

REVIEW ARTICLE

Why is generation MZ passionate about good consumption of K-cosmetics amid the COVID-19 pandemic?

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Abstract

Background: The ongoing pandemic of coronavirus disease 2019 (COVID-19) is putting millions at risk in more and more countries, making it a serious public health threat worldwide. Under such circumstances, “Untact” and “Streaming Life” are emerging as major trends in the recent service industry, and the beauty lives commerce market is expanding centering on mobile shopping in Republic of Korea.

Objectives: This study descriptively investigated changes in the needs of beauty and cosmetics industry consumers for good consumption of the MZ generation after COVID-19 pandemic.

Methods: This review paper is a literature review, and a narrative review approach has been used for this study. A total of 300 to 400 references were selected using representative journal search websites such as PubMed, Google Scholar, Scopus, ResearchGate, and RISS, of which a total of 39 papers were selected in the final stage based on 2009 to 2021.

Results: An E-commerce packaging production and use have grown steadily in recent years as online purchases increase. As a result, the impact on the environment has also increased. Humanity faces climate change, pollution, environmental degradation, and/or destruction of air, soil, water, and ecosystems. The climate and environmental crisis will be one of the greatest challenges in human history. This review paper conducted a comprehensive study on the good consumption of MZ generation for K-Cosmetics in COVID-19 pandemic.

Conclusion: This review clearly identifies the needs of consumers in the beauty and cosmetics industry for good consumption of the MZ generation for K-beauty in COVID-19 pandemic. In addition, it is expected to be used as an important marketing material in the global cosmetics market by confirming new changes in the Korean cosmetic market, which is the center of K-Beauty and K-Cosmetics.

KEYWORDS

Beauty live commerce, COVID-19, Generation MZ, Good consumption, K-beauty

1 | INTRODUCTION

Coronavirus disease 2019 (COVID-19) is an infectious disease caused by the severe acute respiratory syndrome coronavirus 2

(SARS-CoV-2). COVID-19 has reached epidemic levels due to SARS-CoV-2.¹ A systematic review study focused on skin symptoms reported in patients with COVID-19 and reported that skin symptoms unique to many other symptoms of COVID-19 were found in all age

groups, including children. The skin symptoms of COVID-19 vary and include macular, chilblain parapsoriasis, hives, blisters, cadets, and petechiae. A rash is also common in multiple system inflammatory syndrome in children with a new, serious medical condition that is like Kawasaki disease and is highly related to COVID-19. Skin wounds associated with personal protective equipment are also of serious concern because of the potential for infection with COVID-19 as the skin barrier breaks down.² An exit strategy is needed to return to daily life through multifaceted efforts to develop new therapies and successful vaccines to protect global public health and prevent the future spread of COVID-19.³ As a strategy to prevent respiratory virus infection, social distancing is expected to continue in the future.⁴ From a system user's perspective during COVID-19, the "Mobile Impulse Buying Intention Study" identified three mobile contextual factors: personalized recommendations, visual appeal, and system usability. It is concluded that mobile shopping will increase from the perspective of improving the shopping experience of consumers and expanding marketing.⁵ Under these circumstances, "Untact" is rapidly emerging as a major trend in the recent service industry. Untact means "no contact" by adding "un" to the word contact, and it is not English, but Konglish. It refers to a service method that provides information in a non-face-to-face format that minimizes human contact.⁶ Also, consumption trends are shifting toward experiences rather than possessions. It is called "Streaming Life." "Streaming Life" is a concept proposed in the book "Trend Korea 2020," which was co-authored by Nando Kim, a professor of consumerism at Seoul National University, Korea.⁷ As such, with the rapid transition to a non-face-to-face society due to COVID-19, studies on K-beauty customized cosmetics industry, as well as consumers who are having difficulties in purchasing cosmetics, are continuing.⁸ Therefore, environmental problems caused by the rapid increase of packaging materials due to company-wide commerce are emerging as new challenges. Since the invention of artificial plastics, the global production and consumption of plastics have been continuously increasing. However, the plastic material has a high retention force because it is durable and decomposes very slowly. Excessive consumption and disposal of plastics lead to waste pollution, which has serious consequences on the environment.⁹ In Korea, new cultural and social phenomena are being led by Millennials and Generation Z, collectively referred to as Generation MZ. Millennials (born 1981–1996) and Generation Z (born 1997–2010) share a similar growth environment. Because of the commonality of the "digital generation," they are collectively called the MZ generation. In an ever-changing world, they consume video and media content rather than text and photographs. These characteristics raise questions about how cultural trends will change in the future.¹⁰ Considering the cosmetic consumption situation, various studies are being conducted to understand the value consumption pursued by the MZ generation and to identify the antecedent factors that influence the two-sided consumption intention observed in their propensity.¹¹ The current trend of increasing online distribution has been amplified by the COVID-19 outbreak. These changes are also showing different consumption behaviors according to the

