

THE STUDY OF MAKEUP OF THAI FEMALE FANS INFLUENCING FROM K-POP IDOLS:  
BLACKPINK



A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Arts in Korean Studies  
Inter-Department of Korean Studies  
GRADUATE SCHOOL  
Chulalongkorn University  
Academic Year 2020  
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ศึกษาการแต่งหน้าของแฟนคลับหญิงไทยที่ได้รับอิทธิพลจากไอดอล

เกาหลี: แบล็ก핑크



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

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Thesis Title THE STUDY OF MAKEUP OF THAI FEMALE FANS  
INFLUENCING FROM K-POP IDOLS: BLACKPINK  
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ไอดอลเกาหลี: แบล็ก핑크. ( THE STUDY OF MAKEUP OF THAI FEMALE FANS  
INFLUENCING FROM K-POP IDOLS: BLACKPINK ) อ.ที่ปรึกษาหลัก : รศ. ดร.  
พุทธกาล รัชธร, อ.ที่ปรึกษาร่วม : ผศ. ดร.กมล บุชบรรณ

ด้วยค่านิยมที่มากขึ้นของไอดอลเกาหลีในประเทศไทยจนกลายเป็นกระแสในหมู่วัยรุ่นใน  
การติดตามเทรนด์ต่างๆไม่ว่าจะเป็นแฟชั่น ทรงผม หรือการแต่งหน้า กระแสเกาหลีได้กลายเป็น  
เป้าหมายของกลุ่มแฟนคลับและเป็นเรื่องง่ายสำหรับพวกเขาที่มีแนวโน้มที่จะเลียนแบบพฤติกรรม  
ของไอดอล

วัตถุประสงค์ของวิจัยฉบับนี้เพื่อสำรวจพฤติกรรมการแต่งหน้าของแฟนคลับหญิงชาวไทย  
ที่ได้รับอิทธิพลจากแบล็ก핑크และวิเคราะห์เหตุผลและแรงจูงใจในการมีพฤติกรรมลอกเลียนแบบ  
การแต่งหน้าของไอดอลของพวกเขา Attitude/Motivation Test Battery (AMTB) ที่พัฒนามา  
จาก Gardner's (1985) ถูกใช้เป็นเครื่องมือสำหรับวัดระดับทัศนคติและแรงจูงใจของพฤติกรรม  
ของแฟนคลับในวิจัยฉบับนี้

จากการศึกษานี้สามารถสรุปได้ว่า ประการที่หนึ่ง อิทธิพลของสไตล์การแต่งหน้าของ  
แบล็ก핑크ที่มีต่อแฟนคลับหญิงชาวไทยอยู่ในระดับสูง แฟนคลับสามารถสร้างตัวตน สร้างความ  
มั่นใจ และสามารถสร้างเพื่อนได้เมื่อพวกเขามีพฤติกรรมเลียนแบบการแต่งหน้าของ BLACKPINK  
ประการที่สองผลการวิจัยแสดงให้เห็นว่าอิทธิพลของแบล็ก핑크ที่มีต่อแฟนคลับอยู่ในระดับสูง  
เนื่องจากทัศนคติของพวกเขาต่อไอดอลนั้นคืออยู่เสมอ

สาขาวิชา เกาหลีศึกษา

ปีการศึกษา 2563

ลายมือชื่อนิสิต .....

ลายมือชื่อ อ.ที่ปรึกษาหลัก .....

ลายมือชื่อ อ.ที่ปรึกษาร่วม .....

# # 6187600720 : MAJOR KOREAN STUDIES

KEYWORD: Korean idols, Hallyu, BLACKPINK, Make-up Behavior, Attitude, motivation, Fandom

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With the increasing popularity of Korean idols in Thailand, it has become a trend among teenagers to follow their fashion, hair, and makeup. Korean Wave or Hallyu idols have become the object of envy of fans, and it is easy to find the behavioral trends of teenagers trying to imitate and follow their idols.

The purpose of this research is to explore the make-up behavior of Thai female fans influenced by BLACKPINK and analyze the reasons and motivations in following the make-up behavior of their idol. The Attitude/Motivation Test Battery (AMTB), developed by Gardner (1985), was used for measuring the degree of attitude and motivation of fans behavior.

Through this study, the following conclusion can be drawn. First, the influence of BLACKPINK's make-up style on Thai female fans is at a high degree. Fans can form identity, can create confidence and can make friends when they have imitated BLACKPINK's make-up behavior. Second, the results demonstrate that the high level of the influence from BLACKPINK's fans due to their attitude to beloved idols is always good.

Field of Study: Korean Studies

Academic Year: 2020

Student's Signature .....

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Co-advisor's Signature .....

## ACKNOWLEDGEMENTS

First of all, I would like to thank my advisor Associate Professor Buddhagarn Rutchatorn and co-advisor Assistant Professor Kamon Butsaban for their support, encouragement, advice and guidance all over my research work to develop my various skills. Without them this thesis cannot possible.

Second, I would also like to thank Khun Nongluk Boonthiem for helping me when I encounter a problem, answering my questions, coordinating in our studies and especially, thanks for her huge encouragement. Moreover, I would like to thank to my classmate who gave me many experiences in this university and sharing the knowledge when I have some problem with the studies. They are all kind and nice.

Third, I would like to thank all participants who willing to co-operate my thesis. They are kindly to answer my interview and greatly answer my questionnaire. Without their co-operation this thesis will never end.

Finally, I would especially like to thank my family who always support and encourage me when I have difficult times. Although there were times that I almost gave up, they still to support and encourage me throughout my research and thesis writing. This achievement would not be possible without all of them.

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# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

We cannot deny that the so-called “Korean Wave” is an influential trend at present. The Korean Wave began during Asian financial crisis in 1997. The President of Korea at the time, Kim Dae Jung, started to actively promote aspects of the country’s contemporary cultural identity to help the economic situation in the country by pushing forward technology and pop culture in 1998, one year after the crisis. The Korean Ministry of Culture arranged a five-year plan and ten-year plan to strengthen the cultural sector of Korea and also strengthen education through learning about music, fashion, design, etc. (Suwannapisit 2008).

Korean Wave began in the late 1990s, the word “Hallyu” was coined by Chinese teenagers because Hallyu (韩流) is a homophone of 寒流, which means “cold stream” in the Chinese language. Therefore, Hallyu refers to the frightening intervention of Korean culture. The Korean Wave was influenced by Soft Power (Lee 2009).

Historically, Thai society has adopted aspects of foreign cultures such as those in India, Cambodia, and China, as well as Western cultures. Such aspects are adapted and integrated into Thai culture. With the Korean Wave growing rapidly at that time, Thailand also welcomed aspects of this new foreign culture. This was first seen in Thailand in the form of TV dramas, including Autumn in My Heart, Dae Jang

Geum, Full House, and Princess Hours, all of which helped introduce Korean fashion to Thailand. These series influenced Thai people at that time, including the story, views, scenery and actors more than any other media form across Asia (Noipayak 2012).

In terms of the music industry in Korea, the country struggled to produce enough quality music to support the new generation. Consequently, Korea started to create “idol bands” to penetrate the Asian markets. Both the quality of the singers and the image of the singer idols have since gained a significant amount of attention in the Asian market. Most consumers believe that the factors of success for these idol groups include their self-image i.e. whether they appear as respectable, desirable people while the ability of their talent is considered a secondary factor. Therefore, K-pop’s influence expanded all around Asia and even to the West in recent years. For this reason, many K-pop fans like to imitate the behavior of their favorite idols.

Currently, Korea is known as a country that places huge emphasis beauty, see image as a very important issue. The most notable aspect about the image of Korean people is their make-up.

We also know that K-pop’s influence has spread to Thailand in the form of “K-beauty”. Korean beauty and makeup represents a popular fashion trend at present and there are many people in countries who like to follow it (Ko et al 2011), particularly when seeing actors, actresses, and idols that present their makeup when

on set or on stage. Thai society is influenced by both Eastern and Western cultures. We can see that the culture of Korea is currently influencing Thai society, which is expanding in popularity and thus affecting teenagers, such as influencing the way they dress, what product they buy and how they imitate Korean idols. Such imitation includes the gestures, language, fashion, and make-up, as well as imitating the behavior of Korean idols (Yookong 2012). The global trend of Korean makeup follows up simple, fresh, natural, innocent, and youthful style. This kind of makeup style can be achieved by using cosmetic products that have natural and fresh colors. As a result, K-beauty trends and beauty products soon began to enter the global market as part of the Korean Wave (Agustina & Lukman 2017).

In Thailand, Korean artists BLACKPINK is the most famous girl group at this time because they were formed by YG Entertainment, one of the three large entertainments in Korean music industries which is the most crucial in the development and success of K-POP (Shin & Kim 2013); moreover, BLACKPINK was the first girl group in seven years out of YG Entertainment which formed the K-POP legends such as Bigbang, 2NE1, and Psy, the excitement prior to BLACKPINK's August 2016 debut had built to fever pitch (Vogue 2020) including Thailand. Moreover, in the lineup of members in this new girl group, there was a Thai member (Lisa) who debut after "2 PM Nichkhun" and "GOT7 Bambam", from JYP which is one of the three

large entertainments in the Korean music industries and were well known in Thailand.

The debut of BLACKPINK was overnight famous with the songs "Boombayah" and "Whistle". In 2020, they became the highest-charting female act to ever feature on the Billboard's Hot 100 list with the release of their single "How You Like That"; the music video received 100 million views and was the third-fastest single to reach that milestone in the world taking 1 day and 4 hours as shown in Figure 1 after BTS's "Butter", which gained 100 million views in only 21 hours (Banwagon 2021), as shown in Figure 2, as well as BTS's "Dynamite", the second-fastest single to reach 100 million views by taking 1 day, as shown in Figure 3 (Statista 2021).

**Figure 1** BLACKPINK's "How you like that"



Figure 2 BTS's "Butter"



Figure 3 BTS's "Dynamite"



BLACKPINK consists of 4 members; there are Jisoo, Jennie, Rosé, and Lisa. Moreover, one of the members is Thai so K-POP fans in Thailand have paid an attention to BLACKPINK since their debut. In addition to the famous BLACKPINK aspect of the song, the aspect of their image is also well known due to all members were ranked a "100 most beautiful faces in the world" in 2019 (Gigazine 2019), as shown in Figure 4.



**Figure 4** The rankings of the 100 most beautiful faces in 2019



Their unique and beautiful image was famous to K-POP fans including Thai fans. Moreover, each BLACKPINK members have their own style, and every style that they do always in trend. According to the music video “How you like that”, the makeup artist of BLACKPINK explained how the members came up with their looks in some scenes (Koreaboo 2020); first is Jisoo, her makeup looks were the most plain compared to other members but it was unique and identify to her only; moreover, Jisoo was stuck black glass bead around her eyes instead of using eyeliner to accent it as shown in figure 5.

