The Influencing Factors Pressuring Thai Women on Decision Making on Beauty and Appearance Transformation

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Abstract

*M*odern society has set a high competitive standard for what is considered beautiful. Women in Thai society today are being exposed to many more alternative ways to look more attractive through beauty products and beauty technologies. They have a change in perception favoring the western aesthetic values because they believe that western facial features have no flaws.

The objectives of the research on the influencing factors pressuring Thai women toward beauty and appearance are 1) to understand Thai women's perception about physical appearance in the modern Thai society, 2) to identify whether the internal and external factors surrounding their lives influence their attitude toward beauty, 3) to measure the extent of women's behavioral change in modifying their images. Thus, this study tested whether the internal variables: culture, self-esteem, personal achievement as well as the external variables: social pressure, media, and attraction to the opposite sex make women desire to look more attractive. The method for this study is a quantitative approach using a questionnaire survey with a random sample of 400 people aged 22-35 living in Bangkok. The analysis of the study shows that the media, budget and aesthetics are the most influencing external environmental factors for women to have the desire to look more attractive ($R^2 = 0.118$). The correlation is the most positive between media, aesthetic, budgeting, and makeover (the level of desire women want to become more beautiful).

The findings imply that the external environmental influence is more related to women's attitude toward beauty and appearance in comparison to the psychological factors. The level of behavioral change that women would go through is not as extreme as to go through beauty cosmetic plastic surgery. This indicates that women in the modern day give a lot of concern on their appearance resulfted from the external or environmental influence especially from the media.

Introduction

John Kennith Galbraith, a famous Canadian Economist states that 'There is certainly no absolute standard of beauty. That precisely is what makes its pursuit so interesting.' This statement reflects our modern society's effort into setting a standard for beauty that has raised many conflicting issues on the level of acceptance that women have to meet in order to be considered 'beautiful.' (Alice, 2009).

Beauty in the historical period was seen to be more realistic than beauty in the 21st century. The Renaissance era highlighted the natural form of beauty that women's body shape was more busty and curvy (Kuchinsky, 2007). With the advancement of technology, there are many ways that women try to seek in order to make themselves look more attractive. This can be from minor changes, such as body lotions that tighten up the skin, makeup that covers the defects of the face, or shampoo that will transform your hair into a shiny mane to extreme changes by doing cosmetic surgery (Farah, 2009).

The importance given to beauty can be seen from women in the Thai society. The perception of beauty in Asia has been altered due to the cultural influence from the western aesthetic values. Women who believe in western aesthetic values are convinced that the appearance matching up these values have no flaw (Saniotis, 2007). Women are becoming more conscious of their appearance because they are more concern on how others in the society may judge them based on their physical appeals (Rongmueng and others, 2010). This research paper reveals an insight on factors pressuring Thai Women on beauty and appearance.

Research Overview

1. To understand Thai women's perception of physical appearance in the modern Thai society
2. To identify which internal and external factors surrounding their lives influence their attitude toward beauty
3. To measure the extent of women's behavioral change in modifying their image

Research Purpose

To test whether the internal variables: culture, self-esteem, personal achievement and the external variables: social pressure, media and attraction to the opposite sex make women desire to look more attractive.

Research Setting

The scope of this study includes psychological and physical aspects of how women perceive beauty. Internally, women usually have their set of standards about beauty that they are satisfied with. Externally, with the development of cosmetic technologies and more advertisements, women have more options to become more beautiful. This research explores the impact that physical surroundings have on women's satisfaction of their appearance.

Research Questions

1. Do the internal or external factors have stronger influence on women's perception of their physical appearance?
2. Which indicator has the strongest impact on how women view their self-beauty?
3. How satisfied are women with their natural facial features or they prefer to use the cosmetic services in order to look more attractive?

Literature Review

The Thai society's standard of beauty has been raised to the standard of perfection (Chiapraditkul, 2013). The way that women view themselves beautiful or not is influenced by the psychological and external environmental

sources. The purpose of the study is to examine women's desirability to look more attractive physically based on the psychological and external environmental factors. The psychological factors here by are the aesthetics, self-esteem and personal achievement. By contrast, the external environmental factors here by are the society's social pressure, the media and dating opportunities and budgeting. The indicators are each explained by the theories based on media driven theories, self-driven theories and information processing theories to further interpret the factors that motivate women to change their behavior to look more attractive.