difference in the degree of concern about COVID-19 by generation. Focusing on the accelerating "Untact," research on converting consumers into new opportunities based on behavioral changes should continue.¹²

Therefore, this study comprehensively investigated Good consumption for K-beauty of Generation MZ after COVID-19. In this study, the consumer needs of the beauty and cosmetics industries will be studied from the point of view of the non-face-to-face, Untact era by identifying the generational characteristics of the MZ generation, which accounts for the weight of the K-Beauty industry after COVID-19 in the future. As such, this paper is expected to be used as important marketing material for new changes in the cosmetic market.

2 | MATERIALS AND METHODS

This review paper is a literature review, and a narrative review approach has been used for this study. A total of 300 to 400 references were selected using representative journal search websites such as PubMed, Google Scholar, Scopus, and RISS, of which a total of 39 papers were selected in the final stage based on 2009–2021.

3 | RESULTS

3.1 | Changes in generation MZ in COVID-19 pandemic

The COVID-19 vaccine is currently in various human trials. In June 2020, a global survey study of 13,426 people in 19 countries determined the potential acceptability and factors affecting acceptance of a potential COVID-19 vaccine.¹³ The biological and immunological basis, the importance of international cooperative efforts, and the good implications of vaccine development are being discussed for the SARS-CoV-2 vaccine. However, there are potential limitations and challenges in efficacy, vaccine coverage, and vaccine development required for immunogenic treatments. Demand for the vaccine far outstrips production capacity, but a limited number of vaccines will be available to more vulnerable populations by the end of 2020 and to the global population by the end of 2021.¹⁴ The success of ending the COVID-19 pandemic will depend in part on the mass prescribing of the vaccine. Research is being done to understand the will of adolescents and young adults for vaccines. This is an important reporting topic because their age group is less likely to comply with public health guidelines.¹⁵ The COVID-19 pandemic, which began at the end of December 2019, has taken away our daily lives like never. The world has seen an increase in infections and deaths over the past few months, despite unprecedented measures such as lockdowns, social distancing, wearing masks, and banning large group gatherings. Interestingly, young people are less likely to be affected by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), the virus that causes

COVID-19. Although the transmission rate, symptom incidence, and mortality rates in children are lower than in other age groups, they have been disproportionately affected by stringent containment measures to contain the spread of the virus.¹⁶ The sudden switch to online education to prevent the spread of COVID-19 has fundamentally changed the lives of young people around the world. A number of countries have studied the mediating role of adolescent well-being and learning basic psychological needs, learning behaviors, positive emotions, and intrinsic motivation in the COVID-19-A era. In terms of positive emotions and intrinsic learning motivation, studies were conducted to identify the psychological characteristics of adolescents' well-being and the main characteristics of learning in unplanned and involuntary online education situations. In the COVID-19 era, the outcomes of distance education further emphasize the role of perceived relevance for positive emotions. This suggests that there are also some positive central outcomes of distance learning in the COVID-19 era.¹⁷ Table 1 summarizes the changes in the MZ generation amid the COVID-19 pandemic.

