

The Influence of K-pop Beauty Standards on Body Image among Adolescents in Shillong

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ABSTRACT

This research study explores the influence of K-pop beauty standards on body image among adolescents in Shillong. The study investigates how exposure to K-pop and its beauty ideals influence the body image of adolescents in Shillong. Through qualitative interviews and surveys, the research examines the extent to which K-pop beauty standards shape the self-perception and body image of adolescents in this region. The Objectives of the research study: (1) To examine the extent of exposure to K-pop beauty standards and its association with body image among adolescents. (2) To identify the impact of K-pop beauty standards on body image in adolescents. (3) To assert feedback and recommendations from adolescents for effective body image satisfaction. The findings reveal that exposure to K-pop beauty standards has a significant influence on the body image of adolescents in Shillong, with many participants expressing feelings of inadequacy and pressure to conform to these ideals, disliking their bodies, feeling low and unworthy and having low self-esteem. The study also highlights the role of social media in perpetuating these beauty standards among adolescents. Overall, this research contributes to the understanding of the impact of global cultural influences, such as K-pop, on body image among adolescents in Shillong. The findings highlights the importance of promoting body positivity and self-acceptance.

Keywords: *K-pop Beauty Standards, Body Image, Adolescents*

K-pop/Korean pop beauty standards: are the beauty ideals that are popular in the Korean pop music industry, where idols often embody specific beauty standards, such as being slim, having flawless skin, and having certain facial features. Their appearance often portrayed through music videos, performances, and photo shoots, can create a perception of an idealized image. Fans may compare themselves to these idols and feel pressure to meet those standards, which can impact their body image perception and satisfaction.

It's important to recognize that these beauty standards are often heavily edited and may not reflect reality. Constant exposure to images of idols with specific body types and beauty standards can lead fans to compare themselves and feel pressure to conform. This can result in feelings of inadequacy or dissatisfaction with their own bodies.

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Idols like Ji-soo (Blackpink), Irene (Red Velvet), Jin (BTS), and South Korean actresses such as Kim Tae-hee, Shin Min-ah and Jun Ji-hyun are one of the admired South Korean stars solely because of their looks, they all fit in the Korean Beauty Standards. This is one reason why many Koreans constantly try different skincare and beauty products, and other Asians even travel to South Korea for special cosmetic surgeries. As Korean beauty standards prioritize having a small V-shaped face, fair skin, symmetrical eyebrows, a slim body, and double eyelids. Altogether these features create more innocent young- look. The Korean beauty industry is active because of this strict cultural beauty standard. They have endless innovations in beauty trends and Korean beauty products that can enhance one's appearance. This is why South Korea is known for its extensive skincare and makeup brands.

South Korea is one of the Asian countries that has developed its beauty standard and managed to influence different countries. These standards are different from the Western beauty standards usually seen in international magazines, movies, and advertisements. The ideal image of a woman is different across cultures and societies. Both cultures have different views on how a woman should look. One of the similarities between the two cultures is female icons control beauty standards. In the western world beauty standards are always evolving. As the years and generations go by beauty standards change. Audrey Hepburn, Marilyn Monroe, and Jacqueline Kennedy were considered "icons" of beauty during the old days. Now, we can't deny that the Kardashians control the beauty standards of the western world.

K-pop or Korean Pop: It is the internationally popular, Aesthetic- driven style-bending, trendsetting, music genre of the 21st century. Originating in South Korea, K-pop draws influence from a range of genres like pop, experimental, rock, hip-hop, R&B, Electronic, and dance. The variety of influence is so vast there's a K-pop band or performer for every taste. K-pop music has experienced an unprecedented but extraordinary boom in the last few years. From early teenagers to the golden age, K-pop has managed to garner fans across different phases of life. Courtesy of viral Tik-Tok and Instagram challenges, everyone seems to know the latest chartbusters, the fandoms, and the chorus, including the hook steps. The origin of K-pop stems as early as 1885 when American and British talk songs were taught to Korean school students by American missionary Henry Appenzeller. Based on Western music but sung with Korean lyrics, these songs were called Changga.