**Figure 5** BLACKPINK'S Jisoo "How you like that" looks

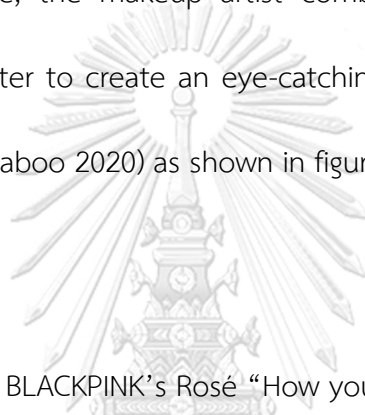


Second is Jennie, the makeup artist received feedback from the company to make Jennie's makeup simple and chic to match her outfit, which was somewhat different from the other members. In some scenes, the makeup artist's original idea was to use eye shadow as a highlight to Jennie's eye but finally, she used inner corner eye gems instead in order to make the identity for her (Koreaboo 2020) as shown in figure 6.

**Figure 6** BLACKPINK's Jennie "How you like that" looks



The third is Rosé; the makeup artist combined bold eyeliner, black eye shadow, and chunky glitter to create an eye-catching eye makeup look for Rosé to look like a princess (Koreaboo 2020) as shown in figure 7.



**Figure 7** BLACKPINK's Rosé "How you like that" looks



The fourth is Lisa, in order to attract the rap part of Lisa, the makeup artist decided to accentuate Lisa's cupid's bow and lower lips with leaf-shaped nail gems and also added bold winged eyeliner rather than her usual straight eyeliner (Koreaboo 2020) as shown in figure 8.

**Figure 8** BLACKPINK's Lisa "How you like that" looks



BLACKPINK's makeup style is various and each style is different depending on their song's concept; moreover, each member also has a different style, but their style all unique. According to the makeup artist mentioned that those makeup needs to fit each BLACKPINK member. Therefore, we can see that each member's makeup style has never the same.

Moreover, the global reach of BLACKPINK's image has expanded including in Thailand, although their makeup style is various and unique, their uniqueness is always trendy; therefore, it is not surprising that Fan club wants to imitate them as an aspect of beauty style including makeup style. Fan club is the reflection of their beloved idols. Being Fan club appears in every aspect of society (Meesup 2017). They are a group that likes and is passionate about things that are popular or have things in common (Nakha 2016). Therefore, "BLINK", the name we call for BLACKPINK fans, who support and cheers for them as well as imitating BLACKPINK's behavior, such as

copying their fashion and makeup. Celebrities have an influence on society as a whole because people can see them every day through television, the internet, and social media (Emmanuel & Chikezie 2017). Therefore, their behaviors and lifestyles are reflected in society. Moreover, the introduction of Korean entertainment media can inspire the lifestyle behavior of Thai teenagers, such as when they see Korean singers' and actors' lifestyles on TV or online (Chunhakarn 2007). There are many Youtubers, inspired by BLACKPINK, who have given makeup tutorials on how to replicate their style, as shown in Figure 9 and Figure 10.

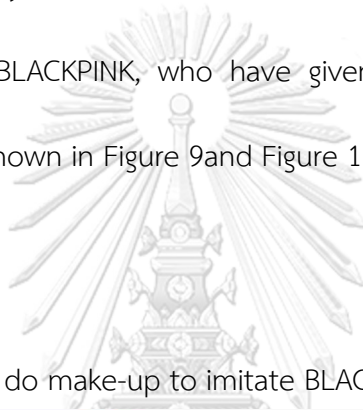


Figure 9 How to do make-up to imitate BLACKPINK video on Youtube

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|  | <b>วิธีแต่งหน้าของ BLACKPINK : พร้อมเทคนิคการแต่ง Touchลา</b><br>Touchลา • การดู 1.6 แสน ครั้ง • 3 เดือนที่ผ่านมา<br>เห็นสาวรูแต่งหน้าสวยจนขยับใจได้กับมาเยอะแล้ว วันนีจะพามาชมลวดแต่...   |
|  | <b>BLACKPINK ROSÉ MAKEUP แต่งหน้าสไตล์โรเซ่ด้วย moonshot!   Babyjingko</b><br>Babyjingko • การดู 2.7 แสน ครั้ง • 3 เดือนที่ผ่านมา<br>... moonshot LISA's PICK! Multi Protection UV CC Special Edition SPF50+ PA++++ 159 baht moonshot LISA's PICK! Cream ...<br>ศิวพรชยา |
|  | <b>แต่งหน้าตามจีซู BLACKPINK JISOO Inspired Makeup   MayyR</b><br>Mayy R • การดู 5.3 แสน ครั้ง • 1 ปีที่แล้ว<br>งานโอดอลเกาหลีหวานๆน่ารักต้องมาแฉ่งแหละ วันนีมาแต่งหน้าตามจีซู...  |
|  | <b>เตรียมเดบิวต์! ลองแต่งหน้าเป็นไอดอลเกาหลี จีซู Blackpink</b><br>Loverruk • การดู 9.2 หมื่น ครั้ง • 1 วันที่ผ่านมา<br>แต่งหน้าหัวใจเหมือนไอดอลเกาหลี พร้อมแชร์เทคนิคสุดปัง งานนี้จะ...   |

Figure 10 Imitating BLACKPINK behavior video on Youtube



Due to the aforementioned background information, there is a cause to study the influence of BLACKPINK, specifically how their makeup has influenced Thai female fans. The researcher selected this topic because the Korean Wave of idols, singers, actors, dramas, and cosmetic products is now very popular in Thailand. The researcher sees that people nowadays tend to pay a lot of attention to their own image and the Korean make-up trend, which is a popular trend among Thai teenagers. Although there has been a lot of research or studies about the influence of Korean idols towards Thai people, there is still a lack of research that focuses on the Korean beauty in the case of makeup. Therefore, this study aims to explore the make-up behavior of Thai female fans who have been influenced by BLACKPINK with an analysis of the reasons and motivations of such fans to imitate the makeup behavior of their idols.

## 1.2 Research questions

The imitation of Korean makeup in the style of fans is influenced by motivation from K-pop idols. It mostly starts with an open attitude and leads to learning. BLACKPINK is a girl group which is famous in Thailand and also has an influence on Thai fans. Thus, the point of research with regards to imitation behavior by fans can be addressed with the following questions:

1. How does BLACKPINK's make-up style influence Thai female fans' make-up style?
2. What are the reasons and motivations for Thai female fans to imitate the make-up style of BLACKPINK?

## 1.3 Research Objective

Make-up in the Korean style is influential in Thailand, especially those from idols. The good-looking image of idols inspires K-pop fans who want to imitate them. BLACKPINK is famous for their beauty since all of them received awards for being some of the “100 most beautiful faces”, which also inspired their fans to imitate them in terms of their beauty style. Therefore, the objective of this research is to examine the influence of BLACKPINK’s makeup on Thai fans as follows:

1. To identify the makeup behavior of Thai fans as influenced from BLACKPINK.

2. To understand the reasons and motivations for Thai female fans to imitate BLACKPINK's makeup behavior.

#### 1.4 Hypothesis

BLACKPINK is a very famous girl group in terms of their beauty. Because of their reputation and beauty, fans around the world, including those in Thailand, accept them for their beauty. Therefore, this reason also inspires BLACKPINK fans to imitate their makeup.

#### 1.5 Scope of the study

This research will focus on the behavior of Thai fans who imitate BLACKPINK's makeup. Thus, this research is comprised of two parts, as follows:

- In-depth interviews
- Questionnaire

#### 1.6 Scope of the population

This research focused on Thai fans of BLACKPINK who have been influenced by BLACKPINK members and their makeup behavior. All of the sample groups (BLACKPINK fans) are females aged 18 years and older.



1. In-depth interviews: The researcher randomly interviewed 10 Thai BLACKPINK female fans concerning the influence of BLACKPINK makeup and the motivation of fans who imitate BLACKPINK's makeup style.

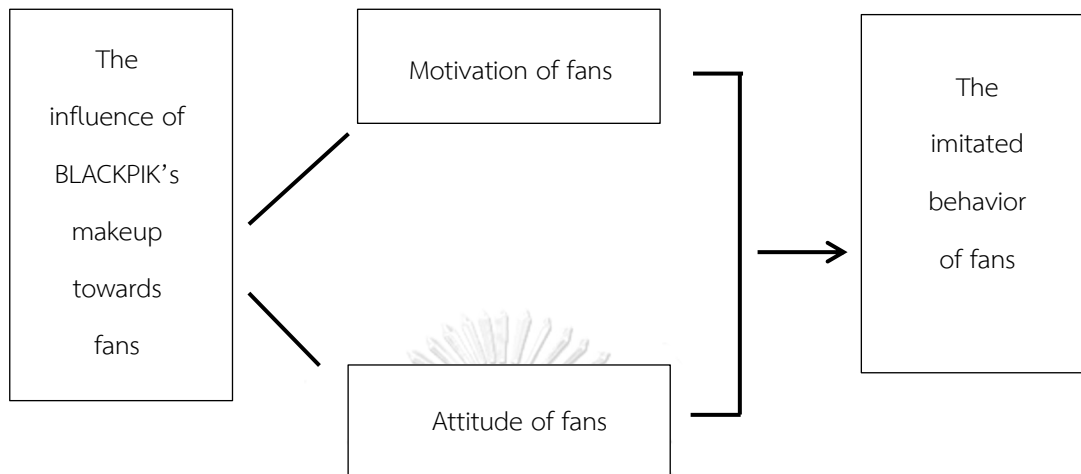
2. Questionnaire survey: The researcher sent questionnaires to 204 Thai BLACKPINK female fans about the influence of BLACKPINK's makeup on Thai fans and the motivations of fans who imitate BLACKPINK's makeup style.

### **1.7 Significance of the Study**

This work aimed to identify and to understand the makeup behavior of Thai female fans influenced by BLACKPINK.

The researcher interviewed and created a questionnaire format for Thai female fans in order to get a better understanding of the influence of BLACKPINK makeup on Thai female fans and influence of the behavior of Thai female fans. The benefit of this research is to provide knowledge to other people who are interested in the influence of K-pop beauty on fans in Thailand and around the world.

### 1.8 Conceptual Framework



From the introduction, the summary of the conceptual framework of this study focuses on the influence of BLACKPINK's makeup in the aspect of motivation and attitude of female fans to imitate makeup behavior.

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### 1.9 Research Methodology

This research utilized a quantitative and a qualitative research design; the researcher collected the data through in-depth interviews and questionnaires with the sample group, comprising Thai female fans of BLACKPINK.