3.2 | Start streaming life by working from home

The contents of starting a streaming life by telecommuting are summarized in Table 2 as follows. Even after the COVID-19 virus has been alleviated, systematic studies are being conducted into shifting to telecommuting for all or part of work hours to deeply study whether the impact of teleworking is sustainable. Questions related to COVID-19 and telecommuting were surveyed by 575 employees. Results showed that most employees who worked from home for at least some time had a positive experience (74%, 323/436), and positive outcomes for telecommuting were reported to be associated with reduced burnout symptoms ($p = 0.030$).¹⁹ In Republic of Korea, many studies on telecommuting are being conducted from various angles. As an activity-based model, an analysis study was conducted on the effects of the flexible working system and telecommuting system on air pollution exposure and temporal and spatial changes. Based on the standard scenario (Business-As-Usual; BAU), the air pollution exposure level of the target population living in the study area in 2030 was derived for each hourly activity area and compared with 2010. At the point of future analysis, the temporal and spatial patterns of air pollution exposure for each population group were obtained according to two scenarios assuming the spread of the flexible work system and the telecommuting system. By comparing this with the standard scenario (BAU), the effect of air pollution exposure among office workers according to the implementation of the new work system was evaluated. As a result, the degree of exposure of people to air pollution in 2030 has increased overall compared to 2010, and when the telecommuting scenario was applied, it was confirmed that the overall results decreased.²⁰ According to these conditions, the time spent at home increased, and the post-COVID-19 and changes in the media industry were studied. The experience

of Untact Life will be focused on Streaming Life, and it has been concluded that COVID-19 will act as both a catalyst and a catalyst for changes in user usage behavior.²¹ Streaming service is a content transmission method of real audio developed by Real Network in 1995 and has established itself as a standard method for consuming content in modern society. It means that consumers can access the services they need now they want without having to own various contents such as movies and dramas as well as music. From downloading to streaming, it is not just the method to listen to music, it is changing the way people live. "Streaming" refers to a technology that plays audio or video like flowing water through a network and has the advantage of being able to own it without having to download it. In addition, it means a change in the communication paradigm by focusing on various aspects of modern people living in the multi-media era.⁷ Live streaming is a unique form of media in which streamers and viewers interact directly. Previous research investigated the social motivations of people playing and watching streams in the gaming community. However, research on intimate self-disclosure is being done in the same vein as discussing sensitive topics like mental health on platforms like Twitch. The study aims to better understand how people perceive discussions about mental health in new media contexts. By exploring the discussion of mental health about game live streams, the context of live streaming has been raised as particularly interesting as it inherently promotes public social interaction.²²

3.3 | Growth of beauty live commerce in the untact era

As a new concept for modern people, the development of advanced technologies such as "Untact" technology that eliminates the need for face-to-face contact is leading to "Untact" technology that makes human contact disappear. The technology of "Untact" and Unmanned technology is erasing human-to-human contact. In airport fast-food restaurants, wherever we go, we can find monitor screens. Digital natives, who are uncomfortable with human contact, welcome the Untact technology, while digital migrants who have always been used to face-to-face contact are afraid. Convenient, inexpensive, and fast Untact technology are now an irreversible trend. However, they tell us not to forget the proposition that "people should be at the center" of it all.⁶ In the study on Untact marketing of hospitality industry services in the era of COVID-19, in-depth interviews were conducted in the hospitality industry service sector on Untact marketing and service development plans of the hospitality industry during COVID-19. It is a necessary time to introduce a kiosk for non-face-to-face service using Untact technology, and to improve services using advance reservations, payment systems, and possible self-service and room service. In addition, by strengthening the Untact marketing sales channel and establishing a multi-channel system, the online sales channels have been diversified through Instagram, Facebook, YouTube, blogs, one-person online broadcasting, and

