

“Fomsumerism” and Beauty Consumerism among Social Media Users in Malaysia

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Abstract

‘Fomsumerism’ comes from a present-day social expression used in allusion to someone who have the emotional experience of generally attached with social media that is FOMO (Fear of Missing Out). This study explains the concept of ‘Fomsumerism’ and its connections with consumer behaviour which lead to consumerism. ‘Fomsumerism’ that triggered from social media conductive to consume beauty products as what they view from their wall. This will apply to those who are concern about the beauty products and will ensure that they will be the pioneer of having the product.

Keywords: *FOMO, ‘Fomsumerism’, Consumerism, Social Media, Beauty Consumerism, Social Identity.*

“Fomsumerism” dan Konsumerisme Kecantikan dalam kalangan Pengguna Media Sosial di Malaysia

Abstrak

Terma baharu “fomsumerism” dalam konteks terkini adalah merujuk kepada pengalaman emosi yang boleh dikaitkan dengan pengguna media sosial yang mengalami fenomena takut akan ketinggalan dengan perkembangan semasa atau lebih dikenal sebagai “fear of missing out” (FOMO). Makalah ini merungkai konsep “fomsumerism” dan hubungannya dengan perlakuan pengguna yang menjurus kepada konsumerisme. “Fomsumerism” tercetus hasil daripada penggunaan kandungan media sosial yang menumpukan kepada hantaran berkaitan produk kecantikan pada setiap dinding maya itu. Gejala ini diandaikan berlaku kepada mereka yang mementingkan penggunaan produk kecantikan dan mahu menjadi perintis dalam memiliki dan menggunakannya.

Kata Kunci: *FOMO, ‘Fomsumerism’, Konsumerisme, Media Sosial, Konsumerisme Kecantikan, Identiti Sosial.*

Introduction

It is the year of 2020, where having an internet access has becoming a must for every individual with where everything is made possible by just one click. Apart from seeking knowledge, it is also commonly used to enhance communications through engagement across various forms of social media. This engagement has shown to benefit its users in multiple functions such as networking, media sharing, content production, knowledge aggregation, virtual reality and many more (Ventola, 2014).

The user generated content (UGC) on social media has allowed individuals or companies to further enhance their network on various social media platforms such as *Facebook*, *Instagram*, *Twitter* and many more. Individuals typically updates their social media accounts about their daily activities or current events happening around them and with such information, companies utilize these features to reach out to their targeted audience by identifying the buyers' personas (Riserbato, 2020).

Social media content offers companies numerous marketing possibilities. Statistics shows that 54% of social browsers use social media to research products (Beer, 2018). By that being said, the right content on social media can have a considerable reach, and because of its close proximity to the user, it can often be proven more effective than classic advertising. Hence, it is essential for any industry to have a prominent online presence on social media, whether it is a product or services, both are made possible to be advertised effectively through digital marketing strategies.

These features allow brands and industry to engage more effectively with targeted audiences using various social media platforms. The beauty industry is not excluded. Social media are an area where exposure of adolescents as young as 15 years old to beauty trends is potentially high. Findings in February 2016 stated 50% from 31.5 million of Malaysian population consider as an active users of social media (Digital Influence Lab, 2020).

The emergence of new digital technologies signals a potentially radical shift of those in control of information, experience and resources (Croteau & William, 2003). With such powerful influence over its users, social media have been an influential tool with significant potential to better shape democracy. Applying such function in business and marketing contributed to a "push-pull marketplace", developed by online communities, where consumers are able to criticize or even questions a particular brand (Belch & George, 2009). This includes the contributions of product reviews in building up the communities such as in *Facebook*, *Instagram* and many others.

A more recent phenomenon is the emergence of beauty trends contents on social media websites. Previous studies highlighted a large volume of these contents presented across social media platforms with the inadequacy of any sort of psychological strategy for the safety use of adolescents. Subsequent to this, it raise a concern where such business strategies may influence the youth and further study is needed to explore necessary mechanism in order to ensure that the adolescents' well-being are well taken care of without any damaging effect towards their self-esteem.

