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# Adapting Digital Marketing Strategies in International Expansion: Challenges and Opportunities for Asian Beauty Brands in the Global Market

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### ABSTRAK

Perkembangan teknologi digital dan peningkatan penetrasi e-commerce global telah membuka peluang besar bagi merek kecantikan Asia untuk memperluas jangkauan pasar mereka ke tingkat internasional. Namun, ekspansi ini juga membawa tantangan kompleks, mulai dari perbedaan budaya dan preferensi konsumen hingga beragam peraturan lintas batas. Studi ini bertujuan untuk menganalisis adaptasi strategi pemasaran digital oleh merek kecantikan Asia dalam ekspansi internasional dan untuk mengidentifikasi tantangan dan peluang yang muncul di pasar global. Metode yang digunakan adalah pendekatan kualitatif dengan studi literatur dan analisis deskriptif dari sumber data sekunder. Studi kasus berfokus pada empat merek utama: SK-II, Laneige, Innisfree, dan Shiseido. Temuan menunjukkan bahwa keberhasilan ekspansi internasional merek kecantikan Asia didukung oleh kemampuan mereka untuk menggabungkan strategi standardisasi merek dengan adaptasi konten lokal melalui berbagai platform digital, khususnya TikTok, Instagram, dan perdagangan sosial. Penggunaan influencer/KOL, lokalisasi konten pemasaran, dan implementasi strategi omnichannel telah terbukti menjadi faktor kunci dalam meningkatkan daya saing di pasar global. Implikasi dari studi ini relevan bagi merek kecantikan Asia yang sedang merencanakan atau sedang melaksanakan ekspansi internasional.

### ABSTRACT

The development of digital technology and increasing global e-commerce penetration have opened vast opportunities for Asian beauty brands to expand their market reach to the international level. However, this expansion also brings complex challenges, ranging from cultural differences and consumer preferences to diverse cross-border regulations. This study aims to analyze the adaptation of digital marketing strategies by Asian beauty brands in international expansion and to identify the challenges and opportunities that arise in the global market. The method used is a qualitative approach with literature study and descriptive analysis of secondary data sources. Case studies focus on four major brands: SK-II, Laneige, Innisfree, and Shiseido. The findings indicate that the success of Asian beauty brands' international expansion is supported by their ability to combine brand standardization strategies with local content adaptation through various digital platforms, particularly TikTok, Instagram, and social commerce. The use of influencers/KOLs, localization of marketing content, and implementation of omnichannel strategies have proven to be key factors in enhancing competitiveness in the global market. The implications of this study are relevant for Asian beauty brands that are planning or currently executing international expansion.

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## 1. INTRODUCTION

The development of digital technology has transformed the way companies interact with consumers across countries. Digital marketing no longer serves merely as a promotional tool, but has also become an important strategy for building brand awareness, increasing customer engagement, and expanding market reach globally. The presence of social media, e-commerce, and various digital platforms enables companies to reach international consumers more effectively and efficiently than conventional marketing methods. Furthermore, the growth of social commerce has made it increasingly easy for consumers to find product information and complete purchases directly through digital platforms [1].

The beauty industry is one of the sectors that has experienced rapid growth in the digital era. Various Asian beauty brands leverage social media, e-commerce, and digital marketing strategies to expand their market reach to the international level. The success of a number of Asian beauty brands demonstrates that digital marketing can be an effective means of building brand awareness, enhancing consumer interaction, and strengthening a company's position in the global market. Additionally, digital technology enables companies to reach consumers across countries at a more efficient cost than traditional marketing approaches. This indicates that digital marketing strategies play an important role in supporting the growth and internationalization of Asian beauty brands amid the increasingly competitive beauty industry [2].

Despite the significant opportunities offered, international expansion also presents various challenges for Asian beauty brands. Companies need to address cultural differences, consumer preferences, language barriers, and the diverse market characteristics of each target country. Moreover, competition with global brands that already possess strong reputations and distribution networks requires companies to continuously innovate in their marketing strategies. In the context of the beauty industry, a company's ability to tailor its digital marketing strategies to local market needs becomes a critical factor in enhancing competitiveness while sustaining business growth in international markets. Therefore, adapting digital marketing strategies is one of the key success factors for Asian beauty brands in navigating the dynamics of the global market (Seon, 2022).