TABLE 1 Changes in generation MZ in COVID-19 pandemic

No.	Journal name	Author	Title	Discussion	References
1	<i>Front Immunol</i>	Sharma O et al. (2020)	A review of the progress and challenges of developing a vaccine for COVID-19	Although the demand for a vaccine far surpasses the production capacity, it will be beneficial to have a limited number of vaccines available for the more vulnerable population by the end of 2020 and for the rest of the global population by the end of 2021	14
2	<i>BMJ Open</i>	Jacques-Aviñó C et al. (2020)	Gen-der-based approach on the social impact and mental health in Spain during COVID-19 lockdown: a cross-sectional study	The social impact of the lockdown is related to gender, age, and socioeconomic conditions. Women and young people had worse mental health outcomes during lockdown	18
3	<i>Vaccine</i>	Affri TO et al. (2021)	Older adolescents and young adults' willingness to receive the COVID-19 vaccine: Implications for informing public health strategies	It is important to protect yourself from illness and to protect yourself from COVID-19 infection	15
4	<i>Exp Biol Med</i> (Maywood)	Manivanan M et al. (2021)	A mini-review on the effects of COVID-19 on younger individuals	While the rate of transmission, symptom presentation, and fatality is lower in children than people from other age groups, they have been disproportionately affected by strict lockdown measures needed to curb viral spread. In this review, we describe the association between patient age and COVID-19, epidemiology of SARS-CoV-2 infection in children, psychological effects associated with lockdowns and school closures, and possible mechanisms underlying lower transmission rate of COVID-19 in children	16
5	<i>PLoS One</i>	Holzer J et al. (2021)	Adolescent well-being and learning in times of COVID-19-A multi-country study of basic psychological need satisfaction, learning behavior, and the mediating roles of positive emotion and intrinsic motivation	The study results further highlight the role of perceived relatedness for positive emotion. The high proportions of explained variance speak in favor of taking these central results into account when designing distance education in times of COVID-19	17

TABLE 2 Start streaming life by working from home

NO	Journal name	Author	Title	Discussion	References
1	<i>Journal of the Korean Geographical Society</i>	Choi M <i>et al.</i> (2017)	Using an activity-based model to determine effects of a flexible and teleworking policy on air pollution exposure	The temporal and spatial changes in air pollution exposure following the implementation of the flexible work system and telecommuting system were analyzed. As a result, the degree of air pollution exposure in 2030 increased overall compared to 2010, and when the telecommuting scenario was applied, the air pollution exposure decreased overall. was confirmed	20
2	<i>Int. J Radiat Oncol Biol Phys</i>	Hoffman KE <i>et al.</i> (2020)	Understanding the intersection of working from home and burnout to optimize post-COVID-19 work arrangements in radiation oncology	The shift to working from home was positive for most of the workforce and a potential benefit in reducing burnout for many staff groups. Maintaining work-from-home options post-COVID-19 may help reduce burnout long term	19
3	<i>Korean Communication Society Conference</i>	Im J. (2020)	Post-corona, changes in the media industry	COVID-19 has changed user usage behavior and has focused on streaming due to the experience of untact life	21
4	<i>Front Psychol</i>	Gandhi R <i>et al.</i> (2021)	An exploration of mental health discussions in live streaming gaming communities	Live streaming is a unique form of media that creates direct interaction between streamers and viewers. The context of live streaming is particularly interesting because it inherently promotes mass social interaction	22
5	<i>J Med Internet Res</i>	Parker K <i>et al.</i> (2021)	The use of digital platforms for adults' and adolescents' physical activity during the COVID-19 pandemic (our life at home): survey study	Digital platform users were more likely than nonusers to meet MVPA and MSE guidelines during the COVID-19 stay-at-home restrictions in April and May 2020. Digital platforms may play a critical role in helping to support physical activity engagement when access to facilities or opportunities for physical activity outside the home are restricted	23