With the increasing beauty products entering the local market almost every day and the influence of social media, the youth nowadays are more experimental and like to try new things that caught their attention. In the past decade, we have witnessed the diverse local trends in beauty product ingredients, from snail mucus and hyaluronic acid to organic flowers and essential oils. This situation is similar to Euromonitor International's Lifestyles Survey 2017 that about 66% of millennials like trying new products and services (Villena, 2019).

A similar survey also reported that about 45% of millennials prefer to spend money on experiences, rather than things (Villena, 2019). The young generation realized that happiness over material items quickly fades, and moments are more memorable. Their emphasis on experiences over things is causing established brands to experiment outside of their typical business models.

Another prime example of the current hype of the beauty content on social media is the *Beauty Youtuber* or also known as beauty vlogger. This term refers to someone that makes videos on cosmetics/skincare tutorials such as creating a certain make-up looks and any other beauty-related topics. Every month, there will be over 50 million people that will be watching an amount over 1.6 billion minutes of beauty videos on *YouTube* that are solely created by the user themselves (Mau, 2015). Beauty advertisement and the persuasion that is normally used in it is always focusing on early aging prevention and attractiveness (Mendes & Cynthia, 2008). The standard of beauty planted in viewers' mind subconsciously and make them belief that this is the standard that people need to fit in, in order to be accepted to the public.

The provocation in beauty advertising derives from the manipulation from the photo itself and this has led to the excessive spending among viewer to fix and improve their perceived flaws that the advertiser makes them believe in social comparisons (Heyes, 2007). In example, we often see on movies and dramas that the most enhanced character in the movie will always be the one who have a perfect hourglass figure, long haired, on point face, sharp features, and makeup. Marketing strategy thorough advertisement somehow provides unrealistic standards and belittling elf-esteem of those who misinterpret the message. Beauty advertising on media has also put a negative self- concept especially on people's self-esteem and physical shortcomings. Makeup advertisements' manipulative and mesmerizing language leaves the society in the insecurity's dilemma. Thus, this dilemma will make people more vulnerable to be manipulated to buy all those unnecessary makeup products.

Context and Background of Study

The word beauty carries diverse meanings beyond geographic and demographic differences. In Thailand, the general public are most likely to elucidate beauty with glamour, while a third of Middle East's consumers linked beauty with social acceptance. As for the Gen Z, they perceived beauty as diversity.

Even though the society constantly reconstructs the standard of beauty, the word has historically been celebrated on a superficial premise – what a person looks like. However, the 2019 global survey by Euromonitor uncovered those definitions of beauty for worldwide consumer are transitioning into the internal intangibles, such as hygiene and cleanliness, looking healthy as well as being comfortable in one's own skin.

Recently, many western brands have gained success by encouraging consumers to embrace and celebrate their perceived physical flaws such as scars and fat instead of battling or eliminating them. As the popular saying goes, beauty is more than skin deep, some companies have shifted their marketing strategies to promote the internal definition

of beauty and health-centric. For example, the *Dove Self-Esteem Project* by *Dove* aims to 'ensure that the next generation grows up enjoying a positive relationship with the way they look.'

On the other hand, Korean beauty or K-beauty have revolutionized the industry worldwide and changing mindsets onto the perceived ideal of an average woman. While American girls want to appear matured and sexy, South Koreans apply makeup to elevate their youth and its skincare focuses on a smooth and clean complexion which can be further enhanced with cosmetics. With its power, South Korea was also the one who first introduced the 10-step skincare regimen, double cleansing, cushion foundation, glass skin and many other beauty routines in the world.

Furthermore, Korean skincare centers on natural ingredients, as this is correlated with the current trend and demands for skincare products known 'from the earth'. For examples, *Sulwhasoo* extensively uses ginseng in its product ranges, *Laneige* is known for its pure mineral water and *Mamonde* harnesses the flower's power. In Malaysia, these brands are managed by AmorePacific Corporation, which is among the largest beauty and cosmetics conglomerate in the world.

In a culture that is obsessed with beauty and youth, skincare and beauty products are viewed on the pristine perfection of its K-Pop stars with a legion of fans around the globe which further ignites the beauty revolution. As *Hallyu* waves are emerging stronger every year, with prestigious names such as *BTS*, *BLACKPINK* and others in the making, the influence of K-beauty does not seem to fade out anytime soon.

