standards and customer preferences.

In Asian beauty business, digital marketing and visual communications have high contributions relating to branding and packaging as well, where it involves the use of color theory and semiotics to produce unique and appealing packaging. Advertising campaigns use visual rhetoric and narrative theory to create captivating advertising that appeal to the target audience. Digital presence helps creating websites and social media material that follows psychological and aesthetic principles in order to improve user experience and engagement. Product design allows us to use gestalt concepts to guarantee that product design is intuitive and visually appealing. By combining these theories, beauty companies can develop strong visual messages that not only attract but also resonate with their target audience, eventually boosting brand loyalty and revenue.

Visual Communication Mediums for Modern Digital Marketing

Colors and layout are examples of components that have an impact on visual communications that incorporate graphics design. In business, visual design for communications is critical because it transmits the message, persuades the audience, and affects them, all of which contribute to the desired market climate. Similarly, in today's

fast-paced world, we have only a few seconds to make a good first impression. An excellent design may deliver a powerful message that leaves no space for confusion or hesitancy (Isla, 2020). Graphic designers are often well-versed in the psychology of colors, patterns, and shape, which has an impact on audience perception. Graphic design may improve the overall image of a company and launch a business. In addition, a well-thought-out design may wow customers and demonstrate how detail-oriented your company is.

1. Infographics

Infographics have shown to be a new type of visual representation for ease of comprehension, and these images serve to simplify the intricacies of the contents. Choosing the right infographics to explain a specific content will undoubtedly help express the message the brand is attempting to convey while also enhancing quick understanding for the receiver because the world is fast-paced; thus, content must be well digested and presented to the audience. Infographics combine facts and statistical intricacies to make them easier. Furthermore, information is communicated to the audience in a lot more understandable fashion, with more appealing and readily digested material. Infographics may convey material in the form of a visual tale that helps the viewer explain the data and statistics (Brightedge, n.d.). Infographics are mostly utilized in newspapers and educational settings. In addition, infographics have the potential to be a useful teaching tool as it can provide several advantages, including (1) boost information interpretation, (2) concepts and ideas, (3) improving the capacity to think about difficult information, and (4) enhancing information recall and retention (The Institute for the Advancement of Research in Education, 2003). The increased intensity of knowledge and data, and having easy access to the material, might drive individuals to bombard, which demands an accurate selection of useful information. Cognition can enhance graphics by employing the visual human system to recognize tendencies and patterns (Heer, Bostock, & Ogievetsky, 2010). Infographics are created through data visualization, information design, or information architecture, and have become popular in social media as static pictures or a basic online interface covering a wide range of topics. Informatics is shared by members of social networks, namely, Facebook, Twitter, Instagram and Pinterest. The aim of infographic can be categorized into three objectives like speaking in public to persuade, entertain and inform the audience and also obtaining the readers' attraction, hence, the readers can distinguish why they need to read the infographic (Krum, 2013). Furthermore, the style and designs are important since they help to express the message by utilizing the appropriate colours and presenting correct information. A useful, engaging, and shareable infographic is an excellent approach to broaden the organization's brand image well beyond its present consumer base.

2. Videos

Videos are an excellent medium for engaging the audience; nevertheless, the video material must be interesting because in order to capture the audience's attention and allow them to watch the video, the viewer must have time to concentrate. Videos may also highlight the primary characteristics of a product or service in a more apparent way, as well as providing perspectives on the traits that the firm has to offer. Videos can be customer reviews, how-to videos, or demonstration videos, or any other sort of communication content that emphasizes the value of a product or service, as well as its business and

marketing methods. According to Forbes, “Video will revitalize email marketing” (Philips, n.d.). Email marketing receives less attention when social media is used for marketing reasons, and the use of emails for marketing objectives has decreased with time. Though email marketing has become more straightforward, using videos in emails can inspire users to connect with the company on a professional level. Videos have become a favored medium; more than half of top executives prefer videos over text information (Brightedge, n.d.).