Previous studies have examined digital marketing and international expansion strategies separately. However, research that specifically investigates how Asian beauty brands adapt their digital marketing strategies in response to cultural differences, the growth of social commerce, and global competition remains relatively limited. Therefore, this study aims to analyze the digital marketing strategy adaptations made by Asian beauty brands in international expansion and to identify the challenges and opportunities that arise in the global market.

## 2. METHOD

This study uses a qualitative approach with a literature study method. The qualitative approach was chosen because this research focuses on an in-depth understanding of the phenomenon of digital

marketing strategy adaptation by Asian beauty brands in the context of international expansion, which cannot be fully explained through quantitative data alone. The literature study was conducted by collecting, reviewing, and synthesizing various relevant sources, including national and international scientific journal articles, industry reports, and official company publications related to the research topic.

The data used in this study are secondary data, namely information that has been previously available and published. Secondary data sources include indexed journal articles, company annual reports, market research institution publications, and documentation of digital marketing strategies from the Asian beauty brands under study—SK-II, Laneige, Innisfree, and Shiseido. These four brands were selected because they represent diversity in country of origin (Japan and South Korea), different market segments, and well-documented international expansion track records.

Data analysis was conducted descriptively by identifying patterns, themes, and tendencies emerging from various literature sources. The analytical stages include: (1) collecting and selecting relevant literature based on criteria of topic relevance and publication year (2019–2024); (2) extracting key information related to digital marketing strategies, challenges, and opportunities for international expansion; (3) grouping findings based on predetermined analytical dimensions; and (4) synthesizing and interpreting findings to address the research objectives. This approach allows researchers to generate a comprehensive understanding of the phenomenon under study without requiring direct primary data collection in the field.

### **3. RESULT AND DISCUSSION**

#### **3.1 Digital Marketing Adaptation of Asian Beauty Brands in the Global Market**

The literature review findings indicate that Asian beauty brands have developed various forms of digital marketing strategy adaptation to address the challenges of international markets. These adaptations are not uniform but are tailored to the characteristics of each brand, target market, and digital platform used. A study of four major brands—SK-II, Laneige, Innisfree, and Shiseido—reveals diverse adaptation patterns that nonetheless remain oriented toward strengthening brand identity at the global level.

#### **3.2 SK-II: Emotional Narrative and Global Digital Campaigns**

SK-II, a premium skincare brand from Japan under Procter & Gamble, is known for its digital marketing approach that emphasizes emotional narratives and women’s empowerment-themed campaigns. SK-II’s digital strategy goes beyond promoting products; it builds a deeper connection with consumers through inspirational stories that are cross-culturally relevant. The globally launched ‘Change Destiny’ campaign successfully resonated with consumer segments across multiple countries by highlighting the universal theme of women’s freedom from social pressures.

In terms of digital content adaptation, SK-II tailors its campaign narratives to the social context of each market. In China, the ‘#NOZUOWUYOU’ campaign—which highlighted the pressures faced by single women over 25 (so-called ‘left-behind women’)—garnered wide response because it addressed a socially relevant issue in that country. In Japan and the United States, the approach focused more on the science behind the product and the freedom to create. The combination of consistent global messaging and sensitivity to local context is the core strength of SK-II’s digital strategy in its international expansion (Liao & Yang, 2023)

#### **3.3 Laneige: Content Localization and Cross-Market Celebrity Collaboration**

Laneige, a South Korean beauty brand from Amorepacific Group, consistently applies a content localization strategy across various international digital platforms. In its efforts to expand in North America, Laneige actively leverages TikTok and Instagram with content tailored to local audiences.

Laneige's Instagram account in the United States, for instance, features a variety of content ranging from product usage tutorials and collaborations with popular musicians to pop culture-themed content relevant to young consumers in that country. Meanwhile, content for the Korean market focuses more on new product launches and collaborations with local brands (1stopasia.com, 2024).

Strategic partnerships with influential celebrities are also an important part of Laneige's expansion strategy. A collaboration with actress Sydney Sweeney from the series 'Euphoria' significantly boosted sales in North America, particularly through TikTok. In 2023, Amorepacific Group reported 27 percent growth in overseas revenue, with North America achieving growth of 105 percent—largely driven by the success of Laneige's digital campaigns in that market (Franklin J. Chu, n.d.) This demonstrates that content localization combined with the right celebrity partnerships can accelerate business growth in international markets.