Several key industry players have stepped up their games to cater the Muslims and structured their own halal hub. The Department of Islamic Development Malaysia (JAKIM) are responsible for halal certification of local product in Malaysia. Halal skincare and cosmetic products can only be prescribed as such when they are free from animal-derived ingredients such as animal fats and placenta as well as contents that are threats to health and are not processed through apparatuses and devices contaminated with impurities, including blood, urine and feces.

A halal product thus, means that it uses ingredients and the storing, manufacturing, packaging, and distribution processes as well as other processes that occurs within any of these operations are in accordance with *Shariah* law and *fatwa*. Therefore, some halal-certified beauty products also display the vegan, organic, cruelty-free or ethical tags and certifications, according to the strict industry standards.

In the line with Malaysia's Third Industrial Master Plan 2006-2020, the halal industry aimed to be the country's key economic driver and catalyst for local businesses to immerse into the global halal market and convert them into practical ventures which accommodates both the non-Muslims and Muslims. As the nation is recognized as among the top 10 producers in the world, Malaysia seems to be on the right track in regards with the halal cosmetics and pharmaceuticals industry especially with the top homegrown brands namely *SimplySiti*, *Pretty Suci*, *Nurraisa*, *dUCK Cosmetics* and *Reneuf by La Estephe*.

For the past decade, the beauty market began to innovate the change from physical outlets to online platforms to allow the emerging beauty market trend take effect. This further encourages beauty and cosmetics startup brands to work with e-commerce platforms. *Fenty Beauty by Rihanna* for example, strategically chose *Sephora* by joining *FashionValet*, Malaysia's beauty e-commerce platforms. To that effect, the beauty industry worldwide is currently undergoing a paramount shift to accommodate a growing consumer demand for customization. By all means, supplier will fulfill demands from the customer at any cost. Take this as example, instead of the ancient one-size-fits-all, the products of the future are modified formulas to work for individual consumers. Due to this, the product will satisfy needs from all range of customers.

Kiehl's for example, launched a tailor-made skincare product called the *Apothecary Preparations*, which is lauded as the most powerful skincare ever created in the house of *Kiehl's*. It is a new personalized service where one can mix, match and craft a custom facial concentrate to specially address for one's skin concerns. The brand has designed five specific formulas to fix the major skincare problems, including breakouts, wrinkles, enlarged pores, dull and aging skins. To take it

up the notch, each of the *Apothecary Preparations* set comes with personalized box and bottle, with personalized name tag and details, all that mirrors the traditional pharmaceutical packaging.

The future of personalized beauty also lies in the tech industry. The *Opte Precision Skin System*, for instances invented a 3D-printed foundation that scans one's face to identify age spots and pimples, uses a facial-recognition algorithm to determine each blemish's size, shape and color then prints the perfect amount of foundation over them. The beauty industry also utilizes the digital platform where beauty mobile applications now offer users tailored advice at the tap of a screen. *Olay Skin Advisor* by *Olay* uses an artificial intelligence (AI) known as the *AI Skin Advisor*, which will analyze one's skincare preferences based on a single selfie then curate a personalized skincare routine.

Regardless of the existing or upcoming beauty trends, the primary consumers of beauty skin care and cosmetics are among the millennials. According to Kurt Jetta, the CEO of *TABS Analytics* who does an annual beauty buying survey, millennials from the age group of 18 to 40 years are the highest buyers and the heaviest buyers of skin care. Obviously, young consumers are on a journey of exploration as they love to try new products and are consistently searching for the new brands. This is a part of a larger generational shift where the young generations reject the large brands that their parents preferred and seek out the homegrown, artisanal and natural products. Above all, these products must be *Instagram-worthy*.

As much as these beauty trends change the global beauty market and industry, they give rise to several other issues, namely in regards with social identity behaviors especially among the adolescents, who are the major consumers in the beauty sector. Social identity is identified as the part of the self that is described by one's group memberships or in another words, it is depicted as when social identity becomes more important than one's identity as an individual. It is further explained as where an individual takes an important source of pride and self-esteem from the group, they are involved in whether it be social class, family or sports team and that particular group membership provides a sense of belonging to the social world that we live in. In general, individuals would maintain a positive social identity by maintaining their group's favorable social standing.