1. Media-driven Explanation
1.1 Cultivation Theory

The theory was developed by George Gerbner during 1970s and 1980s. It is the idea that television creates a worldview that, although possibly inaccurate, becomes the reality because people believe it to be so (Baren, 2012). The longer hours spent on watching television, the higher the possibility that they will see the real world like how it is viewed on television (Vonderen, 2012). Therefore, women's desire to look more attractive may have an association to the amount of exposure they receive from the media. The 'ideal images' of female celebrities that women encounter can lead them to form bias conception that appearance is important. Appearance is the key factor to the success in life, or being beautiful is good (Kaweeki, 2010).

1.2. Persuasion
1.2.1 One-Sided and Two-Sided Messages

One-sided message is most effective with persons initially favorable to the message. The two-sided message is most effective with people of greater education (Baran, 2005). Women who consider two sided messages to beauty advertisements will not be easily persuaded in comparison to women who only see one side to the message that beauty products will create instant beauty perfection (Britton, 2012).

1.2.2 Source Credibility

According to an experiment done by Hovland and Weiss (1951), they reached the conclusion that the right source increases the effectiveness of the message, especially when the source is the opinion of experts. Magazine is one of the main powerful sources that women like to update the trend on beauty. Kenrick (1979) shared his opinion that 'these amazingly attractive women seen in magazines are selected from a highly skewed distribution in terms of looks'.

2. Social Psychology Explanation: Self-efficacy
2.1 Social Learning Theory

The theory suggests that much learning takes place through observing behaviors of others. Women's adaptation to beauty trends is learnt through observing the behavior of others. For instance, the dress code selection to create an impression in working or social aspects is witnessed by women to update their fashion trend (Thompson, 2002).

2.2 Social Comparison Theory:

Based on this theory, individuals judge themselves and see where they stand by comparing themselves to others (Festinger, 1954). A common social situation is when an attractive woman stands next to less attractive women. The less attractive women makes the more attractive women feel standout, look more appealing, and feel more confident with their images (Macrae, 2009).

2.3 Self-theory

Based on Carol Dwek, self-theory is 'how people develop beliefs about themselves and how it creates their psychological worlds, shape their thoughts, feelings, and behaviors (Dwek, 1999). This theory applies to dating relationship situation, in which 'being beautiful' is the most important first impression woman want the man to notice (Koudenburg, 2011).

2.4 Social Cognitive Theory

Albert Bandura defines this theory as 'one's belief in one's ability to succeed in something. It deals with people's attitude on how they work on their goals,

tasks and challenges' (Becker, 1988). According to McGraw, 'there is no reality, only perception', in which he explains that people have many 'filters' in their lives. Their 'internal and mental state of their personality, attitudes, beliefs values, point of view, past events of their lives'(McGraw, 2003).

3. Information processing driven Theory
3.1 The Functions of Attitude: Rational Model and Irrational Model

Daniel Katz and his colleagues developed this model based on the concept that human beings are non-thinking creatures whose beliefs are easily influenced by people around them. The irrational model suggests that human beings act according to their initial desires without conscientious thinking (Baran, 2012).' The functions of attitude can be seen in women's outlook on dating relationships. If rationality is given importance to physical appearance, women will only date attractive men and pressure themselves to look flawless (Martin, 1983).

3.2 McGuire's Information-Processing Theory

McGuire's (1968) theory assumes that attitude change involves six step, in which each step leads to the next step in behavior accordingly: 1.The persuasive message must be communicated, 2. The receiver will attend to the message, 3.The receiver will comprehend the message, 4.The receiver yields to and is convinced by the arguments presented, 4.The newly adopted position is retained, and 5.The desired behavior takes place. If an independent variable effects one of the six steps, it may affect person in a positive way or in a negative way. For instance, when an intelligent person watches a beauty program, the person may not be convinced to act accordingly. Even though the show involves a celebrity giving advice on 'how to put make up on' in order to look attractive, their rational thinking will remind them that makeup will not create the same attractiveness effect as celebrities (Baran, 2012).

3.3 Schema

According to Baran, schema is part of information processing theory where symbols are used to understand the sensory information that is taken in. The symbols use the mentality of the mind, self and society to process information (Baran, 2012). If women take appearance as their scheme, their knowledge from the exposure of media about beauty will narrow their perception of the outside appearance. By contrast, women who are not affected by the media may think that being beautiful does not determine success. Thus, they will not make the effort to create improvements on their physical looks (Touarti, 2007).