### **3.4 Innisfree: Sustainability-Based Communication and Platform Adaptation**

Innisfree, a South Korean natural beauty brand also under Amorepacific Group, relies on sustainability values and natural ingredients from Jeju Island as the pillars of its global communication. Innisfree's digital strategy in international markets highlights content featuring natural ingredient visuals, eco-friendly campaigns, and consumer education about product ingredients. On its international Instagram platform, Innisfree actively leverages trending reels and interactive content that encourages users to share their eco-friendly beauty routines.

Innisfree's approach to adapting to various international markets places greater emphasis on consistent brand value communication rather than drastic aesthetic adjustments. Innisfree maintains its 'natural K-beauty' identity as its primary differentiator across various countries, while adapting content formats and platform choices to suit media consumption habits in each market. This strategy aligns with the findings of [5] who state that the effectiveness of digital marketing strategies differs between developed and emerging markets, requiring companies to adapt their platform approach without abandoning their core brand identity.

### **3.5 Shiseido: Digital Transformation and Global Omnichannel Strategy**

Shiseido, Japan's largest beauty conglomerate, has pursued a more structured digital transformation path in its international expansion strategy. Through the WIN 2023 program and the medium-term SHIFT 2025 and Beyond strategy, Shiseido systematically integrates digital marketing into its overall business model. The company established Shiseido Interactive Beauty Company as a dedicated subsidiary to accelerate digital transformation, including the development of a global ERP system and the strengthening of e-commerce across various markets (Shiseido, 2022).

Shiseido's omnichannel strategy combines a physical presence in department stores and premium beauty retailers with aggressive expansion onto digital platforms. In China and the Asia-Pacific region, Shiseido leverages Douyin, Little Red Book, and Tmall to reach younger consumers. Meanwhile, in America and Europe, investment is directed toward strengthening brands such as NARS and Drunk Elephant through e-commerce and influencer collaborations on Instagram and TikTok. This omnichannel approach enables Shiseido to maintain relevance across various consumer segments simultaneously while optimizing the customer experience at every point of interaction (Shiseido Annual Report, 2022).

## **3.6 Challenges of International Expansion for Asian Beauty Brands**

### **3.6.1 Cultural Differences and Consumer Preferences**

One of the most fundamental challenges faced by Asian beauty brands in international expansion is the significant differences in culture and consumer preferences across countries. Beauty standards, skincare trends, and perceptions of beauty products vary from market to market. Beauty trends

dominant in Asian markets—such as the ‘glass skin’ look and multi-step skincare routines—do not necessarily hold the same appeal in Western markets that prioritize ease and efficiency in beauty routines. This requires Asian beauty brands to carefully read and interpret local cultural values so that the digital marketing communications they design can resonate with consumers in the target market [6]

Differences in preferences for digital platforms add further complexity to this challenge. Consumers in China are accustomed to using WeChat, Douyin, and Little Red Book, while consumers in America and Europe are more active on Instagram and TikTok. Failure to adapt platform choices and content formats to local media consumption habits can result in ineffective digital campaigns despite significant investment.

### 3.6.2 Cross-Border Regulations

Varying cosmetic regulations in each target country represent a significant barrier for Asian beauty brands seeking to sell cross-border. In the United States, beauty products containing certain ingredients must undergo an approval process from the Food and Drug Administration (FDA). In China, imported products are required to obtain registration from the National Medical Products Administration (NMPA) before they can be legally marketed. The case of Beauty of Joseon’s sunscreen—which went viral on TikTok but had not yet received FDA approval for sale in the United States—concretely illustrates how regulatory barriers can limit sales potential despite high consumer demand (Franklin J. Chu, n.d.)

Regulatory differences also affect the digital marketing content that may be displayed. Product claims permitted in one country may be considered misleading or in violation of regulations in another, requiring brands to produce market-specific digital content. This increases operational burdens and overall content production costs.

### 3.6.3 Competition with Multinational Brands

Asian beauty brands face intense competition from Western multinational brands such as L’Oréal, Estée Lauder, and LVMH, which already enjoy advantages in terms of strong brand recognition, established distribution networks, and considerably larger marketing budgets. These global brands also have a deeper prior understanding of international market characteristics and extensive experience managing cross-border digital campaigns. On the other hand, some K-beauty brands that rose to popularity in the late 2010s experienced a decline in relevance due to their inability to sustain momentum and adapt to shifting consumer trends (Franklin J. Chu, n.d.)

This competition is further intensified by the entry of local beauty brands from various target countries that better understand their domestic markets. Asian beauty brands must be able to deliver distinctive and authentic added value to compete effectively in the increasingly crowded global beauty market.