live commerce. With this, the product composition to solve the problem of Untact marketing is currently attracting attention, and it is necessary to implement it in the hospitality industry now. In addition, platforms that share information, culture, and trends on e-commerce, where consumers can purchase products as an exchange window, have become popular. Accordingly, consumers' consumption patterns are expected to become more diverse.²⁴ The level of customer contact is divided into communication time, information richness, and spatial proximity, and the level of contact according to the perception of consumers affects psychological and physical negative emotions. An analysis study was conducted on the impact of Untact shopping channel conversion intention on customer contact in the Untact service situation. In the distribution service industry, the perception that there is a human contact between the provider and the customer directly affects the performance of the company. A study on the level of contact with customers in the distribution service from this point of view will provide theoretical and practical implications for the strategy of the untaxed service situation. First, the results of the study showed that the statistical results of psychological fatigue for the three levels of customer contact were significant. Second, only communication time and spatial proximity showed significant results regarding physical discomfort. Third, psychological fatigue and physical discomfort showed significant results when switching shopping channels. In particular, the study on the level of contact perceived by consumers due to the spread of COVID-19 showed differentiation in the meaning and importance of the response of the questionnaire in a situation where social interest in Untact is high. By using the existing shopping channels and suggesting the effect of channel switching according to the level of customer contact, a practical plan for the management direction was suggested.²⁵ As untact consumption increases due to COVID-19, live commerce, an online channel that sells products through real-time video streaming, is attracting attention. In China, live commerce was developed centered on one-man media Wang Hong, but in Korea, it is being proposed mainly by companies.²⁶

3.4 | Good consumption craze due to global warming problem

Humanity faces ongoing climate change, pollution, environmental degradation, and/or destruction of air, soil, water, and ecosystems. The climate and environmental crisis will be one of the greatest challenges in human history.²⁷ E-commerce packaging production and use have grown steadily in recent years as online purchases increase. The result also had a huge impact on the environment. With a focus on these environmental aspects, a collection of scientific literature on e-commerce packaging has emerged, a review of packaging evolution over the past century. In addition, some packaging products create non-renewable materials, causing serious problems. Efforts are being made to improve distribution processes with new and more effective tools, and despite efforts

to mitigate the environmental impact of packaging, it will be a daunting task ahead.²⁸ Increasing climate change and the alarming spread of communicable and non-communicable diseases continue to threaten human life and existence. Vulnerable countries, communities, and population groups need close attention, and a better understanding of climate change, athletic behavior, and healthy beauty and mechanisms are important in developing effective mitigation and adaptation strategies for climate change.²⁹ A study of the interactions between social and ecological determinants of mental health for children and adolescents in the climate crisis was conducted. Children and adolescents are increasingly experiencing mental health problems following the climate crisis, characterized by sadness, guilt, changes in sleep and appetite, difficulty concentrating, mental pain, and disconnection from the ground. Research shows that children and adolescents experience a variety of direct and indirect effects, including climate change affecting their mental health in a variety of complex ways. In addition, young people have different perceptions of climate change according to their social position, and many people feel tremendous anxiety and anxiety about the environment. The mental health impacts of climate change on children and adolescents are linked to Social Determinants of Health but must be understood in relation to Ecological Determinants of Health. These conceptual issues should be explored through an eco-social lens. This should be used to understand the interaction of social and ecological factors on the mental health of children and adolescents.³⁰ As such, Good Consumption is positioned as a consumption trend. Starbucks' "Shared Planet" and Toms Shoes' "Buy one, donate one (One for One)" campaign is many companies offering products that reflect social values. It is launched to attract the attention of consumers. Consumers expect for-profit businesses to realize both personal and social values. It has been reported that consumers are more willing to purchase when two ad campaigns are run simultaneously than when each ad strategy that appeals to two values is carried out individually. Based on a social enterprise that pursues social value as an intrinsic value, consumers' expectations for social value were the highest. It was confirmed that purchasing an advertisement campaign (advertising on social value or a compound advertisement) that appeals to this focus is higher than that of an advertising campaign that appeals to personal values.³¹