4. Consumer Behavior Model

Consumer behavior toward a certain situation is dependent upon their attitude, according to the following process of thinking (Bray, 2008).

4.1 Belief

Consumer may have a mixture of beliefs about a certain situation, experience or an object. The beliefs can be positive, negative or neutral. The positive belief will assume that beauty products will make a person look more attractive. However, the negative belief will assume that beauty products do not help their well-being (Perner, 2010).

4.2 Affect

The feeling that a consumer have toward a certain situation, object or experience is based on their beliefs. For instance, if the individual has a positive belief about cosmetic products or cosmetic surgery technologies, the person would be active in building their interest in the area (Bray, 2008).

4.3 Behavioral Intention

The behavioral intention is the course of action that consumer decides to take with respect to the situation, experience or the object. If the consumer believes that using cosmetic products is one of the factors that will excel their success, the person would make the investment in buying cosmetic products with high quality (University of Southern California, 2010).

Methodology

The method used was a quantitative method through a survey questionnaire given to women with an age range from 18-51 years old to verify women's perception on beauty from a variety of age groups. The sampling location took place at fashionable shopping department store areas around Bangkok city. By using Yamane's formula of sample size with an error 5% and with a confidence coefficient of 95% the calculated sample population for the survey was 400 (Yamane, 1967). The SPSS program was used to analyze the information through stepwise multiple regression method. The frequency and mean table of results were be calculated from the responses.

The concept of the questionnaire is an insight on women's perception on beauty based on psychological factors and external/environmental factors. Psychological factors are constructed of aesthetic, self-esteem, and personal achievement. External/environmental factors are constructed of social pressure, media, dating opportunities, and budget.

Aesthetic is defined as a 'set of principles about beauty' (Longman, n.d.). The cultural values in modern Thai society has changed a lot by the western cultural influence. This variable measures whether aesthetic plays any role in effecting the level of desire women want to become more beautiful (Feigeblatt, 2010). The questions based on this indicator use a Likert's scale with the Cronbach's value of 0.705.

Self-Esteem is defined as 'the feeling of being satisfied with your own abilities, and that you deserve to be liked or respected' (Longman, n.d.). Women are often being reminded constantly on what is considered beautiful from family, friends or media images of beautiful women by Photoshop program (Britton, 2012). This variable measures whether the women's confidence level in their appearance has any effect on their motivation to become more beautiful. The questions based on this indicator use a Likert's scale with the Cronbach's value of 0.799 with 10 items.

Personal achievement is defined as 'something important that you succeed in doing by your own efforts' (Longman, 2003). This variable measure whether personal achievement affects the level of desire women want to look more beautiful. The questions based on this indicator use a Likert's scale with the Conbach's value of 0.799.

Social pressure is defined as 'a strong feeling that you must do the same things as other people of your age if you want them to like you' (Longman, n.d.). This variable measures how social pressure affects the level of desire women want to become more beautiful. The questions based on this indicator use a Likert's scale with the Cronbach's value of 0.789.

Media is defined as the channel that provide news and information for the public (Longman, 2003). It can be assumed that media can have an influence on how women view their body image (Sparhawk, 2003). This variable measures how media have an influence on how women have the desire to become more beautiful. The questions based on this indicator use a Likert's scale with the Cronbach's value of 0.889.

Dating is defined as to have a 'romantic relationship with someone' (Longman, n.d.). It can be assumed that physical appearance is important in creating the best impression that men expect of them in the first stages of interaction in a dating relationship (Lee, 1998). This variable measures whether dating opportunities have an effect on the level of desire women want to become more beautiful. The questions based on this indicator use a Likert's scale with the Cronbach's value of 0.705.

Budgeting is defined as 'the money that is planned on how it will be spent' (Longman, n.d.). This variable measures whether budgeting has an effect on the level of desire women want to become more beautiful. The questions based on this indicator uses an interval scale.

The dependent factor in this study is the level of desire women want to become more attractive or so-called 'make over'. Makeover is defined as 'to make someone look more attractive by applying more makeup, undergo surgery, dressing more fashionably' (Longman, n.d). This

variable explains the final result of women on how important women feel the need to modify their appearance to look more attractive. The question in this section uses an interval scale.