## CHAPTER II

### LITERATURE REVIEW

This chapter provides the concepts and theories related to the influence of Korean makeup on fans for presenting an analysis of this study. The content of this chapter is divided into 3 sections as follows:

1. Ideology of Korean Make-up Style
2. Korea's Soft Power in Korean Popular Culture and its Impact
3. Fandom Behavior

#### 2.1 Ideology of Korean Make-up Style

Make-up is the art of changing and improving the skin with the help of cosmetics. Make-up can conceal small flaws on the face. Generally, we can see that the makeup of women is normal at present. The reasons why people use makeup include building self- confidence enhancing self-credibility which in turn can help form friendships and relationships with others.

Makeup affects three senses of the body including: touch, smell and vision, which cause positive feelings. It can also be stated that makeup affects the mental happiness of those wearing it. For this reason, the Korean makeup style is one of the fashion trends at present and there are many people in countries who like to follow

it, and also use cosmetics from Korea. Moreover, women choose to use Korean cosmetic brands because of the desired K-pop image. In reference to BLACKPINK, they are in trend nowadays, so their reputation has inspired people who love their beauty style as well as their behavior (Boonlom 2019).

In the case of Korean beauty, Korean people see white as a “pure” color and beauty. In Korea, Many young females, especially in cities, want to have whiter skin (Bang 2014). Therefore, their makeup has a light color tone. Focusing on nature rather than adding various colors is in line with (Oh 2019) who stated that the Korean makeup style emphasizes clear, natural tones as if not wearing makeup at all, by focusing on making the skin look shiny and moist in order to match the weather conditions of the landscape in Korea. Bang (2014) also stated that Korean people have a certain ideology about white people. They believe that white skin is a symbol of noble status. Therefore, they try very hard to have white skin regardless of their gender, because Korean people consider self-image as being one of the most important things in life. Therefore, makeup with a light color and cosmetics applied to the face that looks natural is popular for Korean people at present and Korean makeup is a simple beauty secret that is not “luxurious beauty” (Kook 2016). Korean people tend to apply make up in a simple and natural style. Therefore, they see the images of white as purity and beauty. Moreover, Koreans believes in having white skin because it is a color that represents beauty and purity (Cho 2018), so it can be seen that most K-pop idols often use foundation to make their faces lighter. Their

makeup style is also natural, by using light colors which have become a trend nowadays. This is different from BLACKPINK, who use makeup in white tones but also use makeup in unique styles that defines the band's ever-changing image. Although their makeup is unique and colorful, most Thai female fans like it and have started to imitate them. Moreover, Thai fans are inspired by Lisa, the Thai member of BLACKPINK who naturally has neutral Southeast Asian-toned skin. However, her makeup artist always makes up her face in white following the Korean style; despite her natural skin not matching the makeup that is extremely white, her style is always deemed attractive. On the other hand, Lisa has also suffered from racial discrimination in Korea. For example, there have been comments on her photo, such as "You look like a Russian elf when you put on makeup, but you're just a Thai woman when you remove your makeup", which is seen as a reference to a phenomenon called "White Washing" (Kim 2019). This extends to wider discrimination of Thai's general skin tone. Although Thai people can imitate Korean beauty or makeup, there is also discrimination, such as BLACKPINK's Lisa.

## 2.2 Korea's Soft Power in Korean Popular Culture and its Impact

The Korean Wave is a popular phenomenon from Korea. It originated from President Kim Dae Jung's policy to promote the cultural industry in an effort to recover from the domestic product crisis by pushing information technology and pop culture.

In the case the trend becoming popular in Thailand, it was found that the Korean Wave in Thailand affected the music industry and catalyzed new K-pop idol groups. Korean idol groups became popular with Chinese and Taiwanese teenagers in the late 1990s since they were unable to produce music with high quality to support the younger generations. Thus, the Korean music industry was able to enter the wider Asian market. The most prominent factor about selling music from these idol groups is the images of K-pop idols who are presented as attractive with beautiful makeup. As for their talent, it is considered a secondary factor, similar to Suwannapisit (2008) who found that the Korean trend first emerged in the late 1990s as the power of America and Japan became lower. The Chinese called this phenomenon Hallyu, meaning “Korean popular culture” or phenomenon that stems from the influence of cultural products such as music, movies, drama, etc. With the selling point of artists, stars, singers and idols, they can attract the attention of many countries around the world.

With respect to Korea’s soft power strategy, Lee (2009) discussed the origin of the Korean Wave, noting that the word Hallyu comes from Chinese teenagers. It was originated from the word Hallyu (韩流), which is a homophone of the word 寒流 in Chinese which means “cold stream” Therefore, Hallyu refers to the frightening intervention of Korean culture. According to Lee's theory of how the Korean Wave was influenced by the soft power as follows:

1. Main population and creation of favorable images of Korea
2. Network effect strategies
3. Heroes and celebrities

Therefore, the influence of Korea's soft power consists of three factors whereby Korea presented the image of the country through a network strategy which expanded to a global level by using celebrities to propel these cultural aspects, thus creating the Korean Wave.

Regarding Korean soft power in Korean culture, (Prasirtsuk 2018) separated soft power into traditional culture and popular culture in terms of K-pop (music and song industry). He found that there were 3 factors that made K-pop successful in foreign countries, including

1. New communication strategy
2. The melody and rhythm is pleasing for the media consumers which, in turn, helps to improve the quality of music, making world- class international artists want to collaborate with Korean artists.
3. There are foreigners who like Korean culture and artists, which leads to increased interest in Korean culture in different countries. It is also said that Korean cultural soft power is the most distinctive and effective.

Moreover, the strategy of the modern concept of soft power of Korea is based on the dissemination of traditional cultural values and pop culture. South Korea places

a great emphasis on soft power which has helped it shape a positive image and establish an exciting and attractive Korean brand on the world stage (Valieva 2018).

Pop culture refers to culture that is popular with people living in society or the culture that people experience in their daily lives of various groups of people. These cultures are involved in every aspect of life, such as eating, sleeping, socializing, traveling, communicating and making a living (Sirikulnaruemit 2015); this is similar to (Lampao 2013) who found that popular culture or popular phenomenon, a belief that human moral systems are diverse, makes different conditions on its own. Therefore, looking at popular culture involves taking into consideration a variety of things, such as watching movies, listening to music, and fashion, including makeup, which can be seen as being part of popular culture; culture is accepted by society and its influence is accepted in everyday life.

Factor that makes Korean pop culture so distinctive is that Korea has ancient cultural routes whereby people are trained into developing cultural products, such as Korean beauty products that emphasize the concept of “naturalness” based on values according to Taoism (Srisanngam 2018). The habits of people emphasize effort and continuous improvement, which is linked to Mahayana Buddhism. At the same time, South Korea also has a process of creating its own products, called Copy and Develop, such as K-pop idols. Usually, this starts by imitating characteristics from other products or trends that are popular all over the world. After that, they will develop these products with a new twist, creating a turning point that makes the



products distinctive. He also stated that Korean popular culture is a reflection of the Soft Power that uses culture and creativity as a power to change and drive the economy and society.

For Korean beauty trends, Korea is the most successful country in the cosmetics industry because popular trends in the country have spread around the world, particularly Korean cosmetics (Cok 2015). For instance, the trend of that imitates K-pop groups shows how people in other countries have been heavily influenced by Korean entertainment media. K-pop idols can be the role models in terms of their behavior that lead K-pop fans to imitate their behavior (Yookong, 2012).

Therefore, popular Korean trends often begin from the creation of innovations to satisfy the needs of people in society at that time. It also means the things that come into play in everyday life that influence life or are a new trend are generally accepted in society. According to the principle of soft power, Korean trends create growth and success. The same is true for BLACKPINK; although they are idols who sing and perform on the stage, their beautiful image has also become a trend in itself at present. They also use soft power to inspire their fans to imitate them. At present, it is widely accepted that BLACKPINK is one of the most powerful girl groups in the world.

### **2.3 Fandom Behavior**

For the definition of Fandom (McQuail 2010), there are two types of fans:

1. A group of people who like to follow work from the social media.
2. A group of people who are seriously loyal to the something.

Meesup (2017) stated that fandom is a reflection of popular culture and consumerism. Being a fan appears in every aspect of society. At present, news or entertainment media are in the daily lives of people in society, such as business, sport or politics. However, Nakha (2016) argued that fan groups are unusual rather, they are just a group that likes and is passionate about things that are popular or have things in common.

Grossberg's theory looks at the origins of fans through the creation of a star system with the aim of creating the image of artists. Stars attract respect and passion, which is the strategy of the manufacturer in the academic corner 'fans' who may be called "enthusiasts" by looking at the group of fans who are enthusiastic about responding and agreeing to act like a celebrity while Fiske argued that being in a fan club means that fans have the perception of liking stars, actors, and self-selected fraction. Passions are passed through entertainment and experience. The result is the creation of fanatics. Therefore, fans form from the satisfaction and determined interpretation of populist culture in those societies. Fandom is like a subculture that reflects the impact on people's lives in modern society, which is a major factor in the occurrence and existence of pop culture. It is also important for driving the current consumption culture (Fuschillo 2020).

Therefore, the fan club group means a group of people who like something and are passionate about it. Being in a fan club of any group has an impact on one's daily life, motivation, awareness, attitude, and imitation. These factors are experienced by members of fan clubs who have been inspired by their favorite K-pop idols. The factors affecting the behaviors of fandoms in this research are as follows:

1. Attitude
2. Influence and motivation
3. Imitation

#### 2.3.1 Attitude

The theoretical meaning of attitude refers to the behavior, likes or dislikes of a person.

According to Rosenberg and Hovland's concept of attitude, attitude is a motivation for a tendency to respond to a specific occurrence. Murphy and Newcomb also stated that the meaning of the word attitude is linked to likes or dislikes, and satisfaction or dissatisfaction with respect to how a person behaves towards things (Fuschillo, 2020). Norman also argued that attitude includes the

feelings and opinions that a person has towards another person, towards things or towards situations. In the way that acceptance or rejection results in a person being ready to react with the same behavior throughout; Newcomb also notes that a particular attitude depends on the person's environment, which may be expressed as behavior. It can be divided into 2 types, which are:

1. Liking something or satisfaction, which is an attitude linked to feelings of love, affection, inclination, attachment, and wanting to be close to another person.
2. Dislike characteristics is a behavior that has feelings negative or hatred.

According to Roleach's concept, an attitude is a combination or organization of one's beliefs about something or a specific situation. The result of this belief will determine people's tendency to affect the behavior in response to likes or dislikes. Norunan's concept stated that attitudes are the feelings and opinions of a person with respect to their situation, in an accepted or rejected way, which results in a person being ready to react with the same behavior throughout (Fuschillo, 2020).