4 | DISCUSSIONS

Lockdown affects people's living conditions and mental health. A gender-based cross-sectional study of the relationship between social impact and mental health of adults living in Spain during the COVID-19 lockdown has been conducted. A total of 7053 people participated in the survey, among whom a higher proportion of anxiety and depression was found in the younger population (18–35 years old), especially women. Weak mental health was particularly associated with fear of contracting COVID-19, and

women had higher levels of anxiety. Women and younger people had worse mental health during the lockdown period.¹⁸ However, as it gradually shifting with the rapidly changing non-face-to-face society. Consumers' purchasing patterns are already changing due to demographic shifts such as an increase in single-person households and dual-income couples. This change is expected to accelerate due to the recent COVID-19 crisis. A study focused on the MZ generation on the analysis of changes in food consumption behavior due to COVID-19. As a result of an online survey conducted on 500 panels of Nielsen Korea, a specialized research company, the results of an online survey showed that consumption behavior changed due to COVID-19, and consumption behavior differed according to the difference in the degree of concern about the pandemic. It is expected that new opportunities will be transformed by the behavioral changes seen by accelerated and centered on "Untact" consumers.¹²

There is also a lifestyle survey study of the use of digital platforms for physical activity among adults and adolescents during the COVID-19 pandemic. Government responses to COVID-19 pandemic management may have affected the way individuals engage in physical activity. The association between adherence to physical activity guidelines and the use of digital platforms among Australian adults and adolescents during the April and May 2020 restrictions on mobility was investigated. Participants were 1188 adults (mean age 37.4 years, *SD* 15.1, 980/1188, 82.5% female) and 963 adolescents (mean age 16.2 years, *SD* 1.2, 685/963, 71.1). Digital platforms include streaming services for workouts (YouTube, Instagram, and Facebook). There are subscriber fitness programs in-app or online (Centr and MyFitnessPal), and online live or recorded classes (dance, sports training, and fitness classes) through platforms like Zoom. There are active sports or activity-specific apps designed by sports organizations (TeamBuildr) and electronic games (Xbox Kinect) and/or online, digital training, racing platforms (Zwift, FullGaz, and Rouvy) designed by sports organizations to allow participants to maintain their skills. Overall, 39.5% (469/1188) of adults and 26.5% (255/963) of adolescents reported using digital platforms for physical activity. Among adults, adherence to the guidelines for MVPA (odds ratio [OR] 2.0, 95% CI 1.5–2.7), MSE (OR 3.3, 95% CI 2.5–4.5), and combined (OR 2.7, 95% CI 2.0–3.8) was non-user compared to digital platform users. In addition, various studies such as "Streaming Life Here and Now: the 'Streaming Life'" and Technology of Hyperpersonalization are being conducted in Netflix and the 2020 trend study.^{23,32}

Table 3 summarizes the growth of beauty live commerce in the Untact era. In live commerce, the repurchase intention of Chinese customers was analyzed and the influence of variables on the repurchase intention of Chinese customers was analyzed using a research model. A study was conducted to find out how live commerce attributes and influencer attributes affect customers repurchase intentions in live commerce in China.³³ It is expected that the era will be centered on the MZ generation, which has emerged as a new consumer in a market where individual tastes and individuality are emphasized. The cosmetic industry that has changed in the untact era

will spread into a new beauty live commerce market.³⁴ As a result, it was said that live commerce and influencer attributes were regarded as evaluation criteria and that they were recognized as repurchase intentions of beauty and fashion products. Due to lifestyle changes in the use of digital platforms, the use of packaging materials is increasing, and, accordingly, environmental issues are becoming more important.³⁵