There are three types of measurement: the nominal, ordinal and, interval measurement scale. The interval scale is used in question sections that refer to participant's spending media habits on beauty. The hypothesis is to testify the relationship between the psychological variables- aesthetics, self-esteem, personal achievement and the external variables- social pressure, media personal achievement and budgeting to the desire for women's behavior to change in modifying their appearance.

Part 1 General Information

Table 1: The number and percentage of participants

Items	Sub-items	Number	Percentage
Age	18-20	149	35.5
	21-25	99	23.6
	26-29	56	13.3
	30-33	39	9.3
	33-36	47	11.2
	37-39	10	2.4
	40-42	9	2.1
	43-46	8	1.9
	45-48	0	0
	49-51	0	0
	+51	3	0.7
	Total	**420**	**100**
Location	Rama 9	30	7.1
	Mochit	30	7.1
	Yannawa	30	7.1
	Prakanong	30	7.1
	Bangkok Noi	30	7.1
	Latkrabang	30	7.1
	Bangkae	30	7.1
	SuanLuang	30	7.1
	Nonthaburi	30	7.1
	Bangna	30	7.1
	Wattana	30	7.1
	Srinakarin	30	7.1
	Pathumwan	30	7.1
	Chattuchak	30	7.1
	Total	**420**	**100.0**

Items	Sub-items	Number	Percentage
Occupation	Student	202	48.1
	Private Business	56	13.3
	Employee	133	31.7
	Others	29	6.9
	Total	**420**	**100.0**
	Less than 5,000	94	22.4
	5,001-10,000	103	24.5
	10,001-15,000	61	14.5
	15,001-30,000	82	19.5
	30,0001-50,000	51	12.1
	more than 50,0001	29	6.9
	Total	**420**	**100.0**
Education Level	Below Bachelor Degree	118	28.1
	Bachelor Degree	263	62.6
	Higher than Bachelor degree	39	9.3
	Total	**420**	**100.0**
Marital Status	Single	343	81.7
	Married	66	15.7
	Divorce	6	1.4
	Widow	5	1.2
	Total	**420**	**100.0**

From Table 1, it is found that the majority of the participants are between the age 18-20 with the percentage of 35.5% There are hardly any participants above the age group of 51 with the percentage of 0.7%. There are 30 participants with the percentage of 7.1% being surveyed from each location. 48.1% of the participants are students followed by participants who are employees (31.7%). There are a few participants (13.3%) who run their own private businesses. Nearly half (46.9%) of the participants have an income less than 10,001 baht. 62.6% of the participants have an educational level of bachelor's degree, followed by an educational level below bachelor's degree with the percentage of 28.1%. 8 out of ten participants are single.

Part 2 <u>Psychological Information</u>

Table 2: The mean and standard deviation of sample group by self- esteem

Items	n%	Low	Medium	High	Mean	S.D	Meaning
Self-Esteem	n	2	131	287	2.68	0.48	High
	%	0.5	31.2	68.3			
Aesthetic	n	44	289	87	2.10	0.55	Medium
	%	10.5	68.8	20.7			
Personal Achievement	n	21	268	131	2.26	0.54	Medium-High
	%	5.0	63.8	31.2			
Social Pressure	n	124	276	20	1.75	0.53	Medium
	%	29.5	65.7	4.8			

Table 2 shows that the participant's self-esteem and personal achievement are high (mean=2.68, SD=0.48 and mean=2.26, SD=0.54 respectively). The participant's aesthetic and social pressure are medium (mean=2.10, SD=0.55, mean=2.26, SD=0.53 respectively).

Part 3 External environmental information

Table 3 The mean and standard deviation of sample group by media influence

Items	Sub-items	n / %	Low	Medium	High	Mean	S.D	Meaning
Media influence	Print	n	245	144	31	1.49	0.63	Low-Medium
		%	58.3	34.3	7.4			
	TV	n	200	140	80	1.71	0.77	Medium
		%	47.6	33.3	19			
	YouTube	n	190	146	84	1.75	0.77	Medium
		%	45.2	34.8	20			
	Website	n	213	142	65	1.65	0.73	Medium
		%	50.7	33.8	15.5			
	Overall Media	n	**217**	**164**	**39**	**1.57**	**0.66**	**Medium**
		%	**51.7**	**39**	**9.3**			
Types of Makeup	Hair	n	362	52	6	1.15	0.40	Low
		%	86.2	12.4	1.4			
	Face	n	267	122	31	1.44	0.63	Low
		%	63.6	29	7.4			
	Body	n	342	73	5	1.20	0.43	Low
		%	81.4	17.4	1.2			
	Overall Makeup	**n**	**332**	**82**	**6**	**1.22**	**0.45**	**Low**
		%	**79**	**19.5**	**1.4**			