In that regard, this is a perfect modern-day example. As the youths are at the transitioning process between childhood and adulthood, in the addition to the rapidly ever-changing social landscape, a great majority of them are still searching for a sense of belonging from somewhere. Therefore, this paper will analyze the emergence of beauty trends on social media in affecting social identity behavior among adolescents in Malaysia (Jun, 2018).

Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a social anxiety that is described as a desire to stay connected with what others are doing. In the digital age, this is the great millennial problem as it often leads to an uneasy feeling that an interesting event may currently be happening elsewhere, hence a constant checking of social media. Following this, FOMO on beauty products is real. Beauty brands use social media aggressively to cause a frenzy when releasing a new or limited-edition product. In results, those with FOMO become highly anxious that they might miss something major if they do not purchase the latest product immediately upon launching and the feeling of regret and being left out are exactly what they want to avoid.

In relation to this, Argan & Argan (2019) mentioned that 'Fomsumerism' can create anxiety for those who feel that they might left behind from others. They just want to make sure that they are the early adopters. They might feel fear as their life not as enjoyable as others might if they missed out in purchasing the product or did not have any information about it. On a different note, FOMO people also want to get their hands on the new or exclusive products for higher online presence or influence, which is a teen colloquialism for online influence. Online consumer advertisement play the role for attractive physical attributes, lavish lifestyle, large social media followers and many other things as well as some combinations of any of them. In certain cases, these people are not actually FOMO of not having the product but in reality, these people crave online attention that is manifested by the numbers of likes, *retweets*, or views.

FOMO identified as a social psychological behavior and is inclined with a negative connotation (Inwon, Haixin & Jeyoung, 2019). Social media may be the culprit but a shift in attentional control, for example by focusing more on the immediate gains of what is being done now rather than thinking about the potential losses of missing out, is very much crucial to prevent from anxiety issues and other social behavioral issues to arise an even more serious level.

Nielsen Mobile Shopping, Banking and Payment 2016 Report revealed that 55% of Malaysian consumers say they feel anxious when their mobile devices are not close at hand and 58% say they can't imagine life without mobile devices. This is an increase from 2016 where a research by Groupon Malaysia reported that 47% of Malaysians experienced FOMO. Considering that FOMO affects people with an uneasy feeling which leads to a constant checking of social media, this may link to anxiety disorders. On this note, 29% of Malaysians had depression and anxiety disorder, according to the 2017 National Health and Morbidity Survey. This is an alarming rate of increase because the statistics was shown at 12% in 2011 and coincidentally, the social media started to become more powerful around the past decade.

Arguably, FOMO influences online consumers shopping behaviors especially with online sales, driven by other perks such as purchasing at the tip of one's fingers. Based on Picodi's internal data back in 2018, online shopping spiked in November with 11.4% of all transactions in 2018 were made in this month, due to the Singles' Day or better known as 11.11 sales. The report revealed that the average order value is ranged between RM284 to RM339. During this period, online shopping platforms pushes its highest promotions. For example, *Shopee* offered its best deals yet by selling selected items at RM11.11 only. This definitely gives a major influence for consumers, who are 51% aged between 25 to 34 and another 24% are between the 18 to 24 years old, to make purchase even if the items do not seem necessary. To them, the deals are too good to be missed out and those items may be useful someday.

According to Euromonitor International's Lifestyles Survey 2017, about 66% of millennials like trying new products and services. With the increasing beauty products entering the local market almost every day and the influence of social media, the youth nowadays are more experimental and like to try new things that caught their attention.

In the past decade, we have witnessed the diverse local trends in beauty product ingredients, from snail mucus and hyaluronic acid to organic flowers and essential oils. Similar survey also reported that about 45% of millennials prefer to spend money on experiences, rather than things. The young generation realized that happiness over material items quickly fades, and moments are more memorable. Their emphasis on experiences over things is causing established brands to experiment outside of their typical business models. For example, *SK-II*, a Japanese skincare brand opened up *Future X Smart Store*, a pop-up store that uses computer vision, machine learning, facial recognition, and sensor technology to not only offering individual facial analysis and product recommendation but also in creating another level of a deeply personalized store experience.