Regarding the attitude of fans to BLACKPINK's makeup style, it is considered positive because people tend to imitate something if they like or prefer it. Fans have a good attitude towards BLACKPINK, which is one of the factors for why they want to imitate BLACKPINK's makeup style. According to (Sookdee 2013), the attitude means refers to the internal thoughts and feelings of people towards things as a result of learning. He has divided the components of the attitude into 3 points follows:

1. Cognitive Component: Knowledge, understanding
2. Affective Component: Emotional components, feelings
3. Behavioral Component: Trends in practice

Referring to the related research, fans have all of these components. First is the cognitive component according to the knowledge, which here refers to knowledge about how to use make up in the style of BLACKPINK. The second is the affective component, which concerns the feelings of fans about BLACKPINK's makeup style. The last is the behavioral component, which is the most important because it is about practice and do follow BLACKPINK style.

Therefore, attitudes refer to the feelings and, opinions of people towards things such as people and things, including both positive and negative feelings.

In the case of BLACKPINK fans, their attitude towards BLACKPINK's makeup style is positive. Thus, it can be stated that most Thai fans have a positive attitude towards makeup following BLACKPINK and can learn to imitate them successfully.

### 2.3.2 Influence and Motivation

Suwannapisit (2018) found that K-pop idols have an influence on creating new trends in the Thai entertainment industry which Thai fans follow. This is

achieved by imitating the style and fashion, which affects the expression of teenagers. For this reason, it can be seen as a starting point for K-pop fans in terms of how they imitate their favorite idols, including fashion, makeup, and living according to their favorite lifestyle traits. At the same time, one's behavior affects feelings, attitudes, and social interaction including the behavior of other people in the same way, it is interaction with each other (Suksang 2013). Social influence affects the performance, human actions or the behavior of a person, which influences the attitude and behavior of others in an interactive manner. Media influence shows just how an important role it plays in modern society. Providing a connection to information and knowledge, the media influences the thoughts of its consumers (or recipients) (Raksakaew & Doungphummes 2017). This influence affects the recipients according to the media's target, which can be divided into 4 levels:

1. Individual Level: Impact of Knowledge, comments and feelings
2. Organizational Level: Creates sub-cultures for various groups of people that cause differences
3. Social Institutional Level: Causes discredit and negative feelings to the main institutions of society.
4. Social and Cultural Level: Creates or reinforces both positive and negative values and attitudes to be accepted or maintained.

The behavior of BLACKPINK female fans is at the individual level and social and culture level whereby fans are influenced by the reputation of BLACKPINK, causing them to imitate behavior, especially in terms of how they apply makeup. At the individual level, fans have knowledge about BLACKPINK, so they have a positive attitude about the band due to the influence in a similar way. At the social and cultural level, the impact of BLACKPINK has expanded all around the world; therefore, their influence on fans causes them to imitate their behavior.

With respect to the concept of motivation, motivation is the force that drives people to behave in a certain way and also specifies the direction and goal of that behavior. Highly motivated people use effort to achieve their goals, but people with low motivation will not exhibit behavior or abandon their actions before achieving the goal. (Awon 2014) divided motivation as follows:

1. Physiological Motive is motivation that originates according to physical needs. Considered as a basic type of motivation that is important to life, it is caused by the body wanting to create natural balance.
2. Social Motive is motivation that comes from learning and relates to a person or society, such as being wanted, loved, and praised for reputation.

Similar to Maslow's concept, he stated that some people are under pressure by showing certain needs at a certain time. However, some groups devote time to be

accepted by others, they just want to be safe while other groups want to be praised by others (Suksang, 2013).

In this part, the motivation of fans to BLACKPINK is can be seen as a social kind of motive. Some fans want to be accepted and praised by others; therefore, imitating international groups like BLACKPINK is a way to get what they want. Therefore, influence and motivation are importance factors of when considering fans' behavior in terms of imitation.

### 2.3.3 Imitation

Imitation is an advanced behavior whereby an individual observes and replicates another's behavior.

Regarding Bandura (1963)'s concept of imitation, learning for most people comes from observing others/models and/or imitation. This learning reveals that only one model can convey ideas, expressions and social learning from the experience of others who can learn through various media. Observers can learn the effects of behavior and copy that behavior (Bandura 1963). He found that there are 2 types that can cause imitation:

1. Live model, which is a real model that can form a relationship
2. Symbolic model, which is a model that can see through various media



In this case, BLACKPINK is a symbolic model that is the model of fans who want to imitate them because BLACKPINK is the model from social media, allowing fans to see them directly on screen or through beauty bloggers.

However, Bandura (1963) stated that the imitation mechanism consists of 3 items:

1. Same Behavior, which is a response to the stimulation of two people in the same way, which is appropriate behavior for both.
2. Method Dependent Behavior, which is an individual's behavior to being able to choose one of the behaviors of the model. It is indicated according to the behavior independently.
3. Copying, this is a complex imitation because it refers to a person's response to sameness and difference which is caused by the actions of the person and the model. It can be said that imitation is something that starts with learning and then trying to follow.

In this case, fans who imitate BLACKPINK's makeup are influenced by BLACKPINK's makeup and are inspired to imitate their behavior. Bandura (1963) also stated that human behavior is learned through imitating one another.

## CHAPTER III

### METHODOLOGY

This research is both a quantitative and qualitative study for which data was collected from individual interviews and questionnaires. The data was analyzed in order to reach the conclusions. The research procedures are as follows.

#### 3.1 Sample Group

#### 3.2 Research Methodology

- In-depth Interviews
- Questionnaires

#### 3.3 Data Collection

#### 3.4 Data Analysis

#### 3.1 Sample Group จุฬาลงกรณ์มหาวิทยาลัย

The sample group of this research is BLACKPINK'S female fans in Thailand aged 18 years of age and older, who imitate BLACKPINK makeup behavior. The research used members of a BLACKPINK's fan page, which was a closed group on Facebook with 100,000 members, half of whom were female and within the span of age that the researcher specified. The researchers used the solution of Taro Yamane by setting the frequency value at 93% (Yothongyod & Sawatdisup 2014).

Solution

$$n = \frac{N}{1 + Ne^2}$$

Defined that

n = Number of sample group

N = Number of population

e = Allowance error, with 93% confidence level. The acceptable proportion is 0.07.

So

$$n = \frac{50,000}{1 + 50,000(0.07)^2}$$

$$n = 203.2 \sim 204$$

From the calculation of samples, there are approximately 204 people selected to complete the online questionnaires.

## 3.2 Methodology

### 3.2.1 In-depth interviews

For the in-depth interviews, the researcher interviewed 10 female fans of BLACKPINK about the influence of BLACKPINK's makeup style on Thai female fans (i.e., the interviewees), including the reasons and motivations of BLACKPINK female fans to imitate BLACKPINK's makeup style.

**Table 1** Ages of the sample group

| Age of sample group (in years) | Number of people in sample group |
|--------------------------------|----------------------------------|
| 18-20                          | 1                                |
| 21-25                          | 4                                |
| 26-30                          | 3                                |
| 31-35                          | 1                                |
| 36 and older                   | 1                                |

### 3.2.2 Questionnaire

This research used an online questionnaire format via Google Drive. The researcher distributed the questionnaire on a closed Facebook group page of

BLACKPINK fans for collecting data as part of the quantitative research part of this study, with details in the questionnaire divided into 4 parts as follows:

Part 1: Information of the respondents. This included general information questions concerning personal preferences (closed-ended questions).

Part 2: Questions about the influence of BLACKPINK makeup style on Thai female fans. In this section, the researcher uses a rating scale for measuring the opinions of respondents, dividing the opinions into 5 levels from the lowest to the highest according to the table as follows:

**Table 2** Measuring the opinions of respondents

| Opinion level     | Level |
|-------------------|-------|
| Strongly agree    | 5     |
| agree             | 4     |
| neither agree     | 3     |
| disagree          | 2     |
| Strongly disagree | 1     |

Part 3: questions about the social behavior of Thai female fans who have been influenced by BLACKPINK's makeup.

Part 4: questions about the behavior of consumers (Thai female fans) with respect to BLACKPINK as a presenter of products the suggestions for this questionnaire.

### 3.3 Data Collection

The researcher collected data by interviewing 10 BLACKPINK female fans and sending an online questionnaire (via Google Drive) to 204 respondents on a Facebook fan page in order to analyze the results and reach conclusions.

### 3.4 Data Analysis

The data from the questionnaire is used to analyze the results by using the Attitude/Motivation Test Battery of Gardner (1985) (Gardner 2004), and the statistics used in data analysis. Descriptive statistics are described in terms of mean and standard deviation.

The quantitative data obtained from the questionnaire was processed and calculated to find the mean and standard deviation. These values are then used to analyze the attitude of the respondents as divided into 5 levels by the Attitude/Motivation Test Battery of Gardner (1985), as follows:

4.51 – 5.00 = Very high

3.51 – 4.50 = High

2.51 – 3.50 = Medium

1.51 – 2.50 = Low

1.00 – 1.50 = Very low



## CHAPTER IV

### RESULTS AND DISCUSSION

The previous chapter explained the subject, procedures used in the collection and analysis of the data. This chapter presents the results and discussion of the study. 204 questionnaires were distributed to the respondents, who included female fans of BLACKPINK in Thailand.

The research results of the study about the makeup usage of Thai female fans influenced by K-pop band BLACKPINK were obtained from in-depth interviews and the questionnaires.

From the results, the findings of the study are divided into three parts as follows:

4.1 Findings from In-depth interviews

4.2 Findings from Questionnaires

4.3 Discussion from findings

#### 4.1 Findings from In-depth interviews

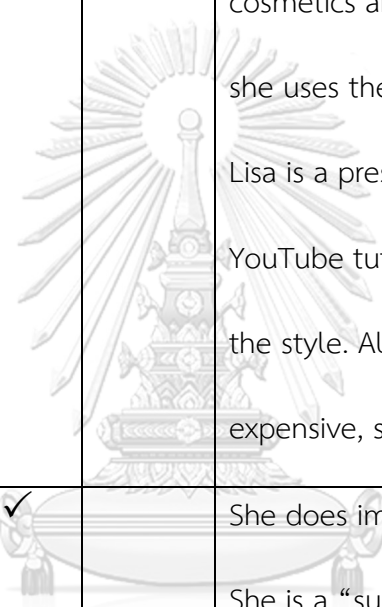
From the in-depth interviews of 10 BLACKPINK female fans aged 18 and older, it was found that some interviewees do imitate BLACKPINK's makeup style while