3. Images

Visual marketing differs from other mediums in that it uses powerful photographs and visuals. Photos and pictures assist to guarantee that information is effectively communicated through visuals. According to studies, buyers want to see photographs of individuals in order to feel linked to the content and the organization (Brightedge, 2024). However, photographs and images for digital marketing are most successful when they are relevant to the article or page. Another technique is to leverage created content to your benefit because it gives variety to graphics for marketing plans and tactics. Social media tagging and reposting tagged information contribute to a steady supply of content on social media platforms. Without utilizing excessive word for content, the goal of employing visuals for marketing is to avoid using too much text and instead let the image to tell the narrative. Visuals for consumer interaction contribute not only to brand recognition but also to the bottom line of the firm.

4. Memes Marketing for Social Media Marketing

Memes are seen as a new lexicon as well as a new method of communication through images that contain jokes and gimmicks. online memes have become the dominating feature of participatory online culture, since they are used to communicate on social media and web forums (Vasquez & Aslan, 2021). Memes, on the other hand, should exercise caution when using language, jargons, or slangs, and the topic should not be particularly sensitive, since this may lead to controversy; also, unfavorable exposure can result in negative response. Popular memes make use of catchphrases that contain spelling mistakes, abbreviations, acronyms, and nonstandard language. Therefore, marketers use memes to interact with clients as they strive to connect like-minded individuals (Sharma, 2018). Social media marketing may certainly receive good effects with visual meme communication. When it comes to meme designs, we can observe that they are basic but effective in capturing the attention of the audience. To integrate memes with brands, the organization's graphics designers must incorporate the major corporate identity elements such as colors, logos, or layouts into the memes in order to foster a memorable image of the brand in the minds of the audience and increase brand visibility. Social media marketing professionals will keep up with the newest trends and do market research. They will look for market demands as well as prospective venues from which the organization may get likes, shares, followers, and subscriptions. Then they may create a strategy plan to understand market trends.

Asian Beauty Perception Influencing Asian Beauty Business

We have always observed that standards of beauty, regardless of nations, ideologies, or faiths, originate from people's desire for their own well-being, not just in terms of appearance but also in other respects. Asian beauty standards have been influenced by Korean-Pop (K-Pop) and Japanese-Pop (J-Pop), which has resulted in an increase in cosmetic procedures, plastic surgery, and the emergence of new cosmetic brands to improve people's looks. But it is evident that women are more affected than men when it comes to beauty. On the other hand, it is increasingly evident that men are equally worried about their health as women. Although femininity and beauty are generally considered to be found in women, beauty standards also encompass other preferences such as physical attractiveness as demonstrated by a woman's skin tone, body type, facial features and forms, weight, height, and other physical characteristics. It is evident that a number of elements combined to establish Asian beauty standards and our understanding of beauty have given rise to new commercial opportunities and marketing insights.

Beauty pageants have contributed to the trend-setting for beauty standards by focusing on lighter skin tones and emphasizing how appealing and desirable they are (Salva, 2019). It is true that opinions on beauty vary depending on who is viewing it, much like the well-known adage "Beauty lies within the eyes of the beholder." The Western definition of beauty does not always align with the Asian definition, and vice versa. As a result, there is nothing deceptive about the differences in our skin tone, features, and hues. On the other hand, beauty—both Asian and Western—is readily categorized, allowing viewers to discern differences through makeup. Asian make-up looks emphasize natural beauty, and a 'no-make-up' appearance is popular because it is perceived as appealing; the no-make-up look reflects youth and freshness. Western beauty, on the other hand, sees beauty in a somewhat different way, with a concentration on contouring to accentuate features, larger eyes, and strong-colored lips that indicate confidence, strength, and independence.

Above and beyond attractiveness in women, males are also subject to beauty standards. Men's beauty standards appreciate angular features, powerfully defined jawlines, and square chins. The majority of East Asian superstars, singers, and artists can easily discern these beauty standards (Patchimnan, 2019). We must admit that media influence on social media and other mediums has integrated the two mainstreams of beauty standards and merged them into beauties without limitations, but this requires attention to minor details if we are to distinguish between the two - Asian, so-called Eastern, and Western beauty.