Emerging fourth globally in mobile social penetration, Malaysia was ranked the highest in Southeast Asia for mobile social media penetration, according to *Hootsuite* and *We Are Social* in their latest Digital 2019 report. Internet penetration in Malaysia stood at 80% with users spending a daily average of eight hours online where almost three hours are attributed to social media consumption. Following up this matter, the local society has recently shifted from FOMO to JOMO, which is the *Joy of Missing Out* or simply described as the 'me' life. After being immersed by anxiety-inducing FOMO through the perfectly curated *Instagram* posts, social media users are pushing back and recognizing the need to disconnect and be present in the moment. They have moved on from worrying about missing out and peer pressure to get a personal and quality time, as simple as watching Netflix. These groups believe that there are still many things that could be latched on yet still be a part of society without even being there. Evidently, the JOMO phenomenon also leads to an increase of 18% in searches for remote destinations and off-grid travel in 2018, in accordance to hotel

bookings by Hotels.com. The searches regard for adventurer seekers who find the idea of scaling Arctic mountains, watching the Northern Lights, dogsledding, and paddling past icebergs in wintry cold climes enticing.

'Fomsumerism' to Consumerism

The theory of 'Fomsumerism' concerns consumption resulting from feeling of missing out in social media contexts that refers to their feelings, beliefs, thoughts and intention from what been shared by other users in social media. In addition, 'Fomsumerism' is the extent to which individuals react to consumption behavior from a feeling of lack if they are not associated with those in the marketing. 'Fomsumerism' is a state of feeling that assumes social media users to consume at a missing out situation (Argan & Argan, 2019).

Some of social media shoppers feel that their life may not as enjoyable as others. They keep asking "Why do other people looks attractive than me?" Why I'm not." Social media like *Facebook* and *Instagram* make social comparison more affecting because of the extensive expose through the social media, which one can see. This will lead to anxiety of left behind from the other users. "Fomsumerism' will derivatively linked to the willingness to participate, purchase, and consume any products that have shaped by social media in terms of appearance likes, envy or emulation (Argan & Argan, 2019).

Social media users with 'Fomsumerism' tendency were more influence with persuasive messages and offers. They might be caught by the phenomenon of scarcity which will increase their attractiveness of product through cunning messages such as 'limited item', 'final deals', 'final stock' which are aimed to reach as many customers as possible (Celik, Eru & Cop, 2019). To this situation, the FOMOs will make sure that they will be in the group that own the product although that might not be their priority.

FOMO towards consumerism through social media

With the situation that FOMO are the individuals who are anxious and worried about missing out on an experience with social connections through social media. FOMO were influenced by their behaviors towards engaging in online activities as a part of their daily activities so that they will manage to gather the latest news of information about any new beauty products launch or introduce in the market. FOMO drives individuals to participate in social media activities that includes posting, reacting, sharing, and commenting on online related content by consumers (Osemeahon & Agoyi, 2020).

Related to that matter, social media applications through smart phones has become a norm in recent times and its highly dependent on individuals having the sense of belongingness in social media community especially to the group that engage in certain product. To this extent, those who engage with social media will have a positive influence on consumer loyalty to social media, as they will keep engaging to the community in order not to leave behind of any information.

Social Identity Theory

From the lens of social identity theory, it implies that consumer of the beauty product becomes more loyal to the product as they keep engaging with the social media community who were also have the same interest. Social identity is prescribed as how individuals create and define their place in society. According to Tajfel and Turner (1986), the idea of social identity is to showcase a collection of theories that is concerning how being fit and belong to groups is crucial to our self-identity and the way an individual understand our social world perspectives. Being able to belong to a positively regarded groups can actually heighten one's self esteem (D. Abrams & Hogg, 1998). Also, the categorizations of group could reduce the uncertainty among group related about the world (Hogg, 2000) Thus, how does one process and responds to the media is influenced by social identities. (Harwood & Roy, 2005; Mastro, 2003)

The social identity theory, a closely related to this social case, centers on social categorization, social comparison and social identification. Social categorization is the people's tendency to perceive themselves and others in terms of particular social categories such as a feminist, a manager or a soccer fan. Social comparison, on the other hand refers to which people determine the relative value or social standing of a particular group and its members. For example, a janitor may be seen as having lower social standing compared to an executive. Meanwhile, social identity reviews an individual's knowledge, emotional and significance to a certain group membership.