### 3.6.4 Language and Marketing Communication

Language differences present a real challenge for Asian beauty brands seeking to build effective marketing communications in international markets. Digital content available only in Asian languages can limit the reach and engagement of consumers in non-Asian markets. Conversely, translations that are inaccurate or insensitive to local cultural nuances can damage brand image. This challenge extends beyond literal language translation; it also involves the ability to authentically communicate product value and propositions within different cultural contexts. Effective localization requires a deep understanding of idioms, popular cultural references, and communication styles prevalent in each market [3]

### **3.7 Opportunities for International Expansion of Asian Beauty Brands**

#### **3.7.1 Growth of Global E-Commerce and Social Commerce**

The rapid growth of the global e-commerce industry has opened significant opportunities for Asian beauty brands to enter international markets without relying entirely on physical distribution infrastructure. In 2023, the global beauty and personal care market reached a value of 579 billion US dollars, growing 7.8 percent year-on-year. Beauty and personal care products consistently rank among the four most popular online shopping product categories worldwide [4]. This provides a strong market foundation for Asian beauty brands to accelerate their expansion through digital channels.

The development of social commerce, particularly through TikTok Shop—launched aggressively across various markets since 2023—has further strengthened this opportunity. In Southeast Asia, TikTok Shop has recorded significant success, with beauty and personal care as one of the best-selling categories. The closed-loop ecosystem offered by this platform—where consumers can discover, evaluate, and purchase products all within a single platform—has fundamentally transformed the consumer purchase journey and offers advantages to brands that can optimize their presence on it (Euromonitor/CosmeticsDesign-Asia, 2025).

#### **3.7.2 The Korean Wave and Asian Wave Phenomenon**

The growing global popularity of Korean pop culture (K-pop) and Asian entertainment content (the Korean Wave/Hallyu) has created a highly conducive environment for the expansion of Asian beauty brands. This phenomenon has driven growing consumer interest worldwide in products associated with Asian aesthetics and lifestyles. K-beauty-themed hashtags on TikTok grew dramatically from 144,000 in the first half of 2023 to over 500,000 in October 2023, reflecting a significant surge in content creator engagement (Spray.io, 2025). This increase is closely linked to the influence of K-pop idols and Korean drama content consumed by millions of fans around the world.

The Korean Wave has not only fueled interest in Korean products but has also opened broader doors for Asian beauty brands in general. Global consumers exposed to Asian culture through entertainment content tend to be more receptive to beauty products that embody Asian aesthetics and traditions, including Japanese brands such as SK-II and Shiseido. This is consistent with the findings of [8] who identify cultural appeal as one of the configurational factors supporting the success of international expansion by Asian brands.

#### **3.7.3 Influencer Marketing dan Key Opinion Leader (KOL)**

Influencer marketing strategies and the use of Key Opinion Leaders (KOLs) have proven to be one of the greatest opportunities for Asian beauty brands in building brand awareness and consumer trust in international markets. Influencer characteristics—including credibility, attractiveness, and communication ability—have been shown to significantly influence consumer purchase intention, particularly in the beauty product segment [10]. K-beauty brands such as Laneige and Beauty of Joseon have successfully leveraged networks of micro and macro influencers on TikTok to generate organic, authentic content with high viral potential.

In the Chinese market, the KOL model supported by live commerce platforms such as Douyin has fundamentally reshaped the landscape of beauty product marketing. Collaborations with influential KOLs—as practiced by various Chinese beauty brands—can generate significant sales volumes in a short time through live selling sessions. This model is increasingly attractive to other Asian beauty brands seeking to replicate this success in Southeast Asia and other regions that are rapidly adopting similar formats.

### 3.7.4 Global Acceptance of Asian Beauty Products

Global consumer perceptions of Asian beauty products have undergone a significant positive shift over the past decade. Beauty products from Asia, particularly from Korea and Japan, are now widely regarded as innovative, high-quality, and possessing unique formulations difficult to find in Western brands. The advantages of lightweight product textures, unique active ingredients (such as snail mucin, ginseng, and green tea), and a strong tradition of scientific research have become distinctive draws for increasingly educated international consumers of skincare.