Table 3 The mean and standard deviation of sample group by media influence (Continued)

Items	Sub-items	n / %	Low	Medium	High	Mean	S.D	Meaning
Surgery	**Face**	n %	415 98.8	5 1.2	0	1.01	0.12	Low
	Body	n %	418 99.5	2 0.5	0	1.00	0.07	Low
Budget	-	n %	420 100	0	0	1.00	0.00	Low
Dating	-	n %	56 13.3	334 79.5	30 7.1	1.94	0.45	Medium

Table 3 shows that the participant's exposure to print media content on beauty is low to medium (mean=1.49, SD= 0.63). The participant's exposure to television, YouTube channel on beauty content is medium (mean=1.71, SD= 0.77 and mean=1.49, SD= 0.63 respectively). The participant's exposure to websites on beauty content is medium (mean=1.65, SD= 0.71) To summarize, the average value of the media exposure on beauty content based on the print, television, YouTube and website communication channel is medium (mean=1.57, SD= 0.66).

The participant's routine care for hair, facial, and body care are low (mean=1.15, SD= 0.40, mean=1.44, SD= 0.63 and mean=1.20, SD= 0.43 respectively). To summarize, the routine to the participant's self care is low (mean=1.22, SD= 0.45). As for expenditure, participants spend little on face and body surgery (mean=1.01, SD= 0.12 and mean=1.00, SD= 0.07 respectively). Similarly, budget spending on beauty services and products is also low (mean=1.00, SD= 0.00). The participant's motivation in dating opportunities is medium (mean=1.94, SD= 0.45).

The results based on the model show the relationship between the psychological and external environmental factors that has an impact on women's attitude toward beauty and appearance.

Table 4 Model Summary of Stepwise Multiple Regression Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig.F Change
1	.258a	.067	.064	.33015	.067	29.801	1	418	.000
2	.305b	.093	.088	.32586	.026	12.077	1	417	.001
3	.344c	.118	.112	.32167	.025	11.934	1	416	.001
a. Predictors: (Constant), media									
b. Predictors: (Constant), media, aesthetic									
c. Predictors: (Constant), media, aesthetic, budget									

Table 4 shows the R square, and adjusted R square values for each step along with the amount of R square change. In the first step, media is the first variable to be entered into the model. The R square value is 0.067 and the R square change value is 0.067. There is a positive correlation between media and makeover (the level of desire women want to become more beautiful). In the second step, aesthetic is the second variable to be entered into the model. The R square value increases to 0.093. The R square value changed by 0.026 shows a positive gain in value. There is a higher positive correlation between media, aesthetic and makeover (the level of desire women want to become more beautiful). In the third step, budgeting is the third variable to be entered into the model. The R square value increased to 0.118. The R squared value changed by 0.025 shows a positive gain in value. The positive correlation is highest between media, aesthetic, budgeting and makeover (the level of desire women want to become more beautiful).

Discussion and Conclusion

The summary of the findings indicates that:

1. The external environmental factors concerning media, aesthetic and budget have the biggest influence on women's attitude towards the desire to have a better self-image.

2. The other factors referring to dating, social pressure, personal achievement and self-esteem have low influence on women's attitude towards the desire to have a better self-image.

3. The level of behavioral change that women would transform their appearance is not so extreme to have cosmetic plastic surgery.

The Summary of the Quantitative Contribution of Knowledge on the Research

Conforming to the result from the stepwise regression analysis, media is the variable with the largest R square that best explains the level of change that women have the desire to become more beautiful. Accordingly to George Gerbner's cultivation theory (1970-1980) the longer hours spent on media viewership, the higher the possibility that they will see the real world like how it is reflected through the media, especially the television channel. For instance, women are inspired by celebrities for beauty advice as a credible source of information.