Table 4 summarizes the good consumption craze due to the global warming problem. Pay attention to the phenomenon that the adjective "Good" is not used as a dictionary definition and is one of the important institutions affecting the socio-cultural change process of media language. As a result of analyzing the newspaper articles of the Chosun Ilbo from 2005 to 2016 on the meaning of "Good" in the media, "Good" products, "Good" consumption, and "Good" companies were found. "Good" products are used in the meaning of inexpensive products, fair trade products, public interest marketing products, and eco-friendly/well-being products. "Good" consumption means sharing and donation, and "Good" company is used to mean a social enterprise or a company that fulfills its social responsibilities well. As such, the usage of "Good," which is to consume "Good" products of "Good" companies "Good," contains various contradictions. Various "Good" products such as cheap products, fair trade products, public interest products, and eco-friendly/well-being products are not compatible. If it adheres to the market logic, it is beautifying a company that is a "Good" social enterprise and that engages in philanthropy and contribution rather than social responsibility as a "Good" company. Moreover, an absolutely large number of articles are biased toward publicity, revealing an outright pro-business tendency. It was discussed that the articles were contributing to the spread of corporate dominance and market norms by using "Good" and saying to consume "Good" products of "Good" companies "kindly." The structural relationship between consumers' perception of DIY cosmetics, environmental awareness, good lifestyle, and consumption practice was studied. Adult women over the age of 19, who are a major group of cosmetics consumptions, were set as the causative factors for consumption behavior behaviors such as awareness of eco-friendly DIY cosmetics, environmental awareness, and good lifestyle. In the study on the relationship between variables that affect consumer behavior, adult women aged 19 years or older living in Daegu and Gyeongsangbuk-do were selected. The results of a survey of 730 DIY cosmetics consumers are as follows. First, it was found that consumers' awareness of DIY cosmetics, environmental awareness, and good lifestyle have a direct influence on consumption behavior. Second, it was found that DIY cosmetics awareness and environmental awareness had a direct effect on a good lifestyle, and DIY cosmetics awareness had a direct effect on environmental awareness. Third, the awareness of DIY cosmetics had an indirect effect on consumption behavior through environmental awareness and a good lifestyle. Also, environmental awareness was found to have an indirect effect on consumer behavior through a good lifestyle. Accordingly, it is an era where a sustainable safety perspective can be applied to the

TABLE 3 Growth of beauty live commerce in the untact era

Author:	JO S <i>et al.</i> (2020)	Lee Y <i>et al.</i> (2020)	Song Y <i>et al.</i> (2021)	Lee J <i>et al.</i> (2021)	Lee J <i>et al.</i> (2022)
Title	A study on the event content of Chinese live commerce as a brand distribution channel	A theoretical review on the untact marketing of the COVID-19 period hospitality industry services	Effects of live commerce attributes and influencer attributes on repurchase intention of beauty and fashion products	Recognition and the development potential of mobile shopping of customized cosmetic on untact coronavirus disease 2019 period: focused on 40s to 60s women in Seoul, Republic of Korea	Mobile shopping beauty live commerce changes in COVID-19 pandemic focused on fun contents of MZ generation in Republic of Korea
Discussion	As untact consumption increases due to COVID-19, live commerce, an online channel that sells products through real-time video streaming, is attracting attention	Untact Marketing A product to solve the problem of untact marketing by diversifying sales channels through Instagram, Facebook, YouTube, blog, one-person online broadcasting, and live commerce through the establishment of a multi-channel system through strengthening sales channels The composition is currently attracting attention	It was found that live commerce consumers do not attach much importance to the professionalism of influencers when selling beauty, fashion, and entertainment products Factors that affect consumers' repurchase intentions are information, entertainment, economic feasibility, convenience of live commerce, attractiveness of influencers, reliability, and interactivity	As such, with the rapid change to a non-face-to-face society due to COVID-19, mobile shopping will increase. Research is continuing K-beauty customized cosmetics industry as well as consumers who are having difficulty purchasing cosmetics	It is expected that the era will be centered on the MZ generation, which has emerged as a new consumer in a market where individual tastes and individuality are emphasized. The cosmetic industry that has changed in the untact era will spread into a new beauty live commerce market
Journal name	<i>Brand Design Studies</i>	<i>Korea Entertainment Industry Association</i>	<i>Korea Distribution Management Association</i>	<i>J Cosmet Dermatol</i>	<i>J Cosmet Dermatol</i>
References	26	24	33	8	34