The growing number of globally educated and digitally connected consumers also supports increasing demand for Asian beauty products. Consumers who actively seek information across various digital platforms and are exposed to skincare education content tend to be more inclined to try Asian products that offer a different approach from mainstream brands. This creates a potentially lucrative market segment for Asian beauty brands able to effectively communicate their product advantages on digital platforms [7]

## 3.8 Digital Marketing Strategies Implemented by Asian Beauty Brands

### 3.8.1 TikTok Marketing

TikTok has become one of the most strategic platforms for Asian beauty brands in their international expansion. The platform enables organic product discovery through a content-driven discovery algorithm mechanism, allowing products to reach new audiences without requiring large paid advertising spend. In 2023, the beauty sector recorded 14 percent year-on-year revenue growth, largely driven by viral trends and influencer marketing on TikTok (HEC Digital, 2025). Brands such as Beauty of Joseon garnered over 587 million views for their sunscreen product on TikTok solely through content shared by content creators and beauty influencers.

In the Southeast Asian context, TikTok Shop offers an integration of entertainment content and shopping transactions within a seamless ecosystem. Asian beauty brands leverage live shopping features to create immersive and interactive shopping experiences. This strategy not only increases sales conversion but also builds a stronger community engagement around the brand.

### 3.8.2 Instagram Marketing

Instagram remains the primary visual platform for Asian beauty brands in building brand image in international markets. Instagram's strength lies in its ability to present consistent and high-quality visual aesthetics, which aligns with the needs of beauty brands in building a strong brand identity. Asian beauty brands' Instagram marketing strategy typically combines organic content—including product photos, tutorial reels, and behind-the-scenes content—with paid collaborations with local beauty influencers in each target market.

The content localization approach on Instagram adopted by brands such as Laneige and Innisfree—managing separate accounts for different markets—enables them to deliver messages that are relevant and personal to audiences in each country. This strategy aligns with research findings on digital global marketing localization, which indicate that collaboration with local influencers provides an authentic bridge between brands and regional audiences (Journal of Digital Marketing and Communication, 2023).

### 3.8.3 Marketing Content Localization

Content localization is at the core of Asian beauty brands' digital marketing adaptation strategy in international markets. Localization encompasses not only language translation but also the adjustment of narratives, visual aesthetics, cultural references, and platform selection to suit the characteristics of local audiences. Brands such as Laneige—which does not explicitly emphasize its Korean identity in Western markets by using a name and logo that feel more universal—have

successfully penetrated broader international markets compared to brands that remain too closely tied to their country-of-origin identity [9].

A successful localization approach requires investment in deep local market understanding. Asian beauty brands that have succeeded in international expansion generally have local teams or work with local agencies that understand the cultural nuances, consumer trends, and digital platform dynamics of each country. While this investment requires significant resources, it has proven to yield higher consumer engagement and better sales conversion compared to a uniform content strategy.

### 3.8.4 Omnichannel Strategy

The implementation of an omnichannel strategy—integrating various sales and marketing channels synergistically—has become an increasingly critical approach for Asian beauty brands in international expansion. This strategy ensures that consumers receive a consistent and complementary brand experience across e-commerce platforms, social media, physical stores, and digital customer service. Research on omnichannel retailing in Indonesia shows that good integration across channels significantly increases consumer satisfaction, trust, and repurchase intention (Jurnal Riset Aplikasi Ekonomi, Akuntansi dan Bisnis, 2025).

Shiseido, through its global DX strategy, has successfully built an omnichannel ecosystem that encompasses premium physical stores, its own e-commerce platforms, and active presence on marketplaces and social commerce platforms in various markets. The synergy of customer data collected from multiple channels enables Shiseido to personalize the shopping experience and marketing communications for each consumer, thereby increasing the relevance and overall effectiveness of their digital campaigns.

## 4. CONCLUSION

This study analyzes how Asian beauty brands adapt their digital marketing strategies in international expansion and identifies the challenges and opportunities that arise in this process. Based on a review of relevant literature and case studies of SK-II, Laneige, Innisfree, and Shiseido, several important conclusions can be drawn.

First, the success of Asian beauty brands' international expansion depends heavily on their ability to combine global brand identity standardization strategies with content and marketing communication adaptations that are responsive to local market characteristics. There is no single formula applicable to all markets; each brand needs to find the right balance between global consistency and local relevance in line with its positioning and target consumers.

Second, digital platforms—particularly TikTok and Instagram—have become the primary infrastructure for Asian beauty brands' international expansion strategies. The ability to leverage algorithmic mechanisms, viral content, and social commerce features on these platforms is a significant differentiating factor between brands that succeed and those that fall short in winning international markets.

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