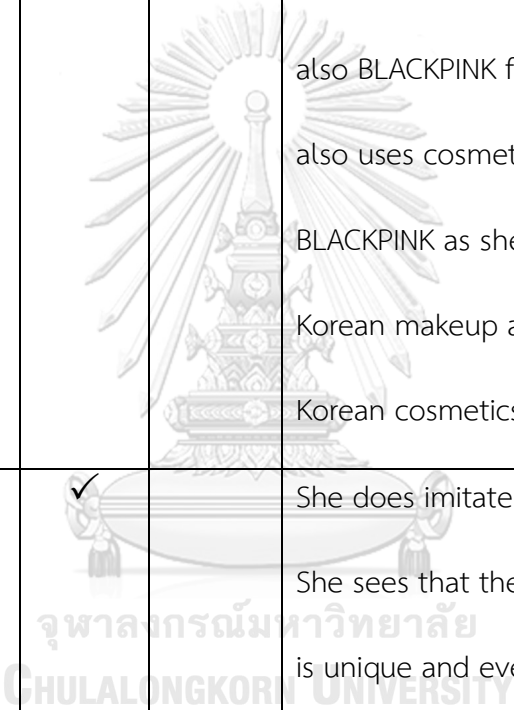


some interviewees do not. This study aimed to analyze the influence of BLACKPINK's makeup style on Thai female fans, as well as the reasons and motivations among Thai female fans. According to table 1, the 10 BLACKPINK female fans in different age ranges are described as table 3:

**Table 3** Findings from In-depth interviews

| Participants | Age | Imitate | Not imitate | The reasons and motivations among Thai female fans  |
|--------------|-----|---------|-------------|---|
| 1            | 18  | ✓       |             | <p>She does imitate BLACKPINK's makeup when she goes to BLACKPINK concerts. The reason given is that she wants to copy the identity of her group when cheering for BLACKPINK. She said that BLACKPINK is an icon of beauty nowadays, so everything about BLACKPINK has become a trend. Although she follows BLACKPINK's trend, she said that purchasing the cosmetics BLACKPINK is difficult for her.</p> |
| 2            | 22  | ✓       |             | <p>She does imitate BLACKPINK's makeup.</p>   |

|   |    |   |  |   |
|---|----|---|--|---|
|   |    |   |  | <p>She said that her motivation to imitate BLACKPINK's makeup is because they are beautiful and thus she wants to copy them. Her favorite is Lisa, the trends of whom she follows, including cosmetics and her bangs. As makeup, she uses the brand Moonshot, which Lisa is a presenter for, watching YouTube tutorials to help her imitate the style. Also, Moonshot is not too expensive, so she can afford it.</p> |
| 3 | 23 | ✓ |  <p>จุฬาลงกรณ์มหาวิทยาลัย<br/>CHULALONGKORN UNIVERSITY</p> | <p>She does imitate BLACKPINK's makeup. She is a "super fan" of BLACKPINK and has followed all of their trends since their debut release. She mostly styles her makeup like BLACKPINK when she goes to their concerts to copy the group's look. She noted that all of BLACKPINK's trends are unique and colorful, so it would look strange if she</p>   |

|   |    |   |   |   |
|---|----|---|---|---|
|   |    |   |   | <p>applied make up in that kind of style every day. When she goes to a BLACKPINK concert, however, it does not feel strange because most other fans also do it at the same time. She can also make many friends who are also BLACKPINK fans. Moreover, she also uses cosmetics promoted by BLACKPINK as she normally she likes Korean makeup and the attitude of Korean cosmetics is positive</p> |
| 4 | 23 | ✓ |  | <p>She does imitate BLACKPINK's makeup. She sees that the image of BLACKPINK is unique and every member is different. She applies makeup in the style of BLACKPINK when she goes to a concert, only to replicate the identity of her friends' group. The reason she uses makeup in the style of BLACKPINK is to gain confidence when she goes to</p>  |

|   |    |   |   |   |
|---|----|---|---|---|
|   |    |   |   | concerts as everyone else does it, so she wants to fit in. No one is different from others.   |
| 5 | 24 |   | ✓ | <p>She does not imitate BLACKPINK's makeup. The reason is that she thought that makeup like BLACKPINK's style was not suitable for her and it was difficult to imitate them, although her attitude about BLACKPINK's style was positive. She loves BLACKPINK's style, but does not imitate it. She said that although she did not imitate BLACKPINK's makeup, she had purchased cosmetics presented by BLACKPINK to be applied in her own style</p> |
| 6 | 26 | ✓ |   | <p>She does imitate BLACKPINK's makeup style. She believes that all members of BLACKPINK are beautiful, so that is her inspiration and motivation to imitate them. She said that she loves to apply</p>   |

|   |    |  |   |   |
|---|----|--|---|---|
|   |    |  |   | <p>makeup particularly in present-day trends as set by BLACKPINK. She would like to go to a concert because she would be able to meet her friends who are also BLACKPINK fans and talk about BLACKPINK together. She sees that BLACKPINK is the most powerful group in Thailand; everything about BLACKPINK also becomes a trend and she thought that BLACKPINK would be a trend for a long time.</p> |
| 7 | 26 |  | ✓ | <p>She does not imitate BLACKPINK's makeup. The reason is that she thought that makeup like the BLACKPINK style was not suitable for her; it depended on her skin and the weather in Thailand, although she likes the BLACKPINK style. Despite not doing makeup to imitate BLACKPINK, she does follow other BLACKPINK trends such as</p>  |

|   |    |  |   |   |
|---|----|--|---|---|
|   |    |  |   | her fashion and purchasing things that BLACKPINK uses or promotes   |
| 8 | 28 |  | ✓ | <p>She does not imitate BLACKPINK's makeup style because she thought that the BLACKPINK style was not suitable for her. Although she does not imitate BLACKPINK's makeup, her favorite member is Lisa, so she does have bangs imitating her. Also, Lisa's bangs are a current trend in Thailand, so that provides motivation for her to do something similar to her idol and support them in this way</p> |
| 9 | 31 |  | ✓ | <p>She does not imitate BLACKPINK's makeup because she cannot apply makeup well. However, she loves to watch the style of BLACKPINK every time they make a comeback. She said that BLACKPINK's makeup style is beautiful because of their aesthetic</p>   |

|    |    |  |   |   |
|----|----|--|---|---|
|    |    |  |   | <p>facial appearance. She does not have any confidence to do makeup, but she does purchase and wear BLACKPINK-promoted items such as shirts, bags and even mobile wallpapers</p>  |
| 10 | 37 |  | ✓ | <p>She does not imitate BLACKPINK's makeup. She said that although she does not apply makeup on her face to imitate BLACKPINK, she does use cosmetics to imitate BLACKPINK. Her favorite member is Lisa, so she uses Moonshot, which Lisa is a presenter for, to support her idols. Moreover, she said that BLACKPINK is the number one girl group in Thailand nowadays; everything about BLACKPINK in Thailand becomes a trend, so it is impossible that BLACKPINK will be out of the trend these days</p> |

## 4.2 Findings from Questionnaire

The researcher made a questionnaire about the makeup behavior of BLACKPINK fans and distributed the questionnaire on a closed Facebook page with 100,000 members (specifically to females aged over 18 years); this demographic represents roughly half of the total members of the group. That is 50,000 people by using the Yamane formula. The frequency is deemed acceptable at 93%, so there 204 respondents were selected to answer the questionnaire. The results of the questionnaire are divided into 4 parts as follows.

4.2.1 Information of respondents

4.2.2 Make-up behavior of respondents

4.2.3 Media which respondents used to learn to imitate makeup behavior

4.2.4 Respondent's consumer behavior



4.2.1 Part 1: Information of respondents

Demographic information of the respondents specified in the questionnaire includes: their age, education, income, occupation, and preference in BLACKPINK makeup, as shown in the following figures.



**Figure 11** Age range of respondents

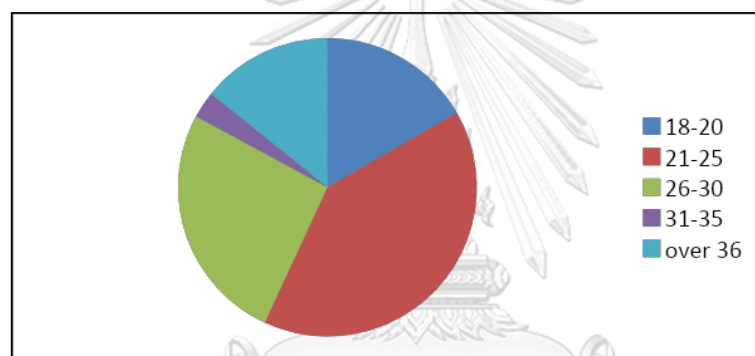
Between 18 and 20 years - 16.7% (34 out of 204 respondents)

Between 21 and 25 years - 40.2% (82 out of 204 respondents)

Between 26 and 30 years - 26% (53 out of 204 respondents)

Between 31 and 35 years - 2.9% (6 out of 204 respondents)

36 years and older - 14.2% (29 out of 204 respondents)



This figure shows the age range of the respondents who are fans of BLACKPINK, which includes 21-25 year olds (40.2%), 26-30 year olds (26%), 18-20 year olds (16.7%), those over 36 years old (14.2%), and 31-35 year olds (2.9%), respectively.

**Figure 12** Education of respondents

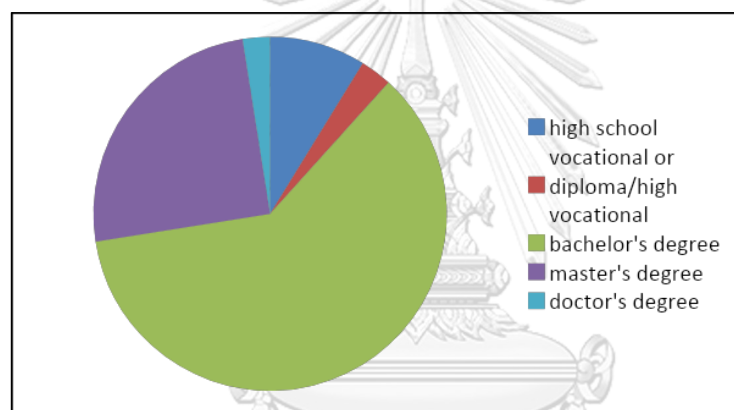
High school level - 8.8% (18 out of 204 respondents)

Vocational Diploma/High Vocational - 2.9% (6 out of 204 respondents)

Bachelor's degree - 60.8% (124 out of 204 respondents)

Master's degree - 25% (51 out of 204 respondents)

Doctoral degree - 2.5% (5 out of 204 respondents)



This figure shows the education of the respondents, which includes

Bachelor's degree (60.8%), Master's degree (25%), High school level (8.8%),

Vocational Diploma/High Vocational (2.9%) and Doctoral degree (2.5%), respectively.