Body Image: It is a combination of the thoughts and feelings that have about your body. Body image may range between positive and negative experiences, and one person may feel at different times positive or negative or a combination of both. Body image is influenced by internal (e.g personality) and external (e.g social environment) factors. Body image can be negative (body -negativity) or positivity (body- positivity). A person with a negative body image may feel self- conscious or ashamed, and may feel that others are more attractive, In a time where social media holds a very important place and is used frequently in our daily lives, people of different ages are affected emotionally and mentally by the appearance and body size/shape ideals set by the society they live in. These standards created and changed by society created a world filled with body shaming, the act of humiliating an individual by mocking or making critical comments about a person's physiological appearance. Body image refers to the perception, thoughts, and feelings a person has about their own body. It includes how one sees their body, one level of satisfaction or dissatisfaction with their appearance, and the thoughts and emotions associated with their physical attributes. It can be

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influenced by various factors such as societal standards media, culture, and personal experiences.

The four aspects of body image are:

1. **Perceptual body images:** the way you see your body is your perceptual body image. This is not always a correct representation of how you actually look.
2. **Affective body image:** the way you feel about your body is your affective body image. Feeling may include happiness or disgust but are often summarized as the amount of satisfaction or dissatisfaction you feel about your shape, weight cognitive body image. This can lead to preoccupation with body shape and weight.
3. **Behavioral body image:** the behaviors you engage in as a result of your image are your behavioral body image. When a person is dissatisfied with the way they look, they may isolate themselves or employ unhealthy behavior as a means to change their appearance.
4. **Cognitive body image:** the way you think about your body is your cognitive body image. This can lead to preoccupation with body shape and weight.

Positive Body – image:

It is when a person is able to accept, appreciate, and respect their body they may be described as having a positive body image. This is not the same as body satisfaction, as you can be dissatisfied with aspect of your body, yet still be able to accept it for all its limitations. Positive body image is important because it is one of the protective factors that can make a person less susceptible to developing an eating disorder.

Statement of the problem:

In recent years, the popularity of K-pop has risen, captivating audiences worldwide. However, concerns have been raised about the potential impact of K-pop on body image among individuals. As K-pop idols often embody a specific standard of beauty, characterized by slim figures and flawless appearances, it is crucial to explore how exposure to these images and media representations may contribute to body image concerns in adolescents. The influence of these standards can affect their body image perceptions and self-esteem. The emphasis on certain physical features, such as fair skin, slim figures, and specific facial features, can create unrealistic beauty ideals that may be difficult for adolescents to attain. This can lead to feelings of inadequacy, pressure to conform, and even negative body image issues, when it comes to K-pop beauty standards there can be both psychological and physical issues that adolescents may face. Psychologically, adolescents may experience feelings of low self-esteem, self-doubt, dissatisfaction, and pressure to conform to these ideals. This can lead to mental health issues such as anxiety, eating disorders, and depression. Physically, adolescents may engage in extreme dieting or undergo cosmetic procedures to try to achieve the desired look, which can have negative impacts on their health.

The problem have been face here in Shillong as well, because as K-pop has risen it have influence the adolescents and have influence their body image.

(Abigail Lin, and her colleagues in 2021) stated that exposure to K-pop has been associated with increased negative body image, (Tresna, Kadek Ayu Anatasya Divina and colleagues in 2021) stated that the exposure to K-pop and celebrity worship aspect had a significant negative correlation with the body satisfaction dimension. This research aims to investigate the influence of K-pop on body image among Adolescents.

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Research Question:

- How does exposure to K-pop beauty standards associate with body image perceptions and among adolescents?
- What is the impact of K-pop beauty standards on body image in adolescents?
- What is the recommendation of adolescents towards effective body image satisfaction?

Objectives:

- To examine the extent of exposure to K-pop beauty standards and its association with body image among adolescents.
- To identify the impact of K-pop beauty standards on body image in adolescents.
- To assert feedback and recommendations from adolescents for effective body image satisfaction.