The theory also explains that social behavior is shaped by the characters and motivations of a person as an individual, which is the interpersonal behavior as well as the person's group membership, that is the intergroup behavior. Normally, people want to maintain a positive image of the groups to which they belong thus, people are inclined to behave in the ways that are favorable to their in-group members. Among the strategies to maintain positive social identity is by an individual mobility where one can leave the current group and participate another with a higher social standing if one does not view the group favorably. In group members can also adjust the value judgments of groups through social creativity, whereby what was once seen as negative is now considered positive. Another approach is social competition where the in-group members make efforts to improve the group's situation and social status.

Cachelin, Rebeck, Chung, and Pelayo (2002) mentioned that one of the critiques may point a matter of discrimination against out-groups. For instance, a total focus on the maintenance of positive social identity may lead in-group members to put less importance on positive out-group characteristics. In-group favoritism and out-group discrimination are also often viewed as two sides of the same coin, in which an in-group favoritism may result in negative outcomes, from prejudice and stereotypes to institutional racism and sexism.

Another issue conveyed is that group members may experience identity threats which may occur for various circumstances. For example, when the perceived competence of the group is devalued, group members

cannot hold personally accountable for the group's behavior, they think that their group is insufficiently acknowledged as a separate entity with unique characteristics and individuals are treated as group members at times when they would prefer not to be.

Mendes and Carter (2008) states that beauty advertisement and the persuasion that is normally used in it is always focusing on early aging prevention and attractiveness. The standard of beauty is planted in viewers' mind subconsciously and make them belief that this is the standard that people need to fit in in order to be acceptable to the public. Advertisements on the wonders of makeup properties that promises the coverage on the supposed beauty flaws such as dull, scarring and enhancing flat features that actually depends on the genetic of the person (Englis, Solomon, and Ashmore, 1994).

According to Heyes (2007), he noted that the provocation in beauty advertising derives from the manipulation from the photo itself and this has led to the excessive spending among viewer to fix and improve their perceived flaws that the advertiser makes them believe in social comparisons. In example, we often see on movies and dramas that the most enhanced character in the movie will always be the one who have a perfect hourglass figure, long haired, on point face, sharp features and makeup.

Beauty advertising steals self-confidence by making real women feels that they are unattractive and need magical power to feel confidence. Beauty advertising on media has also put a negative self-concept especially on people's self-esteem and physical shortcomings. Makeup advertisements' manipulative and mesmerizing language leaves the society in the insecurity dilemma.

Millennials are shaping a new manifestation of status symbol, which are the possession of the latest iPhone, high-end make up sets, local streetwear labels and dining in lavish cafes. Surprisingly, a *hijab* is also seen as a cosmopolitan Muslim women success in Malaysia especially when it is from an uber-luxe range at a jacked-up price of thousands such as the *dUCK* scarves that are priced at a minimum of RM100.

In other circumstances, people who cannot afford of such luxuries may create a different identity or join the other group. For example, those who cannot afford fancy clothes and branded brands may adapt themselves with thrift clothing. A statistic by United Nation recorded that Malaysia is among the top importers for bundled clothing in the world, with the import value of USD69.9 million in 2017.

The society has shifted their judgements on bundled clothing as there are increasing numbers of thrift stores across the country. Among the most popular ones are *JBR Bundle*, *Bandoru* and *Jalan Jalan Japan*. Even so, there are still division of classes in the thrift shoppers. Some may shop to save money while those who are perceived with a higher social standing may even shop for the vintage branded clothing at thousands of Ringgits.