There is a significant gap between these two worlds' beauty effects. It is critical to remember that the beauty standard is what a society perceives to be the ideal beauty. Beauty standards can be acquired from norms from other cultures or from the other gender. The standard will be recognized and issued when its acceptability grows. As a result, each culture has a distinct or potentially equivalent ideal of beauty. It is apparent that humans are completely responsible for our perceptions of beauty. We ignore metrics or facts that may suggest whether something is more or less appealing. For the most part, individuals continue to hold themselves to that ideal of beauty in order to blend in with society or to bring attention to the other gender. For example, when the tanned was crowned Miss

Thailand World 2014, some observers saw it as a chance to change beauty standards. Nonthawan, also known as Maeya, remarked that becoming a role model for the younger generation of Asians from various ethnic origins and with darker complexion was important to her since it indicated that they could achieve their objectives. Maeya has, in reality, influenced many Thai citizens. Dark-skinned women have traditionally had lesser representation in Thailand and have been overlooked in favor of a lighter-skinned beauty ideal.

Asian beauty standards, inspired by cultures and arts, segregate people based on skin tone in nations like China, Korea, Japan, and India (Takamune, 2015). As a result, skin color may clearly distinguish between affluent and poor. The whiter you are, the better your chances of living a nice life away from the blazing heat while working hard. This notion corresponds to the physical aspect of Asians, where pigments such as freckles are the first symptoms of aging on Asian skin, rather than wrinkles as in Westerners. That makes the beauty standard that favors white skin not merely beauty ideals; it has become the values that wish to keep skin appearing youthful (Marrinan, 2019). Aside from fair skin ideals, Asian beauty standards have been relatively stable compared to American beauty standards. As a result, the majority of Asian women will go to any length to appear delicate and feminine.

Fair skin is similar to the natural look of white Caucasian women, even if skin lightening is not usually connected with the ideal of Western beauty. Asian ladies are obsessed with skin-whitening creams and have even attempted surgery to brighten their skin tone. Other Western beauty standards, such as high noses, round eyes, and narrow features, have also challenged Asian beauty conventions. The Eastern models displayed in Asian journals demonstrate how prominent these features have become. It is obvious that adopting Western values has resulted in the racialization of beauty at the expense of acknowledging the aesthetic merit of other ethnic groups. Female non-Westerners with ethnic features that do not align with Western ideals may feel driven to improve their appearance to avoid losing cultural identity. As a result, in countries such as China, Japan, and Korea, the Western aesthetic has had a profound effect on Asian beauty standards. Today's standards of Asian beauty are informed by historical and cultural narratives, as well as the supremacy of particular Western ideologies. Furthermore, they have a negative impact on how self-esteem and self-image are seen, both of which are issues caused by increased consumerism and commercialization. In terms of an often-overlooked racial prejudice, the cases discussed in this debate show the implicit trade-off between corporate and social benefit. This exemplifies a distinct definition of inclusion that supports the acceptance of difference. For example, Korea is the core of Asian cosmetic surgery and skincare, thus it naturally sets significant trends for idealized Asian beauty. Despite certain differences, China's Beauty Standards are comparable to those adopted in other nations, such as Korea. Korean Beauty Standards stress a typical look, such as a tiny face, big eyes, and a skinny physique, in order to replicate that young aspect.

White skin, skinniness, a high nose, and double eyes are still regarded as fundamental components of Asian beauty standards. Even if the majority of people believed that the Asian beauty standard was destructive to their mental health and security, the companies of cosmetic surgery and Asian whitening continue to grow at an alarming pace. It appears that the great majority of people still believe that in order to be accepted

by society, they must comply to some physical appearance standard. This explains why the cosmetic surgery and Asian whitening industries are among the most profitable in Asia. As previously indicated, many Asian nations see skin tone as a sign of Korean social and ideal classes. In many societies, persons with dark complexion continue to face prejudice. The skin is light and not just a sign of beauty. East Asia, including Korea, Japan, and China, all demonstrate a desire for justice. As a result, diversity has become a goal that many people aim for, motivating people all over the world to value the diversity of beauty and the idea that anybody may be lovely regardless of external standards. We believe that everyone has the ability to choose and accept beauty depending on what is appealing and acceptable for them. Beauty, regardless of the standards established by celebrities and influencers, continues to inspire fashion trends. It creates new beauty trends all year. In this situation, adopting those trends is permitted according to the Asian Beauty Standard, although we would recommend "becoming" and sticking to such trends based on compatibility and safety.