Operational definitions:

- **Influence:** the power or capacity of causing an effect in indirect or intangible ways or the act/power of producing an effect without apparent exertion of force or direct exercise of command.
- **K-pop beauty standards:** refer to the specific ideals and expectations of beauty that are prevalent within the Korean pop music industry. These standards often emphasize certain physical attributes such as fair skin, slim figure, double eyelids, and V-shaped faces also encompass hairstyle, make-up, and fashion.
- **Adolescence:** The World Health Organization (WHO) defines adolescence as the second decade of life (10-19 years of age) is a time when significant physical, psychological, and social changes occur.
- Head, in 1920, defined body image as the unity of past experiences created in the cerebral sensory cortex.

Significance of the research project:

The significance of this research is to contribute to the adolescents in Shillong about the impact of K-pop beauty standards on their body image, examining this influence can be valuable for developing interventions and strategies such as media literacy workshop programs in school, School-based counseling where students are offered a safe space for them to discuss their body image concerns and receive support from trained professionals and Parents educational program in a community by educating parents about the impact of media and beauty standards on adolescent body image this can help them better support their children, to promote positive- body image and a health mental- well-being among adolescents. It can also help inform interventions like media literacy programs in school through workshops that focus on media literacy can help adolescents develop critical thinking skills and become aware of the unrealistic beauty standards portrayed by K-pop these workshops can teach them how to challenge and question these standards. Body-Positivity workshops in schools and communities can help the adolescent to develop a more positive body image, these initiatives can emphasize self-acceptance and the importance of self. Creating supports like school, families, peers and communities that promote self-esteem, self- acceptance, positive body image and acceptance of individual differences can contribute to reducing body image dissatisfaction. Parenting education programs in communities to educate parents about the impact of media and beauty standards on adolescent body image this can help them better support their children, setting boundaries, fostering open communication, and be understanding towards their child (positive parenting)

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Peer support groups within schools or communities can allow adolescents to connect with others who may be experiencing similar body image challenges these groups can provide a supportive and understanding environment (Community) Educational programs on healthy body image while providing adolescents with accurate information about body image, beauty standards, and the impact it has. School-based counseling where students are offered a safe space for them to discuss their body image concerns and receive support from trained professionals. Overall, this research study has the potential to contribute to our understanding of the complex relationship between K-pop and body image, and ultimately, improve the well-being of adolescents. (educational authority)

LITERATURE REVIEW

The attitude towards cosmetic surgery, celebrity worship and body image.

A study by Jaehee Jung, and Choon Sup Hwang (2021) conducted in South Korea and US college students, about 370 female participants undergraduate students. This study revealed that cultural contexts affect factors influencing the likelihood of having cosmetic surgery.

A study by Kanako Ando in (2021), conducted in Japan using qualitative method to explore about 29 participants females, this study revealed that high pressure towards thinness emerged, perceived as contributing to weight control behaviors that were calibrated to avoid being “unhealthy.”

A study by Kathrin Karsay, and colleagues in (2021) conducted a cross sectional survey in Austrian, Belgian, Spanish, and South Korean boys and girls, findings suggest that the use of different types of media that emphasize physical beauty and appearance relate both negatively as well as positively to adolescents appreciation of their own body. Self-objectification is negatively related to adolescents

The effect of K-pop exposure on adolescents, negative body image.

A study by Abigail Lin, and colleagues (2021), conducted in Europe and America used qualitative methods to explore exposure to K-pop and body image perception, this study was conducted on adolescent of 76 participants, the sample were of aged 15-18. This study revealed that there is a negative body image dissatisfaction lower in European compared to American Adolescents.

K-pop beauty standards, and effects on health behaviour.

A Study by Rachmawati Widyaningrum and colleagues (2021), was conducted in Indonesia Qualitative methods were to explore about 50 participants adolescent girls, the sample was aged 16-18. This study revealed that the emerging K-beauty trend should be balanced with the knowledge about a healthy way to gain beauty and an understanding of their health.