According to the result from the stepwise regression analysis, aesthetic is the variable with the second largest R square that best explains the level of change that women have the desire to become more beautiful. The results of the data imply that the more women has a favorable view of western facial features, the higher the motivation women have to improve their self-appearance. In reference to the schema theory, women perceive western facial features as symbol of beauty. They take the Caucasian appearance as their scheme meaning that women will have a higher possibility of finding a person with Western facial features as an attractive person to them.

Furthermore, the results from the stepwise regression analysis show that budgeting is the variable with the third largest R squared that best explains the level of change that women have the desire to become more beautiful. Women apply makeup to make themselves look presentable rather than achieving a fashionable look. They may have the desire to beautify their appearance but they have a low income to spend their money on beauty services or beauty products.

Based on the results of the stepwise regression analysis, dating opportunities is the fourth variable that doesn't explain the level of change that women have the desire to become more beautiful. According to Daniel Katz rational model, 'human beings are critical thinkers' (Baran 2012). The results of the data analysis indicate that women's rationality in dating a man is based on appealing themselves through their personality rather than their stereotypical appearance.

Additionally, personal achievement is the fifth variable that does not explain the level of change that women have the desire to become more beautiful. Referring to Albert Bandura's social cognitive theory, participants believe in their ability to achieve their career oriented

goals rather than focusing their achievement on outward appearance (Carol Dwek, 1999). On the other hand, the physical facial appeal is not the most important thing that women consider relevant to achieving their personal goals.

The social pressure was another variable that does not follow the prediction to relate to women's desire to become more beautiful. Women experience social pressure in their everyday lives. Based on the social comparison theory, women judge themselves and see where they stand by comparing themselves with others (Leon Festinger, 1954). However, the pressure to achieve the perfect appearance of beauty is not the most important factor that women feel pressured with mentally. The contradiction in relationship is due to social pressure from other conflicts, such as personal, religious or political beliefs, and job problems. For instance, women may compare themselves upwards to others who are in a better status than them. This means that women are pressured to push themselves to achieve a similar lifestyle of well being (Martin, 2011).

The Relationship between Self-Esteem and Level of Change in Desire to be more Beautiful

Lastly, self-esteem is the seventh variable that does not explain the level of change that women have the desire to become more beautiful. In reference to the self theory, women develop beliefs about themselves in a positive matter (Carol Dwek, 1999). They have a positive outlook in life. They see themselves as attractive people not only through their appearance, but also through their enthusiastic personality or substantial career. They are satisfied with their natural facial features without seeing the need for making changes to cosmetic. Women from the sample have a high self worth in themselves. They are not effected by the stereotypical images of perfect figures in a negative way.

Limitations

1. The sample only contains women's perception of beauty. The scope of study can be expanded for future research.

2. The participants may get confused or lazy to answer the questionnaires due to the long pages.

3. The questionnaires were distributed during the day time. The respondents would be business owners or students. The respondents would be from people who mainly work on office hours. The perception may alter if they were distributed in the evening period.

4. The questionnaires were distributed in one month period. The perception may change if the time scale was expanded to several months.

Suggestion and Development

The research analyzing factors that pressure Thai women on beauty and appearance is useful in providing suggestions and development for the marketing purposes in beauty industry and beauty branding.

1. Private Business

New businesses planning to enter into the beauty cosmetic industry have to be aware of pricing. It is one of the first factors that women will take into decision before purchasing the product rather than the presence of the brand.

2. Marketing Concept of the Brand

The aesthetic factor is a good influence to improve the marketing concept for beauty brand products. The cosmetic brand market in Thailand is beginning to be saturated, which makes it important for a cosmetic brand to differentiate itself in this market. According to the Business Week website, creating an effective brand is to 'build a company with a heart and soul that people could just feel from touching the case of the product and that could affect women in a positive way (Business Week, 2007).' For example, if a brand creates cosmetic products that gives consumer a Westernize image when different shades of makeup is applied, the consumer will be interested in this cosmetic brand.

3. Communication in Advertising

The research analysis can help marketers to specify the type of brand ambassadors that can set the beauty trend in the modern century. The most popular beauty gurus in the market in the present time are the following Thai beauty idols: MoMay, Ying Yeah and Prearie Pie. The beauty gurus are known to be popular in the social media as a source of inspiration for women who want to improve their self-image. They are famous for their video clips giving advice on cosmetics and their appearance can be inspirational for Thai women.

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