**Figure 13** Occupation of respondents

High school student - 7.8% (16 out of 204 respondents)

University student - 37.7% (77 out of 204 respondents)

Business man - 27% (55 out of 204 respondents)

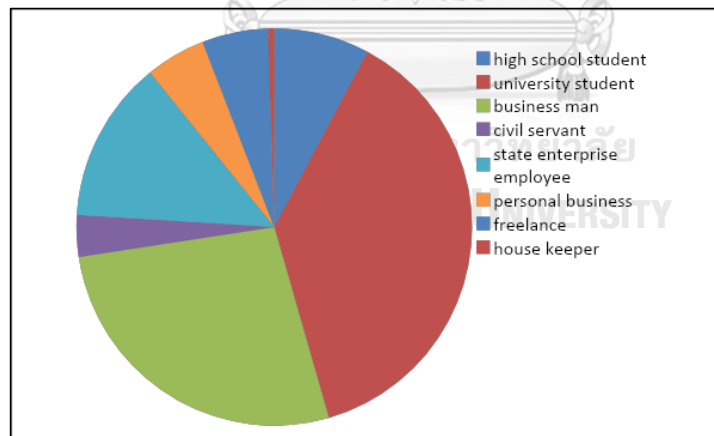
Civil servant - 3.4% (7 out of 204 respondents)

State enterprise employee - 13.2% (27 out of 204 respondents)

Private business - 4.9% (10 out of 204 respondents)

Freelance - 5.4% (11 out of 204 respondents)

Housekeeper - 0.5% (1 out of 204 respondents)



This figure shows the occupation of the respondents, which includes University student (37.7%), Business woman (27%), State enterprise employees

(13.2%), High school student (7.8%), Freelancer (5.4%), Private business (4.9%), Civil servant (3.4%), and housekeeper (0.5%), respectively.

Figure 14 Income of respondents

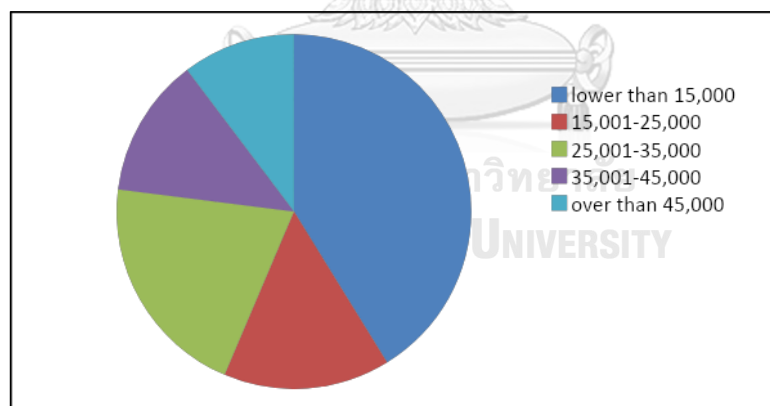
Lower than 15,000 baht - 41.2% (84 out of 204 respondents)

15,001-25,000 baht - 15.2% (31 out of 204 respondents)

25,001-35,000 baht - 20.6% (42 out of 204 respondents)

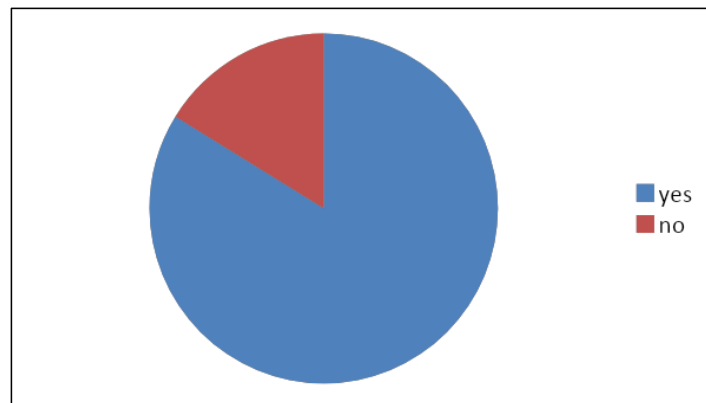
35,001-45,000 baht - 12.7% (26 out of 204 respondents)

More than 45,000 baht - 10.3% (21 out of 204 respondents)



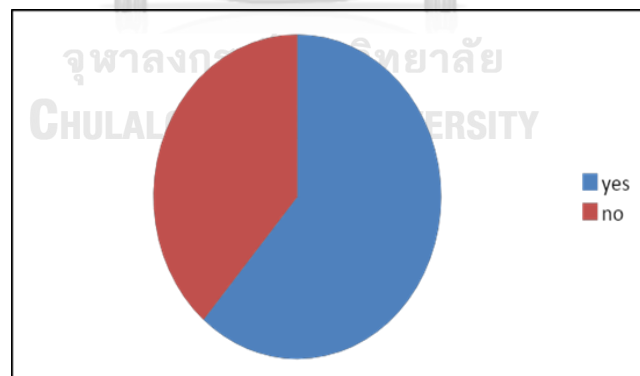
This figure shows the income of the respondents, which includes lower than 15,000 baht (41.2%), 25,001-35,000 baht (20.6%), 15,001-25,000 baht (15.2%), 35,001-45,000 baht (12.7%), and more than 45,000 baht (10.3%), respectively.

**Figure 15** Fan's attitude towards BLACKPINK's makeup



This figure shows the attitude towards BLACKPINK's makeup is positive which include 171 out of 204 of respondents equal to 83.8% while 33 out of 204 of respondents' attitude towards BLACKPINK's makeup is negative equal to 16.2%.

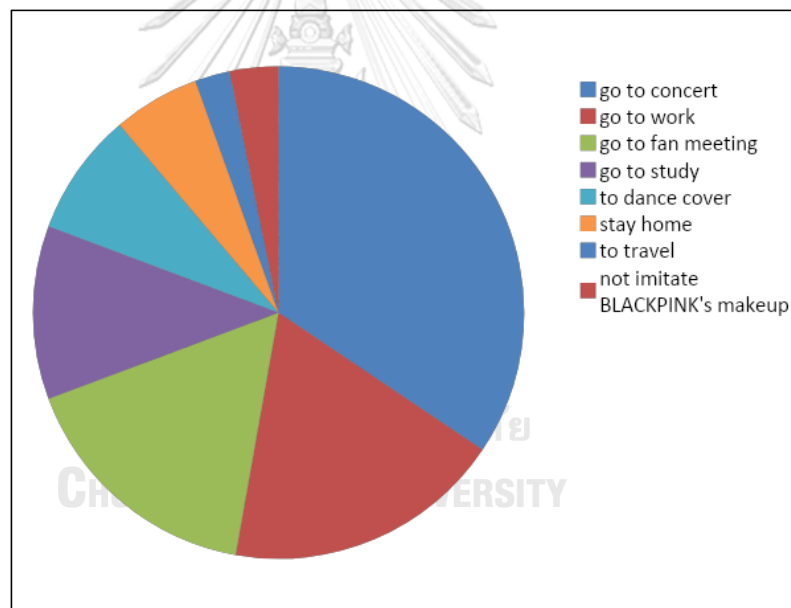
**Figure 16** Motivation to imitated BLACKPINK's makeup



This figure shows the proportion of fans inspired by BLACKPINK's makeup, which includes 125 out of 204 that are inspired by BLACKPINK makeup, equal to 61.3%, and 79 out of 204 who are not, equal to 38.7%.

## Part 2: Make-up behavior of respondents

**Figure 17** The situation in which fans make-up their makeup according to BLACKPINK



This figure shows the situations in which fans have imitated BLACKPINK's makeup style the most. The results showed that fans applied makeup according to BLACKPINK when they went to concerts 34.4% (127 answers), went to work, 18.4% (68 answers), went to fan meetings, 16.5% (61 answers), went to study, 11.4% (42

answers), went to do dance cover, 8.1% (30 answers), at home, 5.7% (21 answers), went traveling, 2.3% (9 answers), and never imitated BLACKPINK's makeup, 3.2% (10 answers).

**Table 4** Mean and Standard Deviation for the influence of BLACKPINK's make-up style on fans.

| BLACKPINK fans behavior  | Level of attitude<br>(Number of respondents) |    |    |    |   | $\bar{x}$ | S.D  | Level  |
|--|--|----|----|----|---|-----------|------|--------|
|  | 5  | 4  | 3  | 2  | 1 |           |      |        |
| 1. You think that you currently apply makeup in a similar style to BLACKPINK.                        | 23   | 72 | 89 | 15 | 5 | 3.45      | 0.87 | Medium |
| 2. You think that many people nowadays want to apply makeup with the goal of imitating of BLACKPINK. | 57   | 84 | 46 | 13 | 4 | 3.86      | 0.95 | High   |
| 3. You think that imitating BLACKPINK's makeup   | 31   | 93 | 64 | 12 | 4 | 3.66      | 0.87 | High   |

|  |    |    |    |    |   |      |      |        |
|--|----|----|----|----|---|------|------|--------|
| behavior can affect your life.   |    |    |    |    |   |      |      |        |
| 4. You think that BLACKPINK's makeup can effect on your own makeup change.       | 27 | 94 | 63 | 16 | 4 | 3.60 | 0.88 | High   |
| 5. Makeup behavior to imitate BLACKPINK is a style that you personally like.     | 42 | 97 | 48 | 14 | 3 | 3.78 | 0.89 | High   |
| 6. You think that the makeup of BLACKPINK is attractive.                         | 50 | 89 | 48 | 13 | 4 | 3.82 | 0.93 | High   |
| 7. You are inspired by BLACKPINK for your own everyday makeup style.             | 28 | 92 | 63 | 16 | 5 | 3.59 | 0.90 | High   |
| 8. You think the makeup that imitates BLACKPINK is a style that suits your face. | 29 | 77 | 74 | 17 | 7 | 3.50 | 0.95 | Medium |
| 9. You will have more  |    |    |    |    |   |      |      |        |



|  |       |     |    |    |   |      |      |      |
|--|-------|-----|----|----|---|------|------|------|
| confidence if you wear makeup like BLACKPINK.  | 37    | 101 | 50 | 13 | 3 | 3.76 | 0.87 | High |
| 10. Currently, you use cosmetic products that are presented by BLACKPINK.                                  | 38    | 102 | 46 | 14 | 4 | 3.76 | 0.89 | High |
| 11. Currently, you use cosmetic products to imitate BLACKPINK's style.                                     | 27    | 99  | 58 | 15 | 5 | 3.62 | 0.89 | High |
| 12. Because BLACKPINK is ranked as beautiful artists, you therefore have inspiration in imitation make-up. | 87    | 77  | 29 | 9  | 2 | 4.16 | 0.89 | High |
|  | Total |     |    |    |   | 3.71 | 0.89 | High |

This table shows the mean and standard deviation of BLACKPINK fans makeup behavior. The result of table 4 has 5 levels, from 5 (strongly agree) to 1 (disagree), as follows.

Q1: You think that you currently apply makeup in a similar style to BLACKPINK.

The results showed that 23 respondents answered in level 5, while 72 respondents answered in level 4, 89 respondents answered in level 3, 15 respondents answered in level 2, and 2 respondents answered in level 1

Q2: You think that many people nowadays want to apply makeup with the goal of imitating of BLACKPINK.

The results showed that 57 respondents answered in level 5, while 84 respondents answered in level 4, 46 respondents answered in level 3, 13 respondents answered in level 2, and 4 respondents answered in level 1.

Q3: You think that imitating BLACKPINK's makeup behavior can affect your life.