METHODOLOGY

Area of the study: East Khasi Hills District Meghalaya- Shillong

Research Design: Qualitative method

Sampling Unit: Adolescence age group from 15 -19

Inclusion:

- Those who are of the age group of 15 to 19
- Those who know the English language

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- Those who live in Shillong
- Those who stand K-pop
- Those who are females

Exclusion:

- Those who are not of the age group of 15 to 19
- Those who do not know the English language
- Those who are not from Shillong
- Those who do not stand K-pop
- Those who are not females

Sample size: 20

Sampling method: Convenient Sampling and Snowball sampling

Methods of data collection: Interview

Data analysis: THEMATIC analysis

Ethical Consideration:

- During the course of the study, the following ethical guidelines and considerations will be kept in mind:
- Research participant will not be harmed in any manner during the course of the study
- Informed consent will be obtained from participants prior to the study.
- Respect for the participants' dignity will be prioritized during the course of the study
- Adequate level of confidentiality for the data obtained from the participants will be ensured.
- The protection of the privacy of the research participants will also be ensured.
- Participation for the study will be voluntary and participants has the freedom to withdraw from the study at any point of time.
- The study will be conducted with honesty and transparency in mind to eliminate any bias.

For the Guardians:

Title: The influence of K-pop beauty standards on body image among young adolescents in Shillong.

Purpose: The purpose of this research is to examine the influences of K-pop on body image among young adolescents, by understanding the influence of K-pop on body image perceptions, the aim is to contribute to the development of interventions and support systems for promoting positive body image among young individuals.

Procedure: Participants in this research involves completing an interview that asks about your child's exposure to K-pop, their body image perceptions, The Interview survey will be conducted offline and will take approximately 20 minutes to complete.

Potential risks and benefits: While participating in this research, there may be minimal risks associated with discussing body image concerns. However, the potential benefits include contributing to better understanding of the impact of K-pop on body image and potentially

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Participant rights participant in this research is voluntary and you and your child have the right to withdraw at any time without any negative consequences. All data collected will be kept confidential. Your decision to participate or not will not affect your child's relationship with their school or any other organizations.

If you have any questions or concerns about the research, please feel free to reach out to (Contact NO: 8257823837)

By signing below, you indicate that you have read and understood the information provided and give consent for your child to participate in this research.

Parent's Signature:

Date;

Pilot Study: Interview on three people.

FINDINGS/ INTERPRETATION AND DISCUSSION

The study is undertaken to explore the influence of K-pop beauty standards on body image adolescents in Shillong. Based on the Thematic Analysis by Braun and Clarke used to analyse the data collected.

Demographic profile of the respondents:

Table: 1 Socio-demographic profile of the respondents

Overview/Area	Description	Total
Shillong	20 (all Females)	20 Respondents
Religion	Christian:	20 Christian
	Others:	0
Biological age	15 to 18 years	15years: 2 18years: 18
Marital Status	Married	0-married
	Unmarried	20-unmarried
Family	Join	Join-0
	Nuclear	Nuclear-20
Socio-economic status	Low	0-low
	Middle	20-middle
	High	0-high

The above table depicts the demographic profile of the respondents. All of the respondents are female. Majority of them are Eighteen years, All belongs to a Nuclear family, have a Middle-socio economic status and are Christian.

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1. Media Influence on Body Image:

Participants highlighted the pervasive impact of media on body image perceptions, with exposure to idealized and often unattainable beauty standards leading to feelings of inadequacy and pressure to conform.

- “I was very much exposed to the K-pop beauty standards”
- “The influence was towards more of me not liking my body”
- “Yes I did feel the pressure, it has affected my body image very badly”

Based on the responses it's evident that participants experienced a significant impact from exposure to K-pop beauty standards. The statements reflect a sense of dissatisfaction and pressure to conform to these standards, leading to negative effects on their body image. The influence of K-pop beauty standards seems to have contributed to feelings of self-dislike and increased body image issues among participants. This highlights the detrimental consequences of idealized beauty standards portrayed in the media, emphasizing the importance of promoting diverse and realistic representations to support positive body image and self-acceptance.

2. Comparison to K-pop Idols:

The analysis revealed that individuals frequently compare themselves to K-pop idols, resulting in a significant influence on their body image and self-esteem. Participants expressed admiration for the idols' appearance but also noted the negative effects of unrealistic comparisons.