Additionally, with the rise of social media influencers among teenagers, chances are high to have at least one online famous friend within the circle. In a response to this, some may get closer to them for personal gain such as fame while others may even back away for having the insecurities, usually of physical attributes over their influencer friends (Coad, 2008).

The emergence of anxiety with appearance will happen when one is pressured to achieve a skinnier and pubescent-like physical, which means being disappointed of not achieving the body goals set. However, when a person refuses to achieve those unrealistic beauty standards, they will be perceived as vulnerable. The consequences of body dissatisfaction may affect body and mental health of an individual. For adolescences, their peers are the second potential influence on what constitutes a desirable bodily appearance. Peer teasing plays the biggest factor on body satisfaction (Hutchinson, Rapee, Taylor, 2010). Peers judges on how they look like and emphasizes on how they should look like.

According to the 2015 National Health and Morbidity Survey, the prevalence of mental health problems among adolescents in Malaysia showed an increasing trend, from 10.7% in 1996 to 29.2% in 2015. Among the issues arose are eating disorders, or scientifically know as anorexia nervosa or bulimia nervosa are becoming more common in

Malaysia. Although females are more susceptible to eating disorders, the recent trend indicates that eating disorders are becoming more common among males (Ammar, 2019). Eating disorders are considered a chronic condition with physical, psychological, and social consequences that significantly debilitate sufferers and their care takers. The most worrying concern is the mortality rate of eating disorders, which is one of the highest among psychiatric conditions.

The well-established factor for eating disorders is the body image dissatisfaction, which has become a common phenomenon thanks to all types of media which historically has been heavily advocating how every man and woman should look like. Adolescents are unhappy with their appearance where girls want to be thinner, and boys wish to be more muscular. In a Malaysian study involving 13 to 16 years old adolescents, it showed that more than 65% of girls want to be thinner and about 10% of them are at risk for developing eating disorders. Meanwhile, more than 75% of boys prefer to be bigger and more muscular. Out of these numbers, 15% to 28% of them are engaged in activities such as consuming protein supplements and lifting weights.

In all seriousness, arise another agonizing issue which is body-shaming, a form of verbal bullying regarding one's physiques, be it via social media or personal contact. It may be verbal assaults on social media by strangers or deemed as a joke by friends. Arguably, being physically attractive has also now become a status symbol and when something is associated with status, people want them. Also, for some, fat is not just an assessment of weight but rather a judge of character and is considered the person's fault that they are lazy to exercise. Following this matter, Azfar Firdaus, a Malaysian albino model bravely called out Shazwan Zafran, who cyber-bullied him on a live television program (Worldofbuzz.com).

Conclusion

Today's beauty brands cannot ignore megatrends, such as ethical living, healthy living, connected consumers and multi-culturalism, which will continue to shift consumer values, particularly among millennial

consumers. Instead of perceiving these changing values as threats, brands should consider these as opportunities to reach and delight new and current audiences. These shifting values give established and emerging brands opportunities to present themselves as a friend with a clear purpose and a story that transcends its products in the minds of consumers, especially millennials, who are driving the changing conversation of beauty.

Moreover, more peers are becoming more glamorous and financially dependent, and students view these achievements as a life success thus, resort to this option which seems to be easier than studying. Dr. Rozieta Shaary, a family expert and the Director of Love World Resources advises young social media influencers to never stop in pursuing for academic achievements and knowledge and these would grow the minds and mature them up. She also added that leadership, socializing, and communication learnt in school can gear up online influencers in upcoming media social endeavors, such as in developing and sharing better online contents to the society especially when more new online celebrities are appearing in the platforms every day.

Social media has received a global popularity in the world today and with it continues to develop, it increases the time of people, especially adolescence, to spend on it. Among the things being highlighted on the social media presence is the formation of social identity among adolescence (Correa, 2015). The types of exposure that adolescence received on the social media platform matters to adolescence self-identity development. Adolescence will come across different people on social media platforms and will bumped into people who have similar character traits to them. Social media creates a sense of belonging to people because the platforms derive from quite a number of social groups. When adolescence started to click in the group they fit into, their self-confidence and bravery becomes higher and more enhanced. This has made them feel supported and venture onto things that they always desire to do without judgements.

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