Conclusion

Beauty businesses' success in this region is dependent on their ability to successfully use visual components to captivate attention, deliver messages, and create strong brand identities. Visual communication is an essential component of the Asian beauty industry, where aesthetics, cultural subtleties, and customer preferences are all important. Instagram, WeChat, and TikTok are all extremely popular in Asia and are mostly visual. To successfully reach and connect with their target audience, beauty businesses must offer engaging, visually appealing content that is suited to these platforms. Understanding and utilizing cultural symbols, colors, and aesthetics specific to distinct Asian markets is critical. This cultural awareness enables companies to engage with local consumers and form stronger bonds. The beauty business places a premium on aesthetic attractiveness. High-quality, visually appealing visuals from packaging to advertising are essential for attracting and maintaining customers. In order to guarantee that products and marketing materials match the highest visual standards, brands must spend in expert design and photography. Consistent visual identity over all touchpoints, from online storefronts to physical packaging, which will improve brand awareness and trust because consistent use of colors, logos, and design components results in a unified brand image.

Keeping up with visual trends, such as the K- and J-beauty, helps companies stay current. Innovative visual storytelling and interactive content, such as augmented reality makeup try-ons, may boost customer engagement and generate brand distinctiveness. Visual storytelling, such as films, infographics, and photography, is effective in communicating brand values, product benefits and user experiences. This method is extremely successful in establishing emotional ties with customers. Visual communication is critical in the Asian beauty industry, acting as a link between businesses and customers. Furthermore, digital marketing is becoming an effective instrument for people to acquire things more readily and effectiveness of social media depends on how each generation uses it. Therefore, to address the next generation, businesses must prioritize social content that encourages connection and engagement with their customers and use social media to assess the consumer experience. As a result, it is apparent that new generations have a significant impact on the success of digital marketing. Since they grew up in the digital age, if the firm can capture their attention and interest, they will become incredibly loyal and involved

in your brand. Digital marketing plays a significant role in establishing new national beauty brands, appreciation to advancements in mobile internet and social media.

New Asian beauty firms have prioritized internet marketing as their major strategy, as well as funding, which allows them to considerably enhance their internet promotion and sales. To remain competitive, attract customers, and create company value, the beauty sector must stay up-to-date with current policies and invest in digital marketing. Beauty firms may increase their attractiveness, develop strong relationships with their audience, and succeed in the competitive Asian market by using graphic components intelligently and effectively. Embracing cultural subtleties, aesthetic excellence, and inventive visual techniques can help businesses stay relevant and attractive in this fast-paced industry.

Recommendations and Implications

The majority of women reported feeling pressure from the media. Cosmetic interventions and beauty products are at a rising market among adult women, and the function of social discourse encouraged participation with beauty businesses. Moreover, health and beauty professionals and peers were identified as the second most significant source of pressure. Today's most popular beauty trends reflect what customers seek from cosmetic goods and services, as well as how they want beauty businesses to represent their world. To remain relevant, cosmetic firms must modify the way they produce and sell their products. Beauty businesses must establish settings where they can learn from consumers while also providing product knowledge. They require mutually beneficial spaces in which consumers can express themselves, be heard, learn, and feel supported, as well as for brands to express themselves, engage with consumers on a personal level, and soak up on-the-ground inspiration and insight to help them develop relevant products and campaigns.

Beauty businesses have embraced social media, which they use to improve brand visibility and, eventually, increase income and sales. A digital marketing plan for your beauty business should involve establishing a social media presence on platforms such as Facebook, Instagram, TikTok, and Pinterest. Lately, digital-driven companies interact with the beauty community by emphasizing the social aspects of discovering, purchasing, and utilizing beauty goods. Beauty firms may boost their visibility by providing company updates, customer testimonials, and product reviews on social media and other online forums. Companies should intimately inform customer about their customers' demands by being active in these interactions. Moreover, a digital community is a means to increase brand advocacy and engagement by allowing consumers to interact with one another and even contribute content or product development. Conversations amongst beauty may be shared on social media sites such as Instagram, Facebook, and YouTube for a wider reach while also being less expensive than traditional advertising. A digital community will assist to increase brand awareness, which will lead to increased sales.