- “I'll say the exposure is not good, because we try to compare and we are young we would want to follow their trend and all which will very much influence our body”
- “I will say the influence is bad, because obviously as adolescents we are young so we will try to do and follow things to an extreme level especially when we are not guided properly, we will follow negative things and compare our bodies to them”

It seems like participants often find themselves comparing their own bodies to K-pop idols, which has a notable impact on their body image and self-esteem. The responses shared suggest that this comparison can lead to a desire to emulate the idols' trends and appearance, potentially influencing individuals, especially adolescents, to follow these standards to an extreme degree. Without proper guidance, these comparisons may result in negative effects on body image and self-perception. This highlights the importance of promoting healthy body image ideals and providing support to help individuals navigate these influences in a positive and constructive manner.

3. Perception of Ideal Beauty Standards:

Participants discussed their perception of ideal beauty standards influenced by media and K-pop idols, emphasizing the prevalence of narrow and unrealistic beauty ideals. This perception often led to dissatisfaction with their own bodies and a sense of pressure to meet these standards.

- “Yes it's in the way the promote this body that is slim and restricting of food”
- “Surgeries and having thin slim body”

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From the responses provided, it appears that participants in the study recognized the influence of media and K-pop idols in shaping their perception of ideal beauty standards. The emphasis on promoting slim bodies and the idea of restrictive eating to achieve these standards reflects the prevalence of unrealistic and narrow beauty ideals. Additionally, the mention of surgeries to attain a thin and slim body suggests the extent to which individuals may feel pressured to conform to these standards, potentially leading to dissatisfaction with their own bodies. This highlights the need to challenge and diversify beauty standards to promote body positivity and self-acceptance beyond these restrictive norms.

4. Impact of K-pop Beauty Standards on Body Image:

The analysis highlighted the detrimental effects of K-pop beauty standards on individuals' self-esteem, contributing to feelings of inadequacy and low self-worth. Participants expressed dissatisfaction with their bodies when comparing themselves to K-pop idols, leading to a desire to conform to these standards.

- “follow the idols, behavior and attitude, follow the favorite idol, follow idols' way of eating and personality, act like the idols, transform ourselves to be like the idol”
- “way I talk, portray myself, the way I speak, portray and act like the idols”

From the responses shared it indicates that participants felt inadequate and had low self-worth when comparing themselves to K-pop idols. They expressed a strong desire to conform to these standards by emulating the idols' behaviour, attitudes, eating habits, and personalities. This suggests that individuals may feel compelled to change themselves to mirror the perceived perfection of K-pop idols, potentially leading to challenges in self-acceptance and authenticity. It highlights the importance of promoting self-love and individuality while appreciating diverse representations of beauty.

5. Feedback and Recommendations for Body Image Satisfaction:

Participants provided feedback on the importance of promoting positive body image through diverse and inclusive representations in media and popular culture. They also suggested coping strategies such as self-compassion and mindfulness to address body image issues. Creating supportive environments that foster body image confidence was identified as crucial for promoting overall well-being and self-acceptance.

- “limit beauty content, avoid K-pop beauty standards, avoid negative energy, avoid comparing, avoid negative content”
- “be yourself, share and learn, positive thinking, put yourself first, don't care about opinions, self-acceptance, acceptance, love your body”
- “Elder sister, aunt, brother, cousin sister, these family members serve as sources of motivation and positive influence, guiding me on aspects like body acceptance, healthy habits, and body acceptance.
- “exercise for a healthy body, teaching about body types, learning good and bad about the body, -- These influences contribute to a better understanding of body image, promoting healthy habits and body acceptance”
- “love yourself, be yourself, accept yourself, value yourself, love your body”

These responses emphasize the importance of self-love, acceptance, and valuing oneself for who they are.

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- “don’t compare yourself, comparing is bad”
- “educate yourself, be more knowledgeable, be aware of decisions”

These responses suggest the importance of continuous learning, being informed, and making conscious decision.