entire beauty industry today. In addition, according to changes in customer perception, customers will prefer clean beauty to minimize carbon emission, use water, recycle product containers, and reduce waste in the procurement of raw materials for products, manufacturing processes, and product testing beyond raw materials.³⁶⁻³⁸ Environmental problems and infectious diseases are changing the situation of women's use of cosmetics around the world. This will require efforts for new changes in the cosmetics market by clearly understanding the needs of consumers in the beauty and cosmetics industry.³⁹

However, the limitation of this study is that it is still insufficient to study the changes in consumers' perceptions in the cosmetic

market of COVID-19, which is not yet finished. Therefore, it is necessary to keep an eye on the changes in consumers' perceptions due to COVID-19, and continuous research should be conducted accordingly.

5 | CONCLUSIONS

This review clearly understands the changes and needs of beauty and cosmetics industry consumers for good consumption of K-cosmetics of the MZ generation amid the COVID-19 pandemic. Therefore, it is expected to be used as an important marketing material for the

TABLE 4 Good consumption craze due to global warming problem

Author:	Gislason MK et al. (2014)	Kim S et al. (2016)	Cheon J. (2019)	Lee J et al. (2022)	Lee J et al. (2022)
Title	Differential impacts of advertisement campaign on willingness to buy: firm types and consumer values matter	An analysis of structural relations among perception of DIY cosmetics, environmental awareness, good lifestyle and consuming behavior practice of consumers	Consuming "good" products of "good" companies "kindly" = Analysis of the meaning and usage of "good" in the Chosun Ilbo article	Changes in the use of cosmetics worldwide due to increased use of masks in the coronavirus disease 19 pandemic	Sustainable changes in beauty market trends focused on the perspective of safety in the post-COVID-19 period
Discussion	Good consumption is established as a consumption trend. Many companies are offering products that reflect social values, such as Starbucks' "Shared Planet" and Toms Shoes' "Buy one, donate one" campaign. It has been launched and is attracting attention from consumers	For adult women over the age of 19 who are the main group of cosmetic consumption, awareness of DIY cosmetics, which are eco-friendly products, environmental awareness, and good lifestyle were set as causative factors for consumption behavior, and the relationship between the factors affecting consumption behavior was determined. The research problem on the relationship was verified through the structural model	It was confirmed that the use of "good" to reveal pro-business tendencies is contributing to the spread of corporate dominance and market norms by saying that "good" products of "good" companies should be consumed "kindly"	Environmental problems and infectious diseases are changing the situation of women's use of cosmetics around the world. This will require efforts for new changes in the cosmetics market by clearly understanding the needs of consumers in the beauty and cosmetics industry	There is an era in which the perspective of safety in sustainable may be applied to the entire beauty industry today. In addition, depending on the customer's perception change, beyond the ingredients, raw material procurement of products, manufacturing process, product experiments, etc. are part of clean beauty to minimize carbon emissions, water use, recycle product containers and reduce waste
Journal name	The Korean Journal of Advertising	Korea Design Trend Society	Korean Women's Communication Association	J Cosmet Dermatol	J Cosmet Dermatol
References	31	37	36	39	38

cosmetics market by identifying the global cosmetics consumption trend based on the new changes in the Korean cosmetics market, which is the center of the global cosmetics market.

ETHICAL APPROVAL

The conducted literature review did not require the agreement of the bioethics committee.

CONFLICT OF INTEREST

The authors of this manuscript do not have any conflict of interest to disclose.

AUTHOR CONTRIBUTIONS

Jinkyung Lee and Ki Han Kwon involved in conception or design of the work, interpretation, drafted the article, and critically revised of the article. All authors finally approved the version to be published.

DATA AVAILABILITY STATEMENT

The findings of this study are available from the corresponding author upon reasonable request.

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