Digital-driven organizations that devote time and money to create high-quality content, and in certain circumstances in large quantities, may significantly enhance their online exposure and website traffic. Develop digital material that is informative and engaging. Create product lessons for your YouTube channel to assist buyers to learn and explore more about your items. Referring back to the company's and brand's website, it can help boost brand recognition. Create a subscriber list and send out promotions and

offers to boost purchases. As well as, ask for input from consumers through surveys or social media postings to obtain information and ideas about what they need the most. Allow users to freely post their own images and videos across social media platforms to capitalize on the power of user produced content. Interview people from your digital community to gain their views and ideas about your brand. Companies can provide exclusive material, such as demonstrations or free trial items. This will introduce people to your product line without them needing to purchase any product upfront. A digital marketing plan for your company should also involve paid advertising on Facebook and Instagram, as these platforms allow beauty firms to reach customers afar faster than organic posts.

Brands that can transform their consumers into communities have much greater engagement rates, which leads to increased revenue. Community is a great engagement strategy because it capitalizes on people's innate need to belong. As a beauty marketer, you can also engage customers on social media and in your own community, encouraging them to offer comments, beauty inspiration, and recommendations in groups or on their personal social media accounts. Brands can share exclusive promotions as an exclusive member-only offer, and work with beauty professionals to assist individuals address their beauty concerns. Whereas, the primary objective is to retain consumers and enhance their loyalty to your business through the creation of strong communities and long-term connections. The finest advertisement is unquestionably satisfied customers and testimonials have one of the most powerful effects on a customer's decision-making process. Shorten your consumers' research time by providing all relevant information and connections to your goods. Videos showing people testing out different products and praising their favorites are an excellent method to boost customer testimonials for your beauty company.

Content marketing is a crucial approach for increasing brand recognition and promotion. Company's website or online store reflects who companies are as a brand, so make sure it has all of the information that consumers and the media require. In addition, information marketing is effective because it engages the target audience with relevant, interesting, or otherwise useful information that adds value to the reader. Customers can be surveyed to provide feedback on your products and campaigns. This may be accomplished through the use of engaging interactive material, such as quizzes integrated as popups on your website, or through email marketing. Utilize the results to enhance your marketing approach by interview representatives from the beauty industry. Companies can contact bloggers and influencers who are interested in beauty and makeup. Influencer marketing is popular in the beauty business, and it may be a win-win approach for both your brand and the influencer with whom you are collaborating.

Much as customers connect most with real individuals who understand their everyday difficulties. At the same time, businesses want to use influencer marketing without spending an amount of funding on celebrities and well-known influencers. With the continued expansion of Instagram and TikTok, there are a lot more potential micro-influencers that may be a fit for beauty brands. Social listening is the process of monitoring your brand's online presence by looking for and evaluating online discussions about your organization along with its products and rivals. Considering personal branding, it may offer your brand a face and a personal narrative, which contributes to a stronger feeling of authenticity. Write articles, make videos, and share your story on LinkedIn, TikTok, or

where your target audience spends their time. Share your expertise, difficulties, and long-term objectives. In the long run, it will help you establish a solid position as an industry expert. Discuss the company's vision and goal publicly, and start conversations about those concepts with your network. Create a story that others can understand and sympathize with.

Companies can publish visually beautiful, "Instagrammable" materials. If companies do not have large budget or try working with skilled amateur photographers. Publish before-and-after photos to demonstrate how attractive your cosmetics are. Collaborate with aspiring make-up artists, they prefer natural cosmetics and often share their skin care routine and skin care suggestions online, making it an effective approach to acquire new customers. Share your brand's narrative with native advertising, YouTube, and social media storytelling platforms. Showcase tutorials, tips and techniques for applying cosmetics, product advantages, and more. Collaborate with an organization that promotes social or environmental issues. Be proactive and customer-centric, reply immediately and politely to customer feedback and comments. All of your ideas and marketing endeavors should revolve on your target demographic, their wants, and desires. Interact with others with gifs, content-in-motion, and videos. In the increasingly competitive beauty and cosmetics industry, possessing a natural beauty brand with high-quality products would be sufficient. Companies can express unique narrative while also reaching and engaging the proper customer group. Content marketing is an excellent approach to convey your brand, products, and unique value proposition across a variety of channels and platforms.

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