From the feedback and recommendations provided by the participants that promoting positive body image is crucial. They highlighted the significance of diversifying representations in media and popular culture to foster body image satisfaction. Additionally, coping strategies like self-compassion and mindfulness were suggested to address body image issues effectively. Creating supportive environments that encourage body image confidence was also identified as essential for overall well-being and self-acceptance. The advice to limit exposure to beauty content, avoid comparing oneself to K-pop beauty standards, and focus on positive thinking resonates with the importance of self-acceptance and avoiding negative influences. Embracing one’s uniqueness, sharing experiences, and prioritizing self-care were emphasized as key components of promoting a healthy body image. Family members were recognized as positive influences in guiding individuals towards body acceptance and healthy habits, highlighting the role of support systems in shaping perceptions of self-worth.

The responses also stress the Importance of loving and valuing oneself, avoiding harmful comparisons, and focusing on individuality. By embracing self-love, acceptance, and understanding the value of one’s own body, individuals can cultivate a positive body image and enhance their overall well-being. These findings and Interpretation highlights the complex interplay between media influence, comparison to K-pop beauty standards, and the perception of ideal beauty standards in shaping individuals’ body image perceptions and overall well-being. Promoting positive body image and creating supportive environments are key recommendations for enhancing body image satisfaction and self-acceptance.

DISCUSSION

The statements provided suggest a notable influence of K-pop beauty standards on the participants, resulting in dissatisfaction and negative effects on their body image. It is evident that the pressure to conform to these standards has contributed to feelings of self-dislike and having problems with body image issues among the participants. This highlights the harmful effects of idealized beauty standards in the media and highlights the need to advocate for more diverse and realistic representations to foster positive body image and self-acceptance. It also suggests that exposure to K-pop idols can lead individuals, especially adolescents, to strive to follow trends and emulate the idols’ appearance. This influence may push individuals to extreme measures, particularly when lacking proper guidance, resulting in detrimental effects on body image and self-perception. It is important to acknowledge the influence of these comparisons and the potential harm they can cause to individuals’ mental well-being. Promoting healthy body image ideals and providing guidance and support are essential in helping individuals navigate these influences positively and develop a more balanced and self-accepting relationship with their bodies. The mention of surgeries to have a perfect appearance and to not eat enough food as a means to attain a thin and slim body further highlights the extreme measures individuals may consider to conform to these beauty standards, indicating a sense of pressure to meet these unrealistic ideals. This pressure can contribute to feelings of dissatisfaction with one’s own body and a constant struggle to achieve an unattainable standard of beauty. It is important to initiate a research discussion on challenging and diversifying beauty standards to promote body positivity and self-

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acceptance beyond these restrictive norms. By broadening the definition of beauty to encompass diverse body types and representations, individuals can cultivate a more inclusive and accepting view of themselves and others, fostering a healthier and more positive relationship with body image and self-esteem. Based on the responses, it is evident that participants in the study experienced a significant impact on their self-esteem and self-worth due to K-pop beauty standards. The strong desire to conform to these ideals by emulating the behavior, attitudes, eating habits, and personalities of K-pop idols reflects the influence these idols have on individuals' self-perception and personal identity. This pressure to transform oneself to mirror the perceived perfection of idols can lead to challenges in self-acceptance and authenticity. Moreover, promoting self-love, individuality, and appreciating diverse representations of beauty could serve as essential strategies to tackle the negative effects of unrealistic beauty standards promoted by K-pop culture. By fostering a culture of self-acceptance and celebrating individual uniqueness, individuals can cultivate a healthier relationship with themselves and resist the pressures of conforming.

The feedback and recommendations provided by the participants highlight the significance of promoting positive body image through diverse and inclusive representations in media and popular culture. Suggestions such as limiting exposure to beauty content, avoiding negative energy, and refraining from comparing oneself to others highlighted the importance of cultivating a healthy mind-set. The emphasis on being oneself, practicing positive thinking, prioritizing self-care, and disregarding external opinions aligns with the notion of self-acceptance and valuing one's unique qualities. The role of family members as sources of motivation and positive influence in guiding individuals towards body acceptance and healthy habits further reinforces the importance of supportive environments in fostering body image confidence. Encouraging activities like exercise for a healthy body, educating about different body types, and promoting a better understanding of body image contribute to cultivating a positive relationship with one's body. Ultimately, the overarching message of loving oneself, accepting who you are, and valuing your body serves as a powerful reminder of the significance of self-love and self-acceptance in promoting overall well-being and body image satisfaction.