The results showed that 31 respondents answered in level 5, while 93 respondents answered in level 4, 64 respondents answered in level 3, 12 respondents answered in level 2, and 4 respondents answered in level 1.

Q4: You think that BLACKPINK's makeup can effect on your own makeup change.

The results showed that 27 respondents answered in level 5, while 94 respondents answered in level 4, 63 respondents answered in level 3, 16 respondents answered in level 2, and 4 respondents answered in level 1.

Q5: Makeup behavior to imitate BLACKPINK is a style that you personally like.

The results showed that 42 respondents answered in level 5, while 97 respondents answered in level 4, 48 respondents answered in level 3, 14 respondents answered in level 2, and 3 respondents answered in level 1.

Q6: You think that the makeup of BLACKPINK is attractive.

The results showed that 50 respondents answered in level 5, while 89 respondents answered in level 4, 48 respondents answered in level 3, 13 respondents answered in level 2, and 4 respondents answered in level 1.

Q7: You are inspired by BLACKPINK for your own everyday makeup style.

The results showed that 28 respondents answered in level 5, while 92 respondents answered in level 4, 63 respondents answered in level 3, 16 respondents answered in level 2, and 5 respondents answered in level 1.

Q8: You think the makeup that imitates BLACKPINK is a style that suits your face.

The results showed that 29 respondents answered in level 5, while 77 respondents answered in level 4, 74 respondents answered in level 3, 17 respondents answered in level 2, and 7 respondents answered in level 1.

Q9: You will have more confidence if you wear makeup like BLACKPINK.

The results showed that 37 respondents answered in level 5, while 101 respondents answered in level 4, 50 respondents answered in level 3, 13 respondents answered in level 2, and 3 respondents answered in level 1.

Q10: Currently, you use cosmetic products that are presented by BLACKPINK.

The results showed that 38 respondents answered in level 5, while 102 respondents answered in level 4, 46 respondents answered in level 3, 14 respondents answered in level 2, and 4 respondents answered in level 1.

Q11: Currently, you use cosmetic products to imitate BLACKPINK's style.

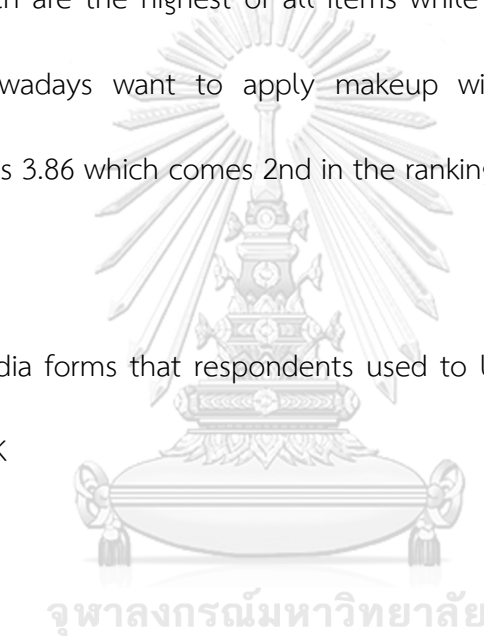
The results showed that 27 respondents answered in level 5, while 99 respondents answered in level 4, 58 respondents answered in level 3, 15 respondents answered in level 2, and 4 respondents answered in level 1.

Q12: Because BLACKPINK members are considered beautiful, you therefore are inspired to imitate their makeup.

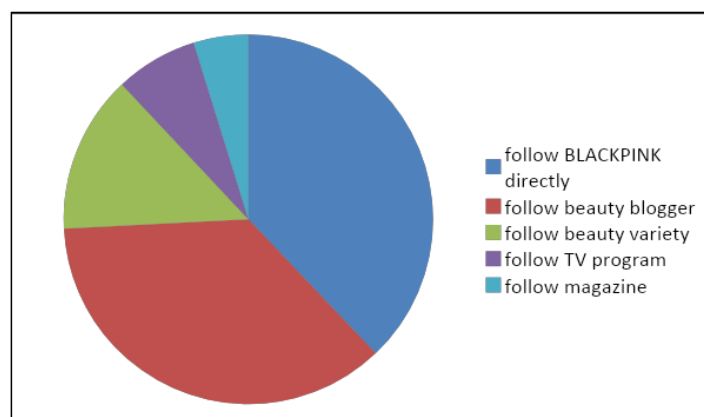
The results showed that 87 respondents answered in level 5, while 77 respondents answered in level 4, 29 respondents answered in level 3, 9 respondents answered in level 2, and 2 respondents answered in level 1.

According to table 4, most of BLACKPINK's female fans have an attitude to BLACKPINK's makeup in positive because they were ranked as beautiful face in the world is 4.16 which are the highest of all items while the mean of they think that many people nowadays want to apply makeup with the goal of imitating of BLACKPINK which is 3.86 which comes 2nd in the ranking.

Part 3: Media forms that respondents used to learn how to imitate makeup style of BLACKPINK

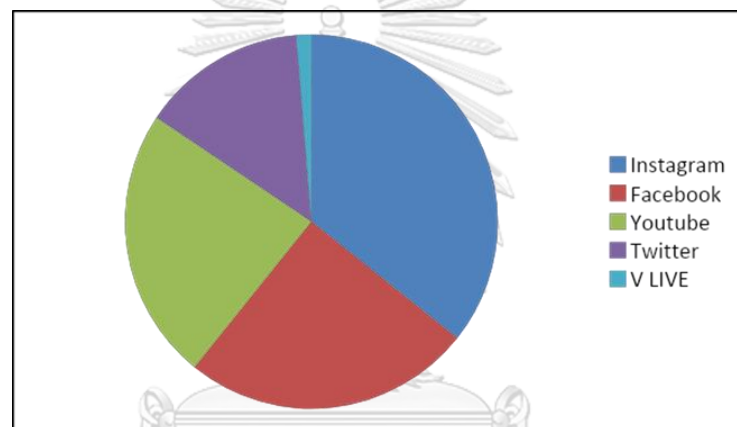


**Figure 18** The media forms that are commonly used by the respondents to learn how to imitate BLACKPINK makeup



This figure shows the media fans commonly use to learn how to imitate BLACKPINK makeup, which include directly choosing to follow BLACKPINK via BLACKPINK, 37.9% (143 answers), following beauty bloggers, 36.3% (137 answers), following the beauty variety, 13.8% (52 answers), follow TV programs, 7.2% (27 answers), and follow magazines, 4.8% (18 answers).

**Figure 19** The social media used to learn how to imitate makeup

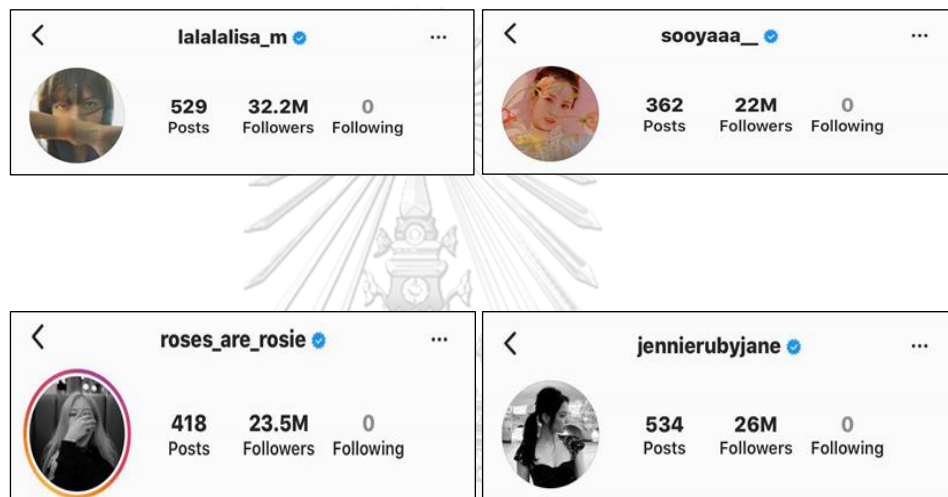


This figure shows the social media platforms that fans used to learn how to imitate BLACKPINK makeup. It shows that they chose to follow BLACKPINK makeup from Instagram, 35.7% (142 answers), Facebook, 25.1% (100 answers), YouTube, 23.6% (94 answers), Twitter, 14.3% (57 answers), and V Live, 1.3% (5 answers).

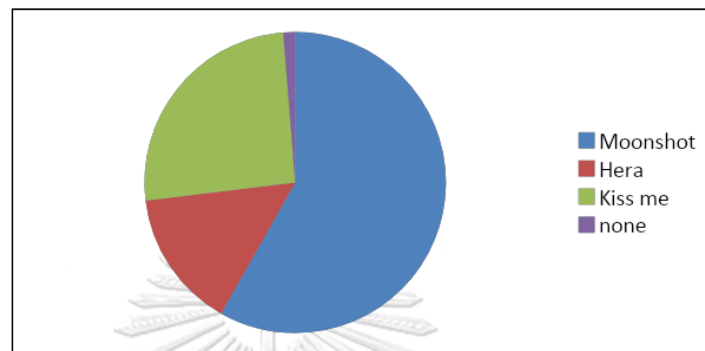
In this part, most of fans said that they directly imitated BLACKPINK via Instagram or any platform rather than YouTuber or beauty blogger. Beauty bloggers, beauty varieties, TV programs and magazines are also used. Further, the online platform that

fans used the most to learn about BLACKPINK's makeup is Instagram based on BLACKPINK members' Instagram; there are millions of followers, as shown in the figure 20.

Figure 20 BLACKPINK members' Instagram (2020.04.28)

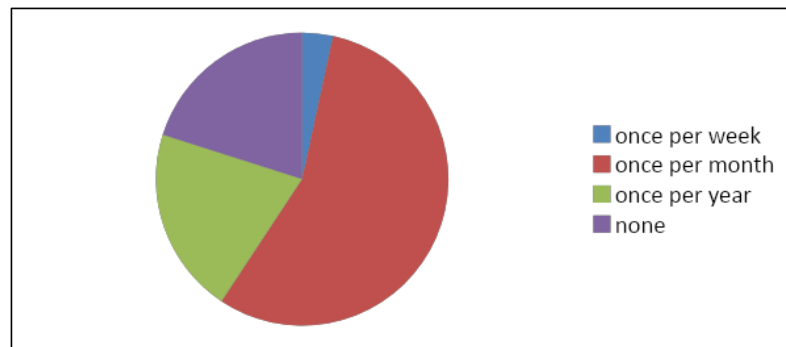


## Part 4: Consumption of respondents

**Figure 21** Cosmetic consumption of fans

This figure shows fans' cosmetic consumer behavior based on products having BLACKPINK as a presenter. The results show that they choose to use Moonshot the most, which has Lisa as a presenter with 145 answers, equal to 55.1%. Hera, which has Jennie as a presenter, had 37 answers, equal to 14.1%. Kiss me, which has Jisoo and Rose as presenters, had 64 answers, equal to 24.3%; and the other answer was "no cosmetics" for which BLACKPINK is a presenter with 17 answers, equal to 6.5%.