CONCLUSION

In conclusion, the participants' responses shed light on the profound influence of K-pop beauty standards, on body image. The statements from the responses clearly show the negative consequences of exposure to these idealized and often unattainable beauty standards. Participants expressed feelings of inadequacy, pressure to conform, and a significant impact on their body image, leading to a sense of self-dislike and increased body image issues. The significant impact of comparing oneself to K-pop idols on body image and self-esteem. The participants' responses highlight the admiration for the idols' appearance while also acknowledging the negative consequences of unrealistic comparisons. It is evident that these comparisons can lead individuals, particularly adolescents, to strive to emulate the idols' trends and appearances to an extreme degree. The lack of proper guidance in navigating these influences can result in detrimental effects on body image and self-perception. Therefore, promoting healthy body image ideals and providing support are crucial in helping individuals develop a more positive and balanced relationship with their bodies. Addressing these challenges can foster a more supportive environment that encourages self-acceptance and resilience against unrealistic beauty standards portrayed by the media, particularly in the context of K-pop culture. It highlighted the emphasis on slim bodies and restrictive eating practices in the responses underscores the prevalence of narrow and unrealistic beauty ideals perpetuated by these influences. Moreover, the mention of

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resorting to surgeries to achieve a good appearance, thin and slim body indicates the extreme measures individuals may consider to conform to these standards, leading to feelings of dissatisfaction with their own bodies. This highlights the need to challenge and diversify beauty standards to foster body positivity and self-acceptance beyond these rigid norms. By promoting a more inclusive and diverse representation of beauty, individuals can cultivate a healthier relationship with their bodies and enhance their self-esteem. It is essential to encourage a shift towards embracing diverse body types and promoting a more realistic and accepting view of beauty to support individuals in developing a positive body image and self-worth. It is crucial to emphasize the importance of promoting self-love, body positivity and individuality while celebrating diverse representations of beauty. By encouraging individuals to appreciate their unique qualities and resist the urge to conform to unrealistic beauty standards, we can help foster a more positive and inclusive environment where people feel empowered to embrace their true selves. This research highlights the need for greater awareness of how the influence of K-pop beauty standards has on body image of adolescents.

Limitation

Sample Size: With only 20 participants, the study may lack generalizability to the broader adolescent population in Shillong. Hence findings might not represent the diversity of perspectives and experiences related to K-pop beauty standards and body image.

Recommendations

- **Promote Media Literacy:** Encourage adolescents to develop critical thinking skills regarding media representations of beauty. Provide workshops or educational programs that help them understand and analyze the influence of K-pop beauty standards on body image.
- **Encourage Positive Self-Image:** Promote self-acceptance and positive body image by emphasizing individuality and diversity. Encourage adolescents to appreciate their unique qualities and talents beyond physical appearance.
- **Support Mental Health Services:** Offer accessible mental health resources and support services for adolescents struggling with body image issues. Provide counseling or therapy options to help them navigate societal pressures and build resilience.
- **Create Safe Spaces:** Establish safe and inclusive spaces where adolescents can express themselves without judgment. Encourage open discussions about body image, self-esteem, and societal beauty standards to foster a supportive community.
- **Collaborate with Schools:** Partner with schools to integrate body positivity and self-esteem programs into the curriculum. Work with educators to address body image concerns and promote healthy attitudes towards beauty and self-worth.

This study on the influence of K-pop beauty standards on body image among adolescents in Shillong is truly inspiring. By highlighting on this issue, to bring awareness and by empowering young individuals to embrace their uniqueness and challenge unrealistic beauty ideals.

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Conflict of Interest

The author(s) declared no conflict of interest.

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