**Figure 22** Frequency of cosmetic consumption

This figure shows the frequency of fans' purchase of cosmetics that have BLACKPINK as a presenter. The results showed that 7 out of 204, equal to 3.4%, purchased cosmetics once per week. 114 out of 204, equal to 55.9%, purchased once per month. 42 out of 204, equal to 20.6%, purchased once per year; and the rest of the respondents did not purchase cosmetics that had BLACKPINK as a presenter (41 out of 204, equal to 20.1%).

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#### 4.3 Discussion from findings

4.3.1 According to the in-depth interviews about the reasons and motivations for BLACKPINK fans to imitate BLACKPINK in terms of makeup behavior, it was found that they commonly go to concerts to form an identity, as well as create confidence and make friends; this in line with a study by Meesup (2017), namely "A Study of Factors Affecting Thai Followers' Loyalty towards Korean Artists in Bangkok

Metropolitan Area”. The study refers to Fiske, who stated that fans tend to alter their own appearance in order to imitate their beloved idols and create the identity for their group.

4.3.2 According to the questionnaire results, the influence of BLACKPINK makeup affects Thai female fans at a high overall level due to the perspective that BLACKPINK’s image is attractive. According to Table 3, the image of BLACKPINK as being ranked in the 100 most beautiful faces in the world (87 respondents) means 4.16, which is the highest item for their perspective. This is a high level which, in line with Yookong (2012), looks at the attitude and imitation of Korean girl groups among Thai teenagers. The research found that Thai fans imitate Korean girl groups at a medium level.

## CHAPTER V

### CONCLUSION

This chapter presents a summary of the findings, implications of the study, and recommendations for further research. They are presented in the following sections:

5.1 Conclusion

5.2 Limitation

5.3 Recommendations

#### 5.1 Conclusion

The purpose of this study was to identify and understand the makeup behavior of Thai fans influenced by BLACKPINK and understand the reasons and motivations of Thai female fans for imitating BLACKPINK's makeup behavior. The study was conducted by using in-depth interviews with 10 people and distributing online questionnaires to 204 people on a Facebook fan page.

The researcher provides the results of this study by dividing them into the research questions as follows:

1. How does BLACKPINK's makeup style influence Thai female fans' makeup style?

According to table 4, the results of the questionnaire show that the influence of BLACKPINK's makeup style on Thai female fans is at a high level. BLACKPINK are trendy in Thailand and are considered to be the most powerful girl group in the country, especially in terms of their image; for instance, all members of BLACKPINK were rated amongst the 100 most beautiful faces in the world in 2019. According to in-depth interviews, BLACKPINK is famous in terms of their beauty. This reason makes fans confident about changing their own appearance to be more like their idols. As a result, they learn how to apply beauty products in the style of BLACKPINK from social media and learn to imitate BLACKPINK's makeup.

Regarding soft power which using celebrities propel the pop culture to the Korean wave expand to global; BLACKPINK is also one of the images of Korean beauty which all members present their own image to fans. The attitude of fans can be positive or negative depending on their thinking in the line with Newcomb's attitude theory. In terms of BLACKPINK's makeup style towards Thai female fans, although the attitude of them to BLACKPINK's makeup is at a high level, some of them have a negative attitude which shows in table 4 which shows the answers of fan's attitude in level 1 (strongly disagree) and level 2 (disagree).

2. What are the reasons and motivations for Thai female fans to imitate the make-up style of BLACKPINK?

According to Chapter 4 and the results of in-depth interviews, the researcher divided the reasons and motivations for Thai female fans to imitate the makeup style of BLACKPINK into three types, as follows.

### 2.1. Form an Identity

In this type, participants mostly indicated BLACKPINK's overall uniqueness as a reason to imitate the group's makeup. In addition, most of the participants imitated BLACKPINK makeup behavior when they went to concerts as this way, they would be able to identify as BLACKPINK fans and show that they were coming to support for BLACKPINK. Moreover, BLACKPINK's style is unique, and so when they follow BLACKPINK's makeup style, it makes them stand out compared to others.

### 2.2. Create confidence

In this type, it is definite that the perspective of the image of BLACKPINK towards fans is positive. BLACKPINK is famous for their beauty as all members were ranked on the list of the 100 most beautiful faces in the world in 2019. From the answers of the respondents, they were motivated by BLACKPINK's image to appear as beautiful as them. Moreover, the application of makeup is something that can create confidence, so BLACKPINK fans similarly apply their makeup like BLACKPINK to create more confidence.

### 2.3. Make Friends

In this type, participants mostly answered that they imitate BLACKPINK's makeup when they go to concerts; they can meet other fans and make friends there. Imitating their beloved idols makes it easier to meet new friends because they are well known by others. This may include being accepted by others. For example, someone that did not imitate the makeup style may not be as easily accepted into a new group of friends.

However, these reasons and motivations of Thai female fans to imitate BLACKPINK's makeup are the answers of some fans who have BLACKPINK's makeup imitated behavior while there are some fans who have not the imitated behavior by giving the reasons that it was not suitable for themselves; moreover, the age range is one of the factors that fans did not have the imitated behavior which fans whose age over 25 or adult ages do not imitate BLACKPINKs makeup at all as shown in the findings of in-depth interviews in table 3. In contrast, the young age of fans tends to have imitated behavior in order to get acceptable from friends as shown in table 3.

As these results show that is not different from the hypothesis that the influence of BLACKPINK's makeup on Thai female fans is rated as being "high" (Table 4) due to the influence of BLACKPINK's image on Thai female fans being powerful and the image of all BLACKPINK members being ranked on the list of the 100 most beautiful faces in the world. Therefore, the beauty of BLACKPINK is the motivating factor for female fans to imitate BLACKPINK's makeup behavior. Moreover, imitating

BLACKPINK's makeup is done to form an identity for fans and groups, as well as to create confidence and help them make new friends based on the answers of in-depth interviews with the respondents.

Furthermore, when we look into the influence of BLACKPINK in Thailand, the results show that the power of BLACKPINK has been influential to Thai fans for a long time due to their reputation; everything about BLACKPINK is always in trend, not only in Thailand, but also in other countries, such as their hairstyles, fashion, and products that BLACKPINK members use.

However, the influence of BLACKPINK's makeup on Thai female fans is not always a positive attitude (see table 4). Although some of them have a negative attitude towards BLACKPINK's makeup, they have a positive attitude towards BLACKPINK in other aspects.

## 5.2 Limitation

This study focused on the influence of BLACKPINK's makeup on Thai female fans in terms of their attitude, reasons, and motivations to imitate BLACKPINK's makeup behavior. This study possesses its own limitations. First, the interview was conducted online due to the COVID-19 pandemic according to social distancing, therefore; the researcher cannot interview the interviewees directly. Moreover, most interviewees imitated BLACKPINK's makeup when they go to concerts but there are no offline concerts in this pandemic. Thus, the interviews could not deeply interview.

Second, some Thai female fans' attitude is negative towards BLACKPINK as shown the result of the questionnaire (table 4) shows their attitude in level 1 (strongly disagree) and 2 (disagree). They might think that imitating BLACKPINK's makeup style could not suit them; moreover, the results of in-depth interview, there are some fans who do not imitate BLACKPINK due to it is not suited with them, however, the researcher cannot separate that it was the same respondents who answer the attitude towards BLACKPINK's makeup at a low level every item due to distribute the questionnaire by online (Facebook: BLACKPINK fan page), this cannot identify respondents individually.

### 5.3 Recommendations

From the in-depth interviews and online questionnaire, we can see that the respondents have a good attitude concerning the influence of BLACKPINK's makeup because the reputation of BLACKPINK on Thai female fans is a trend. The members are beautiful, which makes fans have a positive attitude about BLACKPINK and want to learn how to imitate BLACKPINK's makeup.

However, the results of the reasons and motivations of Thai female fans to imitate BLACKPINK's makeup as shown in the findings from in-depth interviews that half of the fans have imitated BLACKPINK's makeup behavior and another half have not. Regarding the age range of participants (18-24 years old), most of them have imitated BLACKPINK's makeup when they go to a concert while the adult age range



of participants (25 years and over) have not imitated BLACKPINK's makeup therefore, adult fans do not follow their beloved idols trends in order to imitate their behavior while young age fans follow their idols in order to imitate because they might be accepted from their friend groups according to the answers of research question the reasons and motivations of fans to imitate BLACKPINK's makeup, one of the reasons is to make friends (table 3). Moreover, the results of the influence of BLACKPINK's makeup towards Thai female fans' makeup style as shown in Mean and Standard Deviation of fans' attitude towards BLACKPINK's makeup which some fans have a negative attitude to BLACKPINK's makeup due to the answer in table 4, there are respondents gave the answer of attitude in level 1(strongly disagree) and level 2 (disagree).

However, some fans who did not imitate BLACKPINK's makeup or have a negative attitude to BLACKPINK's makeup, follow their beloved idols in other aspects such as fashion, cosmetic consumption, and bangs instead of makeup.

From In-depth interviews and questionnaire results, we can see that fans follow BLACKPINK trends whether in order to imitate or not imitate, they still support their beloved idols in other aspects. Most of them have a positive attitude towards BLACKPINK's makeup while some are not (see the results of table 4). However, this research focus on the imitation of BLACKPINK's fans aspect K-beauty (makeup) which each member of BLACKPINK has their own style. For further research should separate

the style of each member and analyze how the influence of each member looks towards Thai fans.



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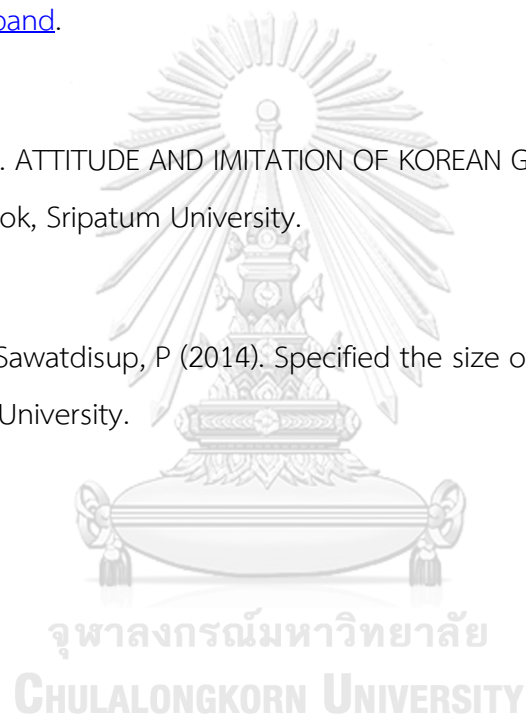
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